TONIGHT’S PRESENTATION

- What Defines Bridgeville?
- Where is there Momentum?
- What are the Challenges?
- Moving Forward: Recommendations
WHAT DEFINES BRIDGEVILLE?

The Market | The People | The Physical Character
CONCEPTUAL VISION PLAN
THE MARKET
MARKET ANALYSIS
PRIMARY TRADE AREA (PTA)

- PTA Population: 9210
- Median age
- 39.1 years
- US- 37.9
MARKET ANALYSIS

NUMBER OF HOUSEHOLDS

3371

5.6%
Retail Leakage

When Consumers Buy More than Stores Sell.
MARTKET ANALYSIS
PRIMARY TRADE AREA (PTA)

Stores sell
$115,000,000

Consumers Buy
$137,500,000
Total Leakage: $22,500,000
16% Leaves the Area

PRIMARY TRADE AREA (PTA)
25,000 sq. ft.
MARKET ANALYSIS
PRIMARY TRADE AREA (PTA)

GAFO * 17,539,545

General Merchandise Stores
Clothing & Clothing Accessories Stores
Furniture & Home Furnishings Stores
Electronics & Appliances Stores
Sporting Goods, Hobby, Book, Music Stores
Office Supplies, Stationery, Gift Stores
MARKET ANALYSIS

RETAIL DEVELOPMENT OBJECTIVES

Category: Hobby/Toy/Game & Sporting Goods
PTA Leakage: $2.5 million/year

Objective: Sporting Goods/Toys/Outfitter
Category: Clothing Store
PTA Leakage: $5.5 million

Objective:
2 Downtown Boutiques

Categories:
- Shoes
- Jewelry
- Women’s Clothing
- Men’s Clothing
- Kid’s Clothing
Category: Grocery Stores
PTA Leakage: $0

Objective:
Improve Quality
MARKET ANALYSIS

RETAIL DEVELOPMENT OBJECTIVES

Category: Full-Service Restaurants
PTA Leakage: $2.5 million/year

Objective:
3 Downtown Restaurants
Category: Furniture & Antiques
PTA Market GAIN: $2.5 million

Objective:
Antiques
Destination
CONCEPTUAL VISION PLAN

THE PEOPLE
THE PEOPLE
CONCEPTUAL VISION PLAN
THE PHYSICAL CHARACTER
WHERE IS THERE MOMENTUM?
WHERE IS THERE MOMENTUM?

- Significant Pass-Through Audience
- New Dollar General at Market and Main
- Continued Growth of Heritage Shores
- Commercial Opportunities along Route 13
WHAT ARE THE CHALLENGES?