



**NOW  
LEASING!**

# **NORTHSIDE SHOPPING CENTER**

**465 MIDDLETOWN WARWICK ROAD  
MIDDLETOWN, DE**

**PAD SITES AND INLINE SPACE  
AVAILABLE FOR LEASE**



**JOIN**



**HOBBY LOBBY** **SPROUTS**  
FARMERS MARKET



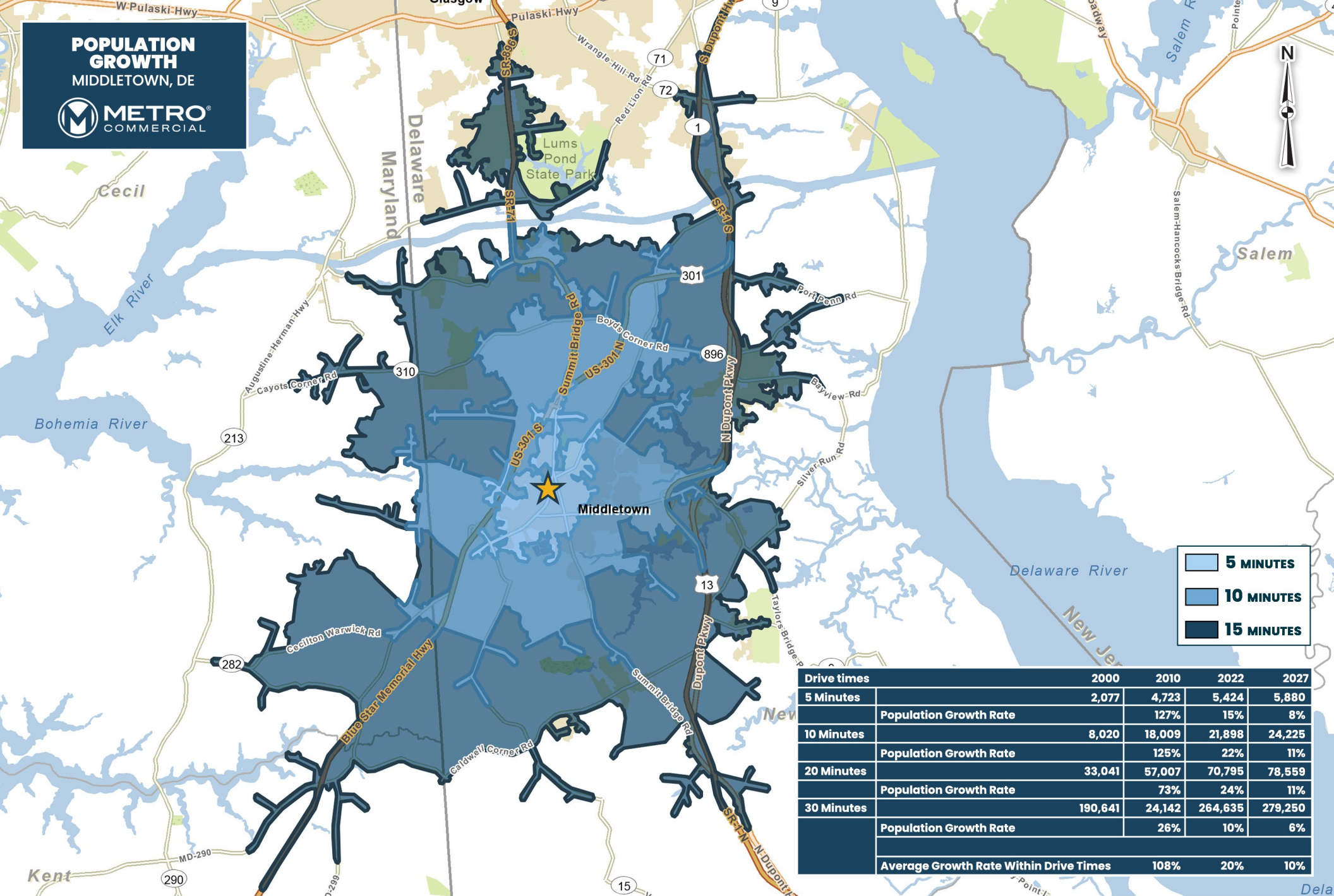
**21,053 VPD**  
ALONG  
RTE. 299

**±230,000 SF**  
OF RETAIL REAL  
ESTATE

**LOCATED IN  
A GROWING  
MARKET**



**POPULATION GROWTH**  
MIDDLETOWN, DE

Drive times	2000	2010	2022	2027
<b>5 Minutes</b>	2,077	4,723	5,424	5,880
Population Growth Rate		127%	15%	8%
<b>10 Minutes</b>	8,020	18,009	21,898	24,225
Population Growth Rate		125%	22%	11%
<b>20 Minutes</b>	33,041	57,007	70,795	78,559
Population Growth Rate		73%	24%	11%
<b>30 Minutes</b>	190,641	24,142	264,635	279,250
Population Growth Rate		26%	10%	6%
<b>Average Growth Rate Within Drive Times</b>		108%	20%	10%

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**NORTHSIDE SHOPPING CENTER**



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**MIDDLETOWN VILLAGE**  
 255 HOMES  
 300 APARTMENTS



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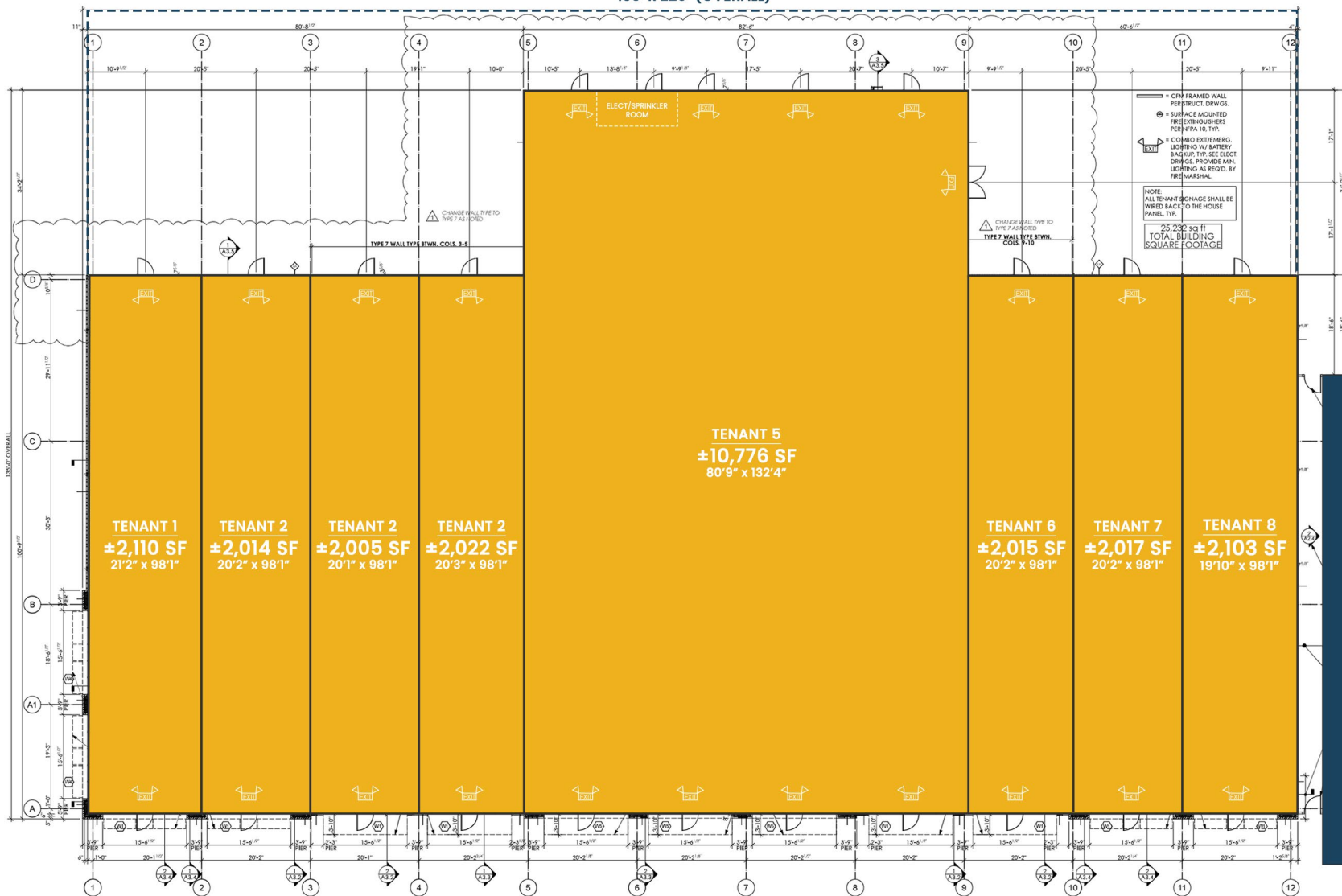
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**±2,005 SF - 25,232 SF**  
**135' x 225' (OVERALL)**



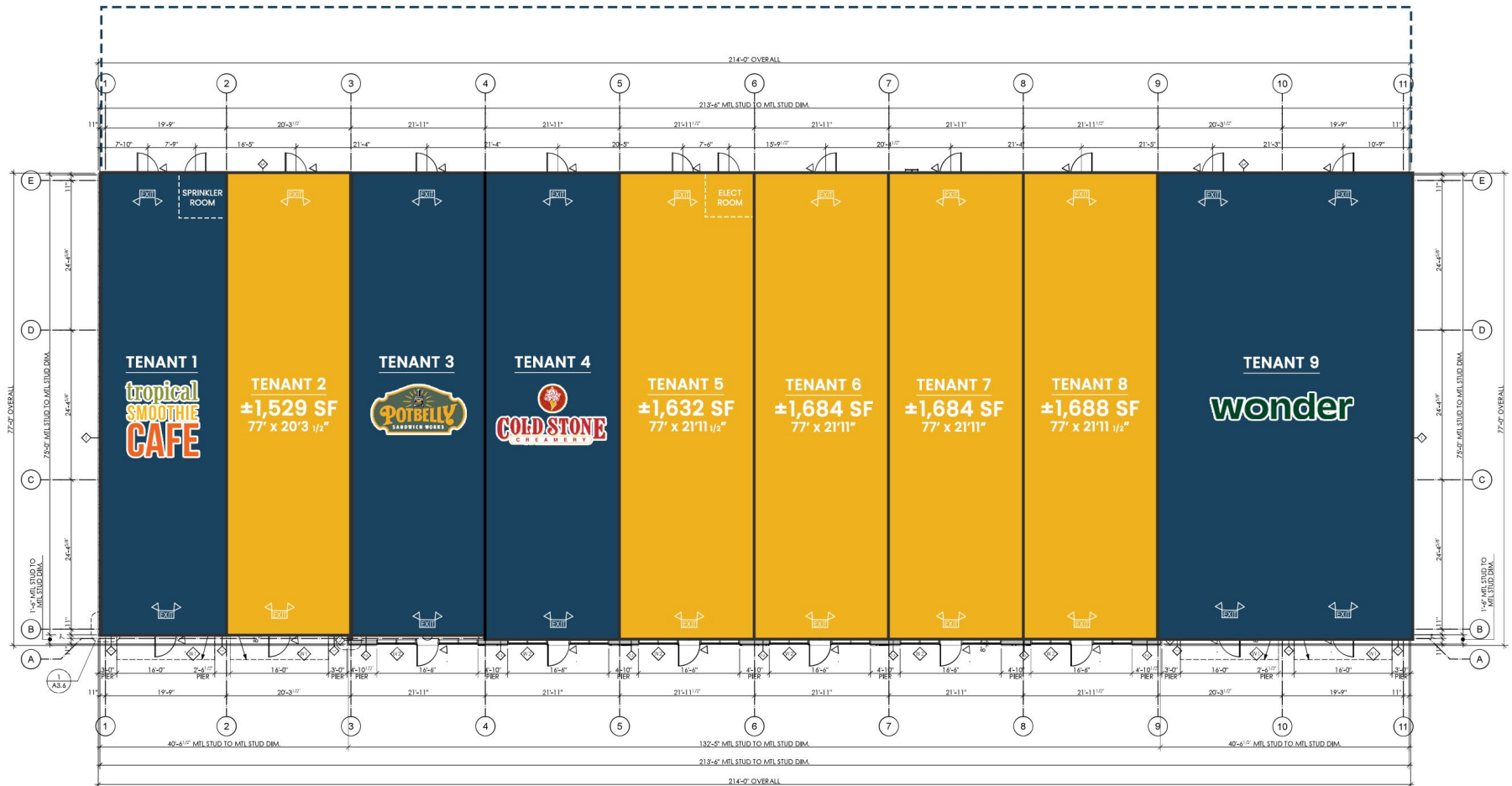
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±16,000 SF  
77' x 214' (OVERALL)



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# 16,000 SF BUILDING NOW LEASING!



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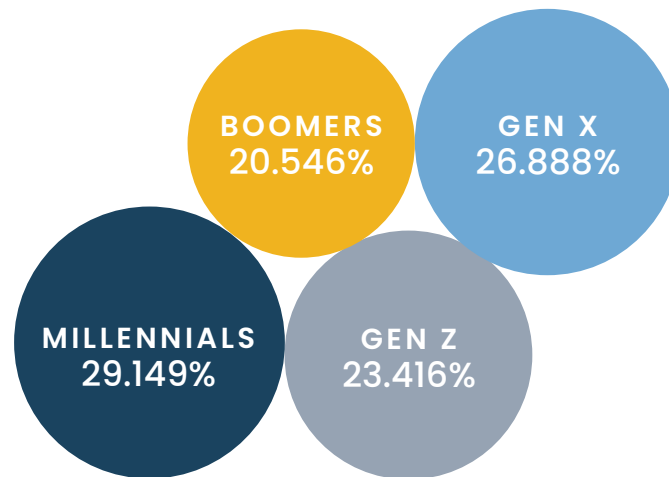
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# DEMOGRAPHIC PROFILE

\*DATA BASED ON 30 MINUTE DRIVE TIME

## GENERATION



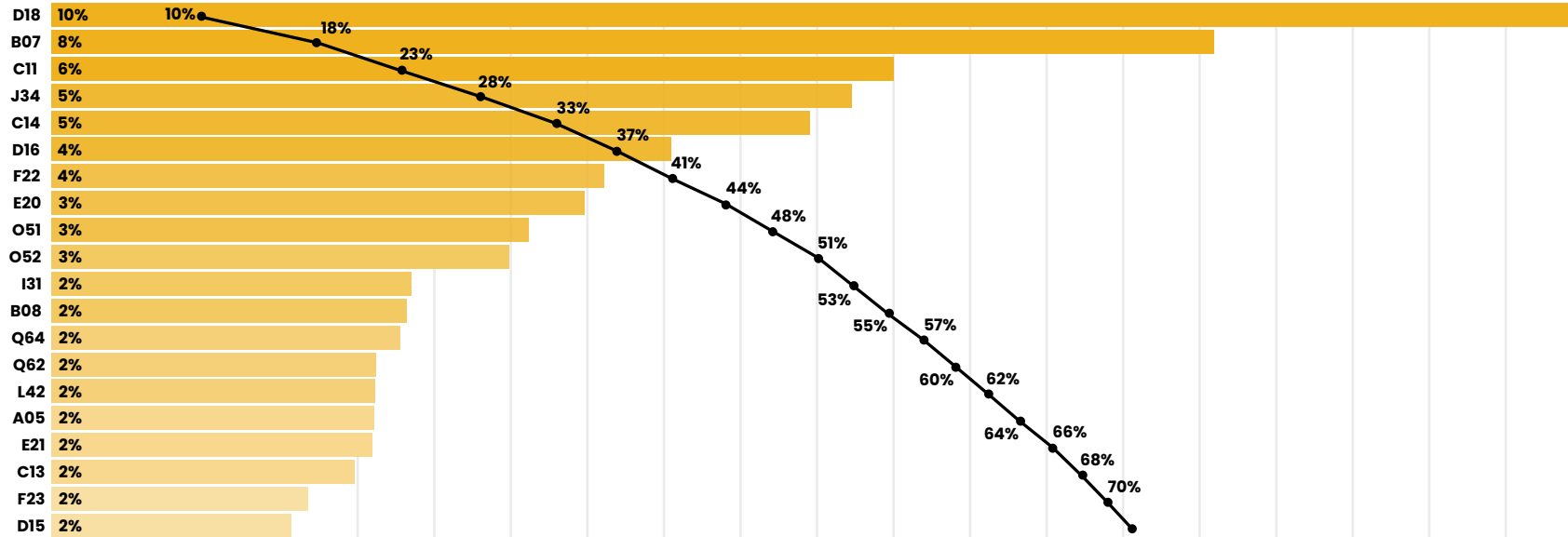
## KEY FACTS

TOTAL POPULATION	263,635
TOTAL HOUSEHOLDS	96,968
5 YEAR POPULATION GROWTH	5.52%
MEDIAN HH INCOME	81,624
AVERAGE HH INCOME	107,441

# EXPERIAN MOSAIC ANALYSIS

\*SHOWS THE PERCENT OF HOUSEHOLDS IN THE 71 EXPERIAN CREDIT CARD MOSAIC CLUSTERS

## MOSAIC CLUSTERS



## D18 Suburban Nightlife

*Upper established couples and families living mainly in the metropolitan cities*

### KEY FEATURES

- Tech-wizards
- Politically liberal
- R&B music
- Status-seekers
- Tech-savy
- Social media fans

Suburban Nightlife consist of well-off households living in suburban comfort. Typically found outside large cities in the South and Mid-Atlantic states, these households contain a mix of middle-aged couples, families and divorced individuals. Many of the adults are college-educated, holding solid blue-collar jobs that provide household incomes of around \$65,000. With most owning older, modestly priced homes, they have substantial disposable income of around \$14,000 per year that allows them to spend their free time attending football and listening to music.

As consumers, Suburban Nightlife are striving to pursue the good life in a smart way. They like to follow the latest fashion trends and don't mind paying extra for quality goods and to remain on the cutting-edge in regards to both technology and their social and professional status. Shoppers in this segment tend to frequent discount department stores like T.J. Maxx and Family Dollar, looking to maximize their spending dollars. However, they remain a receptive audience for advertising—to better discover the latest styles—and are a strong audience for a wide variety of ad vehicles. Radio, TV, and direct mail are all effective channels for reaching this segment.

# CONTACT

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**PAT GALLAGHER**

OFFICE 610.260.2660

DIRECT 610.260.2676

[PGALLAGHER@METROCOMMERCIAL.COM](mailto:PGALLAGHER@METROCOMMERCIAL.COM)



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**SPROUTS**  
FARMERS MARKET

**PET SMART**

get in touch.

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