

19121

*A profile of the zipcode's neighborhood, history
and socioeconomic changes since 2000*

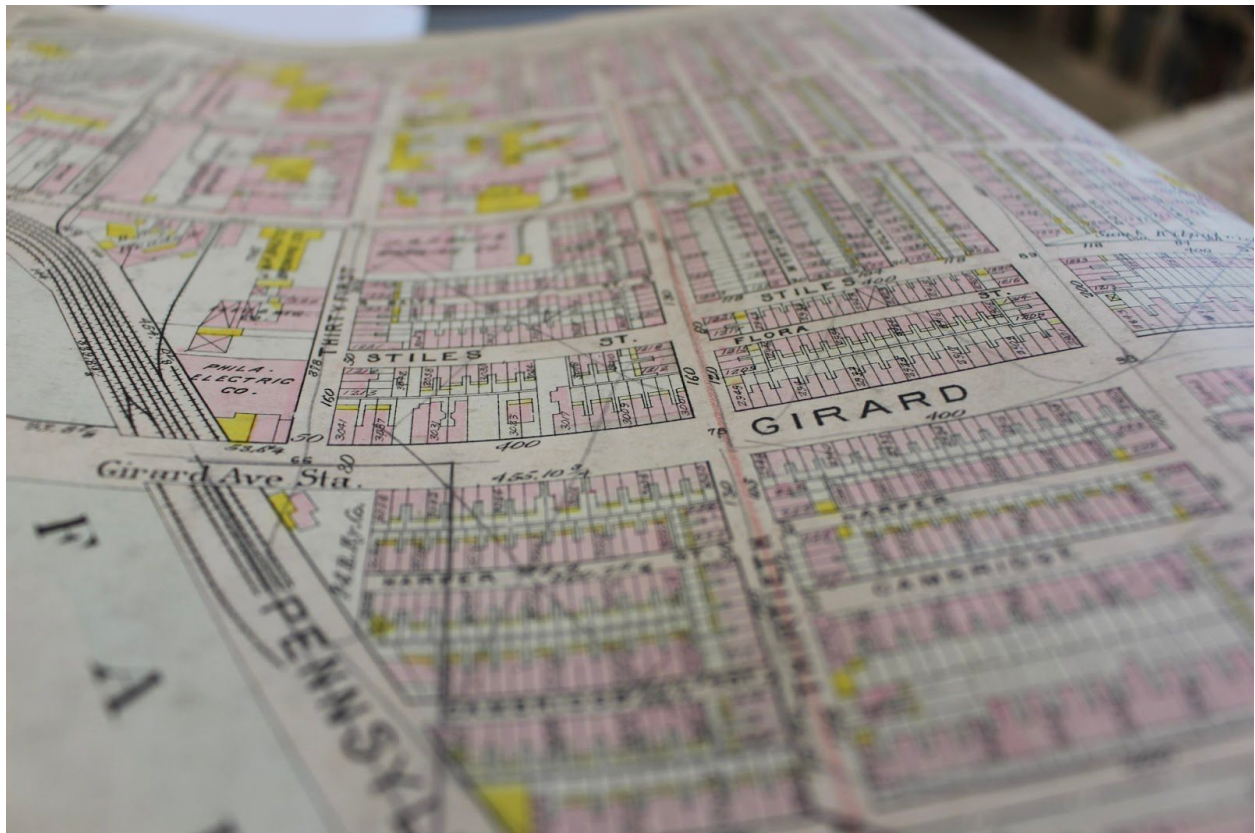
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HISTORY OF THE NEIGHBORHOOD

Lying on the west side of North Philadelphia, Pennsylvania, the 19121 zip code is framed with defining landmarks. To the east, the city's largest park, Fairmount Park, meets the Schuylkill River and Kelly Drive, and the neighborhood is cornered in the Northeast by the Strawberry Mansion High school. To the Northwest, the infamous Church of the Advocate sits before the neighborhood meets North Broad Street, where the neighborhood intersects with the Temple University campus area. In the southeast, North Broad Street meets with Girard Avenue, which stretches back west to outline the historic Girard College, and then meet back with Fairmount Park at the neighborhood's popular Aldi Grocery store.



A City of Philadelphia Atlas from 1910 shows Girard Avenue leading into Fairmount Park. Nov. 12 / Madison Karas

Set in a city that prompted the country's founding, the 19121 neighborhood of North Philadelphia has a large settlement history in the post-revolutionary war timeframe, when became an industrial hub for railroad and locomotive works. As the greater neighborhood of North Philadelphia expanded with factories, warehouses and workshops, the 19121 neighborhood primarily developed in the late 1800s and early 1900s with along North Broad Street and Girard Avenue. At the time, wealthy incoming whites built churches, performance

halls, social clubs and public utilities around these streets that prompted development into rail lines and transit, and eventually Girard Avenue's now-iconic trolley route.



Girard Avenue Trolley on the Girard Avenue and North Broad Street intersection. July 27, 2018. / Madison Karas

Comprised of wards 47, 32, and 29, the neighborhood bolstered with growth of brick row houses to accommodate influxes of Irish, German, and Ukranian immigrants moving into the city's working class. During the mid-1800s-early 1900s is also when the establishment of schools Girard College and Temple University came about, from neighborhood elites and philanthropists Stephen Girard and Russell Conwell.

The neighborhood was still under a largely European influence until the early 1900s with the great migration of African-Americans. African-American culture became prevalent in the neighborhood and along North Broad Street, which served as a highway for promoting black music, dance, and jazz. The prevalence of black culture in the neighborhood carried for most of the 20th century and became largely an area for black activism in the wake of the Civil Rights Movement and issues that primarily affected larger poorer cities, like redlining, which took a stronghold in North Philadelphia as a neighborhood marked for "high risk." One primary event that took place was the 1964 riot along the former Columbia Avenue, which was later renamed to Cecil B. Moore Avenue in 1987 after the Philadelphia Civil Rights Activist. The riot broke out

between the African American community in the neighborhood and Philadelphia police over police brutality. Many injuries, arrests, and loots occurred, which left businesses out of operation eternally.



“Negroes riot and loot in North Philadelphia” Aug. 29, 1964, Widelman / The Philadelphia Evening Bulletin

Since the mid-to-late 1900s, North Philadelphia has continued to transform and adapt to its working-class residents and to the interest of city and federal investors. Much of the neighborhood’s projects from the 20th century have fallen into disarray and have given the neighborhood an ‘unkempt’ or ‘disregarded’ image to the rest of the city, but, new city initiatives and ongoing neighborhood gentrification have stirred in the past decade. New affordable housing projects and middle-class businesses coming in have sparked conversation and mixed feelings about the neighborhood, resident’s intentions for it vs. outside intentions, and what the changing demographics mean for its future.

THE NEIGHBORHOOD, 2000-PRESENT

POPULATION GROWTH BY SEX

Despite the United States' massive growth in the past two decades, the state of Pennsylvania, Philadelphia and Philadelphia county, and the 19121 neighborhood have experienced slow, but steady population expansion. Also contrary to national trends, Pennsylvania, Philadelphia and Philadelphia county, and the 19121 neighborhood has consistently proven to have a noticeably higher female to male ratio on average.

Nearly twenty years ago, in 2000, the total population for 19121 was 34,935 people, with 55.6% female and 44.4% male, according to the 2000 U.S. Census. At the time, Philadelphia and Philadelphia county's population was around 1,517,550, with slightly lower rates of females and males at 53.5% and 46.5%. The state's gender ratios were much more balanced, at 51.7% female to 48.3% male out of 12,281,054 people. Yet, the United States' population was almost evenly balanced by sex, at 50.9% female and 49.1% male out of 281,421,906 people.

Ten years later, the 19121 grew slightly and evened out its male to female balance more so at 54.7% female and 45.3% male out of 36,572 residents, according to the 2010 U.S. Census. The city of Philadelphia and the county grew at nearly a 10% lesser rate than the neighborhood, expanding to 1,526,006 residents, with a 52.8% female to 47.2% male ratio. Pennsylvania grew by about a half a million people and its gender ratio stayed relatively similar. The U.S. experienced massive growth over the decade of almost 30 million people, increasing to 308,745,538 people, with nearly identical gender ratios to the previous decade.

There were no 2018 U.S. Census population estimates for last year, but Philadelphia experienced larger population growth between 2010-18 than it did for the 2000-2010 decade, growing 3.8% between in 2010-18. Pennsylvania grew only by about 100,000 residents in the eight-year period, and the U.S. grew to 327,167,434 people.

Michelle Brownlee, the Ward 29 Democratic leader, has lived in the 19121 neighborhood for more than 50 years.

"I just became ward leader, but I've lived here awhile," she said. "The demographic change is European, Caucausion ... people who may or may not have a stake in the neighborhood."

Brownlee said that some long-term residents, like herself, welcome the growth in the neighborhood, but there needs to be a better approach to it.

"There's an attitude," she added. "There's no inclusiveness for the people who have lived here."



The intersection of Cecil B. Moore Avenue, 23rd street and Ridge Avenue. Oct. 27. / Madison Karas

RACIAL AND ETHNIC CHANGES

Consistently in the past 20 years, the 19121 neighborhood, along with Philadelphia and the county have been almost completely inverse of state and national racial and ethnic demographics. While Pennsylvania and the U.S. have been dominated by white majorities, the city and the neighborhood have been predominantly African American.

Freeman Miller, 77, now retired, moved to the 2000 block of Carlisle Street in 1980 to teach at the former Messiah College, and has raised his family on the block.

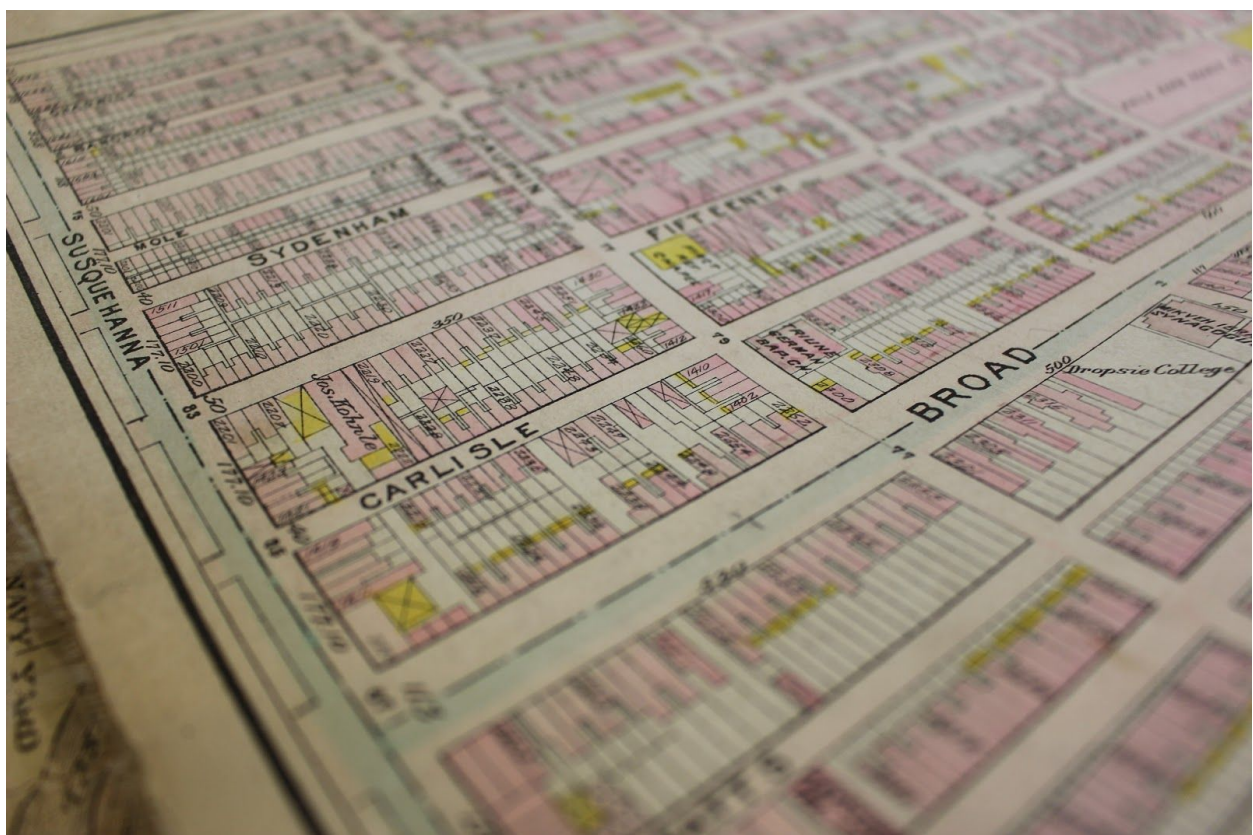
“We were the first white people to move on to this block,” Miller said. “I think that, of course, way back when Temple was founded, this was an all-white community so it turned African American over time. Our next-door neighbor remembered being the second African American to move on this block, but when we came, it was all black.”

In 2000, there were nearly no white people in the 19121 neighborhood - only 1.8% of residents were white, while 96% were African American, and the rest were Asian, Hispanic or Latino, according to the 2000 U.S. Census. This was vastly different than the city and county of Philadelphia, whose population was nearly split between 45% white residents and 43.2% African American residents, with 8.5% Hispanic or Latino and the rest Asian or other. The more drastic

comparisons though were in the state and country, who both had over 75% white populations and under 12% of African American populations.

By 2010, the white population in 19121 made a strong appearance, growing to 13.7%, while the African American population shrunk more than 15% to 80.9%, according to the 2010 U.S. Census. The rest of the population was Native American, Asian, Hispanic or Latino, and Native Hawaiians made a presence in the neighborhood for the first time with 7 people. The city and county's demographics shifted to a slight African American plurality of 43.4%, with the white population at 41% and 6.3% Asian, 12.3% Hispanic or Latino, and the rest other. Again, contrary to trends in 19121, Pennsylvania's white population decreased, while the African American population was still under 12%. The country's demographics were nearly identical to the previous decade.

In 2017, 19121's African American population dipped to 78.2%, while the white population rose to 12.8%, according to the 2017 American Community Survey. The city's demographics stayed a near-split, yet still African-American majority, and the state's and country's demographics did not change dramatically from 2010.



North Broad Street in the 1910 City of Philadelphia atlas. The red shading indicates buildings made out of brick and the yellow indicates buildings made out of wood. Nov. 12. / Madison Karas

Miller attributes most of the racial and population changes to the increase of university students moving into the neighborhood. He said his long-term neighbors are questioning how long they'll be able to remain in the neighborhood.

“[They’re] just saying, you know, how long can you hang on?” he added. “Our block was full of children, grandchildren and families when we moved here and now there are one, two, maybe three or four of us long-term are still left in the middle of our block everything else is students. So it is completely switched.”

EMPLOYMENT AND INCOME TRENDS

The 19121 neighborhood has averaged a lower income bracket, labor force participation and unemployment rate than city and county, state and country rates over the past two decades. While wealth and employment have slightly grown, the neighborhood continues to be behind state and national trends of growth.

According to the 2000 U.S. Census, 44.6% of the neighborhood’s population was in the labor force, and 10.1% was unemployed. The year prior, the plurality in the neighborhood (36.4%) was making below \$10,000 annually, while most other households earned from \$15,000 to \$49,999. The median household income was \$15,888. These figures were about 11.5% below the city and county’s labor force participation rate, 4% above its unemployment rate, and \$21,148 below its median household income. Compared to the state and country, the neighborhood and city’s percentages were drastically lower than their averages of 59% participation and 3.6% unemployment, and much lower than the benchmark median household income of above \$40,000 for the year.

While there were no income and employment census data for 19121 neighborhood in 2010, it is important to note that the 2010 American Community Survey indicates the city and county’s unemployment rate skyrocketed to 12.6% following the 2008 recession. State unemployment also increased to 4.6% in the year, and the country’s unemployment rate was 5.1%.

In 2017, the neighborhood’s plurality in the under-\$10,000 annual income bracket lowered to 32.8%, according to the 2017 American Community Survey. Unemployment grew to 13.9%, making it closer to the city’s unemployment, which was 11.3 % in the year. This still put the neighborhood and city at dramatically higher rates than the state and country, which both had 4.1% unemployment rates for the year. The state and country’s household median income for the year also grew to around \$56,000, while the city and neighborhood still faced below \$41,000.

For Miller, poverty is one of the biggest issues he sees in the neighborhood, alongside violence.

“It’s just disturbing and disheartening and somebody’s gonna have to fix this,” he said. “This is not how to run a big city. You need to have security and peace and community, and the economy

is definitely on the upswing, but again, it leaves a lot of people behind. So, some of our long-term neighbors here aren't benefiting nearly as much as many other people from a growing economy.”

POVERTY COMPARISONS

In accordance with income and unemployment levels in the neighborhood, 19121, Philadelphia and Philadelphia county have faced high poverty rates in comparison with state and national numbers in the past two decades.

The 2000 U.S. Census recorded that 38.9% of families and 43.4% of individuals were below the poverty level in the 19121 neighborhood, almost double the city and county's rates of 18.4% of families and 22.9% of individuals below the poverty level. Yet, the neighborhood's rates more than quadrupled those of the state's in the year, at 7.8% of families and 11% of individuals below the poverty level. However, the state's rates were lower than the country's, which were 9.2% of families and 12.4% of individuals below the poverty level.

The 2010 U.S. Census provided little to no data for 19121, city or country or state employment and income levels, but in the United States, 10.1% of families and 13.8% of people were below the poverty level.

In 2017, levels shrunk to 32.9% of residents below the poverty level in the 19121 neighborhood, according to the 2017 American Community Survey. This was still double the city and state's levels, which were at 13.1% and 14.6% in the year.

Brownlee said that poverty continues to be a concern in the neighborhood, especially for homeowners and elderly residents.

“If you fall between the cracks, you fall between the cracks and lose your home,” she added.

“There's a family that lived in the neighborhood for two, three generations and you know, they had to move. The developer found them a new home, but I don't think even with finding a place for them to live in the neighborhood they were transplanted to, and the money that they were given for their house, wasn't compensation.”

POLITICS

Along with the rest of Pennsylvania's Congressional District 3, each of the three wards in the 19121 zip code has seen an increase in favoritism towards Democratic candidates in the last four presidential elections. Each election year, there has been almost minuscule amounts of votes for the Republican candidates with an overwhelming majority for the primary Democratic candidate. Still, the largest amounts of votes cast in the three wards were in elections where Barack Obama

was running, with more turnout in the 2008 primary election than the 2012 primary election, according to data from the Philadelphia City Commissioner's Office.

Miller said that the African American community in the neighborhood has pushed a stronghold for democratic values because of the parties' push for peace, justice and equality, and have a history of supporting urban renewal programs. He said the day Barack Obama was elected, the neighborhood was very celebratory.

"They went crazy when you got elected," Freeman said. "Happy, happily crazy, they were like 'We can't believe this happened, I never thought I would see the day!' And they had stars in their eyes. This was a wonderful day. And we shared in that, it was really high for this community."

| 2004 Primary Election | | |
|-----------------------|---------------|--------------|
| | George Bush-R | John Kerry-D |
| Ward 29 | 20 votes | 882 votes |
| Ward 32 | 28 votes | 1,217 votes |
| Ward 47 | 63 votes | 1,416 votes |
| District 3 | 26,759 votes | 94,071 votes |

| 2008 Primary Election | | |
|-----------------------|---------------|----------------|
| | John McCain-R | Barack Obama-D |
| Ward 29 | 17 votes | 3,446 votes |
| Ward 32 | 23 votes | 5,656 votes |
| Ward 47 | 44 votes | 7,346 votes |
| District 3 | 17,593 votes | 145,434 votes |

| 2012 Primary Election | | |
|-----------------------|---------------|----------------|
| | Mitt Romney-R | Barack Obama-D |
| Ward 29 | 12 votes | 1,755 votes |
| Ward 32 | 11 votes | 2,644 votes |

| | | |
|------------|--------------|---------------|
| Ward 47 | 4 votes | 797 votes |
| District 3 | 12,353 votes | 147,113 votes |

| 2016 Primary Election | | |
|-----------------------|----------------|-------------------|
| | Donald Trump-R | Hillary Clinton-D |
| Ward 29 | 26 votes | 1,973 votes |
| Ward 32 | 17 votes | 1,002 votes |
| Ward 47 | 20 votes | 3,493 votes |
| District 3 | 25,738 votes | 218,959 votes |

Adrienne Ray, owner of Curve Conscious off 28th Street and Girard Avenue, hangs sign on her storefront close to midterm elections, encouraging people to vote.



Adrienne Ray outside of her store off Girard Avenue and 28th Street on Nov. 3. / Madison Karas

“If people feel like, oh, I can talk about politics or talking about the election or say you know, that I'm worried about it or I'm not sure what to do, you know, I'm a lifetime voter since I was 18, so I'm comfortable with talking about it,” she said.

Ray added that as a business owner, her business represents her life, so her constitutional rights are tied in with running her business.

“I think you know, when we're talking about issues especially in communities of color and we could see that the President is very just you know, hateful and spiteful and I think racist and there is a lot of people that support that and I think that that needs to chill,” she added.

EDUCATION CHANGES

The neighborhood's education rates in 19121 have grown significantly in the last 20 years, yet have also consistently been well below city and county, state and country averages. Pennsylvania and United States numbers of citizens with high school and bachelor's degrees have been high and most similar over the years and growing, while the city and county of Philadelphia have generally been lower, yet still growing.

In 2000, 54.9% of residents 25 years and older in the 19121 neighborhood held a high school degree, while 4.4% of people had a bachelor's degree or higher. Compared to the city and county, 71.2% of Philadelphia residents 25 years and older held a high school degree, and 17.9% - over triple 19121's percentage - held a bachelor's degree or higher. At the time, more than 80% of Pennsylvania and U.S. residents 25 years and older held a high school degree, and more than 22% held a bachelor's degree or higher, according to the 2000 U.S. Census.

In 2011, more than 24% more residents in 19121 25 years or older held a high school degree, and 8.5% held a bachelor's degree or higher, according to the 2011 American Community Survey. The year prior, 75.2% percent of people 25 years and older had a high school degree in the city and 22.2% had a bachelor's degree or higher, according to the 2010 American Community Survey. Still both holding percentages above 80%, Pennsylvania's amount of people 25 years and older was higher than the national average, but not for people holding bachelor's degrees.

As of 2017, 78.3% percent of people in the neighborhood 25 years and older had a high school degree or higher - more than 20% more than in 2000. Additionally, 12.6% of people had a bachelor's degree or higher. Compared to the city, 83.3% of people 25 years and older had a high school degree and 27.1% had a bachelor's degree or higher. Pennsylvania's rate of people 25 years and older neared 90%, and it matched the country's average of around 30% of people holding a bachelor's degree or higher.

LOOKING AHEAD

Moving forward, Freeman said he and his wife are looking to move out of the 19121 neighborhood and into a different neighborhood of Philadelphia.

“We don't dislike Temple [University],” he said. “We just don't like being just displaced, as long-term residents have to yield to the developers who tear down beautiful old houses to build a new one that's bigger and then they get a tax rebate and taxes go up..”

He added that though he's not looking forward to leaving the neighborhood, it's necessary as he ages.

“Downsizing and moving into something with fewer stairs is part of the reason, to be closer to our grandchildren is another reason, and not wanting to retire and spend our last years on fraternity row is another reason,” he said.



A woman walks on Cecil B. Moore Avenue on Oct 25. / Madison Karas

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