

Larkstone

213 W. King Street



2017

Original Concept

Realm and Reason


- Centered around the jewelry brand
- Local art gallery
- Event space
- Very accessible price points







2021: Rebrand



LARKSTONE

apparel

gifts

lifestyle

- Aimed at contributing to a walkable city
- Focus on functionality
 - Apparel/bags are now leaning on outdoor lifestyle brands
- Do it with personality
 - Maintain connection to independent artist driven brands

Bags/Gear

- Backpacks
- Luggage and travel supply
- Cross body bags / purses
- Wallets
- Tote Bags/market bags
- Binoculars
- Water Bottles
- Other Clever stuff

Clothing

- Men & Women, head to toe
- Rain jackets
- Winter Jackets
- Casual to semi formal
- Stuff that's fun
- Stuff that can handle adventure
- Stuff that can handle a shift in weather

Gifts/Personality

- Notebooks
- Puzzles and simple games
- Greeting cards
- Pins, patches, stickers
- Candles
- Soaps
- Unisex Perfume
- Jewelry
- Fun hair accessories







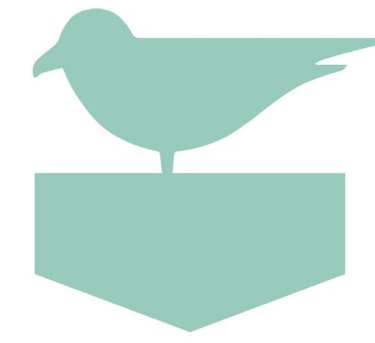


Marmot[®]



EVERY DAY IS
AN ADVENTURE

TOAD&CO

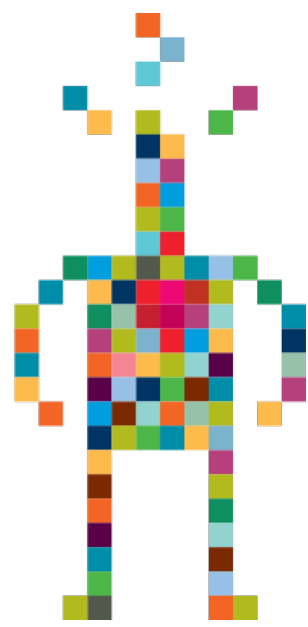


JETTY



**NOCS
PROVISIONS**

Smartwool[®]
Go far. Feel good.[™]



ARCADE

Economic Development of the 200 Block of West King

Economic Development of the 200 Block of West King

Walkable City

15 Minute City

Economic Development of the 200 Block of West King

Walkable City

15 Minute City

27,000 People live within a 15 min walk



ACS Key Population & Household Facts

Provided Courtesy of:
Lancaster City Alliance

Larkstone
213 W. King St., Lancaster, PA 17603
Walk time: 15 minute radius

Prepared by Esri
Latitude: 40.03788
Longitude: -76.30892

	2017-2021 ACS Estimate	Percent	MOE(±)	Reliability
TOTALS				
Total Population	27,240		1,834	
Total Households	11,000		645	
Housing Units	11,768		658	
POPULATION 15+ BY MARITAL STATUS				
Total	21,668	100%	1,336	
Never married	11,058	51.0%	861	
Married	7,349	33.9%	535	
Widowed	622	2.9%	112	
Divorced	2,640	12.2%	314	
POPULATION 25+ BY EDUCATIONAL ATTAINMENT				
Total	17,475	100%	993	
No schooling	571	3.3%	251	
Nursery School	5	0.0%	16	
Kindergarden	8	0.0%	17	
1st to 4th Grade	129	0.7%	93	
5th to 8th Grade	434	2.5%	164	
Some High School	2,101	12.0%	337	
High School Diploma	4,631	26.5%	478	
GED	1,321	7.6%	217	
Some College	2,356	13.5%	294	
Associates degree	1,262	7.2%	191	
Bachelors degree	3,058	17.5%	334	
Masters degree	1,239	7.1%	386	
Professional school degree	163	0.9%	46	
Doctorate degree	197	1.1%	74	

27,000 people
live within $\frac{3}{4}$
mile.

Economic Development of the 200 Block of West King

Walkable City

15 min City

Beautification





2020









Challenges along the way (so far)

Most of 2019



Nov 24, 2021

spring 2023





this is now a productive building





4 years later, all of the storefronts
on the 100 block remain unproductive



Larkstone

213 W. King Street

