Delaware Valley
Regional Planning
Commission

JUNE 2005

redesigning SHOPPING CENTERS in the Delaware Valley

FROM GREYFIELDS TO COMMUNITY ASSETS

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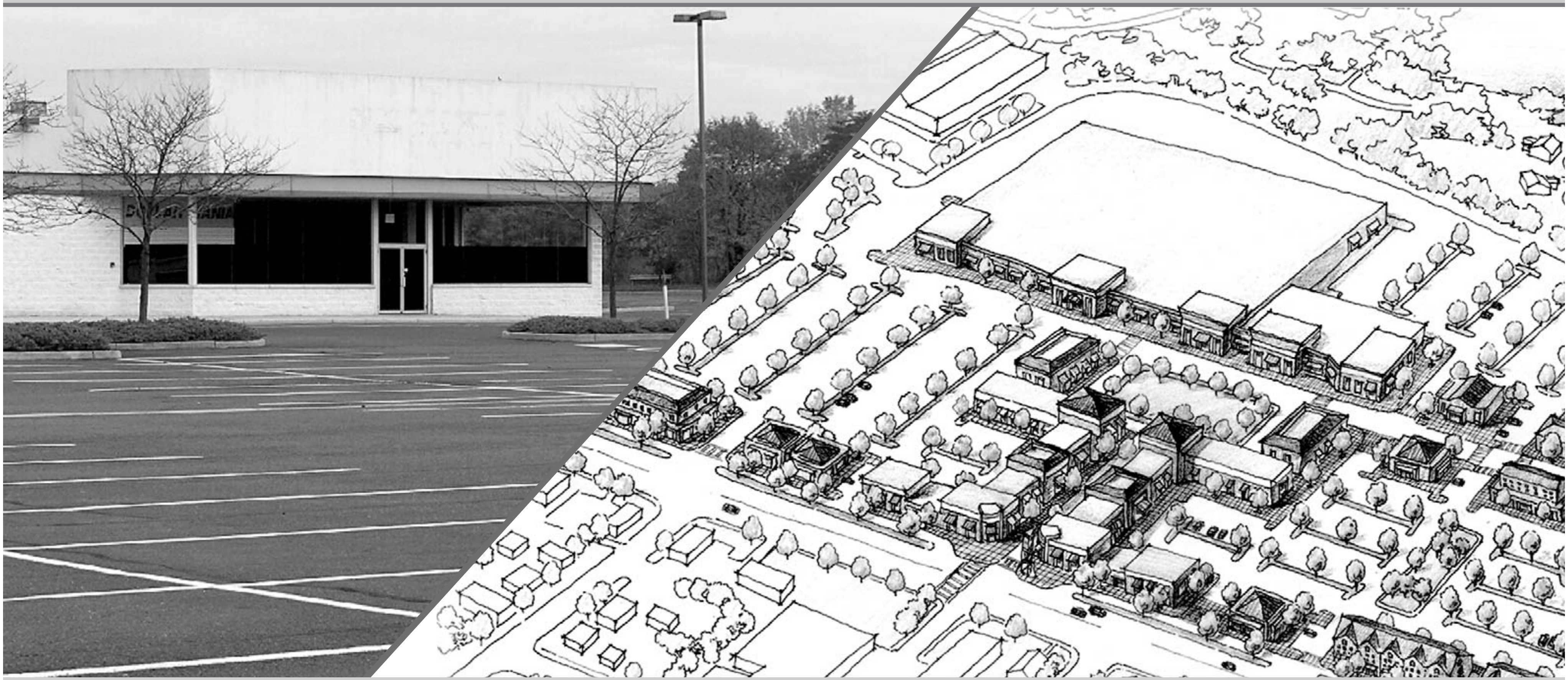

FROM GREYFIELDS TO COMMUNITY ASSETS

Created in 1965, the Delaware Valley Regional Planning Commission (DVRPC) is an interstate, intercounty, and intercity agency that provides continuing, comprehensive, and coordinated planning to shape a vision for the future growth of the Delaware Valley region. The region includes Bucks, Chester, Delaware, and Montgomery counties, as well as the City of Philadelphia, in Pennsylvania; and Burlington, Camden, Gloucester, and Mercer counties in New Jersey.

DVRPC provides technical assistance and services; conducts high priority studies that respond to the requests and demands of member state and local governments; fosters cooperation among various constituents to forge a consensus on diverse regional issues; determines and meets the needs of the private sector; and practices public outreach efforts to promote two-way communication and public awareness of regional issues and the Commission.

Our logo is adapted from the official DVRPC seal and is designed as a stylized image of the Delaware Valley. The outer ring symbolizes the region as a whole, while the diagonal bar signifies the Delaware River. The two adjoining crescents represent the Commonwealth of Pennsylvania and the State of New Jersey. The logo combines these elements to depict the areas served by DVRPC.
DVRPC is funded by a variety of sources including federal grants from the U.S. Department of Transportation's Federal Highway Administration (FHWA) and Federal Transit Administration (FTA), the Pennsylvania and New Jersey Departments of Transportation, as well as by DVRPC's state and local member governments. The authors, however, are solely responsible for this reports findings and conclusions, which may not represent the official views or policies of the funding agencies.

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executive summary

The Delaware Valley has a plethora of shopping centers, with more being constructed each year. Current development patterns and retail trends are forcing tenants to abandon older shopping centers and relocate to new, big-box regional centers and malls in outlying, growing townships. Over time, these older shopping centers have become vacant and present a blighting influence on their surrounding communities. Solutions to encourage revitalization and redesign can be impeded by a lack of knowledge by municipal officials on how to redevelop and renew these sites, working in concert with regional and local land use and transportation policies. This report identifies vacant or underused shopping centers, otherwise known as ***greyfields***, in the region that are abandoned or which meet a definition of decline; and provides access management, public transit service, land use and zoning and design recommendations to help communities to reinvent these places into vibrant, mixed-use centers. In addition, this report contains a shopping center inventory in Appendix III of all shopping centers in the Delaware Valley. Shopping centers have been categorized by type and size, and potential greyfields have been identified. The report contains two other appendices that explain shopping center terminology and outline median sales per square foot for shopping centers on a national average. These appendices are explained throughout the report.

chapter one:
WHAT ARE GREYFIELDS ?

1. INTRODUCTION

The purpose of the DVRPC redesign and inventory of shopping centers study is to develop land use, economic development, and transportation policy recommendations - including design guidelines - to help communities find new and innovative ways to recreate these abandoned sites into viable parts of their communities.

Following closely behind post-World War II residential suburbanization was a rapid growth of a new form of retailing called shopping centers. These new shopping centers provided persons moving to the suburbs with easy access to department stores, specialty stores, and local services. They became a place of gathering for the community and soon were a large part of social life for suburbanites. The shopping centers built in the 1960s, 1970s, and 1980s were initially successful, but as development patterns and demands changed, they soon fell victim to their own success. Bigger and more modern shopping centers utilizing cheaper, undeveloped land were built further from the dense urban areas while the older shopping centers were left as “shells” of what once characterized suburbia.

Today, these obsolete shopping centers have become architectural, fiscal, and social eyesores. These shopping centers no longer serve their communities and drain the financial base and quality of life from nearby neighborhoods. These shopping centers are in need of attention, particularly in the communities that have lost population and employment to the bigger and newer exurban communities.

While shopping centers have changed in character, it is also important to recognize that the communities in which they exist have also changed. As the middle class moved out of the inner-ring communities to larger homes in the growing suburbs, this left the homes in older communities as a more affordable alternative for less affluent people who also wanted single-family homes. As this trend was occurring, the older shopping centers and their retail practices were less adaptable, and began to struggle for survival. Once the community gathering place, many older shopping centers became community liabilities.

In order to combat this downward trend, this study will document shopping centers that qualify as greyfields in the DVRPC region and provide land use, zoning, transportation, and economic development policy recommendations, including design guidelines with featured case studies of several local shopping centers. Consistent with DVRPC's long-range plan and the region's smart growth efforts, this study will help municipalities to understand how these abandoned centers and parcels can once again become economically viable and thriving areas in their communities.

2. WHAT IS A GREYFIELD?

The Congress for the New Urbanism (CNU) and PricewaterhouseCoopers (PWC) introduced the term greyfield in a jointly published report in 2001, *Greyfields into Goldfields*. This report recognized that many of the nation's major shopping centers and regional malls are obsolete and offer tremendous value for communities in their redevelopment potential. While that study does not address malls less than 500,000 square feet, there are similar elements of decline that all centers exhibit. Vacant or underutilized community and neighborhood level shopping centers largely contribute to the visual blight of a community, as well as to the depletion of the quality of life. In many communities, these abandoned shopping centers often lead to a declining tax base for communities as well as losses in employment.

Derelict shopping centers, otherwise known as greyfields or "dead malls," are recognized by empty storefronts and vast areas of unused asphalt parking lots. They are older, economically depressed retail or commercial areas that are characterized by outdated buildings, are in a state of disrepair, lack sufficient physical space to meet market demand, and fail to generate the revenue that would justify their continued use as retail centers.

Greyfields differ from site to site. Not all greyfield sites are on the decline; some may still bring in sufficient revenue to remain open, but not enough for new improvements. Owners of these sites, who do not want to sell, often rent the space at low rates to tenants that do not service the surrounding community. Such tenants include flea markets, warehousing, or storage; uses that often do not bring in sufficient sales tax revenues. The Congress for a New Urbanism (CNU) suggests that once a mall's sales drop to $150 per square foot or less, it qualifies as a greyfield. The 2001 report about greyfields also suggests that there may be as many as 140 qualifying greyfields in the United States, while another 200-250 shopping centers are quickly approaching this status. This represents approximately 18 percent of all regional malls in the United States.

DESIGNtip

BY HAVING A THOROUGH UNDERSTANDING OF THE EXISTING TOPOGRAPHY, ACCESS, DENSITY, VISIBILITY, AND SETBACKS OF THE EXISTING SHOPPING CENTER, IT WILL BE EASIER TO INCORPORATE NEW DESIGN ELEMENTS INTO THE REDEVELOPED SITE.

3. HISTORY OF THE SHOPPING MALL

Centralized shopping centers existed in their most primitive form more than 1,000 years ago, but the modern shopping mall was born in the 1920s. The first shopping center outside the central business district of a city was the County Club Plaza in Kansas City, Missouri. Built by J.C. Nichols in 1922, the shopping center was surrounded by lighted parking lots and arrayed in a single architectural form. Locally, built in 1927, Suburban Square in Ardmore, PA, was the first shopping center in the region that followed the model of County Club Plaza. The 1930s and 1940s saw the emergence of the strip malls as congestion from automobiles became the predominate feature of downtown shopping areas.

Throughout the next two decades, the shopping mall concept was improved upon with the creation of the freestanding department stores – Sears, Roebuck, and Co. and Montgomery Ward -- strip centers with anchors, and most importantly, the enclosed mall. Realizing that the automobile brought increased costs to cities and their retail centers, Vienna-born architect, Victor Gruen, reconfigured the shopping mall both spatially and architecturally. This new enclosed shopping mall would be anchored by larger department stores, have two floors, and provide central heating and air conditioning to make the environment more comfortable all-year around. In 1961, James Rouse built one of the first enclosed malls on the East Coast in Cherry Hill, New Jersey. The Mall featured 75 stores with Strawbridge and Clothier, a Philadelphia-based department store, as the anchor, along with indoor gardens and a civic gazebo. While the Cherry Hill Mall has been a great success, this was not what

Gruen initially envisioned. Gruen intended for the enclosed mall to serve two purposes: the retail market and to become centers of community interaction for people residing in the suburbs. Traffic could be eased by having all stores located in one self-contained mall near a highway, there would always be a steady stream of shoppers, and there would still be a "main street" effect. This concept was built on the premise that shoppers wanted to be sheltered from the weather, with features such as water fountains, greenery and sidewalk-type kiosks.

Realizing the success of the enclosed mall, developer James Rouse took the shopping center concept even further in 1976 with the development of the first "festival marketplace" at Faneuil Hall in Boston, Massachusetts. This festival marketplace was partially enclosed and partially open-air and emphasized food and specialty items. The festival marketplace has been successful in many areas of the country such as the Inner Harbor in Baltimore, Maryland and South Street Seaport in New York City, New York.

The 1970s and 1980s brought a period of growth for local shopping centers, particularly the super-regional centers – those larger than 750,000 square feet, such as the Deptford Mall. Super-regional shopping malls could not be built fast enough in the 1970s and1980s; stealing tenants from many of the strip malls built in the 1960s and 1970s. Strip mall tenants were replaced with personal service type commercial uses such as dry cleaners and banks. The popularity of the enclosed mall and the strip mall thrived through the 1990s as they were both auto-oriented, which enabled people to go to one

DESIGNtip

TRANSFORMING ABANDONED RETAIL SITES CAN BE DONE THROUGH A COMBINATION OF INNOVATION, INFILL, AND NEW CONSTRUCTION.

destination, shop, and then drive home. While strip malls may only range in size from 1,000 square feet to 10,000 square feet and are occupied by only three or more stores serving the immediate market, they have an advantage over the enclosed mall: convenience. The sites are relatively smaller and parking spaces are closer to the entrances of the store. Retailers like parking closer to a store than enclosed malls allow. This is also why big-box retailers such as Home Depot and Walgreens, prefer to locate in strip centers than in enclosed malls. As evident along any arterial highway, however, the strip mall does not present a desirable design character for a community, consisting instead of aesthetically unpleasing facades and parking lots.

Between 1989 and 1993 there was a brief halt in retail construction, but retailing soon began growing again in the mid-1990s with the emergence of two new types of shopping centers. The factory outlet was built for the cost conscious consumer and the power center includes larger stores between 250,000 and 500,000 square feet. The factory outlets began to be built in areas that were considered "tourist destinations" such as Great Adventure Amusement Park in Jackson, NJ. Power centers, such as the Metroplex in Plymouth Meeting, PA, are occupied by big-box market category killers such as Target and Wal-Mart and locate adjacent to the super-regional malls. The big-box concept has gone a step further to incorporate new urbanism design principles with an open-air configuration, now called Lifestyle Centers. This type of center, such as The Promenade at Sagemore in Marlton, NJ, has grown from a few dozen in warm climates to more than 100 centers throughout the United States. They appeal to adult shoppers with their table-service restaurants and bookstores; particularly to the well-educated customer demographic that tends to settle in more affluent areas. Stores such as the big-box bookstore, Barnes & Noble, settle in lifestyle centers because they draw professional workers. According to the International Council on Shopping Centers (ICSC), lifestyle centers may double over the next few years.

4. CAUSES OF SHOPPING MALL DECLINE

Studies have shown that communities with declining population and employment often have a higher number of vacant retail sites. However, even stable and growing communities can house a vacant retail center. Since these sites can have a negative impact on the surrounding neighborhood – crime and declining real estate values – it is important for communities to take a proactive approach toward their redevelopment.

Many factors contribute to the decline of shopping centers. The following five variables often play a major role in the decline of a smaller shopping center: 1) reduced buying power in the immediate market area, 2) changes in owner investment to the property, 3) changes in retailing, 4) changes to the regional transportation system, and 5) antiquated design.

4.1. Reduced buying power in the immediate market area: While greyfields tend to be located in densely populated areas, the decline of the shopping center is often associated with the demographic change that is taking place. The increase in

Many older malls are single structures that have interior pedestrian traffic patterns and controlled access points from the parking lot. They also lack the amenities that shoppers are attracted to such as enticing landscaping, space for community activities, outside cafes, and a mix of retail and restaurants.

dual-income households leaves less time for shopping and the need for increased convenience. The population of these communities has either remained stable or slightly declined; however, the buying power and consumer preferences have changed. Those preferences now include a "sense of place" that enclosed malls or strip malls can no longer offer. The traditional shopping mall was a single use on a site, which meant many "dead" hours of no pedestrian activity. There was no other reason to come to the mall, unless you wanted to shop.

4.2. **Changes in owner investment to the property:** Realizing that spending power may be decreasing in the older developed suburbs, many investors do not make the necessary improvements to older shopping centers to keep them attractive places to shop. The facades often become outdated and unattractive. Investors allow the properties to become obsolete and the properties become a burden for the municipality. The Urban Land Institute (ULI) suggests that malls should reinvent themselves every 5-10 years in order to stay competitive with newer retail trends.[1]

4.3. **Changes in retailing:** Newer malls have a competitive edge because they can respond to changes in the retail market. Retail centers have big-box footprints mixed with entertainment uses such as large movie theaters, water features, and upscale restaurants. As older department stores are declaring bankruptcy or merging, the new trend of "category killers," power centers, and discount centers have painted the landscape. These new sites average over 70 acres in size, which is much larger than the average greyfield site of 45 acres.[2]

4.4. Changes in the regional transportation system: As the transportation system changes, older malls may become isolated because of the lack of sufficient access. Their size isolates them from neighborhoods and forces shoppers to rely on a car to access the mall. As highways are extended, newer retail malls or shopping centers are being built with direct ramp access, making it easier to get to such shopping centers. Greyfields tend to be located on suburban arterials that lack direct highway access.

4.5. Antiquated design: Older shopping centers lack the design that newer trends in retail have based their success upon. Many older malls are single structures that have interior pedestrian traffic patterns and controlled access points from the parking lot. They also lack the amenities that shoppers are attracted to such as enticing landscaping, space for community activities, outside cafes, and a mix of retail and restaurants.

The shopping mall design has evolved since its inception as an open-air town market to the current center. The mall has

TABLE 1: GENERAL CHARACTERISTICS OF SHOPPING CENTERS

Type of Center	Gross Leasable Area (square feet)	Site Area (acres)	Market Radius (miles)	Population Support Required
Convenience	<30,000	<1	>1-1.5	> 3,000
Neighborhood	30,000 – 100,000	3 -10	1.5	3,000 – 40,000
Community	101,000 – 300,000	10 – 30	3 –5	40,000 – 150,000
Regional	301,000 – 750,000	10 – 60	8-10	150,000 +
Super Regional*	>750,000	15 – 100	12	300,000 +

Source: National Research Bureau, 2004.

*Includes power centers and lifestyle centers.

GREYFIELDS WITHIN ¼ MILE OF TRANSIT ENABLE COMMUNITIES TO CREATE THE TYPE OF HIGHER DENSITIES THAT ARE NECESSARY FOR TRANSIT- AND PEDESTRIAN-ORIENTED DEVELOPMENT.

always been the community meeting place and the invention of Victor Gruen's enclosed mall was intended to do the same. However, the automobile provided accessibility and convenience. On major corridors there are an abundance of strip malls that allow shoppers to park in front and walk a short distance to the store. As development moved further away from the central core of the city, shopping centers became larger and the need to accommodate more cars became a dominant aspect of the design.

5. HOW CAN GREYFIELDS ENCOURAGE SMART GROWTH?

Older shopping centers were built with the automobile as the dominant transportation choice. To accommodate the automobile, stores were surrounded by a sea of parking spaces and often located on major arterials and highways. As highways have been expanded or new highways have been built, new retail has followed. The other shopping centers along the older highways have become aesthetic eyesores for many communities, but they are also some of the best opportunities for communities to create transit-oriented and infill-type neighborhoods. These sites are usually large enough to accommodate various types of community needs such as housing, retail, and public spaces. Most of the redevelopment opportunities in smaller communities are small, sporadic vacant lots. Larger greyfield sites in excess of 45 acres can phase redevelopment, which will spread development costs, as well as encourage development that will not have negative impacts on the surrounding community. Greyfields within ¼ mile of transit enable communities to create the type of higher densities that are necessary for transit- and pedestrian-oriented development. By following transit-oriented development and smart growth design principles, these abandoned sites can again become thriving areas of these communities. How to implement greyfield redevelopment with new design elements is further discussed in the next chapter.

6. BIG-BOXES AND GHOSTBOXES

The new trend in retail is for the store "footprint" to be industrial-like with an open floor plan that ranges in size from 150,000 square feet to 400,000 square feet. While this new big-box trend forces fiercer competition among retailers, it also encourages stores to leave their older buildings for newer and larger facilities. Retailers abandon big-box stores because of poor sales or the need for a larger space in order to add inventory for the convenience of the shopper. Despite having a successful location at the Plymouth Meeting Mall, in Plymouth Meeting, Pennsylvania, the Swedish

TABLE 2: DESIGN CHARACTERISTICS OF SHOPPING CENTERS

	Main Street	Neighborhood Strip Mall	Enclosed Mall	Regional Mall	Power Center	Lifestyle Center
Highway Access	No	Yes	No	Yes	Yes	Yes
Pedestrian Friendly	Yes	No	Yes (indoors)	No	No	Yes
Transit Access	Yes	Yes	Yes	Yes,	No	No
Parking	Limited	Yes	Yes	Yes	Yes	Yes
Window Shopping	Yes	No	Yes (indoors)	Yes	No	Yes
Pedestrian Amenities	Yes	No	Yes (indoors)	Yes	No	Yes

Source: DVRPC, 2005

DESIGN*tip*

ADAPT THE RETAIL FOR THE SHOPPING CENTER TO SERVE THE SURROUNDING NEIGHBORHOOD FIRST. SERVING THE BROADER AREA MAY BE IMPORTANT, BUT SHOULD BE A SECONDARY GOAL FOR SMALLER SHOPPING CENTERS.

furniture giant, IKEA, vacated its 160,000-square-foot big-box structure and built a new 325,000- square foot mega-structure less than 5 miles from the old location. Citing reasons to move such as a lack of parking and a desire for more exposure to the highway, the new IKEA is indicative of the new trend for big-box retailers. As development costs remain lower on greenfield sites, there will be more ghostboxes as chain stores "super-size" their stores. Nationwide there are at least 245 former Wal-Marts that sit empty and the giant retailer has additional stores slated for closure next year. The Delaware Valley has had four K-Mart stores close in the past two years while other stores in the Delaware Valley such as Ames, Bradlees, Caldor, Montgomery Ward, and Hechingers have vacated their large footprints due to liquidation. This new superstore concept requires more open land, so instead of adding onto the existing building, the retailer moves the location of the store further away from the urban core where there is enough land to build a one-story 300,000-to 500,000- square-foot building. The superstore concept accommodates the shopper's need for everything from groceries to electronics to clothing. Even though these sites offer a tremendous opportunity to look beyond retail uses and try to encourage residential, entertainment or even light industrial uses, communities are finding it difficult to reoccupy the big-box footprint with just one tenant. The "double impact" of vacant big-box structures involves economic problems due to the loss of smaller-scale locally owned businesses, but also land-use problems because of increased competition among big-box retailers. Kenneth E. Stone, a professor at Iowa State University, conducted a series of studies that evaluated the impact of big-box stores on communities. He found that big-box stores have a positive and negative effect on the surrounding community. Increased property tax revenue and new employment opportunities are a positive impact of new retail, although these are jobs that require minimal skills. On the other hand, the negative impacts seem to be outweighing the positive. In a similar study conducted by the National Trust for Historic Preservation, the impact on the economic and environmental conditions of the local economy were studied, particularly in areas where there do not exist policies or regulations to protect the natural environment from large scale development. The findings of that study included:[3]

- An 110,000-square-foot shopping center can generate as many as 946 trips per hour and 9,710 trips per day. Big-box retailers generate far more trips due to the higher sales and volume of the merchandise.
- The size of big-box stores increases the demand for public water and sewer, often creating higher taxes for residents.
- Big-box retailers agglomerate and are designed as auto-oriented rather than pedestrian-friendly. Developers often look for sites near two or more highways to accommodate the traffic congestion due to the high volume of vehicles.
- Big-box retailers located next to other smaller commercial uses often cause increased noise, poor traffic management, increased demand for road maintenance, as well as high demand for lighting. These problems also increase spending by communities.

chapter two:
REDESIGN & IMPLEMENTATION OF GREYFIELD SITES

1. DESIGN TECHNIQUES FOR REDEVELOPING GREYFIELDS

Many communities have transformed their abandoned retail sites through a combination of innovation, infill, and new construction. Better design makes for good marketing sense, since shoppers will be more likely to go to a well-designed center with attractive amenities. The following pages outline various techniques for redesigning greyfields. Illustrations are also provided that show how to integrate these techniques such as connecting to the surrounding neighborhood, aesthetic landscaping, a mix of retail types, a mix of housing, increased transit usage and an internal traffic pattern to shopping centers in smaller neighborhood settings.

Externalize

- Break the large scale of the mall and its infrastructure and reorient it toward the outside and its surrounding community. Create smaller connecting streets in a grid pattern for pedestrian and automobile access.
- Change from a single building into a "district" type of development through changes in uses, architectural character, and street design.
- Create a "front" and "rear" of stores.

Become Green

- Encourage landscaping within the development to make the new space become a gathering place as well.
- Reorient the shopping center to connect to streets that connect it to other parts of the community by making streets walkable and encouraging social interaction.
- Move parking to the rear of the stores

DESIGNtip

USE KEY INTERSECTIONS OR TRANSIT STOPS TO CREATE NODES OF DEVELOPMENT THAT PROVIDE FOR INTENSE ACTIVITY IN BETWEEN LESS INTENSE AREAS.

in order to create a downtown, streetscape environment.

Encourage Transit

- By encouraging transit usage and downplaying the use of the automobile, the development will be able to use higher densities as well as provide a healthy walking environment for patrons.
- Instead of encouraging new asphalt parking lots, build structured parking that is architecturally hidden from view. This will also enable the new development to build for a higher intensity of land uses.
- Use key intersections or transit stops to create nodes of development that provide for intense activity in between less intense areas.

Mix and Match

- Encourage different types and sizes of development by breaking the large vacant site into various parcel sizes. This would allow for national anchor stores as well as smaller neighborhood establishments.
- Provide for a mix of uses such as housing, entertainment, civic uses, commercial, office and light industrial to create 24-hour activity.
- Design for the pedestrian by not encouraging superstructures.

Create Public-Private Partnerships

- Involve citizens in the planning for vacant property by holding public meetings. Ensure that new guidelines are compatible with a larger master plan and vision for the community.
- Reestablish the new development as a public space, not just a place to shop.

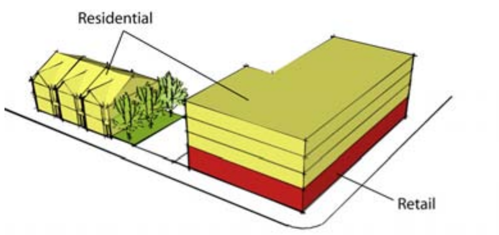
Creating a sense of place will create a new identity for a community.

- Design to fit local needs by determining what will work best for your community and surrounding neighborhood.
- Encourage new uses on greyfield sites that render them “category-killer proof.” Apply creative marketing techniques that will target retailers that do not compete with big-box retailers or power centers, and offer specialty products that are not available at the superstores.

Revise Development Codes and Regulations

- Limit the amount of commercially zoned land to provide the incentive to redevelop greyfield sites. Scaling back commercially zoned land to reflect what the market can realistically support will allow other land for housing, offices, public spaces, and recreation that was previously used for abandoned commercial uses.
- Incorporate greyfield protection into the subdivision and land development ordinances by analyzing the development in terms of design, size, and impacts on the community. Provide a size cap on freestanding buildings as a way to protect against abandoned buildings. This may protect the municipality, as well as cover the costs of demolition, if the building becomes abandoned.
- Streamline development approvals and permits for projects that meet the community’s planning goals and guidelines.
- Be able and willing to utilize the municipality’s power of eminent domain (if necessary).

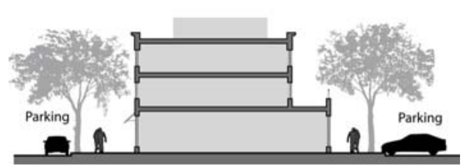
FIGURE 1: DESIGN TECHNIQUES



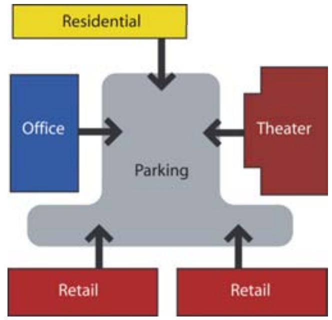
Mix different land uses. By providing a variety of land uses – residential, retail, office, and entertainment - the shopping center will become a place where people can live, work, and play

Create a human-scaled environment. Create a shopping center that encourages pedestrians to move quickly from store to store while providing window-shopping and pedestrian amenities.

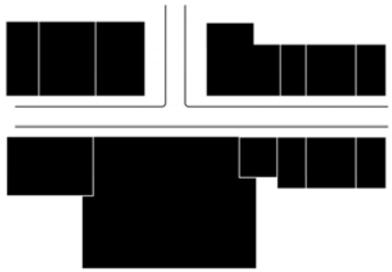
Break down the apparent size of larger buildings. This will trick the shopper that there is more than one store to shop in.



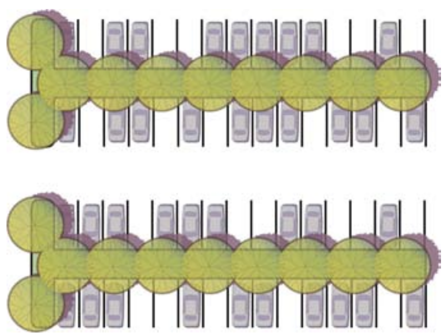
Provide parking on-street or in the rear of stores. By mixing the parking options, different users can be accommodated.



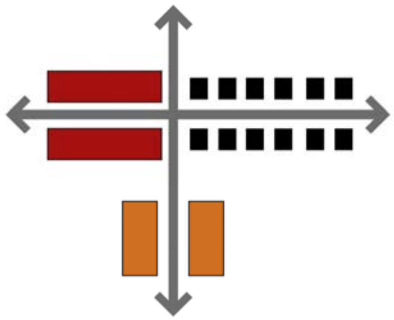
Share parking among compatible uses, for example, between movie theatres and office buildings. This can help to eliminate unnecessary spaces or periods of empty parking lots.



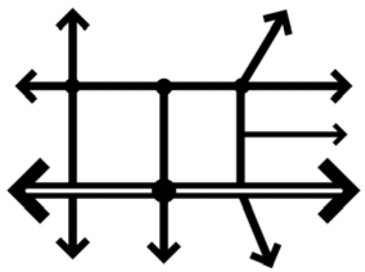
Provide for a mix of building sizes to allow for a diversity of business types. This will allow for smaller type venues to fill smaller store-fronts.



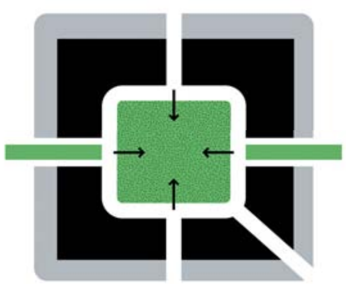
Use landscaping in parking lots to reduce storm water runoff, provide shade, and improve aesthetics. This will add to the aesthetic quality of the shopping center as well.



Integrate with surrounding development. Ensure the architectural integrity of the neighborhood as well as to keep visual interest.



Create a connected network of streets. Connect streets within the development, as well as to the neighborhood for easier access and flow of people and vehicles.



Use open space as a focal point and gathering space. By adding civic uses to the shopping center, it will begin to have a sense of place.

Figure 2: REDESIGNED SHOPPING CENTER: SUBURBAN PLAZA, HAMILTON, NJ

BEFORE

AFTER

Renderings courtesy of Wallace, Roberts, & Todd

2. DE-MALLING

De-malling is a new term used by developers that defines how to recast an enclosed dying mall into something new. There are two elements to de-malling. The first refers to an exterior facelift that would reconfigure the enclosed mall to have the stores turn to face the streets. The second is bringing in new tenants to the mall with a mix of retail and office. This new way of changing malls enables developers to increase the amount of leasable space and reduce those interior common spaces to make the new stores more visible. By removing the roof and punching new windows into the stores for natural light, the entire "mall" concept has been changed and is more inviting. An example of de-malling is highlighted in chapter 4.

3. IMPLEMENTATION OF GREYFIELD SITES

3.1. Analyze the urban design of the area.

In order to understand what type of design elements to incorporate into the redeveloped site, it is important to start with a thorough understanding of the existing topography, access, density, visibility, setbacks, and parking allocations. Documentation of existing conditions through photographs will be helpful in the redesign of the site as well. This first step is also critical to inventory older strip malls that contained dry cleaners or sites with gas stations. These types of sites often relate to environmental contamination and must be dealt with.

3.2. Is this site a greyfield or brownfield?

It is essential to determine whether the entire site or a portion of the site is contaminated. An easy way to make the initial determination is to understand the distinction between these two different types of redevelopment areas. Brownfields are contaminated former industrial sites, but *can* include commercial, retail, and even residential properties. Greyfields are former retail sites, primarily regional or neighborhood malls that are no longer producing the revenue to sustain them and which are characterized by the large parking lots that surround them. The term greenfield also has been coined and relates to undeveloped lands. The initial determination will provide the future path to follow for the developer and municipality in terms of receiving funding, permits, and possible tax exemptions.

3.3. Trim the land zoned for retail. Traditionally, suburban communities have designated all land uses adjacent to highway corridors for commercial uses and wait for developers to fill in these sites. This has resulted in sprawling development while the older retail centers remain vacant and continue to deteriorate. By reducing the amount of land zoned for retail, greyfield sites can become the target for redevelopment. By amending the zoning ordinance and design requirements to reflect a realistic size, strength, and character of the retail market, new forms of mixed-uses that include housing, offices, and pedestrian-oriented retail can begin to transform the landscape. Targeted rezoning of greyfield sites should encourage denser forms of development while creating more space for civic uses, recreational facilities, and open space.

3.4. Reduce opportunities for big-box centers and retailers through design standards. Rectify zoning and subdivision requirements to allow for a

TARGETED REZONING OF GREYFIELD SITES SHOULD ENCOURAGE DENSER FORMS OF DEVELOPMENT WHILE CREATING MORE SPACE FOR CIVIC USES, RECREATIONAL FACILITIES, AND OPEN SPACE.

DESIGNtip

FOCUSING REDEVELOPMENT AMONG TARGETED SITES – GREYFIELDS – RATHER THAN TRYING TO EXTEND THE LENGTH OF A COMMERCIAL CORRIDOR WILL ENCOURAGE DEVELOPERS TO REUSE THESE SITES.

smaller building footprint, but at higher intensities or densities. Big-box retailers look for sites that will enable them to construct sprawling footprints. Prohibiting the larger footprints will either deter developers or bring in retailers who can utilize the height and density allowed. As such, it is not essential to try and attract national retailers. Success can come with local businesses and vendors, specialty and ethnic food stores, as well as personal service providers.

3.5. **Target specific greyfield sites for redevelopment.** Focusing redevelopment among targeted sites – greyfields – rather than trying to extend the length of a commercial corridor will encourage developers to reuse these sites. Some examples of this approach are using key intersections near transit stops to create core redevelopment areas as gateways to entice pedestrian traffic, as well as directing public investments and improvements into these targeted areas to raise property values. This approach can ultimately encourage higher-value uses to locate around the property. Utilize different implementation and finance tools such as special improvement districts (SIDs) or tax increment financing (TIF).

3.6. **Calm the traffic that serves the retail area.** Suburban strip malls have been designed to accommodate the automobile. While many greyfield sites should involve other transportation components other than the automobile, the traffic created by retail centers must be accommodated in the new design for the site. Access to the site can be made more convenient by consolidating driveways and providing interior connections without having direct access to an arterial road, limiting curb cuts, coordinating traffic signals, and providing innovative turning solutions for left-and U-turns.

3.7. Create innovative and aesthetic parking solutions. Many retail centers have an abundance of parking that dominates the landscape. Allow the developer to focus on signage, landscaping, lighting, and the architectural design of the buildings instead of focusing on development standards, such as minimum parking requirements. By revising minimum parking standards, this will also encourage pedestrian traffic and use of mass transit. A mix of different uses such as offices, retail and movie theatres can allow for shared parking at different peak periods over the course of a day. Some communities have even begun to enforce their strict parking standards based on justification for fewer spaces provided by a developer.

3.8. Think residential. Creating successful retail depends on the surrounding residential neighborhood, as well as attracting shoppers from distances of 1-5 miles. No matter what type of design elements are utilized to redevelop the site, retail will not survive in a declining neighborhood. Instead, increasing home ownership can stabilize the neighborhood and create a steady customer base.

3.9. Provide incentives for mixed-use developments. Provide a variety of land uses that allow this new development to become a place where people can live, work, and play. Greyfield redevelopment should include a range of non-retail uses such as housing, offices, civic uses, and recreational activities. By mixing the uses on the site, a sense of place for residents and visitors will be created.

3.10. **Provide the financial means for the redevelopment.** The public sector should be prepared to make investments to support the redevelopment of greyfield sites. Communities can integrate public facilities into the redevelopment strategy that will enhance a synergy with private developers to leverage private investments. Updating the comprehensive plan and zoning ordinance to reflect the community's vision will also enable the community to set the stage for the redeveloped site.

chapter three:
METHODOLOGY & INVENTORY OF SHOPPING CENTERS

1. METHODOLOGY

While the inventory of shopping centers in the region would include all sizes and types, identifying those that have characteristics of being a greyfield required more forethought. In order to begin our inventory of greyfield sites in the region, specific criteria were developed to narrow the focus. The first task was to eliminate shopping centers that are located in growing communities. Since greyfields are often located in moderate-and lower-income neighborhoods, the focus of this study fit in well with DVRPC's long-range land use plan, *Destination 2030*, and efforts to revitalize the Core Cities and developed communities in the region, particularly DVRPC's supportive actions such as Transportation and Community Development Initiative (TCDI) grant program. Therefore, targeted shopping centers would be located in areas designated as revitalizing centers, municipalities that have lost population between 1990-2000 by 5 percent or more and designated as future growth areas in *Destination 2030*; and in municipalities that have a median household income less than 75 percent of the county average and are designated as future growth areas in *Destination 2030*. Other criteria for our study included sites that are:

- At least 50 percent vacant (or near)
- Have less than 500,000 square feet (SF) of Gross Leasable Area (GLA)
- At least 8-10 years old
- Competing with a larger geographic area with larger retail centers (within 5-10 miles)
- Located in a Transportation and Community Development Initiative (TCDI) eligible community[1]

DESIGNtip

NEW RETAIL BUILDINGS SHOULD LOOK AS IF THEY BELONG IN THE SURROUNDING NEIGHBORHOOD, ESPECIALLY IN TERMS OF SCALE, HEIGHT, AND AESTHETIC CHARACTER. THE ARCHITECTURAL INTEGRITY OF THE NEIGHBORHOOD SHOULD BE EXPRESSED IN THE DESIGN OF THE NEW SHOPPING CENTER.

- Occupying a single-use, abandoned big-box building

2. CLASSIFICATIONS OF MALLS

Within the retail industry, malls are classified by sales per square foot, which determines their class. *Class A* malls have sales per square foot over $300, *Class B* have sales per square foot that range from $200-$299, *Class C* have sales per square foot that range from $100-$199, and *Class D* malls have sales per square foot less than $100.[4] Based on independent tests as well as industry reports, sales of $150 per square foot or less is a reasonable amount to identify a shopping center as a greyfield.[5] Malls that have between $150 and $200 of sales per square foot are vulnerable and could fall into greyfield status. PricewaterhouseCoopers (PWC) also divided malls into four categories: healthy, viable, vulnerable, and greyfield.

Sales per square foot was the initial basis on which malls were classified, however, other factors such as size, age, number of stores, market area demographics, and ownership played a major role in determining if a mall could be a greyfield. Accordingly, a healthy super regional mall, such as the King of Prussia Mall in Pennsylvania, is expected to bring in more than $450 of sales per square foot. There are various examples of malls within the DVRPC region. While some sites may not currently qualify as greyfields, they do have characteristics that would place them on the "vulnerable" list.

3.1. Coventry Mall, Pottstown, PA

Opened in 1966, this shopping center underwent its most recent renovation in 1995. This super regional center has one level, a food court, and 3,750 available parking spaces. The mall has 809,000 square feet of gross leasable area (GLA) available for retail space, while 25,0000 square feet are currently vacant. The mall has five anchors; only one is a national chain: Bon Ton, Boscov's, Carmike Cinemas, Sears, and SuperFresh Markets. Other examples of tenants include PNC bank, Carlton Cards, FootAction USA, Littman Jewelers, Jo-Ann Fabrics, Golden Nail, Payless Shoes and Sam Goody. According to the National Research Bureau (NRB), this *Class A* super regional center is generating $325 in sales per square foot. While the mall is "healthy," this may indicate competition from the King of Prussia Mall, which is only about 20 minutes away via the Route 422 Expressway. While the mall may not be a qualifying greyfield, sales have slowed and the stores face stiff competition from other newer and larger malls such as King of Prussia. Without proactive steps, this mall may become vulnerable in the future.

3.2. Logan Square, Norristown, PA

Opened in 1954, this *Class B* strip shopping center underwent its last expansion in 1985. Logan Square has 350,000 square feet of available GLA for retail use and provides a traditional mix of tenants. The shopping center has one level and 1,700 available parking spaces. The shopping center can accommodate 29 stores in the center, but there is currently a 57 percent vacancy rate. Some of the tenants that occupy the shopping center include a Citizens Bank, Rite Aid, PNC Bank, Wonder Hostess bakery, West Coast Video, MAB Paints, Dunkin Donuts, and the Hair Shack. Based on the current vacancy rate and the criteria outlined above, this shopping center is quickly approaching greyfield status. Although some of the median sales numbers for this class of shopping center have not been identified, Logan Square meets DVRPC's characteristics of a greyfield and it has been listed on the inventory as a qualifying greyfield.

3.3. Bradlees Plaza, Stratford, NJ

Opened in 1964, this *Class C* shopping center has not seen any renovations or expansions since it was constructed. The shopping center is one level and provides 2,500 parking spaces. The Bradlees Plaza has 182,500 square feet of available retail space and provides a traditional mix of tenants. Since the closing of its anchor, Bradlees, it is currently 50 percent vacant. The only tenants left at the shopping center are the Goodwill Industries, Hair Fashions, Paradise Tropical Aquarium and a Chinese buffet. The China King Buffet is the largest building; however, this occupies a pad site, leaving the main building mostly vacant. The location of this shopping center next to the Lindenwold PATCO station makes it a prime site for transit-oriented development. The community of Stratford has struggled with a decrease in population and employment over the past decade. Using a sampling of tenants from Bradlees Plaza and the national median sale per square foot listed in Appendix II, the level of sales this shopping center is generating can be calculated. This shopping center meets DVRPC's established characteristics of a greyfield and has been listed on the inventory as a qualifying greyfield.

3.4 Commerce Plaza, Clementon, NJ

Opened in 1986, this *Class C* neighborhood shopping center has not undergone any renovations or expansions since it was constructed. Commerce Plaza has 97,160 square feet available for retail and provides a traditional mix of tenants. The shopping center has retail space for 15 stores; however, it is currently only 44 percent occupied. Some of the tenants that currently occupy stores are Carnival Cuts, dollar store, Wendy's, laundromat, dry cleaners, Fashion Bug, Palace Buffet, and 40 Winks. The shopping center has one level and provides 750 parking spaces. While the mall may not be completely abandoned, the figures listed may put this shopping center on the endangered list. This shopping center meets DVRPC's characteristics of a greyfield and has been listed on the inventory as a qualifying greyfield.

4. SHOPPING CENTERS IN THE DELAWARE VALLEY REGION

The Delaware Valley region has more than 700 shopping centers ranging in size from small strip malls to major super regional centers. Shopping centers and potential greyfields (shown in Appendix III in red) in the Delaware Valley are shown on maps 1 and 2. (The full list of shopping centers is located in Appendix III). Many of the shopping centers that qualify as a greyfield are found in older, developed communities along the region's existing highway and transit infrastructure. Based upon the criteria we have defined for the inventory, there are 774 shopping centers in the Delaware Valley. According to the criterion that was established earlier, 84 shopping centers may qualify as greyfields, which is approximately 11 percent of all malls in the region.

As Table 3 indicates, New Jersey has 273 shopping centers that meet this study's definition. As seen in Map 1, many of the shopping centers, as well as those that may qualify as greyfields have been built along traditional traffic arterials in the region; particularly Route 30, Route 168, Route 42,

MANY OF THE SHOPPING CENTERS THAT QUALIFY AS A GREYFIELD ARE FOUND IN OLDER, DEVELOPED COMMUNITIES ALONG THE REGION'S EXISTING HIGHWAY AND TRANSIT INFRASTRUCTURE.

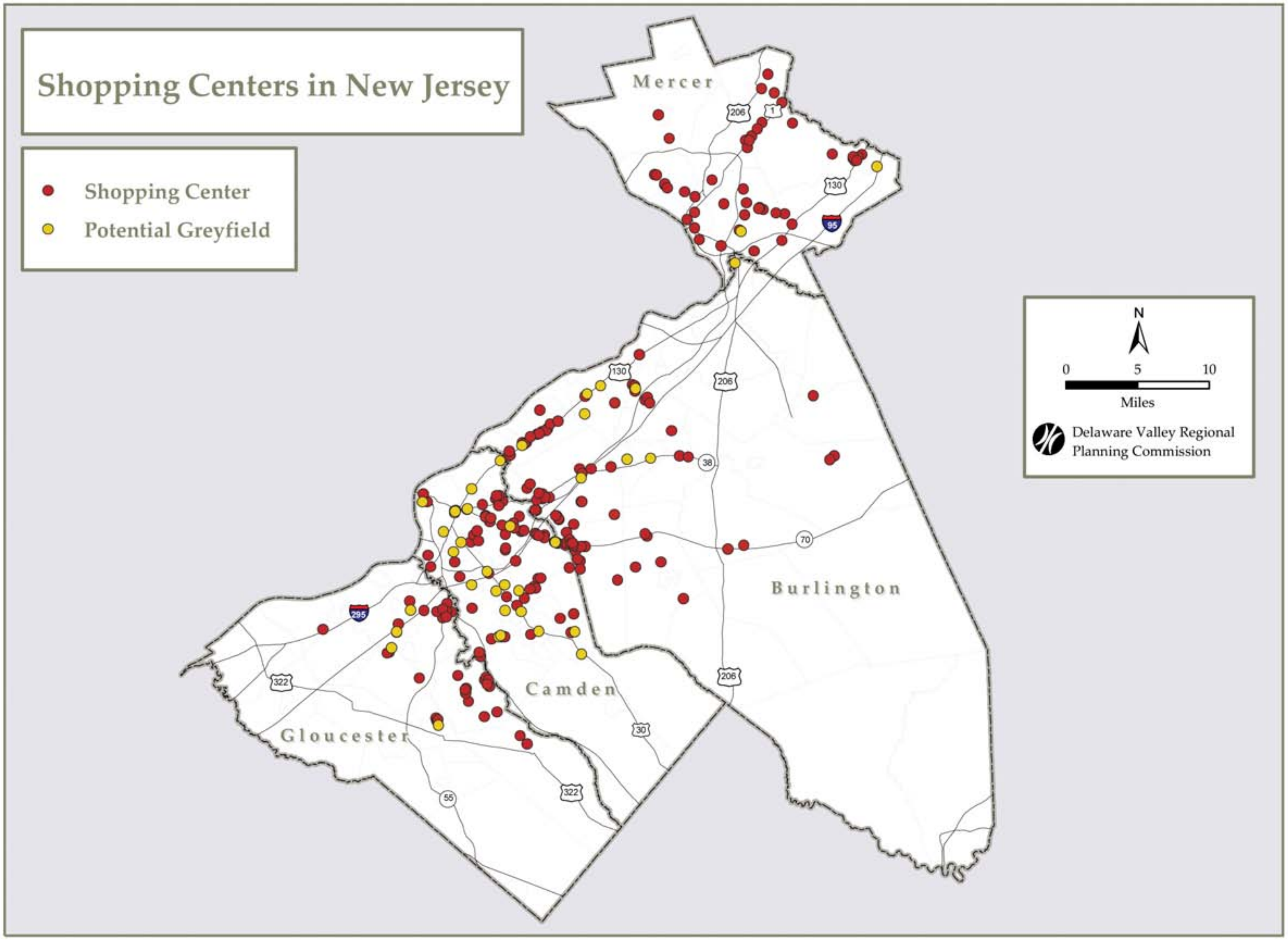
Route 295, and Route 73. New Jersey's six super regional malls are located in: Cherry Hill, Voorhees, Deptford, Moorestown/Mt. Laurel, Lawrenceville, and Hamilton. As the population moves further from the center core of the region, newer shopping centers are being built along growth corridors such as Route 73 and Route 295. Of the 273 total shopping centers, 41 have been classified as potential greyfields.

As Table 3 indicates, southeastern Pennsylvania has 501 shopping centers that meet this study's definition of 3 stores or more. Pennsylvania's 12 super regional centers are located in Bensalem, Exton, King of Prussia, Montgomeryville, Langhorne, Philadelphia, Pottstown, Plymouth Meeting, Media, and Willow Grove. Similar to New Jersey, many of the shopping centers are located on major arterials such as Route 3, Route 1, Route 422, Route 309 and Route 611. Of the 501 shopping centers in southeastern Pennsylvania, 43 have been identified as potential greyfields. As seen from Map 2, many of the shopping centers that may qualify as greyfields are located in the older suburbs or near the Cities of Philadelphia and Chester.

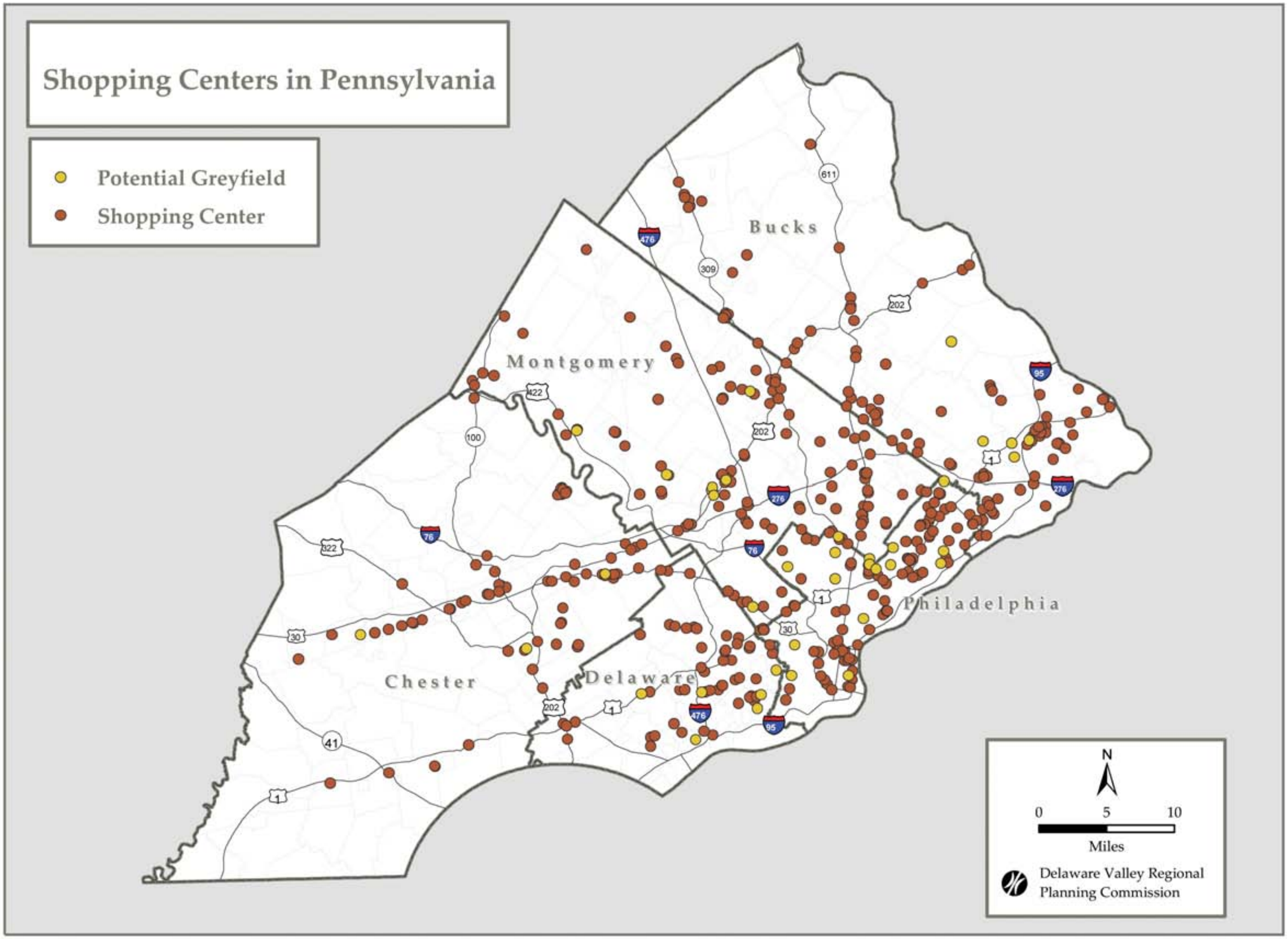
TABLE 3: SUMMARY OF SHOPPING CENTERS IN THE DELAWARE VALLEY

	NJ	PA	Region
Convenience	36	58	94
Community	89	151	240
Neighborhood	107	201	308
Regional	19	41	60
Super Regional	8	12	20
Not specified	14	38	52
Total	273	501	774

MAP 1. SHOPPING CENTERS & POTENTIAL GREYFIELDS IN NEW JERSEY



MAP 2. SHOPPING CENTERS & POTENTIAL GREYFIELDS IN PENNSYLVANIA



chapter four:
SHOPPING CENTER CASE STUDIES

1. SHOPPING CENTER CASE STUDIES

The following pages provide an in-depth look at four different shopping centers in the Delaware Valley region. Because of the mix of municipalities in the region – urban to rural -- the case studies that follow are different categories of shopping centers in both urban and suburban municipalities. The case studies selected are from four very different areas and represent the different types of shopping centers in the Delaware Valley. There are two case studies from New Jersey: Suburban Plaza in Hamilton and Echelon Mall in Voorhees. The two other case studies are in Pennsylvania: the Shoppes at Valley Forge in Phoenixville and Harrowgate Plaza in Philadelphia. Each of the featured case studies provides an analysis of the zoning and land use policies of the site and surrounding community, the immediate market area within a 5-8 mile radius (except for Harrowgate which draws from a 1-2 mile radius), transit accessibility, and some short-term recommended improvements. These may be applied to the redevelopment of many shopping centers in the Delaware Valley region.

Description

Suburban Plaza is located on Route 33 (Nottingham Way) in Hamilton Township and is owned by Kramont Realty Trust. Built in 1971 and remodeled in 1993, this shopping center has 21 stores with two remaining anchor stores: Rainbow Apparel (7,850 square feet) and the Prep Factory Outlet (10,000 square feet). Of the shopping center's total 244,718 gross leasable space, 163,308 square feet (66 percent) is vacant. The shopping center's larger anchor tenants, Drug Emporium and Shop Rite, have vacated the shopping center. The shopping center has 1,025 parking spaces.

Immediate Market

As a developed community outside of Trenton, Hamilton Township lost population and employment over the past 10 years. According to the 2000 Census,[6] Hamilton Township has a population of 87,109 persons. A majority of the persons living in Hamilton Township are between the ages of 25 and 44 and have obtained a high school diploma or equivalent. Over 85 percent of the township's population is white with family-owned residences. Sixty-seven percent of the population has lived in Hamilton since 1995 and the median income per household in 1999 was $57,110. Within the market area surrounding Suburban Plaza, there are 29 shopping centers within five miles and 11 shopping centers within eight miles. Within the five-mile area, there is a population of 133,950 and within the 8 miles area there is a population of 264,034. The five-mile buffer area around Suburban Plaza has an average household income of $49,153 and the eight-mile buffer area has an average household income of $78,338.

Other shopping centers in Hamilton Township such as the Whitehorse Shopping Center and the Clover Mall have seen their peak in terms of sales. Smaller shopping centers within Hamilton Township are competing with the super regional center, Quakerbridge Mall in Lawrenceville. Adjacent to the Quakerbridge Mall are several big-box centers with category killers such as Wal-Mart, Target, Kohls, Home Depot, and Wegmans. In addition, Hamilton Township recently completed its new town center, *Hamilton Marketplace* along Route 130. This new town center offers acres of big-box and specialty stores with a pedestrian-oriented environment within. This town center is located close to I-195 and has buying power from shoppers up to 20 miles away. In addition, it has created retail competition within the Township of Hamilton. Rethinking the retail needs of Suburban Plaza should focus on the adjacent neighborhoods with community-type uses such as grocery stores, pharmacies, dry cleaning, and other personal service retailers, as well as other non-retail uses.

Zoning and Land Use

Suburban Plaza is zoned Highway Commercial–HC.[7] The zone is intended to provide locations where highway-oriented businesses serve the needs of drivers as well as surrounding neighborhoods. All areas of land that are zoned HC must be adjacent to a major arterial in the Township of Hamilton. All commercial areas are also subject to the highway commercial design standards.[8] Permitted uses in this zone range from smaller

DENSE MIXED-USE NEIGHBORHOODS SUCCEED WHEN THERE EXISTS SURROUNDING NEIGHBORHOODS THAT WILL PROVIDE FOOT TRAFFIC, SHOPPERS, AND VISITORS TO THE SHOPPING CENTER.

convenience type stores such as WaWa to storage uses, recreational uses, fast food restaurants, and businesses.

The design standards applied to the HC zone extend from Weston Avenue to Paxson Avenue along Route 33 in Hamilton Township. The purpose of this special section is to provide convenient, aesthetically pleasing and pedestrian-sensitive areas for shoppers and drivers without compromising the carrying capacity and circulation of the highway. Shopping centers must have a minimum area of 15 acres and must have 400 feet for lot frontage, lot depth, and lot width. Since some of these shopping centers, particularly Suburban Plaza, are adjacent to residential neighborhoods, there must be a side yard buffer of 60 feet and a rear yard buffer of 100 feet.

Transit Accessibility

The Suburban Plaza Shopping Center is accessed mainly through vehicle traffic, however there is an existing bus shelter in front of the shopping center. NJ Transit bus route 606 stops here and connects to the Trenton Train Station. However, this same bus route serves the newly constructed *Hamilton Marketplace* on Route 130 where there is a larger selection of stores to shop from. The only other bus route that comes near the shopping center is Route 608 along Ward Avenue, connecting to State Street. This stop is approximately ¼ mile from the shopping center. The shopping center is not connected to the Hamilton Transit Station that is approximately 1-1.5 miles away. The bus routes that do serve the Suburban Shopping Plaza provide key connections in the city of Trenton and are within the 5-8 mile market area radius.

Recommended Actions

- Incorporate the Levin Management vacant piece of land on the site next to the Suburban Shopping Plaza to create a larger mixed-use development that would integrate the surrounding residential neighborhoods.
- Create connecting streets within the new development to the surrounding neighborhood to keep with the grid pattern of existing roads. This will allow for more access to the retail areas of the new development.
- Downsize the larger commercial building and create retail nodes among the residential and office uses.
- Incorporate civic uses for community gatherings, concerts or park amenities for residents.
- Accentuate the NJ Transit Bus Shelter and encourage transit connections to and from the Hamilton Train Station (1-1.5 miles away).
- Create a green environment with plenty of landscaping in parking lots for a more aesthetic development.
- Create a unique and niche market that will appeal to shoppers that is separate from the Hamilton Marketplace retail.

DESIGNtip

CREATE CONNECTING STREETS WITHIN THE NEW SHOPPING CENTER TO THE SURROUNDING NEIGHBORHOOD TO KEEP WITH THE GRID PATTERN OF EXISTING ROADS.

FIGURE 3: PHOTO SIMULATIONS: SUBURBAN PLAZA, HAMILTON, NJ

BEFORE

AFTER

Photo simulations courtesy of Wallace, Roberts, and Todd

Description

Echelon Mall is located in Voorhees, New Jersey, in a mixed-used development that has residential, office and retail uses. The mall has 1,140,000 square feet of gross leasable space and was originally anchored by three department stores. Two of the anchors are still operating at the mall: Boscov's (224,000 s.f.) and Strawbridge & Clothier (173,000 s.f.). The third anchor, JC Penney, closed its doors in 2002 and the fourth anchor that was built in 1998, Sears, closed its doors in 2001. The mall was constructed in 1970 and underwent renovations in 1985, 1991 and 1998. The Echelon Mall is now owned by PREIT, Philadelphia, and they are hoping to restore this mall to a vibrant retail center for the region.

Immediate Market

Unlike many of the municipalities within 10 miles of Camden City, Voorhees Township has grown tremendously over the past 10 years with new housing and commercial development along its highway corridors, particularly Route 73 and Route 70. According to the 2000 Census,[9] Voorhees Township has a population of 28,126. A majority of the persons living in Voorhees Township are between the ages of 25 and 44 and have obtained a bachelor degree. Over 78 percent of the township's population is white with family-owned residences. Fifty-seven percent of the population has lived in Voorhees since 1995 and the median income per household in 1999 was $68,402. Other stores in the vicinity include Target, ACME Supermarkets, several chain restaurants such as Olive Garden and Lone

ECHELON IS LOCATED IN A GROWING SUBURB AND IS COMPETING WITH NEW RETAIL ALONG THE ROUTE 73 CORRIDOR, THE DEPTFORD MALL, MOORESTOWN MALL, AND THE NEW LIFESTYLE CENTER, THE PROMENADE AT SAGEMORE.

Star Steakhouse, as well as a very successful Philadelphia-based movie theater chain, the Ritz. Within the market area surrounding Echelon Mall, there are 63 shopping centers within five miles and 68 shopping centers within eight miles. Within five miles there is a population of 261,810 and within eight miles there is a population of 320,381. The five-mile buffer area around Echelon Mall has an average household income of $59,017 and the eight-mile buffer area has an average household income of $49,999.

This older center has been struggling to keep tenants since the 1990s, when suburban sprawl and the big-box developers began to change the landscape of southern New Jersey along the major arterials. One of the main reasons malls fail is the proximity of newer retail within 5–10 miles. Echelon is located in a growing suburb, and as such, is competing with new retail along the Route 73 corridor, the Deptford Mall, Moorestown Mall, and the new lifestyle center, the Promenade at Sagemore. These new shopping centers are all easily accessible via highway or major arterial, while Echelon Mall is served mainly by local or county roads.

Zoning and Land Use

The Echelon Mall area is zoned Township Center –TC. The purpose of the TC zone is to create a balanced development with commercial, limited industrial, public uses, recreational, and residential uses in a convenient area. It is intended to create a place where people can work and live without driving.

The Township Center (TC) zone permits several uses that are virtually all currently present. They are: professional offices, theaters, clubs, hotels, motels, restaurants, financial institutions, car dealerships, service garages, warehouses, public utilities, research and development establishments, town houses, apartments, open space, churches, schools, medical and dental clinics, parking garages, and retail and commercial establishments. As seen from the aerial of the town center, the area that is zoned TC has a regional mall, large areas for parking, surrounding high-density housing that includes single-family dwellings, town houses, and apartments, as well as a service garage, county library, office buildings, and a senior housing development. The immediate area around the shopping center has a mix of residential types and is zoned for a high density. This is an important element of supporting a regional mall. The bulk standards for the zone are a key component to the existing town center configurement as well as the development of any changes to the retail center. The maximum floor area ratio (FAR) for the entire TC zone is 0.5. This is reflected in the amount of asphalt parking that is provided for the retail center. Barely half the lot is used for vehicles. The setback requirements vary depending on the classification of road the mall is fronting. Three county/state-owned roads surround Echelon Mall: Somerdale Road, Burnt Mill Road and Echelon Road. For state roads, there must be a 100-foot setback.

For county roads, there must be a 50-foot setback and for any other right-of-way, there is a 30-foot setback. The minimum rear and side yard setback is 50 feet for all residential structures and 15 feet for all others. In addition, there is a 25-foot minimum buffer required within the setback between commercial and residential developments. These setback

DESIGNtip

SCALE DOWN THE AMOUNT OF RETAIL-ZONED LAND TO REALISTICALLY REFLECT THE SIZE, STRENGTH, AND CHARACTER OF THE RETAIL MARKET IN THE 5-10 MILE AREA.

requirements do not allow for a uniform buffer area around the entire retail center. In addition, open space has become an important quality-of-life element. The parcels within the TC zone may not have more than 70 percent of the lot cleared of vegetation. While the shopping center area is virtually all pavement, surrounding residential and office uses have maintained a balance between hardscape and landscape, but additional greenery could be added to reduce the impact of the asphalt.

One of the main criteria for qualifying as a greyfield is the abandoned parking lot that is left around the former shopping center. The Echelon Mall has a minimum 25-foot parking setback. This becomes significant when coupled with the minimum 100- or 50-foot setback that is required from roads. In addition, there is a minimum 10 percent open space requirement. This allows developers to maximize the amount of space allowed for vehicles in a sprawling configuration instead of using a denser type of parking arrangement.

Transit Accessibility

The Echelon Mall is accessible by car or bus, and is close to but does not directly connect to the nearest PATCO rail station. Over 75 percent of residents in Voorhees Township own their own vehicles and rely on that vehicle to get to work as well as shopping. There are three NJ Transit bus routes that serve the mall: routes 403, 451 and 459. Route 403 is the only one that begins in Philadelphia and makes stops in Audubon, Barrington, Lawnside, Magnolia, Echelon, Pine Hill, Gloucester Township, and Turnersville. The last stop in Turnersville is at the Cross Keys Commons Shopping Center that has big-box retail – Target and Wal-Mart. This enables those using this bus route to bypass the Echelon Mall and shop at stores that have better prices. However, with the redevelopment of the Audubon Shopping Center, shoppers can get off and visit Wal-Mart. Bus Routes 459 and 451 connect the Echelon Mall to other municipalities in Camden County as well as Camden City. While there are no other major shopping centers along Route 459, this bus makes stops at several shopping centers in Gloucester Township that also have had big-box retail. PATCO service to Echelon Mall is available at the Ashland Station, which is at the corner of Evesham Road and Burnt Mill Road. Sidewalks are provided on both roads; however, this station is located further than the ¼ mile standard of a five-minute walk. There are currently no NJ Transit bus routes that connect the Ashland Station to the Echelon Mall.

Recommended Actions

- Conduct a feasibility study to relocate the PATCO High-Speed line station to the intersection of Burnt Mill Road and Somerdale Road, in order to create a truly transit-accessible, mixed-use area.
- In the interim, work with NJ Transit on direct connections from the PATCO stations, particularly Ashland Station, to the mall and nearby residential neighborhoods.
- Relocate township offices and services to the township center, such as the municipal building and post office to create destinations for residents in the township center, as well as the surrounding municipalities.

DESIGNtip

REORIENT THE RETAIL ESTABLISHMENTS IN THE ECHELON MALL TO THE OUTSIDE TO CREATE MORE VISIBILITY FOR DRIVERS AS WELL AS CREATE AN OUTSIDE RETAIL ENVIRONMENT.

- Increase the amount of required open space on lots. This will ultimately lessen the area for parking and encourage greater use of transit.
- Create a connection between the surrounding residential areas and the town center with signage, walking paths, and landscaping.
- Reorient the retail establishments in the Echelon Mall to the outside to create more visibility for drivers as well as create an outside retail environment.
- Provide sidewalks between the surrounding residential area and the shopping center.

4.3 CASE STUDY OF A COMMUNITY SHOPPING CENTER: THE SHOPPES AT VALLEY FORGE, PHOENIXVILLE, PA

Description

The Shoppes at Valley Forge were originally opened in 1975 as the Valley Forge Mall. The former enclosed Valley Forge Mall has been what developers call "de-malled" into the Shoppes at Valley Forge in Phoenixville and East Pikeland Township in Chester County. Located on Schuylkill Road (Route 23), the Shoppes at Valley Forge have 174,287 square feet of gross leasable area, cover 18 acres, and have 866 parking spaces. The previously enclosed Valley Forge Mall was not receiving the foot traffic needed to sustain its continued use as a shopping center, so developers and the owner decided to turn the inside of the mall out. The redesign provided the tenants with individual storefronts and entrances. In order to provide balance to the new strip center, the old anchor, Staples, as well as two other anchors, French Creek Outfitters and Redner's Warehouse Market, have replaced Ames. By "de-malling" the enclosed shopping center to face the street and bring in more natural light, they have given this shopping center new life. Not only do all stores now have street visibility, but also the center has become more of a destination for shoppers with the three new anchors. The Shoppes at Valley Forge are surrounded by newer and bigger shopping centers such as the Phoenixville Plaza, which was built in 1991 with big-box stores such as Giant Food and K-mart.

Immediate Market

East Pikeland Township has grown tremendously over the past 10 years.

THE TOWNSHIP OF EAST PIKELAND RECENTLY REVISED THEIR ZONING AND SUBDIVISION CODES TO ACCOMMODATE NEW AND REVITALIZING SHOPPING CENTERS WITHIN THE TOWNSHIP.

According to the 2000 Census,[10] East Pikeland Township has a population of 6,551 persons. A majority of the persons living in East Pikeland Township are between the ages of 35 and 44 and have obtained a high school degree or higher. Over 96 percent of the township's population is white with family-owned residences. Twenty-six percent of the population has lived in East Pikeland since 1995 and the median income per household in 1999 was $72,850. Within the Shoppes at Valley Forge market area, there are 11 shopping centers within five miles and 28 shopping centers within eight miles. The population within five miles is 78,984 and the population within eight miles is 150,004. The five-mile buffer area around the Shoppes at Valley Forge has an average household income of $64,303 and within the eight-mile buffer area there is an average household income of $70,063.

Zoning and Land Use

The Shoppes at Valley Forge are zoned Commercial-C.[11] The Commercial district in East Pikeland is intended to encourage the development of commercial uses where the transportation system can provide access to these sites, such as major arterials. Within this district, commercial uses include personal service uses, housing (no single family), as well as large shopping center type uses. As part of the zoning ordinance, there is a section that does not allow big-box type uses of more than 20,000 square feet of gross floor area nor are convenience stores allowed to be more than 10,000 square feet of gross floor area. Retail centers in the commercial zone must also be located on a site of at least 20,000 square feet. All lots must have a minimum width of 125 feet. The building must be at least 50 feet from the lot line and the side yards must be at least 15 feet each. In order to provide a buffer between the commercial uses and the adjacent residential areas, there must be at least 40 feet to the rear lot line. While no building can cover more than 60 percent of the lot, no less than 30 percent of the lot can be used for landscaping and open space.

The Township of East Pikeland recently revised its zoning and subdivision codes to accommodate new and revitalizing shopping centers within the township. The revised regulations have helped to create a niche market in East Pikeland, while discouraging the development of sprawling big-box developments.

Transit Accessibility

The Shoppes at Valley Forge is only accessible by car. SEPTA Bus Route 99 runs past the shopping center, however, there is no scheduled stop at the shopping center. Route 99 commences at the Norristown Transportation Center and makes key connections at The King of Prussia Plaza Transportation Center with other bus routes in the area. Route 99 does serve other shopping centers such as the Audubon Square Shopping Center, and Limerick Shopping Center; however, those using the bus for shopping purposes can fulfill their needs in King of Prussia with the large variety of stores. There are other bus routes that serve shopping centers within the 5-8 mile competition buffer. These bus routes can be reached through connections at the Norristown Transportation Center or the King of Prussia Plaza.

Recommended Actions

- In order to continue the success of the de-malling concept, the Shoppes at Valley Forge should continue to

DESIGNtip

INTEGRATE PUBLIC FACILITIES INTO THE SHOPPING CENTER REDEVELOPMENT. THESE BUILDINGS CAN HELP TO ENHANCE THE SYNERGY BETWEEN PRIVATE DEVELOPERS AND THE LOCAL GOVERNMENT BY LEVERAGING ADDITIONAL DOLLARS FOR PRIVATE INVESTMENT ON SURROUNDING SITES NEAR PUBLIC BUILDINGS.

market itself as an open-air shopping center.

- Work with the older shopping center on the adjacent side of the street to mimic the same façade and approach to retailing. This will create more destinations for shoppers.
- Work with residents in the adjacent neighborhood to make sure their personal service needs can be accommodated at this shopping center to encourage more pedestrian usage.
- In order to keep this newly revived mall thriving, reevaluate the shopping center's sales and traffic volumes within five years to adjust to any changes in the retail market, if needed.
- Work with SEPTA to improve bus service to the shopping center for additional foot traffic.

Description

Harrowgate Plaza was built in the 1960s as a freestanding shopping center in the Harrowgate neighborhood of Philadelphia. Harrowgate is a triangular shaped neighborhood that is formed by "B" Street to the west and Tioga Street and Kensington Street to the northwest in northern Philadelphia. Located at the intersection of Venango Street and "I" Street, this shopping center mainly serves vehicle traffic because of its isolated location from the street and sidewalk. The Harrowgate shopping center has 149,000 square feet of GLA and currently has 10 retail stores. An ACME supermarket once anchored the shopping center, but it has since been closed for almost a decade. A low-cost market moved into the empty space but that has also closed.

The shopping center is approximately 60 percent vacant and has 450 parking spaces. According to the *Philadelphia Shops Update 2002-2003* published by the Philadelphia City Planning Commission, neighborhood centers such as Harrowgate Plaza have the worst overall performance as measured by vacancy rate and overall conditions. It was noted that these types of shopping centers are not exclusively located in low-income neighborhoods, but tend to be located in communities that have undergone or are currently undergoing significant population change or a change in racial and ethnic composition. This is an important factor in rebuilding the shopping center, as it should cater to the needs of the immediate neighborhood.

DESIGNtip

RECONNECT THE SHOPPING CENTER TO THE ADJACENT NEIGHBORHOOD ALONG THE FRONT OF THE PARKING LOT BY MAKING ATLANTIC AVENUE AND "H" STREET DIRECT CONNECTIONS BETWEEN THE NEIGHBORHOOD AND SHOPPING CENTER.

Immediate Market

The Harrowgate neighborhood has grown tremendously over the past 10 years with an influx of Hispanics into the neighborhood. Since the Harrowgate Plaza serves primarily neighborhood residents, the market area serves an area of one to two miles. According to the 2000 Census,[12] the Harrowgate neighborhood has a population of 30,997 persons. A majority of the persons living in Harrowgate are between the ages of 25 and 44 and have obtained a high school diploma or equivalent. Thirty-three percent of the neighborhood's population is now Hispanic. Only 6 percent of the population has lived in Harrowgate since 1998, however, over 41 percent of the population has moved there since 1998. The median income per household in 1999 was $19,375. There are 5 shopping centers within the one and two mile market buffer around Harrowgate Plaza. Within one mile, there is a population of 46,492 and within two miles there is a population of 157,641. The one-mile buffer area around the Harrowgate Plaza has an average household income of $23,182 and within the two-mile buffer area there is an average household income of $23,104.

Zoning and Land Use

Harrowgate Plaza is a stand-alone shopping center that borders a residential community to the south and industrial uses along the northern and eastern sides. The shopping center is zoned ASC – Area Shopping Center.[13] The minimum district area for an Area Shopping Center is 80,000 square feet with a minimum street frontage of 200 feet. Allowed retail uses include most commercial businesses, personal service establishments, restaurants (except outdoor dining areas), automobile service stations, car washing service stations, movie theaters and public uses. The shopping center must also be in a completely enclosed building. This standard should be revised so the shopping center will be able to be recreated using new retail trends such as the lifestyle center with outside amenities.

The minimum lot area within an area shopping center is 15,000 square feet with a 100-foot minimum front yard setback. The maximum building height is 35 feet. Parking must be provided on the same lot and spaces are required for every 1,000 square feet of gross leasable area. By requiring such a large amount of parking, this takes away space for other types of uses that nearby residents could take advantage of, such as civic uses and open space within the shopping center. The entire space of the Harrowgate Plaza is large enough for a mix of uses for the nearby community. For example, those who drive to the center can also take advantage of the adjacent ball fields.

In the vicinity of this shopping center are industrial parcels that are zoned G-2.[14] These are specifically for the erection, construction, or alteration of heavy industrial uses. These buildings do not have any setback requirements and may occupy 100 percent of the site. This often does not lend itself to an aesthetically pleasing site and may make the area less inviting to shop in. However, through innovative design and landscaping, this does not need to be an eyesore for the shopping center and the Harrowgate community.

Transit Accessibility

The Harrowgate Plaza has an abundance of parking and is largely served by vehicle traffic. The nearest SEPTA transit stop is on the SEPTA Market-Frankford Line at Tioga Street, which is further away than the industry standard of a ¼ mile walking distance. There are currently no SEPTA bus lines that stop at or within ¼ mile of the Harrowgate Plaza. The nearest bus routes are Routes 89 and 56. Route 89 runs along Frankford Avenue and Route 56 runs along Erie Avenue. These stops are also further than a ¼ mile walk for shoppers. Route 89 does serve the Harrowgate neighborhood through residential streets, but does not connect to the shopping center. The bus service that is offered for residents of the Harrowgate neighborhood provides access to other area shopping centers as well as to downtown Philadelphia and the Gallery Mall.

Recommended Actions

- Work with the owner of the shopping center to find a "niche" market for the growing Hispanic community that is moving into the Harrowgate neighborhood.
- Work with SEPTA to increase transit options to the shopping center in order to increase foot traffic and sales.
- Increase pedestrian access to the shopping center by removing the old retaining wall along "I" Street and replacing it with a more aesthetic entrance.
- Decrease the amount of parking and asphalt in the lot to encourage landscaping and pad site uses.
- Reconnect the shopping center to the adjacent neighborhood along the front

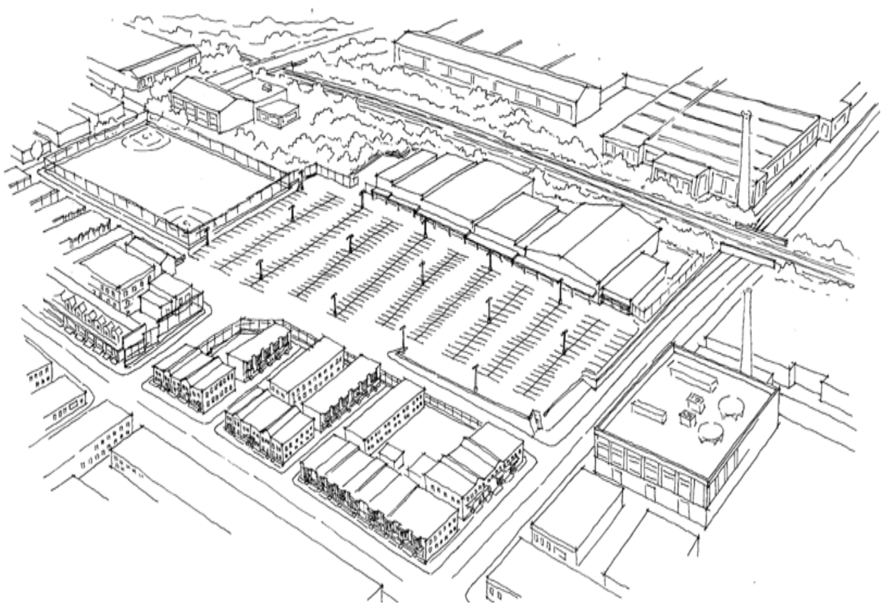
of the parking lot by making Atlantic Avenue and “H” Street direct connections between the neighborhood and shopping center.

- Encourage and advertise the ball fields and green space next to the shopping center for community and civic uses.
- Encourage community type uses to try and create a mixed-use environment that would include residential, retail, civic and industrial uses.
- An additional streetscaping plan for Tioga Street should be considered in concert with the redevelopment of Harrowgate Plaza. This could be done through other grants to provide facade improvements and bring restoration to surround residences. This would help to leverage the impact of the Harrowgate Plaza revitalization.
- The existing change in grade from the street level to the shopping center can be used as an asset and provide for tuck-under parking for new residential units.

The before and after drawing on the following page illustrates these recommendations as well as incorporates smart growth techniques. This rendering illustrates a new mix of uses, connection to the surrounding neighborhood, a stepped plaza terrace to the site from “I” Street to give the shopping center a more pedestrian feel as well as a possible new Amtrak Station stop at the rear of the new shopping center.

FIGURE 4: REDESIGNED HARROWGATE PLAZA, PHILADELPHIA, PA

BEFORE



AFTER

Renderings courtesy of Wallace, Roberts, & Todd

Conclusions

As developed communities are cluttered with empty auto-oriented strip malls along major arterials and large enclosed shopping centers, a new trend has emerged that brings new smart growth techniques that are environmentally sensitive and increase the use of transit. Older shopping centers or greyfields provide developed communities with the opportunity to develop transit-oriented or infill neighborhoods. The benefit of these types of redevelopment sites can provide mixed-income housing, jobs, retail, new public space and other activities that result in a neighborhood having high quality of life. DVRPC hopes that municipal and agency officials who review this report will be able to apply the recommendations and guidelines toward their own communities and continue to make the neighborhoods of the Delaware Valley region aesthetic and vibrant places to live and shop.

Endnotes

[1] Ten Principles for Rebuilding Neighborhood Retail, Urban Land Institute, 2003.
[2] *Greyfields to Goldfields*, Congress for the New Urbanism, 2002.
[3] How Superstore Sprawl Can Harm Communities, Beaumont, Constance, National Trust for Historic Preservation, 1994.
[4] These determinations were taken from a report done by the Global Strategic Real Estate Research Group for the Congress for the New Urbanism, *Greyfield Regional Mall Study*, January 2001. A multivariate discrimination analysis, ANOVA tests, and Independent T-tests determined the use of the $150-per-square-foot criteria indicating significant difference between the means. This statistical result supported the $150-per-square-foot as the benchmark for determining a greyfield.
[5] This data and determination was further confirmed in the PricewaterhouseCoopers *Korpacz Real Estate Investor Survey*, a widely accepted industry survey of institutional real estate investors.
[6] Demographic information obtained from the U.S. Census, www.census.gov
[7] Zoning classifications and permitted uses were obtained from the Township of Hamilton, Section 160-78. (Ordinance.com)
[8] Design standards were obtained from the Township of Hamilton Subdivision Code, Section 160-84. (Ordinance.com)
[9] Demographic information obtained from the U.S. Census, www.census.gov
[10] Ibid.
[11] Zoning classifications and permitted uses were obtained from East Pikeland Township Ordinance, Section 1200.
[12] Demographic information obtained from the U.S. Census, www.census.gov
[13] Zoning classifications and permitted uses were obtained from the City of Philadelphia Zoning Ordinance, Chapter 14-309.
[14] Ibid, Chapter 14-508.

appendix one:

SHOPPING CENTER DEFINITIONS

The shopping center is a generic term used to describe a group of commercial establishments that are built and managed as a single unit. They are often related in terms of size and type of retail and provide on-site parking for automobiles. Since the 1950s, shopping centers have evolved into several categories. The following are the types and characteristics of shopping centers listed throughout the report and included in DVRPC's inventory.

Anchor – the major retail outlet that is the largest in terms of square footage and vital when developing the marketing strategy for the shopping center.

Big–Box Store – a large stand-alone store that specializes in selling items in large volumes at low prices. These stores tend to house category killers.

Category Killer – a large national chain store that specializes in one line of products – home improvement, office supplies or toys – that overwhelms competition because of its size, variety, and low prices.

Convenience Center – used for the sale of personal services and convenience goods similar to those found in a neighborhood store. Convenience centers are usually less than 30,000 square feet of gross leasable area. Small-scale stores such as personal services or mini-marts anchor convenience centers.

Enclosed Mall – a shopping center that is entirely inside a roofed structure so the entrance to the mall is controlled by a limited number of entrances with stores only being accessible through the interior corridor.

Neighborhood Center – used for the sale of convenience goods (food, drugs, and sundries) and personal services (dry cleaning, barbers, jewelry repair) for day-to-day living needs in the immediate area (neighborhood). There is often a supermarket anchor and ranges in size from 30,000 square feet to 100,000 square feet of gross leasable space.

Community Center – used for a wider range of retail and commercial such as clothing apparel, hardware and appliance stores. Community centers can offer more variety among their merchandise. Many community centers are anchored with a junior department store, variety store, drug store or a discount store. Community centers range from 100,000 square feet to 300,000 square feet of gross leasable area.

Fashion Mall – a shopping center that features stores that offer stylish clothing, posh merchandise and high quality goods.

Gross Leasable Area (GLA) – total floor space available for retail sales, usually in square feet.

Lifestyle Center – an open-air shopping center offering 300,000 square feet to over 750,000 square feet of GLA of upscale, specialty retail. Lifestyle centers incorporate a "main street" feel and usually locate near affluent neighborhoods. Lifestyle Centers may also be considered super regional centers.

L-Shaped Center – a shopping center with two linear strips of stores connected at right angles forming the letter L.

Mixed-Use Center – a shopping center that is surrounded by other ancillary uses such as offices, restaurants, theaters, hotels, and housing.

Open-Air Market – a shopping center where the stores are accessible from the outside and only the exterior walkways may be covered to protect patrons from the elements. This type of shopping center does not provide a single roof for all the buildings since they vary in size and height.

Pad Tenant – a freestanding retail/commercial store that is located on a separate parcel in front of the shopping center.

Power Center – contain several "category killers" or anchors of 250,000 square feet or more. The anchors specialize in furniture, home improvements, sporting goods, bulk foods, drugs, toys, or personal computer/electronic needs. There is a mix of "category killers" with stores that offer diverse merchandise, but are price oriented. The anchors in the power centers make up 85 percent of the gross leasable space.

Regional Center - contain general merchandise, apparel, and furniture and are mixed with recreational and entertainment facilities. They are anchored by one or two department stores of at least 100,000 square feet. A regional center can range from 300,000 square feet to 750,000 square feet, but most average 500,000 square feet.

Service-Oriented Center – contains service-oriented retailers such as opticians, dental, health and legal services.

Strip Center – a line of at least three stores that are tied together with a canopy-type structure. Strip centers can vary in size and can be open-air or enclosed.

Super Regional Center - contains more variety than a regional center and a larger selection of entertainment uses. Super regional centers usually are greater than

750,000 square feet or more of gross leasable space.

T-Shaped Center – a shopping center that has two linear arrays of stores that form the letter T. The anchor stores are on three sides and parking on all sides.

Traditional Tenant Mix – a shopping center that offers various tenant types with no concentration of one type of retail over another.

U-Shaped Center – a shopping center that has a linear array of stores that form the letter U. The anchors are placed in the center or on the two ends and parking is inside the U.

Value-oriented/Outlet Center – a shopping center characterized by low-end, discount and outlet stores.

appendix two:

SHOPPING CENTER TENANTS MEDIAN SALES PER SQUARE FOOT

TENANTS FREQUENTLY FOUND IN SUPER REGIONAL CENTER	MEDIAN SALES PER SQUARE FOOT
General Merchandise	$176.18
Full-line department store	$153.15
Food Service	$459.35
Restaurant with liquor license	$346.87
Clothing and Apparel	$310.12
Women's specialty	$378.89
Women's ready to wear	$270.34
Children's wear	$290.07
Men's wear	$269.32
Family wear	$337.66
Special apparel	$301.83
Costume jewelry	$340.83
Shoes	$283.86
Family shoes	$245.41
Women's shoes	$334.17
Athletic footwear	$274.29
Home Furnishings	$354.35
Home accessories	$293.56
Jewelry	$899.31
Jewelry	$899.01
Gifts/Specialty	$268.26
Cards and gifts	$223.09
Other Retail	$421.91
Telephone/Wireless service	$424.21
Optician	$356.24
Personal Service	$294.76
Hair	$317.43

TENANTS FREQUENTLY FOUND IN REGIONAL SHOPPING CENTERS	MEDIAN SALES PER SQUARE FOOT
General Merchandise	$141.85
Full-line department store	$134.30
Food Service	$367.14
Restaurant with liquor	$350.31
Sandwich shop	$379.45
Clothing and Accessories	$259.09
Women's specialty	$207.65
Women's ready to wear	$224.78
Men's wear	$236.21
Family wear	$291.92
Special apparel	$267.70
Costume jewelry	$360.36
Shoes	$224.57
Family shoes	$222.96
Athletic footwear	$205.63
Home Appliances/Music	$315.05
Electronics	$338.77
Gifts/Specialty	$215.58
Cards and gifts	$194.04
Books	$221.72
Jewelry	
Jewelry	$720.24
Other Retail	$277.09
Telephone/Wireless	$344.58
Optician	$221.60
Cosmetics/Beauty	$339.71
Personal Service	$228.56
Hair	$297.95
Nail salon	$162.44

TENANTS FREQUENTLY FOUND IN COMMUNITY SHOPPING CENTERS	MEDIAN SALES PER SQUARE FOOT
General Merchandise	$148.87
Discount department store	$183.85
Dollar Store	$117.22
Food	$336.30
Supermarket	$390.25
Food Service	$280.19
Restaurant without liquor	$237.29
Restaurant with liquor	$301.85
Sandwich shop	$312.50
Pizza shop	$221.27
Clothing and Accessories	$195.97
Women's specialty	$199.25
Women's ready to wear	$167.80
Family wear	$243.02
Shoes	$198.68
Family shoes	$174.83
Home Furnishings	$204.34
Furniture	$224.68
Gifts/Specialty	$147.58
Cards and gifts	$136.65
Other Retail	$228.90
Telephone/Wireless	$126.58
Cosmetics/Beauty	$294.16
Personal Service	$158.14
Dry cleaner	$124.26
Hair	$222.47
Nail salon	$108.57
Offices	$279.38
Medical and Dental	$389.38

TENANTS FREQUENTLY FOUND IN NEIGHBORHOOD SHOPPING CENTERS	MEDIAN SALES PER SQUARE FOOT
General Merchandise	$103.01
Discount department store	$ 87.16
Food	$347.10
Supermarket	$353.64
Food Service	$224.28
Restaurant without liquor	$194.16
Restaurant with liquor	$273.31
Sandwich shop	$244.63
Pizza shop	$200.67
Chinese food	$110.48
Liquor	$254.10
Liquor/Wine	$254.10
Drugs	$408.40
Drugstore/Pharmacy	$408.40
Other Retail	$159.18
Telephone/Wireless	$ 57.43
Personal Service	$127.73
Women's hair salon	$142.28
Dry cleaner	$130.17
Unisex hair	$167.67
Videotape/DVD rentals	$105.65
Mailing/Packaging	$241.23
Nail salon	$100.52
Tanning salon	$ 79.04

Source: Dollars and Cents of Shopping Centers, Urban Land Institute, 2004.

appendix three:

SHOPPING CENTERS AND POTENTIAL GREYFIELDS IN THE DELAWARE VALLEY

The following inventory lists all known shopping centers with three stores or more within the nine-county Delaware Valley Region. Also identified are those shopping centers that may qualify as greyfields according to the DVRPC criteria. These are shown in red. In order to focus our redevelopment efforts, shopping centers that fell under the following criteria were listed: at least 50 percent vacant, have less than 500,000 square feet of gross leasable area, are at least 8 -10 years old, compete with larger centers, and are located in a TCDI eligible community. The inventory lists shopping centers in alphabetical order by the Center Name and also lists the municipality, state, type, gross leasable area, and year opened. As a reference, shopping center types are categorized as follows:

CONVENIENCE: UNDER 30,000 SF
NEIGHBORHOOD: 30,000 – 100,000 SF
COMMUNITY: 101,000 – 300,000 SF
REGIONAL: 301,000 – 750,000 SF
SUPER REGIONAL: LARGER THAN 750,000 SF

CENTER NAME	CITY	STATE	TYPE	GLA INCLUDING ANCHORS	YEAR OPENED
Huntingdon Valley Shopping Center	Abington	PA	Community	197,881	1955
Abington Shopping Center	Abington	PA	Neighborhood	74,000	
Cloverly Plaza	**Abington**	**PA**	**Neighborhood**	**31,000**	**1989**
The Bridge at Foxcroft Square	Abington	PA	Community	150,000	1997
Abington Towne Center	Abington	PA	Community	216,161	1991
Maple Glen Shopping Center	Ambler	PA	Neighborhood	53,855	1969
Ardmore Plaza	Ardmore	PA	Regional	90,000	
Suburban Square	Ardmore	PA	Community	265,657	1927
Wynmore Shopping Center	**Ardmore**	**PA**	**Neighborhood**	**73,000**	**1964**
Ardmore Shopping Center	Ardmore	PA	Neighborhood	83,000	
Dutton Mill Shopping Center	Aston	PA	Neighborhood	82,000	1990
Valley View Shopping Center	Aston	PA	Neighborhood		1956
Village Green Shopping Center	Aston	PA	Neighborhood	52,744	1956
Black Horse Pike Shopping Center	Audubon	NJ	Regional	490,229	1961
Audubon Village Shopping Center	Audubon	PA	Community	125,000	1965
Unnamed (2-24 Nicholson Road)	**Audubon**	**PA**	**Convenience**	**10,000**	
Rock Hill Plaza	Bala Cynwyd	PA	Convenience	9,300	1984
Bala Cynwyd Shopping Center	Bala Cynwyd	PA	Community	276,521	1955
Bellport Shopping Center	Bellmawr	NJ	Convenience	13,650	
Bensalem Shopping Center	Bensalem	PA	Community	125,952	1972
Nockamixon Crossing	Bensalem	PA	Community	120,000	2004
Woodhaven Mall	Bensalem	PA	Community	282,447	1971
Unnamed	Bensalem	PA	Community	189,899	1972
Bensalem Crossing	Bensalem	PA	Neighborhood	67,215	1999
Park Plaza	Bensalem	PA	Convenience	24,000	
Neshaminy Square	Bensalem	PA	Neighborhood	75,000	1990
Neshaminy Mall	Bensalem	PA	Super Regional	1,043,011	1968
The Marketplace at Neshaminy	Bensalem	PA	Regional	335,000	1999
Landmark Plaza	Bensalem	PA	Neighborhood	58,000	1990
Brookwood Shopping Center	Bensalem	PA	Community	154,672	1967
Bensalem Square	Bensalem	PA	Neighborhood	72,558	1983

CENTER NAME	CITY	STATE	TYPE	GLA INCLUDING ANCHORS	YEAR OPENED
Street Road Plaza	Bensalem	PA	Neighborhood	68,356	1986
Berlin Plaza Shopping Center	**Berlin**	**NJ**	**Neighborhood**	**187,296**	**1974**
Sears Plaza	**Berlin**	**NJ**	**Neighborhood**	**40,800**	**1993**
Berwyn Shopping Center	Berwyn	PA	Neighborhood	60,000	1981
Valley Fair	Berwyn	PA	Community	110,548	1985
Edgewater Park Shopping Center	**Beverly**	**NJ**	**Community**	**191,626**	**1972**
Warren County Shopping Center	Blackwood	NJ	Neighborhood	60,000	
Washington Shopping Center	Blackwood	NJ	Neighborhood	40,000	1960
Blackwood Shopping Center	Blackwood	NJ	Community	123,970	
Center Square	Blue Bell	PA	Community	120,211	1973
Blue Bell Shoppes	Blue Bell	PA	Convenience	10,500	1995
Unnamed (Route 206 Martin Avenue)	**Bordentown**	**NJ**	**Community**	**178,678**	
Bristol Commerce Park Center	Bristol	PA	Community	273,159	1989
Bristol Plaza Shopping Center	Bristol	PA	Community	146,556	1989
Cambridge Square	Brookhaven	PA	Neighborhood	60,000	1987
Brookhaven Shopping Center	Brookhaven	PA	Community	200,000	1956
Brooklawn Shopping Center	Brooklawn	NJ	Community	144,012	1963
Unnamed	Broomall	PA	Community	168,131	
Trade Winds Mall	Broomall	PA			
Lawrence Park Shopping Center	Broomall	PA	Regional	340,363	1972
Springton Shopping Center	Broomall	PA			
Pine Grove Plaza Shopping Center	Browns Mills	NJ	Neighborhood	82,806	2001
Browns Mills Shopping Center	Browns Mills	NJ	Convenience	4,000	1962
Bryn Mawr Mall	Bryn Mawr	PA			
Liberty Square	Burlington	NJ	Regional	352,063	1972
Faith Center	Burlington	NJ	Neighborhood	42,000	1990
Wedgewood Farms Village	Burlington	NJ	Neighborhood		
Springside Commons	Burlington	NJ	Neighborhood		
Town Crossing Shopping Center	Burlington	NJ	Regional	430,461	1998
Burlington Center Mall	Burlington	NJ	Regional	662,475	1982
Unnamed	Burlington	NJ	Neighborhood		

CENTER NAME	CITY	STATE	TYPE	GLA INCLUDING ANCHORS	YEAR OPENED
Wishing Well Plaza	**Burlington**	**NJ**	**Community**	**120,525**	
Ferry Plaza	**Camden**	**NJ**			
City Plaza	Camden	NJ	Neighborhood		1997
River Plaza	**Camden**	**NJ**			
Mt. Ephraim Plaza	**Camden**	**NJ**			
Pennsauken Shopping Center	**Camden**	**NJ**			**1956**
Airport Circle Shopping Center	**Camden**	**NJ**			**1959**
Airport Plaza Shopping Center	Camden	NJ	Neighborhood	34,725	1972
Circle Plaza	Camden	NJ			1959
Gateway North Community Retail Shopping Center	Camden	NJ	Neighborhood	63,250	
Center Square Plaza	Center Square	PA	Neighborhood	69,572	1978
Painters Crossing	Chadds Ford	PA	Neighborhood	95,000	1987
Brittainy Farms Shopping Center	Chalfont	PA			
Chalfont Village Shopping Center	Chalfont	PA	Neighborhood	46,051	1989
New Britain Village Square	Chalfont	PA	Community	143,935	1989
Lynnewood Gardens Shopping Center	**Cheltenham**	**PA**	**Neighborhood**	**46,000**	**1952**
Melrose Shopping Center	**Cheltenham**	**PA**	**Neighborhood**	**71,000**	**1954**
Elkins Park Square	**Cheltenham**	**PA**	**Neighborhood**	**57,827**	**1979**
Ogontz-Limekiln Shopping Center	**Cheltenham**	**PA**			**1958**
Unnamed	Cherry Hill	NJ	Neighborhood		
Heritage Square	Cherry Hill	NJ	Convenience	18,500	
Unnamed	Cherry Hill	NJ	Neighborhood		
Plaza 1400	Cherry Hill	NJ	Neighborhood		
Pine Tree Plaza	Cherry Hill	NJ	Neighborhood		
The Orchards	Cherry Hill	NJ	Convenience	14,000	1985
Marlton Plaza	**Cherry Hill**	**NJ**	**Community**	**129,809**	**1970**
The Market Place	**Cherry Hill**	**NJ**	**Neighborhood**	**62,670**	
MAB Center	Cherry Hill	NJ	Convenience	14,000	
Lee Newman Plaza	Cherry Hill	NJ	Convenience	15,000	
Kresson Shopping Center	Cherry Hill	NJ	Convenience	12,000	
Kinko's Plaza	Cherry Hill	NJ	Neighborhood		

CENTER NAME	CITY	STATE	TYPE	GLA INCLUDING ANCHORS	YEAR OPENED
The Point	**Cherry Hill**	**NJ**	**Community**	**101,535**	
Hillview Shopping Center	Cherry Hill	NJ	Regional	385,000	1998
Rickel Shopping Center	Cherry Hill	NJ	Community	180,000	1984
GreenTree Plaza	Cherry Hill	NJ	Convenience	13,000	
Garden State Pavillions	Cherry Hill	NJ	Community	250,000	1999
Garden State Park Track	Cherry Hill	NJ	Regional	420,000	2004
Garden State Crossing	Cherry Hill	NJ	Regional	549,126	2004
Ellisburg Circle Shopping Center	Cherry Hill	NJ	Community	262,088	1959
D and Q Plaza	Cherry Hill	NJ	Neighborhood	40,000	
CVS Pharmacy Plaza	Cherry Hill	NJ	Neighborhood	32,000	1964
Clover Shopping Center	Cherry Hill	NJ	Neighborhood		
Cherry Hill Mall	Cherry Hill	NJ	Super Regional	1,283,000	1961
Barclay Shopping Center	Cherry Hill	NJ	Neighborhood	85,700	1960
Kingston Shopping Center	Cherry Hill	NJ	Neighborhood		
Unnamed	Cherry Hill	NJ	Convenience	10,000	
Woodcrest Shopping Center	Cherry Hill	NJ	Community	100,000	1960
The Plaza at Cherry Hill	Cherry Hill	NJ	Regional	437,557	1970
Unnamed	Cherry Hill	NJ	Neighborhood		
Unnamed	Cherry Hill	NJ	Neighborhood		
Unnamed	Cherry Hill	NJ	Neighborhood		
Unnamed	Cherry Hill	NJ	Community	295,862	1975
Super G Plaza	Cherry Hill	NJ	Community	121,618	
Springdale Plaza	Cherry Hill	NJ	Neighborhood	42,000	1972
The Shoppes at Short Hills	Cherry Hill	NJ	Neighborhood	61,200	1993
The Shoppes at Holly Ravine	Cherry Hill	NJ	Neighborhood	38,720	1990
Shoppers Lane Plaza	Cherry Hill	NJ	Convenience	13,500	1982
Saw Mill Village	Cherry Hill	NJ	Neighborhood		
Track Town Mall	Cherry Hill	NJ	Convenience	10,000	
3109 West 9th Street	**Chester**	**PA**			
Broheadsville Shopping Center	**Chester**	**PA**	**Neighborhood**	**33,000**	**1979**
The Shoppes at Wellington Ridge	Chester	PA	Community	109,999	2004

CENTER NAME	CITY	STATE	TYPE	GLA INCLUDING ANCHORS	YEAR OPENED
Shops at Lionville Station	Chester Springs	PA	Neighborhood	80,000	
New Women Market Place	Cinnaminson	NJ	Community	180,000	1978
Marketplace at Cinnaminson	Cinnaminson	NJ	Regional	339,479	2003
Main Line Shopping Center	Cinnaminson	NJ	Neighborhood	77,870	1965
Main Line II Shopping Center	Cinnaminson	NJ	Convenience	18,600	
Pep Boys Plaza	Cinnaminson	NJ	Neighborhood	52,000	
Cinnaminson Shopping Center	Cinnaminson	NJ	Community	121,084	
Colonial Square	Cinnaminson	NJ	Neighborhood	38,500	
165 White Horse Pike	**Clementon**	**NJ**	**Neighborhood**	**31,521**	
Commerce Plaza II	**Clementon**	**NJ**	**Neighborhood**	**36,729**	
Commerce Plaza I	**Clementon**	**NJ**	**Neighborhood**	**27,890**	
Clementon Plaza	Clementon	NJ	Community	190,440	1960
Clementon Lake Plaza	Clementon	NJ	Neighborhood	56,700	1990
Plaza 30	**Clementon**	**NJ**	**Convenience**	**20,000**	
Commerce Square	Clementon	NJ	Neighborhood	97,160	1986
Home Depot Plaza	Clifton Heights	PA	Neighborhood	30,000	1960
Oak Park Shopping Center	Clifton Heights	PA			1957
Penn Pines Shopping Center	Clifton Heights	PA			
Ingleside Shopping Center	Coatesville	PA			1959
Coatesville Plaza	Coatesville	PA	Neighborhood	50,000	1987
Caln Plaza	Coatesville	PA	Neighborhood	47,000	
Barley Station	**Coatesville**	**PA**	**Neighborhood**	**38,000**	**1986**
Airport Village Shopping Center	Coatesville	PA	Neighborhood	66,809	1993
Unnamed	Conshohocken	PA	Community	125,000	2004
Marketplace at Collegeville	Collegeville	PA	Neighborhood	83,000	1993
Collegeville Shopping Center	Collegeville	PA	Community	110,698	1978
Chadds Ford Shopping Center	Concordville	PA	Convenience	5,000	
Whitemarsh Plaza	Conshohocken	PA	Neighborhood	67,438	1950
Plymouth Square	Conshohocken	PA	Community	206,369	1960
Andalusia Town Center	Cornwells Heights	PA	Neighborhood	32, 000	1987
Sam's Club Shopping Center	Delran	NJ	Community	171,848	

CENTER NAME	CITY	STATE	TYPE	GLA INCLUDING ANCHORS	YEAR OPENED
Tenby Plaza	Delran	NJ	Neighborhood		
Chesnut Hill Plaza	Delran	NJ	Neighborhood		
Hartford Corners	Delran	NJ	Regional	400,000	1991
Heritage Square	Delran	NJ	Neighborhood		
Mancine Center	Delran	NJ	Neighborhood		
Millside Shopping Center	Delran	NJ	Community	161,128	1965
The Court at Deptford I	Deptford	NJ	Regional	362,301	1991
The Court at Deptford II	Deptford	NJ	Community	145,081	1998
Almonesson Crossings	Deptford	NJ	Community	202,500	2000
Deptford Crossing	Deptford	NJ	Community	202,000	1991
Deptford Mall	Deptford	NJ	Super Regional	1,193,971	1975
Deptford Plaza	Deptford	NJ	Community	225,000	1988
Deptford Center	Deptford	NJ	Community	235,000	
Locust Grove Plaza	Deptford	NJ	Neighborhood	49,335	1987
Swedesford Plaza	Devon	PA	Community	153,000	1996
Devon Square	Devon	PA	Community	159,650	1977
Jefferson Bank Center	Downingtown	PA	Community	109,000	1975
Caln Village	Downingtown	PA	Community	109,546	1991
Downingtown Plaza	Downingtown	PA	Convenience	15,000	1989
Brandywine Towne Centre	Downingtown	PA	Neighborhood	78,400	1993
Ashbridge Square at East Caln	Downingtown	PA	Regional	360,000	2000
Brandywine Square Shopping Center	Downingtown	PA	Regional	560,000	1995
Barn Plaza	Doylestown	PA	Community	240,955	1987
Cross Keys Place	Doylestown	PA	Community	205,909	1989
Doylestown Agricultural Works	Doylestown	PA			
Doylestown Shopping Center	Doylestown	PA	Community	255,843	1959
Mercer Square	Doylestown	PA	Neighborhood	91,409	1988
Dreshertown Plaza	Dresher	PA	Neighborhood	99,133	1976
Fairway Shopping Center	Dresher	PA	Neighborhood	41,220	
Loehamann's Plaza at Pilgram Gardens	Drexel Hill	PA	Neighborhood	77,029	1950
Township Line Shopping Center	Drexel Hill	PA	Convenience	21,920	

CENTER NAME	CITY	STATE	TYPE	GLA INCLUDING ANCHORS	YEAR OPENED
Drexelbrook Shopping Center	Drexel Hill	PA			1949
Lanstate Shopping Center	Drexel Hill	PA			1946
Shoppes World	Drexel Hill	PA			1956
Drexeline Shopping Center	Drexel Hill	PA	Neighborhood	62,600	1955
Ridge Pike	Eagleville	PA	Community	165,385	1972
East Windsor Commons	East Windsor	NJ	Community	270,000	1998
East Windsor Town Center	East Windsor	NJ	Community	136,413	1973
East Windsor Village	East Windsor	NJ	Community	250,000	2001
Image Center	East Windsor	NJ	Neighborhood	62,500	1984
Windsor Heights Shopping Center	East Windsor	NJ	Community	145,000	1965
Towne Center Plaza	East Windsor	NJ	Community	225,000	1998
Eddystone Crossings	Eddystone	PA	Community	235,000	2001
Edgemont Square	Edgemont	PA	Neighborhood	100,000	1995
Elkins Park Square	Elkins Park	PA	Neighborhood	50,000	1979
Tri-Towne Plaza	Evesham	NJ	Community	179,865	1975
Suburban Square	Ewing	NJ	Community	128,750	1975
Capitol Plaza	Ewing	NJ	Regional	363,856	1996
Ewing Plaza	Ewing	NJ	Neighborhood	40,000	1980
Exton Auto Center	Exton	PA	Convenience	14,600	1993
Brentwood Shoppes	Exton	PA	Neighborhood	23,000	1974
Fairfield Place	Exton	PA	Regional	305,099	1991
Festival at Exton	Exton	PA	Community	142,649	
Festival at Oaklands	Exton	PA	Community	139,446	1991
Lionville Shopping Center	Exton	PA	Neighborhood	93,139	1989
Mainstreet at Exton	Exton	PA	Regional	715,529	2002
Marchwood Shopping Center	Exton	PA	Neighborhood	109,999	1971
Whiteland Towne Center	Exton	PA	Regional	357,147	1988
Exton Square	Exton	PA	Super Regional	974,000	1973
Fairless Hills Shopping Center	Fairless Hills	PA	Community	200,000	1998
Queene Anne Plaza	Fairless Hills	PA	Neighborhood	97,000	1978
Oxford Point Shopping Center	Fairless Hills	PA	Neighborhood	52,000	

CENTER NAME	CITY	STATE	TYPE	GLA INCLUDING ANCHORS	YEAR OPENED
Deon Square	Fairless Hills	PA	Neighborhood		1985
The Court at Oxford Valley	Fairless Hills	PA	Regional	704,486	1995
Pathmark Shopping Center	Fairless Hills	PA	Community	192,500	
Bucks Crossing	Feasterville	PA	Community	286,000	1967
Feasterville Plaza	Feasterville	PA	Community	115,767	1958
Flourtown Plaza	Flourtown	PA	Neighborhood	89,840	1959
Flourtown Shopping Center	Flourtown	PA	Community	191,194	1957
Delcroft Shopping Center	**Folcroft**	**PA**	**Community**	**185,000**	**1959**
2006 Delmar Drive	**Folcroft**	**PA**			
1878 Delmar Drive	**Folcroft**	**PA**			
Frazer Shopping Center	Frazer	PA	Neighborhood	63,000	1968
Westgate Plaza	Frazer	PA	Neighborhood	56,500	1990
Lincoln Court Shopping Center	Frazer	PA	Community	168,000	1985
Frazer Plaza	Frazer	PA	Neighborhood	50,000	
Gibbsboro Shopping Center	Gibbsboro	NJ	Community	150,000	1988
Hanover Court Shopping Center	Gilbertsville	PA	Convenience	17,500	1995
Gilbertsville Shopping Center	Gilbertsville	PA	Neighborhood	85,748	1975
Unnamed	Glassboro	NJ	Convenience	12,000	1996
Glassboro Sav-Alot	**Glassboro**	**NJ**			
Collegetown Shopping Center	Glassboro	NJ	Community	250,515	1966
Center at Double Tree	Glassboro	NJ	Community	128,000	1987
Glassboro Plaza	Glassboro	NJ	Community	115,900	1971
Doubletree Shopping Center	Glassboro	NJ	Community	140,000	1987
The Shoppes at Brinton Lake	Glen Mills	PA	Community	153,000	2001
Glen Eagle Square	Glen Mills	PA	Community	152,000	1990
Unnamed Shopping Center	Glenolden	PA	Community	115,423	
Glenolden Shopping Center	Glenolden	PA	Community	100,000	
CVS Shopping Center	Glenolden	PA	Convenience	12,500	
Mt. Carmel Plaza	Glenside	PA	Convenience	14,504	1986
Broadway Plaza	Gloucester City	NJ	Convenience	16,000	1987
Cherrywood Plaza	Gloucester Township	NJ	Community	170,000	1973

CENTER NAME	CITY	STATE	TYPE	GLA INCLUDING ANCHORS	YEAR OPENED
Crystal Lake Shopping Center	Haddon Township	NJ	Neighborhood	48,000	1955
Hamilton Shopping Center	Hamilton	NJ	Neighborhood	84,816	1998
Whitehorse Plaza Shopping Center	Hamilton	NJ	Community	111,926	1976
Hamilton Square	Hamilton	NJ	Community	185,373	1961
Century Plaza	Hamilton	NJ	Convenience	20,000	1988
Suburban Plaza	**Hamilton**	**NJ**	**Community**	**245,000**	**1971**
Hamilton Plaza	Hamilton	NJ	Community	149,060	1972
Hamilton Marketplace	Hamilton	NJ	Super Regional	856,128	2002
Clover Square	Hamilton	NJ	Community	175,000	
Kuser Shopping Center	Hamilton Square	NJ	Neighborhood	65,600	1960
Forest Glen Shopping Center	Hamilton Square	NJ	Convenience	17,000	
Hamilton Shopping Center	Hamilton Square	NJ	Neighborhood	65,000	1996
Harley Commons	Harleysville	PA	Convenience	15,526	1989
Harley Mall	Harleysville	PA	Convenience	26,000	
Harleysville Meadowbrook Plaza	Harleysville	PA	Community	120,000	
Shelly Square	Harleysville	PA	Neighborhood	85,000	2004
The Shoppes at Harleysville	Harleysville	PA	Community	163,488	1997
Rosemore Shopping Center	Hatboro	PA	Neighborhood	85,000	1959
Bonnett Lane Shopping Center	Hatboro	PA			1960
Hilltown Crossings	Hatfield	PA	Community	280,000	
Haverford Square	Haverford	PA			1953
Llanerch Shopping Center	Havertown	PA	Neighborhood	41,151	2000
Manoa Shopping Center	Havertown	PA	Regional	310,000	1950
Twin Rivers Mall	**Hightstown**	**NJ**	**Neighborhood**	**70,000**	
MacDade Mall	Holmes	PA	Community	234,224	1970
Hopewell Town Center	Hopewell	NJ	Community	112,000	2004
Village Mall	Horsham	PA	Community	260,000	1972
Horsham Point Shopping Center	Horsham	PA	Neighborhood	75,000	
Horsham Town Square	Horsham	PA	Neighborhood	33,000	
Lynrose Plaza	Horsham	PA			1956
Pine Run Corners	Horsham	PA	Neighborhood	32,800	

CENTER NAME	CITY	STATE	TYPE	GLA INCLUDING ANCHORS	YEAR OPENED
Route 22 Plaza	Huntingdon	PA			
Stagg Shopping Center	Huntingdon	PA	Neighborhood	97,571	
Lake Raystown Shopping Center	Huntingdon	PA	Neighborhood	76,287	1995
Bethayres Valley Center	Huntingdon Valley	PA	Neighborhood		
Marketplace at Huntingdon Valley	Huntingdon Valley	PA	Community	236,000	1992
Philmont Shopping Center	Huntingdon Valley	PA			1959
Shoppers World	Huntingdon Valley	PA	Neighborhood	65,000	1958
Warwick Square	Jamison	PA	Neighborhood	93,269	1999
Beaderwood Shopping Center	Jenkintown	PA	Neighborhood	63,500	1961
Shopping at Foxcroft Square	Jenkintown	PA	Neighborhood	78,000	1968
The Pavilion	Jenkintown	PA	Regional	310,000	1970
Noble Town Center	Jenkintown	PA	Community	165,450	1999
Jenkintown Square	Jenkintown	PA	Convenience	29,384	
Cloverly Plaza	Jenkintown	PA	Convenience	28,750	1991
Jenkintown Commons	Jenkintown	PA	Neighborhood	32,000	1985
Shoppes at Longwood Village	Kennett Square	PA	Community	136,200	1992
New Garden Shopping Center	Kennett Square	PA	Neighborhood	149,270	1979
New Garden Town Square	Kennett Square	PA	Community	110,214	1996
Kimberton Shoppes	Kimberton	PA	Convenience	6,480	
Valley Forge Center	King of Prussia	PA	Community	240,000	1956
DeKalb Plaza	King of Prussia	PA	Community	101,713	
King of Prussia Plaza and Court	King of Prussia	PA	Super Regional	2,856,132	1962
King of Prussia Center	King of Prussia	PA	Community	180,000	
Shoppers World	Lafayette Hill	PA	Neighborhood	70,000	1960
Lafayette Hill Shopping Center	Lafayette Hill	PA			1955
Penn's Purchase Factory Outlet	Lahaska	PA	Community	108,750	1995
Shoppes at Oxford Court	Langhorne	PA	Convenience	24,000	
Penndel Shopping Center	**Langhorne**	**PA**			
Woodbourne Square Shopping Center	Langhorne	PA	Convenience	29,845	1984
Oxford Valley Square	Langhorne	PA			
Lincoln Plaza	Langhorne	PA	Neighborhood	262,664	1974

CENTER NAME	CITY	STATE	TYPE	GLA INCLUDING ANCHORS	YEAR OPENED
Oxford Valley Mall	Langhorne	PA	Super Regional	1,160,630	1973
CVS Plaza	**Langhorne**	**PA**	**Convenience**	**14,600**	
Langhorne Plaza	Langhorne	PA	Regional	414,000	1980
Today's Man Shopping Center	Langhorne	PA	Neighborhood	60,000	1989
North Penn Marketplace	Lansdale	PA	Community	104,222	1993
Towamencin Village Square Shopping Center	Lansdale	PA	Community	132,999	1990
Sumney Forge Square	Lansdale	PA	Neighborhood	30,000	1974
South Broad Centre	Lansdale	PA	Neighborhood	66,000	1954
Pennwood Plaza	Lansdale	PA	Convenience	26,400	1970
Lansdale Crossing	Lansdale	PA	Neighborhood		2003
Hillcrest Shopping Center	Lansdale	PA	Community	135,000	1958
Five Points Plaza	Lansdale	PA	Community	275,000	1986
Allen-Forge Shopping Center	Lansdale	PA	Neighborhood	46,725	1967
Lansdale Village Shopping Center	**Lansdale**	**PA**	**Neighborhood**	**65,000**	**1964**
Gary's Plaza	**Lansdale**	**PA**	**Neighborhood**	**70,000**	**1957**
Ralph's Corner Shopping Center	Lansdale	PA	Community	234,814	1982
The Marketplace at Chews Landing	Laurel Springs	NJ	Community	150,000	1996
Home Depot Shopping Center	Lawnside	NJ	Community	145,282	
Historic Lawnside Village	**Lawnside**	**NJ**	**Community**	**123,366**	
Lawrence Center	Lawrenceville	NJ	Regional	370,000	1960
Quaker Bridge Mall	Lawrenceville	NJ	Super Regional	1,123,292	1976
Route One Center	Lawrenceville	NJ	Neighborhood	33,832	
Mercer Mall	Lawrenceville	NJ	Regional	400,000	1976
Five Points Shopping Center	Levittown	PA	Neighborhood		1954
Langhorne Square	Levittown	PA	Community	1,856,590	1966
Vermillion Square Shopping Center	Levittown	PA	Neighborhood	44,000	1988
Midway Shopping Center	Levittown	PA	Neighborhood		1954
Levittown Town Center	Levittown	PA	Regional	468,675	2004
Falls Shopping Center	Levittown	PA			1965
Country Club Shopping Center	**Levittown**	**PA**	**Neighborhood**	**63,000**	**1987**
Unnamed	**Levittown**	**PA**	**Community**	**123,378**	**1954**

CENTER NAME	CITY	STATE	TYPE	GLA INCLUDING ANCHORS	YEAR OPENED
Limerick Village Shopping Center	Limerick	PA	Community	125,000	1994
London Grove Village	London Grove	PA	Neighborhood	80,000	2004
Octagon Center	Lower Makefield	PA	Regional	450,000	2004
Lumberton Plaza	Lumberton	NJ	Community	187,644	1975
The Shoppes at Great Valley	Malvern	PA	Neighborhood	63,000	1990
Malvern Shopping Center	Malvern	PA	Convenience	18,000	
Toll House Plaza	Mantua	NJ	Community	150,000	1973
Timberline Shopping Center	Mantua	NJ	Community	100,000	1991
Mantua Court Shopping Center	Mantua	NJ	Community	210,000	1997
Fox Meadow Plaza	Maple Shade	NJ	Convenience	26,000	1994
Lowe's Shopping Center	Maple Shade	NJ	Community	201,351	1993
Sears Home Life Plaza	Maple Shade	NJ	Convenience	25,000	1988
Marlton Greene Shopping Center	Marlton	NJ	Neighborhood	86,000	
Unnamed	Marlton	NJ	Community	180,464	1973
Crispin Square	Marlton	NJ	Community	130,000	1988
Evesham Plaza	Marlton	NJ	Neighborhood		
Greentree Square	Marlton	NJ	Community	106,000	1980
Kings Grant	Marlton	NJ	Neighborhood	37,600	
Marlton Crossing II	Marlton	NJ	Community	157,187	
Unamed	Marlton	NJ	Neighborhood		
Marlton Square	Marlton	NJ	Neighborhood	74,000	1999
The Promenade at Sagemore	Marlton	NJ	Community	277,100	2001
Route 73 Plaza Shops	Marlton	NJ	Convenience	14,900	1973
Staples Plaza	Marlton	NJ	Neighborhood		
Town Place	Marlton	NJ	Neighborhood	64,000	1988
Tri Town Plaza	Marlton	NJ	Community	176,519	
Marlton Crossing I	Marlton	NJ	Community	154,066	
Willow Ridge Shopping Center	Marlton	NJ	Community	143,500	1999
Unnamed	Marlton	NJ	Neighborhood		
Heritage Center	Medford	NJ	Neighborhood	68,000	1980
Iron Stone Village	Medford	NJ	Neighborhood	42,000	1976

CENTER NAME	CITY	STATE	TYPE	GLA INCLUDING ANCHORS	YEAR OPENED
Medford Shopping Center	Medford	NJ	Neighborhood	77,421	1975
Medford Village Outlet Center	Medford	NJ	Regional	339,000	2003
Sharp's Run Shopping Center	Medford	NJ	Community	128,000	1988
Village of Taunton Forge	Medford	NJ	Neighborhood	82,000	1978
Media Shopping Center	Media	PA	Neighborhood	50,000	1964
Gayley Square Shopping Center	Media	PA	Convenience	15,000	
Williamsburg Shopping Center	Media	PA	Convenience	27,000	1960
Granite Run Mall	Media	PA	Super Regional	1,036,359	1974
Granite Run Marketplace	Media	PA	Community	125,000	2001
Unnamed	Merchantville	NJ	Neighborhood		
Water Tower Square	Montgomeryville	PA	Community	247,503	1993
Montgomery Mall	Montgomeryville	PA	Super Regional	1,117,137	1977
Kingway Shopping Plaza	Moorestown	NJ	Neighborhood	64,684	1979
Moorestown Mall	Moorestown	NJ	Super Regional	1,033,000	1964
Moorestown Center	Moorestown	NJ	Neighborhood	47,961	
Moorestown Commons	Moorestown	NJ	Community	100,000	
Plaza 70 East	Moorestown	NJ	Neighborhood	62,000	
Moorestown Shopping Center	Moorestown	NJ	Community	227,110	1970
Morrisville Shopping Center	Morrisville	PA	Neighborhood	96,899	1951
Makefield Shopping Center	Morrisville	PA	Convenience	18,000	1961
Mill Pond Center	Morrisville	PA	Convenience	28,000	
Village Crossings Shopping Center	Morrisville	PA	Neighborhood	74,000	
Morrisville Square	Morrisville	PA	Convenience	27,900	
CVS Plaza	Mt. Ephraim	NJ	Convenience	20,000	
Rancocas Woods Shopping Center	**Mt. Holly**	**NJ**			
Mount Holly Shopping Center	**Mt. Holly**	**NJ**	**Neighborhood**	**30,403**	**1973**
Fair Ground Plaza	Mt. Holly	NJ	Community	179,000	1958
Evergreen Plaza	Mt. Holly	NJ	Neighborhood	85,010	1991
Village and Shops	**Mt. Holly**	**NJ**			
Bell Atlantic Shopping Center	Mt Laurel	NJ	Community		
The Village at Cambridge Crossing	Mt. Laurel	NJ	Community	115,000	

CENTER NAME	CITY	STATE	TYPE	GLA INCLUDING ANCHORS	YEAR OPENED
West Marine Shopping Center	Mt. Laurel	NJ	Neighborhood		
Centerton Square	Mt. Laurel	NJ	Regional	732,000	2004
Eastgate Square Shopping Center	Mt. Laurel	NJ	Super Regional	879,078	1993
The Ellipse Shopping Center	Mt. Laurel	NJ	Convenience	20,000	
Princeton Place Shopping Center	Mt. Laurel	NJ	Convenience	24,000	1985
Larchmont Commons Shopping Center	Mt. Laurel	NJ	Community	125,000	1989
Ramblewood Shopping Center	Mt. Laurel	NJ	Convenience	25,000	
Roberts Mill Shopping Center	Mt. Laurel	NJ	Convenience	16,900	1970
Town Center	Mt. Laurel	NJ	Neighborhood	70,000	
Towne Square Shopping Center	Mt. Laurel	NJ	Neighborhood	89,000	
Town Center of New Britain	New Britain	PA	Community	125,727	1987
New Garden	New Garden Township	PA	Regional	394,000	2004
Logan Square Shopping Center	New Hope	PA	Neighborhood	67,676	1995
New Hope Center	New Hope	PA	Neighborhood	77,000	1979
Unnamed	New London	PA			
Marketplace at Newtown	Newtown	PA	Neighborhood	39,000	
Newtown Shopping Center	Newtown	PA	Community	168,991	2001
Summit Square Shopping Square	Newtown	PA	Community	112,679	1979
Village at Newtown Shopping Center	Newtown	PA	Community	175,476	
Village at Newtown South	Newtown	PA	Neighborhood	91,000	
St. Albans Shopping Center	Newtown Square	PA	Neighborhood	86,000	1951
Newtown Square	Newtown Square	PA	Community	148,593	1958
Ridgeway Shopping Center	**Norristown**	**PA**	**Convenience**	**13,000**	
East Norriton Crossing	Norristown	PA	Community	120,000	
Norriton Square	Norristown	PA	Community	134,860	
Northtowne Plaza	**Norristown**	**PA**	**Community**	**235,000**	**1985**
Park Ridge Shopping Center	Norristown	PA	Community	108,000	1958
Swede Square Shopping Center	Norristown	PA	Community	120,000	1980
Logan Square	**Norristown**	**PA**	**Regional**	**350,000**	**1954**
Kmart Plaza	Norristown	PA	Community	174,117	1975
Valley Forge Marketplace	Norristown	PA	Regional	400,000	2001

CENTER NAME	CITY	STATE	TYPE	GLA INCLUDING ANCHORS	YEAR OPENED
Whitpain Shopping Center	**Norristown**	**PA**	**Neighborhood**	**35,000**	**1976**
Norris Hill's Shopping Center	Norristown	PA	Convenience	20,000	1965
Hillcrest Plaza Shopping Center	Norristown	PA	Neighborhood	55,000	1983
Sandy Hill Shopping Center	Norristown	PA	Neighborhood	60,000	1978
Audubon Square Shopping Center	Norristown	PA	Community	120,000	1996
Astor Shopping Center	Norristown	PA	Neighborhood	50,000	1962
Airport Square	North Wales	PA	Community	251,041	1982
Montgomeryville Plaza	North Wales	PA	Community	127,275	1987
North Wales Plaza	North Wales	PA	Neighborhood	34,646	
Montgomery Square	North Wales	PA	Regional	385,457	1999
Montgomery Commons	North Wales	PA	Regional	332,559	1975
General Hancock Shopping Center	North Wales	PA	Community	250,000	2000
English Village Shoppes	North Wales	PA	Neighborhood	68,720	1974
Oaklyn Plaza	**Oaklyn**	**NJ**	**Convenience**	**8,000**	
Marketplace at Oaks	Oaks	PA	Regional	500,000	2002
Oreland Shopping Center	Oreland	PA	Neighborhood	50,000	1947
Mountainview Plaza	Ottsville	PA	Neighborhood		1985
Oxford Commons	Oxford	PA	Regional	346,000	2004
Depot Shoppes of Paoli	Paoli	PA	Neighborhood	30,000	
Paoli Shopping Center	Paoli	PA	Community	168,611	1954
Fairway Shopping Center	Paoli	PA			1961
Exton Plaza	Paoli	PA	Neighborhood	82,500	1977
1776 Paoli Plaza	Paoli	PA	Neighborhood	34,150	1971
Paoli Square Center	Paoli	PA	Convenience	6,240	
Paoli West Shopping Center	Paoli	PA	Convenience	24,895	1974
Sabury Commons	Parkesburg	PA	Regional	390,000	2000
Parkesburg Shopping Center	Parkesburg	PA	Neighborhood	70,000	1970
Pennington Shopping Center	Pennington	NJ	Neighborhood	98,851	1970
Airport Circle	**Pennsauken**	**NJ**	**Community**	**121,000**	**1961**
Pennsauken Shopping Center	Pennsauken	NJ	Convenience	27,847	1990
Pennsburg Square Shopping Center	Pennsburg	PA	Neighborhood	95,000	1977

CENTER NAME	CITY	STATE	TYPE	GLA INCLUDING ANCHORS	YEAR OPENED
Perkasie Square	Perkasie	PA	Community	100,000	1994
Glenwood Village Shopping Center	Perkasie	PA	Regional	63,000	1971
University Center	Philadelphia	PA	Convenience	20,000	1981
Five Points Plaza	**Philadelphia**	**PA**	**Convenience**	**29,000**	
The Shops at Liberty Place	Philadelphia	PA	Community	150,000	1990
The Shops at Penn	Philadelphia	PA	Convenience	26,260	1987
Shops at Red Lion	Philadelphia	PA	Convenience	25,246	1986
The Shops at the Bellevue	Philadelphia	PA	Neighborhood	64,011	1988
Snyder Plaza	Philadelphia	PA	Regional	315,831	1986
Society Hill Shopping Center	Philadelphia	PA	Convenience	25,000	1970
South Philadelphia Plaza	Philadelphia	PA	Regional	341,217	1960
South Street Plaza	Philadelphia	PA	Neighborhood	30,000	1985
Spring Garden	Philadelphia	PA	Neighborhood	70,000	2004
Torresdale Plaza	Philadelphia	PA	Community	142,282	1976
Wadsworth Plaza	Philadelphia	PA	Neighborhood	35,000	1958
Walnut Mall	Philadelphia	PA	Convenience	28,500	1982
Whitman Plaza	Philadelphia	PA	Community	250,000	1980
Willits Road Shopping	**Philadelphia**	**PA**	**Neighborhood**	**47,000**	**1970**
Wilson Park Shopping Center	Philadelphia	PA	Neighborhood		1956
Woodland Village Plaza	**Philadelphia**	**PA**	**Neighborhood**	**87,000**	**1957**
The World Trade Center of Greater Philadelphia	Philadelphia	PA	Community	118,000	2004
80th Avenue Shopping Center	Philadelphia	PA	Convenience	10,400	1955
Tremont Shopping Center	Philadelphia	PA	Neighborhood	55,500	1960
Harrowgate Plaza	**Philadelphia**	**PA**	**Neighborhood**		
Holmesburg Shopping Center	**Philadelphia**	**PA**	**Neighborhood**		**1959**
Station Center	Philadelphia	PA	Neighborhood	70,649	1998
Haverford Avenue Shops - North	Philadelphia	PA	Neighborhood	44,000	1962
Knights Plaza	Philadelphia	PA	Neighborhood		
Cottman-Bustleton Shopping Center	Philadelphia	PA	Community	280,492	1961
Domino Lane Shopping Center	**Philadelphia**	**PA**	**Convenience**	**11,000**	
Dragon Square	Philadelphia	PA	Regional	400,000	2004

CENTER NAME	CITY	STATE	TYPE	GLA INCLUDING ANCHORS	YEAR OPENED
Dunlap Square	Philadelphia	PA			
Franklin Marketplace	Philadelphia	PA	Community	225,000	
The Gallery at Market East	Philadelphia	PA	Super Regional	1,009,000	1977
Front Street and Godfrey Shopping Center	Philadelphia	PA	Neighborhood		1958
Gateway Plaza	**Philadelphia**	**PA**	**Neighborhood**	**40,000**	
Grant Academy Shopping Center	Philadelphia	PA	Neighborhood	72,000	1962
Columbus Center	Philadelphia	PA	Community	145,000	2001
Great Northeast Plaza	Philadelphia	PA	Community	281,423	
City Line Center	**Philadelphia**	**PA**	**Neighborhood**	**39,658**	
Haverford Avenue Shops - South	Philadelphia	PA	Convenience	14,242	
Hechinger Plaza - Rising Sun	**Philadelphia**	**PA**	**Neighborhood**	**82,600**	
Heritage Villlage Plaza	**Philadelphia**	**PA**	**Neighborhood**	**60,000**	
Franklin Mills	Philadelphia	PA	Super Regional	1,602,277	1989
Hendrix Center	Philadelphia	PA	Convenience	13,647	1984
Bustleton Square	Philadelphia	PA	Community	225,000	
Hope Plaza	Philadelphia	PA	Neighborhood	54,894	1986
Imperial Plaza	Philadelphia	PA	Community	119,634	1987
Ivy Ridge	Philadelphia	PA	Community	112,278	1963
Jump Street USA	Philadelphia	PA	Regional	360,000	2004
Juniata Square	Philadelphia	PA	Neighborhood	45,000	1956
Kelly's Korner	**Philadelphia**	**PA**	**Community**	**130,000**	
Grays Ferry Shopping Center	Philadelphia	PA	Neighborhood	83,305	1989
Andorra Shopping Center	Philadelphia	PA	Community	251,242	1953
Bustleton-Somerton Shopping Center	Philadelphia	PA	Neighborhood	50,500	1960
Bustelton/Robbins Shopping Center	Philadelphia	PA	Neighborhood	19,526	1954
Broad and Godfrey Shopping Center	Philadelphia	PA			1955
Bouelvard Plaza	Philadelphia	PA	Regional	399,019	1987
Blue Grass Mall	Philadelphia	PA	Neighborhood	65,000	1970
Blue Bell Shopping Center	Philadelphia	PA	Neighborhood	43,000	1967
Big and Tall Casual Male	Philadelphia	PA	Neighborhood	34,000	
Bells Corner Shopping Center	Philadelphia	PA	Neighborhood	67,681	1962

CENTER NAME	CITY	STATE	TYPE	GLA INCLUDING ANCHORS	YEAR OPENED
Belair Shopping Center	Philadelphia	PA	Neighborhood	46,000	
Aramingo Village	Philadelphia	PA	Neighborhood	77,000	1984
Cottman Avenue Shopping Center	Philadelphia	PA	Neighborhood	32,000	
Annie Sez Plaza	Philadelphia	PA	Neighborhood	70,000	1986
Holmesburg Shopping Center	Philadelphia	PA	Neighborhood		1959
Adams and Tabor Shopping Center	Philadelphia	PA	Convenience	28,000	
Adams Run Shopping Center	Philadelphia	PA	Neighborhood	95,000	1996
Adams Plaza	Philadelphia	PA	Neighborhood	43,000	1962
Academy Plaza	Philadelphia	PA	Neighborhood	157,836	1967
Abbotts Square	Philadelphia	PA	Neighborhood	70,000	
Castor and Cottman Shopping Center	Philadelphia	PA	Community	114,970	1977
Castor Shopping Center	Philadelphia	PA	Community	119,000	
Champlost Shops	Philadelphia	PA	Convenience	26,800	
Cheltenham Square	Philadelphia	PA	Regional	640,773	1981
Choctaw Shopping Center	Philadelphia	PA	Convenience	28,000	1988
City Avenue Shopping Center	Philadelphia	PA	Community	158,095	1949
Aramingo Plaza	Philadelphia	PA	Neighborhood	54,000	1984
Rittenhouse Place	Philadelphia	PA	Neighborhood	62,858	1990
Pennsport Mall	**Philadelphia**	**PA**	**Neighborhood**		**1981**
PennyPack Plaza	Philadelphia	PA	Neighborhood	51,000	1961
Penrose Plaza Shopping Center	Philadelphia	PA	Community	255,969	1976
Philadelphia Home and Design Center	Philadelphia	PA	Community	225,000	
Philmont Shopping Center	Philadelphia	PA	Neighborhood		1972
Knights Road Shopping Center	Philadelphia	PA	Neighborhood	98,965	
Port Richmond Shopping Center	Philadelphia	PA	Community	220,000	1988
Princeton Plaza	Philadelphia	PA	Neighborhood		1978
Progress Plaza	Philadelphia	PA	Neighborhood	68,653	1968
Reading Terminal	Philadelphia	PA	Neighborhood	80,000	1988
Red Lion Plaza	Philadelphia	PA	Community	217,800	1971
Parkwood Shopping Center	Philadelphia	PA	Neighborhood	72,000	1962
Rising Sun Plaza	Philadelphia	PA	Community	232,000	1979

CENTER NAME	CITY	STATE	TYPE	GLA INCLUDING ANCHORS	YEAR OPENED
The Phoenix	Philadelphia	PA	Convenience	20,000	2002
Riverview Plaza	Philadelphia	PA	Community	130,000	1991
Rodin Place	Philadelphia	PA	Neighborhood	40,000	1981
Roosevelt Mall	Philadelphia	PA	Regional	555,819	1964
Roosevelt Plaza	Philadelphia	PA	Community	106,470	1953
Roxborough Square	Philadelphia	PA	Convenience	13,000	1988
Sharps Run Plaza	Philadelphia	PA	Community	120,000	1986
Shelly Plaza	Philadelphia	PA	Neighborhood	76,000	1959
Shop and Bag Shopping Center	Philadelphia	PA	Neighborhood	80,000	
Shoppers World	Philadelphia	PA	Neighborhood	30,000	1954
Shoppes at Germantown	Philadelphia	PA	Convenience	22,000	1989
The Shops at Hunting Park	Philadelphia	PA	Community	134,275	1997
Red Lion Road Shopping Center	Philadelphia	PA	Neighborhood	50,000	1959
New Market at Head House Square	Philadelphia	PA	Community	120,000	1976
Presidential Plaza	Philadelphia	PA	Community	128,000	1978
Morrell Plaza Shopping Center	Philadelphia	PA	Community	107,000	
Packer Park Shopping Center	Philadelphia	PA	Neighborhood		1961
Mayfair Shopping Center	Philadelphia	PA	Community	115,027	1986
Market Square at Chestnut Hill	Philadelphia	PA	Community	125,000	1972
The Mall at One	Philadelphia	PA	Neighborhood	77,664	1985
Lynnewood Gardens Shopping Center	Philadelphia	PA			1952
Lumar Shopping Center	Philadelphia	PA	Neighborhood	73,510	1953
Mt. Airy Shoppes	**Philadelphia**	**PA**	**Neighborhood**	**75,366**	**1956**
Krewstown Shopping Center	Philadelphia	PA	Community	190,046	1968
Normandy Square Mart	Philadelphia	PA	Neighborhood	93,000	1959
Krew II Shopping Center	Philadelphia	PA	Convenience	27,984	1965
Northeast Shopping Center	Philadelphia	PA	Community	286,887	1959
Northeast Tower Center	Philadelphia	PA	Regional	472,102	1995
Ohanlon Plaza	**Philadelphia**	**PA**	**Neighborhood**		
Olney and A and P Shopping Center	Philadelphia	PA	Neighborhood	47,000	1979
19th Street and Hunting Park Avenue	**Philadelphia**	**PA**	**Neighborhood**	**54,450**	

CENTER NAME	CITY	STATE	TYPE	GLA INCLUDING ANCHORS	YEAR OPENED
Olney Square	Philadelphia	PA	Regional	400,000	1988
Oregon Avenue Shopping Center	Philadelphia	PA	Neighborhood	56,369	1954
5200 Frankford Avenue	Philadelphia	PA			
Knorr and Frankford Shopping Center	Philadelphia	PA			1963
Oxford and Levick Shopping Center	Philadelphia	PA	Neighborhood		1958
Leo Mall	Philadelphia	PA	Community	156,696	1965
A & P Shopping Center	Philadelphia	PA	Neighborhood	30,300	1960
Maple Lawn Village Center	Phoenixville	PA		72,000	1992
The Shoppes at Valley Forge	Phoenixville	PA	Community	171,646	1975
Kimberton Square	Phoenixville	PA	Convenience	28,000	1988
Phoenixville Plaza	Phoenixville	PA	Community	295,000	1999
Pikeland Village Square	Phoenixville	PA	Neighborhood	35,000	1992
Centre at French Creek	Phoenixville	PA			1997
Unnamed	Phoenixville	PA	Neighborhood	75,000	1991
Village at Eland	Phoenixville	PA	Neighborhood	95,000	
Pine Mill Shopping Center	Pine Hill	NJ	Convenience	6,000	1990
Plumstead Square	Plumsteadville	PA	Neighborhood	66,254	
Plymouth Meeting Mall	Plymouth Meeting	PA	Super Regional	777,000	1966
Plymouth Plaza	Plymouth Meeting	PA	Convenience	29,821	1957
The Metroplex	Plymouth Meeting	PA	Super Regional	780,000	2000
The Crossroads of Plymouth Meeting	Plymouth Meeting	PA	Convenience	10,115	1989
North End Shopping Center	Pottstown	PA	Neighborhood	98,806	1964
Pottstown Plaza	Pottstown	PA	Community	160,000	1989
Coventry Mall	Pottstown	PA	Super Regional	809,000	1966
Pottstown Center	Pottstown	PA	Community	276,000	1995
West Pottstown Shopping Plaza	Pottstown	PA	Neighborhood		1962
Windsor Plaza	Princeton	NJ	Neighborhood	60,000	1979
Nassau Park Pavilion	Princeton	NJ	Super Regional	1,060,380	1995
The Marketplace at Princeton	Princeton	NJ	Neighborhood	46,275	1972
Princeton Forrestal Village	Princeton	NJ	Community	180,000	1992
Princeton Shopping Center	Princeton	NJ	Community	220,000	1954

CENTER NAME	CITY	STATE	TYPE	GLA INCLUDING ANCHORS	YEAR OPENED
Shops at Windsor Green	Princeton	NJ	Community	159,000	1993
Princeton Marketfair	Princeton	NJ	Community	240,000	1987
Quakertown	Quakertown	PA	Community	130,000	1984
1408 Broad Street Center	Quakertown	PA	Neighborhood		
Trainer's Corner Shopping Center	Quakertown	PA	Community	173,868	1979
Richland Mall	Quakertown	PA	Community	206,500	1975
Richland Crossings	Quakertown	PA	Community	285,000	1997
Country Square	Quakertown	PA	Neighborhood	80,640	1975
Quaker Village	Quakertown	PA	Neighborhood	70,000	
Gateway Shopping Center	Radnor	PA	Neighborhood	83,000	
Crossroads Plaza	Richboro	PA	Neighborhood	108,741	1977
Delran Center	Riverside	NJ	Neighborhood	33,000	1960
Jimbles Shopping Center	**Riverton**	**NJ**			
Washington Park	Robbinsville	NJ	Neighborhood	76,000	1987
The Shoppes at Foxmoor	Robbinsville	NJ	Community	122,000	1990
Lakeview Centre	Royersford	PA	Community	190,465	2002
Park Town Plaza	Royersford	PA		65,000	1967
Royersford Center	Royersford	PA	Community	135,000	1996
Runnemede Plaza	**Runnemede**	**NJ**	**Neighborhood**	**57,600**	**1992**
Washington Center Shopping Center	Sewell	NJ	Community	158,000	1979
Harbour Square	Sewell	NJ	Convenience	28,000	1988
Mill Pond Village Center	Sewell	NJ	Neighborhood	94,550	
Cherry Tree Crossing	Sewell	NJ	Neighborhood	70,000	
Sharon Hill Shopping Center	Sharon Hill	PA	Neighborhood	93,119	
Chester Pike Plaza	Sharon Hill	PA	Neighborhood		1954
Winslow Crossing Center	Sicklerville	NJ	Convenience	18,000	1973
Montgomery Shopping Center	Skillman	NJ	Community	155,186	1967
Skippack Square Shopping Center	Skippack	PA	Neighborhood	35,000	1999
Somerdale Shopping Center	**Somerdale**	**NJ**	**Convenience**	**7,200**	**1962**
Somerdale Square	**Somerdale**	**NJ**	**Convenience**	**24,830**	
Lions Head Plaza	**Somerdale**	**NJ**	**Community**	**235,012**	**1988**

CENTER NAME	CITY	STATE	TYPE	GLA INCLUDING ANCHORS	YEAR OPENED
County Line Plaza	Souderton	PA	Community	171,754	1973
Hilltown Plaza	Souderton	PA	Community	190,000	1973
Souderton Center	Souderton	PA	Neighborhood	63,000	1957
Souderton Plaza	Souderton	PA	Community	133,000	1973
Souderton Shopping Center	Souderton	PA	Neighborhood		
Souderton Square Shopping Center	Souderton	PA	Convenience	19,914	1990
Hampton Square	Southampton	PA	Neighborhood	62,933	1980
Redwood Village	Southampton	PA	Convenience	26,000	1975
Southampton Shopping Plaza	Southampton	PA	Neighborhood	85,000	1962
Stoney Creek Center	Springfield	PA	Neighborhood	63,000	1972
A and P Center	Springfield	PA			1961
Marple Crossroads Shopping Center	Springfield	PA	Regional	470,000	1964
Olde Sproul Shopping Center	Springfield	PA	Neighborhood	65,516	1971
The Shops at Springfield Park	Springfield	PA	Community	268,500	1982
Springfield Mall	Springfield	PA	Regional	594,886	1974
Springfield Shopping Center	Springfield	PA	Neighborhood	218,907	1957
Springfield Square	**Springfield**	**PA**			**1986**
Springhouse Village Center	Springhouse	PA	Neighborhood	63,000	1972
St. Davids Square	St. Davids	PA	Community	216,891	1992
Stratford Shopping Center	Stratford	NJ	Neighborhood	31,500	1971
Bradlees Plaza	**Stratford**	**NJ**	**Community**	**182,500**	**1964**
Unnamed	**Stratford**	**NJ**	**Neighborhood**		**1962**
Thorndale Shopping Center	Thorndale	PA	Community	111,666	1968
Thorndale Plaza	Thorndale	PA	Community	268,000	1984
Trappe Center	Trappe	PA	Community	123,000	1990
Capital Center	Trenton	NJ	Neighborhood	51,800	1990
Independence Plaza	Trenton	NJ	Community	248,525	1961
Hermitage Shopping Center	Trenton	NJ	Neighborhood		1962
Unnamed	Trenton	NJ	Neighborhood	46,000	1993
Roebling Market	Trenton	NJ	Community	111,447	1996
Mercerville Shopping Center	Trenton	NJ	Neighborhood	97,631	1964

CENTER NAME	CITY	STATE	TYPE	GLA INCLUDING ANCHORS	YEAR OPENED
Mercer County Park	Trenton	NJ	Regional	350,000	1985
Ewing Center	Trenton	NJ	Neighborhood	65,910	
Birmingham Plaza	Trenton	NJ	Neighborhood	62,000	1989
Ewing Square	Trenton	NJ	Neighborhood	65,910	1951
Park Ridge Shopping Center	Trooper	PA	Community	108,550	1990
Unnamed	Turnersville	NJ	Community		1993
Washington Plaza	Turnersville	NJ	Community	195,903	1991
Turnersville Square Shopping Center	Turnersville	NJ	Neighborhood	53,033	
Ganttown Square	Turnersville	NJ	Community	109,443	1988
Cross Keys Commons	Turnersville	NJ	Regional	371,128	1990
Unnamed	Turnersville	NJ	Neighborhood	95,883	
Echo Plaza	Turnersville	NJ	Neighborhood	89,995	
Whitman Care Plaza	Turnersville	NJ	Neighborhood	65,000	
Mill Pond Shopping Center	Turnersville	NJ	Neighborhood	66,138	
Plaza 42	Turnersville	NJ	Community	204,650	1971
Whitman Square Shopping Center	Turnersville	NJ	Convenience	10,000	1970
The Wellness Place	Upper Darby	PA	Neighborhood	52,657	1997
Bond Shopping Center	Upper Darby	PA	Neighborhood	83,118	
69th Street Drug Emporium Plaza Shopping Center	Upper Darby	PA	Neighborhood	42,500	1959
Valley Fair	Valley Forge	PA	Neighborhood	97,000	1997
Echelon Mall	Voorhees	NJ	Super Regional	1,140,000	1970
Echelon Village Plaza	Voorhees	NJ	Neighborhood	88,993	1990
Eagle Plaza Shopping Center	Voorhees	NJ	Community	120,000	1979
Coopers Plaza	Voorhees	NJ	Community	173,509	
Avian Plaza	Voorhees	NJ	Convenience	25,000	1985
Cedar Hill	Voorhees	NJ	Community	200,000	2004
Village Walk	Voorhees	NJ	Convenience	25,000	
Ritz Center	Voorhees	NJ	Community	108,801	1996
Echo Shoppes	Voorhees	NJ	Neighborhood	35,000	
Center Point Place	Warminster	PA	Community	265,165	1988
Davisville Shopping Center	Warminster	PA	Neighborhood	95,000	1995

CENTER NAME	CITY	STATE	TYPE	GLA INCLUDING ANCHORS	YEAR OPENED
Warminster Towne Center	Warminster	PA	Regional	318,053	
Town and Country Shopping Center	Warminster	PA	Neighborhood	37,000	1958
Warminster Plaza	Warminster	PA	Community	100,000	1963
Warminster Shopping Center	Warminster	PA	Convenience	28,340	
Warminster Square	Warminster	PA	Neighborhood	40,000	1987
Kmart Plaza	Warminster	PA	Community	108,960	1973
Creekview	Warrington	PA	Regional	450,000	1999
Doylestown Pointe Plaza	Warrington	PA	Community	151,000	1975
Warrington Plaza	Warrington	PA	Neighborhood	83,142	1969
Strafford Shopping Center	Wayne	PA	Convenience	29,215	1961
Chesterbrook Village Center	Wayne	PA	Community	128,814	1981
Berlin Circle Plaza	West Berlin	NJ	Community	285,263	1987
Cambridge Square	West Chester	PA	Convenience	23,615	1972
Bradford Plaza	West Chester	PA	Neighborhood	125,000	1990
Westtown Village Shopping Center	West Chester	PA	Neighborhood	79,197	1989
West Goshen Center	West Chester	PA	Regional	300,000	1962
Town and Country Shopping Center	West Chester	PA	Community	135,942	1975
Shoppes at Dilworthtown Crossing	West Chester	PA	Community	120,177	2002
Sharpless Square	**West Chester**	**PA**	**Convenience**	**25,000**	**1988**
Parkway Shopping Center	West Chester	PA	Neighborhood	50,000	1972
Paoli Village Shops	**West Chester**	**PA**	**Neighborhood**	**40,000**	**1964**
Marketplace at Westtown	West Chester	PA	Community	108,545	1982
Hersheys Mill Village Square	West Chester	PA	Neighborhood	83,000	1993
Goshen Crossing Shopping Center	West Chester	PA	Convenience	20,800	1987
Goshen Village Shopping Center	West Chester	PA	Neighborhood	96,339	1988
Shoppes at Jenners Village	West Grove	PA	Community	104,335	2002
Haddon Shops	Westmont	NJ	Convenience	12,945	1991
Westmont Plaza	Westmont	NJ	Community	195,824	
Westmont Shopping Center	Westmont	NJ	Neighborhood	52,640	
Marketplace at Westtown	Westtown	PA	Community	100,000	
Premier Plaza	Williamstown	NJ	Neighborhood	50,000	

CENTER NAME	CITY	STATE	TYPE	GLA INCLUDING ANCHORS	YEAR OPENED
Unnamed	Williamstown	NJ			
Williamstown Shopping Center	Williamstown	NJ	Neighborhood	42,154	1995
Willingboro Town Center	Willingboro	NJ	Community	120,000	2003
Village Mall	**Willingboro**	**NJ**	**Regional**		
Unnamed	Willingboro	NJ	Neighborhood		
Country Club Plaza	**Willingboro**	**NJ**	**Neighborhood**	**81,500**	
Tower Shopping Center	**Willingboro**	**NJ**			
Willow Grove Park	Willow Grove	PA	Super Regional	1,202,423	1982
Upper Dublin Shopping Center	Willow Grove	PA	Community	103,000	1964
The Plaza at Willow Grove Park	Willow Grove	PA	Community	150,000	1987
Willow Grove Shopping Center	Willow Grove	PA	Community	215,256	1953
The Trolley Stop	Willow Grove	PA	Neighborhood		1988
Princeton Arms Shopping Center	Windsor	NJ	Neighborhood	32,100	1985
Woodlyn Shopping Center	Woodlyn	PA	Community	108,640	1968
Southwood Shopping Center	Woodbury	NJ	Neighborhood	75,325	1958
Sickel's Shopping Center	**Woodbury**	**NJ**	**Neighborhood**	**74,275**	**1964**
Oak Valley	**Woodbury**	**NJ**	**Neighborhood**	**11,000**	**1962**
Evergreen Shopping Center	Woodbury	NJ			1955
Woodlyn Shopping Center	Woodbury	NJ			
Oak Valley Shopping Center	**Woodbury Heights**	**NJ**	**Community**	**128,317**	**1971**
Oak Valley Plaza	Woodbury Heights	NJ	Community	125,000	
Wrightstown Shopping Center	Wrightstown	NJ	Neighborhood	70,000	1959
Anchor Crossing	**Wrightstown**	**PA**	**Convenience**	**22,500**	**1984**
Cedarbrook Plaza	Wyncote	PA	Regional	530,000	1964
Wynnewood Shopping Center	Wynnewood	PA	Community	248,406	1948
Oxford Oaks Shopping Center	Yardley	PA	Community	198,000	1997
Lower Makefield Center	Yardley	PA	Neighborhood	74,953	1986
Dover Park Plaza	Yardville	NJ	Neighborhood	59,642	1966
Parkway Court Shopping Center	Yeadon	PA	Convenience	25,832	
Yeadon Plaza	**Yeadon**	**PA**	**Convenience**	**32,000**	**1974**

Source: DVRPC, 2005
Source: National Research Bureau, East Coast, 2004

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abstract

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Geographic Area Covered: Nine-county region

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Abstract: The Delaware Valley has a plethora of shopping centers, with more being constructed each year. Current development patterns and retail trends are forcing tenants to abandon older shopping centers and relocate to new big-box regional centers and malls in outlying, growing townships. Over time, these older shopping centers have become vacant and present a blighting influence on their surrounding communities. Solutions to encourage revitalization and redesign can be impeded by a lack of knowledge by municipal officials on how to redevelop and renew these sites, working in concert with regional and local land use and transportation policies. This report and inventory identifies shopping centers, otherwise known as greyfields, in the region that are abandoned or which meet a definition of decline; and transportation, land use and zoning, and design recommendations to help communities reinvent these places into vibrant, mixed-use centers.

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