

# Metro Place/Frantz Road

DISTANCE	HOTEL ROOM NIGHTS	OFFICE WORKERS	RESIDENT POPULATION
1/4 MILE RADIUS	195,257	3,205	837
1/2 MILE RADIUS	306,290	6,320	1,234
5-MINUTE DRIVE TIME			5,589

## Key Market Characteristics within 1/2 Mile Radius

- 1,300+ hotel rooms outnumber resident population (1,234 est.)
- More than 1.5 million square feet of office space [5 employees per 1,000 sf average = 7,500 employee capacity]
- Near existing retail/restaurant development
- High traffic volumes
- Good potential for walkable development

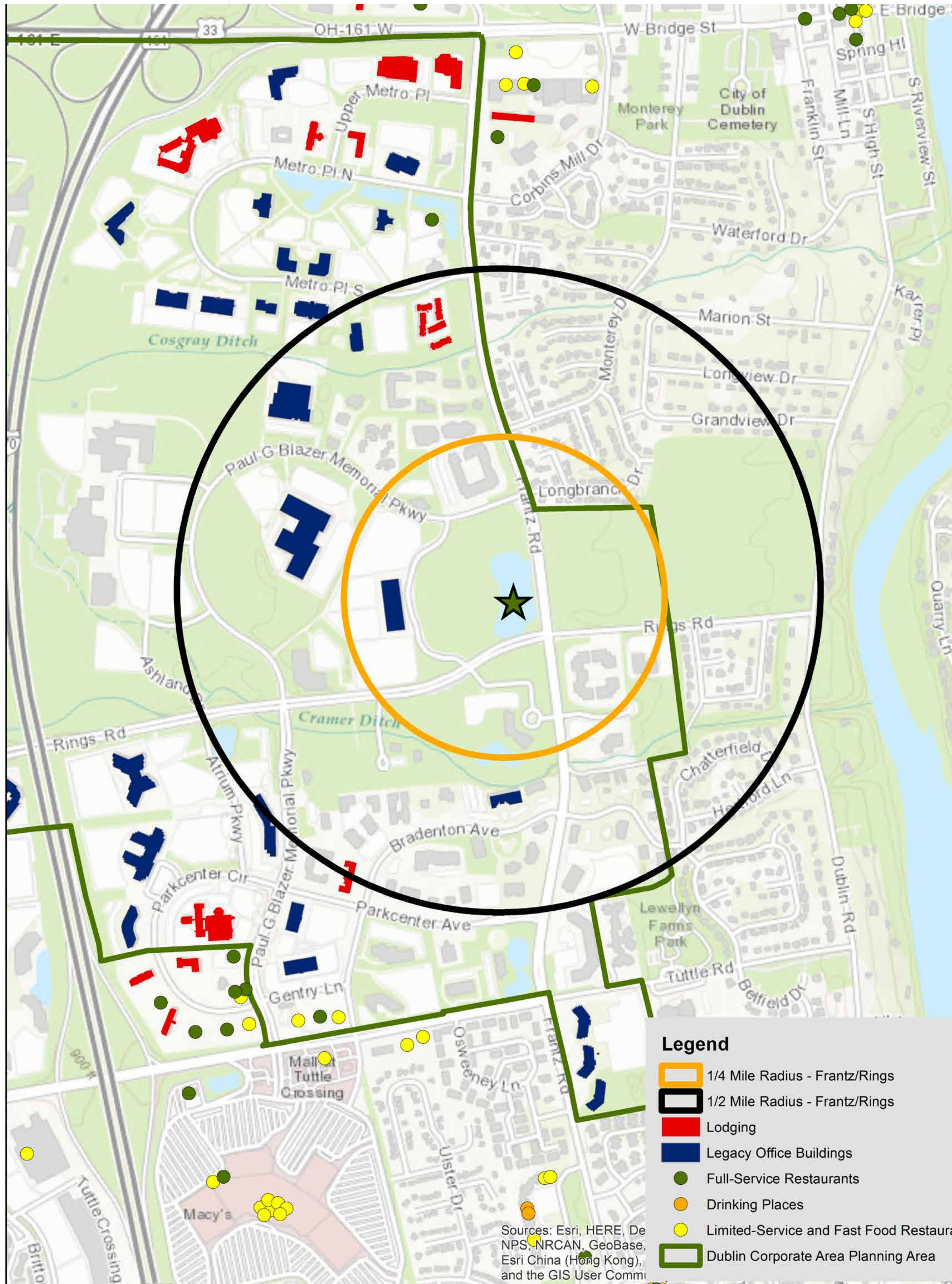
**Core Demand :** Restaurants, Restaurants and more Restaurants - \$35 million total spending potential

Assume development sites can capture 1/3 of total spending potential within 1/2 Mile Radius

- 3 to 4 Full-service average of 5,000 square feet; evening dining bolstered by hotel patrons
- 4 to 6 Limited-service average of 2,500 square feet (3,500 outparcel; 1,500 inline retail)

Ancillary personal care/service retail of 15,000 to 20,000 square feet

Sources: Esri, HERE, NPS, NRCAN, GeoEye, Esri China (Hong Kong), Swire, and the GIS User Community



## Frantz Road/Rings Road

DISTANCE	HOTEL ROOM NIGHTS	OFFICE WORKERS	RESIDENT POPULATION
1/4 MILE RADIUS	-	3,397	174
1/2 MILE RADIUS	42,263	9,152	684
5-MINUTE DRIVE TIME			9,234

### Key Market Characteristics within 1/2 Mile Radius

- 2.2 million square feet of office space [11,000+ employee capacity]
- Low proximate population counts; however nearly 10,000 residents within 5-minute drive
- No proximate retail/restaurant development exists
- High traffic volumes on Frantz and Rings Roads
- More auto-oriented

**Core Demand :** Mixed-use focused on office worker and resident-oriented convenience retail

Restaurants/Specialty food & beverage - \$18 Million total spending potential

- High share of fast casual restaurants and specialty food and beverage (coffee shops) – upwards 20,000 total square feet
- Incorporating drive-thru(s) important

Unique retailer and/or restaurateur as potential anchors

- Brew pub (10,000+ square feet)
- Small-format grocer with café (15,000 square foot grocery footprint) - \$10 Million Total Spending Potential in 1/2 mile radius

Ancillary personal care/service retail – 10,000 to 12,000 square feet

## Emerald Parkway/Parkwood Place

DISTANCE	HOTEL ROOM NIGHTS	OFFICE WORKERS	RESIDENT POPULATION
1/4 MILE RADIUS	-	2,034	246
1/2 MILE RADIUS	-	8,981	1,212
5-MINUTE DRIVE TIME			8,525

### Key Market Characteristics within 1/2 Mile Radius

- 2.1 million square feet of office space [10,800 employee capacity, includes Ashland]
- Highest proximate population count at 1,408 persons
- Traffic volumes are modest
- Near Emerald Towne Center retail development
- Market opportunities are limited because area is squeezed between Tuttle and Avery trade areas and emerging retail around the recently opened CostCo

### Core Retail/Restaurant Demand

Limited near-term opportunities for one to two retail/restaurant outparcels adjacent the planned corporate housing development.

- Existing restaurants at Emerald Towne Center already capture an estimated 30% of the area's spending potential (\$16 million).
- Food trucks have supplemented the lack of food alternatives in the immediate area
- Fast casual restaurants should be the focus given that many employees in the immediate area have opted for 1/2 hour lunch periods to shorten the workday

