

# PRIME DEVELOPMENT OPPORTUNITY

3.1 ACRES ZONED NEIGHBORHOOD COMMERCIAL

4186 Easton Ave  
Bethlehem, PA 18020



**kw**  
KELLERWILLIAMS.  
REAL ESTATE

 **THE James Balliet**  
PROPERTY GROUP

# EXECUTIVE SUMMARY

## PRIME DEVELOPMENT OPPORTUNITY

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## OFFERING SUMMARY

|                        |                             |
|------------------------|-----------------------------|
| Sale Price:            | \$1,895,000                 |
| Current Building Size: | 14,016 SF                   |
| Lot Size:              | 3.1 Acres                   |
| Lot Size:              | 135,036 SF                  |
| Zoning:                | NC- Neighborhood Commercial |
| Market:                | Lehigh Valley               |

## LOCATION OVERVIEW

Property Site ideally located just minutes from Routes 378, I-78, and many of the Lehigh Valley's main travel highways

**James Balliet**  
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**Benjamin Diaz**  
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**Keller Williams Allentown**  
610-435-1800

1605 N. Cedar Crest  
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## PROPERTY OVERVIEW

This outstanding 3.1 acre property features 3 existing structures totaling ±14,016 SF. Main retail structure is a 2 story post and beam barn and is ±7,000 SF. This building has been a long standing successful retail location and is well known throughout the Lehigh Valley. Property also features a storage barn and a 2,800 SF barn. Property is just minutes from Rt. 33, I-78 and many Lehigh Valley's main travel highways.

## PROPERTY HIGHLIGHTS

- 3.1 Acres
- Zoned: Neighborhood Commercial
- Signalized Intersection
- Near Major Thoroughfares

# PROPERTY DETAILS & HIGHLIGHTS

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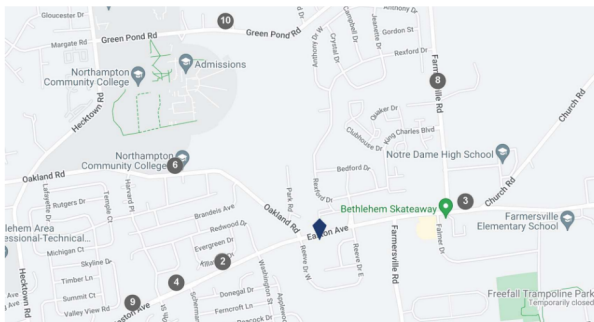
# TRAFFIC INFO

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## TRAFFIC COUNTS

|                                |              |
|--------------------------------|--------------|
| Easton Ave/Scherman Blvd       | <b>15K</b>   |
| William Penn Hwy/Scherman Blvd | <b>12.1K</b> |
| Easton Ave/Church Rd           | <b>11.4K</b> |
| Easton Avenue/Scherman Blvd    | <b>16.5K</b> |

Property Site ideally located at the signalized intersection of Easton Ave, Oakland Rd and Reeve Drive West, just minutes from Routes 378, I-78, and many of the Lehigh Valley's main travel highways.

### COUNTS BY STREETS

| Collection Street   | Cross Street - Direction | Traffic Volume | Count Year | Dist from Subject |
|---------------------|--------------------------|----------------|------------|-------------------|
| 1 Easton Ave        | Scherman Blvd - SW       | 14,963         | 2022       | 0.33 mi           |
| 2 William Penn Hwy  | Scherman Blvd - SW       | 12,089         | 2016       | 0.33 mi           |
| 3 Easton Ave        | Church Rd - E            | 11,440         | 2022       | 0.48 mi           |
| 4 Easton Avenue     | Scherman Blvd - NE       | 16,501         | 2022       | 0.49 mi           |
| 5 Oakland Rd        | Columbia Ct - E          | 6,361          | 2022       | 0.51 mi           |
| 6 Oakland Road      | Columbia Ct - E          | 6,457          | 2020       | 0.51 mi           |
| 7 Farmersville Road | Tuskatee Dr - S          | 4,054          | 2020       | 0.61 mi           |
| 8 Farmersville Rd   | Tuskatee Dr - S          | 3,906          | 2022       | 0.61 mi           |
| 9 Easton Ave        | Harvard Pl - NE          | 14,902         | 2022       | 0.64 mi           |
| 10 Green Pond Rd    | Greenwood Dr - E         | 6,910          | 2022       | 0.74 mi           |



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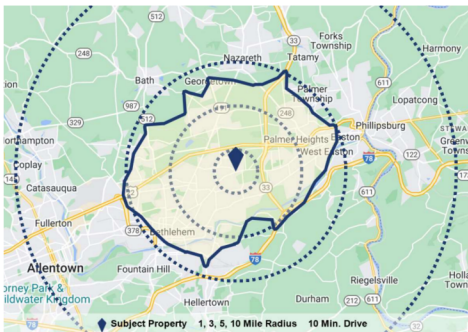
# DEMOGRAPHICS

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## PRIME DEVELOPMENT OPPORTUNITY

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| Population               | 1 Mile         | 3 Miles        | 5 Miles        | 10 Miles        | 10 Min. Drive  |
|--------------------------|----------------|----------------|----------------|-----------------|----------------|
| Population               | 8,238          | 53,184         | 138,583        | 452,082         | 114,014        |
| 5 Yr Growth              | 3.2%           | 2.7%           | 2.5%           | 2.5%            | 0.2%           |
| Median Age               | 42             | 44             | 42             | 40              | 43             |
| 5 Yr Forecast            | 42             | 44             | 43             | 41              | 43             |
| White / Black / Hispanic | 82% / 9% / 12% | 84% / 9% / 18% | 83% / 9% / 21% | 81% / 12% / 27% | 70% / 7% / 19% |
| 5 Yr Forecast            | 82% / 9% / 12% | 84% / 9% / 18% | 83% / 9% / 21% | 81% / 12% / 27% | 70% / 7% / 19% |
| Employment               | 2,547          | 17,667         | 65,881         | 213,016         | 59,630         |
| Buying Power             | \$346.3M       | \$1.9B         | \$4.2B         | \$11.8B         | \$3.9B         |
| 5 Yr Growth              | 5.0%           | 5.1%           | 5.0%           | 4.5%            | 0.6%           |
| College Graduates        | 39.2%          | 33.3%          | 31.0%          | 25.4%           | 41.6%          |
| <b>Household</b>         |                |                |                |                 |                |
| Households               | 2,899          | 20,349         | 53,698         | 171,765         | 44,844         |
| 5 Yr Growth              | 3.3%           | 2.8%           | 2.6%           | 2.6%            | 0.2%           |
| Median Household Income  | \$119,440      | \$91,465       | \$78,873       | \$66,513        | \$87,361       |
| 5 Yr Forecast            | \$121,424      | \$93,512       | \$80,734       | \$69,774        | \$87,652       |
| Average Household Income | \$143,214      | \$111,135      | \$99,221       | \$88,473        | \$100,430      |
| 5 Yr Forecast            | \$145,555      | \$112,384      | \$101,002      | \$89,971        | \$100,652      |
| % High Income (>\$75K)   | 75%            | 60%            | 52%            | 46%             | 57%            |
| <b>Housing</b>           |                |                |                |                 |                |
| Median Home Value        | \$312,181      | \$256,163      | \$240,353      | \$213,819       | \$263,636      |
| Median Year Built        | 1990           | 1976           | 1967           | 1961            | 1971           |
| Owner / Renter Occupied  | 86% / 14%      | 79% / 21%      | 71% / 29%      | 66% / 34%       | 70% / 30%      |

### HOUSEHOLD INCOME

|                              | 1 Mile    | 3 Miles   | 5 Miles  | 10 Miles  | 10 Min. Drive |
|------------------------------|-----------|-----------|----------|-----------|---------------|
| 2023 Households by HH Income | 2,899     | 20,350    | 53,697   | 171,765   | 44,844        |
| <\$25,000                    | 76        | 2,621     | 1,777    | 8,733     | 6,826         |
| \$25,000 - \$50,000          | 303       | 10,459    | 2,960    | 14,551    | 9,744         |
| \$50,000 - \$75,000          | 354       | 12,231    | 3,499    | 17,191    | 9,123         |
| \$75,000 - \$100,000         | 386       | 13,311    | 2,844    | 14,471    | 7,459         |
| \$100,000 - \$125,000        | 425       | 14,681    | 2,951    | 14,501    | 6,498         |
| \$125,000 - \$150,000        | 404       | 13,941    | 2,041    | 10,031    | 5,041         |
| \$150,000 - \$200,000        | 383       | 13,211    | 1,893    | 9,301     | 4,103         |
| \$200,000+                   | 568       | 19,591    | 2,285    | 11,231    | 4,903         |
| 2023 Avg Household Income    | \$143,214 | \$111,135 | \$99,221 | \$108,430 | \$108,430     |
| 2023 Med Household Income    | \$119,440 | \$91,465  | \$78,873 | \$67,361  | \$87,361      |

### CONSUMER SPENDING

|                                   | 1 Mile  | 3 Miles  | 5 Miles  | 10 Miles | 10 Min. Drive |
|-----------------------------------|---------|----------|----------|----------|---------------|
| Total Specified Consumer Spending | \$122M  | \$734.2M | \$1.8B   | \$1.5B   | \$1.5B        |
| Total Apparel                     | \$6.1M  | 5.00%    | \$36.7M  | \$91.6M  | 5.11%         |
| Total Entertainment & Hobbies     | \$16.8M | 13.80%   | \$101M   | 13.76%   | \$212.9M      |
| Total Food and Alcohol            | \$32M   | 26.26%   | \$199.2M | 27.13%   | \$494.9M      |
| Total Household                   | \$21.1M | 17.33%   | \$123.1M | 16.76%   | \$239M        |
| Total Transportation/Maint.       | \$31M   | 25.41%   | \$189.5M | 25.81%   | \$462M        |
| Total Health Care                 | \$5.8M  | 4.74%    | \$36.4M  | 4.96%    | \$88.5M       |
| Total Education/Day Care          | \$9.1M  | 7.46%    | \$48.4M  | 6.59%    | \$112.7M      |

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