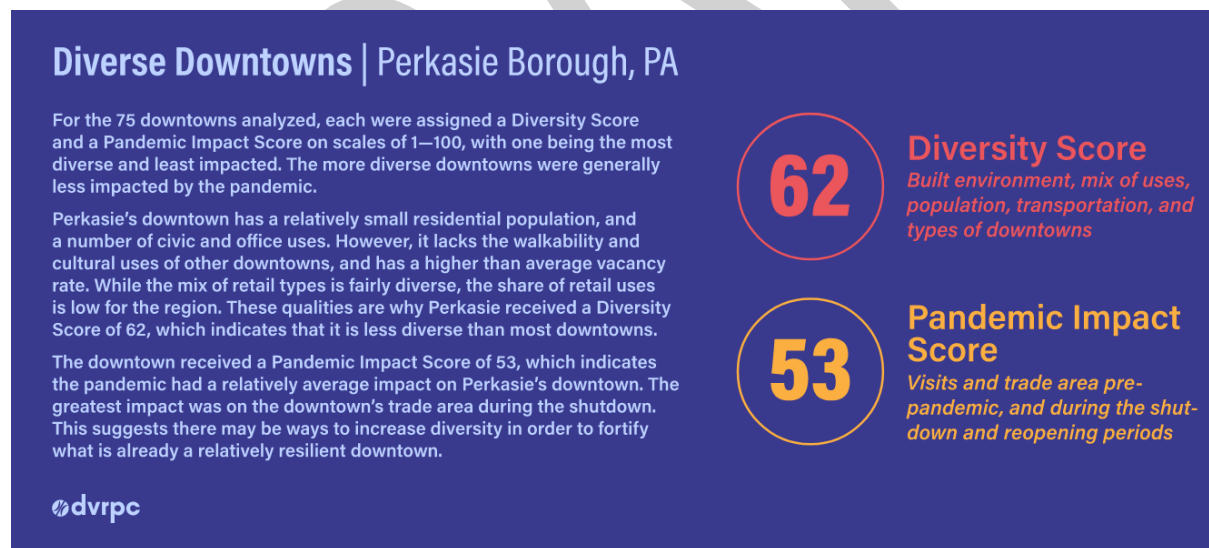


The Market Assessment for Community Transformation

Economic Conditions of the Commercial Areas

Establishing the community baseline will help create realistic expectations and better understand the complexities of retail development. Delaware Valley Regional Planning Commission (DVRPC) [Retail District of Greater Philadelphia](#) indicates that the percentage of vacant buildings in 2013 in Perkasie was 2%, which grew to 14% in 2020 and 27% in 2022. This significant increase in vacancies over nine years follows the national trend of a shift towards remote work and e-commerce and captures the retail district data following the COVID-19 pandemic. The emergence of e-commerce¹ has led to a reduction in retail space demand, resulting in reduced foot traffic for traditional brick-and mortar stores according to Main Street America's 2024 Main Street Trends Survey.² More diverse downtowns were, generally, less impacted by the economic shutdown related to the COVID-19 pandemic. Because of Perkasie's relatively small residential population, number of civic and office uses, lack of cultural uses, and higher-than-average vacancy rate, Perkasie was assigned a diversity score of 62 and a pandemic impact score of 53. While the mix of retail types is diverse, the share of retail use (percentage of total retail sales) is low for the region, presenting an opportunity to increase diversity to fortify what is already a relatively resilient downtown.³



¹ Ecommerce is defined as commercial transactions that are conducted electronically.

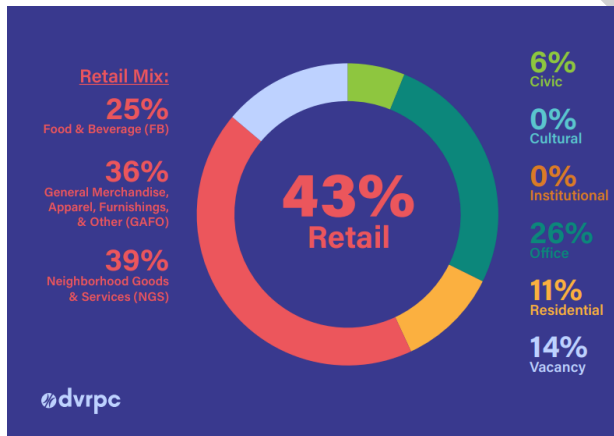
² Main Street of America 2024 Main Street Trends Survey

³ DVRPC Location Analytics Findings Perkasie https://cdn.dvrpc.org/sites/default/files/inline-images/DVRPC_Location%20Analytics%20Findings_Perkasie.pdf

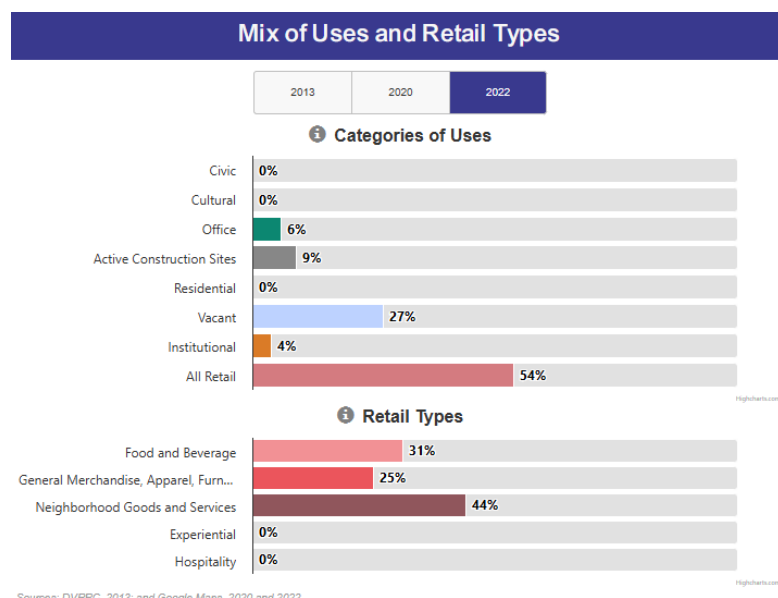
Delaware Valley Regional Planning Commission (DVRPC) also identified Perkasie's retail District Typologies as **Brewery** and **Circuit** because Perkasie has at least one craft brewery located within the district boundaries and has one or more of the region's Circuit Trails within ¼ mile of the district. Marketing these unique assets could be considered as part of a future marketing and promotional strategy for the Borough.

Analysis of Current Commercial and Town Center Zoning Districts

According to DVRPC, retail (including food and beverage [F&B], general merchandise, apparel, furnishings, and other [GAFO] and neighborhood goods and services [NGS] accounts for 43% of the uses in Perkasie, which is lower than the average of 57% for the seventy-three downtowns analyzed in the region. Other uses noted in the DVRPC study for Perkasie Borough include: 26% office use, 11% residential, 14% vacancy and 6% Civic. Both institutional and cultural were 0%, presenting an opportunity for these uses to increase resiliency.



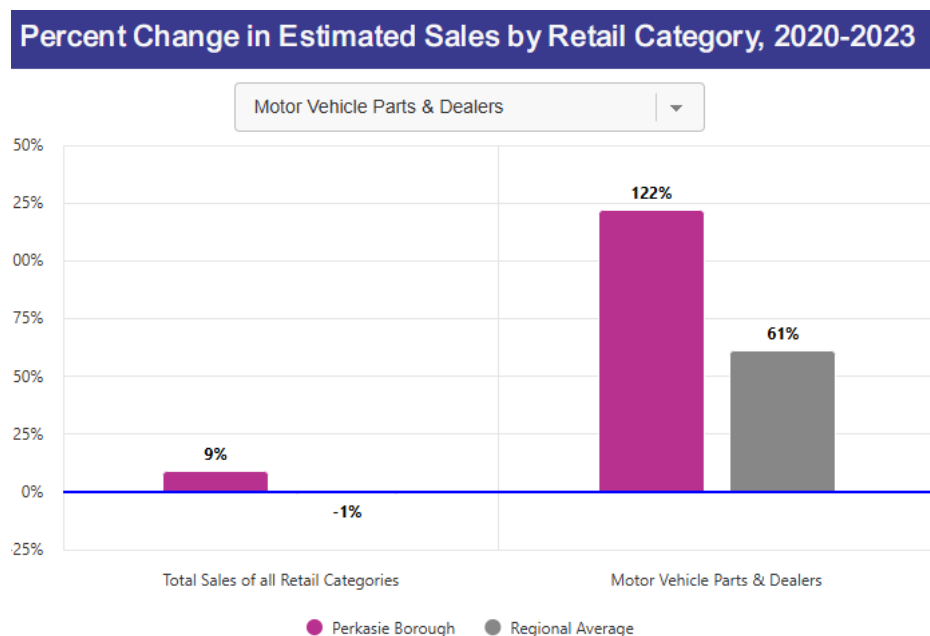
Furthermore, DVRPC identified the mix of uses and retail types changed significantly since 2013. Some of the notable uses that shifted from 2013 to 2022 included reductions in office and residential use and increase in *All retail use* and *Vacant use*. Vacancy use increased significantly, from 2% in 2013 to 27% in 2022.



According to DVRPC, the notable retail types that increased significantly since 2013 were *Food and beverages* which increased from 20% to 31% and *Neighborhood Goods and Services*, which increased from 27% to 44%. The notable retail types that reduced over nine years were *General merchandise and apparel* which reduced from 53% to 25%. Both experiential and hospitality remained the same at 0%.

According to DVRPC Revitalizing Suburban Downtown Retail Districts: Strategies and Best Practices, in some downtowns, a decrease in pedestrian activity was offset by a rise in auto body repair stores, light industry and manufacturing⁴. Municipalities can offer the business owners incentives to relocate to more appropriate locations or adjust zoning to encourage more retail pedestrian activity for future development. In Perkasie Borough, the percentage change in estimated sales by retail category for *motor vehicle parts and dealers* from 2020-2023 was 122% compared to the regional average of 61% which indicates a high number of these types of businesses compared to other downtowns in the region.

⁴ P. 50 DVRPC.org Revitalizing Suburban Downtown Retail Districts: Strategies and Best Practices



According to [Walk Score.com](https://www.walkscore.com) Perkasie Borough's most recent walkability score is 77 out of 100 which is considered very walkable and indicates that most errands can be accomplished on foot. This walk score is based on the following categories: dining & drinking, groceries, shopping, errands, parks, schools, and culture & entertainment. A previous walk score of 68 out of 100 was also listed for Perkasie. Consideration of monitoring the walkability score over time could be part of the marketing strategy.

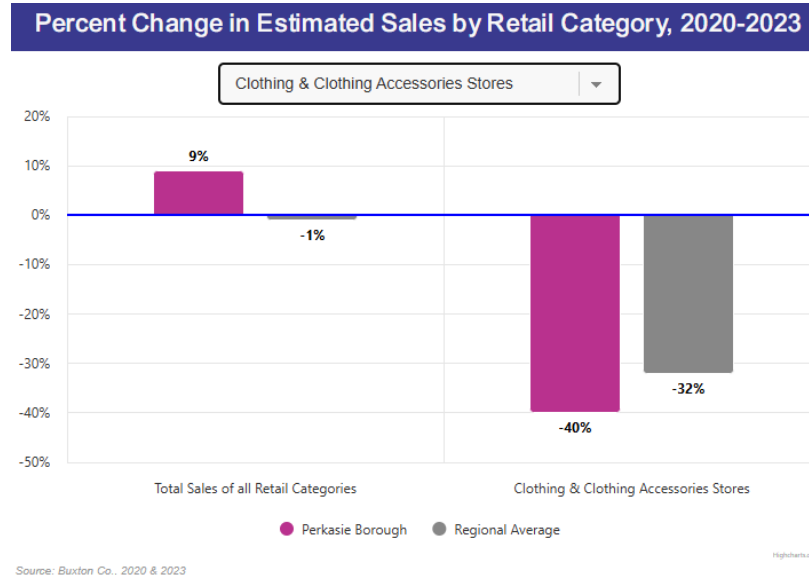
Retail Supply/Demand

A market assessment can help identify any unmet retail demand. DVRPC has an interactive map that includes retail supply and demand for Perkasie Borough and other municipalities.⁵ In the retail industry, gap analyses are used to determine when a "surplus" or "leakage" exists. A surplus indicates that sales in a specific retail category exceed local demand, which means that consumers from elsewhere are coming to the community to make purchases. This brings outside wealth into the local economy. Conversely, leakage indicates that there is a local demand for a specific retail category, but consumers are leaving the community to purchase those goods or services elsewhere. The result being money and wealth leaving the local economy.

Perkasie Borough's percent change in estimated sales in the category of *Clothing & Clothing Accessories Stores*, between 2020-2023 went from 9% to -40%, indicating a "leakage" exists

⁵ <https://www.dvrpc.org/webmaps/retail/>

and/or sales do not meet the local demand because consumers are leaving the community to purchase those goods and services elsewhere.



Other gaps or “leakage” in Perkasio indicating an unmet retail demand include:

- Electronics & Appliance Stores -44%
- Furniture & Home Furnishing Sales-19%
- Sporting Goods, Hobby, Book, & Music Stores -11%
- Building Material, Garden Equip & Supplies -12%

Restaurant Market Potential

Esri’s Community Analyst features a combined report for *Retail Demand by Industry* derived from Consumer Spending databases within the trade area for Perkasio Borough based on Esri 2025/2030 ⁶. The *Retail Demand by Industry Report* indicates additional retail opportunities appropriate for downtown Perkasio, identified as part of the market analysis and based on area supply and demand. This report indicates that \$19,132,355 is the total household spending on *Food services & Drinking Places* in the trade area of Perkasio Borough, with a spending potential index of 110 with the average spending by consumers in the geographic area is likely to be 10 percent more than the U.S. average. This spending data includes 290 total businesses in the trade area of Perkasio Borough and is based on household spending. The current business inventory in Perkasio Borough identifies twenty-one (21) restaurants/bars, which is potentially capturing 18% of the total spending. A

⁶ Esri 2025/2030 Consumer Spending databases are derived from 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics and industry estimates derived from 2017 Economic Census, U.S. Census Bureau.

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significant opportunity to capture \$19,000,000 in total spending on Food Services & Drinking Places exists in Perkasie Borough.

Retail Demand by Industry Esri 2025/2030- Perkasie Borough, PA (page 10)

NAICS Code	Industry Summary	Spending Potential Index	Average Spent	Total
44-45, 722	Retail Trade, Food Services & Drinking Places	110	\$33,416.48	\$124,142,215
44-45	Retail Trade	109	\$28,266.45	\$105,009,860
722	Food Services & Drinking Places	110	\$5,150.03	\$19,132,355

Full-Service Restaurants

- \$19,000,000 total spending
- 63,000 SF⁷



Downtown Colorado Springs/Photo by Rocky Mountain Food Tours

Retail Trade

- \$100,000,000 total spending
- 333,000 SF



Main Street Hudson Ohio, photo credit Kenneth Sponsler

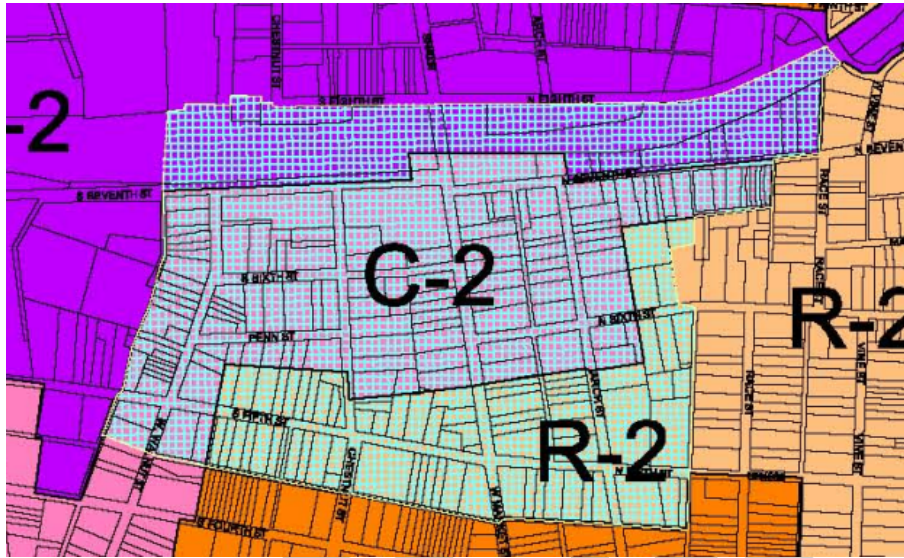
The full Esri Retail Demand by Industry report ⁸is attached at the end of this document.

⁷ Based on an average retail sale of \$300 per SF

⁸ Source: Retail Trade, Food Service & Drinking Places “-Definition: Esri 2025 estimates of the total (aggregate) amount spent, average amount spent per household, and Spending Potential Index (SPI) within the *Retail Trade & Food/Drink (NAICS 44-45, 722)* NAICS Industries in the geographic area. Esri’s Consumer Spending by industry data provides information about the estimated spending by households for retail goods in an area. The aggregate value represents the expected total amount spent by all households. The average value represents the typical amount spent per household. The SPI compares average local expenditures to U.S. levels. The SPI value for the U.S. is 100. If, for example, the SPI value for a geographic area is 120 this implies that average spending by consumers in the geographic area is likely to be 20 percent more than the U.S. average. Sources: Esri and Bureau of Labor Statistics. See [Retail Demand](#) for more information on Esri Retail Demand.”

Town Center Zoning District

The Town Center Overlay Zoning District was created to facilitate the growth of commerce and economic development in the downtown while still preserving the overall character of the Borough. The boundary includes the area of the commercial core, as shown below with hatching on the Town Center Overlay Zoning District Map:



Uses permitted in the Town Center Overlay District include those permitted in the underlying residential, commercial and industrial (R-2, C-2, or I-2) Districts. Uses prohibited in this district relate to motor vehicle repair garage, gasoline stations, or motor vehicles sales and rental, as these uses can take away from pedestrian walkability goals of the commercial core. Mixed use and adaptive reuse are encouraged in this District containing a mixture of uses such as commercial, office, and retail in combination with residential use. Off-street parking requirements currently apply within the Town Center Overlay District as follows:

- retail shops require one (1) off-street space per 500 square feet of total floor area
- entertainment and recreational facilities require one (1) off-street space per 75 SF of total floor area, or one (1) space per every six seats, which ever is greater.

Consideration to encourage shared parking agreements and/or re-evaluate parking requirements for these uses may be considered to encourage more Cultural and Art related uses to open in Perkasie.



Soulin'on the River in Fourth Bluff Park in downtown Memphis. Image courtesy of Memphis River Parks Partnership.

Assessment of Current Business Mix

A key component in creating a vibrant downtown is fostering a walkable retail-oriented downtown marketplace for dining, shopping and leisure activities. The main street approach to revitalization uses a 10-10-10 framework for revitalization where there are at least ten food service establishments, ten destination retail shops, and ten of these shops are open after 6:00 pm. This framework can be used for business recruitment goals to attract new businesses with the focus on developing a mix of restaurants and retail shops following the 10/10/10 rule of downtown revitalization. A current business property listing has been created to evaluate the baseline of the economic conditions. There are thirty-eight (38) destinations on this current list indicating a resilient baseline. A more detailed view of operational hours and strategies to support business openings after 6 pm could be considered. Please see the attached Business Property Inventory and a more detailed summary at the end of this document.

Competing Downtowns and Commercial Areas

Surrounding downtowns that were identified in the community survey as places people visit when not in Perkasie included Quakertown, Doylestown, Souderton, Sellersville and Dublin with shopping and dining the activities that drew them there. Marketing the unique trail opportunities and activities in Perkasie could be considered to draw visitors from these nearby communities. Downtowns can adapt and innovate to create vibrant, resilient, and appealing spaces for residents, businesses, and visitors. With people moving into the Borough and recent business openings a marketing strategy to create a revitalized shopping district might be considered. Some items to consider include:

- What is the primary goal for the retail district? For example, is it to infill abandoned properties, or create a revitalized shopping district?

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- If art galleries, art studios or cultural elements can be used to revitalize the downtown retail district,⁹ what promotional goals would you like to see?
- Are there ways to showcase or highlight the downtown Typologies **Circuit** and **Breweries** that were identified by DVRPC?
 - The Liberty Bell Trail as a gateway to 7th street and/or a promotional strategy similar to the [10,000 flower's project](#) that visually connects the trolley tunnel trail entrance to the shopping district.



photo credits tenthousandflowersproject.com/projects

Trending Consumer Attitudes and Behaviors Inventory and Assessment of Current Business and Buildings

The Perkasie Borough business and property listing includes 138 sites. Seventeen (17) of these are vacant or underutilized (14%), leaving 121 occupied spaces which have been assigned to the following categories for simplification:

- Automotive wholesale trade (11)
- Service business (46)
- Manufacturing/Industrial (24)
- Restaurants/bar (21)*
- Retail Stores (11)*
- Entertainment Venue (3)*
- Office buildings (1)
- Financial Institutions (1)
- Local Business (3)*

Even though Perkasie has a high vacancy rate compared to other downtown areas in the region, Perkasie potentially has thirty-eight (38) destination places*. Destination places

⁹ DVRPC.org report p. 49

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include retail stores, entertainment venues, restaurants and bars and local businesses. Showcasing these attractions that are already here, as part of a merchant's group strategy could help shift community perceptions about vacancies. Creating a business inventory map or developing community brochures could be considered as a promotional strategy.



Community Survey

The community survey identified the desire for more shops and destination places. Below are some specific wishes mentioned by the respondents for future recruitment initiatives:

- tea café/specialty shops
- bowling alley, movie theater, skating rink, pickleball court, community center
- theatre/event space
- music and art studios/stores
- toy store
- health food stores
- hobby stores/bookstores
- bagels shops, ice cream

Socio-economic Psychographics Profile

Psychographic profile is a profile of a person or group of people, their interest, hobbies, behavior, and lifestyle choices. Psychographic segmentation in marketing helps you create a detailed buyer persona, a fictional profile of your ideal customer, that can ultimately improve your messaging and help your brand.¹⁰

¹⁰ [Psychographic Segmentation: Definition, Examples, and Steps](#)

The Community Survey offers insight into the people living, working and visiting Perkasie Borough. The survey was open for two weeks and captured 382 responses. Many of the respondents were residents, followed by visitors, property owners and business owners. Nearly half of the respondents were between the age 46-65 and came to attend events/farmers market and for dining/beverage. When utilizing the existing recreation facilities, they came to walk, jog or hike the trails, and they generally often found available parking within the Borough. The respondents would like to see more family activities such as festivals, movie nights, and holiday events. When asked which community events or activities they would like to see, the most repeated response was “restaurants”. The respondents generally feel safe walking in Perkasie Borough. They ranked “preserving historic buildings and sites” in the Borough as a high priority followed by “improving connectivity with additional trails and path for recreation”. They generally considered “events, parking, businesses and restaurants” as solutions to creating a more vibrant and welcoming town. Restaurants and dining rooms were recurring themes throughout the responses. The strongest reason for not visiting Perkasie was “lack of business/events I want to use/attend”. Generally, the respondents travel to Quakertown, Doylestown, Souderton, Sellersville and Dublin when not in Perkasie and shopping and dining was what drew them there. They find out about business news and events through social media and the Borough website. Some interesting responses for creating a more vibrant and welcoming environment included:

- “Art installations around town”, “more retail shopping”, “things to do for all ages”, “turn shelly into a theater/event space with movies and live performances”.

Please see the full report for all responses included as an appendix.

Overall, Perkasie’s higher than average vacancies and low share of retail use for the region offers opportunities to adapt and innovate to create vibrant, resilient and appealing spaces for residents, businesses and visitors. The community economic baseline indicates that there is significant demand for new restaurants and retail trade. The zoning is in place to develop business recruitment strategies with opportunities to highlight the Circuit trails and Breweries that already draw people to Perkasie as a unique asset. The community survey illustrates a desire for more cultural and art offerings, with things to do for all ages, as a way to fortify what is already a relatively resilient downtown.