

For Lease

717.293.4477



1286 – 1290 READING ROAD  
DENVER, PA 17517  
(BOWMANVILLE – RT 625)

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

- Property Information Sheet
- Site Plans
- Location Map/Aerial Photo
- Zoning Map
- Zoning Ordinance
- ESRI Traffic Count Map
- ESRI Traffic Count Map – Close Up
- ESRI Executive Summary
- ESRI Retail MarketPlace Profile



▶ Commercial Land



1286 - 1290 Reading Road  
Denver, PA 17517

**Total Acres:**  
2.40 acres (four parcels)

**Ground Lease:**  
Ground lease or build-to-suit-to-lease  
Lease rate to be negotiated

**Description:**  
Terrific pad site in growing commercial neighborhood location. Available as a ground lease or a build-to-suit-to-lease. Looking for a restaurant, bank, convenient store, general merchandise user. Owner will deliver pad ready site on a ground lease.

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**PROPERTY INFORMATION**

**Total Acres**                      **2.40 acres (four parcels)**

	<u>Parcel #1</u>	<u>Parcel #2</u>	<u>Parcel #3</u>	<u>Parcel #4</u>
Acres	.29 acre	.29 acre	1.58 acres	.24 acre
Tax Parcel #	040-62941	040-60698	040-63839	040-77410
Deed Reference #	5187/459	05073996	05698714	0569814

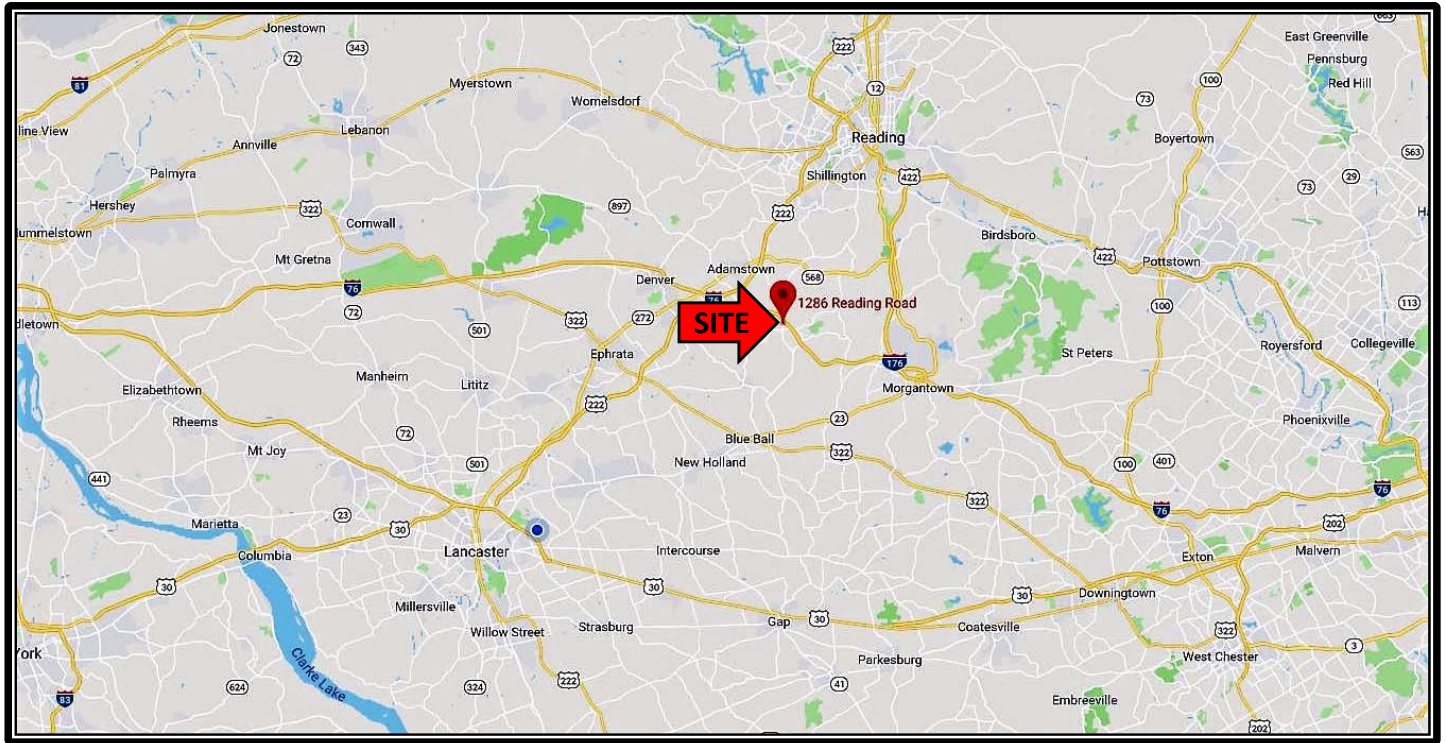
Zoning                                  Neighborhood Commercial

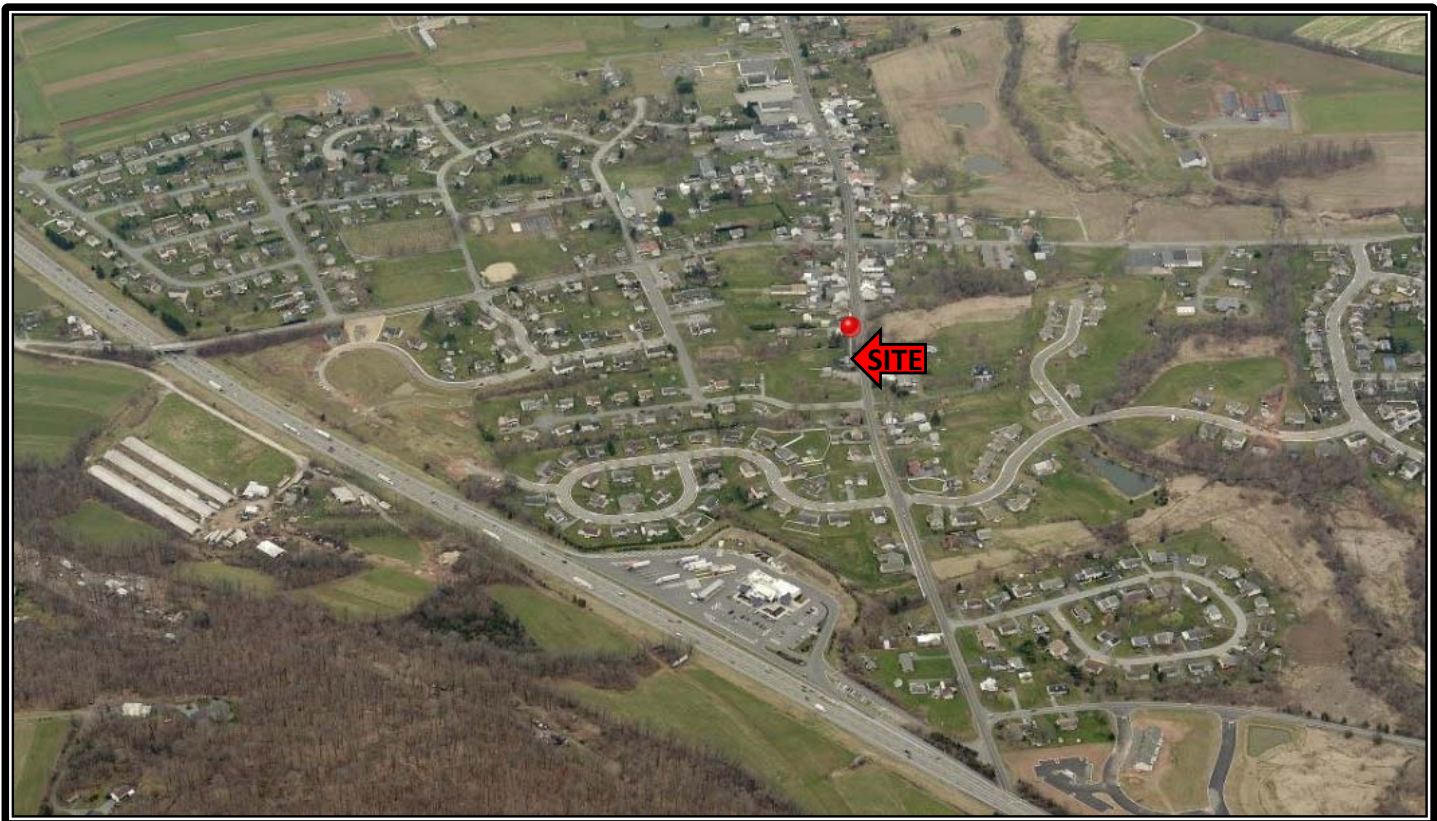
Municipality                        Brecknock Township

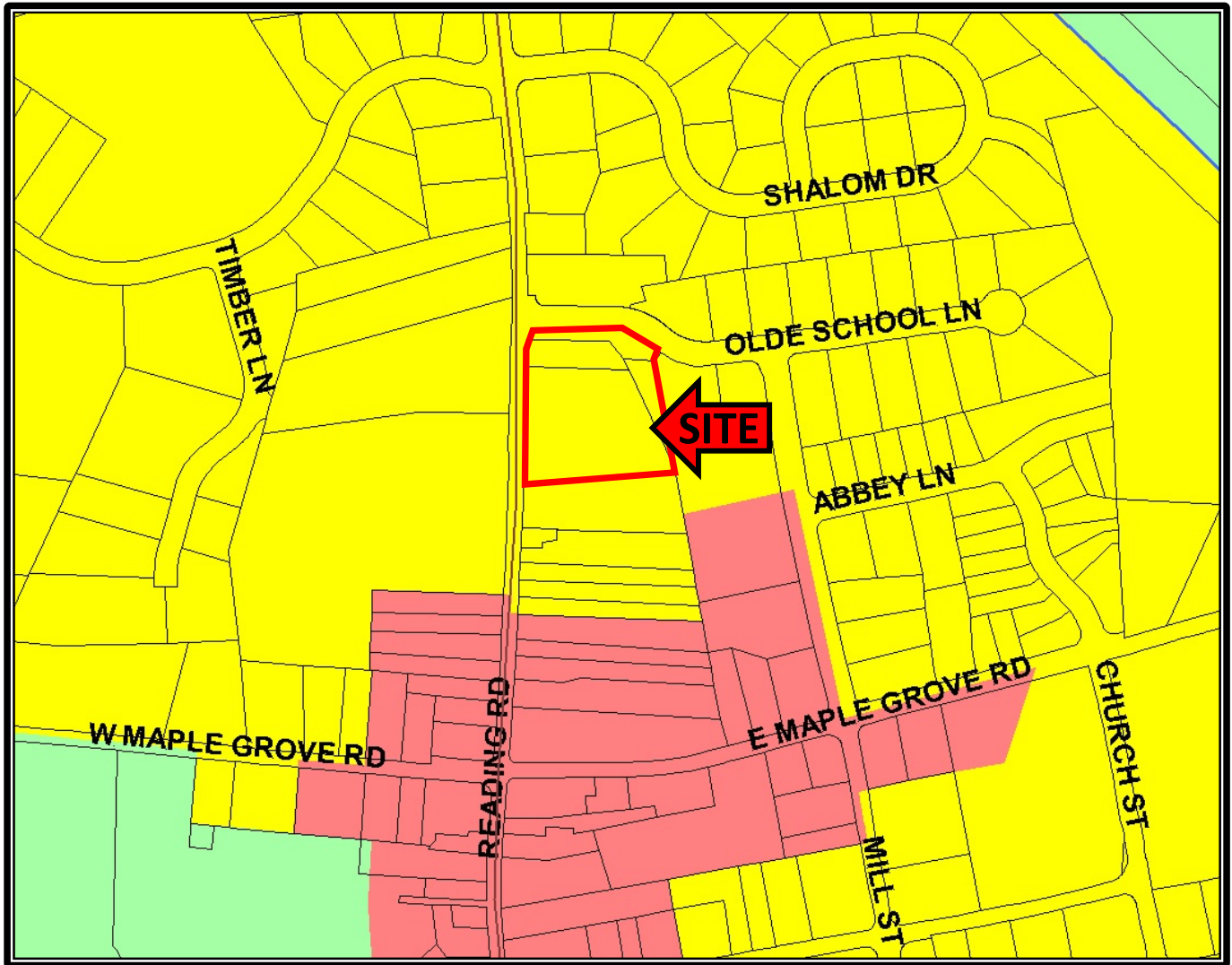
County                                 Lancaster











Neighborhood Commercial



## Chapter 110. Zoning

### Article V. District Regulations

#### § 110-23. Neighborhood Commercial (NC) District.

- A. Intended purpose. The regulations in this district are intended to preserve and enhance the sense of place which is experienced within the Township's existing villages through the blending of residential uses and commercial uses which primarily function to serve the needs of residents within the villages. Nonresidential uses are generally limited by size and intensity to allow a mixture of uses and to prevent the establishment of intensive commercial uses which exceed the local orientation of this district. Residential uses are permitted within the district to allow access to local goods and services without the use of the automobile. Uses which are consistent with the intent of this district, yet require a higher level of scrutiny, are permitted by special exception.
- B. Uses and structures (subject to §§ **110-33**, **110-34** and **110-44**).
- (1) Permitted uses shall be as follows:
- (a) Personal service shops, including shoe repair, tailor, dressmaking, barber or beauty shops or similar shops.
  - (b) Shops which involve retail sale and/or the rental of goods.  
[Amended 2-10-1998 by Ord. No. 120]
  - (c) Physician, chiropractic or dental facilities, limited to outpatient care and occupying no more than 3,000 square feet of gross floor area.
  - (d) Self-service laundries and dry-cleaning facilities.
  - (e) Professional offices, provided that the gross floor area does not exceed 3,000 feet.
  - (f) Banks and financial institutions, provided that all drive-through or drive-in facilities are located in the rear yard.
  - (g) Municipal uses.
  - (h) Emergency service facilities.
  - (i) Restaurants without drive-in facilities, other than nightclubs.
  - (j) Single-family detached dwellings, single-family semidetached dwellings, townhouses and apartments subject to § **110-22**.
  - (k) Apartment dwellings within the same structure in combination with a commercial use or uses.

- (l) Shops for the repair of small household appliances.
  - (m) Churches and other places of worship and related uses.
  - (n) Public and private educational facilities and related uses.
  - (o) Parks, playgrounds and outdoor recreational facilities which may be publicly or privately owned, excluding commercial golf courses, weapon target ranges or vehicle race courses or tracks.
  - (p) Passenger depots and bus shelters.
  - (q) Libraries, museums and art galleries.
  - (r) Studios and shops of artists and artisans not to exceed 3,000 square feet of gross floor area.
  - (s) Farm produce markets.
  - (t) Agricultural uses and structures (subject to compliance with § **110-38**), other than intensive agriculture, provided that the commercial keeping of poultry, livestock, bees and wild or domestic animals shall not be maintained on tracts of less than 10 acres.  
[Amended 5-11-2010 by Ord. No. 171]
  - (u) Parking lots, provided that parking lots for uses which require more than five parking spaces shall be located within the rear yard. In the event that the property does not contain a rear yard, parking lots containing more than five parking spaces shall be located between the building and the road which is least traveled.
  - (v) Public utility uses and structures.
  - (w) Convenience stores, provided that such use complies with the requirements of § **110-70** if the sale of gasoline, diesel or other motor vehicle fuel is associated with the store.
  - (x) Accessory uses incidental to the above permitted uses.
  - (y) No-impact home-based businesses.  
[Added 4-8-2003 by Ord. No. 135]
- (2) Special exceptions. The following uses are permitted subject to the issuance of a special exception by the Zoning Hearing Board:
- (a) Privately owned recreation facilities and clubs subject to § **110-54**.
  - (b) Bed-and-breakfast establishments subject to § **110-57**.
  - (c) Child day-care facilities subject to the requirements of § **110-50**.
  - (d) Home occupations subject to the requirements of § **110-41**.
  - (e) Service stations and commercial garages subject to the requirements of § **110-70**.  
[Amended 1-13-2004 by Ord. No. 140]
  - (f) Accessory residential dwelling units (subject to § **110-59**).  
[Added 1-8-2002 by Ord. No. 133]

C. Lot, yard and height requirements.

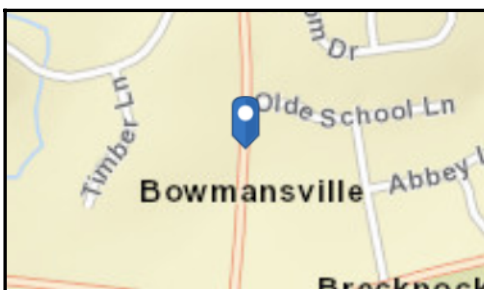
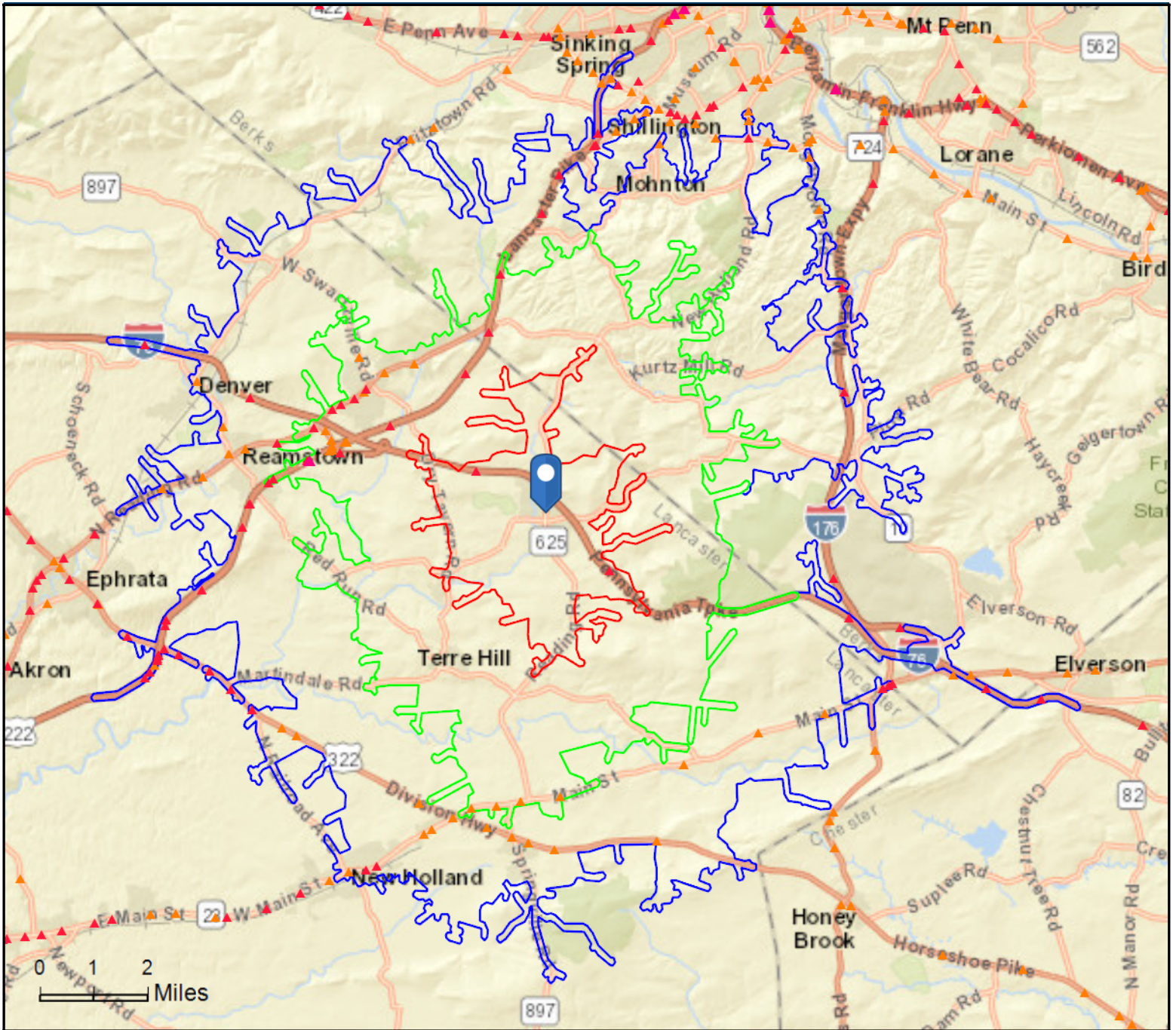
- (1) Shopping centers shall have a minimum lot size of three acres and a minimum lot width of 250 feet regardless of the availability of public water or sewer. The maximum lot coverage for a shopping center shall be consistent with the following table in Subsection **C(2)**.
- (2) Uses other than shopping centers shall comply with the following lot requirements. The following maximum lot coverage requirements shall also pertain to shopping centers. [Amended 2-10-1998 by Ord. No. 120]

<b>Public Utilities Utilized</b>	<b>Minimum Lot Area (square feet)</b>	<b>Minimum Lot Width (feet)</b>	<b>Maximum Lot Coverage (percent)</b>
No water or sewer	1 acre	150	25%
Water only	30,000	125	30%
Sewer only	15,000	90	75%
Water and sewer	8,000	65	80%

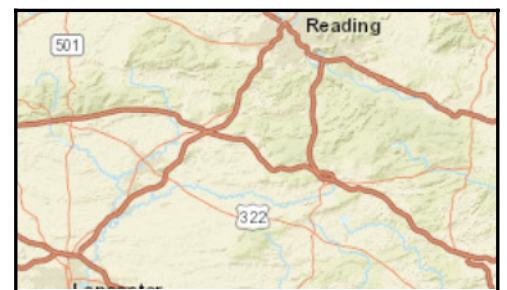
- (3) Minimum yard requirements shall be as follows:
  - (a) Front yard setback. All buildings, structures (except permitted signs) and loading areas shall be setback from the road right-of-way a minimum distance of 25 feet (subject to § **110-32**).
  - (b) Side yard setback. All buildings and structures shall be set back from the side lot lines a minimum distance of 10 feet. Off-street parking shall be subject to § **110-78**. Loading areas shall be subject to § **110-79**.
  - (c) Rear yard setback. All buildings, structures, off-street parking and loading areas shall be set back from the rear lot line a minimum distance of 25 feet, with the exception of rear lot lines located between uses which share joint parking facilities.
- D. Residential buffer and screening requirements. Any nonresidential use which adjoins a property zoned Residential Medium (RM) or Residential Low (RL) shall require a minimum setback of 50 feet between the property zoned RM or RL and all buildings, structures, off-street parking and loading areas and shall require screening along such lot lines as required in § **110-36C** of this chapter.
- E. All accessory buildings shall have a maximum height of 20 feet. Farm buildings shall have no height limitations. All principal buildings and other structures shall have a maximum height of 35 feet.
- F. Parking and loading facilities shall be subject to the regulations of Article **VIII** of this chapter.
- G. Any portion of the site not used for buildings, structures, parking, loading areas and sidewalks shall be landscaped as required in § **110-36D**.
- H. All dumpsters used for the storage of waste or materials which are to be recycled shall be located in the side or rear yards and shall be screened from the view of adjacent properties and roads.
- I. Outdoor storage areas and outdoor retail areas are not permitted.
- J. All signs shall satisfy the requirements set forth in Article **IX**.

1286 Reading Rd, Denver, Pennsylvania, 17517  
 Drive Time: 5, 10, 15 minute radii

Prepared by Esri  
 Latitude: 40.19886  
 Longitude: -76.01724



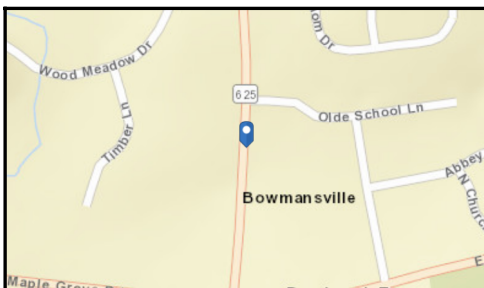
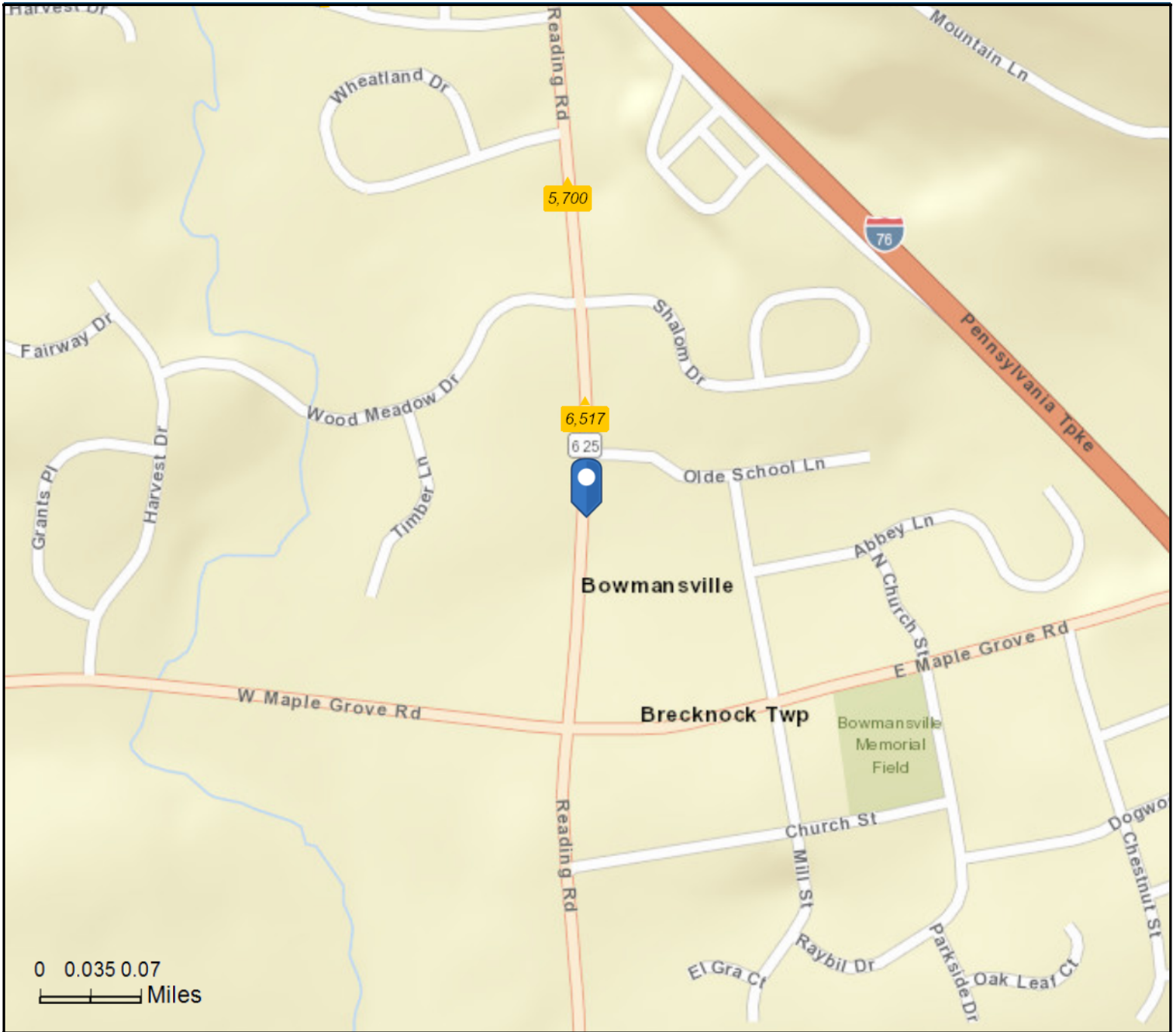
- Average Daily Traffic Volume**
- ▲ Up to 6,000 vehicles per day
  - ▲ 6,001 - 15,000
  - ▲ 15,001 - 30,000
  - ▲ 30,001 - 50,000
  - ▲ 50,001 - 100,000
  - ▲ More than 100,000 per day



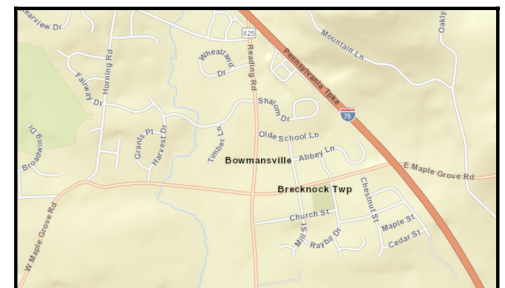
Source: ©2019 Kalibrate Technologies (Q4 2018).

1286 Reading Rd, Denver, Pennsylvania, 17517  
 Drive Time: 5, 10, 15 minute radii

Prepared by Esri  
 Latitude: 40.19886  
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- Average Daily Traffic Volume**
- ▲ Up to 6,000 vehicles per day
  - ▲ 6,001 - 15,000
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  - ▲ More than 100,000 per day



Source: ©2019 Kalibrate Technologies (Q4 2018).



# Executive Summary

1286 Reading Rd, Denver, Pennsylvania, 17517  
Drive Time: 5, 10, 15 minute radii

Prepared by Esri  
Latitude: 40.19886  
Longitude: -76.01724

	5 minutes	10 minutes	15 minutes
<b>Population</b>			
2000 Population	3,984	17,783	49,492
2010 Population	4,318	19,082	53,899
2018 Population	4,544	20,249	55,977
2023 Population	4,699	20,949	57,367
2000-2010 Annual Rate	0.81%	0.71%	0.86%
2010-2018 Annual Rate	0.62%	0.72%	0.46%
2018-2023 Annual Rate	0.67%	0.68%	0.49%
2018 Male Population	50.8%	50.7%	50.0%
2018 Female Population	49.2%	49.3%	50.0%
2018 Median Age	37.5	39.8	40.3

In the identified area, the current year population is 55,977. In 2010, the Census count in the area was 53,899. The rate of change since 2010 was 0.46% annually. The five-year projection for the population in the area is 57,367 representing a change of 0.49% annually from 2018 to 2023. Currently, the population is 50.0% male and 50.0% female.

### Median Age

The median age in this area is 37.5, compared to U.S. median age of 38.3.

### Race and Ethnicity

2018 White Alone	95.8%	94.7%	93.3%
2018 Black Alone	0.6%	1.1%	1.6%
2018 American Indian/Alaska Native Alone	0.2%	0.2%	0.2%
2018 Asian Alone	1.7%	2.3%	2.0%
2018 Pacific Islander Alone	0.1%	0.0%	0.0%
2018 Other Race	0.6%	0.6%	1.3%
2018 Two or More Races	1.1%	1.1%	1.5%
2018 Hispanic Origin (Any Race)	2.2%	2.5%	4.3%

Persons of Hispanic origin represent 4.3% 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 20.1 in the identified area, compared to 64.3 for the U.S. as a whole.

### Households

2000 Households	1,305	5,978	17,204
2010 Households	1,480	6,672	19,350
2018 Total Households	1,549	7,045	19,975
2023 Total Households	1,596	7,263	20,403
2000-2010 Annual Rate	1.27%	1.10%	1.18%
2010-2018 Annual Rate	0.55%	0.66%	0.39%
2018-2023 Annual Rate	0.60%	0.61%	0.42%
2018 Average Household Size	2.93	2.87	2.79

The household count in this area has changed from 19,350 in 2010 to 19,975 in the current year, a change of 0.39% annually. The five-year projection of households is 20,403, a change of 0.42% annually from the current year total. Average household size is currently 2.79, compared to 2.78 in the year 2010. The number of families in the current year is 15,190 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

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 Drive Time: 5, 10, 15 minute radii

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	5 minutes	10 minutes	15 minutes
<b>Median Household Income</b>			
2018 Median Household Income	\$68,286	\$68,659	\$71,099
2023 Median Household Income	\$80,265	\$80,561	\$80,742
2018-2023 Annual Rate	3.29%	3.25%	2.58%
<b>Average Household Income</b>			
2018 Average Household Income	\$88,394	\$89,344	\$92,253
2023 Average Household Income	\$105,561	\$104,890	\$106,250
2018-2023 Annual Rate	3.61%	3.26%	2.87%
<b>Per Capita Income</b>			
2018 Per Capita Income	\$28,692	\$30,866	\$32,822
2023 Per Capita Income	\$34,106	\$36,114	\$37,663
2018-2023 Annual Rate	3.52%	3.19%	2.79%

Current median household income is \$71,099 in the area, compared to \$58,100 for all U.S. households. Median household income is projected to be \$80,742 in five years, compared to \$65,727 for all U.S. households

Current average household income is \$92,253 in this area, compared to \$83,694 for all U.S. households. Average household income is projected to be \$106,250 in five years, compared to \$96,109 for all U.S. households

Current per capita income is \$32,822 in the area, compared to the U.S. per capita income of \$31,950. The per capita income is projected to be \$37,663 in five years, compared to \$36,530 for all U.S. households

<b>Housing</b>			
2000 Total Housing Units	1,345	6,174	17,750
2000 Owner Occupied Housing Units	1,101	5,047	13,982
2000 Renter Occupied Housing Units	205	931	3,222
2000 Vacant Housing Units	39	196	546
2010 Total Housing Units	1,544	6,960	20,293
2010 Owner Occupied Housing Units	1,232	5,469	15,388
2010 Renter Occupied Housing Units	248	1,203	3,962
2010 Vacant Housing Units	64	288	943
2018 Total Housing Units	1,619	7,354	20,998
2018 Owner Occupied Housing Units	1,264	5,648	15,581
2018 Renter Occupied Housing Units	285	1,397	4,394
2018 Vacant Housing Units	70	309	1,023
2023 Total Housing Units	1,671	7,605	21,516
2023 Owner Occupied Housing Units	1,308	5,877	16,029
2023 Renter Occupied Housing Units	289	1,386	4,374
2023 Vacant Housing Units	75	342	1,113

Currently, 74.2% of the 20,998 housing units in the area are owner occupied; 20.9%, renter occupied; and 4.9% 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 20,293 housing units in the area - 75.8% owner occupied, 19.5% renter occupied, and 4.6% vacant. The annual rate of change in housing units since 2010 is 1.53%. Median home value in the area is \$231,577, compared to a median home value of \$218,492 for the U.S. In five years, median value is projected to change by 1.99% annually to \$255,524.

**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

1286 Reading Rd, Denver, Pennsylvania, 17517  
 Drive Time: 5 minute radius

Prepared by Esri  
 Latitude: 40.19886  
 Longitude: -76.01724

## Summary Demographics

2018 Population	4,544
2018 Households	1,549
2018 Median Disposable Income	\$53,262
2018 Per Capita Income	\$28,692

## 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	\$66,422,342	\$31,158,673	\$35,263,669	36.1	23
Total Retail Trade	44-45	\$60,498,226	\$27,864,960	\$32,633,266	36.9	18
Total Food & Drink	722	\$5,924,116	\$3,293,713	\$2,630,403	28.5	5

## 2017 Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$13,394,253	\$1,660,762	\$11,733,491	77.9	2
Automobile Dealers	4411	\$10,890,937	\$0	\$10,890,937	100.0	0
Other Motor Vehicle Dealers	4412	\$1,486,920	\$218,980	\$1,267,940	74.3	1
Auto Parts, Accessories & Tire Stores	4413	\$1,016,396	\$1,392,616	-\$376,220	-15.6	1
Furniture & Home Furnishings Stores	442	\$2,071,858	\$2,546,578	-\$474,720	-10.3	1
Furniture Stores	4421	\$1,130,341	\$0	\$1,130,341	100.0	0
Home Furnishings Stores	4422	\$941,517	\$0	\$941,517	100.0	0
Electronics & Appliance Stores	443	\$1,863,694	\$151,263	\$1,712,431	85.0	1
Bldg Materials, Garden Equip. & Supply Stores	444	\$4,355,401	\$4,556,734	-\$201,333	-2.3	4
Bldg Material & Supplies Dealers	4441	\$3,962,329	\$250,212	\$3,712,117	88.1	1
Lawn & Garden Equip & Supply Stores	4442	\$393,072	\$4,306,523	-\$3,913,451	-83.3	3
Food & Beverage Stores	445	\$11,074,578	\$2,056,065	\$9,018,513	68.7	2
Grocery Stores	4451	\$10,092,392	\$0	\$10,092,392	100.0	0
Specialty Food Stores	4452	\$515,094	\$1,276,048	-\$760,954	-42.5	2
Beer, Wine & Liquor Stores	4453	\$467,092	\$0	\$467,092	100.0	0
Health & Personal Care Stores	446,4461	\$3,872,419	\$62,134	\$3,810,285	96.8	1
Gasoline Stations	447,4471	\$6,074,465	\$2,587,520	\$3,486,945	40.3	1
Clothing & Clothing Accessories Stores	448	\$3,125,022	\$88,399	\$3,036,623	94.5	1
Clothing Stores	4481	\$2,154,320	\$88,399	\$2,065,921	92.1	1
Shoe Stores	4482	\$468,543	\$0	\$468,543	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$502,158	\$0	\$502,158	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$1,677,056	\$1,035,548	\$641,508	23.6	3
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,461,407	\$1,035,548	\$425,859	17.1	3
Book, Periodical & Music Stores	4512	\$215,649	\$0	\$215,649	100.0	0
General Merchandise Stores	452	\$8,862,957	\$0	\$8,862,957	100.0	0
Department Stores Excluding Leased Depts.	4521	\$6,429,122	\$0	\$6,429,122	100.0	0
Other General Merchandise Stores	4529	\$2,433,835	\$0	\$2,433,835	100.0	0
Miscellaneous Store Retailers	453	\$2,808,574	\$10,414,335	-\$7,605,761	-57.5	4
Florists	4531	\$145,573	\$67,841	\$77,732	36.4	1
Office Supplies, Stationery & Gift Stores	4532	\$580,136	\$0	\$580,136	100.0	0
Used Merchandise Stores	4533	\$219,146	\$468,401	-\$249,255	-36.3	2
Other Miscellaneous Store Retailers	4539	\$1,863,719	\$9,849,947	-\$7,986,228	-68.2	1
Nonstore Retailers	454	\$1,317,949	\$0	\$1,317,949	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$947,679	\$0	\$947,679	100.0	0
Vending Machine Operators	4542	\$59,092	\$0	\$59,092	100.0	0
Direct Selling Establishments	4543	\$311,178	\$0	\$311,178	100.0	0
Food Services & Drinking Places	722	\$5,924,116	\$3,293,713	\$2,630,403	28.5	5
Special Food Services	7223	\$158,110	\$0	\$158,110	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$313,832	\$0	\$313,832	100.0	0
Restaurants/Other Eating Places	7225	\$5,452,173	\$3,293,713	\$2,158,460	24.7	5

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.



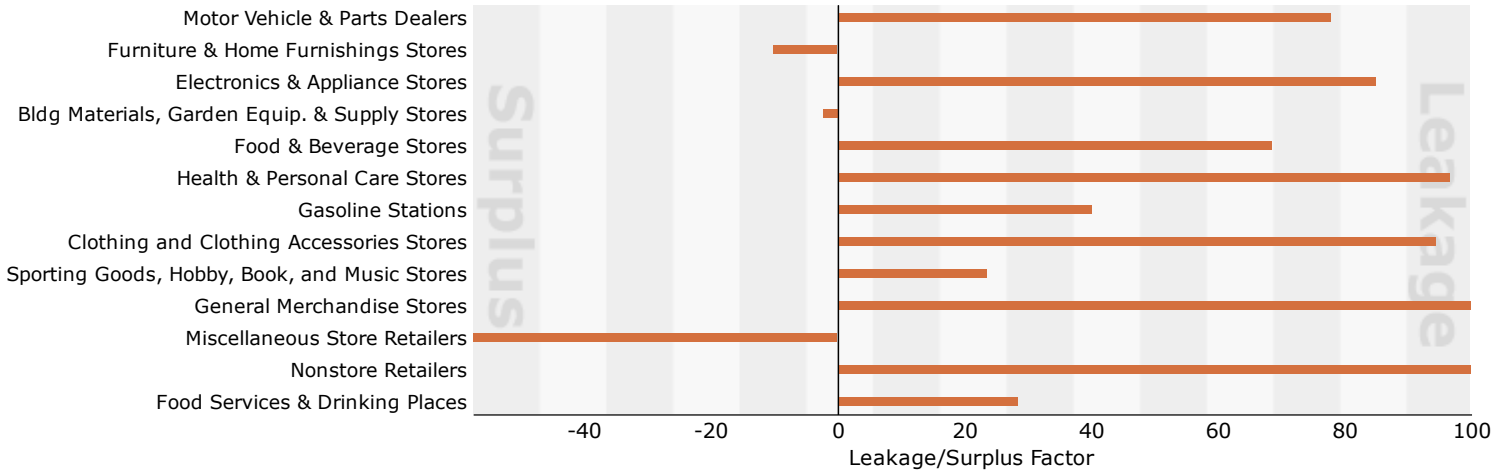


# Retail MarketPlace Profile

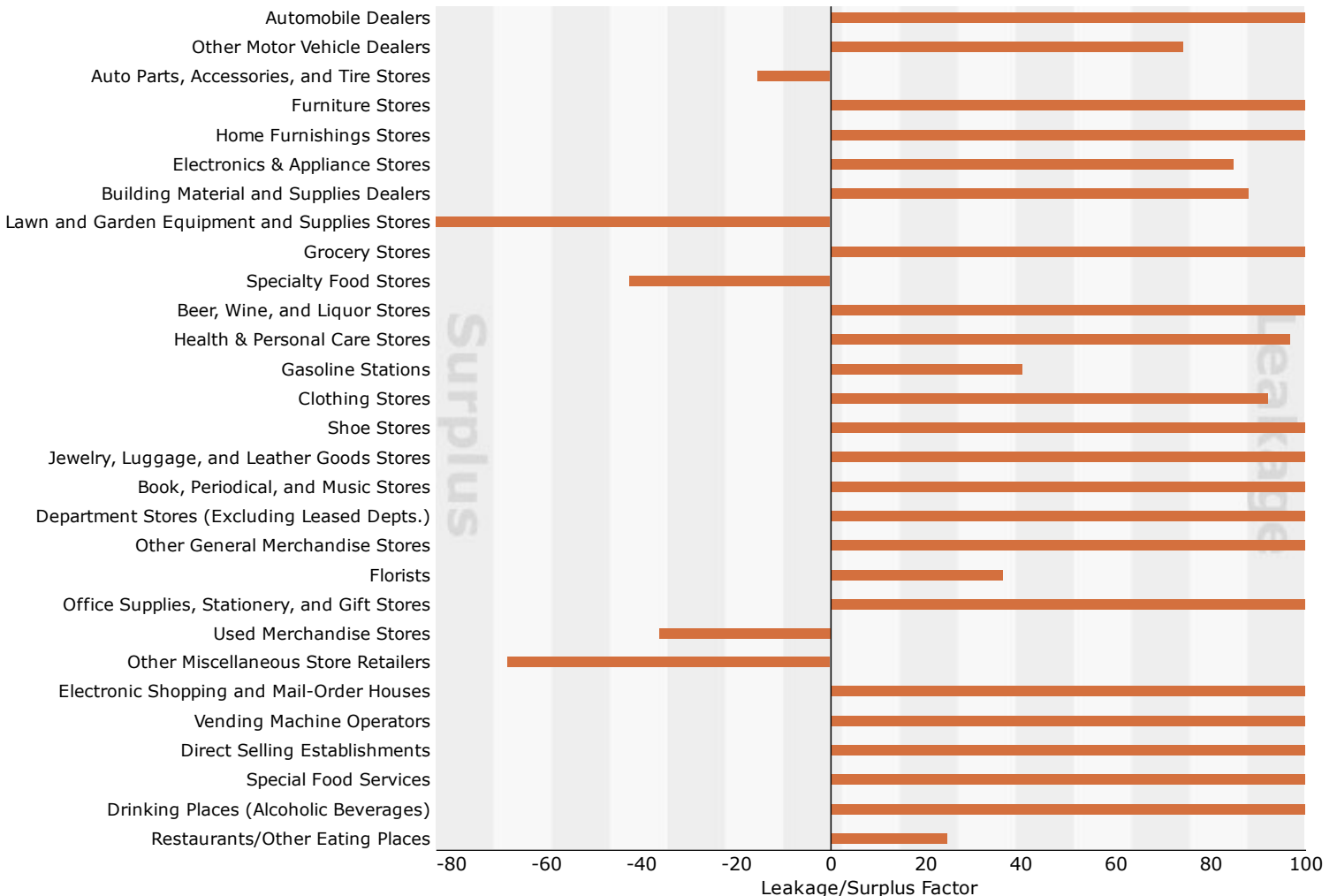
1286 Reading Rd, Denver, Pennsylvania, 17517  
 Drive Time: 5 minute radius

Prepared by Esri  
 Latitude: 40.19886  
 Longitude: -76.01724

## 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

1286 Reading Rd, Denver, Pennsylvania, 17517  
 Drive Time: 10 minute radius

Prepared by Esri  
 Latitude: 40.19886  
 Longitude: -76.01724

## Summary Demographics

2018 Population	20,249
2018 Households	7,045
2018 Median Disposable Income	\$54,281
2018 Per Capita Income	\$30,866

## 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	\$306,455,752	\$187,077,335	\$119,378,417	24.2	130
Total Retail Trade	44-45	\$278,875,695	\$173,692,895	\$105,182,800	23.2	106
Total Food & Drink	722	\$27,580,057	\$13,384,439	\$14,195,618	34.7	24

## 2017 Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$61,693,103	\$22,897,623	\$38,795,480	45.9	9
Automobile Dealers	4411	\$50,188,208	\$2,405,575	\$47,782,633	90.9	1
Other Motor Vehicle Dealers	4412	\$6,818,933	\$17,960,451	-\$11,141,518	-45.0	3
Auto Parts, Accessories & Tire Stores	4413	\$4,685,962	\$2,531,597	\$2,154,365	29.8	4
Furniture & Home Furnishings Stores	442	\$9,646,438	\$9,345,384	\$301,054	1.6	7
Furniture Stores	4421	\$5,251,842	\$2,276,908	\$2,974,934	39.5	2
Home Furnishings Stores	4422	\$4,394,596	\$7,068,476	-\$2,673,880	-23.3	4
Electronics & Appliance Stores	443	\$8,713,870	\$1,863,606	\$6,850,264	64.8	4
Bldg Materials, Garden Equip. & Supply Stores	444	\$19,942,811	\$13,487,420	\$6,455,391	19.3	16
Bldg Material & Supplies Dealers	4441	\$18,179,319	\$4,477,608	\$13,701,711	60.5	7
Lawn & Garden Equip & Supply Stores	4442	\$1,763,492	\$9,009,812	-\$7,246,320	-67.3	9
Food & Beverage Stores	445	\$50,959,892	\$67,759,484	-\$16,799,592	-14.2	14
Grocery Stores	4451	\$46,419,955	\$63,391,280	-\$16,971,325	-15.5	8
Specialty Food Stores	4452	\$2,368,324	\$3,222,465	-\$854,141	-15.3	5
Beer, Wine & Liquor Stores	4453	\$2,171,612	\$1,145,739	\$1,025,873	30.9	1
Health & Personal Care Stores	446,4461	\$17,687,096	\$3,395,616	\$14,291,480	67.8	3
Gasoline Stations	447,4471	\$27,880,862	\$13,259,080	\$14,621,782	35.5	5
Clothing & Clothing Accessories Stores	448	\$14,624,568	\$368,191	\$14,256,377	95.1	2
Clothing Stores	4481	\$10,022,408	\$333,689	\$9,688,719	93.6	2
Shoe Stores	4482	\$2,199,340	\$0	\$2,199,340	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$2,402,820	\$0	\$2,402,820	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$7,809,912	\$4,247,299	\$3,562,613	29.5	9
Sporting Goods/Hobby/Musical Instr Stores	4511	\$6,812,929	\$3,809,597	\$3,003,332	28.3	9
Book, Periodical & Music Stores	4512	\$996,983	\$437,702	\$559,281	39.0	1
General Merchandise Stores	452	\$40,994,683	\$8,034,317	\$32,960,366	67.2	2
Department Stores Excluding Leased Depts.	4521	\$29,785,811	\$7,156,383	\$22,629,428	61.3	1
Other General Merchandise Stores	4529	\$11,208,872	\$877,934	\$10,330,938	85.5	1
Miscellaneous Store Retailers	453	\$12,922,608	\$28,160,632	-\$15,238,024	-37.1	33
Florists	4531	\$661,808	\$251,483	\$410,325	44.9	2
Office Supplies, Stationery & Gift Stores	4532	\$2,695,693	\$1,725,558	\$970,135	21.9	6
Used Merchandise Stores	4533	\$1,017,645	\$4,946,835	-\$3,929,190	-65.9	17
Other Miscellaneous Store Retailers	4539	\$8,547,462	\$21,236,756	-\$12,689,294	-42.6	8
Nonstore Retailers	454	\$5,999,851	\$874,243	\$5,125,608	74.6	1
Electronic Shopping & Mail-Order Houses	4541	\$4,397,264	\$0	\$4,397,264	100.0	0
Vending Machine Operators	4542	\$272,848	\$0	\$272,848	100.0	0
Direct Selling Establishments	4543	\$1,329,739	\$874,243	\$455,496	20.7	1
Food Services & Drinking Places	722	\$27,580,057	\$13,384,439	\$14,195,618	34.7	24
Special Food Services	7223	\$722,244	\$744,793	-\$22,549	-1.5	1
Drinking Places - Alcoholic Beverages	7224	\$1,467,338	\$522,128	\$945,210	47.5	2
Restaurants/Other Eating Places	7225	\$25,390,475	\$12,117,519	\$13,272,956	35.4	21

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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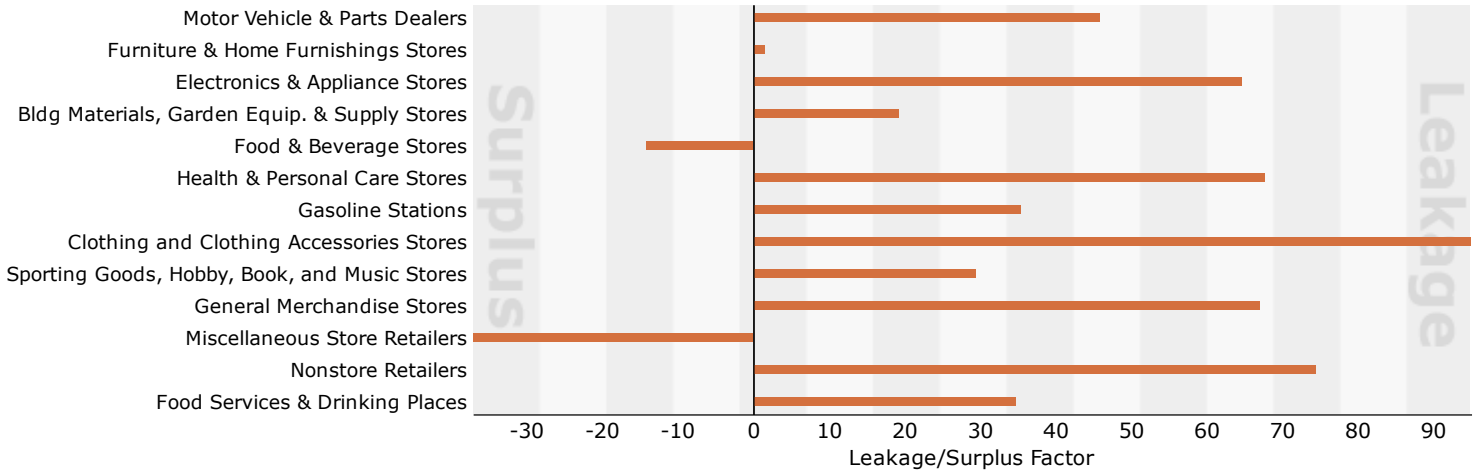


# Retail MarketPlace Profile

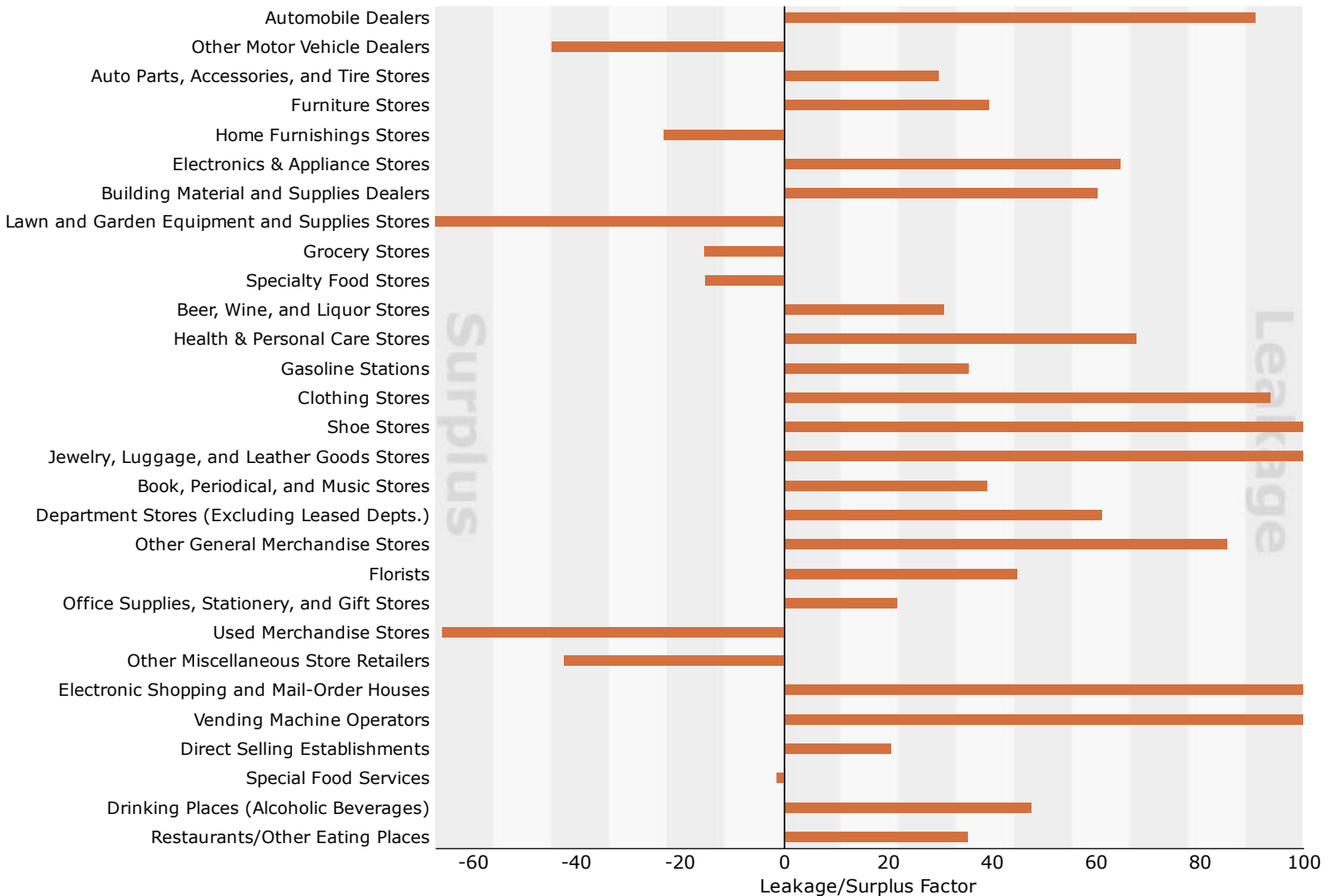
1286 Reading Rd, Denver, Pennsylvania, 17517  
 Drive Time: 10 minute radius

Prepared by Esri  
 Latitude: 40.19886  
 Longitude: -76.01724

## 2017 Leakage/Surplus Factor by Industry Subsector



## 2017 Leakage/Surplus Factor by Industry Group



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# Retail MarketPlace Profile

1286 Reading Rd, Denver, Pennsylvania, 17517  
 Drive Time: 15 minute radius

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 Latitude: 40.19886  
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## Summary Demographics

2018 Population	55,977
2018 Households	19,975
2018 Median Disposable Income	\$55,632
2018 Per Capita Income	\$32,822

## 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	\$862,591,686	\$582,669,604	\$279,922,082	19.4	368
Total Retail Trade	44-45	\$782,547,488	\$528,052,569	\$254,494,919	19.4	305
Total Food & Drink	722	\$80,044,198	\$54,617,034	\$25,427,164	18.9	63

## 2017 Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$169,726,807	\$80,322,196	\$89,404,611	35.8	42
Automobile Dealers	4411	\$138,085,621	\$31,698,296	\$106,387,325	62.7	15
Other Motor Vehicle Dealers	4412	\$18,396,946	\$31,164,120	-\$12,767,174	-25.8	9
Auto Parts, Accessories & Tire Stores	4413	\$13,244,240	\$17,459,780	-\$4,215,540	-13.7	17
Furniture & Home Furnishings Stores	442	\$27,915,635	\$32,763,231	-\$4,847,596	-8.0	24
Furniture Stores	4421	\$15,296,213	\$14,947,311	\$348,902	1.2	14
Home Furnishings Stores	4422	\$12,619,421	\$17,815,920	-\$5,196,499	-17.1	10
Electronics & Appliance Stores	443	\$25,331,444	\$7,672,570	\$17,658,874	53.5	11
Bldg Materials, Garden Equip. & Supply Stores	444	\$54,658,578	\$34,309,534	\$20,349,044	22.9	36
Bldg Material & Supplies Dealers	4441	\$50,036,420	\$22,521,319	\$27,515,101	37.9	22
Lawn & Garden Equip & Supply Stores	4442	\$4,622,158	\$11,788,215	-\$7,166,057	-43.7	14
Food & Beverage Stores	445	\$143,609,812	\$194,266,626	-\$50,656,814	-15.0	39
Grocery Stores	4451	\$130,590,214	\$112,555,637	\$18,034,577	7.4	21
Specialty Food Stores	4452	\$6,665,602	\$77,283,575	-\$70,617,973	-84.1	16
Beer, Wine & Liquor Stores	4453	\$6,353,996	\$4,427,414	\$1,926,582	17.9	2
Health & Personal Care Stores	446,4461	\$49,285,161	\$28,294,152	\$20,991,009	27.1	13
Gasoline Stations	447,4471	\$77,475,875	\$41,354,669	\$36,121,206	30.4	14
Clothing & Clothing Accessories Stores	448	\$43,044,490	\$3,368,421	\$39,676,069	85.5	11
Clothing Stores	4481	\$29,304,768	\$1,474,583	\$27,830,185	90.4	8
Shoe Stores	4482	\$6,417,439	\$1,011,841	\$5,405,598	72.8	1
Jewelry, Luggage & Leather Goods Stores	4483	\$7,322,283	\$881,997	\$6,440,286	78.5	3
Sporting Goods, Hobby, Book & Music Stores	451	\$22,464,207	\$12,379,966	\$10,084,241	28.9	22
Sporting Goods/Hobby/Musical Instr Stores	4511	\$19,563,196	\$9,982,403	\$9,580,793	32.4	20
Book, Periodical & Music Stores	4512	\$2,901,011	\$2,397,563	\$503,448	9.5	3
General Merchandise Stores	452	\$116,897,183	\$44,981,787	\$71,915,396	44.4	10
Department Stores Excluding Leased Depts.	4521	\$85,397,655	\$36,798,322	\$48,599,333	39.8	4
Other General Merchandise Stores	4529	\$31,499,529	\$8,183,465	\$23,316,064	58.8	6
Miscellaneous Store Retailers	453	\$35,440,939	\$43,164,995	-\$7,724,056	-9.8	76
Florists	4531	\$1,855,508	\$4,550,382	-\$2,694,874	-42.1	7
Office Supplies, Stationery & Gift Stores	4532	\$7,749,804	\$3,819,724	\$3,930,080	34.0	14
Used Merchandise Stores	4533	\$2,972,045	\$8,973,740	-\$6,001,695	-50.2	34
Other Miscellaneous Store Retailers	4539	\$22,863,583	\$25,821,149	-\$2,957,566	-6.1	22
Nonstore Retailers	454	\$16,697,355	\$5,174,423	\$11,522,932	52.7	5
Electronic Shopping & Mail-Order Houses	4541	\$12,478,792	\$0	\$12,478,792	100.0	0
Vending Machine Operators	4542	\$775,185	\$0	\$775,185	100.0	0
Direct Selling Establishments	4543	\$3,443,378	\$4,461,026	-\$1,017,648	-12.9	5
Food Services & Drinking Places	722	\$80,044,198	\$54,617,034	\$25,427,164	18.9	63
Special Food Services	7223	\$2,022,075	\$2,140,958	-\$118,883	-2.9	5
Drinking Places - Alcoholic Beverages	7224	\$4,384,338	\$1,788,126	\$2,596,212	42.1	5
Restaurants/Other Eating Places	7225	\$73,637,785	\$50,687,951	\$22,949,834	18.5	53

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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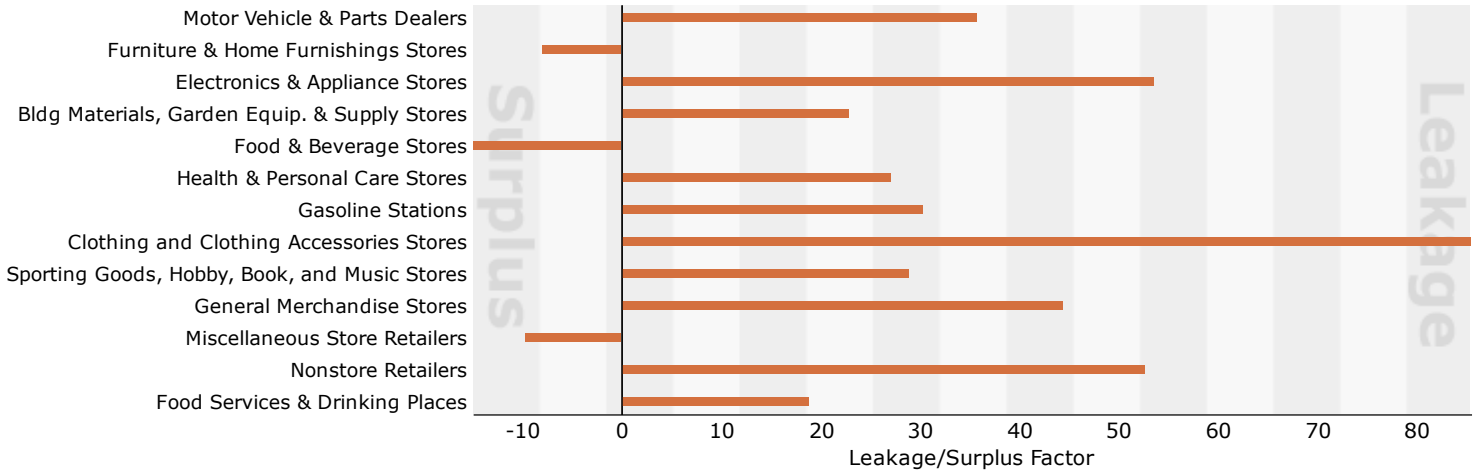


# Retail MarketPlace Profile

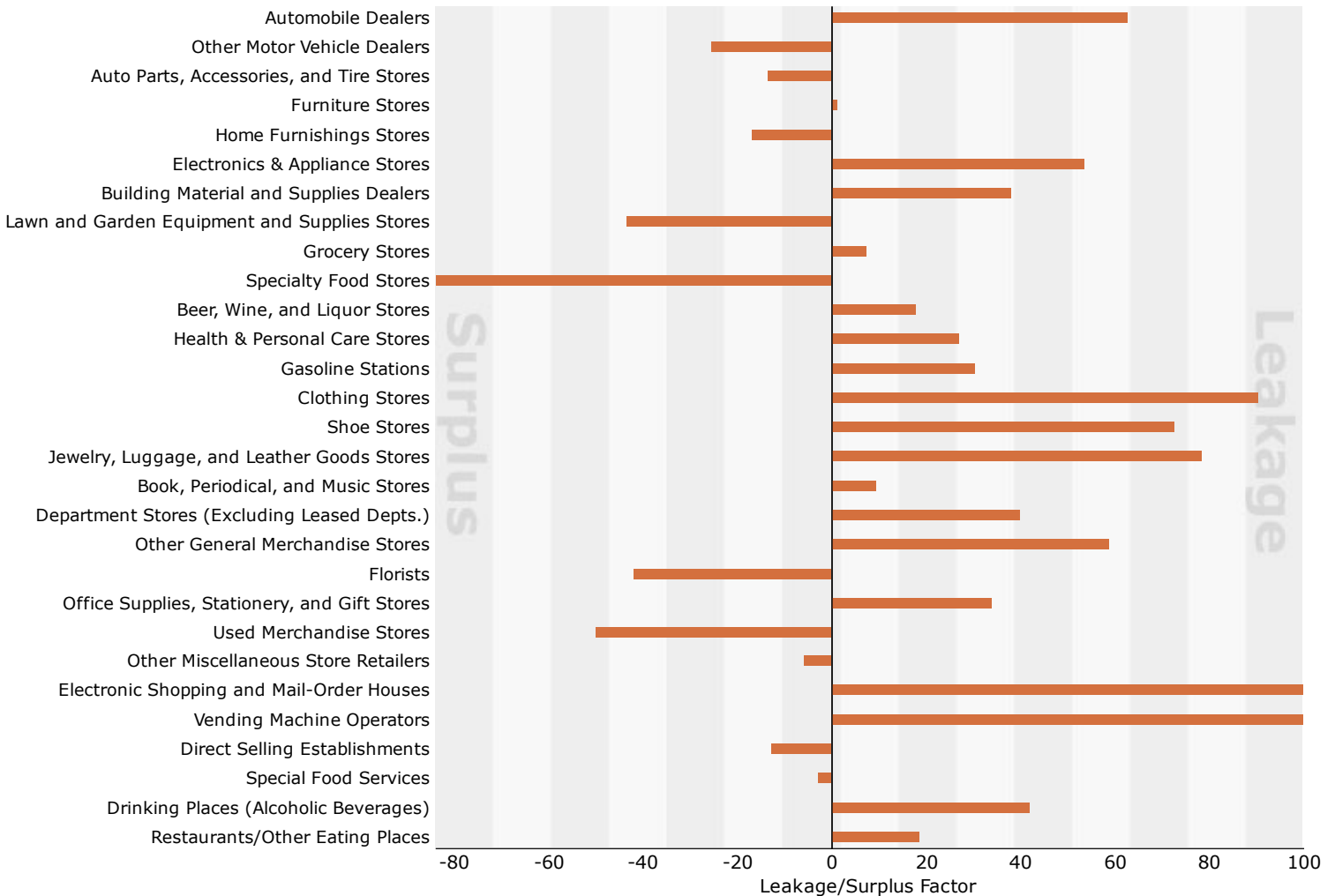
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## 2017 Leakage/Surplus Factor by Industry Subsector



## 2017 Leakage/Surplus Factor by Industry Group



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