

RETAIL COMMITTEE OF THE
SOUTH CENTRAL ASSEMBLY FOR EFFECTIVE GOVERNANCE



SOUTH CENTRAL REGION DRIVE SHED STUDY

INCLUDING

DEMOGRAPHIC (CENSUS 2000) DATA

CONSUMER SPENDING (CLARITAS) DATA

MAP OF DRIVE SHED POLYGONS

GRAPHS AND TABLES

NARRATIVE DESCRIPTION AND EXECUTIVE SUMMARIES

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ACKNOWLEDGEMENT

The South Central Region Drive Shed Study Report is the product of the Retail Committee of the South Central Assembly for Effective Governance. Chaired by Cumberland County Housing and Redevelopment Authority Executive Director Chris Gulotta, the Committee consists of dedicated professionals in the economic development, housing and redevelopment fields in the region.

The Report combines demographic and consumer expenditure data from 12 communities in the region into one volume. Each individual report contains a table of contents, a map illustrating the four drive shed polygons, tables of demographic and consumer expenditure data by drive shed, and executive summaries describing the data in narrative format.

A community may use its Drive Shed Report as a marketing tool, as well as a planning tool. Additionally, further analysis may be conducted using the data and GIS maps created in this project. Each community received multiple color copies of their report as well as the raw data in Microsoft Excel spreadsheets, a digital version of their report in Microsoft Word—for future use in marketing or other documents—and a portable and Internet-sharable digital version of their report in .pdf format. Communities also received their ArcGIS files including pre-formatted 5-, 10-, 15-, and 20-minute drive shed layouts with which to populate with any combination of demographic or consumer expenditure data. This will enable communities to conduct queries of their data, or share it with GIS mapping service bureaus.

We believe that South Central Pennsylvania is unique in northeastern United States. We are a rapidly growing region, which enjoys excellent ground transportation systems along with growing multi-modal transportation capacity. Unlike our neighbors in New York, Maryland and Virginia, we can and do drive much further than those neighbors. We believe that this Report provides an accurate picture of potential retail trade to our downtowns given various drive times of five, ten, fifteen and twenty minutes; and that national retailers will be surprised by their potential market. Perhaps even more importantly, we have been told by commercial real estate brokers that a regional marketing plan and data bank would be a valuable tool to lure retailers—both national and regional.

We would like to thank the Department of Community and Economic Development for its support of this study, as well as the communities of Carlisle Borough, Chambersburg Borough, Elizabethtown Borough, Ephrata Borough, Gettysburg Borough, Hanover Borough, City of Harrisburg, City of Lancaster, City of Lebanon, Newport Borough, Shippensburg Borough and City of York for their contribution to this study. We would also like to graciously thank the Pennsylvania Downtown Center for its generous contribution of time and valuable consumer expenditure data.

I would finally like to acknowledge Regional Planner Gwenn Miller and Administrative Assistant Kari Reagan for their work.

W. Craig Zumbrun
Executive Director