

**DOWNTOWN KRUPPOPOLIS
DEMOGRAPHIC INFORMATION**

| <p><u>Demographic profile</u> Secondary trade area 25,000 Annual growth rate 2% Households 8,000 HH growth rate 5% Md. HH size below state</p> | <p><u>Per household retail sales</u></p> <table border="1"> <thead> <tr> <th></th> <th><u>County</u></th> <th><u>State</u></th> <th><u>Dt. Share</u></th> </tr> </thead> <tbody> <tr> <td>Food</td> <td>\$5,000</td> <td>\$5,800</td> <td>5%</td> </tr> <tr> <td>Eating</td> <td>\$1,000</td> <td>\$1,200</td> <td>10%</td> </tr> <tr> <td>Apparel</td> <td>\$1,000</td> <td>\$1,400</td> <td>5%</td> </tr> <tr> <td>Furnitur</td> <td>\$3,000</td> <td>\$4,000</td> <td>30%</td> </tr> <tr> <td>Drugs</td> <td>\$3,000</td> <td>\$2,500</td> <td>15%</td> </tr> <tr> <td>Misc.</td> <td>\$2,500</td> <td>\$3,000</td> <td>10%</td> </tr> </tbody> </table> | | <u>County</u> | <u>State</u> | <u>Dt. Share</u> | Food | \$5,000 | \$5,800 | 5% | Eating | \$1,000 | \$1,200 | 10% | Apparel | \$1,000 | \$1,400 | 5% | Furnitur | \$3,000 | \$4,000 | 30% | Drugs | \$3,000 | \$2,500 | 15% | Misc. | \$2,500 | \$3,000 | 10% |
|--|--|--------------|------------------|--------------|------------------|------|---------|---------|----|--------|---------|---------|-----|---------|---------|---------|----|----------|---------|---------|-----|-------|---------|---------|-----|-------|---------|---------|-----|
| | <u>County</u> | <u>State</u> | <u>Dt. Share</u> | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Food | \$5,000 | \$5,800 | 5% | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Eating | \$1,000 | \$1,200 | 10% | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Apparel | \$1,000 | \$1,400 | 5% | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Furnitur | \$3,000 | \$4,000 | 30% | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Drugs | \$3,000 | \$2,500 | 15% | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Misc. | \$2,500 | \$3,000 | 10% | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <p><u>Household income</u> Under \$9,999 5% \$10,000-\$19,999 20% \$20,000-\$34,999 16% \$35,000-\$49,999 24% \$50,000-\$75,000 25% \$75,000 + 10% Md. hh income \$47,500</p> | <p><u>Competition</u> Siphon Shopping Center – 3 mile away. 500,000 ft. Target moderate-middle income Edge City Mall - 30 minutes drive. 2.5 M ft. Fo-City Center – 400,000 ft lifestyle center.</p> | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <p><u>Race and Ethnicity</u> Caucasian 85% African-American 15% Hispanic 15%</p> | <p><u>Quality of Life</u> Children museum - Downtown Regional Library - Downtown Regional Hospital - edge of Downtown National Golf Course and national forest 20 miles away.</p> | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <p><u>Household age</u> Under 18 13% 18-24 7% 25-34 20% 35-49 14% 50 + 46%</p> | <p><u>Downtown Characteristics</u> Downtown workforce 1,200 Downtown housing 500 Not on National Register District Average rents are \$8-\$15 sq. foot. Average building sale was \$165,000. Recent closings: hardware and drugstore County recently expanded</p> | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <p><u>Employment patterns</u> Farm/ag service 5% Manufacturing 25% Retail 25% Prof 25% Government 20%</p> | <p><u>Business Survey results</u> Directional signage is poor Employees park on street Several buildings were rehabbed 20 years ago and in need of work. Antique stores have irregular hours New Hispanic businesses do not participate in merchant activities</p> | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

DOWNTOWN KRUPPOPOLIS

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|--------------------|---------------|
| Second Hand Louies | Senior Center |
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|---------------------------------|---------------|-------------------------------|-----------------------|-----------------------|
| Cherrywood's Discount Furniture | Value Variety | Jiggle It Off & We Are Muscle | Spikes Sporting Goods | Sputtering Auto Parts |
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|------|
| Bank |
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|-------------|
| Post Office |
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|--------------------|---------------|----------------|----------------|-----------------|----------------|--------------|---------------------------------|------------------|
| Len's Photo Studio | Vale's Bridal | Bikes & Beyond | Buster's Shoes | The Fabric Yard | Hummel's Gifts | The New Deli | Shakespeare's Books & Magazines | Old Herold Bldg. |
|--------------------|---------------|----------------|----------------|-----------------|----------------|--------------|---------------------------------|------------------|

| |
|-------|
| Alley |
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Martha Ave.

| | |
|-----------------------|---|
| The Ritz Theater | 6 |
| Short's Mens Clothing | |
| Oxford's Shoes | |
| Radio Shack | |
| The Elegant Hobo | |
| Donut Shop | |

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|-------------------|
| Courthouse Square |
|-------------------|

| | |
|--------------------------------------|--------|
| Rocky's Jewelry | |
| Pizazz Clothing | |
| Lad 'n' Lassies Kids Clothing | |
| New York New York Clothing/Cosmetics | |
| 4 | |
| The Corner Restaurant | Lawyer |

George Street

Abe Street

Mary Ave.

| | |
|--|---|
| Drug Store & Soda Fountain (original!) | 1 |
|--|---|

| | | | | | |
|--------------------|--------|-----------------------|---------------------|---|---------------------|
| Flower World | Lawyer | Hammer Bros. Hardware | W & D Appliance Co. | 2 | J. C. Penny Company |
| Abstract Co. | | | | | |
| Block's Accounting | | | | | |

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|--------------------|-----------------------------|---|
| Bowser's Pet Store | Hutch's Furniture & Carpets | 3 |
| Domino's Pizza | | |

Alley

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| City Hall |
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| Library | Scott Co. Museum |
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|----------------------|------------------|
| Page's Office Supply | Video Box Office |
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DOWNTOWN EXERCISE

1. IDENTIFY 2-3 EXISTING BUSINESS CLUSTERS

2. IDENTIFY VARIOUS TYPES OF USES BY FUNCTION

Destination uses

Complementary

Competitive

Convenience

3. SUMMARIZE DOWNTOWN STRENGTHS AND WEAKNESSES

4. Summarize key components of possible strategic plan for downtown.

Market position or characteristics?

Target markets?

Business clusters to encourage?

Possible tenant or anchor uses?

5. Identify possible tenants for following vacancies:

- 1. 1,900 s.f. Ground floor, 1-story building, brick (former barber shop)**
- 2. 2,500 s.f. Ground floor, 2-story building, (former insurance company)**
- 3. 1,800 s.f. Ground floor, 2-story building (former hardware store)**
- 4. 2,200 s.f. Ground floor, 3-story (former children's clothing)**
- 5. 4,000 s.f. Ground floor, 3-story (new paper plant)**
- 6. 900 s.f. ground floor, 1-story (former jewelry store)**

