



# **Wayne Health and Wealth Equity District**

***A Neighborhood Plan - March 2023***



## **Thank you to our Wayne Neighbors**

Community building requires the participation and commitment of many. Thank you to our friends and neighbors who helped to build this vision for the Wayne Health and Wealth Equity District.

## Helping Hands

*Thank you to the Erie County  
Gaming Revenue Authority  
who provided funding to  
make this planning process  
possible.*



### Steering Committee

Rob Laird, Resident

Patricia Poston, Resident

Tywonn Taylor, Resident

Shay Williams, Resident and ECAT Student

Rashad Grady, Business Owner

Sean & Kenya Johnson, Business Owners

Gus Paliouras, Business Owner

Rakan Zahra, Business Owner

### ECAT Project Team

Daria Devlin, Executive Director

Drevell Showers, Community Outreach Coordinator

Hannah Moran, Administrative Assistant

### City of Erie

Erin Carey, Neighborhood Planner

Gretchen Kerr, Love Your Block

Karen Reyes, Love Your Block

## ECAT Board of Directors

Charles, "Boo" Hagerty, President, Hamot Health Foundation (Chair)

Paul Wojcik, Sr Investment Advisor, PNC Private Bank (Treasurer)

Gary Clark, Chief Executive Officer, Reed Manufacturing

Thomas C. Hoffman, II, Partner, Knox Law

Heather McBrier, Commercial Real Estate Agent, Coldwell Banker Select, Realtors

Danny Jones, Executive Director, Greater Erie Community Action Committee (GECAC)

Brenda Sandberg, Director, Community Affairs, Highmark Health (Vice-Chair)

Sarah Holland, Marketing Director, Knox Law (Secretary)

Jill Crable, Principal, DiPaolo Student Success Center at Emerson-Gridley

Laura Guncheon, Master Project Manager, Erie Insurance Group

Linda Graff, Community Member

Gus Paliouras, Community Member

*Since August 2019, ECAT has been strategically located in the center of one of Erie's most disinvested communities- at the intersection of the 16503 and 16507 zip codes on the city's Eastside. When we undertook our renovation of the former Wayne School, we could never have guessed that our work would be completed during one of the most disruptive and challenging times in history. Along the way, we've learned to use the vocabulary of Social Determinants of Health (SDoH) and to understand, as Erie County Council decreed in Sept 2020, that racism in Erie County is truly a public health crisis, one that was exacerbated by the pandemic.*

*We've learned that lack of access to primary healthcare, distrust in local/state government, community disorganization and economic instability disproportionately impacted the residents of our neighborhood during the COVID-19 pandemic. We've also learned that the neighborhood we initially came to serve, but have now come to love, is both incredibly resilient and ripe for opportunities that are strategically designed to raise the entire community up together.*

*For those reasons, the Board and Executive Director of ECAT are now committed to expand the organization's work and create a new umbrella organization that will continue to manage the Wayne School building but also explore additional real estate acquisition, neighborhood development and programming that is centered along the East Avenue commercial corridor.*

***Daria Devlin,***

*Executive Director*

*Erie Center for Arts and Technology*

# CONTENT

## Methodology

Public Engagement..... Page 4

Property Conditions Survey..... Page 6

Data Collection and Analysis ..... Page 7

## Existing Conditions

Our History ..... Page 8

Our Neighbors ..... Page 10

Our Neighborhood ..... Page 13

## Public Engagement

What Our Neighbors Told Us ..... Page 16

## Key Insights

..... Page 18

## Priority Strategies

..... Page 19

## A Framework for Action

..... Page 23

## Appendix

..... Page 29

## EXECUTIVE SUMMARY

The Wayne and Health Equity District Planning Process is a Neighbor-led plan which focuses on term health improvement and wealth generation strategies for the neighborhood.

The Erie Center for Arts & Technology provides unique standing in the community to implement neighborhood redevelopment strategies. As a trusted organization which is already providing basic life and career training services, the organization serves as an anchor resource.

In partnership with a Neighbor Driven Steering Committee and through a series of **community and public engagement events, property survey, and data analysis**, the project team developed the following focus areas for implementation:

**Focus Area 1:  
Create Pathways to Whole Homes**



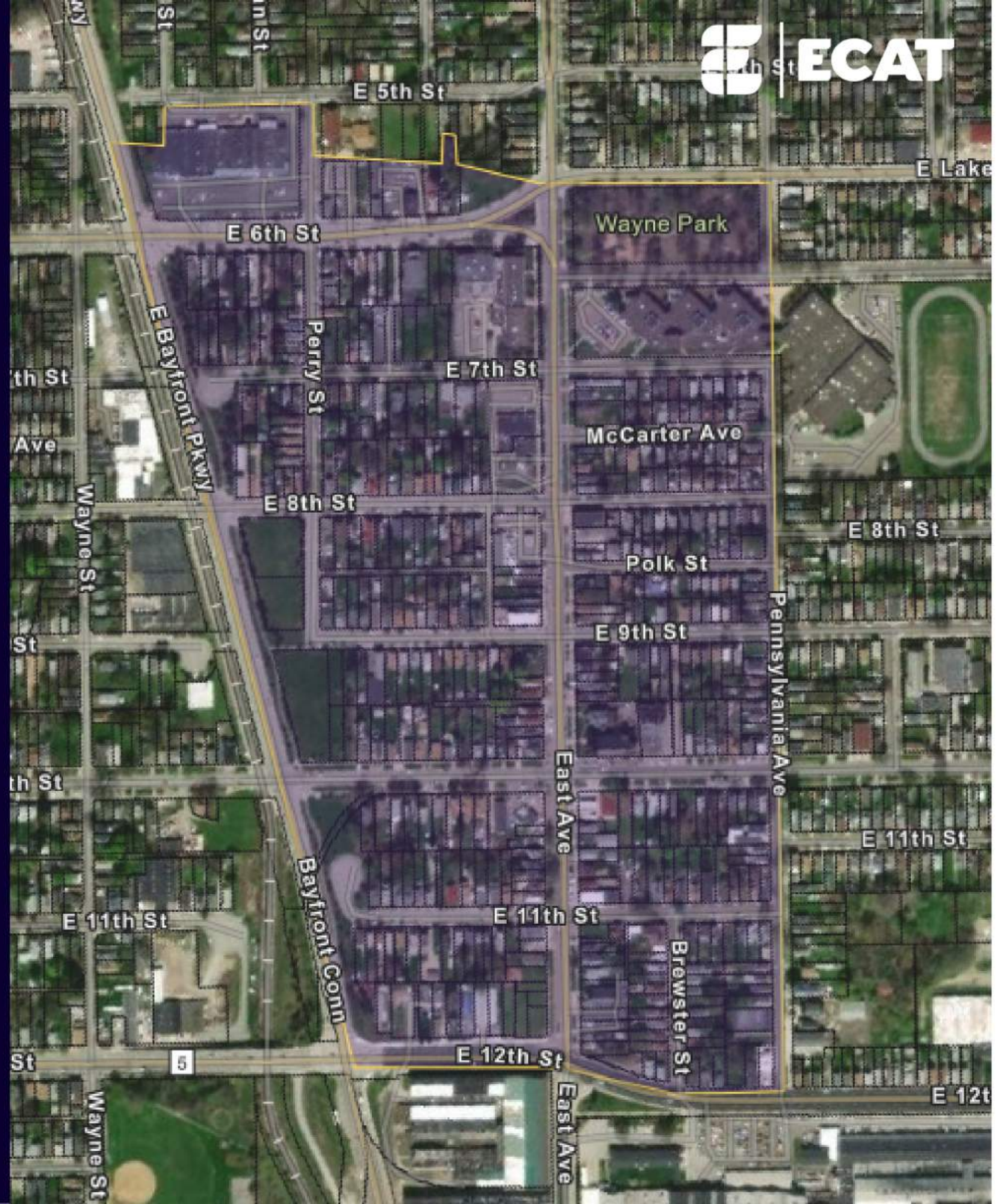
**Focus Area 2:  
Support Inclusive and Creative Entrepreneurship**



**Focus Area 3:  
Reimagine Our Way on East Ave.**



# DISTRICT MAP





## Public Engagement

### METHODOLOGY: A NEIGHBOR DRIVEN PLAN



1

### Neighborhood Events

Coffee in the Community  
*October 29*

HalloWayne  
*October 29*

Community Dinner  
*January 26*

Open House  
*March 7th*



2

### Neighbor Driven Steering Committee

*Four (4) Residents*

*Four (4) Business Owners*



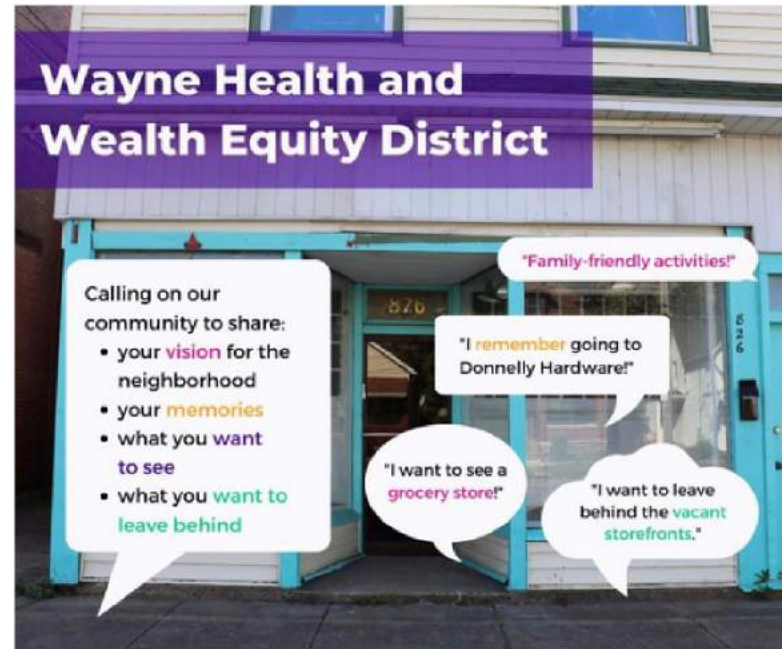
## Public Engagement

# METHODOLOGY: A NEIGHBOR DRIVEN PLAN



### 3 Stakeholder Interviews

- Redevelopment Authority of the City of Erie
- Bridgeway Capital
- City of Erie Planning
- County of Erie Planning
- Bridgeway Capital
- Erie Community Foundation
- Erie's Black Wall Street
- Erie Regional Chamber and Growth Partnership



### 4 Community Survey 40 Responses

community vegetable  
people and businesses

city

great work

concentration of people

East Ave **people** area<sup>store</sup> lot of hope

Wayne **neighborhood** **community**

## Property Conditions Survey

### METHODOLOGY: A NEIGHBOR DRIVEN PLAN



- 1 The project team and Steering Committee members had the opportunity to **build capacity** through hands-on use of data collection tools.
- 2 The project team collected and analyzed **property condition data on over 400 parcels** in the Wayne Health and Wealth Equity District.



- 3 The City of Erie collaborated to share previous data collected by Code Enforcement. The data was integrated into this planning process such that it can be repeated in partnership with the City for future benchmarking.

## Data Collection and Analysis

### METHODOLOGY: A NEIGHBOR DRIVEN PLAN



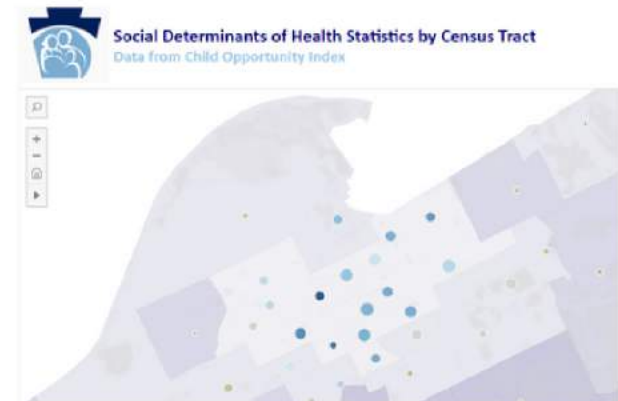
1

Analysis of prior surveying efforts in the community including **Love Your Block** and **UPMC Count Me In** community surveys collected between 2018 and 2020.

2

Review of publicly available **data and other sources** including:

- US Census
- Erie County Property and Tax Records
- Property Survey Data
- ECAT Program Data
- USDA SNAP Retail Locator
- Erie County Department of Health Community Health Improvement Improvement Plan
- PA Department of Human Services Health Equity Analysis Tool



3

Analysis of **40 Responses** to community Survey.

## Our History

### EXISTING CONDITIONS:


### ABOUT THE WAYNE HEALTH AND WEALTH EQUITY DISTRICT




#### LOOKING TO THE PAST TO INFORM THE FUTURE

### A look into the history of the East Ave. neighborhood


#### REVIVING PAST RESOURCES:

 Concerts were held routinely in Wayne Park in the 1950s.

This summer the City of Erie hosted an 814 Concert in Wayne Park. Hopefully this is the return on free community programs in the park.

 There were nursing opportunities at Wayne School during WWII.

Our building once again hosts medical education opportunities at UPMC Jameson at Hamot School of Nursing, and ECAT's tuition-free Clinical Medical Assistant program.

 The Robie Pharmacy on East Ave (est. 1925 - 1968) offered prescription services.

Darling's Pharmacy, a locally-owned community pharmacy, now offers those services.

 Recreational activities like the GCS Club sports leagues and bridge nights used to entertain the neighborhood and build community.

Now, Shanpull Sports hosts basketball tournaments, the Jefferson Educational Society hosts lectures, and Erie City Moms hosts social and support nights.

It's important to understand the history of the District as we move towards a new chapter. Neighbors shared stories and memories of the neighborhood, especially the East Ave. commercial corridor.

We took a deep dive and have pulled out a few interesting elements of the past to share.

Celebrations of store openings showing a vibrant commercial district, educational opportunities, recreational opportunities, industry and economic growth.



## Our History

According to the 2014 Preservation Erie Historic Resource Survey, there are just over **one dozen major historic resources** located within the District, including the Wayne School Building, Wayne Park Baptist Church, St. Ann's Church, and Sarah Reed.

In addition, are a number of commercial and residential historic resources which may benefit from focused preservation strategies.



Source: Preservation Erie 2014 Historic Resource Survey

EXISTING  
CONDITIONS:

ABOUT THE  
WAYNE HEALTH  
AND WEALTH  
EQUITY DISTRICT



## Our Neighbors

**EXISTING  
CONDITIONS:**

**ABOUT THE  
WAYNE HEALTH  
AND WEALTH  
EQUITY DISTRICT**



Approximately

**2,750 Residents**



Approximately

**1,000 Households**



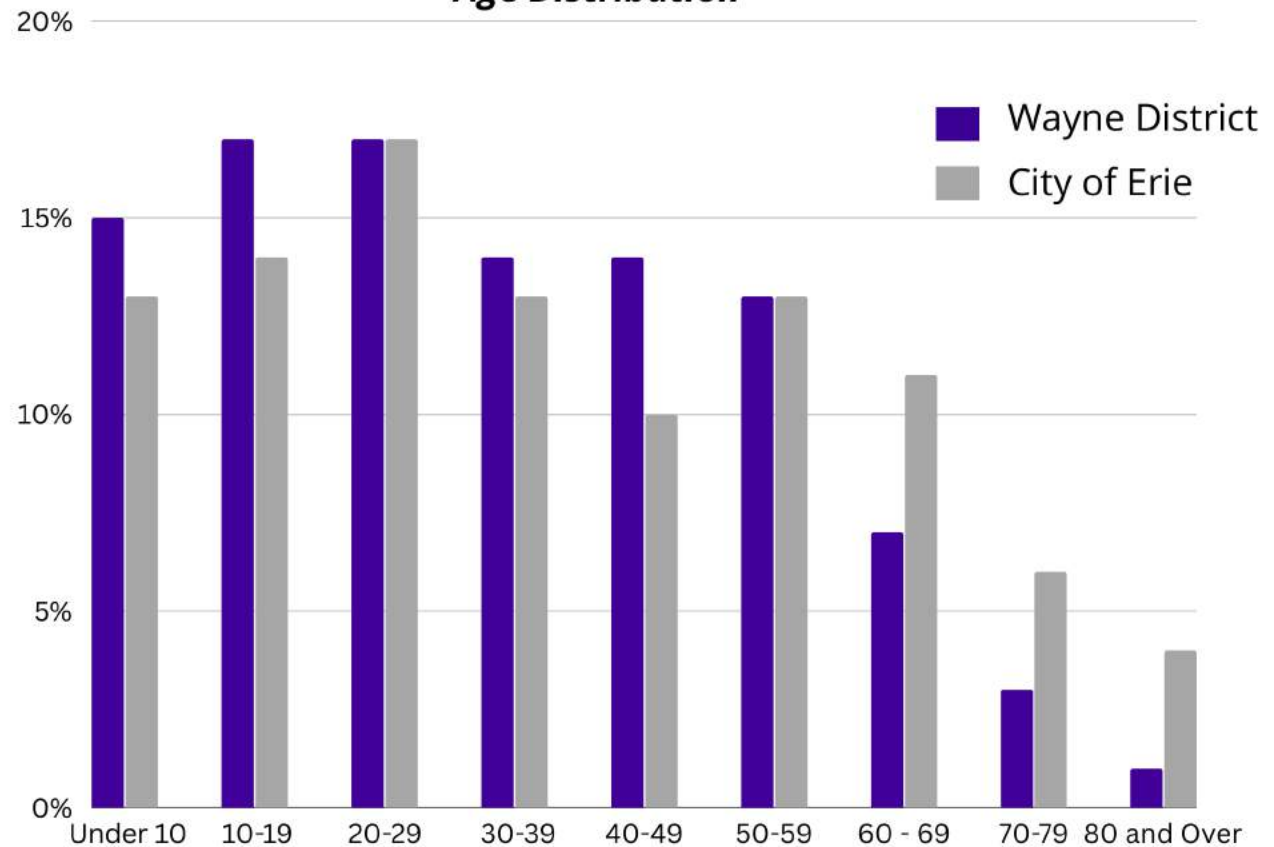
## Our Neighbors

EXISTING  
CONDITIONS:

ABOUT THE  
WAYNE HEALTH  
AND WEALTH  
EQUITY DISTRICT



**Age Distribution**



*Data Source: U.S. Census 2020 Decennial Census*



**Key Insight:** The Wayne District is younger than the City of Erie, signaling there is need to **engage youth** in programming and next steps.

## Our Neighbors

### EXISTING CONDITIONS:

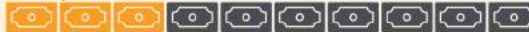
### ABOUT THE WAYNE HEALTH AND WEALTH EQUITY DISTRICT



Median Household Income

#### Wayne District

\$31,000



#### Erie County

\$56,851



Home Ownership Rate

40%



67.6%



Employment Rate

58.3%



54.6%



Poverty Rate

29.4%



16.5%



Educational Attainment

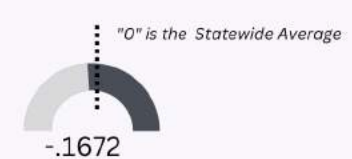
12.9%



29.2%



Social Determinant of Health Index



**Data Sources:** U.S. Census 2020 Decennial Census and 2021 American Community survey 5-Year Estimates; PA Health Equity Analysis Tool



**Key Insight:** Despite other other economic barriers, residents of the Wayne Health and Wealth District are have a comparable to higher rate of employment than the balance of Erie County. This demonstrates **strong aptitude for skilling up.**

## Our Neighborhood

**EXISTING  
CONDITIONS:**

**ABOUT THE  
WAYNE HEALTH  
AND WEALTH  
EQUITY DISTRICT**



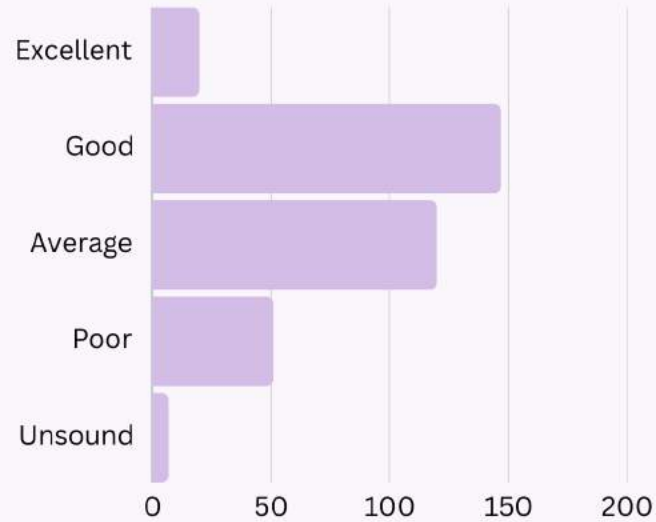
## Our Neighborhood

### EXISTING CONDITIONS:

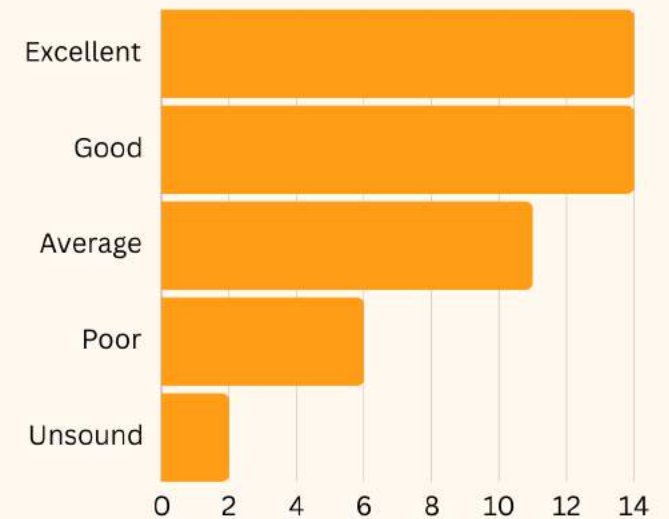
### ABOUT THE WAYNE HEALTH AND WEALTH EQUITY DISTRICT



*Residential Property Conditions*



*Commercial, Industrial, Institutional, and Mixed Use Property Conditions*

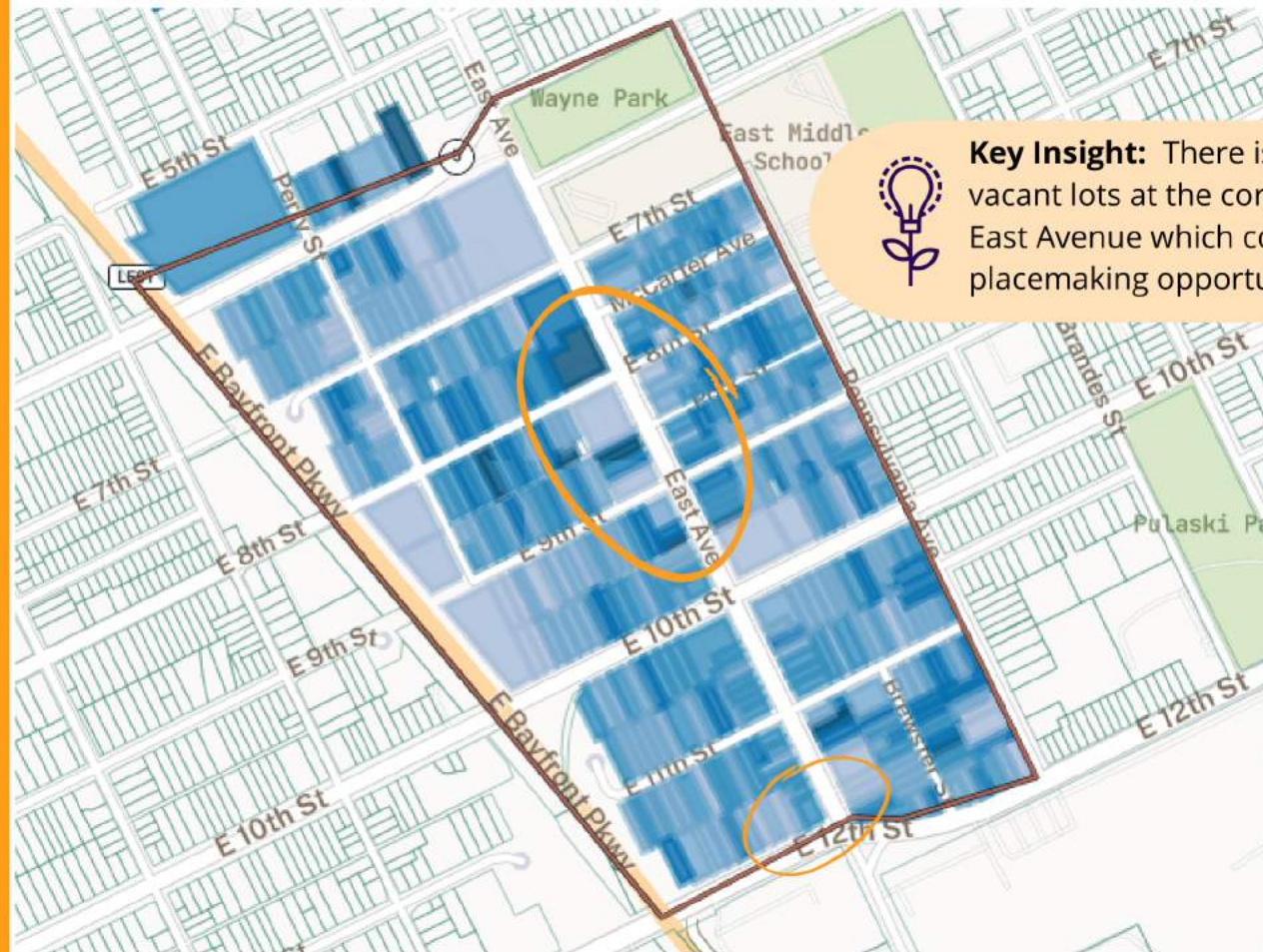


**Data Sources:** City of Erie and Wayne Health and Wealth Equity District Property Surveys 2021 - 2023

## Our Neighborhood

EXISTING  
CONDITIONS:

ABOUT THE  
WAYNE HEALTH  
AND WEALTH  
EQUITY DISTRICT



**Key Insight:** There is a cluster of vacant lots at the corner of 12th and East Avenue which could be idea for placemaking opportunities.

■ condition is Unsound 
 ■ condition is Poor 
 ■ condition is Average 
 ■ condition is Good 
 ■ condition is Excellent

**Data Sources:** City of Erie and Wayne Health and Wealth Equity District Property Surveys 2021 - 2023

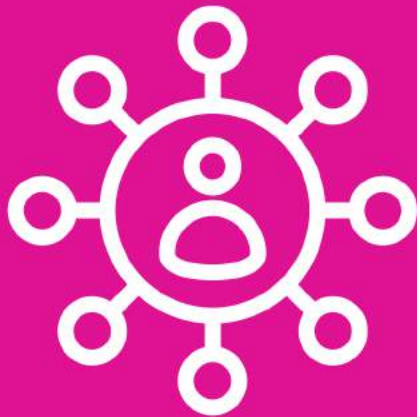


**Key Insight:** There is a strong concentration of poor and unsound properties along the 8th to 10th Street Corridor of East Avenue.

## What Our Neighbors Told Us

### **PUBLIC ENGAGEMENT:**

### **COMMUNITY SURVEYS AND EVENTS**



"I remember attending an ice cream social in Kindergarten at this school."

"I love the remade Wayne Primary Care School."

"More for the children, maybe a volunteer group to have them help their community and it might make them more responsible and respectful for people's property. Also it could give them something to do, you know engage them, let them be a part of the community and feel important!"

"I would love to see it become the cultural hub of the City."

"East Avenue Trolley"

"Connecting Bayfront Parkway Pedestrian lanes to East Avenue and Waterfont."

"Hopeful to also see ways that community members can help / be a part of this growth. "

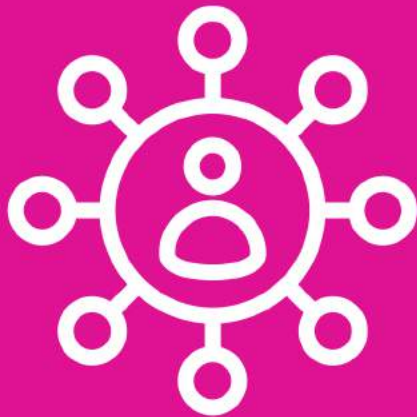
"[Our hope is] for people to own their own homes and we all help care for the neighborhood, residents and structures great educational and work opportunities for residents."

"We need a grocery store that people can walk to. Rather than driving or taking the bus. Also would like to see community vegetable gardens to provide people with fresh vegetables."

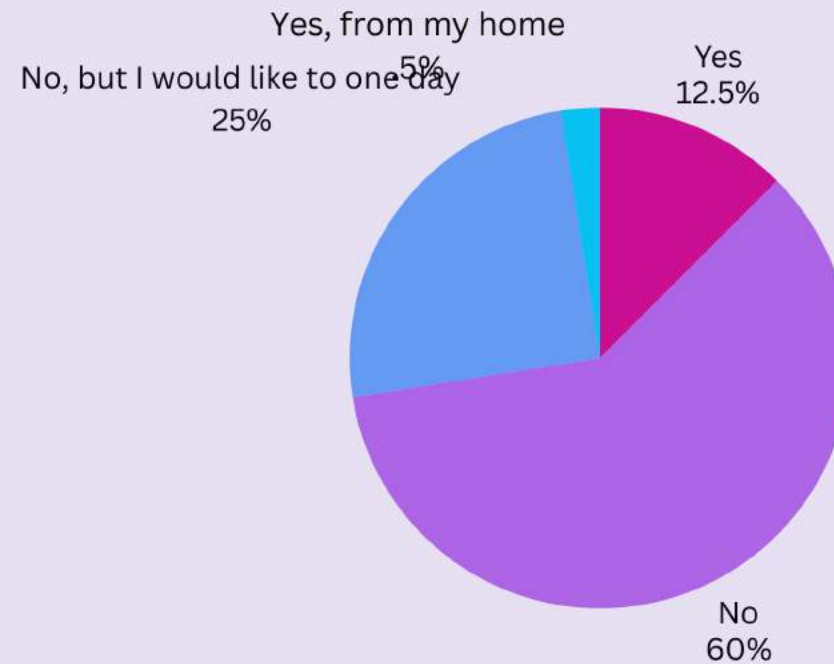
## What Our Neighbors Told Us

**PUBLIC  
ENGAGEMENT:**

**COMMUNITY  
SURVEYS AND  
EVENTS**



*Do you currently own a business?*



*Data Source: Wayne Health and Wealth Equity District Community Survey 2023*



**Key Insight:** 23% of Respondents indicated they do not own a business but would like to one day.



## Whole Homes

- 1 **17%** of Residential parcels are in **poor** or **unsound** condition.
- 2 There is a concentration of poor and unsound properties in the **7th - 9th street corridors**.
- 3 Residents expressed strong demand for for **roof** and **window repair**.

## KEY INSIGHTS



## Entrepreneurship and Economic Mobility

- 1 Despite other other economic barriers, residents of the Wayne Health and Wealth District are have a **comparable to higher rate of employment than the balance of Erie County**. This demonstrates **strong aptitude for skilling up**.
- 2 **25%** of Respondents indicated they do not own a business but would like to one day.



## Reimagine Our Way on East Ave.

- 1 There is a strong concentration of poor and unsound properties along the **8th to 10th Street Corridor** of East Avenue.
- 2 Strong demand from residents to reactivate vacant and abandoned spaces.
- 3 There is a cluster of **vacant lots** at the corner of **12th and East Avenue** which could be idea for placemaking opportunities.
- 4 The District has a younger population than the City, and opportunities should be created to **engage the youth population**.



**Focus Area 1:**  
**Create Pathways to Whole Homes**



Whole Homes is a comprehensive approach to housing where our neighbors are comfortably and safely housed regardless of their income or tenure as an owner or renter.

**PRIORITY  
STRATEGIES**

- 1 Provide Support for Existing Homeowners through Owner Occupied **Home Repair and Beautification** Programming
- 2 Target At-Risk Properties with Renovation of homes that are vacant or on the market and at risk of rental conversion through a **Rehab for Resale Program**.
- 3 Continue as an Anchor Resource for **Home Ownership Pathways** by Connect Neighbors to existing resources and increasing home ownership in the Neighborhood.

Focus Area 2:  
Support Entrepreneurship and Economic Mobility



**PRIORITY  
STRATEGIES**

1

Continue as an anchor resource for **Career Pathways and Life Skills Training** to support wealth generation in the District.

2

Expanding the efforts of the Erie Made Business Academy through:

- *Deployment of unique **financing tools for minority and creative entrepreneurs***
- ***Real Estate Technical Assistance for Minority and Creative Entrepreneurs***
- *Strategic partnerships with local business owners and other partners to provide **entrepreneurial education and coaching***

3

Conduct a **feasibility study for Creative Incubator and Co-Working Space** in priority redevelopment sites.

**Focus Area 3:  
Reimagine Our Way on East Ave.**



**PRIORITY  
STRATEGIES**

1

Develop a **Creative Placemaking and Wayfinding Program** of Work focused on the East Avenue corridor which celebrates the history and culture of the Wayne community.

2

Develop a program model for **Targeted Commercial Corridor Redevelopment** which:

- Celebrates *historical assets* in the District
- Supports *Inclusive and Creative Entrepreneurship*,
- targets attraction of neighborhood serving programs and services, including *fresh food and groceries*.

3

Develop a **District Design Guidelines** for streetscape, accessibility and commercial development improvements which reflect the history and culture of the Wayne community.

## HOW WILL THIS PLAN BE USED?



The background data and analysis included in this plan will act as a point of reference and provide the information needed to support the project team's **data driven strategies for the Wayne Health and Wealth Equity District**.



The full planning document includes a **Framework for Action** which may be adopted as an action plan for the Project Team. This Action Plan should be considered a "living document" which is fit to purpose for the capacity of the project team at ECAT and reflects the evolving needs of the community.



The Framework for Action includes recommended **Key Performance Indicators** which may be evaluated at regular intervals to measure progress against the recommendations of this planning process.

**Focus Area 1:  
Create Pathways to Whole Homes**



**NEXT STEPS:  
A FRAMEWORK  
FOR ACTION**

Priority Strategy	Next Steps
Community Engagement	Form a Pathways to Whole Homes Volunteer Delivery Team
Home Repair and Beautification	Develop Program of Work and 3-Year Action Plan for Phase I
Rehab for Resale	Develop Program of Work and 3-Year Action Plan for Phase I
Home Ownership Pathways Resource Center	<ul style="list-style-type: none"> <li>• Create a Centralized Resource Toolkit for Wayne District Residents</li> <li>• Explore Programming Partnerships with Erie's Black Wall Street, the City of Erie Redevelopment Authority, and Other Local Partners</li> <li>• Develop an Annual Program of Work and 3-Year Action Plan</li> </ul>

**Key Performance Indicators**

# Participants and % population participating in community planning and visioning activities

# of repeat participants and # community volunteers

\$ invested in resident-owned housing improvements

% or # residential properties advancing from "unsound" or "poor" condition to "good" or "excellent" condition

% Home Ownership

Social Determinant of Health Index

## Focus Area 2: Entrepreneurship and Economic Mobility



### NEXT STEPS: A FRAMEWORK FOR ACTION

Priority Strategy	Next Steps
Community Engagement	Form an Inclusive and Creative Entrepreneurship Volunteer Delivery Team
Expand the Efforts of the Erie Made Business Academy	<ul style="list-style-type: none"> <li>• Conduct Analysis to Determine Gaps in Local Capital Tools for Minority and Creative Entrepreneurs.</li> <li>• Form Partnerships with Funding Agencies to Capitalize Unique Investment Vehicles for the Erie Made Business Academy</li> <li>• Conduct a Real Estate Technical Assistance Program for Minority and Creative Entrepreneurs</li> <li>• Emphasize focus on creative sectors in target industries for Erie County (ex. gaming, tech, etc.)</li> </ul>
Feasibility for Creative Incubator and Co-Working Space	Conduct a Real Estate Feasibility Study for a Creative Incubator and Co-Working Space

### Key Performance Indicators

# Participants and % population participating in community planning and visioning activities

# of repeat participants and # community volunteers

Median Household Income

#Resident Owned Businesses

% or # residents engaged in Erie Made Business Academy or other ECAT training Program

Social Determinant of Health Index

**NEXT STEPS:  
A FRAMEWORK  
FOR ACTION**

**Focus Area 3:  
Reimagine Our Way on East Ave.**



Priority Strategy	Next Steps
Community Engagement	Form a Reimagine Our Way in Wayne Volunteer Delivery Team
Creative Placemaking and Wayfinding Program	Develop Program of Work and 3-Year Action Plan
District Design Guidelines	Engage professional planning services to develop a set of Wayne District Design Guidelines for streetscape, accessibility, and commercial redevelopment

**Key Performance Indicators**

# Participants and % population participating in community planning and visioning activities

# of repeat participants and # community volunteers

# place-making activities annually

Social Determinant of Health Index

**Focus Area 3:  
Reimagine Our Way on East Ave. (Cont.)**



**NEXT STEPS:  
A FRAMEWORK  
FOR ACTION**

Priority Strategy	Next Steps
Targeted Commercial Corridor Redevelopment	Develop Program of Work and 3-Year Action Plan for Phase I
Accessibility and Mobility Improvements	Develop a coordinated active transportation and mobility strategy with the City of Erie to improve cycling and pedestrian access within the District
Local and State Partnerships	<ul style="list-style-type: none"> <li>• Establish a regular meeting schedule with the City of Erie to coordinate Planning and Public works initiatives to complement developments in the District</li> <li>• Establish a regular meeting schedule the Erie County MPO and PennDOT to plan transportation improvements with developments in the District</li> </ul>

**Key Performance Indicators**

% or # commercial properties advancing from "unsound" or "poor" condition to "good" or "excellent" condition"

% or # of commercial properties engaged in public art or placemaking initiative

% or # of vacant commercial properties

% increase in adults report consuming fruits and vegetables five or more times per day

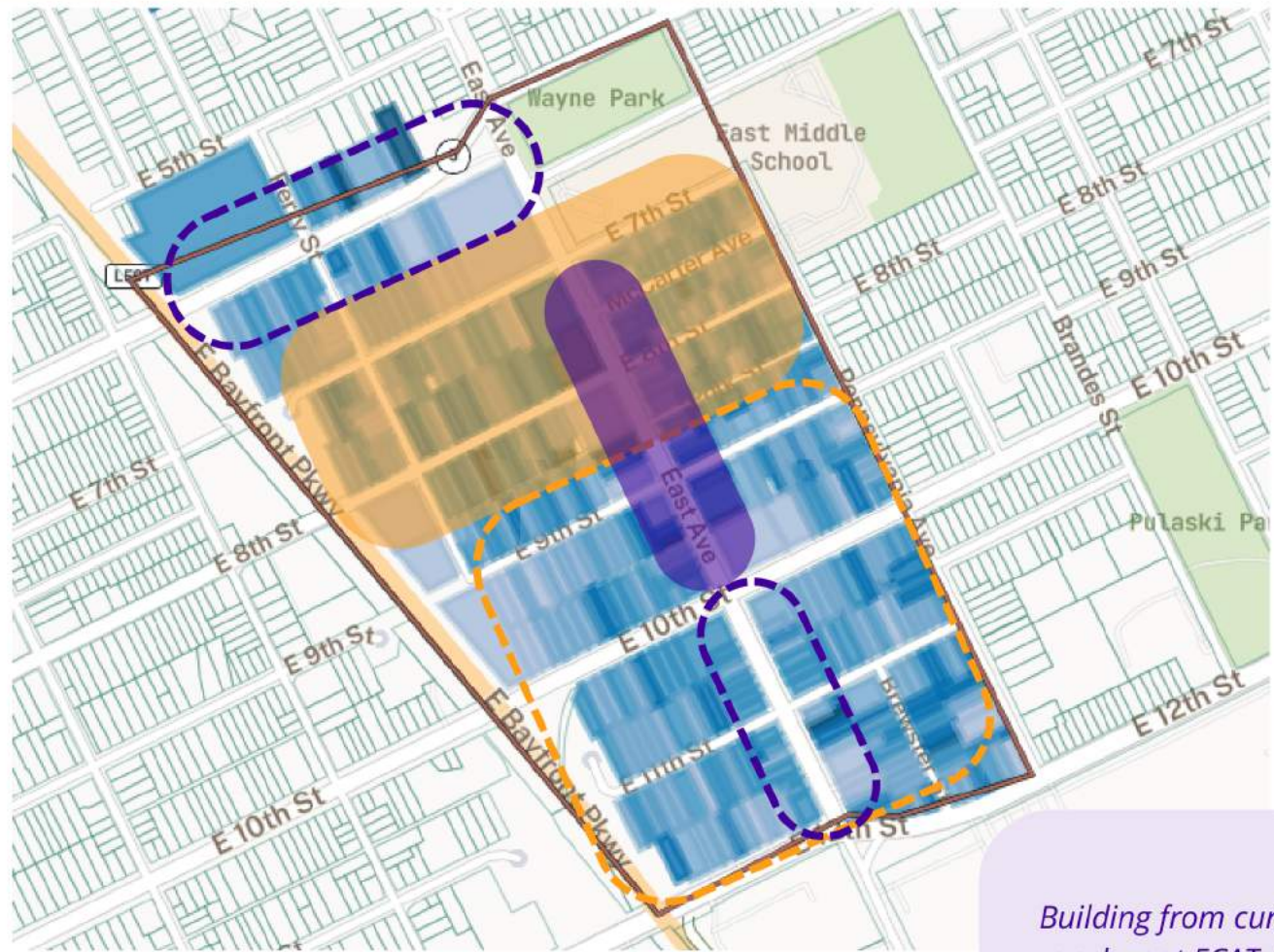
# additional vendors carrying healthy and affordable food within the District walkshed

Social Determinant of Health Index



## Acquisition / Redevelopment Phases

### KEY INSIGHTS



Data Sources: City of Erie and Wayne Health and Wealth Equity District Property Surveys 2021 - 2023

#### Phase I

- Commercial
- Residential

#### Phase II

- Commercial
- Residential

*Building from current anchor at ECAT, it is recommend to focus any direct acquisition between 7th and 10th for initial phases of work.*

## Potential Future Focus Areas

### KEY INSIGHTS





## Content

### **Existing Conditions..... Page 30**

- a. Parcels By Use
- b. Residential Features Needing Repair, Major Repair or Missing / Failing

### **Public Engagement..... Page 32**

- a. What kinds of improvements or activities would you most like to see in your neighborhood?
- b. What kind of new businesses or establishments would you be most likely to visit on East Avenue or in the neighborhood?
- c. If the team were to seek funding for improvements, which improvements would be most helpful to you and your neighbors?
- d. Count Me In and Love Your Block Survey Results

### **East Avenue Through the Ages..... Page 33**

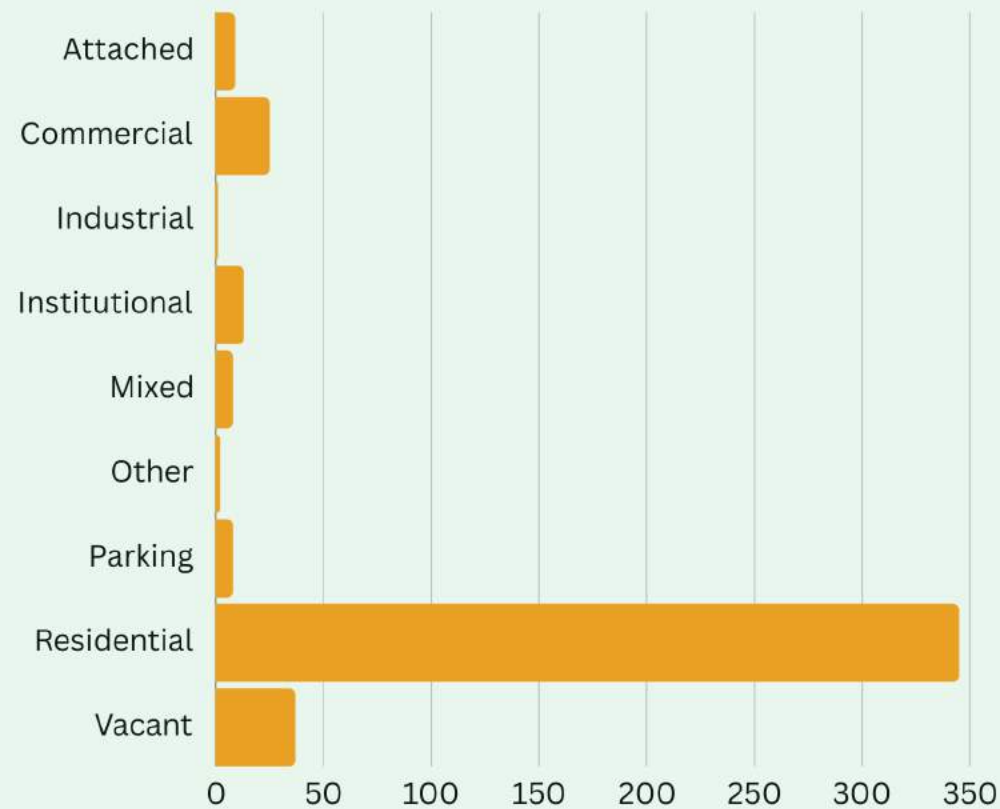
## Our Neighborhood

**EXISTING  
CONDITIONS:**

**ABOUT THE  
WAYNE HEALTH  
AND WEALTH  
EQUITY DISTRICT**



*Parcels by Use*



*Data Sources: City of Erie and Wayne Health and Wealth Equity District Property Surveys 2021 - 2023*

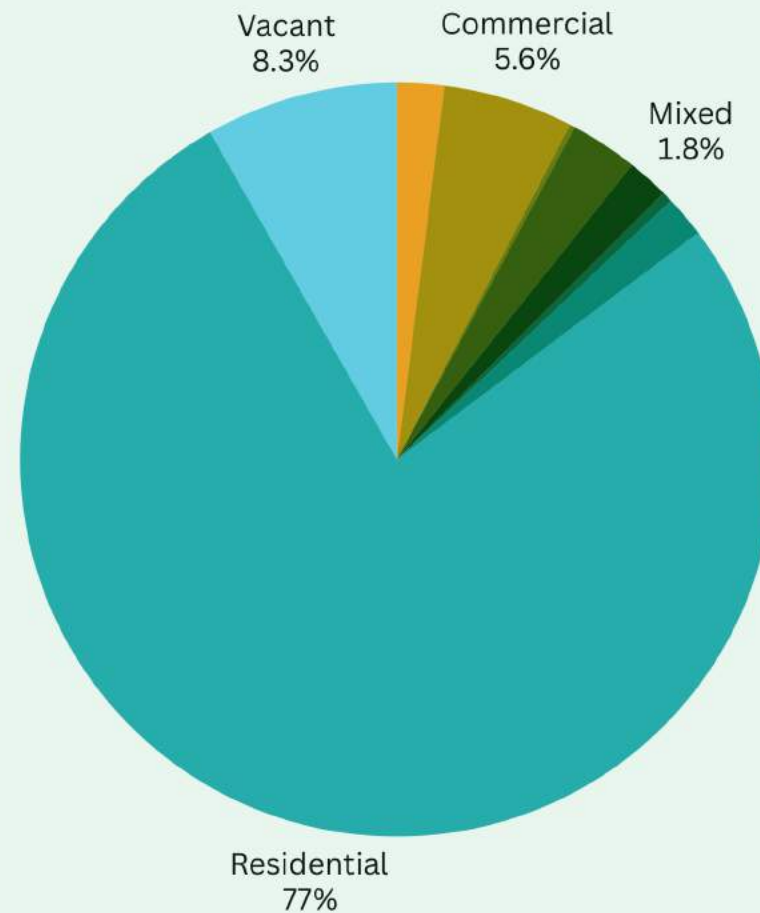
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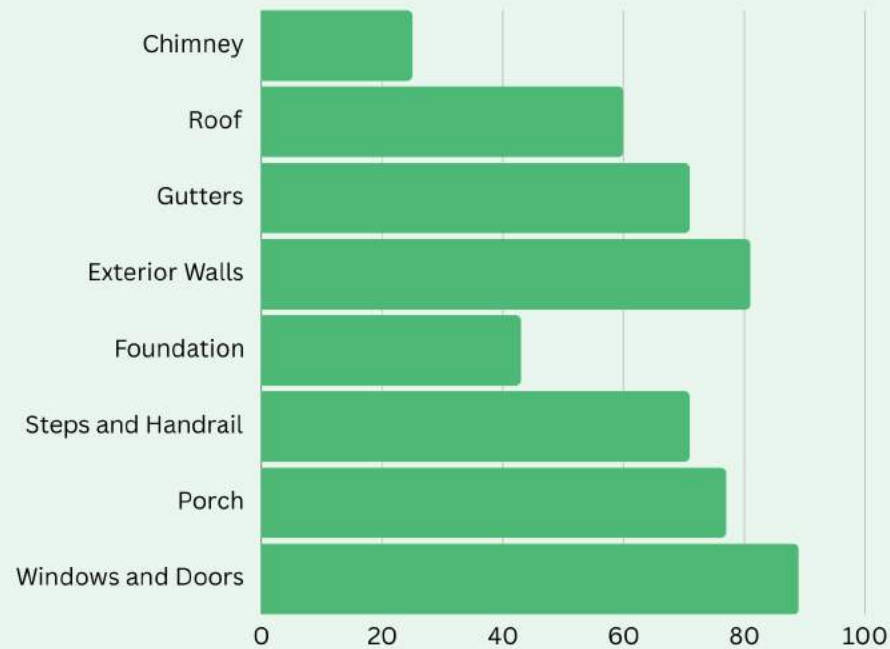
## Our Neighborhood

### EXISTING CONDITIONS:

### ABOUT THE WAYNE HEALTH AND WEALTH EQUITY DISTRICT



*Residential Features  
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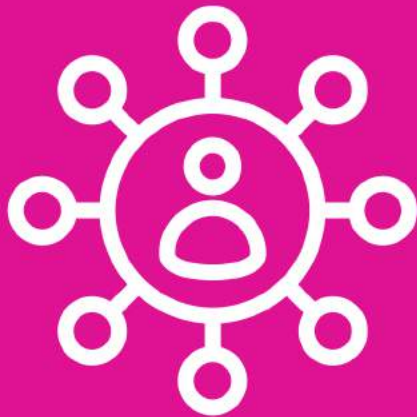


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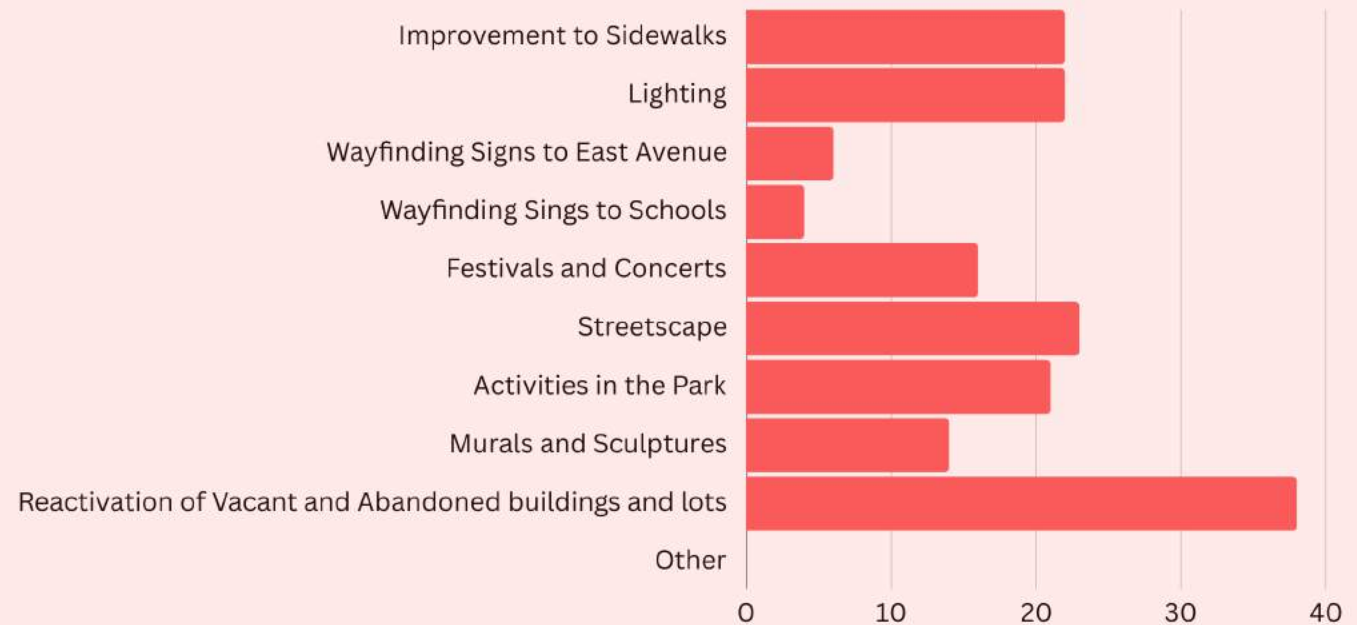
## What Our Neighbors Told Us

**PUBLIC  
ENGAGEMENT:**

**COMMUNITY  
SURVEYS AND  
EVENTS**



*What kind of improvements or activities would you most like to see in the neighborhood?*

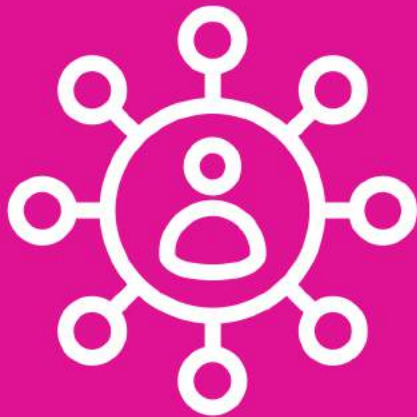


**Data Source:** Wayne Health and Wealth Equity District Community Survey 2023

## What Our Neighbors Told Us

**PUBLIC  
ENGAGEMENT:**

**COMMUNITY  
SURVEYS AND  
EVENTS**



*What kind of improvements or activities would you most like to see in the neighborhood?*

Reactivation of Vacant and Abandoned buildings and lots  
22.9%

Murals and Sculptures  
8.4%

Activities in the Park  
12.7%

Streetscape  
13.9%

Festivals and Concerts  
9.6%

Lighting  
13.3%

Wayfinding Signs to East Avenue  
3.6%

Wayfinding Signs to Schools  
2.4%

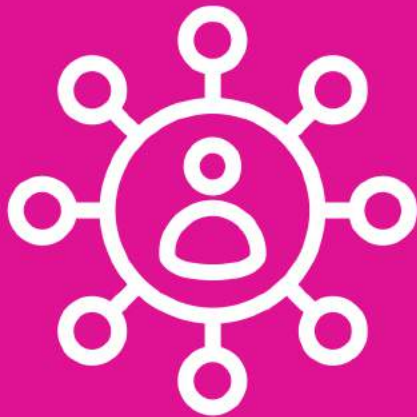
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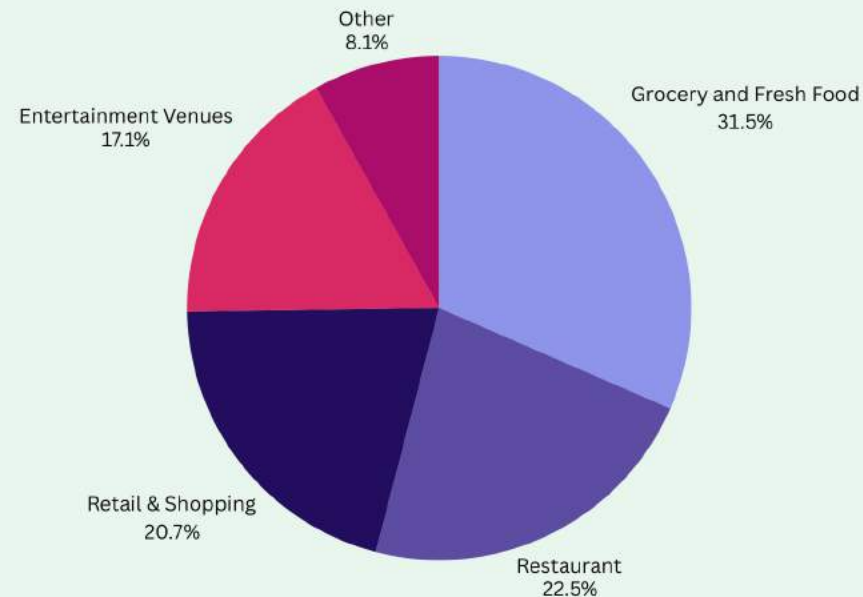
## What Our Neighbors Told Us

**PUBLIC  
ENGAGEMENT:**

**COMMUNITY  
SURVEYS AND  
EVENTS**



*What kinds of new businesses or establishments would you be likely to visit on East Avenue or in the neighborhood?*

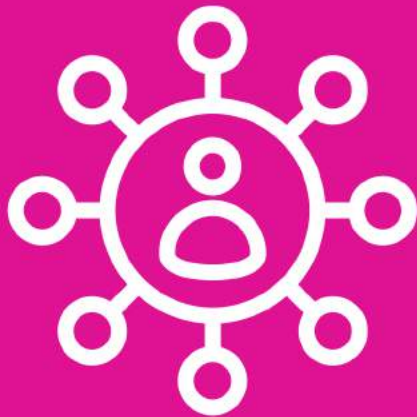


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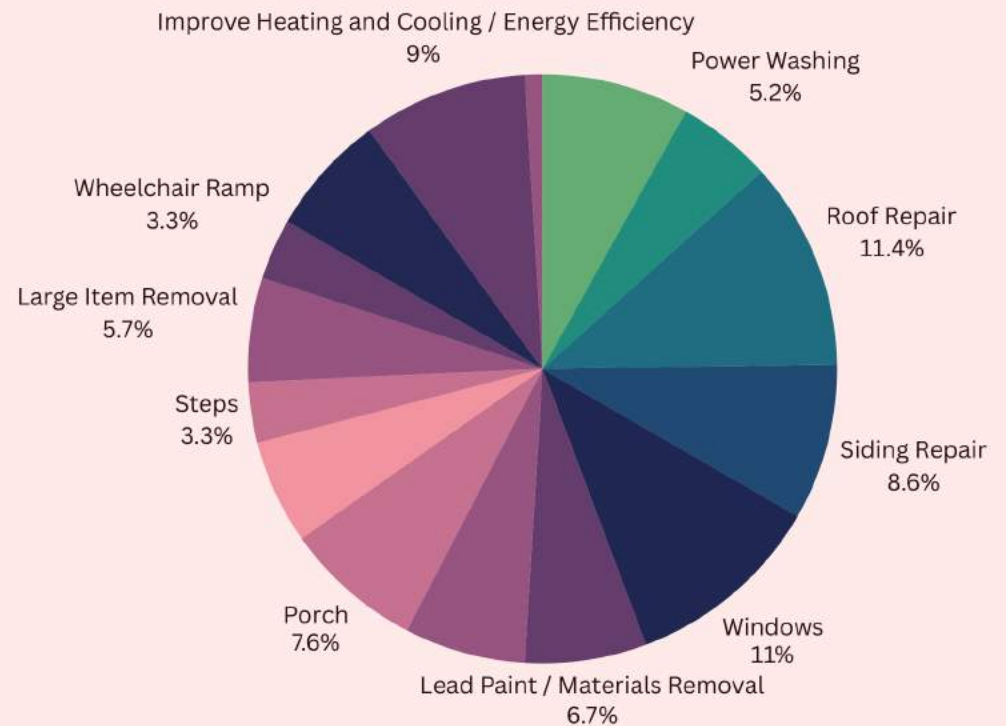
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**PUBLIC  
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SURVEYS AND  
EVENTS**



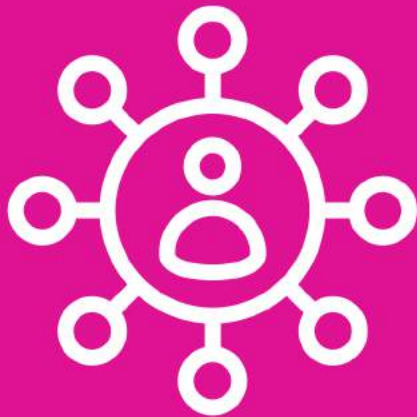
*If the team were to seek funding for home improvements, which improvements would be most helpful to you and your neighbors?*



**Data Source:** Wayne Health and Wealth Equity District Community Survey 2023

## What Our Neighbors Told Us

### **PUBLIC ENGAGEMENT: COMMUNITY SURVEYS AND EVENTS**



#### **Top Challenges Identified from Count Me In:**

Home Improvements/Housing (30)  
Financial Independence/Debt (25)  
Healthy Food Access/Grocery Store (11)  
Access to medical care (5)  
Childcare and Activities for Children (3)  
Employment (3)  
Crime (2)

*\*Note Results taken from Count Me In Tract 7 Block 1 Data (50) including responses to: 1) 5 year aspiration, 2) Household Health Issues, and 3) Household Needs Issues Fall 2019*

#### **Top Challenges Identified from Love Your Block:**

Poor Property Conditions (4)  
Vacant Properties (3)  
Poor Street Lighting (2)  
Absentee Landlords (1)  
Crime (1)  
Sidewalks (1)  
Lack of community activities/events (1)  
Litter (1)

*\*Note Results taken from Love Your Block Surveys in Wayne H&W Equity District (7) "Top Three Concerns"*