retail academy

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Research

Memberships, Subscriptions & Customized Reports

Research Partners & Geographic Information Systems

Crittenden Research

RLT
RETAIL LEASE TRAC

salesgenie

NATION'S
Restaurant News

PlainVanillaShell

SN
SUPERMARKET NEWS

TETRAD

Sitewise

CCIM STDB

REGiS online

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Research

where does all this information come from?

here are a few of the demographic data sources used

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Research

You have at your disposal thousands of variables from population and household incomes to spending patterns by retail category.

The information covered in this document represents the key highlights for your community. Retail Strategies has provided Locust's primary point of contact an electronic copy of each of these reports from multiple geographic parameters.

The following are the highlights from a data and analytic perspective.

Demographic Overview

Mobile Data Collections

Customized Trade Area Analysis

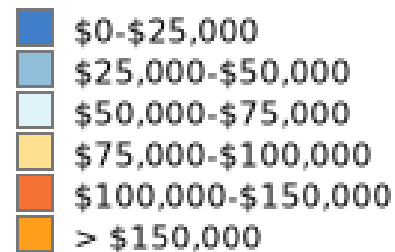Lifestyle Segmentation

Retail Gap Analysis

Peer Analysis

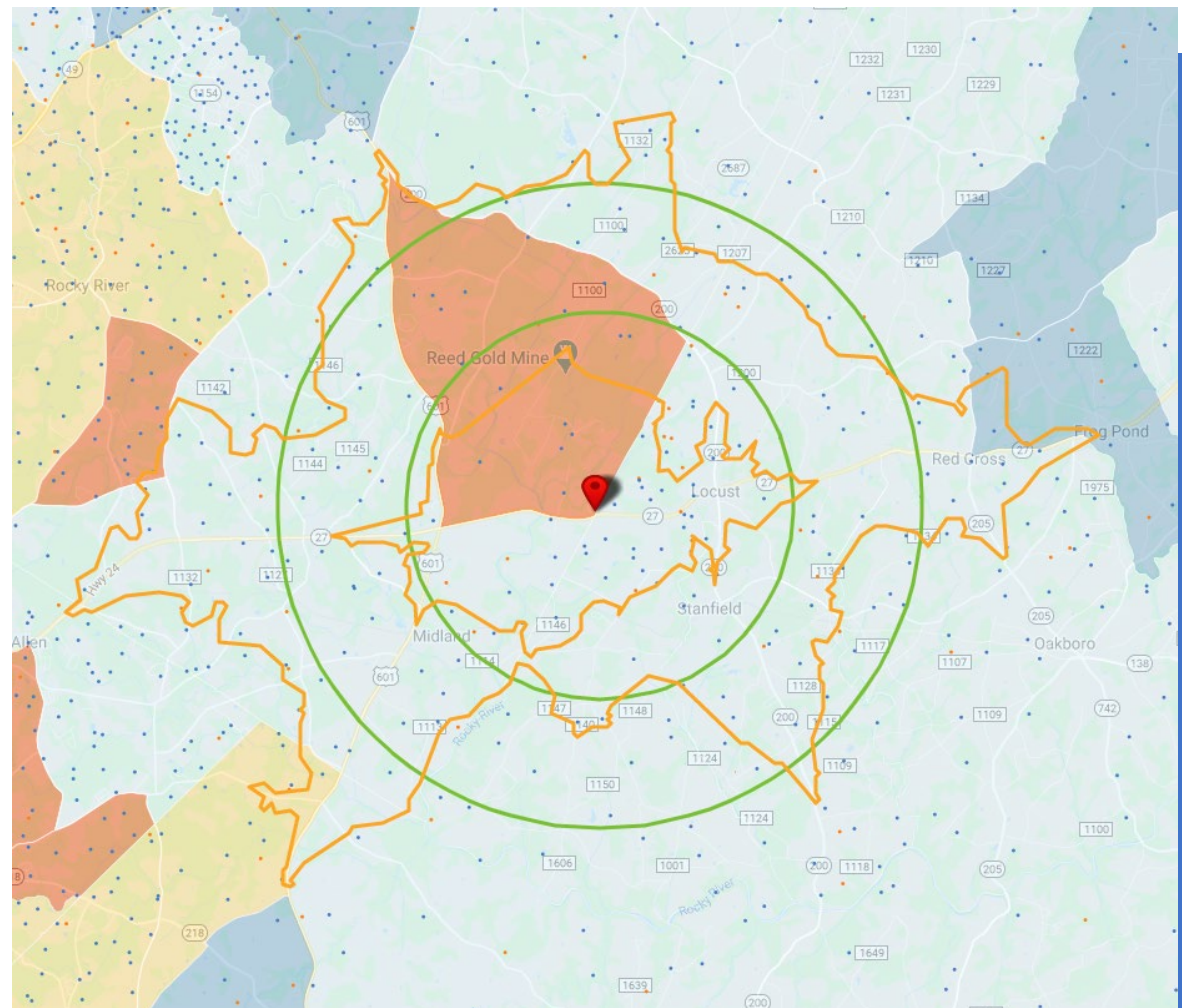# Discover

Residential Population Density

• 1 dot = 100

Daytime Employee Population Density

• 1 dot = 100

Median Household Income

- $0-$25,000
- $25,000-$50,000
- $50,000-$75,000
- $75,000-$100,000
- $100,000-$150,000
- > $150,000

Study Area

- 3.00 mi
- 5.00 mi
- 0-5 min
- 0-10 min

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N

5

DISCOVER

Mile Radius & Drive Time Demographics

Category	3-Mile Radius	5-Mile Radius	10-Mile Radius	5-Minute Drive Time	10-Minute Drive Time	15-Minute Drive Time
Current Year Estimated Population	6,773	15,715	66,189	3,242	16,171	41,191
Number of Households	2,622	5,997	24,293	1,289	6,261	15,576
Projected Annual Growth (5 YR)	11.21%	9.08%	5.53%	12.14%	9.44%	6.72%
Median HH Income 2020	$60,619	$63,722	$63,979	$60,753	$64,392	$64,342
Current Year Average Age	41.7	41.6	40.1	41.8	41.9	41.1
Average Home Value	$258,038	$270,291	$279,254	$269,714	$274,890	$284,489
Current Year % Bachelor's Degree	16%	15%	17%	16%	15%	17%
Daytime Population	6,228	11,308	46,157	4,053	13,410	29,020
Labor Force	5,557	12,920	53,658	2,663	13,322	33,789

MOBILE DATA COLLECTION

The Service uses data collected from mobile phone users who have agreed within their apps and phone settings to enable location information. The Service includes mobile phone data with latitude/longitude points that are accurate to approximately 20 feet. Data inputs are updated as quickly as every 24-hours. The data shown includes shopper who visited the defined location during the designated time period.

The location tracked was
Walmart

for the time period of
May 2020-May 2021
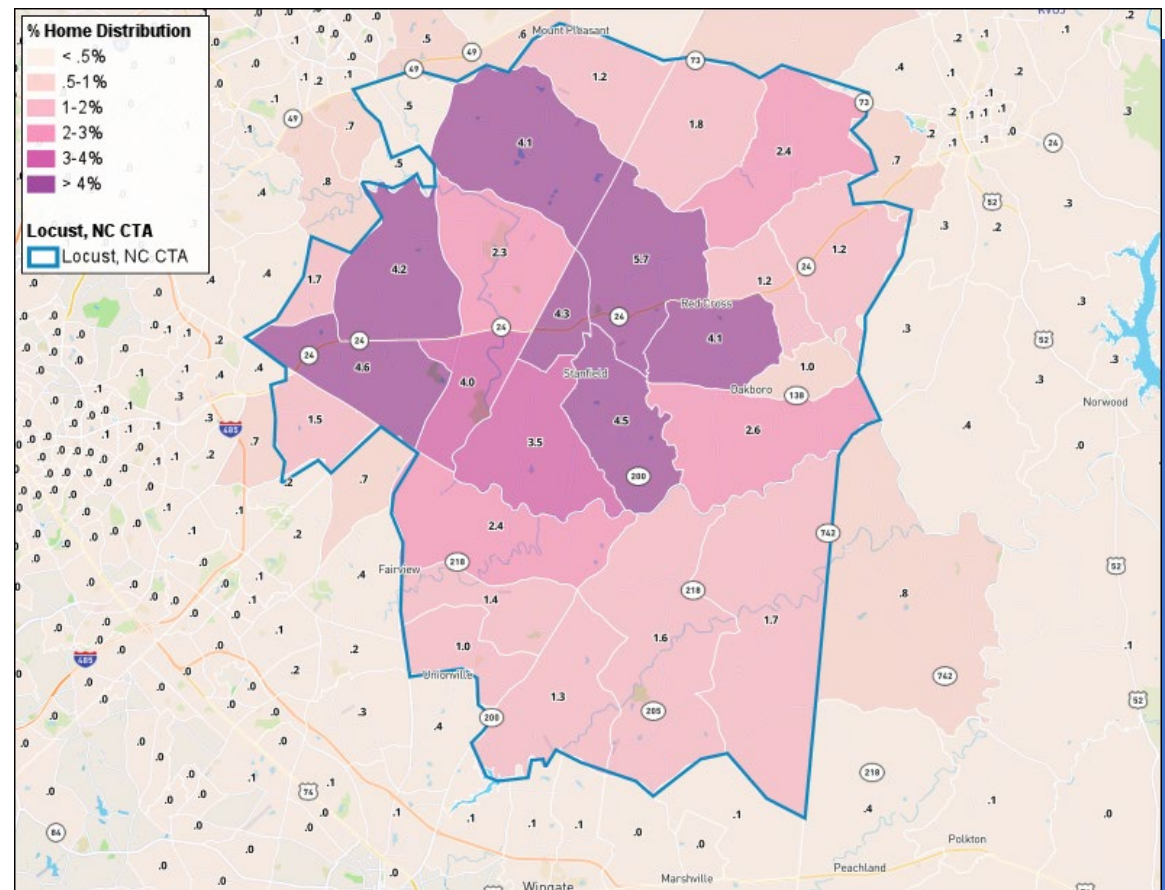
This tool is intended to support the trade area but does not solely define the trade area.

7

Custom Trade Area

Each retailer has a specific set of site selection criteria they use to determine if they will have a profitable store. Municipal boundaries, radius rings and drive times area is a start.

A customized trade area is the next step to analyzing a market. A trade area defines a core customer base of consumers highly likely to shop and eat in the market at least once a month.

Your trade area has been created by combining a series of drive times, mobile data analysis, geographic boundaries and proximity to neighboring shopping destinations.

Each retailer will analyze their own trade area based on their existing stores, their competition and site selection criteria.
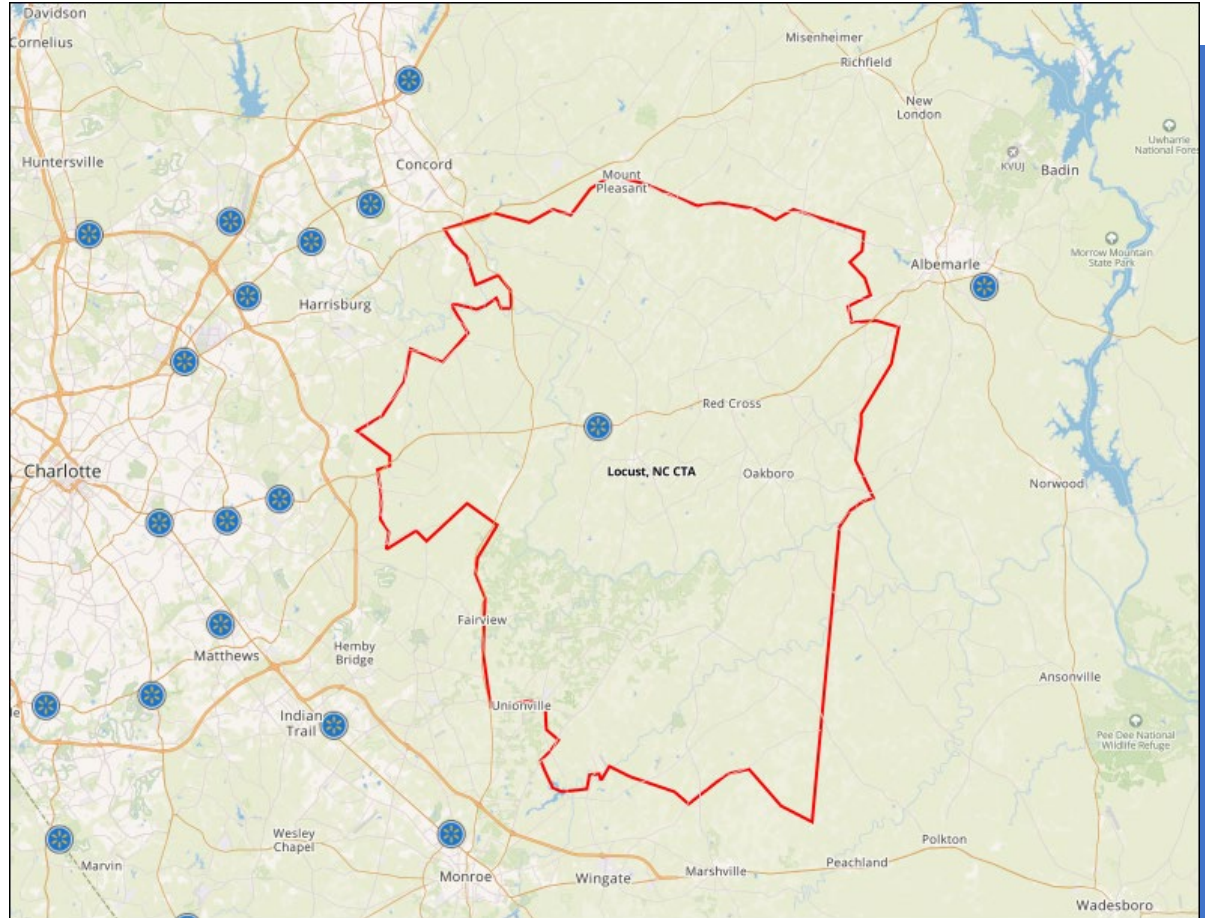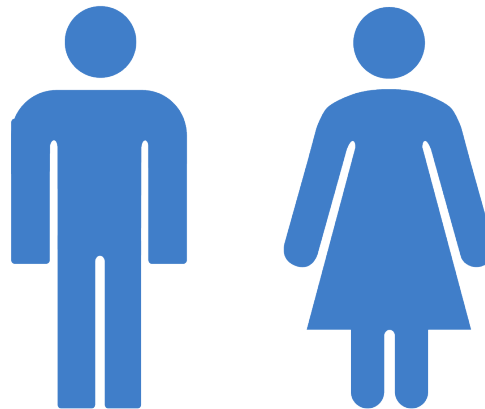
Custom Trade Area

55,969

2020 estimated population

58,654
projected 2024 population

4.8%
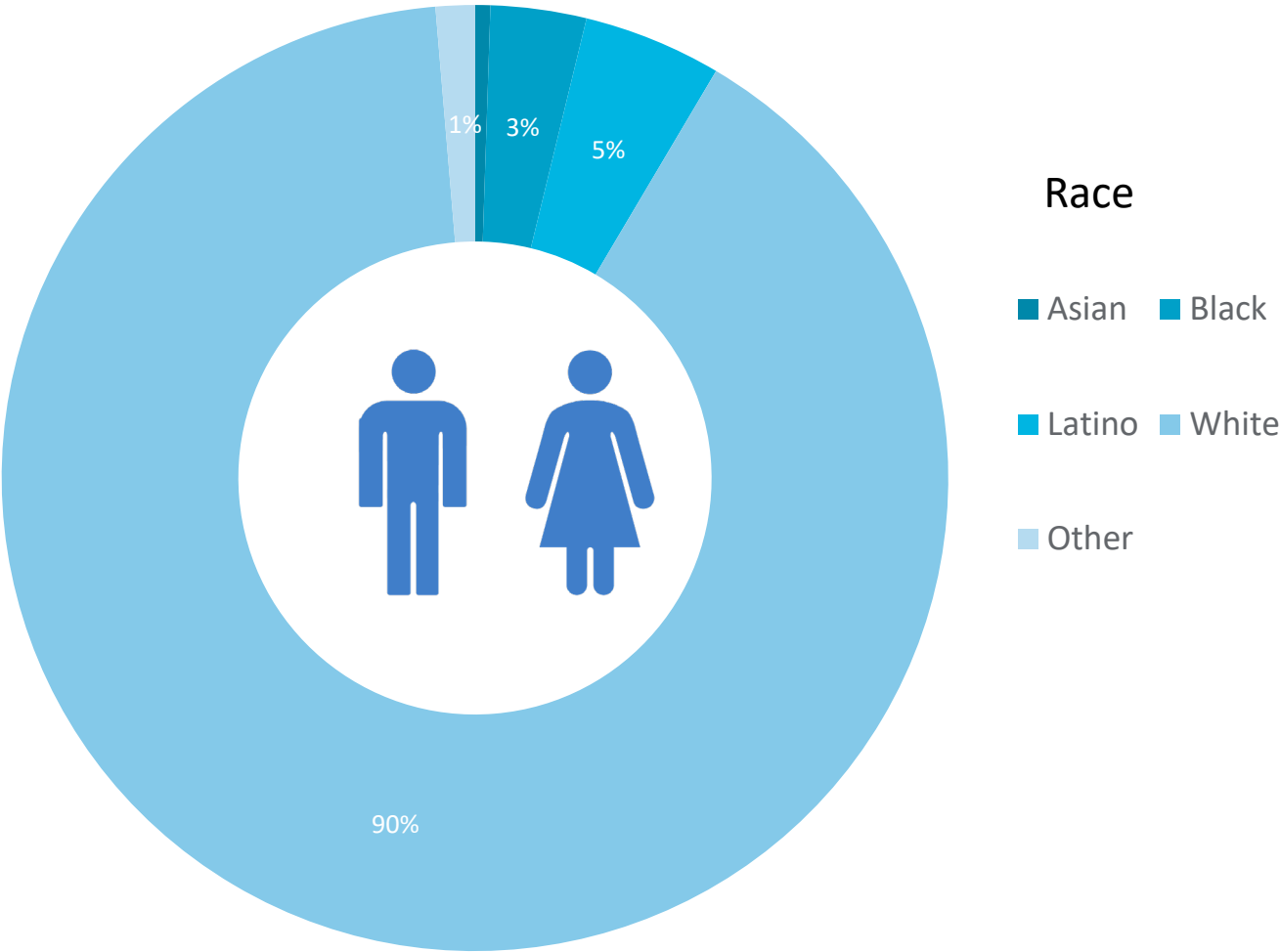projected growth rate
2020-2025

40

male average age

42

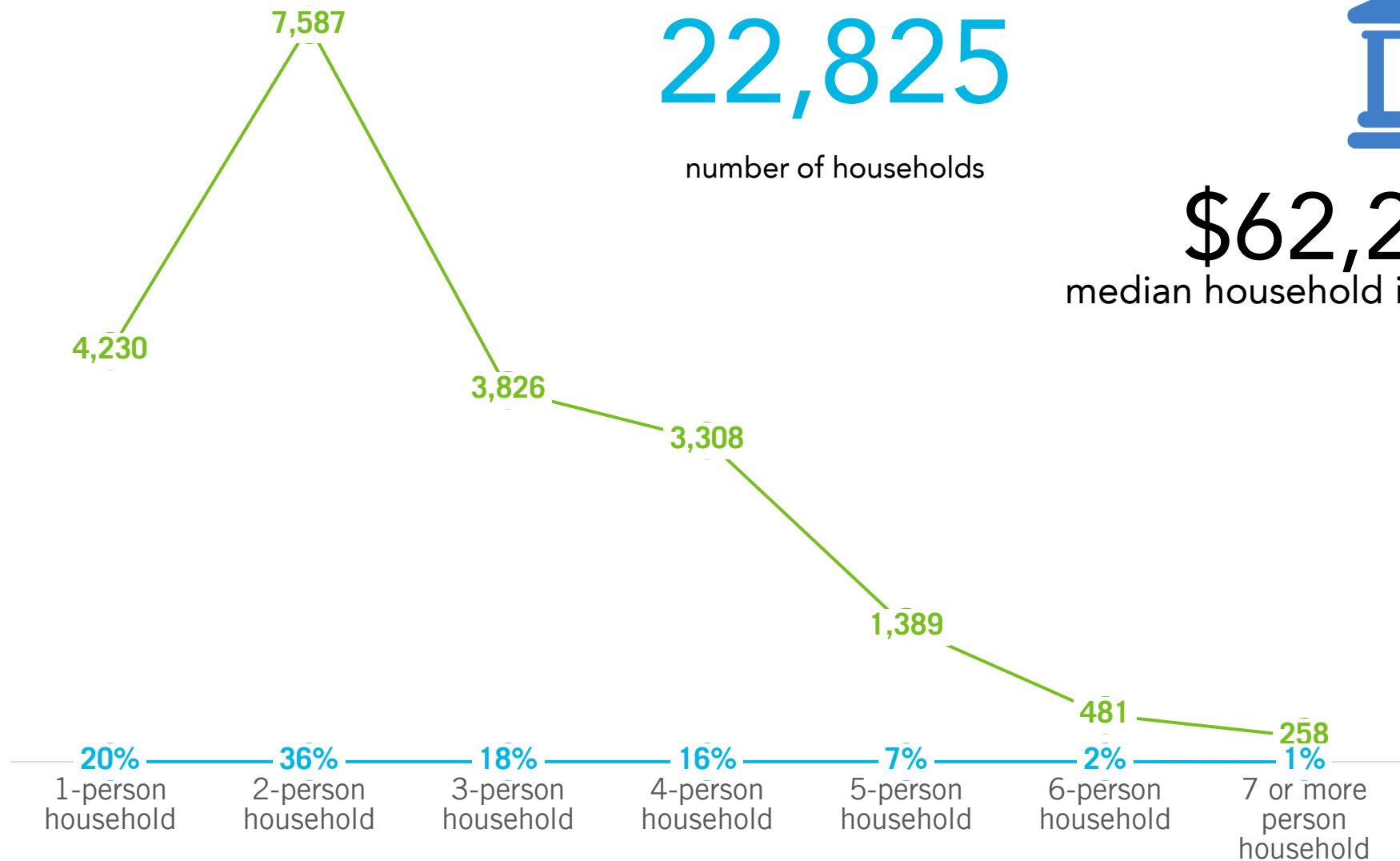female average age

DISCOVER: Custom Trade Area

Our Research

Race

1%   3%   5%

90%

- Asian
- Black
- Latino
- White
- Other

Our Research

7,587

4,230

3,826

3,308

1,389

481

258

22,825

number of households

$62,285

median household income

20%	36%	18%	16%	7%	2%	1%
1-person household	2-person household	3-person household	4-person household	5-person household	6-person household	7 or more person household

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DISCOVER: Custom Trade Area

Our Research

2020 ESTIMATED HOUSING UNITS BY TENURE

Category	Value
Vacant Housing Units	1,744
Occupied Housing Units	21,081
Owner-Occupied	17,056
Renter-Occupied	4,025

$270,466

average housing unit value

Our Research

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Category	Value
Nonfamily Households	4%
No own children under 18 years	5%
With own children under 18 years	4%
Female Householder: no husband present:	8%
No own children under 18 years	2%
With own children under 18 years	3%
Male Householder: no wife present:	5%
No own children under 18 years	39%
With own children under 18 years	24%
Married-couple family	63%
Family Households	76%
1 Person Households	20%
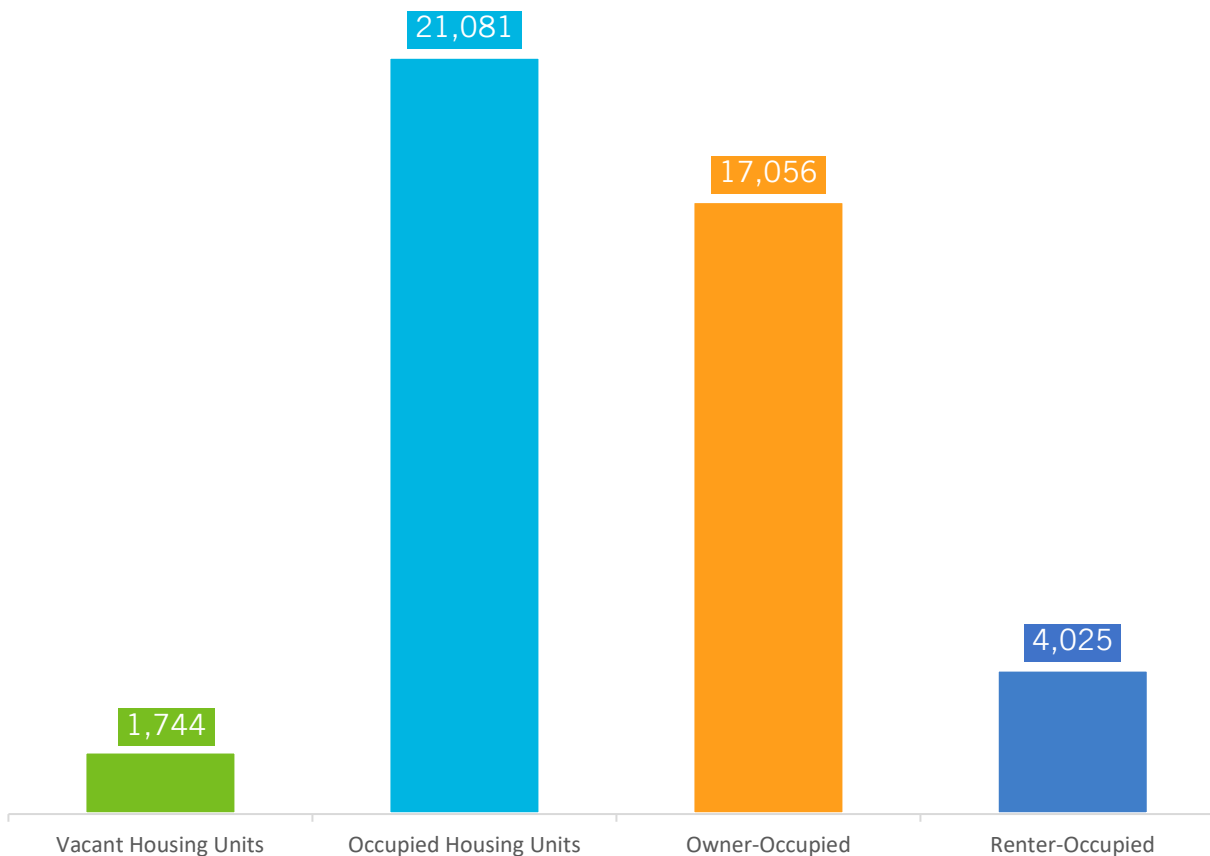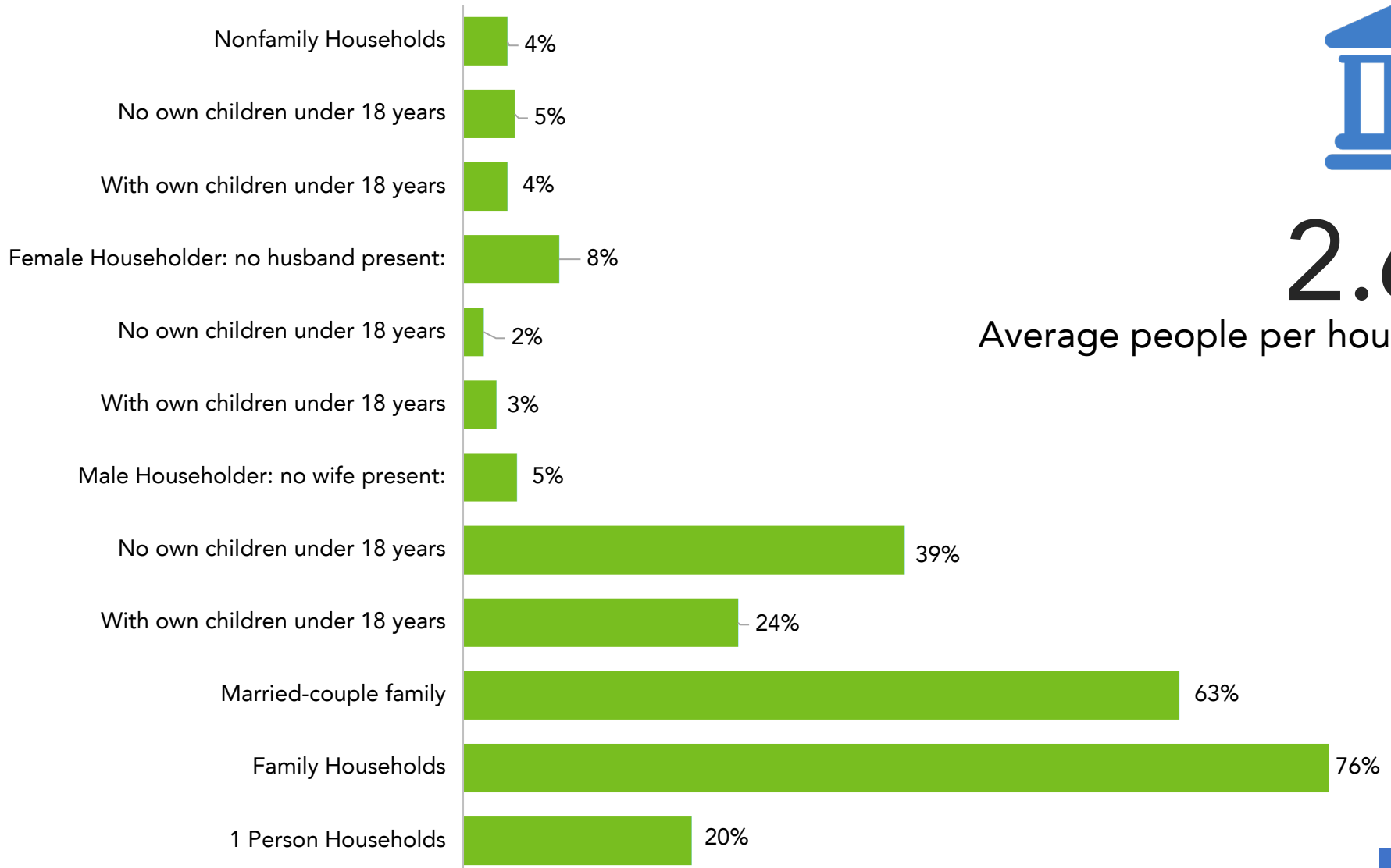
2.65

Average people per household

Our Research

39,104 daytime population

- Children at home
- Retired/Disable persons
- Homemakers
- Work at Home
- Employed
- Unemployed
- Student Populations
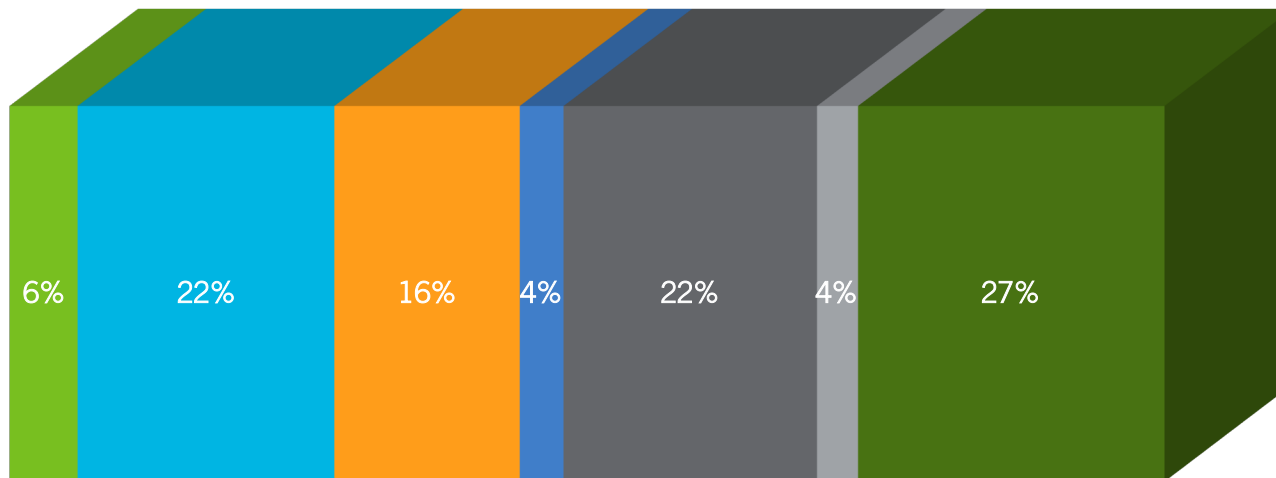
| 6% | 22% | 16% | 4% | 22% | 4% | 27% |

Our Research

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Military
0%

Unclassified
2%

White Collar
28%

Blue Collar
70%

$46,650
average employee salary
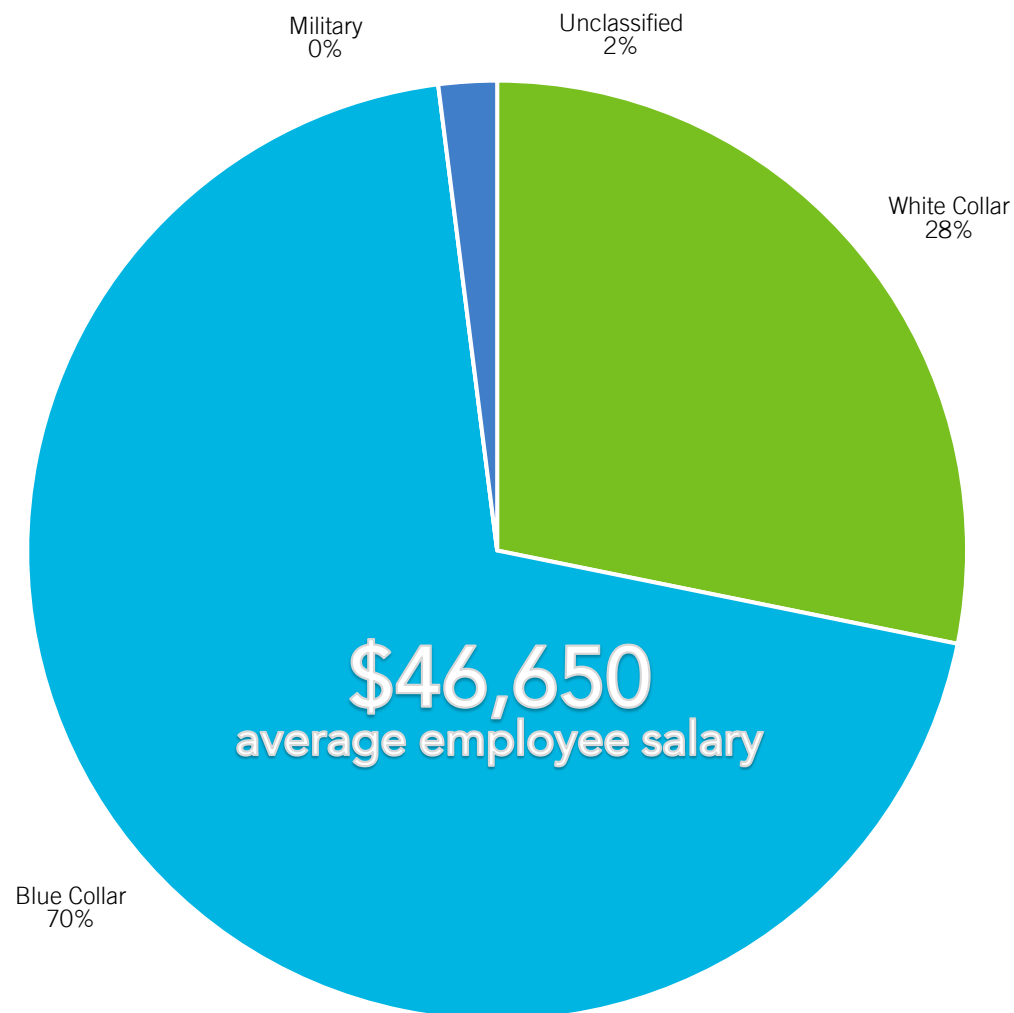
Our Research

CURRENT YEAR ESTIMATED POPULATION AGE 25+ BY EDUCATIONAL ATTAINMENT

Educational Attainment	Population
DOCTORATE DEGREE	247
PROFESSIONAL SCHOOL DEGREE	382
MASTER'S DEGREE	1,753
BACHELOR'S DEGREE	5,596
ASSOCIATE DEGREE	4,177
SOME COLLEGE, NO DEGREE	9,117
HIGH SCHOOL GRADUATE (OR GED)	12,693
SOME HIGH SCHOOL, NO DIPLOMA	3,383
LESS THAN 9TH GRADE	1,368

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16
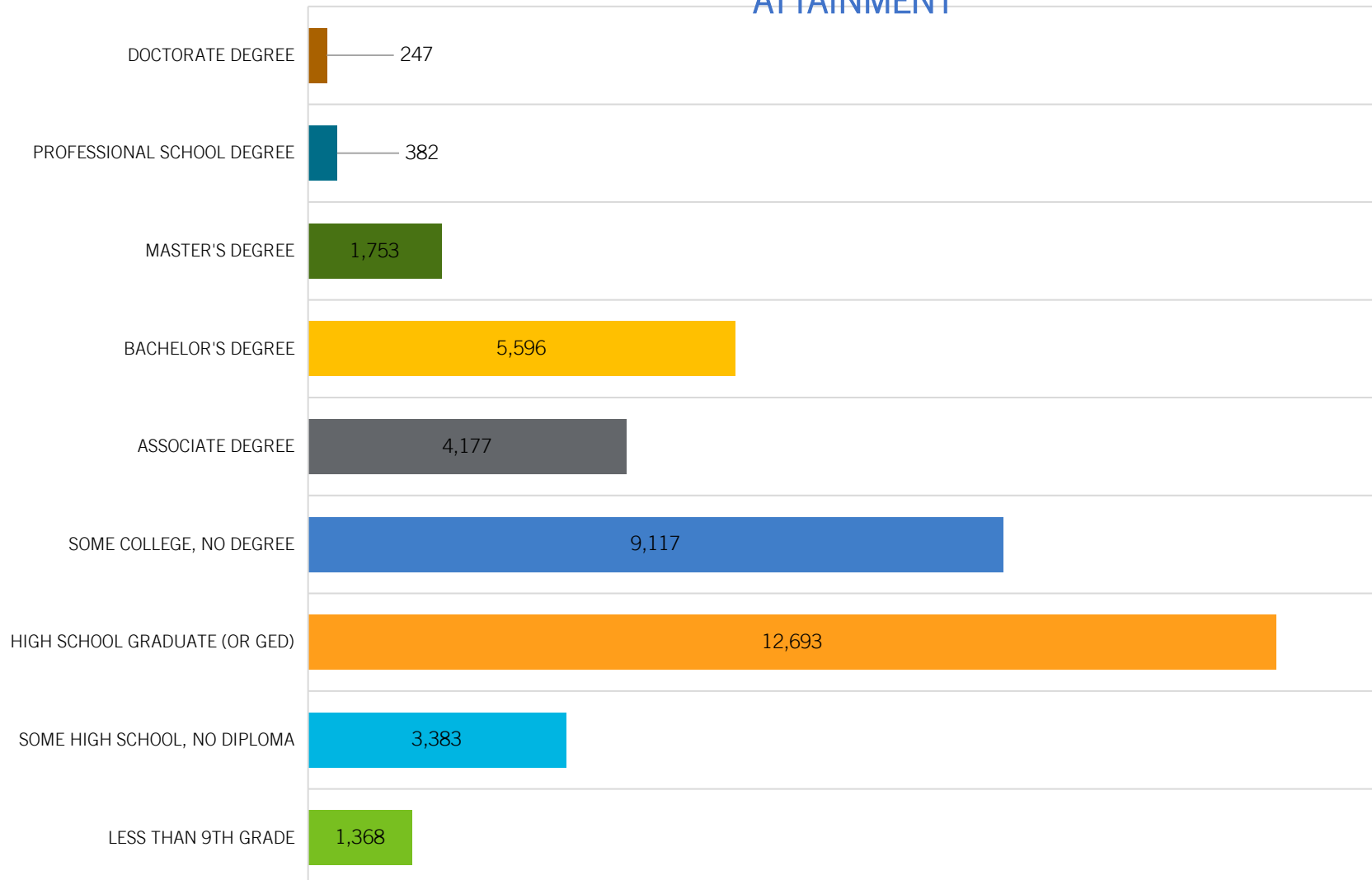
Our Research

CURRENT YEAR ESTIMATED POPULATION BY ENROLLMENT

798
2,967
6,689
3,487
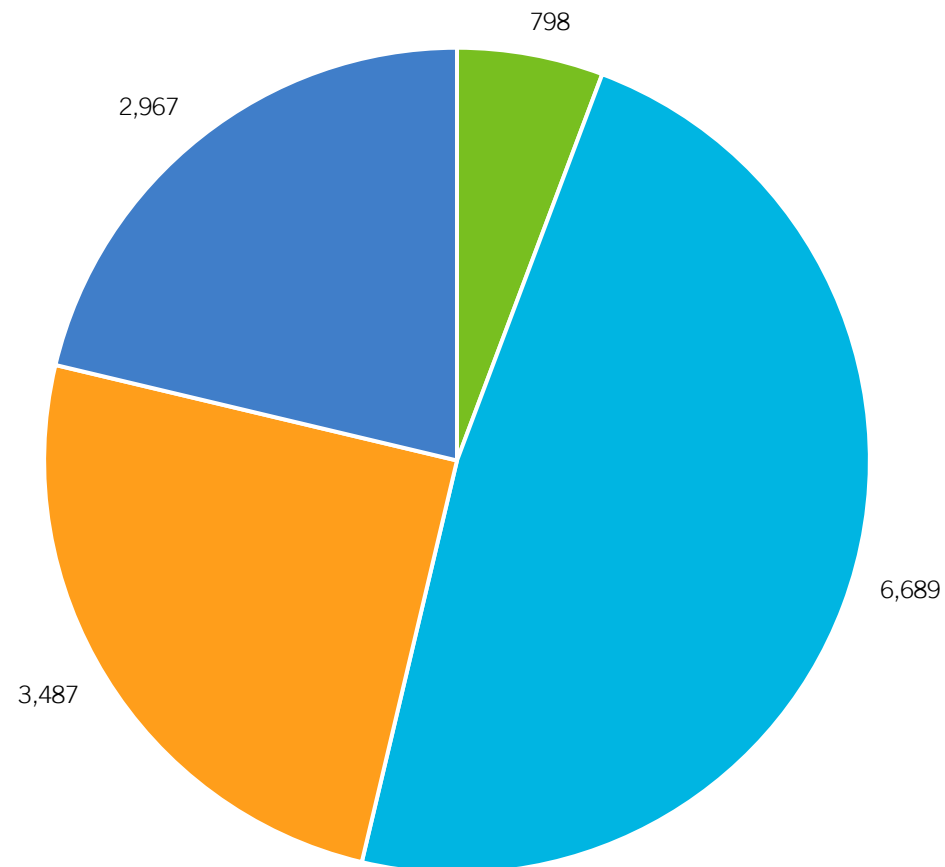
- Nursery school/preschool
- Kindergarten/Elementary School
- High School
- College/Graduate/Professional school

Research & Analytics

Lifestyle Reports allow BIG DATA to be summed up into a simple narrative on the personality of the majority of your households.

When asked to describe "Who is Locust?", often times the community leadership describes themselves rather than the dominate personality of the area. Understanding consumer shopping patterns based on personality allow Retail strategies to better align the retail prospects with the purchasing patterns.

Selection of the variables used to identify consumer markets begins with data that includes household characteristics such as single person or family, income, relationships (married or multigenerational), and tenure; personal traits such as age, sex, education, employment, and marital status; and housing characteristics like home value or rent, type of housing (single family, apartment, town house, or mobile home), seasonal status, and owner costs relative to income. In essence, any characteristic that is likely to differentiate consumer spending and preferences is assessed for use in identifying consumer markets.

ESRI Tapestry Segmentation

is a geodemographic segmentation system that integrates consumer traits with residential characteristics to identify markets and classify US neighborhoods. Neighborhoods with the most similar characteristics are grouped together, while neighborhoods with divergent characteristics are separated. Internally homogenous, externally heterogeneous market segments depict consumers' lifestyles and life stages. Tapestry Segmentation combines the "who" of lifestyle demography with the "where" of local geography to create a classification model with 67 distinct, behavioral market segments.
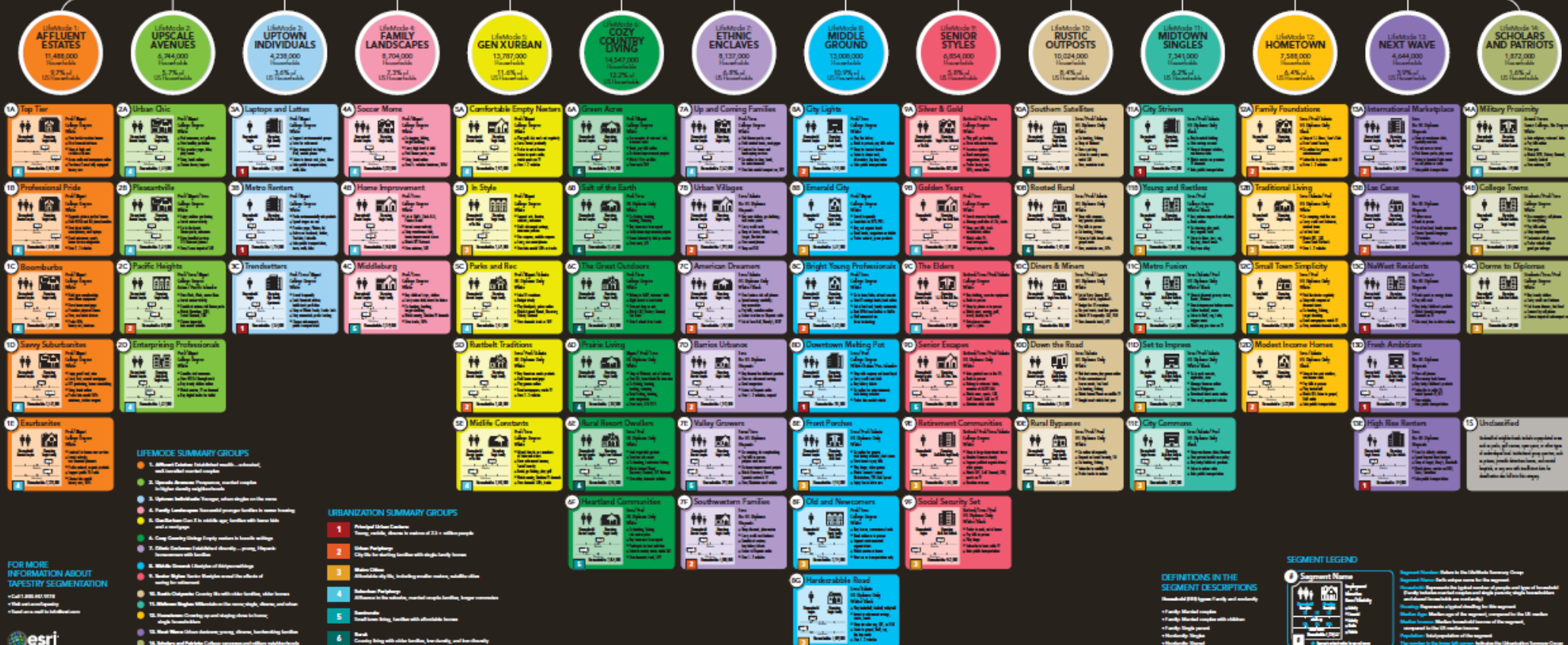
Research & Analytics

DISCOVER

Research & Analytics

5 MILE RADIUS - WALMART

- 12.40%
- 21.80%
- 65.80%

- Salt of the Earth (6B)
- Green Acres (6A)
- Southern Satellites (10A)

TAPESTRY SEGMENTATION
The Fabric of America's Neighborhoods
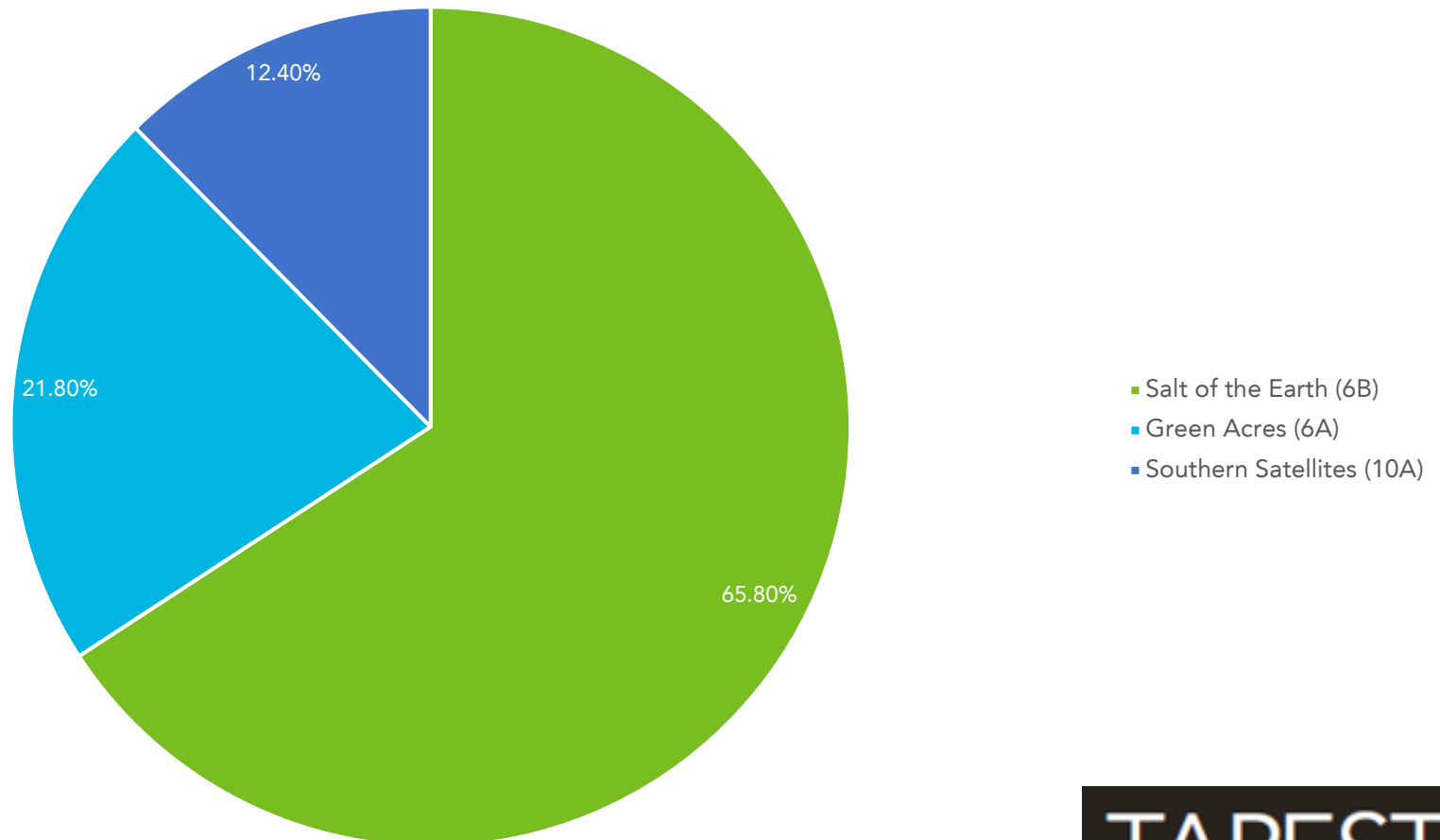
Salt of the Earth

6B

Households: 3,545,800

Average Household Size: 2.59

Median Age: 44.1

Median Household Income: $56,300

WHO ARE WE?

Salt of the Earth residents are entrenched in their traditional, rural lifestyles. Citizens here are older, and many have grown children that have moved away. They still cherish family time and also tending to their vegetable gardens and preparing homemade meals. Residents embrace the outdoors; they spend most of their free time preparing for their next fishing, boating, or camping trip. The majority has at least a high school diploma or some college education; many have expanded their skill set during their years of employment in the manufacturing and related industries. They may be experts with DIY projects, but the latest technology is not their forte. They use it when absolutely necessary, but seek face-to-face contact in their routine activities.

OUR NEIGHBORHOOD

- This large segment is concentrated in the Midwest, particularly in Ohio, Pennsylvania, and Indiana.

- Due to their rural setting, households own two vehicles to cover their long commutes, often across county boundaries.

- Home ownership rates are very high (Index 133). Single-family homes are affordable, valued at 25 percent less than the national market.

- Nearly two in three households are com posed of married couples; less than half have children at home.

SOCIOECONOMIC TRAITS

- Steady employment in construction, manufacturing, and related service industries.

- Completed education: 40% with a high school diploma only.

- Household income just over the national median, while net worth is nearly double the national median.

- Spending time with family their top priority.

- Cost-conscious consumers, loyal to brands they like, with a focus on buying American.

- Last to buy the latest and greatest products.

- Try to eat healthy, tracking the nutrition and ingredients in the food they purchase.

MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- Outdoor sports and activities, such as fishing, boating, hunting, and overnight camping trips are popular.

- To support their pastimes, truck ownership is high; many also own an ATV.

- They own the equipment to maintain their lawns and tend to their vegetable gardens.

- Residents often tackle home remodeling and improvement jobs themselves.

- Due to their locale, they own satellite dishes, and have access to high speed internet connections like DSL.

- These conservative consumers prefer to conduct their business in person rather than online. They use an agent to purchase insurance.

HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.

Typical Housing:
Single Family

Median Value:
$154,300
US Median: $207,300
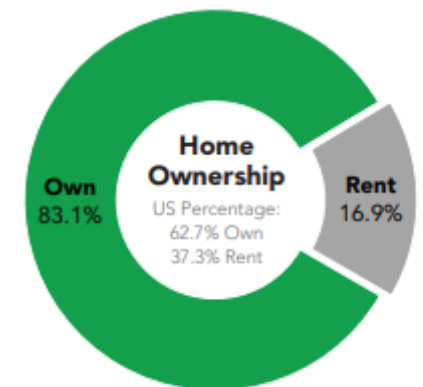
Home Ownership
Own 83.1%
Rent 16.9%
US Percentage:
62.7% Own
37.3% Rent

POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.

Population
900,000 — 11,000,000
9,276,400

Population Growth (Annual %)
-0.5% — 3.0%
0.3%

Population Density (Persons per sq. mile)
0 — 25,000
1000
58

ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.

92 — Wealth Index
0 — 350
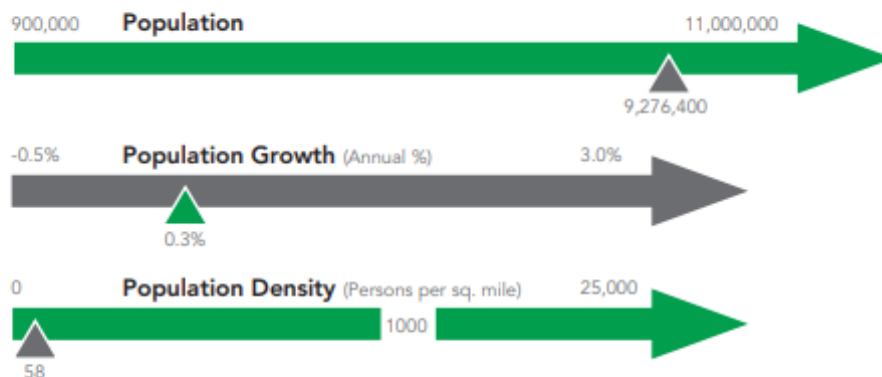
107 — Socioeconomic Status Index
0 — 350

169 — Housing Affordability Index
0 — 350
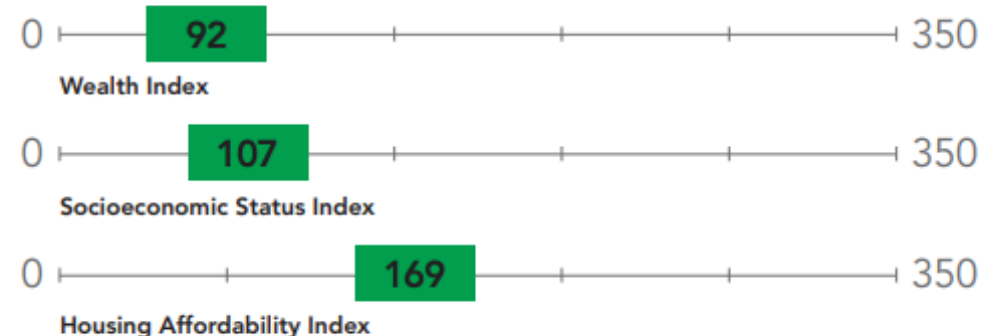
SEGMENT DENSITY

This map illustrates the density and distribution of the *Salt of the Earth* Tapestry Segment by households.

High

Low

For more information
1-800-447-9778
info@esri.com
esri.com

esri

THE
SCIENCE
OF
WHERE
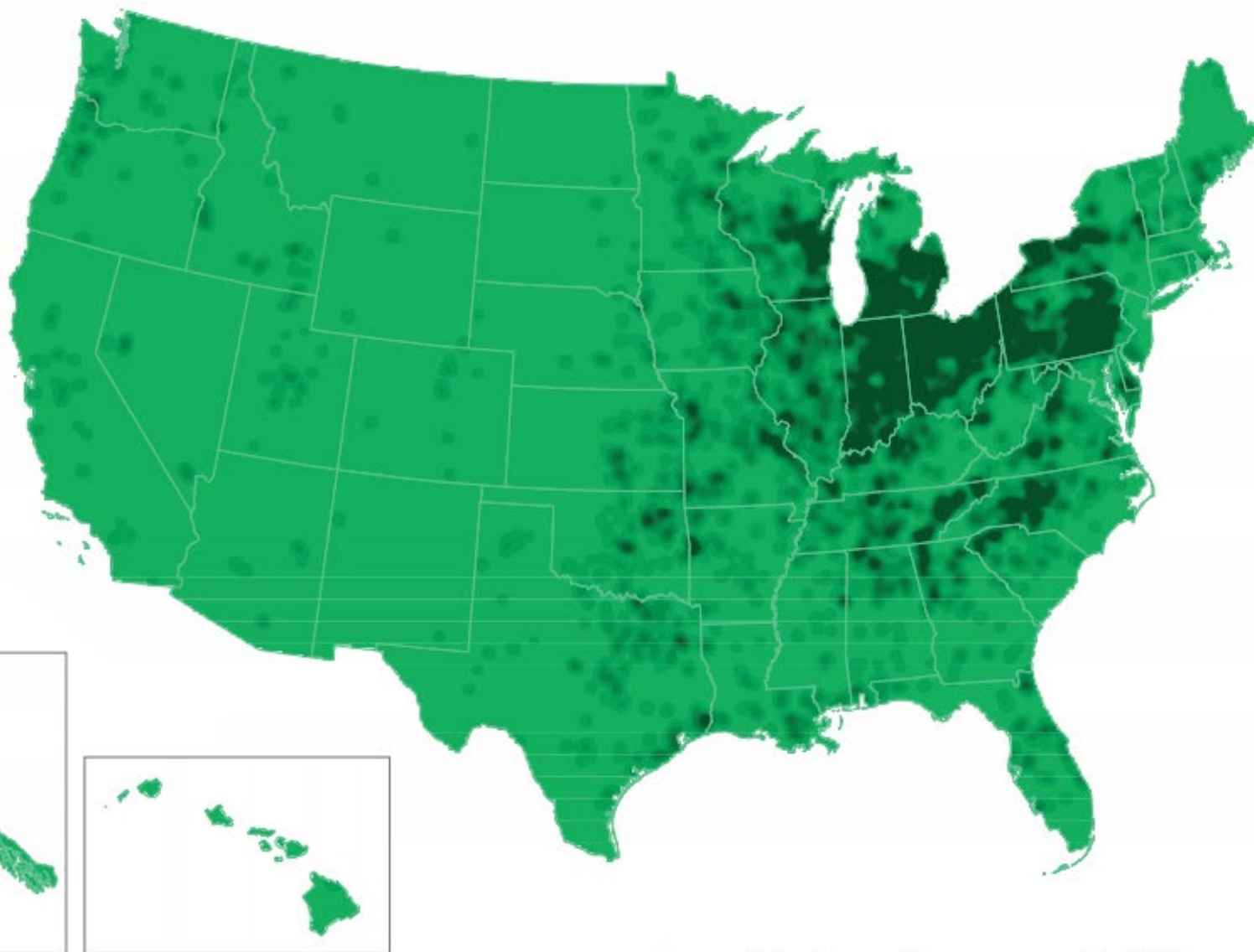
Green Acres

6A

Households: 3,923,400

Average Household Size: 2.70

Median Age: 43.9

Median Household Income: $76,800

WHO ARE WE?

The *Green Acres* lifestyle features country living and self-reliance. They are avid do-it-yourselfers, maintaining and remodeling their homes, with all the necessary power tools to accomplish the jobs. Gardening, especially growing vegetables, is also a priority, again with the right tools, tillers, tractors, and riding mowers. Outdoor living also features a variety of sports: hunting and fishing, motorcycling, hiking and camping, and even golf. Self-described conservatives, residents of *Green Acres* remain pessimistic about the near future yet are heavily invested in it.

OUR NEIGHBORHOOD

- Rural enclaves in metropolitan areas, primarily (not exclusively) older homes with acreage; new housing growth in the past 15 years.

- Single-family, owner-occupied housing, with a median value of $235,500.

- An older market, primarily married couples, most with no children.

SOCIOECONOMIC TRAITS

- Education: More than 60% are college educated.

- Unemployment is low at 3.8% (Index 70); labor force participation rate is high at 66.8% (Index 107).

- Income is derived not only from wages and salaries but also from self-employment (more than 13% of households), investments (27% of households), and increasingly, from retirement.

- They are cautious consumers with a focus on quality and durability.

- Comfortable with technology, more as a tool than a trend: banking or paying bills online is convenient; but the Internet is not viewed as entertainment.

- Economic outlook is professed as pessimistic, but consumers are comfortable with debt, primarily as home and auto loans, and investments.
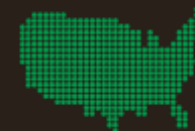
MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- Purchasing choices reflect *Green Acres'* residents country life, including a variety of vehicles from trucks and SUVs to ATVs and motorcycles, preferably late model.

- Homeowners favor DIY home improvement projects and gardening.

- Media of choice are provided by satellite service, radio, and television, also with an emphasis on country and home and garden.

- *Green Acres* residents pursue physical fitness vigorously, from working out on home exercise equipment to playing a variety of sports.

- Residents are active in their communities and a variety of social organizations, from charitable to veterans' clubs.

HOUSING

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Typical Housing:
Single Family

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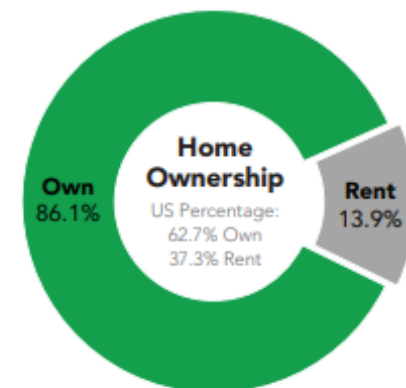
Home Ownership
Own 86.1%
Rent 13.9%
US Percentage:
62.7% Own
37.3% Rent

POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.

Population
900,000 — 11,000,000
10,695,900

Population Growth (Annual %)
-0.5% — 3.0%
0.9%

Population Density (Persons per sq. mile)
0 — 1000 — 25,000
71

ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.

0 — **133** — 350
Wealth Index

0 — **130** — 350
Socioeconomic Status Index

0 — **152** — 350
Housing Affordability Index
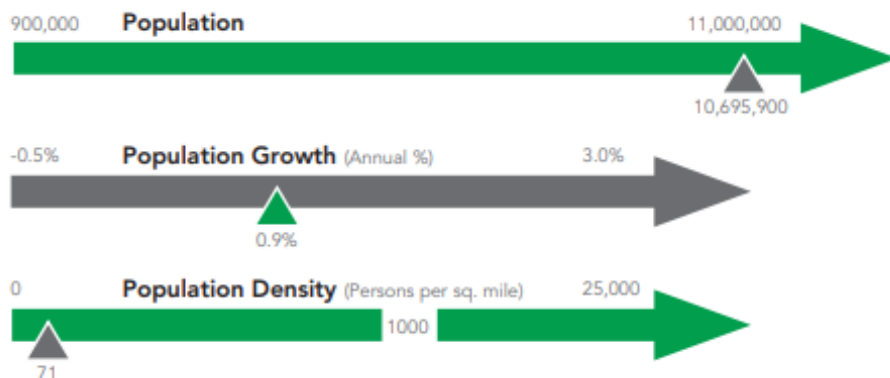
SEGMENT DENSITY

This map illustrates the density and distribution of the *Green Acres* Tapestry Segment by households.

High

Low

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esri

THE
SCIENCE
OF
WHERE
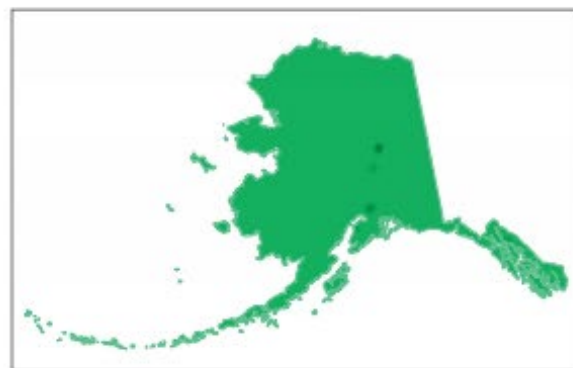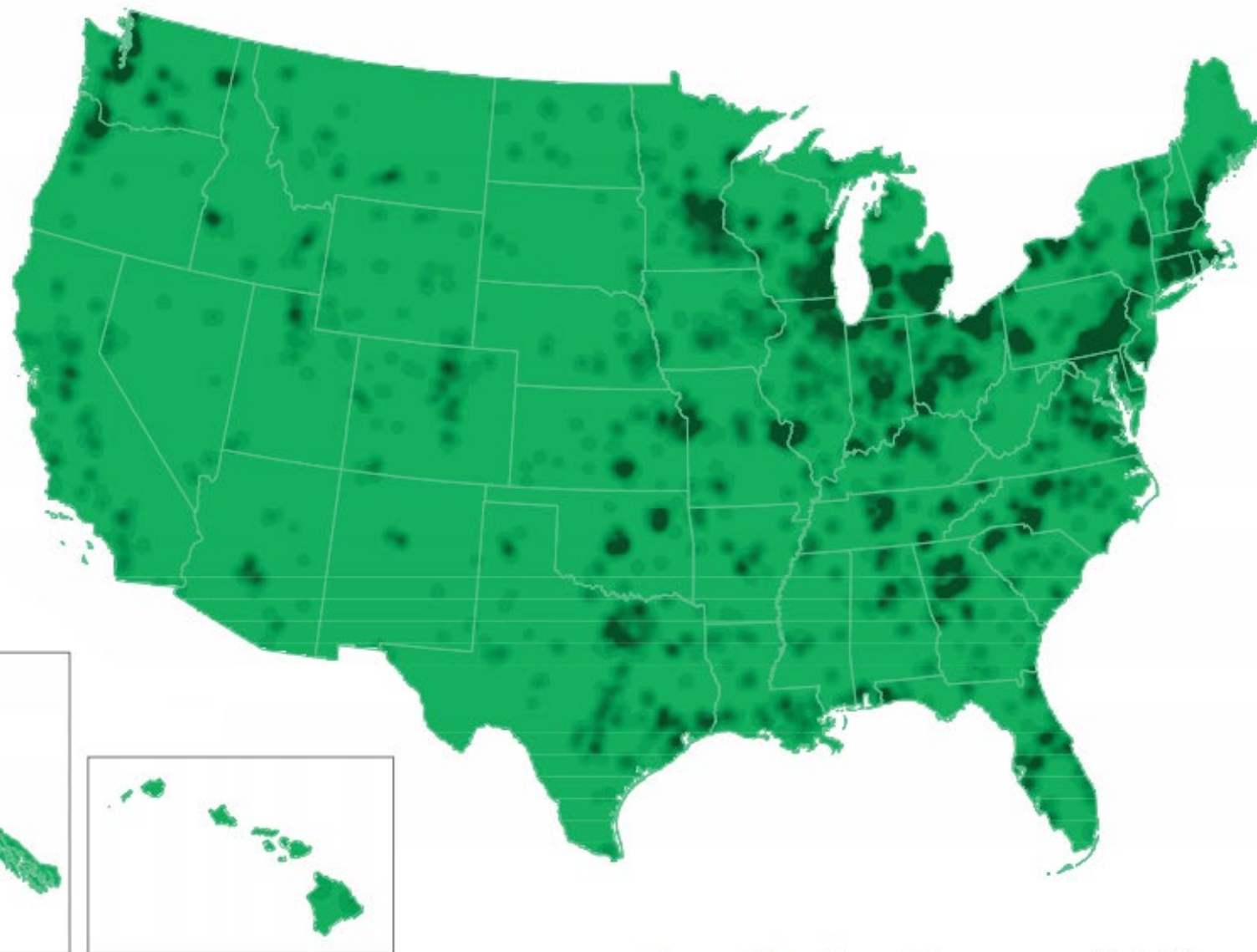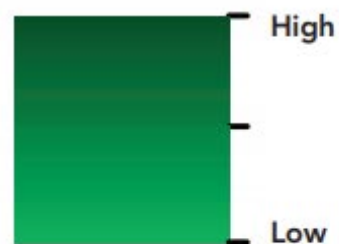
Understanding the GAP Analysis:

The GAP Analysis helps us uncover the number of dollars being spent outside of the community on an annual basis from a categorical perspective.

Retail Strategies uses STI:PopStats as our provider of the Consumer Demand and Supply by Establishment (or GAP) information. Several demographers provide the data in a variety of ways. Following are the sources and methodologies used by STI:PopStats and Retail Strategies to draw conclusions for you.

The market supply data is derived from annual retail sales and expenditures from the source data. The source for market supply is U.S. Census Bureau's monthly and annual Census of Retail Trade (CRT) Reports; U.S. Census Bureau's Economic Census. The source for the establishment is Bureau of Labor Statistics (BLS). The consumer demand data by establishment is derived from the BLS Consumer Expenditure Survey (CE).

The difference between demand and supply represents the opportunity gap or surplus available for each merchandise line in the specified reporting geography. When the demand is greater than (less than) the supply, there is an opportunity gap (surplus)for that merchandise line. For example, a positive value signifies an opportunity gap, while a negative value signifies a surplus.

Industries for the consumer expenditures survey are categorized and defined by the North American Industry Classification System (NAICS). Retail Strategies has narrowed down the categories to only those with real estate growth potential based on national trends.

Data is rarely perfect, but with proper analysis can get us a lot closer to the answer than we would be without it. This is one of several tools used to identify focus categories for recruitment. Our focus or more on the category than the actual dollar amounts.

Total Market Supply

Total Market Supply

$386,888,248

This represents the amount captured by businesses located in the defined trade area. By block group the areas with darker green captured more dollars than the gray areas.

☑ Total Market Supply

- ■ $1 to $5MM
- ■ $5MM to $10MM
- ■ $10MM to $25MM
- ■ $25MM to $50MM
- ■ $50MM to $75MM
- ■ $75MM to $100MM
- ■ > $100MM
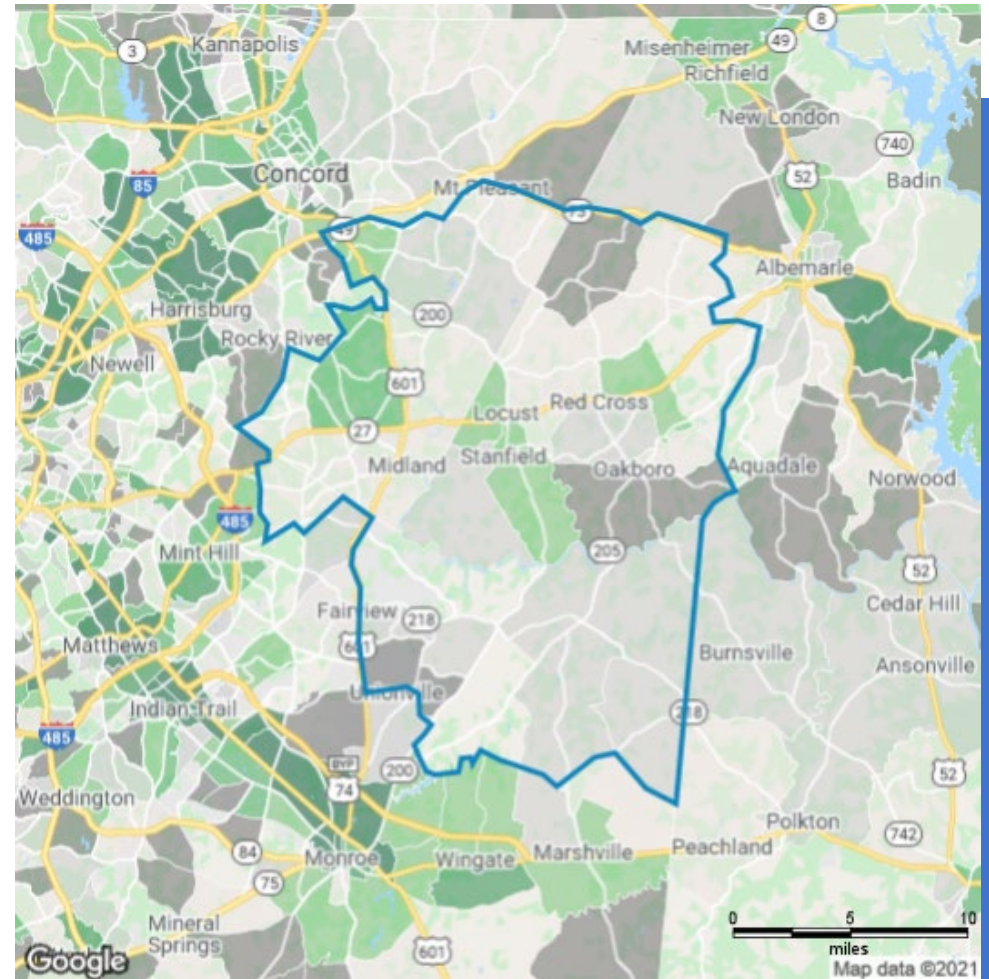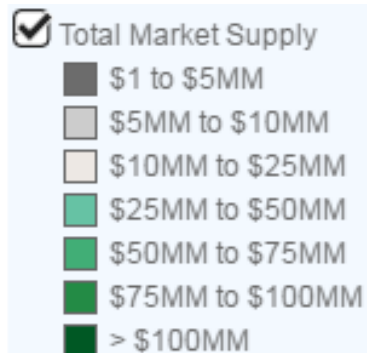
Total Market Demand

Total Market Demand
$861,198,324

This represents the amount spent by consumers located in the defined trade area. By block group the areas with darker green captured more dollars than the gray areas.

☑ Total Consumer Demand
- ■ $1 to $5MM
- ▢ $5MM to $10MM
- ▢ $10MM to $25MM
- ■ $25MM to $50MM
- ■ $50MM to $75MM
- ■ $75MM to $100MM
- ■ > $100MM

29

Opportunity Gap

Total Market Leakage of

$474,310,075
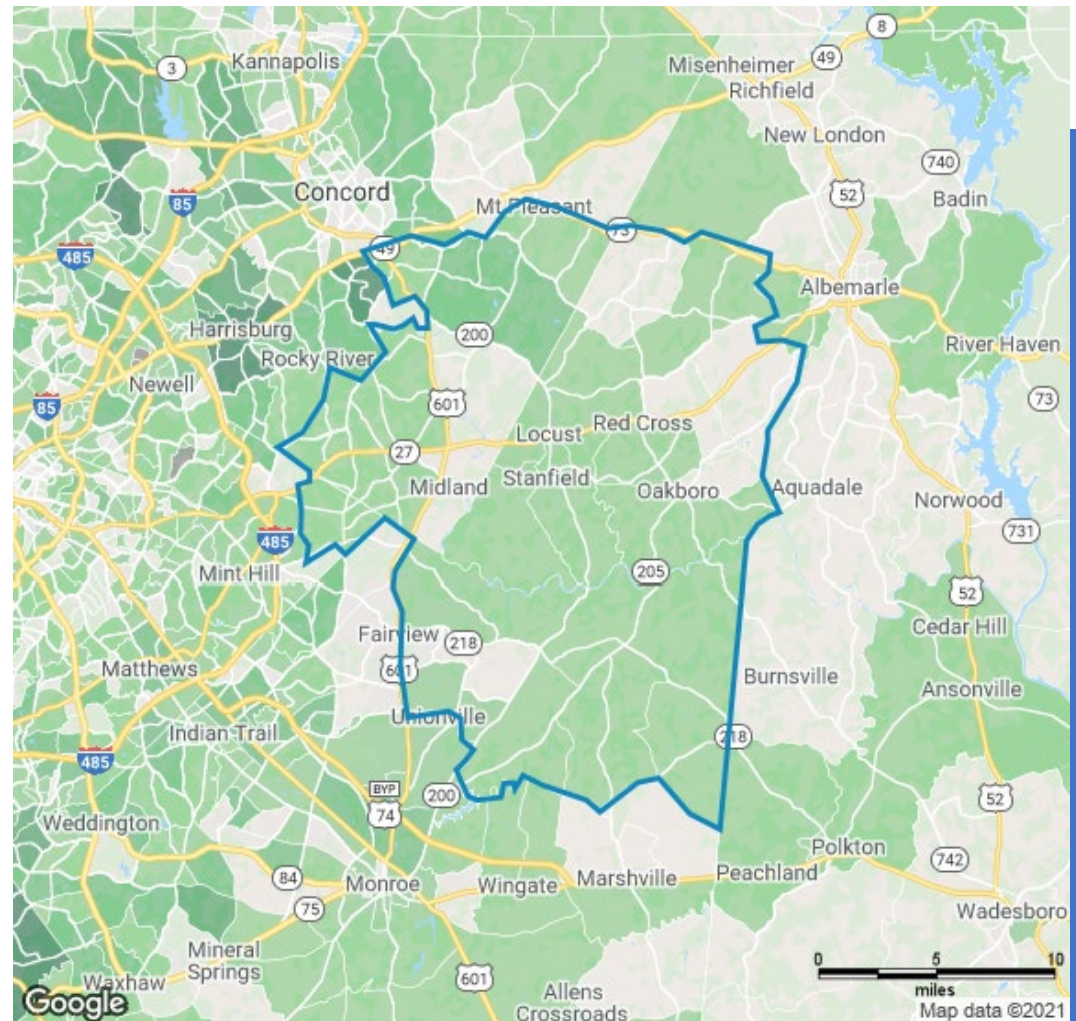
This means more people purchase items outside of the defined trade area than in the defined trade area for their consumer goods and services. Finding the specific categories where they are leaving the market is the key. Dark gray shows block groups of retail synergy capturing those dollars. This is where our focus will be to place new retailers and restaurants.

☑ Opportunity Gap
- ◼ < -$50MM
- ◻ -$50MM to -$25MM
- ◻ -$25MM to -$0
- ◼ $0.00-$25,000,000.00
- ◼ $25MM to $50MM
- ◼ $50MM to $100MM
- ◼ > $100MM

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Leakage (Custom Trade Area)

Category	Amount
General Merchandise Stores	$69,951,971
Food and Beverage Stores	$69,382,302
Foodservice and Drinking Places	$40,573,648
Health & Personal Care Stores	$38,336,413
Clothing & Clothing Accessories Stores	$34,971,677
Furniture and Home Furnishings Stores	$16,607,061
Building Material and Garden Equipment Stores	$16,397,866
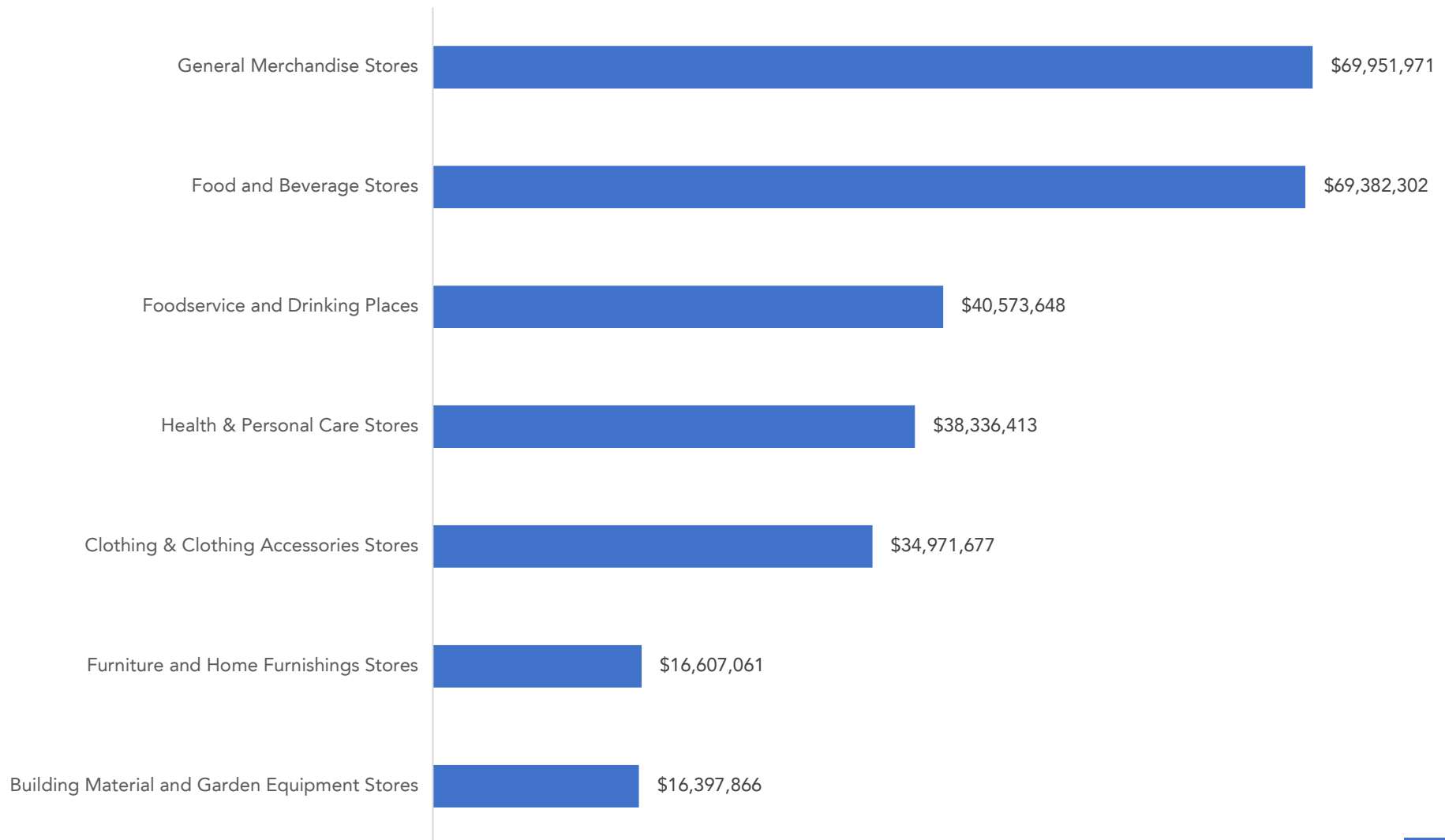
Retail Prospects

Peer Analysis

Walmart 10 - Minute Drive Time

City	State	Residential Pop	Employed Daytime Pop	Median HH Income	Market Supply
Locust	NC	16,171	13,410	$64,392	$174,416,130
Pickens	SC	17,675	16,407	$43,093	$199,318,598
Pisgah Forest	NC	13,518	17,310	$45,940	$246,142,542
Lexington	SC	21,988	17,766	$57,395	$207,227,211
Taylorsville	NC	14,234	15,745	$40,337	$224,727,447
Mount Olive	NC	13,100	17,365	$40,597	$361,780,907
Zebulon	NC	15,888	16,339	$56,004	$253,652,289

Peer Analysis

Peer Analysis

Retailer Count (y-axis)

Category	Locust, NC	Peer Average
Automotive	3	5
General Merchandise	5	7
Computers & Electronics	1	4
Exercise & Fitness	0	1
Full Service Restaurants	0	1
Grocery & Supermarket	1	2
Health & Medicine	2	3
Home Furnishing	0	2
Limited Service Restaurants	0	1
Specialty Grocery	0	1
Coffee, Juice & Smoothie	0	2
Clothing & Accessories	0	1
Shoe Stores	0	1
Sports & Recreation	0	1

Category

■ Locust, NC   ■ Peer Average

Retail Prospects

6	6	5	4	3	3	2	2	1	1	1		
AutoZone	Little Caesars	Walgreens	Waffle House	AT&T	Zaxby's	Dunkin' Donuts	Sonic	Sport Clips	Cook Out	ALDI	Panda Express	Chick Fil A

Other Prospects

35

Retail Prospects

AutoZone

Category:	Auto Parts
Demographic Requirement Radius Ring:	Varies
Number of Square Feet and/or Acres:	7, 400 SF
Comments on Desired Location:	Requires upfront, high-impact locations with excellent visibility and access from adjacent streets. Must accommodate between 25 and 40 of uncongested, customer-friendly parking spaces. Land purchases are preferred (3/4 acre+); however. ground leases and
Facility Type:	Free Standing, Neighborhood Strip, Power Center, Regional Strip, Special Strip

Retail Prospects
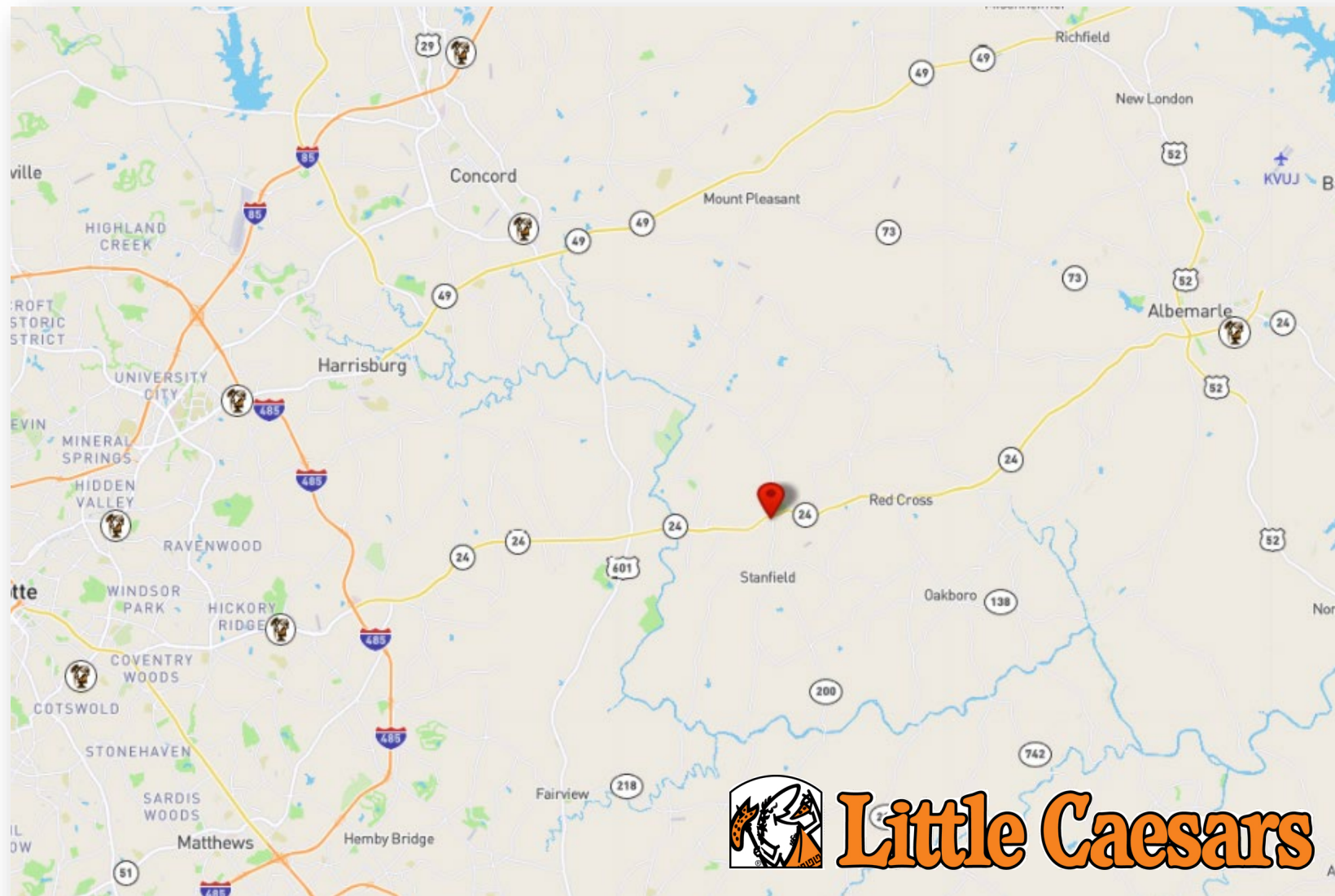
Little Caesars Pizza

Category:	Fast Food
Demographic Requirement Radius Ring:	Varies
Demographic Requirement Minimum Population Requirement:	25,000+
Traffic Count:	25,000 VPD
Demographic Comments:	Requires 25,000 to 30,000 people in the trade area with a high percentage of young families.
Number of Square Feet and/or Acres:	1,200 SF
Comments on Desired Location:	Prefers free standing buildings or multi tenant pad sites with drive-thru and end caps in active community or neighborhood centers. Easy access during dinner hours. Minimum of 10 dedicated parking spaces. Minimum 20 feet of frontage. Site should allow.
Facility Type:	Free Standing, Neighborhood Strip, Regional Strip, Special Strip

Little Caesars

Retail Prospects
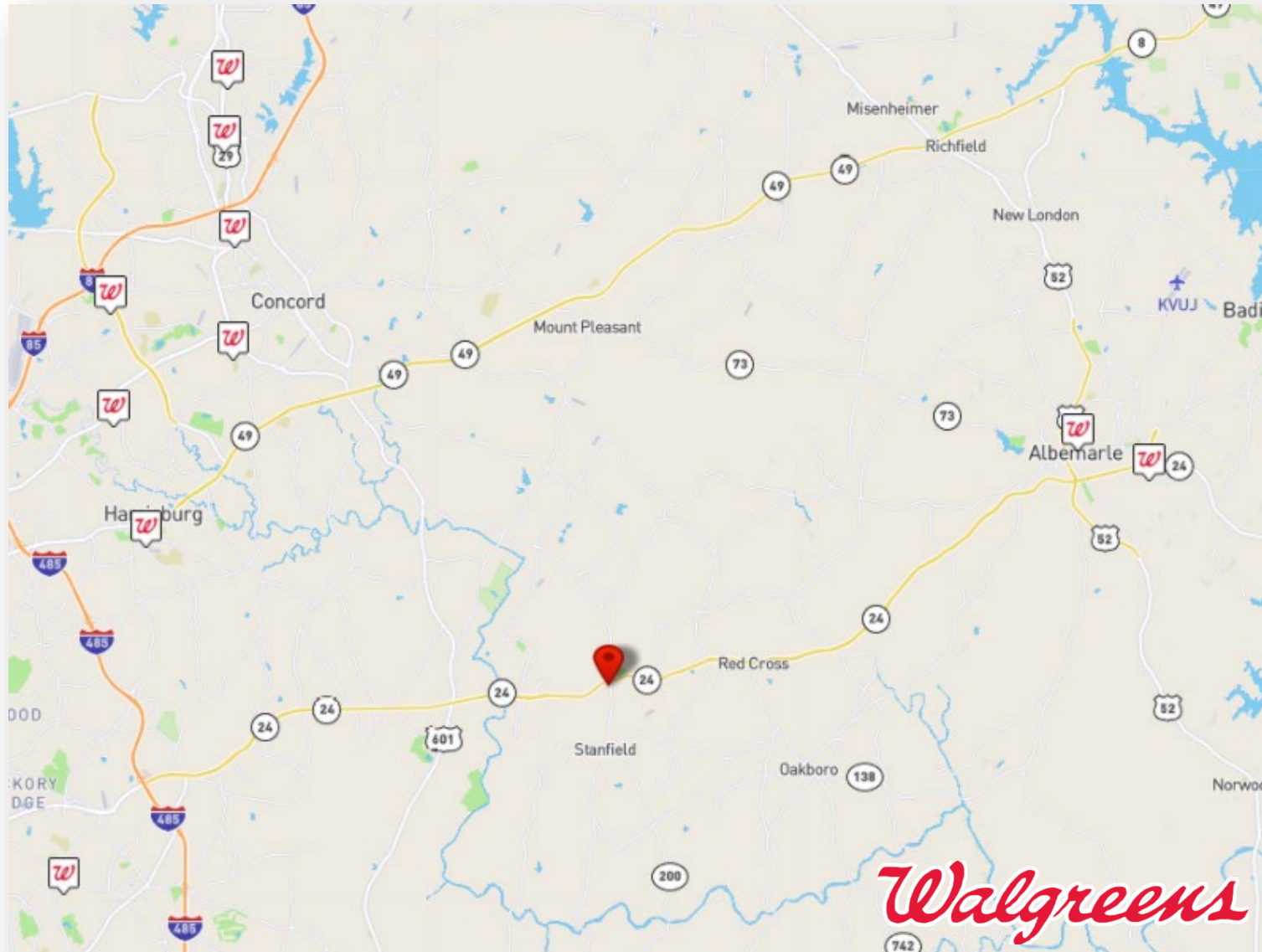
Walgreens

Category:	Drug Store / Pharmacy
Demographic Requirement Radius Ring:	1
Demographic Requirement Minimum Population Requirement:	20,000
Demographic Requirement Household Income Requirement:	Varies
Traffic Count:	Varies
Number of Square Feet and/or Acres:	7,000 SF

Walgreens

Retail Prospects
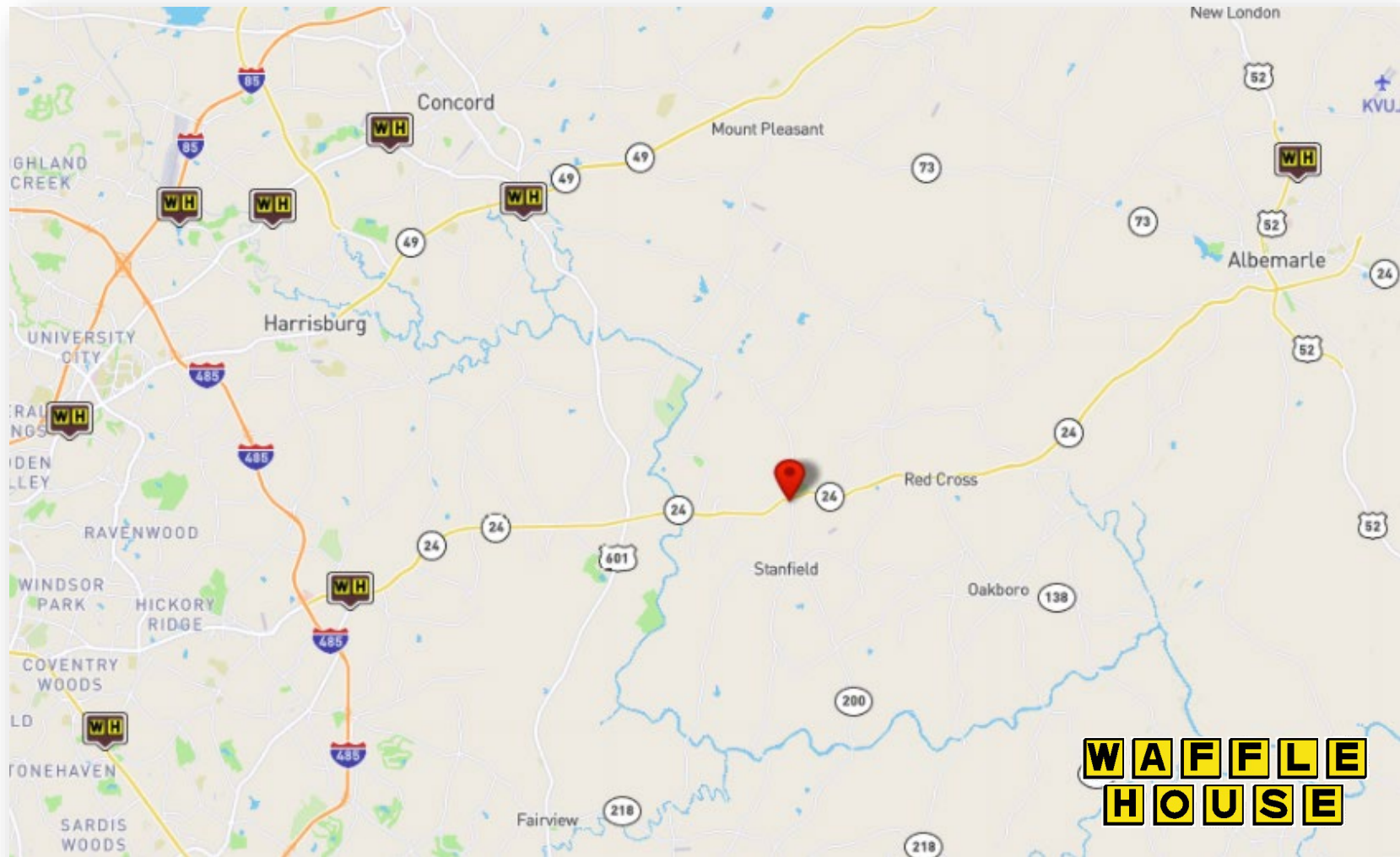
Waffle House

Category:	Restaurant (family)
Demographic Requirement Radius Ring:	Varies
Number of Square Feet and/or Acres:	1,800 SF
Comments on Desired Location:	Free Standing, Neighborhood Strip, Regional Strip, Special Strip

Retail Prospects

AT&T

Category:	Cellular/Wireless
Demographic Requirement Radius Ring:	Varies
Demographic Requirement Minimum Population Requirement:	10,000
Traffic Count:	25,000 VPD
Demographic Comments:	Population: 10k in 5 minute drive time. High traffic, signalized intersections preferred. .
Number of Square Feet and/or Acres:	600 SF
Comments on Desired Location:	Vanilla shell preferred. Convenient ingress/egress. Visibility from major roadways. Parking of minimum 25 spaces within the center. Downtown, Free Standing, Kiosk, Lifestyle Center, Neighborhood Strip, Power Center, Regional Mall, Regional Strip.

Retail Prospects

Zaxby's

Category:	Fast Food
Demographic Requirement Radius Ring:	Varies
Demographic Requirement Minimum Population Requirement:	30,000
Demographic Requirement Household Income Requirement:	$ 45,000 +
Traffic Count:	20,000 VPD
Demographic Comments:	Prefers 20,000+ ADT primary artery (going home side of the road). .
Number of Square Feet and/or Acres:	2,400 SF
Comments on Desired Location:	Lot size: Minimum 180 feet frontage x 250 ft. 50-90 seats and 40 parking spaces. Must allow freestanding restaurant with drive-thru window. Must allow adequate signage. Prefers Corner lots, shopping center pads & interstate locations. *At this time, str Free Standing, Power Center, Regional Strip, Special Strip

Retail Prospects

Dunkin' Donuts

Category:	Food or Beverage Specialty
Demographic Requirement Radius Ring:	3
Demographic Requirement Minimum Population Requirement:	9,000
Demographic Requirement Household Income Requirement:	$65,000
Traffic Count:	20,000 VPD
Demographic Comments:	Residential population: (Suburban) minimum 10,000 within 3 minute drive time, 12,000 within 5 minute drive time. Median household income: Within 10% of market average or above. High pedestrian traffic during all business hours - Suburban, Rural and Urban.
Number of Square Feet and/or Acres:	1,100 SF
Comments on Desired Location:	Standard ""vanilla"" shell with improvements. Morning side of roadway, drive-thru window preferred. Free standing, shared pad or end-cap located in mix use ""major tenant"" community shopping center with national or regional tenant.

Retail Prospects

Sonic

Category:	Fast Food
Demographic Requirement Radius Ring:	Varies
Demographic Requirement Minimum Population Requirement:	25,000+
Demographic Requirement Household Income Requirement:	40,000+
Demographic Comments:	Preferred "A" Sites - Regional/Community/Neighborhood Shopping center out parcels at the far corner of a signalized intersection. Minimum of Two Point of Access from Two Streets.

Retail Prospects

Sport Clips Haircuts

Category:	Salon / Spa
Demographic Requirement Radius Ring:	3
Demographic Requirement Minimum Population Requirement:	30,000
Demographic Requirement Household Income Requirement:	$50,000
Traffic Count:	25,000 VPD
Demographic Comments:	Moderate to higher income areas. Specifically targeted to men and boys. Acceptable demographic requirements will vary in accordance with the trade areas selected for expansion.

Retail Prospects

Cook Out

Category:	Fast Food
Demographic Requirement Radius Ring:	Varies
Traffic Count:	Varies
Number of Square Feet and/or Acres:	1,000 SF
Comments on Desired Location:	Downtown, Free Standing, Lifestyle Center, Neighborhood Strip, Power Center

COOK OUT

Retail Prospects
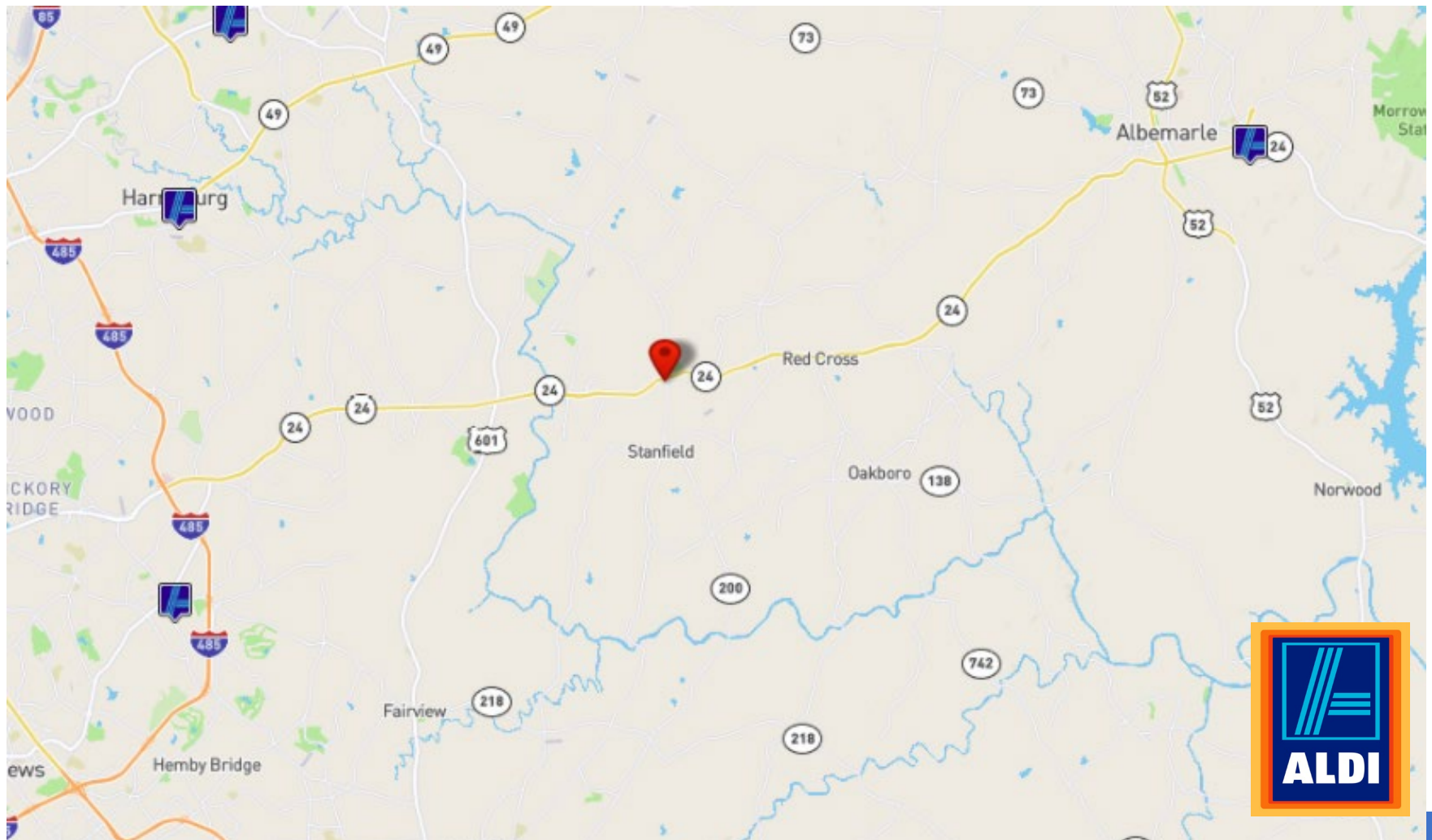
ALDI

Category:	Supermarket / Grocery Store
Demographic Requirement Radius Ring:	3
Demographic Requirement Minimum Population Requirement:	35,000
Demographic Requirement Household Income Requirement:	$50,000
Traffic Count:	20,000 VPD
Number of Square Feet and/or Acres:	16,000 SF
Comments on Desired Location:	Development lots preferred for purchase, or lease in-line locations. Minimum of 85 dedicated parking spaces. 250' Minimum Frontage.

Retail Prospects

Chick-Fil-A

Category:	Fast Food
Demographic Requirement Radius Ring:	3
Demographic Requirement Minimum Population Requirement:	50,000
Demographic Requirement Household Income Requirement:	Varies
Demographic Comments:	Median Household income of $50,000+. 50,000+ residents and 15,000+ workers. Growing upper middle class neighborhoods. High % of homes owned by their occupants 30% + of households with children. 30-50% of worker base in executive, managerial, professional jobs.
Number of Square Feet and/or Acres:	1,000 SF
Comments on Desired Location:	65 dedicated parking spaces Freestanding: 4,400 sq. ft. with Drive-Thru. Mall locations: 1,000 sq. ft. Prefers to purchase. Lease duration varies from landlord to landlord.

Retail Prospects

Panda Express

Category:	Fast Food
Demographic Requirement Radius Ring:	Varies
Demographic Requirement Minimum Population Requirement:	65,000
Demographic Requirement Household Income Requirement:	$50,000
Traffic Count:	45,000 VPD
Demographic Comments:	Drive time: 5-10 minute drive time. Day time population: 30,000. Heavy retail; daytime employment; shopping centers; entertainment. Strong balance of residential and daytime activity. Going home traffic. .
Number of Square Feet and/or Acres:	800 SF
Comments on Desired Location:	End cap: minimum frontage (30' preferred); 1800-2200 sq ft total space plus patio; minimum ceiling height: 14'- drive thru a plus. Freestanding: building approximate 2500 sq ft; with approx 50 interior seats plus outdoor patio seating.

Real Estate Analysis

Real Estate Analysis

Purpose:

To identify and record the primary real estate opportunities within the market.

This analysis is performed by licensed real estate professionals.

Retail Academy professionals have reviewed the market's real estate to identify underexposed real estate assets. No retail expansion can take place without the right piece of real estate. The following slides describe the primary underexposed real estate sites and development zones in the market.

Focus Recruitment Zone Analysis - 1

11600 Red Bridge Rd	Walmart Outparcel	5565 40 3826 COMMERCIAL MISCELLANEOUS COMMERCIAL Lot Area 55,321 SF (1.27 ACRES) Adj. Lots Owned 3 (13.79 TOTAL ACRES) Owner (Assessor) JTG HOLDINGS LLC 1417 PROVIDENCE RD CHARLOTTE, NC 28207 Last Market Sale 12/7/20 Total Assd. Value $690,310
1878 W. Main St.	WRS Outparcels	W MAIN ST Parcel No. (APN) 556503418060 COMMERCIAL MISCELLANEOUS COMMERCIAL Lot Area 60,113 SF (1.38 ACRES) Adj. Lots Owned 2 (2.77 TOTAL ACRES) Owner (Assessor) WRS CENTERS I LLC 550 LONG POINT RD MOUNT PLEASANT, SC 29464 Last Market Sale 1/6/14 Total Assd. Value $483,000

Focus Recruitment Zone Analysis - 2

Stanly Community College

Dandy Walrus Electric Tattoo

Tailgators Sports Grill
Takeout

Taco Bell
Takeout

Bojangles
Takeout · Delivery

12 Acres

2.5+ Acre Development Site

Murphy Express

KFC
Takeout

James Avenue

I'm In Doggy Heaven

103 Stanly Pkwy/
1810 W Main Street

12 Acres/
2.5+ AC Development Site

198 BROWNS HILL RD LOCUST, NC 28097
556504504174
RESIDENTIAL
SINGLE FAMILY RESIDENCE
Building Area 1,861 SF
Lot Area 5,329,566 SF (122.35 ACRES)
Year Built 1965 / Effective 1989
Owner (Assessor) IGLO INC
Owner Address (Assessor) 1200 SHANNONHOUSE DR
CHARLOTTE, NC 28215
Last Market Sale 10/29/20 for $134,500
Total Assd. Value $3,711,675

Focus Recruitment Zone Analysis - 3

retail academy

Thank you!