



Ferguson Township, Pennsylvania

mercantile *at* the district

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the places

at the district

mercantile

RETAIL & MIXED USE

This is the heartbeat of Ferguson Township, where a mix of homes, shops, offices, hospitality, and public spaces come together to provide unprecedented convenience, community, and commerce for the region.

the commons

2 ACRES OF PUBLIC SPACE

Featuring a large open lawn for active recreation and a tranquil garden landscape for passive activities, this park is for everyone.

the residences

THE FUN AND FRESH NEIGHBORHOOD

A collection of homes designed as a traditional neighborhood, enlivened by pocket parks, front porches, and pedestrian friendly streets.

the grove

TRAILS, TREES, AND FRESH AIR

Preserved woodlands and stormwater basins set the backdrop for exploring nature through a system of trails and active playgrounds for all ages.

heartwood

MINDFUL, SUSTAINABLE NEIGHBORHOOD

This neighborhood is focused on sustainability and ecological conscientiousness. A healthy, active lifestyle is encouraged by community gardens and ease of access to trails and town center.





overall development totals

317k commercial
120 hotel keys
1029 residential units
150 total acres
41 open space acres
4896 parking spaces

- retail/services +/-53,340 sqft
- food services +/-51,580 sqft
- grocer +/-35,000 sqft
- entertainment +/-31,000 sqft
- professional office +/-27,400 sqft
- accommodations +/-54,700 sqft
- multi-family dwellings +/-470 units
- for sale townhomes +/-203 units
- for sale single family +/-36 units
- for rent single family +/- 528 units
- amenity building +/-18235 sqft

mercantile

at the district

*Agrarian
influenced
signage,
furniture,
planters, and
details*



*Soft, bucolic,
contemporary
landscape*



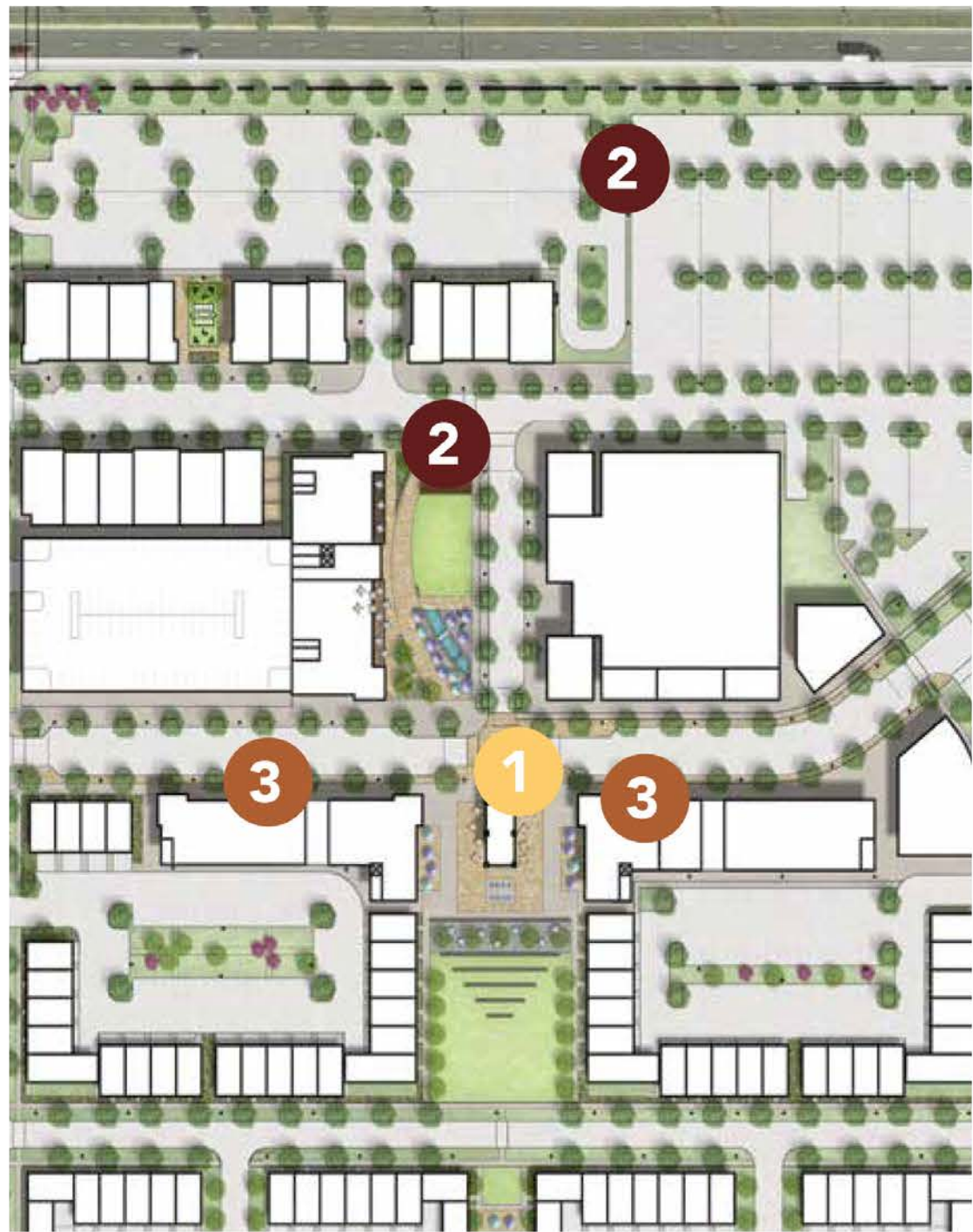
*Stacked uses: a
contemporary interpretation
of main street buildings*



ferguson's heartbeat

*a blend of picturesque and
utilitarian farm inspirations*





1

An iconic hub of activity that captures the soul of our "agricultural crossroads" style: **A simple, distinctively contemporary building that connects indoors and outdoors with a singular roof gesture.**

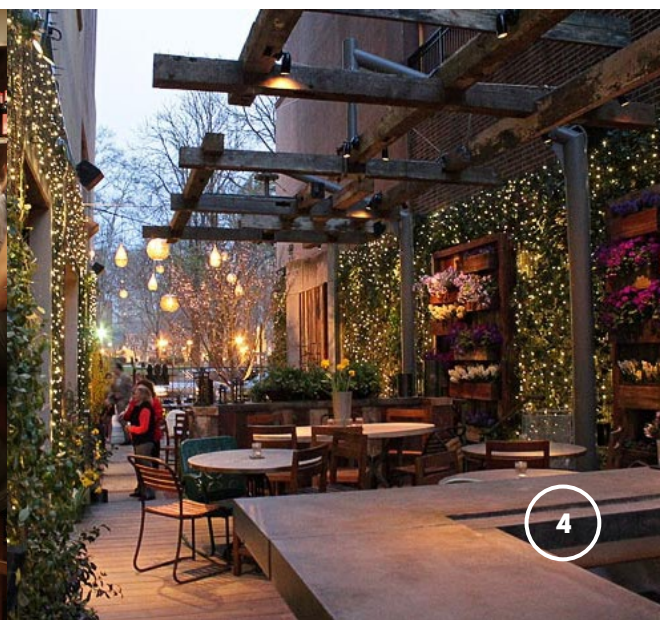
Mixed-Use buildings, (residential over retail) and office over retail provide a **vertical backdrop to the retail core.** Predominately brick facades with welcoming streetside storefronts and parapet roofs connect to regional town centers, while **contemporary corners and moments link to the "agricultural crossroads style"**

3



2

Simple, horizontal buildings with square-to-vertical openings are designed to create vibrant pedestrian spaces. A focus will be on creative canopies and plantings with **witty moments of 'wow.'** Touches of vernacular stone and brick, paired with an agrarian-inspired palette make **contemporary feel approachable.**



4

proposed *retail* leasing plan



#	Tenant	SF
1	Grocery	35,000
2	Retail/Dry Goods	3,780
3	QSR	4,295
4	Retail	1,860
5	Restaurant	1,430
6	QSR	1,985
7	Retail	1,920
8	QSR	1,985
9	QSR	1,420
10	Retail	1,860
11	Retail	1,820
12	Cafe	2,465
13	Pharmacy	8,000
14	Retail	6,280
15	Retail	6,655
16	Restaurant	5,000
17	Restaurant	6,640
18	Retail/Dry Goods	2,000
19	Movie Theater	31,000
20	QSR	2,000
21	Retail	1,200
22	Retail	1,400
23	Retail	1,200
24	Retail/Physical Therapy	3,500
25	Retail	1,500
26	Service Retail	1,500
27	Service Retail	1,500
28	Retail	1,900
29	Bar/Restaurant	5,200
30	Restaurant	1,200
31	Bar/Restaurant	6,730
32	Retail	7,150
33	Food & Beverage	6,500
34	Hotel Restaurant	3,000
35	Hotel (4 stories)	54,700





*retail
trade area*

Center

- 1 Fulton Center**
Target
Wegman's
Kohl's
DICK'S Sporting Goods
HomeGoods
Michael's
Petco
Five Below
- 2 Trader Joe's Plaza**
Trader Joe's
Pier 1 Imports
Old Navy
GAP Outlet
Ulta Beauty
Moe's Southwest Grill
Mattress Warehouse
Sheetz
- 3 North Atherton Place**
Walmart
Dollar Tree
McDonald's
GameStop
Hallmark
T-Mobile
- 4 Best Buy/Staples**
Best Buy
Staples
Advance Auto Parts
Red Lobster
Wendy's
- 5 Northland Center**
Giant Food Store
Subway
Sweet Frog Frozen Yogurt
Koko Fit Club
- 6 Westerly Parkway Plaza**
Weis
Rite Aid
Goodwill
My My Chicken + Provisions





demographics

Drive Time:	10 min.	20 min.	30 min.
DEMOGRAPHICS (2018)			
Residential Population	76,473	100,330	141,068
Number of Households	26,135	36,000	51,684
Average Household Size	2.32	2.33	2.36
Median Age	23.6	24.5	28.2
Average Household Income	\$68,236	\$78,266	\$77,140
Education (College+)	83.1%	81.3%	70.9%
Employment (Age 16+ in Labor Force)	94.5%	95.4%	95.6%
Daytime Population	98,212	122,566	154,733

CONSUMER EXPENDITURES (2018)			
Apparel & Services	\$49.3M	\$76.2M	\$105.9M
Entertainment & Recreation	\$68.1M	\$107.6M	\$153.4M
Fees & Admissions	\$14.0M	\$22.6M	\$31.9M
TV/Video/Audio	\$29.2M	\$45.0M	\$63.6M
Pets	\$12.6M	\$20.2M	\$29.8M
Toys/Games/Crafts/Hobbies	\$2.7M	\$4.1M	\$5.7M
Recreational Vehicles & Fees	\$1.7M	\$3.0M	\$4.7M
Sports/Exercise Equipment	\$3.8M	\$6.1M	\$8.6M
Photo Equipment/Supplies	\$1.2M	\$1.8M	\$2.6M
Reading	\$2.4M	\$3.8M	\$5.4M
Catered Affairs	\$0.6M	\$0.9M	\$1.3M
Food	\$191.0M	\$295.6M	\$414.6M
Food at Home	\$109.1M	\$169.7M	\$240.4M
Food Away from Home	\$81.9M	\$125.9M	\$174.2M
Alcoholic Beverages	\$12.7M	\$19.8M	\$27.5M
HH Furnishings & Equipment	\$28.9M	\$45.3M	\$63.8M

DOMINANT LIFESTYLES

30 MIN. DRIVE TIME

<h2 style="font-size: 2em;">21%</h2> <h3 style="font-size: 1.2em;">IN STYLE</h3> 	<p><i>In Style</i> denizens embrace an urbane lifestyle that includes support of the arts, travel and extensive reading. They are connected and make full use of the advantages of mobile devices.</p> <p>2.35 AVERAGE HH SIZE</p> <p>42.0 MEDIAN AGE</p> <p>\$73,000 MEDIAN HH INCOME</p>	<h2 style="font-size: 2em;">17%</h2> <h3 style="font-size: 1.2em;">DORMS TO DIPLOMAS</h3> 	<p>On their own for the first time, these residents are just learning about finance and cooking. Frozen dinners and fast food are common. Shopping trips are sporadic, and preferences for products are still being established.</p> <p>2.22 AVERAGE HH SIZE</p> <p>21.6 MEDIAN AGE</p> <p>\$16,800 MEDIAN HH INCOME</p>
<h2 style="font-size: 2em;">13%</h2> <h3 style="font-size: 1.2em;">COLLEGE TOWNS</h3> 	<p>This digitally engaged group uses computers and cell phones for all aspects of life, including shopping, school work, news, social media and entertainment. They also tend to splurge on the latest fashions.</p> <p>2.14 AVERAGE HH SIZE</p> <p>24.5 MEDIAN AGE</p> <p>\$32,200 MEDIAN HH INCOME</p>	<h2 style="font-size: 2em;">6%</h2> <h3 style="font-size: 1.2em;">SAVVY SUBURBANITES</h3> 	<p>These residents are well educated, well read and well capitalized. Largely empty nesters, they have a suburban lifestyle, but also enjoy good food and wine, plus the amenities of the city's cultural events.</p> <p>2.85 AVERAGE HH SIZE</p> <p>45.1 MEDIAN AGE</p> <p>\$108,700 MEDIAN HH INCOME</p>



the commons

at the district



Promoting active play and recreation, the **community park** is the spot for kicking a ball, throwing a frisbee, and playing cornhole. This long, linear park is in the center of The District, emphasizing **open space** as the heart of the community and creating scenic vistas from surrounding public roads.



become culinary experts



explore nature



rise and shine



meet the neighbors

two acres to...



wander



discover



gather



play



relax



make memories

the residences

at the district

Charming front yards, activated porches, and gracious sidewalks will turn roads into favorite walking streets and houses into homes. Dispersed throughout the site, community pocket parks and trails are conveniently accessed by residents that live further from the larger parks. The Residences at The District connects residents to the outdoors and each other.



traditional farmhouse inspiration

comfortable & familiar

moments of discovery



community oriented



simple architectural forms



the fun and fresh neighborhood



A resort-style student amenity that allows key residents to recharge, refresh, gather, study, and socialize. The Knoll is the place that makes The District the destination for living, working and play. Although classes are on campus, life happens here.

Contemporary details and fresh styling reflects the youthfulness of The District and residents of The District, while simple agrarian forms and familiar materials make residents feel at home.



enjoy front porch life



soft and unexpected landscape





the grove

at the district



enjoy the seasons



hiking, walking, running



water and beauty



biking adventures

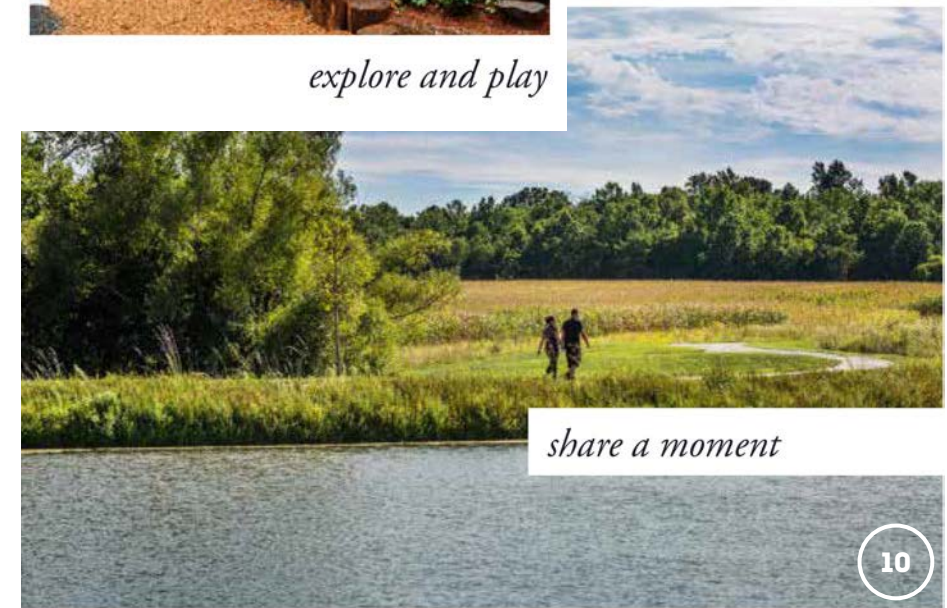
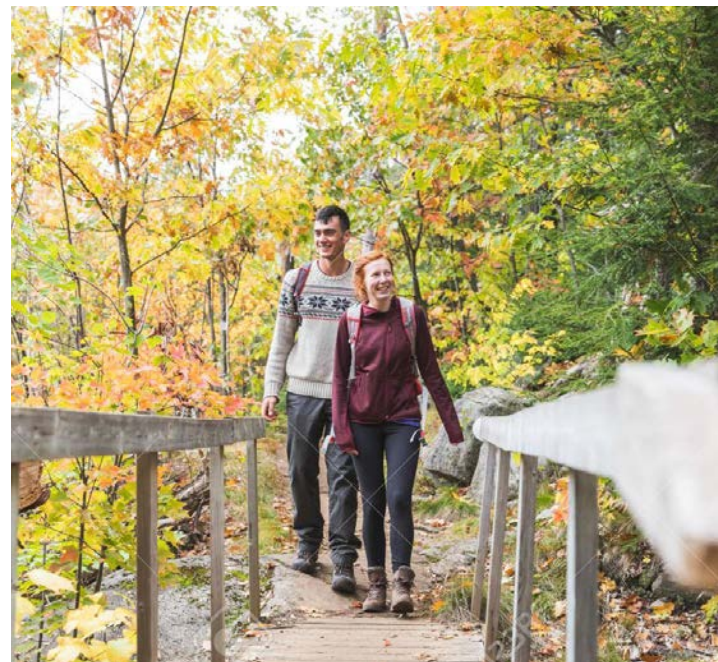
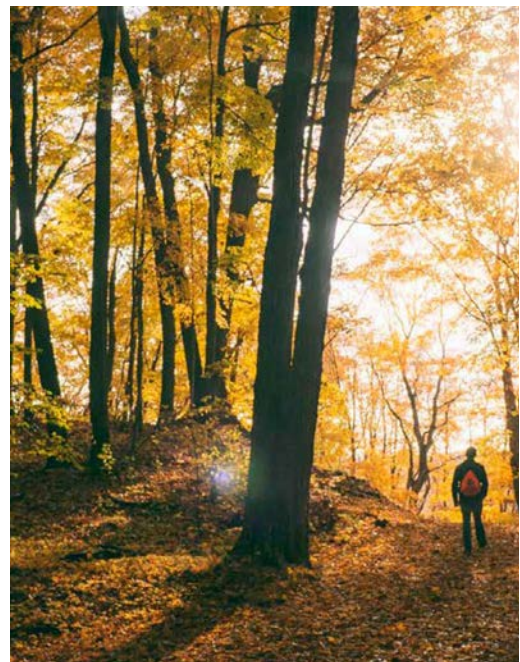
a shared community asset



stay healthy



explore and play



share a moment

heartwood

at the district

Nestled in The Grove, Heartwood is a collection of homes suited for those who want a lighter footprint, be closer to nature, and within walking distance to restaurants and shopping. Sustainably designed homes and landscape elements aim to reduce water and energy use. A community garden and access to trails reconnect residents to the land and each other.



a framework for further individual investment in active sustainable strategies

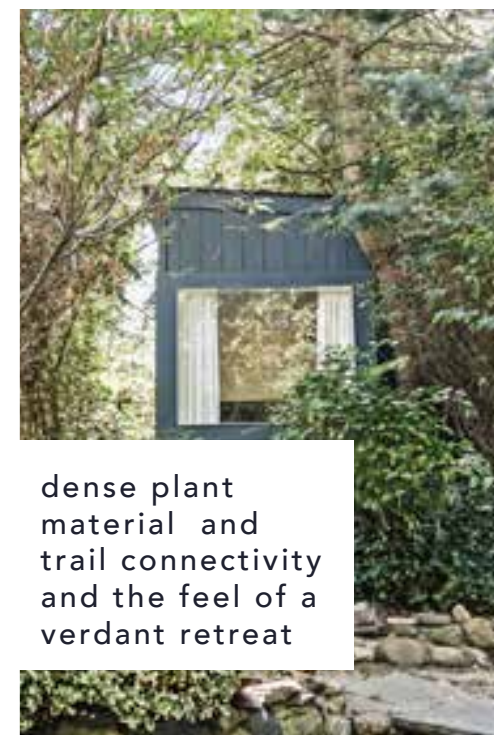
community gardens and gathering spaces for social sustainability and personal health



homes oriented for passive lighting and thermal comfort strategies.



contemporary agrarian expression



dense plant material and trail connectivity and the feel of a verdant retreat





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