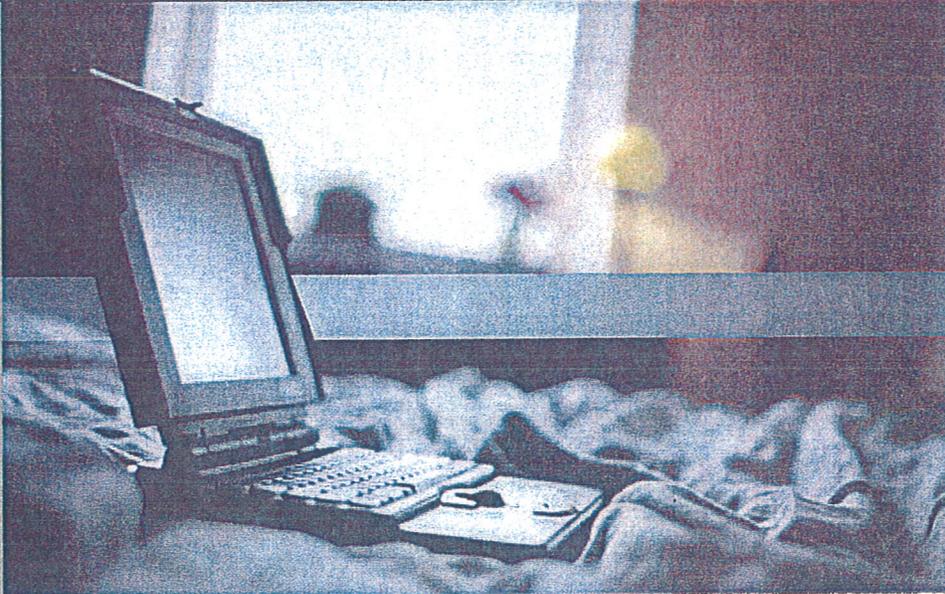


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## **Hopewell Township Market Assessment**

*Prepared for:*

**The Hopewell Township Board of Supervisors**

*In Cooperation with:*

**The Beaver Initiative for Growth  
by Delta Development Group, Inc.**

**November 2005**

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## **Background & Introduction**

Located in Beaver County, Pennsylvania, Hopewell Township is located just off Rt. 60 in the Pittsburgh International Airport Corridor. With the opening of the new airport terminal in 1992, the location of several municipalities in Beaver County to the south and west of the Ohio River were expected to be positively impacted by the new airport development. Hopewell Township is among the municipalities identified as having high impact potential. In response to the opportunities presented with the new airport development, an area in Hopewell Township located along the east side of Rt. 60 between the Hopewell and Aliquippa Exits was identified as a prime property for development in a study conducted for the Beaver County Commissioners in 1990. The Commissioners determined to conduct a study to determine the feasibility of development at the Hopewell Township Site that would include a market assessment, master plan and financial projections for potential development. In the Spring of 2005, the Beaver Initiative for Growth (BIG) engaged Delta Development Group, Inc. (Delta) of Mechanicsburg, Pennsylvania to conduct a market assessment for the site with the objective of determining the feasibility for development from a market perspective before proceeding with the development of a master plan and financial projections. Delta was engaged to provide an overview of market factors related to the potential for development of retail, residential, and commercial office. The following pages present an overview of the potential market.

## **Summary of Key Findings & Conclusions**

### **Retail Market**

- While the site fronts Rt. 60 and has excellent visibility, there is currently no direct access to the property from Rt. 60. From a market perspective, the current lack of accessibility will present a challenge to development for most potential uses.
- The population in the retail market area increased by 1.0% between 1990 and 2000, but is expected to decrease by 3.7% by 2009. Within a 3-mile radius, the population is expected to decrease by 6.3%.
- The population in the retail market area in the "Family Starting" age group (age 20 – 29), decreased by nearly 30% between 1990 and 2000 while "Prime Wage Earners" (age 20 – 64) decreased by 3.3%.
- The median household income in the retail market area in 2000 was \$39,202, slightly lower than that of Pennsylvania as a whole.
- The primary shopping destination for residents of the retail market area are Robinson Towne Center and Beaver Valley Mall. The Beaver Valley mall is in the edge of the 6-mile market area radius, and Robinson Towne Center is approximately 10 miles away.
- The average daily traffic count on Rt. 60 adjacent to the proposed development site is approximately 14,300, however, traffic volume on the smaller collector roads that currently provide access to the site are significantly lower.
- Approximately \$13.2 million dollars in retail spending in the primary market area is being spent outside the market area. Since the size of a retail development is a key attractiveness



factor for consumers, the size of development that could be supported by the retail “leakage” is not sufficient to be competitive in the marketplace.

### **Residential Development**

- As with the retail market area, the population in the residential market area for Hopewell Township is also expected to decrease over the next five years.
- The greatest population growth between 2004 and 2009 is expected to occur in areas north of Pittsburgh.
- 74.9% of housing units in Beaver County are owner occupied.
- 170 new housing units were absorbed in Hopewell Township between 1995 and 2000, for an average of 34 homes per year.
- Over 70% of the housing stock in Hopewell Township was built prior to 1970, and 44% was built prior to 1960.
- The median value of homes in Hopewell Township was \$91,800, higher than the median of \$83,200 in Beaver County.
- Without an economic driver for population growth in Hopewell Township, the greatest demand for new housing will likely come from local families looking to “filter up” from older housing units.
- The property tax rate in Hopewell Township puts the area at a competitive disadvantage as a “bedroom” community for the Pittsburgh area. Hopewell Township’s tax rate is the 8<sup>th</sup> highest of all municipalities in Beaver and Allegheny Counties.

### **Office Development**

- The Hopewell Business and Industrial Park has absorbed an average of 28,000 square feet per year since its beginning in 1988 with current lease rates of approximately \$16 per square foot. Approximately 50 acres are currently under development within the park that will support an additional 400,000 to 500,000 square feet of space.
- Office vacancy in the Pittsburgh market is at a dangerously high rate of 19.6%, with higher vacancy rates in suburban areas. The average lease rate in Pittsburgh suburban areas is approximately \$17 per square foot.
- An office development in Hopewell Township would face stiff competition from existing business parks in an already tenant-driven market and would compete directly with the Hopewell Business & Industrial Park. Accessibility factors would put the proposed development at a competitive disadvantage.



## **Retail Market Overview**

### **The Retail Market Areas**

Based on discussions with Hopewell Township officials, we have assumed for purposes of our study that the proposed retail development would have the characteristics of a "Community Center" as defined by the International Council of Shopping Centers (ICSC). The ICSC describes a Community Center as having between 100,000 and 350,000 square feet with anchor tenants such as a discount department store, a home improvement store, and or a drug store. The typical market area for such developments is a 3 to 6 mile radius surrounding the development site. For purposes of our study, we have defined the market area for retail development as a three and six mile radii, taking into consideration the Ohio River flowing along the northern and eastern borders of the market area as a natural boundary. The market area is illustrated in Map 1.

The Hopewell Township Retail Market Area map also shows the proximity of significant competitive retail establishments. The Beaver Valley Mall just off of State Route 60 and five miles north of the proposed development site as well as the Mall and Plaza at Robinson Town Center approximately ten miles south of the proposed development site are the primary shopping destinations for market area residents. The following table presents existing shopping centers within and near the proposed development site.



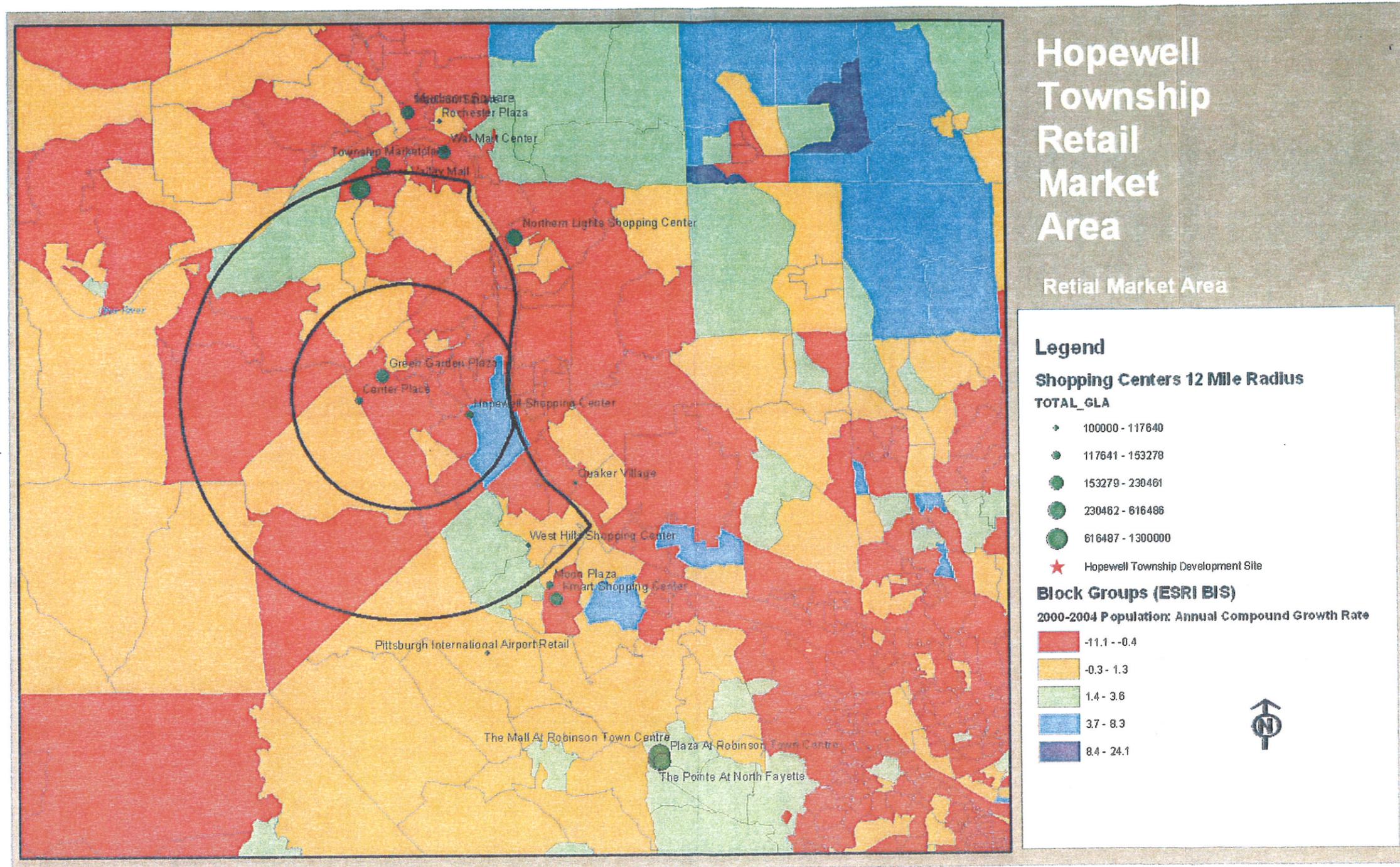
Table 1

Shopping Center		Competitive Shopping Centers			GLA
	Location	City	County		
<b>Within 3-Mile Radius</b>					
Green Garden Plaza	Green Garden Rd & Rte 60	Aliquippa	Beaver		220,000
Hopewell Shopping Center	Broadhead & Longview	Aliquippa	Beaver		143,563
Center Place	131 New Pleasant Dr	Aliquippa	Beaver		135,747
Total GLA Within 3-Mile Radius					499,310
<b>Within 6-Mile Radius</b>					
Beaver Valley Mall	Rte 60 & Exit 12	Monaca	Beaver		1,055,188
Northern Lights Shopping Center	SR 65 & 9th St	Baden	Beaver		616,486
Township Marketplace	115 Wagner Road	Monaca	Beaver		230,461
Wal-Mart Center	Rte 51 & 18	Monaca	Beaver		228,383
Quaker Village	Rte. 65 & Ohio River Blvd. & Village Dr.	Leetsdale	Allegheny		112,197
Total GLA within 3 to 6-Mile Radius					2,242,715
<b>Outside Market Area</b>					
The Pointe At North Fayette	Rte. 60 & Quinn Dr. & Summit Park Dr.	Pittsburgh	Allegheny		1,300,000
The Mall At Robinson Town Centre	Rte 60 & Montour Run Rd	Pittsburgh	Allegheny		1,200,000
Plaza At Robinson Town Centre	Rte 60 & I-279 (Rte 22/30)	Pittsburgh	Allegheny		489,272
Mt Nebo Pointe	Mt Nebo Rd & Camp Horne Rd	Pittsburgh	Allegheny		350,000
Kmart Shopping Center	825 Beaver Grade Rd	Coraopolis	Allegheny		200,000
Madison Square	111 Madison Square	Rochester	Beaver		195,980
Moon Plaza	880 Narrows Run Rd	Coraopolis	Allegheny		153,278
Rochester Plaza	750 Ohio River Blvd.	Rochester	Beaver		117,640
West Hills Shopping Center	Broadhead & Carnot Rds.	Coraopolis	Allegheny		112,500
Total GLA Outside Market Area					4,118,670

Source: ESRI Business Information Systems



Map 1



**Retail Market Area Profile****Population Trends and Projections**

The population in the three and six mile radii immediately surrounding the proposed Hopewell Township development site is expected to experience a decrease in total population between 2000 and 2009 according to the U.S. Census Bureau and ESRI Business Information Systems (BIS) population estimates and projections. The 3-mile market area experienced a 3.6% decrease in population during the 1990 to 2000 period. This rate of population decrease is expected to nearly double during the 2000 to 2009 period. The 6-mile market area experienced a moderate population increase of 1.0% during the 1990 to 2000 period. This trend is expected to reverse during the 2000 to 2009 period, with the six mile market area anticipated to have a population decrease of 3.7%. The expected decrease in total population for both the three and six mile market areas is moderately higher than the trends for Beaver County and significantly greater than the changes in population anticipated for Pennsylvania and the United States between 2000 and 2009 (see Table 2).

**Table 2**  
**Total Population**

	1990 (actual)	2000 (actual)	2004 (estimate)	2009 (projected)	% Change 1990 to 2000	% Change 2000 to 2009
3-Mile Selective Radius	16,173	15,596	15,014	14,606	-3.6%	-6.3%
6-Mile Selective Radius	36,765	37,123	36,446	35,739	1.0%	-3.7%
Beaver County	186,093	181,412	178,783	175,847	-2.5%	-3.1%
Pennsylvania	11,881,643	12,281,054	12,439,617	12,641,307	3.4%	2.9%
United States	248,709,873	281,421,906	295,628,353	314,308,848	13.2%	11.7%

**Source: U.S. Census Bureau and ESRI BIS**

U.S. Census Bureau and ESRI BIS data were compiled and assessed to develop an understanding if the urban and rural population trends in the three and six mile market areas relative to trends in Beaver County, Pennsylvania, and the United States. The U.S. Census Bureau defines three unique categories of population density for the 1990 and 2000 data set: urban areas, urban clusters, and rural. Urban areas are classified as block groups with a population exceeding 50,000 people. Urban clusters are classified as block groups containing less than 50,000 and more than 2,500 people. Rural areas are defined as block groups having a total population less than 2,500.



In 2000, the entire population (15,530 people) of the three mile market area was classified as *inside urbanized areas*, which was a decrease from the total population the year before in which a small proportion of the three mile market area population was classified as rural. The six mile market area experienced a decrease in population classified as rural during 2000 and an increase in population inside urbanized areas. The trends in the three and six mile market areas are consistent with overall trends in Pennsylvania and the United States, showing decreases in rural population and increases in population inside urban areas and urban clusters (see Table 3).

**Table 3**  
**Urban and Rural Populations**

	1990			2000		
	Total population: Inside urbanized areas	Total population: Inside urban clusters	Total population: Rural	Total population: Inside urbanized areas	Total population: Inside urban clusters	Total population: Rural
3-Mile Selective Radius	15,862	0	336	15,530	0	0
6-Mile Selective Radius	32,511	0	4,282	33,393	0	3,790
Beaver County, Pennsylvania	132,397	7,186	46,510	129,881	3,239	48,292
Pennsylvania	7,207,497	980,798	3,693,348	8,210,985	1,253,116	2,816,953
United States	158,258,878	28,794,609	61,656,386	192,323,824	30,036,715	59,061,367

Source: U.S. Census Bureau and ESRI BIS

The population of the market areas was also compared based on the distribution by age. Census Bureau and ESRI BIS data were obtained for population by age in five year intervals. In both the three and six mile market areas, the *Tween and Teen Years* retail market segment, the population between ten and nineteen years of age, is expected to experience a decline of 2.0% and 5.5% respectively, during the 2000 to 2009 period. This market segment is expected to remain stable in Pennsylvania with moderate growth of only .5% and to increase in the United States, where growth of 8.6% is projected (see Table 4: *Tween and Teen Years*).

The *Family Starting Years* retail market segment, the population between twenty to twenty-nine years of age, is expected to decrease by 5.9% in the three-mile market area, but is expected to increase by 5.9% in the six-mile market area during the 2000 to 2009 period. The projected growth in the *Family Starting Years* market segment for the six-mile market area is comparable to the anticipated 5.6% growth in Pennsylvania, but still significantly less than projected 12.6% increase for the United States (see Table 4: *Family Starting Years*).



The three and six-mile market areas will both experience a moderate decrease in the *Prime Wage Earners* market segment, the population between 20 and 64 years of age. The three-mile market area is projected to experience a decrease of 1.6% and the six-mile market area will experience a decrease of 0.8% during the 2000 to 2009 period. During the same time, Pennsylvania and the United States will experience increases of 5.7% and 13.7%, respectively in the Prime Wage Earners market segment (see Table 4: *Prime Wage Earners*).

The three-mile market area will experience a significant decrease of 13.5% in the Retired Years retail market segment during the 2000 to 2009 period. The Retired Years market segment includes all of the population over sixty-five years of age. Similarly, the six-mile market area is projected to experience a moderate decrease of 2.4%. Both Pennsylvania and the United States will experience increases in the *Retired Years* retail market segment, approximately 3.5% and 14.7%, respectively (see Table 4: *Retired Years*).

Strong increases in the *Elderly Years* market segment are anticipated for all regions, ranging from an increase of 39.8% in the United States to 52.1% in the three-mile market area. The Elderly Years market segment includes the population over eighty-five years of age (see Table 4: *Elderly Years*).

Projected changes in population by age for the three and six mile market area relative to change in Pennsylvania and the United States during the 2000 to 2009 period generally show moderate decreases or no change for all market segments, with the exception of the Elderly Years market segment, which will experience a projected increase of approximately 50%. Collectively, these trends, which combine to produce the aggregated total population decrease projected for the three and six-mile market area, suggest a decline in the market power of critical population segments.

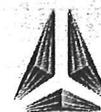


Table 4

Tween and Teen Years (10 to 19 years of age)						
	1990 (actual)	2000 (actual)	2004 estimate	2009 (projected)	% Change 1990 to 2000	% Change 2000 to 2009
3-Mile Selective Radius	1,669	1,738	1,709	1,704	4.1%	-2.0%
6-Mile Selective Radius	4,459	4,846	4,658	4,578	8.7%	-5.5%
Pennsylvania	1,573,219	1,714,835	1,707,620	1,723,466	9.0%	0.5%
United States	34,868,264	40,747,962	42,006,520	44,233,124	16.9%	8.6%
Family Starting Years (20 to 29 years of age)						
	1990 (actual)	2000 (actual)	2004 (estimate)	2009 (projected)	% Change 1990 to 2000	% Change 2000 to 2009
3-Mile Selective Radius	2,000	1,469	1,363	1,382	-26.6%	-5.9%
6-Mile Selective Radius	4,705	3,298	3,431	3,492	-29.9%	5.9%
Pennsylvania	1,783,224	1,478,787	1,517,778	1,561,347	-17.1%	5.6%
United States	40,333,357	38,345,337	40,711,455	43,183,091	-4.9%	12.6%
Prime Wage Earners (20 to 64 years of age)						
	1990 (actual)	2000 (actual)	2004 (estimate)	2009 (projected)	% Change 1990 to 2000	% Change 2000 to 2009
3-Mile Selective Radius	9,095	8,340	8,204	8,206	-8.3%	-1.6%
6-Mile Selective Radius	21,544	20,829	20,823	20,665	-3.3%	-0.8%
Pennsylvania	6,893,959	7,091,305	7,299,843	7,499,025	2.9%	5.7%
United States	146,146,156	165,956,888	176,405,153	188,700,146	13.6%	13.7%



Retired Years (65 years of age and over)							
	1990 (actual)	2000 (actual)	2004 (estimate)	2009 (projected)	% Change 1990 to 2000	% Change 2000 to 2009	
3-Mile Selective Radius	3,559	3,736	3,484	3,232	5.0%	-13.5%	
6-Mile Selective Radius	5,897	6,871	6,774	6,704	16.5%	-2.4%	
Pennsylvania	1,829,106	1,919,165	1,937,902	1,985,896	4.9%	3.5%	
United States	31,241,831	34,991,753	36,968,131	40,138,656	12.0%	14.7%	
Elderly Years (85 years of age and over)							
	1990 (actual)	2000 (actual)	2004 (estimate)	2009 (projected)	% Change 1990 to 2000	% Change 2000 to 2009	
3-Mile Selective Radius	268	382	461	581	42.5%	52.1%	
6-Mile Selective Radius	409	677	816	1,010	65.5%	49.2%	
Pennsylvania	171,836	237,567	278,948	332,457	38.3%	39.9%	
United States	3,080,165	4,239,587	4,902,147	5,924,916	37.6%	39.8%	

Source: U.S. Census Bureau



### Income Trends and Projections

Change in median household income over time is another critical factor useful for gauging the relative market potential for a defined area. Initial observations demonstrate that projected changes in median household income for the three and six-mile market areas are relatively stable when compared with past trends in the area as well as overall trends in Pennsylvania and the United States (see Table 4: Median Household Income). Further analysis, however, reveals significant disparities in the changes in median household income over time. By using the United States median household income as a base for years 1990, 2000, 2004, and 2009, a more accurate picture of the change in median household income is created. The relative change in median household income with the United States as base illustrates a widening gap in the three and six mile market areas. By the year 2009, the gap is projected to be approximately \$9,297 in the three-mile market area. The six-mile market area is also experiencing the gap effect; by 2009 the projected disparity will be \$3,546 for the six-mile market area (see Table 6: *Change in Median Household Income with US as Base* and Figure 1: *Relative Change in Median Household Income with US as Base*)

Table 5

Median Household Income						
	1990	2000	2004	2009	% Change 1990 to 2000	% Change 2000 to 2009
3-Mile Selective Radius	\$25,061	\$33,850	\$39,602	\$48,178	35.1%	42.3%
6-Mile Selective Radius	\$28,784	\$39,202	\$45,918	\$53,929	36.2%	37.6%
Pennsylvania	\$29,069	\$40,106	\$46,988	\$57,000	38.0%	42.1%
United States	\$30,056	\$41,994	\$48,619	\$57,475	39.7%	36.9%

Source: U.S. Census Bureau and ESRI BIS

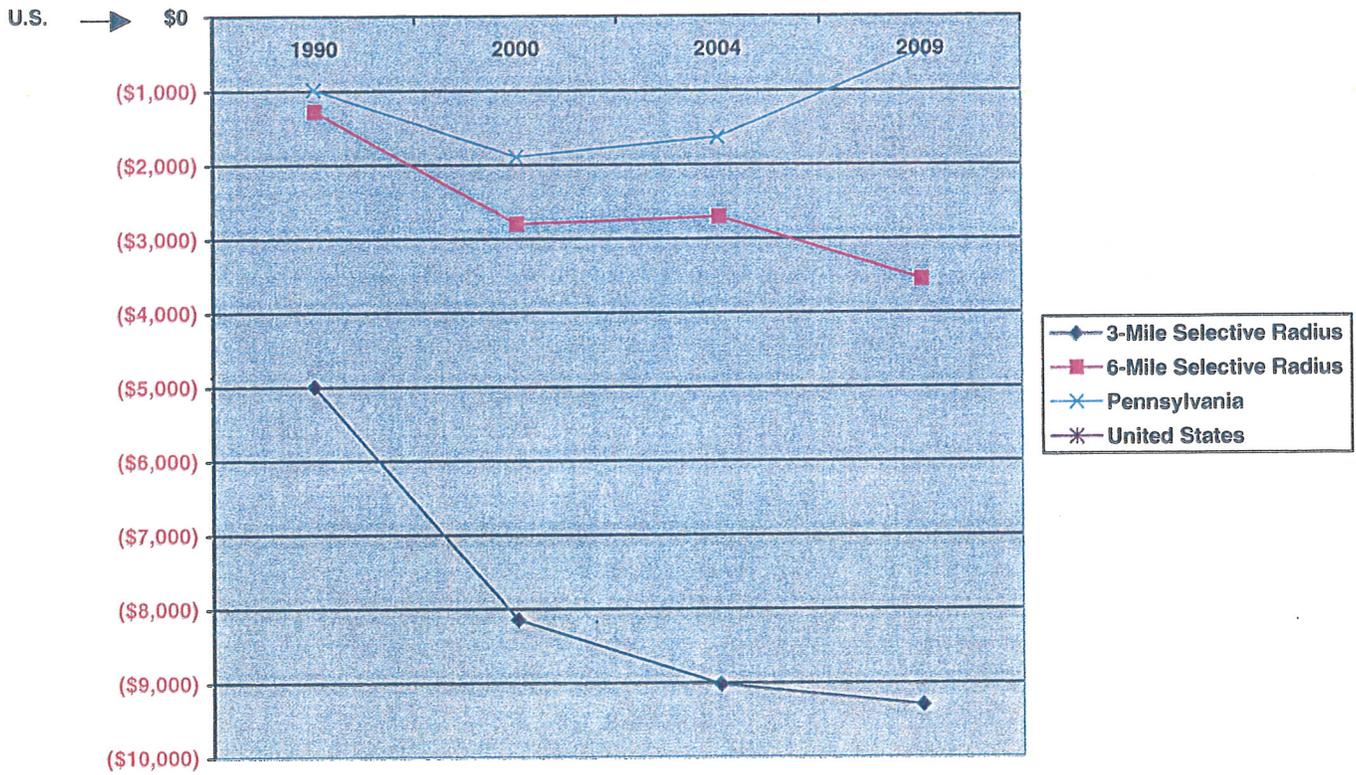
Table 6

Change in Median Household Income with U.S. as Base				
	1990	2000	2004	2009
3-Mile Selective Radius	\$(4,995)	\$(8,144)	\$(9,017)	\$(9,297)
6-Mile Selective Radius	\$(1,272)	\$(2,792)	\$(2,701)	\$(3,546)
Pennsylvania	\$(987)	\$(1,888)	\$(1,631)	\$(475)
United States	\$ -	\$ -	\$ -	\$ -

Source: U.S. Census Bureau and ESRI BIS



Figure 1  
Relative Change in Median Household Income with U.S. as Base



**Psychographic Profile**

A psychographic profile combines a variety of market research data with demographic and economic data to define the lifestyle characteristics for a specified geographic area. ESRI Business Information Systems data describes the lifestyle characteristics for the market area households from 66 pre-defined segments and compares that with the overall national proportion.

The analysis reveals that the most prominent lifestyle segment, both by proportion and relative proportion as indicated by the scoring index, in the Hopewell Township retail market area is classified as Rustbelt Retirees, which accounts for 37.5% of the population in the three-mile market area and 27.2% of the population in the six-mile market area. Other significant proportions of the both the three and six-mile market area households are classified as Heartland Communities (10.9% and 7.2%), Cozy and Comfortable (10.6% and 16.9%), and Modest Income Homes (10.2% and 6.6%) (see Table 7: *Psychographic Profile*).

The remainder of the population is disbursed throughout several classifications. There are relatively strong proportions of the market area households classified as City Commons (2.6% and 1.8%), Simple Living (5.4% and 7.2%), Prosperous Empty Nesters (5.9% and 7.8%), In Style (5.3% and 5.5%), and Old and Newcomers (only in the 6-mile market area, 4.8%)(see Table 7: *Psychographic Profile*). See Appendix A for descriptions of the above lifestyle segments.



Table 7  
Psychographic Profile

	3-Mile Market Area			6-Mile Market			United States		
	N	%	Index	N	%	Index	N	%	Index
Rustbelt Retirees	4,112	37.50%	1,481	5,724	27.20%	1075	2,822,185	2.50%	
Modest Income Homes	1,119	10.20%	843	1,385	6.60%	544	1,349,936	1.20%	
Heartland Communities	1,196	10.90%	445	1,512	7.20%	293	2,733,913	2.50%	
Cozy and Comfortable	1,163	10.60%	377	3,558	16.90%	602	3,140,498	2.80%	
City Commons	280	2.60%	359	384	1.80%	257	787,464	0.70%	
Simple Living	589	5.40%	348	589	2.80%	293	1,722,388	1.50%	
Prosperous Empty Nesters	648	5.90%	289	1,646	7.80%	383	2,276,038	2.00%	
In Style	581	5.30%	223	1,167	5.50%	234	2,640,885	2.40%	
Old and Newcomers	0	0	0	1,011	4.80%	248	2,167,732	1.90%	
Others	1,287	11.60%		4,072	19.40%		91,931,935	82.50%	
<b>TOTAL</b>	<b>10,975</b>	<b>100.00%</b>		<b>21,048</b>	<b>100.00%</b>		<b>111,572,974</b>	<b>100.00%</b>	

Source: ESRI Business Information Systems

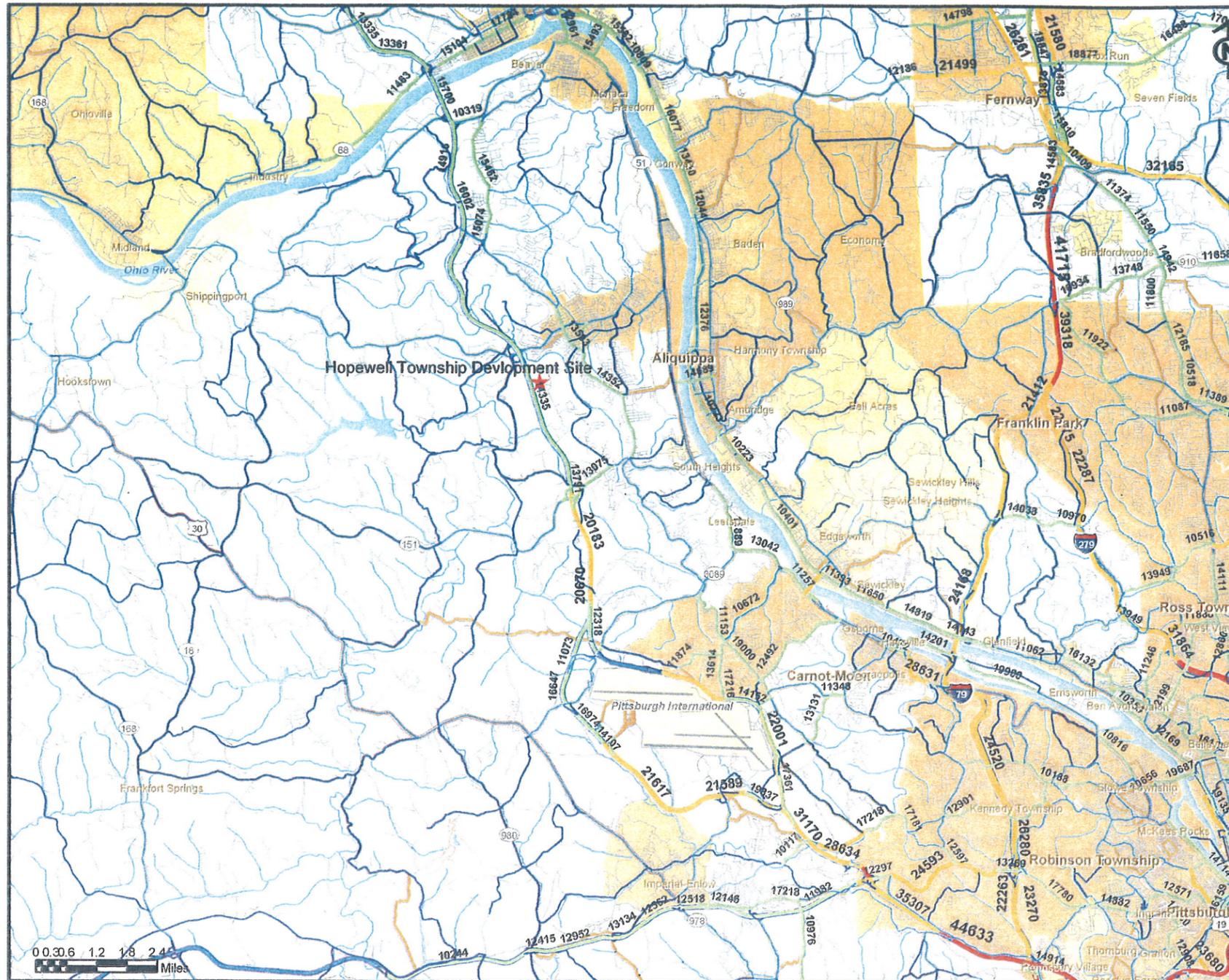


**Traffic Counts**

An assessment of traffic count datum was prepared for the Hopewell Township three and six-mile market areas, as well as the surrounding area using comprehensive and current traffic volume data from the Pennsylvania Department of Transportation. The data, as presented using Geographic Information Systems (GIS) technology, graphically depicts the location of the potential development site in relation to the encompassing traffic networks. The three and six-mile market areas are located along the State Route 60 (SR 60) corridor, which carries relatively moderate volumes of traffic north and south connecting the populations of Beaver and Lawrence Counties to northwestern Allegheny County. The proposed development site is adjacent to SR 60 and the current average annual daily traffic is 14,335 directly next to the site, but the site can only be accessed through less traveled collector roads. The map on the following page graphically depicts the annual average daily traffic volumes for the Hopewell Township development site and the surrounding area.



Map 2



# Hopewell Township Retail Market Area

## Traffic Count Analysis

### Legend

- ★ Hopewell Township Development Site
- PENNDOT 2004**
- Current Annual Average Daily Traffic**
- 0 - 4000
- 4001 - 10000
- 10001 - 20000
- 20001 - 40000
- 40001 - 120000



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## Household Retail Spending Patterns

Table 8

## Estimated Annual Household Spending (Selected Retail Categories)

	3-Mile Market Area			6-Mile Market Area		
	Annual Average Spent	Spending Potential Index <sup>(1)</sup>	Spending Potential Index <sup>(1)</sup>	Annual Average Spent	Spending Potential Index <sup>(1)</sup>	Spending Potential Index <sup>(1)</sup>
Apparel & Services	\$2,402	87		\$2,756		99
Computer Hardware, Software, & Accessories	\$218	71		\$253		82
Entertainment & Recreation Fees & Admissions	\$431	73		\$501		85
TV, Video, & Sound Equipment	\$714	72		\$811		82
Other Entertainment & Recreation	\$1,166	79		\$1,036		91
Food at Home	\$4,162	89		\$4,720		101
Alcoholic Beverages	\$432	89		\$494		102
Nonalcoholic Beverages at Home	\$346	88		\$392		100
Health (nonprescription/prescription drugs and eyeglasses & contact lenses)	\$523	78		\$579		88
Household Furnishings & Equipment	\$939	76		\$1,086		88
Personal Care Products	\$347	88		\$395		100
Smoking Products	\$351	72		\$391		80
<b>Total</b>	<b>\$12,030</b>	<b>84</b>		<b>\$13,414</b>		<b>96</b>
<b># of Households (2004 estimated)</b>	<b>10,975</b>			<b>21,048</b>		
<b>Total Estimated Annual Expenditures</b>	<b>\$132,032,982</b>			<b>\$282,348,186</b>		

Source: ESRI Business Information Systems - Derived from 1999, 2000, and 2001 Consumer Expenditure Surveys, Bureau of Labor Statistics

(1) Represents the amount spent for a product or service relative to a national average of 100.



**Retail Market Potential**

Using the square footage of current retail establishments, the average sales per square foot in community shopping centers, and the household spending patterns within the three mile and six mile market areas, we estimate that approximately \$13.2 million in retail sales is “leaking” outside the market area annually. Given the proximity to the Beaver Valley Mall, Robinson Towne Center, and The Pointe, it is not practical to expect that a community shopping center development in Hopewell Township would capture 100% of the sales leakage. The following tables shows the retail sales potential based on market share percentages.

**Table 9**

<b>Estimated Market Potential</b>			
	<b>GLA</b>	<b>Estimated Sales Per SF</b>	<b>Total Estimated Sales</b>
3-Mile Radius	499,310	238	\$ 118,835,780
Current Estimated Annual Retail Spending - 3-mile radius			\$ 132,032,982
Retail Sales Leakage			\$ 13,197,202

<b>% Market Share of Sales Leakage</b>	<b>Estimate Square Feet Supported (based on sales of \$238 per SF)</b>
100%	55,450
75%	41,588
50%	27,725
40%	22,180
30%	16,635
20%	11,090

The above estimates are solely based on retail statistics and do not take into consideration variables market factors such as:

- Population Change
- Development Size
- Actual Sales
- Access
- Tenant Mix
- Attractiveness Factors
- Economic Factors
- Marketing

Since the size of a retail development is a key attractiveness factor for consumers, the size of development that could be supported by the retail “leakage” is not sufficient to be competitive in the marketplace.



## Residential Market Overview

### The Primary Market Area

The residential market area expands beyond the retail area to include all of Beaver County, since it is likely that those in the market for a home in Hopewell Township would also be considering other parts of the county that have a comparable profile. The Hopewell Township residential market area, Beaver County, is bisected by the north and south oriented U.S. Highway 60 (US 60). Residents also have access to the Pennsylvania Turnpike (I 76) throughout the northeastern portion of the county. The residential market area also features two rivers, the Beaver River and Ohio River. The confluence of the two rivers is near the center of the county.

### Market Area Profile

#### Population Trends and Projections

The population in the Hopewell Township residential market area is expected to experience a decrease in total population between 2000 and 2009 using U.S. Census Bureau and ESRI Business Information Systems (BIS) population data. The market area experienced a 2.5% decrease in population during the 1990 to 2000 period. The population will continue to decrease during the 2000 to 2009 period, during which the market area is anticipated to experience a 3.1% total population decrease. The expected decrease in total population for the residential market area diverges from the Pennsylvania and United States trends, which both show substantial increase in total population (see Table 10: *Total Population*).

**Table 10**

Total Population						
	1990	2000	2004	2009	% Change 1990 to 2000	% Change 2000 to 2009
Beaver County	186,093	181,412	178,783	175,847	-2.5%	-3.1%
Pennsylvania	11,881,643	12,281,054	12,439,617	12,641,307	3.4%	2.9%
United States	248,709,873	281,421,906	295,628,353	314,308,848	13.2%	11.7%

**Source: U.S. Census Bureau and ESRI BIS**

U.S. Census Bureau and ESRI BIS data were compiled and assessed to develop an understanding of the urban and rural population trends in the three and six mile market areas relative to trends in Beaver County, Pennsylvania, and the United States. The U.S. Census Bureau defines three unique categories of population density for the 1990 and 2000 data set: urban areas, urban clusters, and rural. Urban areas are classified as block groups with a



population exceeding 50,000 people. Urban clusters are classified as block groups containing less than 50,000 and more than 2,500 people. Rural areas are defined as block groups having a total population less than 2,500.

In 2000, an overwhelming majority of the population (129,881 people) in the residential market area was classified as inside urbanized areas<sup>1</sup>, which was a decrease from the total population inside urban areas during 1990. The residential market area experienced an increase in population classified as rural during 2000 and a decrease in population inside urbanized areas and urban clusters. The trends in Beaver County are inconsistent with overall trends in Pennsylvania and the United States (see Table 11: *Urban and Rural Population*).

**Table 11**

Urban and Rural Population						
	Total population: Inside urbanized areas	Total population: Inside urban clusters	Total population: Rural	Total population: Inside urbanized areas	Total population: Inside urban clusters	Total population: Rural
Beaver County	132,39	7,186	46,510	129,881	3,239	48,292
Pennsylvania	7,207,497	980,798	3,693,348	8,210,985	1,253,116	2,816,953
United States	158,258,878	28,794,609	61,656,386	192,323,824	30,036,715	59,061,367

**Source: U.S. Census Bureau and ESRI BIS**

The population of the residential market area, Beaver County, was also compared based on the distribution by age. The distribution of the population by age and the trends taking place has an impact on the demand for various types of housing. Census Bureau and ESRI BIS data were obtained for population by age in five year intervals. The Tween and Teen Years market segment, the population between ten and nineteen years of age, is expected to experience a decline of 9.3%, during the 2000 to 2009 period. This market segment is expected to remain stable in Pennsylvania with moderate growth of only .5% and to increase in the United States, where growth of 8.6% is projected (see Table 12: *Tween and Teen Years*).

The Family Starting Years market segment, the population between twenty to twenty-nine years of age, is expected to increase by 6.8% in the market area during the 2000 to 2009 period. The

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projected growth in the Family Starting Years market segment for the market area is comparable to the anticipated 5.6% growth in Pennsylvania, but still significantly less than projected 12.6% increase for the United States (see Table 12: *Family Starting Years*).

The residential market area, Beaver County, will maintain a stable rate in the Prime Wage Earners market segment, the population between 20 and 64 years of age. The market area is projected to experience a moderate increase of 0.8% during the 2000 to 2009 period. During the same time, Pennsylvania and the United States will experience increases of 5.7% and 13.7%, respectively in the Prime Wage Earners market segment (see Table 12: *Prime Wage Earners*).

The residential market area will experience a moderate decrease of 2.6% in the Retired Years market segment during the 2000 to 2009 period. The Retired Years market segment includes all of the population over sixty-five years of age. Both Pennsylvania and the United States will experience increases in the Retired Years retail market segment, approximately 3.5% and 14.7%, respectively (see Table 12: *Retired Years*).

Strong increases in the Elderly Years market segment are anticipated for all regions, ranging from an increase of 39.8% in the United States to 47.7% in the market area. The Elderly Years market segment includes the population over eighty-five years of age (see Table 12: *Elderly Years*).

Projected changes in population by age for the three and six mile market area relative to changes in Pennsylvania and the United States during the 2000 to 2009 period generally show moderate decreases or no change for all market segments, with the exception of the Elderly Years market segment, which will experience a projected increase of approximately 50%. Collectively, these trends, which combine to produce the aggregated total population decrease projected for the Hopewell Township residential market area, suggest a stable growth in the Family Starting Years market segment and substantial increases in the Elderly Years market segment.



Table 12

Tween and Teen Years (10 to 19 years of age)						
	1990 (actual)	2000 (actual)	2004 (estimate)	2009 (projected)	% Change 1990 to 2000	% Change 2000 to 2009
Beaver County	24,301	24,199	22,709	21,954	-0.4%	-9.3%
Pennsylvania	1,573,219	1,714,835	1,707,620	1,723,466	9.0%	0.5%
United States	34,868,264	40,747,962	42,006,520	44,233,124	16.9%	8.6%
Family Starting Years (20 to 29 years of age)						
	1990 (actual)	2000 (actual)	2004 (estimate)	2009 (projected)	% Change 1990 to 2000	% Change 2000 to 2009
Beaver County	23,653	18,042	19,254	19,271	-23.7%	6.8%
Pennsylvania	1,783,224	1,478,787	1,517,778	1,561,347	-17.1%	5.6%
United States	40,333,357	38,345,337	40,711,455	43,183,091	-4.9%	12.6%
Prime Wage Earners (20 to 64 years of age)						
	1990 (actual)	2000 (actual)	2004 (estimate)	2009 (projected)	% Change 1990 to 2000	% Change 2000 to 2009
Beaver County	106,077	102,333	103,289	103,178	-3.5%	0.8%
Pennsylvania	6,893,959	7,091,305	7,299,843	7,499,025	2.9%	5.7%
United States	146,146,156	165,956,888	176,405,153	188,700,146	13.6%	13.7%



Retired Years (65 years of age and over)						
	1990 (actual)	2000 (actual)	2004 (estimate)	2009 (projected)	% Change 1990 to 2000	% Change 2000 to 2009
Beaver County	31,520	33,424	32,958	32,550	6.0%	-2.6%
Pennsylvania	1,829,106	1,919,165	1,937,902	1,985,896	4.9%	3.5%
United States	31,241,831	34,991,753	36,968,131	40,138,656	12.0%	14.7%
Elderly Years (85 years of age and over)						
	1990 (actual)	2000 (actual)	2004 (estimate)	2009 (projected)	% Change 1990 to 2000	% Change 2000 to 2009
Beaver County	2,366	3,499	4,248	5,168	47.9%	47.7%
Pennsylvania	171,836	237,567	278,948	332,457	38.3%	39.9%
United States	3,080,165	4,239,587	4,902,147	5,924,916	37.6%	39.8%

Source: U.S. Census Bureau

