



Mercer Square

73 Old Dublin Pike | Doylestown, PA 18901

JUNIOR & ANCHOR OPPORTUNITIES



Regency[®]
Centers.

This is how we mix it up.

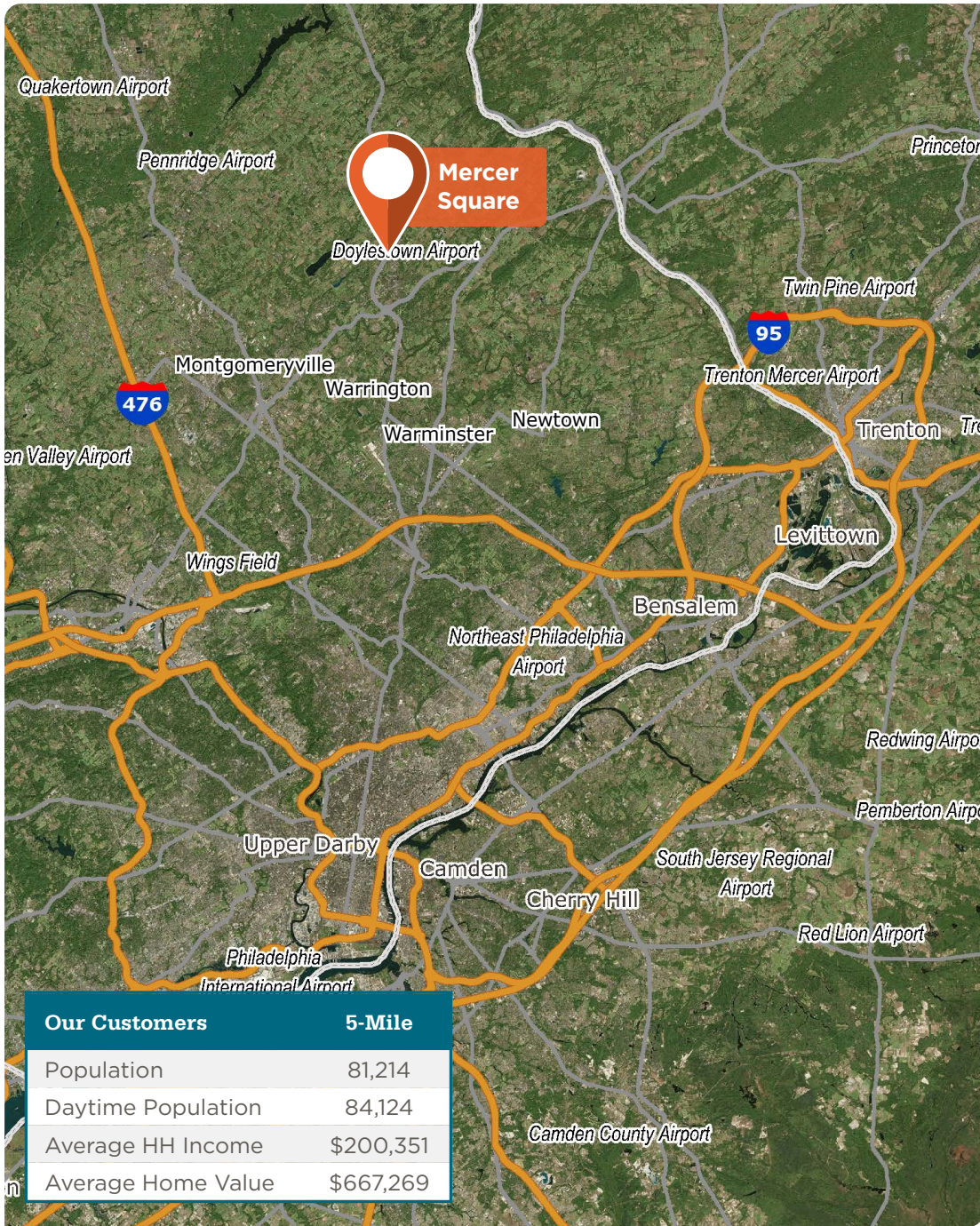
An inspired selection of quality and value for a deserving market.

Our Fresh Look® philosophy combines unique placemaking designs with the right merchandising mix. Curated to the community, our Mercer Square merchandisers include Weis, Panera Bread, THE DRIPBAR, Lucatelli's Pizzeria, ATI Physical Therapy HOTWORX, and Secret Indian Kitchen.



Fresh Look® Philosophy

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The Location

Embedded in the Doylestown community

Mercer Square is situated in the established area of downtown Doylestown, close to neighborhoods with a robust daytime population.

The center has 868.7K visits annually from 147.1K customers.

These unique **junior and anchor** opportunities will transform the shopping center and refresh and modernize our merchandising mix.



The Location

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The Market

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Where Our Customers Live

Placer.ai Geofence Data

Geofence

A "virtual" boundary set up around a geographical location (such as a shopping center or retail space). For this study, we geofenced the property line around Mercer Square.

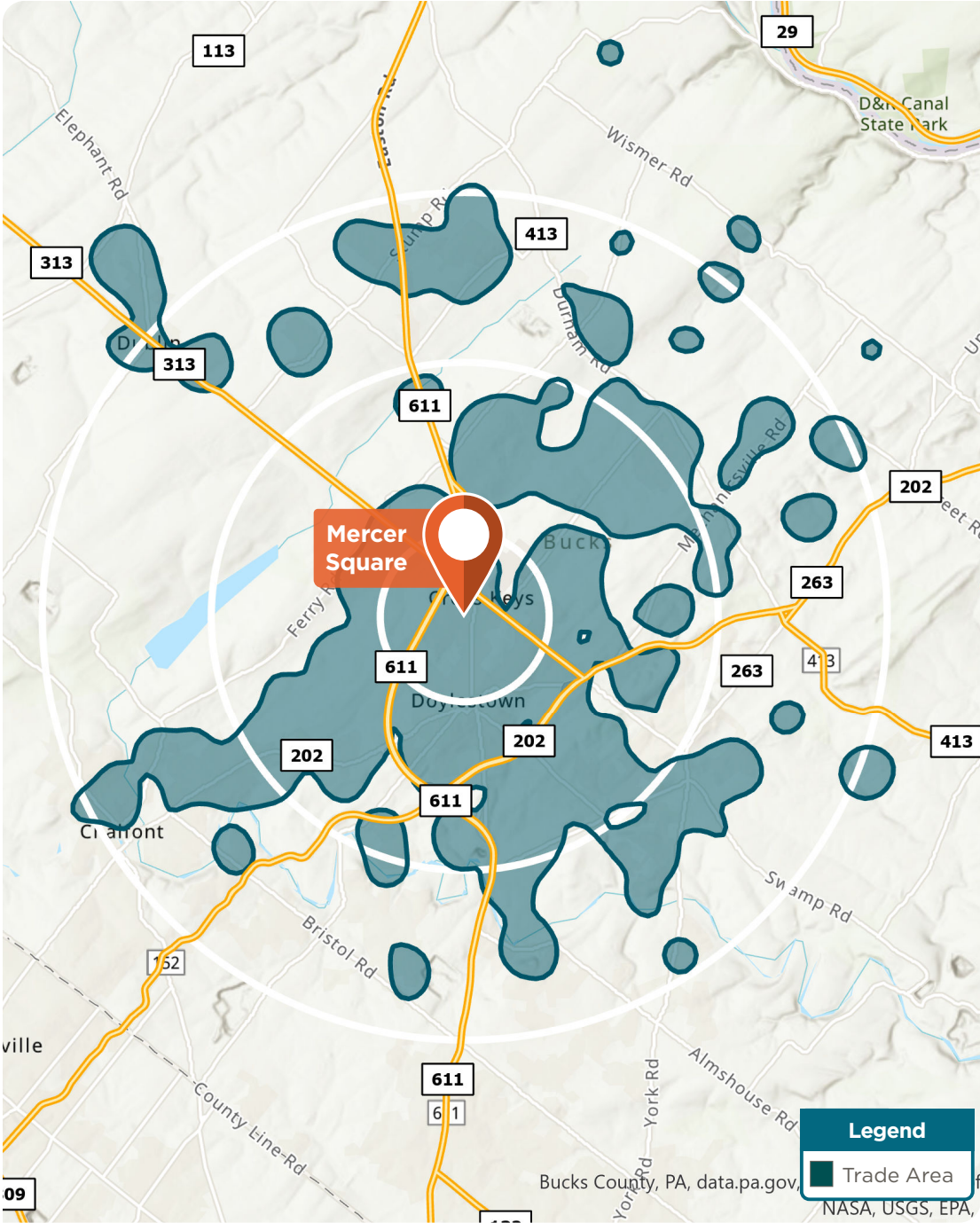
Geofencing

Placer.ai uses mobile location data, found in millions of smartphones, to generate foot-traffic insights for a geofenced area to more accurately understand the Mercer Square shopper.

Results

We are able to use the home location of visitors to estimate foot-traffic, trade area and offer insights on consumer behavior from shoppers over the last year.





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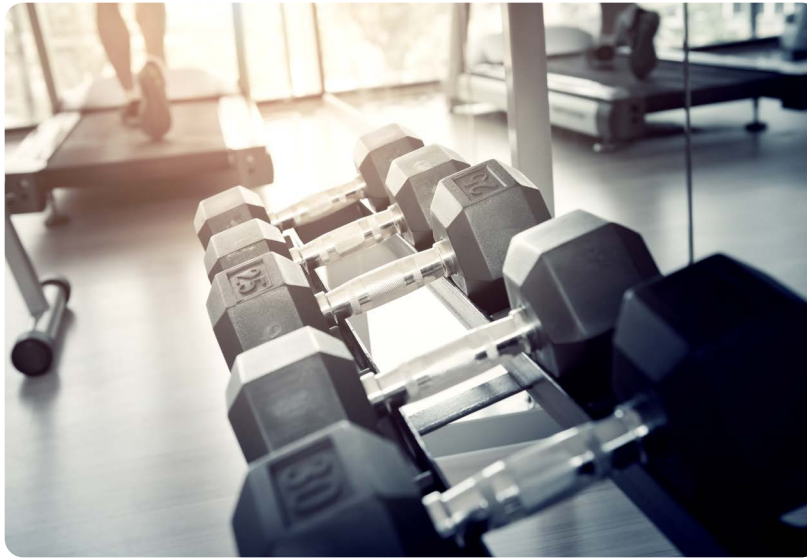


Customer Trade Area

Data from July 2023 - July 2024



	Customer Trade Area	3-Mile Radius	5-Mile Radius	10-Min Drive
 Population	65,815	37,914	81,214	43,332
 Total Daytime Population	67,048	49,638	84,124	54,649
 Average Household Income	\$172,274	\$186,676	\$200,351	\$188,743
 Average Home Value	\$619,337	665,928	\$667,269	\$662,608



Demographic Snapshot

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AVAILABLE

01A	PROPOSED ANCHOR SPLIT	22,342
01B	PROPOSED ANCHOR SPLIT	20,982
01A+B+C	ANCHOR	≈50,000
01C	JR ANCHOR - PROPOSED SPLIT	≈7,000 SF

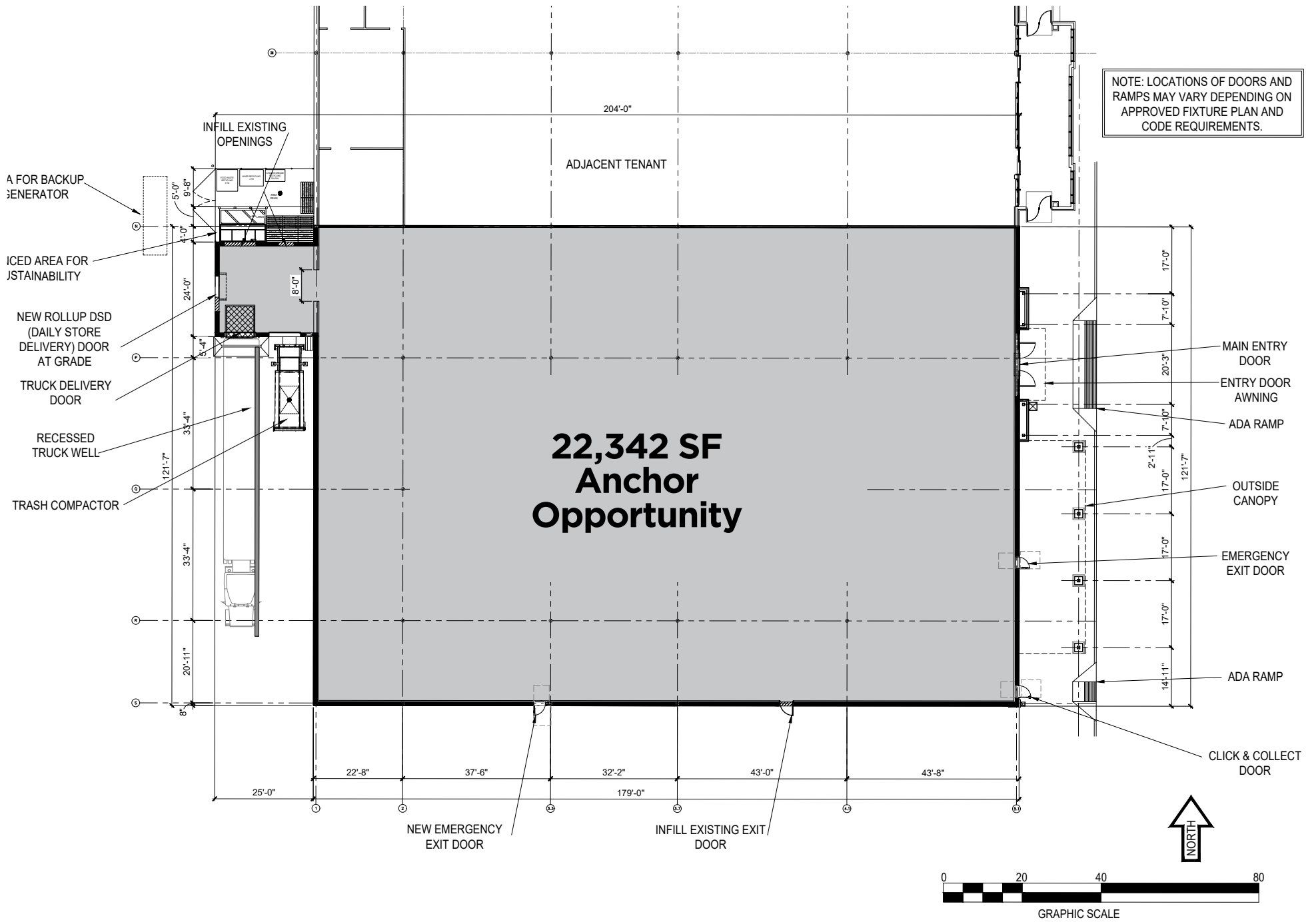
LEASED

02	CUSTOMERS BANK	2,509
03	VERIZON WIRELESS	2,000
04	HOTWORX	2,000
05	MASSAGELUXE	2,985
06	ATI PHYSICAL THERAPY	7,199
07	SECRET INDIAN KITCHEN	1,860
08	T-MOBILE	1,860
09	RICCIARDI BROTHERS	1,869
10	DRIPBAR	1,860
11	NAIL IMAGINE	1,869
12	LUCATELLI'S PIZZA & PASTA	2,905
13B	SPORT CLIPS	1,254
13C	PEARLE VISION	2,490
14	PANERA BREAD	4,832
15	BANK OF AMERICA	3,200

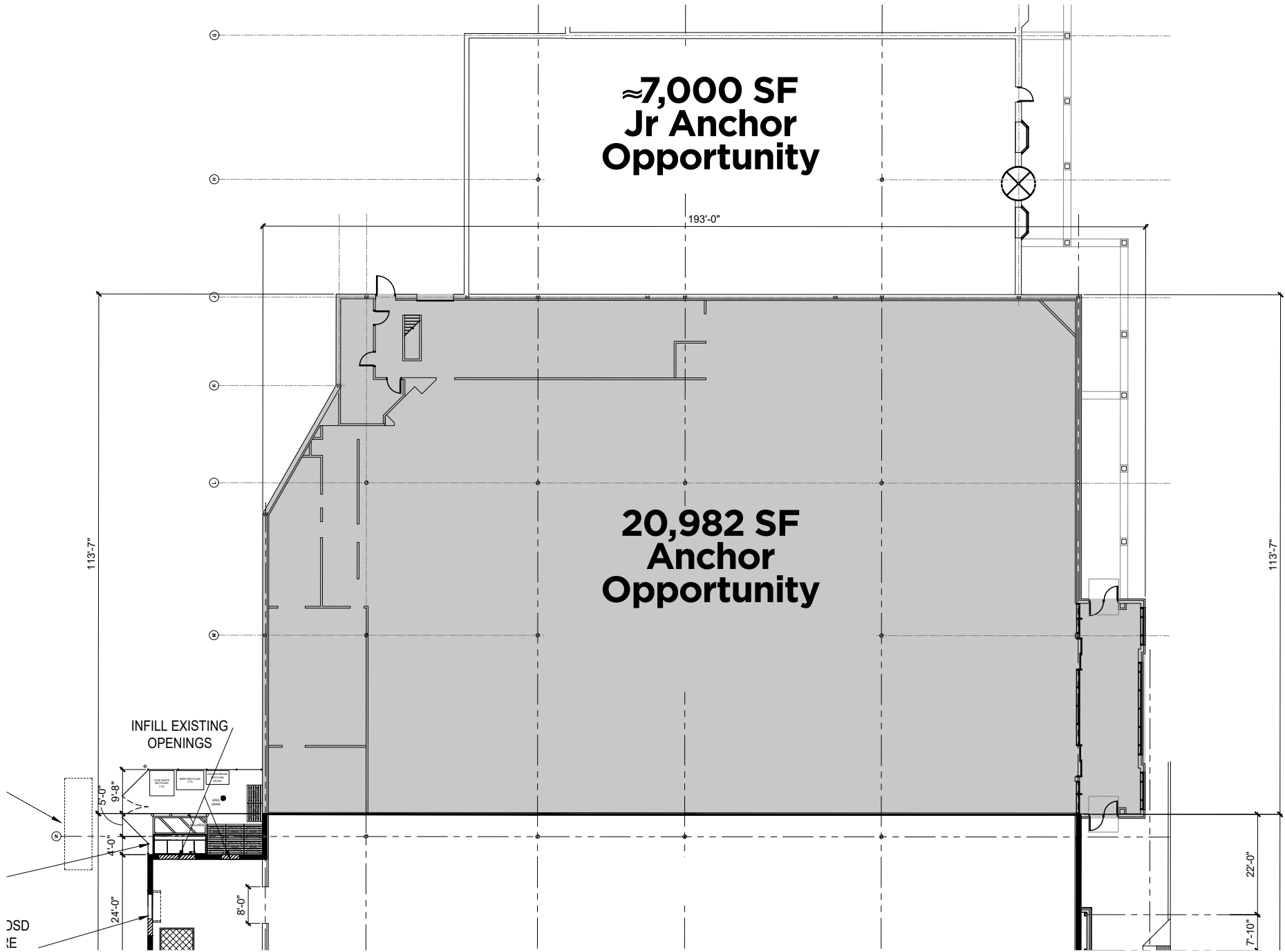
Center Size: 91,400 SF



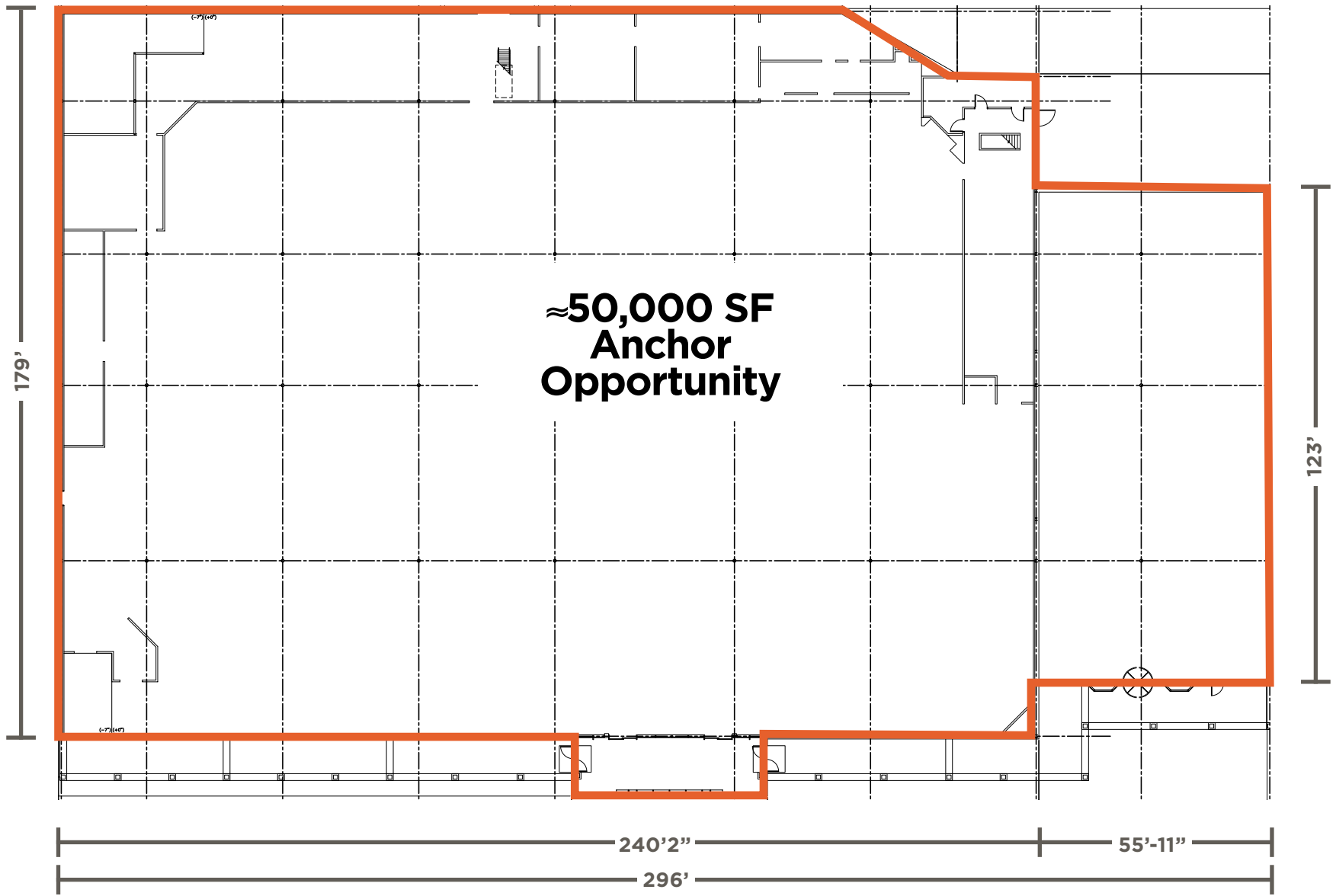
Leasing Plan



Leasing Opportunities



Leasing Opportunities



Leasing Opportunities

About Regency

For 60 years, Regency Centers® has owned, operated, and developed leading retail centers that are exceptionally merchandised and maintained. Our legacy of success is evidenced by 400+ thriving centers, 22 regional offices, and properties in most major U.S. markets.

We focus on **Merchandising** in order to find the right mix of the best operators and unique retailers to increase consumer interest.

We considerately incorporate **Placemaking** to create a more inviting environment to increase dwell time, shopper experience, and attract new shoppers to the location.

Finally, we make sure we are **Connecting** the centers with our communities by utilizing technology, sustainability, and targeted consumer engagement.

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