CONCEPTUAL VISION PLAN

BRIDGEVILLE, DELAWARE

TONIGHT'S PRESENTATION

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

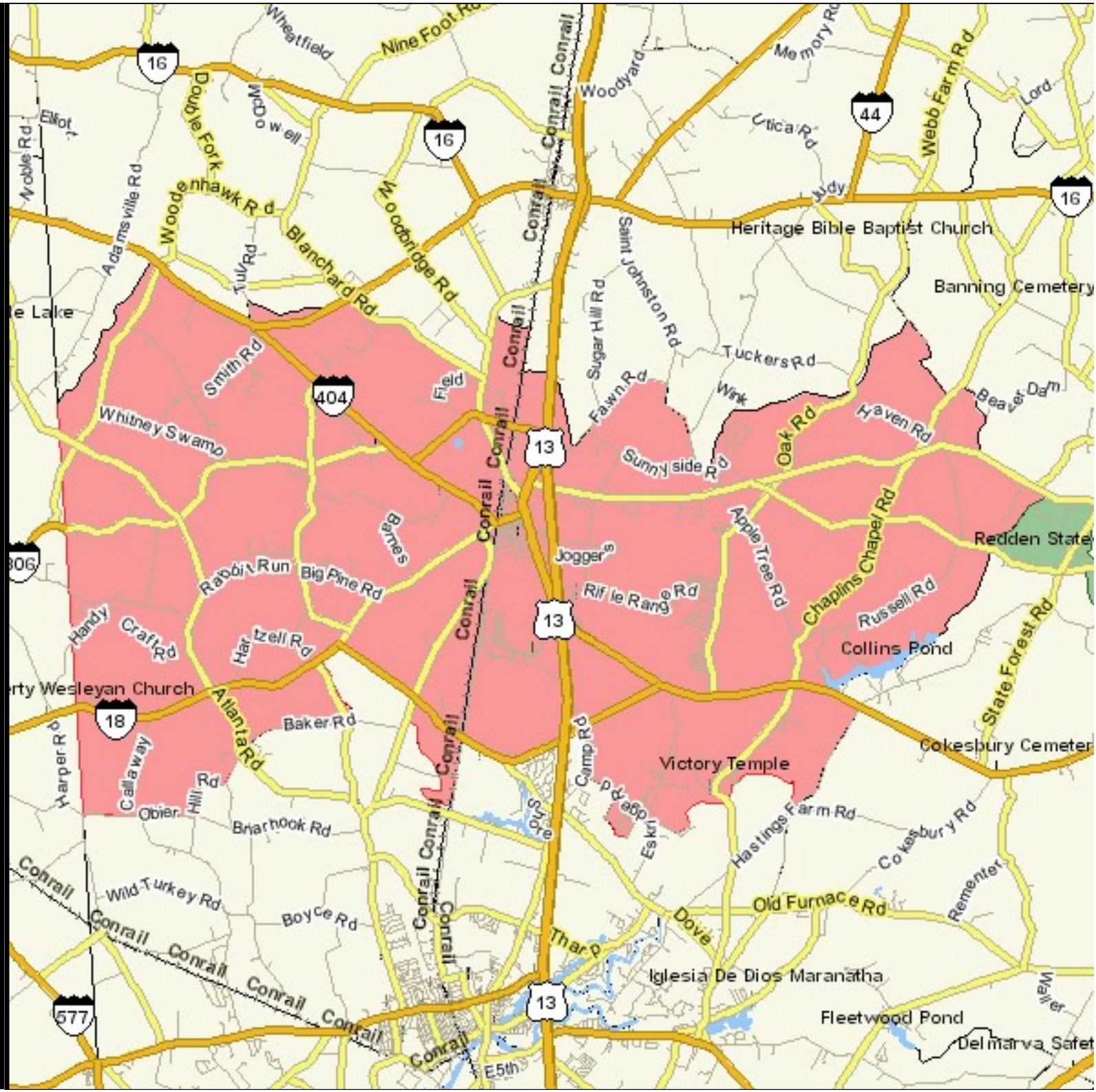
WHAT DEFINES **BRIDGEVILLE?**

The Market | The People | The Physical Character

CONCEPTUAL VISION PLAN

THE MARKET

PRIMARY TRADE AREA



MARKET ANALYSIS

PRIMARY TRADE AREA (PTA)

- **PTA Population: 9210**
- **Median age**
- **39.1 years**
- **US- 37.9**

MARKET ANALYSIS

NUMBER OF HOUSEHOLDS

3371

MARKET ANALYSIS

PRIMARY TRADE AREA (PTA)

Retail Leakage

When Consumers Buy More than Stores Sell.

MARKET ANALYSIS

PRIMARY TRADE AREA (PTA)

Stores sell

$115,000,000

Consumers Buy

$137,500,000

MARKET ANALYSIS

PRIMARY TRADE AREA (PTA)

Total Leakage

$22,500,000

16%

Leaves the Area

MARKET ANALYSIS

POTENTIAL

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

MARKET ANALYSIS

RETAIL DEVELOPMENT OBJECTIVES

Category: Clothing Store
PTA Leakage: $5.5 million

Objective:
2 Downtown Boutiques

Categories:

- Shoes
- Jewelry
- Women's Clothing
- Men's Clothing
- Kid's Clothing

MARKET ANALYSIS

RETAIL DEVELOPMENT OBJECTIVES

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

MARKET ANALYSIS

RETAIL DEVELOPMENT OBJECTIVES

Category: Furniture & Antiques

PTA Market GAIN: $2.5 million

Objective:
Antiques Destination

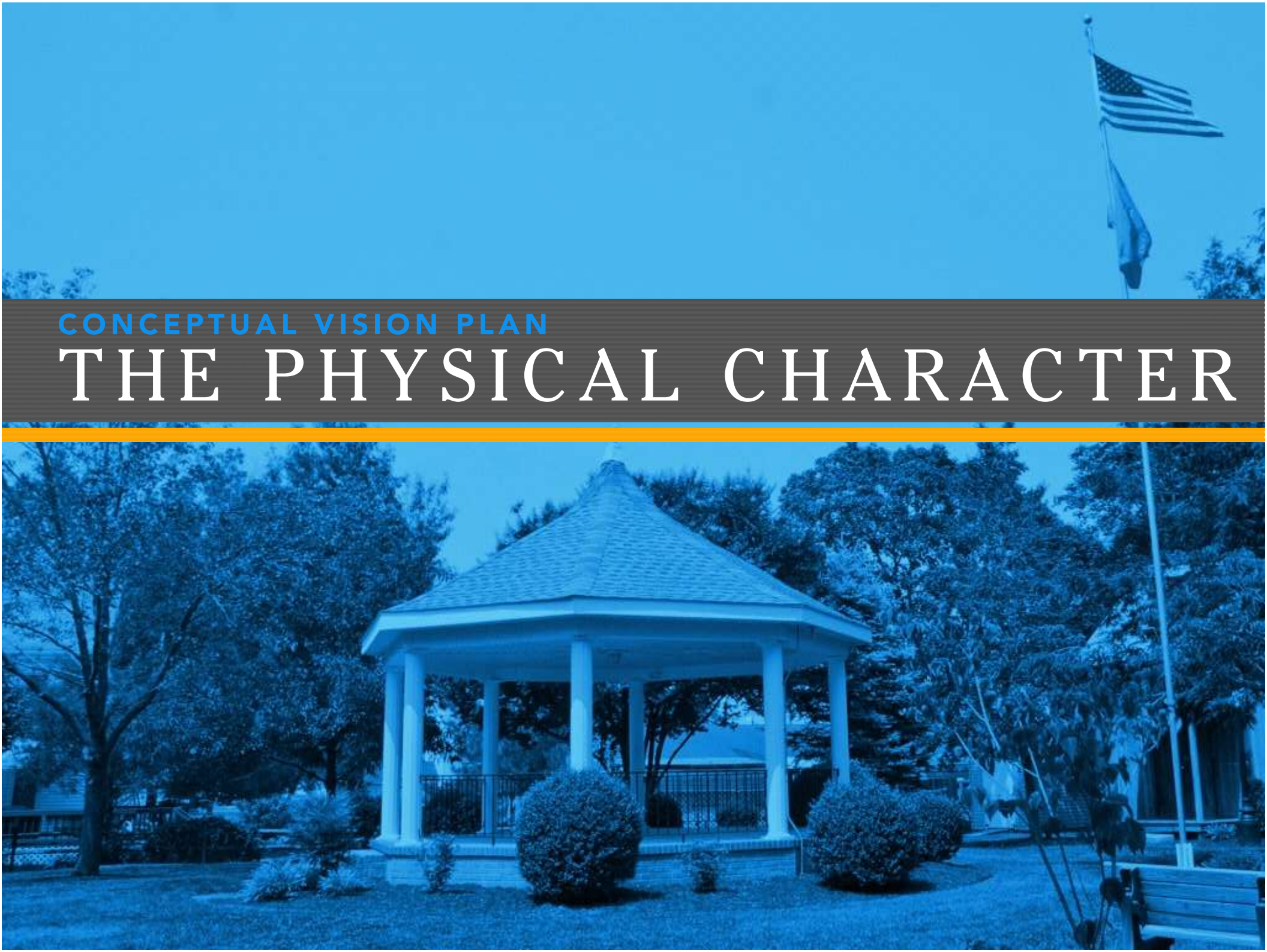
CONCEPTUAL VISION PLAN

THE PEOPLE

THE PEOPLE

CONCEPTUAL VISION PLAN

THE PHYSICAL CHARACTER



THE PHYSICAL CHARACTER

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?**