

For Lease

717.293.4477



240 NORTH READING ROAD  
EPHRATA, PA 17522

Jeffrey Kurtz, CCIM  
717.293.4554 – direct line  
jkurtz@high.net

- Property Information Sheet
- Floor Plans
- Location Maps
- Aerial Photo/Tax Map
- Zoning Map
- Zoning Ordinance
- ESRI Site Map
- ESRI Executive Summary
- ESRI Traffic Counts



▶ *Great Commercial Property*



*240 North Reading Road  
Ephrata, PA 17522*

**Available Square Feet:**  
42,630 total square feet

**Lease Price:**  
\$12.00/SF NNN Retail  
\$7.00/SF NNN 2nd floor Office  
\$5.00/SF NNN Warehouse

**Description:**  
Great showcase space with tremendous visibility. Former Ten Thousand Villages retail showroom across from the Ephrata Hospital. Space can be demised and/or lease separately.

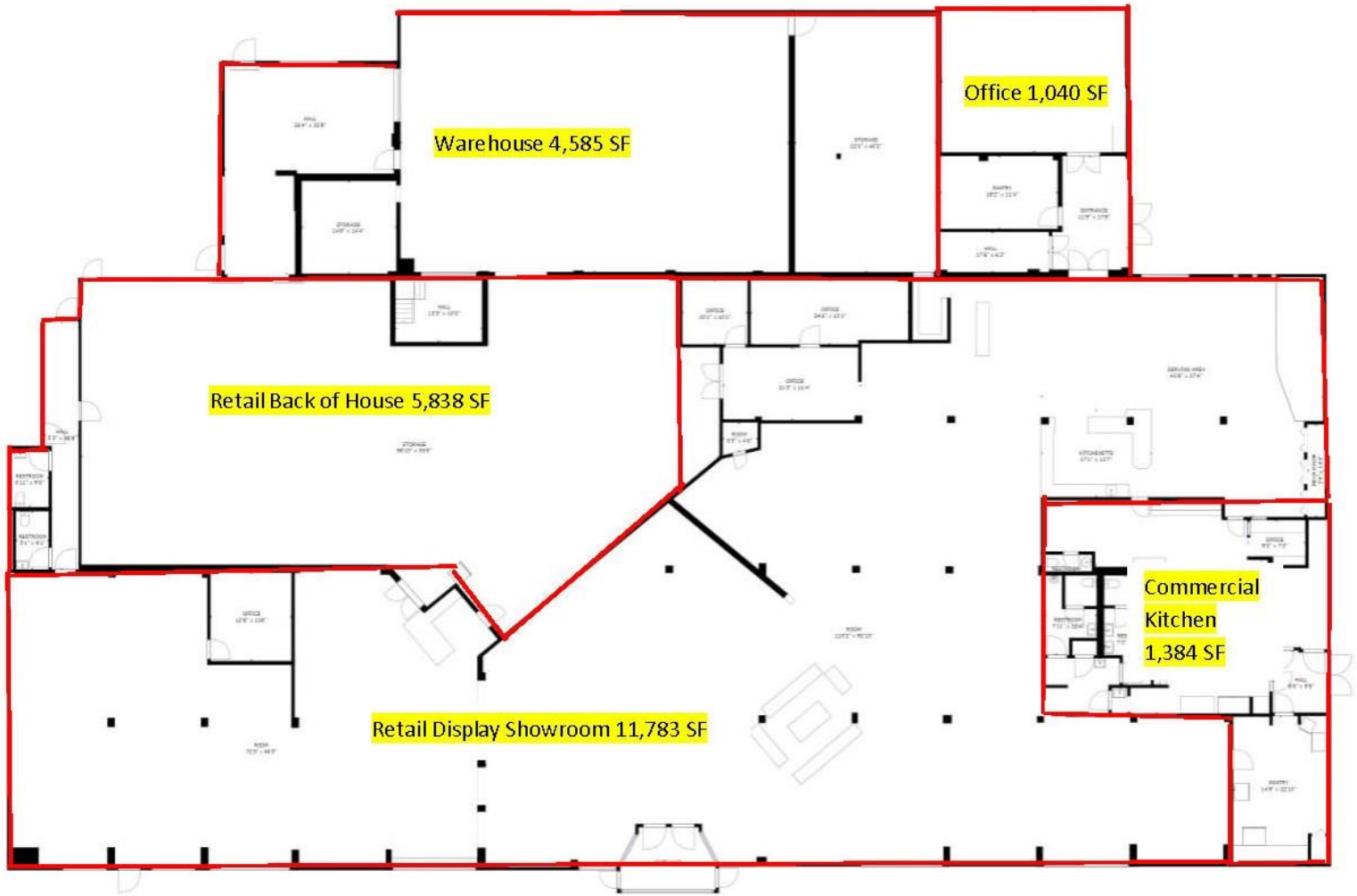
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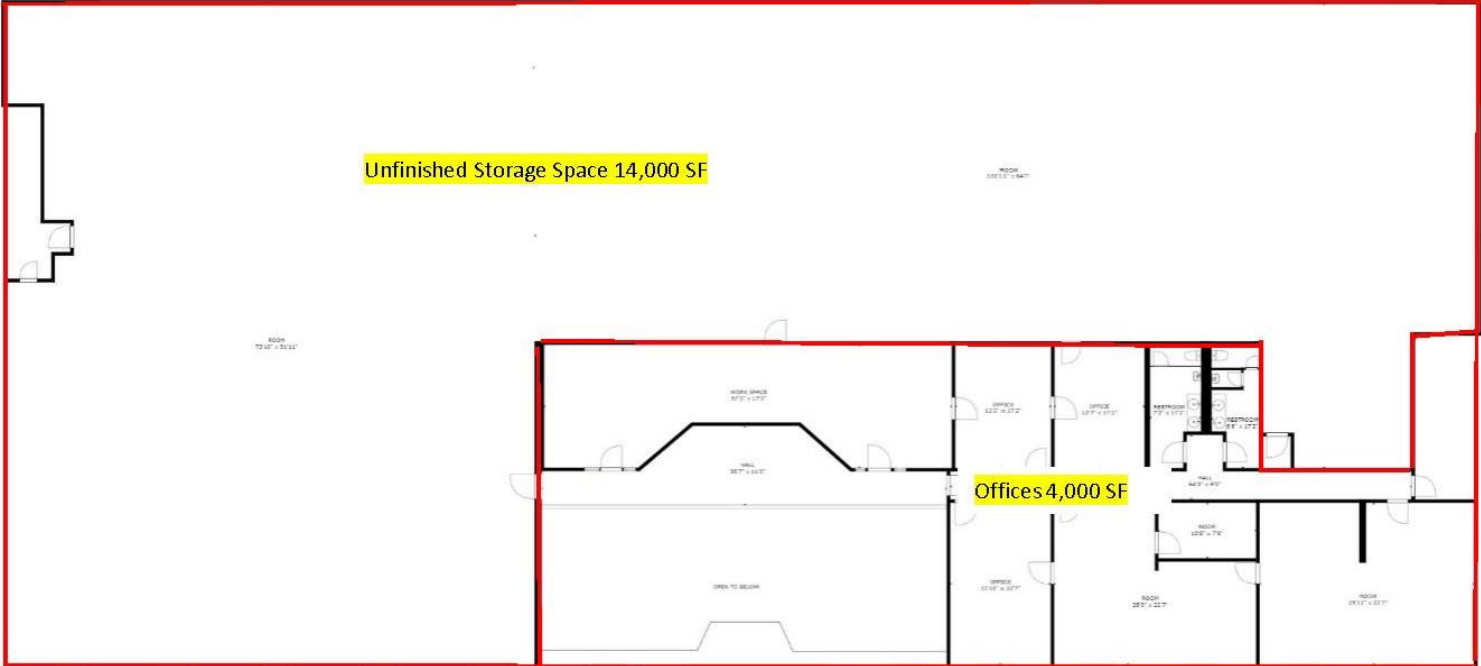
**PROPERTY INFORMATION**

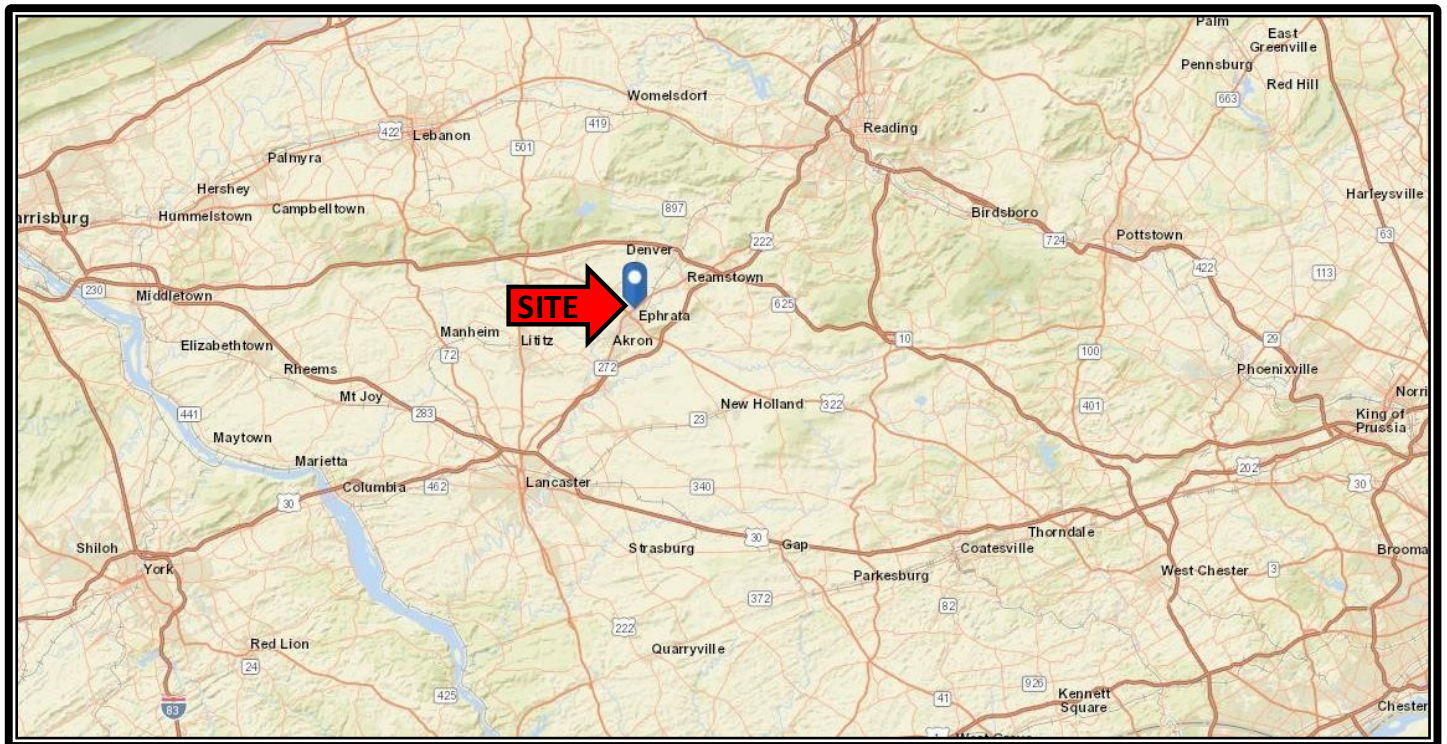
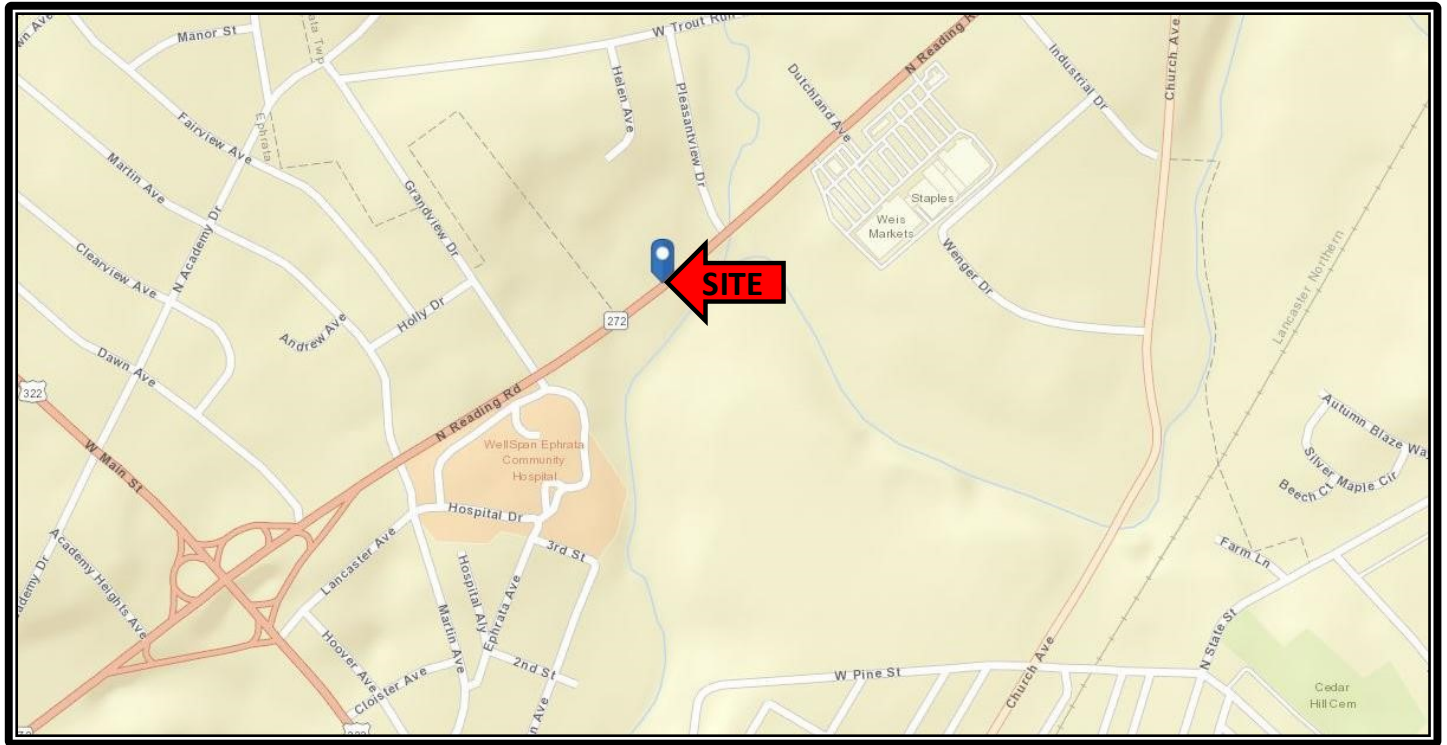
Total Building Area	42,630 total square feet
	First floor: 24,630 SF
	17,621 SF retail (\$12.00/SF NNN)
	4,585 SF warehouse (\$5.00/SF NNN)
	1,384 SF commercial kitchen
	1,040 SF office (leased )
	Second Floor: 4,000 SF office (\$7.00/SF NNN)
	14,000 SF unfinished storage
Construction	Masonry block
Year Constructed	1950
Ceiling Height	8 feet to 10 feet
Roof	Asphalt shingle on main structure, rubber roof
Water	Public – Ephrata Borough
Sewer	Public – Ephrata Borough

Electric	3-phase, 800 amp service
HVAC	Gas heat/central air conditioning
Parking	19 +/- parking spaces at front entrance 46 +/- parking spaces in rear
Tax Account Number	270-00630-0-0000
Deed Reference Number	7000-0124
Zoning	Commercial
Acres	3.20 acres
Topography	Flat with steep grade at property rear
Loading Docks	One (1) 8' x 8'
Grade Doors	One (1)
AADT	15,316 vehicles
Road Frontage	233' on Rt. 272
Municipality	Ephrata Township
County	Lancaster
Total Assessed Value	\$1,833,900
Real Estate Taxes (2019/2020)	
	School \$31,084.60
	Municipal \$ 2,145.66
	County \$ 5,338.48
	Total \$38,568.74

Information furnished regarding property for sale or rent is from sources deemed reliable, but is not guaranteed. No warranty or representation is made as to accuracy thereof and is submitted subject to errors, omissions, change of price, or other conditions, prior sale or lease or withdrawal without notice. No liability of any kind is to be imposed on the broker herein.

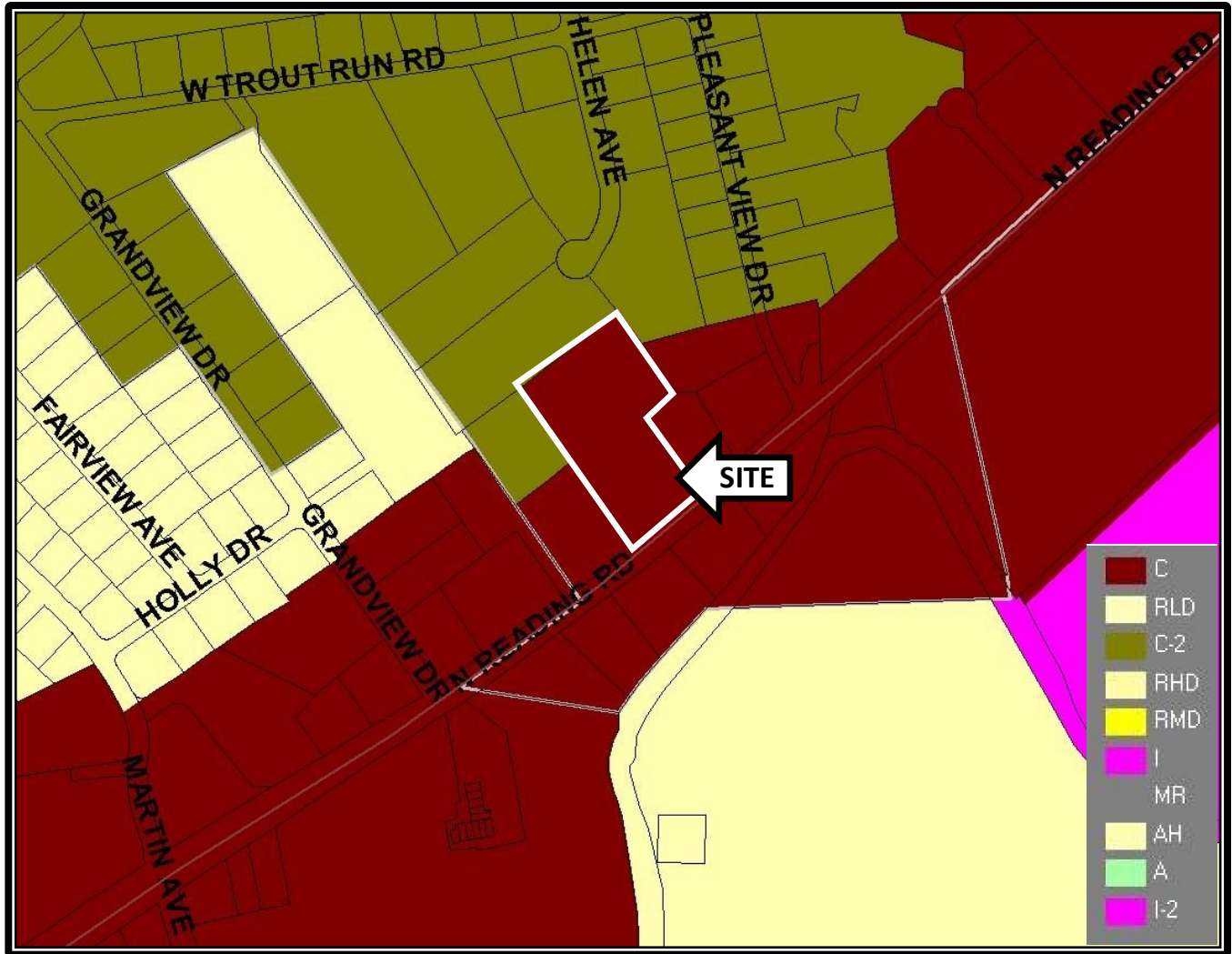












Commercial Zoning District

## **Section 405. COMMERCIAL (C) DISTRICT**

### **A. Specific Intent**

These districts are designed for commercial uses that are dependent on highway traffic or need open areas for display of merchandise.

### **B. Uses and Structures**

1. Permitted land and buildings in a C District may be used for the following purposes and not others:
  - a. Business, professional or governmental office or studio (see Section 637).
  - b. Banks, savings and loan associations, finance companies and similar types of businesses (see Section 637).
  - c. Personal and household service establishments such as, but not limited to, barber shops, beauty shops, laundromats, laundry and dry cleaning shops, restaurants, tailor and seamstress shops, taverns, hotels, motels, and other places of lodging.
  - d. Offices of plumbers, masons, carpenters, heating contractors and similar personnel.
  - e. Retail business establishments for the sale of goods such as, but not limited to, antiques, appliances, audio/video, beverages, bicycles, books, clothing, confections, drugs, dry goods, flowers, food, furniture, gifts, hardware, jewelry, liquor, machinery, motorcycles, newspapers, notions, office equipment, paint, personal and household supplies, photographic supplies, sporting goods, stationery and tobacco (see Section 637).
  - f. Shops for the repair of goods permitted to be sold by letter e above. All activities shall be performed and all parts stored within the building or screened from view so as not to be visible from public streets or adjacent properties.
  - g. Motor vehicular and mobile home/modular dwelling sales agency (see Section 637).
  - h. Wholesaling businesses.
  - i. Automobile/truck service and repair facilities (see Section 612).

- j. Automobile filling stations (see Section 611).
  - k. Essential services buildings and structures (see Section 627).
  - l. Churches and related uses (see Section 619).
  - m. Existing agricultural operations.
  - n. Veterinary offices or animal hospitals (see Section 609).
  - o. Farm Equipment Sales and Service (see Section 629).
  - p. Customary accessory uses and buildings incidental to the above permitted uses.
2. SPECIAL EXCEPTIONS - the following uses are permitted subject to the issuance of a permit by the Zoning Hearing Board (See Article VI).
- a. Billboards (see Section 614).
  - b. Amusement arcades (see Section 608).
  - c. Recreation facilities including bowling alleys, miniature golf courses, driving ranges and similar uses (see Section 639).
  - d. Shopping centers (see Section 646).
  - e. Life-care facilities (see Section 634).
  - f. Nursing, rest, or retirement homes (see Section 641).
  - g. Commercial communications antennas (see Section 624).
  - h. Self-service storage facilities (see Section 649).
  - i. Golf courses, parks and recreational areas (see Section 639).
  - j. Other uses determined by the Zoning Hearing Board to be of the same general character as those listed above and which will not be detrimental to any permitted uses and structures.
3. CONDITIONAL USES - the following uses are permitted subject to the issuance of a Conditional Use permit by the Board of Supervisors (See Article VI).
- a. Commercial regional impact developments (see Section 623).

C. Lot, Yard, and Height Requirements

1. Lot Requirements

- a. Minimum Lot Area - One (1) acre.
- b. Minimum Lot Width - Two Hundred (200) feet.
- c. Maximum Lot Coverage - Fifty percent (50%).
- d. Maximum Impervious Area - Seventy (70) percent - Impervious area may be increased to Eighty (80) percent if regional storm water management or underground storage is utilized as the primary means of meeting storm water management requirement

2. Yard Requirements

- a. Front Yard Depth - Twenty-five (25) feet.
- b. Side Yard Width - Ten (10) feet, except when adjacent to a residential district, a minimum side yard of twenty-five (25) feet is required.
- c. Rear Yard Depth - Twenty-five (25) feet.

3. Building Height

- a. Principal Building - Forty (40) feet.
- b. Accessory Building - Twenty-five (25) feet.

4. Building Separation - – New non-residential buildings shall be located not closer than seventy-five (75) feet from existing residential structures.

D. Parking and Loading Requirements

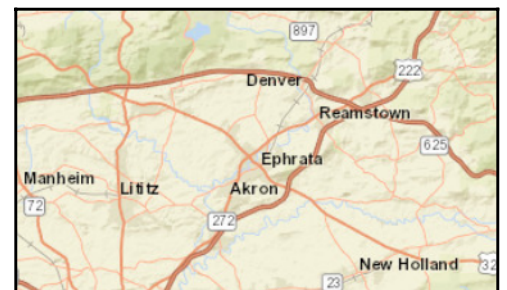
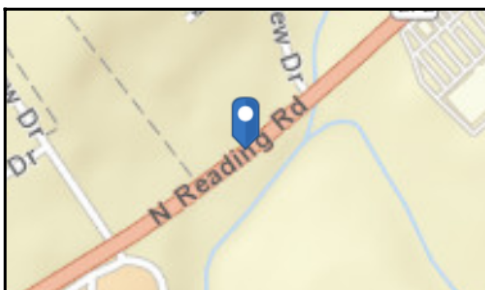
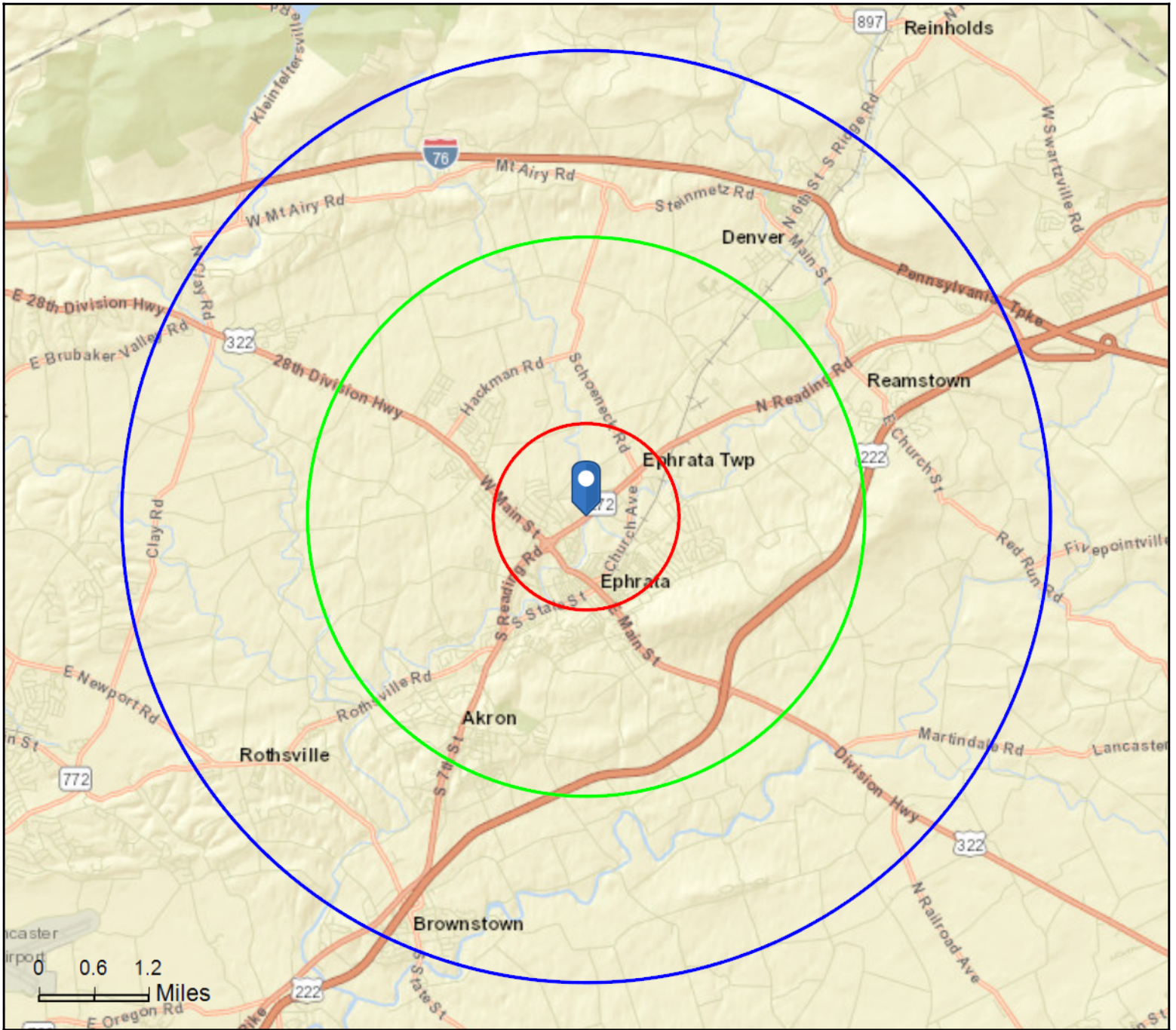
Off-street parking and loading requirements shall be provided in accordance with Section 508 of this Ordinance.

E. Signs

All proposed signs shall conform to the requirements of Section 507 of this Ordinance.

240 N Reading Rd, Ephrata, Pennsylvania, 17522 2  
240 N Reading Rd, Ephrata, Pennsylvania, 17522  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 40.18979  
Longitude: -76.17963





# Executive Summary

240 N Reading Rd, Ephrata, Pennsylvania, 17522 2  
 240 N Reading Rd, Ephrata, Pennsylvania, 17522  
 Rings: 1, 3, 5 mile radii

Prepared by Esri  
 Latitude: 40.18979  
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	1 mile	3 miles	5 miles
<b>Population</b>			
2000 Population	7,578	27,637	50,106
2010 Population	7,911	29,442	53,875
2018 Population	8,080	31,139	56,643
2023 Population	8,235	32,145	58,367
2000-2010 Annual Rate	0.43%	0.63%	0.73%
2010-2018 Annual Rate	0.26%	0.68%	0.61%
2018-2023 Annual Rate	0.38%	0.64%	0.60%
2018 Male Population	49.4%	48.7%	49.2%
2018 Female Population	50.6%	51.3%	50.8%
2018 Median Age	37.9	39.4	39.2

In the identified area, the current year population is 56,643. In 2010, the Census count in the area was 53,875. The rate of change since 2010 was 0.61% annually. The five-year projection for the population in the area is 58,367 representing a change of 0.60% annually from 2018 to 2023. Currently, the population is 49.2% male and 50.8% female.

### Median Age

The median age in this area is 37.9, compared to U.S. median age of 38.3.

### Race and Ethnicity

2018 White Alone	91.6%	92.5%	93.4%
2018 Black Alone	1.2%	1.3%	1.1%
2018 American Indian/Alaska Native Alone	0.2%	0.2%	0.2%
2018 Asian Alone	1.8%	2.1%	2.0%
2018 Pacific Islander Alone	0.0%	0.0%	0.0%
2018 Other Race	2.8%	2.0%	1.6%
2018 Two or More Races	2.3%	2.0%	1.8%
2018 Hispanic Origin (Any Race)	7.2%	5.7%	4.9%

Persons of Hispanic origin represent 4.9% of the population in the identified area compared to 18.3% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 20.9 in the identified area, compared to 64.3 for the U.S. as a whole.

### Households

2000 Households	3,179	10,626	18,216
2010 Households	3,257	11,607	20,133
2018 Total Households	3,293	12,173	21,017
2023 Total Households	3,347	12,520	21,584
2000-2010 Annual Rate	0.24%	0.89%	1.01%
2010-2018 Annual Rate	0.13%	0.58%	0.52%
2018-2023 Annual Rate	0.33%	0.56%	0.53%
2018 Average Household Size	2.44	2.54	2.67

The household count in this area has changed from 20,133 in 2010 to 21,017 in the current year, a change of 0.52% annually. The five-year projection of households is 21,584, a change of 0.53% annually from the current year total. Average household size is currently 2.67, compared to 2.65 in the year 2010. The number of families in the current year is 15,044 in the specified area.

**Data Note:** Income is expressed in current dollars

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023. Esri converted Census 2000 data into 2010 geography.



# Executive Summary

240 N Reading Rd, Ephrata, Pennsylvania, 17522 2  
 240 N Reading Rd, Ephrata, Pennsylvania, 17522  
 Rings: 1, 3, 5 mile radii

Prepared by Esri  
 Latitude: 40.18979  
 Longitude: -76.17963

	1 mile	3 miles	5 miles
<b>Median Household Income</b>			
2018 Median Household Income	\$51,288	\$57,049	\$60,553
2023 Median Household Income	\$56,296	\$64,008	\$68,842
2018-2023 Annual Rate	1.88%	2.33%	2.60%
<b>Average Household Income</b>			
2018 Average Household Income	\$65,468	\$73,884	\$78,108
2023 Average Household Income	\$75,550	\$85,465	\$90,638
2018-2023 Annual Rate	2.91%	2.96%	3.02%
<b>Per Capita Income</b>			
2018 Per Capita Income	\$26,367	\$28,846	\$29,212
2023 Per Capita Income	\$30,313	\$33,205	\$33,748
2018-2023 Annual Rate	2.83%	2.85%	2.93%

Current median household income is \$60,553 in the area, compared to \$58,100 for all U.S. households. Median household income is projected to be \$68,842 in five years, compared to \$65,727 for all U.S. households

Current average household income is \$78,108 in this area, compared to \$83,694 for all U.S. households. Average household income is projected to be \$90,638 in five years, compared to \$96,109 for all U.S. households

Current per capita income is \$29,212 in the area, compared to the U.S. per capita income of \$31,950. The per capita income is projected to be \$33,748 in five years, compared to \$36,530 for all U.S. households

<b>Housing</b>			
2000 Total Housing Units	3,300	10,967	18,786
2000 Owner Occupied Housing Units	1,868	7,191	13,276
2000 Renter Occupied Housing Units	1,310	3,435	4,940
2000 Vacant Housing Units	122	341	570
2010 Total Housing Units	3,414	12,074	20,914
2010 Owner Occupied Housing Units	1,978	7,886	14,577
2010 Renter Occupied Housing Units	1,279	3,721	5,556
2010 Vacant Housing Units	157	467	781
2018 Total Housing Units	3,484	12,730	21,938
2018 Owner Occupied Housing Units	1,915	8,022	14,800
2018 Renter Occupied Housing Units	1,378	4,151	6,218
2018 Vacant Housing Units	191	557	921
2023 Total Housing Units	3,551	13,127	22,584
2023 Owner Occupied Housing Units	1,972	8,362	15,347
2023 Renter Occupied Housing Units	1,376	4,158	6,237
2023 Vacant Housing Units	204	607	1,000

Currently, 67.5% of the 21,938 housing units in the area are owner occupied; 28.3%, renter occupied; and 4.2% are vacant. Currently, in the U.S., 56.0% of the housing units in the area are owner occupied; 32.8% are renter occupied; and 11.2% are vacant. In 2010, there were 20,914 housing units in the area - 69.7% owner occupied, 26.6% renter occupied, and 3.7% vacant. The annual rate of change in housing units since 2010 is 2.15%. Median home value in the area is \$193,457, compared to a median home value of \$218,492 for the U.S. In five years, median value is projected to change by 1.87% annually to \$212,188.

**Data Note:** Income is expressed in current dollars

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023. Esri converted Census 2000 data into 2010 geography.



# Retail MarketPlace Profile

240 N Reading Rd, Ephrata, Pennsylvania, 17522 2  
 240 N Reading Rd, Ephrata, Pennsylvania, 17522  
 Ring: 1 mile radius

Prepared by Esri  
 Latitude: 40.18979  
 Longitude: -76.17963

## Summary Demographics

2018 Population	8,080
2018 Households	3,293
2018 Median Disposable Income	\$41,151
2018 Per Capita Income	\$26,367

## 2017 Industry Summary

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$102,304,049	\$145,588,844	-\$43,284,795	-17.5	115
Total Retail Trade	44-45	\$92,733,115	\$123,620,340	-\$30,887,225	-14.3	86
Total Food & Drink	722	\$9,570,934	\$21,968,503	-\$12,397,569	-39.3	29

## 2017 Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$19,819,687	\$15,661,645	\$4,158,042	11.7	12
Automobile Dealers	4411	\$16,151,969	\$10,815,817	\$5,336,152	19.8	6
Other Motor Vehicle Dealers	4412	\$2,087,639	\$1,906,760	\$180,879	4.5	2
Auto Parts, Accessories & Tire Stores	4413	\$1,580,079	\$2,939,069	-\$1,358,990	-30.1	4
Furniture & Home Furnishings Stores	442	\$3,258,921	\$3,936,883	-\$677,962	-9.4	5
Furniture Stores	4421	\$1,829,091	\$3,176,474	-\$1,347,383	-26.9	4
Home Furnishings Stores	4422	\$1,429,830	\$760,409	\$669,421	30.6	1
Electronics & Appliance Stores	443	\$3,050,034	\$2,589,699	\$460,335	8.2	4
Bldg Materials, Garden Equip. & Supply Stores	444	\$5,988,421	\$5,736,271	\$252,150	2.2	6
Bldg Material & Supplies Dealers	4441	\$5,492,399	\$5,432,312	\$60,087	0.6	5
Lawn & Garden Equip & Supply Stores	4442	\$496,021	\$303,960	\$192,061	24.0	1
Food & Beverage Stores	445	\$17,414,652	\$42,697,591	-\$25,282,939	-42.1	9
Grocery Stores	4451	\$15,840,298	\$39,694,181	-\$23,853,883	-43.0	5
Specialty Food Stores	4452	\$810,499	\$1,105,584	-\$295,085	-15.4	3
Beer, Wine & Liquor Stores	4453	\$763,855	\$1,897,826	-\$1,133,971	-42.6	1
Health & Personal Care Stores	446,4461	\$5,831,461	\$19,349,894	-\$13,518,433	-53.7	9
Gasoline Stations	447,4471	\$9,328,678	\$10,000,870	-\$672,192	-3.5	2
Clothing & Clothing Accessories Stores	448	\$5,201,890	\$1,199,556	\$4,002,334	62.5	2
Clothing Stores	4481	\$3,537,668	\$266,575	\$3,271,093	86.0	1
Shoe Stores	4482	\$769,799	\$0	\$769,799	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$894,423	\$932,981	-\$38,558	-2.1	2
Sporting Goods, Hobby, Book & Music Stores	451	\$2,677,029	\$2,820,377	-\$143,348	-2.6	8
Sporting Goods/Hobby/Musical Instr Stores	4511	\$2,318,771	\$1,926,909	\$391,862	9.2	5
Book, Periodical & Music Stores	4512	\$358,258	\$893,468	-\$535,210	-42.8	3
General Merchandise Stores	452	\$13,976,009	\$6,783,186	\$7,192,823	34.6	4
Department Stores Excluding Leased Depts.	4521	\$10,194,552	\$554,686	\$9,639,866	89.7	1
Other General Merchandise Stores	4529	\$3,781,457	\$6,228,500	-\$2,447,043	-24.4	3
Miscellaneous Store Retailers	453	\$4,192,272	\$11,997,018	-\$7,804,746	-48.2	24
Florists	4531	\$202,590	\$359,614	-\$157,024	-27.9	1
Office Supplies, Stationery & Gift Stores	4532	\$919,350	\$4,950,144	-\$4,030,794	-68.7	5
Used Merchandise Stores	4533	\$359,081	\$3,118,802	-\$2,759,721	-79.4	10
Other Miscellaneous Store Retailers	4539	\$2,711,251	\$3,568,459	-\$857,208	-13.7	9
Nonstore Retailers	454	\$1,994,061	\$847,351	\$1,146,710	40.4	1
Electronic Shopping & Mail-Order Houses	4541	\$1,485,845	\$847,351	\$638,494	27.4	1
Vending Machine Operators	4542	\$94,103	\$0	\$94,103	100.0	0
Direct Selling Establishments	4543	\$414,112	\$0	\$414,112	100.0	0
Food Services & Drinking Places	722	\$9,570,934	\$21,968,503	-\$12,397,569	-39.3	29
Special Food Services	7223	\$233,028	\$0	\$233,028	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$522,786	\$501,354	\$21,432	2.1	2
Restaurants/Other Eating Places	7225	\$8,815,119	\$21,467,149	-\$12,652,030	-41.8	27

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. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement. <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

Source: Esri and Infogroup. Esri 2018 Updated Demographics. Esri 2017 Retail MarketPlace. Copyright 2018 Esri. Copyright 2017 Infogroup, Inc. All rights reserved.



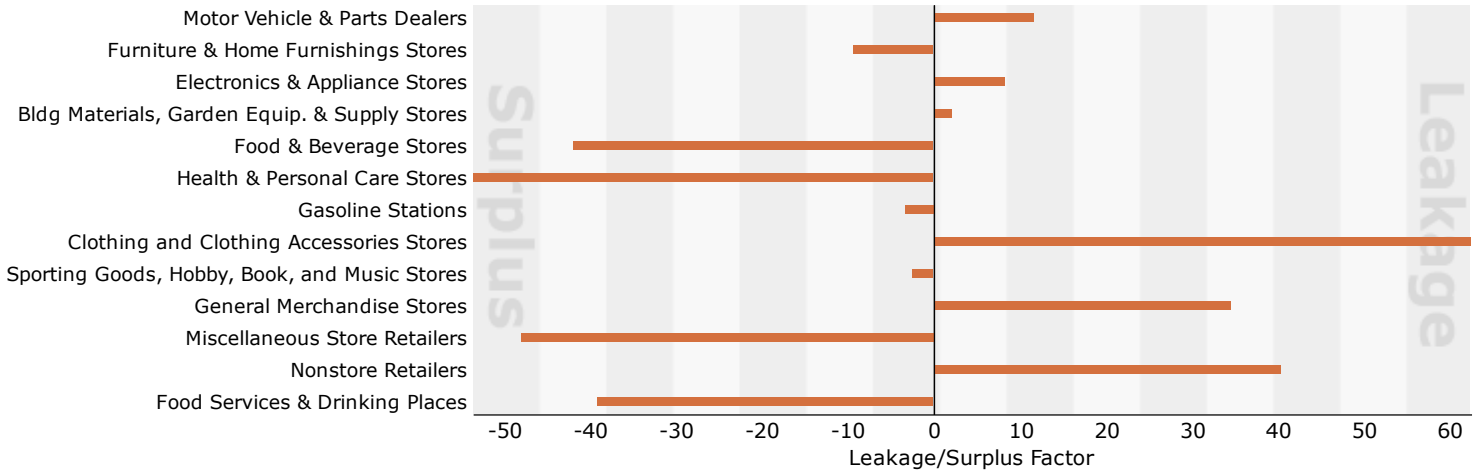


# Retail MarketPlace Profile

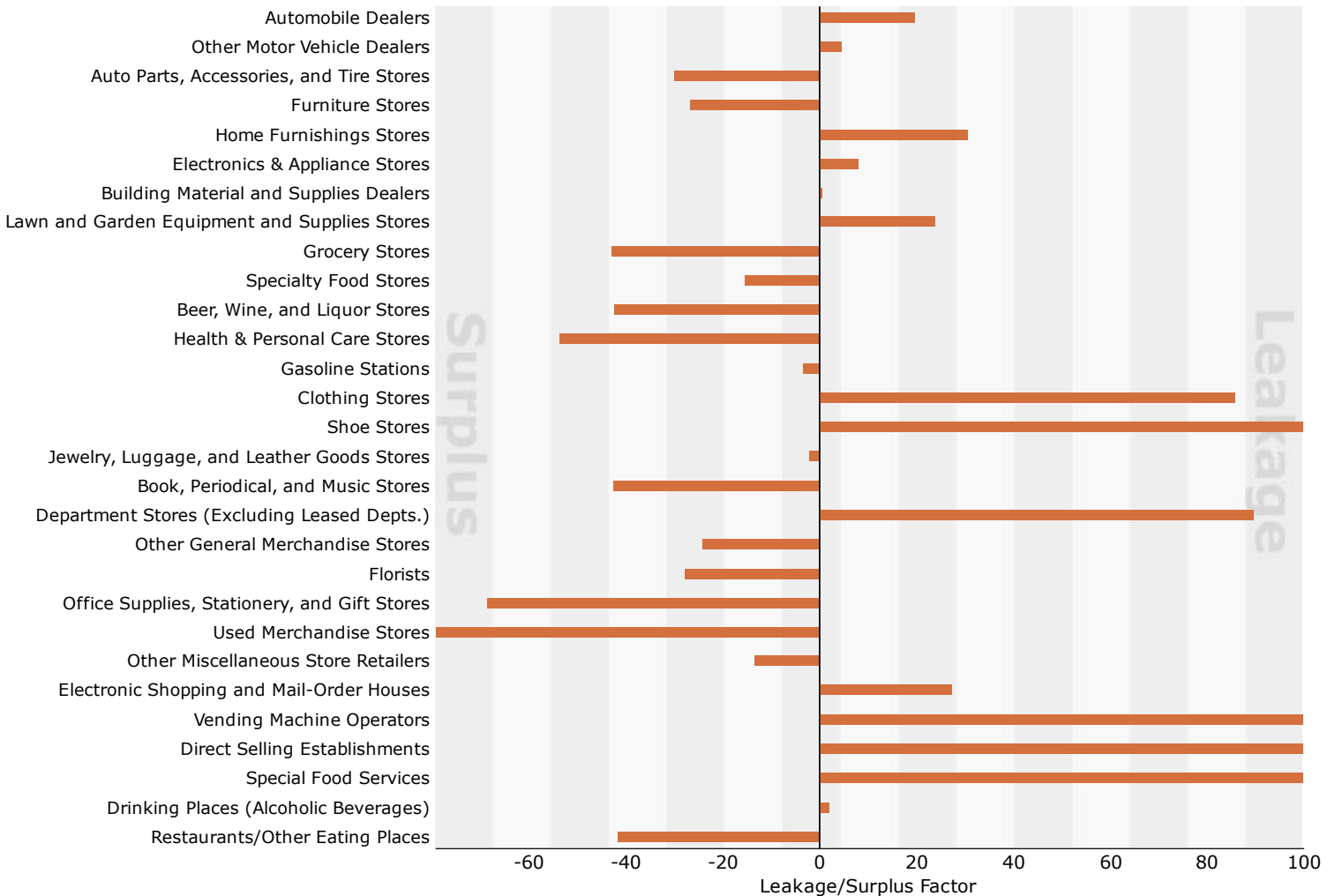
240 N Reading Rd, Ephrata, Pennsylvania, 17522 2  
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 Ring: 1 mile radius

Prepared by Esri  
 Latitude: 40.18979  
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## 2017 Leakage/Surplus Factor by Industry Subsector



## 2017 Leakage/Surplus Factor by Industry Group



Source: Esri and Infogroup. Esri 2018 Updated Demographics. Esri 2017 Retail MarketPlace. Copyright 2018 Esri. Copyright 2017 Infogroup, Inc. All rights reserved.



# Retail MarketPlace Profile

240 N Reading Rd, Ephrata, Pennsylvania, 17522 2  
 240 N Reading Rd, Ephrata, Pennsylvania, 17522  
 Ring: 3 mile radius

Prepared by Esri  
 Latitude: 40.18979  
 Longitude: -76.17963

## Summary Demographics

2018 Population	31,139
2018 Households	12,173
2018 Median Disposable Income	\$46,454
2018 Per Capita Income	\$28,846

## 2017 Industry Summary

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$417,875,695	\$529,041,733	-\$111,166,038	-11.7	299
Total Retail Trade	44-45	\$378,768,636	\$487,772,989	-\$109,004,353	-12.6	237
Total Food & Drink	722	\$39,107,059	\$41,268,744	-\$2,161,685	-2.7	61

## 2017 Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$81,053,867	\$69,794,114	\$11,259,753	7.5	49
Automobile Dealers	4411	\$65,985,258	\$46,160,069	\$19,825,189	17.7	25
Other Motor Vehicle Dealers	4412	\$8,612,354	\$6,227,117	\$2,385,237	16.1	7
Auto Parts, Accessories & Tire Stores	4413	\$6,456,255	\$17,406,927	-\$10,950,672	-45.9	17
Furniture & Home Furnishings Stores	442	\$13,448,947	\$14,436,779	-\$987,832	-3.5	16
Furniture Stores	4421	\$7,471,002	\$9,674,798	-\$2,203,796	-12.9	11
Home Furnishings Stores	4422	\$5,977,945	\$4,761,981	\$1,215,964	11.3	5
Electronics & Appliance Stores	443	\$12,405,395	\$6,587,380	\$5,818,015	30.6	10
Bldg Materials, Garden Equip. & Supply Stores	444	\$25,402,918	\$31,839,872	-\$6,436,954	-11.2	18
Bldg Material & Supplies Dealers	4441	\$23,277,760	\$27,500,030	-\$4,222,270	-8.3	14
Lawn & Garden Equip & Supply Stores	4442	\$2,125,158	\$4,339,842	-\$2,214,684	-34.3	5
Food & Beverage Stores	445	\$70,497,905	\$154,065,795	-\$83,567,890	-37.2	34
Grocery Stores	4451	\$64,089,095	\$114,619,450	-\$50,530,355	-28.3	20
Specialty Food Stores	4452	\$3,277,356	\$37,548,519	-\$34,271,163	-83.9	13
Beer, Wine & Liquor Stores	4453	\$3,131,453	\$1,897,826	\$1,233,627	24.5	1
Health & Personal Care Stores	446,4461	\$23,839,961	\$46,995,190	-\$23,155,229	-32.7	19
Gasoline Stations	447,4471	\$37,731,355	\$26,618,177	\$11,113,178	17.3	8
Clothing & Clothing Accessories Stores	448	\$21,248,693	\$1,933,835	\$19,314,858	83.3	5
Clothing Stores	4481	\$14,437,543	\$717,892	\$13,719,651	90.5	3
Shoe Stores	4482	\$3,142,113	\$0	\$3,142,113	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$3,669,037	\$1,215,943	\$2,453,094	50.2	2
Sporting Goods, Hobby, Book & Music Stores	451	\$10,918,704	\$6,852,089	\$4,066,615	22.9	16
Sporting Goods/Hobby/Musical Instr Stores	4511	\$9,476,598	\$4,864,949	\$4,611,649	32.2	10
Book, Periodical & Music Stores	4512	\$1,442,106	\$1,987,140	-\$545,034	-15.9	5
General Merchandise Stores	452	\$56,987,926	\$97,725,466	-\$40,737,540	-26.3	10
Department Stores Excluding Leased Depts.	4521	\$41,630,805	\$89,578,673	-\$47,947,868	-36.5	3
Other General Merchandise Stores	4529	\$15,357,121	\$8,146,793	\$7,210,328	30.7	7
Miscellaneous Store Retailers	453	\$17,058,923	\$28,006,466	-\$10,947,543	-24.3	49
Florists	4531	\$876,855	\$1,197,591	-\$320,736	-15.5	4
Office Supplies, Stationery & Gift Stores	4532	\$3,766,911	\$6,237,222	-\$2,470,311	-24.7	8
Used Merchandise Stores	4533	\$1,459,265	\$6,117,186	-\$4,657,921	-61.5	18
Other Miscellaneous Store Retailers	4539	\$10,955,892	\$14,454,466	-\$3,498,574	-13.8	19
Nonstore Retailers	454	\$8,174,041	\$2,917,828	\$5,256,213	47.4	3
Electronic Shopping & Mail-Order Houses	4541	\$6,053,169	\$1,056,410	\$4,996,759	70.3	1
Vending Machine Operators	4542	\$380,838	\$0	\$380,838	100.0	0
Direct Selling Establishments	4543	\$1,740,035	\$1,770,082	-\$30,047	-0.9	1
Food Services & Drinking Places	722	\$39,107,059	\$41,268,744	-\$2,161,685	-2.7	61
Special Food Services	7223	\$971,069	\$115,496	\$855,573	78.7	1
Drinking Places - Alcoholic Beverages	7224	\$2,164,570	\$1,645,986	\$518,584	13.6	4
Restaurants/Other Eating Places	7225	\$35,971,420	\$39,507,261	-\$3,535,841	-4.7	57

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. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement. <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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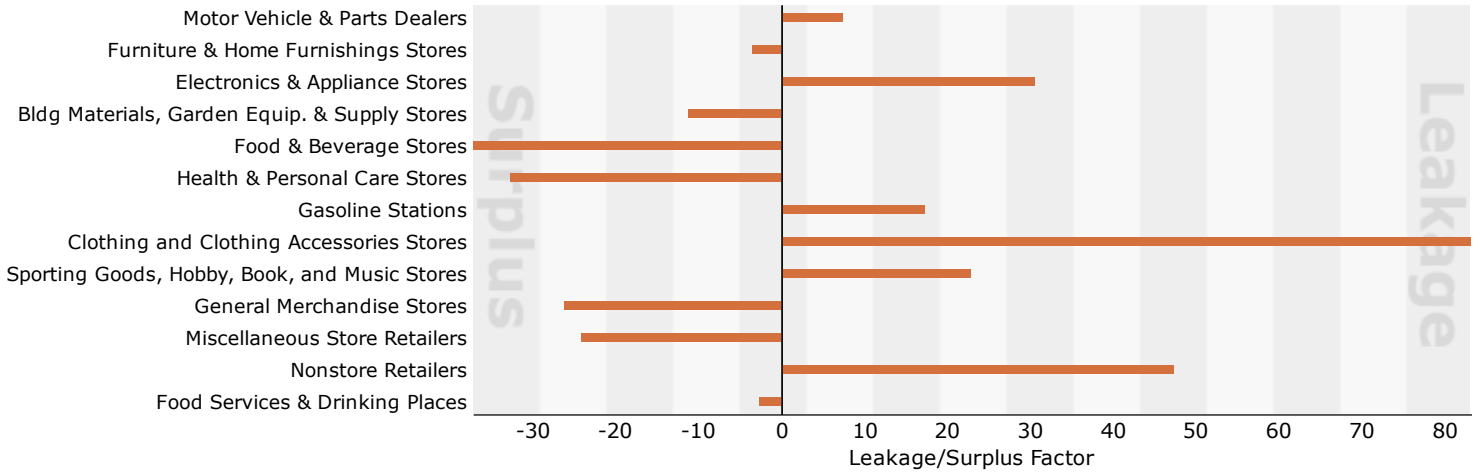


# Retail MarketPlace Profile

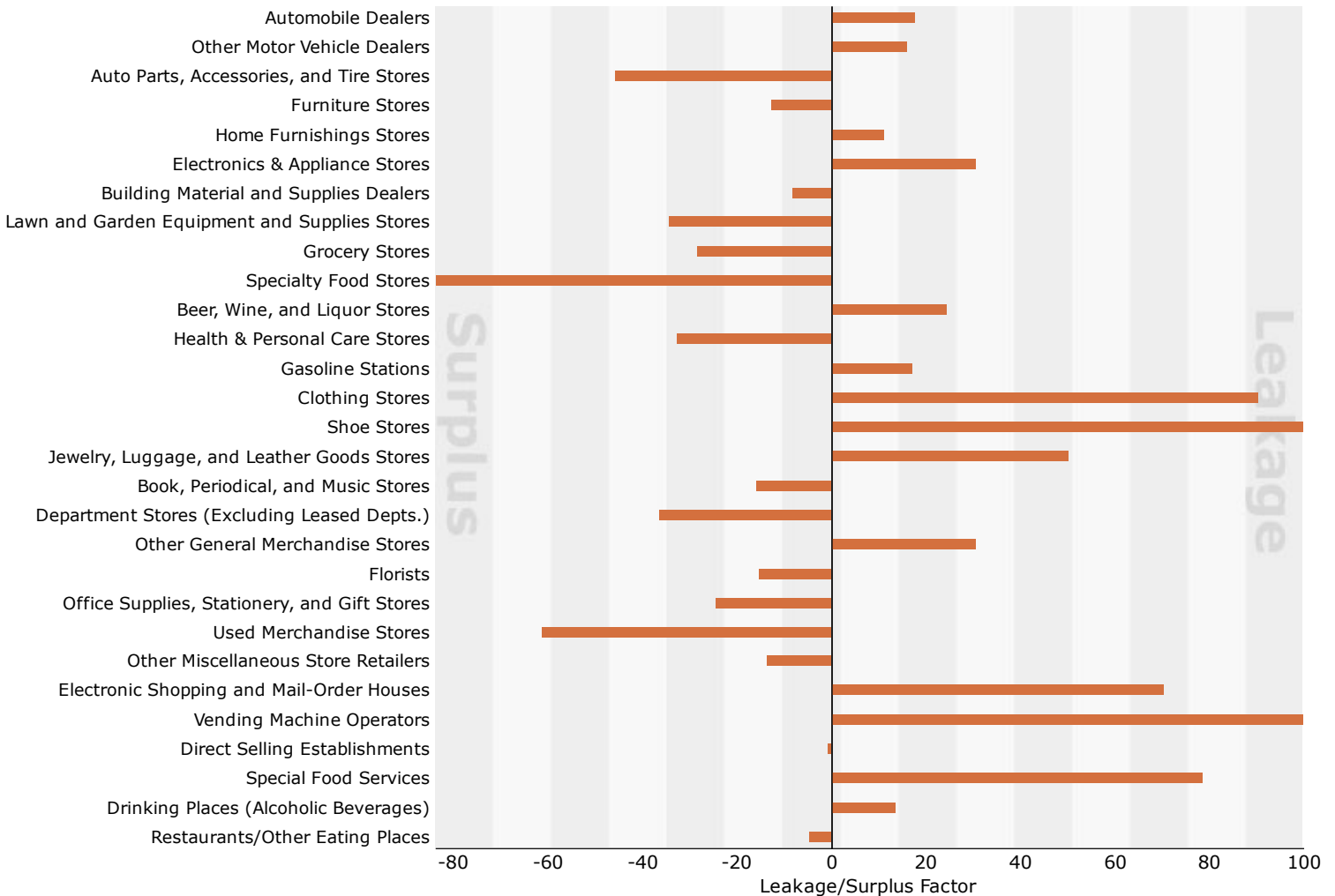
240 N Reading Rd, Ephrata, Pennsylvania, 17522 2  
 240 N Reading Rd, Ephrata, Pennsylvania, 17522  
 Ring: 3 mile radius

Prepared by Esri  
 Latitude: 40.18979  
 Longitude: -76.17963

## 2017 Leakage/Surplus Factor by Industry Subsector



## 2017 Leakage/Surplus Factor by Industry Group



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# Retail MarketPlace Profile

240 N Reading Rd, Ephrata, Pennsylvania, 17522 2  
 240 N Reading Rd, Ephrata, Pennsylvania, 17522  
 Ring: 5 mile radius

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## Summary Demographics

2018 Population	56,643
2018 Households	21,017
2018 Median Disposable Income	\$49,837
2018 Per Capita Income	\$29,212

## 2017 Industry Summary

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45	\$764,476,923	\$776,868,387	-\$12,391,464	-0.8	455
Total Retail Trade	44-45	\$693,221,301	\$722,260,976	-\$29,039,675	-2.1	365
Total Food & Drink	722	\$71,255,622	\$54,607,412	\$16,648,210	13.2	89

## 2017 Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$149,472,871	\$145,209,519	\$4,263,352	1.4	81
Automobile Dealers	4411	\$121,685,868	\$99,251,927	\$22,433,941	10.2	46
Other Motor Vehicle Dealers	4412	\$16,024,333	\$23,975,183	-\$7,950,850	-19.9	12
Auto Parts, Accessories & Tire Stores	4413	\$11,762,671	\$21,982,409	-\$10,219,738	-30.3	22
Furniture & Home Furnishings Stores	442	\$24,658,446	\$22,067,691	\$2,590,755	5.5	22
Furniture Stores	4421	\$13,634,865	\$12,438,513	\$1,196,352	4.6	14
Home Furnishings Stores	4422	\$11,023,581	\$9,629,178	\$1,394,403	6.8	8
Electronics & Appliance Stores	443	\$22,540,564	\$15,848,364	\$6,692,200	17.4	14
Bldg Materials, Garden Equip. & Supply Stores	444	\$47,353,590	\$49,310,451	-\$1,956,861	-2.0	34
Bldg Material & Supplies Dealers	4441	\$43,383,363	\$41,529,746	\$1,853,617	2.2	23
Lawn & Garden Equip & Supply Stores	4442	\$3,970,227	\$7,780,705	-\$3,810,478	-32.4	11
Food & Beverage Stores	445	\$128,173,523	\$216,978,037	-\$88,804,514	-25.7	53
Grocery Stores	4451	\$116,557,831	\$144,030,764	-\$27,472,933	-10.5	28
Specialty Food Stores	4452	\$5,957,172	\$70,978,278	-\$65,021,106	-84.5	24
Beer, Wine & Liquor Stores	4453	\$5,658,521	\$1,968,994	\$3,689,527	48.4	1
Health & Personal Care Stores	446,4461	\$43,529,237	\$65,212,017	-\$21,682,780	-19.9	24
Gasoline Stations	447,4471	\$68,988,035	\$33,772,587	\$35,215,448	34.3	10
Clothing & Clothing Accessories Stores	448	\$38,493,061	\$4,450,520	\$34,042,541	79.3	11
Clothing Stores	4481	\$26,195,068	\$1,547,036	\$24,648,032	88.8	7
Shoe Stores	4482	\$5,734,946	\$1,016,955	\$4,717,991	69.9	1
Jewelry, Luggage & Leather Goods Stores	4483	\$6,563,046	\$1,886,529	\$4,676,517	55.3	3
Sporting Goods, Hobby, Book & Music Stores	451	\$19,942,751	\$9,194,650	\$10,748,101	36.9	23
Sporting Goods/Hobby/Musical Instr Stores	4511	\$17,334,342	\$6,292,483	\$11,041,859	46.7	16
Book, Periodical & Music Stores	4512	\$2,608,409	\$2,902,167	-\$293,758	-5.3	7
General Merchandise Stores	452	\$103,943,286	\$113,989,725	-\$10,046,439	-4.6	15
Department Stores Excluding Leased Depts.	4521	\$75,918,681	\$102,070,912	-\$26,152,231	-14.7	3
Other General Merchandise Stores	4529	\$28,024,604	\$11,918,812	\$16,105,792	40.3	12
Miscellaneous Store Retailers	453	\$31,275,004	\$41,316,709	-\$10,041,705	-13.8	73
Florists	4531	\$1,613,012	\$1,689,434	-\$76,422	-2.3	6
Office Supplies, Stationery & Gift Stores	4532	\$6,869,625	\$9,848,340	-\$2,978,715	-17.8	13
Used Merchandise Stores	4533	\$2,653,113	\$7,753,699	-\$5,100,586	-49.0	26
Other Miscellaneous Store Retailers	4539	\$20,139,254	\$22,025,237	-\$1,885,983	-4.5	28
Nonstore Retailers	454	\$14,850,932	\$4,910,706	\$9,940,226	50.3	6
Electronic Shopping & Mail-Order Houses	4541	\$11,051,708	\$1,201,968	\$9,849,740	80.4	2
Vending Machine Operators	4542	\$692,488	\$198,266	\$494,222	55.5	1
Direct Selling Establishments	4543	\$3,106,736	\$3,510,472	-\$403,736	-6.1	3
Food Services & Drinking Places	722	\$71,255,622	\$54,607,412	\$16,648,210	13.2	89
Special Food Services	7223	\$1,791,505	\$554,416	\$1,237,089	52.7	3
Drinking Places - Alcoholic Beverages	7224	\$3,909,201	\$1,952,219	\$1,956,982	33.4	5
Restaurants/Other Eating Places	7225	\$65,554,916	\$52,100,777	\$13,454,139	11.4	81

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. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement. <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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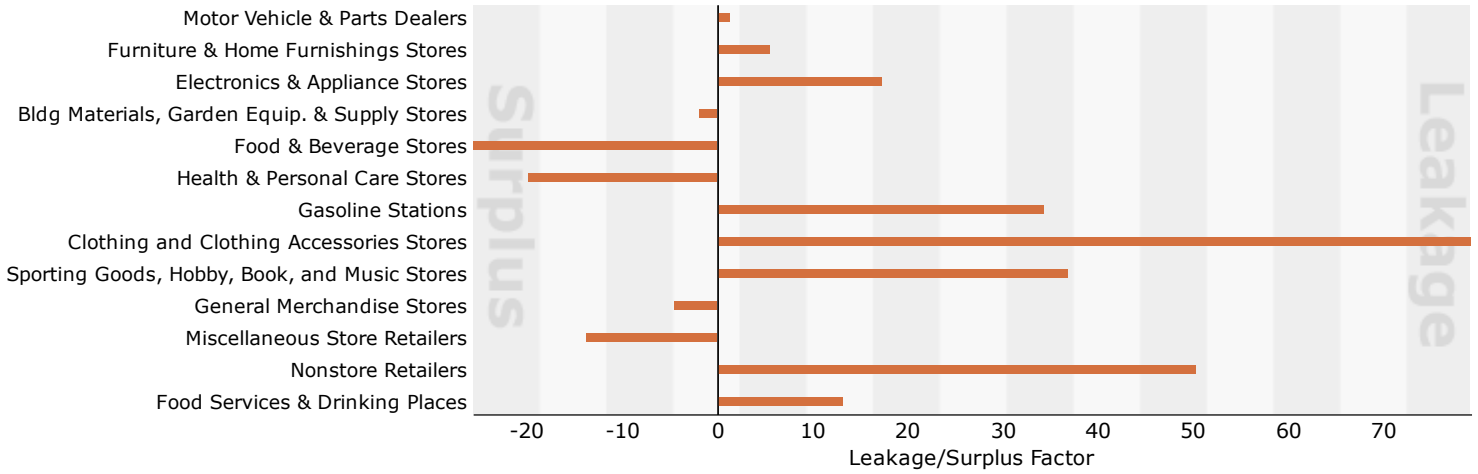


# Retail MarketPlace Profile

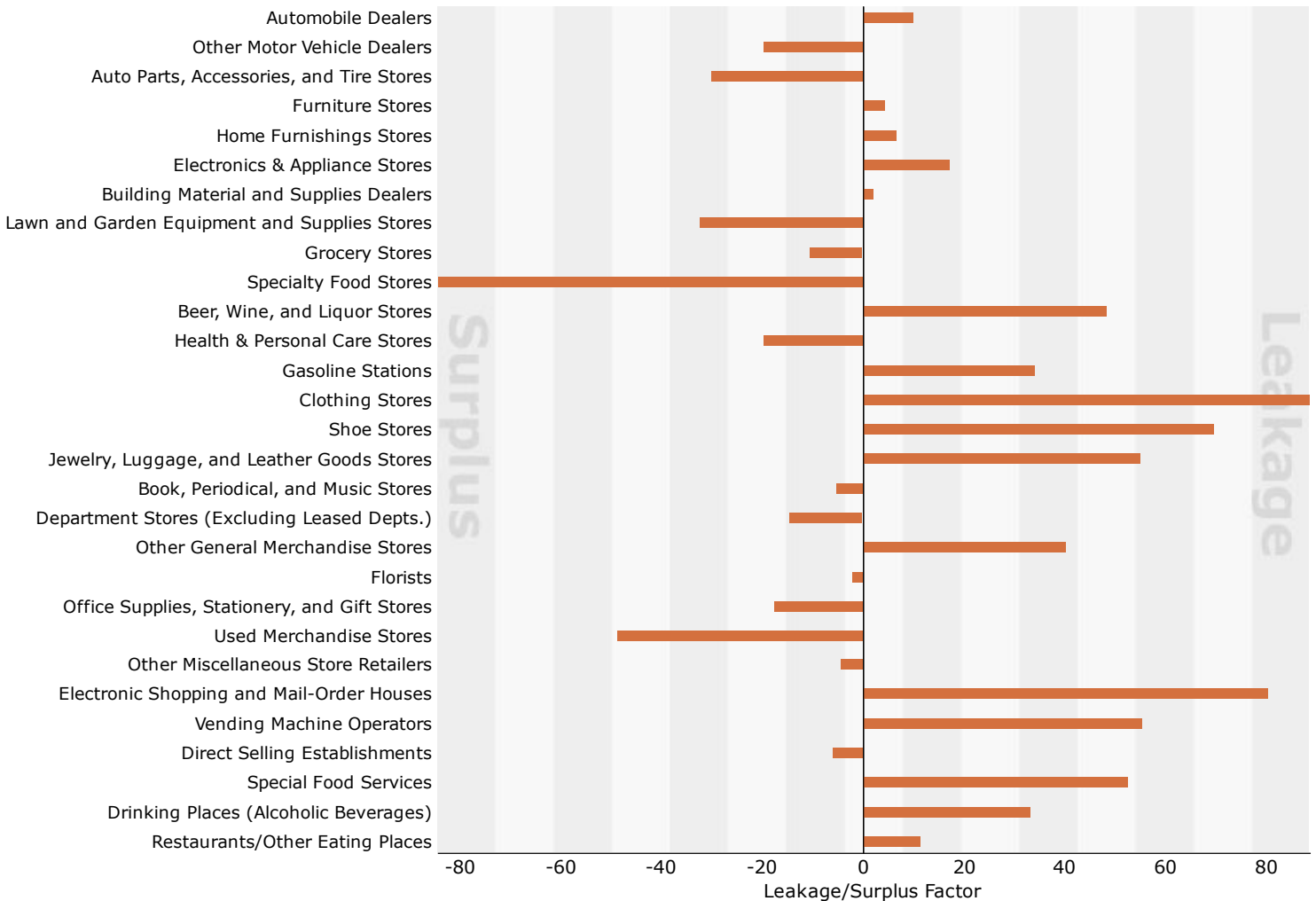
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## 2017 Leakage/Surplus Factor by Industry Subsector



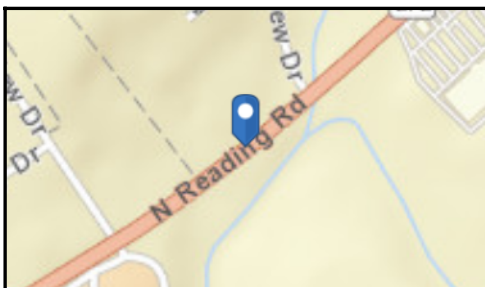
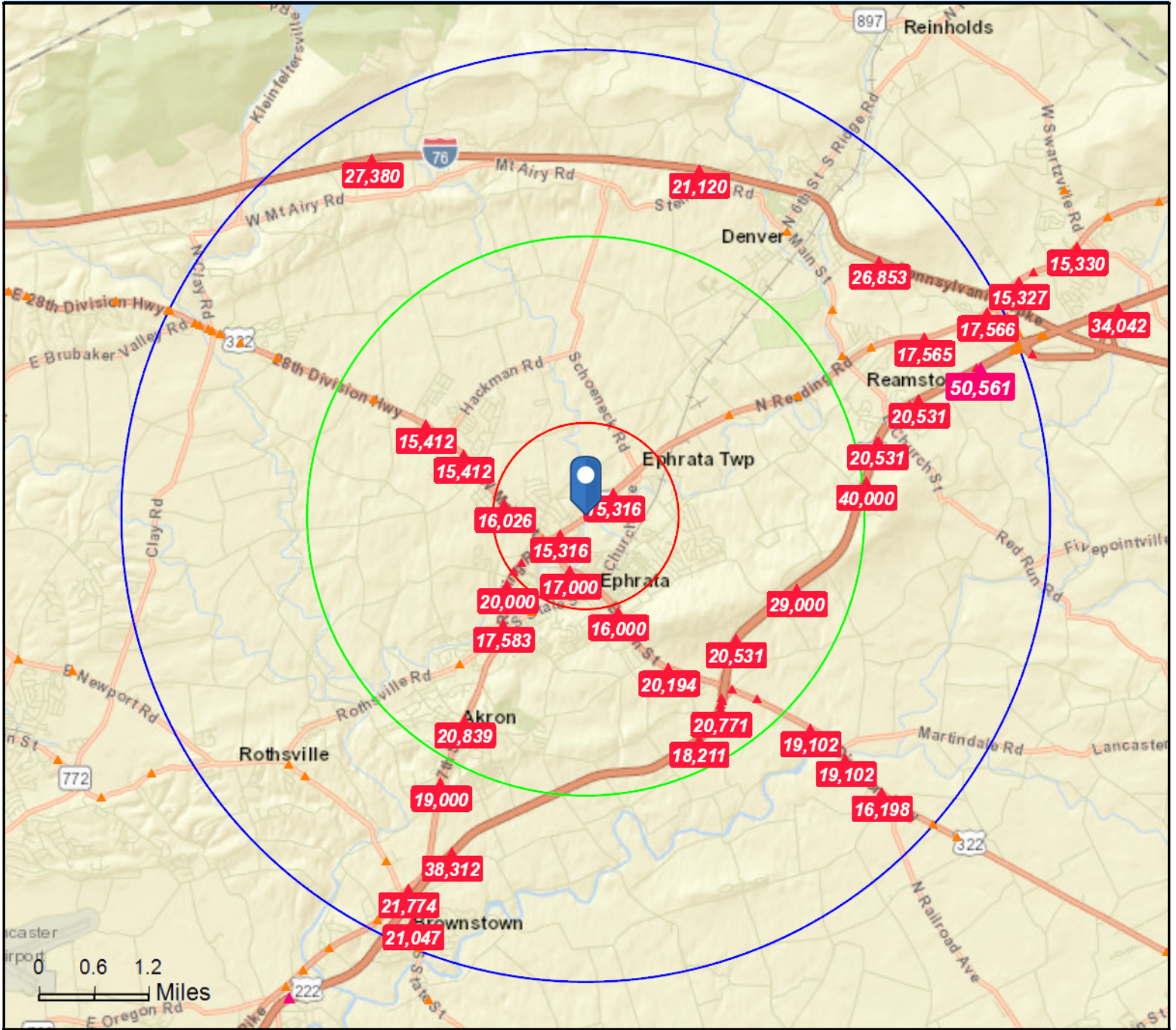
## 2017 Leakage/Surplus Factor by Industry Group



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 Rings: 1, 3, 5 mile radii

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 Latitude: 40.18979  
 Longitude: -76.17963



- Average Daily Traffic Volume**
- ▲ Up to 6,000 vehicles per day
  - ▲ 6,001 - 15,000
  - ▲ 15,001 - 30,000
  - ▲ 30,001 - 50,000
  - ▲ 50,001 - 100,000
  - ▲ More than 100,000 per day



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1853 William Penn Way  
Lancaster, PA 17601

717.291.2284  
FAX 717.293.4488  
1.800.638.4414

5000 Ritter Road  
Suite 201

Mechanicsburg, PA 17055  
717.697.2422  
FAX 717.697.0870  
1.800.213.0094

525 Highlands Boulevard  
Suite 107

Coatesville, PA 19320  
610.380.8437  
FAX 610.380.0583

11020 David Taylor Drive  
Suite 130  
Charlotte, NC 28262  
704.688.0800  
FAX 704.688.0801

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Suite E  
Sarasota, FL 34243  
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FAX 941.758.7614

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