

**NOW
LEASING!**

NORTHSIDE SHOPPING CENTER

465 MIDDLETOWN WARWICK ROAD
MIDDLETOWN, DE

**PAD SITES AND INLINE SPACE
AVAILABLE FOR LEASE**





JOIN

 **target**

**HOBBY
LOBBY**

SPROUTS
FARMERS MARKET

 **PETSMART**

21,053 VPD
ALONG
RTE. 299

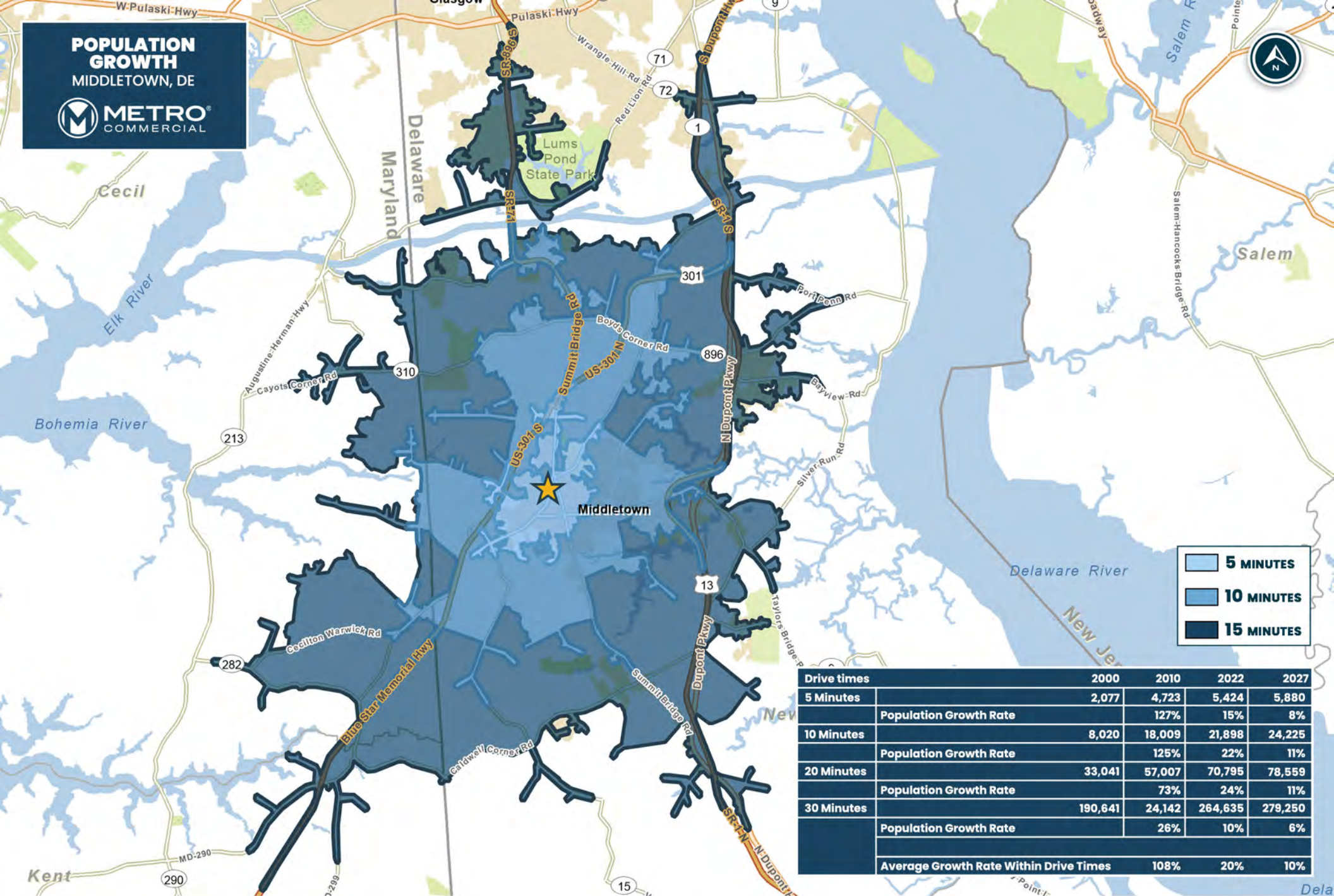
±230,000 SF
OF RETAIL REAL
ESTATE

**LOCATED IN
A GROWING
MARKET**



HOBBY LOBBY





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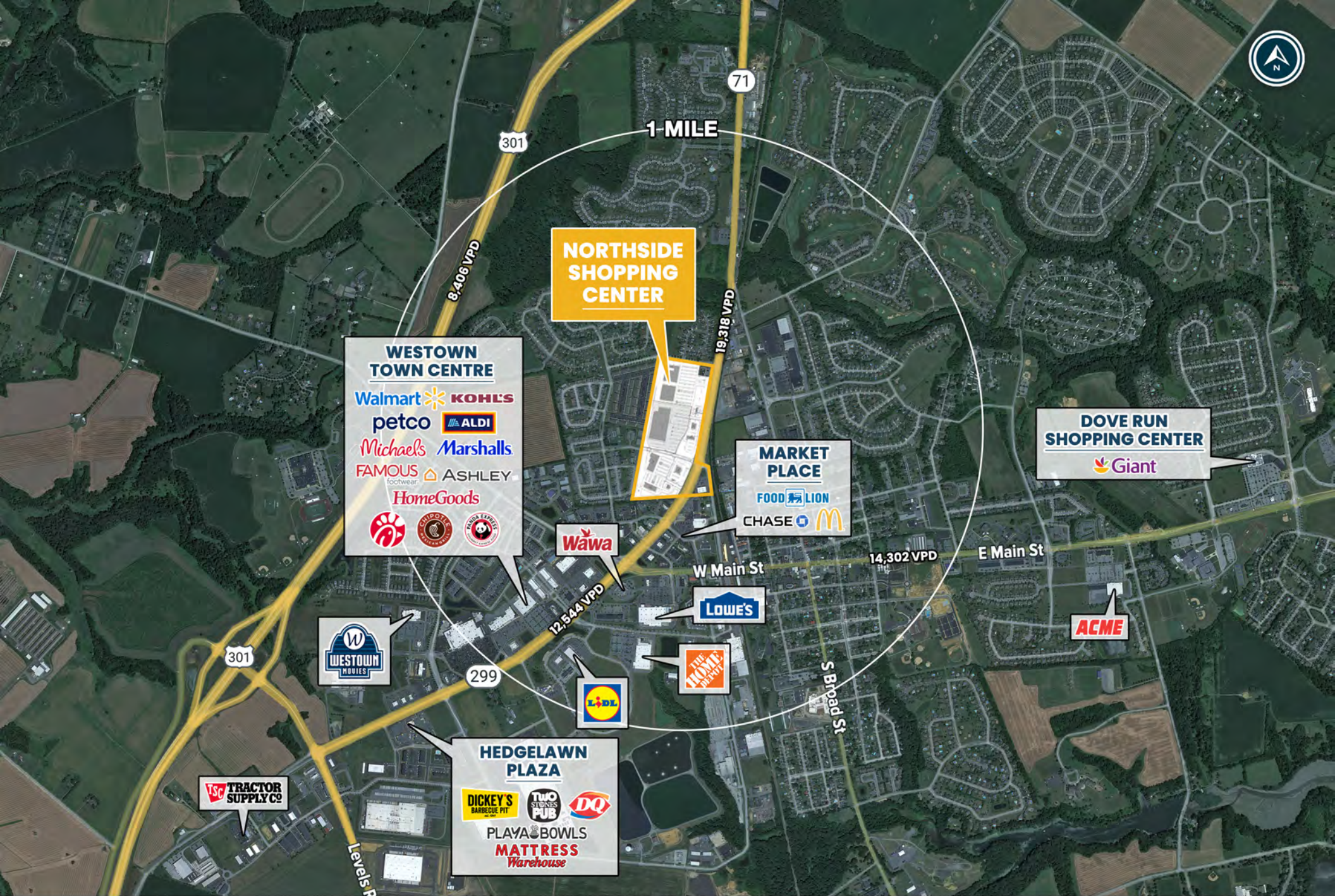


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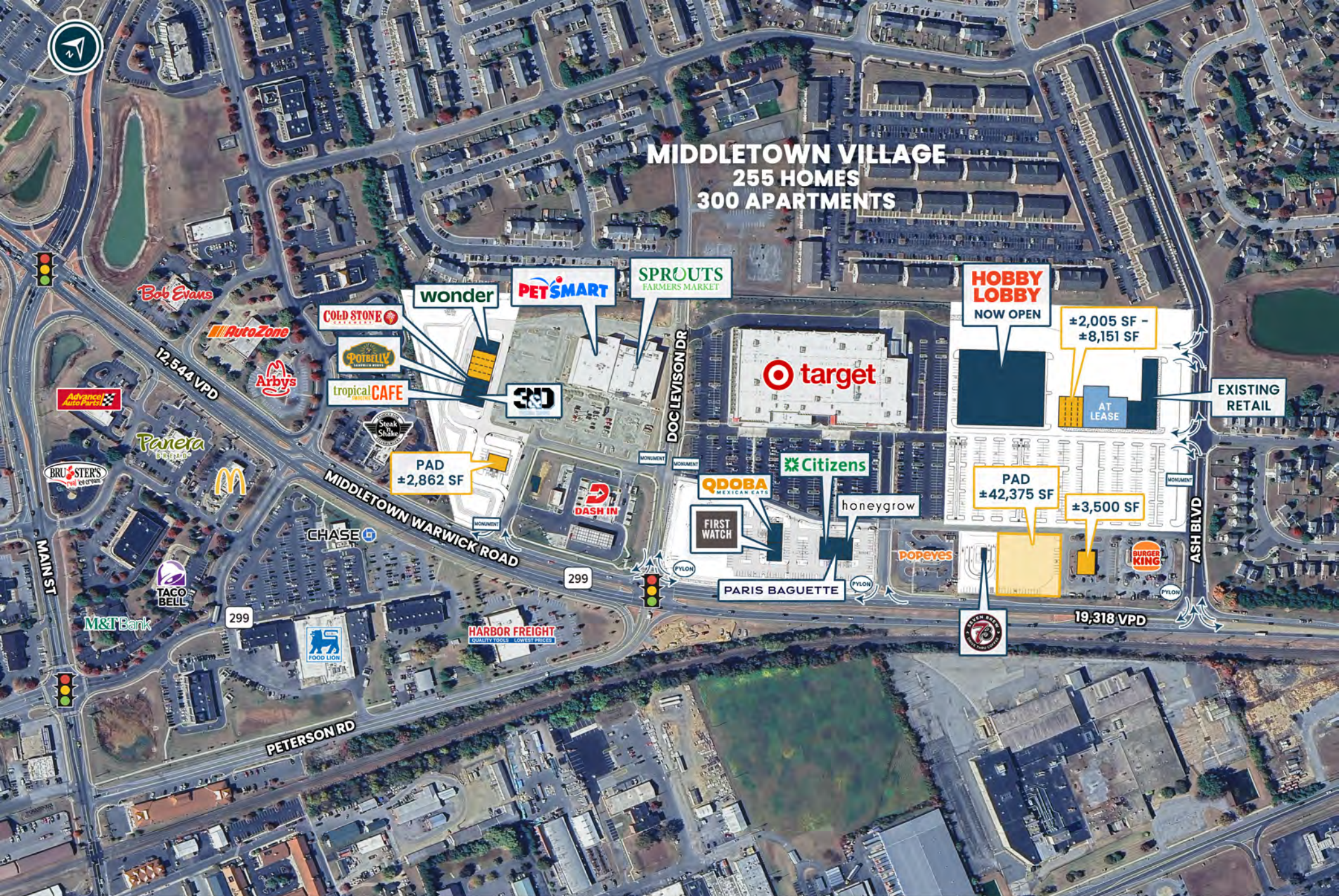
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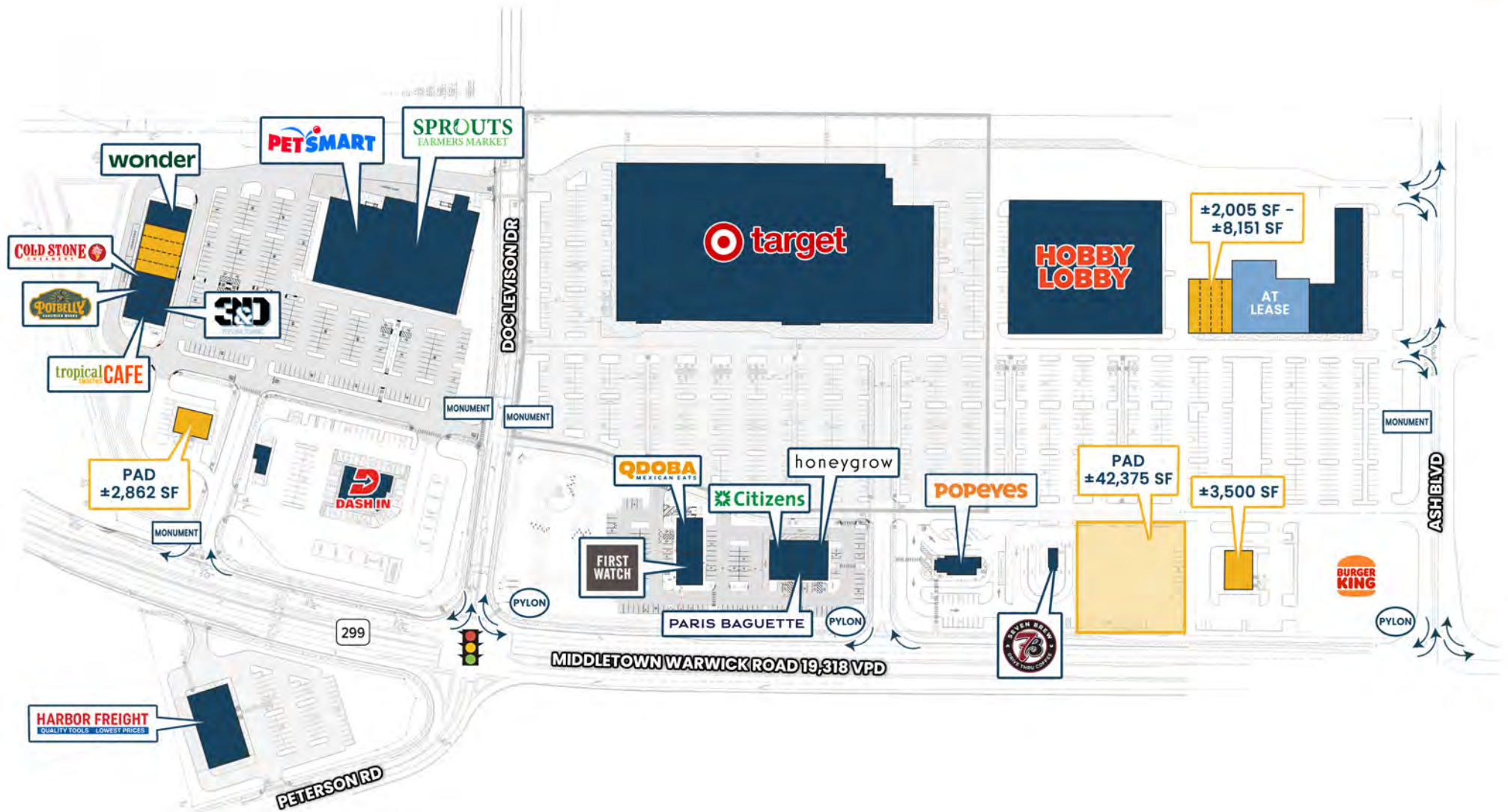
MIDDLETOWN VILLAGE
255 HOMES
300 APARTMENTS

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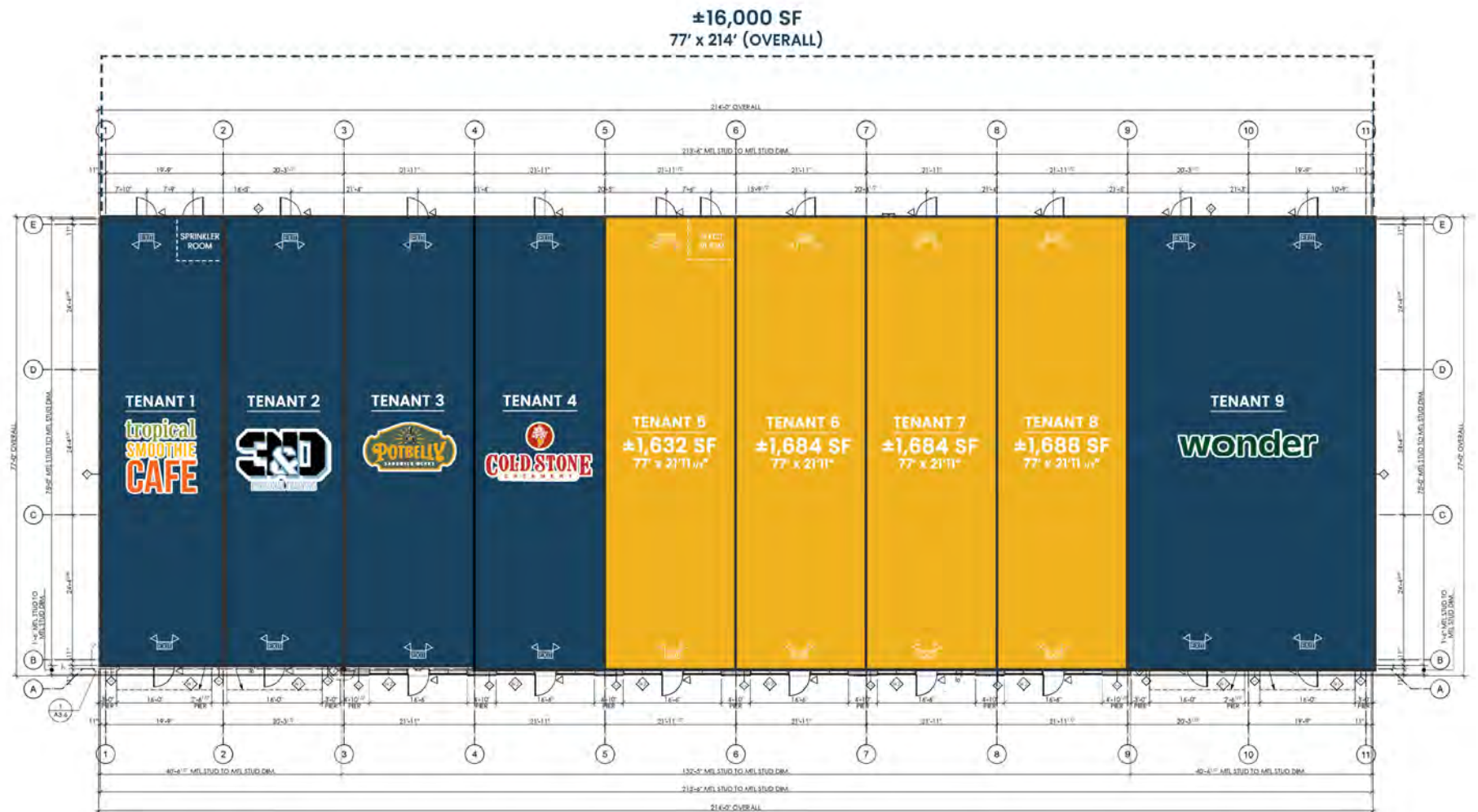


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SHOPPING CENTER**



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16,000 SF BUILDING NOW LEASING!



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2,005 – 8,151 SF NOW LEASING!



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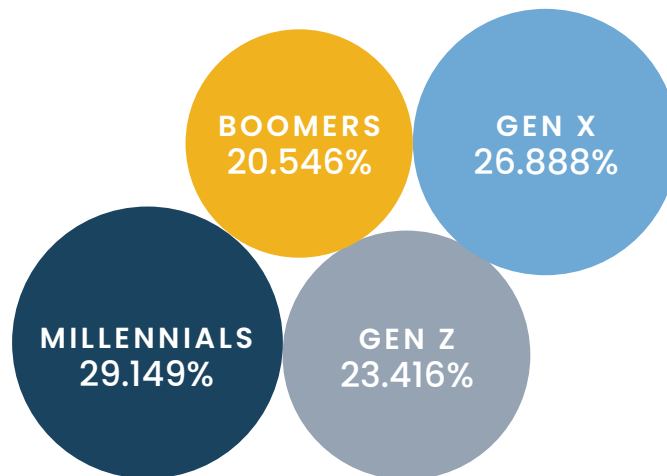
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DEMOGRAPHIC PROFILE

*DATA BASED ON 30 MINUTE DRIVE TIME

GENERATION



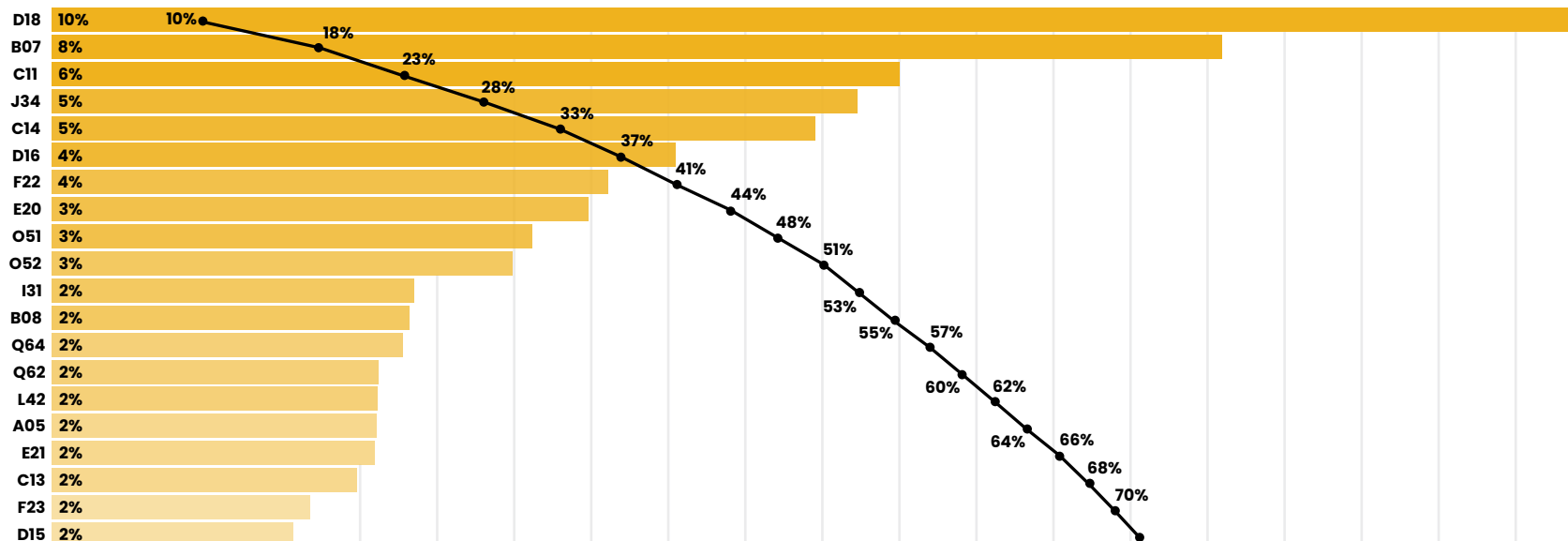
KEY FACTS

TOTAL POPULATION	263,635
TOTAL HOUSEHOLDS	96,968
5 YEAR POPULATION GROWTH	5.52%
MEDIAN HH INCOME	81,624
AVERAGE HH INCOME	107,441

EXPERIAN MOSAIC ANALYSIS

*SHOWS THE PERCENT OF HOUSEHOLDS IN THE 71 EXPERIAN CREDIT CARD MOSAIC CLUSTERS

MOSAIC CLUSTERS



D18 Suburban Nightlife

Upper established couples and families living mainly in the metropolitan cities

KEY FEATURES

- Tech-wizards
- Politically liberal
- R&B music
- Status-seekers
- Tech-savy
- Social media fans

Suburban Nightlife consist of well-off households living in suburban comfort. Typically found outside large cities in the South and Mid-Atlantic states, these households contain a mix of middle-aged couples, families and divorced individuals. Many of the adults are college-educated, holding solid blue-collar jobs that provide household incomes of around \$65,000. With most owning older, modestly priced homes, they have substantial disposable income of around \$14,000 per year that allows them to spend their free time attending football and listening to music.

As consumers, Suburban Nightlife are striving to pursue the good life in a smart way. They like to follow the latest fashion trends and don't mind paying extra for quality goods and to remain on the cutting-edge in regards to both technology and their social and professional status. Shoppers in this segment tend to frequent discount department stores like T.J. Maxx and Family Dollar, looking to maximize their spending dollars. However, they remain a receptive audience for advertising—to better discover the latest styles—and are a strong audience for a wide variety of ad vehicles. Radio, TV, and direct mail are all effective channels for reaching this segment.

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