

OWNER-BUILDER-USER STRATEGY

Jefferson and Henderson Two Parcel Redevelopment Assemblage

Washington, Pennsylvania

Seller-facing market conclusion. Position the assemblage as a high-visibility operating location for a mission-driven or service-oriented owner-user-not as a passive, rent-driven development opportunity.

Site fact	Working assumption
Assemblage	Two contiguous DeAngelo-owned parcels: 1290 Jefferson Avenue funeral home and adjoining parking lot
Land area	Approximately 36,560 sf / 0.839 acre from GIS measurement exhibits
Zoning	GB - General Business, subject to final municipal confirmation
Traffic	Jefferson Avenue: 17,570 vehicles/day; Henderson Avenue: 10,448 vehicles/day
Existing use	Funeral home and adjoining surface parking lot
Marketing focus	Owner-builder-users; public, nonprofit and private verticals

Prepared September 2026. This is a preliminary real-estate advisory, not an appraisal, engineering report, legal opinion, traffic study, or representation of interest by any named prospect.

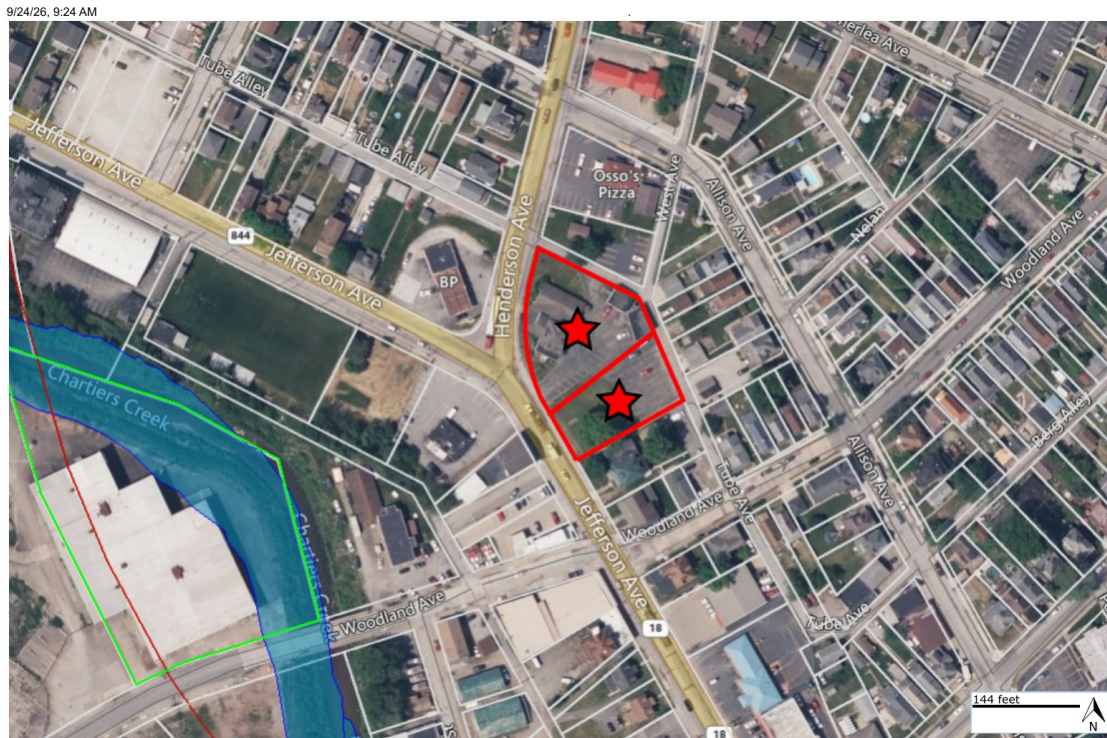
Two parcel site basis

Working area used throughout this report

This version analyzes only the two contiguous DeAngelo-owned parcels: the 1290 Jefferson Avenue funeral-home parcel and the adjoining parking-lot parcel. The LightBox measurement exhibits indicate a combined gross area of approximately 36,560 square feet, or 0.839 acre. Because these are GIS measurements rather than a boundary survey, the figures are appropriate for preliminary planning but not final design or entitlement reliance.

Parcel	Approximate area	Approximate acres
1290 Jefferson funeral-home parcel	22,290 sf	0.512
DeAngelo parking-lot parcel	14,270 sf	0.328
Combined working area	36,560 sf	0.839

Eliminating 1230 Jefferson reduces the working assemblage by approximately 11,690 square feet, or 24 percent. The remaining two parcels still form a contiguous, visible corner assemblage, but building footprint, parking, circulation and underground stormwater must now be balanced more tightly. Larger programs should be tested primarily in a two-story form.



© 2026 LightBox. All rights reserved.

<https://apps.spatialstream.com/landvision/staging/CurrentBuild/Html/printpreview.html#>

1/1

Exhibit 1. Two-parcel assemblage context. Red outlines and stars identify the funeral-home and parking-lot parcels. Source: client-supplied LightBox exhibit; not a boundary survey.

9/19/26, 12:06 PM



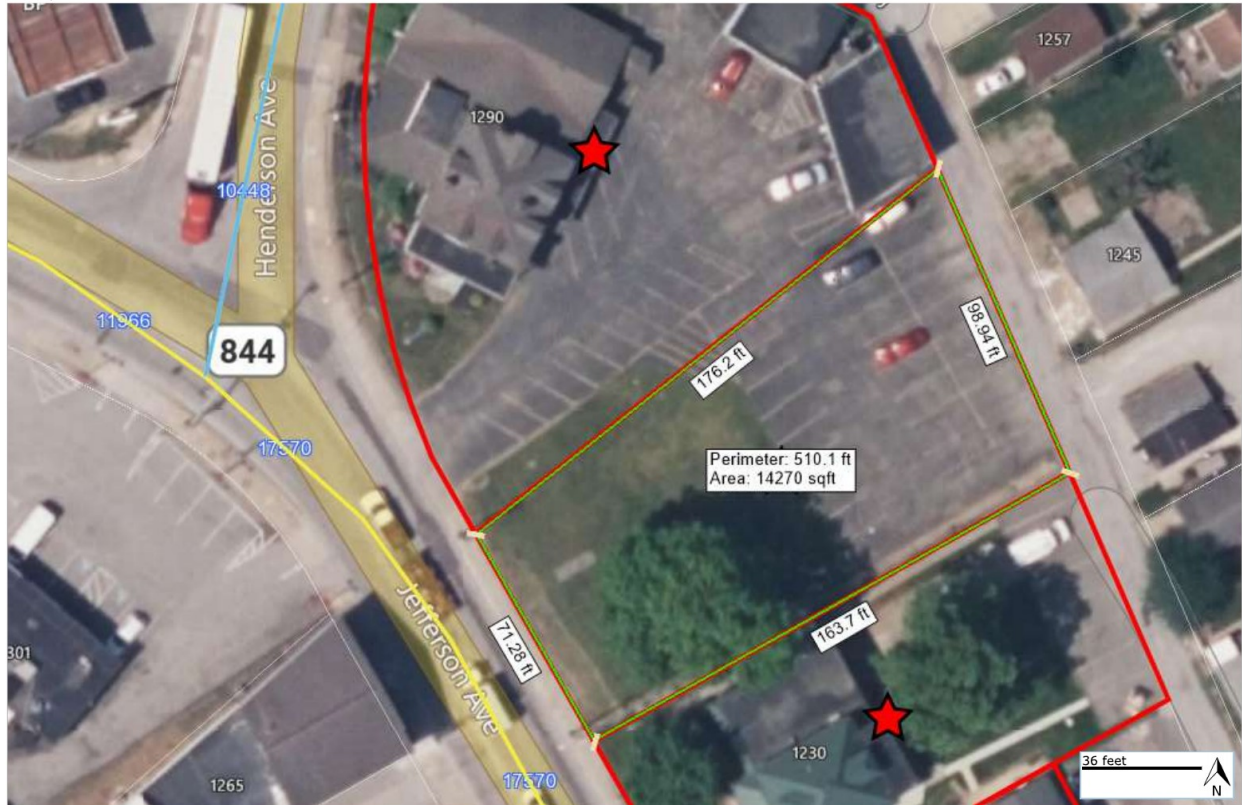
© 2026 LightBox. All rights reserved.

<https://apps.spatialstream.com/landvision/staging/CurrentBuild/Html/printpreview.html>

1/1

Exhibit 2. 1290 Jefferson funeral-home parcel measurement exhibit. Source: client-supplied LightBox GIS measurement exhibit; not a boundary survey.

9/19/26, 12:07 PM



© 2026 LightBox. All rights reserved.

<https://apps.spatialstream.com/landvision/staging/CurrentBuild/Html/printpreview.html>

1/1

Exhibit 3. DeAngelo parking-lot measurement exhibit. Source: client-supplied LightBox GIS measurement exhibit; not a boundary survey.

Executive conclusion

What the new data changes

The two-parcel assemblage remains capable of supporting the owner-user strategy, but the reduced 36,560-square-foot site is more parking- and circulation-sensitive. The prior residual-land-value work showed that conventional speculative development cannot support the site at current market rents and construction costs. That does not mean the land lacks redevelopment value. It means the buyer should be an organization that values the location for its own operations and can capture benefits beyond rent: visibility, identity, control, parking, long-term occupancy, program delivery and avoided lease expense.

Highest-probability positioning. A compact, visible service facility or headquarters of roughly 6,000-8,000 sf in one story, or 10,000-14,000 sf in two stories, with approximately 25-40 surface spaces. A program approaching 16,000 sf may be testable in two stories, but all figures are conceptual and must be tested through zoning, access, stormwater and civil design.

Revised top uses

Rank	Owner-user concept	Why it fits
1	Community health / outpatient clinic	Daily-needs service; moderate-income catchment; working-age population; visibility and parking matter.
2	Human-services / behavioral-health / nonprofit service center	Mission economics and grants can supplement real-estate economics; central, identifiable location.
3	Financial services / credit union / insurance headquarters	Strong signage exposure and customer access; compact branch plus office format.
4	Public agency / education / workforce center	Program-delivery value can justify ownership; two-story format increases utility.
5	Professional or service-business headquarters	Owner occupancy, identity and controlled parking; feasible for legal, accounting, engineering, home-health or regional service firms.
6	Smaller-format pharmacy / medical retail / urgent care	Corridor logic remains, but the reduced site favors compact, non-drive-through formats.

Restaurant and garden apartments are intentionally excluded at the client's direction. Big-box retail, distribution, heavy vehicle uses and a standard large drugstore prototype also rank poorly because of site size, circulation, parking, loading or neighborhood fit.

Market evidence

How the traffic and demographics should be read

Signal	Interpretation	Marketing implication
17,570 VPD on Jefferson	Strong daily exposure for a city-scale parcel.	Lead with signage, visibility and repeat-route recognition.
10,448 VPD on Henderson	A second traffic stream adds reach and access options.	Present the property as an intersection site, subject to curb-cut confirmation.
Household income bands roughly \$34,507-\$55,945	Moderate-income trade area supports essential services more than luxury concepts.	Target healthcare, financial access, public services, insurance and value-oriented operators.
Age bands 33-40 and 40-55	Working-age households likely value convenient, appointment-based services.	Emphasize before/after-work access, parking and multiple services under one roof.
Density pockets from 3,420 to 9,350 people/sq. mi.	Meaningful nearby residential concentration; lower-density pockets broaden the drive-in role.	Pitch both neighborhood access and automobile convenience.
Nearby POIs shown on exhibits	Civic, service, retail and medical activity already exists in the area.	Frame the site as part of an established service ecosystem, not an isolated location.

These map bands are supplied by the client and LightBox exhibits. They are useful for directional targeting but are not a substitute for a defined-drive-time demographic report or customer-origin analysis.

9/24/26, 9:27 AM



© 2026 LightBox. All rights reserved.

<https://apps.spatialstream.com/landvision/staging/CurrentBuild/Html/printpreview.html>

1/1

Exhibit 1. Population-density and point-of-interest context. Red outlines and stars identify the two-parcel assemblage.

Income and age context

A service market, not a luxury market

9/24/26, 9:28 AM



© 2026 LightBox. All rights reserved.

<https://apps.spatialstream.com/landvision/staging/CurrentBuild/Html/printpreview.html>

1/1

Exhibit 2. Income-demographic and point-of-interest context. Client-supplied legend ranges: medium green \$34,507-\$45,883; darker green \$45,583-\$55,945. The stated ranges overlap slightly and should be checked against the source legend before external publication.

9/24/26, 9:27 AM



© 2026 LightBox. All rights reserved.

<https://apps.spatialstream.com/landvision/staging/CurrentBuild/Html/printpreview.html>

1/1

Exhibit 3. Age-demographic and point-of-interest context. Client-supplied interpretation: light blue ages 33-40; medium blue ages 40-55.

Why owner-users can pay more than developers

The simple economics

A developer buys land only after projecting rent, vacancy, operating expenses, construction cost, financing, lease-up and a profit margin. The prior analysis produced negative residual land values even after assuming new-building rent premiums. An owner-user makes a different decision: “Will this location make our organization work better over a long holding period?”

Developer test	Owner-user test
Can market rent cover total project cost and profit?	Can occupancy savings plus business or mission value justify ownership?
Requires lease-up and tenant-credit assumptions.	Starts with a known occupant and known space requirement.
Vacancy directly reduces value.	The organization controls occupancy and timing.
Land price is the residual after all costs.	Acquisition may be supported by operating benefits, grants, donations, SBA-style financing or capital budgets.
Often favors standardized prototypes.	Can tailor the building and phasing to the site.

Practical takeaway. The campaign should not promise that redevelopment “pencils” as a market-rate investment. It should show how the site can solve an operating-location problem for a buyer with a 10-20 year horizon.

Likely physical envelope

- One story: approximately 6,000-8,000 sf as the comfortable range; 8,000-10,000 sf is a parking-sensitive stretch.
- Two stories: approximately 10,000-14,000 sf, using a 5,000-7,000 sf footprint; approximately 16,000 sf is a preliminary upper test.
- Surface parking: approximately 25-40 spaces, depending on use, footprint, parking ratio, setbacks, stormwater and access.
- Drive-through service should not be assumed; the reduced site is better suited to conventional access and circulation.
- The approximately 0.839-acre area is derived from GIS measurement exhibits and must ultimately be confirmed by boundary survey.

Private-sector target verticals

Priority uses and prospect logic

Priority	Vertical	Preferred format	Why pursue
A	Federally qualified/community health center	6-12k sf clinic	Strong demographic fit; reimbursement and mission drivers are not purely rent-based.
A	Dental / vision / behavioral-health group	5-10k sf	Appointment traffic, accessible parking and signage; potential shared-services model.
A	Urgent care / outpatient specialty	5-8k sf	Visibility and road exposure; compact outpatient format is essential.
A	Credit union / community bank	4-8k sf branch + offices	Intersection identity, customer convenience and long hold.
A	Home health / senior services headquarters	6-12k sf	Office and training functions fit better than fleet-intensive operations.
B	Insurance / legal / accounting headquarters	5-10k sf	Ownership, brand identity and client parking.
B	Veterinary / pet-health clinic	5-8k sf	Neighborhood and drive-in demand; parking and service access require testing.
B	Childcare / early learning operator	6-10k sf + outdoor area	Operator-driven economics, but outdoor-space, drop-off and licensing constraints tighten the fit.
B	Skilled-trades showroom + offices	5-9k sf	Owner identity may fit if loading and vehicle storage remain limited.
C	Small-format pharmacy / medical retail	5-8k sf	Historical CVS interest supports corridor logic, but only a compact format is realistic.

The CVS approach from approximately 30 years ago is useful anecdotal evidence that the intersection once met a national retailer's location screen. It is not evidence of current demand. With only the two DeAngelo parcels, a conventional modern pharmacy prototype and drive-through stacking are unlikely to fit comfortably; the relevant target is a smaller medical-retail or pharmacy format.

Public, institutional and nonprofit verticals

Targets whose mission can support ownership

Priority	Vertical	Potential program
A	County or Commonwealth service center	Human services, benefits access, workforce, probation/administrative or public-facing satellite functions.
A	Community health nonprofit	Primary care, dental, vision, behavioral health, pharmacy or integrated family services.
A	Human-services nonprofit	Counseling, case management, family support, disability services, recovery support or community navigation.
A	Workforce and adult education	CareerLink partner, trades training, GED/digital skills, employer training or community classroom.
B	School district / intermediate unit	Administration, special programs, family resource center, alternative learning or staff development.
B	College / university extension	Continuing education, health programs, community outreach or innovation center.
B	Municipal / public safety support	Administrative, community-policing, code, emergency-management or shared-services facility.
B	Veterans / legal aid / community access	One-stop office with confidential consultation rooms and transit/parking convenience.
C	Faith-based or community institution	Headquarters, counseling and community programs; assembly parking must be controlled.

Public-sector caveat. Government and institutional occupiers typically have long procurement cycles, capital-plan constraints, board approvals and public-bidding requirements. They belong in the campaign, but they should not be treated as quick-close prospects.

Illustrative named prospect list

Marketing targets only-no representation of interest

Organization / prospect family	Why it belongs on the call list	Suggested outreach angle
UPMC Washington and affiliated outpatient groups	Major local healthcare system; potential outpatient, therapy or administrative needs.	A visible off-campus service site with dedicated parking and ownership control.
Cornerstone Care	Already provides family medicine, dental and vision services in Washington.	Integrated or expanded community-health location; test need rather than assume relocation.
Southwestern Pennsylvania Human Services (SPHS)	Regional behavioral-health and human-services platform.	Purpose-built counseling, case-management or program center.
Blueprints	Washington-area community-action and family-support organization.	Consolidated service access, training and administration.
Centerville Clinics / regional FQHC operators	Community-health model may value accessible ownership.	Smaller urban clinic or specialty satellite.
Washington Financial Bank	Locally rooted financial-services prospect.	Branch/operations or branded customer-service center.
CHROME Federal Credit Union	Community-oriented credit-union prospect.	Compact branch plus lending/member-service offices.
Washington County	Multiple public-facing departments and human-service functions.	Satellite or consolidated service delivery; long-term capital option.
City of Washington	Potential administrative or community-service functions.	Visible civic/service facility within the city.
Pennsylvania CareerLink / workforce partners	Employment, training and employer-support functions.	Accessible workforce and training hub.
Washington School District / Intermediate Unit 1	Education administration and specialized programs.	Family resource, staff development or program center.
Washington & Jefferson College	Community programs, administration or continuing education.	Off-campus outreach/training facility with parking.
PennWest California and regional training providers	Continuing education and workforce programs.	Washington satellite or employer-training center.
Washington City Mission and allied nonprofits	Community services and administration.	Program offices rather than high-intensity shelter use, subject to zoning.
TRPIL / disability-service organizations	Accessibility and community-service mission.	Fully accessible headquarters and service center.
Independent medical, dental, veterinary, insurance and professional groups	Local principals may be more decisive than national chains.	Own rather than lease; custom building, signage and stable occupancy.

Before outreach, confirm each organization's current real-estate structure, capital cycle, geographic need and decision maker. Several may already have adequate nearby space; inclusion here means "logical prospect to test," not "likely buyer."

Campaign architecture

How to market the site to owner-builder-users

Campaign element	Recommended execution
Positioning line	“High-visibility Washington service facility or headquarters site at Jefferson and Henderson.”
Primary proof points	Two contiguous DeAngelo-owned parcels; approximately 0.839 acre; intersection exposure; 17,570 and 10,448 VPD; GB zoning.
Concept exhibits	Prepare two revised test fits: (1) 6-8k sf one-story / 25-35 spaces; (2) 10-14k sf two-story / 30-40 spaces.
Economics	Show acquisition plus demolition/sitework ranges and an owner-user occupancy-cost comparison - not speculative RLV.
Prospecting	Direct, principal-level outreach to 30-50 organizations, followed by space-needs interviews.
Public outreach	Send a concise site brief to county, city, workforce, education and community-health capital-planning contacts.
Broker outreach	Target healthcare, government, nonprofit and owner-user office brokers - not only retail developers.
Qualification	Ask: required sf, parking, timing, capital source, service radius, ownership preference and board approvals.
Message discipline	Do not lead with “former funeral home.” Lead with “two-parcel owner-user redevelopment site.”

Recommended marketing package

- One-page executive flyer with assemblage boundary, traffic counts, zoning and owner-user concepts.
- Survey-backed parcel and acreage exhibit.
- Preliminary demolition/environmental summary.
- Two civil/architectural test fits and parking counts.
- Utility-capacity and access memorandum.
- Owner-occupancy economics worksheet with financing and incentive scenarios.
- A confidential prospect tracker documenting outreach, need, timing and objections.

Risks and diligence gates

Resolve these before quoting buildable yield

Issue	Why it matters	Next action
GIS measurement basis	The 36,560 sf total is approximate and parcel lines may not equal surveyed boundaries.	Complete boundary/ALTA survey before entitlement or acquisition reliance.
Access / curb cuts	Intersection visibility does not guarantee full-movement access.	Confirm jurisdiction, existing rights and driveway spacing.
Parking	The reduced site makes use-specific parking demand a primary yield constraint.	Obtain official ratios and test employee, visitor and accessible parking.
Stormwater	Underground detention and water-quality systems still consume design area and budget.	Conceptual civil plan and infiltration/geotechnical review.
Demolition / environmental	Existing structures and former uses can add cost and time.	Phase I ESA, hazardous-material survey and demolition budget.
Utilities	Medical, childcare and multi-program uses may be utility intensive.	Obtain water, sewer, gas, electric and telecom availability/capacity letters.
Zoning / SALDO	Permitted-use status does not establish dimensional compliance.	Municipal pre-application meeting and written zoning interpretation.
Prototype pressure	National prototypes may demand more land, stacking or parking than the site provides.	Market flexible owner-user formats and avoid unsupported prototype claims.

Go / no-go milestone. Prepare the two GIS-based concept fits before spending heavily on architectural renderings. A boundary survey should follow once the concept or buyer interest justifies the expense.

90-day action plan

Turn the thesis into market evidence

Timing	Action	Decision produced
Weeks 1-2	Survey/title reconciliation; municipal pre-application; access and utility calls.	Reliable net-site area and major entitlement constraints.
Weeks 2-4	Prepare two test fits and order-of-magnitude demolition/sitework budget.	A defensible building/parking range.
Weeks 3-5	Create owner-user flyer, confidential memorandum and outreach database.	Consistent seller-approved messaging.
Weeks 4-10	Direct outreach to Tier A private, nonprofit and public prospects; conduct needs interviews.	Evidence of real demand, size, timing and objections.
Weeks 8-12	Reprice positioning using feedback; narrow to two strongest user profiles.	Marketing focus and owner-user land-value range.
After qualified interest	Prepare buyer-specific occupancy-cost and financing analysis.	Offer support without pretending every user has the same economics.

Final recommendation

Market the two-parcel DeAngelo assemblage as a redevelopment site for an owner-occupied service facility, compact clinic, mission center, financial/professional headquarters or public/institutional program hub. The demographic and traffic data improve the story, but the approximately 0.839-acre scale makes disciplined building size and parking expectations essential. The strongest campaign will pair the intersection exposure with revised two-parcel concept fits and a curated list of organizations whose operating mission - not projected landlord profit - creates the reason to own.

Sources and limitations

- Client-supplied LightBox map exhibits: two-parcel context, population density, income demographics and age demographics (dated September 24, 2026).
- Client-supplied traffic counts: Jefferson Avenue 17,570 vehicles/day; Henderson Avenue 10,448 vehicles/day. Counts should be confirmed with the underlying traffic-data source before public advertising.
- Client-supplied zoning, land-use and SALDO materials reviewed in prior phases; all interpretations remain subject to confirmation by the City of Washington and project counsel.
- Cornerstone Care official site and locations: <https://cornerstonecare.com/> and <https://cornerstonecare.com/locations/>.
- UPMC Washington official health-system information should be confirmed at <https://www.upmc.com/locations/hospitals/washington> before outreach.
- Named organizations are illustrative prospecting candidates selected by sector fit and local/regional presence. No contact, requirement, expansion plan or interest is represented.
- Area, building yield, parking yield, cost and program ranges are preliminary. This report is not an appraisal, feasibility study, engineering design, environmental report, legal opinion, securities offering or guarantee of development approval.

Prepared for prospective listing and marketing strategy purposes. The recommended next analytical step is a pair of GIS-measurement-based owner-user test fits followed by buyer-specific occupancy-cost analysis for qualified prospects. Survey confirmation should precede entitlement or acquisition reliance.