

# RESIDENTIAL AND COMMERCIAL MARKET ANALYSIS FOR THE VINE CITY/ WASHINGTON PARK LCI STUDY



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## FRAMEWORK

Marketek, Inc. was retained by Tunnell-Spangler-Walsh and Associates to perform the market analysis portion of the Vine City/Washington Park LCI Study being conducted on behalf of the City of Atlanta Bureau of Planning. The primary objective of the market analysis is to determine the potential market depth for new residential, retail and office space in the Vine City/Washington Park Study Area and determine how this potential could be most realistically achieved. The following tasks were performed as part of this effort:

- *Study Area Profile:* The Study Area's current position in the marketplace is assessed not only in terms of the quality and level of existing supply but also how the area relates to competitive markets.
- *Demographic and Economic Profile:* Analysis of demographic and economic trends within the Study Area as well as larger geographic areas from which customers and new residents will likely emanate. Characteristics analyzed include population/household growth, age and income distribution, racial/ethnic composition, market segmentation data and employment.
- *Market Analysis:* Analysis of the competitive supply of residential, retail and office uses, including occupancies, lease rates/sale prices, absorptions and overall quality. Potential market support for residential, retail and office development is provided, phased over a 10-year period.
- *Next Steps:* Based on the findings of the Market Analysis, redevelopment considerations for residential, retail and office uses are provided. The identification and characterization of key target markets and potential economic development and marketing strategies are outlined.

While redevelopment activity throughout the Study Area will be phased over time, the market analysis is focused on the ten-year time period from 2009 to 2019, a realistic projection period for redevelopment. The results of this study are based on:

- Site visits conducted by Marketek, Inc.;
- Analysis of secondary data;
- Input from Study Area residents, public officials, real estate professionals and Study Area business owners;
- Statistical analysis;
- Survey research; and
- The professional and technical expertise of Marketek, Inc.

## STUDY AREA PROFILE

The Vine City/Washington Park Study Area extends west from the Georgia World Congress Center and the Georgia Dome to Washington Park, just shy of the path of the planned BeltLine. On the north, the Study Area is bounded by the Joseph E. Boone (formerly Simpson Road) corridor and, on the south, by the Martin Luther King Jr. Drive corridor and Clark Atlanta University. The area is served by two MARTA rail stations – the Vine City station near Carter Street and Northside Drive and the Ashby station near Carter and Lowery Boulevard.

Public transit service, access via the Boone, MLK and Northside Drive corridors and proximity to downtown Atlanta places the Study Area in an ideal location to attract customers and potential new residents from local resident, employee and student markets. Further, the Study Area is located under a mile from some of downtown Atlanta’s most prominent visitor attractions, including the Georgia Aquarium, World of Coca-Cola and Centennial Olympic Park. While Northside Drive, the World Congress Center and the Georgia Dome currently impede easy access to the Centennial Park area, with improved pedestrian facilities the Study Area has the potential to attract a greater share of downtown’s growing visitor market.

Suffering from years of neglect, the Joseph E. Boone corridor is currently overrun with vacant, unkempt lots, marginal retail uses and apartment communities, some of which are abandoned. The character of Study Area neighborhoods vary. Despite infill housing and residential redevelopment, the Vine City neighborhood continues to face crime, substandard housing/properties, poverty and numerous foreclosures. Although it still faces some of these problems, Washington Park is a more established, well maintained neighborhood inhabited by long time and committed residents.

Most recent development within the Study Area has been on the MLK Jr. Drive corridor and includes the Historic Westside Village retail center and nearby residential projects, including Magnolia Park, the Commons townhomes and the Washington condominiums.

Interestingly, the Study Area is sandwiched between two areas that have seen considerable redevelopment in recent years. To the north is the Upper Westside district and, to the south, the Castleberry Hill neighborhood. Restaurant, retail and residential/loft development have flourished in both, with the Upper Westside becoming a popular destination for home goods and Castleberry Hill emerging as an arts/entertainment district with studios and galleries.

The Study Area has not yet been able to capitalize on this development energy, although access to downtown/MARTA/I-285/I-75/I-85, relatively affordable but increasing land prices and clear market voids are just some of the indicators of the area’s potential. Real and perceived crime, the overall appearance of the community and difficulty in assembling smaller lots owned by multiple parties are just a few of the redevelopment obstacles facing the Study Area.

SUMMARY OF STRENGTHS & CHALLENGES FOR RESIDENTIAL, RETAIL AND OFFICE USES			
	Residential	Retail	Office
Strengths/ Opportunities	<ul style="list-style-type: none"> <li>• Access to MARTA, downtown, I-20 and the AUC</li> <li>• Relatively affordable land for intown location</li> <li>• Established neighborhoods within the Study Area</li> <li>• Successful large-scale for-sale and rental projects in short drive of Study Area</li> </ul>	<ul style="list-style-type: none"> <li>• Some well-maintained existing retail in Study Area</li> <li>• Multiple target markets including residents, students, visitors and employees</li> <li>• Existing undersupply of retail uses</li> </ul>	<ul style="list-style-type: none"> <li>• Existing undersupply of neighborhood-serving office uses</li> <li>• Growing population base will provide market for small office uses</li> <li>• Potential for office development in mixed-use setting</li> </ul>
Issues/ Challenges	<ul style="list-style-type: none"> <li>• Perception and reality of crime</li> <li>• Abundance of rental housing</li> <li>• Deteriorating multifamily buildings within Study Area</li> <li>• Blighted areas within Study Area</li> </ul>	<ul style="list-style-type: none"> <li>• Boarded-up and marginal retail buildings</li> <li>• Lack of diverse retail mix</li> <li>• WCC and GA Dome form barrier between Study Area and downtown</li> <li>• Aesthetics</li> </ul>	<ul style="list-style-type: none"> <li>• Office market limited to small, neighborhood-serving uses</li> </ul>
Development Potential (10-year period)	<ul style="list-style-type: none"> <li>• 595 rental units affordable at 30% AMI and below</li> <li>• 515 rental units affordable at 31% to 60% AMI</li> <li>• 1,050 market-rate rental units</li> <li>• 876 market-rate for-sale units</li> </ul>	<ul style="list-style-type: none"> <li>• 168,633 SF of potential new retail space</li> <li>• Most in shoppers goods (apparel, home goods, misc. retail, etc.) and restaurants/entertainment</li> </ul>	<ul style="list-style-type: none"> <li>• 142,840 SF of potential new office space</li> <li>• Most in consumer-oriented office uses (medical, dental, legal, financial services, etc.)</li> </ul>

## DEMOGRAPHIC AND ECONOMIC PROFILE

Primary target markets for new retail, services and entertainment in the Study Area include local residents, area employees, students and visitors. This section characterizes the size and features of each market, with an in-depth look at the local resident market, which provide the Vine City and Washington Park neighborhoods with the greatest potential opportunity for a dependable source of year-round sales and with potential buyers of newly developed housing.

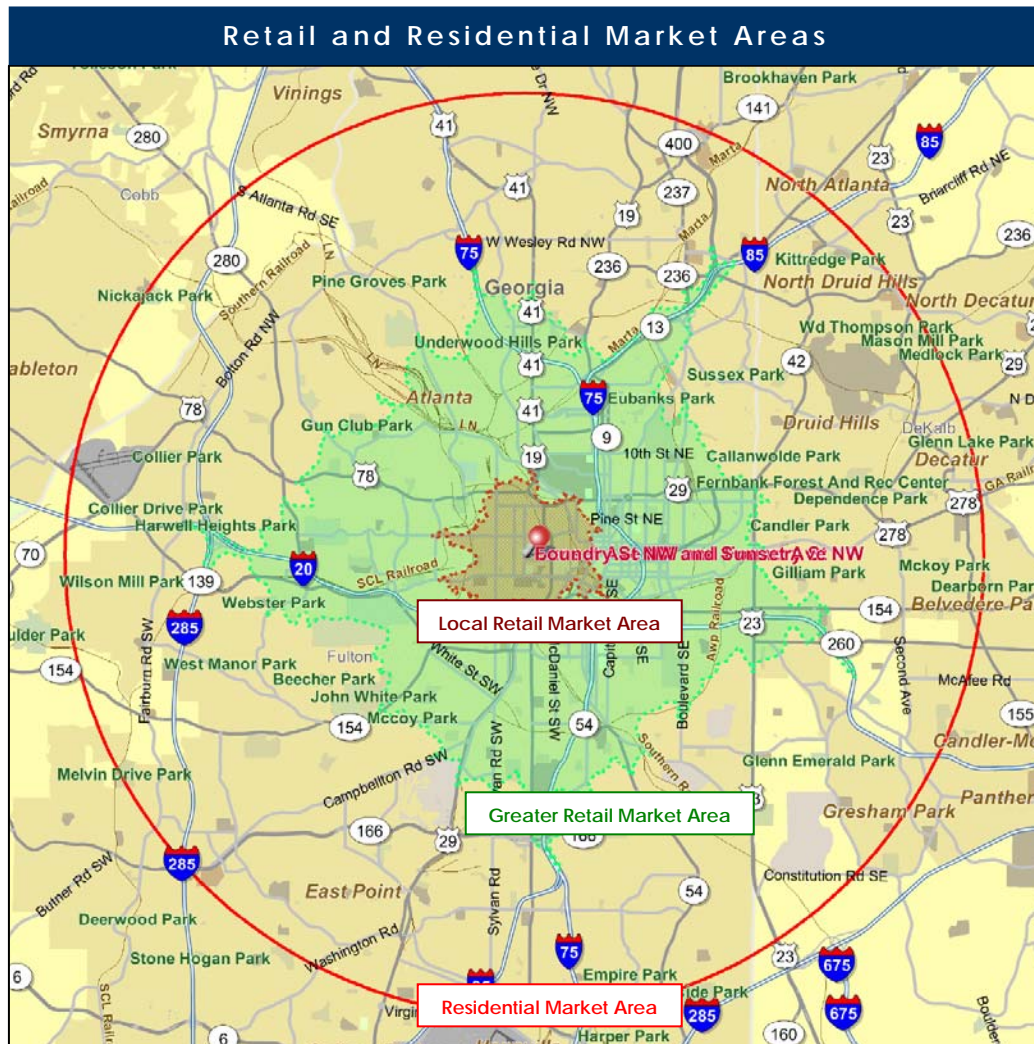
### Local Residents

A demographic profile of households key to the redevelopment of the Study Area – Retail and Residential Market Area residents – is provided in this section. Retail and Residential Market Areas (shown on the map on the following page) are the geographic areas from which the majority of potential customers and residents of new housing emanate and are based on drive time estimates, geographic/man-made boundaries and the location of existing competitive supply. The Retail Market Area is comprised of a “Local” and a “Greater” area. Local Retail Market Area residents (defined by a 5-minute drive from the intersection of Sunset Avenue and Foundry Street) will look to the Study Area for specialty shopping, entertainment and convenience related goods and services. The Greater Retail Market Area (defined by a 10-minute drive) is much larger and is the area from which a majority of “destination” shoppers emanate. Residents of new Study Area housing will be drawn largely from the Residential Market Area, defined by a 7-mile radius from the Sunset Avenue/Foundry Street intersection.

The delineation of Retail and Residential Market Areas is not meant to suggest that prospective customers of Study Area businesses and residents of new housing will be drawn solely from these geographic areas. Because of the Study Area’s location, competitive assets and ongoing and proposed redevelopment activity, prospective retail customers and residents will also be drawn from outside of the corresponding market areas. Comparisons with the City of Atlanta and the Atlanta MSA are made where appropriate. Demographic and economic trends are analyzed for the 2000-2013 timeframe.

### Population & Household Growth

Over the past 8 years, the Study Area has seen slow population growth, increasing at an average annual rate of 0.73%, or 33 persons per year, to reach 4,736 by 2008 (Exhibit 1). This increase fell short of that seen in the City of Atlanta, whose population grew by an average annual rate of 3.45% from 2000 to 2008. While the growth rate in the City and MSA is projected to slow slightly over the next five years, the Study Area’s population growth should accelerate. From 2008 to 2013, the Study Area is expected to grow by an average annual rate of 1.49%, or 71 residents per year, and the City of Atlanta by an average of 2.34% per year.



Study Area population projections shown in Exhibit 1 for the 2008 to 2013 time period are essentially “no build” scenarios, which assume that the City does not initiate a redevelopment program for the Study Area. With anticipated redevelopment activity, population growth within the Study Area will undoubtedly increase.

Within the Retail Market Areas, population and household growth rates outpaced those of the Study Area. In 2008, there were an estimated 7,266 households in the Local Retail Market Area and 83,683 in the Greater Retail Market Area, representing average annual increases of 1.11% and 2.16% since 2000, respectively. Growth is expected to increase over the next five years, bringing the number of households in the Local Retail Market Area to 7,920 and the Greater Retail Market Area to 95,992 by 2013. Likewise, the Residential Market Area will see an increase in average annual household growth rates, from 1.84% for the 2000-2008 period to 2.17% for the 2008-2013 period. The number of households in the Residential Market Area is expected to reach 261,783 by 2013.

### **Age and Income Distribution and Racial Composition**

Population growth rates and other demographic indicators are summarized in Exhibit 2. Exhibits 3 through 5 further characterize the Study Area and the Retail and Residential Market Area populations in terms of age, income and racial trends.

The Study Area and Retail Market Areas tend to have higher proportions of young adults than the City and the MSA. Twenty-four percent (24.1%) of Local Retail Market Area residents are between the ages of 19 and 25; proportions for other geographies range from 13.8% in the MSA to 20.5% in the Greater Retail Market Area. Senior residents (i.e., those age 65 or older) make up 10.8% of Study Area population and 9-10% in the Retail and Residential Market Areas, compared to 8.5% in the MSA. At 47%, the proportion of the population at the height of their spending potential (between the ages of 25 and 64) is somewhat smaller in the Local Retail Market Area than in other geographies. This age group makes up a similar share of the population in the larger geographies (from 55-56%). Median age is lowest in the Local Retail Market Area (29.1 years) and highest in the MSA (34.6 years).

In terms of income, the Study Area and Retail Market Areas have significantly lower incomes than households throughout the City and MSA. Median income in the Study Area is estimated at \$24,117. Although income increases moving out from the center of the Study Area, the median income of the Residential Market Area of \$49,025 remains just below that of the U.S. median (\$54,749) yet is above that of the City (\$48,967).

The Study Area and Local Retail Market Area are predominately African Americans (97.7% and 94.0%, respectively). The Greater Retail and Residential Market Areas are more diverse: African American make up a majority of residents in both areas but 24.2% and 30.4% of residents are white, respectively. The Hispanic population also increases moving out from the center of the Study Area, from 1.1% in the Study Area to 6.5% in the Residential Market Area, compared to 8.4% in the MSA.

### **Community Tapestry Segments**

Recognizing that people who share the same demographic characteristics may have widely divergent desires and preferences, Community Tapestry data (developed by ESRI Business Information Solutions) categorizes neighborhoods throughout the nation into 65 consumer groups or market segments. Neighborhoods are geographically defined by census blocks, which are analyzed and sorted by a variety of demographic and socioeconomic characteristics as well as other determinants of consumer behavior. Based on this information, neighborhoods are classified as one of 65 market segments.

Retail and Residential Market Area households have been grouped into Community Tapestry market segments. The top ten market segments within each of the graphic areas are shown in Exhibit 6 and summarized on the pages that follow (listed alphabetically). While the characteristics of each market segment varies, households within the Local and Greater Retail Market Areas are generally young, some with young children, largely African American and low to moderate income. Households consisting of college

students or recent college graduates also make up a large proportion of the Retail Market Areas. Housing includes both ownership and rental and purchases center on reasonably priced necessities, family and children.

Primary market segments within the Residential Market Area are also generally young but more affluent than Retail Market Area households. Upwardly mobile, active young professionals (e.g., *Laptops and Lattes*, *Metro Renters*) are balanced with young, family-oriented market segments (*Family Foundations* and *Modest Income Homes*). Ownership is more prevalent than in the Retail Market Areas but rental – particularly for young professionals starting out in life – is also common.

### Employment

Exhibits 8 and 9 depict the employment distribution by economic sector and by occupation for employed residents age 16 and older for the Study Area, the market areas, the City and the MSA. In terms of occupation, the service sector is the largest employer regardless of geography. This sector makes up more than half of jobs in all areas except the MSA. The retail trade sector follows, making up 11.3% of employment in the MSA and 8-10% in other geographies.

In terms of occupation, the Study Area and Local Retail Market Area have a lower share of residents employed in white collar positions (management, professional, sales and administrative support) than do other geographies (46-48% versus 65-66%). Service occupations make up a larger share of jobs for Study Area and Local Retail Market Area residents (29-32%) than for the residents of the Greater Retail and Residential Market Area and City (18-20%).

### Area Employees

Employees working in or near the Study Area are an important captive market for retail and service businesses, as they come to the Study Area on a daily basis throughout the year and are in close proximity to retail, restaurant and service establishments. Market research conducted by the Building Owners and Managers Association of America demonstrates that office workers (as one segment of the workforce) spend between 10 and 15 percent of their expendable income in and near their places of work.

A survey conducted by the International Council of Shopping Centers found that downtown workers spend an average of \$130 per week during lunch and after work. This survey further revealed that:

- The majority of workers (76%) prefer to walk to lunch, up to three blocks.
- The most frequent items purchased by workers include cards, stationery, gifts, drugstore items, books and magazines.
- With lesser frequency, workers buy office supplies, jewelry, apparel, accessories, housewares, cosmetics, arts and crafts and items found in galleries.
- Many workers (28%) will stop for “after work” activities (drinks, dinner and shopping) when such opportunities are available. Forty-eight

percent (48%) of these workers are inclined to come back to the downtown district to eat and shop on weekends.

Within a one-mile radius of the Study Area, there are over 800 businesses with 12,760 employees (Exhibit 9). At a mile-and-a-half radius, there are more than 6,700 businesses and the number of employees reaches 101,400.

In terms of the types of industry in and immediately surrounding the Study Area, Services, specifically Education Institutions & Libraries, predominate. In the one-mile area, Education Institutions & Libraries account for 26.6% of employment, followed by Government employment (25.4%). At the mile-and-a-half radius, the Government sector is the largest employer (29.1%).

## Student Market

With its close proximity to Atlanta University Center schools, students form an important market for retail, service, entertainment and housing in the Study Area. Exhibit 11 provides 2008-2009 enrollment numbers for four schools located less than one mile from the Study Area. As shown, there are over 10,000 students and nearly 1,000 faculty members at these institutions.

A Harris research poll conducted in 2002 found that the average college student has about \$287 to spend on discretionary items per month, or about \$3,444 per year. Based on this figure, the student market has the potential to spend an estimated \$34.8 million annually on apparel, entertainment, food at restaurants and other miscellaneous retail goods. The degree to which the Study Area can capture this demand depends on its ability to offer quality retailers and restaurants attractive to students.

## Visitor Market

Downtown Atlanta's visitor base also forms a significant potential market for retail, restaurants and entertainment in Vine City. The Study Area's eastern border is less than one road mile from several of Atlanta's newest and most popular attractions, including the Georgia Aquarium, the World of Coca-Cola and Centennial Olympic Park (Exhibit 12). The Georgia Dome and World Congress Center, which together attract an estimated 3.7 million visitors annually, are within the Study Area. Further, significant future development is planned for the Centennial Park area, including the Center for Civil and Human Rights and the National Health Museum, both scheduled to open within the next five years. All tolled, there is \$3 billion of development planned surrounding Centennial Park, according to the Georgia World Congress Center Authority.

According to a DK Shifflet & Associates study conducted for the Atlanta Convention and Visitors Bureau, 65% of metro Atlanta's visitors in 2007 were leisure visitors, with the remaining 35% visiting for business. Business visitors tend to spend more than leisure travelers (\$182/day versus \$110/day) for an overall average spending of \$135 per day. While total metro Atlanta visitor numbers decreased by 2.7% from 2006 to 2007, there are gains in the number of day business visitors and overnight leisure travelers. On average, overnight visitors spend 2.3 days in metro Atlanta.

# RESIDENTIAL MARKET

## Market Assessment

Standard & Poor's Case-Shiller's September home price index shows that national house prices declined almost 17% on the year. The report shows that metro Atlanta home prices increased 1.3% from May to July 2008, but were down 8.2% on the year. A senior economist with the National Association of Homebuilders predicts that when the housing market recovers, Atlanta property values likely will be the first to rise based on the region's continuing population growth.

As of November 2008, however, Georgia still ranked sixth in foreclosures, with more than 10,000 foreclosure filings - default notices, auction sale notices and bank repossessions - or one foreclosure filing for every 387 houses. Nationally there were 259,085 foreclosures, or one in every 488 U.S. housing units went into foreclosure in November.

The U.S. Commerce Department reports that both housing permits and starts fell to record national lows in November, 2008 as the housing crisis continued to deepen. The number of building permits issued for single-family homes fell more than 15 percent to an annual rate of 616,000 last month, the Commerce Department said, while starts slid nearly 19 percent to an annual rate of 625,000. Both figures are much lower than Wall Street had expected.

Permits are a good indicator of upcoming activity in the housing market, and now stand at the lowest level since March 1975. The new annual rate for starts was the lowest since the department began tracking the data in 1959, and was off about 50 percent from peak levels in 2005.

In line with national trends, the Selig Center predicts that in 2009 new residential housing permits in Georgia will drop 16.7% to 27,954 following a 54.1% drop to 33,550 in 2008. Given the current recession and uncertainty regarding the economy, both residential and commercial development has slowed in Atlanta as in other areas of the nation. Numerous large projects have been put on hold or reduced in scope, particularly in North Atlanta, Midtown and the Central Business District. According to a mid-year condo report by Haddow & Company, just 579 new units were sold in the first half of 2008, compared with 1,212 during the same period in 2007. Finished unsold inventory is at 3,814, up 59% from one year ago.

The Selig Center of the University of Georgia warns that the recession that the State of Georgia is experiencing will grow severe and continue throughout most of 2009. The Georgia economy will shrink by 1.4%, employment will decrease 2.5% and unemployment will rise to 8.4%. In 2008, job losses in the state are being led by construction, manufacturing, and natural resources and mining. The state's unemployment's rate rose to 7.0% in October 2008, the highest rate in more than 16 years. The only employment sector gain will be in education and health services.

Based on Selig's forecast, Georgia's economy is expected to begin to slowly turn around in the third quarter of 2009 and will accelerate to about 2.5% growth by mid-2010. Until the upswing begins, sharp pullbacks in spending by

consumers and businesses are expected. The aftershocks of the financial panic and asset losses will continue to be felt, and even though the economy is expected to bottom out in two more quarters, its recovery will be slow.

#### *Local Supply*

Within the Study Area, there were an estimated 1,812 housing units as of 2008 (Exhibit 13). The majority of occupied housing units were renter-occupied (78%) (as of 2008) and single family detached homes made up the largest share of housing units (38.1%) as of 2000. These statistics, along with visits to the Study Area, indicate that a substantial proportion of single-family housing is renter-occupied. Apartment homes (i.e., units in structures of ten or more units) made up 22.5% of occupied Study Area housing units per the 2000 U.S. Census.

The median owner-occupied home value within the Study Area of \$59,741 is a just over a third of the Residential Market Area, the City and the Atlanta MSA. The low median home value is indicative of several of the housing issues within the Study Area. While the Vine City and Washington Park neighborhoods contain many attractive, well-kept single family homes both new and old, vacant homes, homes and lots in need of repair and/or clean-up and foreclosed homes are also common. Similarly, the Study Area is home to two newer, well-kept apartment complexes – Magnolia Park and the Courtyards at Maple – along with older, deteriorating multifamily properties.

Sales data for the past three years evidences the effect of the national housing crisis on the Vine City area and northwest Atlanta (Exhibit 14). In 2008, the average sales price for single family homes sold in the 30314 zip code was \$43,440 compared to \$80,597 in 2007 and \$93,748 in 2006. When combining this area with the 30318 zip code, average sales price fell from \$196,904 in 2007 to \$118,244 in 2008. Notably, number of sales increased in both geographies. In the 30314 zip code, 422 homes sold in 2008, compared to 302 in 2007; similarly, number of sales in the 30314 and 30318 zip codes increased from 890 in 2007 to 1,044 in 2008.

Exhibit 15 provides a breakdown of 2008 single family home sales by price. The vast majority of homes in the 30314 zip code sold for under \$60,000 (85%). Prices varied more in the combined 30314 and 30318 zip code area, although two-thirds (66%) remained under \$60,000. Large-scale residential projects (i.e., West Highlands, Adams Crossing and Dupont Circle), the emergence of the Upper Westside district and the success of nearby Atlantic Station have no doubt contributed to higher home prices in the 30318 zip code. In both areas, the average time on the market was about 100 days.

#### *Competitive For-Sale Market*

As home sales recorded by the Multiple Listing Service indicate, the single-family home market within the Study Area and surrounding areas is somewhat weak. While sales volumes are steady, falling sales prices indicate declining property values and foreclosures. New residential development in and around the Study Area has largely been in the form of townhome and condominiums. The market for these properties has also grown significantly in recent years, particularly in intown markets south of Buckhead and close-in neighborhoods that surround downtown. Factors underlying the resurgence

of Atlanta's condo market include a demographic shift derived from the growth in the aging baby boomer and early retiree markets, a national shift in demand favoring intown or close-in housing and increasing home prices that make condominiums an affordable alternative for young professionals and first time homebuyers. However, stricter lending standards resulting from the national mortgage crisis coupled with a large inventory of new condominiums citywide have dampened recent sales.

Exhibit 16 provides a summary of recent for-sale developments within or a short distance from the Study Area. The Washington and the Commons form the residential component of the Historic Westside Village located on Martin Luther King Jr. Drive. Opening in Spring of 2007, townhomes at the Commons sold well prior to the onset of national housing market problems for an average of 2.2 units per month. Prices range from \$250,000 to \$285,000. Construction of additional units is planned pending future sales. The Washington condominiums opened in late 2007 and saw slower sales. Twenty of the 50 units have sold thus far for an average of 1.1 units per month, with prices ranging from \$129,000 to \$220,000.

Sales volumes have been stronger in projects to the southeast of the Study Area, in the Castleberry Hill area, which is emerging as a popular restaurant, arts and entertainment district adjacent to downtown. Duo Condos, Centennial Station and Castleberry Point Lofts opened in 2006 to 2007 and sold from 2.4 units per month (at Centennial) to 3.6 units per month (at Castleberry). Prices were lowest at Duo (\$105,000 to \$185,000 or \$122-\$155/SF) and highest at Centennial Point Lofts (\$160,000 to \$599,000 or \$183-\$213/SF). One and two bedroom units with gourmet kitchens, designer baths, covered parking, controlled access, fitness centers and swimming pools are typical.

#### *Competitive Rental Market*

To assess the strength of the rental market in the Study Area and northwest Atlanta and the potential for new apartment development there, Marketek conducted a survey of 16 comparable rental projects located within or near the Study Area. Complexes surveyed included both market rate communities and mixed income communities built using bonds, low income housing tax credit and HOPE VI funding (Exhibit 17).

Apartment developments within the Study Area include Magnolia Park and the Courtyard on Maple, along with several older complexes. These complexes tend to be older and in poor condition, with several buildings boarded up. Additional apartment complexes along Simpson Road are in similar condition.

Newer, well-maintained apartment communities located in and near the Study Area command higher rents and often include either public housing or tax credit units. Market rate rents for a one-bedroom unit range from \$610 at Northside Plaza to \$1,090 at Icon at Atlantic Station. Most are concentrated from the mid \$700s to high \$800s. Rents for two-bedroom apartments range from \$710 at Northside Plaza to \$1,410 at Icon. Square footages from the low 700s to high 800s for one-bedroom units and from the mid 900s to mid 1,200s for two-bedroom units yield value ratios ranging from \$0.80 to \$1.59 and \$0.59 to \$1.33, respectively.

Occupancy at apartment complexes near the Study Area is high – typically in the mid '90s. Occupancy at complexes with a mix of public housing, tax credit and market rate units are frequently higher and are at 100% in several communities. Standard unit amenities include private balconies and washer/dryer connections. Community features usually include a pool, a fitness center, a laundry facility and controlled access.

Further north of the Study Area, apartment development in northwest Atlanta has been highly successful in recent years. The Park District at Atlantic Station, M Street Apartments and 1016 Lofts, all completed since 2003, include flats, townhomes and live/work units. As in the for-sale market, these redevelopment trends are expected to continue moving through Atlanta's southwest neighborhoods.

Unit features and project amenities present in the communities surveyed generally include full kitchens, balconies or patios, controlled access, cable and internet readiness, fitness and business centers and washers/dryers or laundry rooms. Upgraded features available in some communities include pools, high ceilings, stainless steel appliances and granite countertops. Many newer projects are geared toward emulating home ownership while enhancing the urban experience.

Renter profiles obtained from interviews with managers and on-site leasing agents confirm that while there is a mix of perspective tenants at the communities surveyed, tenants are typically intown professionals, graduate/undergraduate students, singles, empty nesters/retirees and, among older and income-restricted projects, families.

### **Demand Potential**

A statistical demand analysis was performed for the Residential Market Area to estimate the potential market depth for affordable rental apartments, market-rate rental apartments and market-rate for-sale homes (Exhibits 18 to 22). Even though the analysis uses finite numbers, the end result (i.e., potential market support) should be interpreted as an approximation of market depth that is balanced with the characteristics of the competitive supply.

The two main sources of potential demand for new housing are new household growth and turnover. New household growth is traditionally used to project market growth and is based on population and household growth projections within the Residential Market Area. The owner and renter analyses use the average annual increase in population beginning with the household base in 2008 and the projected annual increase in households through 2019.

New households are qualified by tenure (likelihood of being owner vs. renter) and then by income. Maximum income limits for affordable housing for 2008, in accordance with HUD income guidelines, are displayed in Exhibit 18.<sup>1</sup> While required income restrictions vary by project and subsidy type, this analysis estimates potential housing targeted to two groups: households earning 30% AMI and below and households earning from 31% AMI to 60% AMI. These limits are typical of public housing units and tax credit units,

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<sup>1</sup> 2009 income limits were not available at the time of this analysis.

respectively. Market rate renter households are qualified by the assumption that renters will earn more than 60% AMI but not more than \$60,000 and owners will earn \$50,000 or more. Households within each income band (i.e., 30% and below, 60% and market rate) are adjusted by household size trends to account for overlap.

Along with tenure and income, new households are qualified by household size. Assuming that housing in the Vine City/Washington Park neighborhoods will offer studios, one-, two- and three-bedroom units, household size will range from one to five persons for affordable rental units and from one to three persons for market rate rental and for-sale units. Finally, Tapestry Market Segment data is used to estimate the proportion of potential market-rate renters and buyers who would be likely to live in new housing developed in Vine City based on preferences for higher-density housing. In other words, the appeal of residential development in Vine City will vary depending on a household's characteristics or preferences/lifestyle choices. For instance, a large family may prefer a house with a big yard as opposed to a loft-style condominium in a mixed-use setting.

In both the owner and renter demand analyses, the more quantitatively significant source of potential demand is demand from existing Residential Market Area households who will move to new housing at some point over the next ten years. Demand from existing households uses the estimated number of owner and renter occupied units in the Market Area in 2009 as a base. Demand for affordable rental product generated by existing households is qualified by tenure, income, household size and incidence of cost burdening – i.e., the percentage of existing low-income households who are paying more than 30% of their income for housing. Because they are paying an excess of 30% of income or rent in their current housing situation, they are a market for new affordable housing developed within the Vine City/Washington Park. Recognizing that market rate renters and homeowners are less restricted in their housing choices, rental and for-sale market rate households are qualified by tenure, income, size, turnover (i.e., the propensity to move within a 12-month period) and Tapestry Market Segment data. Income and household size assumptions remain the same for existing household demand as for new household demand.

Exhibits 19 through 22 show that in the Residential Market Area there is potential for a total of 37,025 affordable units over the 2009-2019 time periods: 19,843 targeted to households earning 30% AMI or less and 17,152 targeted to households earning 31% to 60% AMI. In addition, there is demand for 56,122 market-rate units over ten years: 35,017 rental units and 21,105 for-sale units.

Based on an evaluation of the surrounding housing market, comparable residential product in the market, planned and proposed physical improvements in the Study Area, the Study Area's location and accessibility and Marketek's experience in facilitating residential development in other areas, we estimate that during the first ten years of redevelopment, approximately 1,110 affordable rental units, 1,050 market-rate rental units and 876 for-sale units could be absorbed in the Vine City/Washington Park Study Area (Exhibit 23). In other words, the Study Area has the potential to capture 3.0% of rental market demand and 4.2% of for-sale market demand over the

2009-2019 period. Combined, there is demand for 3,036 housing units in Vine City/Washington Park through 2019, 71% rental and 29% ownership.

The projection for potential demand for housing in Vine City/Washington Park assumes that there will exist marketable rental and for-sale housing product and that an aggressive marketing program for new housing will be underway. The recommended housing types would include newly constructed apartments, condominiums, townhomes and small-lot single family detached homes.

Based on current monthly rents at the market rate rental communities in the competitive market area, market rents in the range of \$725 to \$850 for one bedroom units, \$850 to \$1,100 for two bedroom units and \$950 to \$1,250 for three bedroom units would be achievable in the Study Area. These rents are justifiably higher than some of the projects surveyed as the type of rental product envisioned in the Study Area will presumably be new/renovated and have amenities offered at more recently developed communities in the competitive market area. Rents for affordable units will be dictated by affordable housing program guidelines.

Newly developed apartment communities should offer a unique architectural style and amenities. Community features should include controlled access, parking, a fitness center, a pool and barbeque area and a business center. In-unit washer/dryers (or hook-ups and a laundry facility), balconies or patios, dishwashers/disposals and cable- and internet-readiness should also be standard unit features. Many successful rental projects throughout the country incorporate features that were once reserved for owner occupied homes to reduce the distinction between owners and renters. Private street level entrances and assigned street addresses to individual units are some examples.

Based on the current price position of for-sale housing in the competitive market area, potential price points for new for-sale units located in the Study Area should range from \$130,000 to \$250,000 for condominiums and \$150,000 to \$275,000 for townhomes. While there may be demand for units priced above \$275,000, it is our opinion that when prices rise above this level demand will thin out.

Live/work units – rental and for-sale – should be included in the housing program to accommodate the growing number of people who are seeking larger than average space that is adaptable to living and working. Live/work units range from smaller (1,00 square feet) open floor plans with exposed structural features and curtains/low walls to separate living/working space to higher end commercial first floor space (retail, office, service) with upper level (one to two floors) living areas accessed by a separate entrance. The Study Area’s access to public transit enhances its potential for live/work space.

### **Target Markets for Residential Development**

A large share of early residents of newly developed market-rate housing in Vine City/Washington Park are likely to be young, well-educated and relatively mobile, with few or no children. Students, young professionals and aging baby boomers/early retirees are key target markets, and are typically

singles with or without roommates and couples. Empty nesters and childless individuals who are in their prime career and pre-elderly years are significantly more flexible in terms of housing and migration patterns than were previous generations at this age. Many are eager to leave behind a big house and yard in exchange for a smaller home in an urban, vibrant, mixed-use setting. Experience in other cities suggests that these early prospects will have professional, managerial, administrative and clerical occupations. Small families (three to five persons) will be another key target market for new Study Area housing, especially for affordable rental units and small-lot single family detached homes.

**PRIMARY TARGET MARKETS FOR NEWLY DEVELOPED HOUSING  
Vine City/Washington Park Study Area**

	For-Sale Product	Rental Product	Live/Work Units
<b>Occupation</b> <b>Age</b> <b>Household Size</b> <b>Income</b> <b>Approximate Price Point</b> <b>Motivations/Preferences</b>	<b>Entry-Level Professionals</b> 25 to 35 1 to 2 persons, few with children \$45,000-\$75,000 \$130,000-\$200,000 Access to work/downtown/ public transit/pedestrian trails Tired of rentals/first time buyer Investment and resale important Seek vibrant, mixed-use setting Intown lifestyle w/o intown price Relatively mobile	<b>Entry-Level Professionals</b> 25 to 35 1 to 2 persons, few with children \$30,000-\$45,000 \$750+ Alone/\$1,500+ Roommate Access to work/downtown/ public transit/pedestrian trails Seek vibrant, mixed-use setting Highly Mobile	<b>Creatives/Professionals</b> 25+ 1 to 2 persons, few children \$40,000+ \$160,000+ Buy/\$900+ Rent Seek urban lifestyle Seek large adaptable spaces Access to suppliers, customers Creative community Relatively mobile
<b>Occupation</b> <b>Age</b> <b>Household Size</b> <b>Income</b> <b>Approximate Price Point</b> <b>Motivations/Preferences</b>	<b>Higher-Level Professionals</b> 30 to 50 1 to 2 persons, some with children \$65,000+ \$225,000+ Access to work/downtown/ public transit/pedestrian trails Move-up or move-over buyer Seek vibrant, mixed-use setting Value authenticity/community Investment and resale important Relatively mobile	<b>Higher-Level Professionals</b> 30 to 50 1 to 2 persons, few with children \$45,000+ \$1,100-\$1,400 Access to work/downtown/ public transit/pedestrian trails Seek vibrant, mixed-use setting Relatively mobile	<b>Creatives</b> Advertising, marketing, film & music, software developers, inventors, photographers, designers, culinary, clothing design, furniture designers, hat makers, jewelry design, welders
<b>Occupation</b> <b>Age</b> <b>Household Size</b> <b>Income</b> <b>Approximate Price Point</b> <b>Motivations/Preferences</b>	<b>Empty Nesters/Retirees</b> 55+ 1 to 2 persons \$50,000 and/or available equity \$200,000+ Possibly close to children Access to work/downtown/ public transit/pedestrian trails Proximity to cultural activities Less maintenance, more security Move-over, move-down buyer Highly settled Value over investment	<b>Empty Nesters/Retirees</b> 55+ 1 to 2 persons \$40,000 and/or available equity \$950-\$1,200 Possibly close to children Access to work/downtown/ public transit/pedestrian trails Proximity to cultural activities Less maintenance, more security Seeking intown lifestyle Relatively settled	<b>Professionals</b> More traditional fields of accounting/finance, education, law, various types of consulting
<b>Occupation</b> <b>Age</b> <b>Household Size</b> <b>Income</b> <b>Approximate Price Point</b> <b>Motivations/Preferences</b>	<b>Moderate-Middle Income Families</b> 30 to 50 Varies \$50,000+ \$150,000+ Access to work/schools/parks/ public transit/friends/family Larger units for bigger families Relatively settled Investment important	<b>Low-Moderate Income Families</b> 20 to 60 Varies Below \$45,000 Determined by subsidy type Access to work/public transit/ friends/family Not ready for homeownership May require larger units for kids Relatively mobile	
<b>Occupation</b> <b>Age</b> <b>Household Size</b> <b>Income</b> <b>Approximate Price Point</b> <b>Motivations/Preferences</b>		<b>Students</b> 18 to 25 Single with/without roommate(s) Below \$25,000 \$700 Alone/\$1,200+ Roommate(s) Close to school/friends/public transit Seek vibrant, mixed-use setting Highly mobile Security conscience	

# RETAIL MARKET

## Market Assessment

Recent economic slowdowns, especially in real estate markets, have dampened the prospects for commercial development in many areas. Atlanta's strong population growth coupled with a growing interest in intown neighborhoods, however, will provide continued support for the local retail market.

According to statistics published by Dorey Publishing and Information Services, a local commercial real estate database company, in its *Dorey's Atlanta Retail Space Guide*, the metro Atlanta submarket within which the Study Area is located is called "West Atlanta." As of Fall/Winter of 2008, according to Dorey, the West Atlanta submarket included over 3.9 million square feet of retail space. Vacancy was reported at 9.1% with 360,047 square feet of available space. Available rents ranged from \$13.50 NNN to \$31.00 NNN, varying largely with the age of the shopping center.

Within the Study Area, retail development is limited; the majority is concentrated along Joseph E. Boone Boulevard in the north and Martin Luther King Jr. Drive in the south. On Boone, aging neighborhood strip centers provide the bulk of retail space. These include mom 'n' pop businesses such as local restaurants, barbershops/hair salons, laundromats and small food marts. High vacancy rates are typical and a few centers are in disrepair, completely vacant or abandoned.

The southern portion of the Study Area along MLK Jr. Drive provides the bulk of retail development, including several restaurants, barbershops and a market. Additionally, the Historic Westside Village offers a Publix grocer store, a restaurant, a bank, a cellular phone store and an accountant. While the MLK corridor is home to several viable businesses meeting the needs of residents of the Study Area and surrounding area, additional redevelopment is needed safeguard the viability of these stores and restaurants. Further, the Study Area now offers no destination retail likely to attract shoppers and diners from outside the immediate area. Additional redevelopment, and thus additional retailers and restaurants, in the Historic Westside Village and at the MLK/Lowery intersection has the potential to increase the area's appeal and bolster customer traffic for existing stores and restaurants.

Although the Study Area contains no destination retail space, the northwest Atlanta area is growing as a destination shopping district. Atlantic Station is located just over three miles from the northern portion of the Study Area and offers 1.7 million square feet of retail and restaurant space. IKEA, Dillards and Regal Cinemas are anchors. In addition, the Upper Westside is emerging as a home furnishing/decorating center, drawing shoppers from throughout the metropolitan area. The Westside Urban Market features several "high end specialty" stores leasing space at \$25.00/N per square foot. The District @ Howell Mill, developed by Selig Enterprises, is located at Howell Mill and I-75 and will feature anchors including a Wal-Mart SuperCenter, Ross, T.J. Maxx and PetSmart.

To the Study Area's south, the Castleberry Hill district is emerging as a destination offering art galleries, studios and museums, along with shops, restaurants and nightlife. Local events include the 4<sup>th</sup> Friday Art Stroll held each month, home tours and artist markets, among other neighborhood activities.

The limited supply of existing retail establishments in and immediately surrounding the Study Area indicates that the area is not presently meeting its retail potential. A 1999 study by the Initiative for a Competitive Inner City and Price Waterhouse Coopers estimates that approximately 25% of potential retail demand is not being met in many inner city communities throughout the nation, forcing residents to shop outside of their communities. This is likely the case for Study Area residents whose local shopping is primarily limited to convenience goods and services.

## **Demand Potential**

### *Existing Retail Balance*

Retail MarketPlace data prepared by ESRI Business Information Solutions weighs estimated retail sales against estimated demand to help gauge how well a defined market area is currently meeting its retail potential. Retail 'supply' is based on estimates of actual retail sales using the Census of Retail Trade and a variety of other business and government databases. Retail 'demand' represents the expected amount spent by market area residents for various retail goods and services, based on consumer expenditure patterns derived from the U.S. Consumer Expenditure Survey.

When estimated retail demand exceeds supply, a leakage is presumably occurring, meaning that consumers are looking outside of the market area for retail goods and services. A surplus, conversely, suggests that supply exceeds demand and that certain business categories<sup>2</sup> are importing sales from shoppers who live outside the market area. It is important to note that the data reflects only potential shopping from resident shoppers and does not include spending from visitors, employees or students who live outside the market area. In reality, the consumer marketplace is quite fluid. Even if goods are locally available, priced appropriately and of good quality, local shoppers will always do a certain amount of shopping away from home, including over the internet or through catalogues. The leakage/surplus analysis, however, provides a reasonable indication of the availability of goods in the Retail Market Areas.

Exhibit 25 provides a supply and demand comparison for the Retail Market Areas for several merchandise categories. Because shoppers in urban areas generally travel less than five minutes for convenience-related goods (i.e., grocery and health and personal care stores), the supply and demand comparison for these categories includes the Local Retail Market Area only. Supply/demand estimates for all other merchandise categories are for the Greater Retail Market Area.

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<sup>2</sup> Exhibit 24 specifies the types of goods and services in each of these categories. For instance, "apparel" includes women's apparel, men's apparel, children's apparel, footwear, watches and jewelry.

Among the ten retail categories listed, a leakage occurred in three: electronics and appliances (\$3.5 million), home improvement and gardening (\$4.4 million) and general merchandise (\$37 million). Taken together, this translates to 210,133 square feet of retail space.<sup>3</sup> Marketek estimates that the Study Area has the potential to capture up to 10% of sales leakage, translating to immediate potential demand for 21,013 square feet of retail space (see Exhibit 28 – Summary of New Potential Supportable Retail Space – for space estimates by merchandise/service category).

#### *Potential Retail Demand*

Estimates of potential market demand for retail uses are provided to gauge the appropriate level of commercial development in Vine City/Washington Park. Potential retail sales are estimated by applying expenditure potential<sup>4</sup> by type of merchandise to market area population figures and are divided among five merchandise and service categories: *shoppers goods, convenience goods, restaurants, entertainment* and *personal services*. Based on estimates of sales per square foot of store space, potential sales are converted to supportable space estimates.

Within the Local Retail Market Area, potential sales of \$63.7 million would currently support 256,896 square feet of retail space (Exhibit 26). By 2014, potential sales of \$70.5 million would support 284,650 square feet, representing a five-year increase of 27,754 square feet. In 2019, potential sales of \$78.2 million would support 315,410 square feet of retail space, an increase of 30,760 square feet over 2014. It is important to note that invariably some level of potential expenditures by residents will occur outside of the Local Retail Market Area – including the Internet – if desirable goods and services are not available.

Exhibit 27 provides a similar analysis for the Greater Retail Market Area. From 2009 to 2019, the amount of retail space potentially supported by the Greater Retail Market Area resident expenditures is estimated to increase from 6.5 million square feet to 8.5 million square feet, an increase of 2.0 million square feet.

The share of potential supportable space that Vine City/Washington Park can ultimately support will depend on the success of implementing a comprehensive development program that includes a wide variety of retail, entertainment, housing and office uses. In other words, a passive or segmented approach to development would likely result in the Study Area achieving only a fraction of its estimated potential. Based on the assumption that a comprehensive program is underway, Marketek estimates that over the next ten years, the Study Area can capture 51% of the potential increase in Local Retail Market Area expenditures and 7% of the potential increase in Greater Retail Market Area expenditures. These capture rates translate to potential demand for 147,620 square feet of new retail space in the Study Area. Combined with the 21,013 square feet of potential from existing unmet

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<sup>3</sup> Square footage estimates are based on standard retail sales per square foot of store space as established by the Urban Land Institute.

<sup>4</sup> Consumer spending is estimated from the Bureau of Labor Statistics' Consumer Expenditure (CEX) Surveys. The CEX surveys have been used for over a century to provide data to study consumer spending and its effect on gross domestic product.

demand, there is total demand potential for 168,633 square feet of new retail space in Vine City/Washington Park (Exhibit 28).

In an effort to put demand estimates into context, Exhibit 29 shows the average size of several types of businesses that may be appropriate for the Study Area. In addition to the median size of all businesses within a particular category, the median size of national, local chain and independent retailers is also shown.

The following summarizes the distribution of space among *shoppers goods*, *convenience goods*, *restaurant*, *entertainment* and *personal service* retail categories.

- *Shoppers goods* account for the largest share of space. Over the next ten years, the Study Area could capture 92,150 square feet of retail space for apparel, home furnishings, home improvement and miscellaneous specialty goods.
- Marketek estimates that the Study Area could potentially capture 17,340 square feet of *convenience goods* space, supported primarily by Local Retail Market Area residents. This level of potential demand could accommodate a small food mart, such as a store selling natural, gourmet and/or prepared foods.
- The Study Area could capture 53,243 square feet of *restaurant* and *entertainment* space by 2019. This projection is based on the assumption that over the next ten years, the Study Area will have established itself as an expanded, mixed-use center with a wider variety of shopping, entertainment, new housing and office uses.
- Over the next ten years, the Study Area could capture 5,901 square feet of *personal service* space (i.e., dry cleaners, DVD rental, etc.). Like *convenience goods*, the primary market for *personal services* will be those living in, or in close proximity to, the Study Area. More *personal service* space may be supported, however, if businesses such as a hair salon or day spa attract customers from outside the Local Retail Market Area.

Estimates of potential retail space in the Study Area should be considered conservative based on the fact that expenditures of a several key markets – employees, visitors and non-resident students – fall outside of the model. As development continues, especially around the Vine City MARTA station, the Study Area’s ability to attract these markets will grow. Finally, new housing developed in the Study Area will further boost potential demand for retail space since a major selling point of new housing will be close proximity to shopping and entertainment.

#### **Business Mix & Target Markets**

The table on the following page identifies target markets for retail development in the Study Area and summarizes the characteristics and motivations for each. In addition, business mix recommendations for each market are provided.

**PRIMARY TARGET MARKETS FOR RETAIL  
Vine City/Washington Park Study Area**

	Local Market Residents	Greater Market Residents	Area Employees
<b>Market Size</b>	Study Area population will expand as redevelopment progresses. More than 7,000 hholds in the Local Retail Market Area.	More than 200,000 people and 83,500 hholds in the Greater Retail Market Area.	Roughly 12,760 employees in 1-mile radius and 101,410 in 1.5-mile radius of Study Area.
<b>Motivations</b>	Within a short drive or walk of Study Area, will look to it for specialty goods and services, entertainment and restaurants and day-to-day convenience goods and services.	Willing to drive/take transit to the Study Area for destination goods/services and restaurants and entertainment.	Employees who work close to the Study Area are generally there five days a week and, consequently, are likely to shop, run errands and dine out in the Study Area if these options are available.
<b>Business Mix</b>	Apparel (Women's, Men's, Children's) Shoes Sporting Goods Home Furnishings Home Accessories Garden Supplies Books/Magazines/Music Gifts/Cards Specialty Market/Grocer Bakery Child Care Drugstore DVD/Video Rental Health Club/Gym Drycleaner/Alterations Barber Shop/Salon Shoe Repair Electronics (Sales/Repair) Mail/Copy Center Various Restaurants (family, ethnic, southern, deli, coffee, fine dining, etc.) Bar/Grille/Pub Live Theater/Dance	Apparel (trendy, vintage, locally designed) Jewelry Specialty Market/Grocer Unique Restaurants (local, non-chain, outdoor dining) Bar/Grille/Pub (w/ live music) Gifts/Cards Home Accessories/Furniture Art Gallery Antiques Handcrafted Goods Entertainment (live theater, live music, dance, art shows, etc.) Day Spa/Salon Bike & Skate Shop/Rental (along proposed Vine City Promenade)	Restaurants/Bars (fast-casual*, casual, fine dining, outdoor dining) Specialty Market/Grocer Drugstore Items Mail/Copy Center Banks/Financial Services Drycleaner/Alterations Child Care Health Club/Gym Apparel/Accessories Books/Magazines/Music Live Entertainment Housewares

\*Fast-casual dining refers to a growing segment of the restaurant industry that seeks to fill the gap between fast food and casual dining. Leading fast-casual chains include Panera Bread and Qboda Mexican Grille. Examples of local fast-casual chains include Tin Drum Asia Café and Figo Pasta.

Source: Marketek, Inc.

PRIMARY TARGET MARKETS FOR RETAIL (continued) Vine City/Washington Park Study Area		
	Area Students	Area Visitors
<b>Market Size</b>	Over 10,000 students and almost 1,000 faculty/staff members at AUC schools.	World Congress Center and Georgia Dome draw apx. 3.7 million visitors/year.
<b>Motivations</b>	College students are spending more than ever before, with estimated annual buying power of \$200 billion. Spend an avg. of \$287 per month on discretionary items (food, and beverages, personal care and electronics).	Leisure and business travelers spend heavily on restaurants, entertainment and specialty goods, especially before and/or after downtown events. Spend an average of \$135 per day.
<b>Business Mix</b>	<p>Apparel (trendy, vintage, locally designed)</p> <p>Sporting Goods</p> <p>Computers/Software</p> <p>Electronics/Audio Equip.</p> <p>DVDs (purchase &amp; rent)</p> <p>Books/Magazines/Music</p> <p>Gifts/Cards</p> <p>Groceries</p> <p>Cosmetics/Personal Care</p> <p>Fast-Casual Restaurants</p> <p>Ethnic Restaurants</p> <p>Bar/Grille/Pub</p> <p>Late-Night Dining</p> <p>Deli</p> <p>Bakery</p> <p>Coffee Shop</p> <p>Pizza</p> <p>Live Music</p> <p>Health Club/Gym</p> <p>Barber Shop/Salon</p> <p>Movies</p>	<p>Restaurants:</p> <p>Ethnic Cuisine</p> <p>Southern Cooking</p> <p>Family Restaurants</p> <p>Outdoor Dining</p> <p>Breakfast/Brunch</p> <p>Unique Restaurants</p> <p>Bar/Grille/Pub</p> <p>Art Gallery</p> <p>Antiques</p> <p>Handcrafted Goods</p> <p>Entertainment (live theater, live music, dance, art shows, etc.)</p> <p>Apparel (trendy, vintage, locally designed)</p> <p>Personal Care Products</p>

Source: Marketek, Inc.

# OFFICE MARKET

## Market Assessment

While not an established venue for office space development, the Study Area is within easy access of the well-established downtown Atlanta, the emerging Upper Westside and the I-20 West office submarkets. Combined with quick access to MARTA rapid rail and the metro area's interstate highway system, this location helps provide some opportunities for limited office space development over time.

Downtown, one of the metro area's major office employment centers, is to the east of the Study Area. The latest available statistics from the Atlanta Regional Commission (ARC) show approximately 103,192 employees located in the central business district as of 2006, with the bulk of them in the Government and Professional, Scientific and Technical job sectors. Major downtown employers include the Atlanta Journal & Constitution; The Coca-Cola Company; Bank of America; Crawford Long Hospital; Deloitte & Touche; Georgia-Pacific; The Southern Co./Georgia Power; SunTrust Banks; and Turner Broadcasting/CNN.

The Study Area also enjoys a strategic location with respect to downtown Atlanta's convention and visitor business. The Simpson Road corridor in the Study Area's north provides convenient access to the 1.4 million square-foot Georgia World Congress Center exhibition/convention complex as well as the adjacent Georgia Dome. These two facilities complement AmericasMart (formerly the Atlanta Market Center), a 6.2 million square-foot furnishings and apparel marketplace. Downtown also has an inventory of more than 10,500 hotel rooms to accommodate the 3.7 million annual delegates attending conventions and trade shows.

Immediately to the east of the World Congress Center complex, the Georgia Aquarium opened in late 2005 on a site just north of Centennial Olympic Park. The eight million-gallon/505,000 square-foot facility was joined by the new World of Coca-Cola Museum that opened in May of 2007. According to a study of the economic impact of the Georgia Aquarium, the facility is expected to have a \$1 to \$1.5 billion impact on the state's economy within its first five years. By 2010, 75 projects are slated to be completed in the central business district, including 3.5 million square feet of office space, 878,000 square feet of retail space and 6,850 new housing units.

Joseph E. Boone Boulevard, the northern limit of the Study Area, is just south of the Chattahoochee Industrial District. The district is part of the emerging Upper Westside office and commercial market, located west of the I-75/85 Downtown Connector and anchored by the Atlantic Station office/retail/residential mega development.

Within the Study Area itself, a small amount of office space has been redeveloped in recent years. Professional and service-oriented office uses along Martin Luther King Jr. Drive make up the majority of office space within the Study Area.

## Demand Potential

The combination of proximity to downtown and easy access to metro Atlanta's rapid rail and interstate highway system creates some long-term opportunities for limited office development within the Study Area.

Using the estimates of projected employment growth in Northwest Atlanta from the Atlanta Regional Commission, potential annual demand for office space for six-year and five-year study periods (2009-2015) and (2015-2020) are provided in Exhibits 30 and 31. Because employment fluctuates in response to changing economic conditions over time, estimates of potential demand for office space is a general indicator of future demand rather than a precise projection.

Exhibit 30 provides an analysis of the demand potential for office space derived from projected employment growth in Northwest Atlanta through 2020. Average annual change in employment for each employment category is multiplied first by the proportion of employees in each category that are normally expected to utilize office space. The resulting figure (new office space users per specific category) is then multiplied by the average square footage of office space utilized per employee, 245 square feet, to yield the potential annual square footage of office demand for that employment category. Potential annual demand for office space in Northwest Atlanta is estimated at 25,958 square feet per year for 2009 to 2015 and at 47,359 square feet per year for 2015 to 2020.

Exhibit 31 shows that cumulative potential demand for new office space in Northwest Atlanta is 447,792 square feet. This includes 418,497 square feet of *derived demand* (new firms choosing to locate in the area) and 29,295 square feet of *replacement demand* (businesses leaving existing facilities and moving to a new location within the market area). Marketek estimates that the Study Area has the potential to capture 32% of demand for new office space, resulting in the potential for 142,840 square feet of new office space in Vine City/Washington Park.

Growing residential populations in downtown and west Atlanta, the result of the steadily growing attractiveness of intown living, can be expected to add to the population of the Study Area and surrounding neighborhoods over time. A growing population will, in turn, generate demand for small-scale facilities for use by medical, dental, legal, insurance and other consumer-oriented users of office space. Much of this office space can effectively be developed as part of smaller-scale, mixed-use office/retail projects. The potential for large-scale office development in the Study Area, however, is limited.

## ECONOMIC DEVELOPMENT & MARKETING

Successful implementation of the market study is dependent upon a commitment to making Vine City and Washington Park’s commercial districts priority economic development areas and upon the development of an organized and proactive local business development team. This section outlines key next steps in the economic development and marketing process, including:

- (1) A local business development organization;
- (2) Property development;
- (3) Business retention and expansion;
- (4) Business attraction; and
- (5) Marketing and promotion.

### Business Development Organization

While existing organizations such as the Vine City and Washington Park Civic Associations should have a voice in the business development process, they do not have the ability to manage this function. Nor are their organizational purposes and activities directly aligned with business development activities. Instead, existing Vine City and Washington Park businesses should form the Vine City/Washington Park Business Association to promote business retention and expansion and attract new companies to the area. This group would also be responsible for marketing strategies to draw shoppers, residents, investors and builders to the Vine City and Washington Park neighborhoods. The Business Association should form a Business Recruitment and Retention Committee dedicated to enacting the strategies outlined below.

Examples of successful business association in Atlanta neighborhoods include the East Atlanta Business Association ([www.eastatlantavillage.net](http://www.eastatlantavillage.net)), the South East Atlanta Business Association (a merger of the Reynoldstown/Cabbagetown Business Association and the Grant Park Merchants Association, [www.seabaga.org](http://www.seabaga.org)) and the Virginia Highlands Business Association ([www.virginiahighland.com](http://www.virginiahighland.com)). These groups are all active in bringing new businesses, shoppers and investors to their business districts.

### Property Development

**Goal** – The purpose of property development is to stimulate interest and action toward property improvements and to enhance the appearance and condition of properties to attract quality tenants.

**Audience** – Business prospects, property owners, real estate agents, lenders and the general public.

### Implementation Activities

#### *Identify & Market Target Commercial Properties*

1. Make an inventory of all vacant, underutilized or uncared for properties in the business district(s).
2. Contact owners of these properties one-on-one to discuss the revitalization process and the desire to increase commercial activity.

- Assess the owner's interest in and ability to make property improvements and to lease or sell the property.
3. Based on the property inventory, rank the sites/buildings according to their potential for development or locational importance, categorizing them as short or long term potential initiatives.
  4. For properties/buildings that are available and in good condition for showing, work with the property owner and/or a local realtor to market these to business prospects. Put together a one page marketing profile with a photo, key features, square footage, price information, target business types and contact information.
  5. Make information about available properties available on a Vine City/Washington Park Business Association website.

### **Business Retention & Expansion**

**Goal** – The purpose of the business retention initiative is to encourage existing businesses to capitalize on market opportunities and to support and enhance established businesses contributing to the Study Area's vitality.

**Audience** – Existing Study Area businesses, concentrated primarily on those located along Martin Luther King, Jr. Drive and Joseph E. Lowery Boulevard.

### **Implementation Activities**

#### *Assist Existing Businesses through Education, Technical Assistance and Recognition*

1. Promote the findings of the Market Analysis to existing businesses by distributing key research findings and business mix opportunities.
2. Work with the Georgia State University Small Business Development Center (now combined with the former Clark Atlanta Small Business Development Center) to identify tactics for assisting existing businesses expand and diversify their merchandise mix based upon the opportunities identified in the analysis.
3. Talk with existing businesses to identify issues/barriers and/or technical assistance needs. Hold a workshop or provided one-on-one technical assistance to address top needs.

#### *Assist with Relocation and Encourage Business Start-Ups*

1. Work with the Atlanta Development Authority to identify incentives for relocating/expanding businesses within the Vine City/Washington Park neighborhoods. These may include Renewal Community Wage Credits, Urban Enterprise Zone tax abatements and other tax credit incentives.
2. Encourage the development of an office incubator that provides entrepreneurs a jump-start in a below-market cost space. The incubator could also include business support services, ranging from technical assistance with business and financial planning to a mail/copy center and conference room/meeting space.
3. Encourage the development of shared office space allowing several small business owners/self-employed persons to rent small market-rate office space while sharing reception and meeting space and copy/fax/print services. Such office space would be an ideal location for

the medical, dental, legal and other consumer-oriented office needs identified in the office market analysis.

4. Explore the potential for retail incubator space offering small, below-market cost space to retail entrepreneurs. Along with assisting business start-ups, such space has the potential to encourage the trendy, unique retailers (apparel, gifts, hand-crafted products, home goods, etc.) identified as opportunities in the retail market analysis.
5. Gather information about and promote potential business development resources for new Study Area businesses. Such resources should include:
  - Financial incentives such as small business loans, tax credits or tax abatements administered through the Atlanta Development Authority. Contact ADA Director of Business Development Charles Whatley and Small Business Finance Manager Lonnie Saboor to identify potential resources (404.880.4100).
  - Technical assistance with business plans, marketing strategies, cash-flow strategies and business management provided by the Georgia State University Small Business Development Center (404.413.7830, [www2.gsu.edu/~wwwsbp/](http://www2.gsu.edu/~wwwsbp/))
6. Develop a business mentoring program pairing budding entrepreneurs with the owners/managers of established Study Area businesses.

#### *Support Development of Business Center Planned at MLK & Lowery*

With an anticipated opening in late 2009, the business center planned at 907 Martin Luther King Drive will offer shipping services and supplies, printing and copying services, computers with internet access and audio visual equipment rental. The Center will employ 2 full-time and 2-3 part-time workers, ideally hired from within the Vine City/Washington Park community. Business outreach programs, such as mentoring and business development/planning workshops should be coordinated with the Center so as to support its activities and reach as many local businesses as possible.

### **Business Attraction**

**Goal** – The purpose of the business attraction program is to create awareness about opportunities in Vine City/Washington Park, generate business leads and bring these leads to the Vine City/Washington Park neighborhoods.

**Audience** – Business prospects, local and regional realtors/brokers, media and business associations.

### **Implementation Activities**

#### *Conduct a Business Recruitment Campaign*

1. Establish 3-5 target business type priorities for attraction to the Study Area.
2. Prepare marketing material to share with business prospects including Vine City/Washington Park maps, information about the residents, student, employee and visitor markets, information about Vine City/Washington Park's assets and history, profiles of available property and an overview of business assistance resources.
3. Cultivate referral networks with real estate brokers, commercial and residential developers, economic development agencies and the local

business community. Share the marketing material with members of this referral networks.

4. Conduct a direct mail campaign to businesses and developers sharing a simple sales brochure or post card about Vine City/Washington Park.
5. Follow up on leads generated through referral networks and direct mail campaigns.

### **Marketing & Promotion**

**Goal** – To establish Vine City/Washington Park as unique shopping, dining and entertainment district offering a vibrant, mixed-use atmosphere where people can live, work and play.

**Audience** – Shoppers, residents, students, employees, visitors, investors and developers.

### **Implementation Activities**

#### *Image Enhancement*

1. Institute a community-wide “clean-up” program, with emphasis on high traffic areas. The Study Area must re-position itself as a clean and safe business district in the eyes of prospective businesses and target markets.
2. Work to overcome negative impressions of the Vine City/Washington Park area by holding a community event, such as a farmers market, in a local park as an invitation for people to come check out the neighborhood.
3. Publicize new community infrastructure in Vine City/Washington Park, including the proposed historic walking routes, multi-use trail and new park at Boone and Elm Streets, as they are developed.

#### *Create a Consistent Brand Theme for the Study Area*

1. Create a “brand” or identity that reflects the image and vision of the Vine City/Washington Park neighborhoods. Ideally, this theme should build on the neighborhoods’ rich history while emphasizing their position as a growing/redeveloping shopping, dining and entertainment district.
2. With the brand theme as a foundation, develop a design concept for marketing – e.g., logos, signs, advertising, website, business recruitment brochures, etc. Seek to potentially obtain graphic services on a pro bono basis, perhaps through a partnership with nearby local colleges.
3. Once the design concept is completed, make it available to partners (i.e., local businesses or other organizations) wanting to use it in their marketing to continue and expand the branding of the district.

#### *Expand Website Presence*

1. Re-design the Vine City website ([www.vinecity.net](http://www.vinecity.net)) or establish a new website for the Vine City/Washington Park Business Association devoted to promoting existing businesses, attracting shoppers and new residents and recruiting new businesses.
2. Put all Vine City/Washington Park market and development information at this location for easy access by potential business prospects. This information should include Vine City/Washington Park’s history and assets, market area demographics, information about visitor, employee and student markets, maps of the area, property profiles, small business

assistance, testimonials by successful Vine City/Washington Park businesses and contact information.

3. Update the website regularly (at least quarterly) to keep shoppers, residents and businesses apprised of what's new in the area. Publicize local events, new businesses, new developments and other happenings in the Vine City/Washington Park neighborhoods.

### **Other Economic Development Activities**

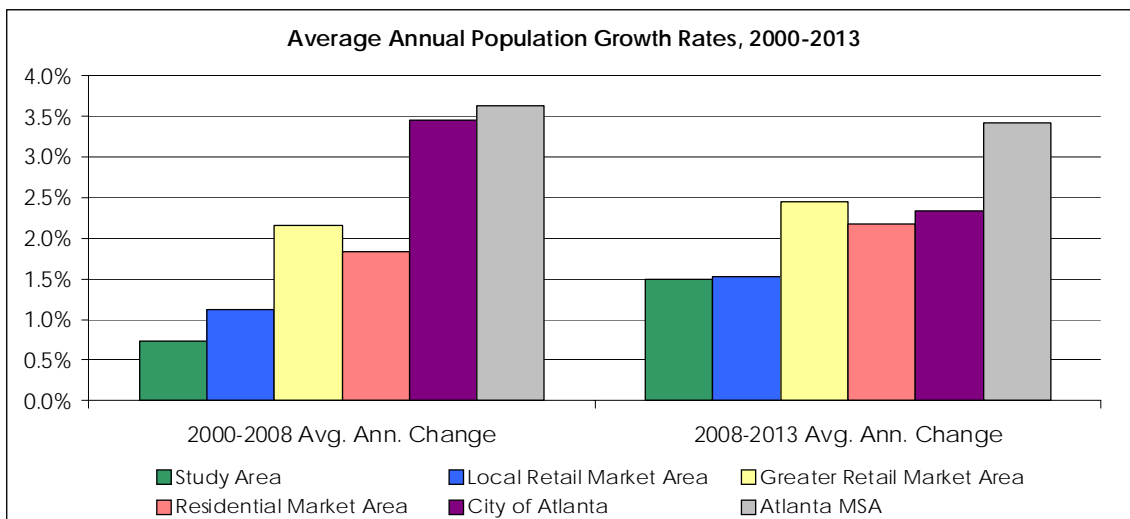
#### *Monitor & Capitalize on Georgia World Congress Center Expansion Plans*

The recently-completed Georgia World Congress Center (GWCC) Master Plan identified several expansion options, including construction of a new stadium and exhibit hall and/or expansion of the facility's existing stadium and exhibit space. As planning and development for the GWCC continues, the Vine City/Washington Park area should remain involved in the process, with specific attention to the economic benefit potential for the neighborhood, including:

1. Improved connections across Northside Drive, with the GWCC and with other downtown attractions to encourage tourists and business travelers to visit the Vine City area, especially mixed-use development along Northside and MLK, and to encourage use of the proposed historic walking routes.
2. Business opportunities, including restaurants, entertainment and specialty shopping supported by additional GWCC visitors. (See "Primary Retail Target Markets" on page 22.)
3. Potential employment opportunities at the GWCC for Study Area residents during construction and upon completion of the expansion.
4. Streetscape, urban design, public safety, traffic and pedestrian circulation improvements that will enhance the Study Area as a shopping, dining and entertainment district for residents, local visitors and tourists/travelers.

# APPENDIX A. Demographic & Economic Profile Exhibits

EXHIBIT 1 POPULATION & HOUSEHOLD GROWTH Study Area, Market Areas, City of Atlanta and Atlanta MSA 2000-2013							
Geographic Area	2000	Avg. Ann. Change 2000-2008			Avg. Ann. Change 2008-2013		
		2008 (Estimate)	Number	Percent	2013 (Forecast)	Number	Percent
<b>Study Area</b>							
Population	4,473	4,736	33	0.73%	5,090	71	1.49%
Households	1,716	1,811	12	0.69%	1,938	25	1.40%
Avg. Household Size	2.37	2.42	0.006		2.44	0.004	
<b>Local Retail Market Area</b>							
Population	16,326	17,782	182	1.11%	19,140	272	1.53%
Households	6,627	7,266	80	1.21%	7,920	131	1.80%
Avg. Household Size	2.23	2.20	-0.004		2.19	-0.002	
<b>Greater Retail Market Area</b>							
Population	171,906	201,595	3,711	2.16%	226,283	4,938	2.45%
Households	68,190	83,683	1,937	2.84%	95,992	2,462	2.94%
Avg. Household Size	2.18	2.14	-0.005		2.13	-0.002	
<b>Residential Market Area</b>							
Population	498,551	571,818	9,158	1.84%	633,875	12,411	2.17%
Households	200,394	233,849	4,182	2.09%	261,783	5,587	2.39%
Avg. Household Size	2.32	2.30	-0.003		2.29	-0.002	
<b>City of Atlanta</b>							
Population	416,474	531,565	14,386	3.45%	593,667	12,420	2.34%
Households	168,147	218,680	6,317	3.76%	247,400	5,744	2.63%
Avg. Household Size	2.30	2.29	-0.001		2.28	-0.002	
<b>Atlanta MSA</b>							
Population	4,247,981	5,484,304	154,540	3.64%	6,421,432	187,426	3.42%
Households	1,554,154	1,994,237	55,010	3.54%	2,332,024	67,557	3.39%
Avg. Household Size	2.68	2.71	0.004		2.72	0.002	



Source: ESRI BIS

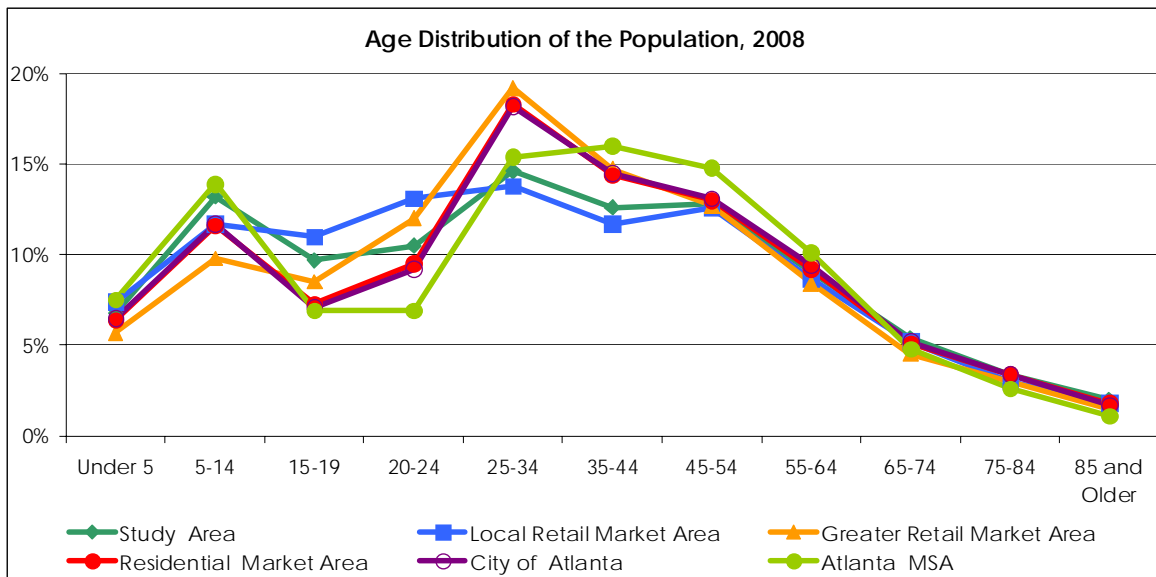
**EXHIBIT 2**  
**DEMOGRAPHIC SNAPSHOT**  
**Study Area, Market Areas, City of Atlanta and Atlanta MSA**  
**2008**

Demographic Indicator	Study Area	Local Retail Market Area	Greater Retail Market Area	Residential Market Area	City of Atlanta	Atlanta MSA
Population	4,736	17,782	201,595	571,818	531,565	5,484,304
Avg. Ann. Pop. Growth						
2000-2008	0.7%	1.1%	2.2%	1.8%	3.5%	3.6%
2008-2013	1.5%	1.5%	2.4%	2.2%	2.3%	3.4%
Households	1,811	7,266	83,683	233,849	218,680	1,994,237
Average Household Size	2.42	2.20	2.14	2.30	2.29	2.71
Median Age	31 years	29 years	32 years	33 years	33 years	35 years
Median Household Income	\$24,117	\$20,100	\$40,632	\$49,025	\$48,967	\$69,239
Race						
Percent White	1%	3%	24%	30%	30%	60%
Percent African American	98%	94%	70%	62%	64%	30%
Percent Other	1%	3%	6%	8%	7%	10%
National Origin						
Percent Hispanic	1%	1%	4%	7%	6%	8%

Source: ESRI BIS

**EXHIBIT 3**  
**POPULATION BY AGE**  
 Study Area, Market Areas, City of Atlanta and Atlanta MSA  
 2008

Age Category	Study Area	Local Retail Market Area	Greater Retail Market Area	Residential Market Area	City of Atlanta	Atlanta MSA
Under 5	6.8%	7.4%	5.7%	6.4%	6.5%	7.5%
5-14	13.2%	11.7%	9.8%	11.6%	11.7%	13.9%
15-19	9.7%	11.0%	8.5%	7.3%	7.1%	6.9%
20-24	10.5%	13.1%	12.0%	9.5%	9.2%	6.9%
25-34	14.6%	13.8%	19.2%	18.3%	18.2%	15.4%
35-44	12.6%	11.7%	14.7%	14.4%	14.5%	16.0%
45-54	12.8%	12.6%	12.7%	13.0%	13.1%	14.8%
55-64	9.0%	8.7%	8.4%	9.2%	9.4%	10.1%
65-74	5.4%	5.2%	4.5%	5.1%	5.2%	4.8%
75-84	3.4%	3.0%	3.0%	3.4%	3.4%	2.6%
85 and Older	2.0%	1.8%	1.5%	1.8%	1.7%	1.1%
<b>Total</b>	<b>4,736</b>	<b>17,782</b>	<b>201,595</b>	<b>571,818</b>	<b>531,565</b>	<b>5,484,304</b>
<b>Median Age</b>	<b>31.3</b>	<b>29.4</b>	<b>32.1</b>	<b>33.2</b>	<b>33.4</b>	<b>34.6</b>



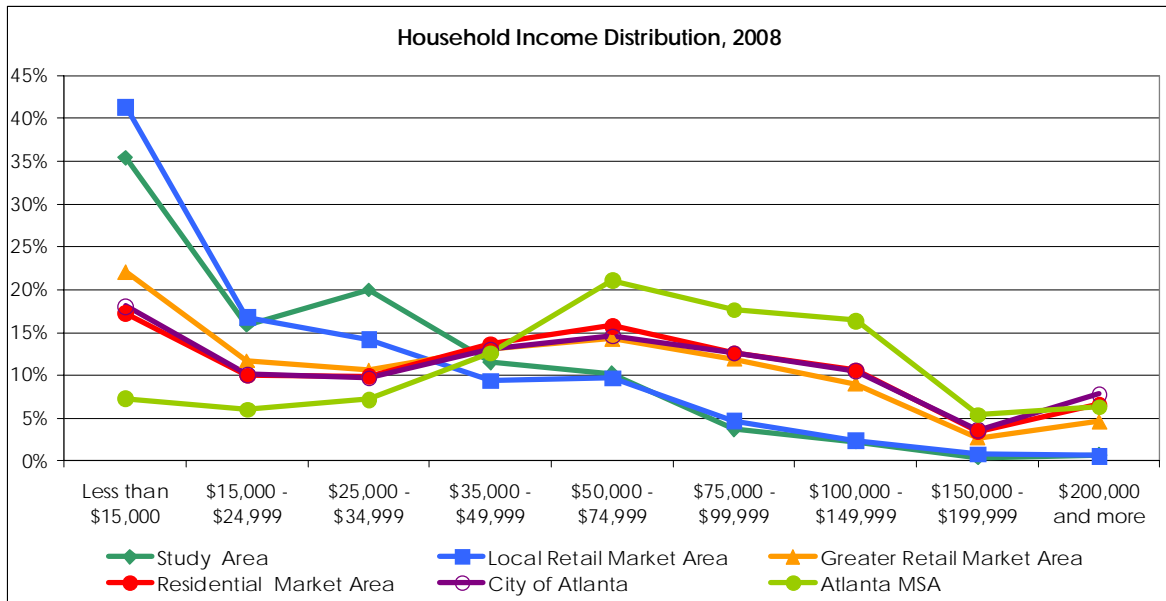
Source: ESRI BIS

**EXHIBIT 4**  
**HOUSEHOLD INCOME**  
**Study Area, Market Areas, City of Atlanta and Atlanta MSA**  
**2008**

Household Income	Study Area	Local Retail Market Area	Greater Retail Market Area	Residential Market Area	City of Atlanta	Atlanta MSA
Less than \$15,000	35.4%	41.4%	22.1%	17.3%	18.1%	7.3%
\$15,000 - \$24,999	15.9%	16.8%	11.7%	10.0%	10.1%	6.0%
\$25,000 - \$34,999	20.0%	14.2%	10.6%	9.9%	9.7%	7.2%
\$35,000 - \$49,999	11.5%	9.4%	13.1%	13.7%	13.0%	12.6%
\$50,000 - \$74,999	10.2%	9.7%	14.3%	15.8%	14.6%	21.1%
\$75,000 - \$99,999	3.7%	4.7%	11.9%	12.6%	12.6%	17.7%
\$100,000 - \$149,999	2.2%	2.4%	9.0%	10.6%	10.5%	16.4%
\$150,000 - \$199,999	0.4%	0.8%	2.7%	3.5%	3.6%	5.4%
\$200,000 and more	0.7%	0.6%	4.6%	6.6%	7.8%	6.3%
<b>Total</b>	<b>1,811</b>	<b>7,266</b>	<b>83,683</b>	<b>233,849</b>	<b>218,680</b>	<b>1,994,237</b>

Median Household Income	\$24,117	\$20,100	\$40,632	\$49,025	\$48,967	\$69,239
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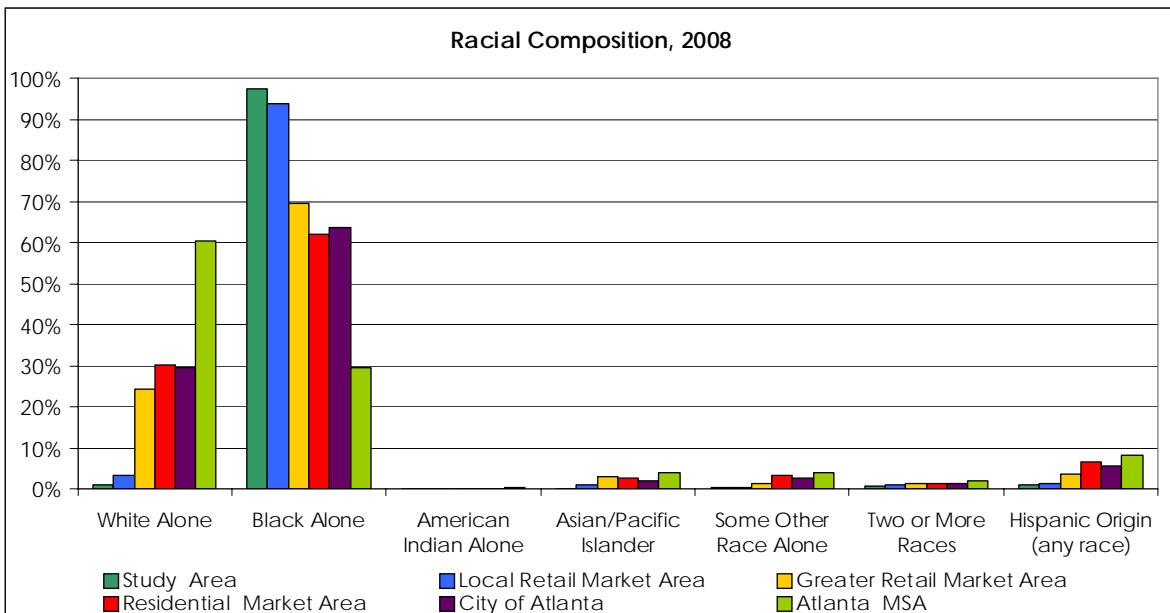
Median as % of U.S.	44%	37%	74%	90%	89%	126%
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Source: ESRI BIS

**EXHIBIT 5**  
**RACIAL COMPOSITION**  
**Study Area, Market Areas, City of Atlanta and Atlanta MSA**  
**2008**

Race	Study Area	Local Retail Market Area	Greater Retail Market Area	Residential Market Area	City of Atlanta	Atlanta MSA
White Alone	0.9%	3.4%	24.2%	30.4%	29.7%	60.3%
Black Alone	97.7%	94.0%	69.7%	62.1%	63.7%	29.5%
American Indian Alone	0.1%	0.1%	0.2%	0.2%	0.2%	0.3%
Asian/Pacific Islander	0.1%	1.1%	3.0%	2.6%	2.2%	4.0%
Some Other Race Alone	0.4%	0.5%	1.5%	3.2%	2.8%	3.9%
Two or More Races	0.8%	0.9%	1.4%	1.5%	1.4%	2.0%
Hispanic Origin (any race)	1.1%	1.4%	3.5%	6.5%	5.8%	8.4%
<b>Total</b>	<b>4,736</b>	<b>17,782</b>	<b>201,595</b>	<b>571,818</b>	<b>531,565</b>	<b>5,484,304</b>



Source: ESRI BIS

**EXHIBIT 6**  
**TOP TEN TAPESTRY MARKET SEGMENTS**  
**Retail and Residential Market Areas**  
**2008**

	Local Retail Market Area		Greater Retail Market Area		Residential Market Area	
	Market Segment	Percent of HHs	Market Segment	Percent of HHs	Market Segment	Percent of HHs
1	Modest Income Homes	37.9%	Metro Renters	30.0%	Metro Renters	22.2%
2	City Commons	17.9%	Modest Income Homes	14.5%	City Commons	10.9%
3	Social Security Set	14.4%	City Commons	10.6%	Laptops and Lattes	10.7%
4	Metro Renters	0.9%	Laptops and Lattes	9.4%	Family Foundations	10.6%
5	Dorms to Diplomas	8.3%	Metro City Edge	6.3%	Metro City Edge	7.9%
6	Inner City Tenants	7.7%	Family Foundations	6.0%	Modest Income Homes	6.6%
7	College Towns	4.0%	Old and Newcomers	4.5%	Metropolitans	3.5%
8	Family Foundations	0.5%	Social Security Set	4.1%	Inner City Tenants	2.9%
9	Old and Newcomers	0.3%	Inner City Tenants	3.0%	Great Expectations	2.4%
10			Metropolitans	2.9%	Old and Newcomers	2.4%
Total Households		6,677		76,403		187,313

Source: ESRI BIS; Marketek, Inc.

**EXHIBIT 7**

**SUMMARIES OF PRIMARY TAPESTRY MARKET SEGMENTS  
Local and Greater Retail and Residential Market Areas**

<b>Market Segment</b>	<b>Socioeconomic</b>	<b>Residential</b>	<b>Preferences</b>
<b>City Commons</b> <ul style="list-style-type: none"> <li>Local Retail HH: 17.9%</li> <li>Greater Retail HH: 10.6%</li> <li>Residential HH: 10.9%</li> </ul>	<ul style="list-style-type: none"> <li>Young singles, with and without young children.</li> <li>Predominantly black/African American.</li> <li>Low income – many receive public assistance.</li> <li>Many are unemployed.</li> <li>Among those who work, typically have service jobs.</li> </ul>	<ul style="list-style-type: none"> <li>Likely to rent in mid-rise buildings.</li> </ul>	<ul style="list-style-type: none"> <li>Infant and children’s food and clothing are primary purchases.</li> <li>Also buy women’s designer jeans, doll clothes and videos.</li> <li>Enjoy going to the movies, practicing martial arts and attending pro basketball games.</li> <li>Shop at T.J. Maxx and Lane Bryant.</li> </ul>
<b>College Towns</b> <ul style="list-style-type: none"> <li>Local Retail HH: 4.0%</li> </ul>	<ul style="list-style-type: none"> <li>Young, college students or recent college grads.</li> <li>High levels of education but low incomes.</li> <li>Predominately white.</li> <li>About half work part time, usually in service jobs on and off-campus.</li> </ul>	<ul style="list-style-type: none"> <li>Live on campus or in low-income rental apartments.</li> <li>A quarter of homes are owner-occupied.</li> </ul>	<ul style="list-style-type: none"> <li>Computer-savvy and use the internet to make purchases, do research and visit chat rooms.</li> <li>Drive older cars that they may repair themselves.</li> <li>Participate in outdoor sports and enjoy backpacking and hiking.</li> <li>Attend rock concerts, football games and bars.</li> </ul>
<b>Dorms to Diplomas</b> <ul style="list-style-type: none"> <li>Local Retail HH: 8.3%</li> </ul>	<ul style="list-style-type: none"> <li>Over 80% are attending college.</li> <li>Most residents are white; others are black or Asian.</li> <li>Most work part-time in low paying service jobs, often on campus.</li> </ul>	<ul style="list-style-type: none"> <li>Live in campus dormitories or rent off-campus apartments in multi-story buildings.</li> <li>Share housing.</li> </ul>	<ul style="list-style-type: none"> <li>Have student loans.</li> <li>Shop at Banana Republic, The Limited or the Gap.</li> <li>Work out or jog regularly and enjoy backpacking or hiking vacations.</li> <li>Attend rock concerts, pool halls and dance clubs.</li> </ul>
<b>Family Foundations</b> <ul style="list-style-type: none"> <li>Local Retail HH: 0.5%</li> <li>Greater Retail HH: 6.0%</li> <li>Residential HH: 10.6%</li> </ul>	<ul style="list-style-type: none"> <li>Family households, with a mix of married couples, single parents, grandparents and young adult children.</li> <li>Moderate incomes.</li> <li>Slightly older.</li> <li>Predominantly black/African American.</li> </ul>	<ul style="list-style-type: none"> <li>Live in attached and detached single family homes, valued below the national average.</li> <li>Stable neighborhoods.</li> </ul>	<ul style="list-style-type: none"> <li>Spend money on home improvement projects, small appliances and women’s clothing.</li> <li>Enjoy watching TV, martial arts/kickboxing and basketball.</li> <li>Health conscious.</li> <li>Shop at Lerner’s, Lord &amp; Taylor and Belk.</li> </ul>
<b>Great Expectations</b> <ul style="list-style-type: none"> <li>Residential HH: 2.4%</li> </ul>	<ul style="list-style-type: none"> <li>Young singles and married couples.</li> <li>Below average incomes.</li> <li>Often work in services, manufacturing and retail jobs.</li> </ul>	<ul style="list-style-type: none"> <li>Renters and owners are equally divided.</li> <li>Renters live in low-density buildings.</li> <li>Owner homes are valued below the national average.</li> </ul>	<ul style="list-style-type: none"> <li>Buy baby and children’s products.</li> <li>Eat in family restaurants, practice martial arts and play pool.</li> </ul>

**EXHIBIT 7 (continued)**

<b>Market Segment</b>	<b>Socioeconomic</b>	<b>Residential</b>	<b>Preferences</b>
<b>Inner City Tenants</b> <ul style="list-style-type: none"> <li>Local Retail HH: 7.7%</li> <li>Greater Retail HH: 3.0%</li> <li>Residential HH: 2.9%</li> </ul>	<ul style="list-style-type: none"> <li>Young, multicultural households.</li> <li>Singles and single parents.</li> <li>Not highly educated.</li> <li>Below average incomes generated from service and unskilled labor jobs.</li> </ul>	<ul style="list-style-type: none"> <li>Usually rent in mid-rise and high-rise buildings.</li> <li>Renters predominate.</li> </ul>	<ul style="list-style-type: none"> <li>Much of their income is devoted to infant and children's products.</li> <li>Enjoy going to the movies, watching TV, shopping and attending basketball and football games.</li> </ul>
<b>Laptops and Lattes</b> <ul style="list-style-type: none"> <li>Greater Retail HH: 9.4%</li> <li>Residential HH: 10.7%</li> </ul>	<ul style="list-style-type: none"> <li>Young, affluent and single.</li> <li>Educated, working in professional jobs.</li> <li>Median age slightly above the national level.</li> <li>Singles and couples.</li> </ul>	<ul style="list-style-type: none"> <li>Likely to still be renting.</li> <li>Live in multi-unit structures.</li> </ul>	<ul style="list-style-type: none"> <li>Active and unencumbered.</li> <li>Technologically savvy (PCs, PDAs, etc).</li> <li>Health conscious and physically fit.</li> <li>Buy organic, exercise and are environmentally aware.</li> </ul>
<b>Metro City Edge</b> <ul style="list-style-type: none"> <li>Greater Retail HH: 6.3%</li> <li>Residential HH: 7.9%</li> </ul>	<ul style="list-style-type: none"> <li>Young with below average incomes.</li> <li>Almost one-half have children, often headed by a single parent.</li> <li>Unemployment is high.</li> </ul>	<ul style="list-style-type: none"> <li>Usually live in single family detached homes.</li> <li>Rental and ownership are almost evenly split.</li> </ul>	<ul style="list-style-type: none"> <li>Buy baby food and supplies, children's clothing and toys.</li> <li>Play basketball and football and enjoy going to the movies.</li> <li>Eat out at fast food restaurants.</li> <li>Shop at Lerner's, Lane Bryant and T.J. Maxx.</li> </ul>
<b>Metro Renters</b> <ul style="list-style-type: none"> <li>Local Retail HH: 9.0%</li> <li>Greater Retail HH: 30.0%</li> <li>Residential HH: 22.2%</li> </ul>	<ul style="list-style-type: none"> <li>Young, well educated professionals that are just starting out on their own.</li> <li>Nearly one-third are in their twenties.</li> <li>Incomes are slightly above average and climbing.</li> </ul>	<ul style="list-style-type: none"> <li>Likely to rent in high-rise buildings.</li> <li>High rents may force them to have roommates.</li> <li>Live in ethnically diverse neighborhoods.</li> </ul>	<ul style="list-style-type: none"> <li>A young market, expenditures are primarily devoted to themselves: ski/workout clothing, designer apparel, organic food, travel and imported wine/beer.</li> <li>Go to concerts, movies and dancing and enjoy yoga, skiing and jogging.</li> <li>Shop online.</li> <li>Favorite stores are Bloomingdales, Banana Republic, Macy's and Gap.</li> </ul>
<b>Metropolitans</b> <ul style="list-style-type: none"> <li>Greater Retail HH: 2.9%</li> <li>Residential HH: 3.5%</li> </ul>	<ul style="list-style-type: none"> <li>Singles and childless couples.</li> <li>Slightly older with incomes above the national average.</li> </ul>	<ul style="list-style-type: none"> <li>Live in older neighborhoods.</li> <li>Mix of single family and multi-unit structures.</li> <li>Almost equally divided by renters and owners.</li> </ul>	<ul style="list-style-type: none"> <li>Busy, urban lifestyle.</li> <li>Enjoy yoga, listen to jazz, rent foreign videos, attend rock concerts and visit museums.</li> <li>Travel frequently for business and pleasure.</li> </ul>

**EXHIBIT 7 (continued)**

<b>Market Segment</b>	<b>Socioeconomic</b>	<b>Residential</b>	<b>Preferences</b>
<b>Modest Income Homes</b> <ul style="list-style-type: none"> <li>Local Retail HH: 37.9%</li> <li>Greater Retail HH: 14.5%</li> <li>Residential HH: 6.6%</li> </ul>	<ul style="list-style-type: none"> <li>High concentration of single parents and older families without children at home.</li> <li>Low income.</li> <li>Work in service sector jobs.</li> </ul>	<ul style="list-style-type: none"> <li>Typically own their home, valued far below the national average.</li> </ul>	<ul style="list-style-type: none"> <li>Buy men's designer jeans and own one television set.</li> <li>Shop at Lane Bryant and Wal-Mart.</li> <li>Purchases are typically limited to necessities.</li> </ul>
<b>Old and Newcomers</b> <ul style="list-style-type: none"> <li>Local Retail HH: 0.3%</li> <li>Greater Retail HH: 4.5%</li> <li>Residential HH: 2.4%</li> </ul>	<ul style="list-style-type: none"> <li>Transitional areas made up of renters either starting careers or retiring.</li> <li>Single person or shared households.</li> <li>Some attended college or graduate school.</li> <li>Work in service, retail, sales, administrative and government industries.</li> </ul>	<ul style="list-style-type: none"> <li>Variety of housing types including single-family detached and attached homes and mid- and high-rise apartment buildings.</li> <li>Median home value is \$139,000.</li> </ul>	<ul style="list-style-type: none"> <li>Older members consult with financial planners and are health-conscious.</li> <li>Younger members enjoy movies, college football games and activities such as kickboxing and yoga.</li> <li>Shop at Pier 1, Harris-Teeter and Walgreen's and online.</li> </ul>
<b>Social Security Set</b> <ul style="list-style-type: none"> <li>Local Retail HH: 14.4%</li> <li>Greater Retail HH: 4.1%</li> </ul>	<ul style="list-style-type: none"> <li>Elderly residents who live alone.</li> <li>Low, fixed income.</li> <li>Hold service jobs if still working.</li> </ul>	<ul style="list-style-type: none"> <li>Often live in low rent apartment buildings.</li> <li>Only one-third own a car; others rely on public transit.</li> </ul>	<ul style="list-style-type: none"> <li>Limited incomes restrict their purchases to necessities: food, health care, etc.</li> <li>Shop at discount stores and nearby grocery stores.</li> <li>Active in church and community.</li> </ul>

**EXHIBIT 8**  
**EMPLOYED POPULATION 16+ BY INDUSTRY**  
**Study Area, Market Areas, City of Atlanta and Atlanta MSA**  
**2008**

Economic Sector	Study Area	Local Retail Market Area	Greater Retail Market Area	Residential Market Area	City of Atlanta	Atlanta MSA
Agriculture/Mining	1.4%	1.8%	0.5%	0.3%	0.4%	0.4%
Construction	6.4%	6.4%	4.6%	5.4%	5.1%	8.4%
Manufacturing	5.2%	5.6%	5.5%	5.1%	5.2%	7.9%
Wholesale Trade	1.5%	2.5%	2.6%	2.6%	2.8%	3.8%
Retail Trade	8.7%	9.7%	8.4%	8.6%	8.6%	11.3%
Transportation/Utilities	6.8%	6.7%	5.2%	5.8%	5.7%	6.8%
Information	1.4%	2.7%	4.2%	4.1%	4.2%	3.6%
Finance/Insurance/Real Estate	4.0%	3.6%	7.2%	8.4%	9.0%	8.6%
Services	55.7%	54.2%	57.1%	54.7%	54.2%	44.9%
Public Administration	8.9%	6.8%	4.7%	5.0%	4.8%	4.3%
Total Number	1,386	5,232	82,314	239,619	200,478	2,524,541
Avg. Travel Time to Work (min)	31.7	31.6	28.3	28.2	28.3	31.2

Note: Average Travel Time to Work data from the 2000 U.S. Census.

Source: ESRI BIS

**EXHIBIT 9**  
**EMPLOYED POPULATION 16+ BY OCCUPATION**  
**City of Pine Lake, Retail and Residential Market Areas and Atlanta MSA**  
**2008**

Economic Sector	Study Area	Local Retail Market Area	Greater Retail Market Area	Residential Market Area	City of Atlanta	Atlanta MSA
<b>White Collar</b>	<b>46.1%</b>	<b>48.1%</b>	<b>64.5%</b>	<b>65.9%</b>	<b>66.3%</b>	<b>66.3%</b>
Management/Business/Fin'l	6.8%	7.6%	16.4%	17.2%	17.9%	18.2%
Professional	12.3%	15.0%	25.3%	24.9%	24.5%	21.3%
Sales	9.7%	10.0%	10.5%	11.2%	11.6%	12.4%
Administrative Support	17.3%	15.5%	12.3%	12.6%	12.3%	14.4%
<b>Services</b>	<b>31.9%</b>	<b>28.7%</b>	<b>20.0%</b>	<b>18.4%</b>	<b>18.5%</b>	<b>14.0%</b>
<b>Blue Collar</b>	<b>22.0%</b>	<b>23.2%</b>	<b>15.5%</b>	<b>15.7%</b>	<b>15.2%</b>	<b>19.7%</b>
Farming/Forestry/Fishing	1.3%	1.4%	0.3%	0.2%	0.2%	0.2%
Construction/Extraction	5.8%	6.1%	3.6%	4.4%	4.1%	6.4%
Install/Maintain/Repair	1.4%	2.4%	1.6%	1.8%	1.6%	3.4%
Production	4.0%	4.4%	3.4%	3.2%	3.2%	4.1%
Transportation/Mat'l Moving	9.5%	8.9%	6.6%	6.1%	6.1%	5.6%
<b>Total Number</b>	<b>1,387</b>	<b>5,232</b>	<b>82,314</b>	<b>239,619</b>	<b>200,475</b>	<b>2,524,541</b>

Source: ESRI BIS

**EXHIBIT 10**  
**JOBS WITHIN IN 0.5-MILE, 1-MILE AND 1.5-MILE RADII OF STUDY AREA**  
**2008**

Industry	0.5-Mile Area		1-Mile Area		1.5-Mile Area	
	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	0	0.0%	1	0.0%	16	0.0%
Construction	2	0.2%	216	1.7%	1,111	1.1%
Manufacturing	24	2.8%	1,114	8.7%	2,905	2.9%
Transportation	40	4.7%	376	2.9%	6,244	6.2%
Communication	0	0.0%	224	1.8%	3,067	3.0%
Electric/Gas/Water/Sanitary Serv.	0	0.0%	1	0.0%	59	0.1%
Wholesale Trade	11	1.3%	135	1.1%	1,456	1.4%
Retail Trade	105	12.3%	861	6.7%	4,976	4.9%
Finance/Insurance/Real Estate	43	5.1%	298	2.3%	3,580	3.5%
Services	572	67.2%	6,084	47.7%	45,274	44.6%
Government	41	4.8%	3,235	25.4%	29,551	29.1%
Other	13	1.5%	215	1.7%	3,171	3.1%
<b>Total</b>	<b>851</b>	<b>100.0%</b>	<b>12,760</b>	<b>100.0%</b>	<b>101,410</b>	<b>100.0%</b>

Note: Distance is from the intersection of Foundry St and Sunset Ave.

Source: ESRI BIS

**EXHIBIT 11**  
**SELECTED COLLEGES & UNIVERSITIES**  
**Vine City Area**  
**2008**

College/ University	Enrollment/ Faculty	Description
Clark Atlanta University 223 James P. Brawley Dr SW Adjacent to Study Area	4,068 undergrad 688 graduate 230 faculty	Offers bachelors, masters, doctorate and specialist degrees; Schools of arts & science, business, education & social work; Co-ed
Spelman College 350 Spelman Lane SW <1 mile from Study Area	2,270 students 249 faculty	Undergraduate college offering bachelors of arts and science degrees; Historically black college for women
Morehouse College 830 Westview Dr SW <1 mile from Study Area	2,810 students apx. 225 faculty	Undergraduate college offering bachelors of arts and science degrees; Historically black college for men
Morehouse School of Medicine 720 Westview Dr SW <1 mile from Study Area	290 students 240 faculty	Medical school offering MD, PhD in biomedical sciences and master degrees in public health and clinical research

Source: Marketek, Inc.

**EXHIBIT 12**  
**SELECTED VISITOR DESTINATIONS**  
**Downtown Atlanta (within 1 mile of Study Area)**  
**2008**

Destination	Visitor Count	Description
Georgia World Congress Center Northside Dr & Marietta St Within Study Area	2.5 million/year 65 trade shows, 233 other events per year	1.4 million sq. ft. of exhibit space; 4th largest exhibit space in the nation
Georgia Dome Northside Dr & GA Dome Dr Within Study Area	1.2 million/year 155 event days per year	Events include Falcons football games, SEC championships, Chick-Fil-A Bowl, private events
Centennial Olympic Park Marietta St & Centennial Park Dr	180 event days/year	Events include Screen on the Green, ING Marathon, Southern Comfort Music Experience
Georgia Aquarium 225 Baker St NW	2.7 million/year	Most visited aquarium in the world; Guests from 6 continents, all states and 143 countries
World of Coca-Cola 121 Baker St NW	1 million in 1st year (estimate)	Relocated from location at Underground Atlanta; Opened May 2007; 92,000 SF facility
Imagine It! Children's Museum 275 Centennial Park Dr	210,000/year	Interactive and educational exhibits for children 8 and under
Phillips Arena Centennial Park Dr & Phillips Dr	Capacity of 18,000 for sports and 21,000 for concerts	Hosts Thrashers hockey games, Hawks and Dream basketball games and concerts/events
Center for Civil & Human Rights Pemberton Place	Scheduled to open in 2010; Adjacent to GA Aquarium	Focuses on the contributions by Georgians in the struggle for African American civil rights
National Health Museum Centennial Olympic Park area	Scheduled to open in 2013; Anticipated 1.1-1.4 million/year	Science-based attraction with themed exhibits focused on life sciences

Source: Marketek, Inc.

## APPENDIX B. Residential Market Exhibits

EXHIBIT 13 SUMMARY CHARACTERISTICS OF EXISTING HOUSING UNITS Study Area, Residential Market Area, City of Atlanta and Atlanta MSA				
Housing Characteristic	Study Area	Residential Market Area	City of Atlanta	Atlanta MSA
Occupied Units (2008)	1,812	233,849	218,680	1,994,237
Owner occupied	22%	42%	41%	68%
Renter occupied	78%	58%	59%	32%
Owner Occupied Unit Value (2008)				
Median	\$59,741	\$160,200	\$173,063	\$176,395
Average	\$63,738	\$263,411	\$285,371	\$223,267
Contract Rent (2000)				
Median	\$398	\$530	\$518	\$640
Average	\$436	\$566	\$566	\$638
Units in Structure for Occupied Units(2000)				
Single Family Detached	38.1%	46.0%	44.6%	66.6%
Single Family Attached	4.8%	3.8%	4.1%	3.5%
2-4 Units	16.0%	12.2%	11.2%	6.2%
5-9 Units	18.4%	10.1%	10.3%	6.8%
10+ Units	22.5%	27.5%	29.4%	12.6%
Mobile Home	0.2%	0.4%	0.4%	4.3%
Median Year Occupied Units Built (2000)	1959	1962	1962	1982

Source: ESRI BIS

**EXHIBIT 14**  
**SINGLE FAMILY DETACHED HOME SALES**  
**Vine City/Washington Park Area**  
**2006-2008**

Year	Zip Code 30314		Zip Codes 30314 and 30318	
	Average Price	Number of Sales	Average Price	Number of Sales
2006	\$93,748	273	\$191,999	901
2007	\$80,597	302	\$196,904	890
2008	\$43,440	422	\$118,244	1,044

Source: Georgia First Multiple Listing Service

**EXHIBIT 15**  
**SINGLE FAMILY DETACHED HOME SALES**  
**Vine City/Washington Park Area**  
**2008**

Sales Price	Zip Code 30314		Zip Codes 30314 and 30318	
	Number	Percent	Number	Percent
Under \$15,000	58	14%	122	12%
\$15,000 to \$29,999	170	40%	335	32%
\$30,000 to \$44,999	82	19%	142	14%
\$45,000 to \$59,999	47	11%	86	8%
\$60,000 to \$74,999	27	6%	50	5%
\$75,000 to \$99,999	9	2%	24	2%
\$100,000 to \$149,999	12	3%	35	3%
\$150,000 to \$199,999	5	1%	21	2%
\$200,000 to \$249,999	2	0%	29	3%
\$250,000 to \$299,999	0	0%	32	3%
\$300,000 to \$399,999	9	2%	92	9%
\$400,000 to \$499,999	1	0%	30	3%
\$500,000 to \$599,999	0	0%	19	2%
\$600,000 or more	0	0%	27	3%
<b>Total</b>	<b>422</b>	<b>100%</b>	<b>1,044</b>	<b>100%</b>

Average Sales Price	\$43,440	\$118,244
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Average Time on Market	97	99
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Source: Georgia First Multiple Listing Service

**EXHIBIT 16**  
**SUMMARY OF ATTACHED FOR-SALE HOUSING**  
**Vine City/Washington Park Area**  
**Winter 2009**

Development Location Unit Type	Total Units	Unit Price Range		Unit Size Range		Price/SF	Sales	
		From	To	From	To		Total	/Mo
<b>The Washington</b> Historic Westside Village HJ Russell Condominiums	50	\$129,000	\$220,000	750	1,200	\$172-\$183	20	1.1
One and two bedroom condominiums. Offer some one bedroom units with dens. Opened in August 2007 as housing crisis began. Some units under contract but stricter lending standards/credit requirements may slow sales.								
<b>The Commons</b> Historic Westside Village HJ Russell & Brock Homes Townhomes	90	\$250,000	\$285,000	1,880	1,895	\$133-\$150	40	2.2
Three bedroom, three and a half bath townhomes. Opened in Spring 2007, prior to start of housing crisis. Additional units to be constructed as sales are made.								
<b>Washington Heights</b> Mayson Turner Rd. near Washington Park JLW Homes Detached Single Family	11	\$245,000	\$265,000	2,000	2,200	\$120-\$123	11	1.0
Craftsman inspired bungalow homes near Washington Park. Opened in 2006. Chairrail, wainscoting, hardwood floors, two-car garage, sodded front yards, hardiplank exterior. Three bedroom. JLW typically builds on small number of lots.								
<b>Duo Condos</b> Chapel St. & Haynes St. Tivoli Condominiums	80	\$105,000	\$185,000	860	1,196	\$122-\$155	64	2.7
One and two bedroom condominiums. Opened in Winter 2006. Features/amenities include covered parking, fitness center, pool, gourmet kitchens, designer baths and private balconies.								
<b>Centennial Station</b> Mangum St Ultima Condominiums	58	\$175,000	\$209,000	900	1,350	\$155-\$194	56	2.3
One and two bedroom condominiums. Opened in Fall 2006. Building amenities include controlled access, a clubhouse, gym facilities and a swimming pool.								
<b>Castleberry Point Lofts</b> Nelson St Miller Gallman Loft condominiums	112	\$160,000	\$599,000	873	2,800	\$183-\$213	64	3.6
One, two and three bedroom floorplans. Opened in Fall 2007. Includes ground floor retail and office space. Features/amenities include controlled access, gourmet kitchens, designer baths, rooftop pool, fitness center and gated parking.								
<b>Collier Pointe</b> Burton Rd @ H.E. Holmes Station JLW Homes Townhomes	40 ph3	\$159,000	\$182,000	1,243	1,514	\$128-120	40	3.6
198 two- and three-bedroom townhomes. Third phase (40 units) opened in 2004. Tennis, pool, clubhouse. Walking distance to the H.E. Holmes MARTA station.								
<b>M West</b> Marietta Blvd. at Elaine Ave Winter Properties Contemporary Loft/Townhomes	183	\$199,900	\$354,900	1,200	1,800	\$167-\$197	183	15.1
Contemporary two-bedroom loft-townhomes. Opened in 2004. Concrete floors and wood floors, granite countertops, pool, fitness center, adjacent nature preserve, community center. Development also includes 10,500 square feet of modern European designed retail space.								

Source: Marketek, Inc.

**EXHIBIT 17**  
**SUMMARY CHARACTERISTICS OF RENTAL APARTMENT COMMUNITIES**  
**Vine City/Washington Park Competitive Area**  
**Winter 2009**

Community/ Unit Size	Market Rate Rent		Square Feet		Rent/ Sq. Ft.	Price Mix*	Occ Rate	Year Built	Amenities									
	Low	High	Low	High					A	B/P	CA	C	I	FC	BC	PL	P	L
1 Magnolia Park	400 Units					40/20/40	91%	1999	X	X	X	X	X			X	X	
One bedroom	\$700	\$750	600	710	\$1.11													
Two bedroom	\$845	\$900	870	955	\$0.96													
Three bedroom	\$1,000	\$1,050	1,080	1,290	\$0.86													
2 Courtyard at Maple	182 Units					0/44/56	97%	1999	X		X	X	X	X		X	X	X
One bedroom	\$675	\$675	612	612	\$1.10													
Two bedroom	\$792	\$792	900	900	\$0.88													
Three bedroom	\$880	\$880	1,150	1,150	\$0.77													
3 Gateway @ Northside	261 Units					0/85/15	87%	2004		X	X	X	X	X		X	X	
One bedroom	\$820	\$820	729	729	\$1.12													
Two bedroom	\$1,180	\$1,180	1,040	1,076	\$1.12													
Three bedroom	---	---	---	---	---													
4 Northside Plaza	101 Units					0/20/80	97%	1992		X		X	X			X	X	
One bedroom	\$610	\$635	572	572	\$1.09													
Two bedroom	\$710	\$785	854	854	\$0.88													
5 Intown Lofts & Apts.	75 Units					All Market Rate	87%	2002	X	X	X	X	X			X	X	X
One bedroom	\$800	\$1,190	730	1,170	\$1.05													
Two bedroom	\$1,000	\$1,440	985	1,260	\$1.09													
6 Legacy Lofts	18 Units					All Market Rate	89%	2002	X	X		X	X			X	X	X
One bedroom	\$900	\$1,349	1,035	1,300	\$0.96													
Two bedroom	\$1,199	\$1,500	1,200	1,380	\$1.05													
7 Ashley College Town	196 Units					40/20/40	94%	2005		X		X	X	X		X	X	
One bedroom	\$720	\$855	802	802	\$0.98													
Two bedroom	\$853	\$857	989	1,176	\$0.79													
Three bedroom	\$981	\$1,416	1,276	1,394	\$0.90													
8 M Street	308 Units					0/21/79	96%	2004		X	X	X	X			X	X	X
Studio/one bedroom	\$775	\$1,000	561	906	\$1.21													
Two bedroom	\$1,100	\$1,600	925	1,178	\$1.28													
Three bedroom	\$1,450	\$1,600	1,296	1,296	\$1.18													
9 1016 Lofts	265 Units					0/7/84	99%	2004		X	X	X	X	X		X	X	
Studio/one bedroom	\$895	\$1,520	630	1,404	\$1.19													
Two bedroom	\$1,120	\$1,540	972	1,560	\$1.05													
10 Columbia Crest	152 Units					33/22/45**	100%	2006	X				X	X		X		X
One bedroom	\$695	\$695	770	770	\$0.90													
Two bedroom	\$795	\$795	1,066	1,066	\$0.75													
Three bedroom	\$955	\$955	1,318	1,318	\$0.72													
11 Columbia Park Citi	155 Units					33/22/45**	NA	2003	X	X			X	X	X	X	X	X
Two bedroom	\$765	\$765	1,172	1,172	\$0.65													
Three bedroom	\$875	\$875	1,368	1,368	\$0.64													

\* Denotes ratio of public housing, tax credit/bond and market rate units.

\*\*Price mix for entire West Highlands development (Columiba Crest, Estates, Park Citi and Grove).

- |                       |                              |                     |                               |
|-----------------------|------------------------------|---------------------|-------------------------------|
| A: Intrusion Alarm    | C: Cable ready               | BC: Business Center | L: Laundry room               |
| B/P: Balcony/Patio    | I: High speed internet ready | PL: Playground      | WD: Washer/dryer in unit      |
| CA: Controlled Access | FC: Fitness Center           | P: Pool             | WDC: Washer/dryer connections |

Source: Marketek, Inc.

EXHIBIT 17 (continued)

SUMMARY CHARACTERISTICS OF RENTAL APARTMENT COMMUNITIES  
Vine City/Washington Park Competitive Area  
Winter 2009

Community/ Unit Size	Market Rate Rent		Square Feet		Rent/ Sq. Ft.	Price Mix*	Occ Rate	Year Built	Amenities												
	Low	High	Low	High					A	B/P	CA	C	I	FC	BC	PL	P	L	WD	WDC	
12 Columbia Grove	138 Units					33/22/45**	100%	2007	X						X	X	X	X	X		X
One bedroom	\$650	\$650	810	810	\$0.80										X	X	X	X	X		
Two bedroom	\$795	\$795	1,075	1,075	\$0.74																
Three bedroom	\$900	\$900	1,256	1,256	\$0.72																
13 Columbia Estates	124 Units					33/22/45**	100%	2003	X						X	X	X	X	X		X
Two bedroom	\$750	\$750	1,274	1,274	\$0.59										X	X	X	X	X		
Three bedroom	\$825	\$825	1,444	1,444	\$0.57																
14 Park District @ Atl. Stn.	231 Units					0/20/80	90%	2005		X	X	X	X	X	X			X	X		X
One bedroom	\$1,035	\$1,315	650	998	\$1.43					X	X	X	X	X			X	X			
Two bedroom	\$1,300	\$1,840	1,002	1,449	\$1.28																
15 Icon @ Atlantic Station	242 Units					0/20/80	90%	2006		X	X	X	X	X	X			X		X	
One bedroom	\$1,090	\$1,600	691	1,075	\$1.52					X	X	X	X	X			X				
Two bedroom	\$1,491	\$1,850	1,017	1,486	\$1.33																
16 Berkeley Heights	182 Units					All Market Rate	90%	2005		X	X	X	X	X	X			X			X
Studio/one bedroom	\$904	\$1,470	619	872	\$1.59					X	X	X	X	X			X				
Two bedroom	\$1,410	\$1,700	1,164	1,264	\$1.28																
Three bedroom	\$1,650	\$1,650	1,362	1,362	\$1.21																

\* Denotes ratio of public housing, tax credit/bond and market rate units.

\*\*Price mix for entire West Highlands development (Columiba Crest, Estates, Park Citi and Grove).

- A: Intrusion Alarm      C: Cable ready      BC: Business Center      L: Laundry room
- B/P: Balcony/Patio      I: High speed internet ready      PL: Playground      WD: Washer/dryer in unit
- CA: Controlled Access      FC: Fitness Center      P: Pool      WDC: Washer/dryer connections

Source: Marketek, Inc.

**EXHIBIT 18**  
**2008 MAXIMUM INCOME LIMITS BY HOUSEHOLD SIZE**  
**Atlanta MSA**  
**AMI = \$69,200**

Annual Income	Efficiency: 1 Person				
	1 Bedroom: 1.5 Persons				
	2 Bedroom: 3 Persons				
	3 Bedroom: 4.5 Persons				
	Household Size				
	1 Person	2 Person	3 Person	4 Person	5 Person
30% of AMI	\$14,950	\$17,100	\$19,200	\$21,350	\$23,050
60% of AMI	\$29,880	\$34,200	\$38,460	\$42,720	\$46,140

Source: Department of Housing and Urban Development

EXHIBIT 19 POTENTIAL DEMAND ANALYSIS FOR RENTAL APARTMENT UNITS Residential Market Area 2009-2019 Households at 30% AMI or Less			
New Household Demand		Existing Household Demand	
Annual New Households (1)	5,913	Total Households (1)	239,436
Renter Propensity (2)	58%	Renter Propensity (2)	58%
Number per Year	3,430	Number	138,873
Income & Hhold Size Qualified (3)	19%	Income & Hhold Size Qualified (3)	19%
Number per Year	638	Number	26,386
Total 10-Year Demand (4)	6,379	Housing Need (5)	44%
		Number	11,660
Adjustment Factor (6)			10%
Total 10-Year Potential Market Demand			19,843

1. ESRI BIS.
2. Estimated proportion of renter households in Market Area in 2008 from ESRI BIS.
3. Estimated proportion of households with annual incomes at 30% AMI or less, adjusted for household size. Includes only households with 1 to 5 persons.
4. Total demand from new households for 2009-2019 period.
5. Proportion of renter households with a housing need based on estimates of housing needs in Atlanta prepared for the Department of Community Affairs.
6. Adjustment factor to take into account households that fall outside of this model.

Sources: Marketek, Inc.; Census 2000; ESRI BIS; Georgia Department of Community Affairs

EXHIBIT 20 POTENTIAL DEMAND ANALYSIS FOR RENTAL APARTMENT UNITS Residential Market Area 2009-2019 Households at 31% AMI to 60% AMI			
New Household Demand		Existing Household Demand	
Annual New Households (1)	5,913	Total Households (1)	239,436
Renter Propensity (2)	58%	Renter Propensity (2)	58%
Number per Year	3,430	Number	138,873
Income & Hhold Size Qualified (3)	16%	Income & Hhold Size Qualified (3)	16%
Number per Year	559	Number	22,636
Total 10-Year Demand (4)	5,590	Housing Need (5)	44%
		Number	10,003
Adjustment Factor (6)			10%
Total 10-Year Potential Market Demand			17,152

1. ESRI BIS.
2. Estimated proportion of renter households in Market Area in 2008 from ESRI BIS.
3. Estimated proportion of households with annual incomes from 31% AMI to 60% AMI, adjusted for household size. Includes only households with 1 to 5 persons.
4. Total demand from new households for 2009-2019 period.
5. Proportion of renter households with a housing need based on estimates of housing needs in Atlanta prepared for the Department of Community Affairs.
6. Adjustment factor to take into account households that fall outside of this model.

Sources: Marketek, Inc.; Census 2000; ESRI BIS; Georgia Department of Community Affairs

EXHIBIT 21 POTENTIAL DEMAND ANALYSIS FOR RENTAL UNITS Residential Market Area 2009-2019 Market Rate			
New Household Demand		Demand from Turnover	
Annual New Households (1)	5,913	Total Households (1)	239,436
Renter Propensity (2)	58%	Renter Propensity (2)	58%
Number	3,430	Number	138,873
Income & Hhold Size Qualified (3)	18%	Turnover Rate (5)	23%
Number	617	Number	31,941
Target Market Adjustment (4)	50%	Income & Hhold Size Qualified (3)	18%
Number	309	Number	5,749
		Target Market Adjustment (4)	50%
		Number	2,875
Adjustment Factor (6)			10%
Total Annual Potential Market Demand		3,502	
Total 10-Year Potential Market Demand		35,017	

1. ESRI BIS.
2. Estimated proportion of renter households in Market Area in 2008 from ESRI BIS.
3. Estimated proportion of households with annual incomes from 61% AMI (adjusted for household size) to \$60,000. Includes only households with 1 to 3 persons.
4. Based on Tapestry data, estimated proportion of market area households to whom the proposed type of housing would appeal.
5. Estimated proportion of renter households in the Atlanta MSA that turnover within a 12-month period. Based on the 2007 American Community Survey.
6. Adjustment factor to take into account households that fall outside of this model.

Sources: Marketek, Inc.; 2007 American Community Survey; ESRI BIS

EXHIBIT 22 POTENTIAL DEMAND ANALYSIS FOR FOR-SALE UNITS Residential Market Area 2009-2019 Market Rate			
New Household Demand		Demand from Turnover	
Annual New Households (1)	5,913	Total Households (1)	239,436
Owner Propensity (2)	42%	Owner Propensity (2)	42%
Number	2,483	Number	100,563
Income & Hhold Size Qualified (3)	40%	Turnover Rate (5)	7%
Number	993	Number	7,110
Target Market Adjustment (4)	50%	Income & Hhold Size Qualified (3)	40%
Number	497	Number	2,844
		Target Market Adjustment (4)	50%
		Number	1,422
Adjustment Factor (6)			10%
Total Annual Potential Market Demand		2,111	
Total 10-Year Potential Market Demand		21,105	

1. ESRI BIS.
2. Estimated proportion of owner households in Market Area in 2008 from ESRI BIS.
3. Estimated proportion of households with annual incomes of \$50,000 or more and 1 to 3 persons.
4. Based on Tapestry data, estimated proportion of market area households to whom the proposed type of housing would appeal.
5. Estimated proportion of owner households in the Atlanta MSA that turnover within a 12-month period. Based on the 2007 American Community Survey.
6. Adjustment factor to take into account households that fall outside of this model.

Sources: Marketek, Inc.; 2007 American Community Survey; ESRI BIS

**EXHIBIT 23**  
**POTENTIAL SUPPORTABLE FOR-SALE AND RENTAL PRODUCT**  
**Study Area Capture**  
**2009 to 2019**

Year	30% AMI Rental Units <sup>1</sup>			60% AMI Rental Units <sup>2</sup>			Market-Rate Rental Units <sup>3</sup>			For-Sale Units <sup>4</sup>			Total Potential Supportable Units
	Potential Demand	Study Area Capture		Potential Demand	Study Area Capture		Potential Demand	Study Area Capture		Potential Demand	Study Area Capture		
	Units	Rate	Units	Units	Rate	Units	Units	Rate	Units	Units	Rate	Units	
Year 1	1,984	2.0%	40	1,715	2.0%	34	3,502	2.0%	70	2,111	3.5%	74	218
Year 2	1,984	2.0%	40	1,715	2.0%	34	3,502	2.0%	70	2,111	3.5%	74	218
Year 3	1,984	2.5%	50	1,715	2.5%	43	3,502	2.5%	88	2,111	3.5%	74	254
Year 4	1,984	2.5%	50	1,715	2.5%	43	3,502	2.5%	88	2,111	4.0%	84	264
Year 5	1,984	3.0%	60	1,715	3.0%	51	3,502	3.0%	105	2,111	4.0%	84	300
Year 6	1,984	3.0%	60	1,715	3.0%	51	3,502	3.0%	105	2,111	4.0%	84	300
Year 7	1,984	3.5%	69	1,715	3.5%	60	3,502	3.5%	123	2,111	4.5%	95	347
Year 8	1,984	3.5%	69	1,715	3.5%	60	3,502	3.5%	123	2,111	4.5%	95	347
Year 9	1,984	4.0%	79	1,715	4.0%	69	3,502	4.0%	140	2,111	5.0%	106	394
Year 10	1,984	4.0%	79	1,715	4.0%	69	3,502	4.0%	140	2,111	5.0%	106	394
<b>Total</b>	<b>19,843</b>	<b>3.0%</b>	<b>595</b>	<b>17,152</b>	<b>3.0%</b>	<b>515</b>	<b>35,017</b>	<b>3.0%</b>	<b>1,050</b>	<b>21,105</b>	<b>4.2%</b>	<b>876</b>	<b>3,036</b>

1. As shown in Exhibit 19.
2. As shown in Exhibit 20.
3. As shown in Exhibit 21.
4. As shown in Exhibit 22.

Source: Marketek, Inc.

## APPENDIX C. Retail Market Exhibits

EXHIBIT 24 SUMMARY OF MERCHANDISE AND SERVICE CATEGORIES	
Merchandise/Service Category	Types of Goods/Services
Apparel	Women's Apparel, Men's Apparel, Children's, Footwear, Watches & Jewelry
Home Furnishings	Furniture, Floor Coverings, Major and Small Appliances, Household Textiles, Floor Coverings, PC Software and Hardware, Housewares, Dinnerware, Telephones
Home Improvement	Maintenance and Remodeling Materials, Lawn & Garden, Hardware
Misc. Specialty Retail	Pet Care, Books & Periodicals, Sporting Equipment, Toys & Hobbies, Video Cassettes & Games, TV/VCR/Cameras, Audio Equipment, Luggage, Eyeglasses
Groceries	Food at Home, Nonalcoholic Beverages at Home, Alcoholic Beverages, Smoking Products
Health & Personal Care	Prescription and Nonprescription Drugs, Personal Care Items
Restaurants	Food Away From Home, Alcoholic Beverages
Entertainment	Admission to Movie/Theater/Opera/Ballet, Recreational Lessons, Participation in Clubs
Personal Services	Shoe Repair, Video Rental, Laundry & Dry Cleaning, Alterations, Clothing Rental & Storage, Watch & Jewelry Repair, Photo Processing & Supplies, Child Care

Source: ESRI BIS

EXHIBIT 25

EXISTING RETAIL BALANCE  
Retail Market Areas  
2008

Merchandise Category*	Demand/ Spending Potential	Supply/ Retail Sales	Leakage (or Surplus)	Target Sales (\$/SF)**	Potential Space
<b>Shoppers Goods</b>					
Apparel	\$134,673,559	\$205,954,713	(\$71,281,154)	NA	NA
Home Furnishings	\$63,532,509	\$81,158,522	(\$17,626,013)	NA	NA
Electronics & Appliances	\$84,381,886	\$80,869,069	\$3,512,817	\$199	17,652
Home Improvement & Gardening	\$64,077,021	\$59,634,660	\$4,442,361	\$216	20,566
Sporting Goods, Hobbies, Books & Music	\$28,881,181	\$45,420,640	(\$16,539,459)	NA	NA
General Merchandise	\$260,011,142	\$222,877,594	\$37,133,548	\$216	171,915
Miscellaneous Specialty Retail (florist, office supplies, gift stores, etc.)	\$26,007,184	\$72,584,602	(\$46,577,418)	NA	NA
<b>Convenience Goods</b>					
Grocery	\$14,154,362	\$39,387,965	(\$25,233,603)	NA	NA
Health & Personal Care	\$2,553,677	\$3,063,562	(\$509,885)	NA	NA
<b>Restaurants</b>	\$346,923,560	\$914,401,166	(\$567,477,606)	NA	NA
<b>Total Leakage</b>					<b>\$45,088,726</b>
<b>Estimated Supportable Square Footage</b>					<b>210,133</b>

\* Leakage for shoppers goods and restaurants is based on the Greater Retail Market Area, while leakage for convenience goods is based on the Local Retail Market Area.

\*\* Target sales are based on the Urban Land Institute, "Dollars and Cents of Shopping Centers."

Source: ESRI BIS; Marketek, Inc.

**EXHIBIT 26**  
**RETAIL EXPENDITURE POTENTIAL**  
**Local Retail Market Area**  
**2009-2019**

Merchandise or Service Category	Spending per Hhold	Target Sales* (\$/SF)	2009 Retail Potential		2014 Retail Potential		2019 Retail Potential	
			Sales (in millions)	Space (SF)	Sales (in millions)	Space (SF)	Sales (in millions)	Space (SF)
Apparel	\$973	\$209	\$7.1	33,811	\$7.8	37,464	\$8.7	41,513
Home Furnishings	\$646	\$199	\$4.7	23,573	\$5.2	26,120	\$5.8	28,942
Home Improvement	\$375	\$140	\$2.7	19,456	\$3.0	21,558	\$3.3	23,887
Misc. Specialty Retail	\$954	\$216	\$6.9	32,090	\$7.7	35,557	\$8.5	39,399
<b>Shoppers Goods</b>			<b>\$21.4</b>	<b>108,930</b>	<b>\$23.7</b>	<b>120,699</b>	<b>\$26.3</b>	<b>133,741</b>
Grocery	\$2,971	\$390	\$21.6	55,348	\$23.9	61,328	\$26.5	67,955
Health & Personal Care	\$517	\$365	\$3.8	10,300	\$4.2	11,413	\$4.6	12,646
<b>Convenience Goods</b>			<b>\$25.3</b>	<b>65,648</b>	<b>\$28.1</b>	<b>72,740</b>	<b>\$31.1</b>	<b>80,601</b>
<b>Restaurants</b>	<b>\$1,717</b>	<b>\$263</b>	<b>\$12.5</b>	<b>47,422</b>	<b>\$13.8</b>	<b>52,546</b>	<b>\$15.3</b>	<b>58,224</b>
<b>Entertainment</b>	<b>\$172</b>	<b>\$90</b>	<b>\$1.2</b>	<b>13,868</b>	<b>\$1.4</b>	<b>15,366</b>	<b>\$1.5</b>	<b>17,026</b>
<b>Personal Services</b>	<b>\$437</b>	<b>\$151</b>	<b>\$3.2</b>	<b>21,028</b>	<b>\$3.5</b>	<b>23,300</b>	<b>\$3.9</b>	<b>25,818</b>
<b>Total</b>			<b>\$63.7</b>	<b>256,896</b>	<b>\$70.5</b>	<b>284,650</b>	<b>\$78.2</b>	<b>315,410</b>
<b>Five Year Net Gain</b>					\$6.9	27,754	\$7.6	30,760

\* Target sales are based on the Urban Land Institute, "Dollars and Cents of Shopping Centers."

Sources: ESRI BIS; Urban Land Institute; Marketek, Inc.

**EXHIBIT 27**  
**RETAIL EXPENDITURE POTENTIAL**  
**Greater Retail Market Area**  
**2009-2019**

Merchandise or Service Category	Spending per Hhold	Target Sales* (\$/SF)	2009 Retail Potential		2014 Retail Potential		2019 Retail Potential	
			Sales (in millions)	Space (SF)	Sales (in millions)	Space (SF)	Sales (in millions)	Space (SF)
Apparel	\$2,079	\$209	\$179.1	856,990	\$204.7	979,443	\$234.0	1,119,395
Home Furnishings	\$1,425	\$199	\$122.8	616,837	\$140.3	704,975	\$160.3	805,708
Home Improvement	\$881	\$140	\$75.9	542,098	\$86.7	619,557	\$99.1	708,085
Misc. Specialty Retail	\$1,950	\$216	\$168.0	777,578	\$192.0	888,684	\$219.4	1,015,667
<b>Shoppers Goods</b>			<b>\$545.7</b>	<b>2,793,504</b>	<b>\$623.7</b>	<b>3,192,659</b>	<b>\$712.8</b>	<b>3,648,855</b>
Grocery	\$6,150	\$390	\$529.8	1,358,546	\$605.5	1,552,665	\$692.1	1,774,524
Health & Personal Care	\$1,032	\$365	\$88.9	243,474	\$101.6	278,263	\$116.1	318,024
<b>Convenience Goods</b>			<b>\$618.7</b>	<b>1,602,021</b>	<b>\$707.1</b>	<b>1,830,928</b>	<b>\$808.1</b>	<b>2,092,548</b>
<b>Restaurants</b>	<b>\$3,648</b>	<b>\$263</b>	<b>\$314.2</b>	<b>1,194,857</b>	<b>\$359.1</b>	<b>1,365,587</b>	<b>\$410.5</b>	<b>1,560,714</b>
<b>Entertainment</b>	<b>\$393</b>	<b>\$90</b>	<b>\$33.9</b>	<b>376,396</b>	<b>\$38.7</b>	<b>430,178</b>	<b>\$44.2</b>	<b>491,646</b>
<b>Personal Services</b>	<b>\$956</b>	<b>\$151</b>	<b>\$82.4</b>	<b>545,395</b>	<b>\$94.1</b>	<b>623,325</b>	<b>\$107.6</b>	<b>712,391</b>
<b>Total</b>			<b>\$1,594.9</b>	<b>6,512,173</b>	<b>\$1,822.8</b>	<b>7,442,678</b>	<b>\$2,083.2</b>	<b>8,506,155</b>
<b>Five Year Net Gain</b>					\$227.9	930,505	\$260.5	1,063,477

\* Target sales are based on the Urban Land Institute, "Dollars and Cents of Shopping Centers."

Sources: ESRI BIS; Urban Land Institute; Marketek, Inc.

**EXHIBIT 28**  
**SUMMARY OF NEW POTENTIAL SUPPORTABLE RETAIL SPACE**  
**Study Area**  
**2009-2019**

Merchandise/Service Category	Existing Demand (Leakage) 2008		New Supportable Retail Space in Study Area								Total New Supportable Space in Study Area
			2014				2019				
	Capture		Supported By Local Area		Supported by Greater Area		Supported By Local Area		Supported by Greater Area		
			Capture	Sq Ft	Capture	Sq Ft	Capture	Sq Ft	Capture	Sq Ft	
<b>Shoppers Goods</b>											
Apparel	NA	0	36%	1,328	6%	7,835	41%	1,656	8%	11,513	19,348
Home Furnishings	10%	1,765	46%	1,163	8%	6,857	51%	1,449	10%	10,076	18,699
Home Improvement	10%	2,057	63%	1,322	10%	7,798	71%	1,648	13%	11,458	21,312
Misc. Specialty Retail	10%	17,191	31%	1,071	6%	6,317	35%	1,335	7%	9,283	32,792
<b>Subtotal</b>	<b>10%</b>	<b>21,013</b>	<b>41%</b>	<b>4,884</b>	<b>7%</b>	<b>28,807</b>	<b>47%</b>	<b>6,089</b>	<b>9%</b>	<b>42,330</b>	<b>92,150</b>
<b>Convenience Goods</b>											
Grocery	NA	0	55%	3,282	3%	5,780	60%	3,968	4%	8,808	14,589
Health & Personal Care	NA	0	56%	619	3%	1,090	61%	748	4%	1,661	2,751
<b>Subtotal</b>	<b>NA</b>	<b>0</b>	<b>55%</b>	<b>3,901</b>	<b>3%</b>	<b>6,870</b>	<b>60%</b>	<b>4,717</b>	<b>4%</b>	<b>10,469</b>	<b>17,340</b>
<b>Restaurants</b>	<b>NA</b>	<b>0</b>	<b>50%</b>	<b>2,562</b>	<b>10%</b>	<b>17,073</b>	<b>55%</b>	<b>3,123</b>	<b>12%</b>	<b>23,415</b>	<b>40,488</b>
<b>Entertainment</b>	<b>NA</b>	<b>0</b>	<b>50%</b>	<b>749</b>	<b>10%</b>	<b>5,378</b>	<b>55%</b>	<b>913</b>	<b>12%</b>	<b>7,376</b>	<b>12,754</b>
<b>Personal Services</b>	<b>NA</b>	<b>0</b>	<b>55%</b>	<b>1,250</b>	<b>3%</b>	<b>2,338</b>	<b>60%</b>	<b>1,511</b>	<b>4%</b>	<b>3,563</b>	<b>5,901</b>
<b>Total</b>	<b>10%</b>	<b>21,013</b>	<b>48%</b>	<b>13,345</b>	<b>6%</b>	<b>60,466</b>	<b>53%</b>	<b>16,353</b>	<b>8%</b>	<b>87,154</b>	<b>168,633</b>

Note: Due to the fact that demand for Convenience Goods and Personal Services are derived primarily from nearby residents, captures are based primarily on Local Retail Market Area demand.

Source: ESRI; Urban Land Institute; Marketek, Inc.

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EXHIBIT 29				
TYPICAL SIZE OF SELECTED BUSINESSES				
Merchandise or Service Category	Median	National	Local Chain	Independent
Specialty Retail				
Appliances	5,956	6,292	5,911	~
Art Gallery	1,802	~	1,802	1,907
Arts/Crafts Supplies	8,928	20,957	~	3,070
Beauty Supplies	1,807	1,634	2,450	1,829
Bike Shop	3,440	~	~	2,596
Bookstore	10,093	23,000	9,990	2,740
Cameras	2,000	2,000	~	~
Children's Wear	3,913	4,879	3,054	2,105
Family Shoe Store	4,000	4,113	5,100	2,460
Family Wear	8,000	8,500	3,474	5,132
Gift/Cards	4,200	4,900	3,780	1,653
Hardware	13,200	13,900	~	~
Home Accessories	7,595	10,215	5,365	2,462
Jewelry	1,500	1,610	1,968	1,200
Luggage	2,500	2,499	~	~
Men's Clothing Store	3,500	4,319	3,065	2,750
Pet Supplies	7,995	17,600	3,201	3,200
Record/Tapes	4,464	6,178	~	2,017
Sporting Goods	8,465	22,000	4,980	2,995
Toys	7,855	12,000	~	3,344
Women's Ready to Wear	4,400	4,503	3,960	2,145
Convenience				
Drugstore/Pharmacy	10,920	10,860	16,668	4,977
Supermarket	50,420	49,071	51,495	23,300
Bakery	1,990	4,000	~	1,700
Gourmet Grocery	18,000	~	~	~
Wine/Liquor	3,440	~	6,237	2,920
Personal Services				
Day Spa	2,875	~	2,563	3,060
Women's Hair Salon	1,400	1,450	1,250	1,361
Nail Salon	1,200	~	1,200	1,200
Picture Framing	1,600	1,703	~	1,588
Health Club	10,249	9,548	5,508	10,249
Mail/Packaging/Copying	1,278	1,240	~	1,236
Tailor/Alteration	950	~	900	1,035
Video Rental	6,000	6,333	4,240	4,733
Shoe Repair	855	~	~	795
Drycleaners	1,800	~	1,800	1,649
Film Processing	1,252	1,600	1,304	1,150
Day Care	4,000	~	~	3,901
Laundry	2,114	~	2,150	1,955
Restaurants				
Restaurant with Liquor	5,204	6,669	5,600	3,362
Restaurant without Liquor	3,581	6,500	3,025	2,625
Bar/Cocktail Lounge	3,821	~	~	3,821
Ice Cream Parlor	1,137	1,144	1,137	1,116
Coffee/Tea	1,578	1,650	1,624	1,400
Entertainment				
Cinema	35,022	37,161	35,022	21,250

Source: Urban Land Institute, "Dollars and Cents of Shopping Centers"

## APPENDIX D. Office Market Exhibits

EXHIBIT 30 POTENTIAL ANNUAL DEMAND FOR OFFICE SPACE Northwest Atlanta 2009-2020								
Employment Category	2009 to 2015				2015 to 2020			
	Average Annual Employ Change (1)	Office Space User Ratio (2)	Sq. Ft. per Employee (2)	Average Annual Demand (Sq. Ft.)	Average Annual Employ Change (1)	Office Space User Ratio (2)	Sq. Ft. per Employee (2)	Average Annual Demand (Sq. Ft.)
Construction	7	10%	245	172	27	10%	245	662
Manufacturing	(14)	10%	NA	NA	(45)	10%	NA	NA
TCU	(26)	20%	NA	NA	(25)	25%	NA	NA
Wholesale Trade	7	10%	245	172	(103)	10%	NA	NA
Retail Trade	41	5%	245	502	24	30%	245	1,764
FIRE	27	90%	245	5,954	38	80%	245	7,448
Services	183	40%	245	17,934	330	40%	245	32,340
Government	20	25%	245	1,225	35	60%	245	5,145
TOTAL	245		245	25,958	281		245	47,359

(1) 2009-2010 annual net change in employment from Atlanta Regional Commission Employment Forecast:

(2) Based on standards developed by the Urban Land Institute, Washington, D.C.

Sources: Marketek, Inc.; Atlanta Regional Commission; Urban Land Institute

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**EXHIBIT 31**  
**ESTIMATED CUMULATIVE OFFICE MARKET POTENTIAL**  
**Vine City/Washington Park Study Area**  
**2009-2020**

Year	Average Annual Derived Demand (Sq Ft) (1)	Average Annual Replacement Demand (Sq Ft) (2)	Total Demand (Sq Ft)	Study Area Capture Rate	Total Cumulative Potential Demand in Study Area (Sq Ft)
2009	25,958	1,817	27,775	25%	6,944
2010	25,958	1,817	27,775	25%	13,887
2011	25,958	1,817	27,775	25%	20,831
2012	25,958	1,817	27,775	30%	29,164
2013	25,958	1,817	27,775	30%	37,496
2014	25,958	1,817	27,775	30%	45,828
2015	25,958	1,817	27,775	30%	54,161
2016	47,359	3,315	50,674	35%	71,897
2017	47,359	3,315	50,674	35%	89,632
2018	47,359	3,315	50,674	35%	107,368
2019	47,359	3,315	50,674	35%	125,104
2020	47,359	3,315	50,674	35%	142,840

(1) Average annual potential demand for office space in Northwest Atlanta derived from employment growth.

(2) Average annual potential demand for office or industrial space generated by existing firms that move to a new location within the market area. Replacement demand is estimated at 7% of derived demand.

Sources: Marketek, Inc.; Atlanta Regional Commission; Urban Land Institute

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