

**TESTIMONY OF SHARON B. JAFFE  
PRESIDENT, EAST FALLS COMMUNITY COUNCIL**

Mr. Chairman, members of the Commission, thank you for giving me the opportunity to testify today on behalf of the East Falls Community Council, the resident organization of East Falls, a community of 12,000 residents.

Let me be clear at the outset. TrumpStreet will be squarely within the boundaries of East Falls. In fact, half the property within a mile of the site lies in East Falls, with the remainder divided among the neighborhoods of Southwest Germantown and the North Philadelphia communities of Nicetown and Tioga. The vast majority of the residents of East Falls are unalterably opposed to the siting of the TrumpStreet project in our neighborhood.

- **We know this because we have taken the time to get Community Input:** I first met with the Mayor's Task Force on Gaming in August of last year, together with the East Falls Development Corporation and the East Falls Business Association. On August 31, 2005, we held our first EFCC special meeting to present information from the Mayor's Task Force to the community, using an abbreviated version of the Task Force's PowerPoint presentation.(outline submitted) Thereafter, the EFCC held eight meetings where the proposal to build a slots parlor in East Falls was discussed. We then distributed a standardized survey that allowed residents to submit their impressions of the proposal.(example submitted) The returned surveys, better than a 10% sampling of the EFCC membership indicated that 78% of the community was opposed to the siting of a slots parlor at the Budd site regardless of the community benefits that might be promised.
- **This is not a "blighted" community:** Contrary to TrumpStreet's characterization, the community in which the slots parlor would be sited is not a community in total blight that would be "rescued" by the development of a gambling facility. The Mayor's

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Neighborhood Transformation Initiative currently rates a good portion of East Falls as a "Regional Choice" neighborhood, meaning it has the highest housing values in the City. Another portion of the area is "High Value/Appreciating" which means very high housing values with strong appreciation and population stability. (city of Phila. Office of Housing and Neighborhoods market analysis 2001 & 2003) The community that would be directly affected by a gambling operation includes Southwest Germantown and East Falls, as well as Nicetown. These communities are relatively low density, middle-class bedroom neighborhoods. Although TrumpStreet claims to have considered census data from the East Falls zip code, 19129, in evaluating neighborhood impact, in fact, it failed to include data from most of the neighborhood - census tracts 206 and 207. These census tracts include thousand of middle class residents. (see 2000 census demographic data submitted) Take a look at the map Trump provided to you. Most studies would draw a circle around a proposed location and analyze the community within a mile radius. Instead, Trump's said experts gave you a rectangle where the proposed casino location was in the upper left corner. Had TrumpStreet considered all the tracts within a one mile radius, it would have been impossible for it to conclude that the area "lags much of Philadelphia in important socio-economic indicators." (see article & illustration provided by Hallwatch.org) You cannot accept this glaring misrepresentation. This project impacts our neighborhood but our neighborhood's information has been purposely omitted from the impact study.

- **Traffic Impact:** Trump's traffic study does not meet a standard of professionalism and accuracy. (analysis of Traffic study submitted) This project estimates visitor volume at

6.5 million visitors per year, which breaks down to *over 16,000 additional cars per day*

*in the neighborhood.* Yet, the so-called "traffic study" that TrumpStreet submitted does not even begin to analyze the true impact of traffic on the community. It focuses only on two peak hours for an entire week -- 4:45 to 5:45 pm weekdays and 3:15 to 4:15 pm Saturday. There is no analysis of traffic impact during other time periods even though TrumpStreet plans a 24/7 operation. Conspicuously absent from the "study" is any comparable data from Trump's own or any other casino operations. The "study" does not analyze traffic impact beyond the area immediately adjacent to the project. This is a fatal omission. Even the Mayor's Philadelphia Gaming Advisory Task Force projects increases in traffic as high as 215%-233%. Traffic up and down Henry and Wissahickon Avenues and Route 1, the thoroughfares bordering the project site, is already congested during rush hours. It is inconceivable that those roadways could absorb the increase in traffic from the casino operations. Moreover, these avenues are predominantly lined with low impact residences, parks and schools. Even now, cars travel at speeds well above the limit. Accidents, even deaths, are not infrequent. Even though the traffic "study" proposes changes to facilitate traffic flow *to* the site, it does not mention, let alone address, traffic flow *away* from the site. Congestion on existing access routes to Route 1 already forces traffic inappropriately onto residential side streets. TrumpStreet's "traffic study" ignores what will almost certainly be a difficult situation aggravated by the slots parlor traffic.

- **Our home values will drop.** Homes in East Falls are not buffered or protected from an entertainment or casino area by a highway, such as I95. Instead, our neighborhood is directly in sight of this proposed parlor. When Trump bought his portion of land from

Preferred Real Estate, he could have bought any of the 85 acres available. He purposely

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chose to buy the portion closest to East Falls and to propose a build out onto Henry Avenue for the increased traffic visibility. That is where the entrances will be. Henry Ave. leads directly into the heart of East Falls. The well-known University of Nevada at Las Vegas study (copy submitted) of the impact of gambling casinos on home values concludes that casinos --" exert negative influences on the values of nearby residences." This study found that casinos negatively impact residential properties located within a mile of a gambling facility because of the lights, noise and traffic that accompany their operations. Homes within a mile of a casino experienced a 4.6% drop in value. Of all the proposals to build slots parlors in Philadelphia, TrumpStreet is located in the area with the highest percentage of residential property. *82% of the area within the one mile zone of the proposed TrumpStreet casino is residential.* Application of the study's findings to Philadelphia as illustrated by Ed Goppelt of Hallwatch.org (article submitted) shows that residents in our community would lose over 30.6 million dollars in home value. The Philadelphia Real Estate firm of Elfant Wissahickon believes that TrumpStreet would have a decided negative impact on East Falls due to the increase in traffic, the accompanying noise and pollution.(copy of letter submitted) TrumpStreet did not even consider whether its facility would negatively impact the home values in the community. **The slots parlor should not be located in East Falls because of this negative impact.**

- East Falls has planning efforts already in motion that foster of independent resident-oriented businesses, not the type of store that would cater to casino patrons. Those efforts are directed to enhancing the neighborhood quality of the community and making

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it more pedestrian friendly. I am submitting to the Commission the plans for "East Falls

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Reconnects to the River" to show the extent of our efforts to revitalize the commercial area of our community.

- **Contrary to Trump's testimony before this Board, the neighbors of the proposed TrumpStreet Slots Casino do not "love" this proposal.** While we all may understand that Donald Trump is a consummate salesman, it does not justify his misleading testimony to this Board. He and his team have set out to paint a false picture of community support. A 'dry run' of their presentation just last week that was broken up because neighborhood people who oppose this project were not permitted to speak. Donald Trump seriously misrepresented the dominant sentiments of the community. East Falls Community Council is a member of the Multi-Community Alliance which represents 26 neighborhoods around the proposed TrumpStreet. The MCA is opposed to TrumpStreet. East Falls is opposed to TrumpStreet.

In summary, siting the TrumpStreet gaming operation at the proposed Budd Commerce location is highly problematic for all the reasons I have just discussed. If the Commission were to allow TrumpStreet to open as planned, it would cause a drastic, damaging and irrevocable change in the community at a time when all areas of the community are trying to enhance their suitability and attractiveness for residential use. On behalf of the East Falls Community Council, I urge you to reject this ill-conceived plan so this community can continue to grow and prosper as an attractive residential area.

**Attachments / Exhibits:**

**Community Process –**

PowerPoint Presentation of Mayor's Task Force on Gaming  
Sample survey of community residents' views on TrumpStreet  
Petitions signed by community residents

**East Falls is not blighted**

City of Philadelphia, Office of Housing & Neighborhood Preservation market analysis 2001, 2003

Photographs of typical East Falls homes. All are within a mile, some just blocks from the proposed site of TrumpStreet

**Misrepresentation of affected Community**

"Trump casino: a question of location" Ed Goppelt, March 28, 2006

Including map diagramming Neighborhood boundaries in vicinity of Trump Site, map of nearby property excluded from Trump Impact Area.

Committee of Seventy zip code map

2000 Census Demographic Data for Casino Affected Census Tracts, by Neighborhood

**Traffic Impact**

Analysis of Traffic Impact Study by Vollmer Associates(VA)

**Negative Impact on Housing Values-**

Letter dated March 17, 2006, from Elfant Wissahickon Realtors to Sharon Jaffe

"Rolling the Dice: Would Casinos Harm Illinois Home Values?" Terrence M. Clauretic, Thomas M. Carroll, Nasser Danes vary, Illinois Real Estate Letter, winter 1998

"New Casinos May Harm Philadelphia Home Values," Ed Goppelt, April 3, 2006.

**Detriment to local business development-**

"East Falls Reconnects to the River" (see also

[http://www/schuylkillriver.org/pdf/east\\_falls\\_design\\_guide.pdf](http://www/schuylkillriver.org/pdf/east_falls_design_guide.pdf))



## Agenda

### Presentation:

- Multi Community Alliance
- State Gaming Board and the Mayor's Gaming Advisory Task Force - timing
- Trump's plan and timing
- About slots parlors and casinos
- Budd Site Analysis

### Discussion and surveys:

What do YOU think?



## The Multi Community Alliance



## The State Gaming Board and The Mayor's Gaming Advisory Task Force



### Who decides?

- State Gaming Board, 7 members, make decisions for entire state. 14 facilities: 6 freestanding gaming facilities. (7 racetracks).
- Local zoning still applies until new law is passed (Introduced and likely to pass)
- 2 sites will be in Philly
- Mayor's Task Force will recommend the sites for Philly (advisory only)
- Applications may come in by December
- The State Gaming Board will decide



## The State Gaming Board

*Their decision must be unanimous*

- Appointed by Governor Edward G. Rendell
  - Ted Decker, Chairman
  - Mary DiGiuseppe Colina, for a one-year term.
  - Sanford Rivers, for a two-year term.
- Appointed by Sen. Mellow
  - William E. Conboy, for a two-year term.
- Appointed by Rep. H. William DeWeese, the House Democratic Leader
  - Jeffrey H. Coy, for a two-year term.
- Appointed by Senate President Pro Tempore Robert C. Jubeltner
  - Kenneth T. McCabe for a two-year term.
- Appointed by Speaker of the House of Representatives John Perzel
  - Joseph W. "Chip" Marshall II for a two-year term.



## The Trump Plan

## 8 Trump Entertainment

- 3000-5000 slot machines
- Uses 17 acres of the Budd site
- Jobs: 900 - 1000 (casino only)
- Salaries: entry level \$10 - \$12 per hour
- Managers: \$45 - \$65,000 annually
- 1000 enclosed parking space in a garage
- Employee parking on site - surface parking
- Restaurants - two or three
- Lounge or nightclub with entertainment
- Constructing and maintaining streetscape improvements on Fox, Roberts, Henry
- Retail on Fox and Roberts - community oriented retail. Bank, food, services. Local ownership opportunities.
- Along Henry and Roberts - retail, food and beverage for casino - outward facing
- Two entrances: Henry and Roberts
- Community input into design
- Want to look at public transportation upgrades - SEPTA train station - on site
- Location desired: on Henry Avenue.
- Move and build state of the art Randolph Skills Center. Training and hiring preferences. Curriculum to geared toward jobs at casino
- Want to make a decision in September

## 9 Slots and Casinos

### *A brief overview*

## 10 Slots - what is allowed

- 3000 slot machines initially; 5000 in 6 months
- After 10 years, more gaming facilities can be built or upgraded/expanded
- Can't be built w/in 10 miles of Chester Downs and Bensalem racinos (eliminates northeast Philly and parts of south/southwest Philly)

## 11 Site Requirements

- Gaming floor of about 3 acres for 3,000-5,000 slot machines
- Parking for 5,000 cars (over 1 million square feet of garage space)
- Casino operators can build on sites as small as 9-10 acres, but prefer larger sites of up to 20 acres
- A phased development approach is likely - operators add restaurants, hotels, etc.

## 12 What casinos like to have

- Access to highways
- Ease of access via local streets
- Visibility from major roadways

Initially, the Philly slots parlors will be *convenience* gaming.

## 13 Revitalization through casinos?

- Impact:
- Shreveport, LA - casinos led to urban entertainment district and residential conversions
  - Melbourne, Australia - hotel, conference center, mall, theater, retail, residential
  - Sydney, Australia - mixed use district
  - New Orleans - casino developed retail, restaurant, hotel

Little or no spin off

- Detroit, MI – little spin off development or revitalization – isolated, stand alone, no synergy
- Joliet, IL – riverboat – no spin off; have their own hotels and amenities
- Atlantic City- casinos are isolated, community still in decay after 25 years; little investment to benefit the local area.

#### 14 How casinos are usually designed

- Isolated, self-sufficient, detached
- Self-contained environments to maximize the entertainment experience (food, fantasy, escape, no sense of time)
- Exception: *Detroit and New Orleans – relate to their urban surroundings: - they have fewer restaurants, meal vouchers, no large garage*
- Large signs – neon, well-lit, etc. 24/7
- No windows
- Synthetic construction materials (inexpensive)
- Large parking structures connected to the casino or large parking lots

#### 15 Proposed Design Controls

- Compatible with site context in land use, scale, appearance, materials
- Incorporates a unique development concept
- Contains an exciting mix of recreational and entertainment activities
- Includes restaurant and retail space
- Allows for expansion of gaming
- On site parking is not visible from the street
- Contains exterior public amenities such as plaza, landscaping, arcades, lighting
- Building design is bold, contemporary, innovative
- Contains monumental and memorable public spaces that connect to the exterior

*Other controls could be negotiated with the operator as a basis for supporting a license application*

#### 16 Traffic Implications of a Casino

- 24/7 activity and visitation
- Peak Visitation: Saturdays 7 – 10 p.m.
- 12,000 – 36,000 visitors per day (two trips for each visit)
- 4 -5 Million visitors per year

#### 17 Public Safety and Social Impact

#### 18 Public Safety Impact

- **Studied 1985 to 2002**
- **Two riverboat casinos in New Orleans in 1994**
- **Two casinos in Detroit in 1999**
- **National rate shows steady decline**
- **Detroit and New Orleans crime rates followed national trend**

#### 19

#### 20 Crime Within the Vicinity of Casinos

#### 21 Crime: What Will Be Needed

- Additional safety officers
- Specialized training in gambling and fraud laws
- Neighborhood crime patrols

22 **Problem and Pathological Gambling**

- **Problem gambling** – behavior that creates gambling-related problems, but is not sufficient enough for a diagnosis of pathological gambling. At high risk for developing pathological gambling. 2/3 are male; typical will lose 45% of income
- **Pathological gambling** – a disorder characterized by maladaptive gambling behavior leading to negative personal, family and/or social consequences. Pathological gambling is sometimes accompanied by other disorders such as alcohol or drug abuse, or depression.

23 **Compared to other Problems**

24 **Crimes and Social problems that may be associated with Problem Gambling**

- Loan Sharking
- Embezzlement
- Bankruptcy
- Domestic Violence
- Child Abuse/Neglect
- Substance Abusers more susceptible
- Adolescents likely to become problem gamblers
- Divorce
- Unemployment (then welfare, food stamps, etc.)
- Homelessness – correlation with problem gambling

25 **Economic and Fiscal Impact**

26 **Economic and Fiscal Impact**

- Economic Impact**
  - Spin-off spending
  - Job creation
  - Business opportunities
  - Hospitality and tourism
  - Convention Center
  - Wage tax cuts
- Fiscal Impact**
  - Positive
    - Host fee and savings
    - Operator funding
    - Added tax receipts
  - Negative
    - Policing and fire costs
    - Social costs
    - Infrastructure costs

... funded by ...

*What combination of two casinos might be the best*

1. Two on North-Central Delaware
2. One on Market East, one on South Delaware
3. One on Market East, one on North-Central Delaware
4. One on Market East, one near I-76/Route 1
5. One on North-Central Delaware, one at Navy Yard
6. One on South Delaware, one North-Central Delaware
7. Two on South Delaware
8. One on South Delaware, one I-76/Route 1
9. One in Navy Yard, one near I-76/Route 1
10. One on Market East, one at Navy Yard
11. One at Penn's Landing, One on North-Central Delaware
12. Two near I-76/Route 1
13. One at Penn's Landing, one near I-76/Route 1
14. One near I-76/Route 1, one on North-Central Delaware

33  **Total Revenue by Casino**

34  **Adam's Mark**

- Requirement of site control needs to be met
- 14 acres – perceived small with limited opportunity for expansion
- County/City stakeholders
- Wide access view I-76/ Rte 1.
- Localized congestion problems – “level of service” problems
- Lack of right of way to implement capacity improvements

35  **Budd Site Information**

- 82 acres
- Owned by Preferred Real Estate Investments
- Wants mixed-used with office, residential and retail that will focus on positive uses for the community in terms of jobs, supermarket and aesthetically upgrading the surrounding area.
- New Tenants:
  - Temple U Health System will relocate their headquarter to the corner of Hunting Park and Stokely. 1,250 employees
  - GRM Information Management – info storage. Corner of Fox and Roberts. NJ firm.

36  **How gamers would get to the Budd Site Slots Parlor**

37  **Budd Site**

- \$\$\$ - among highest revenue potential
- Locational advantage with respect to western suburbs
- Ample land for expansion and additional developments
- Could hold 2 casinos
- Excellent highway location (access)\*
- Excess traffic capacity on immediate local streets
- Could spur local redevelopment

38  **Budd Site**

- Site not directly visible from the highway
- Little synergy with existing surrounding land uses
- Remote from the Convention Center, tourist attractions, and hotels
- Industrial nature of environment could make the creation of attractive aesthetics challenging
- May be perceived as unsafe
- Unfamiliar to regional residents
- Possible negative affect on neighborhood\*
- Limited access from highways\*

39  **Budd Site Traffic Assessment**

- Local roadways built to support former industrial uses have excess capacity to support casino traffic demand (Hunting Park, Henry Avenue)
- Feasible to add northbound ramp from Rte. 1, though expensive
- Undeveloped site could yield additional rights of way
- Increased traffic can be accommodated if casino is located in Budd site

*Congestion along Rte. 1 is a concern*

40  **Budd Site – Traffic Analysis**

Wissahickon north of Hunting Park

41  **Budd Site – draft policing plan**

- Casino unit with dedicated officers and captain-level leadership
- Five bike teams of two officers
  - All around-the-clock 24x7x365
  - Stokley to 22nd Street; Hunting Park to Ontario
  - Stokley to 22nd Street; Ontario to Westmoreland
  - Fox to Westmoreland Street; Hunting Park to Westmoreland
  - Fox to Stokley; Westmoreland to Hunting Park
  - Parking Areas
- Traffic postings at 8 intersections
  - Hunting Park & (i) Fox, (ii) Stokley, (iii) Venango, (iv) 22<sup>nd</sup>, (v) Wissahickon
  - Fox & (i) Roberts, (ii) Abbotsford
  - Roberts & Wissahickon
  - Most staffed from 8 am to midnight, 365 days a year

42  **Budd Site**

- Salvation Army Ray and Joan Kroo Community Center
  - Education
  - Recreation
  - The arts
  - Character building
  - Mentoring
  - Spiritual Formation
  - Library
  - Ice Rink

43  **Budd Site**

- Grocery store
- Home Depot
- Residential
- Other university related development
- Light Industrial

*If willing to consider gaming, what do the surrounding communities need to make it acceptable?*

*What might be some conditions on the license you would like to see?*

#### 44 Stakeholders' negotiating issues

*Fill out your survey tool*

#### 45 Budd Site

*This is the first meeting of a neighborhood – want to hear what other neighborhoods think?*

- Should there be gaming in this area?
- If no, is it absolute or conditional

*Fill out your surveys!*

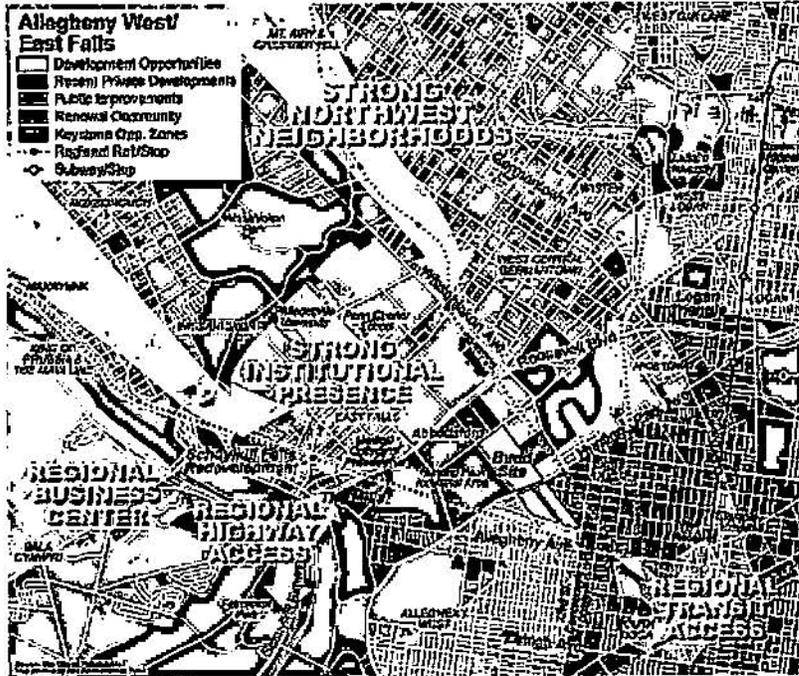
#### 46 Multi Community Alliance

**EFCC / MCA Survey regarding Gaming @ the Budd site**

	<b>Possible conditions that might be placed on a casino operator or the property owner</b>	<b>This is necessary for my support</b>	<b>This condition is desirable</b>	<b>This condition is not important to me</b>	<b>This should not happen</b>
1	Local community center such as the salvation army plan should be part of the operators contribution				
2	The operator should negotiate design with the neighborhood				
3	A percentage of jobs and sub contracts should be for local residents				
4	There should be local ownership or partnering of the casino operations				
5	New access ramps off route 1				
6	The casino should move the Randolph skill center and build a new facility with training.				
7	The casino should fund and implement streetscape improvements off site: Fox & Roberts				
8	The casino operator should fund maintenance of the sidewalks and landscaping around the site				
9	The operator should participate financially in community development				
10	Local neighborhoods get part of the host fee.				
11	A septa rail stop should be on site				
12	The site limited to one casino				
13	There casino should have access on henry ave.				
14	There should be retail on henry ave.				
15	There should be neighborhood retail on fox street				
16	The developer or operator should develop a grocery store or other retail anchor elsewhere on the Budd site				

<b>I like the idea.</b>	<b>I am willing to listen but it needs conditions.</b>	<b>It should not be at the Budd site at all.</b>	<b>I am opposed to gambling in any location.</b>

Allegheny West/East Falls/Tioga



Market Analysis 2001



Market Analysis 2003



This area has outstanding access to the region and major development opportunities. East Falls is one of the most sought-after residential neighborhoods, while experiencing very positive retail and commercial trends. Allegheny West, a mostly industrial area, has opportunities for redevelopment supported with federal, state and local tax incentives, a strong business association and community support.

Major Projects:

East Falls/Schuylkill Falls

The revitalization of the Schuylkill Falls site will create a mixed-income community with 150 homeownership and 150 rental units. An adjacent site will be developed by the Westrum Development Company as market-rate housing. There are also senior apartments and a commercial center.

The Mills at East Falls

The new Mills of East Falls sits on the border of these two neighborhoods. Located at 3510-30 Scotts Lane and developed by Sherman Properties/Mills II, LLC, this development is a rehab of the former Dobson Mills, a historically industrial space, into 250,000-square foot, mixed-use residential/artist studio development.

Housing Markets





City of Philadelphia, Office of Housing & Neighborhood Preservation

Kevin Hanna, Secretary of Housing and Neighborhood Preservation:  
1234 Market St., 17th Fl., Philadelphia, PA 19107: 215-686-9754

**Tioga/Allegheny West Planning Area**

New Courtland Elder Services, a subsidiary of the Presbyterian Foundation, is completing its planning efforts for the Allegheny West and Tioga neighborhoods in conjunction with the City and OHNP. This work is to guide comprehensive revitalization efforts that will encourage redevelopment, economic development, improvement in educational opportunities and job training.

[Click here](#) for more details.

**Logan Triangle**

The City is working with residents to review alternatives for the re-use of the Logan Triangle land, including commercial development. The Redevelopment Authority will issue a Request For Proposals for re-use of the site. [Click here](#) for more details



PHA's Falls Ridge Development

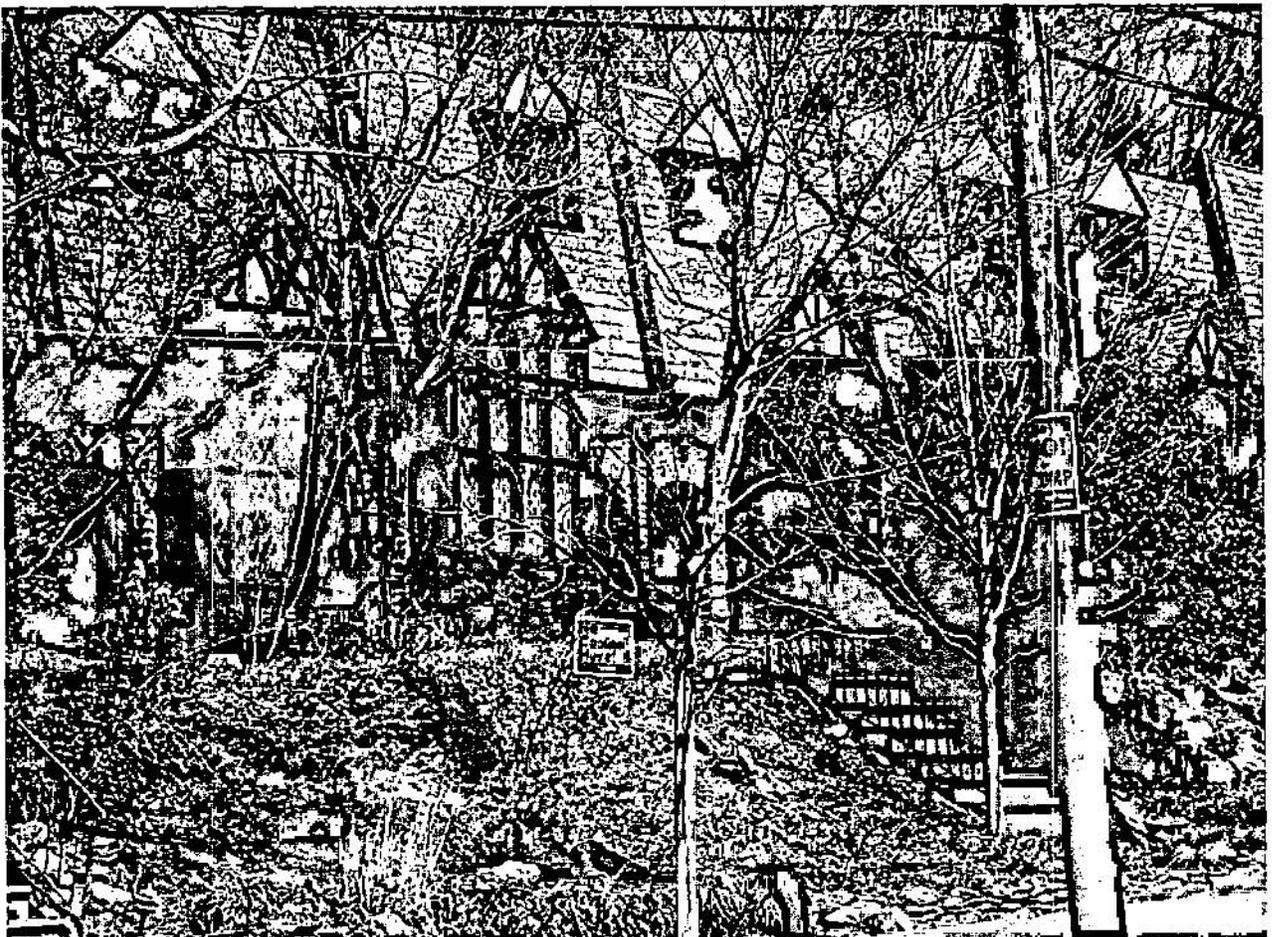


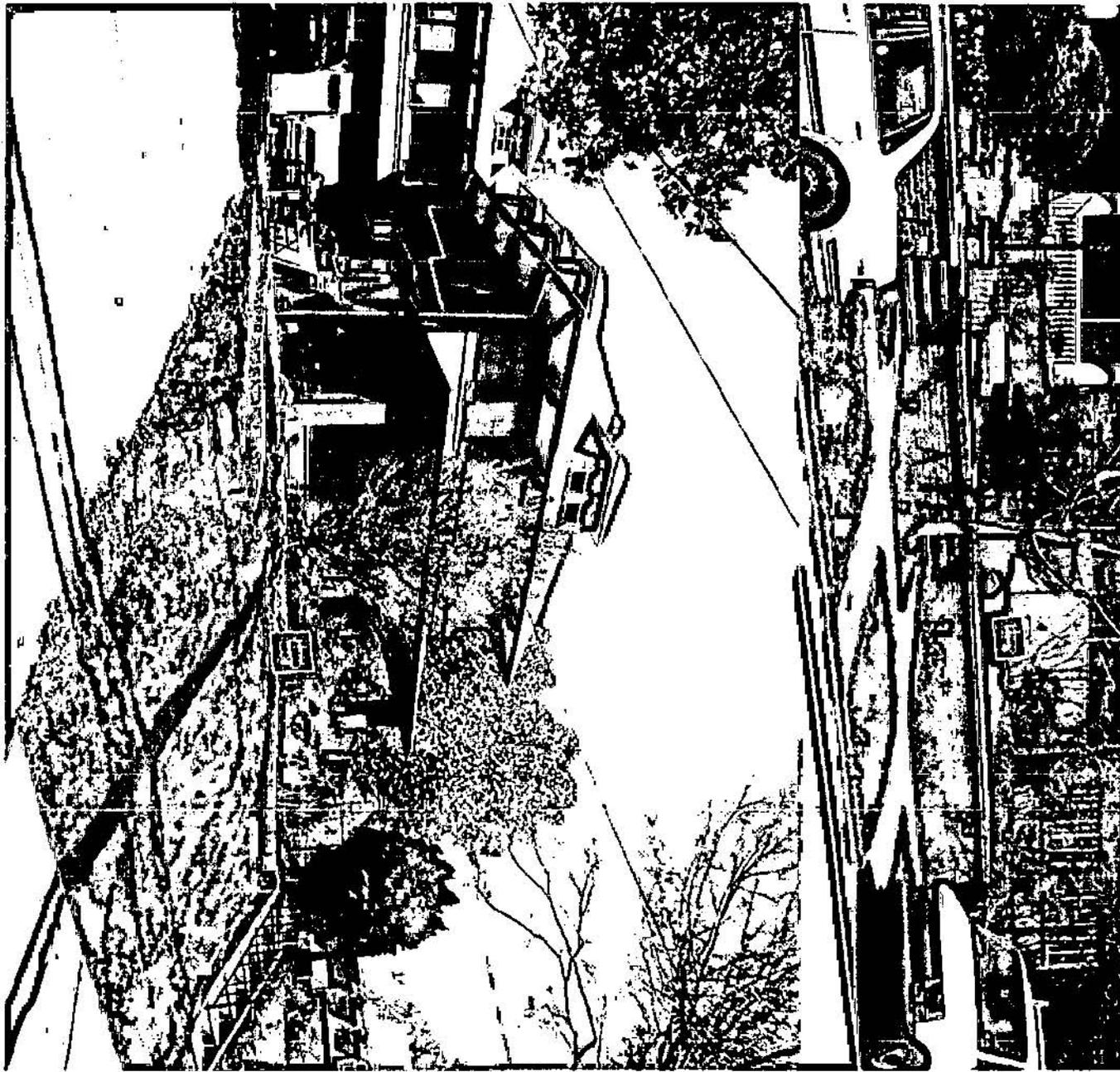
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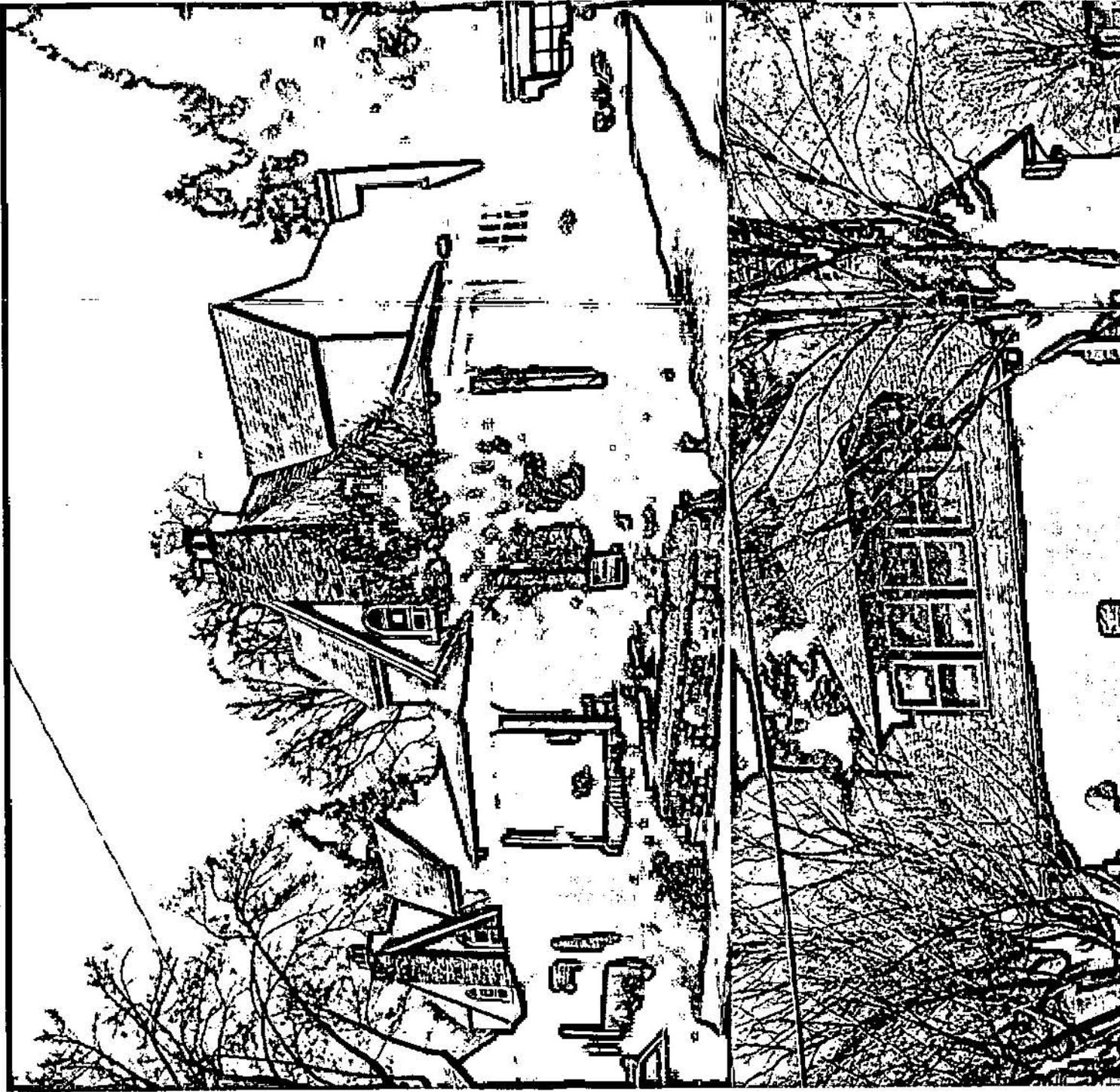
Logan Triangle







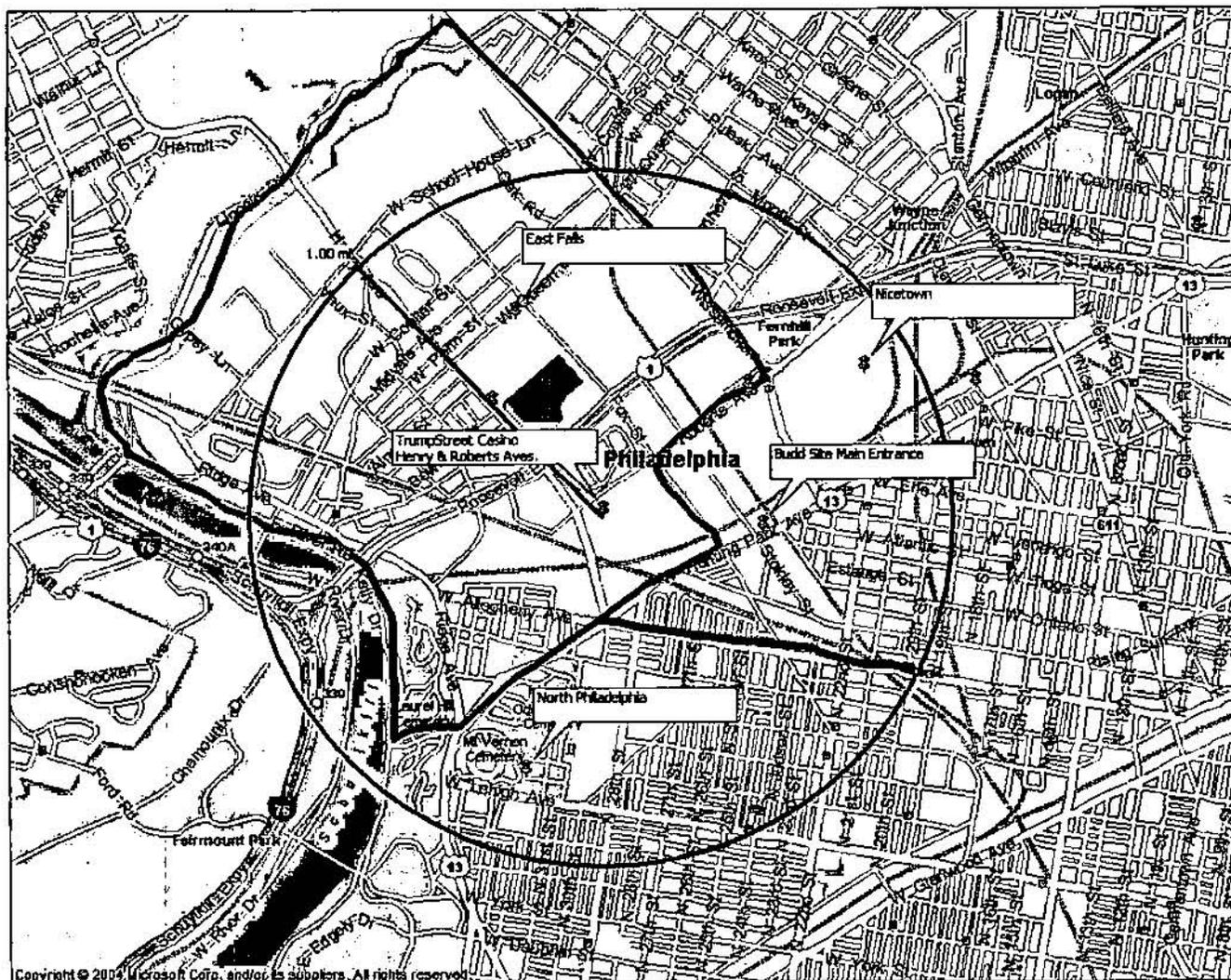




## Neighborhood boundaries in vicinity of Trump site

The boundaries of East Falls are indicated in red. The green line divides Nicetown to the north from North Philadelphia to the south.

Although the site of the proposed casino is in East Falls and half the property within a mile of the proposed casino also lies in East Falls, the daily newspapers have consistently described Trump's site as lying in Nicetown. Only about a quarter of the property within a mile of the proposed casino lies in Nicetown.



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## Trump casino: a question of location

By Ed Goppelt Tuesday, 03/28/06 (1143573483008)

Although Northwest Philly residents and casino developer Trump Entertainment Resorts have been meeting since September, the two sides remain in substantial disagreement on many issues. The Multi-community Alliance (MCA), a coalition representing residents recently released a lengthy comment on Trump's plan to build a casino near the defunct MCP hospital.

Among the facts MCA says Trump got wrong: the casino's location. MCA devotes 2 pages of its 20 page comment arguing that Trump portrayed the casino as closer to the poorer sections of North Philadelphia--and farther away from middle class East Falls--than it really is.

### Where is the proposed casino?

In its press releases, Trump says Nicetown. Resident Sharon Jaffe, who is also President of the East Falls Community Council (EFCC), says East Falls.

Using boundaries supplied by EFCC, this map shows the proposed casino falling squarely within East Falls. [View map](#). The boundaries are written into her organization's by-laws.

Newspaper reports written at the time of MCP's bankruptcy support Jaffe's view of local geography. They identify East Falls as the location of the vacant MCP complex located across Henry Ave. from the Trump site.

The Post Office thinks the Trump casino lies in East Falls, too. The boundaries for its 19129 zip code, identified as East Falls, closely mirror EFCC's. View Committee of Seventy [zip code map](#).

### Trump disagrees

"I can not think of any other instance where the home of the Budd Manufacturing site was ever referred to as East Falls," wrote Larry Ceisler on behalf of his client. "I do not think one can make the argument that the Budd Site sits next to Governor Rendell's residence in East Falls or that Penn Charter students will have their classes disturbed by slot machines."

Ceisler is a principal in Ceisler-Jubelirer, one of the city's politically savvy public relations firms

In an interview with Hallwatch, Trump General Counsel Robert Pickus identified West Philadelphia as the location for his company's casino.

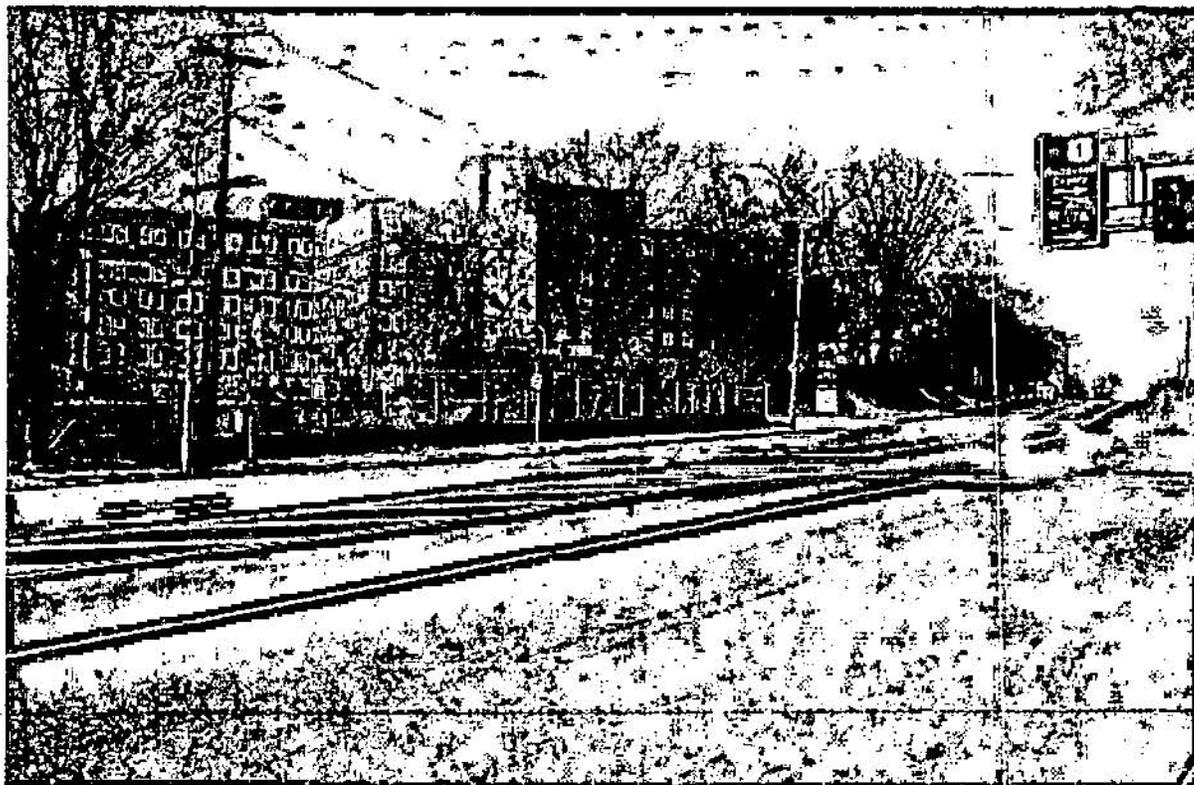
"I mean no disrespect, but I think Mr. Pickus needs to look at a map," said Jaffe. "We are northwest Philadelphia."

According to the Post Office's neighborhood boundaries, not just the casino, but about half the property within a mile of the site lies in East Falls, a quarter in Nicetown and a quarter in North Philadelphia.

### **East Falls not included in Casino Impact Area**

Trump does not include most of East Falls in its impact area. View map. Pickus said that East Falls was excluded because it is sealed off from the casino by Roosevelt Blvd. "It's largely the other side of Route 1. I think the impacts will be fairly minimal to the community," said Pickus.

It is hard to see how Roosevelt Blvd. would shield East Falls from the casino as the Blvd. runs under Henry Ave.



*Henry Ave at Roosevelt Blvd. The Boulevard runs underneath Henry Ave.*

## **Inky & Daily News say Trump casino is in Nicetown**

The daily newspapers have consistently referred to Nicetown as the location of the Trump casino.

When asked for her source for this fact, Inquirer business reporter Suzette Parmley told Hallwatch, "We've gone through this thoroughly with our copy editors. It's Nicetown. There are official, city maps we use."

Citing a lack of time, Parmley declined to provide Hallwatch with the name of the map's publisher.

The Daily News' Chris Brennan said that according to an internal manual compiled by his newspaper the Trump casino is in Nicetown. The manual is not public.

Paul Curran, the City planner responsible for East Falls, said that while an argument could be made that the Trump casino lay in East Falls, in his opinion it does not. Curran put the boundary of East Falls at Roosevelt Blvd.

## **Casino impact area also in question**

MCA also disagreed with Trump about the neighborhoods that would be most negatively affected by a casino, the so-called impact area.

"In short, Trump has painted a picture of a community in total blight and distress lacking any other viable option other than becoming the site of a gambling-entertainment district for the region. It did so by arbitrarily drawing boundaries around a limited portion of the actual impact area," wrote MCA in its comment.

Rather than study the area within a mile of its casino as the Foxwoods casino did, Trump chose to use a City Planning Commission district when attempting to measure things like unemployment and racial make up of the neighborhood.

At its extremes, Trump's impact area leaves out residents as close as a quarter mile to the casino site while including residents as far away as 3.5 miles. [View map of Trump impact area.](#)

Jaffe suggests Trump did so for a reason: "I think [the impact area] was engineered to show the most desperate portions of the community as opposed to the real situation," said Jaffe. "There is great need, but that is not all there is in our community."

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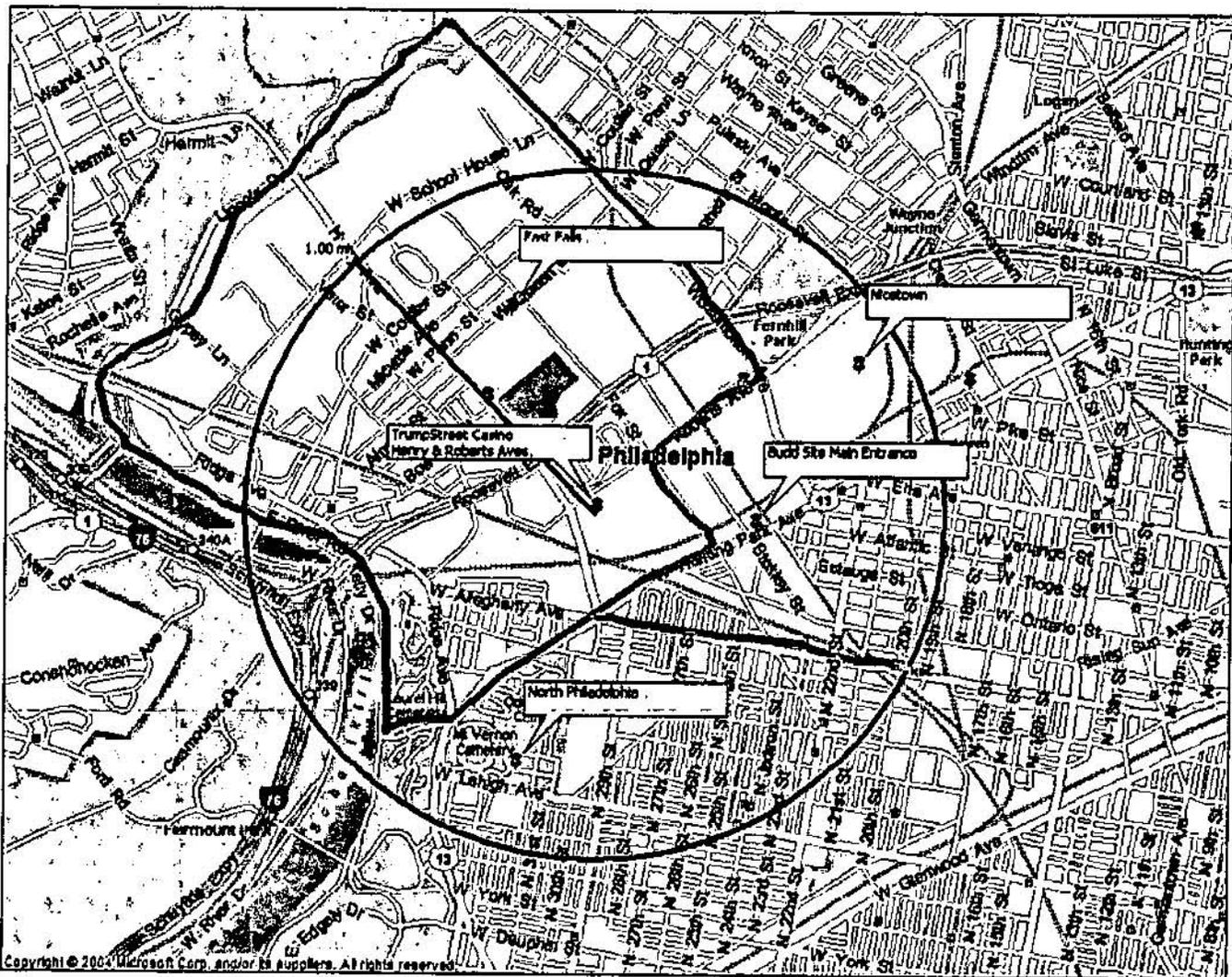
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## Neighborhood boundaries in vicinity of Trump site

The boundaries of East Falls are indicated in red. The green line divides Nicetown to the north from North Philadelphia to the south.

Although the site of the proposed casino is in East Falls and half the property within a mile of the proposed casino also lies in East Falls, the daily newspapers have consistently described Trump's site as lying in Nicetown. Only about a quarter of the property within a mile of the proposed casino lies in Nicetown.



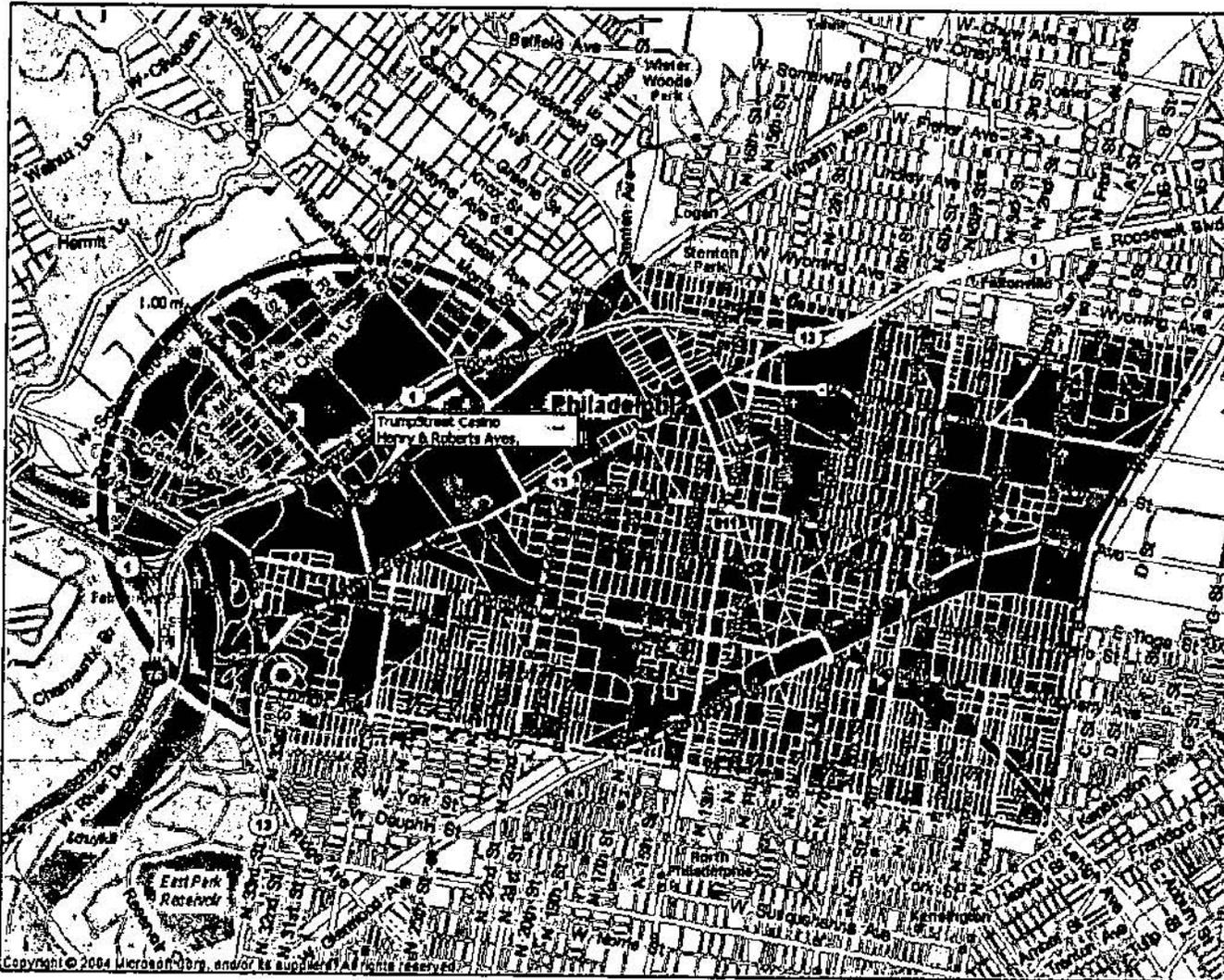
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## Nearby property excluded from Trump Impact Area

Most of East Falls was excluded from the impact area defined by Trump. The green area shows property within a mile of the casino that was not included in Trump's impact area which is shown in red. Trump's General Counsel Robert Pickus said that East Falls was excluded because it is sealed off from the casino by Roosevelt Blvd. It's unclear how Roosevelt Blvd. would protect residents since it runs under Henry Ave. and would not impede traffic between the casino and East Falls.



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Apr 10, 2006 4:53 pm

**2000 Census Demographic Data for Casino-Affected Census Tracts, by Neighborhood (all measures).**

<b>Measure</b>	<b>East Falls<sup>1</sup></b>	<b>SE Budd<sup>2</sup></b>	<b>Lower Germantown<sup>3</sup></b>	<b>Combined</b>
Population	10,099	7,275	7,155	24,529
Whites	72.2%	4.6%	7.4%	33.2%
African-American	19.9%	93.5%	87.5%	61.4%
Asians	4.8%	0.2%	1.8%	2.5%
Hispanics	2.6%	1.3%	2.0%	2.0%
Children Under 18	1,351	2,076	2,160	5,587
Children Under 18, Percent	13.4%	28.5%	30.2%	22.8%
Household Income Median	\$38,718	\$28,082	\$22,082	\$30,926
Total Households	4,553	2,752	2,918	10,223
Income Below 100% Poverty Level, Number	1,503	2,137	1,127	1,853
Income Below 100% Poverty Level, Rate	14.9%	29.4%	25.9%	22.4%
High School Diploma, Over 25, Number	1,099	1,634	1,469	4,202
High School Diploma Over 25, Rate	10.9%	22.5%	20.5%	17.1%
Bachelor's Degree, Over 25, Number	1,840	207	309	2,356
Bachelor's Degree, Over 25, Rate	18.2%	2.8%	4.3%	9.6%
Housing Units, Occupied, Number	4,553	2,752	2,918	10,223
Housing Units, Owner-Occupied, Number	2,042	1,717	1,518	5,277
Housing Units, Owner-Occupied, Rate	44.8%	62.4%	52.0%	51.6%
Renter Occupied, Number	2,511	1,035	1,400	4,946
Renter Occupied, Rate	55.2%	37.6%	48.0%	48.4%
Housing Valuc. Owner-Occupied Median	\$111,667	\$33,000	\$48,600	\$71,171
Total Properties, Number	3,002	2,669	2,649	8,320

<sup>1</sup> East Falls includes census tracts 206-207.

<sup>2</sup> SE Budd includes census tracts 170, 171.

<sup>3</sup> Lower Germantown includes census tracts 205, 243.

**2000 Census Demographic Data for Casino-Affected Census Tracts, by Neighborhood (%s).**

<b>Measure</b>	<b>East Falls<sup>1</sup></b>	<b>SE Budd<sup>2</sup></b>	<b>Lower<sup>rd</sup> Germantown<sup>3</sup></b>	<b>Combined</b>
Population	10,099	7,275	7,155	24,529
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Total Households	4,553	2,752	2,918	10,223
Income Below 100% Poverty Level, Rate	14.9%	29.4%	25.9%	22.4%
High School Diploma Over 25, Rate	10.9%	22.5%	20.5%	17.1%
Bachelor's Degree, Over 25, Rate	18.2%	2.8%	4.3%	9.6%
Housing Units, Occupied, Number	4,553	2,752	2,918	10,223
Housing Units, Owner-Occupied, Rate	44.8%	62.4%	52.0%	51.6%
Renter Occupied, Rate	55.2%	37.6%	48.0%	48.4%
Housing Value, Owner-Occupied Median	\$111,667	\$33,000	\$48,600	\$71,171

<sup>1</sup> East Falls includes census tracts 206-207.

<sup>2</sup> SE Budd includes census tracts 170, 171.

<sup>3</sup> Lower Germantown includes census tracts 205, 243.

Analysis of Traffic Impact Study by Vollmer Associates (VA)

**The Consultant's estimates of traffic volume are inaccurate and reveal bias or questionable judgment:**

- The Consultant failed to study or even address the increased traffic volume for the site on the surrounding residential communities on a 24/7 basis:
  - *The consultant does not address the estimated visitor volume of 6.5 million visitors per year (making the site one of the highest visited areas in the City) on these residential communities. This could mean over 16,000 cars per day in the neighborhood.*
  - *The consultant fails to address the traffic increases of 200– 300 percent, as estimated by the Mayor Gaming Task force. These failures reveal the consultant's bias or questionable judgment.*
- The consultant does not rely on any data that might be available on trip generation for casinos because they cannot find it in a book, the ITE Trip Generation, 7<sup>th</sup> edition. Other traffic professionals would look at readily available data on existing slots parlors - traffic counts have been made at existing facilities. *The consultant's client operates casinos within two hours of Philadelphia yet the consultant used no comparable data for any slots parlor in the United States. The consultant did not make counts of its own. The consultant does not even use its client, Trump's, estimates for total visitors to the site. This professional judgment appears erroneous.*
- The consultant states that employees and visitors will use buses and that the transportation linkages to the site are "outstanding." As a result, it assumes that 40 percent of employees will use public transportation and that 10 of all other users will use buses and trains. Currently, school children face personal injuring by walking on Henry Avenue after a winter snow because of the inadequate snow removal on sidewalks and the lack of public transportation directly to the site. The length of the block and the high-speed traffic on Henry Avenue from the site to the intersection of Henry, Allegheny and Hunting Park does not lend itself to public transportation and then walking. The Train stop is seven blocks from the site. *There is NO reasonable evidence that the employee use of public transportation will be that high. In addition, the Mayor's Task Force estimates that ONLY 5 percent of visitors will use no vehicular access. These assumptions about public transportation appear erroneous.*
- The Consultant assumes that restaurant use is primarily due to already on site visitors. *The Trump organization has claimed that the restaurants will be open and available to the public. This assumption appears erroneous.*
- The Consultant only deals with peak use of the site – two hours for the entire week, even though the site will be used 24/7. *Local homeowners will be impacted by the traffic on the site at all times the facility will be in use – 24/7, not just at the crush of traffic during rush hour. The failure to*

analyze all the traffic impact on the site appears to be an error in professional judgment.

- The Consultant calculates the number of persons per vehicle based on statistics obtained from one Friday afternoon visitor to Delaware Park, a slot and horse racing facility in New Castle County, Delaware. The consultant does not explain why this facility is comparable to the proposed casino so as to validate the statistical comparison (which is favorable to the consultant's client, Trump). Do convenience gamblers really carpool?
- The Consultant does not acknowledge the increased traffic on Henry Avenue, a street that traverses and leads to beautiful residential neighborhoods. *Local residents have been informed by Trump representatives to expect an increase of 10 to 20 percent of traffic into their community.* The failure to consider the impact of increased traffic on this road appears to be an error in judgement.
- As a result of these estimates, the consultant concludes that peak usage for a facility with 5000 slots, a movie theater, 1200 seats of a restaurant, including employees, is a mere 1200 trips during weekday peak times and a mere 1800 on weekend peak. These results cannot be relied on given the erroneous assumptions used.

**The Consultants Find Traffic Problems but do not Propose Adequate Solutions and the Consultants Propose solutions that only help the Client and not the neighborhood.**

- Even with the estimates used that appear biased toward Trump, the Consultant finds Five intersections with Failing levels of service. They then propose solutions that involve then planning to have meetings with the City of Philadelphia. This solution appears to be inadequate, given such a level of failure.
- The major modifications to ramps from Rte. 1 are designed to maximize visits for the Trump Organization while ignoring the exiting problems that have a great impact on the community. The Consultant proposes modifying ramps and changing the access roads in order to bring people onto the sites. The purpose is clearly to facilitate traffic toward the Slots Parlor. At the same time, despite clear knowledge of the developers, no study was done to respond to problems in exiting the site and entering Rte. 1 north and south. The result will be traffic back-ups and increased cut-through traffic in the neighborhood. The residential neighborhood will be negatively affected by a design that brings people to the site but does not pay attention to the problems they will encounter in returning to major thoroughfares.

## Rolling the Dice: Would Casinos Harm Illinois Home Values?

Terrence M. Clauretje, Thomas M. Carroll, and Nasser Daneshvary

Casino gambling came to Illinois in February, 1990 when riverboat operations were approved by the General Assembly. At first, ten licenses were granted, each valid for one or two boats up to a total passenger capacity of 1,200. Among the locations for which these initial licenses were granted were sites on the Mississippi River in East St. Louis, on the Illinois River in Peoria, and on the Des Plaines River in Joliet. Authorized games included blackjack, poker, craps, roulette, video poker, keno, baccarat, and slot machines, in addition to various punch board-type games. Riverboat gaming was prohibited in Cook County and anywhere on Lake Michigan.

### Boating Enthusiasts

The Illinois Gaming Board's authorization to strictly regulate the industry included such minutiae as the design of the vessels, minimum passenger capacity (500), and the route and duration of each cruise. Yet even though gaming was heavily regulated, the nose of the camel had slipped into the tent, so to speak. Once river-based gambling had been approved, it was only a matter of time before expansion was suggested.

Surely enough, subsequent to this original legislation additional bills were introduced to expand gaming, in terms of both the number of locations and the establishment of land-based operations. Legislation in 1995 sought to expand the number of sites and to add Cook County to the list of permissible locations. It proposed to establish a Metropolitan Entertainment Complex, with five riverboats and land-based entertainment facilities in Chicago. Another bill sought to allow dockside gaming. When the competitive situation worsened for Illinois riverboats operating near gambling-friendly Iowa, bills were introduced to reduce cruising requirements, and to allow dockside gaming as long as the riverboat was based within seventy-five (later fifteen) miles of a competing establishment.

Although none of these bills were adopted, their introduction signaled the willingness of some legislators to loosen

the regulation of riverboat gaming and allow expansion. Some of the proposed loosening has come in response to more liberal gambling regulation in nearby states. Cruise and wagering restrictions were lifted in Iowa in mid-1994, and Missouri vessels added slot machines in December of that year. One result has been a decline in the profitability of two gaming vessels based in northern Illinois (*Silver Eagle* and *Casino Rock Island*). Thus, there exists the real possibility that interstate rivalry and competition will lead to ever-increasing pressure on state legislatures to liberalize the regulation of gaming establishments.

Even without the expansion of sites on which gambling is permitted, Illinois gaming receipts have grown exponentially since 1991. The state's gross 1991 gaming revenues were \$14.9 million. In 1992, that figure rose to \$226.3 million, and a year later gross revenues stood at \$605.5 million. By 1994 the figure was \$980.7 million, and in 1995 it finally passed the billion-dollar mark, standing at \$1,197.3 million. Since the state government has a stake in the gross revenue figures (it takes in a fee of \$2 per passenger and 20% of adjusted gross receipts), it has an incentive to allow the expansion of the gaming industry. In contemporary business parlance, the State of Illinois has become a *stakeholder* in legal gambling.

In summary, interstate competition and the desire for added tax revenues may have combined to lead the General Assembly to expand gaming in Illinois. To the extent that expansion proliferates, we might ultimately expect to see the approval of land-based casinos. The possible existence of land-based gaming establishments in Illinois naturally leads to questions regarding the cost/benefit effects of land-based casinos. To address these questions, we must develop a clearer picture of the costs that gambling imposes on the state and its communities, and then make suitable comparisons with the accompanying benefits. The benefits, as typically enumerated by gambling proponents, include tax revenue, higher employment, and general economic

growth. To calculate the overall net effect of gaming, the analyst must then subtract the negative impact of the costs typically cited when a jurisdiction considers legalizing gambling: added crime, betting addictions, and families' financial ruin.

### Leaving Rock Island? Viva Decatur?

Another critical cost – typically ignored – is the impact that nearby gaming businesses would have on residential property values if land-based casinos were permitted to locate in suburban areas. Earlier *Illinois Real Estate Letter* discussions on legalized gambling ("Illinois Waterfront Development: A Public Gamble," Winter 1997 and "On Golden Ponds and Riverboats," Winter/Spring 1994) addressed interesting issues, but not questions regarding how home values would react to casinos. Indeed, it is difficult to speculate in advance what the potential effect of land-based casinos would be on the values of residential properties in Illinois.

Fortunately, a laboratory exists where this effect can be evaluated. Las Vegas is arguably, the gaming capital of the world, a city visited by more than thirty million travelers each year. Tourists are familiar with the huge casinos in the "downtown" area and along the "strip," where eight of the nine largest hotels in the world are located. What many people do not realize, however, is that numerous small and not-so-small local casinos are located in the surrounding suburban areas.

For example, in Henderson, Nevada, located between ten and fifteen miles from the Las Vegas "strip," there are a multitude of gaming establishments of various sizes located close to residential areas. These establishments vary in size from taverns with a few slot machines to large casinos with live table games, and they are patronized almost exclusively by local citizens. In fact, these suburban casinos seek to cater to the needs of area residents rather than tourists; they offer check cashing and other local promotions. Since many of these decentralized gaming facilities are located in close proximity to residential developments, we can use transaction information from

## Illinois Real Estate Markets

such areas to estimate what, if any, effect the casinos have had on nearby housing values. Furthermore, since the economy of greater Las Vegas depends heavily on the gaming industry, we would expect that a finding of a *negative* impact in that region could certainly be extrapolated to other areas where gambling would enjoy lower degrees of community acceptance.

### Let's Look at the Record

Studies of the effect of *amenities* (good schools, upscale shopping, *etc.*) and *disamenities, or nuisances* (waste dumps, power lines, trailer parks, *etc.*) on nearby property values have populated the real estate journals for years. The method of testing for this effect is a well known and accepted statistical technique known as *regression analysis*. An analyst looks at a sample of transactions involving a community where an identified amenity or nuisance exists and, after accounting for differences in the physical and neighborhood characteristics, relates value (as indicated by the observed selling price) to each property's distance from the amenity or nuisance. In other words, it is possible to isolate the effect of distance to an amenity's or nuisance's location from all other factors believed to affect a property's value. If the numerical relationship between price and distance is found to be positive, such that property values increase with greater distance from the specified location, then that location (in this case, the gaming facility) is considered to be a nuisance. Moreover, the size of the numerical relationship (in regression terminology, the *coefficient*) determines the magnitude of the effect; the result need not be "all-or-nothing."

We must also remain *mindful* of the possibility that neighborhood characteristics other than the amenity or nuisance being studied could impact the values of the properties examined. For example, a shopping center could be located next to a casino, and the shopping center's impact on nearby home values might be as great as, or greater than, that exerted by the casino. Alternatively, a casino might locate on a parcel of land that, for some reason, already has a negative influence on the values of nearby houses. Of course, in such a case it could be difficult to disentangle the effects of these

neighborhood influences from that exerted by the casino itself.

Fortunately, we have a method for solving this problem. With access to reliable historical information on prices, we can account for the extraneous neighborhood characteristics by comparing the price-distance relationship that prevailed before the casino came into being with the corresponding figure for the period when the casino was in operation. That is, the distance measure of interest to us in the "before" analysis is distance from the house to the location where the casino was eventually placed. Therefore, only residential properties that had been sold prior to the casino's establishment are included in this sub-sample. Similarly, only houses that were sold after the facility's

those sold with existing casinos nearby, we divided the sample into properties that were located close to *smaller* casinos and those located close to *larger* casinos. We have defined an establishment as a "large" casino if it has 100 slot machines or more, and as a "small" casino otherwise. While this division is arbitrary, it allows us to determine whether the impact of a casino varies by size, and what the nature of that impact may be. The sample is large because all information in the Clark County Assessor's office is available on a CD-ROM disk, a medium that allows for quick search and download capabilities. The existence of such a large amount of supporting information gives us more confidence in the statistical results that we obtain.

*While it is difficult to speculate on the potential effect of land-based casinos on Illinois home values, a laboratory exists where this effect can be evaluated: Las Vegas, the gaming capital of the world.*

establishment are included in the "after" sub-sample. We can infer the casino's impact by comparing the "before" and "after" regression results. For example, if the measured relationship between price and proximity is zero in the "before" analysis but negative "after," then it would seem reasonable to conclude that the casino in question is, indeed, a nuisance.

### The Supporting Data

To obtain specific measurements of this price-distance relationship, we looked at a sample of 10,762 residential properties that were sold between January 1980 and April 1995. All are located in two zip code areas (89014, 89015) within the Clark County, Nevada community of Henderson. The characteristics of each property that we accounted for are: the number of bathrooms, bedrooms, and fireplaces; the existence of a garage or a pool; the age of the property; the date of sale; the square footage of the building and the lot; and, of course, the distance to the nearest casino site. In addition to dividing the information into a subset of houses sold prior to the establishment of the casinos and a subset containing

The regression technique utilizes a series of *independent* variables in explaining a the magnitude of a *dependent* variable. In this study, the dependent variable is a measure of the real price (in constant dollars) of each residential property. That is, we divided the actual sales price of each included house by the Consumer Price Index (CPI) for the month when the property was sold; if observed *nominal* home prices rose each month in exact step with general inflation, as measured by the CPI, then homes' *real* prices would be unchanged. We then took the *logarithm* of the real price; converting our measured housing prices to "logs," which are exponents to which "base" numbers are raised in reaching specified totals, allows us to interpret our results in terms of percentages rather than dollars. This approach helps us apply our results to communities other than Las Vegas. For example, a reported average price difference of \$2,000 per house would not represent a large impact in a Chicago neighborhood with an average home price of \$300,000; it is a large impact, however, in a neighborhood where the average price is \$75,000.

## Illinois Real Estate Markets

In short, the coefficient that the regression output assigns to each independent variable (age, size, room count, distance to the nearest casino) is interpreted as the percentage change in the price of the home associated with each considered characteristic. In line with accepted statistical techniques, we deem the coefficients to be *significant* (more technically, significantly different from zero) if there is less than a 5% probability that the indicated relationship could have occurred simply by coincidence. That is, the smaller the probability of a chance relationship, the greater confidence we can have that the measured effect is due to the characteristic in question. Because our transaction sample is so large, there is little concern that we could mistakenly

### Results of the Study

A measure of particular importance in any regression analysis is the percentage of variation in the dependent variable associated with changes in the specified independent variables. A high value for this measure, called the *coefficient of determination* or, more commonly,  $R^2$ , would indicate that we have done a good job of identifying physical and locational features that determine home values. Our measured  $R^2$ 's were fairly high: .78 (for the "before" sub-sample), .82 (the "after" sub-sample involving "small" casinos), and .83 (the "after" sub-sample involving "large" casinos). The latter figure indicates that 83% of the variation in prices of houses located near large casinos relates to the independent variables we

*We can conclude that casinos are nuisances – they exert negative influences on the values of nearby residences – and that larger casinos create bigger problems.*

interpret coincidental outcomes as meaningful indicators of residential property values. (For example, old houses occasionally sell for more than otherwise-similar newer houses, but that unusual result will not be systematically observed across 10,000 transactions.)

The coefficients that the regression software has computed for all of our variables make sense, with the exception of those on the number of bedrooms and number of bathrooms; for which the coefficient values are negative! At first blush, this result would seem to indicate that a house with more bedrooms or bathrooms should sell for a lower price. However, since we also included the size of each house (in square feet) as an independent variable, negative coefficients on the bedroom and bathroom variables may reflect a discount imposed on properties with bedrooms and bathrooms that are large in number but small in size. While this commonly-encountered statistical problem (known as *multicollinearity*) can cause some interpretation difficulties, it has no impact on the validity of the coefficient computed for the distance-to-casino variables.

chose. The other 17% would be explained by landscaping, fence quality, location on a *cul-de-sac*, or other features we did not include as independent variables (because experience and common sense told us that their impacts would be small, and because added statistical problems can arise as the number of independent variables grows).

The coefficient value of greatest interest to us, of course, is that for the distance variable. To test for the differential impact of large vs. small casinos, we actually included *two* distance variables. The model is set up so that the effect of distance to any casino is indicated by the coefficient on a variable called MILES, while we capture the added effect of distance to a large casino (we had theorized that larger casinos would exert greater negative impacts on nearby houses) by summing the coefficients on MILES and a variable called CASMILES.

The results indicate that the value of a home sold before a casino is established is not affected by distance to the casino's future location. In other words, no disamenity is systematically associated with sites that ultimately will hold casinos, or

with the land uses observed near those sites. After a small casino opened, however, the value of each home within one mile of that casino fell by approximately 3.27%. (If the casino was larger, the value of each house located within one mile fell by approximately 4.6%.) Because our output shows a very small probability that any coefficient could result from chance alone, we have much confidence in these distance measures. Thus, we can conclude that casinos are nuisances – they exert negative influences on the values of nearby residences – and that larger casinos create bigger problems.

We can determine the aggregate impact of having a casino in a residential area by applying the above percentage reductions to all houses located within a mile radius of the casino. For example, if the average value of the 400 residential properties located within a mile of a proposed casino is \$200,000, then the total value of all homes would be \$80 million. A small casino would have an aggregate negative value impact of  $\$80,000,000 \times .0327 = \$2,616,000$ ; a large casino would have a negative impact of  $\$3,680,000$ . An analyst should include this impact in the equation that measures the typically cited costs and benefits that communities realize through casino gaming.

### Conclusions

Obviously the exact impact of any casino in a residential area will vary depending on the city in question. However, results from near Las Vegas suggest that a casino is a nuisance that negatively impacts nearby residential properties, at least those located within a mile of the facility. Illinois citizens are no more likely than their Nevada counterparts to want to live near the lights, noise, and traffic that accompany casino operations. The next time gambling legislation is discussed, they would be justified in asking gamblers' proponents why the impact on home values in Illinois would be any different from that found in the Henderson study.

*The authors are faculty members at the University of Nevada – Las Vegas, and are associated with that institution's Las Vegas Institute for Real Estate Studies. Data for the study were obtained from the master's thesis of Barbara Giannini.*



**Elfant  
Wissahickon**  
Realtors

March 17, 2006

Ms. Sharon Jaffe  
President, East Falls Community Council  
P.O. Box 12672  
Philadelphia, PA 19129

Dear Ms. Jaffe:

We are responding to a number of inquiries we have received from East Falls homeowners regarding the proposal for the development of a slots casino at Henry Avenue and Roberts Road. Specifically homeowners are asking what impact such a casino development might have on the value of their properties.

This is a difficult question to answer with certainty. There is little information available about the impact of casinos on strongly residential communities and few precise comparisons. To the extent that the casino development would create new jobs and spur other economic development, many benefits could accrue to the area.

On the other hand we do believe that there is the potential for a negative impact on East Falls primarily from the increase in traffic (and the resulting noise and pollution) which the casino would bring to the area.

East Falls is an almost entirely residential community made up of beautiful tree lined streets with architecturally distinctive homes both large and small. It is a quiet neighborhood where residents enjoy backyards and front porches, where they walk and jog in the streets and where children enjoy playing outdoors. At the same time it is incredibly convenient to downtown and other areas.

These are the qualities which attract buyers to East Falls, facilitate real estate sales and keep values strong.

The casino development is located just .8 of a mile from the intersection of Midvale and Henry Avenue, the heart of the residential community. The Mayor's gaming advisory task force estimates that during any given 24 hour weekday period traffic would increase by 75% to 27,172 cars once the casino opens. During a corresponding 24 hour weekend period traffic would be up 218% to 41,144 cars. This adds up to an annual increase of more than 4.5 million cars through the neighborhood.

---

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- 2 -

When visiting the casino site and following the likely routes for accessing and leaving the development, it certainly seems likely that a percentage of the traffic would end up on many of the quiet East Falls streets as drivers find "short cuts" to major arteries.

Thus, those qualities which potential buyers have found so appealing about East Falls would risk being compromised. If buyers' perceptions of the quality of life in East Falls are negatively impacted by this situation then property values could suffer.

We certainly hope that this eventuality does not take place. East Falls has many strengths as a neighborhood including--and most importantly--a committed core of residents working hard to keep the neighborhood a wonderful place to live. This is one of the many positive messages that we as realtors will always strive to communicate about East Falls.

Sincerely,

*Robert J. Elfant*  
Robert J. Elfant  
President

*Connie Gillespie*  
Connie Gillespie  
Realtor Associate

cc *Connie Snyder*

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## New casinos may harm Philadelphia home values

By Ed Goppelt Monday, 04/03/06 (1144090250804)

Philadelphians who live near a new casino may see a significant drop in the value of their home according to a recent analysis performed by Hallwatch.

Research from the University of Nevada Las Vegas suggests that a typical Philadelphia home owner living within a mile of a casino could see his home's value decline between \$9,638 and \$2,032, depending on the casino.

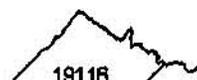
Anti-casino web sites such as [this one](#), now defunct, spell out in some detail some of the quality of life issues casinos bring with them. Among those likely to affect property values in Hallwatch's estimation: more litter (think coin cups), vastly increased traffic, and an increase in drunk driving.

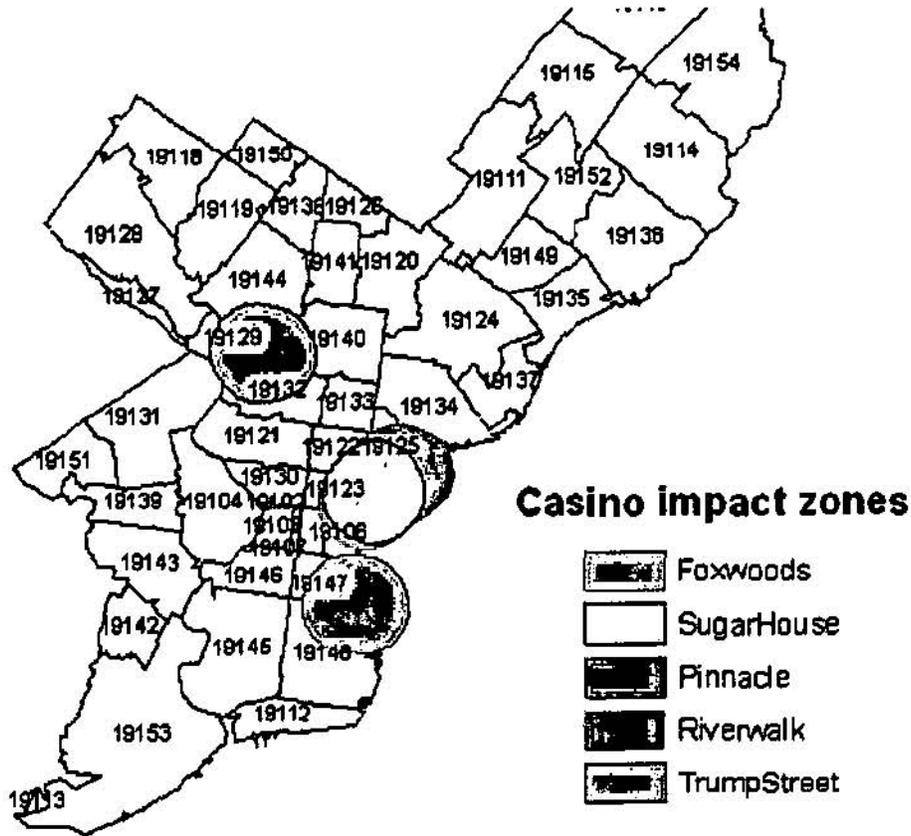
### Average loss per nearby home

Casino	Total Loss to Community	Homes within one mile	Average Loss Per Home
Riverwalk	\$51,554,100	5,349	\$9,638
SugarHouse	\$53,968,987	7,474	\$7,221
Foxwoods	\$109,405,454	16,508	\$6,627
Pinnacle	\$52,213,047	10,326	\$5,056
TrumpStreet	\$30,565,296	15,041	\$2,032

The 1998 Nevada study found that nearby homes experienced a 4.6% drop in value when a casino moved into the neighborhood. In an interview with Hallwatch the study's lead author Professor [Terrence Clauretie](#) said that not much research has been done on this question.

Using sales data for 2005, Hallwatch applied the Nevada findings to the five casino locations proposed for Philadelphia.





Hallwatch's analysis shows Philadelphia homeowners suffering a massive loss in the value of their homes. South Philadelphia residents within a mile of the Foxwoods casino would lose the most, \$109 million; residents of Northwest Philly near the TrumpStreet casino, the least at \$30.6 million.

**Total loss to community in home values**

Casino	Community	Total Loss
<b>Foxwoods</b> <a href="#">View map</a>	Queen Village, Bella Vista, Passyunk Square, Whitman, Pennsport, Society Hill (19106, 19147, 19148)	\$109,405,454
<b>SugarHouse</b> <a href="#">View map</a>	Fishtown, Kensington, Northern Liberties (19106, 19122, 19123, 19125)	\$53,968,987
<b>Pinnacle</b> <a href="#">View map</a>	Kensington, Fishtown, Port Richmond (19122, 19123, 19125, 19134)	\$52,213,047
<b>Riverwalk</b> <a href="#">View map</a>	Northern Liberties, Old City, Fishtown (19106, 19122, 19123, 19125)	\$51,554,100
<b>TrumpStreet</b> <a href="#">View map</a>	East Falls, Nicetown, Tioga, Allegheny West, South Germantown (19129, 19132, 19140, 19144)	\$30,565,296

Part of the reason for the huge losses in value: rather than choosing lightly populated commercial locations where few residents would be impacted, four of the five potential casino propose to build close to Center City. The affected neighborhoods along the I-95 corridor currently enjoy some of the highest residential real estate values in the city.

### Total value of nearby residential real estate

Casino	Total Square Footage	Median \$ per sq. ft.	Total value
Foxwoods	20,503,271	\$116	\$2,378,379,436
SugarHouse	9,859,150	\$119	\$1,173,238,850
Pinnacle	12,611,847	\$ 90	\$1,135,066,230
Riverwalk	7,373,298	\$152	\$1,120,741,296
TrumpStreet	18,984,656	\$ 35	\$664,462,960

In addition, some of the would-be casinos have chosen some of Philadelphia's most densely populated areas as the location for their facility. There are 49,715 residents within a mile of the proposed Foxwoods casino and 43,059 in the immediate vicinity of TrumpStreet.

### Population

Casino	Population within one mile
Foxwoods	49,715
TrumpStreet	43,059
Pinnacle	28,485
SugarHouse	23,763
Riverwalk	16,358

Clauretje said a residential neighborhood can expect losses, while a new casino in a commercial area such as the Las Vegas strip will probably have no effect on home values.

Clauretje estimated the residential percentage of the Las Vegas strip to be between 20 and 30%. Satellite photographs of the strip suggest that a commercial buffer of between 2000-5000 feet separates residential neighborhoods from the casinos on the strip.

All five Philadelphia casino applicants are planning to build their casinos less than a block from residential neighborhoods. According to Hallwatch's analysis, TrumpStreet at 82% residences has the most residential impact zone while Riverwalk with 57% residences has the least residential. Clauretje defines a residential area as anything above 50%.

## Percentage of residential properties

Casino	Homes within one mile	Total Properties within one mile	Percent Residential
TrumpStreet	15,041	18,286	82%
Foxwoods	16,508	21,218	78%
Pinnacle	10,326	14,751	70%
SugarHouse	7,474	11,825	63%
Riverwalk	5,349	9,379	57%

While the five casino applicants spent much of their economic impact reports describing the jobs and taxes they will create for Philadelphians, they are largely silent on the question of what effect their new casinos will have on home values.

Of all the applicants, only Foxwoods mentions home values in its economic impact study. In the study prepared by Philadelphia's econsult corporation Foxwoods puts the total value of owner occupied real estate within one mile at \$864 million or about \$61,000 per house.

According to Hallwatch's data the value of the typical house in the Foxwoods impact area is in fact \$145,000. Study author Stephen Mullin told Hallwatch that econsult got its number from the US Census.

Joshua Vincent, Executive Director of the Center for the Study of Economics, said he thought the Nevada study was sound. "I went over what they were regressing," said Vincent. "It's a hell of a sample. 10,000 transactions is great."

Hallwatch asked two casinos to comment on the Nevada study. Trump Director of Corporate Communications Tom Hickey was asked if he could cite any research contradicting the Nevada study. He replied: "There are examples across the country of a variety of trends in property values near casinos which may or may not be a direct effect of the development depending on the case."

Mullin, the author of the Foxwoods impact study, said his firm did not address the effect of the casino on property values because it believes they will go up. "No research," said Mullin. "Just 25 years of watching structural improvements going on, highways etc.--it's our best guess on that."

Whether Philadelphia home values near the casinos will experience a 4.6% decline like Henderson, Nevada remains to be seen. However, one advantage of Clauretie's methodology is that it would permit researchers 3 years from now to calculate the actual loss experienced by Philadelphia home owners due to the casinos.

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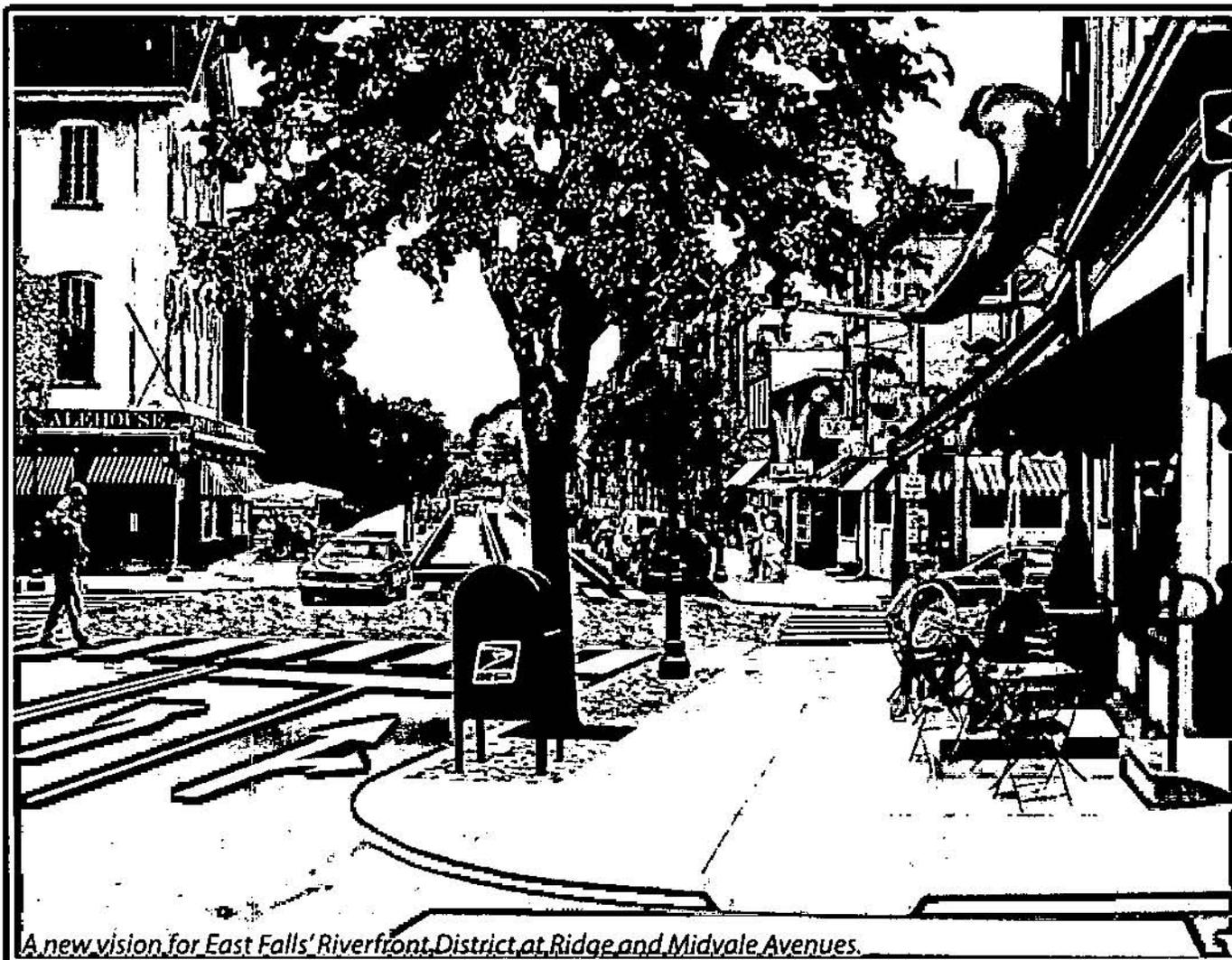
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Apr 10, 2006 4:48 pm

# East Falls

## RECONNECTS TO THE RIVER

### A Public Improvement Plan for the Riverfront District



*A new vision for East Falls' Riverfront District at Ridge and Midvale Avenues.*

# Credits

## ACKNOWLEDGEMENTS:

Funding assistance has been provided by the Pennsylvania Department of Conservation and Natural Resources through the Schuylkill River National & State Heritage Area Reconnections Grant Program as well as the generosity of residents and businesses including: Roxborough Manayunk Bank, Daniel I. Bernstein, Winther Properties, Sherman Properties, Resources for Human Development, the East Falls Business Association, ValHal Corporation, MCP Hospital, Golden Crust Pizza, Dotty Gorman, Barbara Battista, Travel by Pat, Man's Best Friend, Sunoco A Plus Mini-Market, William Ross, Conrad Laundry, Bill Murphy, The Bicycle Club of Philadelphia, Apollo's Pizza, Major Wing Lee's, and the East Falls Pharmacy, and a number of individual donors and Board Members of the East Falls Development Corporation (EFDC).

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## THE PROCESS:

The EFDC led a community-based design process to plan improvements for the district. The design profession began by reviewing the numerous studies that had been developed over the years for the Riverfront District including the EFDC's 1998 Riverfront Master Plan. In June 2003, the team presented a draft plan in the first community charrette meeting that had been broadly advertised through newspaper articles, emails, and hand delivered flyers. The resulting input was then used to refine the plan. This refined plan was then reviewed by appropriate governmental entities. Included in the review were the Planning Commission, Street Department, the Redevelopment Authority, the Philadelphia Housing Authority, PennDOT, and the Mayor's Office. Additional specialized reviews were made by bicycle organizations, East Falls Tree Tenders, and other local developers and business owners. A revised plan was then presented in the second community charrette. Support was enthusiastic. The East Falls Community Council overwhelmingly endorsed the plan in October, 2003.

The result was two booklets, this one and a second that addresses private improvements such as facades and signs entitled: "East Falls Reconnects to the River: Design Guidelines and Goals for Facades and Signs."

### PREPARED BY:

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# Introduction and Goals

East Falls is unique in Philadelphia because of its mile of riverfront park along the Schuylkill River, and because the downtown commercial district is located on that riverfront. While the commercial district has suffered from disinvestment for many years, it is now being transformed into a dynamic area that will serve the diverse community of neighbors and visitors from the entire metropolitan region and the Schuylkill River Heritage Trail.

This plan sets out the public improvements that should be made to bring the public infrastructure up to a standard that responds to and encourages the private investment and potential investment of millions of dollars in the Riverfront District.

## GOALS FOR PUBLIC IMPROVEMENTS:

The following goals should guide public improvements:

- 1) Add gateway and other signs to tell people East Falls is here and that it is great.
- 2) Connect East Falls to the River and Schuylkill River Trail.
- 3) Create an open quality, visually linking East Falls to the River.
- 4) Make sidewalks comfortable, attractive, and safe.
- 5) Calm traffic on Ridge Avenue by slowing it down to the speed limit.
- 6) Make driving through East Falls easier only during morning and evening 'rush hour.'
- 7) Maximize parking opportunities for residents, customers and recreation users and make the search for parking clear and easy.
- 8) Establish links between pedestrians and parking and the various streets and modes of transportation to make a compact, walkable area.

These goals are addressed in three sections:

- Gateways
- Driving and Parking
- Walking and Biking



*The beautiful Schuylkill River and Fairmount Park are now physically and visually separated from East Falls. Reconnecting these remarkable natural environments to the community will have a transforming effect on all of the neighborhoods, and the downtown shopping streets.*

# Gateways

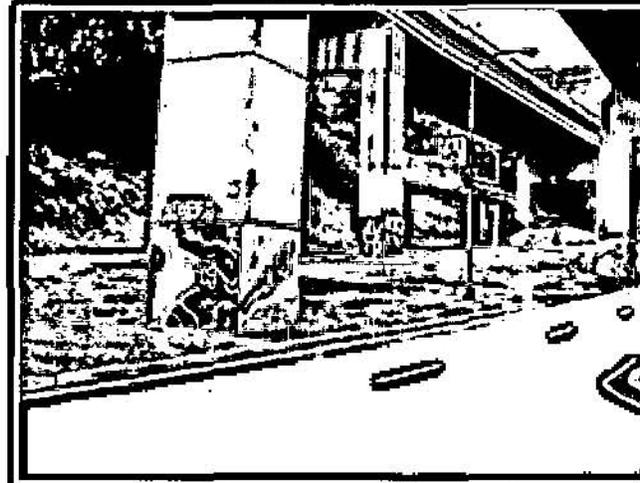
East Falls is one of Philadelphia's hidden jewels. The scenic Kelly Drive passes alongside the community but there is little sense that the Riverfront District is even there – or that there is a handsome and varied community on the hillside and beyond. For the Riverfront to thrive once again, the entrances to East Falls must be marked with distinctive gateways. Visitors must know they are here, and residents must feel the pleasure of arriving home.

Gateway signage must contain a unique 'icon' that projects the image of the community. Gateways here will take many forms; there are many opportunities to locate them:

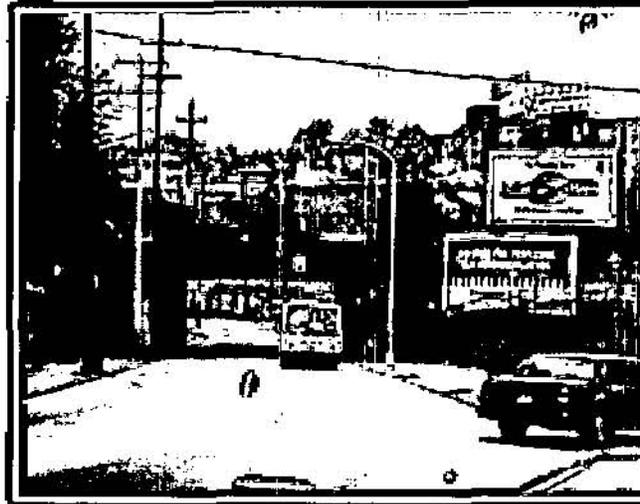
- Gateway Island: a new entrance sign and plantings at a transformed Kelly / Midvale intersection.
- New pedestrian-scale lights on the two Park Drive blocks: at night these lights will be a dramatic announcement that "East Falls is here!" and during the day they provide a distinct image of a walkable area.
- A welcoming sign and landscaping at the Kelly/Ferry parking lot. Landscaping, sign, and painted columns at the foot of the Rte 1 ramp, at Ridge Avenue
- A special new building at the Kelly/Calumet intersection
- Signs on the Ridge Avenue – at the railroad bridge and near the City Ave. ramps
- A sign on the Midvale Avenue railroad bridge
- Light the Falls Bridge



## Gateways Are Opportunities to Welcome



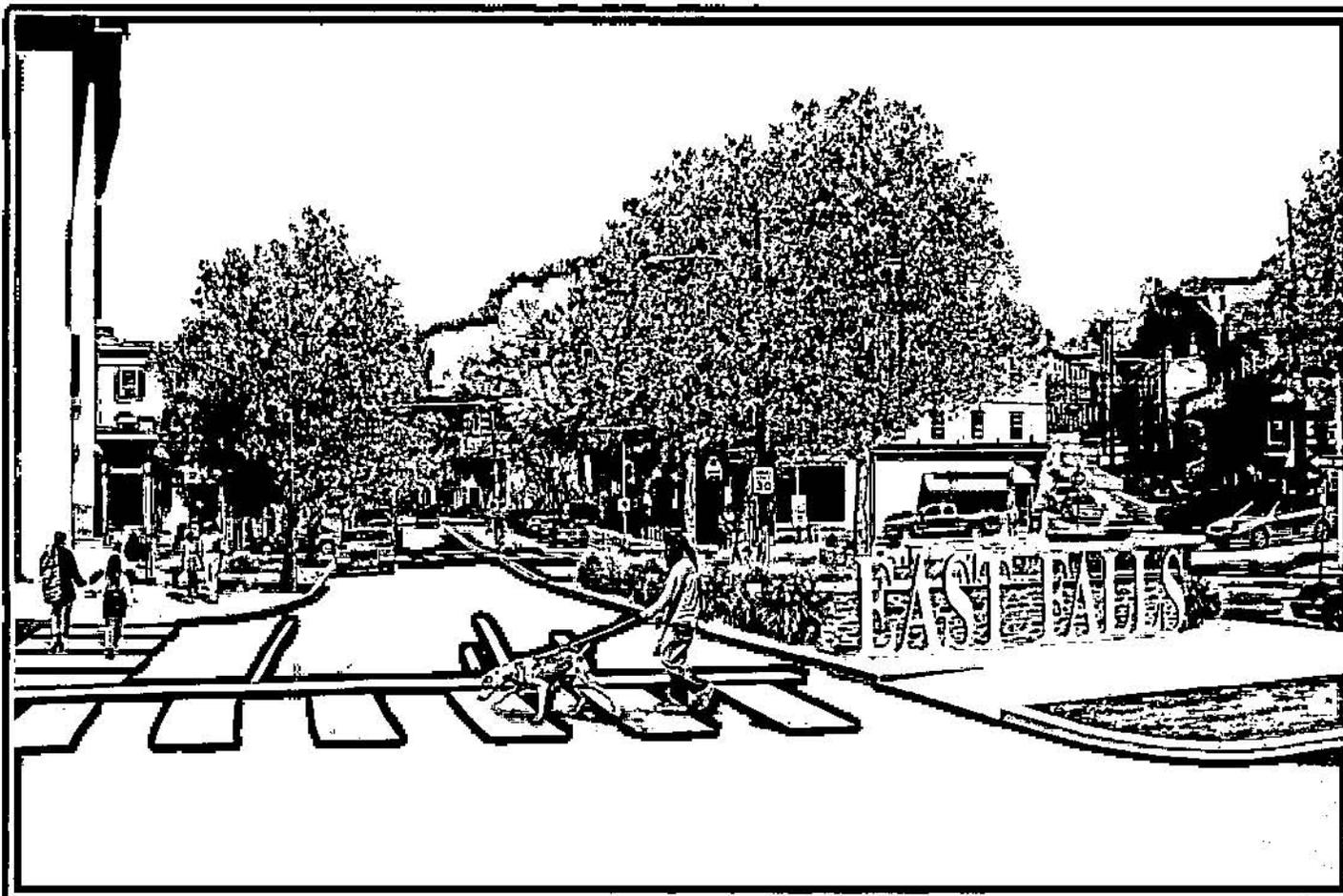
Abutments under Rte 1 present an opportunity for public art and the paved ground can be landscaped with ground cover and flowers.



The existing and deteriorated railroad bridge over Ridge Avenue is a significant opportunity to create a positive image for the downtown shopping area beyond – requiring little more than paint, planting, and cleaning to create a memorable gateway.

A fresh coat of paint and signage can create a sense of welcome.

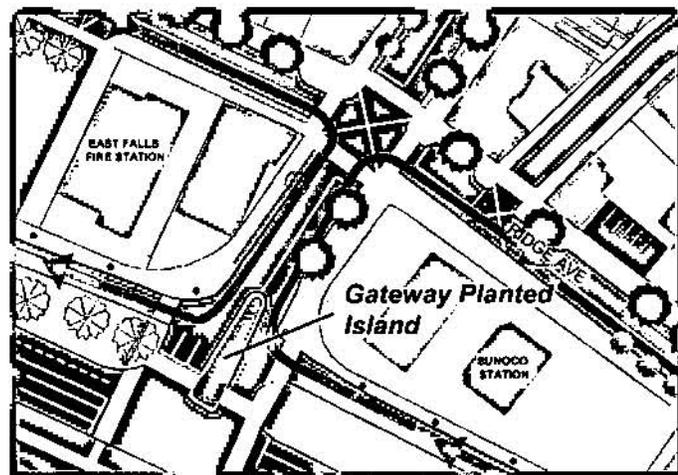
# East Falls RECONNECTS



*A new vision of Midvale Avenue at Kelly Drive. A planted island, with an "East Falls" sign and a pedestrian area, will make a dramatic gateway, and will make the walk to the river pleasant and safe.*



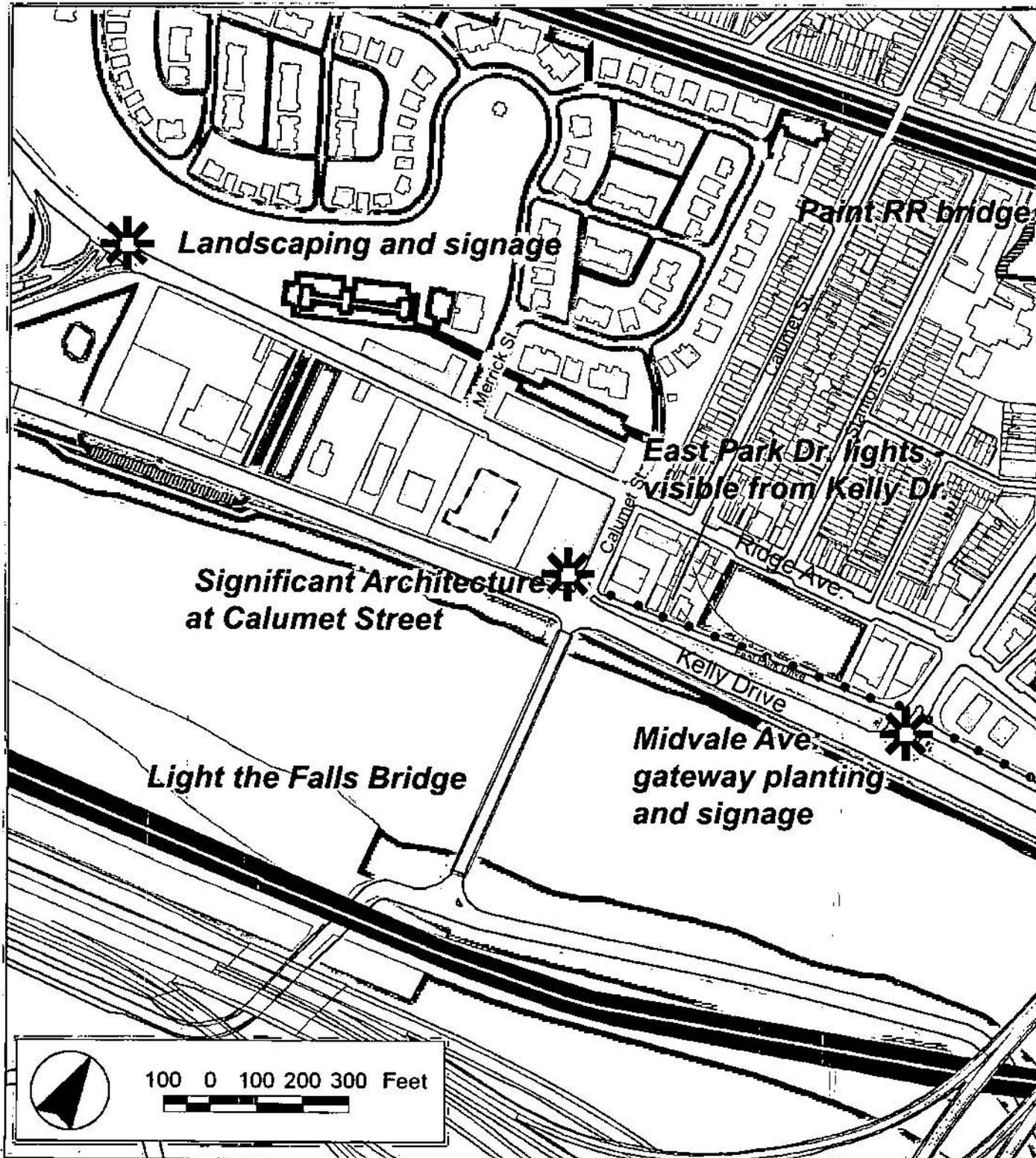
*The lack of a gateway at Midvale Avenue makes the entrance to East Falls not only dangerous but unattractive.*



*The revised circulation plan highlighting the gateway island.*

# Gateways

**AWAY TO IDENTIFY THE COMMUNITY AND WELCOME PEOPLE**



# East Falls RECONNECTS

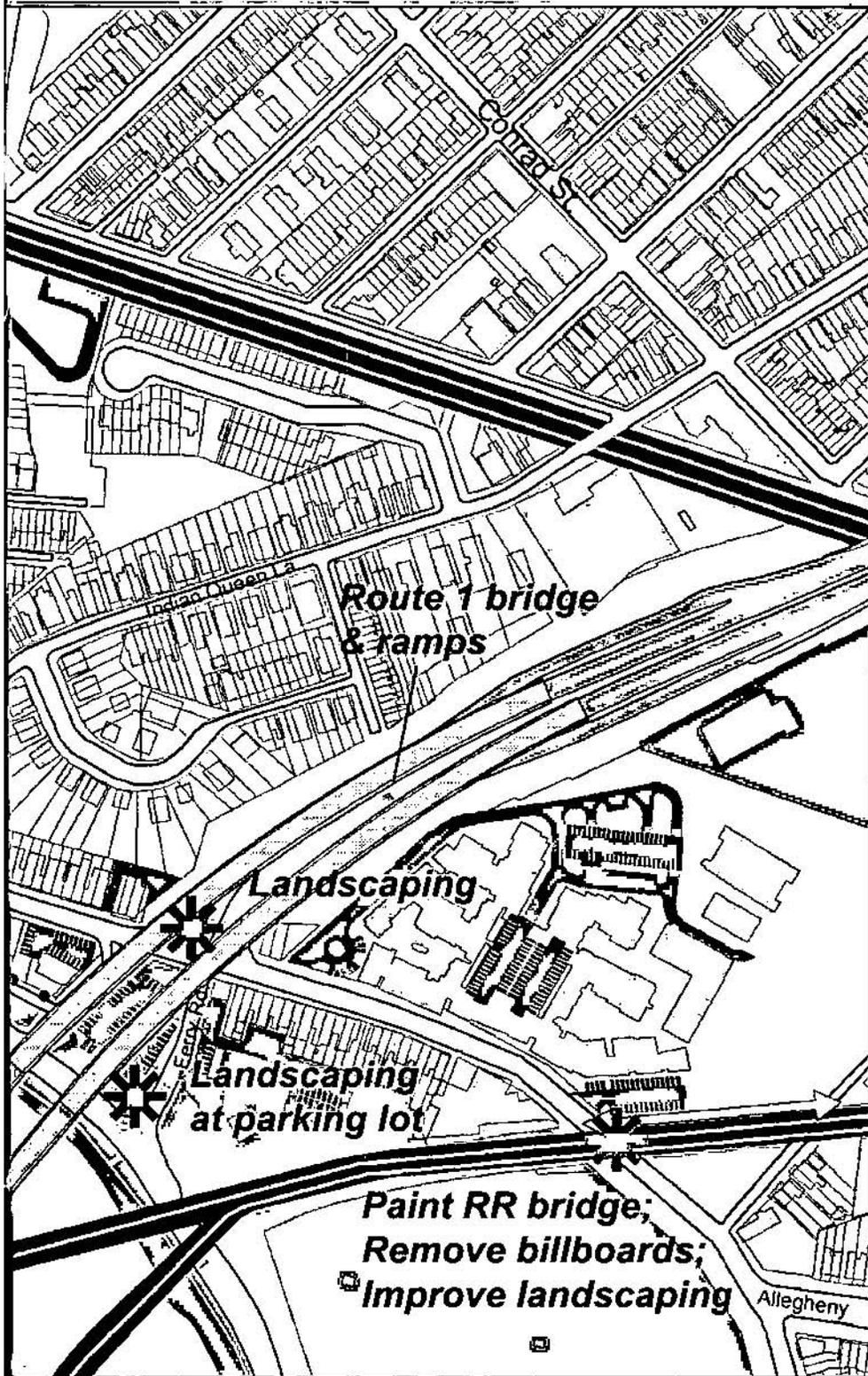
Seven opportunities have been identified as entrances into the riverfront downtown area of East Falls. The location of this part of the community, at the foot of steep hills and along the banks of the river, creates a unique three-dimensional quality enables the creation of simple gateways that will dramatically announce the presence of this special place.



Gateways



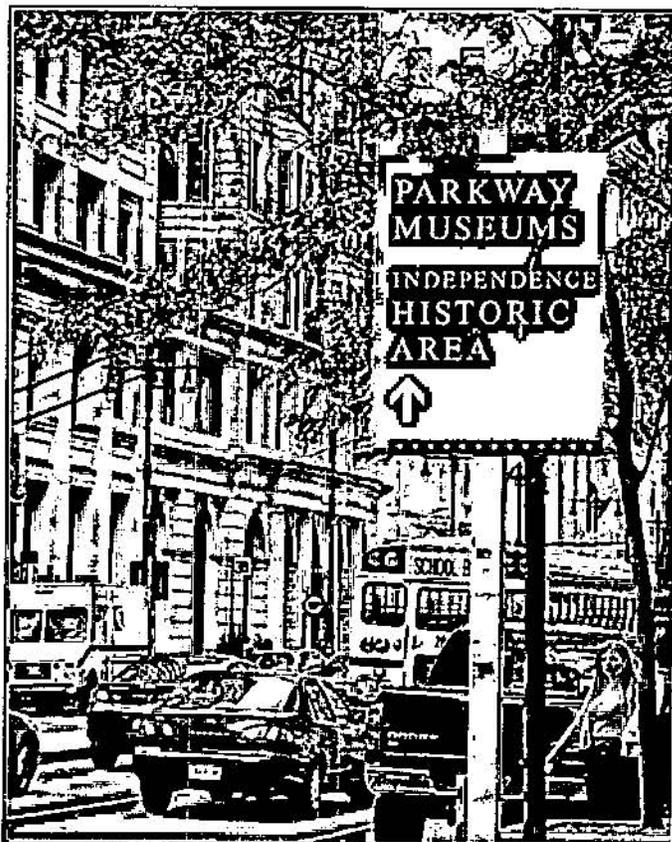
New Pedestrian Lighting



# Wayfinding

Gateways will welcome visitors to East Falls. They must clear direction to the parking, the shops, and the historic sites. A system of wayfinding signs must be located throughout the community. Examples of these signs that have been used elsewhere, and that can be models for East Falls, are shown in these photographs.

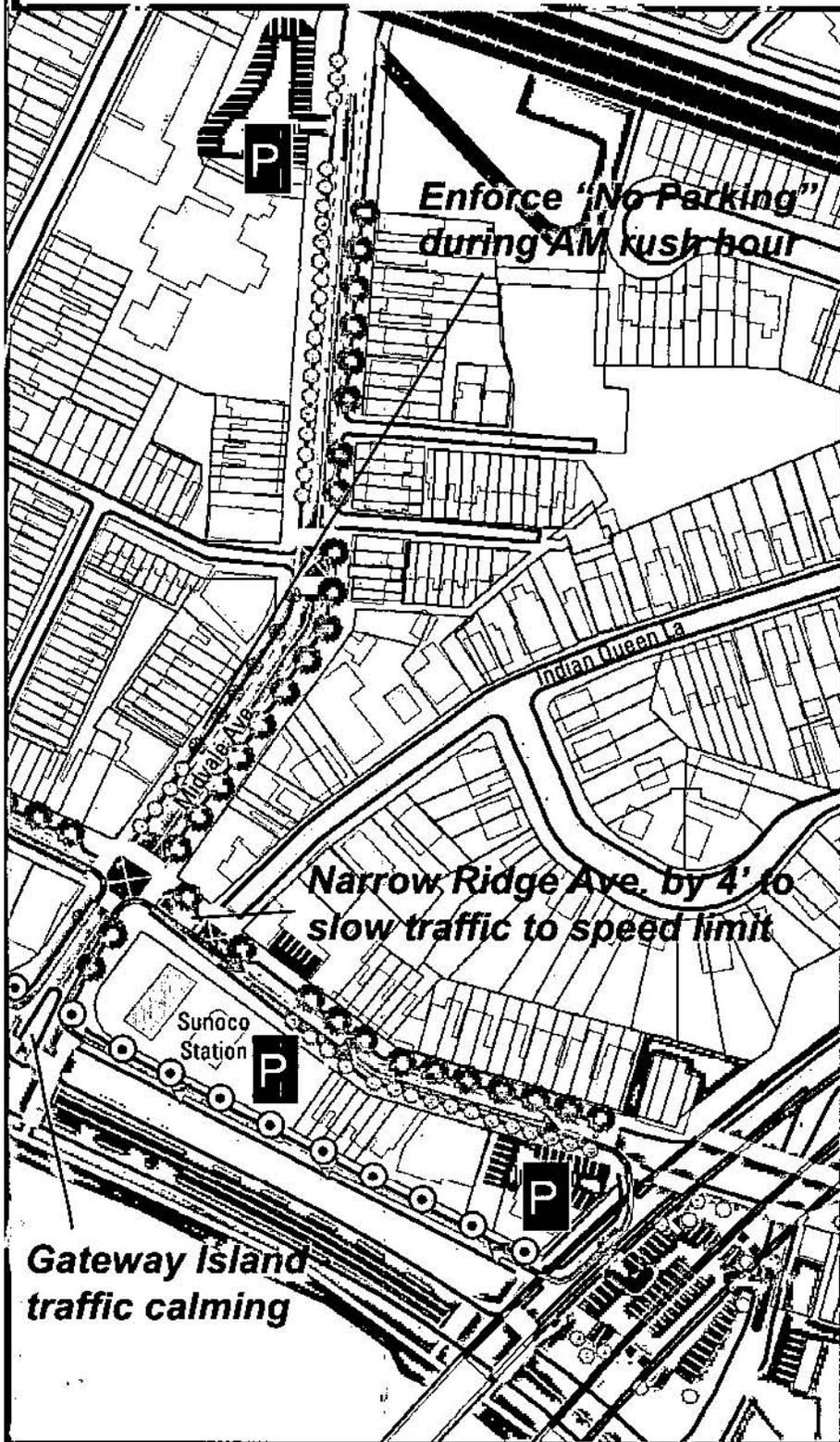
*Wayfinding signs can take many forms. They may be oriented for automobiles and pedestrians. They also can include maps and opportunities to publicize events and businesses.*



# East Falls RECONNECTS

Simple changes to the street system will provide added turning lanes at rush hour, added parking on the streets, and an easy search for parking spaces.

-  New Circulation Pattern/  
Parking Search
-  New Shared Parking  
Opportunities



# Driving and Parking

## PRINCIPLES:

Currently trucks, buses and passenger cars take advantage of the wide lanes to race along Ridge Avenue at excessive speeds. At the same time, traffic moves haltingly in the rush hours. The public parking is insufficient (cars are often parked on the sidewalks), and it can be difficult to drive to the limited available spaces.

Five Principles guide the recommendations for Driving and Parking:

- Assure that through traffic on Ridge Avenue is slowed to make walking safer, and to encourage drivers to see the shops and restaurants.
- Ease rush hour congestion.
- Increase the parking supply on and off street:  
Create a shared and managed parking system. Make sure that it can be used by everyone (for restaurants, shops, offices, and residents, and for recreation visitors). Private use parking lots are not efficient, and are not welcoming. (Avoid signs saying "No Parking or You Will be Towed Away: Welcome to East Falls!").
- Make the search for parking clear and simple.
- Improving traffic flow must make the sidewalks more pleasant and make crossing the street safer.

## SUMMARY:

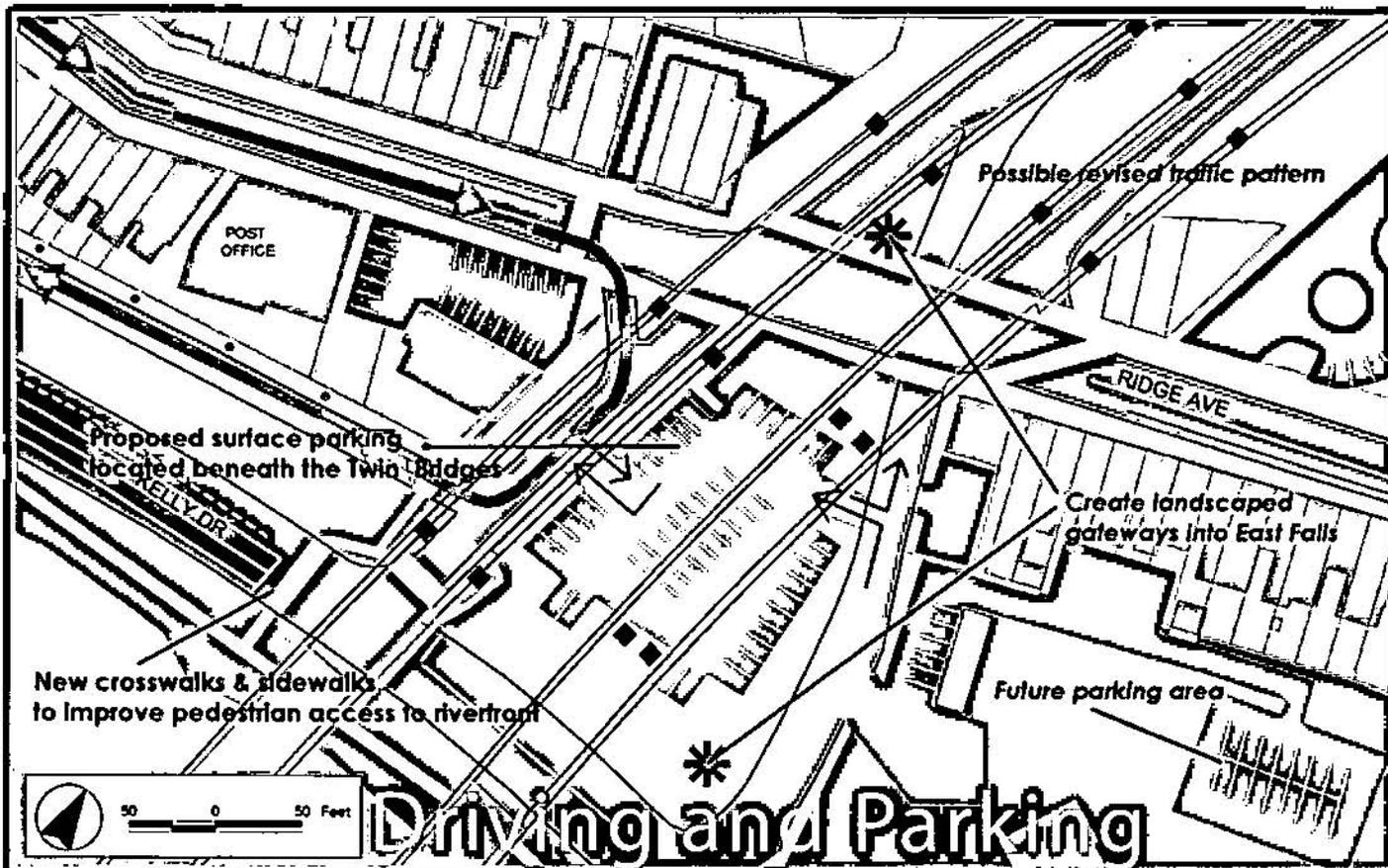
These changes directly address the principles:

- Each of the travel lanes on Ridge Avenue are 2' wider than needed for such a surface street. By narrowing the roadway by 4', cars will be slowed to the speed limit, pedestrian crossings will be shorter and safer, and the north side sidewalk in front of the shops and restaurants will be wider.
- Add a planted traffic island at Midvale Avenue and Kelly Drive to better guide the movement of traffic on this too-wide stretch of asphalt, to stop dangerous exits from the gas station, to make pedestrian crossings safer and easier and to create a dramatic gateway entrance.
- Make the search for parking clear and easy by creating 3 clear parking 'search loops' using East Park Drive behind the post office, behind the fire station (changing the

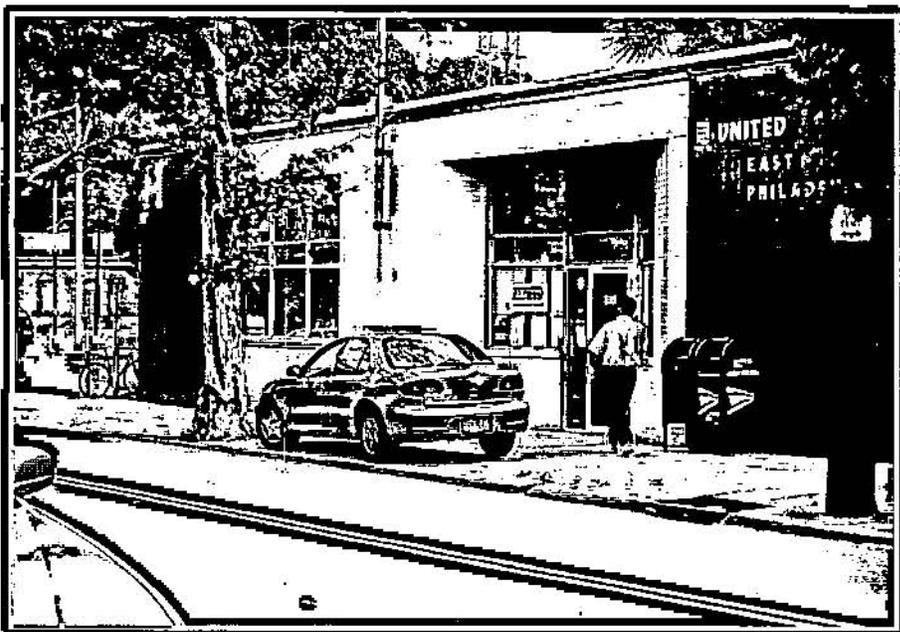
traffic direction), and utilizing the new road between Ridge Avenue and Kelly Drive on the 4300 Block.

- This new road which will be right in and right out of the area on Kelly Drive - will also give more access to future development in the area. It can have on street parking.
- Create on-street parking along Ridge at the Inn Y Park.
- Widen Calumet Street between Ridge and Kelly to add a travel lane heading toward the Falls Bridge. This will allow stacking of cars to ease the morning rush.
- Enforce "no parking" regulations on Midvale Avenue during the morning rush.
- Create a bypass for through traffic on westbound Ridge Avenue by relocating the existing northbound bus stop to the corner of Calumet St.
- Add a southbound lane on Ridge Avenue along the Rivage site to provide on-street parking. With "no parking" regulations in the morning, this lane will increase Ridge Avenue capacity for turns onto Calumet St.
- Paint stripes and add signs at the Ridge Avenue/Inn Y Park; Queen Lane; Ridge Avenue/Stanton Street; Ridge Avenue/Calumet Street; Ridge Avenue/Eveline Street and at Midvale Avenue/Frederick Street that say "Don't Block Box." Morning rush traffic stops in those intersections and prevents neighbors from entering through traffic.
- Study traffic light at Falls Bridge to favor outgoing traffic in the morning and incoming traffic in the evening.

# East Falls RECONNECTS



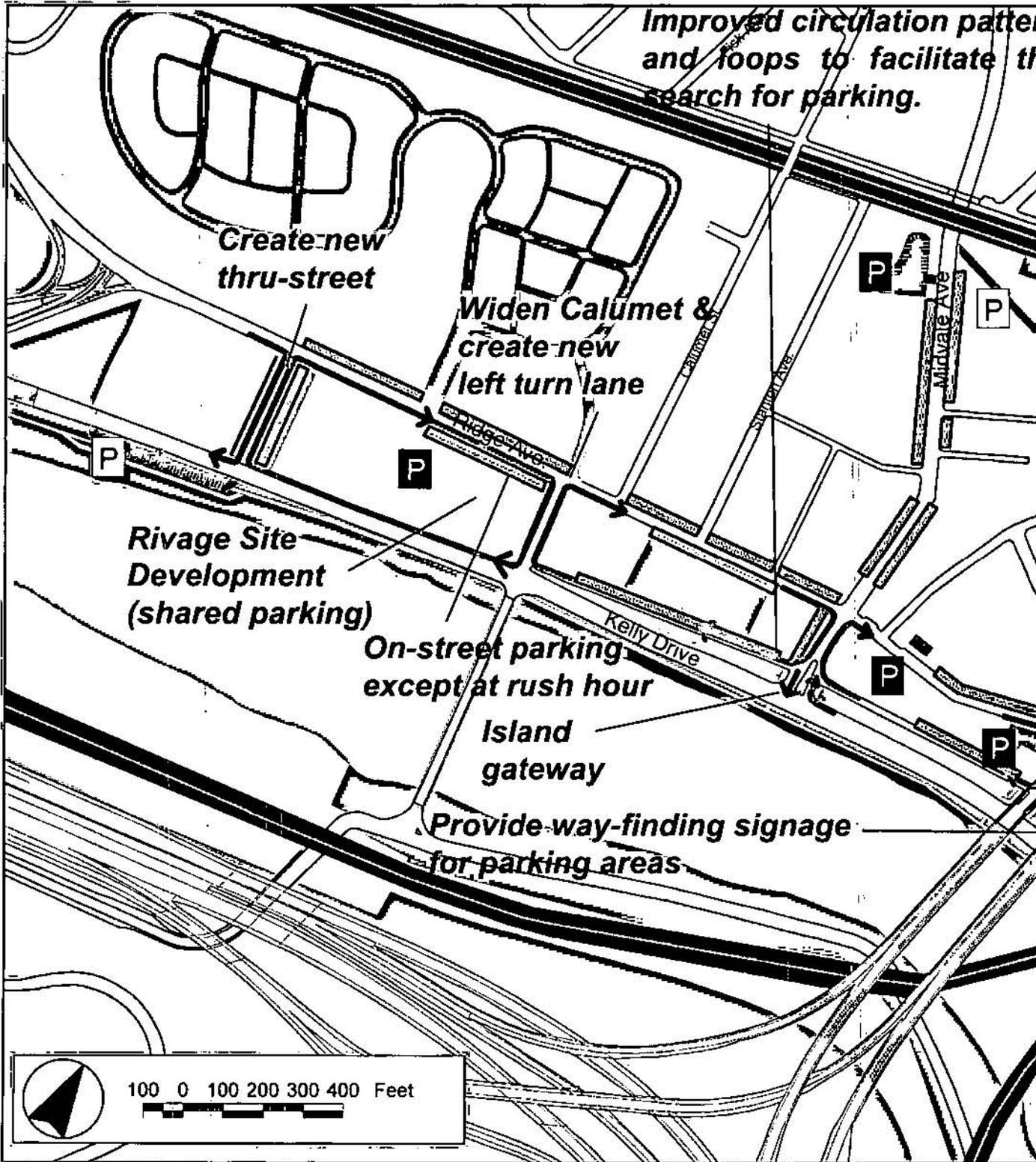
The new parking lot under the Rte 1 bridges will serve customers, employees, residents and visitors to the Kelly Drive trail. It also will create a large and handsome landscaped area at the entrance to East Falls.



New parking opportunities are needed to keep cars like this one off the sidewalk.

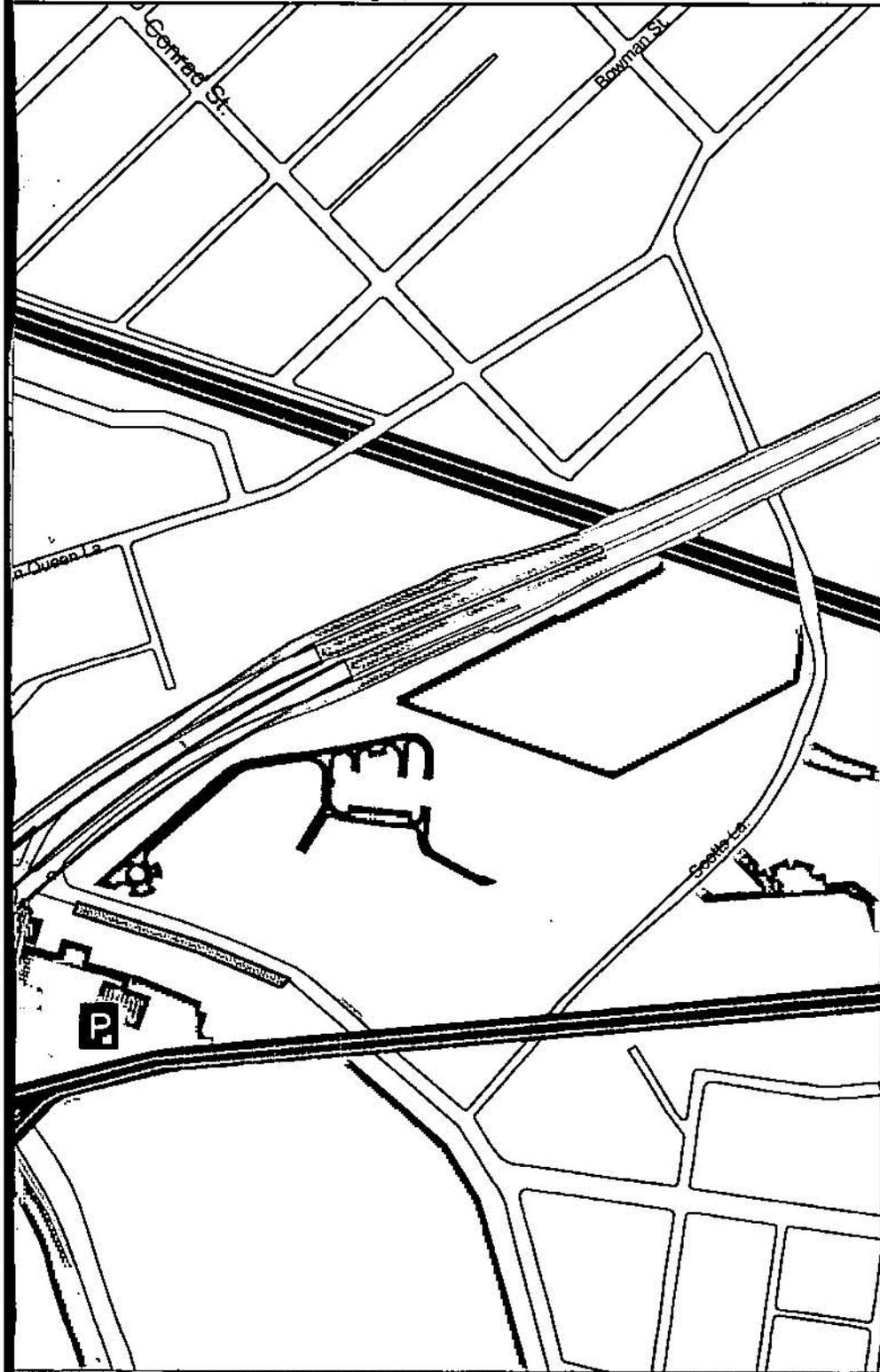
# Parking

## MAXIMIZING PARKING FOR RESIDENTS, CUSTOMERS AND VISITORS



# East Falls RECONNECTS

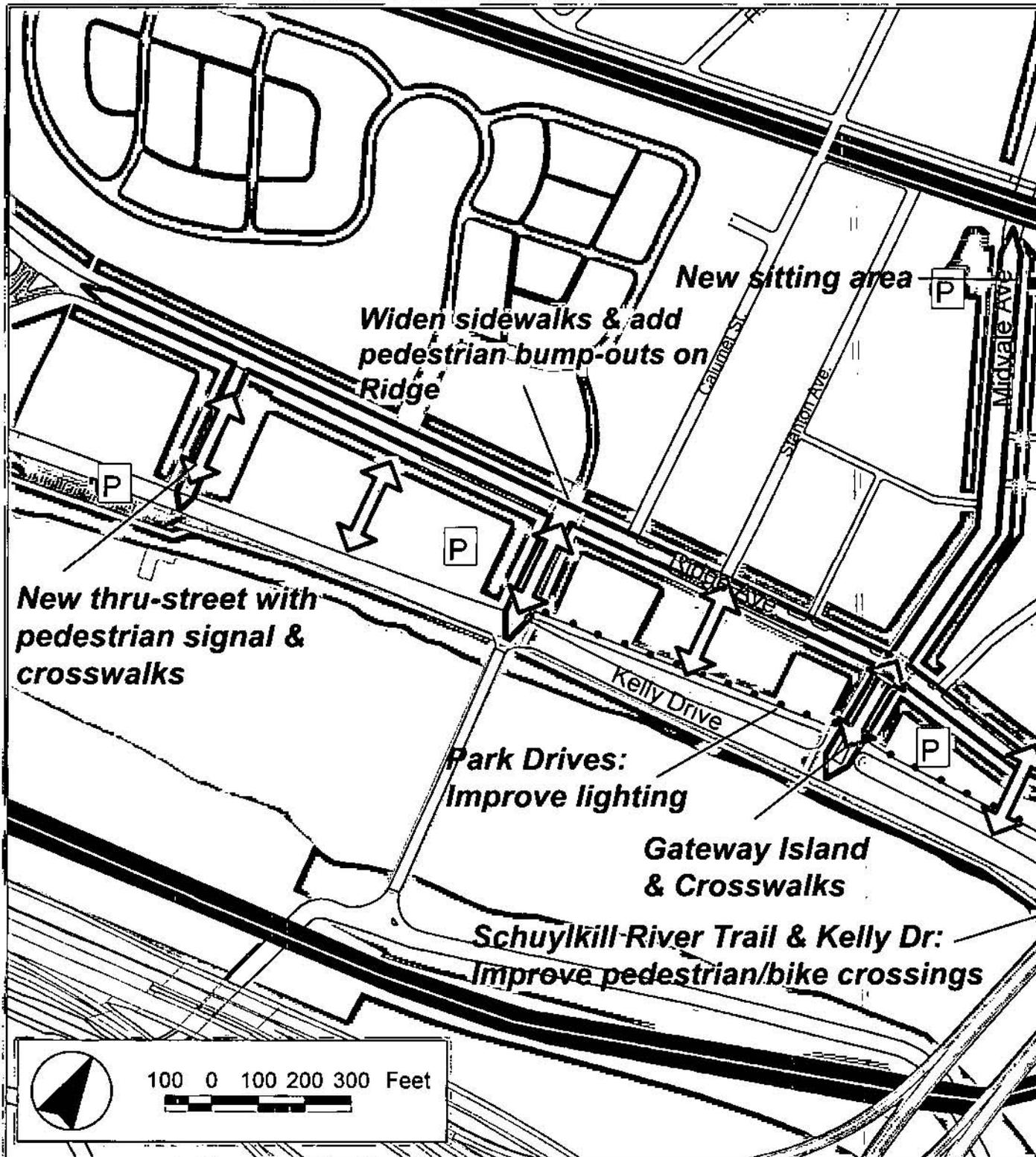
There is a real parking shortage in East Falls; finding the existing spaces is also difficult. This map shows new on-street parking, parking lots that can be part of a shared system, and a simple loop driving pattern to search for parking.



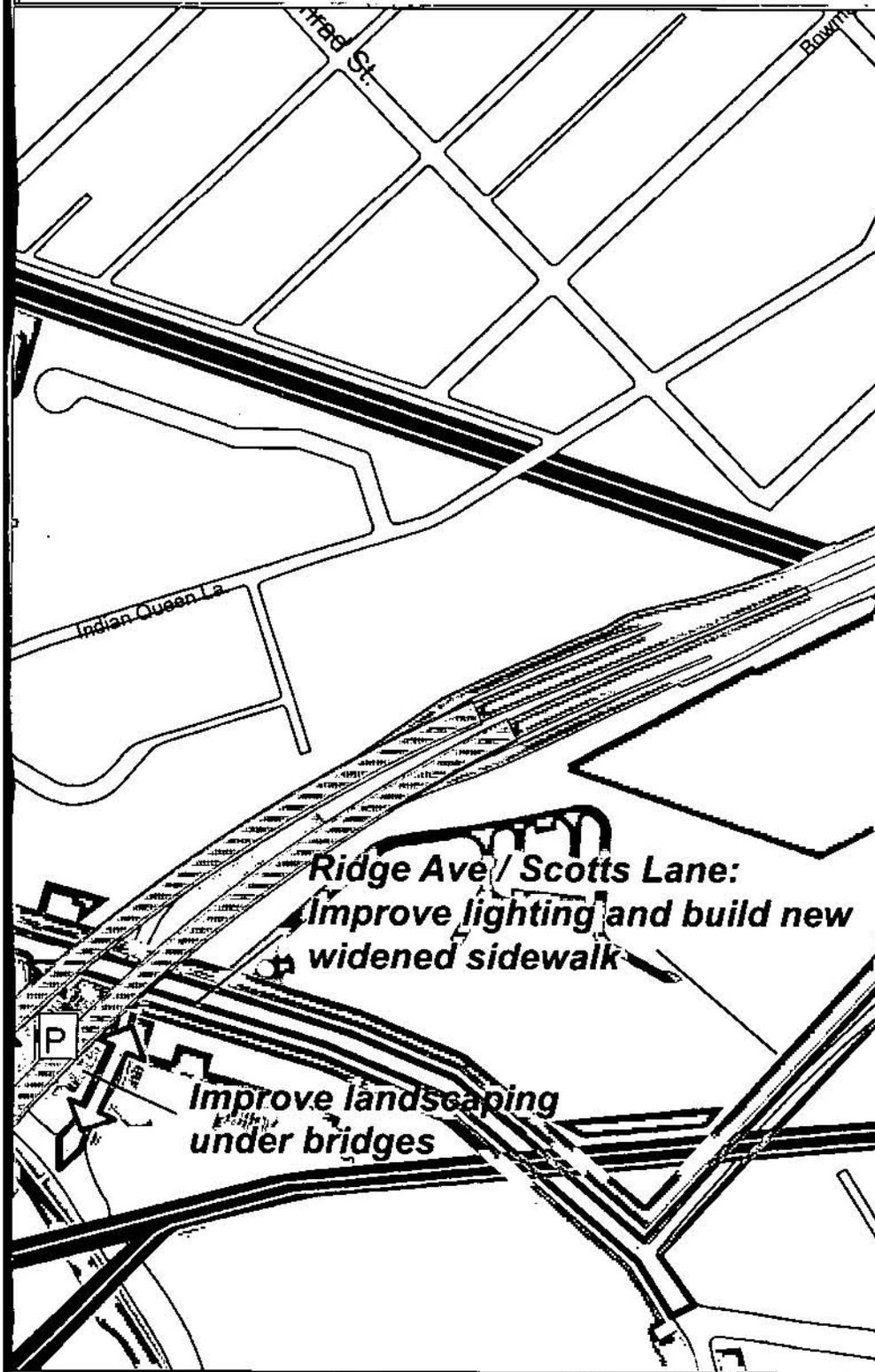
-  New Circulation Pattern/  
Parking Search
-  Existing On-Street Parking
-  New On-Street Parking
-  Existing Off-Street Parking  
Opportunities
-  New Off-Street Parking  
Opportunities

# Walking and Biking

## CONNECTING EAST FALLS AND THE RIVER



# East Falls RECONNECTS



The widened, tree-shaded sidewalks in the "primary sidewalk improvement" areas will make walking comfortable, will link all the shops, and will create connections to the river.

-  Visual Linkage to River
-  Primary Sidewalk Improvements
-  Secondary Sidewalk Improvements
-  Main Pedestrian Links
-  Shared Parking Opportunities
-  New Pedestrian Lighting

# Walking and Biking

## PRINCIPLES:

Five Principles guide the planning recommendations for improving walking and biking:

- Connect East Falls and the River for pedestrians, bicyclists, and roller-bladers.
- Create an open quality, visually linking East Falls to the River. Reconnect East Falls to the river, including the opportunity to see Fairmount Park, and the Schuylkill River.
- Make a compact, walkable shopping area. Shoppers will only walk short distances from their parked cars. For example, the distance between the Rivage Block and Ferry Street is a normal shopping street length.
- Retain and enjoy the mix of ground floor uses. Another of East Falls' unique qualities is that people work and live in the heart of downtown. This variety adds to the vitality of the shopping street.
- Make sidewalks comfortable and safe. The Ridge Ave. sidewalks are too narrow for shopping comfort, in contrast to those on Midvale, which are wide and spacious enough for outdoor dining, trees, street furniture and bike racks.



*The sidewalks on Ridge Avenue are not comfortable and attractive, now. The improvements recommended will change all of that.*

# East Falls RECONNECTS

## SUMMARY:

The recommendations directly address these principles:

- Widen the sidewalk on the north side of Ridge Avenue sidewalk, by narrowing the two moving lanes. This change will create a 16' wide sidewalk, which will provide room for large street trees, bicycle racks, outdoor dining, and adequate dimension for strolling and window shopping.
- Install new pedestrian-scale lights on the two Park Drive blocks. This illumination will make the parking spaces feel safe and useful and the poles in the daytime will create a sense of a pedestrian area.
- Create pedestrian bump outs at side streets.
- Add clear pedestrian crossing at lights.
- Add "No Right on Red" from Route 1 ramp to Ridge Avenue.
- Place bench or other attraction on Midvale near R6 Station to encourage use of SEPTA.
- Improve pedestrian crossing on Midvale at R6 Station

entrance for safety of commuters and students at SEPTA Station. Make the light out of the station signalized.

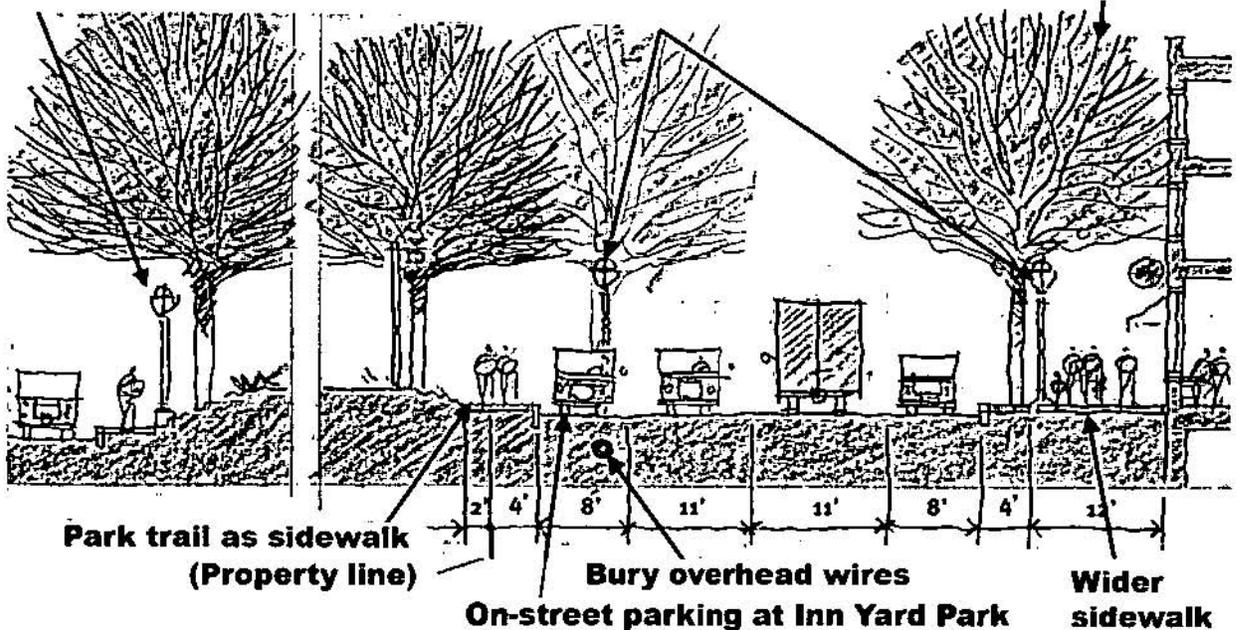
- Create a new street between Ridge Avenue and Kelly Drive near West River Japanese Restaurant with pedestrian activated light across Kelly Drive.
- The Primary Sidewalk Improvement Area is defined as Ridge Avenue from City Avenue ramp to Scotts Lane. On Scotts Lane new lights are possible, but trees are not. The trees on Midvale Avenue are healthy, and the granite blocks are attractive; the concrete sidewalk needs replacing.
- Make these streetscape improvements in the Primary Area:
  - Plant large spreading and open (and "retail friendly" street trees along Ridge Avenue.
  - Pave the tree planting edge with granite blocks, to match those on Midvale Avenue.
  - Bury the overhead wires and remove the cobra head lights.
  - Install pedestrian-scaled lights on both sides of Ridge Avenue.

Two alternatives to burying the utilities were considered which cost less, but are far less attractive:

### New lights on Park Drive

### New pedestrian lights

### New large street trees



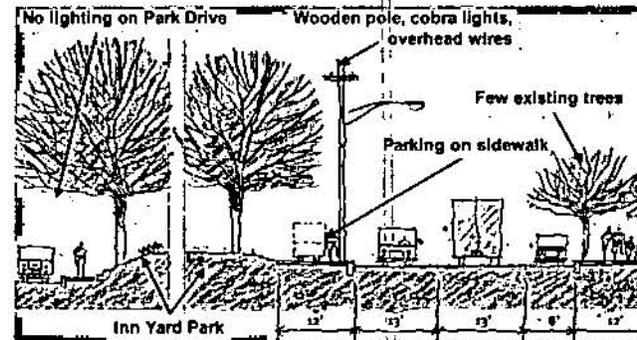
The recommended street and sidewalk improvements, along Ridge Ave., and Inn Yard Park

# Walking and Biking

Alt 1. Plant large spreading and open (and "retail friendly") street trees along Ridge Ave. Pave the tree planting edge with granite blocks, to match those on Midvale Avenue. Keep the overhead wires, utility poles, and cobra-head street lights. Install colorful signs, banners, and ornaments on the utility poles.

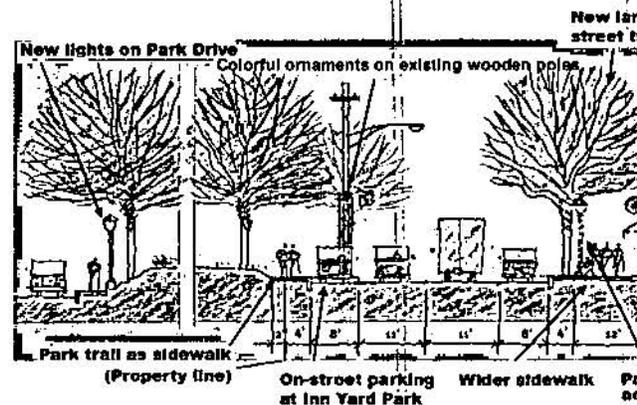
Alt 2. Add pedestrian-scaled lights on the north side of Ridge Avenue, to the same set of improvements listed in 1.

- Consider banners or other distinctive pole decoration along the primary improvement area.
- Secondary Improvements would continue the visual theme established in the Primary area, yet at a less dense level. This area would be along East Park Drive, Scotts Lane to R6 Railroad Tracks, Midvale Avenue above the East Falls Station to Conrad Street, and Ridge Avenue to Arthur Ashe Tennis Center and Hunting Park.
- Crosswalks across Kelly Drive are essential to "Reconnect" East Falls to the River. Two sets are required at three intersections: the new street in the 4300 block, Calumet St., and Midvale Ave (this is the major walking link between East Falls and the River; two crosswalks are fundamental to this link). One new crosswalk is planned at Ferry Street.
- Because of the street width, no new bike lanes are possible on Ridge Avenue. Discussions with bicycle organizations and experts indicate that it is preferred to narrow the lanes on Ridge Avenue to slow traffic. This works also because off-street biking is along the Schuylkill River Trail, parallel to Ridge Avenue throughout the Riverfront District.
- Modify the ramps and light timing at the North Ferry exit ramp (remove the split and re-angle the intersection with Ridge Avenue.)
- Create connection from Dobson Mills to the Mills at East Falls on Scotts Lane along the railroad where no buildings can be built.
- Add a river dock near the new street and Fairmount Park parking lot with the potential for boat launching.

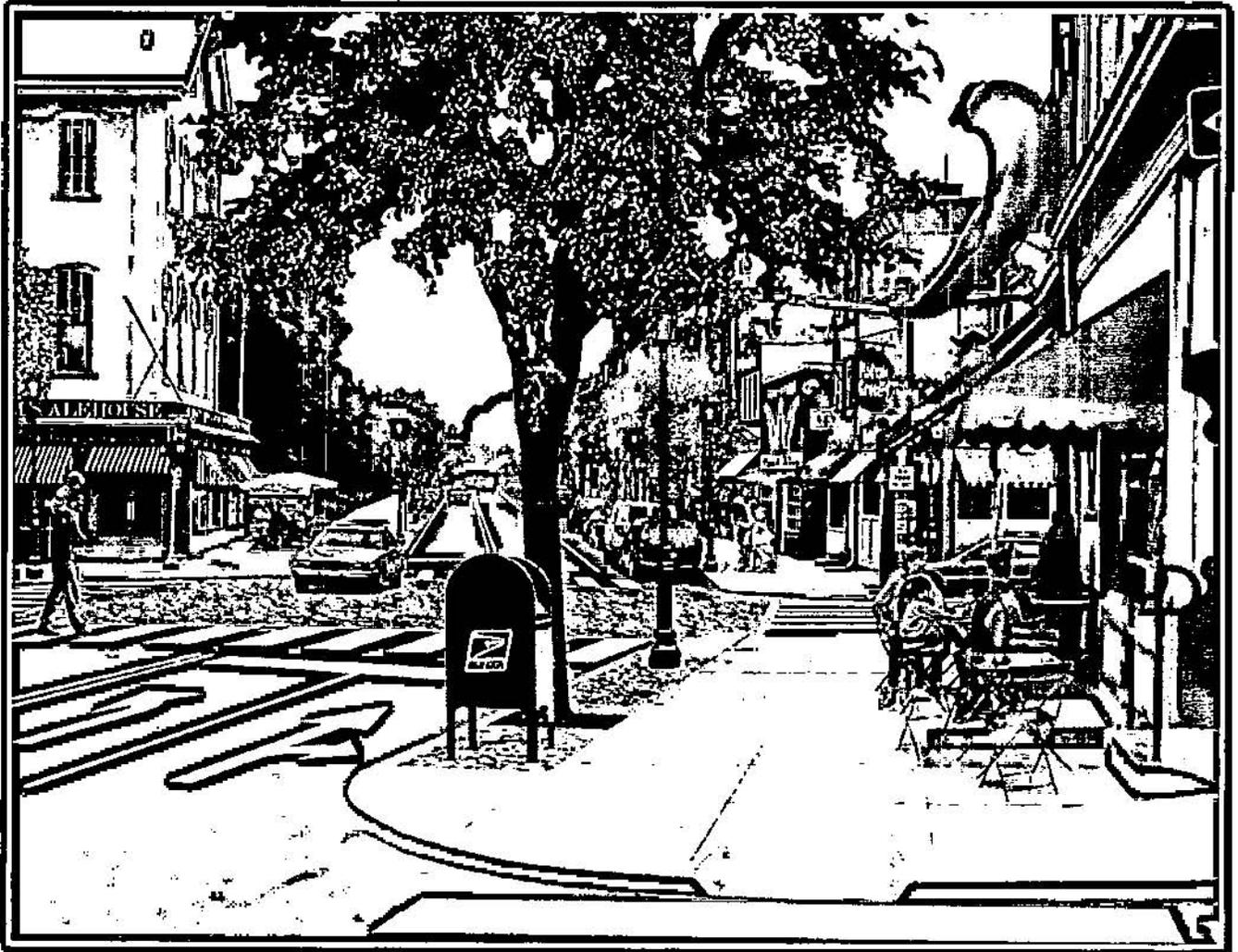


The existing conditions on Ridge Avenue include overhead wires, broken sidewalks, poor lighting, and few trees.

Alternate 1 assumes the overhead wires and the existing trees remain, but the north sidewalk is maintained, and street lights are added. Alternate 2 adds pedestrian-scaled lights on the sidewalk.



# East Falls RECONNECTS



*The new vision for Ridge and Midvale Avenues.*



*The existing intersection of Midvale and Ridge.*

*As one neighbor said, "If we don't make the intersection of Midvale and Ridge lively, we will have not succeeded." The recommendations for wider sidewalks, and street trees - and new stores, signs, and awnings - will make all of the Riverfront District and its main intersection, a great place to be.*

# Sunoco Station

A special study was undertaken of the Sunoco Station because of its prominent location at the Gateway of East Falls, and because it disrupts the walking route to the River. The following recommendations are made:

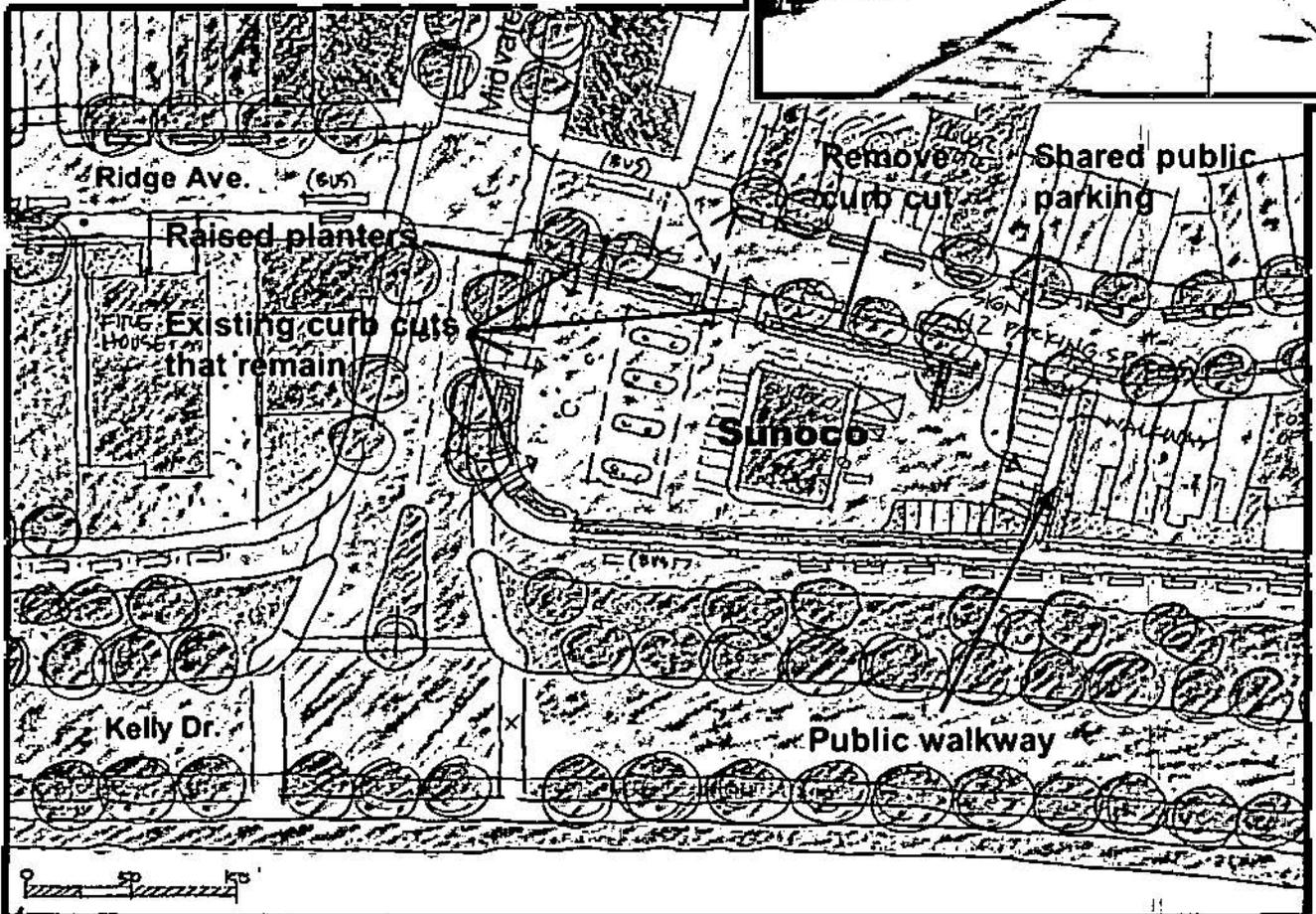
1. Define the sidewalks to allow clear and safe pedestrian ways. Possible defining elements include attractive planters, benches, and bicycle racks. These changes will prevent driving and parking on the sidewalks, and will control entrance/exit movements across the sidewalks.
2. Add a pedestrian walkway behind the station that connects Ridge Ave. to East Park Drive.
3. Direct the canopy lighting downward to maintain safety on the lot while limiting glare into nearby buildings and restaurants.
4. Shared public parking.



Attractive plantings at another gas station.



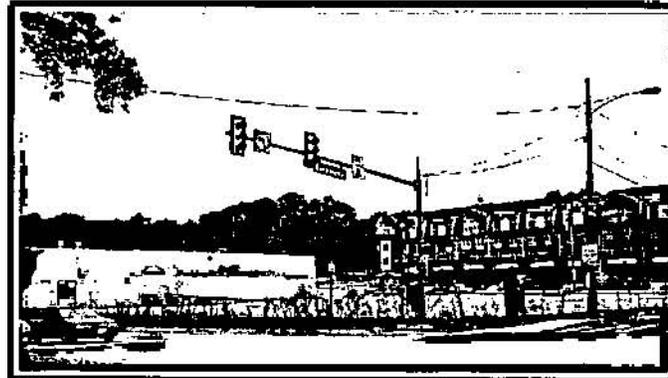
The recommended plan for Sunoco and a picture of the existing sidewalk.



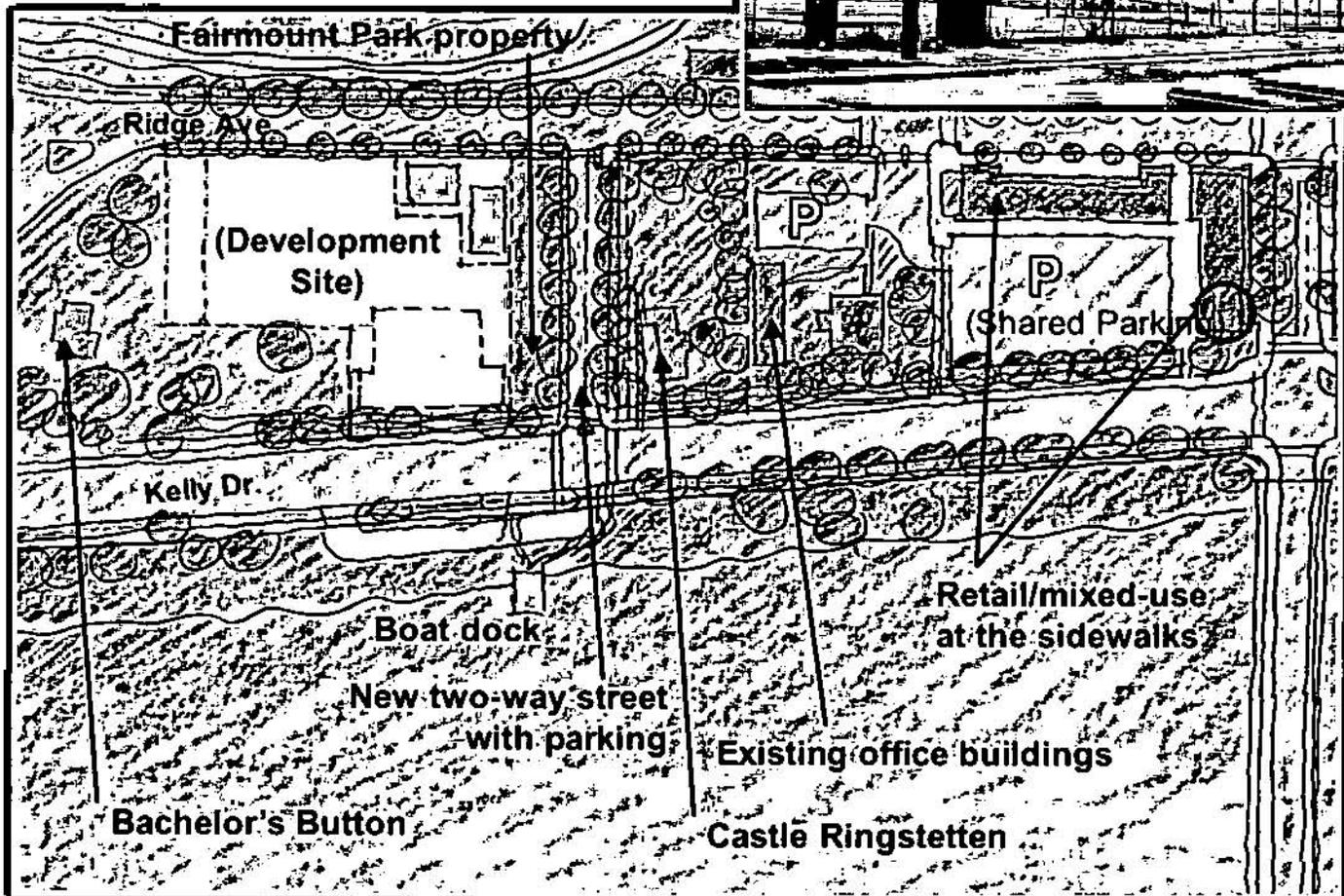
# Rivage Block

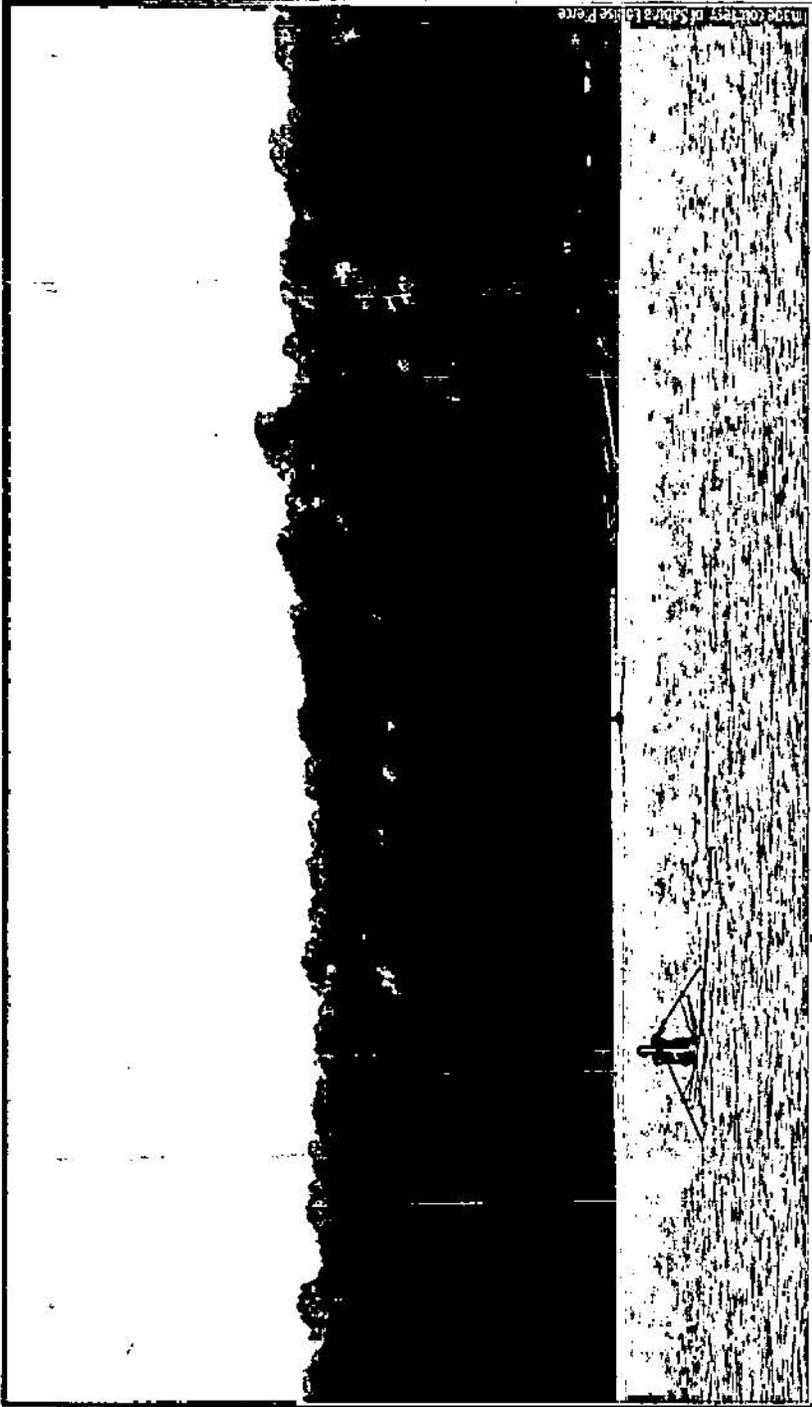
A special study was done of the Rivage block, at Calumet and Ridge, because of its location at the Falls Bridge and because it will be available for development through the Redevelopment Authority.

The study is conceptual and shows only suggestions for building locations. The Rivage block will include a parking lot that must be part of the bigger shared parking system. In addition, on-street parking will be created on Ridge Ave. Fairmount Park could lengthen its parking lot on Kelly Drive which would have walking access by new crosswalks at the new two-way street via a pedestrian activated signal.



Photos showing site for potential development.





# NO CASINO HERE

## I AM STRONGLY OPPOSED TO A SLOTS PARLOR AT THE BUDD PLANT SITE BECAUSE:

**Traffic:** Philadelphia's *Mayor's Task Force Report of Findings* shows an increase of up to 233% on adjacent streets. The present state of local street and highway traffic—congestion on I-76 and Route 1's jammed ramps—will only add to the heavy traffic on Henry Avenue. People are already regularly injured and killed along this congested and overloaded major commuter route.

**Crime & Social Problems:** The increased crime in casino areas will cost our neighborhoods, families, schools, children and institutions dearly; additionally, studies link casinos to increased social problems—addiction, financial decline, family neglect, etc.

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PLEASE PRINT REQUESTED INFORMATION, THEN ADD YOUR SIGNATURE. THANK YOU.

NAME ADDRESS/ZIP CODE PHONE

Susan Zingale-Baird

Sig

George Gaynor

Sig

Diana McDermott

Sig

Laura J. Strotfolino

Sig

Joe Durana

Sig

Wendy M. Kelly

Sig

Frank Carr

Sig

Elizabeth Searles

Sig

Chris White

Sig

MEL OWINGS

Sig

Debra Talbot

Sig



# NO CASINO HERE

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NAME ADDRESS/ZIP CODE PHONE

Alfred L. Clements  
S

Francis Kerpeth  
S

Melvin Walker  
S

Patricia Branch  
S

Margaret Malone  
S

Edward M. A.  
S

Rosalyn Williams  
S

Joyce R. Jackson  
S

Benjamin Beppin  
S

Kathleen Jones  
S

Edward M. A.  
S

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NAME ADDRESS/ZIP CODE PHONE

Linda Martin

Si

Bobby Jackson

Si

Carolyn Siegel

Si

Charles Thomas

Si

Zenobia Pate  
Monica Brautcher

Si

Christina Spolsky

Si

Thomas Uzzell

Si

Joan McIlvaine

Si

Ernest R. Giese

Si

Gilda Anuski

Si

JOHANNA VAUGHAN  
JOHANNA VAUGHAN

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NAME ADDRESS/ZIP CODE PHONE

Donnie Johnson -

Sig

Joseph Scott -

Sig

Alex Vencus -

Sig

Caleb Schatt -

Sig

Alch Roush -

Sig

Patricia Pidy -

Sig

Steve Bell -

Sig

Marianne Toney -

Sig

Julie Carroll -

Sig

Kellie Gibray -

Sig

Tom Sauerman -

Sig

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NAME

ADDRESS/ZIP CODE

PHONE / EMAIL 2.1

FRANZ OSTERTAG

Si

PAUL MATZKO

Si

Reginald Carter

Si

Bruce R. Marshall

Si

E. Samira Woods

Si

JAMES ROYAL

Si

JASPER JONES

Si

Charlotte Kresovich

Si

Allan Brown

Si

Alison Carson

Si

Deonna Kushing

on 12/28/05

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NAME	ADDRESS/ZIP CODE	PHONE
------	------------------	-------

Rosalyn Williams

Si

HAZEL MOSE

Si

Monique Ellison

Si

MEL OWINGS

Si

E. A. Harris

Si

John D Abney

Si

MARK TUCKER

Si

Suzanne Penn

Si

Melvin Perkins

Si

William B. Stant

Si

Josephine Stant

## NO CASINO HERE

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NAME ADDRESS/ZIP CODE PHONE

KILIA McCall

Si

Mrs Gloria Taylor  
1833 W. Junata St

Si

GLENN HAZELTINE

Si

Julia Hayes

Si

Mrs Judith T. Beck

Si

Steeanna Wynn

Si

Vivian Hughes

Si

Bernadette Saltis

Si

HERBERT FELDER

Si

George Reid

Si

Mrs. + Mrs M. LYNCH

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NAME ADDRESS/ZIP CODE PHONE

Supreme D Dow

S

Jenna Musket

S

~~Julie Cowburn~~

S

Julie Cowburn

S

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**NAME**

**ADDRESS/ZIP CODE**

**PHONE**

Thomasina Goodwin

Bryan L. Goodwin

A. Buzza

Sean McWilliam

Shirley Ross

Andria L. Wright

Edith Thomas

HELEN M. MERTON

Allan B. Brown

Linda B. Saltford

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NAME ADDRESS/ZIP CODE PHONE

Belva Jean Lane

S

Richelle Lister

S

Kea Miller

S

Sheila E. Johnson

S

Sheila E. Johnson

S

DOROTHY L COOPER

S

Mark Havens

S

Deatrice Jackson

S

SARAH JACKSON

S

Magjorie E Greenfield

S

\_\_\_\_\_

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NAME ADDRESS/ZIP CODE PHONE

Brenda McCleary Si

Thomasina Goodwin Si

OSCAR L GOODWIN Si

Zaimah Saleem Si

Rev Donald King Si

Jacqueline King Si

MARY F HARVIN KEENZE Si

STEVE ROSER Si

MILK DEBEVOISE Si

Leon B. Tangle Si

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NAME ADDRESS/ZIP CODE PHONE

TAMES WUENSCHER

S

MARIAN McALLISTER

S

Maulz Menzies

S

Rosa Allisa

S

Cony Cowles

S

Scott Scivure

S

Stephen R. R. R.

S

Ingrid Hyder

S

MARILYN FRIEDER

S

MARY EDWARDS

S

TERRANCE SMITH  
Therance Smith

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**NAME** **ADDRESS/ZIP CODE** **PHONE**

RAVANNA BLO

Frances Bourne

Richard Lampert

EVAN Gellan

BERNADETTE  
GELLER

Shirley Hopper

Gerall Widmann

Robin Pixley

ALFA ACKENBERG

Joan McIlvaine

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NAME ADDRESS/ZIP CODE PHONE

John Evans

Si

Vernette Evans

Si

Karel Kilimnik

Si

Caroline Davidson

Si

Clinton Ford

Si

MICHAEL BROWNE

3517 W 23<sup>rd</sup> St  
221 67

Si

Dr Ackelsberg

Si

MARCA DORAN SILTMAN

Si

Si



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NAME ADDRESS/ZIP CODE PHONE

Jessica Lutz

Si

Christine Edwin

Si

Jennifer Hyder

Si

Elizabeth Krispin

Si

JOHN EDWIN

Si

Steve Lutz

Si

Joe Elabd

Si

Sonia Elabd

Si

Si

Si

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**NAME** **ADDRESS/ZIP CODE** **PHONE**

David Cusby

§

Beth Onley

§

Peter Yeomans

Kate O'Shea

§

Ann Leaming

Philip Hinzline

§

Lilietta Pierce

§

Alan Schneider

§

HERBERT STAHL

§

Thera Martin Connolly

§

Marilyndia Rogers

§

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NAME	ADDRESS/ZIP CODE	PHONE
------	------------------	-------

ETHEL WILLIAMS

Si

Ken & Scott

Si

Eric Swanberg

Si

WILLIAM LLOYD

Si

Bernard Hughes

Si

Andrea Havens

Si

CHAS THOMAS

Si

\_\_\_\_\_

Si

\_\_\_\_\_

Si

\_\_\_\_\_

Si

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Si

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NAME

ADDRESS/ZIP CODE

PHONE

John W Brooks

Sig

Theresa Symbal

Sig

JAMES DONEGAN

Sig

TAYLOR WINDER

Catharine K. Frank

Sig

Catharine K. Frank

Sig

Rickey Wynne

Sig

Margaret L Allen

Sig

Gale Gray

Sig

Emilia Huskirk

Sig

DeDee Fisher

Sig

HILL O'BRIEN

NO CASINO HERE I AM STRONGLY OP

http://

J. BUZWIAK

Kirsten Cavang

Jean E. Benjamin

STEPHAN BUCKLEY

Colleen Conners

Steve Bell

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# NO CASINO HERE

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**PLEASE PRINT REQUESTED INFORMATION, THEN ADD YOUR SIGNATURE. THANK YOU.**

NAME

ADDRESS/ZIP CODE

PHONE

Jeff Thompson

Wendy Moody

Nan H. Daniels

Ms. Mary Jane Fullam  
3586

Robyn Langston

LAURA EYRING

Jenna Musket

Phil Steinberg

Sharon Jaffe

C. Allen Carson

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NAME

ADDRESS/ZIP CODE

PHONE

HERBERT STAHL

Tom Sauerman

Kelly Quist

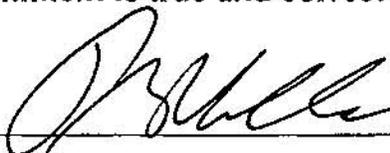
Noah Sperry

Cynthia Kishinichew



Comments: Page 2 (continued)

I, \_\_\_\_\_ verify that the information contained in this written comment is true and correct to the best of my knowledge and belief.

  
\_\_\_\_\_