

Section 4: Appendix

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4.1 EXISTING MARKET CONDITIONS

Note:

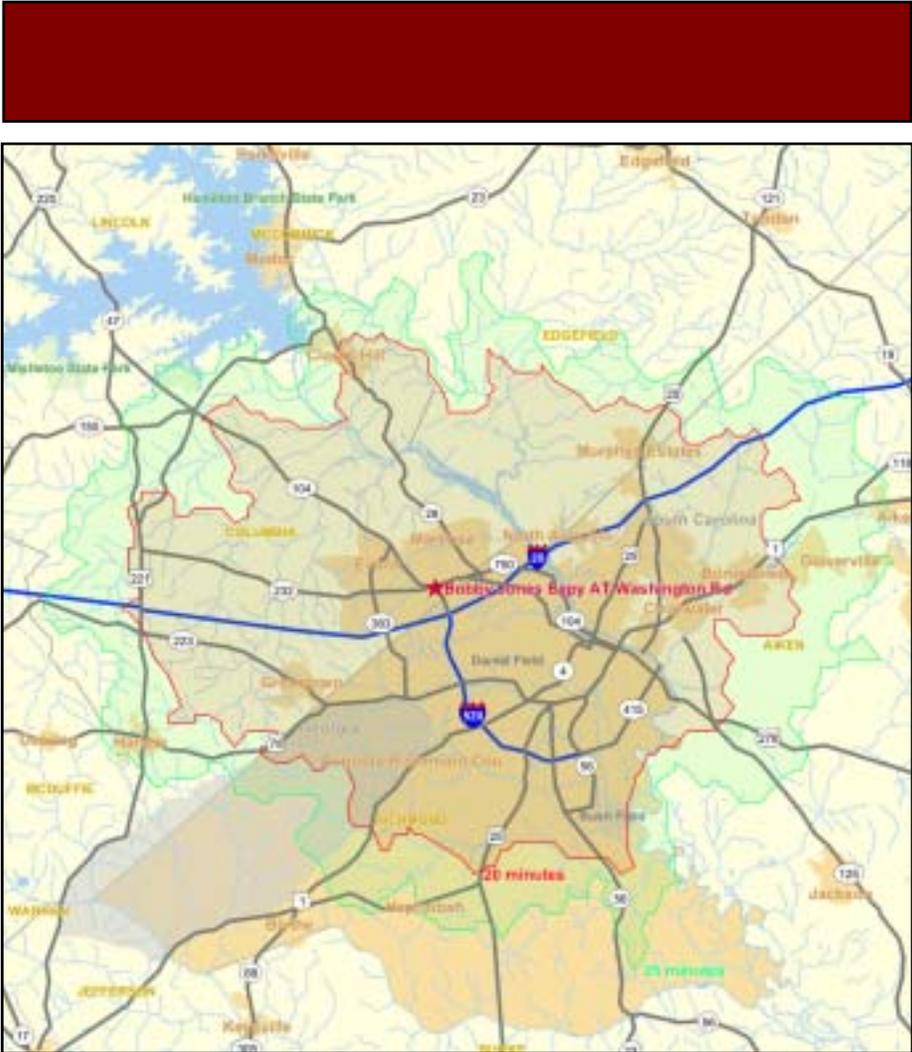
Marketek, Inc. prepared the following document exclusively for the Central Martinez Area Study.

EXISTING CONDITIONS

DEMOGRAPHIC PROFILE

The demographic characteristics of the Martinez retail trade area and residential market area are provided in this section. The retail trade area is defined by a 20-minute drive from the intersection of Bobby Jones Expressway and Washington Road while the residential market area consists of a larger 25-minute drive area. Both areas are defined as the geographic area from which the large majority of potential customers or residents of new housing developed in the study area originate. The delineation of the trade and market areas (displayed on the map below) are not meant to suggest that prospective customers of study area businesses and residents of newly developed housing will be drawn solely from these geographic areas. Because of the study area's location and planned and proposed nearby development activity, it is expected that prospective customers and new residents will also be attracted to the study area from outside of the 20- and 25-minute areas.

Comparisons with Martinez, Columbia County, the Augusta MSA (which includes Columbia, Richmond and McDuffie Counties in Georgia and Aiken and Edgefield Counties in South Carolina) and the



state of Georgia are made where appropriate. Demographic and economic trends are analyzed for the 1990-2008 timeframe.

Population and Household Growth

Exhibit S-1 shows a decade of moderate growth within the retail trade and residential market areas. In 2003, the 20-minute drive area population is estimated at 309,188, representing an average annual increase of 3,198 persons or a 1.19% average annual rate of increase since 1990. Forecasts for 2003-2008 show a decrease in growth as the average annual population growth rate is projected to be 0.96%. Numerically, population growth is expected to increase by 2,969 persons per year from 2003-2008.

From 1990-2003, the household growth rate within the 20-minute drive trade area exceeded the population growth rate, increasing by 1.40% annually. The household growth rate is expected to continue to surpass the population growth rate during the 2003-2008 period, with a projected annual growth rate of 1.15%.

Population and household growth within the 25-minute drive area slightly surpassed growth rates within the 20-minute drive area during the 1990-2003 period. During this period, population increased at an average annual rate of 1.27%, or by 3,740 persons annually, while households increased by 1.51% annually, or by 1,638 households annually. Over the next five years, population growth is expected to slow to 0.99% annually and households to 1.19% annually.

Relative to the 20- and 25-minute drive areas, population within Martinez grew at a faster rate during the 1990s. From 1990-2003, Martinez's population grew at an average annual rate of 1.80%; numerically, population increased from 24,017 in 1990 to an estimated 29,642 in 2003 (433 persons per year). Between 2003 and 2008, Martinez's annual population growth rate is expected to increase to 2.19%, representing a numeric increase of 649 persons per year. Similar to the 20- and 25-minute drive areas, household growth outpaced population growth from 1990-2003 (2.33% annually), which is expected to continue during the 2003-2008 period (2.51% annually). Population and household growth projections for Martinez could exceed expected levels if a residential development program is implemented within the study area.

Population growth within Columbia County was extremely strong during the 1990-2003 period, increasing by 3.63% annually. In 1990 Columbia County's population was 66,031; in 2003 it is estimated at 97,220. By 2008, Columbia County's population is expected to reach 109,445, resulting in a 2.51% average annual growth rate from 2003-2008.

Within the Augusta-Aiken MSA, population and households growth was more in-line with growth levels within the 20- and 25-minute drive areas. The MSA population is estimated at 492,538, increasing by an average of 1.43% annually since 1990. Average annual household

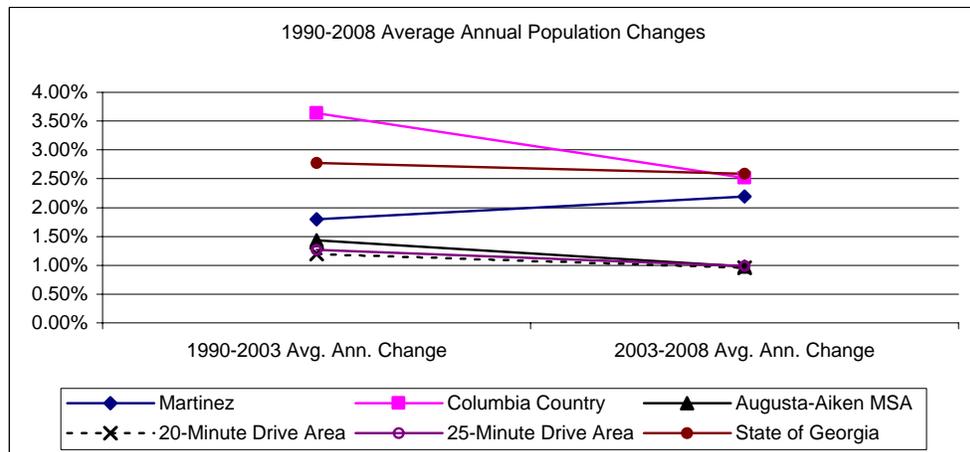
growth was 1.77% during the 1990-2003 period. Over the next five years, population within the MSA is expected to increase by an average of 0.98% annually while households are expected to increase by 1.24% annually.

EXHIBIT S-1

POPULATION GROWTH

City of Martinez, Columbia County, Augusta-Aiken MSA, 20-Minute Drive, 25-Minute Drive and State of Georgia 1990-2008

Geography	1990	Avg. Ann. Change 1990-2003		Avg. Ann. Change 2003-2008			
		2003 (Estimate)	Number	Percent	2008 (Forecast)	Number	Percent
Martinez							
Population	24,017	29,642	433	1.80%	32,888	649	2.19%
Households	8,153	10,627	190	2.33%	11,959	266	2.51%
Avg. Household Size	2.94	2.78	-0.012		2.74	-0.008	
Columbia County							
Population	66,031	97,220	2,399	3.63%	109,445	2,445	2.51%
Households	21,841	34,051	939	4.30%	38,840	958	2.81%
Avg. Household Size	2.97	2.83	-0.011		2.80	-0.006	
Augusta-Aiken MSA							
Population	415,184	492,538	5,950	1.43%	516,606	4,814	0.98%
Households	149,093	183,327	2,633	1.77%	194,662	2,267	1.24%
Avg. Household Size	2.69	2.60	-0.007		2.57	-0.006	
20-Minute Drive Area							
Population	267,618	309,188	3,198	1.19%	324,031	2,969	0.96%
Households	98,609	116,568	1,381	1.40%	123,270	1,340	1.15%
Avg. Household Size	2.67	2.59	-0.006		2.57	-0.004	
25-Minute Drive Area							
Population	295,376	343,998	3,740	1.27%	360,996	3,400	0.99%
Households	108,316	129,614	1,638	1.51%	137,345	1,546	1.19%
Avg. Household Size	2.67	2.59	-0.006		2.57	-0.004	
State of Georgia							
Population	6,478,216	8,813,345	179,625	2.77%	9,955,004	228,332	2.59%
Households	2,366,615	3,232,700	66,622	2.82%	3,672,185	87,897	2.72%
Avg. Household Size	2.66	2.65	-0.001		2.65	0.000	



Source: ESRI BIS

Population and household growth in the state of Georgia during the 1990s exceeded growth within the 20- and 25-minute drive areas and the MSA. In 2000, the state of Georgia ranked fourth nationally in terms of its numeric growth rate as its population increased 26.4% from 1990-2000; the national average was 13.2%. California, Texas and Florida experienced more total growth than Georgia, but much of the growth in those three states has been due to immigration. Projections for the state of Georgia for the next five years reveal some slowing in the average annual growth rate to 2.59%.

In the past few decades, household size declined nationally due to a decrease in fertility rates, increasing divorces and single person households and a rise in the elderly population. Exhibit S-1 shows a continuation of this trend in each of the five geographic areas as household size is expected to slightly decrease or remain constant over the next five years.

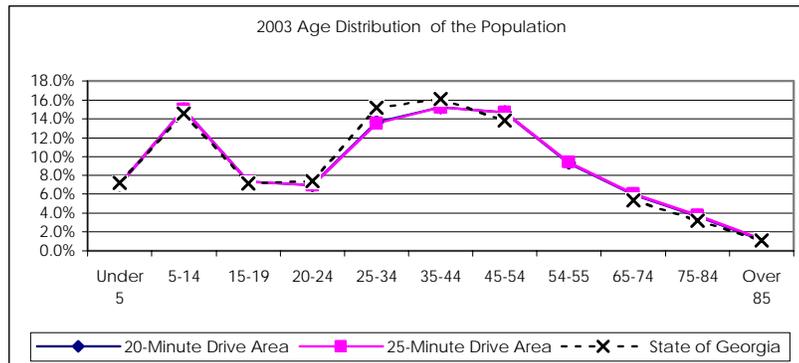
Age Distribution

The age distributions of the 20- and 25-minute drive area populations reveal a population similar to the state of Georgia. In 2003, the estimated median age within the 20-minute drive area is 35.6 years

EXHIBIT S-2

POPULATION BY AGE
20-Minute Drive Area, 25-Minute Drive Area and State of Georgia
2003

Age Category	20-Minute Drive Area		25-Minute Drive Area		State of Georgia	
	Number	Percent	Number	Percent	Number	Percent
Under 5	21,624	7.0%	24,002	7.0%	631,536	7.2%
5-14	46,351	15.0%	51,611	15.0%	1,283,917	14.6%
15-19	22,603	7.3%	25,187	7.3%	627,625	7.1%
20-24	21,548	7.0%	23,982	7.0%	651,006	7.4%
25-34	42,191	13.6%	46,485	13.5%	1,336,140	15.2%
35-44	47,045	15.2%	52,338	15.2%	1,420,147	16.1%
45-64	45,334	14.7%	50,404	14.7%	1,217,384	13.8%
45-64	28,899	9.3%	32,358	9.4%	794,355	9.0%
65-74	18,442	6.0%	20,662	6.0%	473,732	5.4%
75-84	11,459	3.7%	12,844	3.7%	279,508	3.2%
Over 85	3,692	1.2%	4,125	1.2%	97,995	1.1%
Total	309,188	100.0%	343,998	100.0%	8,813,345	100.0%
Median Age	35.6		35.1		34.6	



Source: ESRI BIS

and 35.1 years within the 25-minute drive area compared to 34.6 years within the state of Georgia (Exhibit S-2).

Within the 20-minute drive area, the proportion of the population under the age of 15 in 2003 is an estimated 22%, equal to the proportion within the 25-minute drive area and state. The proportion of the 20-minute drive area population age 15 to 24 is 14%, equal to the 25-minute drive area and below 15% statewide. Prime consumer age categories, 25 to 64, make up 53% of the 20- and 25-minute drive area populations, below the state proportion (54%). Eleven percent (11%) of 20- and 25-minute drive area residents are 65 years of age or older, slightly above the state proportion (10%).

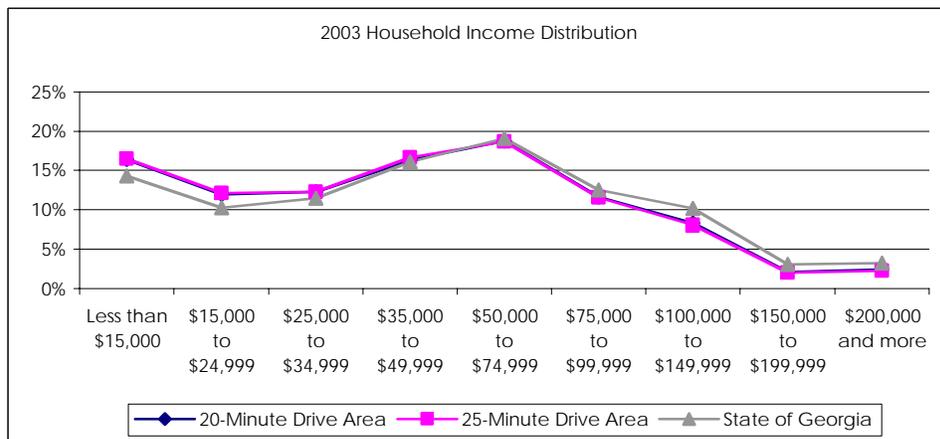
Household Income Distribution

Households within the 20- and 25-minute drive areas are slightly less affluent than households statewide. The estimated 2003 20-minute

EXHIBIT S-3

HOUSEHOLD INCOME
20-Minute Drive Area, 25-Minute Drive Area and State of Georgia
2003

Income	20-Minute Drive Area		25-Minute Drive Area		State of Georgia	
	Number	Percent	Number	Percent	Number	Percent
Less than \$15,000	19,079	16.4%	21,328	16.5%	460,655	14.2%
\$15,000 to \$24,999	13,951	12.0%	15,656	12.1%	330,158	10.2%
\$25,000 to \$34,999	14,276	12.2%	15,935	12.3%	369,752	11.4%
\$35,000 to \$49,999	18,976	16.3%	21,569	16.6%	518,859	16.1%
\$50,000 to \$74,999	21,836	18.7%	24,157	18.6%	617,010	19.1%
\$75,000 to \$99,999	13,501	11.6%	14,905	11.5%	404,415	12.5%
\$100,000 to \$149,999	9,639	8.3%	10,444	8.1%	328,093	10.1%
\$150,000 to \$199,999	2,491	2.1%	2,632	2.0%	99,824	3.1%
\$200,000 and more	2,819	2.4%	2,988	2.3%	103,934	3.2%
Total	116,568	100.0%	129,614	100.0%	3,232,700	100.0%
	\$43,360		\$42,999		\$48,001	

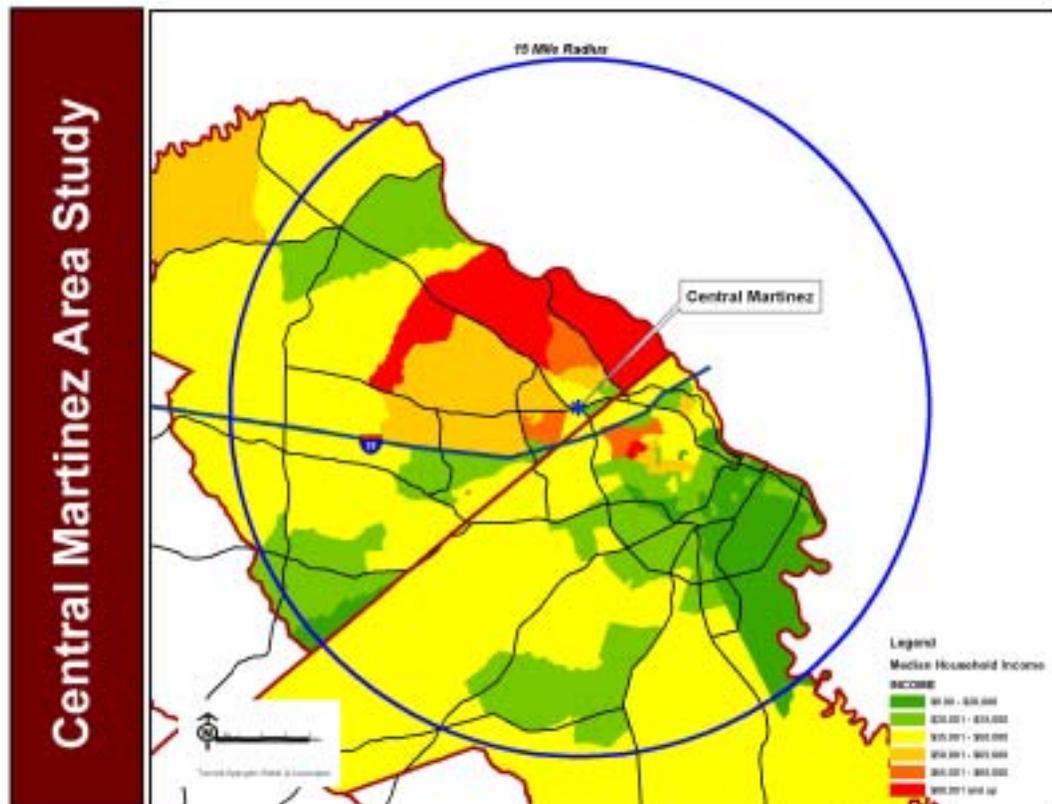


Source: ESRI BIS

drive area median household income is \$43,360, compared to \$42,999 within the 25-minute drive area and \$48,001 statewide (Exhibit S-3).

In 2003, the estimated income distributions for households residing within the 20- and 25-minute drive areas show that 28% and 29%, respectively, of households have annual incomes of less than \$25,000, compared to 24% in the state of Georgia. Twenty-nine percent (29%) of 20- and 25-minute drive area households have incomes from \$25,000 to \$49,999, above 27% statewide. Thirty percent (30%) of 20- and 25-minute drive area households have annual incomes between \$50,000 and \$99,999, below 32% statewide. An estimated 10% of 20- and 25-minute drive area households have incomes between \$100,000 and \$199,999, below 13% throughout the state. The proportion of households with incomes exceeding \$200,000 in the 20- and 25-minute drive areas is 2%, just below 3% in the state of Georgia.

Although household incomes levels within the 20- and 25-minute areas are below state levels, the 2003 median household income within Columbia County is estimated at \$62,370, \$65,551 within Martinez and \$77,871 within the 30809 Zip Code located just north of the study area, which includes Evans. The map below illustrates the level of affluence that exists within a short drive of the study area.



Racial Composition

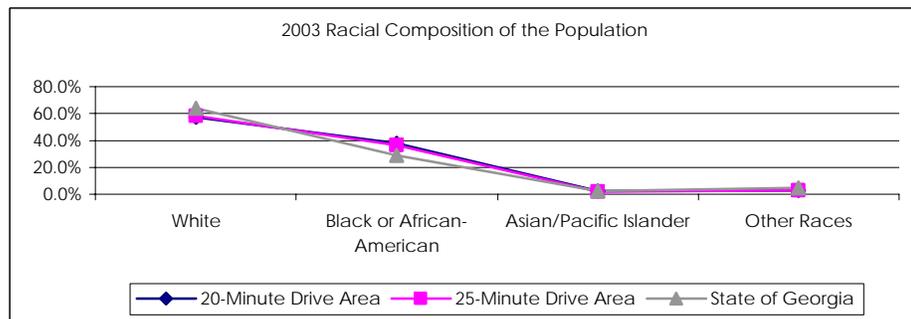
The 2003 estimated racial distributions for the 20- and 25-minute drive areas reveal populations that are slightly more diverse than the state. Within the 20- and 25-minute drive areas, an estimated 57% and 58% of the populations, respectively, are white, 38% and 37% are black or African-American, 2% are Asian/Pacific Islander and 3% are categorized within “other” racial groups (Exhibit S-4). However, only 3% of the 20- and 25-minute populations are Hispanic, half of 6% statewide.

At the state level the racial distribution of the population is slightly less diverse. In 2003, an estimated 64% of the population is white, 29% is black or African-American, 3% is Asian/Pacific and 5% fall into “other” racial or ethnic groups.

Exhibit S-4

RACIAL COMPOSITION
20-Minute Drive Area, 20-Mile Area and State of Georgia
2003

Race	20-Minute Drive Area		25-Minute Drive Area		State of Georgia	
	Number	Percent	Number	Percent	Number	Percent
White	176,443	57.1%	200,970	58.4%	5,620,599	63.8%
Black or African-American	116,515	37.7%	125,580	36.5%	2,559,822	29.0%
Asian/Pacific Islander	6,879	2.2%	7,104	2.1%	219,170	2.5%
Other Races	9,351	3.0%	10,344	3.0%	413,754	4.7%
Total	309,188	100.0%	343,998	100.0%	8,813,345	100.0%
Hispanic (any race)	8,749	2.8%	9,557	2.8%	566,371	6.4%



Source: ESRI BIS

Lifestyle Characteristics

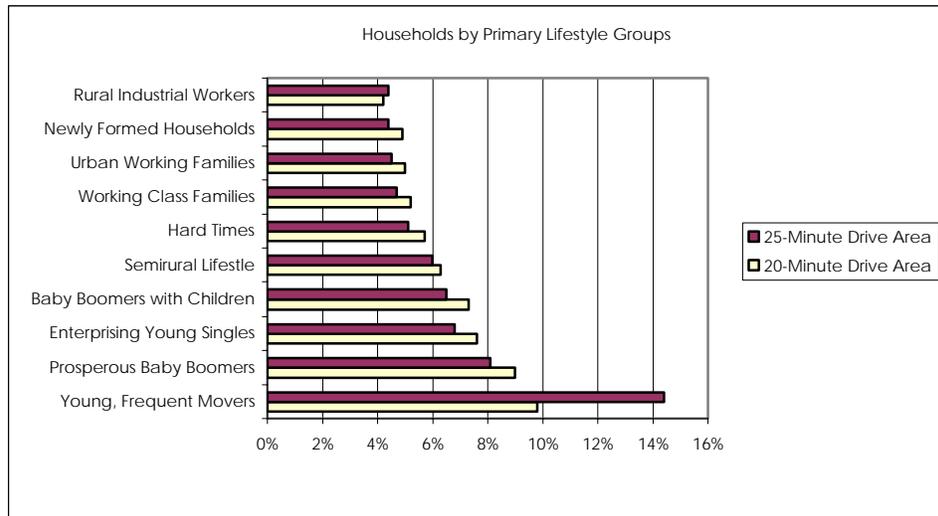
ACORN – A Classification of Residential Neighborhoods – categorizes neighborhoods throughout the nation into specific consumer groups or market segments. Neighborhoods are geographically defined by Census blocks, which are analyzed and sorted by over 60 characteristics including income, occupation, household type, age and other determinants of consumer behavior. People who share the same demographic characteristics may have widely divergent desires and preferences.

Households within the 20- and 25-minute drive areas have been grouped into clusters or segments that bear descriptive names meant to convey a type of neighborhood or lifestyle. Exhibit S-5 shows the primary lifestyle groups within which 20- and 25-minute area households fall, the characteristics of each are provided in the following summaries. ACORN Lifestyle Reports are provided by ESRI Business Information Solutions (ESRI BIS).

EXHIBIT S-5

HOUSEHOLDS BY PRIMARY LIFESTYLE GROUPS
20-Minute and 25-Minute Drive Areas
2003

Lifestyle Group	20-Minute Drive Area	25-Minute Drive Area
	Percent of Households	Percent of Households
Young, Frequent Movers	9.8%	14.4%
Prosperous Baby Boomers	9.0%	8.1%
Enterprising Young Singles	7.6%	6.8%
Baby Boomers with Children	7.3%	6.5%
Semirural Lifestyle	6.3%	6.0%
Hard Times	5.7%	5.1%
Working Class Families	5.2%	4.7%
Urban Working Families	5.0%	4.5%
Newly Formed Households	4.9%	4.4%
Rural Industrial Workers	4.2%	4.4%
Total	65.0%	64.9%



Source: ESRI BIS

Young Frequent Movers

Socioeconomic

- Young families with children.
- Tend to move frequently.
- Earn low to moderate incomes, with a median income 84% of the national median.

- High employment rates with many working in skilled and unskilled blue-collar jobs (farming, manufacturing, mining and construction).
- Racially diverse.

Residential

- Frequently live in mobile homes, six times the national average.
- Homes are valued below the national average and are usually newer and owner-occupied.

Preferences

- Enjoy outdoor activities such as hunting and fishing.
- Own trucks and SUVs.
- Top ranked for owning pets.
- Like to rent videos, listen to country music and read.

Prosperous Baby Boomers

Socioeconomic

- Mobile families headed by baby boomers.
- Have preschool and grade school age children.
- Median income is 50% above the national median.
- Typically double-income families.
- Two-thirds have earned a college degree.

Residential

- Own their home, most likely built after 1980.
- Median home value is 25% above the national median.
- Typically live in suburban communities and commute to work.

Preferences

- Enjoy physical activities such as lifting weights, tennis, racquetball, aerobics and golf.
- Use their PCs for playing games, finances and surfing the Internet.
- Buy electronics, camcorders, PCs, sports equipment, children's toys and home furnishings.
- Like to dine at family restaurants for dinner, order takeout pizza and go to the movies.

Enterprising Young Singles

Socioeconomic

- Young and mobile households.
- Live alone or share housing with a single roommate.
- Despite youth, incomes are slightly above average.
- High labor force participation.

Residential

- Almost two-thirds are renters compared to 30% nationwide.
- Prefer newer apartment complexes in urbanized areas.

Preferences

- Active lifestyles.
 - Play racquet sports, jog, go to the gym and lift weights.
-

- Go to nightclubs, museums and theme parks.
- Like to dine out and take out – including fast food.
- Since they are setting up their homes, buy furniture and appliances.
- Also buy apparel and electronic games.

Baby Boomers with Children

Socioeconomic

- Married with children and often mobile.
- Median age is 31.2 years although 35% are under the age of 20; 34% are between the ages of 25 and 44.
- Above average incomes, largely due to double-income families.
- Tend to be mobile, seeking the best jobs and locations.
- Well educated.

Residential

- Single-family homes predominate, many of which were built during the 1970s.
- Most are owner-occupied and are valued slightly below the national average.

Preferences

- Spend time and money on home and family-oriented activities and goods.
- Enjoy outdoor activities such as camping, fishing and hunting.
- Indoor activities include gardening, using their PC, renting videos and going to the museum.
- Like fast food, takeout and delivery.
- Own pets.
- Spend money on swimming pools, outdoor grills, campers and multiple vehicles.

Semirural Lifestyle

Socioeconomic

- Affluent, middle age (35 to 54) couples with and without children living at home.
- Approximately one-third (35%) of households are “empty-nester” and 40% have school-age children living at home.
- Median age is slightly above the national median
- Predominately white with above average incomes.
- While unemployment is low, many are self-employed and earn interest and dividend income.

Residential

- Often live in “semi-rural” communities just outside of metropolitan areas.
- Live in homes with above average values that are generally built after 1970.

Preferences

- Enjoy spending time around the house, working on home projects, gardening, reading and using their PCs.
-

- Also enjoy golf, going to the movies and participating in civic and political groups.
- Buy electronic gadgets, PCs, cameras, camcorders, home furnishings and tools.

Hard Times

Socioeconomic

- Young and old households – i.e., under 15 or over 65 years.
- Combination of single person, single parent and multigenerational, shared households.
- Low income, 60% below the national level.
- High unemployment and poverty rates.

Residential

- One-half are renters and slightly over one-half live in single family homes.
- Home values are below the national average.
- Live in neighborhoods with high vacancy rates.

Preferences

- Low incomes limit purchases to necessities such as rent and groceries.
- Watch a lot of television but do not rent videos.
- Splurge on lottery tickets

Working Class Families

Socioeconomic

- Slightly older, often with grade school age or teenage children at home.
- Above average proportion of single parents.
- Many work in service or government jobs.
- High unemployment.
- Most (90%) are black or African-American.

Residential

- Live in dense, urban neighborhoods.
- Medium and high density housing is common.
- Median home values are below average.

Preferences

- Spend heavily on apparel and TVs.
- While they own few cars, they buy luxury models.
- Like to play team sports, go to nightclubs, go to the movies and watch television.

Urban Working Families

Socioeconomic

- Young, active families with 40% under the age of 20.
 - High percentage of single-parent households.
 - Despite above average labor force participation rate, have low incomes – the “working poor.”
 - Median income is 25% below the national average.
-

- Predominately black.

Residential

- Frequently live in older townhouse or small multifamily developments.
- Majority are renters.
- Among those that own their home, homes are typically valued below average.

Preferences

- Buy lottery tickets, hair and skin products, infant and children's products and clothing.
- Enjoy team sports, such as football and basketball.
- Dine out at fast food establishments.

Newly Formed Households

Socioeconomic

- Young, newly formed households with a mix of single person, single parent and shared household types.
- Median age is low (33.9 years) with a large number of persons age 20 to 34.
- Slightly below average incomes.
- One-half of the workforce is employed in manufacturing and services jobs.

Residential

- Tend to live in older, single-family homes and duplexes.
- Homes are valued below the national average.
- Paying below average rents and mortgage payments.

Preferences

- Tastes and preferences are not extravagant.
- Enjoy visiting zoos, using tobacco products, playing cards, gambling (casino and lottery) and camping.
- Like bowling, billiards and fast food.
- Spending is centered around the home – home furnishings and improvements.

Rural Industrial Workers

Socioeconomic

- Stable, older families who have likely lived in the same state or even county their entire lives.
- Most have school age or adult children living at home.
- Median age of 36.6 years.
- While frequently employed in manufacturing and farming jobs, unemployment rates are above average.
- Almost one-half (45%) have not earned a high school diploma.
- Median income is low, 30% below the national median.
- Often commute long distances to work.

Residential

- Live in single-family and mobile homes.
-

- More than two-thirds (70%) own their home.
- Below-average home values.

Preferences

- Enjoy “country-living” activities such as hunting, fishing and listening to country and gospel music as well as more urban activities such as taking out fast food and renting videos.
- Own pets, satellite dishes, powerboats and chain saws.
- Buy household appliances, cameras, jewelry and toys.

The ten lifestyle groups summarized above account for almost two-thirds of households within both the 20- and 25-minute drive areas. While the characteristics of each of the groups vary, households within both areas are predominately young to middle age, range in income and most likely have children living at home. Single-family and mobile homes are the predominant housing type. Although incomes vary, many of these households are active consumers, frequently centering purchases on the home (e.g., furnishings, gardening, electronics), recreation (golf, dining out, exercise) and necessities.

To provide a snapshot of the characteristics of all households within the 20- and 25-minute drive areas, Exhibit S-6 on the following page summarizes the housing preferences and socioeconomic characteristics of the primary lifestyle groups within the two areas as well as those groups within which the remainder of households fall.

To further demonstrate the level of affluence that exists near the study area, ACORN data was generated for the three Columbia County Zip Codes that generally make up the portion of the county north of I-20 (30802, 30809 and 30907). Twenty-seven percent (27%) of these households fall into the Prosperous Baby Boomers group, 15% are within the Semirural Lifestyle group, Enterprising Young Singles represent 15% of households and 8% of households are categorized as Enterprising Young Singles. Clearly, these households are a valuable market for new retail and residential development within the study area.

Employment Trends

Nationwide

Following the nation’s longest and most aggressive expansion in history, the U.S. economy’s growth essentially halted in 2001 and was further weakened by the September 11 terrorist attacks. While there have been some signs of rebound, the economy continues to be unstable. In the first quarter of 2002, the Gross Domestic Product (GDP) increased by 5.0%, fell to 1.3% in the second quarter, rose to 4.0% in the third quarter, declined to 1.4% in the fourth quarter of 2002 and remained at 1.4% in the first quarter of 2003. The Selig Center for Economic Growth at the University of Georgia predicts that excluding another terrorist attack and a sharp increase in oil prices, the nation should be positioned for an economic recovery in 2004.

EXHIBIT S-6

HOUSEHOLDS BY LIFESTYLE GROUP AND TYPE
20-Minute Drive and 25-Minute Drive Areas
2003

Lifestyle Group	20-Minute Drive		25-Minute Drive		Socio-Econ Rank (1-40)	Housing Type	Household Type	Percent Living in Owner-Occupied Units	Median Age
	Number	Percent of HHS	Number	Percent of HHS					
Affluent Families	26,512	22.7%	27,235	21.0%					
Upper Income Empty Nesters	4,208	3.6%	4,465	3.4%	5	Single-Family	Married, No Children	87%	42.4
Successful Suburbanites	4,482	3.8%	4,482	3.5%	2	Single-Family	Married w/Children	87%	37.1
Prosperous Baby Boomers	10,520	9.0%	10,520	8.1%	6	Single-Family	Married w/Children	74%	31.1
Semirural Lifestyle	7,302	6.3%	7,768	6.0%	7	Single-Family	Married w/Children	84%	36.8
Upscale Households	16,455	14.1%	16,455	12.7%					
Urban Professional Couples	4,868	4.2%	4,868	3.8%	8	Single-Family	Married Couples	61%	37.8
Baby Boomers with Children	8,466	7.3%	8,466	6.5%	16	Single-Family	Married w/Children	69%	31.2
Older, Settled Married Couples	3,121	2.7%	3,121	2.4%	15	Single-Family	Married Couples	81%	37.2
Up and Coming Singles	8,838	7.6%	8,838	6.8%					
Enterprising, Young Singles	8,838	7.6%	8,838	6.8%	9	Multi-Unit	Single Person	24%	30.1
Retirement Styles	9,880	8.5%	10,412	8.0%					
Retirement Communities	2,863	2.5%	3,395	2.6%	12	High-Rise Units	Single Person	49%	40.0
Active Senior Singles	3,340	2.9%	3,340	2.6%	17	Multi-Unit	Single Person	43%	43.0
Prosperous Older Couples	3,478	3.0%	3,478	2.7%	11	Single-Family	Married, No Children	81%	43.2
Senior Sun Seekers	199	0.2%	199	0.2%	28	Mobile Homes	Married, No Children	65%	59.2
Young Mobile Adults	980	0.8%	980	0.8%					
Twentysomethings	980	0.8%	980	0.8%	27	Multi-Unit	Single Person	22%	30.0
City Dwellers	14,000	12.0%	14,000	10.8%					
Working Class Families	6,073	5.2%	6,073	4.7%	30	Single-Family	Family HH	69%	36.8
Newly Formed Households	5,751	4.9%	5,751	4.4%	19	Single-Family	Family HH	53%	33.9
Low Income: Young and Old	2,176	1.9%	2,176	1.7%	36	Duplex & Quad	Mixed Types	39%	31.8
Factory and Farm Communities	23,231	19.9%	34,445	26.6%					
Middle America	950	0.8%	950	0.7%	18	Single-Family	Married Couples	76%	36.8
Young, Frequent Movers	11,457	9.8%	18,645	14.4%	22	Mobile Homes	Married w/ Children	72%	33.0
Rural Industrial Workers	2,611	2.2%	5,679	4.4%	32	Mobile Homes	Married Couples	71%	36.2
Small Town Working Families	4,923	4.2%	4,923	3.8%	24	Single-Family	Married Couples	66%	35.8
Rustbelt Neighborhoods	1,820	1.6%	1,820	1.4%	26	Single-Family	Married Couples	68%	39.6
Heartland Communities	1,470	1.3%	2,428	1.9%	31	Single-Family	Family Households	62%	41.0
Downtown Residents	16,568	14.2%	17,145	13.2%					
Social Security Dependents	1,403	1.2%	1,403	1.1%	37	High-Rise Units	Single Person	20%	52.6
Distressed Neighborhoods	2,791	2.4%	3,368	2.6%	40	Garden Apartments	Single Person	17%	23.2
Hardtimes	6,589	5.7%	6,589	5.1%	39	Single Attached	Single Person	43%	34.4
Urban Working Families	5,785	5.0%	5,785	4.5%	35	Single Attached	Mixed Types	41%	29.4
Nonresidential Neighborhoods	104	0.1%	104	0.1%					
Total	116,568	100.0%	129,614	100.0%					

Source: ESRI BIS

According to Selig Center estimates, total U.S. nonfarm employment is expected to increase by 0.8% in 2003 or by approximately 1.1 million jobs. Although there was a net gain in jobs in the second half of 2002, this gain was small. Companies will likely continue to maximize worker productivity as well as hire temporary help rather than hire new full time workers in 2003, which will weigh down job growth. Limited venture capital will also contribute to slow job growth.

Augusta Area

The Selig Center predicts that employment within the Augusta MSA will increase moderately in 2003, by 1% or by 2,000 jobs. Although moderate, projected 2003 employment gains in the Augusta MSA are a welcome relief after non-farm employment shrank by 0.8% during

the first nine months of 2002. Increased employment should benefit the hospitality industry, as companies will likely be more willing to hold small meetings and corporate retreats in the area. In addition, tourism generated by travelers along I-20 will also contribute to the local hospitality industry. The Augusta MSA's access to Atlanta and South Carolina via I-20 should also help it draw distribution and manufacturing businesses, which could have a significant impact on the local economy. Also, the Georgia Medical Authority hopes to build upon resources at the Medical College of Georgia to establish Augusta as a center for biotechnology research and applications.

Although the service producing sector is the largest employer within the MSA, growth within this sector was below other Georgia MSAs in 2002. The services sector expanded at a healthy pace from 1998 to 2000 but dropped significantly in 2001. In the first nine months of 2002

Exhibit S-7

Employment Growth
Augusta-Aiken MSA
1996-2001

Industry	2001 Employment	
	Number	Percent
Goods Producing	25,021	19%
Agriculture	584	0%
Mining	200	0%
Construction	7,625	6%
Manufacturing	16,613	12%
Service Producing	78,423	59%
Wholesale Trade	2,767	2%
Retail Trade	16,926	13%
Transportation & Warehousing	2,503	2%
Utilities	373	0%
Information	2,834	2%
Finance and Insurance	3,045	2%
Real Estate & Rental and Leasing	1,944	1%
Professional, Scientific	4,040	3%
Management	458	0%
Waste Management & Remediation	9,882	7%
Educational Services	3,424	3%
Health Care & Social Services	14,432	11%
Arts, Entertainment and Rec	1,670	1%
Accommodation & Food Services	10,767	8%
Other Services	3,359	3%
Government	29,160	22%
State	10,371	8%
Local	12,837	10%
Federal	5,953	4%
NEC	417	0%
TOTAL	133,021	100%

Note: Historical comparisons are not provided due to the fact that 2001 employment is segmented according to the North American Industrial Classification System (NAICS).

Source: Georgia Department of Labor

the Augusta MSA lost service jobs. The government sector is the second largest employer with local government jobs holding the greatest share of jobs within the sector. Between 1991 and 2001 employment within the government sector remained fairly constant but experienced a loss in 2001 and in the first nine months of 2002. The trade sector (retail and wholesale) is third, and despite job losses in 2001, experienced gains in 2002. Manufacturing, another major employer, has undergone job losses almost every year since 1995 with the largest losses in 2001 and 2002. Exhibit S-7 on the previous page shows the distribution of MSA employment by major industrial category in 2001, at which time there were a total of 133,021 employees, up from 126,561 in 1996.

EXHIBIT S-8

BUSINESSES AND EMPLOYMENT WITHIN A 1-MILE AND 2-MILE RADIUS FROM BOBBY JONES EXPRESSWAY
AND WASHINGTON ROAD
2002

Industry	1-Mile Radius				2-Mile Radius			
	Businesses		Employees		Businesses		Employees	
	#	%	#	%	#	%	#	%
Agriculture & Mining	23	2.7%	99	1.1%	42	2.3%	176	0.8%
Construction	86	9.9%	556	6.2%	159	8.7%	1,015	4.8%
Manufacturing	47	5.4%	515	5.7%	82	4.5%	2,234	10.5%
Transportation, Communication, Utilities	20	2.3%	164	1.8%	51	2.8%	552	2.6%
Wholesale Trade	46	5.3%	1,018	11.3%	83	4.6%	1,328	6.2%
Finance, Insurance & Real Estate	95	11.0%	707	7.9%	217	11.9%	1,756	8.2%
Retail Trade								
Home Improvement & Mobile Homes	14	1.6%	446	5.0%	25	1.4%	496	2.3%
General Merchandise	7	0.8%	646	7.2%	12	0.7%	722	3.4%
Food	16	1.8%	359	4.0%	37	2.0%	805	3.8%
Auto Dealers & Gas Stations	21	2.4%	246	2.7%	39	2.1%	669	3.1%
Apparel & Accessories	18	2.1%	125	1.4%	26	1.4%	140	0.7%
Furniture & Home Furnishings	25	2.9%	214	2.4%	51	2.8%	360	1.7%
Eating & Drinking Establishments	46	5.3%	978	10.9%	81	4.5%	1,614	7.6%
Miscellaneous Retail	60	6.9%	326	3.6%	102	5.6%	569	2.7%
Subtotal	207	23.9%	3,340	37.2%	373	20.5%	5,375	25.2%
Services								
Personal	78	9.0%	318	3.5%	132	7.3%	571	2.7%
Business	60	6.9%	489	5.5%	131	7.2%	1,149	5.4%
Automotive Repair, Services, Parking	32	3.7%	207	2.3%	44	2.4%	246	1.2%
Miscellaneous Repair Services	16	1.8%	89	1.0%	28	1.5%	135	0.6%
Motion Picture	2	0.2%	11	0.1%	6	0.3%	47	0.2%
Amusement & Recreation	21	2.4%	119	1.3%	36	2.0%	231	1.1%
Health	35	4.0%	234	2.6%	168	9.2%	3,252	15.3%
Legal	20	2.3%	82	0.9%	41	2.3%	156	0.7%
Education	9	1.0%	193	2.2%	19	1.0%	685	3.2%
Social	8	0.9%	62	0.7%	37	2.0%	519	2.4%
Museums, Art Galleries, Botanical, Zoo	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Membership Organizations	26	3.0%	98	1.1%	54	3.0%	319	1.5%
Engineering, Accounting, Research, Mang't	24	2.8%	549	6.1%	86	4.7%	1,166	5.5%
Hotels and Lodging	1	0.1%	9	0.1%	5	0.3%	174	0.8%
Misc. Services	2	38.2%	4	0.0%	5	0.3%	10	0.0%
Subtotal	334	38.5%	2,464	27.5%	792	43.5%	8,660	40.7%
Public Administration	6	0.7%	90	1.0%	11	0.6%	149	0.7%
NonClassifiable Establishments	3	0.3%	18	0.2%	10	0.5%	56	0.3%
Total	867	100%	8,971	100%	1,820	100%	21,301	100%

Source: Claritas 2003

Unemployment within the Augusta MSA was above state levels in 2002 (5.8% compared to 5.1%), with the highest unemployment levels in Richmond and McDuffie Counties. However, Columbia County had the lowest unemployment rate in the MSA (3.4%) and among the lowest in the state.

Among Georgia counties, Richmond ranked 7th in total employment in 2001 (104,576 employees) and 23rd in wages (\$566 average weekly wages). Columbia County ranked 32nd in employment (20,491 employees) and 47th in wages (\$501 average weekly wages). In the third quarter of 2002, the largest employers within the Augusta MSA were: Augusta/Richmond County Government, Columbia County School System, Georgia Department of Human Resources, MCG Health, Inc., Medical College of Georgia, Richmond County Schools, U.S. Army (Fort Gordon), U.S. Veterans Administration, University Health Services and Wal-Mart Associates.

Employment within a one-mile and two-mile radius of study area (defined as the intersection of Bobby Jones Expressway and Washington Road) is displayed in Exhibit S-8 on the previous page. Almost than 9,000 workers are employed within a one-mile radius in 867 businesses; more than 21,000 workers are employed within a two-mile radius by 1,820 businesses. Of the workers that are within one-mile from downtown, 37% are employed in the retail trade sector, primarily by eating and drinking establishments. In terms of the number of businesses, service businesses within a one-mile radius of the study area outnumber retail trade businesses: 334 compared to 207.

Exhibit S-9 illustrates where Columbia and Richmond County residents work as well as where employees of businesses within the two counties live. In 2000, 51% of employed Columbia County residents age 16 and

Exhibit S-9

JOURNEY TO WORK
Columbia and Richmond Counties
2000

Columbia County Residents			Richmond County Residents		
County Employed	Number	Percent	County Employed	Number	Percent
Richmond	22,363	50.9%	Richmond	67,645	79.7%
Columbia	14,211	32.4%	Columbia	7,637	9.0%
Aiken	3,844	8.8%	Aiken	5,051	6.0%
McDuffie	879	2.0%	Burke	918	1.1%
Burke	432	1.0%	McDuffie	494	0.6%
Total Counted	43,907	95.0%	Total Counted	84,849	96.3%

Columbia County Employees			Richmond County Employees		
County of Residence	Number	Percent	County of Residence	Number	Percent
Columbia	14,211	54.9%	Richmond	67,645	61.9%
Richmond	7,637	29.5%	Columbia	22,363	20.5%
Aiken	1,522	5.9%	Aiken	10,262	9.4%
McDuffie	795	3.1%	Burke	1,987	1.8%
Burke	380	1.5%	Edgefield	1,476	1.4%
Total Counted	25,876	94.9%	Total Counted	109,221	95.0%

Source: 2000 Census

over worked at businesses located in Richmond County compared to 80% of Richmond County residents. Most of the remaining employed Columbia and Richmond County residents worked in Columbia, Aiken, McDuffie and Burke Counties. Exhibit S-9 also reveals that in 2000, 55% of Columbia County employees lived in Columbia County and 30% lived in Richmond County. Among Richmond County employees, 62% lived in Richmond County and 21% lived in Columbia County. Aiken County was another significant source of employment in both counties.

RETAIL PROFILE

Although the boundary of the study area is not coterminous with the Columbia and Richmond Counties, retail sales data for the counties for the years 1992 through 2002 provide an indication of the growth in retail activity during the past decade. By the year 2002, retail sales in Columbia County had reached \$935 million, increasing 176% from \$338 million in 1992. In Richmond County, retail sales increased by 72% during this period from \$1.7 billion to \$2.9 billion. Retail sales in the state of Georgia increased 118% during these years, from \$49.9 billion to \$108.7 billion.

The Augusta retail market is largely expanding to the northwest suburbs of Evans and Martinez, following population growth and relatively high income levels. As discussed in the *Demographic Profile*, household income levels north of the study area are significantly higher than those found throughout the area to the south. Retail development has been responsive to this reality as a once popular shopping center on Wrightsboro Road (Augusta West) and the area to the south are experiencing low vacancy rates and even closures (e.g., Regency Mall on Gordon Highway and Dean's Bridge Road). New development is pushing northward along Bobby Jones Expressway and Washington Road.

Augusta Mall (also located to the south) is the last remaining enclosed regional mall in Augusta following the closure of Regency Mall (800,000 square feet) on Gordonsville Road. Like so many enclosed malls throughout the nation, Augusta Mall is having difficulty in competing with town centers and open air power centers such as the Augusta Exchange and is becoming known as a "middle of the road" mall with Macys and Rich's as anchors. A range of stores that don't reflect the demand for higher end goods combined with increasing vacancies indicate that Augusta Mall may be facing near term trouble. However, commercial leasing professionals are relatively optimistic about the future of the mall, saying Augusta "needs a mall." Augusta West which is located directly west of Augusta Mall on the other side of Bobby Jones Expressway is also experiencing serious problems with only a 63% occupancy rate.

Within the study area, most retail and commercial uses – small convenience centers, larger shopping centers, free-standing retail service and fast food establishments, car dealerships, office/service – are concentrated on Washington Road and Bobby Jones Expressway.

There is less retail development along Martinez Boulevard, which has several light industrial establishments. For the most part, both commercial corridors presently lack a distinct identity, developed in an “Anywhere USA” commercial strip context. Fast moving traffic combined with a lack of sidewalks and landscaping necessitates the use of the automobile. Despite aesthetic drawbacks to existing retail development in the study area, several commercial agents interviewed are upbeat about demand for retail space in the Martinez/Evans area.

Augusta’s most recently developed regional shopping center or power center, Augusta Exchange, is located just south of I-20 on Bobby Jones Expressway. Augusta Exchange has become a major retail destination for area residents and is perceived as being a “better” retail format than the malls. Augusta Exchange has been successful at attracting high profile national discount retailers such as Target, Bed, Bad & Beyond and Old Navy and has persuaded big-box retailers to relocate northward (e.g., Best Buy which had been located at Augusta West).

Despite the fact that “you can find almost anything you need” at the Augusta Exchange, local residents reportedly travel to Atlanta or Charlotte to shop for higher end merchandise. While one neighborhood shopping center (Surry Center) located in the desirable “Hill District” on Berckmans Road at the intersection of Wheeler and Highland has several small, upscale specialty shops and restaurants, the demand for such goods and services appears to exceed supply. As a result, potential sales of more upscale merchandise – demand for which is growing north of the study area – are leaking out of the area.

Outside of Augusta in South Carolina, Aiken generally has higher end retail than Columbia County. Retail in North Augusta is considered somewhere “in between” Columbia County and Aiken.

Marketek conducted a survey of shopping centers to gain insight into the supply and quality of retail businesses in and within a short drive of the study area, as well as average rents and occupancy rates. Among the eighteen shopping centers surveyed, six are located within or immediately border the study area: Village Plaza, Anderson’s Plaza, Bobby Jones Plaza, Le Pavilion, West Town Market Square and Columbia Square¹. Occupancy rates among these centers are strong, averaging 98%, with lease rates that range from \$9 to \$16 per square foot. All of the centers were built to prior to 1990, although one (West Town Market Square) was renovated and expanded in recent years.

Two shopping centers in Evans were included in the survey, with an average lease rate of \$11 per square foot and a 96% occupancy rate. An 11,050 square foot development (The Shoppes at Evans) is under

¹ Columbia Square is in the process of being converted to a car dealership and is therefore excluded from the description of occupancy and lease rates

construction on Washington Road in front of the Wal-Mart in Evans and is 42% leased, with an \$18.60 per square foot (triple net) lease rate. Two centers on Furys Ferry Road surveyed (also an affluent, high growth area) lease for approximately \$14 per square foot. One of the centers, the Centre at Furys Ferry, is in the initial lease-up phase and has a somewhat distinctive design which leasing agents hope will differentiate it from its competitors. Surrey Center, a successful and upscale neighborhood shopping center in the "Hill District," is 100% occupied with phase IV under construction and already 71% leased. Lease rates at Surrey Center are \$13 per square foot.

The following provides an overview of the each of the centers surveyed.

Retail Survey Results

1. Village Plaza

Bobby Jones Expressway & Scott Nixon Drive
Augusta, GA 30309



- GLA: 473,000 square feet
- Type: Regional Power Center
- Average Base Rent: \$14-\$16 square foot
- Occupancy: 91% (About 10,000 square feet is vacant but not available pending Wal-Mart's decision on whether or not to expand)
- Anchors:
 - Bi Low Supermarket
 - Oak Lovers Furniture
 - Office Max
 - Sam's Club
 - Sportsman's Link
 - Tractor Supply
 - Wal-Mart
- Tenants:
 - GNC
 - Check cashing
 - Nails
 - Sally's Beauty Supply
 - Voice Stream
 - Cato's
 - Friedman's Jewelers

- Cleaners
- Ink Boy
- Subway
- Year Opened: 1988

2. Anderson's Plaza

Bobby Jones Expressway & Scott Nixon Drive
Augusta, GA 30309



- GLA: 51,000 square feet
- Type: Neighborhood Shopping Center (in front of Village Plaza)
- Average Base Rent: \$10-\$12/square foot
- Occupancy: 100%
- Tenants:
 - A'Gaci (women's apparel)
 - Hobby Town
 - Creative framing
 - Konica (copiers)
 - Alterations
 - Party Dollar
 - West Marine
 - Nextel
 - Blueprints
 - Book Exchange
 - Women's apparel
 - Cash checking
 - Augusta Rug Mart
 - Computer Renaissance
 - Hair Salon
 - Pro-golf shop

3. Bobby Jones Plaza

Bobby Jones Expressway and Rose Lane
Augusta GA 30901



- GLA: 50,300 square feet
- Type: Community Shopping Center
- Average Base Rent: \$10/square foot
- Occupancy: 100%
- Tenants:
 - Babies R Us
 - Pizza
 - Dollar General
 - Super Pets
 - Krispy Kreme
 - Jiffy Lube
 - Lowes (Outparcel)
- Year Opened: 1986

4. Columbia Square

Washington & Columbia Roads
Augusta GA 30907



- GLA: 134,000 square feet
- Type: Community Shopping Center
- Year Opened: 1977
- The only tenants are Ci Ci's Pizza and a restaurant that relocated from Columbia Road to the former movie theater. The center is being redeveloped as a Car Mall.
- There is approximately 5,000 square feet vacant.
- Columbia Square Phase II is located across Columbia Road and includes:
 - Hawg Wild Ribs
 - Hair Salon
 - Framer
 - Dive Center
 - Barber

5. Washington's Corner

Washington Rd. & Cherry St.
Augusta, GA 30907

- GLA: 53,290 square feet
- Type: Neighborhood Shopping Center
- Average Base Rent: \$7-\$10 /square foot



- Occupancy: 96% (one vacancy)
- Anchors:
 - Badcock Furniture
 - Cellular One
- Tenants:
 - Lingerie
 - Nails
 - Tuesday Morning
 - Verizon
 - South Beach Tanning
- Outparcels:
 - Longhorn
 - California Dreaming
- Year Opened: 1985

6. Le Pavilion

Washington and Pleasant Home Roads
Augusta, GA 30907



- GLA: 38,620 square feet
- Type: Neighborhood Shopping Center
- Average Base Rent: \$9 to \$11/square foot
- Occupancy: 97%
- Tenants:
 - Southern Travel
 - Chiropractor
 - CT Nails
 - Alterations/Boutique
 - Insurance
 - Graceful Creations/gifts
 - Wireless Solutions
 - Cadillac's restaurant
 - Hearing aids
 - Herbal Remedies

- Hair Salon (2)
- Kirkland’s Flooring
- Financial Services
- Reprographics
- Steak Out
- Wells Fargo
- Tanning
- Red Cross Blood Bank
- H&R Block
- Gifts
- Maxim Health
- Message
- Year Opened: 1987

7. National Hills Shopping Center

Washington Road and Berkman Road
Augusta, GA 30909



- GLA: 181,099 square feet
- Type: Community Shopping Center
- Average Base Rent: \$15/square foot
- Occupancy: 98%
- Anchors:
 - Dillard’s
 - Dillard’s Home Store
 - Fresh Market
- Tenants:
 - Classic Garden and Antiques
 - Café on the Green
 - Executive Marketing
 - Last Call (bar and club)
 - Gifts
 - Sprint
 - Shoe Studio
 - Merle Norman
 - Sportswear
 - Sally’s
 - Powers pianos
 - Bar and Grill
- Year Opened: 1963

8. Furys Ferry Plaza

403 Furys Ferry Road
Martinez, GA 30907



- GLA: 83,000 square feet
- Type: Neighborhood Shopping Center
- Average Base Rent: \$14/square foot
- Occupancy: 96%
- Anchor: Publix
- Tenants:
 - Movie Gallery
 - Cleaners
 - Coffee
 - Nails
 - Post Net (postal and business services)
 - Wolf Camera
 - Sun Com
 - Chinese Restaurant
 - Edward Jones
 - Great Clips
 - Papa Johns
- Year Opened: 1994

9. Centre at Furys Ferry

Furys Ferry Road
Martinez, GA 30907



- GLA: 24,000 square feet (the center will be constructed in 3 phases of 8,000 square feet each. Phase I and II are open).
- Type: Neighborhood Shopping Center
- Average Base Rent: \$14.50/square foot (Gross)
- Occupancy: 75% (Phase II still in initial lease-up)
- Tenants:

- Kids and Moms
- Peachtree Boutique gifts
- Salon
- Jewelers
- Children's Toys
- Crafty Plaster
- Children's Shoes
- Subway (coming)
- Nails
- Travel Agency
- Brides and Blooms
- Wine and Spirits
- Year Opened: 2001

10. Evans Towne Centre

Washington Road and Belair Road
Evans, GA 30809



- GLA: 75,835 square feet
- Type: Neighborhood Shopping Center
- Average Base Rent: \$12/square foot
- Occupancy: 92%
- Anchor: Publix
- Tenants:
 - Cleaners
 - Sun Com
 - Gorin's
 - Salon
 - Thai Restaurant
 - Augusta Chronicle
 - Quisnos Subs
 - Physical Therapy
 - Framers
 - Bar and Grill
 - Movies
 - Applebees
- Outparcels:
 - McDonald's
 - Taco Bell
- Year Opened: 1971. Last Renovation 1996

11. Merchant's Village

Columbia Road and Washington
Martinez, GA 30907



- GLA: 70,130 square feet
- Type: Neighborhood Shopping Center
- Average Base Rent Range: \$12/square foot
- Occupancy: 94%
- Anchor: Kroger
- Tenants:
 - Best Deli
 - Christian Book Store
 - UPS
 - Kids Toys
 - Nails
 - Salon
 - Chinese Restaurant
 - Bath Tub Refinishing
 - Sporting Goods
 - Tax Preparation
- Outparcels:
 - Georgia Bank and Trust
 - Videos to Go
 - Gas Station
- Year Opened: 1980
- Comments: Kroger is currently negotiating to expand and remodel.

12. Evans Crossing

Washington Road and Washington West Road
Evans, GA 30809



- GLA: 92,051 square feet
- Type: Neighborhood Shopping Center
- Average Base Rent Range \$8-\$13/square foot
- Occupancy: 100%
- Anchor: Kroger
- Tenants:
 - Blockbusters
 - Subway
 - Chinese Restaurant
 - Hair Cutter
 - Chick-Fil-A
 - Dollar Tree
 - Post Net
 - Cingular
 - H&R Block
 - Dominos
 - Nails
 - Tires Plus
- Outparcels:
 - Gas
 - Wachovia
- Year Opened 1993

13. Augusta Mall

I-20 & Bobby Jones Expressway
Augusta, GA 30909



- GLA: 1,066,000 square feet
- Acres: 83
- Type: Super Regional Mall
- Average Base Rent Range \$20-\$24/square foot
- Occupancy: Not available
- Anchors:
 - Dillard's
 - JC Penney
 - Rich's-Macy's
 - Rich's-Macy's Furniture Showroom
 - Sears
- Tenants: Approximately 150 stores
- Year Opened: 1978
- Comments: Rich's- Macy's Furniture Showroom recently opened, occupying a former 156,000 square foot Macy's.

14. West Town Market Square**The Shoppes at WestTown**

Washington Road and Davis Road

Augusta, GA 30907



- GLA: 203,399 square feet
- Type: Community Shopping Center
- Average Base Rent Range \$14-\$16/square foot
- Occupancy: 100%
- Anchors:
 - Big Kmart
 - Florist & Gifts
- Tenants:
 - H&R Block
 - Formosa
 - Mexican Restaurant
 - Simon's Formal Wear
 - Photographer
 - Carpenter's Gallery
 - Nail Pizzaz
 - Hair Salon
 - SRP Federal Credit Union
 - Weight Watchers
 - PB Sports
 - Benefit Financial Services
 - Music Store
 - L'il Dutch Bakery
 - Beauty Salon
 - Fitness
 - Cingular
 - Wing Stop Café
- Year Opened: 1977. Renovated 1999. Expanded 2001 with the Shoppes at WestTown.
- Comments: The Shoppes at WestTown were constructed with "more desirable" materials to attract high quality tenants.

15. Village West Shopping Center

Washington Road and Furys Ferry Road

Augusta, GA 30907

- GLA: 79,000 square feet
- Type: Neighborhood Shopping Center



- Average Base Rent Range \$8.50/square foot
- Occupancy: 100%
- Anchors:
 - Antique Market
 - Weinberger’s Furniture
- Tenants:
 - Antique Shops (2)
 - Dance school
 - Physicians’ office
 - Dentists’ offices
 - Hair salons (2)
 - Laundromat
 - Insurance agency
 - Mailing service
 - Bridal Wear
 - Nails
 - Mexican grocery
 - Upholstery
- Outparcels:
 - Georgia Bank and Trust
 - Dairy Queen
- Year Opened: 1959. Last Renovations 1990 and 1995.

16. Augusta Exchange

Robert C. Daniel Pkwy. at Wheeler Road and Walton Way
Augusta, Georgia 30909



- GLA: 625,000 square feet
- Type: Regional Shopping Center or Power Center
- Average Rent Range: \$16.50 to \$17.50/square foot
- Occupancy: 96%
- Anchors:

-
- Bed, Bath & Beyond
 - Circuit City
 - Goody's Family Clothing
 - Mansour's
 - Michaels
 - Regal Cinemas (20 plex)
 - Sports Authority
 - Target
 - Winn-Dixie
 - Staples
 - Comp USA
 - PetSmart
 - Old Navy
 - Office Depot
 - Best Buy
 - Borders
 - Tenants:
 - Sun Com
 - Party City
 - Hallmark
 - Mattress Depot
 - Super Salad
 - Banfield Bank
 - Rack Room Shoes
 - David's Bridal
 - Friedman's Jewelers
 - Fashion Bug
 - Ice Cream
 - Jewelry
 - T Mobile
 - Jenny Craig
 - Day Spa
 - Orthodontist
 - Nail/Hair
 - Bath & Body Works
 - Knife & Cigar Store
 - Subway
 - Games
 - S & K Menswear
 - Outparcels:
 - Atlanta Bread Company
 - Chili's
 - Kinko's
 - Logan's Roadhouse
 - Macaroni Grill
 - O'Charley's
 - Tire Plus
 - Alltel Wireless
 - Stool Pigeons
 - Pearle Vision
 - Wolf Camera
 - Tony Ramas
-

- Chic-Fil-A
- Payless
- Hollywood Video
- Year Opened: 1997

17. Augusta West

Wrightsboro Road at Bobby Jones Expressway
Augusta, Georgia



- GLA: 207,951 square feet
- Type: Community Shopping Center
- Average Rent Range: Smaller space estimated at \$8-\$10/square foot.
- Occupancy: 63%
- Anchors:
 - Burlington
 - Regal Cinema
- Tenants:
 - Shoe Carnival
 - T-Shirts
 - Pizza
 - Credit Union
 - GQ Menswear
 - Bird Petshop
 - Nails
 - Gifts
 - Beepers
 - Salon
 - Hobby Shop
 - Verizon
 - Christian Bookstore
- Outparcel:
 - Computer City
- Year Opened: 1991
- Comments: Located west of Augusta Mall. Lost Best Buy when it relocated to Augusta Exchange. Barnes & Noble is located across the street, adjacent to a vacant Athlete's Foot.

18. Surrey Center

Berckmans Road at Highland Avenue and Wheeler Road
Augusta, Georgia



- GLA: 60,220 square feet
- Type: Neighborhood Shopping Center
- Average Rent Range \$13-\$13.50/square foot
- Occupancy: 100% (seven 1,460 spaces are currently under construction, three of which are leased. The remaining 50,000 square feet at Surrey Center is 100% occupied)
- Tenants:
 - Talbots
 - Bistro 491
 - Altogether Ladies Apparel
 - Chico's
 - Pharmacy
 - Calvert's Restaurant
 - Surrey Tavern
 - Hair Salon (2)
 - Gifts
 - Sweetbriar Fair Women's Accessories
 - French Market Grille
 - Joseph Banks
 - Travel Agency
 - Soho Women's Apparel
 - Fresh Thyme Café
 - Charleston Sweet Accessories
 - Village Women's Apparel
 - Susan's Women's Apparel
 - Fitness
 - Pickles and Ice Cream
 - PJ's Coffee and Tea
 - Rivers & Glenn (Orvis Menswear)
 - Ciao Italian Eatery
 - Payne Webber
 - Photography
 - Tanning Salon
 - Jancy's Children's apparel
 - Home Furnishings
 - Dentist
 - Lingerie
 - Jr. League
 - Children's Boutique
 - Rugs
 - Fetch Dog Treats

- Photography
- Women’s Apparel
- Outparcels:
 - Liquor Store
 - Vogue Drycleaners
- Year Built: 1969

RESIDENTIAL PROFILE

In addition to the statistical demand analysis, the supply-side of the rental and for-sale housing market in the Martinez area is reviewed and analyzed including: total residential sales in Columbia and Richmond Counties, characteristics and absorption histories of a sample of nearby active for-sale developments that are higher density (i.e. townhouses and cluster homes) and a survey of selected rental apartment projects. While few of the existing for-sale or rental communities are truly comparable to mixed-use development that would be appropriate for the study area, the supply-side analysis provides insight into the strength of the overall housing market.

Housing Characteristics

In an effort to enhance the housing profile of the residential market area (i.e., the 25-minute drive area), selected 2000 Census housing data for the market area, Columbia and Richmond Counties and Martinez are provided as follows:

- A large majority (73%) of occupied housing units in the market area are owner-occupied and 27% are renter occupied. Within the MSA, 70% of occupied housing units are owner-occupied, below 82% in Columbia County and 81% in the Martinez CDP (Census Designated Places).
- The estimated median value of specified owner-occupied units in the market area was \$97,760 in 2003 (Exhibit H-1), compared to \$95,676 in the MSA, \$131,606 in Columbia County and \$127,089 in the Martinez CDP. Almost two-thirds (63%) of homes are valued

Exhibit H-1
HOME VALUE OF SPECIFIED OWNER UNITS
25-Minute Drive Time
2001

Tenure	Housing Units	
	Number	Percent
Less than \$50,000	12,276	11.4%
\$50,000-\$99,999	32,986	53.0%
\$100,000-\$149,999	21,492	19.8%
\$150,000-\$199,999	10,010	7.9%
\$200,000-\$299,999	6,378	5.5%
\$300,000-\$399,999	1,872	1.2%
\$400,000-\$499,999	1,006	0.1%
\$500,000 and Above	1,046	1.1%
Total	87,066	100.0%
Median Home Value	\$97,760	

Source: ERSI BIS

between \$50,000 and \$149,999: 38% from \$50,000-\$99,999 and 25% from \$100,000 and \$149,000. An estimated 12% of owner-occupied homes are valued between \$150,000 and \$199,999. Ten percent (10%) of homes are valued at \$200,000 to \$399,999 and only 2% are valued at over \$400,000.

- Among owner-occupied homes in the Martinez CDP in 2000, 95% were single-family detached units, 4% were single-family attached units and only 1% were mobile homes (Exhibit H-2). A strong majority (82%) of renter occupied units in the Martinez CDP were low density (i.e., four units or less), 16% were medium to high density (i.e., 5 units or above) and 4% were mobile homes. Within Columbia-Richmond Counties, 86% of owner-occupied units were single-family detached, 10% were mobile homes and 3% were single-family attached. Renter units tend to be higher density in Columbia-Richmond Counties compared to the Martinez CDP as 59% were low density and 31% were medium to high density.

Exhibit H-2

TENURE BY TYPE OF UNIT
Martinez and Columbia-Richmond Counties
2000

Unit Type	Martinez CDP		Columbia-Richmond	
	Owner Occupied Units	Renter Occupied Units	Owner Occupied Units	Renter Occupied Units
1 Unit Detached	95%	46%	86%	34%
1 Unit Attached	4%	5%	3%	4%
2 Units	0%	5%	0%	7%
3 or 4 Units	0%	26%	0%	14%
5-9 Units	0%	7%	0%	17%
10-19 Units	0%	4%	0%	5%
20-49 Units	0%	0%	0%	2%
50+ Units	0%	5%	0%	7%
Mobile Home	1%	4%	10%	9%
Boat, RV, Van, etc.	0%	0%	0%	0%
Total	7,909	1,945	68,363	36,677

Source: 2000 Census

- Two- and three-person households were most popular in the Martinez CDP in 2000, accounting for 34% and 23% of owner-occupied units, respectively, and 27% and 27% of renter occupied units, respectively. One- and two- persons households were slightly more common in Columbia-Richmond Counties.
- According to the 2000 Census, housing development in the Martinez CDP boomed in the 1980's when 43% of all housing units were constructed (Exhibit H-3). While housing development has

remained more constant since 1970 in Columbia-Richmond Counties, housing development in Columbia County has been strongest over the last two decades when 68% of all housing units were built (37% during the 1990s and 31% during the 1980s). The median year all occupied housing units were built in the Martinez CDP was 1983; 1986 in Columbia County.

Exhibit H-3

TENURE BY YEAR STRUCTURE BUILT
Martinez and Columbia-Richmond Counties
2000

Unit Type	Martinez CDP		Columbia-Richmond	
	Owner Occupied Units	Renter Occupied Units	Owner Occupied Units	Renter Occupied Units
Built 1999 to March 2000	2%	0%	3%	1%
Built 1995 to 1998	8%	4%	11%	5%
Built 1990 to 1994	14%	11%	12%	8%
Built 1980 to 1989	41%	50%	22%	24%
Built 1970 to 1979	22%	19%	19%	22%
Built 1960 to 1969	11%	9%	13%	15%
Built 1950 to 1959	3%	5%	10%	12%
Built 1940 to 1949	0%	1%	4%	5%
Built 1939 or Earlier	0%	0%	5%	7%
Total	7,909	1,945	68,363	36,677

Source: 2000 Census

Housing Market Overview

Despite the recent recession and the corresponding tightening of the labor market, the national housing market did exceptionally well in 2002. Low mortgage rates played a major role in a continued strong housing market, which are expected to remain below 7% in 2003. Low interest rates have had a direct impact on homeownership rates, as renters are finding that mortgage payments are increasingly comparable to rents – especially in the entry-level market.

Nationwide, single-family new home sales were up 7.5% from 2001 while existing home sales increased by 5.0%. Single-family permits, construction starts and completions were all up in 2002, reaching levels not experienced in decades. As a result, the National Association of Home Builders Housing Market Index shows that builders were more optimistic about the current and future outlook of the housing industry in 2002 compared to 2001.

Reis reports that 2002 was a difficult year for the national multifamily market. Low interest rates combined with high priced Class A apartment rents directed typical renters to home ownership. The national vacancy rate jumped to 6.3%, the highest level since 1991.

For the second year, net absorption of rental units was negative (negative 9,400 units) which was partly fueled by existing renters opting for home ownership. Nationwide, construction completions moved ahead in 2002 despite slowing demand.

While rents increased by 0.4% in the fourth quarter of 2002 (1.1% for the year), high concessions offset this gain and actually resulted in a 0.2% drop in effective rents (-1.0% for the year). Nationwide, vacancy rates increased to 4%, still below the 5% threshold considered to reflect market equilibrium.

Exhibit H-4 shows permitting activity in unincorporated Columbia County and Augusta-Richmond County from 1999-2002. Among the 7,562 units permitted, 80% of permitted units were single family and 20% were in structures with five or more units. More than one-half of units permitted were in unincorporated Columbia County, indicating brisk development activity in this area.

Exhibit H-4

New Privately Owned Housing Units Permitted
 Unincorporated Columbia County and Augusta-Richmond County
 1999-2002

Year	1999		2000		2001		2002	
	#	%	#	%	#	%	#	%
1 Unit	1,497	67%	1,332	97%	1,501	88%	1,718	76%
2 Units	0	0%	0	0%	0	0%	8	0%
3-4 Units	0	0%	0	0%	0	0%	20	1%
5+ Units	733	33%	42	3%	196	12%	515	23%
Total	2,230	100%	1,374	100%	1,697	100%	2,261	100%

Source: US Bureau of the Census

Within the study area, residential areas range from established neighborhoods (west of Bobby Jones) to more recently developed starter homes (north of Martinez Boulevard and off Devant) to deteriorating neighborhoods weakened by encroaching development (between Davis and Bobby Jones).

For-Sale Housing Market

The for-sale residential market in Richmond-Columbia Counties is centered on homes priced in the \$80,000-\$140,000 range. Exhibit H-5 on the following page displays residential sales data in Columbia County (east and west) and Richmond County (northwest, northeast and south) in 2002. In 2002, a total of 3,123 homes were sold in the five geographic areas with the highest sales volume in east Columbia County (1,931 homes or 62%), followed by northwest Richmond County (614 homes or 20%). The median sales price of within the five geographic areas was highest in east Columbia County and lowest in northeast Richmond County (\$134,000 compared to \$69,900).

Exhibit H-5

SUMMARY OF SINGLE-FAMILY SALES
Columbia and Richmond Counties
2002

Area	Listings Sold	Median Sales Price	Average Sales Price	Median List Price	Median Sales/List Price	Average Days on Market
Columbia County						
East Columbia County	1,931	\$134,000	\$155,663	\$134,900	99%	135
West Columbia County	55	\$83,000	\$95,949	\$83,900	99%	123
Richmond County						
Northwest Richmond County	614	\$87,900	\$107,097	\$88,900	99%	129
Northeast Richmond County	274	\$69,900	\$100,988	\$72,000	97%	105
South Richmond County	249	\$100,900	\$113,906	\$102,400	99%	142

Note: Includes single-family residential sales between January 1, 2002 and December 12, 2002.

Source: Multiple Listing Service

Among the 1,931 homes sold in east Columbia County, the average number of days on the market was 135 and the ratio of median sales price to list price was 99%. Homes tended to stay on the market the longest in south Richmond County where the average number of days on the market was 142.

Several sales agents interviewed expressed the view that the demand for townhomes and higher density single-family markets is high: "Five years ago, you couldn't give this type of housing away. Now they sell faster than we can build them." Prices for this type of product range widely from \$69,000 as high as \$146,000. Generally, lower priced units do not have garages.

Within Columbia County, several new communities are in the process of being developed. Riverwood Plantation is approximately 2,000 acres located in north Evans off of Washington Road. Riverwood Plantation offers a variety of homes priced from approximately \$140,000 to over \$350,000 that connect to three schools located in the heart of the development (elementary, middle and high school) via sidewalks. Three nine-hole golf courses are planned as well as commercial and higher density uses near Washington Road. "Founders Village" is also planned at Riverwood Plantation, which will offer homes priced at \$800,000 and up. Other large-scale communities planned or under construction (with expected prices ranging from \$100,000 to \$250,000) in Columbia County include:

- Mill Branch: A 1,080-acre Planned Unit Development (PUD) located on Lewiston Chamblin Roads at the I-20 interchange that will have a combination of single-family attached and detached

units, 480 apartments, commercial and professional uses. Construction should begin by the end of 2003.

- Tudor Branch: A 330-acre PUD off of Columbia Road, primarily comprised of single-family homes. Development should be completed over the next five to six years.
- Bartram Trail: An 872-acre development with single-family homes, commercial uses, a golf course and an assisted living facility. Zoning for the golf course and Phase I of single-family residential development has been approved.

Higher density for-sale housing planned or under construction (generally in the \$80,000-\$100,000 price range) in Columbia County include:

- Villages at Greenbrier: 285 townhomes off of Washington Road across from Hardy-McManus.
- Ivy Falls Plantation: Approximately 200 townhomes in the rear portion of Ivy Falls Plantation.
- Belair and I-20 Area: Two projects under construction with approximately 180 units.

One of the drawbacks of most of the new large-scale housing developments in Columbia County is their suburban orientation. Although developments such as Riverwood Plantation plan to incorporate higher density housing and commercial space, residents are removed from jobs, shopping and cultural and entertainment activities.

In terms of higher density housing development, Bay Hill is considered the most upscale product. Record high absorptions have been reported in the lower priced market: Evans Lake, which sells for \$69,000 to \$80,000, has been selling at a monthly average of 8.3 units. Plans for another such project are being drawn up for a location close to Bay Hill.

1. Bay Hill

Snead Road, Evans

- One and two story attached
- Total Units: 240 at build-out. 76 completed
- Average sales per month: 4.2 units
- 2 bedroom/2 bathroom and 3 bedroom/2 bathroom units
- Price range: \$113,000 to \$146,000
- Size range: 1,248-1,955
- Association fee: \$360

2. Diamond Ridge

Diamond Ridge Way, Evans

- Townhomes/2 story

- Total units: 48
- Average sales per month: 4 units
- Price range: \$69,000 to \$80,000
- Size: 1,642 square feet.
- Association fee: \$360

3. **Applecross**

Hornhead Drive, Martinez

- Total units: 100
- Average sales per month: 2.8 units
- Price range: \$93,000 to \$122,000
- Average size: 1,410 square feet
- Association fee: \$240

4. **Evans Lake**

Grand Slam Drive, Evans

- Total units: 50
- Average sold per month: 8.3 units
- Price range: \$69,000 to \$80,000. Sold out
- Size: 2 bedroom/2 bathroom units, 1,100 square feet vinyl sided units with only one floor plan, no garage.
- Location: close to railroad tracks on Evans to Locks Road.

5. **Crawford Mill**

Creek Mill Court, Grovetown

- Total Units: 260
- Type: 1 and 2 story vinyl sided attached units. Also some single-family detached units.
- Average sold per month: 2.5 units
- Price range: \$70,000 to \$72,000
- Size: 1,118 square feet
- Association fee: \$240

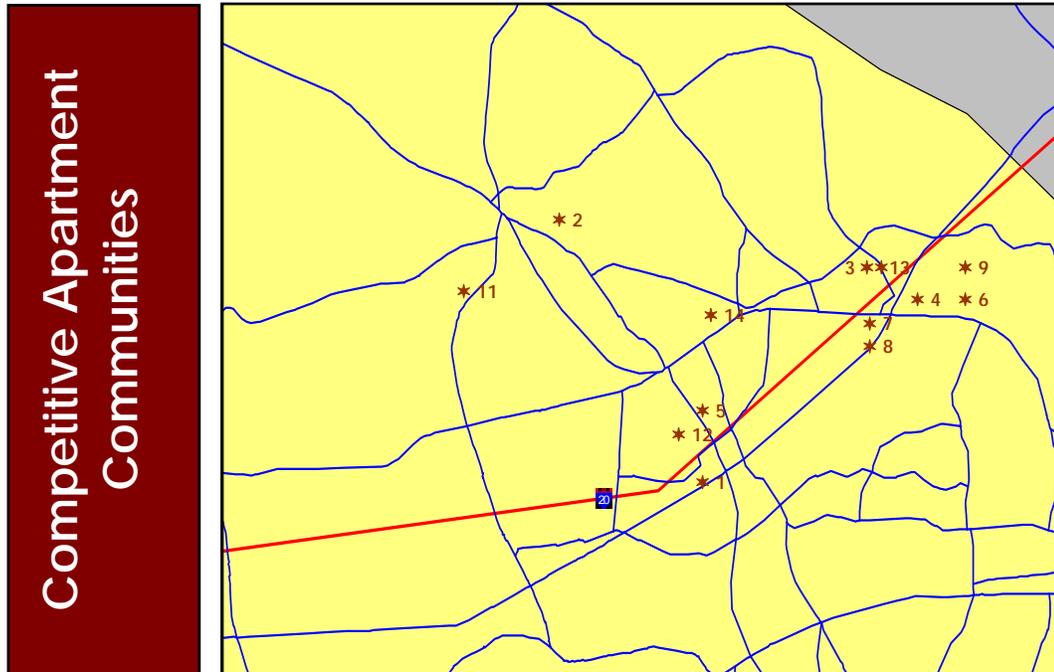
6. **Cammaron Townhomes**

Cammaron Way, Martinez

- Total Units: 83
- Average sold per month: 6
- Price range: \$70,000 to \$72,000
- Size: 1,176
- All 2 bedroom/2 bathroom

Rental Housing Market

To obtain an understanding of rents, sizes, occupancies, community/unit amenities of rental apartment projects in the Martinez area, Marketek conducted a survey of 14 nearby apartment projects in July 2003 which is presented in Exhibit H-6 on the following page and analyzed in this section. A map showing the locations of the projects surveyed follows Exhibit H-6.



The 14 projects surveyed include a total of 2,923 units. While all but two of the projects had occupancy rates of 90% and higher, most (nine) had occupancies of 95% and higher, indicating a tight market. The average (weighted) occupancy rate of all units surveyed is 94%.

On average, the communities surveyed were built 18 years ago. Only two of the projects surveyed (Walden Glen and Walden Hills) were built in the past five years. Most of the remaining projects surveyed were built in the 1970s and 1980s, demonstrating that a limited amount of new product has entered the area in recent years.

Among the apartment communities surveyed for which the unit mixes were available, two bedroom units are the dominant unit type, accounting for over one-half (61%) of units with an average monthly rent of \$641 and an average of 1,016 square feet in size. One bedroom units are the second most prevalent (35%), with an average monthly rent of \$512 and an average of 694 square feet in size. Three bedroom units account for only 3% of units in projects surveyed for which mixes were available, with rents averaging \$764 and unit sizes of 1,239 square feet. None of the projects surveyed offer efficiency units. Value ratios for one, two and three bedroom units are \$0.74, \$0.63 and \$0.62 per month, respectively.

Unit features and project amenities present in the communities surveyed generally include full kitchen with dishwasher, balcony or patio, cable-ready, pool, washer/dryer connections and on-site laundry. Upgrade features and amenities include: washer/dryer in unit, playground, clubhouse, fitness center and hot tub.

Renter profiles obtained from interviews with managers and on-site leasing agents confirm that while there is a mix of prospective tenants at the communities surveyed, tenants are typically young and older professionals, military personnel, hospital employees and medical students.

Despite strong population growth in Columbia County, there is only one apartment community currently under construction or planned for the immediate future in the county. Westwood Club Apartments, a 192-unit Low Income Housing Tax Credit project located on Washington Road near Owens Road, is currently under construction.

4.2 EXISTING MARKET DEMAND

Note:

Marketek, Inc. prepared the following document exclusively for the Central Martinez Area Study.

RETAIL MARKET ANALYSIS

The Martinez study area's revitalization program is intended to enhance its position as a commercial center for retail trade area residents. This section provides estimates of market support for retail uses in both the retail trade area and in the study area. The retail trade area designated for this research, as shown in the Demographic Overview, is based on drive time estimates from the study area and research regarding where existing and potential customers of study area businesses originate.

Retail Sales Potential and Supportable Space

The methodology for estimating statistical market support for retail space in the trade area is displayed in Tables RD-2 through RD-5. This methodology applies expenditure potential¹ by type of merchandise to trade area population figures in order to obtain potential sales volume for trade area residents. Given the fact that expenditures of households residing in the area immediately to the north of the study area (including Evans) is significantly above that of trade area residents and that these households will be a primary target market for new retail development in the study area, per household expenditures are adjusted to better reflect potential sales within the study area.

Potential sales are divided among six merchandise and service categories: *shoppers goods, convenience goods, food & beverages, automotive products, personal services* and *other retail expenditures*. Table RD-1 specifies the types of goods and services within several of these categories. For instance, "apparel" includes women's apparel, men's apparel, children/infant's apparel, footwear, watches and jewelry.

Exhibit RD-1

SUMMARY OF MERCHANDISE AND SERVICE CATEGORIES

Merchandise/Service Category	Types of Goods/Services
Apparel	Women's Apparel, Men's Apparel, Children's/Infant's, Footwear, Watches & Jewelry
Home Furnishings	Furniture, Floor Coverings, Major and Small Appliances, Household Textiles, Floor Coverings, PC Software and Hardware, Housewares, Dinnerware, Glassware, Lighting
Misc. Specialty Retail	Pet Care, Books & Periodicals, Sporting Equipment, Toys & Hobbies, Video Cassettes & Games, TV/VCR/Cameras, Audio Equipment
Food & Beverages	Food Away From Home, Alcoholic Beverages
Automotive Products	Gasoline, Motor Oil & Auto Fluids, Tires, Accessories, Parts & Equipment, Repair
Personal Services	Personal Care Services, Shoe Repair, Video Rental, Laundry & Dry Cleaning, Alterations, Clothing Rental & Storage, Watch & Jewelry Repair, Photo Processing & Supplies

Source: ESRI BIS

Estimates of sales per square foot of store space derived from the Urban Land Institute's *Dollars and Cents of Shopping Centers* are used to convert adjusted potential sales to supportable space estimates. In Table RD-2, for

¹ 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.

example, in the case of apparel, potential sales of \$301,095,144 at sales per square foot of \$194 will support 1,552,037 square feet devoted to this type of merchandise.

Table RD-2 shows that in 2003, there was the potential for approximately 10.5 million square feet of retail space based on potential expenditures of residents who reside in the retail trade area. That is, trade area residents have the potential to generate sales demand that will support 10.5 million square feet of retail space. However, these potential expenditures by residents may occur outside of the trade area if desirable goods and services are not offered within the trade area.

Exhibit RD-2
RETAIL EXPENDITURE POTENTIAL
Retail Trade Area
2003

Merchandise or Service Category	Per Household Expenditure	Potential Sales Volume	Target *Sales (\$/sq.ft.)	Potential Supportable Space(Sq. Ft.)
Apparel	\$2,841	\$301,095,144	\$194	1,552,037
Home Furnishings	\$2,394	\$253,651,968	\$189	1,342,074
Home Improvement	\$787	\$83,346,120	\$199	418,825
Misc. Specialty Retail	\$2,650	\$280,812,312	\$179	1,568,784
Shoppers Goods		\$918,905,544		4,881,719
Grocery	\$4,750	\$503,340,624	\$375	1,342,242
Pharmacy /Pers Care Products	\$913	\$96,751,440	\$319	303,296
Convenience Goods		\$600,092,064		1,645,538
Food & Beverages	\$3,517	\$372,667,896	\$227	1,641,709
Automotive Products	\$2,782	\$294,800,472	\$231	1,276,193
Personal Services	\$1,246	\$132,071,544	\$136	971,114
Other Retail Expenditures	\$198	\$20,982,240	\$201	104,389
Total		\$2,339,519,760		10,520,662

Potential Supportable Retail Space

10,520,662

Note: Target sales are based on the Urban Land Institute, "Dollars and Cents of Shopping Centers." Expenditures are adjusted to reflect above average expenditures of households living in close proximity to the study area. Data presented in 2003 dollars.

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

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Table RD-3 displays projected retail expenditure potential for the trade area for the year 2008. Based on population growth and subsequent increases in retail sales for the years 2003-2008, total supportable retail space in the trade area will have increased to 12.5 million square feet by the year 2008.

Exhibit RD-3

RETAIL EXPENDITURE POTENTIAL
Retail Trade Area
2008

Merchandise or Service Category	Per Household Expenditure	Potential Sales Volume	Target *Sales (\$/sq.ft.)	Potential Supportable Space(Sq. Ft.)
Apparel	\$2,893	\$356,615,179	\$194	1,838,223
Home Furnishings	\$2,437	\$300,423,782	\$189	1,589,544
Home Improvement	\$801	\$98,714,616	\$199	496,053
Misc. Specialty Retail	\$2,698	\$332,592,322	\$179	1,858,058
Shoppers Goods		\$1,088,345,899		5,781,877
Grocery	\$4,836	\$596,153,443	\$375	1,589,743
Pharmacy /Pers Care Products	\$930	\$114,591,792	\$319	359,222
Convenience Goods		\$710,745,235		1,948,964
Food & Beverages	\$3,581	\$441,385,493	\$227	1,944,429
Automotive Products	\$2,832	\$349,159,810	\$231	1,511,514
Personal Services	\$1,269	\$156,424,699	\$136	1,150,182
Other Retail Expenditures	\$202	\$24,851,232	\$201	123,638
Total		\$2,770,912,368		12,460,605

Potential Supportable Retail Space**12,460,605**

Note: Target sales are based on the Urban Land Institute, "Dollars and Cents of Shopping Centers." Expenditures are adjusted to reflect above average expenditures of households living in close proximity to the study area. Data presented in 2003 dollars.

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

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Exhibit RD-4

RETAIL EXPENDITURE POTENTIAL
Retail Trade Area
2013

Merchandise or Service Category	Per Household Expenditure	Potential Sales Volume	Target *Sales (\$/sq.ft.)	Potential Supportable Space(Sq. Ft.)
Apparel	\$2,970	\$387,218,951	\$194	1,995,974
Home Furnishings	\$2,502	\$326,205,357	\$189	1,725,954
Home Improvement	\$822	\$107,186,043	\$199	538,623
Misc. Specialty Retail	\$2,770	\$361,134,515	\$179	2,017,511
Shoppers Goods		\$1,181,744,866		6,278,063
Grocery	\$4,966	\$647,313,755	\$375	1,726,170
Pharmacy /Pers Care Products	\$955	\$124,425,757	\$319	390,049
Convenience Goods		\$771,739,511		2,116,219
Food & Beverages	\$3,677	\$479,264,028	\$227	2,111,295
Automotive Products	\$2,908	\$379,123,781	\$231	1,641,228
Personal Services	\$1,303	\$169,848,653	\$136	1,248,887
Other Retail Expenditures	\$207	\$26,983,899	\$201	134,248
Total		\$3,008,704,739		13,529,941

Potential Supportable Retail Space**13,529,941**

Note: Target sales are based on the Urban Land Institute, "Dollars and Cents of Shopping Centers." Expenditures are adjusted to reflect above average expenditures of households living in close proximity to the study area. Data presented in 2003 dollars.

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

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Exhibit RD-5
 POTENTIAL SUPPORTABLE RETAIL SPACE
 Retail Trade Area
 2003-2013

Merchandise or Service Category	2003	2008			2013			Total Study Area Capture
	Retail Trade Area	Retail Trade Area	Numeric Increase	Study Area Capture	Retail Trade Area	Numeric Increase	Study Area Capture	
<i>Shoppers Goods</i>								
Apparel				12%			13%	
Potential Sales	\$301,095,144	\$356,615,179	\$55,520,035	\$5,083,211	\$387,218,951	\$30,603,771	\$3,035,466	\$8,118,677
Supportable SF	1,552,037	1,838,223	286,186	26,202	1,995,974	157,751	15,647	41,849
Home/Furniture								
Potential Sales	\$253,651,968	\$300,423,782	\$46,771,814	\$5,612,618	\$326,205,357	\$25,781,574	\$3,351,605	\$8,964,222
Supportable SF	1,342,074	1,589,544	247,470	29,696	1,725,954	136,410	17,733	47,430
Home Improvement								
Potential Sales	\$83,346,120	\$98,714,616	\$15,368,496	\$2,236,613	\$107,186,043	\$8,471,427	\$1,335,605	\$3,572,218
Supportable SF	418,825	496,053	77,229	11,239	538,623	42,570	6,712	17,951
Misc. Retail								
Potential Sales	\$280,812,312	\$332,592,322	\$51,780,010	\$6,213,601	\$361,134,515	\$28,542,193	\$3,710,485	\$9,924,086
Supportable SF	1,568,784	1,858,058	289,274	34,713	2,017,511	159,454	20,729	55,442
Total								
Potential Sales	\$918,905,544	\$1,088,345,899	\$169,440,355	\$19,146,042	\$1,181,744,866	\$93,398,966	\$11,433,161	\$30,579,204
Supportable SF	4,881,719	5,781,877	900,158	101,951	6,278,063	496,185	60,821	162,671
<i>Convenience Goods</i>								
Grocery				10%			12%	
Potential Sales	\$503,340,624	\$596,153,443	\$92,812,819	\$9,281,282	\$647,313,755	\$51,160,312	\$6,139,237	\$15,420,519
Supportable SF	1,342,242	1,589,743	247,501	24,750	1,726,170	136,427	16,371	41,121
Pharmacy/ Personal Care Prod								
Potential Sales	\$96,751,440	\$114,591,792	\$17,840,352	\$1,784,035	\$124,425,757	\$9,833,964	\$1,180,076	\$2,964,111
Supportable SF	303,296	359,222	55,926	5,593	390,049	30,827	3,699	9,292
Total								
Potential Sales	\$600,092,064	\$710,745,235	\$110,653,171	\$11,065,317	\$771,739,511	\$60,994,276	\$7,319,313	\$18,384,630
Supportable SF	1,645,538	1,948,964	303,427	30,343	2,116,219	167,255	20,071	50,413
<i>Food & Beverages</i>								
Potential Sales	\$372,667,896	\$441,385,493	\$68,717,597	\$7,558,936	\$479,264,028	\$37,878,536	\$4,545,424	\$12,104,360
Supportable SF	1,641,709	1,944,429	302,721	33,299	2,111,295	166,866	20,024	53,323
<i>Automotive Products</i>								
Potential Sales	\$294,800,472	\$349,159,810	\$54,359,338	\$3,805,154	\$379,123,781	\$29,963,971	\$2,097,478	\$5,902,632
Supportable SF	1,276,193	1,511,514	235,322	16,473	1,641,228	129,714	9,080	25,553
<i>Personal Services</i>								
Potential Sales	\$132,071,544	\$156,424,699	\$24,353,155	\$2,435,316	\$169,848,653	\$13,423,954	\$1,610,874	\$4,046,190
Supportable SF	971,114	1,150,182	179,067	17,907	1,248,887	98,706	11,845	29,751
<i>Other Retail Expenditures</i>								
Potential Sales	\$20,982,240	\$24,851,232	\$3,868,992	\$386,899	\$26,983,899	\$2,132,667	\$213,267	\$600,166
Supportable SF	104,389	123,638	19,249	1,925	134,248	10,610	1,061	2,986
Total								
Potential Sales	\$2,339,519,760	\$2,770,912,368	\$431,392,608	\$44,397,663	\$3,008,704,739	\$237,792,370	\$27,219,518	\$71,617,181
Supportable SF	10,520,662	12,460,605	1,939,943	201,797	13,529,941	1,069,336	122,901	324,698

Note: This exhibit represents the estimated potential demand for new retail sales and space in the Martinez retail trade area in the years 2008 and 2013. This potential demand estimate is based on the projected expenditure potential of retail trade area households by type of merchandise or service and projected household growth.

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

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Table RD-4 provides the same type of analysis for the year 2013 when supportable space will have increased to approximately 13.5 million square feet.

Table RD-5 on the previous page distributes increases in sales and supportable retail space among the various retail categories for the years 2003, 2008 and 2013. Table RD-5 also provides an estimate of the study area's capture of the increase in potential sales and demand for space for the years 2008 and for 2013.

Based on this analysis, sales by trade area retailers of selected *shoppers goods* have a potential to reach \$919 million in 2003, \$1.1 billion by 2008 and \$1.2 billion by 2013. In 2003, this sales level would support 4.9 million square feet devoted to *shoppers goods*. By 2008, supportable space for *shoppers goods* is projected to reach 5.8 million square feet of space, and by 2013, supportable space will potentially have increased to 6.3 million square feet.

Utilizing the assumption that the majority of space devoted to *shoppers goods* will continue to be concentrated in the major shopping centers and commercial strip development located in the trade area, the study area's projected capture of the potential increase in total trade area demand for *shoppers goods* during the study period 2003-2013 is conservative. The projection shows that the study area has the potential to capture 12% of the increase in total sales generated by trade area residents by 2008 and an additional 13% by 2013. The study area's capture rates for *shoppers goods* and other retail categories are primarily based on Marketek's experience in similar shopping districts throughout the nation (i.e., the proportion of sales comparable shopping districts have been able to capture), the study area's current retail potential relative to the trade area and the study area's competitive advantages once redeveloped.

Based on these capture rates, the study area has the potential of drawing an additional \$19.1 million in *shoppers goods* sales by 2008 and \$11.4 million by 2013. These increases in sales translate into 101,851 square feet of supportable retail space by 2008 and an additional 60,821 square feet by 2013. *Shoppers goods* that would appeal to the target markets of area employees, residents and visitors include: books, music/tapes/CDs, computers/software, card/stationery/gifts, camera equipment, electronics, flowers, sporting goods, pet supplies, art and craft gallery, jewelry, shoes and men's, women's and children/infant's apparel.

The primary target market for *convenience goods* in the study area will be nearby residents. Twenty-seven percent (27%) of trade area residents live within a seven-minute drive of the study area; 41% live within a ten-minute drive. By 2008, Table RD-5 estimates that the study area should be able to capture at least 10% of the trade area's potential increase in convenience store sales to produce additional sales of approximately \$11.1 million or demand for 30,343 square feet of additional convenience store space. By the year 2013, additional sales of \$7.3 million or approximately 20,071 square feet of new convenience store space is

potentially supportable in the study area.

Primary target markets for restaurants and other eating places (which fall within the *food & beverages* category) are trade area residents, visitors and people who work in area. By 2008, the study area should be able to capture at least 11% of the increase in the sales of *food & beverages* in the trade area resulting in additional demand of approximately 33,299 square feet of such space in the study area.

By the year 2013, the study area should be able to expand its offering of *food & beverage* businesses that will result in an increase of \$4.5 million in sales or demand for 20,024 square feet of additional space. This sales level represents 12% of the increase in total trade area potential demand for *food & beverage* businesses from 2008 to 2013. This is based upon the assumption that by the year 2013, the study area should have established itself as an expanded mixed-use commercial center with a wide variety of specialty shopping, entertainment, restaurants, new housing and office uses.

The study area has the potential to capture 7% of the trade area's *automotive product* sales in 2008 and 2013, translating into sales of \$3.8 million in 2008 and \$2.1 million in 2013. The increase in potential sales of *automotive products* will support an additional 16,473 square feet of space in 2008 and another 9,080 square feet in 2013.

The increase in *personal services* sales for the trade area is projected at \$24.4 million by the year 2008, increasing by an additional \$13.4 million by the year 2013. A 10% capture of increased sales for the trade area would justify an increase of 17,907 square feet of space devoted to *personal services* by the year 2008. Based on a 12% capture by the year 2013, support for personal services space in the study area will have increased by another 11,845 square feet.

The types of *personal services* that might be considered in the retail mix include: laundry/dry cleaners, beauty/barber shops, repair shops for shoes, bikes and film processing. Types of services that will be in demand by area employees and residents of the surrounding neighborhoods might include: banks and financial services, shipping/packing service and copy center.

Table RD-5 shows that the study area should be able to capture 10% of *other retail sales* within the trade area in 2008 and 2013, which would result in 1,925 square feet of retail space in 2008 and 1,061 square feet of space in 2013.

The estimate for new potential demand for retail space in the study area should be considered conservative based on the fact that employee and visitor/tourism expenditures are not factored into the estimate. As discussed in the Demographic Profile, more than 20,000 employees work within a two-mile radius of the study area. Also, interviews have suggested that trade area consumers presently look outside of the Augusta area (e.g., in Atlanta and Charlotte) for higher-end shoppers

goods, indicating a current shortage in the area. Attracting businesses that fill this void will help redirect these sales to the study area.

It is our opinion that with aggressive marketing and various types of incentives, new retail businesses that choose to locate in the study area will be willing to pay lease rates comparable to those paid by tenants in more successful shopping centers throughout the trade area. Experience has shown that successful “town center” developments tend to have trade areas beyond those of conventional retail developments and as they mature, rents and land prices (retail, office and residential) also escalate.

Retail Spending Activity

The Spending Potential Index (SPI) is a measure of market activity developed by ESRI Business Information Solutions and denotes actual dollars *spent* on certain goods and services. When the SPI is equal to 100 for a specific type of merchandise, consumers are buying or spending at a rate equal to the national average. A SPI greater than 100 indicates that consumers are buying or spending above the national average. In other words, the SPI is an indicator of what prices consumers will pay and/or the level of their discretionary income they are willing to devote to a particular good or service. Exhibit RD-6 on the following page shows the SPI of trade area households as well as households within Zip Codes located close to the study area.²

Overall, the data presented in Exhibit RD-6 demonstrate that consumers within the retail trade area buy all of the goods and services displayed at a rate below the national average. This phenomenon is likely a result of the fact that household income levels throughout the retail trade area are moderate and therefore households have less money available for shopping. Also, a below average SPI can be partially attributed to big-box discount stores locally and in nearby cities (e.g., Atlanta and Charlotte) that allow residents to comparison shop to find the “best deal.” Conversely, spending levels of households within nearby Zip Codes (which are significantly more affluent) are consistently above average, illustrating the spending potential of these households.

Although retail trade area households spend less for the goods and services displayed in Exhibit RD-6, spending was closest to the national average for all types apparel (SPI=92): men’s and women apparel (SPI=91), children/infant’s apparel (SPI=94), watches & jewelry (SPI=93) and footwear (SPI=92). Other types of goods and services for which trade area households spend closer to the national average include child care (SPI=99), video rental (SPI=92), luggage (SPI=92), games & toys (SPI=91), furniture (SPI=91), television & video equipment (SPI=91), theater & movies (SPI=91), computer information services (SPI=94) and software (SPI=91). It is important to note that while spending is below average for the various types of goods and services listed in RD-6, retail trade area consumers demand an array of goods and services – on the whole they just tend to

² Nearby Zip Codes include 30809 and 30907, within which the cities of Martinez and Evans are located. Households within these Zip Codes will be a key target market for new study area businesses.

pay less for them. Therefore, moderately priced goods and services would likely be most attractive to these households.

Among households within nearby Zip Codes, spending was far above average for all types of apparel (SPI=121 to 127), child care (SPI=150), cameras & equipment (SPI=129), computer information services (SPI=144) and software (SPI=137), film processing (SPI=132), games & toys (SPI=128), dining out (SPI=124), households furnishings (SPI=129), furniture (SPI=130),

Exhibit RD-6

SPENDING POTENTIAL INDEX OF SELECTED GOODS AND SERVICES
Retail Trade Area and Martinez/Evans Area
2003

Merchandise/ Service Category	Spending Potential Index		Merchandise/ Service Category	Spending Potential Index	
	Trade Area	Martinez/ Evans		Trade Area	Martinez/ Evans
Apparel	92	123	Financial Services		
Men's	91	127	Auto Loans	92	118
Women's	91	121	Home Loans	92	135
Children's	94	124	Investments	89	135
Infant's	94	129	Home		
Footwear	92	116	Home Improvement	87	118
Watches & Jewelry	93	126	Maintenance & Repair	88	118
Other Apparel	92	126	Repair Materials	86	117
Automotive Aftermart	89	120	Housekeeping Services	92	141
Automotive Maintenance & Repair	90	124	Household Furnishings	90	129
Gasoline and Motor Oil	89	118	Household Textiles	90	127
Books & Periodicals	88	122	Furniture	91	130
Cameras & Equipment	89	129	Major Appliances	89	119
Child Care	99	150	Other Household Furnishings	90	130
Computer			Insurance		
Computer Information Services	94	144	Homeowners/Renters	88	118
Personal Computer Software	91	137	Vehicle	90	123
Entertainment			Life	91	124
Entertainment Fees & Admissions	91	136	Health	87	111
Membership Fees	90	133	Lawn & Garden	89	126
Sporting Events	93	140	Luggage	92	139
Sports Participation	91	136	Moving & Storage	91	130
Theater/Movies	91	131	Optical Goods	89	122
Recreational Lessons	93	146	Paint	90	123
Video Rental	92	129	Pets & Supplies	89	128
Film Processing	90	132	Sporting Goods	90	131
Games and Toys	91	128	Telephone Services	90	114
Food & Beverages			Television & Sound Equipment	90	120
Groceries	89	115	Television and Video Equipment	91	125
Bakery & Cereal Products	88	115	Music Equipment/Accessories	90	125
Meats, Poultry, Fish & Eggs	90	113	Cable Television	89	113
Dairy Products	88	116	Rental & Repair of TV/Sound	90	122
Fruits & Vegetables	88	115	Travel	89	130
Other Foods at Home	89	117	Air Fare	89	132
Meals at Restaurants	90	124	Hotels/Motels	89	131
Alcoholic Beverages	90	127	Rental Cars	92	138
Nonalcoholic Beverages	88	114	Food/Drink	89	129

Source: ESRI BIS

household textiles (SPI=127), luggage (SPI=139), pets & supplies (SPI=128)

sporting goods (SPI=131), travel (SPI=130), video rental (SPI=124), television & sound equipment (SPI=125) and music equipment (SPI=125). Higher priced, specialty merchandise would be most appealing to these households, particularly as there appears to be a shortage of such goods and services in the area.

Retail Purchasing Activity by Lifestyle Group

While SPI is a measure of spending activity, the purchase potential index (PPI) measures consumer's tendency to *buy* certain goods and services. In other words, the PPI indicates that there is higher (PPI>100) or lower (PPI<100) than average demand for a product or service. Exhibit RD-7 on the following page displays the PPI for various types of merchandise among the primary lifestyle groups within the retail trade area and nearby Zip Codes. The data displayed in Exhibit RD-7 should be used to gauge the types of businesses that would appeal to certain markets in the retail trade area – e.g., *Enterprising Young Singles* versus *Prosperous Baby Boomers*. In many instances, there is high demand for merchandise among multiple lifestyle groups.

Exhibit RD-7 shows that the primary Lifestyle groups within the retail trade area and in nearby Zip Codes are active consumers with above average demand in several service and merchandise categories. In particular, these Lifestyle groups most often demand children's apparel, baby products, gardening supplies, pet supplies, household furnishings and home improvement items. Primary Lifestyle groups also enjoy dining out at family restaurants and needlework.

The data presented in Exhibit RD-7 should not be used solely to identify businesses that will be "all things to all markets." Attracting niche businesses that serve specific target markets will be the key to a successful business recruitment and retention program in the study area.

Target Markets for Retail Development

To optimize chances for redeveloping the study area as a vibrant mixed-use district, the future business mix should cater to the needs and preferences of its primary target markets. Primary target markets for retail development in the study area are trade area residents (including affluent households north of the study area), employees that work at nearby businesses and visitors (particularly travelers along I-20). The following summarizes the characteristics and preferences of each.

- *Trade Area Residents*

The demographic characteristics of trade area residents are presented in the Demographic Overview. In 2003, 309,188 people lived within a 20-minute drive of the study area, which is expected to increase to almost 324,031 by 2008. The age distribution of residents is comparable to the state of Georgia, with an almost equal proportion of residents within the "prime consumer age category" (i.e., 25 to 64). While, trade area households generally have incomes below state levels, growing suburbs immediately to the north of the study area are increasingly affluent. In terms of racial and ethnic composition, the trade area population is predominantly white (57%).

Exhibit RD-7

PURCHASE POTENTIAL INDEX OF SELECTED GOODS AND SERVICES AMONG PRIMARY LIFESTYLE GROUPS

Merchandise or Service Category	Primary Lifestyle Groups					
	Young, Frequent Movers	Prosperous Baby Boomers	Enterprising Young Singles	Baby Boomers w/ Children	Semirural Lifestyle	Successful Suburbanites
Apparel						
Purchased women's apparel	98	107	104	103	106	99
Purchased men's apparel	99	110	102	102	107	113
Purchased adult dress shoes	86	123	119	103	114	138
Purchased adult casual shoes	89	120	116	98	121	120
Purchased adult athletic shoes	100	106	104	105	106	104
Purchased children's apparel: 1-5 yrs	99	117	87	103	101	103
Purchased children's apparel: 6-12 yrs	103	113	73	114	111	115
Purchased fine jewelry	106	109	110	104	121	122
Purchased costume jewelry	105	116	94	103	116	116
Purchased watch	103	108	115	103	101	89
Restaurants						
Eat at family restaurants 6+/month	100	119	112	114	110	119
Eat at family restaurants 2-5/month	109	108	100	99	104	105
Eat at family restaurants <2/month	108	102	97	105	111	80
Take out: pizza	101	117	103	112	113	115
Take out: Mexican	100	128	114	111	107	128
Take out: Chicken	82	123	94	92	117	132
Take out: Chinese	109	115	117	92	99	106
Enjoy foreign food	95	120	117	105	114	125
Electronics						
Purchased Separate Components	84	89	110	119	94	82
Purchased Compact/Console Stereo	87	116	116	103	103	99
Own 4+ televisions	82	124	69	112	138	171
Own 2+ VCRs	94	128	92	116	130	144
Own camcorder	97	150	84	124	149	180
Rent 31+ video cassettes	113	128	126	135	123	124
Purchase PC/Software/Peripherals	85	153	114	117	147	196
Gardening						
Indoor gardening/plants	81	119	98	101	117	116
Outdoor flower gardening	93	115	85	114	131	130
Outdoor vegetable gardening	94	96	63	129	124	105
Books						
Purchased paperback book	102	129	112	101	121	142
Purchased hardcover book	84	131	122	101	128	155
Purchased travel book	54	147	116	73	135	196
Purchased children's book	72	116	85	100	122	130
Purchased cook book	100	128	123	113	120	135
Baby Products						
Purchased infant toys	93	128	95	122	118	105
Purchased infant clothing	103	119	93	111	111	108
Purchased infant sleepwear	89	121	93	124	106	116
Pets						
Own dog	130	117	67	119	122	108
Own cat	129	106	87	109	119	110
Use dog/cat treats	129	130	88	123	131	111
PC Usage						
Own PC at home	85	150	111	117	145	189
Use PC at home 10+ hrs/wk	89	147	110	114	148	222
Use/subscribe to Internet	81	155	144	113	137	211
Hobbies/Interests						
Cooking	80	112	114	105	119	123
Bars/nightclubs	94	111	147	103	118	102
Dancing	100	92	138	115	103	90
Needlework	101	111	90	103	102	108
Listening to music	91	115	117	105	114	122
Photography	84	114	103	112	112	132
Household Furnishings						
Purchased household furniture	98	116	105	114	113	109
Purchased tableware/dinnerware	104	115	109	96	107	117
Purchased bedding/bath/linens	97	111	103	104	113	107
Home Improvements						
Made home improvements	107	113	73	115	124	122
Did home remodeling	112	195	56	117	134	121

Note: The Purchase Potential Index (PPI) is household-based and represents the propensity to purchase a product or service relative to the national average of 100. The above data represents how often various lifestyle group households throughout the nation purchase goods and services.

Source: ESRI BIS

The Demographic Overview also expands the analysis of resident demand with detailed Lifestyle profiles of trade area residents. As there is no single dominant Lifestyle group within the trade area, overlapping characteristics of the primary groups should be combined to shed light on consumer preferences and needs. Generally, trade area households are young to middle age, many with school age children. Incomes vary from low to moderate to above average. Primary Lifestyle group households tend to be active consumers, purchasing various types of merchandise and services at above average rates but below average prices. Many lead active lifestyles including exercise, hunting and fishing, dining out and getting take-out and going to the movies.

Based on demographic characteristics of trade area households, Lifestyle data, retail spending and purchasing activity and feedback from stakeholders and realtors, the types of goods that would be most appealing to area residents include: home furnishings and accessories, electronics (including PCs/accessories), pet supplies, gardening supplies, men's, women's and children's clothing, shoes, sports equipment, outdoor gear, children's toys and inexpensive jewelry. The types of convenience goods and services that would appeal to residents (particularly those living within close proximity to the study area) include: take-home/prepared meals, a specialty market, video rental, day care, movie theater, bar/grille, nightclub, drycleaner/alterations and exercise studio/gym.

With ample chain and fast food restaurants scattered along Washington Road, one-of-a-kind restaurants (e.g., ethnic cuisine, deli, sidewalk cafes, pizza, family restaurants, dessert/coffee) that give area residents, employees and visitors a reason to travel to the study area should be targeted. Expanded entertainment options, especially those that invoke a sense of community (e.g., a farmer's market, outdoor theater, concerts and community events), would help separate the study area from nearby shopping venues as well as serve a clear need in the area.

- *Employees*

Employees who work within the immediate vicinity of the study area are a captive market in the sense that they are in the area for at least eight hours a day, five days a week and, consequently, would be likely to shop, run errands and eat out in the study area if the appropriate businesses were present. In other words, more than 20,000 people are within a short drive or walk from the study area five days a week, most of whom represent a significant market for new retail development.

Also a valuable target market are commuters who rely on Bobby Jones Expressway or Washington Road to get to and from work and may look to study area businesses to satisfy a portion of their daily needs (e.g., take-home food, drycleaner/tailor, daycare) if quality businesses were present.

General information on workday shopping behavior from surveys conducted by the International Council of Shopping Centers and other organizations follows:

- The major advantage of shopping close to the workplace is convenience.
- The items purchased most frequently by workers include cards, stationery, gifts, drugstore items, books and magazines, music/CDs and video rentals.
- With lesser frequency, workers buy office supplies, jewelry, apparel and accessories, linens, housewares, cosmetics and perfume, sporting goods and arts and crafts.
- The types of convenience goods perceived as being most needed by the daytime population are baked goods, take-home dinners and groceries.
- Workers will stop for after work activities (e.g., drinks, dinner and shopping) from time to time when such opportunities are available. Some will be inclined to come back to the business district to eat and shop on weekends.
- Most desired leisure/entertainment services are restaurants/bars and movie theaters. Banks and financial services, exercise studios, drycleaners/alterations, film processing, office supply, mail/packaging and copy centers are perceived as being desired types of personal or business services.

- *Visitors*

While Augusta has worked hard to target the visitor market, primary tourist attractions are located south of I-20 (e.g., downtown Augusta and Augusta National Golf Club). Despite this drawback, the study area is within a short drive of hotel/motel rooms concentrated along I-20 and Washington Road. Visitors looking for something to do in the evenings could be drawn to the study area, assuming that there are unique and quality businesses present.

Motorists traveling along I-20 are another potential market that could be attracted to the study area. The study area's immediate access to I-20 combined with limited retail offerings between the Atlanta metro area and Columbia increases the likelihood that motorists would be willing to pull off the highway to get something to eat or shop. Again, this assumes that a variety of quality and unique businesses are present and that they are marketed and visible to travelers.

The Georgia Department of Industry, Trade and Tourism estimates that in calendar year 2002, tourism generated more than \$24 billion throughout the State. In calendar year 2002, tourist expenditures directly supported approximately 207,100 tourism-related jobs³ in the State; a majority of these expenditures (39%) were in the food and drink industry. Tourist expenditures in Georgia generated almost \$682 million in state tax revenue.

³ Estimate includes total jobs regardless of hours worked rather than full time equivalent jobs.

The following types of businesses and services serve the visitors/tourist market:

- Restaurants and eating places representing a variety of cuisine and prices (one-of-a-kind restaurants making Martinez worth the trip)
- Cultural activities (music, theater, dance)
- Nightclubs/bars
- Non-manufactured goods such as arts/crafts/building arts
- Unique gift shops
- Convenience goods
- Recreational/sporting goods and services
- Apparel

Retail Development Guidelines

The single most important competitive advantage of retail development throughout the study area will be its ability to provide residents, area employees and visitors with a variety of shopping and entertainment options that are not only convenient but unlike what they can find elsewhere in the area. A large share of Martinez's major commercial development is concentrated along Bobby Jones Expressway and Washington Road, much of which is comprised of national retail chains in a ubiquitous commercial strip setting. The end result is that existing retail development in and around the study area offers nearby residents convenience, ample choices and an experience almost identical to hundreds of commercial areas throughout the nation: "Anywhere USA."

As new entertainment, shopping, housing and office uses are developed in the study area, it is imperative to the future success of this development that it adhere to several guiding principles to reinforce and enhance its distinct identity. These principles are reflected in the following guidelines:

- **Work to promote business clustering.** A critical component of retail development is the creation of a unified district with complementary businesses that benefit from each other's sales, customers and markets. The primary vehicle for developing unified groups of stores and businesses is clustering – creating mutual advantages in terms of pedestrian flow and shared markets between businesses. Successful clustering is dependent upon having the appropriate mix of businesses that will create market synergies and an uninterrupted grouping of businesses that draw customers to and through the entire district. A direct result of successful clustering is that it creates a critical mass of businesses that encourages customer traffic. When compatible or complementary businesses are clustered together, the likelihood increases that customers will go to more than one business and spend more money by making multiple purchases. "One purchase leads to another" is a time-tested, fundamental principle of consumer behavior. Educating business owners, property owners and real estate professionals about the importance of using this business development tool is critical.

- **Look beyond strip development.** Strip development is one-dimensional, encouraging customers to complete their tasks and leave as quickly as possible without any interaction with the community itself. Shopping centers that lack a sense of place, that fail to connect with other aspects of daily life and that do not heighten the joy/experience of shopping are ones that will loose in the long run. The study area should not only attract a mix of uses (residential, office, institutional, services, restaurant, entertainment and retail) but should be developed in such a way that residents, customers and workers feel connected to each other and their environment.
- **Minimize the use of the automobile.** A safe, pleasant and convenient atmosphere for pedestrians and bicyclists will encourage movement throughout the entire district. Although customers will more often than not use their cars to reach the study area, using design and land use planning to encourage pedestrian activity within the study area as well as enticing residents and workers to walk to shopping and entertainment will enliven the overall area, reduce traffic and invoke a sense of community.
- **Consistent architectural scale and style.** Honoring the historic character of the community through consistent design and scale will elevate local residents' comfort level with new development and provide shoppers with modern day goods and services in a historic, small town setting, which is increasingly hard to find.
- **Focus on attracting unique businesses and activities.** Offering unique goods and services is the best way to draw multiple target markets – area employees, residents and visitors – to the study area. One-of-a-kind mom-and-pop restaurants (e.g., sidewalk cafes, dessert shops, home cooking, ethnic cuisine, etc.) or shops that focus on customer service and, perhaps, have ties to the community will be the easiest to attract to the study area and will contribute to the its sense of place (i.e., “place making” businesses). While national retailers can act as anchors, smaller, unique stores should be a major component of business recruitment.
- **Use land resources efficiently.** Work to reuse existing sites (e.g., underutilized strip centers) and encourage infill development. Ultimately, the study area should be densely developed core area with a mix of residential, commercial, cultural and office uses.

RESIDENTIAL MARKET ANALYSIS

The residential market analysis is focused on the for-sale and rental residential markets in the Martinez area. The residential market area is defined as a 25-minute drive from the study area and is considered to be the area from which a majority of potential study area residents will be drawn. Using demographic data presented in the Demographic Overview (e.g., population growth, household income data) and 2000 Census data, estimates of potential demand for the for-sale and rental sectors for the 2003-2013 period are provided. Estimated potential demand for for-sale and rental housing is calibrated with Lifestyle data to help determine the proportion of households in the market area that are realistic target markets for residential development in the study area.

Potential Demand for For-Sale and Rental Housing

A statistical demand analysis was performed for the residential market area to estimate the potential market depth for for-sale housing (Exhibit HD-1). Even though this 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 annual potential demand for 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. The analysis uses the average annual increase in population beginning with the 2003 estimated household base and the projected 2003-2013 annual increase in new households.

In both the owner and renter demand analyses, the more quantitatively significant source of potential demand, turnover, has as a base the estimated number of owner or renter occupied units that will exist within the market area during the next ten years. Projected owner or renter occupied households are qualified or segmented by owner or renter turnover rates (derived from the 2000 Census).

New households that will potentially be owners are qualified by Lifestyle group, income and household size. Recognizing that potential demand for study area housing will depend on housing preferences of market area households, Lifestyle data are used to narrow the estimated potential demand to include households that would be most attracted to new housing developed in the study area (e.g., single-person households, empty nesters, professional couples with few or no children). In other words, the appeal of residential development in the study area will vary depending on a household's characteristics or preferences. For instance, a large family may demand a house with a big yard in a suburban setting over a loft-style home in a mixed-use setting.

It is assumed that a majority of prospective homebuyers have annual incomes of \$35,000 and higher and live in one to three person households. Based on the estimate that 67% of market area households will own rather

than rent and that 70% of new households moving into the market area will own their homes, Exhibit HD-1 estimates that over the next ten years 1,190 households will be potential buyers of higher density, new market rate housing built in the market area each year.

Exhibit HD-1

POTENTIAL ANNUAL DEMAND ANALYSIS FOR FOR-SALE UNITS
Residential Market Area
2003-2013

New Household Demand		Turnover	
Annual New Households (1)	1,638	Total Households (1)	129,614
Owner Propensity	70%	Owner Propensity	67%
Number	1,147	Number	86,841
Target Market Adjustment (2)	20%	Turnover Rate (5)	10%
Number	229	Number	8,684
Income Qualified (3)	59%	Target Market Adjustment (6)	25%
Number	135	Number	2,171
Household Size Qualified (4)	74%	Income Qualified (7)	59%
Sub-Total	100	Number	1,281
		Household Size Qualified (8)	73%
		Sub-Total	935
Adjustment Factor (9)			15%
Total Potential Annual Market Demand			1,190

1. ESRI BIS
2. Based on Lifestyle data, estimated proportion of new households to whom the proposed type of housing would appeal.
3. Estimated proportion of new households with annual incomes of \$35,000 and greater.
4. Estimated proportion of new households with 1, 2 and 3 persons.
5. U.S. Bureau of the Census estimate of the number of owner households that turnover within a 15 month period.
6. Based on Lifestyle data, estimated proportion of existing market area households to whom the proposed type of housing would appeal.
7. Estimated proportion of existing households with annual incomes of \$35,000 and greater.
8. Estimated proportion of new households with 1, 2 and 3 persons.
9. Adjustment for households that fall outside of the model.

Sources: Marketek, Inc.; Census 2000; ESRI BIS

Exhibit HD-2 presents the potential demand for market rate rental product within the market area. Similar to Exhibit HD-1, households are qualified by Lifestyle group, income and household size. One to three person households with annual incomes between \$25,000 and \$50,000 are represented in Exhibit HD-2. An estimated 1,335 annual households in the market area are potential renters at market rate projects set in a mixed-use setting. The potential demand analysis completed for this study does not include prospective households from outside the market area that would be drawn to the study area as redevelopment progresses.

Exhibit HD-2

POTENTIAL ANNUAL DEMAND ANALYSIS FOR RENTAL APARTMENT UNITS
Residential Market Area
2003-2013

New Household Demand		Turnover	
Annual New Households (1)	1,592	Total Households (1)	129,614
Renter Propensity	30%	Renter Propensity	33%
Number	478	Number	42,773
Target Market Adjustment(2)	20%	Turnover Rate (5)	49%
Number	96	Number	20,959
Income Qualified (3)	29%	Target Market Adjustment(6)	25%
Number	28	Number	5,240
Household Size Qualified (4)	76%	Income Qualified (7)	29%
Subtotal	21	Number	1,519
		Household Size Qualified (8)	75%
		Sub-Total	1,140
Adjustment Factor (9)			15%
Total Potential Annual Market Demand			1,335

1. ESRI BIS
2. Based on Lifestyle data, estimated proportion of new households to whom the proposed type of housing would appeal.
3. Estimated proportion of new households with annual incomes of \$25,000-\$50,000.
4. Estimated proportion of new households with 1, 2 and 3 persons.
5. U.S. Bureau of the Census estimate of the number of renter households that turnover within a 15 month period.
6. Based on Lifestyle data, estimated proportion of existing market area households to whom the proposed type of housing would appeal.
7. Estimated proportion of existing households with annual incomes of \$25,000-\$50,000.
8. Estimated proportion of new households with 1, 2 and 3 persons.
9. Adjustment for households that fall outside of the model.

Sources: Marketek, Inc.; Census 2000; ESRI BIS

EXHIBIT HD-3

PRELIMINARY FOR-SALE HOUSING PROGRAM
Residential Market Area and Study Area Capture
Ten-Year Program

	Potential Demand for New For-Sale Housing Units (1)	Study Area Capture Rate	Total Study Area Capture
Year 1	1,190	3%	36
Year 2	1,190	3%	36
Year 3	1,190	3%	36
Year 4	1,190	4%	48
Year 5	1,190	4%	48
Year 6	1,190	4%	48
Year 7	1,190	4%	48
Year 8	1,190	4%	48
Year 9	1,190	5%	60
Year 10	1,190	5%	60
Total	11,905	4%	464

1. As shown in Exhibit HD-1

PRELIMINARY RENTER HOUSING PROGRAM
Residential Market Area and Study Area Capture
Ten-Year Program

	Potential Demand for New Rental Housing Units (2)	Study Area Capture Rate	Total Study Area Capture
Year 1	1,335	5%	67
Year 2	1,335	5%	67
Year 3	1,335	5%	67
Year 4	1,335	5%	67
Year 5	1,335	6%	80
Year 6	1,335	6%	80
Year 7	1,335	6%	80
Year 8	1,335	7%	93
Year 9	1,335	7%	93
Year 10	1,335	7%	93
Total	13,348	6%	788

2. As shown in Exhibit HD-2

PRELIMINARY HOUSING PROGRAM
Study Area Capture of For-Sale and Rental Product
Ten-Year Program

	Potential Demand for New Rental and For-Sale Housing Units	Percentage of For-Sale Units	Percentage of Rental Units
Year 1	102	35%	65%
Year 2	102	35%	65%
Year 3	102	35%	65%
Year 4	114	42%	58%
Year 5	128	37%	63%
Year 6	128	37%	63%
Year 7	128	37%	63%
Year 8	141	34%	66%
Year 9	153	39%	61%
Year 10	153	39%	61%
Total	1,252	37%	63%

Sources: Marketek, Inc.; Census 2000; ESRI BIS

Based on an evaluation of the housing market in the Martinez area, planned and proposed physical improvements in the study area, the expansion of the study area's position as a mixed-use center and our experience in facilitating residential development in comparable areas, Marketek estimates that during the first ten years of development, approximately 1,252 units of market rate for-sale and rental housing units could be absorbed in the study area (Exhibit HD-3 on the previous page). Again, this estimate is narrowed via Lifestyle data to include only households that would be most interested in living in a higher density, mixed-use environment.

Within the estimated demand for 1,252 residential units in the study area, 37% (or 464 units) is for-sale product and 63% (or 788 units) is rental product. Marketek estimates that the study area has the potential to capture 4% of market area demand for higher density, for-sale product between 2003 and 2013 and 6% of demand for rental product.

The projection for the potential demand for housing in the study area assumes that there will exist marketable for-sale and rental housing product and that a marketing program for new housing will be underway. The housing types would include renovation, adaptive re-use of existing structures and new construction.

While the conclusion that there is unmet potential demand for housing in the study area is difficult to quantify directly, the following evidence exists to support this conclusion:

- Strong absorption rates at newly developed for-sale developments in the Martinez area, especially north of the study area.
- A limited amount of newly developed rental product with attractive amenity packages in the area.
- Strong occupancy rates at nearby rental communities surveyed, none of which offer an "urban, mixed-use experience."
- Access to major employment centers via I-20, Bobby Jones Expressway and Washington Road.
- A growing national trend that reveals a strong demand for live/work/play environments. Consumers are increasingly demanding culture, community and convenience, something that is typically hard to find in suburban environments.
- Limited supply of for-sale and rental housing developed within a mixed-use setting within the market area.

In terms of expected prices of new housing located in the study area, opening price points of for-sale units should range from \$80,000 to \$140,000. More affordable units will appeal to young professionals who either work in the area or commute to jobs throughout the MSA in exchange for being part of a vibrant, mixed-use community. Niche

projects that have a small number of units and unique architectural style have been popular in other cities. Strong pre-sales activity was evident among projects surveyed. While many of these projects have sales prices that exceed \$140,000, it is our opinion that when unit prices rise above this level, demand will begin to thin out. However, there is clearly demand for units priced at \$140,000 and up – just a smaller proportion.

Based on current monthly rents at the market rate rental communities in the competitive market area, market rents in the general range of \$650 to \$850 for a two-bedroom unit would be achievable in the study area. These rents justifiably exceed average rents at projects surveyed as the type of rental product envisioned for the study area will be new, urban, accessible and have amenities offered at some of the more recently developed rental communities in the area.

Community and unit amenities at competitive rental projects as well as a recent national survey of renters conducted by the National Association of Home Builders indicate that convenient, secure parking should be provided with at least one space per unit at no charge. Community features should include a laundry room, an exercise facility, a pool and security measures. Washer/dryer hookup or washer/dryer, balcony, extra storage, dishwasher/disposal, cable-ready and high-speed Internet access should be standard unit features.

Live/work units, both for-sale and rental, should be considered to accommodate growing numbers of people who are seeking larger than average space that is adaptable to living and working. These units should average from 1,200 to 1,500 square feet and be priced according to finish.

As housing development proceeds in the study area and a critical mass of units is created, the absorption of housing units will gain momentum and boost prices. New housing development will act as an anchor that will attract businesses, services and activities, which in turn will enliven the overall district.

Target Markets for Residential Development

Early residents of newly developed housing in the study area are likely to be relatively mobile, well educated, active and somewhat adventuresome. They will have few or no children. Based on experience in other communities, employees working in or close to the study area should be an initial target market for new housing. These prospective residents will primarily include young people, singles and couples with few or no children and empty nesters who are couples or single persons with grown children. Empty nesters and childless individuals who are in their prime career and pre-elderly years will be significantly more flexible in terms of housing and migration patterns than were previous generations at this age. Experience in other communities suggests that these early prospects will have professional, managerial, administrative and clerical occupations. Table HD-4 provides a generalized summary of primary target markets for residential development in the study area.

As housing development in the study area gains momentum, the demand for new housing will be augmented by groups outside of the market area such as married couples with and without children, empty nesters, retirees and professionals that work within commuting distance of their jobs but desire a small town setting. Increasingly, homeowners are tired of auto-centric, cookie-cutter developments that prevail in the suburbs.

EXHIBIT HD-4

TARGET MARKET CHARACTERISTICS FOR NEWLY DEVELOPED HOUSING

	For-Sale Product	Rental Product	Live/Work Units For-Sale and Rental
Occupation Age Household Size Income Motivations/Preferences	Entry-Level Professionals 25 to 35 1 to 2 persons, few with children \$35,000-\$50,000 Access to work/downtown activities Location with identity/sense of place Tired of rentals/first time buyer Investment and resale important Seek vibrant, mixed-use setting Relatively mobile	Service, technical, administrative 25 to 50 1 to 2 persons, some with children \$25,000-\$40,000 Close to work/downtown activities Value convenience/security Highly mobile	Artists/Professionals 25 to 50 1 to 2 persons, few children \$35,000+ Seek urban lifestyle Seek large adaptable spaces Access to suppliers, customers Relatively mobile
Occupation Age Household Size Income Motivations/Preferences	Higher Level Professionals 30 to 50 1 to 2 persons, some with children \$50,000+ Access to work/downtown activities Move-up or move-over buyer Seek vibrant, mixed-use setting Location with identity/sense of place Investment and resale important Relatively mobile	Entry-Level Professionals 25 to 35 1 to 2 persons, few with children \$30,000-\$40,000 Close to work/downtown activities Seek vibrant, mixed-use setting Location with identity/sense of place Relatively mobile	Creative Advertising, marketing, arts, film & music, software developers, inventors, photographers, designers Professionals More traditional fields of accounting/finance, education, law, various types of consulting
Occupation Age Household Size Income Motivations/Preferences	Business Owners/Operators 30 to 60 1 to 2 persons, few with children \$40,000+ Access to work/downtown activities Individualized unit Relatively settled	Higher Level Professionals 30 to 50 1 to 2 persons, few with children \$40,000+ Close to work/downtown activities Location with identity/sense of place Highly mobile Seek vibrant, mixed-use setting	
Occupation Age Household Size Income Motivations/Preferences	Retirees 55+ 1 to 2 persons \$35,000 or available equity Close to businesses/services Enjoy community/activities Less maintenance, more security Move-over, move-down buyer Highly settled	Retirees 55+ 1 to 2 persons \$30,000+ Close to businesses/services Enjoy downtown community/activities Less maintenance, more security Location with identity/sense of place Relatively settled	

Source: Marketek, Inc.

Residential Development Guidelines

While the immediate potential for study area housing appears bright, there are several key factors that need to be considered for the long-term success of new housing. Successful housing programs throughout the nation seem to have the following common elements:

- **Commitment to Residential Development.** Local government needs to make a strong commitment to housing development in the study area with appropriate land use regulatory policies, assistance with land

acquisition, creative financing to bridge economic gaps, tax incentives and adequate infrastructure. A continuing commitment from the local government to support new housing is critical to nurture developer and resident confidence, as well as to enhance financial feasibility.

- **Environment.** Significant challenges to ensuring a high quality of life are not only economic but also environmental. Environmental issues relate to public image, safety, parking, traffic flow, design and architecture, street life and creating a sense of community.
- **Security.** New housing located in the study area should include security features such as alarm systems, controlled access to parking and interior areas, exterior lighting, intercoms, illumination of all areas where residents circulate and design features that discourage crime. Housing units that are elevated above retail and parking foster a sense of security. While security features are a prime marketing asset, it is vitally important that they are not so overwhelming that they create a feeling of fortification between the development and the surrounding community.
- **Parking.** Secured, convenient parking is a requirement for housing. Experience in other communities has shown that many prospective residents see a possible lack of parking as a disadvantage of mixed-use living. While parking is a necessity for housing development, it is important that it is well designed and integrated into the community (e.g., underground parking or landscaped surface parking hidden from the street).
- **Public Relations.** Working with the local media to highlight success stories and monitoring construction throughout the study area will help convince target markets that new housing in the study area is an attractive and unique lifestyle choice. Other effective forms of communication include newsletters and websites that keep potential residents up-to-date on special events and redevelopment activity.
- **Quality Product.** New housing must offer high quality product in terms of design and amenities. The challenge is balancing what consumers can pay with what they want. The most frequently desired unit amenities will likely include: washer/dryer, security system, on-site parking, patio or balcony, storage space, interesting views/architecture and windows/natural light.
- **Design Qualities.** The design of new construction should relate to the surrounding community. The new residential development should be distinctive and not “Anywhere USA.” Suburban-style floor plans need to be avoided since this is not what most town center residents are seeking. As mentioned earlier in this report, niche projects that have a small number of units and unique architectural style have proven popular in other cities, particularly in the for-sale market.

- **Support Services.** Many activities of daily life should occur within walking distance of residential development allowing independence for those who choose not to drive. Although study area residents will more than likely use their cars to commute to work, the promise of being able to walk to shop, eat out or do errands is a significant selling point for new housing. Besides proximity to restaurants and shopping, study area residents will desire access to groceries and convenience goods, pharmaceutical services, a post office and a range of services such as dry cleaner/laundry, apparel and footwear repair, video rental, film processing, hairstyling, etc.

4.3 AGENDAS AND SIGN-IN SHEETS

Columbia County
CENTRAL MARTINEZ AREA STUDY WORKSHOP
MARCH 30, 2004
ESTABLISHING OUR 20-YEAR VISION

A G E N D A

4:00 Sign In

4:10 Welcome, Introductions

Jeff Browning, Columbia County
Tom Walsh, TSW

4:20 Results of Image Preference Survey (IPS)

Caleb Racicot, TSW

4:40 Review of Existing Challenges and Opportunities

Caleb Racicot, TSW

5:00 Work Sessions: Establishing a 20-year Vision

Tom Walsh, TSW

5:05 Session One -- Future Land Uses

5:40 Table Reports

6:00 Session Two -- Transportation

6:35 Table Reports

6:50 Next Steps

Tom Walsh, TSW

7:00 Adjourn

Staff will remain to answer any questions.

TSW Session Leaders:

Table 1: Caleb Racicot

Table 2: Alycen Whiddon

Table 3: Laura Kraul

Table 4: Christopher Leerssen

Columbia County
CENTRAL MARTINEZ AREA STUDY WORKSHOP
MARCH 30, 2004
ESTABLISHING OUR 20-YEAR VISION

ATTENDANCE

Name Address E-mail

1. Lucille Pelonin

2. Reese Herron

3. Jim Ekman

4. Rowena Howard

5. Pastor Jackson

6. ALBERT L. TANKERSLEY JR

7. GORDON RENDSHAW

8. RON CROSS

9. John Scroggs

10. KENNY PHILLIPS

11. COOPER CHATT

12. Mary Ross

13. M.C. Parr

14. Lee Anderson

15. Diane Ford

Columbia County
CENTRAL MARTINEZ AREA STUDY WORKSHOP
MARCH 30, 2004
ESTABLISHING OUR 20-YEAR VISION

ATTENDANCE

Name

Address

1. *Claude Pittman*

2. *Aleta Hammond*

3. *Stephen HOWARD*

4. *Tommy Cooper*

5. *Scott Shell*

6. *Steve SZABLEWSKI*

7. *Athie L. Henry*

8. *Douglas M. Hill*

9. *Nancy Wiggins*

10.

11.

12.

13.

14.

15.

Columbia County
CENTRAL MARTINEZ AREA STUDY VISIONING RESULTS
MAY 10, 2004
ESTABLISHING OUR 20-YEAR VISION

A G E N D A

- 6:00 Sign In
- 6:10 Welcome, Introductions
- 6:20 Results of Extended Image Preference Survey (IPS)
- 6:40 Visioning Results
- 6:45 Draft Concept Plan
- 7:15 Questions/Comments
- 7:50 Next Steps
- 8:00 **Adjourn**
Staff will remain to answer any questions.

Columbia County
CENTRAL MARTINEZ AREA STUDY VISIONING RESULTS
MAY 10, 2004
ESTABLISHING OUR 20-YEAR VISION

ATTENDANCE

Name	Address	E-mail
1. Bill Means		
2. Ben Davis		
3. Mr + Mrs James Sanders		
4. MR + Mrs Charlie Williams		
5. Gloria Williams		
6. Otelia Cardenhire		
7. Ella m. Freeman		
8. STEVE DOUGHERTY		
9.		
10.		
11.		
12.		
13.		
14.		
15.		

Columbia County
CENTRAL MARTINEZ AREA STUDY VISIONING RESULTS
MAY 10, 2004
ESTABLISHING OUR 20-YEAR VISION

ATTENDANCE

Name	Address	E-mail
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1. <i>Dorothy Jackson Parks</i>		
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2. <i>J. Allen Reese</i>		
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3. <i>Annie Anderson</i>		
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4. <i>WADE MADDOX</i>		
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5. <i>Stephen Howard</i>		
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6. <i>Bowena Howard</i>		
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7. <i>FRANCES CLIFTON</i>		
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8. <i>Lycille C. Robinson</i>		
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9. <i>Larry & Belva Reese</i>		
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10. <i>Dennis & Sabrina Walker</i> <i>+ Courtney</i>		
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11. <i>Jim WIGGINS</i>		
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12. <i>Jim & NANCY WIGGINS</i>		
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13.		
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14.		
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15.		
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4.4 ON-LINE SURVEY RESULTS

Image Preference Survey Central Martinez Area Study

Totals for submitted entries are as follows:

Survey Description:

This survey will show you variety of images of different types of places. You will be asked to score each image based on how desirable you believe it is for the future Central Martinez.

Some of the images show an existing condition. If you believe that this condition is desirable in the future, then score the image high. If you would like it to change, please score each image low.

There is no 'right' or 'wrong' answer.

Please score images based on your initial or 'gut' reaction.

The entire survey should take approximately 25 minutes. Complete the questions in order until you reach the end of the survey.

CONTINUE ██████████ - 9 (100%)

9 - Overall Total

Instructions for Rating Images: Please score each image for how desirable it is for the future Central Martinez using this scale:

Extremely Undesirable (-5) ----- Neutral (0) ----- Extremely Desirable (5)

CONTINUE ██████████ - 13 (100%)

13 - Overall Total

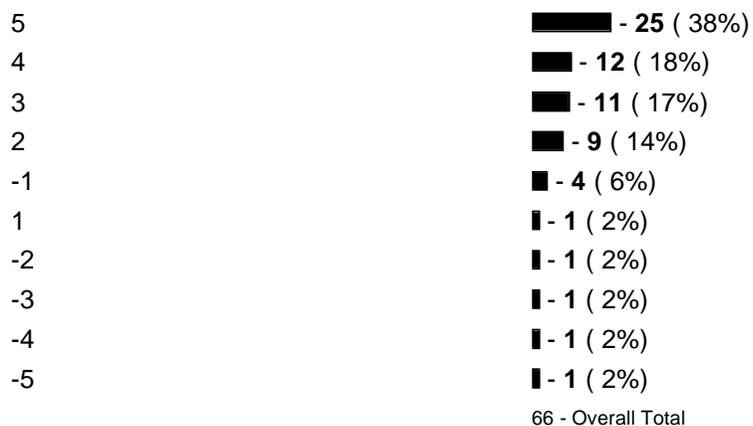
Commercial/Mixed-Use Character

- This first portion of the survey focuses on commercial and mixed-use buildings.
- You will see several types of photos:
 - Single use: Buildings serving only one use
 - Mixed use: Buildings with a mixture of uses .
- Uses will include retail, office and residential.
- Please keep in mind that we are asking you to consider the desirability of these images over the next 20 years.

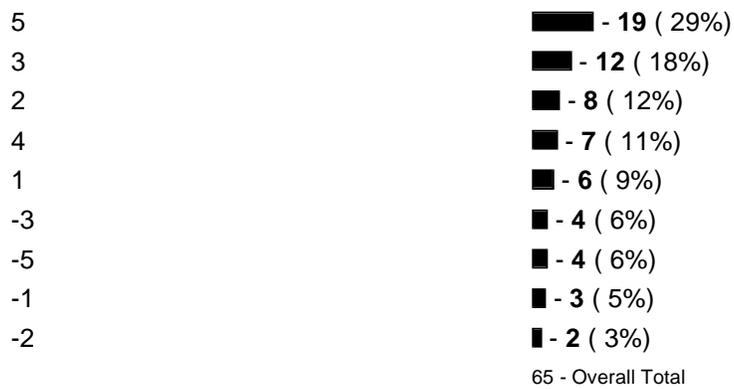
CONTINUE ██████████ - 10 (100%)

10 - Overall Total

Three story retail and flats above



Two story with retail and offices above

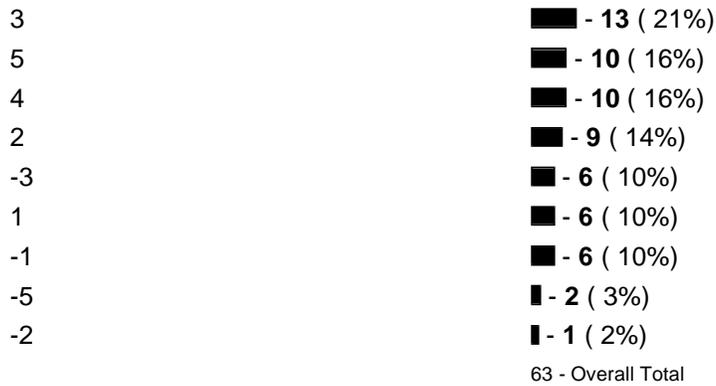


One story retail



2	■ - 12 (20%)
3	■ - 11 (19%)
1	■ - 9 (15%)
-5	■ - 5 (8%)
4	■ - 5 (8%)
5	■ - 4 (7%)
-1	■ - 4 (7%)
-3	■ - 4 (7%)
-2	■ - 3 (5%)
-4	■ - 2 (3%)
	59 - Overall Total

Two story with retail and flat above



One story big-box retail



2	■ - 12 (20%)
-2	■ - 10 (16%)
3	■ - 8 (13%)
4	■ - 6 (10%)
-5	■ - 6 (10%)
1	■ - 5 (8%)
5	■ - 5 (8%)
-3	■ - 4 (7%)
-4	■ - 4 (7%)
-1	■ - 1 (2%)
	61 - Overall Total

One story retail



2	■ - 11 (20%)
-5	■ - 8 (15%)
-2	■ - 8 (15%)
1	■ - 7 (13%)
-1	■ - 5 (9%)
-4	■ - 4 (7%)
3	■ - 4 (7%)
-3	■ - 4 (7%)
4	■ - 3 (5%)
5	■ - 1 (2%)
	55 - Overall Total

One story retail



-5	■	- 31 (48%)
-3	■	- 14 (22%)
2	■	- 5 (8%)
-4	■	- 4 (6%)
-1	■	- 4 (6%)
1	■	- 3 (5%)
-2	■	- 2 (3%)
4	■	- 1 (2%)
5	■	- 1 (2%)
65 - Overall Total		

Two story office buildings



3	■	- 15 (23%)
2	■	- 14 (21%)
1	■	- 12 (18%)

-3	■ - 6 (9%)
-5	■ - 5 (8%)
-1	■ - 4 (6%)
4	■ - 4 (6%)
-4	■ - 3 (5%)
5	■ - 2 (3%)
-2	■ - 1 (2%)
	66 - Overall Total

Three story live-work units



3	■ - 15 (24%)
4	■ - 14 (22%)
2	■ - 8 (13%)
1	■ - 6 (10%)
5	■ - 5 (8%)
-2	■ - 5 (8%)
-3	■ - 3 (5%)
-1	■ - 3 (5%)
-5	■ - 2 (3%)
-4	■ - 2 (3%)
	63 - Overall Total

Two story big-box retail



3	■ - 11 (17%)
1	■ - 11 (17%)
2	■ - 10 (16%)
4	■ - 9 (14%)
5	■ - 7 (11%)
-3	■ - 4 (6%)
-5	■ - 3 (5%)
-4	■ - 3 (5%)
-1	■ - 3 (5%)
-2	■ - 2 (3%)
	63 - Overall Total

Three story live-work units

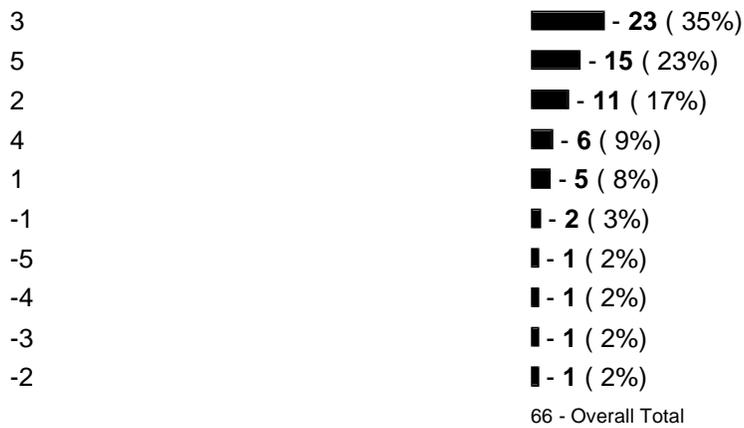


4	■	- 17 (25%)
3	■	- 14 (21%)
5	■	- 10 (15%)
2	■	- 10 (15%)
1	■	- 6 (9%)
-2	■	- 5 (7%)
-5	■	- 3 (4%)
-3	■	- 1 (1%)
-1	■	- 1 (1%)
		67 - Overall Total

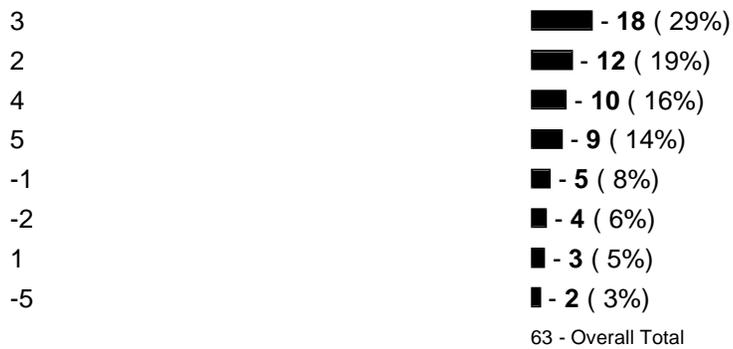
One story big box retail



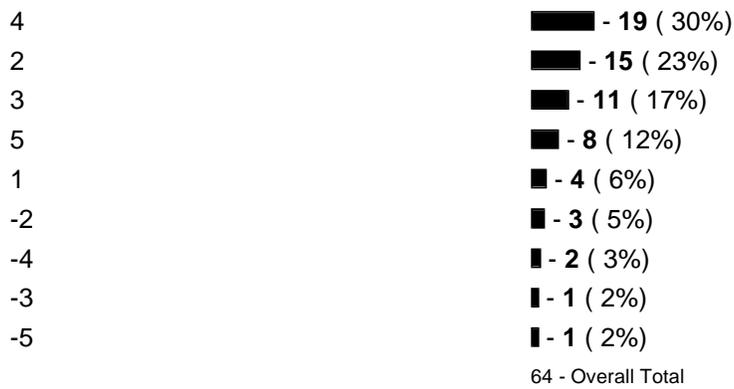
Two story with retail and flats above



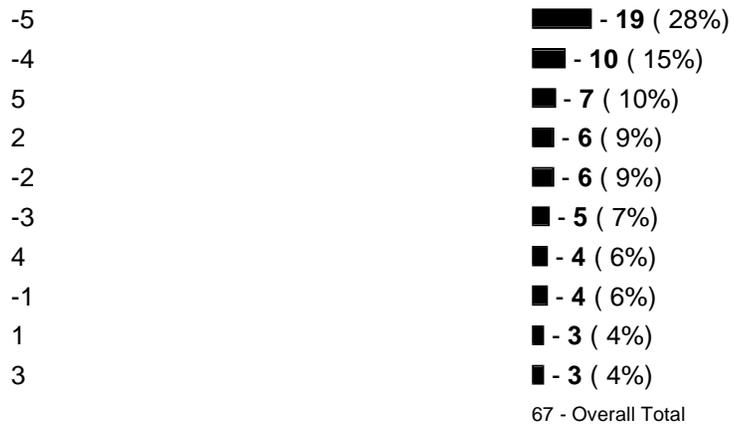
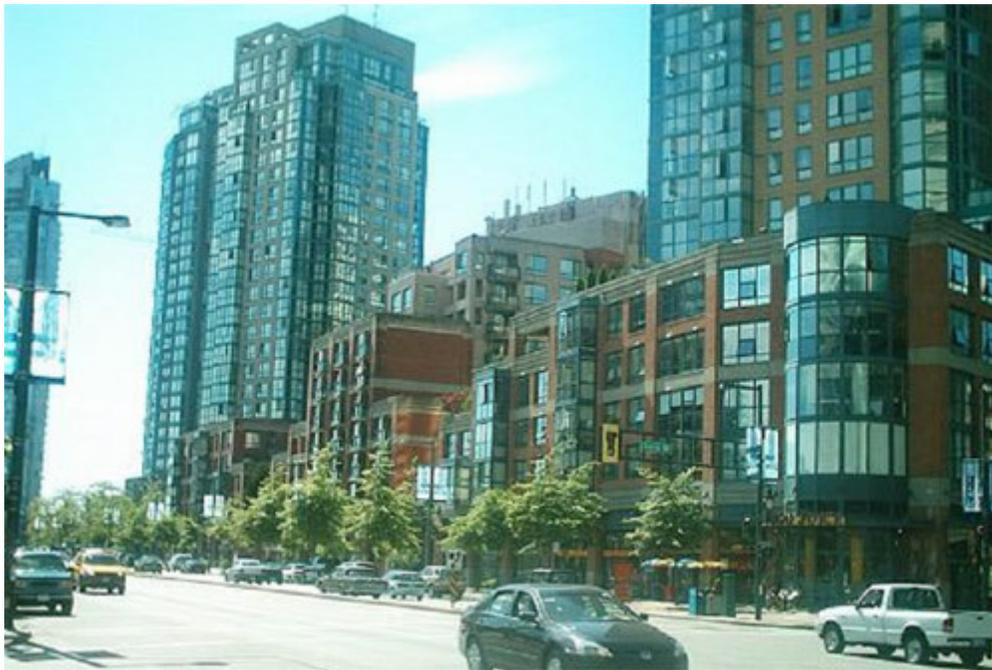
Three story with retail and flats above



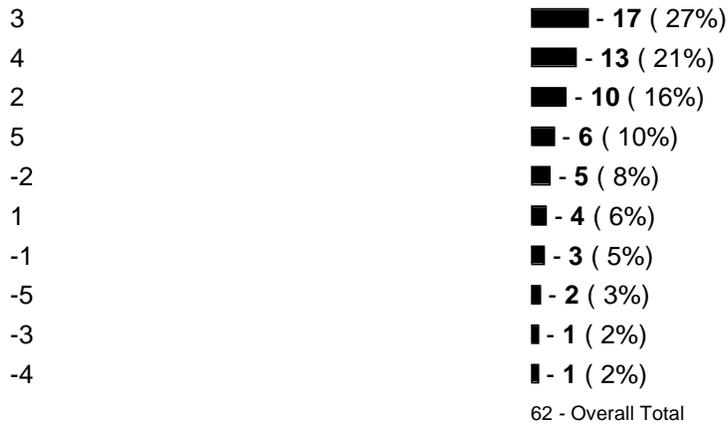
Two story with retail and offices above



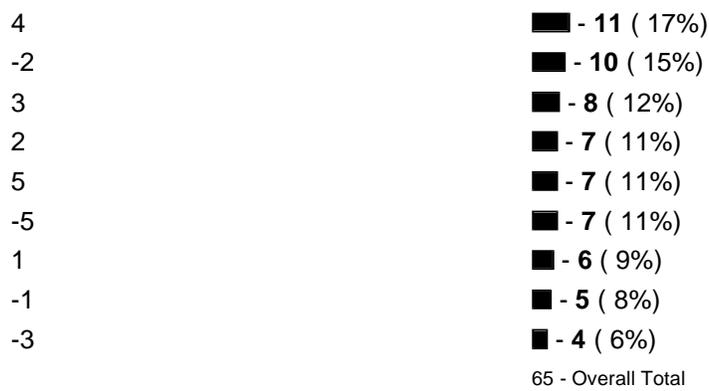
High-rise multifamily with ground floor retail



Two story with retail and offices above



Six story with two-level retail and flats above



One story big box retail