Fletcher Farmers Market Listening Session

Monday, January 27, 2025

Fletcher Town Hall

Demographics on Fletcher

- Town of Fletcher incorporated in 1989.
- Current population of 8,643 residents.
- 6.2 square miles in area.
- High growth area with a higher concentration of families.
- 119,000 residents in Henderson County.
- 275,000 residents is Buncombe County.

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Demographics (10 minute drive time)

43,907 Population	41.5 Avg. Age	$96,600 Household Income (Average)
46,221 Daytime Pop	18,628 Households	$71,508 Household Income (Median)

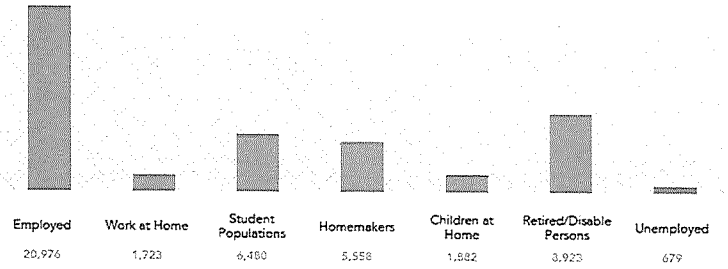
Peer Analysis

The Peer Analysis, developed by Retail Strategies and Tetrad, identifies retail areas with similar demographics and retail characteristics. It uses data from a 5 or 10 minute drive time from major comparable retail corridors across the country.

Peer Trade Areas

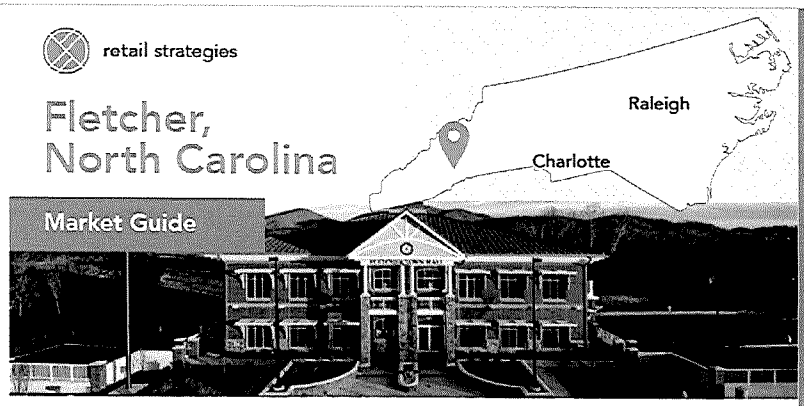
Newnan, GA	575 Pine Rd
Douglasville, GA	6040 Central Church Rd
Canton, GA	1750 Marietta Hwy Ste 170
McDonough, GA	62 Old Jackson Rd
Greer, SC	805 W Wade Hampton Blvd
Lexington, SC	1524 N Lake Dr
Monroe, NC	204 E Sunset Dr
Florence, SC	3315 W Palmetto St

Daytime Population (10 minute drive time)



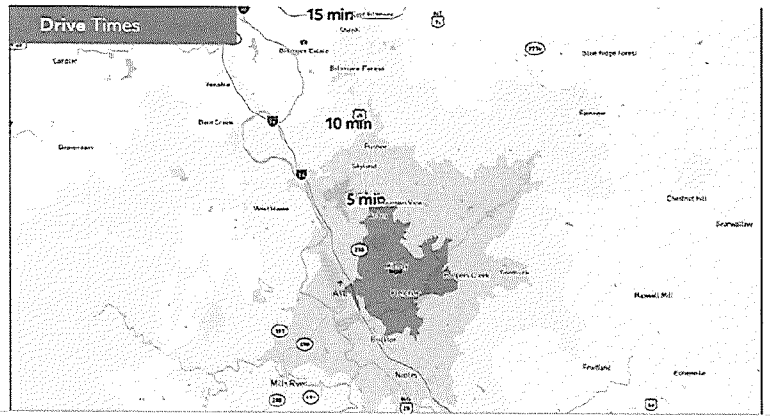
retail strategies

Fletcher, North Carolina



Trade Area Demographics

Distance	3 Miles	5 Miles	10 Miles	5 Minutes	10 Minutes	15 Minutes
2023 Est. Pop	27,402	60,788	165,136	9,422	43,907	90,248
Daytime Pop	26,482	59,968	172,171	13,356	46,221	89,636
Median HH Income	$69,145	$73,436	$67,0454	$67,328	$71,508	$70,706
Households	11,177	25,913	70,796	4,006	18,628	38,380



17.00 x 11.00 in

Potential Sites – FernLeaf Charter School on Howard Gap Road



Potential Sites – Fletcher Town Hall South Parking Lot



Potential Sites – Town Property Next to Maintenance Building



Potential Sites – Bill Moore Community Park (Front Parking Lot)



Potential Sites – Calvary Episcopal Church

