



VILLAGE OF PLUMSTEADVILLE

PLUMSTEAD TOWNSHIP

ECONOMIC DEVELOPMENT INITIATIVE

OCTOBER 2013

Overview

In the summer of 2012, the Bucks County Board of Commissioners unveiled a new initiative intended to focus county resources on the continued and expanded economic prosperity of Bucks County and its municipalities. The Municipal Economic Development Initiative is intended to engage municipal partners and is the result of recommendations in the adopted *Bucks County Comprehensive Plan* (2011) and the County's policy document on economic development, *An Action Plan for Progress* (2010), which was developed by the Bucks County Economic Development Advisory Board.



Under the Municipal Economic Development Initiative, services of the Bucks County Planning Commission staff were offered, free of charge, to provide guidance and land use planning expertise to municipalities wishing to strengthen and revitalize their communities. In response to this program, the Plumstead Township Board of Supervisors requested assistance from the Bucks County Planning Commission to help identify local issues, as well as to develop suggested actions aimed at addressing identified community needs and achieving community goals.

Following initial discussions with township officials, the first order of business was to identify issues of importance to community members. Recognizing the need to gain input from all stakeholders, a widely publicized Town Hall Meeting was held with the Board of Supervisors to obtain input from members from both the residential and business communities. Participants were also asked to share what they thought to be village strengths/opportunities and weaknesses/challenges, as well as to describe a vision of what they would like Plumsteadville to be like in the future.

Through discussion at the Town Hall Meeting, several items emerged as priority issues that are central to realizing the participants' vision for the future. The issues, or desired actions, relate to: making Plumsteadville more village-like with features such as a village square or focal point and identifying it with gateway signage; walkability through expanded and improved sidewalk and path connections; beautification through streetscape improvements, increased property maintenance, and façade improvements; and traffic calming and a possible connector road extending German Road to Route 611. All these issues share a common connection toward achieving the vision expressed for Plumsteadville's future. Additionally, the identified priority issues are all related to the continued economic vitality of the village.

The pages that follow provide more detailed descriptions of the Town Hall Meeting, community input, the identified priority issues, and economic development potential for the village.

Future planning should capitalize on Plumsteadville's strengths while working to overcome identified challenges. Efforts to strengthen the commercial core of the village should be pursued

with a careful eye on retaining community character and continuing to provide needed community services for residents.

Town Hall Meeting — Purpose and Description of Process

On July 25, 2013, Plumstead Township Board of Supervisors held a Town Hall meeting to gather community input on issues of importance regarding the village of Plumsteadville. Attendees included residents from Plumsteadville and surrounding developments and business owners. The meeting was facilitated by staff from the Bucks County Planning Commission.

The BCPC presented an overview of Plumsteadville’s attributes, followed by brainstorming and open discussion to gain input on key issues. Meeting attendees were asked to identify features they consider strengths or opportunities, weaknesses or challenges, and what they would like the village to be in 20 years. Community members also could express their opinions on a series of display boards that presented various aspects of the village. The final exercise involved each meeting attendee receiving two “dollars” that they could allocate among four different categories of expenditures.

Presentation: Plumsteadville’s Assets

Situated in central Bucks County, the village of Plumsteadville developed along a major north-south route (Easton Road/Route 611) and the east-west Stump Road, a few minutes’ drive north of Doylestown and west of the Delaware River. The village experiences a significant amount of traffic, both local trips and pass-through traffic. The presentation highlighted important village characteristics such as:

- **Historic Character**—The village of Plumsteadville has a rich history that is reflected in some of the buildings still found there today. The Plumsteadville Inn, where the village started, as Hart’s Tavern, is situated along what was a stagecoach route at the crossroads of Easton and Stump roads. Although the inn has been expanded and changed over the years, it retains its historic charm and is a landmark at the center of the village. Other historic structures that lend a distinctive character to the village are the Plumstead Village building which houses offices, the Plumsteadville Grange with its well maintained buildings and grounds, and the historic school house which has become part of the township building. There are predominantly Victorian buildings, some of which are still in residential use and some that have been converted to nonresidential or mixed use. Even some outbuildings have been improved and converted to nonresidential use, like Chubby’s Ice Cream shop.



- **Commercial Hub/Diversity of Businesses—**

Plumsteadville is the commercial center of Plumstead Township, providing a variety of retail and office options primarily along Easton Road. These businesses serve village and other township residents, as well as a regional market. The range of retail businesses includes local mom and pop shops, such as Carroll's Seafood, Circa Classics Consignment Shop, La Rancherita Mexican Grocery, Plain & Fancy Pet Spa, and Chubby's Ice Cream to name a few; national chains like McDonald's; regional chains such as WaWa market; and three shopping centers. The Plumstead Shopping Center is anchored by Ace Hardware which serves a regional market with a complete selection and helpful, knowledgeable staff, and includes other uses such as a U.S. post office, pharmacy, several restaurants, hair and nail salons, karate studio, and a veterinary clinic. Plumstead Square Shopping Center contains businesses such as a Giant food market, several restaurants, a dollar store, wine & spirits shop, pharmacy, cleaners, hair salon, and a bank. Plumstead Crossings includes several restaurants, a bank, and other retail and office establishments in a series of buildings. In addition, industrial uses are found just outside the village to the north and south, including Bell Crest Park, which is located just before the southern entrance to the village along Easton Road.



- **Community Center—**Plumsteadville is a Community Center, home to public facilities and services like the Plumstead Township Building, Plumsteadville Volunteer Fire Company, Point Pleasant Plumsteadville Emergency Medical Services, Plumsteadville Grange, U.S. Post Office, and Veterans Park. These institutions make the village a destination and community gathering place for township residents.



- **Housing—**A variety of housing types can be found within the village and just beyond its boundaries: single-family detached houses, multifamily, apartments above businesses, and newer housing in developments like Cabin Run that border the village. Residents from these areas represent a ready customer base for local businesses and contribute to the active retail environment in the village.



- **Walkability**— Although some sidewalks exist in the village, there are gaps. Pedestrians get around despite some daunting circumstances, particularly the heavy traffic on Easton Road. Crosswalks exist at the intersection with Easton and Stump roads, but they would be more prominent and effective if they were improved with patterned pavement and countdown lights, and more crosswalks should be provided at other locations.

A sidewalk exists along west Stump Road connecting the Cabin Run community with the main intersection of Easton and Stump roads at the Plumsteadville Inn, although there is no sidewalk on the opposite side of Stump Road to the intersection. Turning south from the intersection, there are no sidewalks along Easton Road and virtually no shoulder. Going north from the intersection on the opposite side of Easton Road there is a paved shoulder, but no sidewalk for someone wanting to walk to the Farmers Market at the Grange.

South of the intersection along the Plumstead Square Shopping Center, there is a sidewalk, street trees and period lamp posts, but those improvements end at the two wooded lots abutting the southern end of the shopping center tract. The sidewalk, period lighting, and street tree improvements pick up again on the other side of the wooded lots along the Veterans Park site and continue along the Huntingdon Valley Bank parcel at the southern entrance to the village on Easton Road. Approved plans for the wooded lots include a nonresidential building and open space. When development of that site is completed, the sidewalk and other streetscape features will extend from the village's southern entrance to the Stump Road intersection. As development and redevelopment occur on the opposite side of Easton Road and along other street frontages throughout the village, more segments of the sidewalk system will be completed.

- **Civic Minded Community**—Plumsteadville is a civic minded community, with many organizations and active volunteers. The Farmers Market at the Grange Annex is in its 11th year of providing fresh produce and locally made goods. It also features artisans demonstrating their work. In the Plumsteadville fire house, the volunteer-run Embers Bistro and Espresso Bar is open to the public six days a week,



serving breakfast and lunch and offering free wifi. The fire company hosts many community events such as fund raising dinners and pancake breakfasts, and the Fireside Hall can be rented out by the public, with volunteer-run catering service available. All proceeds from the Embers Bistro and Fireside Hall activities benefit the fire company.



- **Plans for the Future**—Planning for Plumsteadville’s future includes comprehensive planning that considers the village proper as well as the village’s role in the township and region, and site-specific plans, such as the Veterans Park Plan.
 - **Comprehensive Plan**—The Plumstead Township Comprehensive Plan of 2011 includes the following recommendations regarding the village of Plumsteadville:
 - ◆ Promote Plumsteadville as a town (village) center
 - ◆ Concentrate development within commercial nodes rather than strip commercial
 - ◆ Provide a connector road between Stump Road and Route 611
 - ◆ Incorporate access management, pedestrian connections, and public spaces
 - **Veterans Park Plan**—Veterans Park is located on Easton Road near the southern gateway to the village. A plan has been developed for the park that includes a memorial to veterans, a walkway, stage, and seating. Currently the plan is being modified to address cost issues, and construction is expected to begin in the near future.



Public Visioning Process—The Public Visioning process consisted of three exercises.

- **Brainstorming and Open Discussion**
 During the open discussion and brainstorming session, meeting attendees were asked to identify characteristics of the village they consider to be strengths or opportunities and characteristics that they feel are weaknesses or challenges. Attendees also described their vision for Plumsteadville 20 years from now in the year 2033. Specific responses by

community members during open discussion are contained in Attachment A. The following is a summary of the responses:

- **Identified Strengths/Opportunities**—Positive attributes included the village’s historic buildings with the potential for renovation and the architecture of the Plumstead Crossings Shopping Center, the township owning the property adjacent to Veterans Park, the proposed pedestrian path from the Fox Run development to the Plumstead Square Shopping Center, and the possible improvement of the paper street behind East Stump Road. Also noted was the rebuilt water system, since having upgraded infrastructure in place will benefit any future development or redevelopment in the village. The large immigrant population was seen as a component of a diverse community.
- **Identified Weaknesses/Challenges**—Identified issues were the lack of sidewalk continuity and crosswalks which make it unsafe for pedestrians, speeding through the village, and the need for increased police enforcement on speeding. Also noted was the need for property maintenance, particularly upgrades to the Plumstead Shopping Center and the automotive businesses, and the need for street trees and other streetscape improvements. Other comments were that there is no visual identification of village boundaries, and the township’s ordinances are inadequate to address village issues.
- **Vision of Plumsteadville in 2033**—According to meeting participants, 20 years from now Plumsteadville will be walkable with more landscaping and street beautification, managed (calmed) traffic, visible gateways, and increased village identity. It will be a culturally diverse community with accessible civic spaces, and a vibrant business community, served by an active village improvement committee.
- **Selecting Priorities (Display Boards)**

Display boards were used to gauge attendees’ views on three questions by the attendees placing a sticker on attributes they thought were most suitable to Plumsteadville’s character. One board asked which village center attributes and public features are important for Plumsteadville’s future. The highest number of responses went to street trees and landscaping (13), street furnishings such as benches and light standards (12), focal point such as a clock or water feature (10), and village gateway signage (8). The least support was for public parking areas/parallel parking along 611 (4), village green/pocket parks (1) and coordinated business signage (1).

The second display board asked what types of businesses and activities you would like to see in the village. The four highest responses were for community events, increased property maintenance, and façade improvements with 10 each, and locally owned, mom & pop shops (9). Receiving less support were marketing promotion of businesses (“Buy Local”) (6), increase diversity of businesses (5), and culture & entertainment (4). There was no support for large scale national chain or expand commercial areas.

The third display board asked what should be done to address vehicular and pedestrian circulation issues and safety in and around the village. The highest response rate was for

expand/improve sidewalks & path connections (14), traffic calming such as bumpouts & textured crosswalks (12), provide additional crosswalks (9), and construct connector road (extend German Road to 611) (8). This was followed by provide bicycle lanes/paths (6), provide bicycle racks (1), intersection improvements such as turn lanes (1), and construct additional travel lanes (0).

- **Expenditures Exercise (Spending \$ Money Wisely)**

Meeting attendees were given two “dollars” to spend on one of four categories of village improvements. The results were as follows:

- Village Center Features (Village Square/Civic Space, Clock, Benches, Period Lighting) – 12
- Sidewalks/Paths/Connection – 11
- Traffic & Circulation (Road Improvements & Pedestrian/Bicycle Safety) – 7
- Business Marketing & Promotions – 0

Priority Issues

Several themes emerged from the visioning exercises and are identified as priority issues for the township to address, including:

- Making Plumsteadville more village-like with features such as a village square/focal point and gateway signage.
- Walkability through expanded and improved sidewalk and path connections, and additional crosswalks.
- Beautification through streetscape improvements, increase property maintenance, and façade improvements.
- Traffic calming and a possible connector road extending German Road to Route 611.

These issues are consistent with the township comprehensive plan’s recommendations regarding Plumsteadville: to promote Plumsteadville as a town (village) center; concentrate development within commercial nodes rather than strip commercial; incorporate access management, pedestrian connections, and public spaces; and provide a connector road between West Stump Road and Route 611. The comprehensive plan also recommends conducting a village study of Plumsteadville to evaluate its potential as a town center. The plan cites traffic volume and pedestrian safety as primary obstacles for successfully implementing the vision for Plumsteadville as a town center. Strategies for alleviating those problems include constructing a connector road between West Stump Road and Route 611, emphasizing walkability and traffic calming in the village center, incorporating village greens for public gathering spaces where possible, and designing future development with a street network with alleys that reflects a traditional settlement pattern. Those strategies are in line with the issues and priorities expressed by participants in the Town Hall meeting.

Next Steps

The meeting was well attended by residents, but there was minimal representation from the business community. Further outreach to businesses would help to define the needs of the business community. This could be done by:

- Survey mailed to each business
- Survey conducted door-to-door
- Another meeting
- Key person interviews

The township should determine if, and what type of, business outreach should be conducted. Contacting businesses directly may be more effective than holding another meeting because it is difficult for business owners to attend a meeting after work. Input from the business community is critical in moving forward to successfully implement the vision for Plumsteadville's future.

Future planning should capitalize on Plumsteadville's strengths while working to overcome identified challenges. Efforts to strengthen the village as a commercial center of the township should be pursued while retaining community character.

Economic Development Potential

Economic development is the process of improving a community's well-being through job creation, business growth, and income growth, as well as through improvements to the community that enhance quality of life and strengthen the economy. Too often economic development efforts become simplified exercises in attracting new businesses with the hopes of good jobs, taxes, and local investment. Successful economic development requires a multi-pronged, nuanced approach that understands the local market and business environment, engages business owners and residents, and builds on a community's strengths.

Township officials have a unique opportunity to enhance Plumsteadville into a thriving destination for shopping and leisure. The following analyses evaluate Plumsteadville from an economic development perspective.

Market Analysis

Maintaining and enhancing commercial development is important to the vitality of Plumsteadville. Evaluating the local retail market is useful to identify potential economic opportunities in the retail sector. The assessment of local market conditions for Plumsteadville begins by gathering relevant population, household, and other demographic data. By drawing on available Census and analysis tools, the boundaries of the Plumsteadville market can be based on drive times and demographic trends summarized using the 2000, 2010, 2013, and 2018 time periods. Such tools are used to determine consumer expenditures within the market, understand which market segment these consumers occupy, and show areas of potential economic opportunity.¹

Market Boundaries

Using the ESRI Business Analyst² tool the boundaries of the Plumsteadville Market are divided into 0-5, 0-10, and 0-15-minute drive times³ from the center of the village. (See Figure 1).

Market Demographics

Market demographics were determined for Plumsteadville based on the three drive times. Trends include:

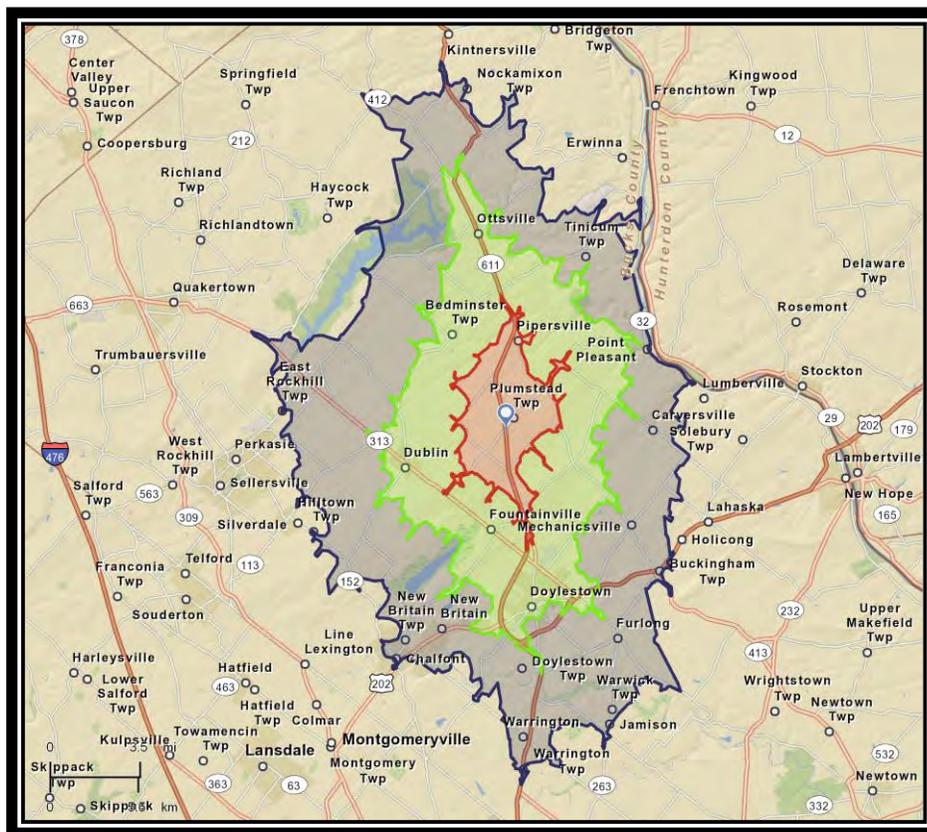
- Population in the three drive-time categories will increase through to the year 2018.
- Household size will drop to 3.05 persons in the 0-5 minute drive-time category by 2018. Household sizes continue to drop due to an aging population, a decline in the birth rate, and more singles living alone.

¹ The market analysis is summarized here for brevity. For a complete report, see Appendix A.

² ESRI Community Analyst is a web-based mapping and analytic tool that allows for analysis of demographic, economic, education, and business data.

³ Drive time intervals are areas defined by distance that can be driven away from a specific location within a specified time (in minutes) assuming posted speed limits for the road network. Barriers such as mountains, rivers, bridges, or highways under normal traffic conditions are taken into account when establishing the boundaries.

Figure 1
Plumsteadville – 5, 10, and 15 Minute Drive Time Market Areas



Source: ESRI Business Analyst, 2013.

- Over 80 percent of households in the 0-5-minute drive-time market are family households, compared to 67.9 percent in the 0-10-minute drive-time market and 72.9 percent in the 0-15 minute drive-time market.
- Residents within a 5-minute drive time out-earn residents in the 0-10-minute and 0-15-minute markets.
- Household incomes within a 5-minute drive in the three income brackets over \$100,000 will represent over 50 percent of the households by 2018.
- The highest median age as of 2013 are residents living within 15 minutes of the village (42.9 years), followed by residents living within 10 minutes (42.2 years) and residents living within 5 minutes (38.1 years). The median age for the 5 minute market is projected to decrease slightly by 2018.
- The percentage of white collar, services, and blue collar occupations for the three market areas is remarkably consistent. White collar occupations make up the vast majority of the occupations, with services hovering around 12 to 13 percent, and blue collar occupations making up the remaining 10 to 15 percent.
- About 83 percent of units in 2010 were owner-occupied in the 0-5-minute drive time area. This percentage reached only 70.4 percent and 76.4 percent in the 0-10-minute and 0-15-minute areas, respectively.

Retail Goods and Expenditures

A Spending Potential Index (SPI) was developed from the ESRI Business Analyst and represents the amount spent for a product or service relative to a national average of 100. Consumer spending data are derived from the 2010 and 2011 Consumer Expenditure Surveys from the Bureau of Labor Statistics.

The Spending Potential Index shows a significant amount spent on consumer spending categories compared to the national average. The spending index is greater in the 0-5-minute area than the 0-10-minute and 0-15-minute market areas in every retail and service expenditure category. Areas of potential spending in the village include:

- Entertainment and Recreation – Fees and Admissions, SPI 208, \$2.3 million spent in the 0-5-minute market.
- Entertainment and Recreation – Pets, SPI 211, \$1.97 million spent in the 0-5-minute market.
- Food, SPI 170, \$24.5 million spent in the 0-5-minute market.
- Food – Food Away from Home, SPI 176, \$9.8 million spent in the 0-5-minute market.
- Financial – Investments, SPI 213, \$7.7 million spent in the 0-5-minute market.
- Home – Maintenance and Remodeling Services, SPI 198, \$5.6 million spent in the 0-5-minute market.
- Household Furnishings and Equipment – Furniture, SPI 184, \$1.56 million spent in the 0-5-minute market.

Retail Marketplace Profile

The retail marketplace profile is a snapshot of the supply and demand of retail sales in the 0-5-minute market surrounding the center of Plumsteadville. This analysis can assist in determining whether Plumsteadville is meeting local demand for products in specific industry groups. Demand estimates the expected amount spent by consumers at retail establishments. A positive value represents “leakage” of retail opportunity outside the trade area.

Total retail leakage for the market is over \$17.5 million. Among industry groups that might fit well in a village setting, leakages exist for Electronics & Appliance Stores (\$1.9 million), Clothing Stores (\$2.5 million), Shoe Stores (\$680,000), Jewelry, Luggage & Leather Goods Stores (480,000), Sporting Goods, Hobby, Book and Music Stores (\$1.7 million), General Merchandise Stores (\$10.5 million), Full-Service Restaurants (\$2.65 million), Office Supplies, Stationery, & Gift Stores (\$530,000), and Limited-Service Eating Places (\$2.9 million), and Specialty Food Services (\$307,000).

APPENDIX A: TOWN HALL MEETING SUMMARY - JULY 25, 2013

Strengths/Weaknesses/Plumsteadville in 2033

Strengths/Opportunities

- Path from Fox Run development to Giant
- Paper street behind East Stump Road (possible improvement)
- Plan to improve shopping center
- Historic buildings (look to renovate)
- Architecture of Plumstead Crossings Shopping Center
- Large immigrant population
- Civic space
- Township owning property adjacent to Veterans Park
- Rebuilt water system (upgraded infrastructure in place)
- Offer incentives for existing and future development to provide features that fit with a village theme

Weaknesses/Challenges

- Lack of sidewalk continuity
- Speeding through village
- Need for increased police enforcement on speeding
- No visual identification of village boundaries
- Lack of pedestrian crossings
- Need for street trees
- Ordinances inadequate to address village issues
- Unsafe for people who don't have cars
- Property maintenance
- Need to upgrade Plumstead Shopping Center
- Automotive businesses need streetscape improvements
- Buildings set back from road with parking in front

Plumsteadville in 2033

- Increased walkability
- Increased landscaping
- Increased village identity
- Managed traffic
- Visible gateways
- More village-like
- Diverse cultural community
- Active Plumstead civic/business association
- Distinct public/cultural features
- Active village improvement committee

Display Board Summary

Village Center and Public Features

Which of the following features/attributes are important for Plumsteadville's future?

- Village Green/Pocket Parks – 1
- Street Furnishings (Benches, Light Standards, etc.) – 12
- Village Gateway Signage – 8
- Coordinated Business Signage – 1

- Focal Point (e.g., Clock, Water Feature) – 10
- Public Parking Areas, Parallel Parking along 611 – 4
- Street Trees & Landscaping – 13
- Other – 0

Businesses and Activities

What types of businesses and activities would you like to see in the Village?

- Large Scale National Chain – 0
- Locally Owned, Mom & Pop Shops – 9
- Increase Diversity of Businesses – 5
- Culture & Entertainment – 4
- Community Events – 10
- Expand Commercial Areas – 0
- Mixed Use (Residential over Retail) – 2
- Marketing/Promotion of Businesses (“Buy Local”) – 6
- Increased Property Maintenance – 10
- Façade Improvements – 10
- Other – 0

Traffic and Circulation in Plumsteadville

What should be done to address vehicular and pedestrian circulation issues and safety in and around the Village?

- Construct Additional Travel Lanes – 0
- Intersection Improvements (e.g., Turn Lanes) – 1
- Construct Connector Road (Extend German Rd. to 611) – 8
- Expand/Improve Sidewalks & Path Connections – 14
- Provide Bicycle Lanes/Paths – 6
- Traffic Calming (Bumpouts, textured crosswalks, etc.) – 12
- Provide Additional Crosswalks – 9
- Provide Bicycle Racks – 1
- Other – 0

Expenditure Exercise—Spending Money Wisely (\$2 per person)

Village Center Features (Village Square/Civic Space, Clock, Benches, Period Lighting) – 12

Sidewalks/Paths/Connections – 11

Traffic & Circulation (Road Improvements & Pedestrian/Bicycle Safety) – 7

Business Marketing & Promotions – 0

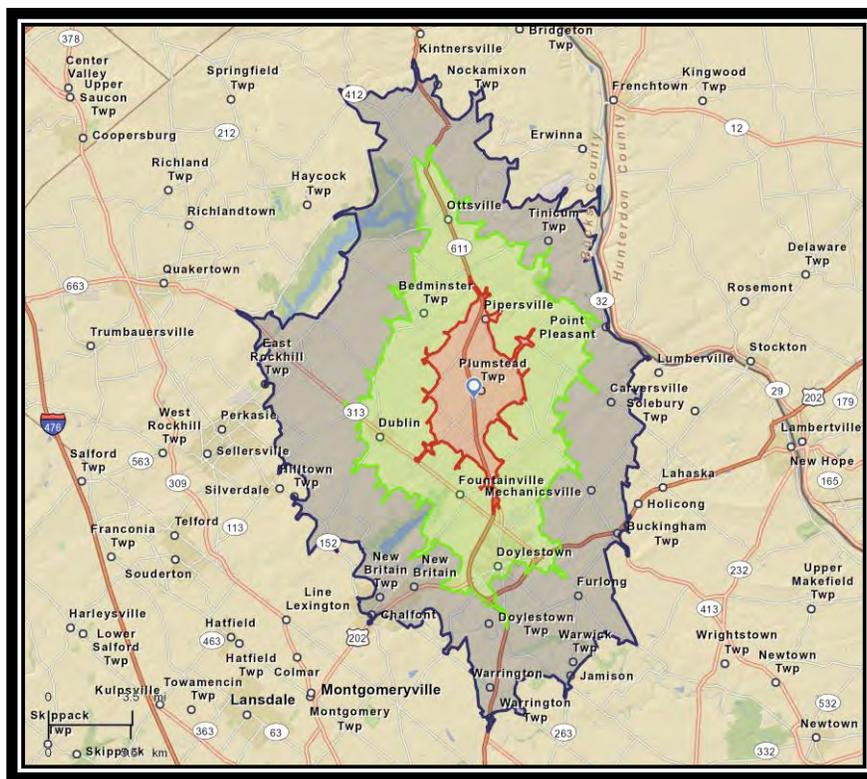
APPENDIX B: MARKET ANALYSIS

Maintaining and enhancing commercial development is important to the vitality of Plumsteadville. Evaluating the local retail market is useful to identify potential economic opportunities in the retail sector. The assessment of local market conditions for Plumsteadville begins by gathering relevant population, household, and other demographic data. By drawing on available Census and analysis tools, the boundaries of the Plumsteadville market can be based on drive times and demographic trends summarized using the 2000, 2010, 2013, and 2018 time periods. Such tools are used to determine consumer expenditures within the market, understand which market segment these consumers occupy, and show areas of potential economic opportunity.

Market Boundaries

Using the ESRI Business Analyst¹ tool the boundaries of the Plumsteadville Market are divided into 0-5, 0-10, and 0-15-minute drive times² from the center of the village. (See Figure 1). The following narrative and tables provide demographic and analytic data within the boundaries of these drive times (detailed ESRI market analysis tables follow).

Figure 1
Plumsteadville – 5, 10, and 15 Minute Drive Time Market Areas



Source: ESRI Business Analyst, 2013.

¹ ESRI Community Analyst is a web-based mapping and analytic tool that allows for analysis of demographic, economic, education, and business data.

² Drive time intervals are areas defined by distance that can be driven away from a specific location within a specified time (in minutes) assuming posted speed limits for the road network. Barriers such as mountains, rivers, bridges, or highways under normal traffic conditions are taken into account when establishing the boundaries.

Population Summary					
	0 - 5 minutes	0 - 10 minutes	0 - 15 minutes	Plumstead Twp.	Bucks County
2000 Total Population	4,647	35,761	81,759	11,409	597,636
2010 Total Population	5,228	38,505	89,328	12,442	625,249
2013 Total Population	5,362	39,263	90,789	12,787*	631,027*
2018 Total Population	5,506	40,032	92,255	13,709*	646,435*
2013-2018 Annual Rate	0.53%	0.39%	0.32%	0.07%	0.02%

*Derived by an extrapolation of DVRPC 2040 Population Forecasts.

The market population in the three drive-time categories looks to be significant. However, this must be tempered by the fact that market for many of the types of goods and services offered in Plumsteadville as it currently composed will be within the 0-5-minute drive-time category. Population within the target markets has seen a increase since 2000 and it appears this increase will continue into 2018.

Household Summary			
	0 - 5 minutes	0 - 10 minutes	0 - 15 minutes
2010 Households	1,708	14,899	32,376
2000 Average Household Size	3.06	2.53	2.66
2013 Households	1,754	15,202	32,932
2010 Average Household Size	3.06	2.53	2.66
2018 Households	1,808	15,538	33,587
2018 Average Household Size	3.05	2.52	2.65
2013-2018 Annual Rate	0.60%	0.44%	0.39%

As with population, an increase in the number of households is occurring. Household sizes, however are slightly decreasing. In 2000, the average household size was 3.10 persons in the 0-5 minute drive-time market. By 2018 it is expected to drop to 3.05 persons. Household size has been decreasing all over Bucks County. This is due largely to an aging population, a decline in the birth rate, and more singles living alone.

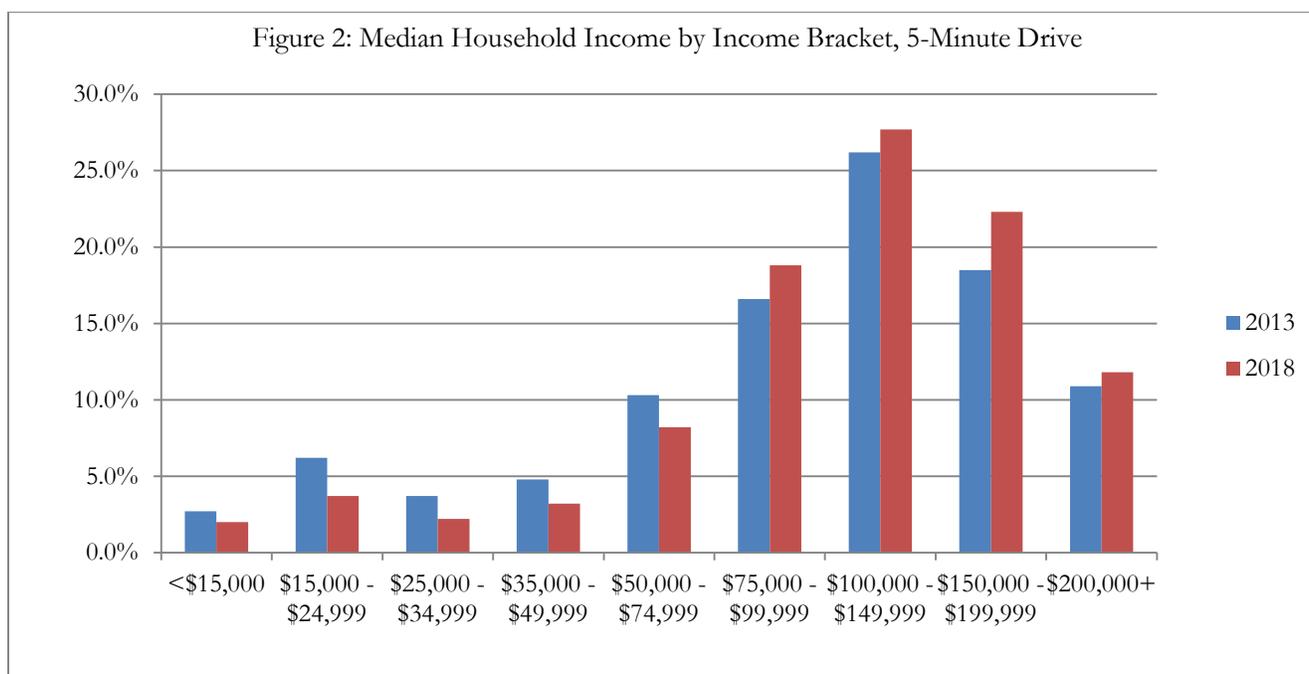
2010 Households by Type			
	0 - 5 minutes	0 - 10 minutes	0 - 15 minutes
Total	1,708	14,899	32,377
Family Households	80.7%	67.9%	72.9%
Married-couple Family	68.0%	56.9%	62.4%
With Related Children	40.6%	28.1%	29.9%
Other Family (No Spouse)	12.7%	11.0%	10.5%
With Related Children	7.7%	6.4%	6.0%
Nonfamily Households	4.7%	6.1%	5.3%
Households with Related Children	48.8%	34.8%	36.2%

Household composition varies across the three drive-time markets. Over 80 percent of households in the 0-5-minute drive-time market are family households, compared to 67.9 percent in the 0-10-minute drive-time market and 72.9 percent in the 0-15 minute drive-time market. About 48.8 percent of households in the 0-5 minute market have related children living in the household. This drops to

34.8 percent in the 0-10 minute drive-time market then up to 36.2 percent in the 0-15-minute market. Similarly, the percentage of Nonfamily Households, which would include householders living alone, fluctuates as the market area expands from the center of the village. Only 4.7 percent of households are Nonfamily Households in the 0-5-minute drive-time market. In the 0-10-minute market this rises to 6.1 percent and then dips to 5.3 percent in 0-15-minute drive-time market.

Median Household Income			
	0 - 5 minutes	0 - 10 minutes	0 - 15 minutes
2013	\$107,022	\$89,632	\$100,603
2018	\$115,730	\$102,523	\$108,935

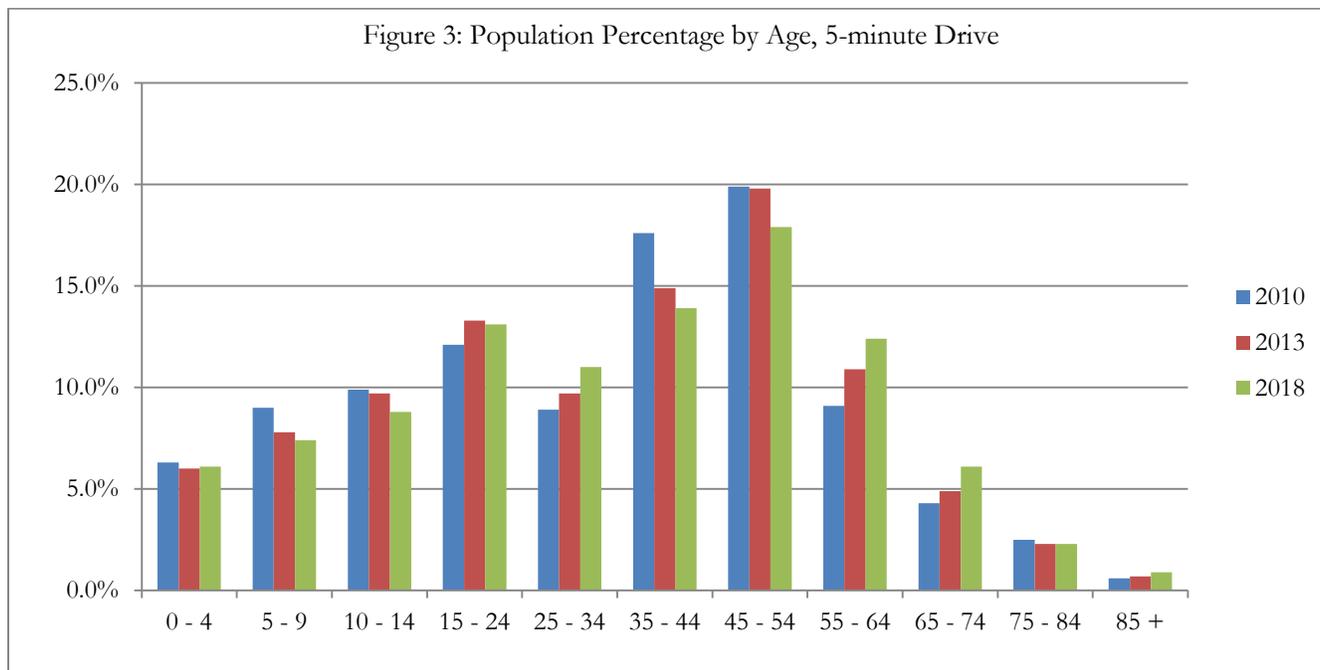
A clear difference in markets emerges when examining household income. Residents within a 5-minute drive time out-earn residents in the 0-10-minute and 0-15-minute markets. By 2018, there is expected to be about \$7,000 difference between the median household income of the 0-5-minute market and 0-15-minute market.



The rise in median household income looks promising, but is even more promising when household income is divided into income brackets. Household incomes within a 5-minute drive in the three categories over \$100,000 will represent over 50 percent of the households by 2018.

Median Age			
	0 - 5 minutes	0 - 10 minutes	0 - 15 minutes
2010	37.7	41.3	41.9
2013	38.1	42.2	42.9
2018	37.7	42.9	43.6

Much like the rest of Bucks County, residents within the 0-10-minute and 0-15-minute boundaries are getting older; however, median age of residents within the 0-5-minute boundary is projected to stay the same as that for 2010. The highest median age as of 2013 are residents living within 15 minutes of the village (42.9 years), followed by residents living within 10 minutes (42.2 years) and residents living within 5 minutes (38.1 years).



While the population maybe becoming wealthier, it is not becoming any younger. In 2010 the market consisted of a good portion of middle-aged residents. While increases in young adults will sustain the median age, these middle-aged residents will form a group of later-staged retiring baby boomers. Baby boomers will likely handle retirement differently than the previous generation of retirees. Demographers suggest that boomers will spend more time and money on personal needs and desires, be less civically engaged, more physically active, and more interested in living in a diverse and urban environment (similar to that of young adults).

2013 Population by Race/Ethnicity			
	0 - 5 minutes	0 - 10 minutes	0 - 15 minutes
Total	5,362	39,263	90,789
White Alone	93.7%	93.7%	92.9%
Black Alone	0.6%	1.1%	1.7%
American Indian Alone	0.1%	0.1%	0.2%
Asian or Pacific Islander Alone	1.5%	2.2%	2.5%
Some Other Race Alone	2.6%	1.3%	1.2%
Two or More Races	1.6%	1.6%	1.5%
Hispanic Origin	5.5%	4.0%	3.7%

Population diversity is limited in the three market areas, and basically stays the as one drives from the center of the village. Whites account for nearly 94 percent of the population within the 5-minute drive boundary. The Asian population rises from 1.5 percent to 2.5 percent moving from the 5-minute to the 15-minute market area. The Hispanic population within the 5-minute drive boundary is 5.5 percent, higher than that the County percentage, but it decreases to 3.7 percent in the 5-minute drive boundary.

2013 Population 25+ by Educational Attainment				
	0 - 5 minutes	0 - 10	0 - 15	Bucks County
Total	3,391	27,006	62,097	429,091
Less Than 9th Grade	1.7%	1.9%	1.7%	2.4%
9th to 12th Grade, No Diploma	7.4%	4.2%	3.8%	5.7%
High School Graduate	22.9%	24.5%	25.0%	31.6%
Some College, No Degree	13.9%	15.0%	15.4%	18.4%
Associate Degree	7.1%	6.1%	6.7%	7.3%
Bachelor's Degree	24.3%	27.0%	27.4%	21.2%
Graduate/Professional Degree	22.8%	21.2%	20.0%	13.4%

Interestingly, the differences in household income are not reflected in the educational attainment of the three market areas. About 47.1 percent of residents in the 0-5-minute market have obtained a bachelor's or graduate/professional degree, compared to 48.2 percent of residents in the 0-10-minute market and 47.4 percent of residents in the 0-15-minute market. These percentages are higher than Bucks County as a whole, of which 34.6 percent of residents have earned bachelor's or graduate/professional degrees.

2013 Employed Population 16+ by Occupation			
	0 - 5	0 - 10	0 - 15
Total	2,766	19,952	45,812
White Collar	76.8%	74.2%	73.7%
Management/Business/Financial	23.4%	21.5%	21.1%
Professional	27.6%	28.3%	27.8%
Sales	12.8%	12.5%	12.7%
Administrative Support	13.0%	11.9%	12.0%
Services	13.1%	12.6%	11.8%
Blue Collar	10.1%	13.2%	14.6%
Farming/Forestry/Fishing	0.0%	0.1%	0.3%
Construction/Extraction	4.5%	4.1%	4.3%
Installation/Maintenance/Repair	0.6%	1.8%	2.2%
Production	1.7%	2.9%	3.3%
Transportation/Material Moving	3.3%	4.3%	4.5%

The percentage of white collar, services, and blue collar occupations for the three market areas is remarkably consistent. White collar occupations make the vast majority of occupations and range downward from 77 percent in the 5-minute market area to 74 percent in the 15-minute market. Services range downward from 13 percent in the 5-minute market area to 12 percent in the 15-minute market. Blue collar occupations range upward from 10 percent in the 5-minute market area to 15 percent in the 15-minute market.

Housing Unit Summary			
	0 - 5 minutes	0 - 10 minutes	0 - 15 minutes
2000 Housing Units	1,542	14,150	30,254
Owner Occupied Housing Units	86.0%	70.6%	77.5%
Renter Occupied Housing Units	11.2%	25.8%	19.3%
Vacant Housing Units	2.9%	3.6%	3.2%
2010 Housing Units	1,771	15,651	34,069
Owner Occupied Housing Units	83.0%	70.4%	76.4%
Renter Occupied Housing Units	13.4%	24.8%	18.7%
Vacant Housing Units	3.6%	4.8%	5.0%
2018 Housing Units	1,876	16,099	34,843
Owner Occupied Housing Units	82.0%	70.5%	76.7%
Renter Occupied Housing Units	14.4%	26.0%	19.7%
Vacant Housing Units	3.6%	3.5%	3.6%

Housing tenure differs in the three markets. About 86 percent of units in 2010 were owner-occupied in the 0-5-minute drive time area. This percentage only reached 70.6 percent and 77.5 percent in the 0-10-minute and 0-15-minute areas, respectively. Vacancy rates increased as the drive times increased from the center of the market area. Each market area experienced a decline in the percentage of owner-occupied units from 2000 to 2010, but only the 0-5 minute drive time market is expected to decline slightly in owner-occupied units to the year 2018.

Median Home Value			
	0 - 5 minutes	0 - 10 minutes	0 - 15 minutes
2013	\$357,916	\$355,573	\$378,882
2018	\$403,240	\$416,393	\$440,419

Home values are significant in and near the village, but they are greater farther from the village, as most likely influenced by home values in the Doylestown Borough area. By 2018, median home values are expected to be nearly \$358,000 within a 5-minute drive of the village. In the 0-10-minute and 0-15-minute markets, they rise to \$417,000 and \$440,000, respectively.

Retail Goods and Expenditures

The following data represents average household expenditures for retail goods and services within the specified market areas. A Spending Potential Index (SPI) was developed from the ESRI Business Analyst and represents the amount spent for a product or service relative to a national average of 100. Consumer spending data are derived from 2011 and 2012 Consumer Expenditure Surveys from the Bureau of Labor Statistics.

Prescription Drugs	161	\$779.34	\$1,366,966	147	\$713.20	\$10,842,142	163	\$789.03	\$25,984,356
Eyeglasses and Contact Lenses	176	\$151.71	\$266,097	156	\$134.05	\$2,037,843	174	\$149.62	\$4,927,199
Home									
Mortgage Payment and Basics (11)	213	\$20,174.99	\$35,386,940	176	\$16,640.94	\$252,975,631	199	\$18,840.2	\$620,447,303
Maintenance and Remodeling Services	198	\$3,212.90	\$5,635,418	173	\$2,802.17	\$42,598,547	198	\$3,204.21	\$105,521,132
Maintenance and Remodeling Materials (12)	180	\$521.67	\$915,009	152	\$441.31	\$6,708,811	172	\$499.41	\$16,446,705
Utilities, Fuel, and Public Services	167	\$8,450.39	\$14,821,988	149	\$7,501.15	\$114,032,456	162	\$8,193.56	\$269,830,297
Household Furnishings and Equipment									
Household Textiles (13)	176	\$185.58	\$325,502	158	\$166.34	\$2,528,741	174	\$183.67	\$6,048,481
Furniture	184	\$887.36	\$1,556,435	157	\$753.75	\$11,458,445	171	\$824.92	\$27,166,366
Rugs	187	\$47.51	\$83,335	181	\$46.11	\$700,940	209	\$53.23	\$1,752,847
Major Appliances (14)	182	\$502.13	\$880,731	153	\$423.07	\$6,431,579	170	\$467.78	\$15,404,860
Housewares (15)	156	\$116.52	\$204,384	136	\$101.78	\$1,547,269	150	\$112.28	\$3,697,522
Small Appliances	165	\$73.98	\$129,758	150	\$67.28	\$1,022,817	165	\$73.91	\$2,434,060
Luggage	204	\$18.17	\$31,873	173	\$15.41	\$234,291	193	\$17.22	\$567,047
Telephones and Accessories	155	\$83.00	\$145,577	133	\$71.42	\$1,085,727	142	\$76.45	\$2,517,540
Household Operations									
Child Care	202	\$896.93	\$1,573,218	160	\$711.33	\$10,813,703	174	\$770.49	\$25,373,832
Lawn and Garden (16)	177	\$753.41	\$1,321,485	159	\$676.71	\$10,287,304	180	\$766.18	\$25,231,896
Moving/Storage/Freight Express	159	\$104.16	\$182,698	151	\$98.83	\$1,502,349	161	\$105.51	\$3,474,635
Housekeeping Supplies (17)	170	\$1,210.35	\$2,122,954	149	\$1,060.57	\$16,122,774	163	\$1,161.58	\$38,253,003
Insurance									
Owners and Renters Insurance	188	\$927.25	\$1,626,391	160	\$788.74	\$11,990,354	179	\$883.44	\$29,093,354
Vehicle Insurance	174	\$2,070.03	\$3,630,837	153	\$1,815.98	\$27,606,514	167	\$1,985.51	\$65,386,859
Life/Other Insurance	187	\$814.33	\$1,428,343	159	\$695.54	\$10,573,578	180	\$785.55	\$25,869,866
Health Insurance	171	\$4,234.87	\$7,427,969	154	\$3,821.49	\$58,094,235	170	\$4,227.54	\$139,221,417
Personal Care Products (18)	175	\$778.32	\$1,365,182	151	\$671.91	\$10,214,417	164	\$730.63	\$24,061,209
School Books and Supplies (19)	171	\$319.81	\$560,933	146	\$274.10	\$4,166,953	158	\$296.18	\$9,753,931
Smoking Products	133	\$645.49	\$1,132,195	125	\$606.46	\$9,219,458	131	\$638.72	\$21,034,226
Transportation									
Vehicle Purchases (Net Outlay) (20)	178	\$6,398.93	\$11,223,726	150	\$5,416.05	\$82,334,784	164	\$5,892.51	\$194,052,022
Gasoline and Motor Oil	168	\$5,217.34	\$9,151,213	144	\$4,469.26	\$67,941,723	156	\$4,841.32	\$159,434,194
Vehicle Maintenance and Repairs	177	\$1,934.32	\$3,392,797	155	\$1,693.61	\$25,746,277	170	\$1,862.86	\$61,347,870

	5-Minute Drive Time			10-Minute Drive Time			15-Minute Drive Time		
	SPI	Average Amount Spent	Total	SPI	Average Amount Spent	Total	SPI	Average Amount Spent	Total
Travel									
Airline Fares	198	\$909.19	\$1,594,715	173	\$793.60	\$12,064,364	193	\$889.55	\$29,294,755
Lodging on Trips	196	\$832.58	\$1,460,338	171	\$724.71	\$11,017,063	193	\$820.19	\$27,010,430
Auto/Truck/Van Rental on Trips	201	\$67.59	\$118,555	176	\$59.18	\$899,744	199	\$67.07	\$2,208,625
Food and Drink on Trips	191	\$837.97	\$1,469,800	166	\$727.33	\$11,056,837	186	\$814.99	\$26,839,235

The Spending Potential Index shows a significant amount spent on consumer spending categories compared to the national average. The spending index is greater in the 0-5-minute area than the 0-10-minute and 0-15-minute market areas in almost every retail and service expenditure category. Areas of potential in Plumsteadville in terms of high SPI and/or high total spent include:

- Entertainment and Recreation – Fees and Admissions, SPI 208, \$2.3 million spent in the 0-5-minute market.
- Entertainment and Recreation – Pets, SPI 211, \$1.97 million spent in the 0-5-minute market.
- Food, SPI 170, \$24.49 million spent in the 0-5-minute market.
- Food – Food Away from Home, SPI 176, \$9.8 million spent in the 0-5-minute market.
- Financial – Investments, SPI 213, \$7.7 million spent in the 0-5-minute market.
- Home – Maintenance and Remodeling Services, SPI 198, \$5.6 million spent in the 0-5-minute market.

- Household Furnishings and Equipment – Furniture, SPI 184, \$1.56 million spent in the 0-5-minute market.

Caution must be given in using this data source since consumers' tastes and desires can change quickly in today's retail environment, particularly in Entertainment – TV/Video/Audio. However, these data can still provide a glimpse of the retail potential in the three drive-time markets surrounding Plumsteadville.

Retail Marketplace Profile

The retail marketplace profile is a snapshot of the supply and demand of retail sales in the 0-5-minute market surrounding the center of Plumsteadville. This analysis can assist in determining whether Plumsteadville is meeting local demand for products in specific industry groups. Demand estimates the expected amount spent by consumers at retail establishments. The leakage/surplus factor is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents "leakage" of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The tables are limited to the 0-5-minute market, as this report is focused on businesses within the village's boundaries.

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$79,613,976	\$61,955,929	\$17,658,047	12.5	42
Total Retail Trade	44-45	\$71,825,573	\$60,281,058	\$11,544,515	8.7	37
Total Food & Drink	722	\$7,788,403	\$1,674,871	\$6,113,532	64.6	4
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$13,966,198	\$22,653,567	-\$8,687,368	-23.7	1
Automobile Dealers	4411	\$12,190,653	\$22,390,111	-\$10,199,458	-29.5	1
Other Motor Vehicle Dealers	4412	\$737,355	\$164,039	\$573,316	63.6	0
Auto Parts, Accessories & Tire Stores	4413	\$1,038,191	\$99,417	\$938,774	82.5	0
Furniture & Home Furnishings Stores	442	\$1,642,373	\$956,389	\$685,984	26.4	1
Furniture Stores	4421	\$940,981	\$22,549	\$918,433	95.3	0
Home Furnishings Stores	4422	\$701,391	\$933,840	-\$232,449	-14.2	1
Electronics & Appliance Stores	4431	\$2,058,450	\$114,812	\$1,943,639	89.4	1
Bldg Materials, Garden Equip. & Supply Stores	444	\$2,562,332	\$3,989,973	-\$1,427,641	-21.8	3
Bldg Material & Supplies Dealers	4441	\$2,219,677	\$633,405	\$1,586,273	55.6	2
Lawn & Garden Equip & Supply Stores	4442	\$342,655	\$3,356,568	-\$3,013,914	-81.5	1
Food & Beverage Stores	445	\$12,966,221	\$19,935,373	-\$6,969,153	-21.2	8
Grocery Stores	4451	\$11,189,659	\$15,258,338	-\$4,068,680	-15.4	2
Specialty Food Stores	4452	\$335,948	\$822,939	-\$486,991	-42.0	4
Beer, Wine & Liquor Stores	4453	\$1,440,614	\$3,854,096	-\$2,413,481	-45.6	1
Health & Personal Care Stores	446,4461	\$4,481,485	\$6,923,810	-\$2,442,325	-21.4	3
Gasoline Stations	447,4471	\$7,493,504	\$962,983	\$6,530,521	77.2	1
Clothing & Clothing Accessories Stores	448	\$4,504,281	\$849,717	\$3,654,564	68.3	2
Clothing Stores	4481	\$3,322,697	\$829,735	\$2,492,962	60.0	2
Shoe Stores	4482	\$680,545	\$0	\$680,545	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$501,038	\$19,982	\$481,057	92.3	0
Sporting Goods, Hobby, Book & Music Stores	451	\$2,208,228	\$555,576	\$1,652,652	59.8	5
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,734,876	\$420,633	\$1,314,243	61.0	4
Book, Periodical & Music Stores	4512	\$473,352	\$134,943	\$338,409	55.6	1
General Merchandise Stores	452	\$10,810,289	\$346,686	\$10,463,603	93.8	0
Department Stores Excluding Leased Depts.	4521	\$5,059,431	\$281,688	\$4,777,743	89.5	0
Other General Merchandise Stores	4529	\$5,750,858	\$64,998	\$5,685,860	97.8	0
Miscellaneous Store Retailers	453	\$2,187,209	\$1,968,956	\$218,253	5.3	9
Florists	4531	\$131,077	\$0	\$131,077	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$654,200	\$125,081	\$529,119	67.9	2
Used Merchandise Stores	4533	\$217,313	\$126,011	\$91,302	26.6	1
Other Miscellaneous Store Retailers	4539	\$1,184,618	\$1,717,864	-\$533,245	-18.4	6
Nonstore Retailers	454	\$6,945,004	\$1,023,217	\$5,921,786	74.3	3
Electronic Shopping & Mail-Order Houses	4541	\$5,708,668	\$121,518	\$5,587,150	95.8	0
Vending Machine Operators	4542	\$246,813	\$429,689	-\$182,875	-27.0	2
Direct Selling Establishments	4543	\$989,523	\$472,011	\$517,511	35.4	2
Food Services & Drinking Places	722	\$7,788,403	\$1,674,871	\$6,113,532	64.6	4
Full-Service Restaurants	7221	\$3,447,782	\$794,922	\$2,652,860	62.5	2
Limited-Service Eating Places	7222	\$3,460,317	\$574,814	\$2,885,503	71.5	1
Special Food Services	7223	\$382,908	\$75,641	\$307,266	67.0	0
Drinking Places - Alcoholic Beverages	7224	\$497,396	\$229,493	\$267,903	36.9	2

There are a total of 42 retail and food and drink businesses within the 5-minute drive-time boundary of the village. Total retail leakage for the market is over \$17.5 million. Among industry groups that might fit well in a village setting, leakages exist for Electronics & Appliance Stores (\$1.9 million), Clothing Stores (\$2.5 million), Shoe Stores (\$680,000), Jewelry, Luggage & Leather Goods Stores (480,000), Sporting Goods, Hobby, Book and Music Stores (\$1.7 million), General Merchandise Stores (\$10.5 million), Office Supplies, Stationery, & Gift Stores (\$530,000), Full-Service Restaurants (\$2.65 million), Limited-Service Eating Places (\$2.9 million), and Specialty Food Services (\$307,000). Again, caution must be taken in examining these data; for example, Specialty Food Stores generally appeared oversupplied but demand could be created were the right kind of specialty food store could open in the Plumsteaville area market. Indeed, just because a new clothing store opens, does not guarantee its success. It must be the right store for this market and have a solid business model and good management.