

Visioning for BARC & the Four Corners of Canadensis

# Barrett Township Market Assessment and Opportunities

January 2026



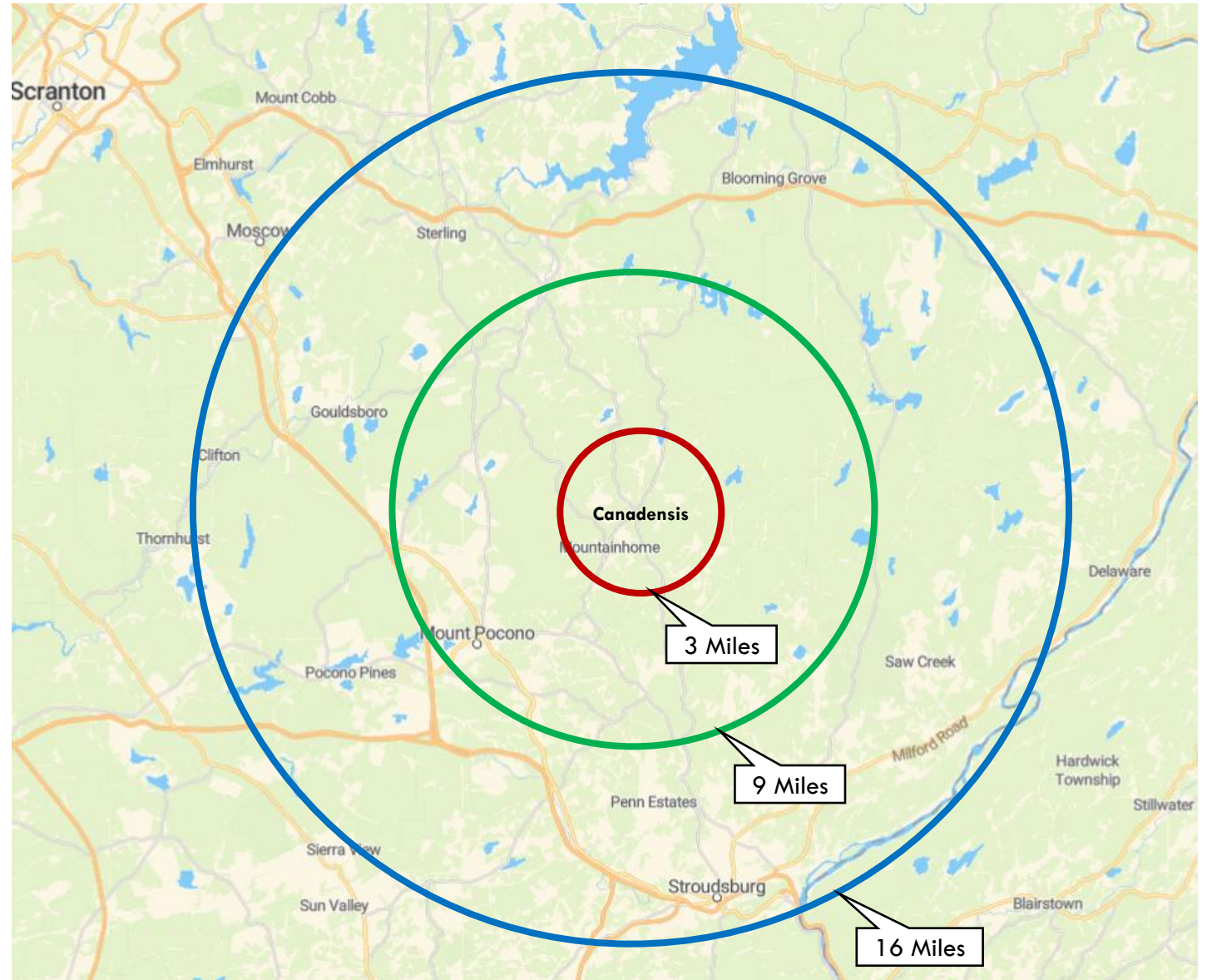
# Market Findings & Opportunities

Urban Partners, an economic consulting firm with deep experience helping economic development corporations, has been commissioned to prepare a market study to identify opportunities for business expansion and business recruitment in Barrett Township. Chris Lankenau has contacted a number of leaders in the real estate and business community in Barrett Township to inform these findings.

## Market Study areas of focus:

- **Retail Market**
- **Residential Market**
  - **Rental Housing**
  - **For-Sale Housing**
- **Entertainment/Recreation Market**
- **Professional/Medical Office Market**

# Retail Trade Area



# Retail Gap/Surplus

NAICS Major Retail Category	Canadensis Trade Area 3-Mile 2025 Gap/(Surplus)	Canadensis Trade Area 9-Mile 2025 Gap/(Surplus)	Canadensis Trade Area 16-Mile 2025 Gap/(Surplus)
<b>Total Retail Sales (in millions)</b>	\$22.3	\$30.4	(\$674.5)
Motor Vehicle and Parts Dealers	\$1.0	(\$5.0)	(\$17.2)
Furniture and Home Furnishings Stores	\$1.2	\$13.7	\$19.2
Electronics and Appliance Stores	\$0.2	\$8.0	\$6.2
Building Material, Garden Equipment Stores	\$2.5	\$6.6	(\$70.7)
Food and Beverage Stores	(\$2.8)	(\$55.2)	(\$249.8)
Health and Personal Care Stores	\$0.6	\$0.1	(\$79.8)
Clothing and Clothing Accessories Stores	\$3.9	(\$62.4)	(\$149.4)
Sporting Goods, Hobby, Book, Music Stores	\$0.4	\$6.8	\$7.6
General Merchandise Stores	\$10.3	\$88.2	(\$159.0)
Miscellaneous Store Retailers	\$1.7	(\$7.8)	(\$24.0)
Foodservice and Drinking Places	\$3.2	\$37.0	\$42.6

# Retail Potential

- The data shows a significant retail gap (demand) at the 3- and 9-Mile Trade Areas
- Demand should be prioritized to be compatible with characteristics and scale of the relatively rural environment
- Several specific retail categories exist with opportunities potentially appropriate for Barrett Township, especially within the 9-Mile Area
- These would be smaller, independent store types

## Food/Dining Establishments

- Restaurants (full and limited-service)
- Bars
- Coffee Shop

## Miscellaneous Specialty Retail Stores

- Health and Personal Care Store
- Sporting Goods Store
- Leather Goods Store
- Yarn/Needlework Store
- Hobby/Toy/Game Store
- Book Store
- Florist
- Used Merchandise Store
- Pet Store
- Art Dealer

## Home Furnishing/Improvement Stores

- Home Furnishing Store
- Flooring Store
- Building Material Dealer/Store

# Market Findings & Opportunities

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# Closest Market-Rate Multi-Family Housing



**The Pinnacle at Swiftwater**  
1960 PA Route 611, Pocono Twp.

- Year built: 2025
- **1 BR** (809-819 SF): **\$1,751-\$1,990**
- **2 BR** (1,053-1,228 SF): **\$1,850-\$1,995**
- 52 units: 37 available for 2/2026
- Vacancy rate: 71% but still leasing up



**Swiftwater Apartments**  
1950 PA Route 611, Pocono Twp.

- Year built: 2017
- **2 BR** (960 SF): **\$1,850-\$1,995**
- 66 units: 6 available for 2/2026
- Vacancy rate: 9%

# Income-Restricted Rental Housing in Barrett Township



**Wisteria Commons**



**Hawk's Nest**



**The Oaks**

# Typical Individual Rental Units in Barret Township



## Apartments

– Rent: **\$1,500** (2 BR, 900 SF)



## Houses

– Highest Rent: **\$2,100** (2 BR, 1,770 SF)

– Lowest Rent: **\$1,000** (1 BR, 900 SF)

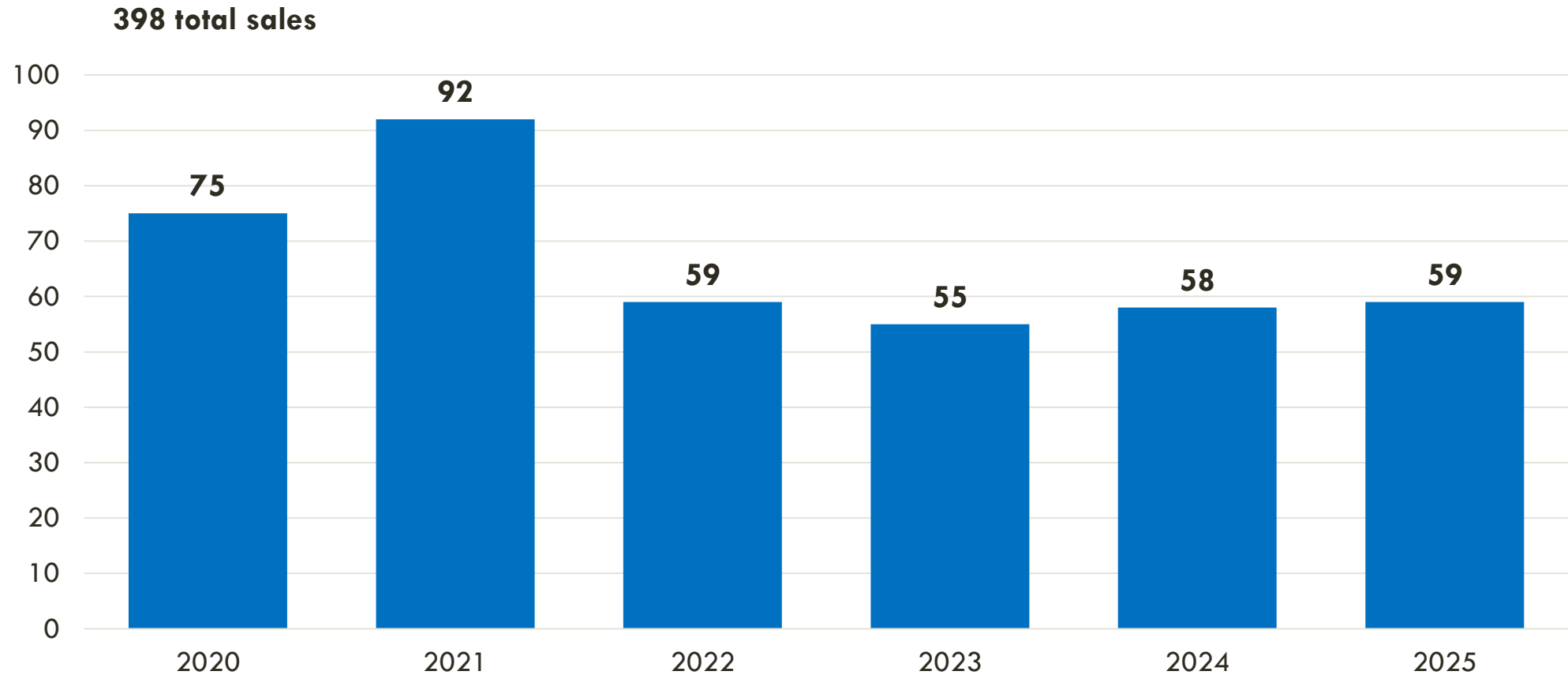
# Rental Housing Potential

- There are no market-rate apartment complexes in Barrett Township
- Rental supply is apartments in smaller buildings and single-family houses or income-restricted complexes
- The closest market-rate apartment complexes are in Pocono Township (Swiftwater), commanding the highest rents in the area
- Market absorption is still occurring in the newest building – the Pinnacle at Swiftwater
- There appears to be an opportunity in Barrett Township for similar quality new apartments with amenities to fill the gap between older stock and higher-end units outside the township
- Highest demand appears to be for 1 BR units to accommodate singles and couples with more limited demand for 2 BR units

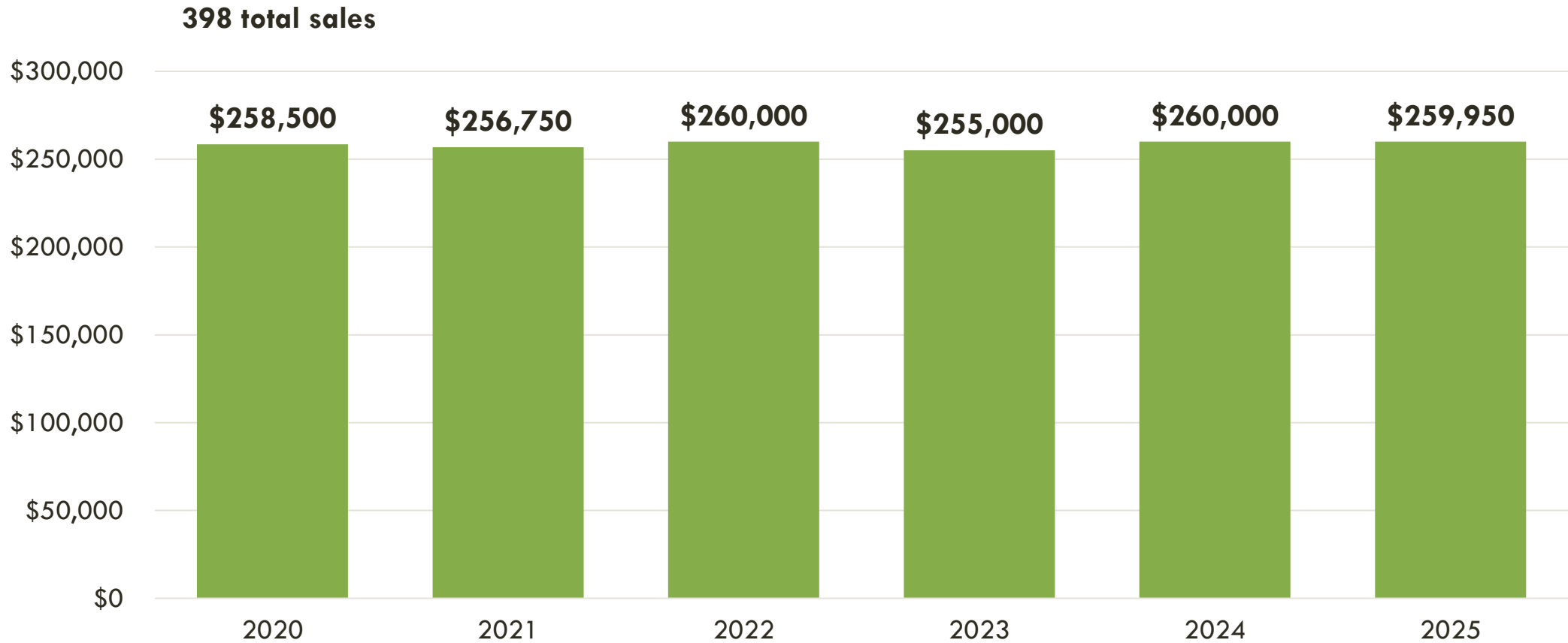
# Market Findings & Opportunities

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# Pace of Home Sales, Barrett Township (2020-2025)

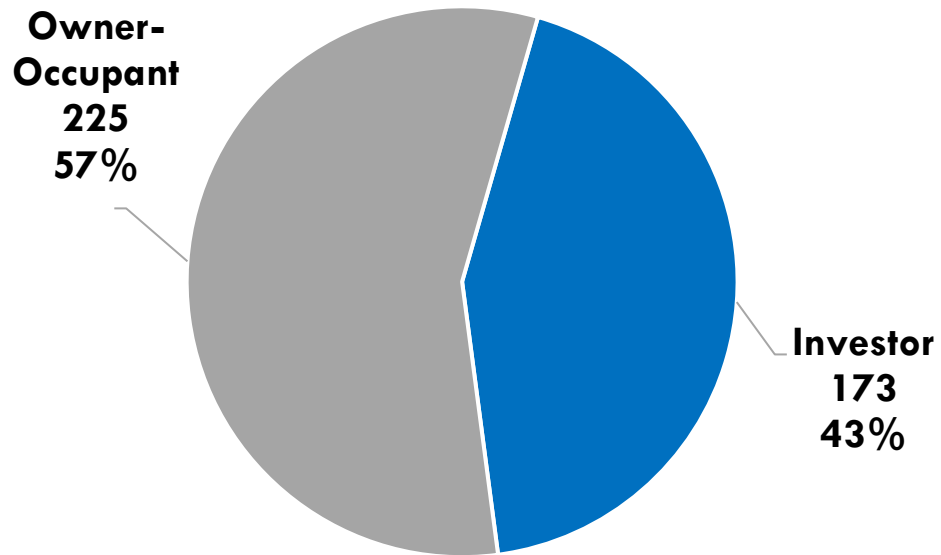


# Median Sale Price, Barrett Township (2020-2025)

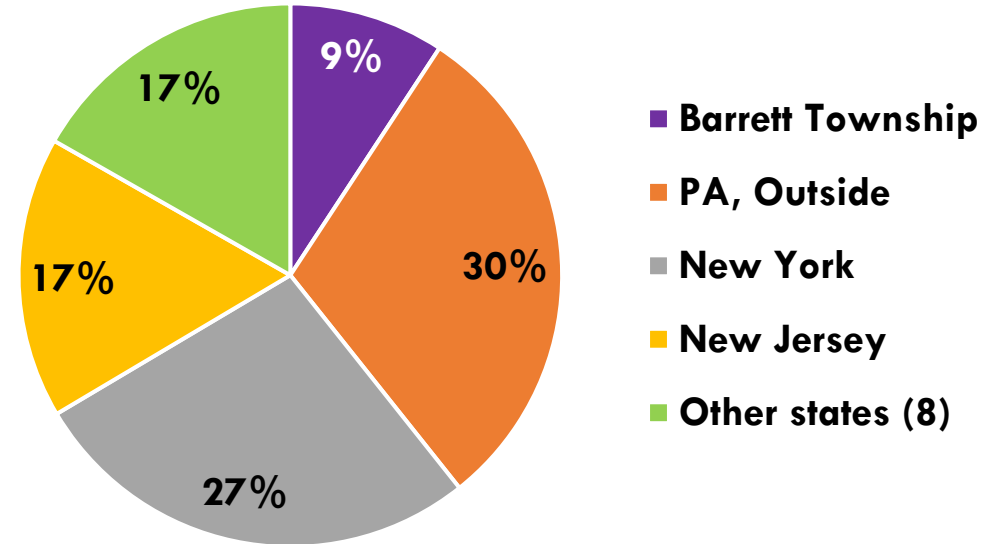


# Residential Investor Activity (2020 -2025)

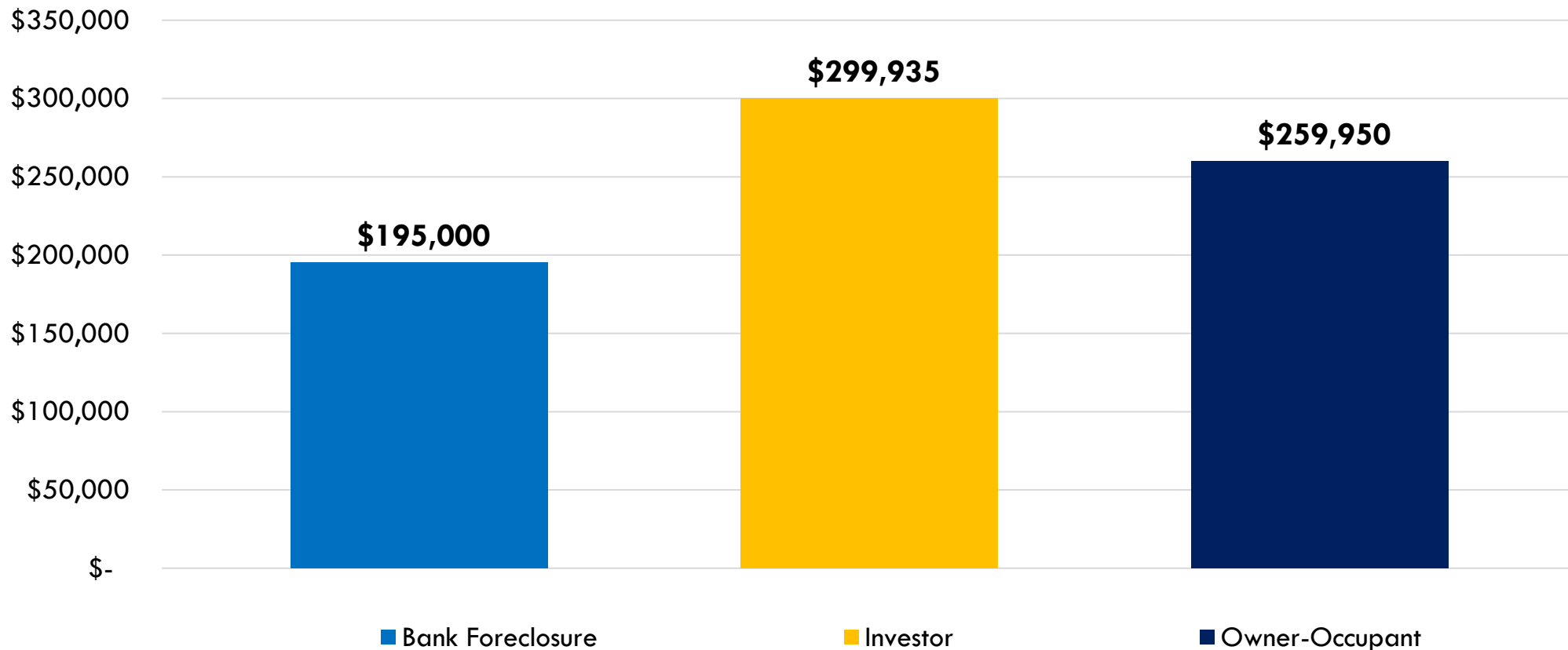
## Home Buyer Types



## Investor Buyers



# Median Single-Family Sale Prices by Seller Type (2020-2025)



# For-Sale Housing Potential

- Median sales prices and sales pace of single-family homes in Barrett Township has remained relatively flat since 2020
- Investors are a significant component of the for-sale market, representing 43% of all single-family home sales transactions
- Just 7 new homes have been built in the past 5 years
- The absence of competing new construction appears to create an opportunity for well-designed, right-sized homes to capture unmet demand from buyers priced out of or seeking alternatives to adjacent markets
- However, median sales prices remain well below new construction costs, creating a challenge for builders
- Necessary permits and their cost can be prohibitive for new construction as well
- For-sale market focus should be interventions to improve the existing housing stock to increase values

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# Area Movie Theaters

Movie Theater Name	Location	# of Screens	Distance
Pocono Cinema	East Stroudsburg	1	14
Cinemark Stroud Mall	Stroudsburg	12	14

- 13 screens within a 20-mile radius of Barrett Township; no drive-ins
- Industry standard: 1 screen/8,500 people
- County population sufficient to support 20 screens



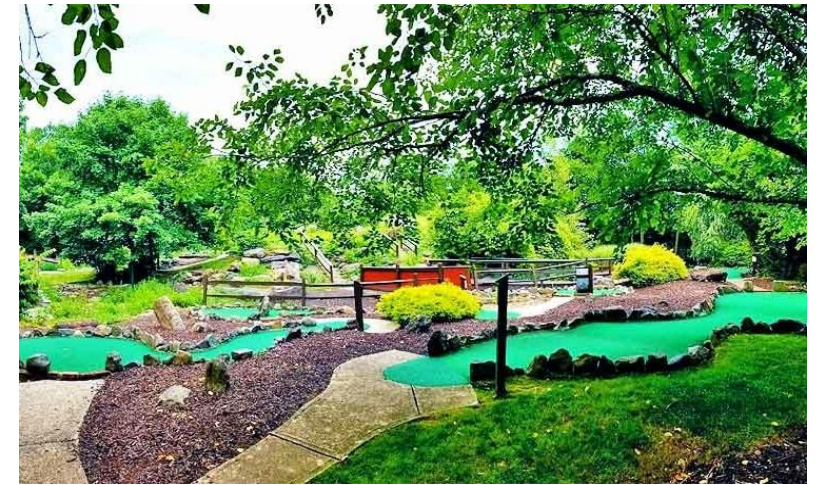
Pocono Cinema



Angela Triplex Theatre

# Mini Golf Centers

Venue Name	Location	Distance
Kalahari Resort	Pocono Manor	10
Great Wolf Lodge	Scotrun	10
Mountain Adventures	Tannersville	11
Pocono Go-Karts	East Stroudsburg	12
Valley Station & Mini Golf	East Stroudsburg	12
Pocono Mountain KOA	East Stroudsburg	13
Frontier Falls Mini Golf	East Stroudsburg	14
Fairview Mini Golf Course	Tafton	15
The Wake Zone	Tafton	16
940 Golf N' Fun	Pocono Lake	16
Snydersville Golf Range	Snydersville	16
Costa's Family Fun Park	Hawley	17



**Frontier Falls Mini Golf**



**940 Golf N' Fun**

# Area Axe Throwing Clubs

Venue Name	Location	Distance
Splinters' Hatchet & Axe Throwing	Swiftwater	9
Signature Saloon Axe Throwing	Stroudsburg	14
Pocono Axe Works	Lakeville	17

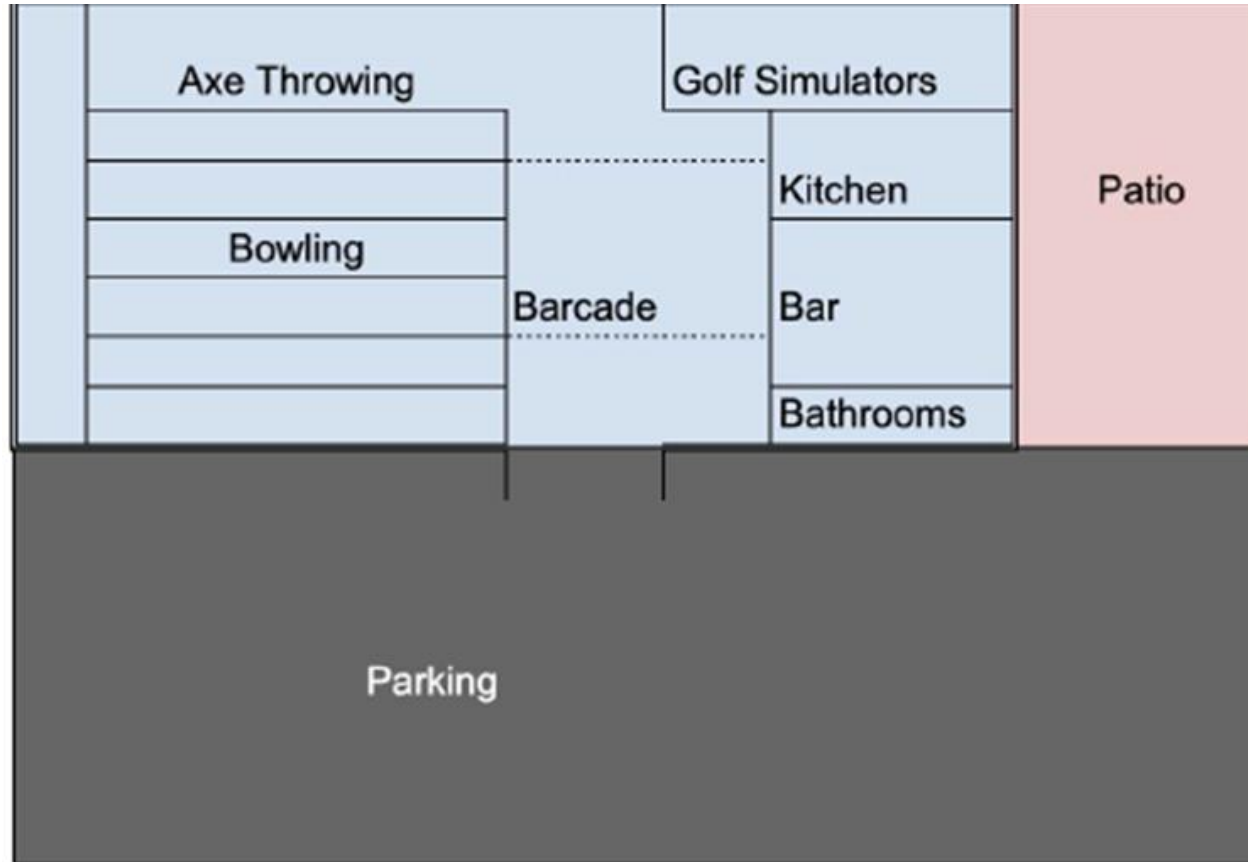


**Splinters' Axe Throwing**



**Pocono Axe Works**

# Mixed-Entertainment Facility



# Entertainment Potential

## Movie Theater

- Based on industry standards, Barrett Township could support several movie screens, especially with food and beverage
- With the absence competition in the area, a drive-in theater could be another concept

## Mini Golf Center

- With the absence of mini golf centers within 10 miles of Canadensis, it appears Barrett Township could support one

## Axe Throwing Club

- With the absence of axe throwing clubs within 9 miles of Canadensis, it appears Barrett Township could support one, especially as part of a mixed entertainment center

## Mixed Entertainment Center

- Facility could include axe throwing, golf simulator, arcade (foosball, ping pong, billiards), live music, and bar/restaurant
- An outdoor area could offer additional games, firepits, and dining

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# Samples of Regional Office Supply



## Mountain Healthcare Center

100 Community Dr., Coolbaugh Twp.

- Building Size: 55,536 SF
- Available Space: 2,090
- Asking Rent: \$13.90/SF/YR



## The Courtyard

300 Community Dr., Coolbaugh Twp.

- Building Size: 17,900
- Available Space: 14,720
- Asking Rent: \$16.00-\$19.24/SF/YR

# Samples of Regional Medical Office Supply



**St. Luke's Family Medicine**  
354 Memorial Blvd., Coolbaugh Twp.



**Geisinger Multi-Specialty Clinic**  
126 Market Way, Mt. Pocono Bor.

# Samples of Regional Medical Office Supply



**LVPG Occupational Medicine**  
2838 PA 611, Pocono Twp.



**St. Luke's Monroe Campus**  
100 St. Luke's Ln., Stroud Twp.

# Regional Medical Office Supply

Name	Medical Affiliation	Address	Municipality	Distance
Mountain Healthcare Center	Lehigh Valley Health Network	100 Community Dr.	Coolbaugh Township	7
Pinnacle Treatment Center	Pinnacle Health Systems	1151 Pocono Blvd.	Mt. Pocono Borough	7
Geisinger Multi-Specialty Clinic	Geisinger Health	126 Market Way	Mt. Pocono Borough	8
St. Luke's Family Medicine - Tobyhanna	St. Luke's Health Network	354 Memorial Blvd.	Coolbaugh Township	9
St. Luke's Health Center - Pocono Summit	St. Luke's Health Network	174 Harvest Ln.	Mt. Pocono Borough	9
Allied Services Rehab	Allied Services	1 Elevations Dr.	Pocono Township	10
LVPG Occupational Medicine	Lehigh Valley Health Network	2838 PA 611	Pocono Township	11
Geisinger Pediatric Specialties	Geisinger Health	2936 PA 611	Pocono Township	11
St. Luke's Internal Medicine	St. Luke's Health Network	3361 PA 611	Pocono Township	13
Express Care	Lehigh Valley Health Network	292 Frantz Rd., Ste 108	Stroud Township	13
Health Center at Bartonsville	Lehigh Valley Health Network	600 Commerce Blvd.	Stroud Township	13
St. Luke's Monroe Campus	St. Luke's Health Network	100 St. Luke's Ln.	Stroud Township	13
St. Luke's Monroe Family Practice	St. Luke's Health Network	1581 PA 6111	Stroud Township	14
LVPG Family Medicine - Stroudsburg	Lehigh Valley Health Network	205 Applegate Rd.	Stroud Township	14
Stroud Building	St. Luke's Health Network	208 Lifeline Rd.	Stroud Township	15

# Professional & Medical Office Potential

- There is limited professional office space availability in the region - mainly in the Mt. Pocono area; none in Barrett Township
- Professional office space is a challenging market due to more flexible work patterns unless there is a dedicated user
- While the region has several medical offices within 15 miles of Canadensis, none are within 7 miles
- This absence appears to be an opportunity for medical office space in Barrett Township to serve residents and visitors
- Discussions with area medical groups could identify any specific interest in expanding in the township

