

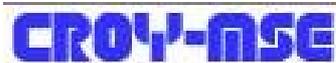


Cobb County...Expect the Best



Community Workshop

January 25-27, 2007



Ackerman & Co.



Market Analysis

- Demographic Profile
- Market Conditions
 - Residential Market
 - Commercial Market
- Market Opportunities

Austell Road Corridor LCI

Demographic Profile

Population	Austell Road LCI Study Area	Trade Area (3-Mile Radius)
2006 (Estimate)	7,625	55,527
2011 (Projection)	8,106	58,545
<i>Annual % Change</i>		
1990-2006	2.7%	2.4%
2006-2011	1.2%	1.1%
2006 Estimates		
% Under 18	26.0%	26.8%
% 65+	12.9%	10.7%
% Minority	55.3%	52.9%
Median Age	35.7	35.87
Households	2,722	19,640
Avg. Household Size	2.65	2.78
% Owner-Occupied Housing	62.10%	78.30%
Median House Value	\$136,438	\$146,850
Avg. Household Income	\$56,151	\$63,929
Employment	7,043	17,007
% Retail Trade	36.2%	35.5%
% Health Services	40.6%	42.7%

Sources: Claritas and Ackerman/JJG (11/2006)

Demographics – Key Findings

- Study Area

- Population – 7,625
- Growth Rate (2000-2006) – 2.7%
- Households – 2,722
- Avg. Household Income - \$56,151

- Trade Area

- Population – 55,527
- Growth Rate (2000-2006) – 2.4%
- Households – 19,640
- Avg. Household Income - \$63,929

Employment – Key Findings

- Study Area
 - Employment – 7,043
 - % Retail Trade – 36.2%
 - % Health Services – 40.6%
 - Job-Housing Balance – 2.59
- Trade Area
 - Employment – 17,007
 - % Retail Trade – 35.5%
 - % Health Services – 19.9%
 - Job-Housing Balance – 0.86

Austell Road Corridor LC

New Household Formations

NEW HOUSEHOLDS ADDED (2006-2011) TO TRADE AREA (3-MILE RADIUS) BY AGE OF HOUSEHOLDER AND INCOME

<u>Income</u>	<u>Age</u> <u>15-24</u>	<u>Age</u> <u>25-34</u>	<u>Age</u> <u>35-44</u>	<u>Age</u> <u>45-54</u>	<u>Age</u> <u>55-64</u>	<u>Age</u> <u>65-74</u>	<u>Age</u> <u>75+</u>	<u>Total</u>
Less than \$15,000	15	(37)	(34)	0	22	7	27	0
\$15,000-24,000	14	(42)	(43)	(14)	44	13	19	(9)
\$25,000-34,999	29	(110)	(62)	12	53	13	53	(12)
\$35,000-49,999	3	(157)	(130)	80	95	66	53	10
\$50,000-74,999	47	(257)	(11)	67	124	101	47	118
\$75,000-99,999	26	(101)	45	142	114	23	20	269
\$100,000-124,999	14	(58)	79	105	84	20	9	253
\$125,000-149,999	5	6	46	62	43	11	(1)	172
\$150,000 or More	0	(19)	86	103	29	28	3	230
	153	(775)	(24)	557	608	282	230	1,031

Sources: Claritas and Ackerman/JJG (11/2006)

Five-Year Forecast – Trade Area

- **Population – 58,545**
 - New People – 3,018
 - Growth Rate – 1.1%
 - Aged 65+ - 1,119 (37%)
 - Minority – 2,260 (75%)
- **Households – 20,666**
 - New Households – 1,031
 - Growth Rate – 1.0%
 - Average Household Income - \$67,324
- **Employment – 17,957**
 - New Employees – 950
 - Growth Rate – 1.0%

Five-Year Forecast – Study Area

- Population – 8,106
 - New People – 481
 - Growth Rate – 1.2%
- Households – 2,893
 - New Households – 171
 - Growth Rate – 1.2%
- Employment – 7,433
 - New People – 390
 - Growth Rate – 1.0%

Market Conditions – Residential

- Study Area – 2,863 Units
 - Single-Family – 64.7%
 - Median Year Built – 1985
 - Owner-Occupied – 62.1%
 - Median Value - \$136,438
 - \$300,000+ - 2.7%
- Trade Area – 20,520 Units
 - Single-Family – 82.1%
 - Median Year Built – 1985
 - Owner-Occupied – 78.3%
 - Median Value - \$146,850
 - \$300,000+ - 3.5%

Market Conditions – Residential

- For Sale Housing
 - Variety of product on market
 - Avg. Prices - \$160,000-170,000
 - Barnes Mill - \$260,000-350,000+
- For Rent Housing
 - Seven projects – 1,826 units
 - Occupancy – 95.3%
 - New project rents - \$890/\$0.82/SF
- Senior Housing
 - Presbyterian Village – 283 units
 - 476 Assisted living/nursing units

Market Conditions – Residential Trends

- Seniors do not want “senior” developments
- Traditional Neighborhood Development (TND) successes & popularity
 - Provide for mixed-income housing
 - Provide for mixed-use development
- Sustainable design and construction
- Low density development remains desirable

Market Conditions – Retail

- 27 S/C – 3.0 Million SF
 - Study Area = 1.5 Million SF
- 54 SF per Person
 - 36.6 – Metro Atlanta
- Occupancy Rate – 91.1%
 - Study Area = 97%
- Concentration at Austell & EW Connector
- Good Tenant Representation
- Gap/Market Potential - \$82.2 Million

Austell Road Corridor LCI

Retail Trade Potential

RETAIL TRADE POTENTIAL (2006) AUSTELL ROAD TRADE AREA (THREE-MILE RADIUS)

<u>Category</u>	<u>Demand/ Consumer Expenditures</u>	<u>Supply/ Retail Sales</u>	<u>Retail Opportunity Gap/Surplus</u>
Motor vehicles, parts & dealers	\$172,746,274	\$33,360,069	\$139,386,205
Furniture & home furnishings	\$20,931,299	\$7,533,216	\$13,398,083
Electronics & appliances	\$18,717,072	\$4,623,780	\$14,093,292
Building material & garden equipment	\$95,805,476	\$61,597,029	\$34,208,447
Food & beverages	\$95,415,209	\$116,666,552	(\$21,251,343)
Health & personal care	\$40,040,634	\$45,721,020	(\$5,680,386)
Gasoline stations	\$87,302,689	\$91,163,888	(\$3,861,199)
Clothing & clothing accessories	\$38,627,782	\$59,444,821	(\$20,817,039)
Sporting goods, hobbies, books, & music	\$13,894,522	\$19,337,526	(\$5,443,004)
General merchandise/department stores	\$99,058,529	\$211,603,567	(\$112,545,038)
Miscellaneous items	\$19,883,369	\$23,475,121	(\$3,591,752)
Non-store retailers (e-shopping, vending)	\$46,741,523	\$5,005,652	\$41,735,871
Food service & drinking places	\$75,786,113	\$63,170,686	\$12,615,427
Total	\$824,950,491	\$742,702,927	\$82,247,564

Market Conditions - Office

- Total Market
 - 32 Properties
 - 579,628 SF
 - Occupancy Rate – 91.9%
- Medical Market
 - 29 Properties
 - 555,628 SF
 - Occupancy Rate – 91.7%
- 2 New Properties
 - 3870 Medical Park Drive (22,500 SF)
 - Kaiser Permanente (60,000 SF)

Market Conditions – WellStar

- Founded 1968
- 347 Beds
- 670,000 SF of Facilities
- 484 Physicians
- 2,264 Employees
- Occupancy Rate – 72.3%
 - Higher than the Cobb County average of 56.6%

Development Opportunities - Residential

- For Sale Housing
 - Higher-priced housing
 - Higher-density housing
 - Mixed-use development
- For Rent Housing
 - Limited in short-term
- Senior Housing
 - Single-level living
 - Assisted living



Austell Road Corridor LCI

Development Opportunities - Commercial

- Retail Market

- Sporting goods, entertainment, house wares, electronics
- Mid-priced, full service restaurants
- Redevelopment of older centers

- Office Market

- Medical focus
- 10,000-15,000 SF/Year

- Other Uses

- Hotels

Austell Road Corridor LCI

Dev. Opps. – Retail Redevelopment

SHOPPING CENTERS WITH REDEVELOPMENT POTENTIAL

AUSTELL ROAD LCI STUDY AREA

<u>Project</u>	<u>Acres</u>	<u>Year Built</u>	<u>Sq. Ft.</u>	<u>Occupancy Rate</u>	<u>Anchor Tenants</u>
Austell Plaza	11.84	1992	120,000	91.6%	Big Lots, Dollar General, Citi Trends
Austell Floyd Plaza	3.79	1969	35,260	100.0%	Fred's, Ocean Fish Market, U Haul
Heritage Hills	21.60	1990	226,583	97.4%	Food Depot, Hobby Lobby, Dollar Tree
Former Target S/C	10.21	N/A	150,000	0.0%	Vacant
	47.44		531,843		

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Development Opportunities – 5 Years

DEVELOPMENT OPPORTUNITIES AUSTELL ROAD LCI STUDY AREA		
<u>Type of Property</u>	<u>Units/Square Feet</u>	
	<u>Low Range</u>	<u>High Range</u>
RESIDENTIAL		
Single-Family/Cluster Homes		
\$200,000-299,999	85	120
\$300,000+	35	60
Condominiums/Townhouses		
Less than \$200,000/Affordable	20	30
\$200,000+	20	40
Group Housing/Assisted Living	40	50
	200	300
COMMERICAL		
Retail/Commercial	200,000	250,000
Office	50,000	75,000
	250,000	325,000
Hotel (Rooms)	80	100
<i>Source: Ackerman/JJG</i>		

Questions?

