

2018 RETAIL MARKET ANALYSIS

FOR THE NEW CUMBERLAND REVITALIZATION STRATEGY

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PREPARED BY URBAN PARTNERS

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The Borough of New Cumberland retained a multi-disciplinary professional consulting team led by Gannett Fleming to prepare a revitalization strategy for the community. As part of this effort, Urban Partners conducted a retail market analysis to characterize the performance of existing retailers in the Borough of New Cumberland as well as to identify gaps and opportunities for the potential development of new retailing. This analysis serves as a baseline for existing economic conditions and identifies the Borough's potential for expanded market opportunities that can serve its residents, employees, and visitors alike.

A THREE-TIER RETAIL TRADE AREA

A trade area defines the area from where potential customers would likely originate for the types of everyday goods and services most typically available in the borough. Due to the community-serving nature of a small borough such as New Cumberland, particularly in the middle of a metropolitan area, a one-mile radius trade area centered on the intersection of 3rd and Bridge Streets captures most of the borough, including downtown and most uptown retailers (see Map 1). However, since retailing functions within a larger regional marketplace, larger three- and five-mile radius trade areas are also analyzed. This enables us to identify the degree to which customers from these larger areas patronize retailers in the study area and vice-versa, and how this impacts New Cumberland Trade Area retail supply and demand.

Residents of the **one-mile trade area** are likely to travel outside this area for many purchases but would remain close to their residences for the most routine daily purchases (convenience stores; take-out restaurants, etc.). This one-mile area includes all of downtown New Cumberland's locally-owned retailers, the majority of retailers along Bridge Street into uptown New Cumberland (toward Lemoyne) as well as some larger chain stores just outside the borough on Old York Road in New Market. This one-mile radius area also contains the borough's offices well as the downtown's cultural amenities, such as the West Shore Theater – all potentially providing additional customers to downtown businesses.

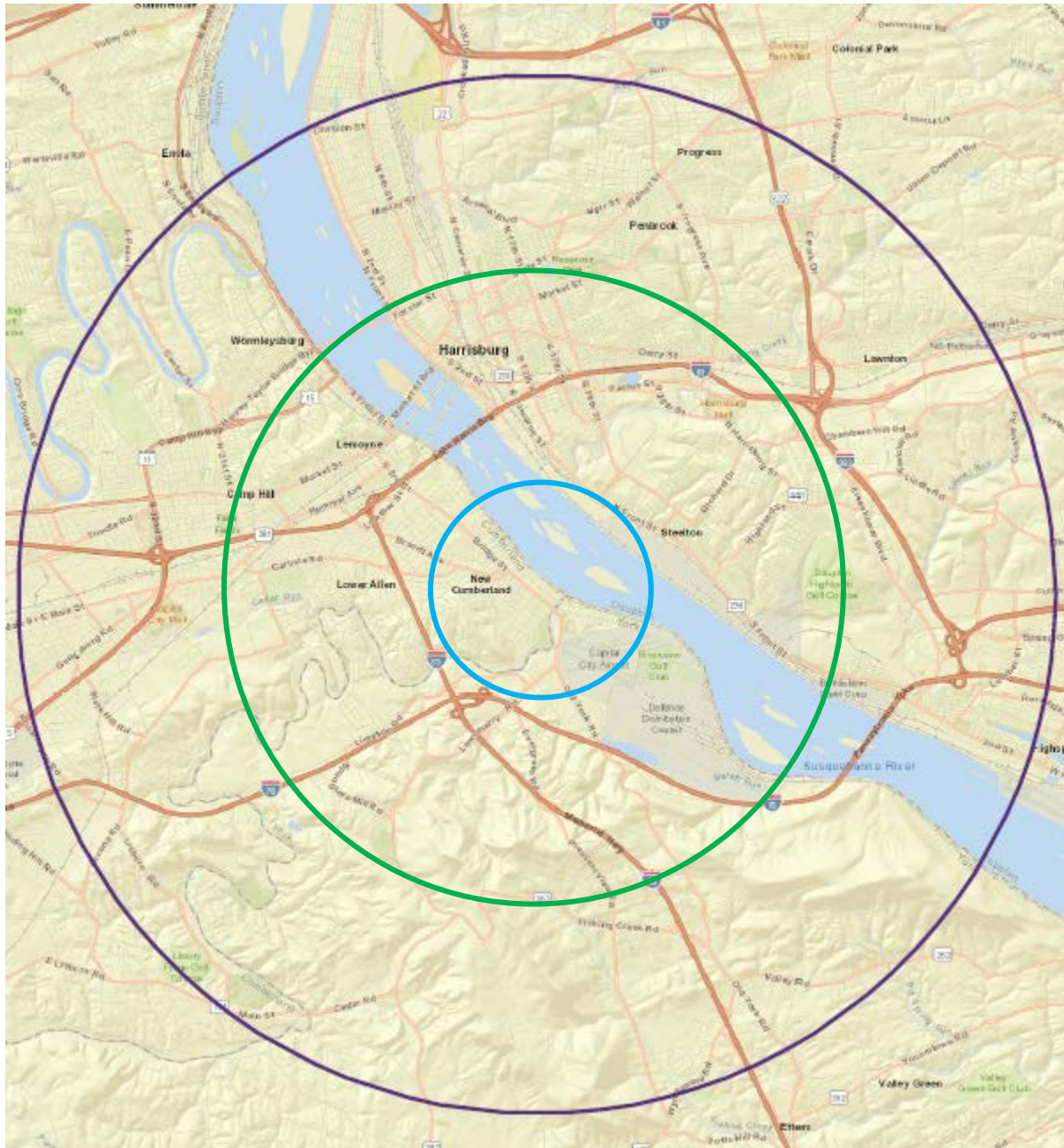
The **three-mile radius** covers portions of both Cumberland and Dauphin Counties. This area includes parts of the City of Harrisburg and Steelton Borough, as well as portions of the West Shore communities of Lemoyne Borough, Camp Hill Borough, and Lower Allen Township. As a comparative measure, we also examined the **five-mile radius**, which includes almost all of Harrisburg as well as the Harrisburg Mall. On the West Shore, this area includes Wormleysburg Borough to the north, all of Camp Hill Borough, the Capital City Mall, and the more rural areas to the south of the Pennsylvania Turnpike.

About Retail Supply

For this retail market analysis, we are focused chiefly on retail stores engaged in selling merchandise for personal and/or household consumption and on establishments that render services incidental to the sale of these goods. All retail establishments in the area were classified by type of business according to the principal lines of merchandise sold and the usual trade designation. In general, this classification follows the numeric system established for both government and industry practice – the North American Industry Classification System or NAICS.

The term “retail store sales” in this analysis includes sales by establishments that are normally found in pedestrian-oriented retail shopping areas. This definition excludes the sales of automobile dealerships and repair facilities, service stations, fuel oil dealers, and non-store retailing. Banks and other financial establishments are also excluded from this assessment because banking activities – deposits, loans, etc. – cannot be added to sales volume data for other types of retail establishments. Personal services business, such as salons, spas, and dry cleaners, are excluded as well. Personal service retailing is often near saturation and highly fluid, and data is poor at best. If banking and personal services should be addressed as part of the revitalization plan, recommendations can be developed.

MAP 1. DOWNTOWN NEW CUMBERLAND RETAIL TRADE AREA ENCOMPASSING 1-, 3-, AND 5-MILE RADI



Source: Envirionics Analytics

About Retail Demand

Consumer shopping patterns vary depending on the types of goods being purchased. For convenience goods purchased frequently, such as groceries, drugs, and prepared foods, shoppers typically make purchases at stores close to their home or place of work. For larger-ticket, rarely purchased items – such as automobiles, electronics and large appliances – shoppers may travel anywhere within the metropolitan area or beyond to obtain the right item at the right price. For apparel, household furnishings, and other shopping goods, consumers generally establish shopping patterns between these two extremes, trading at a number of shopping areas within a 30-minute commute of their homes.

In analyzing the retail market demand within a portion of a larger metropolitan area, these behavioral observations translate into a series of analytical rules-of-thumb:

- Shopping for community-serving goods and services is generally confined to the immediate trade area.
- Expenditures made at full-service restaurants will occur chiefly within the immediate trade area, but some restaurant expenditures made by the trade area population will be lost to established restaurants located outside the immediate trade area. Similarly, some restaurant sales occurring in the immediate trade area will be attracted from residents who live elsewhere in the region.
- Expenditures made by immediate trade area residents for shopping good items (department stores, apparel, and most specialty goods) will more likely occur within the area, but a substantial proportion of these sales will occur outside the area. Similarly, significant sales will be attracted from residents outside the immediate trade area to any large, well-known stores located within the trade area.
- Specific high-quality stores within the immediate trade area may attract significant clientele from well beyond the trade area for highly-targeted, single destination trips for specialized purchases.

Supply and Demand Performance

In this section, we compare the current supply and demand for all retail goods and services by residents of the Downtown New Cumberland Trade Area (1-mile radius), as well as the 3-mile and 5-mile radius trade areas. To determine the supply and demand, we acquired information about the retail spending behavior of market study area residents from the Environics Analytics, which acquires its data from the Nielsen Company, one of the national data services typically used by retail store location and real estate professionals.

Analysis of this data shows that residents spending exceeds retail sales in each of the three trade areas. For example, stores within the Downtown New Cumberland Trade Area sell more than **\$49 million** worth of retail goods annually, while the trade area's population spends approximately **\$93 million** on retail goods annually.

The retail sales and residents spending distribution across these three trade areas is shown in Table 1.

TABLE 1. COMPARITIVE TRADE AREA RETAIL SUPPLY AND DEMAND SUMMARY

Trade area	1-mile radius	3-mile radius	5-mile radius
Retailer sales	\$49 million	\$538 million	\$1.680 billion
Resident spending (purchases)	\$93 million	\$675 million	\$1.685 billion
Difference or Opportunity Gap	\$45 million	\$137 million	\$6 million
Summary resident spending by category			
in Food and Beverage Stores	\$19.2 million	\$142.6 million	\$416.5 million
in General Merchandise Stores	\$18.1 million	\$132.8 million	\$328.9 million
in Eating and Drinking Establishments	\$17.7 million	\$126.7 million	\$317.2 million
in Building Material and Garden Stores	\$11.6 million	\$76.6 million	\$195.4 million
in Health and Personal Care Stores	\$8.5 million	\$62.8 million	\$155.7 million
in Clothing and Accessories Stores	\$6.9 million	\$50.2 million	\$126.2 million
in Miscellaneous Store Retailers	\$3.3 million	\$23.4 million	\$58.4 million
in Furniture and Home Furnishings Stores	\$2.9 million	\$19.7 million	\$50.1 million
in Electronics and Appliance Stores	\$2.5 million	\$17.6 million	\$44.3 million
in Sporting Goods, Hobby, and Book Stores	\$2.0 million	\$13.7 million	\$34.7 million
in Auto Parts Stores.	\$1.3 million	\$9.1 million	\$22.8 million

Table 2 details the supply and demand characteristics of the three trade areas.

TABLE 2. TRADE AREA RETAIL SUPPLY AND DEMAND CHARACTERISTICS

	1-Mile Radius			3-Mile Radius			5-Mile Radius		
	2018 Demand (Consumer Expenditures)	2018 Supply (Retail Sales)	Opportunity Gap/ Surplus	2018 Demand (Consumer Expenditures)	2018 Supply (Retail Sales)	Opportunity Gap/ Surplus	2018 Demand (Consumer Expenditures)	2018 Supply (Retail Sales)	Opportunity Gap/ Surplus
Total Retail Sales	93,985,346	49,447,340	44,538,006	675,354,080	538,729,654	136,624,426	1,685,401,037	1,679,900,586	5,500,451
Motor Vehicle and Parts Dealers-441	1,301,616	556,560	745,056	9,129,578	15,926,964	(6,797,386)	22,765,919	21,058,436	1,707,483
Automotive Parts/Accsrs, Tire Stores-4413	1,301,616	556,560	745,056	9,129,578	15,926,964	(6,797,386)	22,765,919	21,058,436	1,707,483
Furniture and Home Furnishings Stores-442	2,906,123	786,847	2,119,276	19,715,707	20,044,220	(328,513)	50,133,628	46,949,987	3,183,641
Furniture Stores-4421	1,562,701	562,644	1,000,057	10,733,358	11,261,459	(528,101)	27,174,733	26,792,137	382,596
Home Furnishing Stores-4422	1,343,422	224,203	1,119,219	8,982,349	8,782,761	199,588	22,958,895	20,157,850	2,801,045
Electronics and Appliance Stores-443	2,498,575	1,013,088	1,485,487	17,608,773	35,001,326	(17,392,553)	44,274,124	62,882,865	(18,608,741)
Appliances, TVs, Electronics Stores-44311	2,498,575	1,013,088	1,485,487	17,608,773	35,001,326	(17,392,553)	44,274,124	62,882,865	(18,608,741)
Household Appliances Stores-443111	405,139	405,782	(643)	2,789,323	5,959,443	(3,170,119)	7,036,926	12,200,592	(5,163,665)
Electronics Stores-443112	2,093,436	607,306	1,486,130	14,819,450	29,041,883	(14,222,433)	37,237,198	50,682,273	(13,445,076)
Building Material, Garden Equip Stores -444	11,627,284	1,198,804	10,428,480	76,573,611	42,354,938	34,218,673	195,362,206	118,836,351	76,525,855
Building Material and Supply Dealers-4441	10,304,338	1,023,300	9,281,039	67,403,732	36,804,326	30,599,408	172,353,510	104,701,668	67,651,842
Home Centers-44411	5,462,654	800,809	4,661,845	36,237,853	23,507,699	12,730,154	92,471,693	57,245,234	35,226,459
Paint and Wallpaper Stores-44412	268,386	36,199	232,187	1,659,522	830,122	829,401	4,378,944	1,432,644	2,946,300
Hardware Stores-44413	723,794	36,131	687,663	4,815,148	4,264,408	550,741	12,266,235	17,978,871	(5,712,636)
Other Building Materials Dealers-44419	3,849,504	150,161	3,699,344	24,691,209	8,202,097	16,489,112	63,236,638	28,044,919	35,191,719
Lawn, Garden Equipment, Supplies Stores-4442	1,322,946	175,504	1,147,442	9,169,879	5,550,612	3,619,267	23,008,696	14,134,683	8,874,013
Outdoor Power Equipment Stores-44421	180,464	54,203	126,261	1,206,660	1,879,336	(672,675)	3,069,121	5,204,253	(2,135,131)
Nursery and Garden Centers-44422	1,142,482	121,301	1,021,180	7,963,219	3,671,276	4,291,942	19,939,575	8,930,430	11,009,145
Food and Beverage Stores-445	19,150,959	19,615,843	(464,884)	142,633,659	136,782,311	5,851,348	351,858,212	416,464,242	(64,606,030)
Grocery Stores-4451	17,071,152	17,929,714	(858,562)	127,547,138	121,476,949	6,070,189	314,340,863	365,072,256	(50,731,393)
Supermarkets, Grocery (Ex Conv) Stores-44511	16,471,322	17,305,780	(834,459)	122,973,358	119,408,243	3,565,116	303,192,550	360,325,868	(57,133,318)
Convenience Stores-44512	599,830	623,934	(24,104)	4,573,780	2,068,706	2,505,075	11,148,313	4,746,388	6,401,925
Specialty Food Stores-4452	501,155	304,106	197,048	3,757,905	1,673,930	2,083,974	9,266,055	4,815,876	4,450,180
Beer, Wine and Liquor Stores-4453	1,578,652	1,382,023	196,629	11,328,616	13,631,432	(2,302,816)	28,251,294	46,576,110	(18,324,815)
Health and Personal Care Stores-446	8,542,708	4,557,834	3,984,874	62,847,476	42,988,393	19,859,083	155,742,313	224,607,730	(68,865,417)
Pharmacies and Drug Stores-44611	7,274,496	3,937,969	3,336,527	53,895,917	37,041,614	16,854,303	133,125,750	185,644,034	(52,518,284)
Cosmetics, Beauty Supplies, Perfume Stores-44612	435,722	168,363	267,359	3,100,258	1,668,676	1,431,583	7,819,101	9,034,309	(1,215,208)
Optical Goods Stores-44613	333,214	224,086	109,129	2,243,956	1,777,964	465,992	5,757,871	10,603,511	(4,845,640)
Other Health and Personal Care Stores-44619	499,276	227,416	271,861	3,607,345	2,500,139	1,107,206	9,039,591	19,325,876	(10,286,286)
Clothing and Clothing Accessories Stores-448	6,934,635	354,673	6,579,962	50,204,911	25,406,986	24,797,925	126,127,806	108,955,054	17,172,752
Clothing Stores-4481	4,988,542	199,731	4,788,811	36,435,401	16,808,412	19,626,989	91,170,970	67,291,650	23,879,320
Men's Clothing Stores-44811	254,766	7,719	247,047	1,808,169	612,548	1,195,621	4,567,051	2,507,517	2,059,534
Women's Clothing Stores-44812	1,059,358	63,701	995,657	7,683,778	4,426,272	3,257,506	19,329,273	19,284,961	44,312
Children's, Infants Clothing Stores-44813	246,272	23,950	222,322	1,968,199	1,709,728	258,471	4,740,523	7,362,645	(2,622,122)
Family Clothing Stores-44814	2,711,754	75,542	2,636,212	19,813,811	7,216,215	12,597,597	49,524,190	27,443,767	22,080,422
Clothing Accessories Stores-44815	270,008	1,734	268,275	1,931,703	441,818	1,489,886	4,878,964	1,286,047	3,592,916
Other Clothing Stores-44819	446,384	27,085	419,299	3,229,741	2,401,831	827,910	8,130,969	9,406,713	(1,275,744)
Shoe Stores-4482	1,067,663	75,313	992,350	7,915,008	5,278,285	2,636,723	19,628,135	22,841,770	(3,213,635)
Jewelry, Luggage, Leather Goods Stores-4483	878,430	79,629	798,801	5,854,502	3,320,289	2,534,213	15,328,701	18,821,634	(3,492,933)
Jewelry Stores-44831	819,139	77,954	741,185	5,425,975	3,280,511	2,145,464	14,254,035	18,494,497	(4,240,462)
Luggage and Leather Goods Stores-44832	59,291	1,675	57,615	428,527	39,778	388,748	1,074,666	327,137	747,529

	1-Mile Radius			3-Mile Radius			5-Mile Radius		
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Sporting Goods, Hobby, Book, Music Stores-4	1,971,684	531,131	1,440,553	13,691,563	22,028,901	(8,337,338)	34,660,999	49,722,191	(15,061,192)
Sporting Goods, Hobby, Musical Inst Stores-4511	1,637,141	436,775	1,200,366	11,231,030	19,362,483	(8,131,453)	28,490,621	42,987,165	(14,496,544)
Sporting Goods Stores-45111	952,920	207,123	745,797	6,428,177	12,964,605	(6,536,428)	16,347,663	26,743,859	(10,396,197)
Hobby, Toys and Games Stores-45112	472,673	182,759	289,914	3,336,163	5,206,183	(1,870,020)	8,428,515	13,116,597	(4,688,082)
Sew/Needlework/Piece Goods Stores-45113	97,251	30,933	66,318	689,679	651,592	38,087	1,732,447	1,836,062	(103,615)
Musical Instrument and Supplies Stores-45114	114,297	15,960	98,337	777,011	540,103	236,908	1,981,996	1,290,647	691,349
Book, Periodical and Music Stores-4512	334,543	94,356	240,187	2,460,533	2,666,418	(205,885)	6,170,378	6,735,026	(564,648)
Book Stores-451211	302,280	92,757	209,523	2,222,570	1,775,551	447,019	5,578,333	5,198,656	379,677
News Dealers and Newsstands-451212	32,263	1,599	30,663	237,963	890,867	(652,904)	592,045	1,536,370	(944,326)
General Merchandise Stores-452	18,053,306	2,714,912	15,338,394	132,828,298	30,392,676	102,435,622	328,854,043	285,415,881	43,438,162
Department Stores Excl Leased Depts-4521	4,079,508	638,748	3,440,760	29,717,153	9,041,915	20,675,239	74,110,201	89,586,836	(15,476,636)
Other General Merchandise Stores-4529	13,973,798	2,076,164	11,897,634	103,111,145	21,350,761	81,760,384	254,743,842	195,829,045	58,914,797
Warehouse Clubs and Supercenters-452311	12,090,705	1,637,096	10,453,609	89,354,908	14,158,207	75,196,701	220,588,424	144,874,014	75,714,410
All Other General Merchandise Stores-452319	1,883,093	439,068	1,444,025	13,756,237	7,192,554	6,563,683	34,155,418	50,955,031	(16,799,612)
Miscellaneous Store Retailers-453	3,253,738	1,827,926	1,425,812	23,440,282	28,241,687	(4,801,405)	58,429,409	57,221,351	1,208,058
Florists-4531	163,715	125,128	38,586	1,099,399	1,321,865	(222,466)	2,804,562	2,802,892	1,670
Office Supplies, Stationery, Gift Stores-4532	816,783	380,926	435,857	5,889,926	5,911,112	(21,186)	14,756,140	11,987,524	2,768,616
Office Supplies and Stationery Stores-45321	397,110	309,859	87,251	2,836,757	2,888,366	(51,609)	7,129,626	6,300,980	828,646
Gift, Novelty and Souvenir Stores-45322	419,673	71,067	348,606	3,053,169	3,022,746	30,423	7,626,514	5,686,544	1,939,969
Used Merchandise Stores-4533	612,459	350,243	262,216	4,389,736	8,076,166	(3,686,430)	11,027,967	15,951,783	(4,923,816)
Other Miscellaneous Store Retailers-4539	1,660,781	971,629	689,150	12,061,221	12,932,544	(871,322)	29,840,740	26,479,152	3,361,587
Pet and Pet Supply Stores-45391	451,006	402,301	48,704	3,143,160	4,185,384	(1,042,223)	7,851,721	8,773,415	(921,694)
Art Dealers-45392	254,008	3,116	250,892	1,832,389	71,796	1,760,593	4,597,647	142,067	4,455,579
All Other Miscellaneous Stores-45399	955,767	566,212	389,554	7,085,672	8,675,364	(1,589,692)	17,391,372	17,563,670	(172,298)
Foodservice and Drinking Places-722	17,744,718	16,289,722	1,454,996	126,680,222	139,561,252	(12,881,030)	317,192,378	287,786,498	29,405,880
Drinking Places -Alcoholic Beverages-7224	761,105	568,556	192,549	5,615,828	4,895,429	720,399	13,797,246	9,784,062	4,013,184
Full-Service Restaurants-722511	8,524,024	8,277,793	246,230	60,569,800	73,341,716	(12,771,916)	151,949,212	152,257,219	(308,007)
Limited-Service Eating Places-722513	7,061,681	6,349,168	712,514	50,263,511	49,798,652	464,859	126,016,352	102,100,018	23,916,335
Cafeterias, Grill-Bufferets, and Bufferets-722514	249,863	327,682	(77,819)	1,753,821	2,570,942	(817,121)	4,418,413	5,086,266	(667,853)
Snack and Nonalcoholic Beverage Bars-722515	1,148,045	766,523	381,522	8,477,262	8,954,513	(477,251)	21,011,155	18,558,933	2,452,222
Ice Cream and Soft Serve Shops-7225151	136,758	134,784	1,974	1,020,734	1,556,686	(535,951)	2,520,821	3,226,627	(705,806)
Frozen Yogurt Shops-7225152	37,223	25,060	12,163	266,800	279,844	(13,044)	667,833	579,972	87,860
Doughnut Shops-7225153	179,458	163,144	16,313	1,330,895	1,887,749	(556,854)	3,291,901	3,913,280	(621,379)
Bagel Shops-7225154	51,837	41,380	10,456	381,666	462,564	(80,898)	946,251	958,525	(12,274)
Coffee Shops-7225156	493,732	211,948	281,783	3,651,830	2,538,177	1,113,653	9,049,078	5,259,255	3,789,823
Cookie Shops-7225156	7,909	2,947	4,962	57,468	32,616	24,851	143,142	67,644	75,498
Other Snack/Beverage Bars-7225157	241,128	187,260	53,868	1,767,869	2,196,877	(429,008)	4,392,129	4,553,630	(161,502)

Source: Environics Analytics

RETAIL MARKET OPPORTUNITIES

A comparison of retail supply and demand for the trade areas (shown in Table 1 above) reveals the retail surplus or gap/potential for additional retail in the New Cumberland Downtown Trade Area that is currently missing and being met in the 3-mile radius, 5-mile radius, or beyond. This analysis shows that there is a **\$45 million opportunity gap** – or surplus in retail demand – within the trade area that is compounded at the 3-mile radius, increasing to \$137 million. This means that even at the 3-mile radius, substantial retail spending is leaking to outside this area, occurring for the majority of retail categories. While the overall gap becomes much smaller at the 5-mile radius, capturing significant demand from the 3-mile radius, there are still several categories of leakage at this distance. This indicates significant opportunity for retail expansion that could be met in the New Cumberland Trade Area, most likely along Bridge Street and other commercial side streets.

Nine areas of retail gaps are identified as opportunities for New Cumberland. Note: For opportunity to become reality, prospective businesses would need quality products and services, sound business planning and management, and marketing.

- **Limited-Service Restaurant.** Within the general restaurant category, the largest opportunity for New Cumberland is with limited-service restaurants – generally those with take-out and delivery. According to the retail data, the gap in this category is over \$712,000, enough to support a 2,000 SF restaurant. The demand for limited service restaurants expands significantly in the 5-mile radius area.
- **Coffee Shop.** Another restaurant-related opportunity is a coffee shop, with a \$282,000 gap that could support a small 1,000 SF shop. Opportunity for this category grows at the 3- and 5-mile radii as well.
- **Specialty Food Store.** In yet another food-related category, the retail data indicates that there is a gap in specialty foods with expansion opportunities in the trade area. This can include meats or produce, candy/nuts, or bakeries. The \$198,000 gap in expenditures in the trade area alone could support a 1,000 SF shop. However, the gap in this category increases to \$2 million at the 3-mile radius and \$4.5 million at the 5-mile radius trade areas, so New Cumberland could likely support more than one store of these types that could serve this larger area.
- **Art Dealer.** An interesting opportunity for New Cumberland that could add to an arts theme in the downtown is art dealers. A gap of \$250,000 could support a small gallery of about 1,200 SF. This opportunity expands significantly in the 3- and 5-mile radii, indicating that New Cumberland could draw customers from that area for this type of store.
- **Gift Shop and Jewelry Store.** The retail data suggests that \$349,000 in "gift, novelty, and souvenir stores" expenditures are leaking from the trade area annually. This leakage can support a 1,500 SF gift shop. The trade area is also experiencing leakage of \$741,000 in jewelry store expenditures, which could support a 2,000 SF store. A small cluster of such store types could be a good opportunity for downtown New Cumberland.
- **Clothing Stores.** Significant opportunities appear to exist in the clothing category. The supply of family clothing stores within this trade area is not satisfying the demand. The retail data suggests a gap of more than \$2.6 million, which could support about 10,000 SF of store space. This gap grows to \$12.6 million at the 3-mile radius and \$22 million at the 5-mile radius. The women's clothing store category shows leakage as well. With a gap of almost \$1 million, the trade area could support a 3,800 SF store.
- **Nursery and Garden Center.** While Highland Gardens is close by in Lower Allen Township, the retail data indicates that there is a gap in this category with expansion opportunities in the trade area. The \$1 million gap in expenditures translates to approximately 4,200 SF of indoor store space. The gap in this category increases to \$4.2 million at the 3-mile radius and \$11 million at the 5-mile radius trade areas.
- **Furniture and Home Furnishing Store.** According to the retail data, gaps in retail supply exist in furniture stores and home furnishing stores in the trade area. The \$1.0 million gap in furniture stores translates to approximately 4,000 SF while the \$1.1 million gap in home furnishing stores could support approximately 4,500 SF of store space.

- **Pharmacy.** Although there is a Rite Aid within the trade area on Old York Road, and a CVS in nearby Cedar Cliff Plaza, the retail data suggests that there is a gap of \$3.3 million in pharmacies. This could support a small pharmacy of approximately 4,800 SF, likely locally-owned.

Together, these retail opportunities could total approximately 40,000 square feet in store space in New Cumberland.

RETAIL MARKET THREATS

While new retail opportunities abound for New Cumberland, there are several retail categories that appear to be over-saturated at the 3-mile radius with an even greater surplus at the 5-mile radius, this over-supply could pose a threat to the success of businesses of those categories currently in the borough or considering the borough as a place to open. Such stores include electronics and appliance-related stores, sporting goods stores, games and hobby stores, consignment and used merchandise stores, and pet stores. This condition could change as the market adjusts due to a variety of economic factors.