



**NOW  
LEASING!**

# **NORTHSIDE SHOPPING CENTER**

465 MIDDLETOWN WARWICK ROAD  
MIDDLETOWN, DE

**PAD SITES, ANCHOR, & INLINE  
SPACE AVAILABLE FOR LEASE**





**JOIN**



**HOBBY  
LOBBY**

**SPROUTS  
FARMERS MARKET**



**19,318 VPD  
ALONG  
RTE. 299**

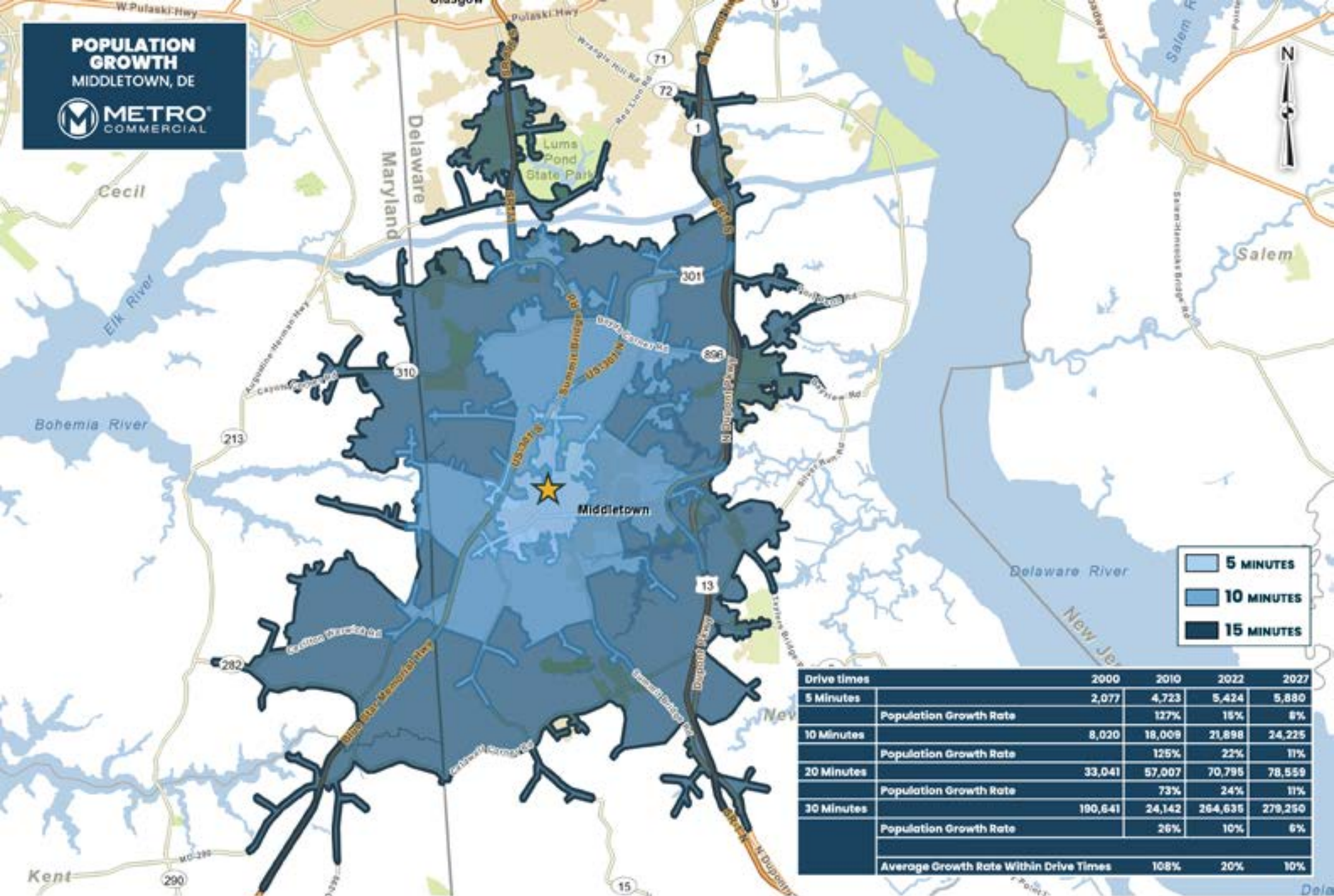
**±230,000 SF  
OF RETAIL REAL  
ESTATE**

**LOCATED IN  
A GROWING  
MARKET**

**2024  
DELIVERY**



**POPULATION GROWTH**  
MIDDLETOWN, DE



- 5 MINUTES
- 10 MINUTES
- 15 MINUTES

Drive times	2000	2010	2022	2027
5 Minutes	2,077	4,723	5,424	5,880
Population Growth Rate		127%	15%	8%
10 Minutes	8,020	18,009	21,898	24,225
Population Growth Rate		125%	22%	11%
20 Minutes	33,041	57,007	70,796	78,559
Population Growth Rate		73%	24%	11%
30 Minutes	190,641	24,142	264,636	279,260
Population Growth Rate		26%	10%	6%
Average Growth Rate Within Drive Times		108%	20%	10%

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# NORTHSIDE SHOPPING CENTER



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**WESTOWN TOWN CENTRE**  
 Walmart \* KOHL'S  
 petco ALDI  
 Michaels Marshalls  
 FAMOUS ASHLEY  
 HomeGoods

**NORTHSIDE SHOPPING CENTER**

**DOVE RUN SHOPPING CENTER**  
 Giant

**MARKET PLACE**  
 FOOD LION  
 CHASE M

**HEDGELAWN PLAZA**  
 DICKY'S MARLBORO PET  
 PLAYA BOWLS  
 MATTRESS Warehouse

Wawa  
 Lowe's

Wawa  
 CVS pharmacy

Johnson Controls  
 ±400,000 SF FACILITY

amazon  
 DISTRIBUTION CENTER  
 ±1.2M SF  
 2,500 EMPLOYEES

**MIDDLETOWN SPORTS COMPLEX**  
 15 FULL SIZE GRASS FIELDS  
 16 BASEBALL DIAMONDS  
 ±180,000 SF INDOOR FACILITY

DATWYLER  
 ±162,000 SF FACILITY

ACME

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# MIDDLETOWN VILLAGE

## 255 HOMES

## 300 APARTMENTS

±16,000 SF  
77' x 214'

**PET SMART**  
OPENING  
EARLY 2025

**SPROUTS**  
FARMERS MARKET  
OPENING  
FALL 2024

**HOBBY LOBBY**  
OPENING 2024

±45,000 SF

**target**  
OPENING FALL 2024

±6,580 SF  
60' x 94'

EXISTING RETAIL

±5,400 SF

MIDDLETOWN WARWICK ROAD 19,318 VPD

12,544 VPD

MAIN STREET

PETERSON ROAD

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**PROGRESS AS OF  
NOVEMBER 7, 2023**



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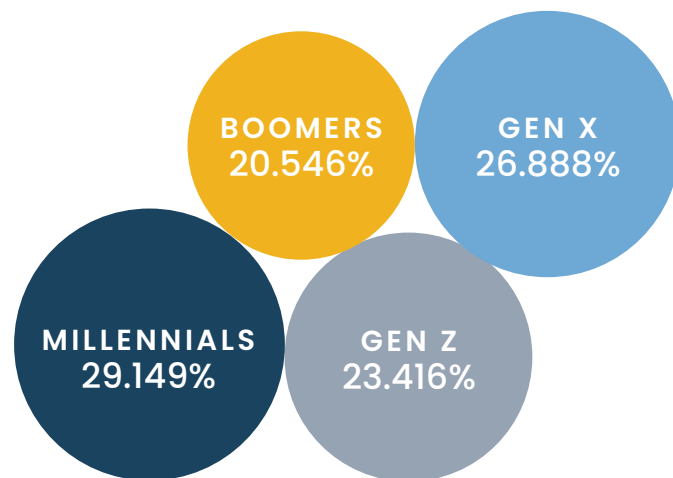




# DEMOGRAPHIC PROFILE

\*DATA BASED ON 30 MINUTE DRIVE TIME

## GENERATION



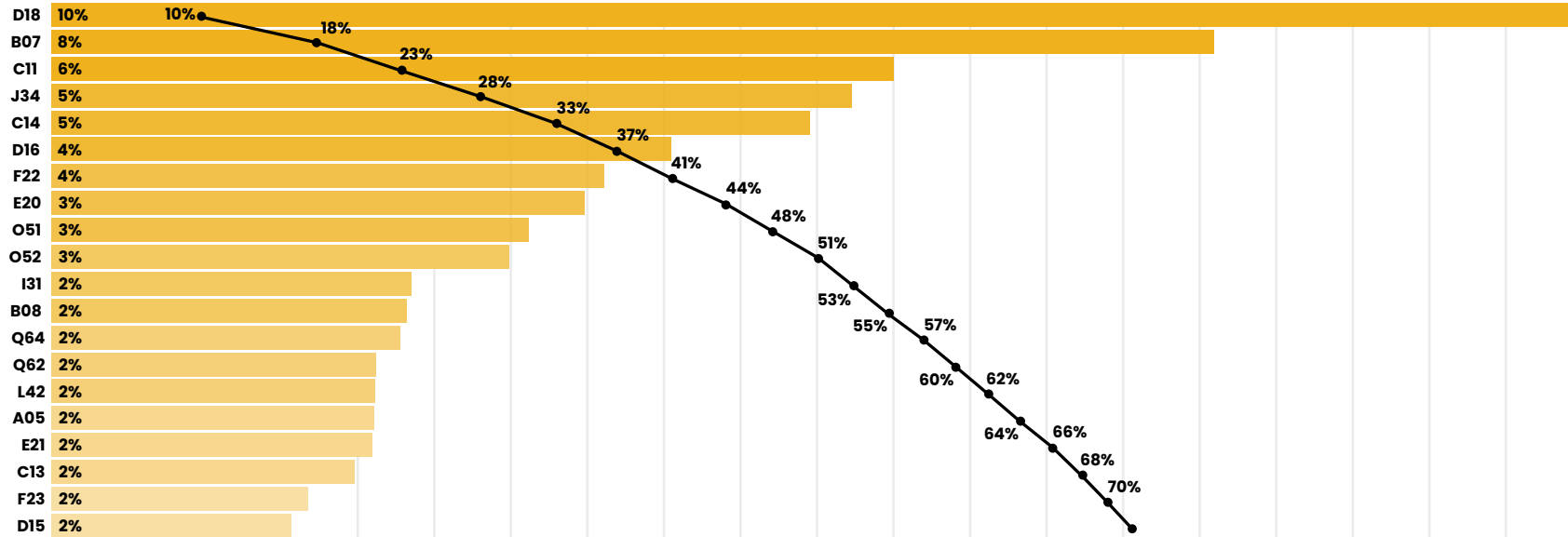
## KEY FACTS

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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