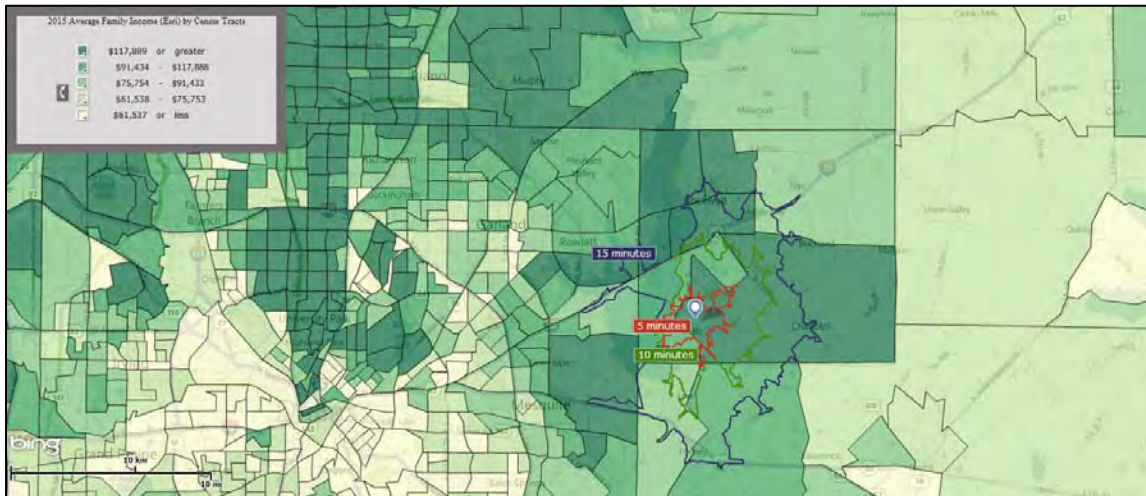


Heath Town Center Alternatives Market-Based Positioning

A Framework for New Investment within a Walkable Mixed-Use District

Site, Market and Programming Analysis



CATALYST | GROUP



Introduction

A Town Center

The City of Heath has identified the need for a new center of town that combines commercial and other uses in a format that positions the larger community for continued positive growth, enhanced identity and stronger livability. The intended program includes public and private uses, with retail being the driving force.

Project Intent

With expressed interest from private development groups and having had a market assessment prepared by Retail Attractions LLC, the Heath Economic Development Corporation has engaged Catalyst Urban Development, LLC to assist the City in positioning a market-based strategy that achieves the City’s goals for the Town Center. Specifically, Catalyst has been charged with the preparation of a planning and programming strategy based on its similar implementation-focused efforts at such town center districts as Addison Circle (Addison), Legacy Town Center (Plano), West Village (Dallas), the Triangle (Austin), the Domain (Austin), and the Woodlands Town Center (The Woodlands), among others.

Project Scope

Catalyst has been asked to analyze the market assessment performed to date, the expressed desires of land owners and potential development interests, and the community’s policy visioning for the Town Center. Specifically, Catalyst’s charge is to prepare a land use program and planning strategy that can be used in the visioning of new development patterns in the City’s center that promote a small-town character and upscale identity. While implementation will ultimately be based on the ability of the private sector to attract tenants and capital, this effort will help initiate dialogue with the key property owners and groups that have expressed development interest.



State-Thomas / Uptown, Dallas , TX



Addison Circle, Addison, TX



5thStreet Loft District, Austin, TX



Legacy Town Center, Plano, TX



West Village, Dallas, TX



Park Avenue – Winterpark, FL



State/Thomas Neighborhood – Dallas, TX



The Triangle, Austin, TX



Clay Terrace, Carmel, IN



Addison Circle, Addison, TX

Credit: David Whitcomb Photography RTKL Associates

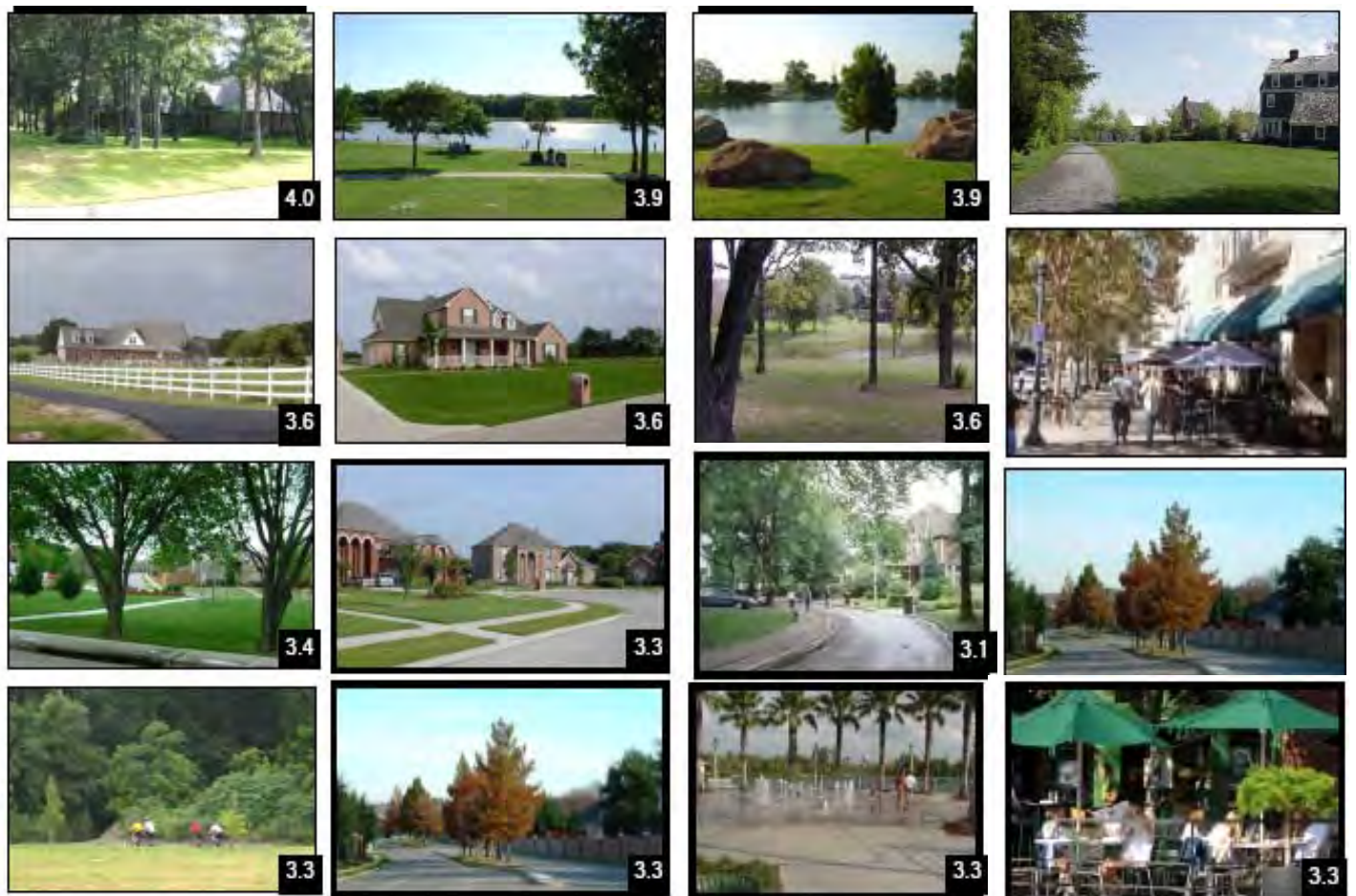
Part I: Existing Public Policy

Summary

The City of Heath has defined its desire for a new Town Center in its Comprehensive Plan and the Community Visioning that lead to the plan. This Town Center is intended to provide quality retail uses combined with other supportive uses that create a clear central identity and gathering place for the Heath community. In its policy statements, the program for this Town Center has been identified as comprising a 60 to 75 acres area that should include the following uses in a highly pedestrian-oriented environment:

- City Hall
- Library
- Retail (primarily neighborhood or village scale – 50,000 to 100,000 s.f.)
- Offices (especially professional and medical)
- Cultural Arts (museum, performance venue, sculpture garden)
- Limited amount of residential (townhouse, small lot and lofts over the retail)
- Park and open space (with a possible amphitheater)

The images below reflect the rural character desired for the Town Center, as obtained in the community visioning sessions associated with the Comprehensive Plan. They show a town center that has open spaces interconnected by a pedestrian framework enhanced by a range of land uses leading towards a center of town experience.



Site Selection Policy

Several sites throughout Heath were reviewed as possible sites for the Town Center in the comprehensive planning process. The following criteria was used to rate each site for its respective level of appropriateness.

Visibility and Accessibility By Roads and Trails

- Adequately sized roadways to and from the site;
- Degree traffic is forced through Heath;
- Site accessibility to pedestrians according to the City's Pathways Plan

Ability to Enhance Civic Image

- Site would ideally be at a location that was highly visible to residents and visitors.

Ability to Serve As a Community Meeting Place

- The site is accessible specifically to the community of Heath;
- The size of the site is large enough to serve as a meeting place for special events; and
- The site could be designed to provide such a meeting place in a unique way.

Ability to Create Value for the Entire City

- Value in this context means both economic and livability/sustainability value.
- Economic in the sense that the site should be able to accommodate some retail development that would help balance the tax base in Heath, and provide some local services to residents;

Livability and Sustainability

- The site should be able to provide for Heath what has been desired within the City for a long period of time: a special place where civic, retail, and community purposes could come together with an emphasis on places to gather and an attractive pedestrian environment—i.e. a place that would serve as the heart of the community for future generations.

Ability to Be Buffered From Existing Single-Family Neighborhoods

- This was an important factor because there is generally a concern by residents when adjacent development might be a nonresidential use. Proactively considering buffering elements is effective in avoiding or minimizing concerns of neighboring residents in the future as the Town Center is established.

Ability to Proceed with Acquisition and Development

- This factor related to the timing of creating a Town Center. Roadways (existing and future funded improvements), land ownership (such as the EDC), and existing and future trail connections were a few of the considerations.

Source: *Heath Comprehensive Plan*



Town Center Sites

Town Center Policy

Through the policy criteria described previously, the City has determined two sites as having potential as creating a center of community. These sites were detailed in the planning below.

Northern Site:

The site located at F.M. 740 and Smirl Road (bordered by White Road on the east) in the northern part of the City was acknowledged as it is a major entryway for visitors and residents into Heath. This site is in the immediate catchment area / trade area of the existing retail along I-30 which may make the placement of a larger amount of retail difficult.



Source: Heath Comprehensive Plan

Central Site:

The other site identified as having potential to become a center of community life is located at FM 740/Laurence Drive and FM 550. This location was identified as it lies in the heart of Heath, and would be equally accessible to all citizens. It's location allows for high visibility for retail uses and a new City Hall, and being more distant from the I-30 corridor poses less competitive pressure. The topography of the site and the creeks that run through it provide interesting site features that would provide a unique foundation for a Town Center development.



Source: Heath Comprehensive Plan

Part II: Comparable Communities (based on Policy Desires)

Summary

In its community visioning, Heath residents were asked: “If you could select one other city to use as a model for Heath, what city would that be and why?” This question asked respondents to name any city of their choice that they thought would be a good model for Heath. The most commonly cited cities and their attributes are listed below. In addition, we have combined these selections with other similar communities around the country to better determine the nature of their Town Centers. This full list of policy-based comparables is below with details following.

<u>Identified Communities:</u>	<u>Population</u>	<u>Median Household Income</u>
Highland Park, TX	9,709	\$172,353
Southlake, TX	26,575	\$178,364
Lake Forest, IL	20,059	\$150,670
La Jolla, CA	42,000	\$175,000
<u>Similar Communities:</u>		
University Park, TX	25,269	\$144,567
Wilmette, IL	27,087	\$120,469
Glencoe, IL	8,723	\$164,432
Winnetka, IL	12,419	\$167,458
Lake Bluff, IL	6,056	\$114,521
Malibu, CA	12,645	\$112,031
Brentwood Village, CA	15,346	\$112,927
Winter Park, FL	27,852	\$ 48,884

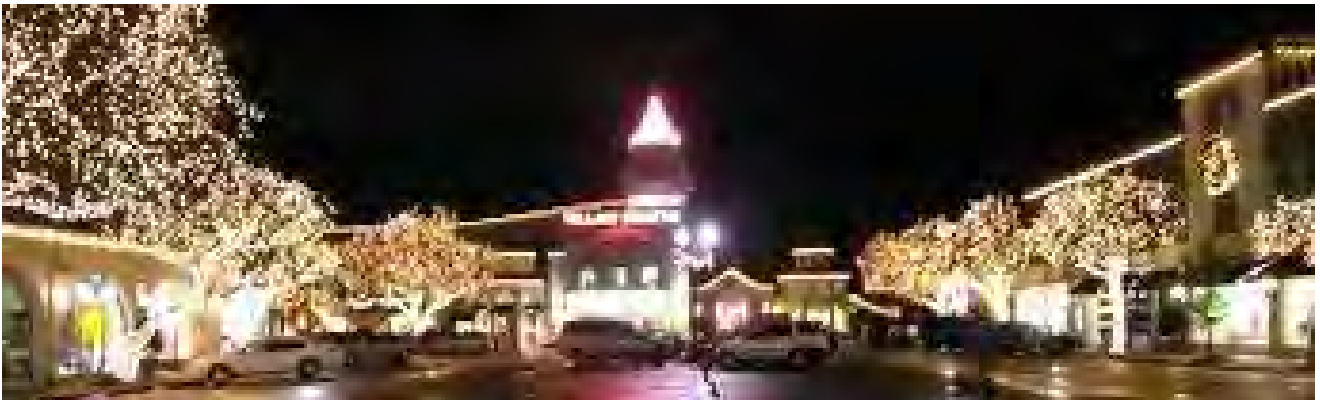
Source: City-Data

Source: Heath Comprehensive Plan, ESRI, City-Data

Highland Park, Texas

Population: 9,709 – Median Household Income: \$172,353

Source: City-Data



Programming -- Highland Park Village

- Specialty and boutique, fashion, service retail, restaurants, cinema in village-center format
- Small grocery incorporated within development
- Small office on second level (above retail) in certain buildings
- Some attached residential (for-sale duplex and small for-lease apartments) nearby as transition
- Elementary school adjacent to village center

Note: This center matured with the community over 75 years; is in midst of very dense region of Dallas, and nearly the highest incomes, rents, and identity profile in Texas

Southlake, Texas

Population: 26,575 – Median Household Income: \$178,364

Source: City-Data



Programming -- Southlake Town Center

- Specialty, fashion, service retail, restaurants, cinema in village-center format
- Grocery and other conventional anchors in adjacent power centers
- Small office on second level (above retail) in certain buildings
- Some attached residential (for-sale townhomes) part of village
- City Hall and Municipal Library part of village

Note: This center matured with the community to become regional retail destination over two phases and 15 years. It has direct access and visibility from Highway 114.

Lake Forest, IL

Population: 20,059 – Median Family Income: \$150,670

Source: City-Data



Programming – Lake Forest Village Center

- Specialty, service retail, restaurants in village-style town center format
- Grocery and large tenants in nearby power center
- Small office on second level (above retail) in certain buildings
- Some residential (attached for-sale and for-lease) as transition from town center to single family
- Municipal uses (city hall and municipal services, train station)

La Jolla Village, CA

Population: 42,000 – Median Family Income: \$175,000

Source: City-Data



Programming – La Jolla Village Center

- Specialty, service retail, restaurants, cinema in multiple urban block format
- Grocery stores within urban block system
- Office (both above retail and stand alone) within block system
- Hotel (both above retail and stand alone) within block system
- Attached residential (for-sale townhomes, condo flats and for-lease apartments) throughout
- Elementary school within block system
- Other municipal and cultural buildings within block system

Note: This area matured with the community over 80 years; is in midst of very dense region of San Diego, has become a tourist destination, and has some of the highest demographics (and rents) in California

University Park, Texas

Population: 25,269 – Median Household Income: \$144,567 (4% growth factor applied to '09 amount)

Source: City-Data



Programming – Snyder Plaza

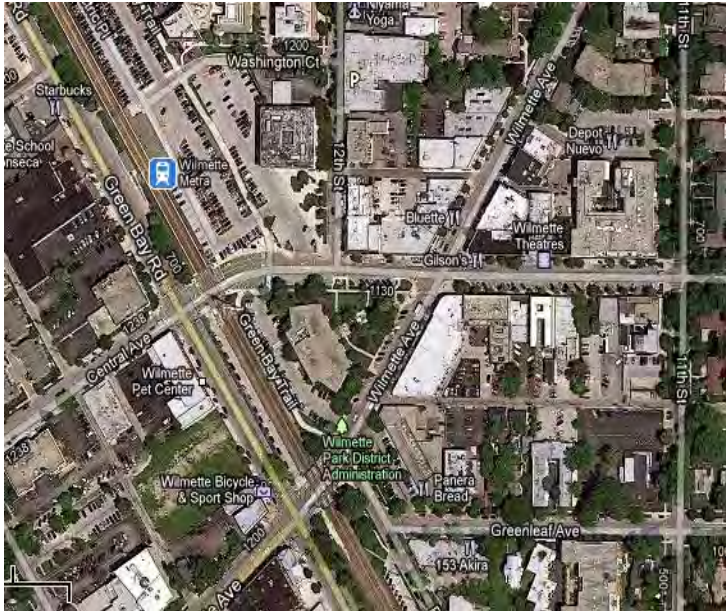
- Specialty, boutique, fashion, service retail, restaurants, in village-center format
- Small conventional grocery within development
- Small office on second level (above retail) in certain buildings as well as stand alone buildings
- Some attached residential (for-sale townhomes and duplexes) adjacent as transition
- Municipal Library part of development area
- Adjacent to SMU University

Note: This center was renovated to become a strong neighborhood retail, restaurant and entertainment destination within the community. It also evolved with the community and has a 70 year history with University Park residents, and is in the midst of a large dense Dallas-area population with some of the highest incomes in Texas.

Wilmette, IL

Population: 27,087 – Median family income: \$120,469

Source: City-Data



Programming – Wilmette Village Center

- Specialty, service retail, restaurants in village-style town center format centered on village green
- Grocery and large tenants in nearby power center
- Small office on second level (above retail) in certain buildings
- Some residential (attached for-sale and for-lease) as transition from town center to single family
- Municipal uses (city hall and municipal services, train station) placed on village green

Glencoe, IL

Population: 8,723 Median Household Income: \$164,432

Source: City-Data



Programming – Glencoe Village Center

- Specialty, service retail, restaurants in village-style town center format centered on village green
- Large grocery and other conventional large-format tenants in nearby power centers
- Small office on second level (above retail) in certain buildings
- Some residential (attached for-sale and for-lease) as transition from town center to single family
- Municipal uses (city hall and municipal services, train station) placed on village green

Winnetka, IL

Population: 12,419 – Median Household Income: \$167,458

Source: City-Data



Programming – Winnetka Village Center

- Specialty, service retail, restaurants in village-style town center format centered on village green
- Large grocery and other conventional large-format tenants in nearby power centers
- Small office on second level (above retail) in certain buildings
- Some residential (attached for-sale and for-lease) as transition from town center to single family
- Municipal uses (city hall and municipal services, train station) placed on village green

Lake Bluff, IL

Population: 6,056 people – Median Household Income: \$114,521



Programming – Lake Bluff Village Center

- Specialty, service retail, restaurants in village-style town center format centered on village green
- Large grocery and other conventional large-format tenants in nearby power centers
- Small office on second level (above retail) in certain buildings
- Municipal uses (city hall and municipal services, train station) placed on village green

Malibu, CA

Population: 12,645 – Median Family Income: \$112,031

Source: City-Data



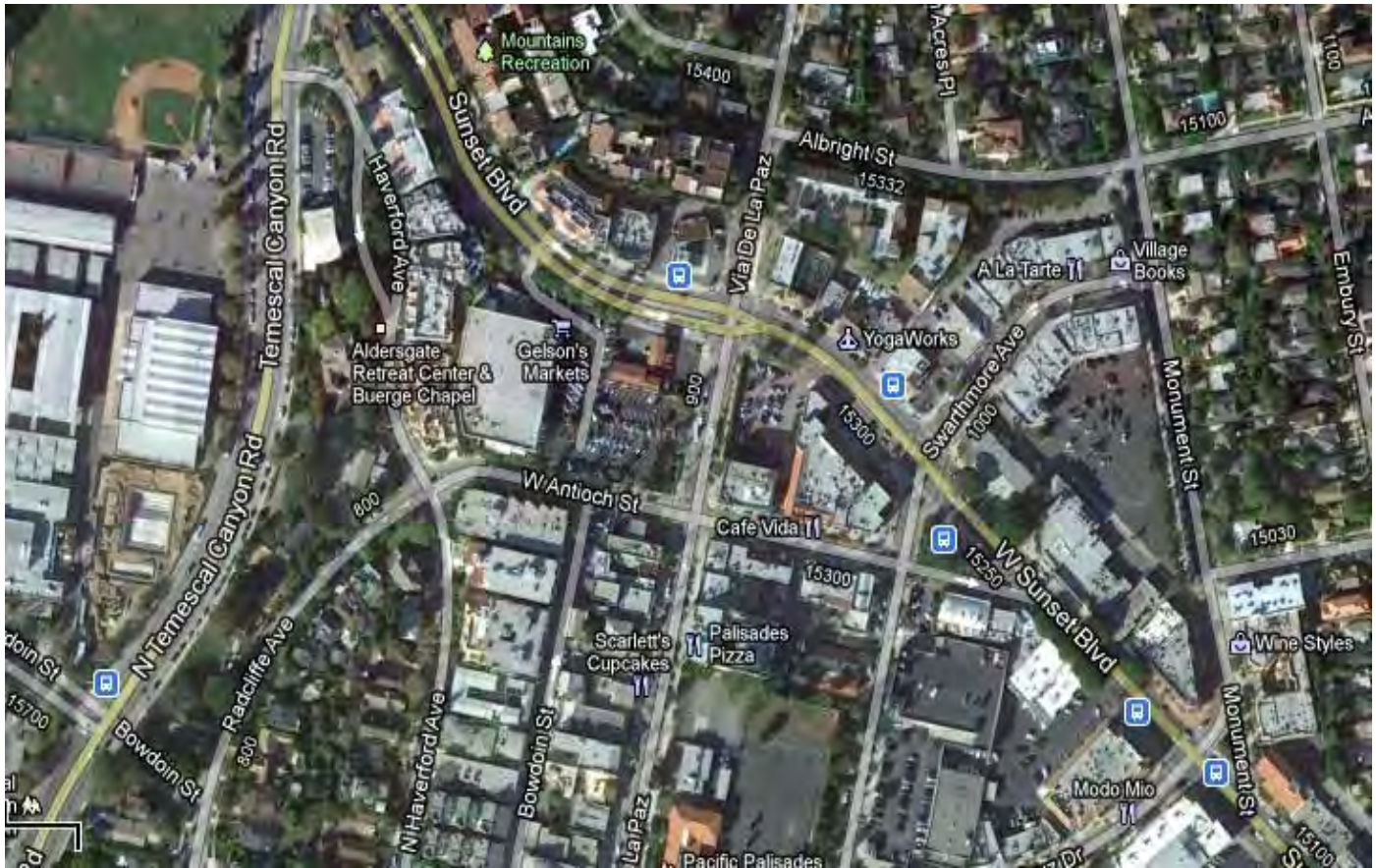
Programming – Malibu Country Mart

- Specialty, boutique, fashion, service retail, restaurants in village-style town center
- Grocery, cinema and other larger-format tenants in adjacent shopping center
- Small office on second level (above retail) in certain buildings
- Municipal uses (city hall and municipal services) nearby
- Central pedestrian park and playground area services as community gathering space

Brentwood, CA

Population: 31,346 people – Median Household Income \$112,927

Source: City-Data

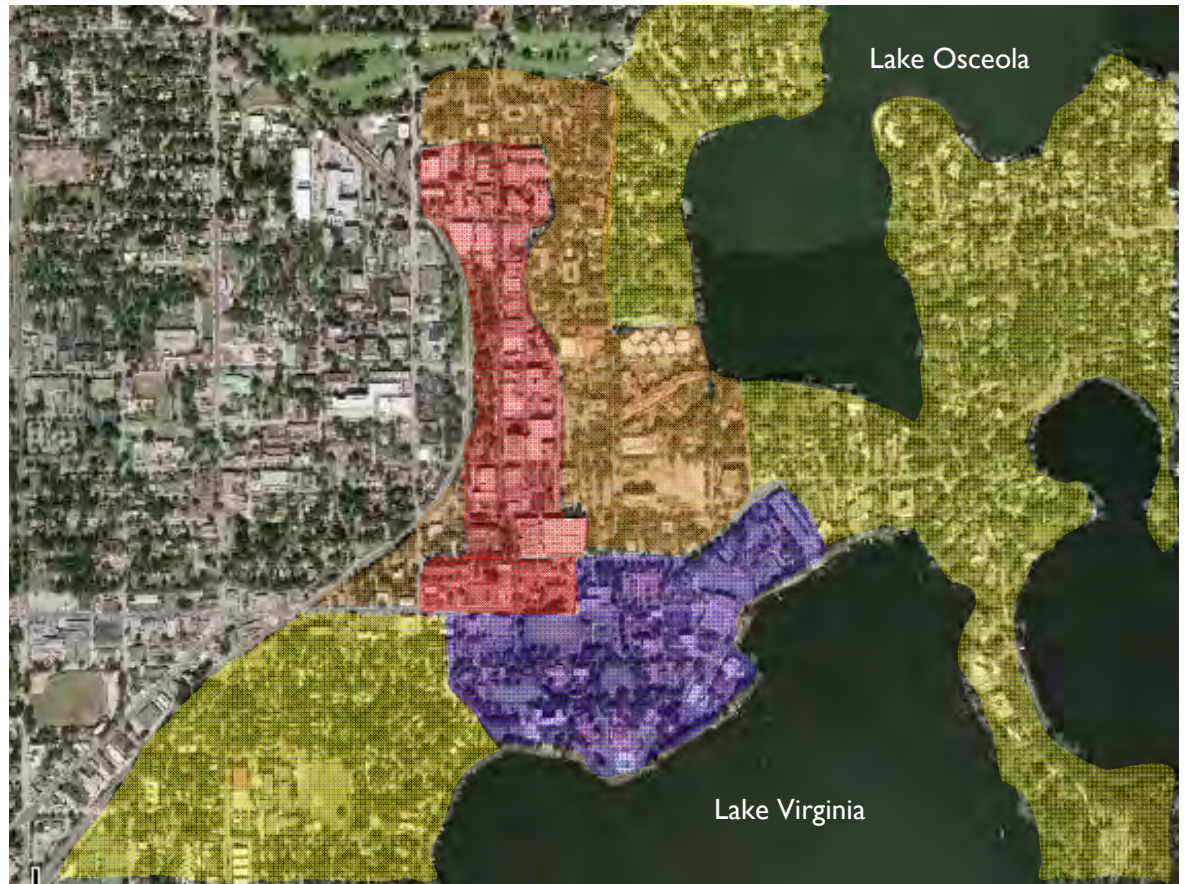


Programming – Brentwood Village

- Specialty, boutique, fashion, service retail, restaurants in mixed-use street grid
- Upscale specialty grocer part of development area
- Small office on second level (above retail) in certain buildings
- Community uses within mixed-use area
- Adjacent high school

Park Avenue – Winterpark, Florida

29,000 population – Median family income: \$73,697



Programming

- Specialty, service retail, restaurants
- Grocery and large tenants in nearby power center
- Small office
- Some residential
- College
- Municipal uses



Part III: Site and Market Considerations

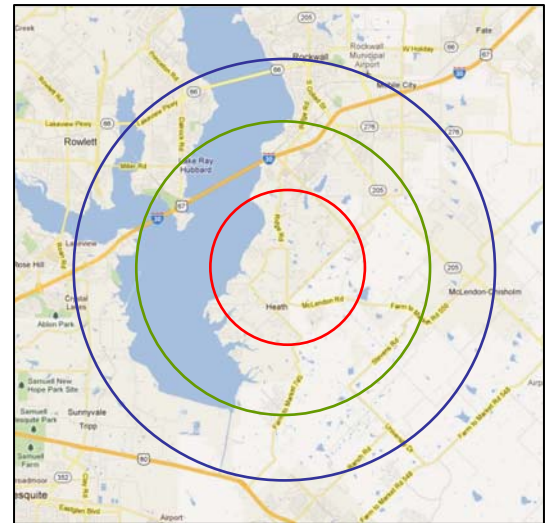
Summary

Retail Attractions Market Assessment

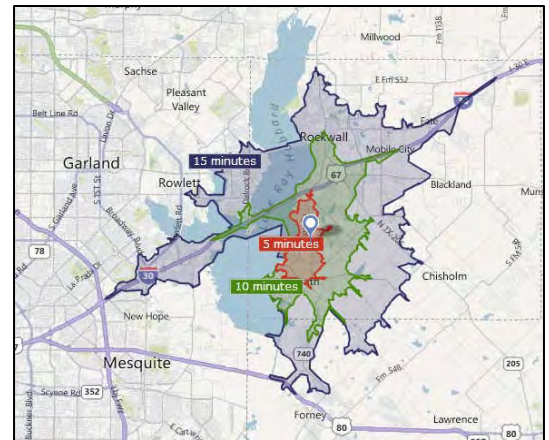
The City engaged Retail Attractions, LLC to prepare a Market Assessment to define potential retail programming opportunities within the City. This Market Assessment is a comprehensive overview of the retail market conditions in May 2011 and contains a range of market considerations including area demographics, retail trade area boundary and retail sales leakage by category. It also contains conclusions drawn from this information with recommendations for the City's consideration. The assessment was completed and delivered to the City for its review.

Catalyst's Further Analysis and Conclusions

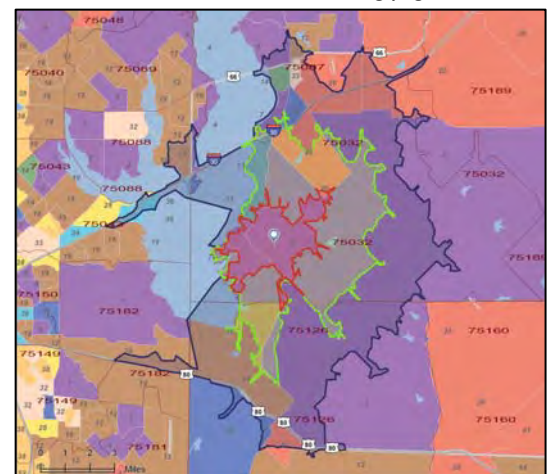
In its review of Retail Attractions' Market Assessment, Catalyst has chosen to further elaborate key issues contained within the Market Assessment. These issues are described through graphic analysis and text contained in this section.



5-10-15 Mile Radiuses – See following pages for detail



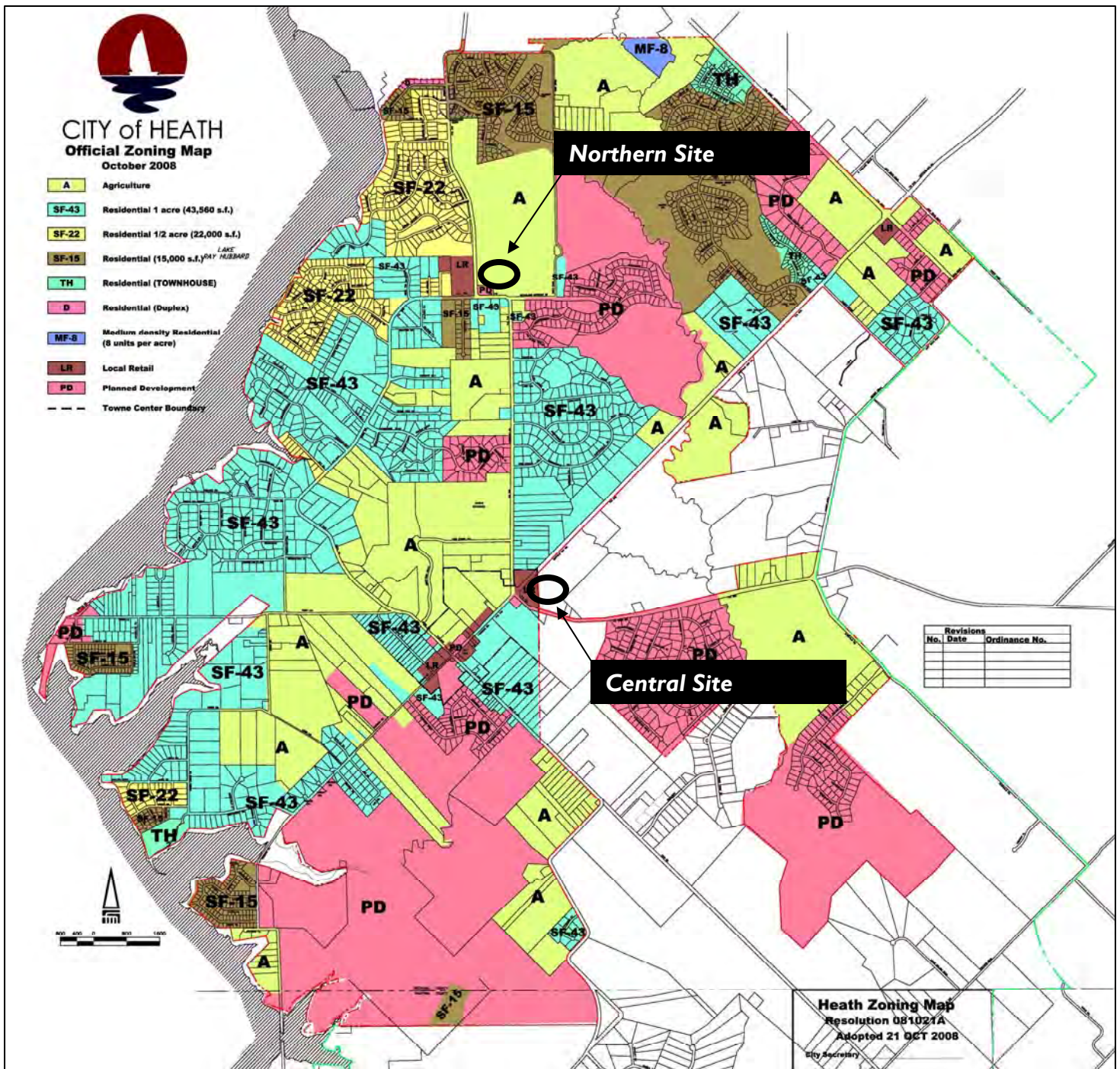
Drive Time Distances – See following pages for detail



Psychographic Segments – See following pages for detail

Source: ESRI and Catalyst Group

Existing Zoning



Source: City of Heath

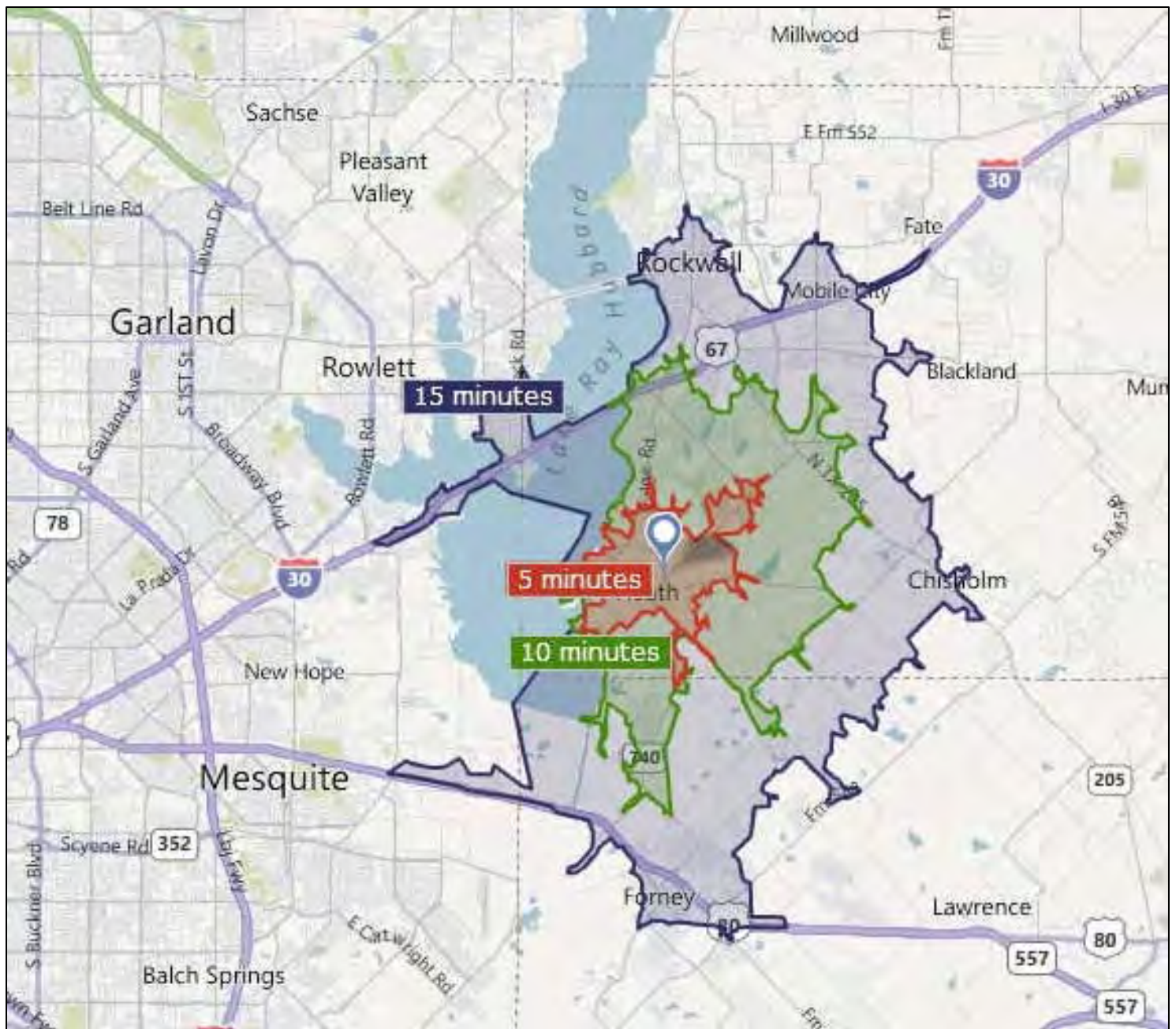
Both the northern and central town center sites will require new zoning to accommodate the range of uses deemed desirable by both the community and the general marketplace.

Existing Transportation Plan



Source: City of Heath

Drive Time Analysis



The drive time analysis identifies the areas which are accessible to and from the center of town within a 5 minute, 10 minute, and 15 minute drive. These are important distances as they reflect the general distance someone is comfortable travelling for (5 mins – neighborhood service), (10 mins – general retail), (15 mins – entertainment, restaurant and category retail). The map above shows these various drive time rings as applied to Heath’s context.

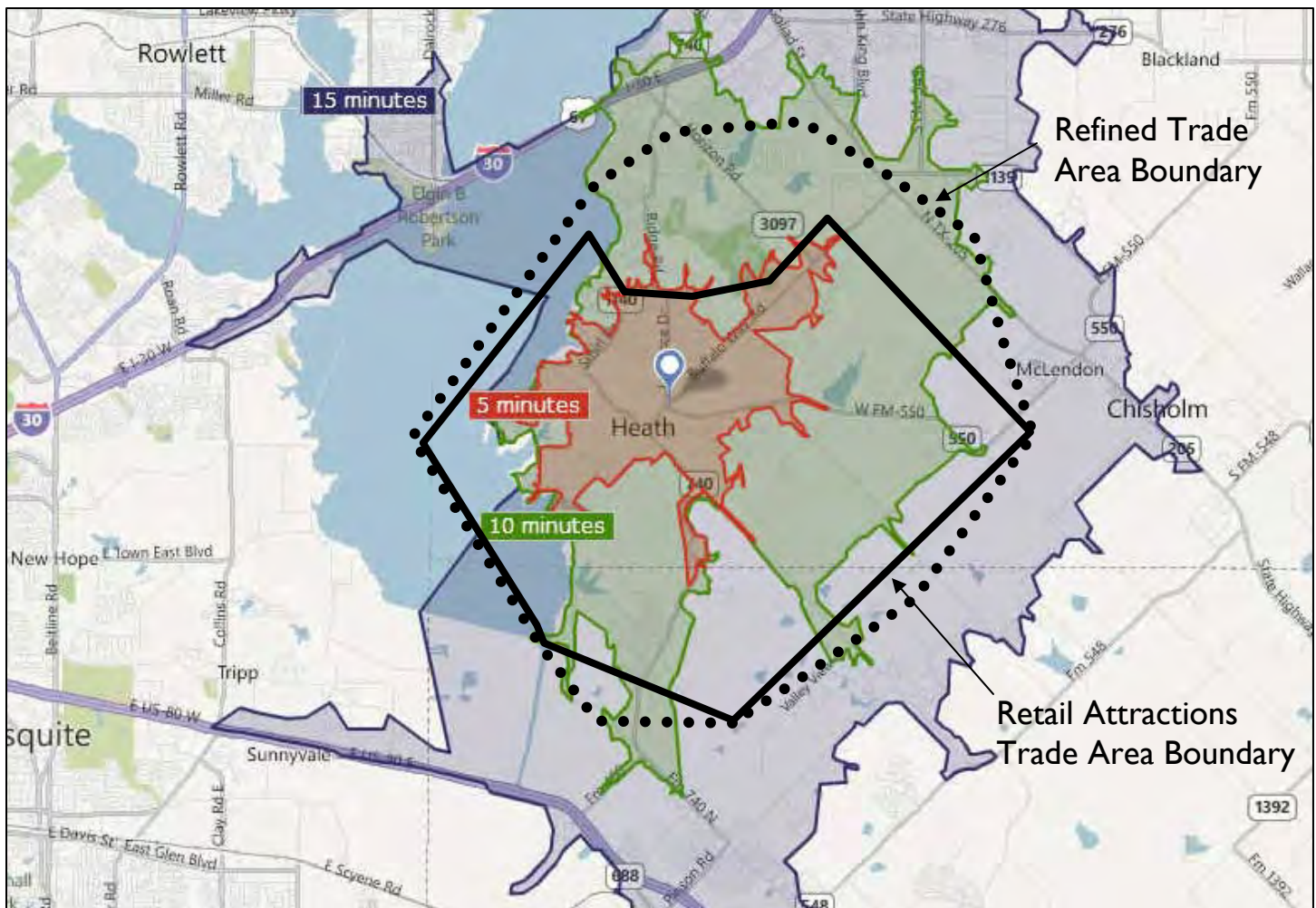
Source: ESRI and Catalyst Group

Retail Trade Area Boundary

Retail Attractions prepared a market assessment to define retail opportunities in the City of Heath. The assessment, dated May 15, 2011, was completed and delivered to the City for its review and consideration. The report was comprehensive and contained a range of retail market considerations including demographics, trade area, and retail sales leakage by category. It also contained conclusions drawn from this information. The graphic to the right shows the proposed Trade Area boundary proposed by Retail Attractions, LLC. Catalyst has prepared the graphic below showing a refined Trade Area (shown dashed), as we believe it more accurately reflects Heath’s marketplace.



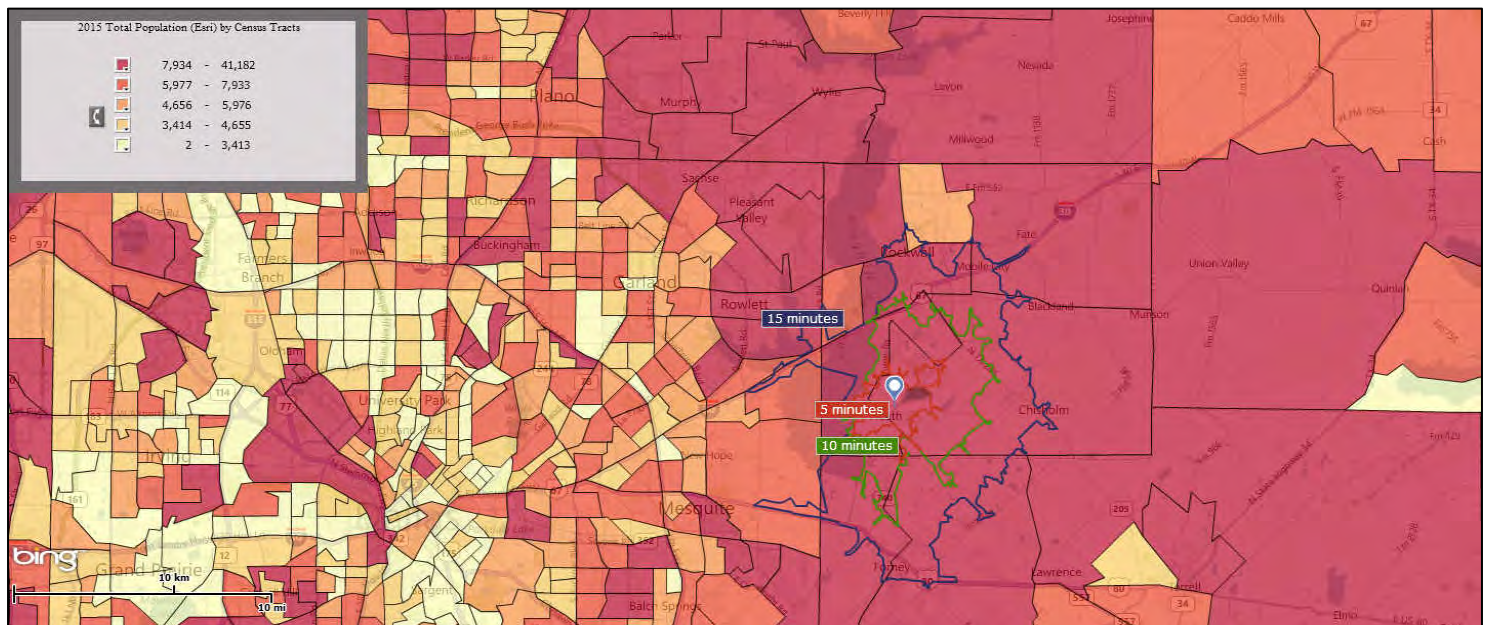
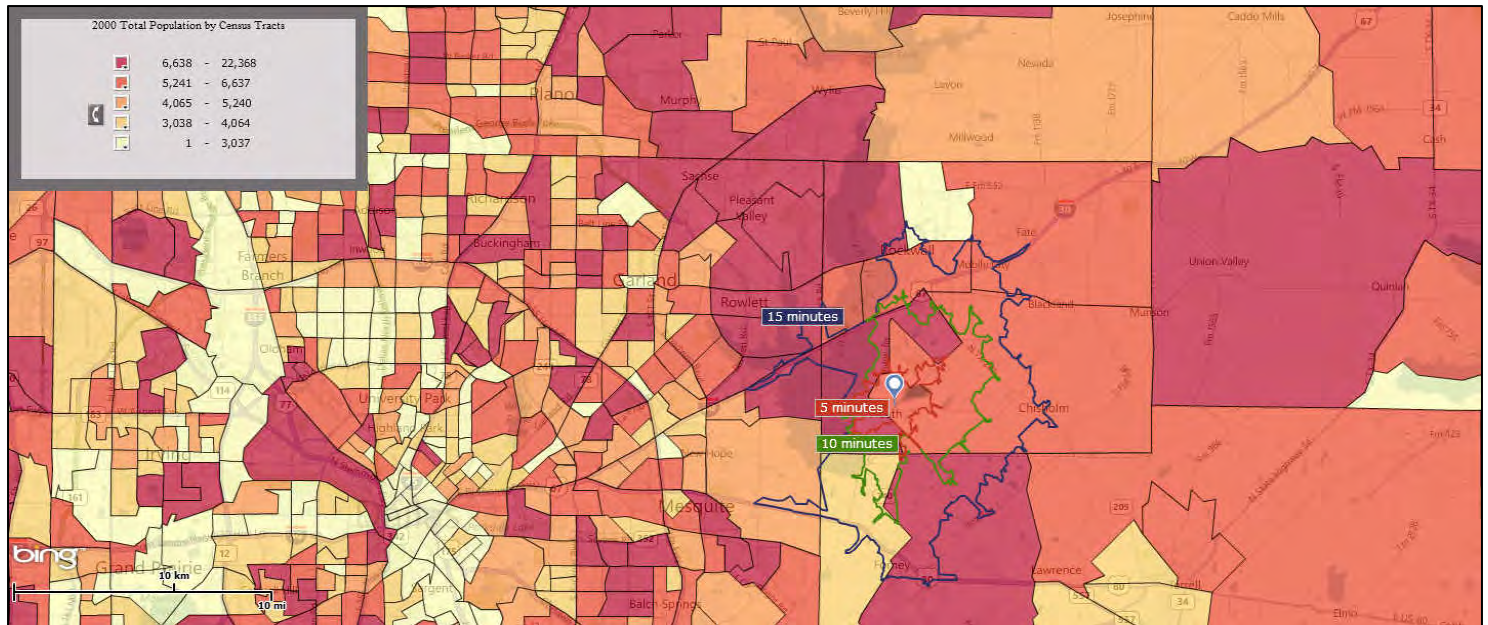
Retail Attractions, LLC – Suggested Trade Area Boundary



Drive Time Analysis with Retail Attractions’ Suggested Trade Area Boundary Overlaid

Source: Retail Attractions, ESRI and Catalyst Group

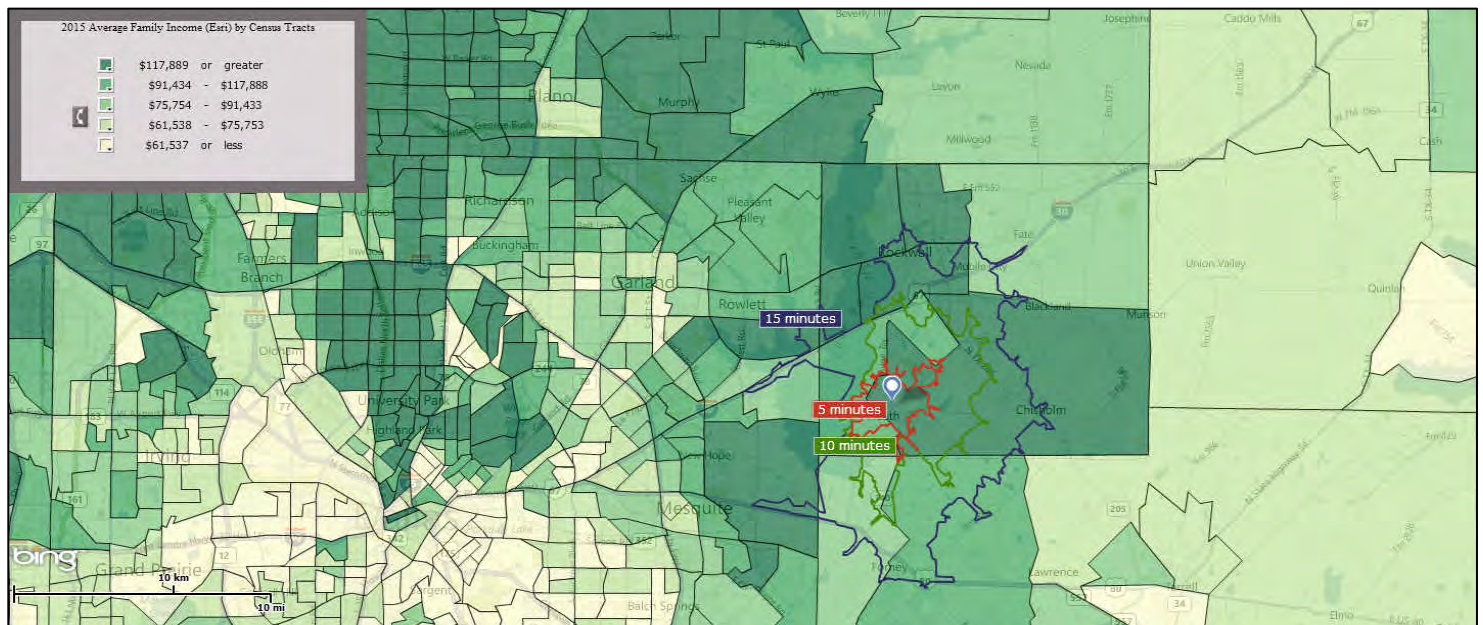
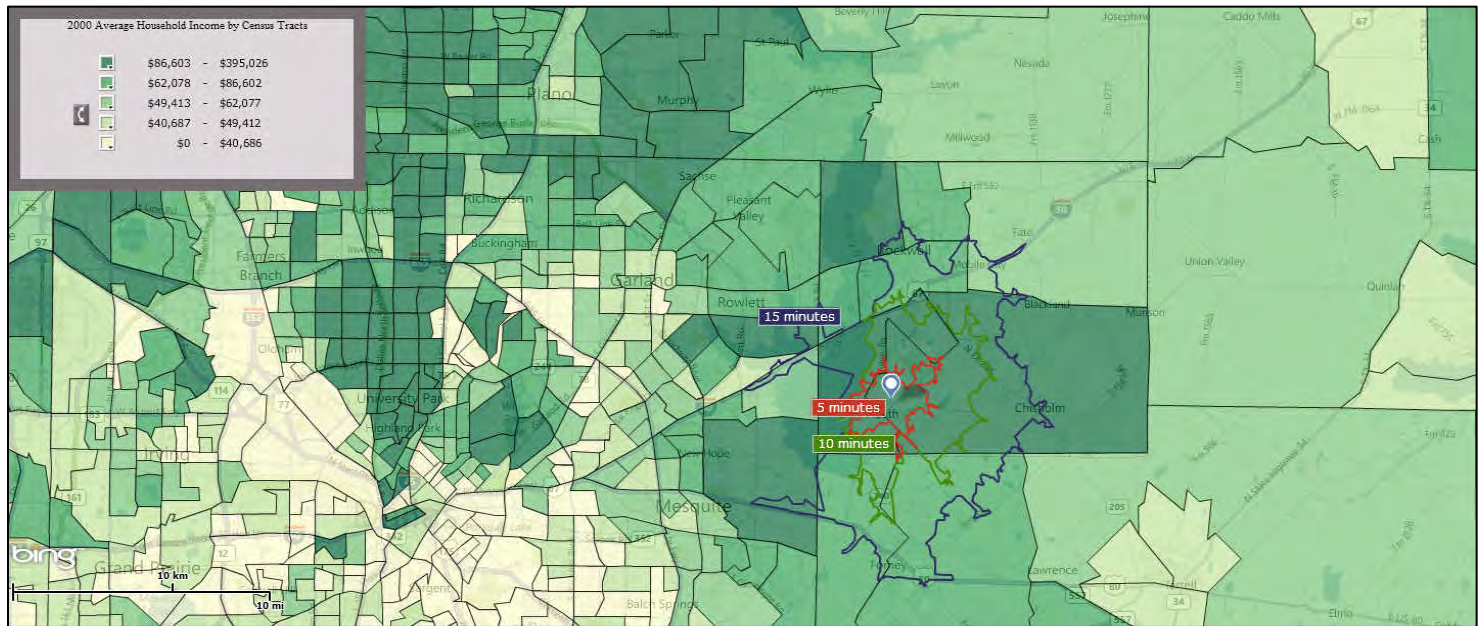
Population Growth Trends – 2000 to 2010



This trend analysis shows the difference and allocation of population growth from 2000 (top) to 2010 (bottom). The darker the color, the higher the population density by census tract. This comparison shows Heath to be in the midst of a high growth area that continues to grow and evolve. This is positive from a market standpoint as it will continue to provide Heath with demand and opportunity.

Source: ESRI and Catalyst Group

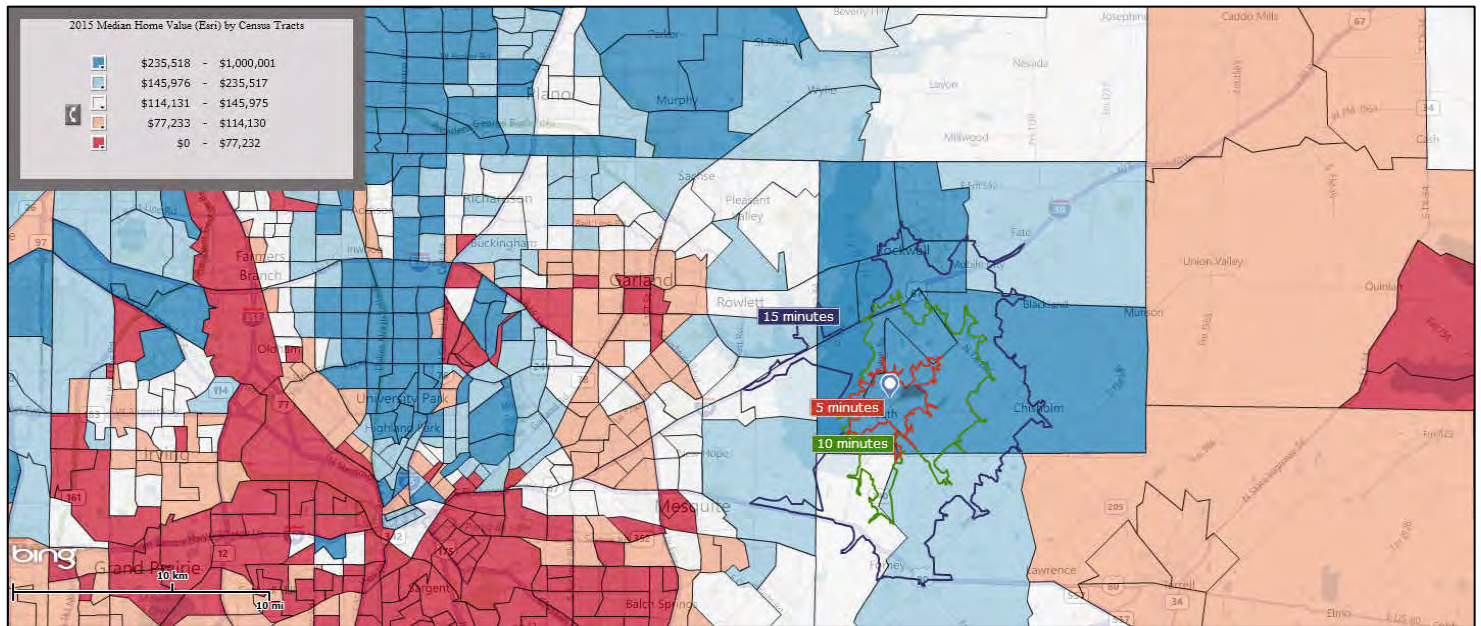
Average Family Income Growth Trends – 2000 to 2010



This trend analysis shows the difference and allocation of average family income from 2000 (top) to 2010 (bottom). The darker the color, the higher the average family income by census tract. This comparison shows Heath to be in the midst of the highest incomes in the eastern DFW Metroplex, with the trend showing this to continue. This is positive from a market standpoint as it will continue to provide Heath with market demand, interest and opportunity to maintain a high quality identity and experience.

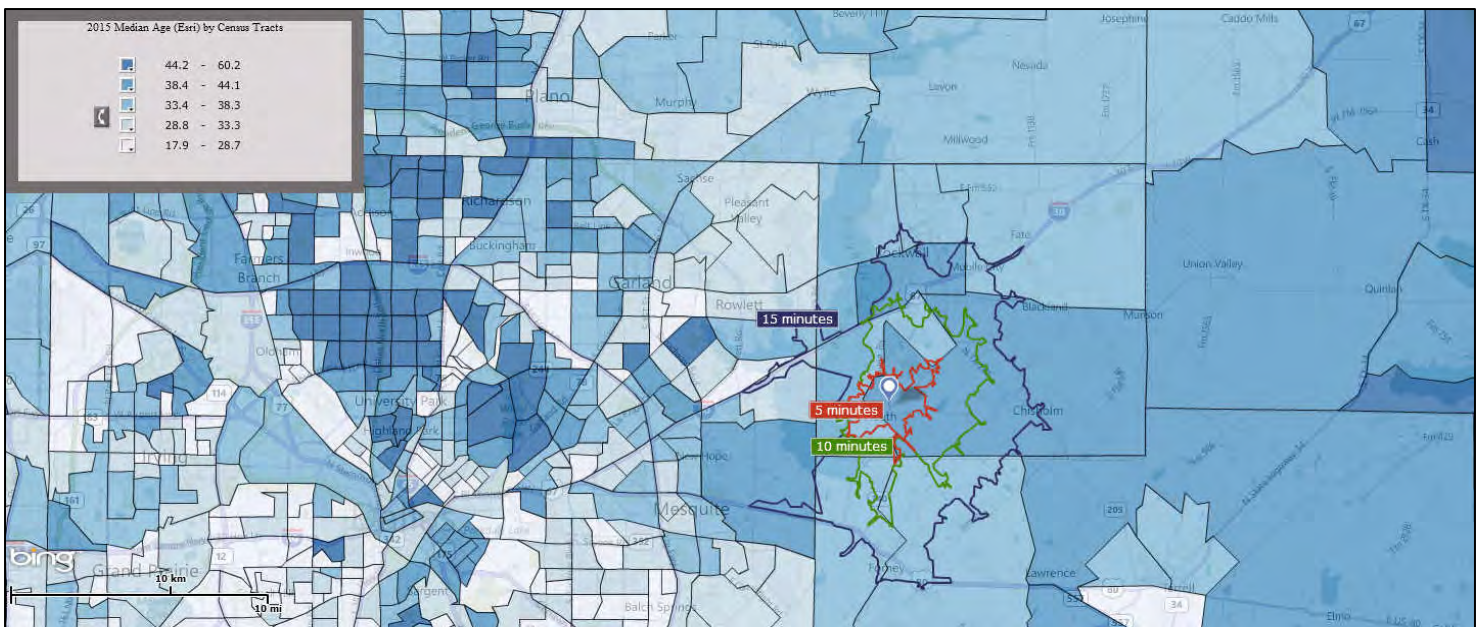
Source: ESRI and Catalyst Group

Median Home Value – 2011



This analysis shows the allocation of median home values across the Heath trade area and beyond. The bluer the area, home values are at the highest levels in the Metroplex. The redder the area, home values are at the lowest levels in the Metroplex. This analysis shows that Heath has developed with strong home values, which is a key factor in establishing a quality environment that attracts the upwardly mobile demographic with disposable income.

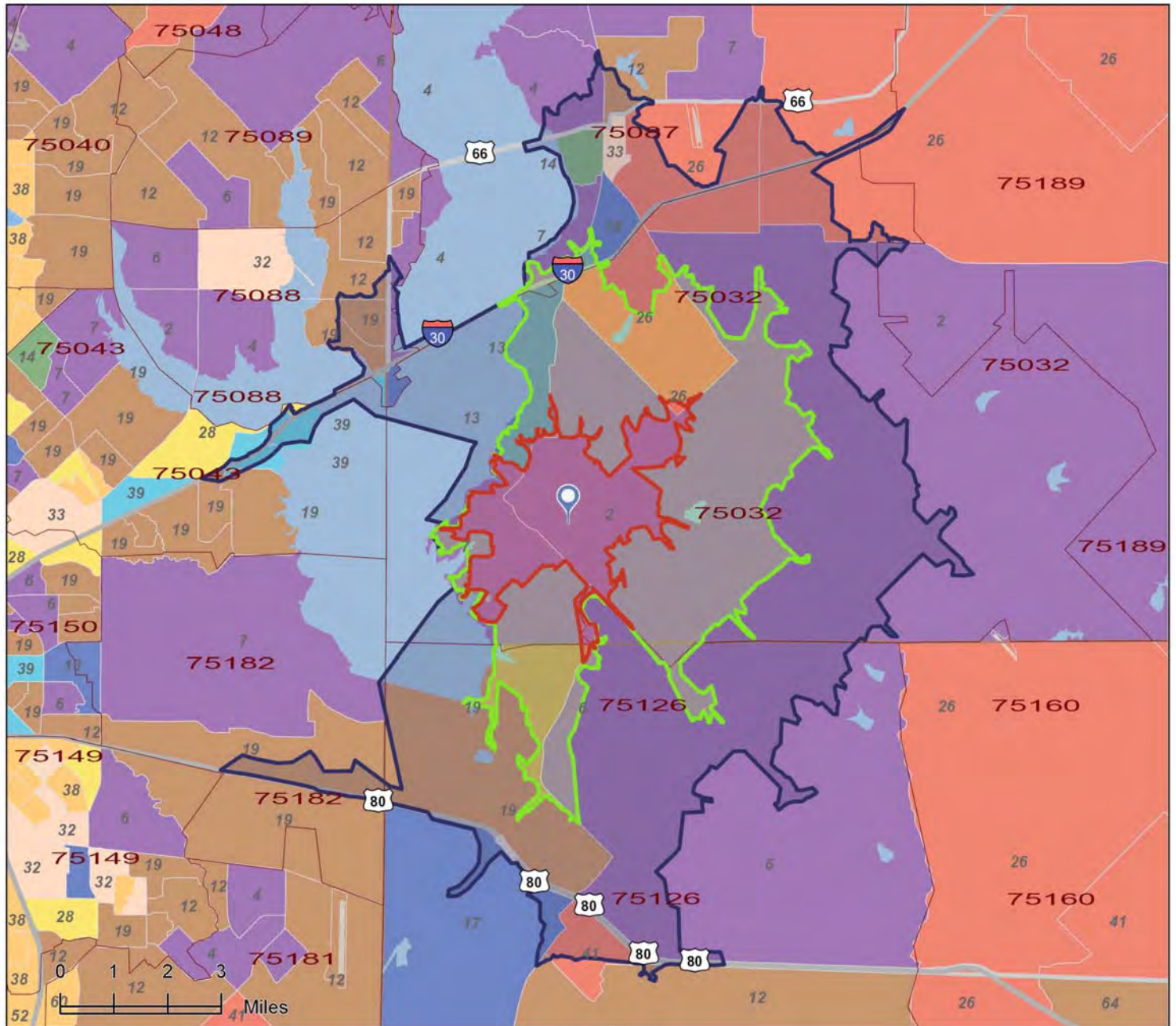
Median Age – 2011



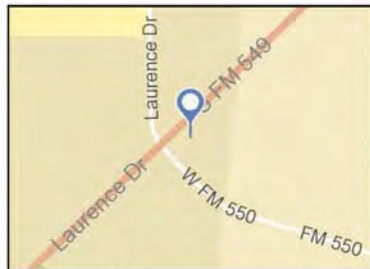
This analysis shows the allocation of ages across the Heath trade area. The darker the color, the higher the median age by census tract. This analysis shows Heath to be in the midst of the age ranges from 33 to 44 years old. This is positive from a market standpoint as it reflects the age of young professionals with families, the center of the retail-targeted consumer group.

Source: ESRI and Catalyst Group

Psychographic Tapestry Segments – 2011



Tapestry LifeMode



Source: Esri

- L1 High Society: Affluent, well-educated, married-couple homeowners
- L2 Upscale Avenues: Prosperous, married-couple homeowners in different housing
- L3 Metropolis: City dwellers in older homes reflecting the diversity of urban culture
- L4 Solo Acts: Urban young singles on the move
- L5 Senior Styles: Senior lifestyles by income, age, and housing type
- L6 Scholars and Patriots: College, military environments
- L7 High Hopes: Young households striving for the "American Dream"
- L8 Global Roots: Ethnic and culturally diverse families
- L9 Family Portrait: Youth, family life, and children
- L10 Traditional Living: Middle-aged, middle income—Middle America
- L11 Factories and Farms: Hardworking families in small communities, settled near jobs
- L12 American Quilt: Households in small towns and rural areas



This analysis shows the allocation of ages across the Heath trade area. The darker the color, the higher the median age by census tract. This analysis shows Heath to be in the midst of the age ranges from 33 to 44 years old. This is positive from a market standpoint as it reflects the age of young professionals with families, the center of the retail-targeted consumer group.

Source: ESRI and Catalyst Group

Tapestry Segment Profile Descriptions

2. “Suburban Splendor” – Secondary Population within Trade Area

These successful suburbanites are the epitome of upward mobility, just a couple of rungs below the top and situated recently in growing neighborhoods of affluent homes with a median home value of more than \$377,000. Most are two-family incomes with children. The household population is younger (median age of 40) well educated and well employed. Suburban Splendor homes feature the latest amenities and home design. Residents are more likely to hire home services than undertake do-it-yourself projects. They place importance on family time and travel. They purchase time-saving gadgets and equipment. They are proactive in financial planning, actively investing and owning life insurance policies.

6. “Sophisticated Squires – Majority of Trade Area population

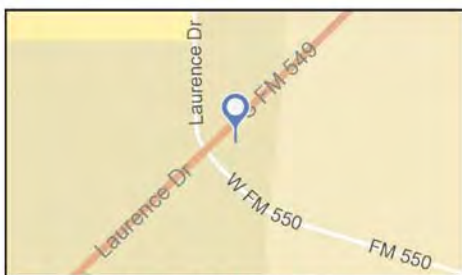
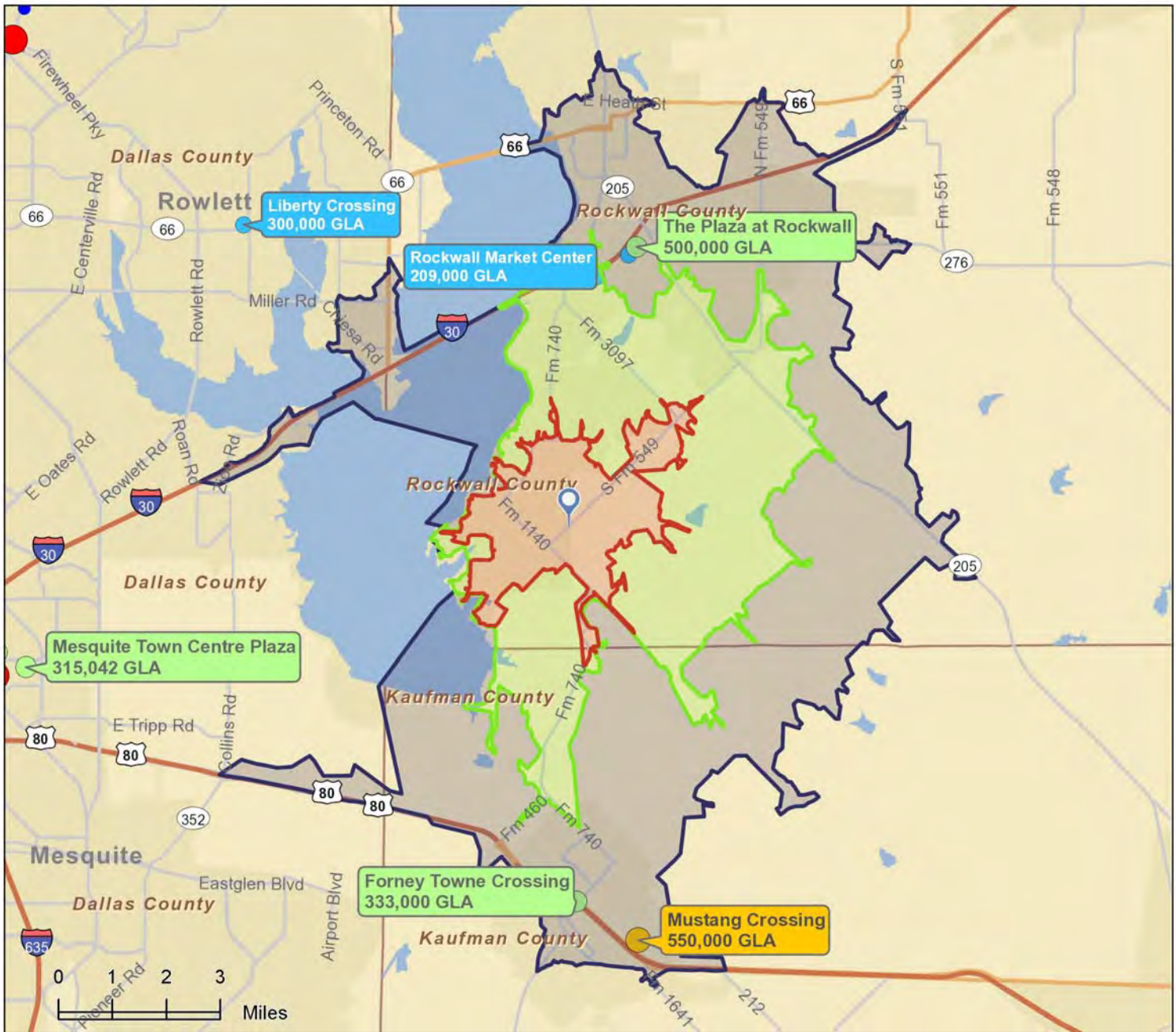
Sophisticated Squires residents **enjoy cultured country living in newer home developments with low density** and a median value of more than \$214,000. These **urban escapees** are primarily **families with children**. They are college-educated, professionally employed and have elected to commute to maintain their semirural lifestyle. From buying golfing equipment to attending golf tournaments, golf is a key part of their lives. Cargo space for golf and do-it-yourself projects determines their preference for SUV’s and minivans. **With the right tools, they are not afraid to tackle home and garden improvement projects.**

26. Midland Crowd – Tertiary Population within Trade Area

Tapestry’s largest market, Midland Crowd, represents 11 million people, nearly 4 percent of the total US population, in one market. As expected, this market reflects some characteristics of the US population, with a median age of 36 years and an average family size of 3.1 people. The median household income of \$47,000 is just below the US median of \$48,100. These difference distinguish the Midland Crowd residents. These neighborhoods are located in mainly rural areas, which since 2000, have been growing at an annual rate of more than 2.5 percent. Approximately 40 percent of the homes were built after 1990; more than 95 percent of their homes are single-family houses or mobile homes. These do-it-yourselfers take pride in their homes and vehicles. Their vehicle of choice is a used truck such as a Ford or Chevrolet. For leisure, they go fishing and hunting, listen to country music, and watch television. They are politically conservative, devoted pet lovers, and interested in domestic travel.

Source: ESRI and Catalyst Group

Existing Primary Retail Supply within 5 min, 10 min, and 15 min Drive Times



Source: Directory of Major Malls, Inc.

- Gross Leasable Area**
- Less than 200,000 sq ft
 - 200,001 - 300,000
 - 300,001 - 500,000
 - 500,001 - 800,000
 - More than 800,000



Source: ESRI and Catalyst Group

420 Buffalo Way Rd, Heath, TX, 75032
 Drive Time: 5 minutes

Summary Demographics

2010 Population	2,608
2010 Households	911
2010 Median Disposable Income	\$78,625
2010 Per Capita Income	\$42,728

Industry Summary

	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$42,254,940	\$25,684,689	\$16,570,251	24.4	18
Total Retail Trade (NAICS 44-45)	\$36,029,159	\$22,254,970	\$13,774,189	23.6	12
Total Food & Drink (NAICS 722)	\$6,225,781	\$3,429,719	\$2,796,062	29.0	6

Industry Group

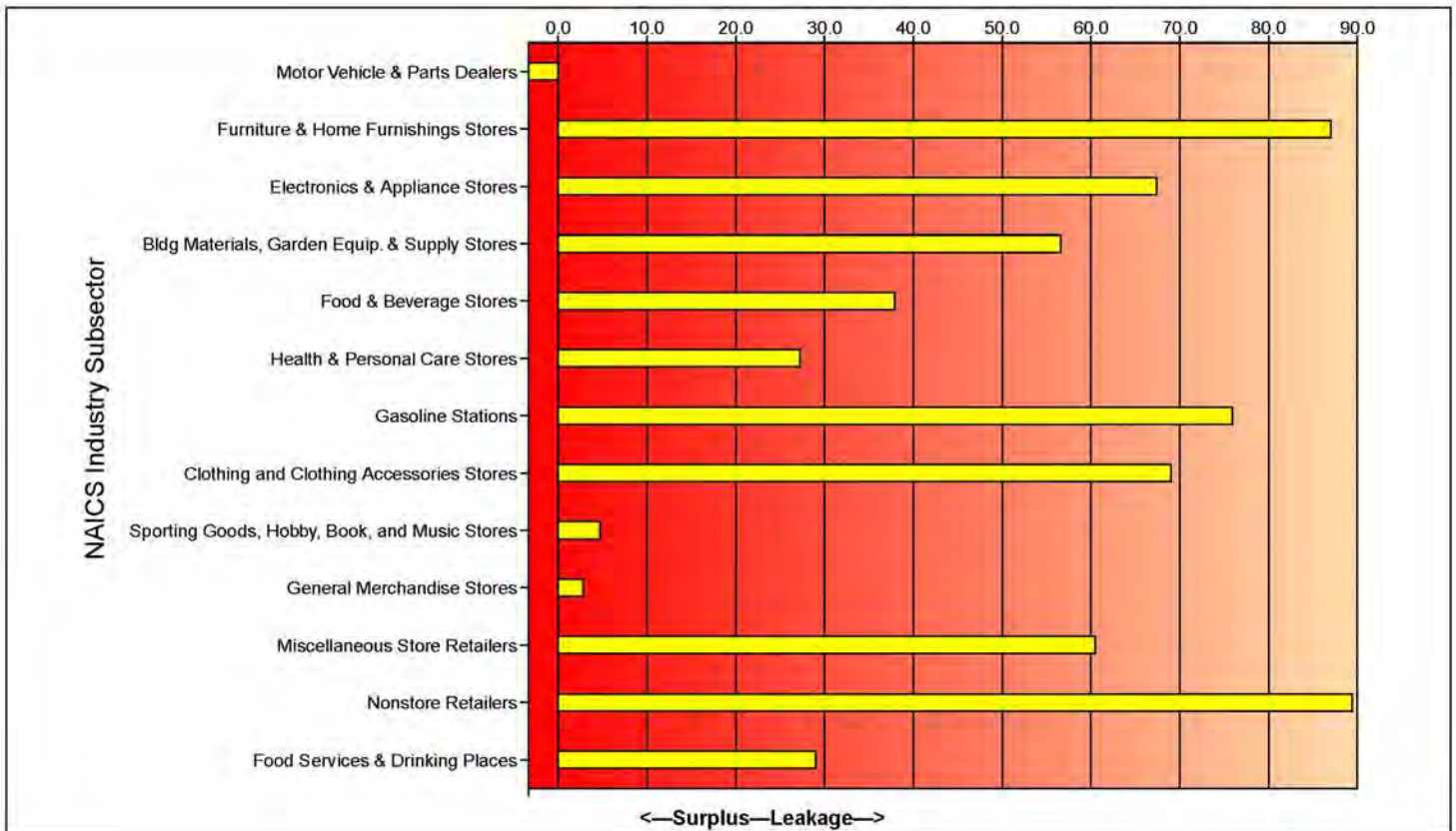
	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$8,526,959	\$9,117,982	\$-591,023	-3.3	1
Automobile Dealers (NAICS 4411)	\$7,431,652	\$9,090,447	\$-1,658,795	-10.0	1
Other Motor Vehicle Dealers (NAICS 4412)	\$774,528	\$27,535	\$746,993	93.1	1
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$320,779	\$0	\$320,779	100.0	0
Furniture & Home Furnishings Stores (NAICS 442)	\$929,474	\$64,601	\$864,873	87.0	1
Furniture Stores (NAICS 4421)	\$551,347	\$0	\$551,347	100.0	0
Home Furnishings Stores (NAICS 4422)	\$378,127	\$64,601	\$313,526	70.8	1
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$999,328	\$194,598	\$804,730	67.4	1
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$1,775,876	\$492,189	\$1,283,687	56.6	2
Building Material and Supplies Dealers (NAICS 4441)	\$1,574,443	\$178,629	\$1,395,814	79.6	1
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$201,433	\$313,560	\$-112,127	-21.8	1
Food & Beverage Stores (NAICS 445)	\$5,915,600	\$2,664,740	\$3,250,860	37.9	1
Grocery Stores (NAICS 4451)	\$5,781,181	\$2,596,971	\$3,184,210	38.0	1
Specialty Food Stores (NAICS 4452)	\$40,294	\$67,769	\$-27,475	-25.4	1
Beer, Wine, and Liquor Stores (NAICS 4453)	\$94,125	\$0	\$94,125	100.0	0
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$909,945	\$520,714	\$389,231	27.2	2
Gasoline Stations (NAICS 447/4471)	\$6,407,271	\$876,757	\$5,530,514	75.9	1
Clothing and Clothing Accessories Stores (NAICS 448)	\$1,218,250	\$223,585	\$994,665	69.0	1
Clothing Stores (NAICS 4481)	\$960,519	\$223,585	\$736,934	62.2	1
Shoe Stores (NAICS 4482)	\$103,352	\$0	\$103,352	100.0	0
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$154,379	\$0	\$154,379	100.0	0
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$617,935	\$562,321	\$55,614	4.7	1
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$363,597	\$200,821	\$162,776	28.8	1
Book, Periodical, and Music Stores (NAICS 4512)	\$254,338	\$361,500	\$-107,162	-17.4	1

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector.

Sources: Esri and Infogroup

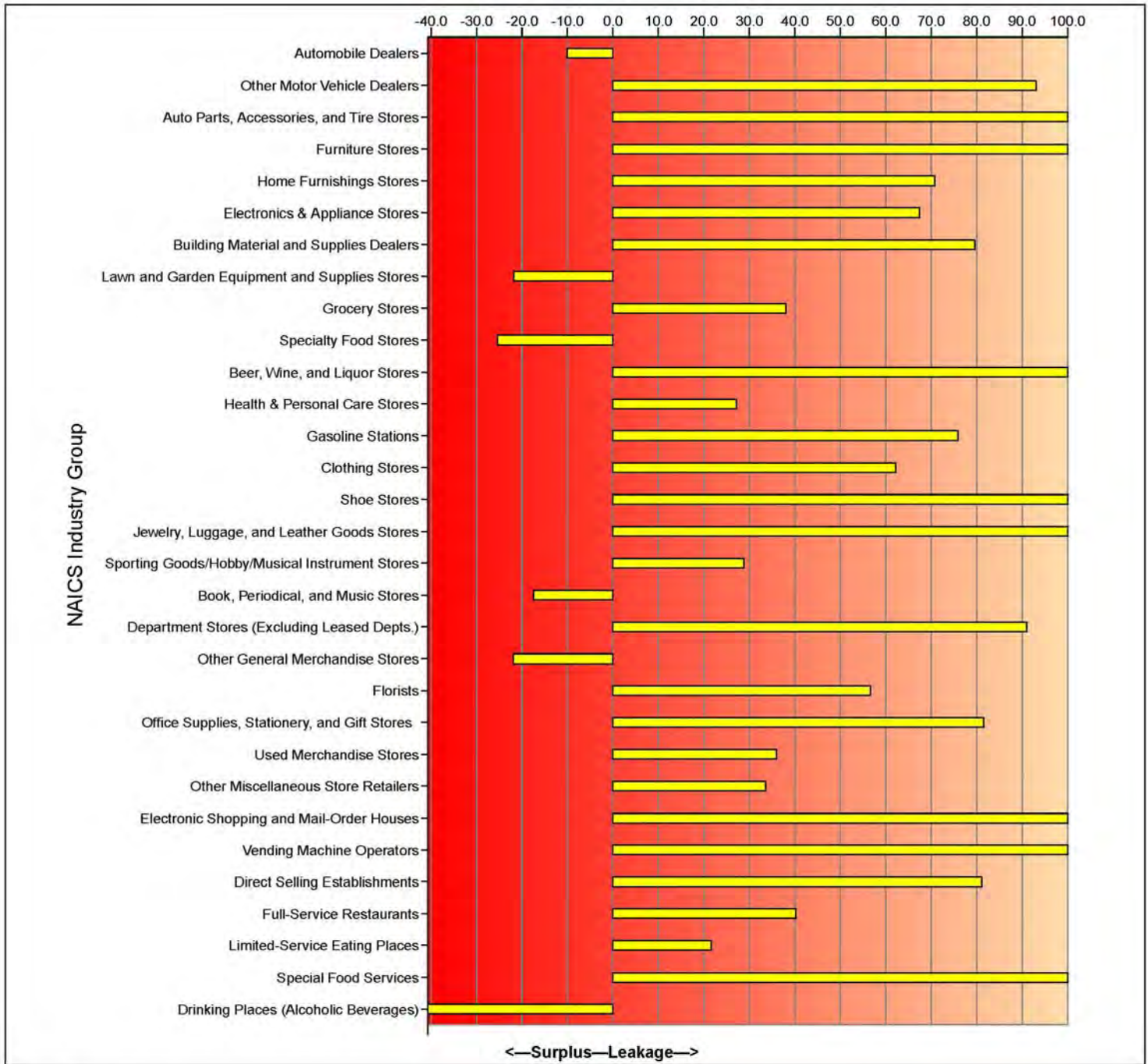
Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$7,820,926	\$7,393,976	\$426,950	2.8	1
Department Stores Excluding Leased Depts.(NAICS 4521)	\$3,181,573	\$149,218	\$3,032,355	91.0	1
Other General Merchandise Stores (NAICS 4529)	\$4,639,353	\$7,244,758	\$-2,605,405	-21.9	1
Miscellaneous Store Retailers (NAICS 453)	\$487,460	\$119,997	\$367,463	60.5	2
Florists (NAICS 4531)	\$39,128	\$10,837	\$28,291	56.6	1
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$286,867	\$29,028	\$257,839	81.6	1
Used Merchandise Stores (NAICS 4533)	\$7,341	\$3,453	\$3,888	36.0	1
Other Miscellaneous Store Retailers (NAICS 4539)	\$154,124	\$76,679	\$77,445	33.6	2
Nonstore Retailers (NAICS 454)	\$420,135	\$23,510	\$396,625	89.4	1
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$134,655	\$0	\$134,655	100.0	0
Vending Machine Operators (NAICS 4542)	\$60,756	\$0	\$60,756	100.0	0
Direct Selling Establishments (NAICS 4543)	\$224,724	\$23,510	\$201,214	81.1	1
Food Services & Drinking Places (NAICS 722)	\$6,225,781	\$3,429,719	\$2,796,062	29.0	6
Full-Service Restaurants (NAICS 7221)	\$2,845,512	\$1,215,016	\$1,630,496	40.2	3
Limited-Service Eating Places (NAICS 7222)	\$3,348,907	\$2,160,165	\$1,188,742	21.6	3
Special Food Services (NAICS 7223)	\$8,362	\$0	\$8,362	100.0	0
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$23,000	\$54,538	\$-31,538	-40.7	1

Leakage/Surplus Factor by Industry Subsector



Sources: Esri and Infogroup

Leakage/Surplus Factor by Industry Group



Sources: Esri and Infogroup

420 Buffalo Way Rd, Heath, TX, 75032
Drive Time: 10 minutes

Summary Demographics

2010 Population	20,689
2010 Households	6,796
2010 Median Disposable Income	\$62,975
2010 Per Capita Income	\$36,041

Industry Summary

	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$267,878,590	\$235,183,426	\$32,695,164	6.5	195
Total Retail Trade (NAICS 44-45)	\$228,643,756	\$175,484,549	\$53,159,207	13.2	138
Total Food & Drink (NAICS 722)	\$39,234,834	\$59,698,877	-\$20,464,043	-20.7	57

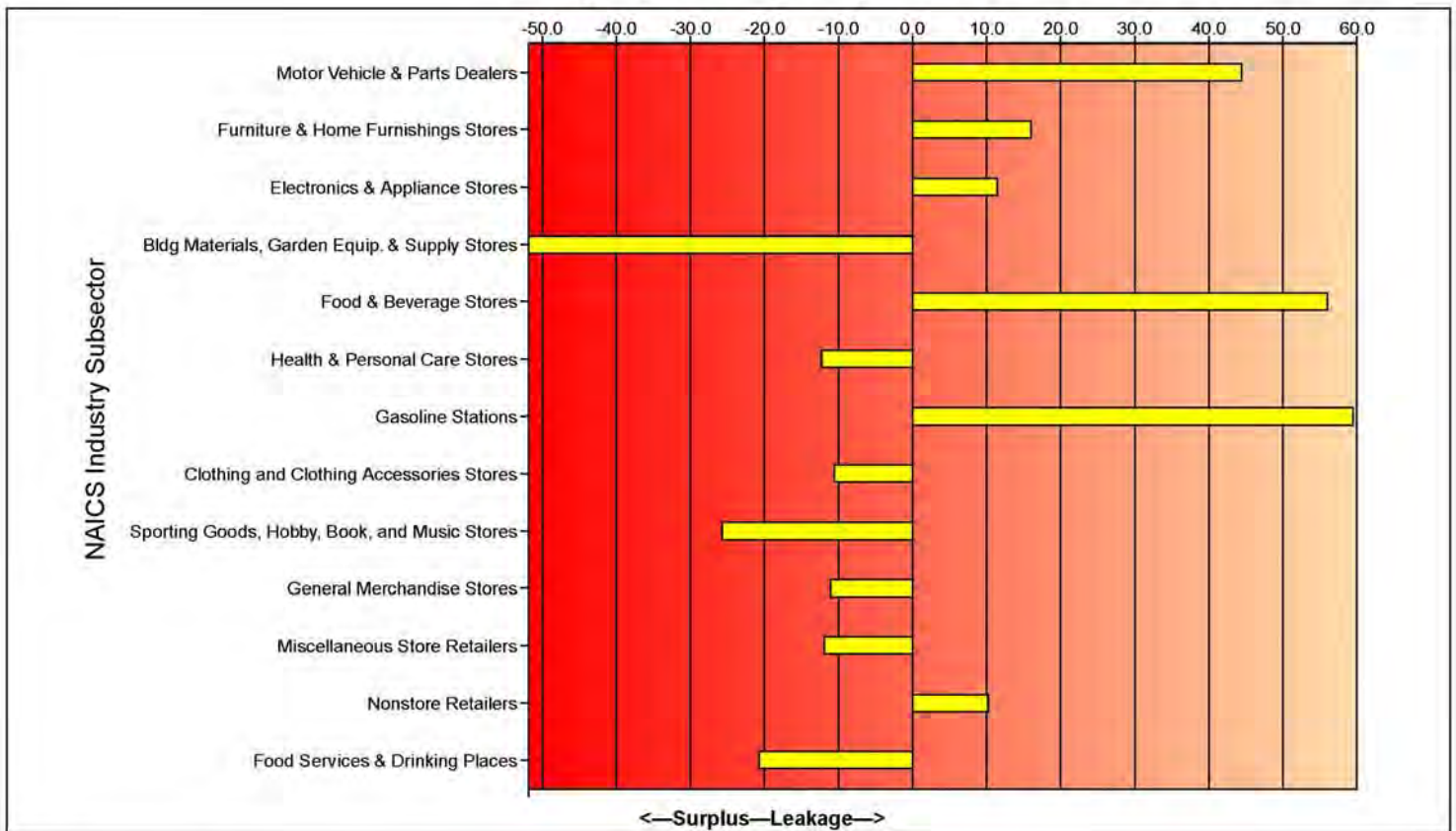
Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$54,127,864	\$20,817,103	\$33,310,761	44.4	7
Automobile Dealers (NAICS 4411)	\$47,407,489	\$19,141,642	\$28,265,847	42.5	4
Other Motor Vehicle Dealers (NAICS 4412)	\$4,677,325	\$957,665	\$3,719,660	66.0	2
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$2,043,050	\$717,796	\$1,325,254	48.0	1
Furniture & Home Furnishings Stores (NAICS 442)	\$5,703,821	\$4,126,755	\$1,577,066	16.0	10
Furniture Stores (NAICS 4421)	\$3,432,522	\$2,211,767	\$1,220,755	21.6	4
Home Furnishings Stores (NAICS 4422)	\$2,271,299	\$1,914,988	\$356,311	8.5	6
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$6,253,885	\$4,975,113	\$1,278,772	11.4	9
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$10,636,805	\$33,457,655	-\$22,820,850	-51.8	14
Building Material and Supplies Dealers (NAICS 4441)	\$9,426,056	\$32,215,418	-\$22,789,362	-54.7	11
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$1,210,749	\$1,242,237	-\$31,488	-1.3	3
Food & Beverage Stores (NAICS 445)	\$37,933,049	\$10,710,055	\$27,222,994	56.0	5
Grocery Stores (NAICS 4451)	\$37,038,511	\$10,285,071	\$26,753,440	56.5	3
Specialty Food Stores (NAICS 4452)	\$274,450	\$424,984	-\$150,534	-21.5	2
Beer, Wine, and Liquor Stores (NAICS 4453)	\$620,088	\$0	\$620,088	100.0	0
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$5,817,984	\$7,451,444	-\$1,633,460	-12.3	15
Gasoline Stations (NAICS 447/4471)	\$41,860,770	\$10,622,427	\$31,238,343	59.5	3
Clothing and Clothing Accessories Stores (NAICS 448)	\$7,632,352	\$9,436,935	-\$1,804,583	-10.6	24
Clothing Stores (NAICS 4481)	\$6,020,618	\$7,822,502	-\$1,801,884	-13.0	17
Shoe Stores (NAICS 4482)	\$676,143	\$1,044,593	-\$368,450	-21.4	4
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$935,591	\$569,840	\$365,751	24.3	3
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$3,809,726	\$6,442,317	-\$2,632,591	-25.7	14
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$2,242,074	\$4,309,419	-\$2,067,345	-31.6	10
Book, Periodical, and Music Stores (NAICS 4512)	\$1,567,652	\$2,132,898	-\$565,246	-15.3	4

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector.

Sources: Esri and Infogroup

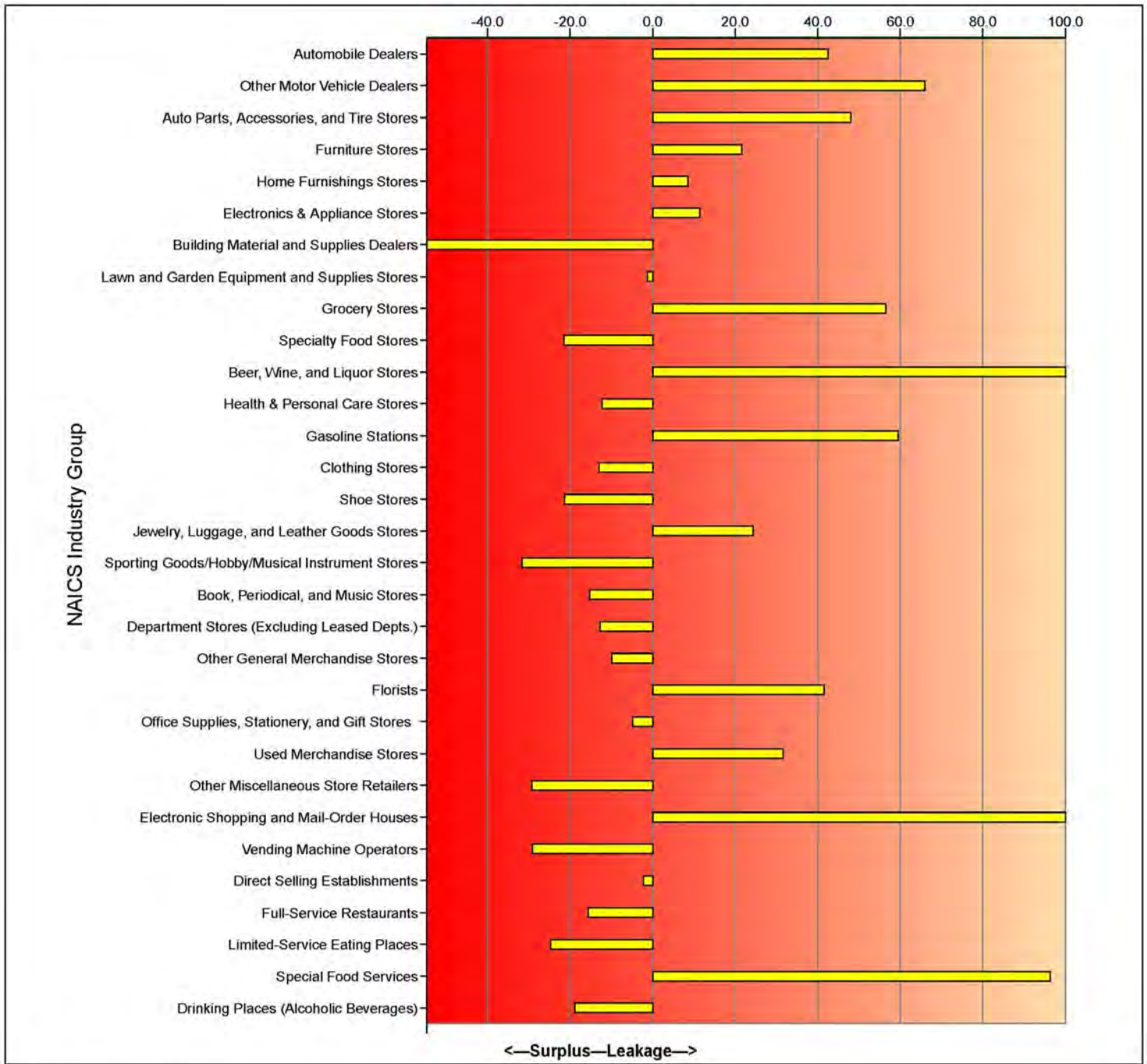
Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$49,180,051	\$61,405,699	\$-12,225,648	-11.1	11
Department Stores Excluding Leased Depts.(NAICS 4521)	\$19,952,156	\$25,760,585	\$-5,808,429	-12.7	7
Other General Merchandise Stores (NAICS 4529)	\$29,227,895	\$35,645,114	\$-6,417,219	-9.9	4
Miscellaneous Store Retailers (NAICS 453)	\$3,076,595	\$3,911,017	\$-834,422	-11.9	21
Florists (NAICS 4531)	\$238,877	\$98,579	\$140,298	41.6	2
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$1,772,191	\$1,950,638	\$-178,447	-4.8	6
Used Merchandise Stores (NAICS 4533)	\$66,708	\$34,698	\$32,010	31.6	2
Other Miscellaneous Store Retailers (NAICS 4539)	\$998,819	\$1,827,102	\$-828,283	-29.3	11
Nonstore Retailers (NAICS 454)	\$2,610,854	\$2,128,029	\$482,825	10.2	5
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$866,921	\$0	\$866,921	100.0	0
Vending Machine Operators (NAICS 4542)	\$391,582	\$713,527	\$-321,945	-29.1	1
Direct Selling Establishments (NAICS 4543)	\$1,352,351	\$1,414,502	\$-62,151	-2.2	4
Food Services & Drinking Places (NAICS 722)	\$39,234,834	\$59,698,877	\$-20,464,043	-20.7	57
Full-Service Restaurants (NAICS 7221)	\$17,764,002	\$24,324,074	\$-6,560,072	-15.6	29
Limited-Service Eating Places (NAICS 7222)	\$21,225,252	\$35,156,977	\$-13,931,725	-24.7	27
Special Food Services (NAICS 7223)	\$97,819	\$1,855	\$95,964	96.3	1
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$147,761	\$215,971	\$-68,210	-18.8	1

Leakage/Surplus Factor by Industry Subsector



Sources: Esri and Infogroup

Leakage/Surplus Factor by Industry Group



Sources: Esri and Infogroup

Summary Demographics

2010 Population	57,991
2010 Households	19,951
2010 Median Disposable Income	\$60,056
2010 Per Capita Income	\$33,686

Industry Summary

	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$717,957,796	\$683,631,626	\$34,326,170	2.4	546
Total Retail Trade (NAICS 44-45)	\$613,053,230	\$569,495,585	\$43,557,645	3.7	386
Total Food & Drink (NAICS 722)	\$104,904,566	\$114,136,041	-\$9,231,475	-4.2	160

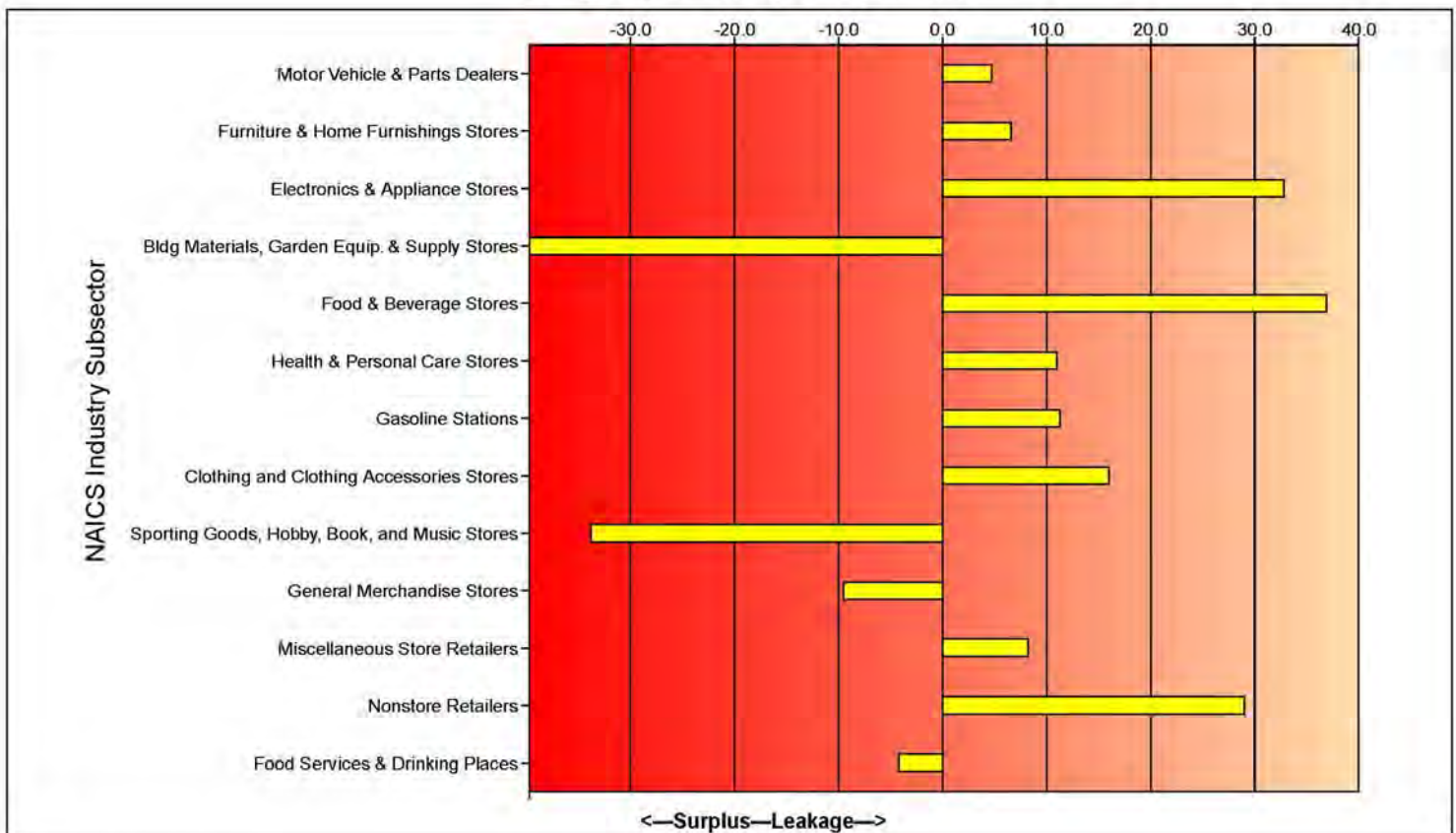
Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$146,395,092	\$133,249,187	\$13,145,905	4.7	53
Automobile Dealers (NAICS 4411)	\$127,934,214	\$124,363,311	\$3,570,903	1.4	28
Other Motor Vehicle Dealers (NAICS 4412)	\$12,102,575	\$4,174,032	\$7,928,543	48.7	9
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$6,358,303	\$4,711,844	\$1,646,459	14.9	16
Furniture & Home Furnishings Stores (NAICS 442)	\$16,587,402	\$14,542,283	\$2,045,119	6.6	25
Furniture Stores (NAICS 4421)	\$10,546,431	\$9,867,174	\$679,257	3.3	9
Home Furnishings Stores (NAICS 4422)	\$6,040,971	\$4,675,109	\$1,365,862	12.7	16
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$17,062,960	\$8,639,020	\$8,423,940	32.8	21
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$28,280,328	\$65,469,651	-\$37,189,323	-39.7	35
Building Material and Supplies Dealers (NAICS 4441)	\$25,273,684	\$63,430,159	-\$38,156,475	-43.0	26
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$3,006,644	\$2,039,492	\$967,152	19.2	9
Food & Beverage Stores (NAICS 445)	\$103,132,809	\$47,581,344	\$55,551,465	36.9	20
Grocery Stores (NAICS 4451)	\$99,499,374	\$46,575,337	\$52,924,037	36.2	16
Specialty Food Stores (NAICS 4452)	\$1,192,346	\$809,029	\$383,317	19.2	4
Beer, Wine, and Liquor Stores (NAICS 4453)	\$2,441,089	\$196,978	\$2,244,111	85.1	1
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$16,450,314	\$13,201,439	\$3,248,875	11.0	32
Gasoline Stations (NAICS 447/4471)	\$114,924,291	\$91,576,622	\$23,347,669	11.3	21
Clothing and Clothing Accessories Stores (NAICS 448)	\$21,254,151	\$15,389,655	\$5,864,496	16.0	49
Clothing Stores (NAICS 4481)	\$16,586,003	\$12,517,390	\$4,068,613	14.0	34
Shoe Stores (NAICS 4482)	\$2,135,589	\$1,471,618	\$663,971	18.4	7
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$2,532,559	\$1,400,647	\$1,131,912	28.8	8
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$9,334,788	\$18,881,328	-\$9,546,540	-33.8	32
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$5,588,242	\$15,912,192	-\$10,323,950	-48.0	24
Book, Periodical, and Music Stores (NAICS 4512)	\$3,746,546	\$2,969,136	\$777,410	11.6	8

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector.

Sources: Esri and Infogroup

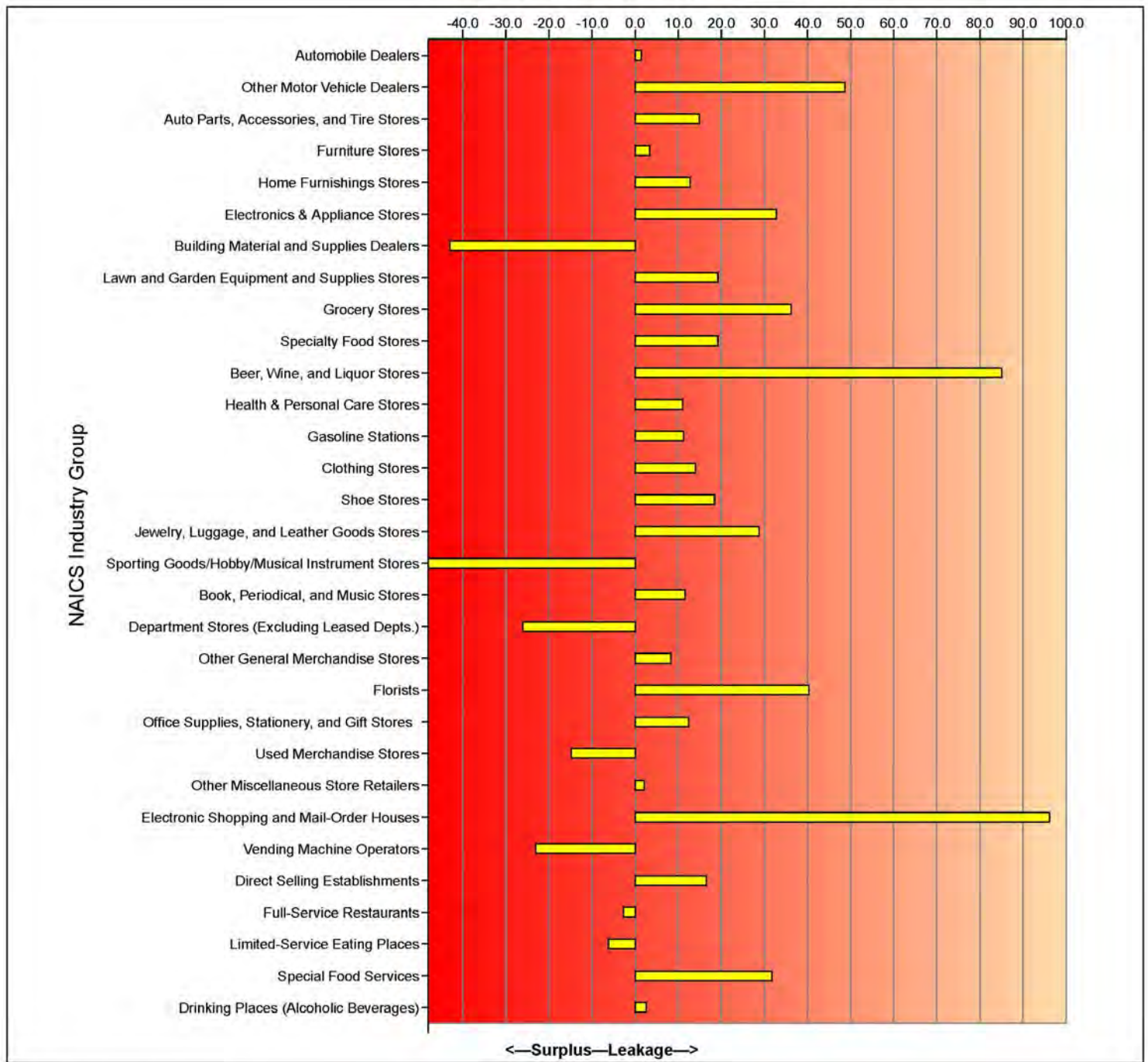
Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$123,492,205	\$149,476,625	\$-25,984,420	-9.5	22
Department Stores Excluding Leased Depts.(NAICS 4521)	\$52,195,864	\$89,111,112	\$-36,915,248	-26.1	11
Other General Merchandise Stores (NAICS 4529)	\$71,296,341	\$60,365,513	\$10,930,828	8.3	11
Miscellaneous Store Retailers (NAICS 453)	\$8,735,419	\$7,412,496	\$1,322,923	8.2	64
Florists (NAICS 4531)	\$731,619	\$311,645	\$419,974	40.3	6
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$4,430,109	\$3,451,077	\$979,032	12.4	15
Used Merchandise Stores (NAICS 4533)	\$574,906	\$774,528	\$-199,622	-14.8	17
Other Miscellaneous Store Retailers (NAICS 4539)	\$2,998,785	\$2,875,246	\$123,539	2.1	26
Nonstore Retailers (NAICS 454)	\$7,403,471	\$4,075,935	\$3,327,536	29.0	12
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$3,203,458	\$62,807	\$3,140,651	96.2	1
Vending Machine Operators (NAICS 4542)	\$1,132,351	\$1,813,550	\$-681,199	-23.1	4
Direct Selling Establishments (NAICS 4543)	\$3,067,662	\$2,199,578	\$868,084	16.5	8
Food Services & Drinking Places (NAICS 722)	\$104,904,566	\$114,136,041	\$-9,231,475	-4.2	160
Full-Service Restaurants (NAICS 7221)	\$45,867,225	\$48,393,474	\$-2,526,249	-2.7	95
Limited-Service Eating Places (NAICS 7222)	\$56,827,271	\$64,326,722	\$-7,499,451	-6.2	59
Special Food Services (NAICS 7223)	\$1,585,584	\$821,752	\$763,832	31.7	2
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$624,486	\$594,093	\$30,393	2.5	4

Leakage/Surplus Factor by Industry Subsector



Sources: Esri and Infogroup

Leakage/Surplus Factor by Industry Group

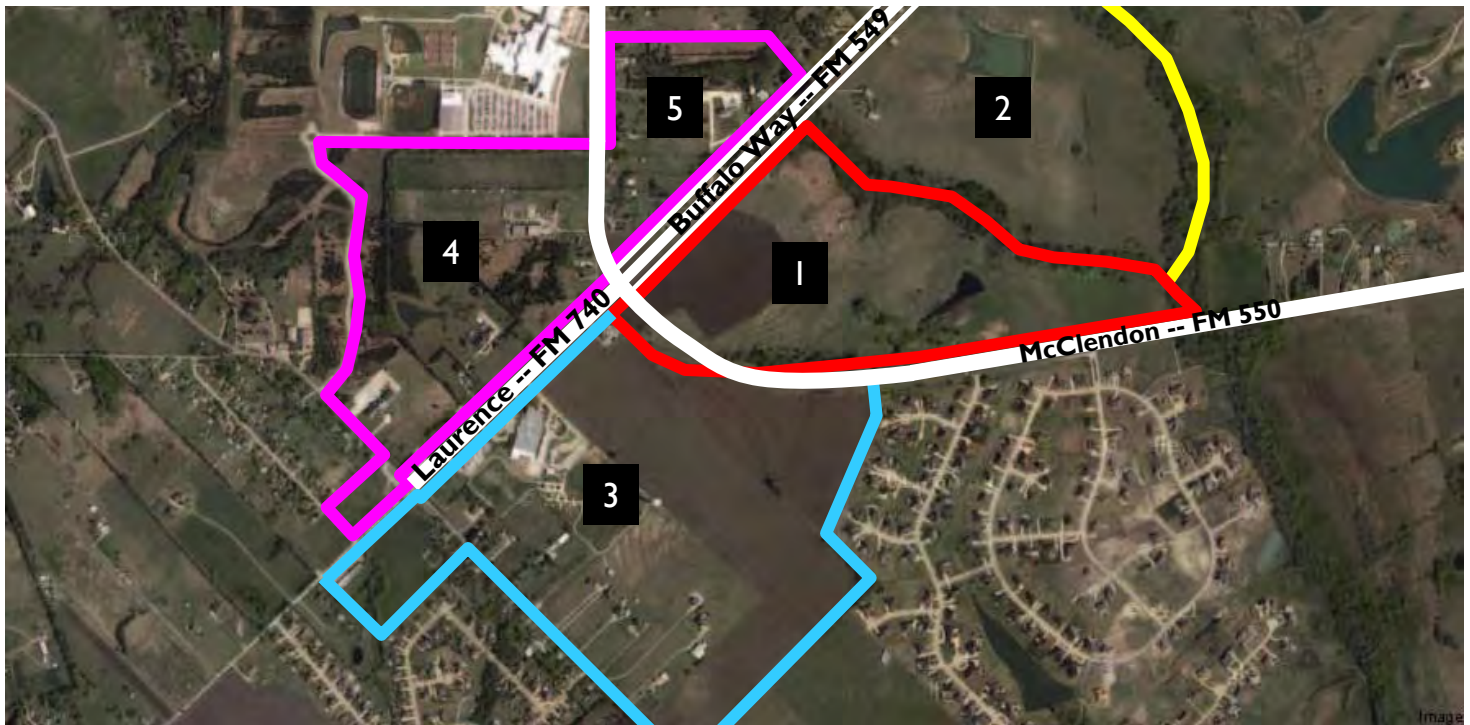


Sources: Esri and Infogroup

HEATH TOWN CENTER -- PROGRAMMING ANALYSIS	HDL / Catalyst			Esri			Retail Attractions
	sales per sf range	avg sales/sf		5 min retail leakage	10 min retail leakage	avg leakage	retail leakage
Retail Category							
Women's Apparel Stores							
Boutique: Chicos, Hot Topic, Cache, B J Vines, Other Small Stores	\$ 350	\$ 750	\$ 550				
Small Fashion: Ann Taylor, Bebe, BCBG, Pacific Sunwear, Small Stores	\$ 250	\$ 550	\$ 400				
Mid-Fashion: Coldwater Creek, Avenue, Limited, J Jill, Sizes Unlimited, Local Stores	\$ 350	\$ 600	\$ 475				
Large Fashion: Lerner New York, Dress Barn, Fashion Bug, Charlotte Russe, Local Stores	\$ 150	\$ 400	\$ 275				
Men's Apparel Stores							
Casual Menswear: Casual Male, Patrick James, Rochester Big & Tall, Other Small Stores	\$ 150	\$ 300	\$ 225				
Business Attire: Men's Wearhouse, Jos A Bank, Pockets, Small Stores	\$ 275	\$ 400	\$ 338				
Family Apparel							
Children: Childrens Place, Carters, Gymboree, Naartjie Custom Kids, Small Stores	\$ 300	\$ 700	\$ 500				
Casual: Gap, Old Navy, Hollister, Abercrombie & Fitch, Small Stores	\$ 325	\$ 600	\$ 463				
Discount: Ross, T. J. Maxx, Marshalls, Stein Mart, Small Stores	\$ 115	\$ 325	\$ 220				
Clothing Stores -- Combined	\$ 252	\$ 514	\$ 383	\$ 736,934	\$ 4,068,613	\$ 2,402,774	\$ 7,764,282
Shoe Stores							
Small: J. Stephens, Jarman, Naturalizer, Aldo Shoes, Skechers	\$ 325	\$ 550	\$ 438				
Mid-Sized: Payless, Footlocker, Famous Footwear, Finish Line, Shoe Inn	\$ 300	\$ 450	\$ 375				
Large: DSW, Warehouse Shoe Sale, Shoe Pavilion	\$ 150	\$ 275	\$ 213				
Shoe Stores -- Combined	\$ 258	\$ 425	\$ 342	\$ 103,352	\$ 663,971	\$ 383,662	
General Merchandise							
Closeout: Dollar Store, Big Lots, Dollar Tree	\$ 100	\$ 325	\$ 213	\$ 77,445	\$ 10,930,828	\$ 5,504,137	
Discount Department Target, Wal Mart	\$ 250	\$ 450	\$ 350				
Membership Warehouse: Costco, Sam's Club	\$ 550	\$ 975	\$ 763				
General Merchandise -- Combined	\$ 300	\$ 583	\$ 442	\$ (2,605,405)	\$ (6,417,219)	\$ (4,511,312)	
Department Stores							
Mid-Sized: Department Mervyns, Gottschalks, Kohls, Catos	\$ 115	\$ 225	\$ 170				
Large: Department Sears, J C Penney, Dillards, Macys	\$ 115	\$ 200	\$ 158				
Upscale Department: Nordstrom, Bloomingdales, Neiman Marcus	\$ 375	\$ 750	\$ 563				
Department Stores -- Combined	\$ 202	\$ 392	\$ 297	\$ 3,032,355	\$ (36,915,248)	\$ (16,941,447)	
Food Stores							
Convenience: 7 Eleven, Allsup	\$ 325	\$ 650	\$ 488				
Specialty Food Whole Foods, Wild Oats, Trader Joes, Aldi	\$ 400	\$ 850	\$ 625	\$ (27,475)	\$ (150,534)	\$ (89,005)	
Chain Supermarket: Tom Thumb, Albertsons, HEB	\$ 180	\$ 450	\$ 315	\$ 3,278,335	\$ 27,373,528	\$ 15,325,932	\$ 12,125,298
High End Supermarket: Central Market, Market Street	\$ 375	\$ 600	\$ 488				
Warehouse Grocery: Pak N Save, Food 4 Less, Superior Warehouse, Food Maxx	\$ 150	\$ 275	\$ 213				
Ethnic Market: Fiesta, Gigante, Jerry's	\$ 180	\$ 400	\$ 290				
Food Stores -- Combined	\$ 204	\$ 404	\$ 304	\$ -	\$ -	\$ -	\$ 8,995,076
Restaurants							
Coffee/Juice Bars: Starbucks, Coffee Bean & Tea Leaf, It's A Grind	\$ 175	\$ 600	\$ 388	\$ 8,362	\$ 95,964	\$ 52,163	
Fast Food: Mc Donalds, Burger King, Taco Bell, Wendys	\$ 275	\$ 600	\$ 438				
Fast Casual: Panera Bread, Pasta Bravo, Pick Up Stix, Daphnes Greek Café	\$ 350	\$ 700	\$ 525	\$ 1,188,742	\$ (13,931,725)	\$ (6,371,492)	
Coffee Shops: Dennys, IHOP, Breadwinners, Corner Bakery	\$ 400	\$ 600	\$ 500				
Buffet: Souper Salad, Sweet Tomatoes	\$ 300	\$ 500	\$ 400				
Family Dining: Applebees, Red Robin, Islands, Chilis, Johnny Carinos	\$ 400	\$ 650	\$ 525	\$ 815,248	\$ (3,280,036)	\$ (1,232,394)	\$ 4,497,538
Dinner House: Outback, P F Changs, Black Angus, El Fenix	\$ 450	\$ 800	\$ 625	\$ 815,248	\$ (3,280,036)	\$ (1,232,394)	\$ 4,497,538
Drinking Places: Sherlock's, Gingerman, etc.	\$ (31,538)	\$ (68,210)	\$ (49,874)				
Food Service and Drinking Places -- Combined	\$ 336	\$ 636	\$ 486	\$ 495,204	\$ (4,296,002)	\$ (1,900,399)	\$ 8,995,076
Home Improvement/Furnishings							
Kitchen/Bath/Bedding: Linens N Things, Bed Bath & Beyond	\$ 200	\$ 300	\$ 250				
Imports/Accents: Pier One, Cost Plus, HomeGoods	\$ 175	\$ 250	\$ 213				
Home Décor/Accessories: Crate & Barrel, Pottery Barn, Z Gallerie	\$ 225	\$ 525	\$ 375	\$ 313,526	\$ 356,311	\$ 334,919	\$ 1,115,285
Volume Decorator/Fixtures: Expo, Great Indoors	\$ 200	\$ 450	\$ 325				
Paint: Sherwin Williams, Vista Paint, Dunn Edwards	\$ 250	\$ 375	\$ 313				
Warehouse Building Supply: Home Depot, Lowes	\$ 225	\$ 300	\$ 263	\$ 1,395,814	\$ (22,789,362)	\$ (10,696,774)	\$ 6,775,097
Furniture: Levitz, Wickes, Bassett, Ethan Allen, Thomasville, Mattress Giant, Small Stores	\$ 450	\$ 1,200	\$ 825	\$ 551,347	\$ 1,220,755	\$ 886,051	\$ 2,230,571
Small Electronics: Radio Shack, Gamestop, PalmOne, Affordable Portables	\$ 400	\$ 1,000	\$ 700	\$ 804,730	\$ 1,278,772	\$ 1,041,751	\$ 3,829,716
Volume Electronics/Appliances: Circuit City, Best Buy, Comp USA	\$ 450	\$ 950	\$ 700				
Lawn and Garden: Ruibal's, Jackson's, Nicholson Hardie, etc.				\$ (112,127)	\$ (31,488)	\$ (71,808)	
Home Improvement, Furnishings and Garden -- Combined							
Miscellaneous Retail							
Drug Stores: Walgreens, CVS	\$ 550	\$ 700	\$ 625	\$ 272,462	\$ (1,143,422)	\$ (304,836)	\$ 4,515,209
Bath & Beauty: Bath & Body Works, Body Shop, L'Occitane, Sally Beauty	\$ 350	\$ 500	\$ 425	\$ 116,769	\$ (490,038)	\$ (55,990)	\$ 1,935,090
Jewelry: Jared, Eisenmanns, Kay Jewlers				\$ 154,379	\$ 365,751	\$ 260,065	
Book Stores: Barnes and Noble, Waldenbooks, Family Christian, Half Price Books	\$ 125	\$ 275	\$ 200	\$ (107,162)	\$ (565,246)	\$ (336,204)	
Cards/Gifts: Hallmark, Spencers Gifts, Things Remembered, Sanrio	\$ 150	\$ 600	\$ 375				
Craft Shops: Michaels, Joann Fabrics & Crafts, Hancock Fabrics	\$ 100	\$ 200	\$ 150				
Multi-plex Cinemas: AMC, Regal							
Music Recordings: Tower Records, Virgin Megastore	\$ 200	\$ 450	\$ 325				
Office Supplies: Officemax, Staples, Office Depot	\$ 350	\$ 550	\$ 450	\$ 257,839	\$ (178,447)	\$ 39,696	
Party Supplies: Party City, etc	\$ 100	\$ 325	\$ 213				
Pet Supplies: Petsmart, Petco, Pet Food Express, Pet Club	\$ 75	\$ 225	\$ 150				
Sporting Goods: Dicks, Big 5, Sports Authority	\$ 150	\$ 275	\$ 213	\$ 162,776	\$ (2,067,345)	\$ (952,285)	\$ 2,976,713
Toys: ToysRUs, Toys Unique	\$ 200	\$ 300	\$ 250				
Video: Hollywood Video, Video Update	\$ 150	\$ 225	\$ 188				
Used Merchandise: Play It Again, Upscale Resale, etc.				\$ 3,888	\$ (828,283)	\$ (412,198)	
Total Miscellaneous -- Combined							
Gasoline Stations				\$ 5,530,514	\$ 31,238,343	\$ 18,384,429	\$ 6,845,712

HEATH TOWN CENTER -- PROGRAMMING ANALYSIS	Programming			
	Combined Retail Leakage	Computed Building Area	Project Building Area	Number of Stores
Retail Category				
<u>Women's Apparel Stores</u> Boutique: Chicos, Hot Topic, Cache, B J Vines, Other Small Stores Small Fashion: Ann Taylor, Bebe, BCBG, Pacific Sunwear, Small Stores Mid-Fashion: Coldwater Creek, Avenue, Limited, J Jill, Sizes Unlimited, Local Stores Large Fashion: Lerner New York, Dress Barn, Fashion Bug, Charlotte Russe, Local Stores				
<u>Men's Apparel Stores</u> Casual Menswear: Casual Male, Patrick James, Rochester Big & Tall, Other Small Stores Business Attire: Men's Wearhouse, Jos A Bank, Pockets, Small Stores				
<u>Family Apparel</u> Children: Childrens Place, Carters, Gymboree, Naartjie Custom Kids, Small Stores Casual: Gap, Old Navy, Hollister, Abercrombie & Fitch, Small Stores Discount: Ross, T. J. Maxx, Marshalls, Stein Mart, Small Stores				
Clothing Stores -- Combined	\$ 5,083,528	13,281	13,281	7 total small stores
<u>Shoe Stores</u> Small: J. Stephens, Jarman, Naturalizer, Aldo Shoes, Skechers Mid-Sized: Payless, Footlocker, Famous Footwear, Finish Line, Shoe Inn Large: DSW, Warehouse Shoe Sale, Shoe Pavillion				
Shoe Stores -- Combined	\$ 383,662	1,123	1,123	1 small store
<u>General Merchandise</u> Closeout: Dollar Store, Big Lots, Dollar Tree Discount Department Target, Wal Mart Membership Warehouse: Costco, Sam's Club	\$ 5,504,137	25,902	22,000	1 junior anchor
General Merchandise -- Combined	\$ (4,511,312)		22,000	2 total stores
<u>Department Stores</u> Mid-Sized: Department Mervyns, Gottschalks, Kohls, Catos Large: Department Sears, J C Penney, Dillards, Macys Upscale Department: Nordstrom, Bloomingdales, Neiman Marcus				
Department Stores -- Combined	\$ (16,941,447)			
<u>Food Stores</u> Convenience: 7 Eleven, Allsup Specialty Food Whole Foods, Wild Oats, Trader Joes, Aldi Chain Supermarket: Tom Thumb, Albertsons, HEB High End Supermarket : Central Market, Market Street Warehouse Grocery: Pak N Save, Food 4 Less, Superior Warehouse, Food Maxx Ethnic Market: Fiesta, Gigante, Jerry's	\$ (89,005) \$ 13,725,615	43,573	80,000	1 anchor store
Food Stores -- Combined	\$ 4,497,538	14,798	80,000	1 total store
<u>Restaurants</u> Coffee/Juice Bars: Starbucks, Coffee Bean & Tea Leaf, It's A Grind Fast Food: Mc Donalds, Burger King, Taco Bell, Wendys Fast Casual: Panera Bread, Pasta Bravo, Pick Up Stix, Daphnes Greek Café Coffee Shops: Dennys, IHOP, Breadwinners, Corner Bakery Buffet: Souper Salad, Sweet Tomatoes Family Dining: Applebees, Red Robin, Islands, Chilis, Johnny Carinos Dinner House: Outback, P F Changs, Black Angus, El Fenix Drinking Places: Sherlock's, Gingerman, etc.	\$ 52,163 \$ (6,371,492) \$ 1,632,572 \$ 1,632,572 \$ (49,874)	135 3,110 2,612	1,200 4,600 2,900	2 small stores 2 restaurants 1 restaurant
Food Service and Drinking Places -- Combined	\$ 3,547,338	7,303	8,700	5 total stores
<u>Home Improvement/Furnishings</u> Kitchen/Bath/Bedding: Linens N Things, Bed Bath & Beyond Imports/Accents: Pier One, Cost Plus, HomeGoods Home Décor/Accessories: Crate & Barrel, Pottery Barn, Z Gallerie Volume Decorator/Fixtures: Expo, Great Indoors Paint: Sherwin Williams, Vista Paint, Dunn Edwards Warehouse Building Supply: Home Depot, Lowes Furniture: Levitz, Wickes, Bassett, Ethan Allen, Thomasville, Mattress Giant, Small Stores Small Electronics: Radio Shack, Gamestop, PalmOne, Affordable Portables Volume Electronics/Appliances: Circuit City, Best Buy, Comp USA Lawn and Garden: Ruibal's, Jackson's, Nicholson Hardie, etc.	\$ 725,102 \$ (1,960,839) \$ 1,558,311 \$ 2,435,734 \$ (71,808)	1,934 1,889 3,480	2500 1,889 3,480	1 small store 1 store 2 small stores
Home Improvement, Furnishings and Garden -- Combined			7,868	4 total stores
<u>Miscellaneous Retail</u> Drug Stores: Walgreens, CVS Bath & Beauty: Bath & Body Works, Body Shop, L'Occitane, Sally Beauty Jewelry: Jared, Eisenmanns, Kay Jewelers Book Stores: Barnes and Noble, Waldenbooks, Family Christian, Half Price Books Cards/Gifts: Hallmark, Spencers Gifts, Things Remembered, Sanrio Craft Shops: Michaels, Joann Fabrics & Crafts, Hancock Fabrics Multi-plex Cinemas: AMC, Regal Music Recordings: Tower Records, Virgin Megastore Office Supplies: Officemax, Staples, Office Depot Party Supplies: Party City, etc Pet Supplies: Petsmart, Petco, Pet Food Express, Pet Club Sporting Goods: Dicks, Big 5, Sports Authority Toys: ToysRUs, Toys Unique Video: Hollywood Video, Video Update Used Merchandise: Play It Again, Upscale Resale, etc.	\$ 2,105,187 \$ 939,550 \$ 260,065 \$ (336,204) \$ 39,696 \$ 1,012,214 \$ (412,198)	3,368 2,211 679 88 4,763	14,000 2,211 1,200 0 0	1 junior anchor 1 store 1 small store (too small for store) (too small for store)
Total Miscellaneous -- Combined			17,411	2 total stores
<u>Gasoline Stations</u>	\$ 12,615,070	25,877	6000	2 total stores
TOTAL PROJECT PROGRAM		134,792	155,183	23 TOTAL STORES

11.80 TOTAL ACRES



Central Site – Existing Dynamics

Current General Conditions:

- TXDOT Creating New Intersection at 740 / 550
- Developer (Market) Interest Expressed to Develop Property I
- Buffalo Way / 549 will have different design characteristic (wider) than Laurence / 740

Property Area 1

- One property owner with simple site conditions for development
- Property shape, size and condition accommodates commercial program near 549/550 intersection
- The further away from this intersection (particularly along 550), the more difficult commercial program would be due to narrowing site dimensions and topography. This would be good area for residential uses.
- The new intersection designed by TXDOT will create a fragment property south of 550. Special strategy should be developed to capitalize on this as a special feature, rather than a fragmented commercial pad.

Property Area 2

- One property owner with relatively simple site conditions for residential development
- Care should be taken to integrate circulation (vehicular and pedestrian) between areas 1 and 2
- Care should be taken to preserve creek and mature trees as a residential amenity

Property Area 3

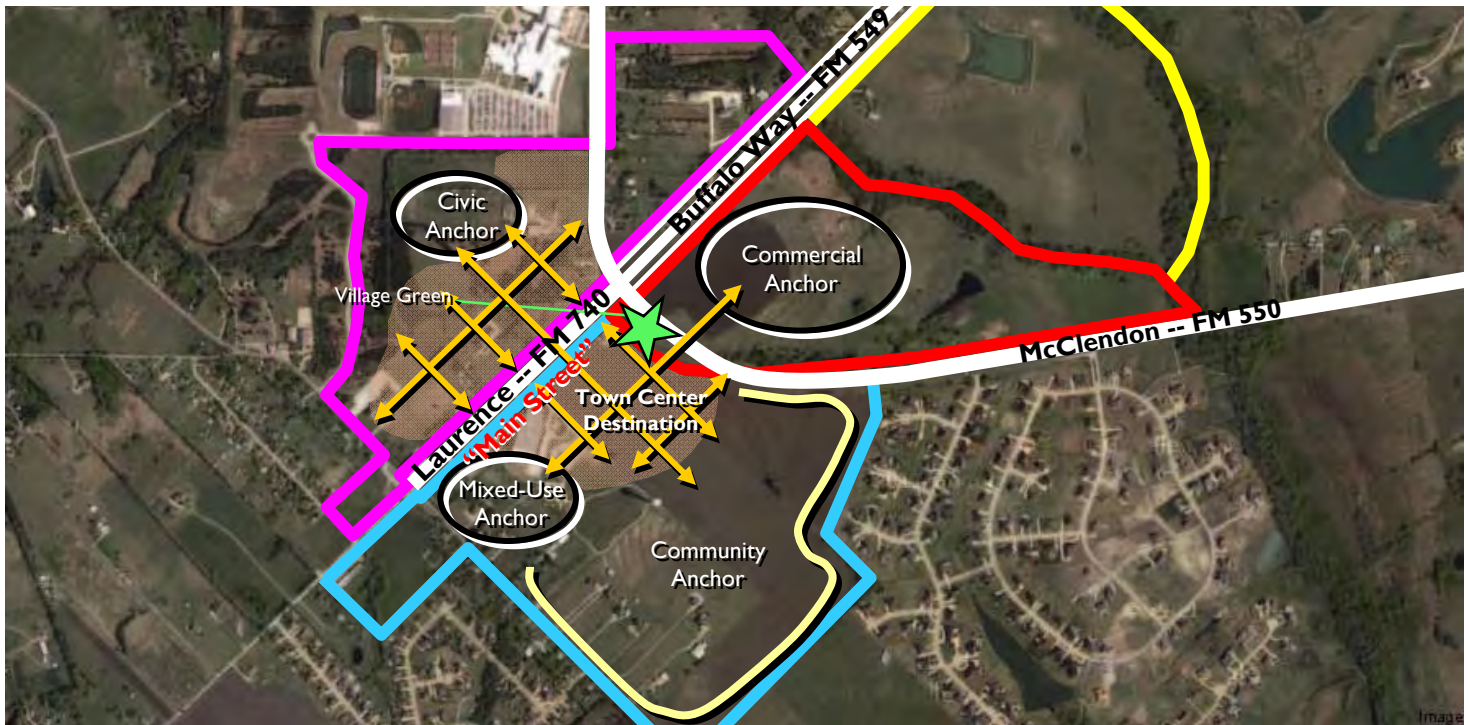
- Multiple property owners
- Take advantage of property around 740/550 intersection for commercial and mixed-use development
- Highlight school and municipal facilities as amenities
- Explore adjustments to park boundaries, as possible, for better land development efficiency
- Explore potential for new municipal facility/city hall sites for future consideration

Property Area 4

- Multiple property owners
- Take advantage of property around 740/550 intersection for commercial and mixed-use development
- Position high school as anchor within larger town center zone
- Special care to work around existing residential lots that desire to remain

Property Area 5

- Multiple property owners
- Take advantage of property around 740/550 intersection for commercial and mixed-use development
- Special care to work around existing residential lots that desire to remain



Central Site – Opportunity Diagram

Program Derived through Study of Market Assessment:

Clothing:	13,280 sf
Shoes:	1,100 sf
General/Close Out:	25,000 sf
Grocery:	45,000 sf
Restaurants:	5,800 sf
Home Décor/Furnishings:	3,800 sf
Small Electronics:	3,500 sf
Drugs/Misc:	11,200 sf

Total: 130,000 sf – 160,000 sf

* Note: This program is based on current population; it does not anticipate future growth.

Program Proposed by Developer: **

Grocery:	+/-60,000 sf
Small Retail:	+/-10,000 sf
Restaurants:	+/-4,000 sf
Pads (3):	+/-6,000 sf

Total: +/-80,000 sf

** Note: This Would be the Initial Phase

Potential Second Project Program: ***

Drugs/Misc:	+/-12,000 sf
Other Retail:	+/-30,000 sf
Restaurants:	+/-8,000 sf
Pads (included in above)	

Total: +/-50,000 sf

*** Note: This Would be a “Knock-On” Project

Planning Potential

- Create town center / village streetscape connecting commercial, mixed-use, civic and community anchors
- Focus on a strategy to allow buildings and streetscape to create “Main Street” walking street on Laurence
- Position the Municipal Center site for potential long term redevelopment
- Utilize market-based commercial uses on Property Area I as initial anchor for development
- Create new village green at primary intersection as focal point in initial phasing