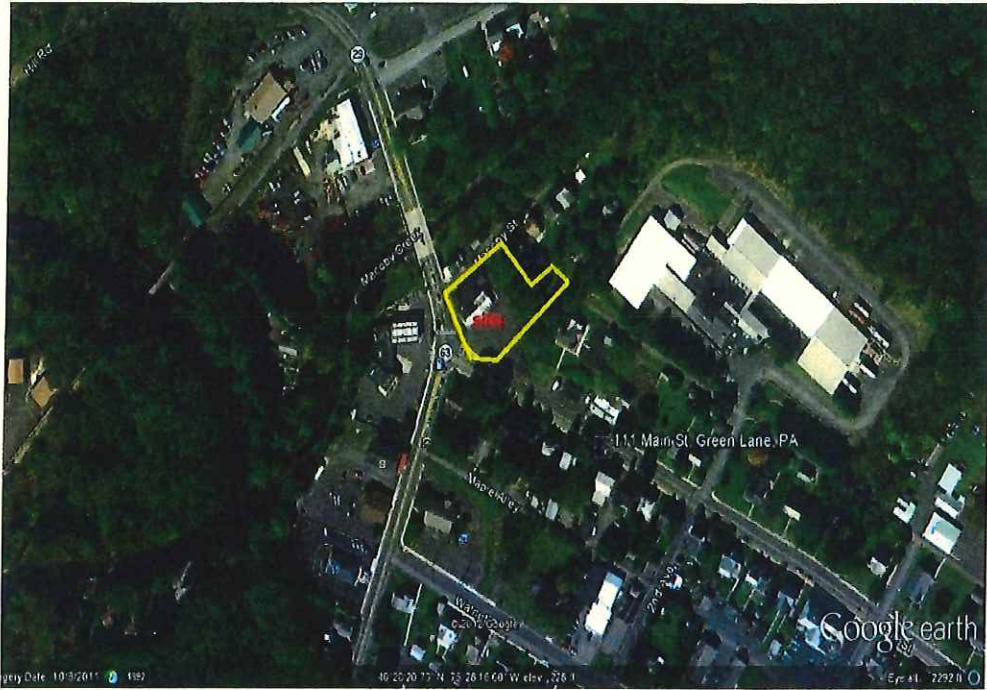


111 MAIN STREET (SE CORNER OF RT. 63 & 29)  
SIGNALIZED INTERSECTION  
GREEN LANE, MONTGOMERY COUNTY, PA 18054



**38,751 SF SALE/LAND**  
**LEASE OR BUILD TO SUIT**

**\$579,000 SALE**  
**\$60,000/YR. NNN GROUND LEASE**

- High Traffic Signalized Corner Area of Few Commercially Zoned Competitive Parcels
- 7 Miles to PA Turnpike / Lansdale Interchange
- Northwest Montgomery County—Upper Perkiomen Market!
- Strategic Rt. 63 & 29 Intersection/244' of Highway Frontage
- Zoned BC-Borough Commercial/Approximately 18,000 Daily Traffic Count
- Concept Engineering Indicates Likely Potential for Approximate 3,000 SF Bank Development or 5,000 SF for Retail Use
- All Traffic between Lansdale & Harleysville on Rt. 63 & from Collegeville on Rt. 29 passes this site to and from Red Hill, Pennsburg, East Greenville & Palm

**DEMOGRAPHICS / 5 MILE RADIUS**

Population	34,816
Households	12,997
Median Household Income	\$84,565

Contact: Alan Apt  
414 W. Main St.  
Lansdale, PA 19446  
Office: 215-855-9600  
Email: alan@apcor.com  
www.apcor.com

ALL INFORMATION FURNISHED REGARDING PROPERTY FOR SALE, RENTAL OR FINANCING IS FROM SOURCES DEEMED RELIABLE, BUT NO WARRANTY OR REPRESENTATION IS MADE AS TO THE ACCURACY THEREOF AND SAME IS SUBMITTED SUBJECT TO ERRORS, OMISSIONS, CHANGE OF PRICE, RENTAL OR OTHER CONDITIONS, PRIOR SALE, LEASE OR FINANCING OR WITHDRAWAL WITHOUT NOTICE, NO LIABILITY OF ANY KIND TO BE IMPOSED ON THE BROKER HEREIN.







Commercial, Industrial & Investment Real Estate  
414 West Main Street /Box 148, Lansdale, PA 19446-0148  
(215)855-9600 (FAX)855-3469

## VACANT LAND PROPERTY DESCRIPTION

**PREMISES:** 111 MAIN STREET (SE CORNER OF ROUTE 63 & 29)  
BOROUGH OF GREEN LANE, MONTGOMERY COUNTY, PA 18054

**SIZE:** 38,751 SF / .89 Acres

**LISTING PRICE:** \$579,000 / SALE Building "As Is" or PAD RENT / \$60,000 Annual Net<sup>3</sup>  
Will Build-To-Suite/LEASE – Priced on Improvements

**PRESENT ZONING:** BC – Borough Commercial

**PERMITTED USES:** Various Retail & Commercial Uses (see attached ordinance)

**RECOMMENDED USES:** Bank / Gas / Convenience Store / Retail

**CURRENT TAXES:** 2015/2016 - \$8,197

**SURVEY:** "As Is" Survey Attached

**SCHOOL DISTRICT:** Upper Perkiomen

**TAX PARCEL #:** 070000214004

**TAX PLAT MAP #:** 07-002-011

**IMPROVEMENTS:** Existing 2-1/2 Story 10,000 SF  
former Yoder's Market can be renovated or razed for new  
construction per concept plans attached

**NEAREST INTERSECTIONS:** At Intersection of Rt. 29 & Rt. 63  
4 Miles East of Rt. 663 & 9 Miles West of Exit 31  
Lansdale Interchange of PA Turnpike on Rt. 63

**FRONTAGE:** 244' on Rt. 63 & Rt. 29

Individual or Corporate Memberships in:



ALL INFORMATION FURNISHED REGARDING PROPERTY FOR SALE, RENTAL OR FINANCING IS FROM SOURCES DEEMED RELIABLE BUT NO WARRANTY OR REPRESENTATION IS MADE AS TO THE ACCURACY THEREOF AND SAME IS SUBMITTED SUBJECT TO ERRORS, OMISSIONS, CHANGE OF PRICE, RENTAL OR OTHER CONDITIONS, PRIOR SALE, LEASE OR FINANCING OR WITHDRAW WITHOUT NOTICE, NO LIABILITY OF ANY KIND IS TO BE IMPOSED ON THE BROKER HEREIN.

**TRAFFIC COUNT:** Rt. 29 – 4,900 Cars  
Rt. 63 – 11,500 Cars  
16,400 Total

**ROAD:** Rt. 29 & Rt. 63 are both, 50' two lane highways  
expanding to 90' at intersection with site.

**TERRAIN:** See Attached Survey

**ELECTRIC:** PECO

**WATER:** Private Well

**GAS:** PECO

**SEWER/SEPTIC:** Public, Green Lane Authority

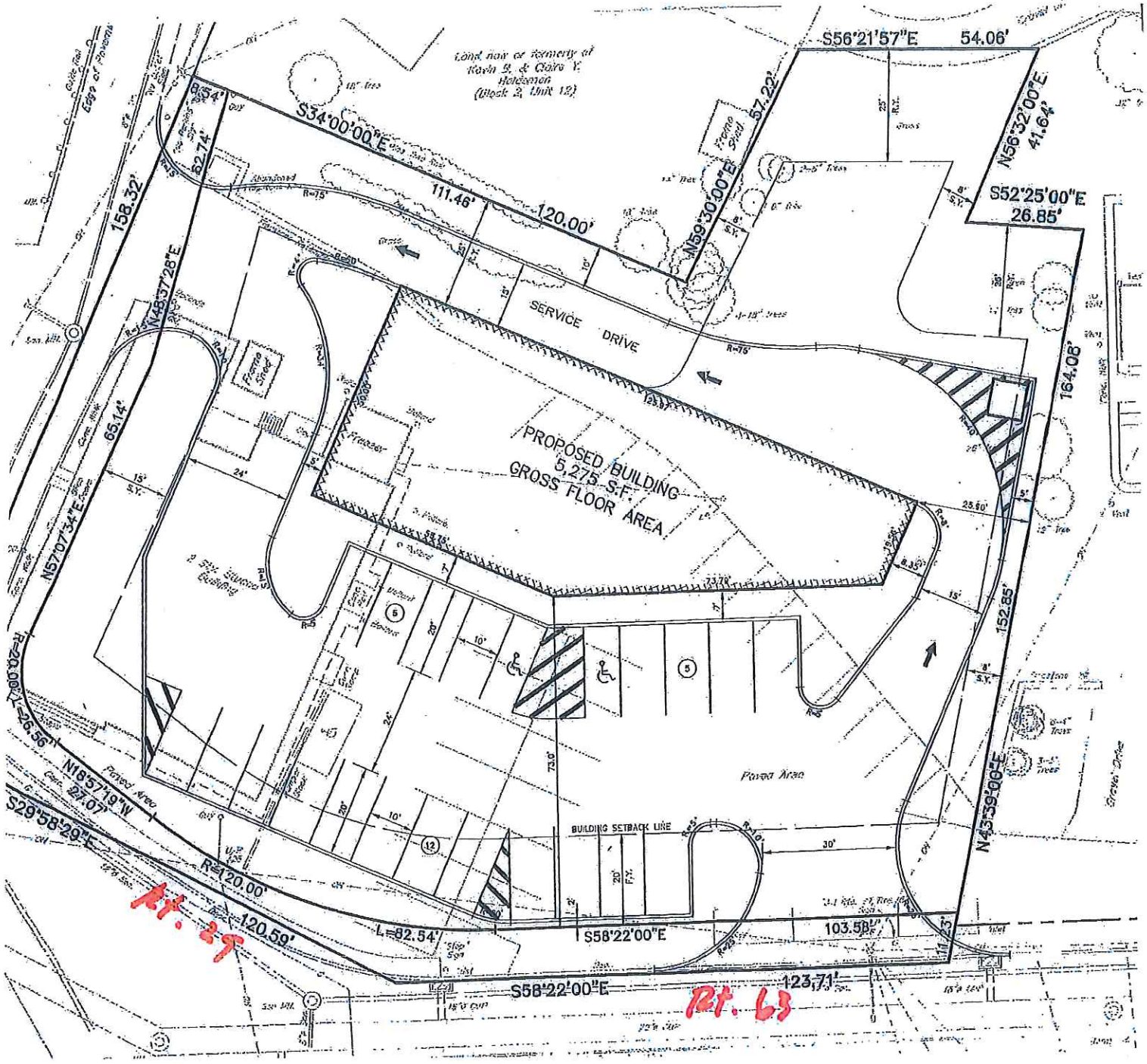
**DEMOGRAPHICS:** See Demographic Report Attached

**COMMENTS:** Site had been fully approved for a 7-Eleven  
gas/convenience store development in 2004. Ideal location  
for a bank branch or retail/restaurant use. Preliminary  
concept engineering (see attached sketches) indicates possible  
retail development of approximately 5,275 SF or a 3,000 SF bank  
building with 3 drive lanes. Excellent visibility and line of sight.  
Commercial parcel at prime Montgomery County intersection in  
an area of very limited commercial availabilities.

**SEE ATTACHMENTS:**

1. Demographic Report
2. Tax Map Plan
3. Location Map
4. Zoning Map & Ordinance Excerpt
5. Development Concept Plans for:
  - Gas/Convenience Store (approved) development
  - Retail Development
  - Bank Branch Development
6. "As Is" Survey
7. Aerial Photo
8. Traffic Signalization Plan



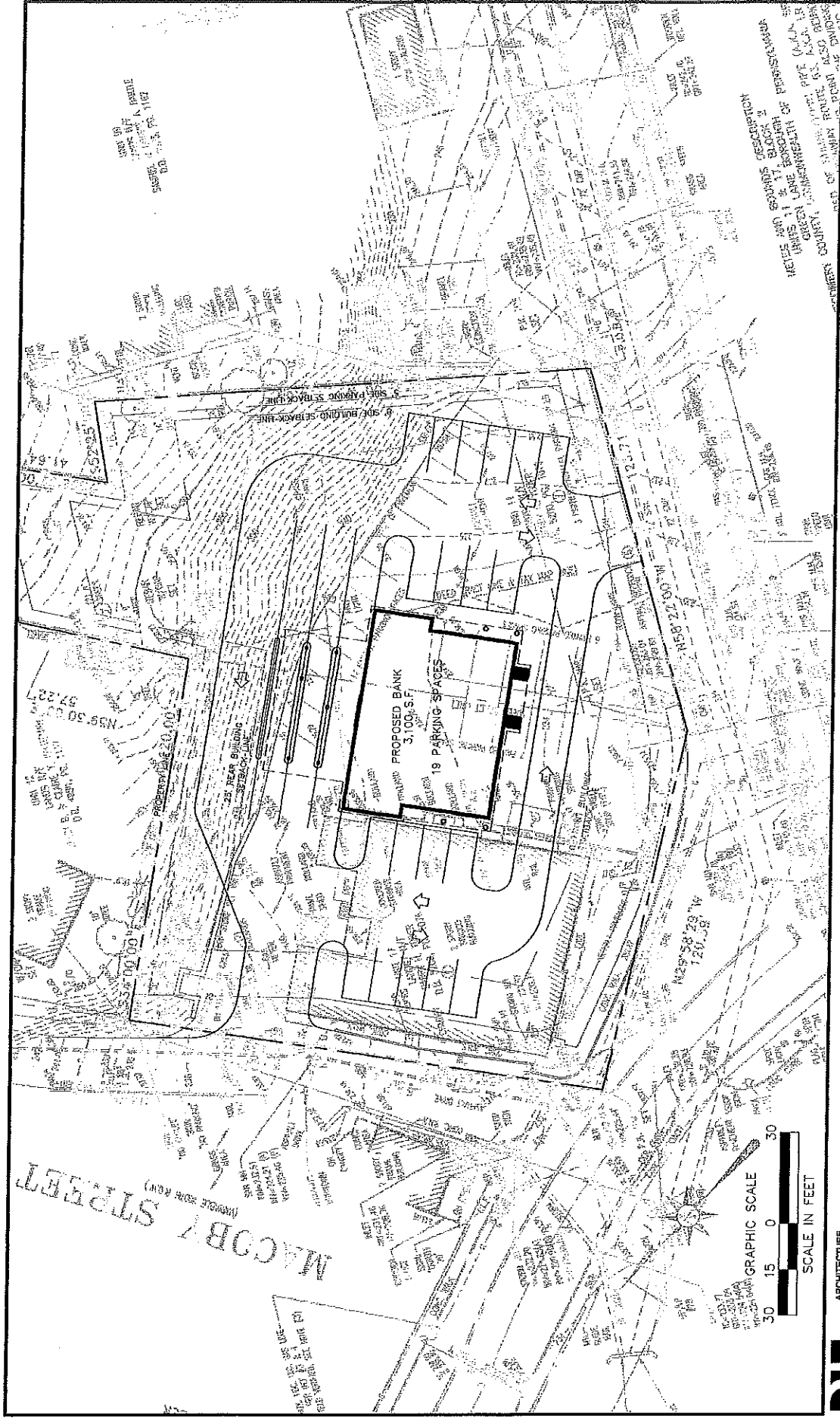


**RETAIL CONCEPT**









Designed \_\_\_\_\_  
 Drawn \_\_\_\_\_  
 Checked \_\_\_\_\_  
 Approved \_\_\_\_\_  
 Project No. \_\_\_\_\_  
 Date 11/28/07  
 CAD File sketch2

**SKETCH PLAN**  
 PROPOSED BANK  
 11 MAIN STREET  
 GREEN LANE, PA

1080 First Avenue, Suite 420  
 King of Prussia, PA 19408  
 (610) 397-3600  
 (610) 397-3602 Fax

**BD**  
**Companies**  
 ARCHITECTURE  
 ENGINEERING  
 PLANNING  
 LANDSCAPE ARCHITECTURE  
 LAND SURVEYING  
 ENVIRONMENTAL SCIENCES

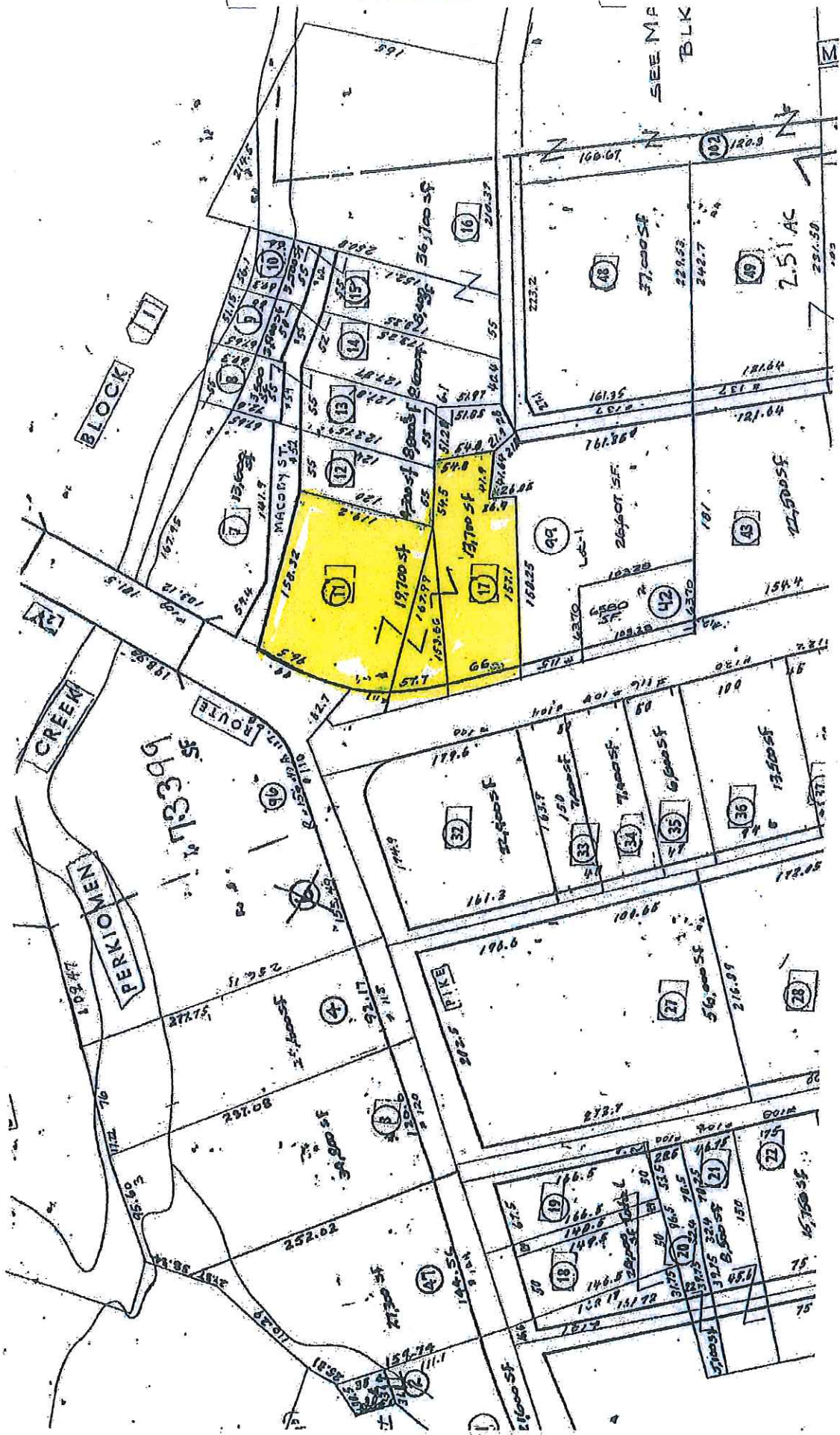
SK-02

REF (G) : base

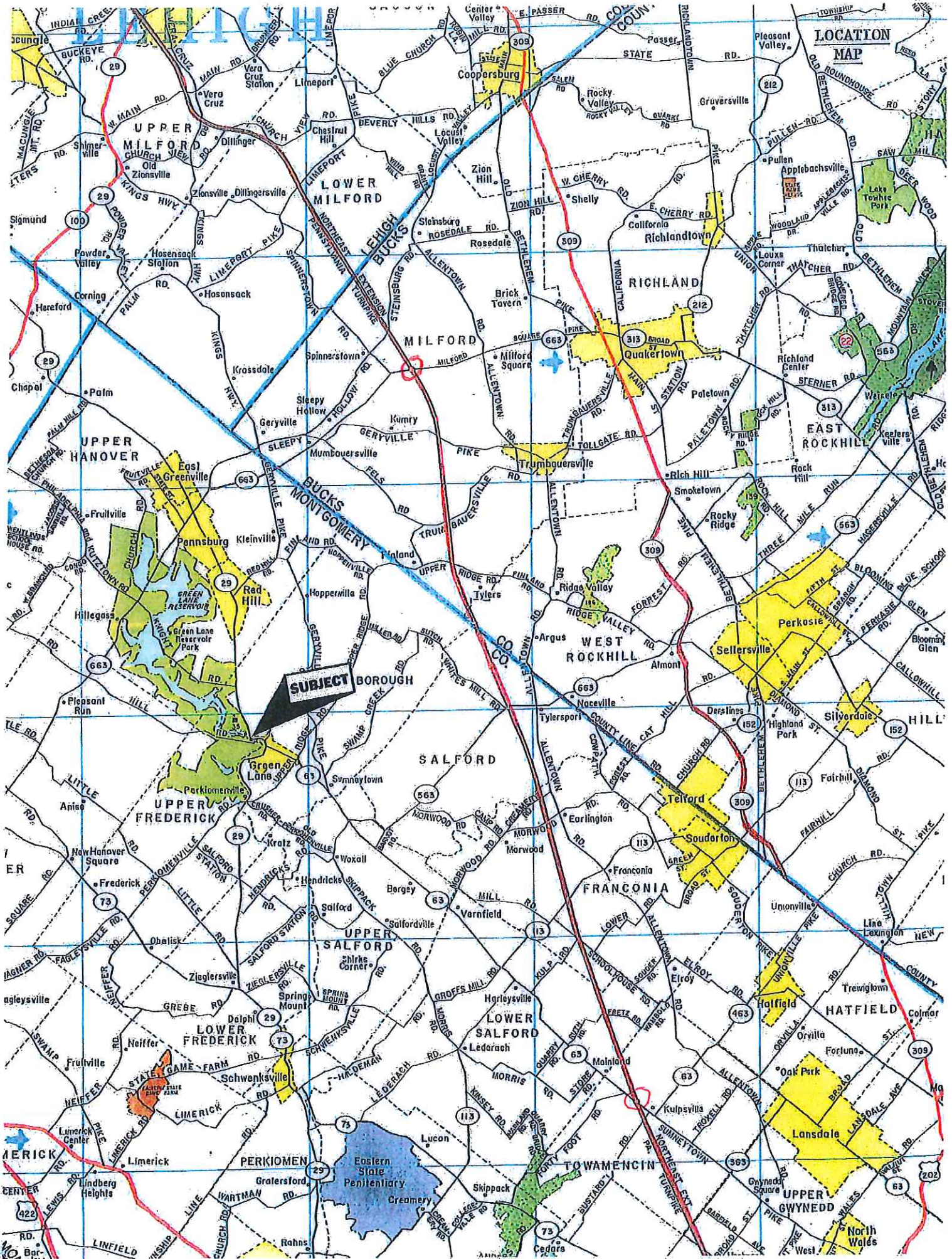


Green Lane  
Block 2

TAX PLAT MAP







LOCATION MAP

SUBJECT BOROUGH

UPPER MILFORD

LOWER MILFORD

MILFORD

QUAKERTOWN

UPPER HANOVER

UPPER SALFORD

WEST ROCKHILL

UPPER FREDERICK

UPPER SALFORD

FRANCONIA

LOWER FREDERICK

LOWER SALFORD

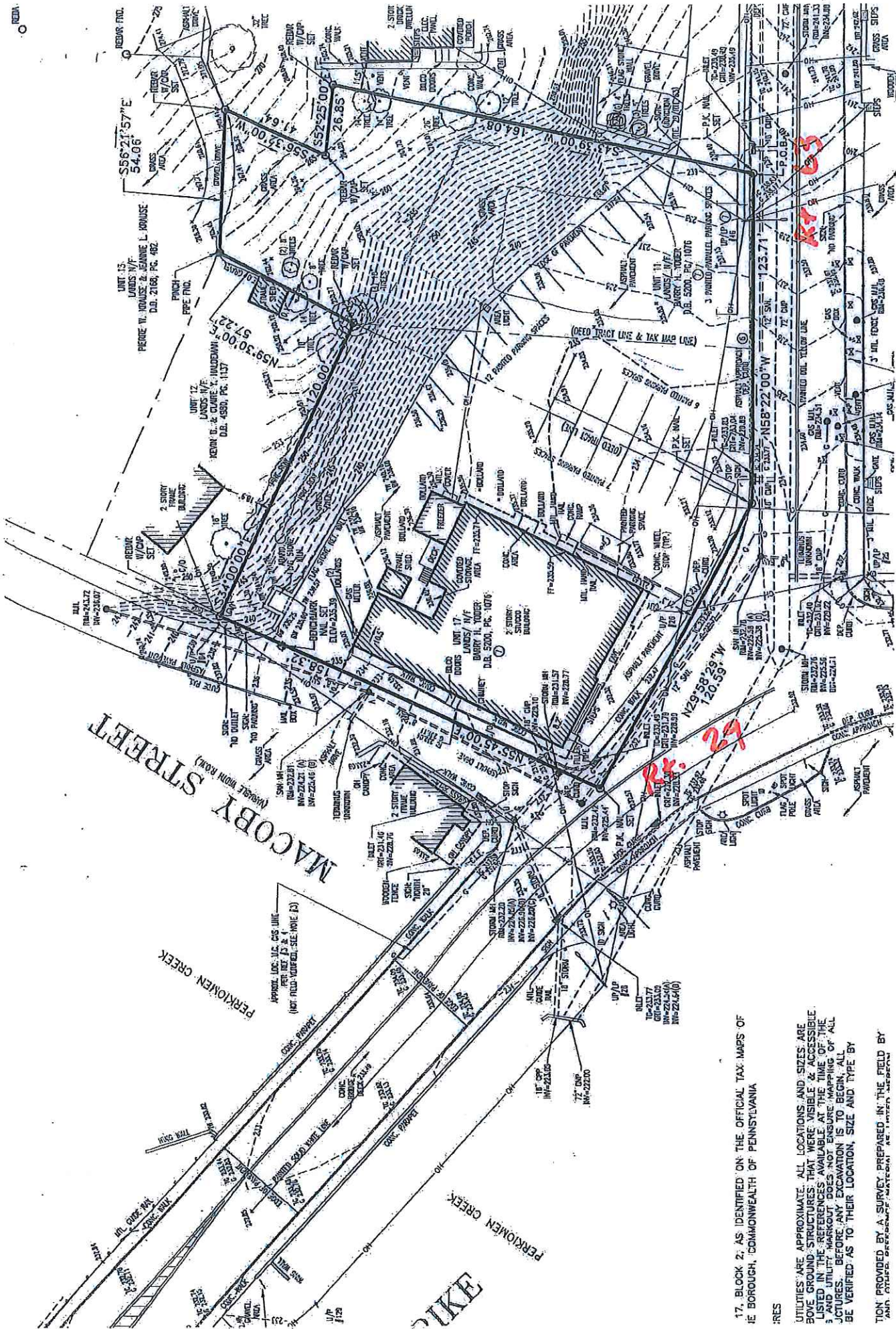
HATFIELD

PERKIOMEN

UPPER GWYNEDD

UPPER GWYNEDD





"AS-IS" SURVEY

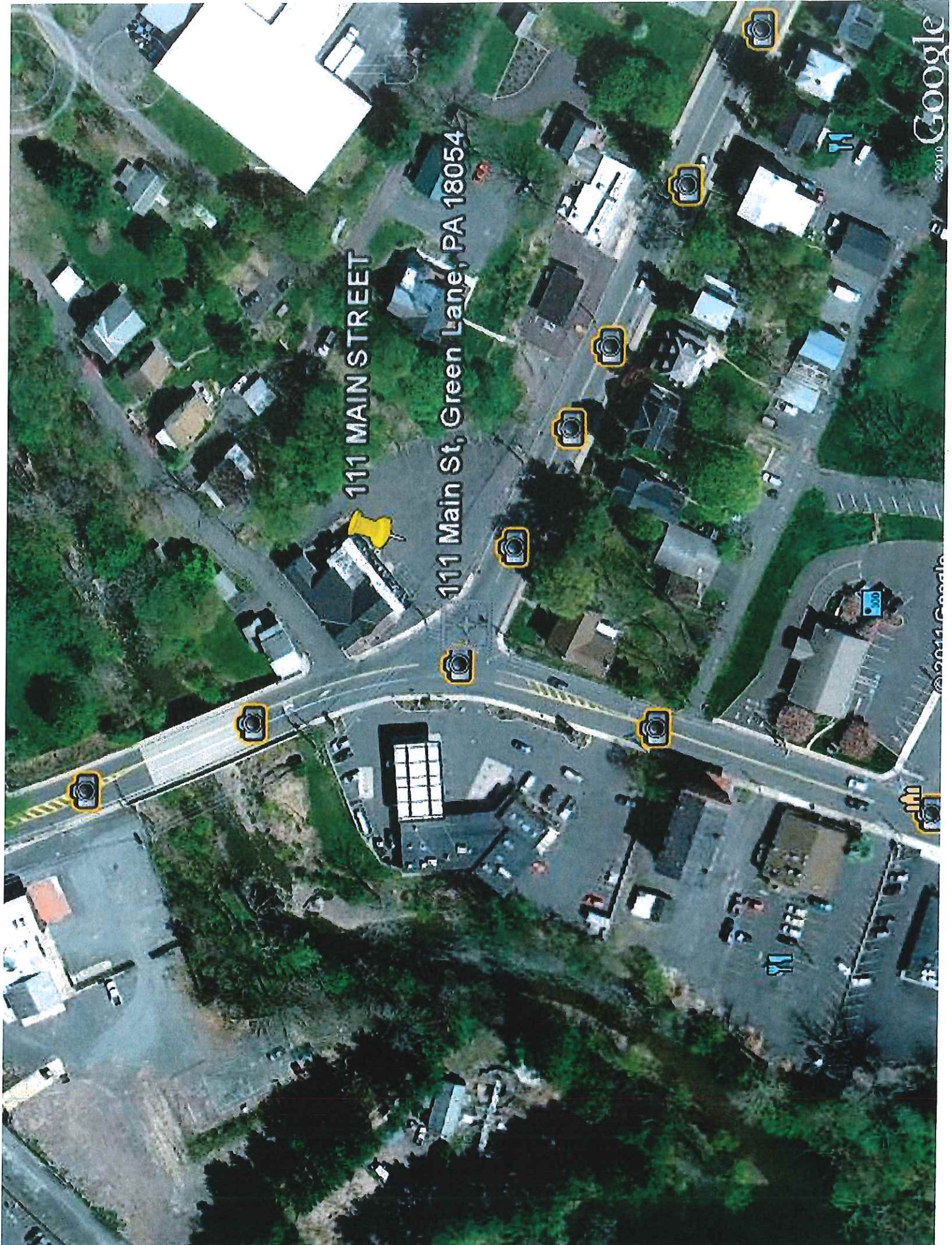
17, BLOCK 2, AS IDENTIFIED ON THE OFFICIAL TAX MAPS OF THE BOROUGH, COMMONWEALTH OF PENNSYLVANIA

UTILITIES ARE APPROXIMATE. ALL LOCATIONS AND SIZES ARE ABOVE GROUND. STRUCTURES THAT WERE VISIBLE & ACCESSIBLE AT THE TIME OF THE SURVEY ARE SHOWN. REFERENCES AVAILABLE AT THE TIME OF THE SURVEY ARE LISTED IN THE REFERENCE COLUMN. BEFORE ANY EXCAVATION IS TO BE COMPLETED, IT SHOULD BE VERIFIED AS TO THEIR LOCATION, SIZE AND TYPE BY THE SURVEYOR. INFORMATION PROVIDED BY A SURVEY PREPARED IN THE FIELD BY THE SURVEYOR IS NOT GUARANTEED. MATERIAL IS LIMITED TO THE INFORMATION PROVIDED BY THE SURVEYOR.









111 MAIN STREET

111 Main St, Green Lane, PA 18054

Google

©2010

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**CODE OF ORDINANCES**  
**of the**  
**BOROUGH OF GREEN LANE**  
**Montgomery County, Pennsylvania**

**Published by Authority of the Borough**

Adopted June 12, 1995

as amended through

March 11, 2004



PART 8

BC - BOROUGH COMMERCIAL DISTRICTS

**§801. DECLARATION OF LEGISLATIVE INTENT.**

In the expansion of the Declaration of Legislative Intent contained in Part 1, the intent of the Borough Commercial District is to encourage the retention and the future development of traditional commercial uses and neighborhood services. Furthermore, it is the intent of this article to preserve the existing streetscape of individual blocks through flexible regulations designed to promote existing building setbacks. The specific goals in this Borough Commercial District are to:

- A. Preserve the historic architecture of the area;
- B. Provide a pedestrian-friendly environment to foster a less vehicular intensive linkage throughout the Borough Commercial District;
- C. Provide safe and convenient vehicular access and parking;
- D. Provide opportunities and flexible standards for commercial enterprises to assist in the establishment of a viable and flourishing business district.

(Ord. 00-3, 5/8/2000)

**§802. PERMITTED USES.**

In the Borough Commercial District, a building may be erected, altered or used and a lot may be used or occupied for any of the following uses and no other:

- A. Business and professional offices.
- B. Bank or financial institutions; however, drive-in windows are not permitted unless authorized as a conditional use and in compliance with §804A.
- C. Retail establishment for the sale of dry goods, variety merchandise, clothing, food, baked goods, beverages, flowers, plants, drugs, hardware, books, furnishings or related items.
- D. Sale and repair of watches, clocks, optical goods, musical, professional, electronic, computer or related scientific instruments.
- E. Personal service shop: barbershop or beauty shop, custom tailoring, shoe repair or dry cleaning (provided that no cleaning operations are performed on the premises).
- F. Liquor store.
- G. Video rental store.

- H. Restaurants, cafeterias or taverns, not to include drive-in restaurants.
- I. Municipal or government office; public utility office.
- J. Studio for dance, fitness, music, art or photography.
- K. Undertaking or funeral establishments.
- L. Clubs, lodges, fraternal organizations.
- M. Educational, religious (including parsonage and church) or philanthropic uses.
- N. Public library.
- O. Laundromat.
- P. Antique sales, repairs and restoration.
- Q. Bed-and-breakfast home, bed-and-breakfast inn as a conditional use and in compliance with §1612.
- R. Pet shop.
- S. Single-family detached, semidetached (twin) or attached, developed pursuant to the dimensional standards of the Borough Residential (BR) Districts.
- T. Apartment conversions, provided that all residential units are located above a commercial use.
- U. Day-care center in accordance with the provisions of §1611 hereof.
- V. Parking lots, provided they are secondary to a primary use permitted herein.
- W. Any use of the same general character as the permitted uses above by conditional use as specified in §1614 hereof.

(Ord. 00-3, 5/8/2000)

**§803. PERMITTED USE DIMENSIONAL STANDARDS.**

The following standards shall apply to all permitted uses in the BC District:

- A. The minimum lot size shall be three thousand (3,000) square feet.
- B. The minimum lot width shall be twenty five (25) feet.
- C. The building setback shall be twenty (20) feet, measured from the ultimate right-of-way to the building line.



- D. There shall be no side yard setback for buildings that share two party walls. For buildings that share one party wall with a neighbor, there shall be one side yard, not less than ten (10) feet in width, measured from the side building wall to the side lot line. For detached buildings, there shall be two side yards, not less than twenty (20) feet in aggregate width and neither less than eight (8) feet in width between a side building wall and the adjoining side lot line. In the instance of a corner lot, the side yard abutting a street shall be not less than fifteen (15) feet in width, measured from the side building wall to the ultimate right-of-way line of the abutting street. On a lot the interior side lot line of which abuts a residential district, the side yard abutting such district shall have a width not less than that required in such adjoining district.
- E. The minimum rear yard setback shall be twenty-five (25) feet.
- F. The maximum impervious coverage cannot be more than seventy-five (75) percent of the lot area.
- G. Reserved.
- H. No building whether permitted under Section 802 or Section 804 shall exceed a total gross building area of five thousand five hundred (5,500) square feet.

(Ord. 00-3, 5/8/2000; Ord. 2004-05, 3/11/2004)

#### §804. CONDITIONAL USES.

- A. Drive-in fast-food restaurant/bank teller meeting the following standards:
  - 1) A minimum of eight cars stacking area shall be provided, including the space at the pick up window.
  - 2) These spaces shall not interfere with other parking spaces or internal circulation on the site.
- B. Gasoline service station meeting the following standards:
  - 1) All activities except those performed at fuel or air pumps shall be performed within an enclosed building.
  - 2) Fuel pumps shall be set back at least twenty-five (25) feet from any ultimate right-of-way.
  - 3) No paint spraying or body work shall be permitted.
- C. Drive-in convenience store meeting the following standards:
  - 1) Fuel pumps, if provided, shall be set back at least twenty-five (25) feet from any ultimate right-of way.

D. New or used car dealership meeting the following standards:

- 1) No temporary storage of vehicles is to be provided on abutting highways.
- 2) No parking or storage of vehicles or supplies may be located within twenty-five (25) feet of the ultimate right-of-way of the street on which the dealership fronts.

E. Parking lots as primary use.

(Ord. 00-3, 5/8/2000)

#### **§805. CONDITIONAL USE STANDARDS.**

- A. All new buildings or structures shall be designed to compliment existing buildings in terms of scale, massing, style and material.
- B. No outside storage, except seasonal items (such as nursery stock, produce, Christmas trees, etc.) shall be permitted.
- C. Motor vehicles, provided that they are screened from adjacent properties and streets, may be stored in rear or side yards only and the storage area shall be landscaped according to the screen planting requirements of the Subdivision and Land Development Ordinance.
- D. The design of the entranceways/exitways and the parking lot shall be satisfactory to the Borough Engineer.

(Ord. 00-3, 5/8/2000)

#### **§806. CONDITIONAL USE DIMENSIONAL STANDARDS.**

The following standards shall apply to conditional uses in the BC District:

- A. The minimum lot size shall be twenty thousand (20,000) square feet.
- B. The minimum lot width shall be one hundred fifty (150) feet.
- C. Gasoline service stations shall have minimum front yard setbacks of forty (40) feet.
- D. All other permitted use dimensional requirements shall apply to the conditional uses; however, parking lots or garages shall be subject to the standards of §807A of this Chapter.

(Ord. 00-3, 5/8/2000)



### §807. PARKING REQUIREMENTS.

In addition to the requirements found in Part XII, Off-Street Parking and Loading, the following setback requirements shall apply:

- A. The following setbacks apply to all parking lots or areas where cars are parked in the BC District:
  - 1) From the rear property line: Five (5) feet.
  - 2) Edge of any cartway if located on an alley: None.
  - 3) From the side property line: Five (5) feet.
  - 4) From the building: Five (5) feet.
- B. The Borough Council can waive the ten (10) foot by twenty (20) foot dimensional requirements for parking spaces in this district and allow nine (9) foot by (18) eighteen foot size spaces, provided that:
  - 1) The proposed lot will only serve commercial, multifamily, institutional or mixed commercial-residential uses.
  - 2) A site plan is submitted and its design is acceptable to the Council. In making its decision, the Council may consult with the Borough Planning Commission, Engineer or other appropriate agencies.
  - 3) When granting the waiver, the Council may place whatever reasonable restrictions on the plan that it deems appropriate.

(Ord. 00-3, 5/8/2000)

### §808. HEIGHT REGULATIONS.

No building or structure shall exceed thirty-five (35) feet in height.

(Ord. 2004-05, 3/11/2004)

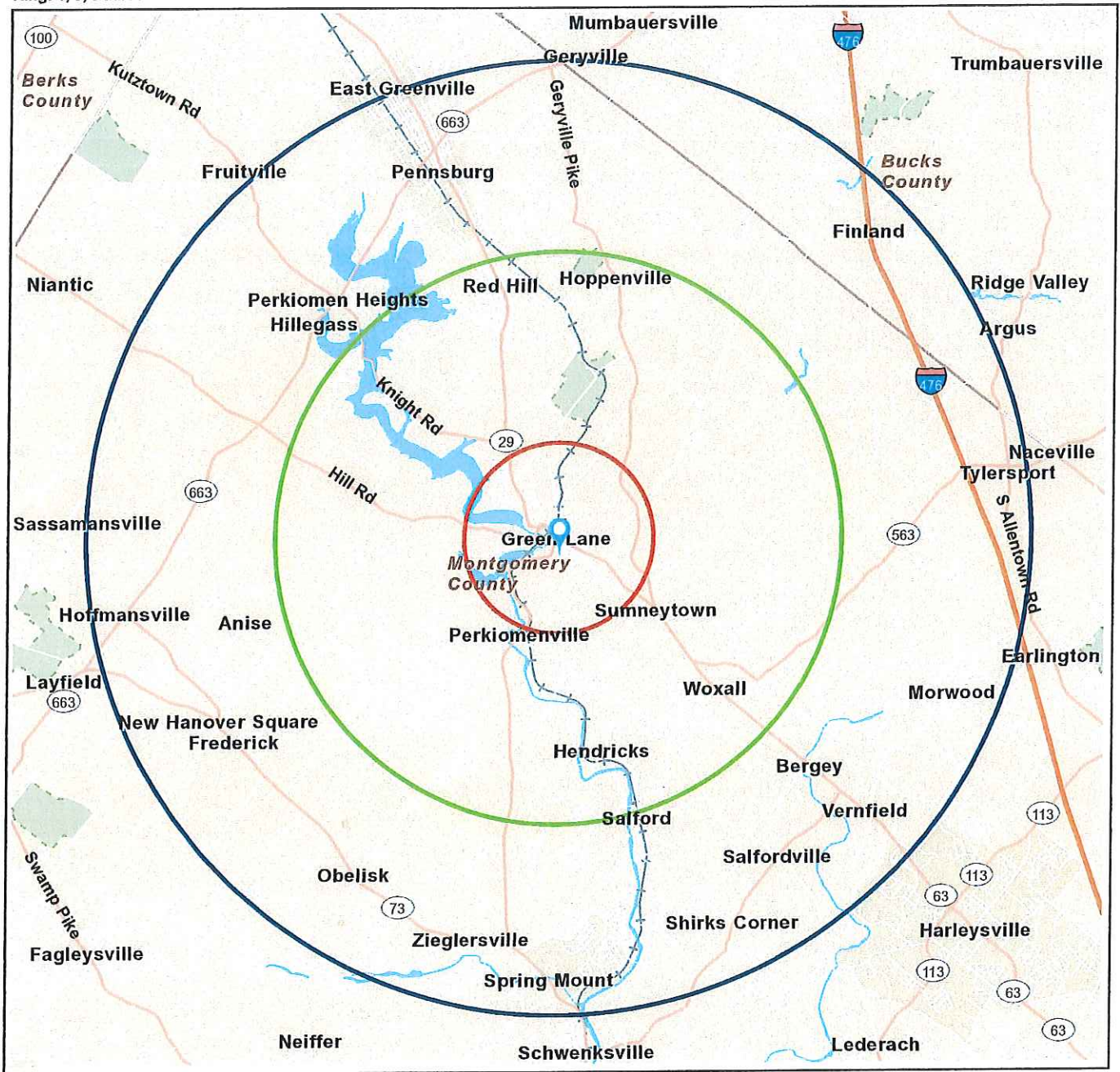


# Site Details Map

Prepared by Alan Apt

63 and 29 Green Lane  
111 Main St, Green Lane, PA 18054  
Ring: 1, 3, 5 Miles

Latitude: 40.339094  
Longitude: -75.471246



This site is located in:

City: Green Lane borough  
 State: Pennsylvania  
 ZIP Code: 18054  
 CBSA: —

County: Montgomery County  
 Census Tract: 42091207600  
 Census Block Group: 420912076003





# Net Worth Profile

Prepared by Alan Apt

63 and 29 Green Lane  
 111 Main St, Green Lane, PA 18054  
 Ring: 5 miles radius

Latitude: 40.339094  
 Longitude: -75.471246

	Census 2000	2010	2015	2010-2015 Change	2010-2015 Annual Rate
Population	29,527	33,566	34,816	1,250	0.73%
Median Age	37.7	41.3	41.9	0.6	0.29%
Households	10,686	12,453	12,997	544	0.86%
Average Household Size	2.72	2.66	2.64	-0.02	-0.15%

## 2010 Households by Net Worth

	Number	Percent
Total	12,453	100.0%
<\$15,000	1,093	8.8%
\$15,000 - \$34,999	479	3.8%
\$35,000 - \$49,999	388	3.1%
\$50,000 - \$74,999	626	5.0%
\$75,000 - \$99,999	645	5.2%
\$100,000 - \$149,999	1,133	9.1%
\$150,000 - \$249,999	1,756	14.1%
\$250,000 - \$499,999	2,860	23.0%
\$500,000 - \$999,999	1,998	16.0%
\$1,000,000+	1,475	11.8%
Median Net Worth	\$254,940	
Average Net Worth	\$657,325	

## 2010 Net Worth by Age of Householder

	Number of Households						
	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	231	1,448	2,455	3,289	2,452	1,382	1,197
<\$15,000	99	272	157	155	122	106	182
\$15,000 - \$34,999	35	132	106	68	45	45	48
\$35,000 - \$49,999	21	108	89	75	37	18	40
\$50,000 - \$99,999	43	332	302	237	91	130	136
\$100,000 - \$149,999	23	237	309	211	106	105	143
\$150,000 - \$249,999	6	259	508	408	263	177	134
\$250,000 - \$499,999	2	105	658	1,102	516	280	197
\$500,000+	2	3	326	1,033	1,272	521	317
Median Net Worth	\$21,656	\$75,070	\$190,588	\$320,756	\$500,000	\$317,197	\$178,726
Average Net Worth	\$50,111	\$110,149	\$354,554	\$718,607	\$1,226,241	\$966,896	\$565,027

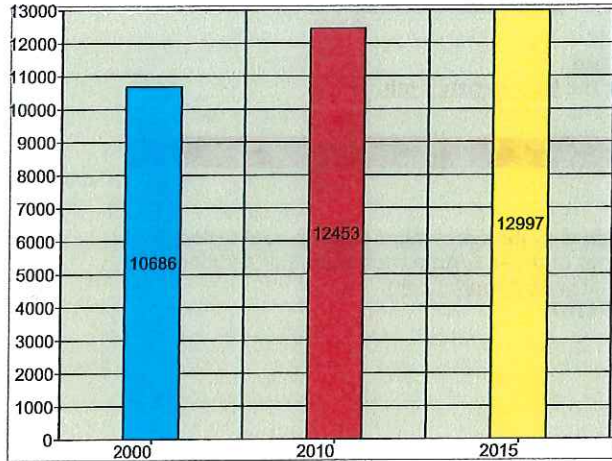
**Data Note:** Net Worth is total household wealth minus debt, secured and unsecured. Net worth includes home equity, equity in pension plans, net equity in vehicles, IRAs and Keogh accounts, business equity, interest-earning assets and mutual fund shares, stocks, etc. Examples of secured debt include home mortgages and vehicle loans; examples of unsecured debt include credit card debt, certain bank loans, and other outstanding bills. Forecasts of net worth are based on the Survey of Consumer Finances, Federal Reserve Board. Detail may not sum to totals due to rounding.

**Source:** U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015.

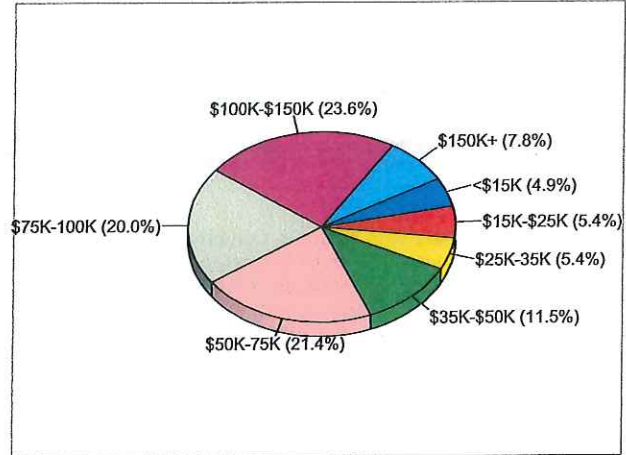
63 and 29 Green Lane  
 111 Main St, Green Lane, PA 18054  
 Ring: 5 miles radius

Latitude: 40.339094  
 Longitude: -75.471246

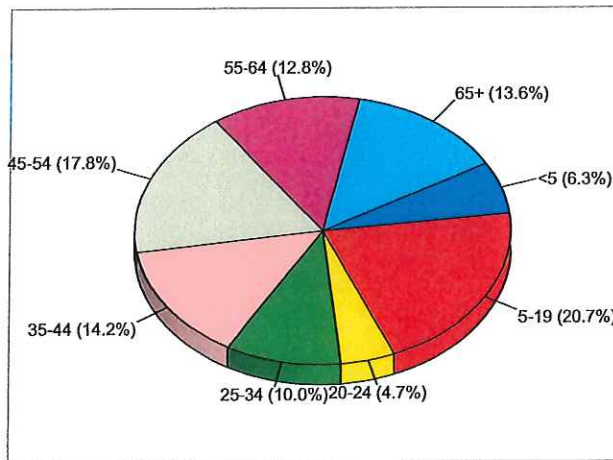
**Households**



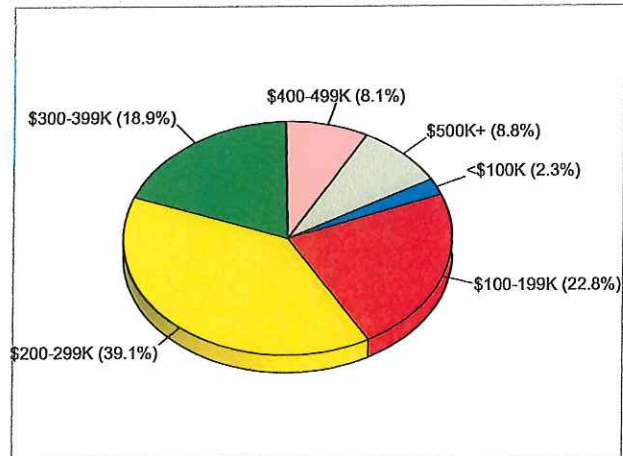
**2010 Households by Income**



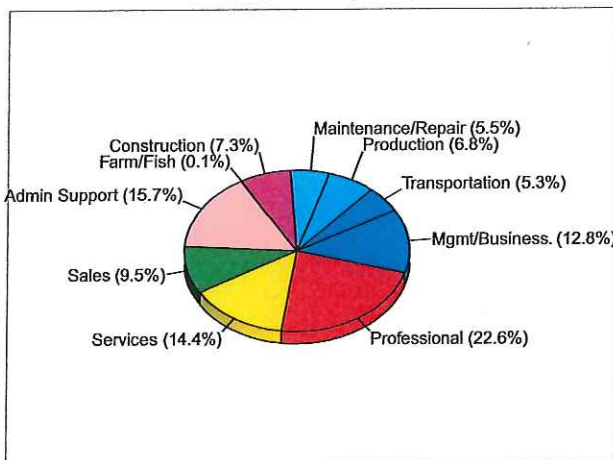
**2010 Population by Age**



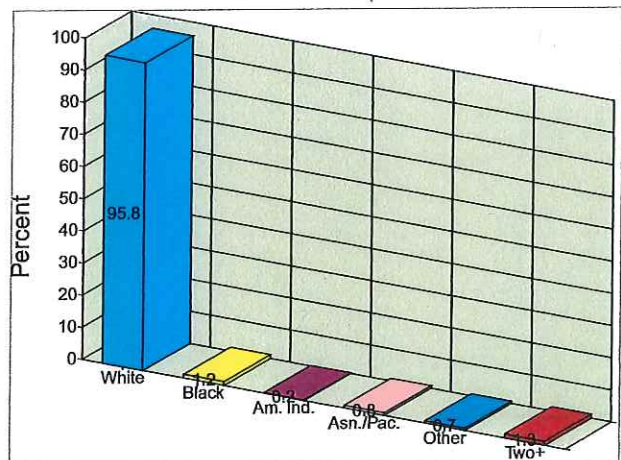
**2010 Owner Occupied HUs by Value**



**2010 Employed 16+ by Occupation**



**2010 Population by Race**



2010 Percent Hispanic Origin: 2.4%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015.





# Retail Goods and Services Expenditures

Prepared by Alan Apt

63 and 29 Green Lane  
 111 Main St, Green Lane, PA 18054  
 Ring: 5 miles radius

Latitude: 40.339094  
 Longitude: -75.471246

Top Tapestry Segments:		Demographic Summary		2010	2015
Green Acres	27.3%	Population		33,566	34,816
Exurbanites	26.7%	Households		12,453	12,997
Main Street, USA	16.8%	Families		9,272	9,598
Pleasant-Ville	6.8%	Median Age		41.3	41.9
Up and Coming Families	6.4%	Median Household Income		\$76,250	\$84,865

	Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>	87	\$2,077.14	\$25,866,624
Men's	82	\$376.43	\$4,687,717
Women's	79	\$654.39	\$8,149,177
Children's	90	\$361.14	\$4,497,292
Footwear	59	\$247.24	\$3,078,913
Watches & Jewelry	129	\$250.87	\$3,124,119
Apparel Products and Services <sup>1</sup>	200	\$187.06	\$2,329,406
<b>Computer</b>			
Computers and Hardware for Home Use	124	\$238.19	\$2,966,219
Software and Accessories for Home Use	125	\$35.74	\$445,108
<b>Entertainment &amp; Recreation</b>	129	\$4,172.66	\$51,962,106
<b>Fees and Admissions</b>	137	\$847.50	\$10,553,865
Membership Fees for Clubs <sup>2</sup>	139	\$227.49	\$2,832,962
Fees for Participant Sports, excl. Trips	135	\$143.71	\$1,789,634
Admission to Movie/Theatre/Opera/Ballet	130	\$196.43	\$2,446,122
Admission to Sporting Events, excl. Trips	138	\$81.85	\$1,019,226
Fees for Recreational Lessons	144	\$197.12	\$2,454,706
Dating Services	117	\$0.90	\$11,215
<b>TV/Video/Audio</b>	122	\$1,509.95	\$18,803,359
Community Antenna or Cable TV	121	\$873.43	\$10,876,840
Televisions	127	\$245.70	\$3,059,748
VCRs, Video Cameras, and DVD Players	120	\$24.49	\$305,028
Video Cassettes and DVDs	117	\$61.60	\$767,100
Video and Computer Game Hardware and Software	127	\$70.93	\$883,330
Satellite Dishes	122	\$1.54	\$19,186
Rental of Video Cassettes and DVDs	120	\$49.48	\$616,230
Streaming/Downloaded Video	132	\$1.85	\$22,978
Audio <sup>3</sup>	117	\$171.68	\$2,137,893
Rental and Repair of TV/Radio/Audio	122	\$9.24	\$115,027
<b>Pets</b>	156	\$672.87	\$8,379,303
<b>Toys and Games<sup>4</sup></b>	124	\$180.61	\$2,249,079
<b>Recreational Vehicles and Fees<sup>5</sup></b>	126	\$407.02	\$5,068,591
<b>Sports/Recreation/Exercise Equipment<sup>6</sup></b>	101	\$183.08	\$2,279,838
<b>Photo Equipment and Supplies<sup>7</sup></b>	129	\$133.96	\$1,668,258
<b>Reading<sup>8</sup></b>	132	\$204.36	\$2,544,938
<b>Catered Affairs<sup>9</sup></b>	135	\$33.32	\$414,875
<b>Food</b>	122	\$9,414.02	\$117,232,765
<b>Food at Home</b>	121	\$5,429.88	\$67,618,275
Bakery and Cereal Products	123	\$730.87	\$9,101,550
Meat, Poultry, Fish, and Eggs	121	\$1,249.76	\$15,563,321
Dairy Products	122	\$604.48	\$7,527,613
Fruit and Vegetables	122	\$959.45	\$11,948,051
Snacks and Other Food at Home <sup>10</sup>	121	\$1,885.31	\$23,477,737
<b>Food Away from Home</b>	124	\$3,984.14	\$49,614,489
Alcoholic Beverages	125	\$715.73	\$8,912,966
Nonalcoholic Beverages at Home	120	\$525.01	\$6,537,955



# Retail Goods and Services Expenditures

Prepared by Alan Apt

63 and 29 Green Lane  
111 Main St, Green Lane, PA 18054  
Ring: 5 miles radius

Latitude: 40.339094  
Longitude: -75.471246

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	132	\$2,296.22	\$28,594,865
Vehicle Loans	120	\$5,884.87	\$73,284,337
<b>Health</b>			
Nonprescription Drugs	118	\$121.54	\$1,513,542
Prescription Drugs	122	\$608.95	\$7,583,316
Eyeglasses and Contact Lenses	132	\$101.54	\$1,264,510
<b>Home</b>			
Mortgage Payment and Basics <sup>11</sup>	141	\$13,170.57	\$164,013,159
Maintenance and Remodeling Services	143	\$2,838.24	\$35,344,558
Maintenance and Remodeling Materials <sup>12</sup>	134	\$498.14	\$6,203,340
Utilities, Fuel, and Public Services	123	\$5,585.52	\$69,556,519
<b>Household Furnishings and Equipment</b>			
Household Textiles <sup>13</sup>	127	\$169.02	\$2,104,868
Furniture	128	\$767.06	\$9,552,195
Floor Coverings	142	\$106.82	\$1,330,239
Major Appliances <sup>14</sup>	128	\$389.01	\$4,844,399
Housewares <sup>15</sup>	109	\$94.24	\$1,173,529
Small Appliances	125	\$41.04	\$511,026
Luggage	134	\$12.40	\$154,437
Telephones and Accessories	80	\$34.09	\$424,531
<b>Household Operations</b>			
Child Care	126	\$582.05	\$7,248,239
Lawn and Garden <sup>16</sup>	134	\$559.47	\$6,967,140
Moving/Storage/Freight Express	114	\$69.00	\$859,257
Housekeeping Supplies <sup>17</sup>	123	\$865.05	\$10,772,524
<b>Insurance</b>			
Owners and Renters Insurance	132	\$613.40	\$7,638,632
Vehicle Insurance	124	\$1,446.07	\$18,007,950
Life/Other Insurance	135	\$564.08	\$7,024,514
Health Insurance	126	\$2,429.29	\$30,251,995
Personal Care Products <sup>18</sup>	123	\$488.48	\$6,083,061
School Books and Supplies <sup>19</sup>	117	\$124.39	\$1,548,979
Smoking Products	112	\$477.53	\$5,946,678
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) <sup>20</sup>	122	\$5,362.33	\$66,777,132
Gasoline and Motor Oil	120	\$3,436.49	\$42,794,563
Vehicle Maintenance and Repairs	125	\$1,176.03	\$14,645,132
<b>Travel</b>			
Airline Fares	136	\$621.73	\$7,742,419
Lodging on Trips	137	\$599.18	\$7,461,567
Auto/Truck/Van Rental on Trips	138	\$50.97	\$634,701
Food and Drink on Trips	133	\$577.96	\$7,197,344

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** ESRI forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.





# Retail Goods and Services Expenditures

Prepared by Alan Apt

63 and 29 Green Lane  
111 Main St, Green Lane, PA 18054  
Ring: 5 miles radius

Latitude: 40.339094  
Longitude: -75.471246

- 
- <sup>1</sup>**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
  - <sup>2</sup>**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
  - <sup>3</sup>**Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.
  - <sup>4</sup>**Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
  - <sup>5</sup>**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
  - <sup>6</sup>**Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
  - <sup>7</sup>**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
  - <sup>8</sup>**Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.
  - <sup>9</sup>**Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
  - <sup>10</sup>**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
  - <sup>11</sup>**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
  - <sup>12</sup>**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
  - <sup>13</sup>**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.
  - <sup>14</sup>**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
  - <sup>15</sup>**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
  - <sup>16</sup>**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
  - <sup>17</sup>**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
  - <sup>18</sup>**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.
  - <sup>19</sup>**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.
  - <sup>20</sup>**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.



# Retail Market Potential

Prepared by Alan Apt

63 and 29 Green Lane  
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Demographic Summary	2010	2015
Population	33,566	34,816
Total Number of Adults	25,330	26,460
Households	12,453	12,997
Median Household Income	\$76,250	\$84,865

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's apparel in last 12 months	13,759	54.3%	108
Bought any women's apparel in last 12 months	11,915	47.0%	103
Bought apparel for child <13 in last 6 months	7,366	29.1%	103
Bought any shoes in last 12 months	13,825	54.6%	104
Bought costume jewelry in last 12 months	5,571	22.0%	106
Bought any fine jewelry in last 12 months	5,898	23.3%	102
Bought a watch in last 12 months	5,100	20.1%	97
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	11,570	92.9%	107
HH bought new vehicle in last 12 months	1,268	10.2%	123
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	23,479	92.7%	107
Bought/changed motor oil in last 12 months	13,788	54.4%	105
Had tune-up in last 12 months	8,432	33.3%	106
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	16,185	63.9%	102
Drank regular cola in last 6 months	12,407	49.0%	94
Drank beer/ale in last 6 months	11,342	44.8%	106
<b>Cameras &amp; Film (Adults)</b>			
Bought any camera in last 12 months	3,818	15.1%	101
Bought film in last 12 months	6,549	25.9%	109
Bought digital camera in last 12 months	1,863	7.4%	104
Bought memory card for camera in last 12 months	1,977	7.8%	103
<b>Cell Phones/PDAs &amp; Service</b>			
Bought cell/mobile phone/PDA in last 12 months	7,539	29.8%	101
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	7,087	28.0%	108
Avg monthly cell/mobile phone/PDA bill: \$50-99	8,515	33.6%	106
Avg monthly cell/mobile phone/PDA bill: \$100+	4,041	16.0%	104
<b>Computers (Households)</b>			
HH owns a personal computer	9,974	80.1%	111
HH spent <\$500 on home PC	1,147	9.2%	102
HH spent \$500-\$999 on home PC	2,568	20.6%	112
HH spent \$1000-\$1499 on home PC	2,258	18.1%	123
HH spent \$1500-\$1999 on home PC	1,200	9.6%	116
Spent \$2000+ on home PC	1,111	8.9%	115

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. ESRI forecasts for 2010 and 2015.





# Retail Market Potential

Prepared by Alan Apt

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 months	15,737	62.1%	104
Bought cigarettes at convenience store in last 30 days	3,434	13.6%	92
Bought gas at convenience store in last 30 days	8,824	34.8%	105
Spent at convenience store in last 30 days: <\$20	2,666	10.5%	108
Spent at convenience store in last 30 days: \$20-39	2,762	10.9%	109
Spent at convenience store in last 30 days: \$40+	9,183	36.3%	103
<b>Entertainment (Adults)</b>			
Attended movies in last 6 months	15,402	60.8%	104
Went to live theater in last 6 months	3,645	14.4%	114
Went to a bar/night club in last 12 months	4,965	19.6%	107
Dined out in last 12 months	14,376	56.8%	116
Gambled at a casino in last 12 months	4,656	18.4%	114
Visited a theme park in last 12 months	5,815	23.0%	103
DVDs rented in last 30 days: 1	748	3.0%	111
DVDs rented in last 30 days: 2	1,363	5.4%	115
DVDs rented in last 30 days: 3	867	3.4%	110
DVDs rented in last 30 days: 4	1,131	4.5%	112
DVDs rented in last 30 days: 5+	3,653	14.4%	110
DVDs purchased in last 30 days: 1	1,489	5.9%	110
DVDs purchased in last 30 days: 2	1,369	5.4%	103
DVDs purchased in last 30 days: 3-4	1,231	4.9%	99
DVDs purchased in last 30 days: 5+	1,343	5.3%	98
Spent on toys/games in last 12 months: <\$50	1,680	6.6%	106
Spent on toys/games in last 12 months: \$50-\$99	695	2.7%	100
Spent on toys/games in last 12 months: \$100-\$199	1,843	7.3%	102
Spent on toys/games in last 12 months: \$200-\$499	2,994	11.8%	114
Spent on toys/games in last 12 months: \$500+	1,588	6.3%	114
<b>Financial (Adults)</b>			
Have home mortgage (1st)	5,951	23.5%	129
Used ATM/cash machine in last 12 months	13,962	55.1%	109
Own any stock	2,991	11.8%	131
Own U.S. savings bond	2,444	9.6%	136
Own shares in mutual fund (stock)	3,025	11.9%	127
Own shares in mutual fund (bonds)	1,873	7.4%	128
Used full service brokerage firm in last 12 months	2,052	8.1%	133
Used discount brokerage firm in last 12 months	531	2.1%	106
Have 401K retirement savings	5,362	21.2%	128
Own any credit/debit card (in own name)	20,499	80.9%	111
Avg monthly credit card expenditures: <\$111	3,968	15.7%	107
Avg monthly credit card expenditures: \$111-225	2,488	9.8%	109
Avg monthly credit card expenditures: \$226-450	2,566	10.1%	118
Avg monthly credit card expenditures: \$451-700	2,068	8.2%	114
Avg monthly credit card expenditures: \$701+	4,020	15.9%	116

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	18,377	72.6%	104
Used bread in last 6 months	24,719	97.6%	101
Used chicken/turkey (fresh or frozen) in last 6 months	19,505	77.0%	103
Used fish/seafood (fresh or frozen) in last 6 months	13,574	53.6%	105
Used fresh fruit/vegetables in last 6 months	22,515	88.9%	103
Used fresh milk in last 6 months	23,505	92.8%	102
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	8,289	32.7%	111
Exercise at club 2+ times per week	3,304	13.0%	113
Visited a doctor in last 12 months	20,935	82.7%	106
Used vitamin/dietary supplement in last 6 months	13,257	52.3%	110
<b>Home (Households)</b>			
Any home improvement in last 12 months	4,894	39.3%	126
Used housekeeper/maid/professional cleaning service in last 12 months	2,147	17.2%	110
Purchased any HH furnishing in last 12 months	1,445	11.6%	110
Purchased bedding/bath goods in last 12 months	6,992	56.1%	103
Purchased cooking/serving product in last 12 months	3,480	27.9%	103
Bought any kitchen appliance in last 12 months	2,456	19.7%	111
<b>Insurance (Adults)</b>			
Currently carry any life insurance	14,226	56.2%	116
Have medical/hospital/accident insurance	20,025	79.1%	109
Carry homeowner insurance	16,628	65.6%	124
Carry renter insurance	1,300	5.1%	85
Have auto/other vehicle insurance	22,896	90.4%	107
<b>Pets (Households)</b>			
HH owns any pet	7,175	57.6%	121
HH owns any cat	3,654	29.3%	126
HH owns any dog	5,339	42.9%	124
<b>Reading Materials (Adults)</b>			
Bought book in last 12 months	13,690	54.0%	109
Read any daily newspaper	12,215	48.2%	113
Heavy magazine reader	4,638	18.3%	92
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 mo	19,598	77.4%	106
Went to family restaurant/steak house last mo: <2 times	6,537	25.8%	99
Went to family restaurant/steak house last mo: 2-4 times	7,541	29.8%	108
Went to family restaurant/steak house last mo: 5+ times	5,521	21.8%	112
Went to fast food/drive-in restaurant in last 6 mo	23,085	91.1%	102
Went to fast food/drive-in restaurant <5 times/mo	7,733	30.5%	100
Went to fast food/drive-in 5-12 times/mo	8,416	33.2%	106
Went to fast food/drive-in restaurant 13+ times/mo	6,936	27.4%	99
Fast food/drive-in last 6 mo: eat in	10,304	40.7%	106
Fast food/drive-in last 6 mo: home delivery	2,592	10.2%	92
Fast food/drive-in last 6 mo: take-out/drive-thru	14,347	56.6%	108
Fast food/drive-in last 6 mo: take-out/walk-in	6,439	25.4%	104

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Telephones &amp; Service (Households)</b>			
HH owns in-home cordless telephone	9,007	72.3%	112
HH average monthly long distance phone bill: <\$16	3,909	31.4%	113
HH average monthly long distance phone bill: \$16-25	1,645	13.2%	113
HH average monthly long distance phone bill: \$26-59	1,257	10.1%	104
HH average monthly long distance phone bill: \$60+	488	3.9%	89
<b>Television &amp; Sound Equipment (Households)</b>			
HH owns 1 TV	1,865	15.0%	75
HH owns 2 TVs	3,172	25.5%	96
HH owns 3 TVs	2,984	24.0%	107
HH owns 4+ TVs	3,255	26.1%	125
HH subscribes to cable TV	7,226	58.0%	100
HH watched 15+ hours of cable TV last week	7,482	60.1%	100
Purchased audio equipment in last 12 months	998	8.0%	97
Purchased CD player in last 12 months	658	5.3%	100
Purchased DVD player in last 12 months	1,254	10.1%	95
Purchased MP3 player in last 12 months	1,212	9.7%	111
Purchased video game system in last 12 months	1,170	9.4%	108
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	15,226	60.1%	114
Took 3+ domestic trips in last 12 months	6,422	25.4%	122
Spent on domestic vacations last 12 mo: <\$1000	3,450	13.6%	108
Spent on domestic vacations last 12 mo: \$1000-\$1499	2,178	8.6%	124
Spent on domestic vacations last 12 mo: \$1500-\$1999	1,291	5.1%	127
Spent on domestic vacations last 12 mo: \$2000-\$2999	1,252	4.9%	120
Spent on domestic vacations last 12 mo: \$3000+	1,523	6.0%	124
Foreign travel in last 3 years	6,657	26.3%	105
Took 3+ foreign trips by plane in last 3 years	1,107	4.4%	96
Spent on foreign vacations last 12 mo: <\$1000	1,559	6.2%	112
Spent on foreign vacations last 12 mo: \$1000-\$2999	986	3.9%	98
Spent on foreign vacations: \$3000+	1,213	4.8%	103
Stayed 1+ nights at hotel/motel in last 12 months	12,339	48.7%	118

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. ESRI forecasts for 2010 and 2015.



# Retail MarketPlace Profile

Prepared by Alan Apt

63 and 29 Green Lane  
111 Main St, Green Lane, PA 18054  
Ring: 5 miles radius

Latitude: 40.339094  
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## Summary Demographics

2010 Population	33,566
2010 Households	12,453
2010 Median Disposable Income	\$57,483
2010 Per Capita Income	\$32,682

Industry Summary	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$399,967,822	\$162,580,215	\$237,387,607	42.2	174
Total Retail Trade (NAICS 44-45)	\$341,941,472	\$138,828,665	\$203,112,807	42.2	121
Total Food & Drink (NAICS 722)	\$58,026,350	\$23,751,550	\$34,274,800	41.9	53

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$82,708,383	\$36,050,231	\$46,658,152	39.3	20
Automobile Dealers (NAICS 4411)	\$73,007,679	\$27,724,730	\$45,282,949	45.0	8
Other Motor Vehicle Dealers (NAICS 4412)	\$4,955,895	\$980,727	\$3,975,168	67.0	1
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$4,744,809	\$7,344,774	\$-2,599,965	-21.5	11
Furniture & Home Furnishings Stores (NAICS 442)	\$13,667,570	\$2,089,444	\$11,578,126	73.5	9
Furniture Stores (NAICS 4421)	\$8,272,569	\$801,025	\$7,471,544	82.3	1
Home Furnishings Stores (NAICS 4422)	\$5,395,001	\$1,288,419	\$4,106,582	61.4	8
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$11,790,045	\$13,260,138	\$-1,470,093	-5.9	6
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$14,663,156	\$4,933,364	\$9,729,792	49.7	20
Building Material and Supplies Dealers (NAICS 4441)	\$13,361,252	\$4,148,022	\$9,213,230	52.6	14
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$1,301,904	\$785,342	\$516,562	24.7	6
Food & Beverage Stores (NAICS 445)	\$71,652,802	\$43,560,348	\$28,092,454	24.4	11
Grocery Stores (NAICS 4451)	\$65,067,344	\$42,293,993	\$22,773,351	21.2	8
Specialty Food Stores (NAICS 4452)	\$1,517,466	\$900,369	\$617,097	25.5	3
Beer, Wine, and Liquor Stores (NAICS 4453)	\$5,067,992	\$365,986	\$4,702,006	86.5	1
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$13,600,868	\$7,332,424	\$6,268,444	29.9	12
Gasoline Stations (NAICS 447/4471)	\$47,781,520	\$14,433,967	\$33,347,553	53.6	3
Clothing and Clothing Accessories Stores (NAICS 448)	\$16,205,936	\$1,160,640	\$15,045,296	86.6	4
Clothing Stores (NAICS 4481)	\$13,543,470	\$1,141,588	\$12,401,882	84.5	4
Shoe Stores (NAICS 4482)	\$1,607,639	\$0	\$1,607,639	100.0	0
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$1,054,827	\$19,052	\$1,035,775	96.5	1
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$4,547,903	\$1,274,646	\$3,273,257	56.2	8
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$2,700,082	\$1,274,646	\$1,425,436	35.9	8
Book, Periodical, and Music Stores (NAICS 4512)	\$1,847,821	\$0	\$1,847,821	100.0	0

**Data Note:** Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. ESRI uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector.

Source: ESRI and Infogroup





# Retail MarketPlace Profile

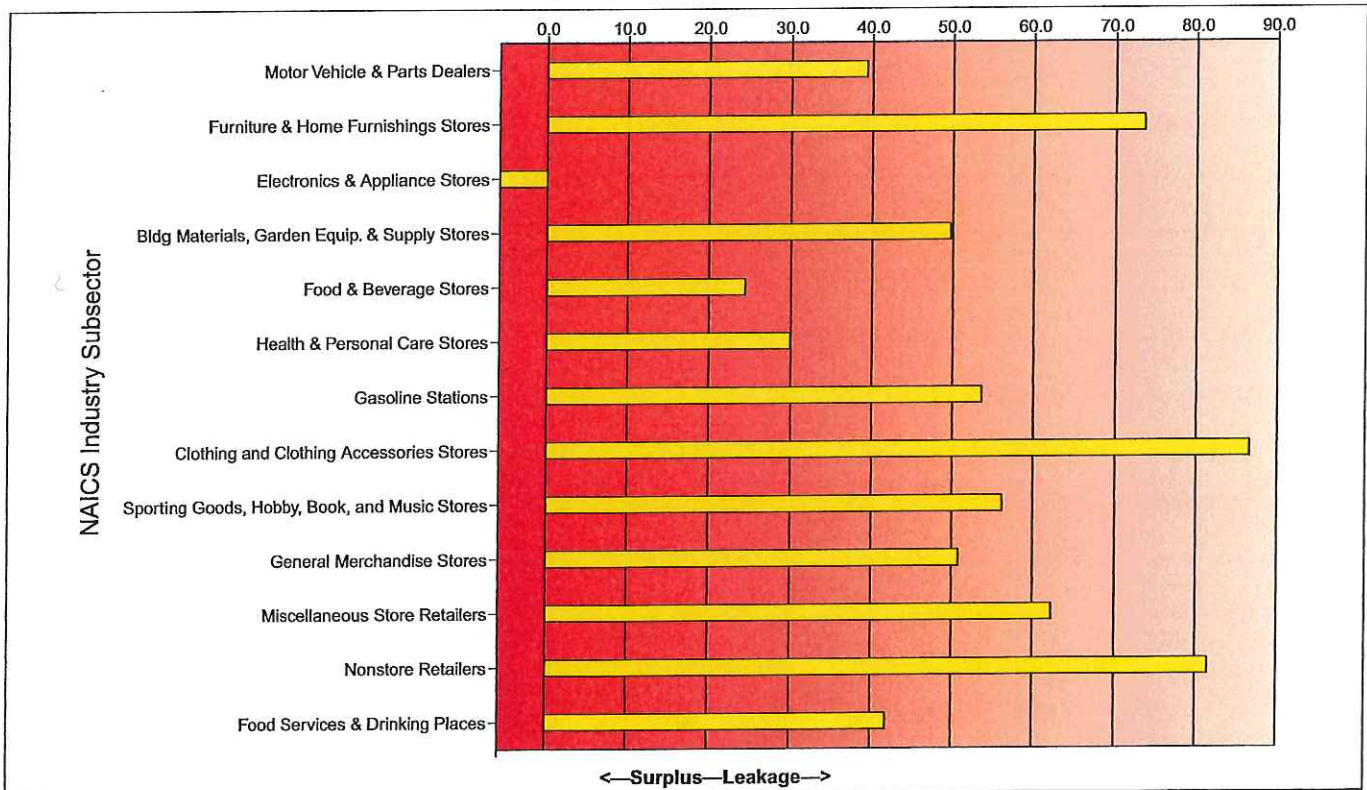
Prepared by Alan Apt

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Longitude: -75.471246

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$31,912,270	\$10,419,985	\$21,492,285	50.8	2
Department Stores Excluding Leased Depts.(NAICS 4521)	\$17,610,233	\$9,764,429	\$7,845,804	28.7	1
Other General Merchandise Stores (NAICS 4529)	\$14,302,037	\$655,556	\$13,646,481	91.2	1
Miscellaneous Store Retailers (NAICS 453)	\$7,034,922	\$1,632,549	\$5,402,373	62.3	21
Florists (NAICS 4531)	\$1,187,227	\$212,338	\$974,889	69.7	3
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$2,527,118	\$719,217	\$1,807,901	55.7	7
Used Merchandise Stores (NAICS 4533)	\$135,691	\$242,860	\$-107,169	-28.3	7
Other Miscellaneous Store Retailers (NAICS 4539)	\$3,184,886	\$458,134	\$2,726,752	74.8	4
Nonstore Retailers (NAICS 454)	\$26,376,097	\$2,680,929	\$23,695,168	81.5	5
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$15,468,683	\$0	\$15,468,683	100.0	0
Vending Machine Operators (NAICS 4542)	\$2,572,436	\$2,311,215	\$261,221	5.3	5
Direct Selling Establishments (NAICS 4543)	\$8,334,978	\$369,714	\$7,965,264	91.5	1
Food Services & Drinking Places (NAICS 722)	\$58,026,350	\$23,751,550	\$34,274,800	41.9	53
Full-Service Restaurants (NAICS 7221)	\$33,227,175	\$12,632,573	\$20,594,602	44.9	31
Limited-Service Eating Places (NAICS 7222)	\$14,290,271	\$9,447,223	\$4,843,048	20.4	16
Special Food Services (NAICS 7223)	\$6,555,135	\$344,914	\$6,210,221	90.0	2
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$3,953,769	\$1,326,840	\$2,626,929	49.7	4

Leakage/Surplus Factor by Industry Subsector



Source: ESRI and Infogroup



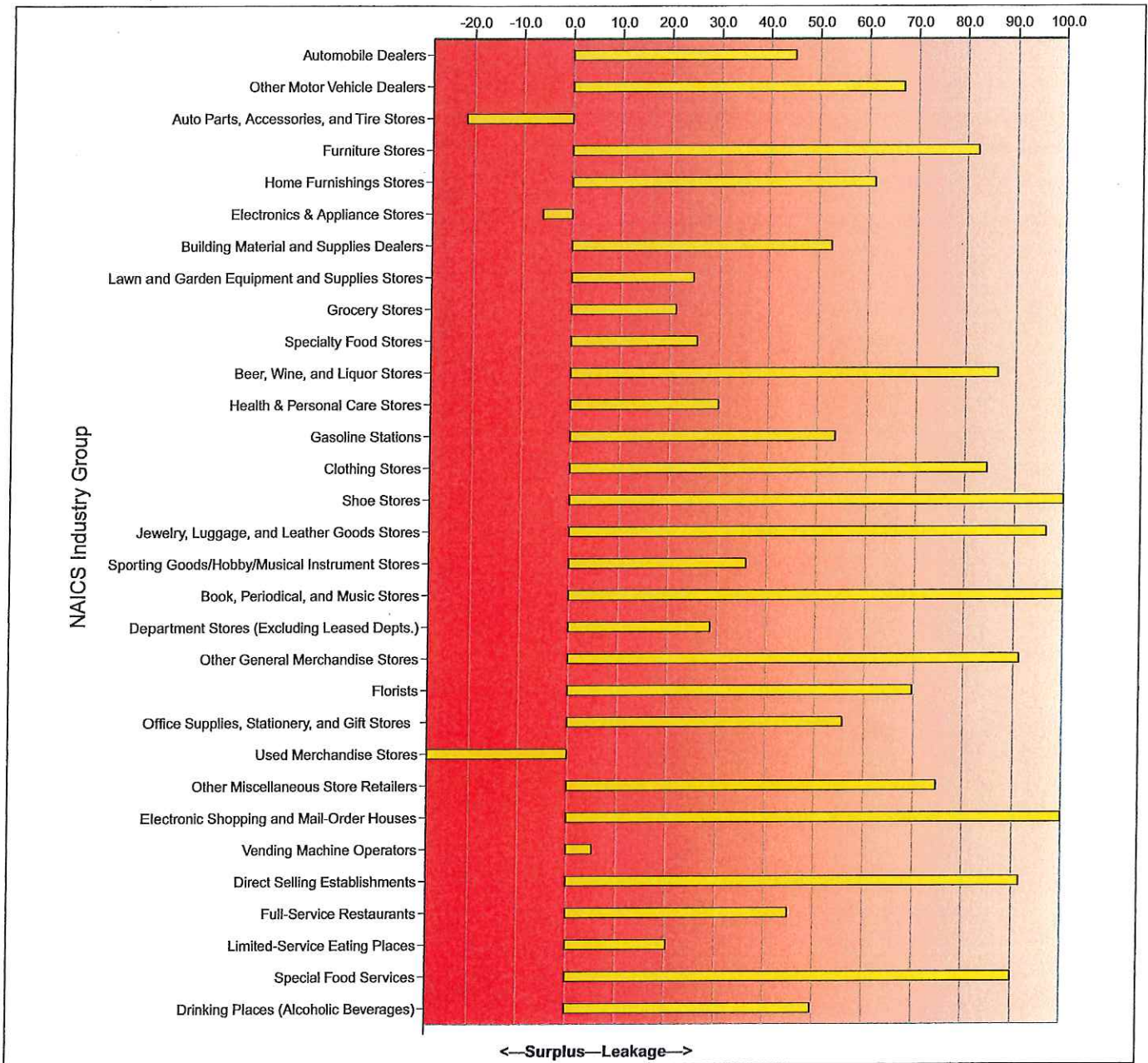
# Retail MarketPlace Profile

Prepared by Alan Apt

63 and 29 Green Lane  
111 Main St, Green Lane, PA 18054  
Ring: 5 miles radius

Latitude: 40.339094  
Longitude: -75.471246

### Leakage/Surplus Factor by Industry Group



Source: ESRI and Infogroup