

DATA FOR PRELIMINARY DISCUSSION ON A CHAPEL HILL RETAIL STRATEGY

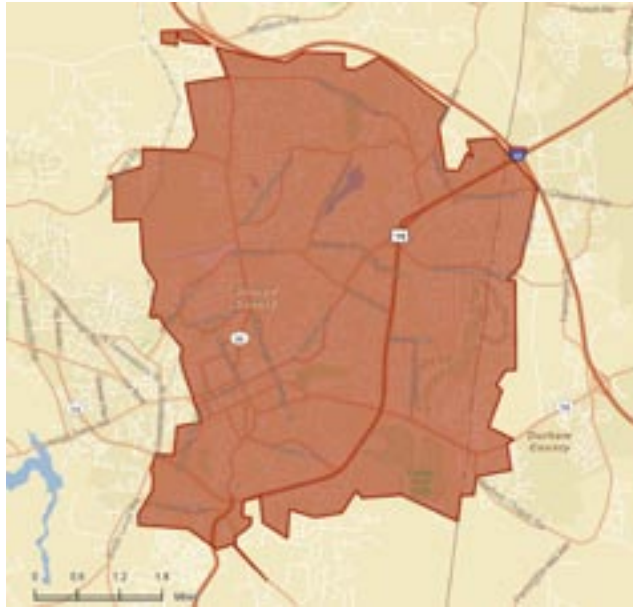
JUNE 10 , 2011

**Development Concepts, Inc.
Michael McCarty**

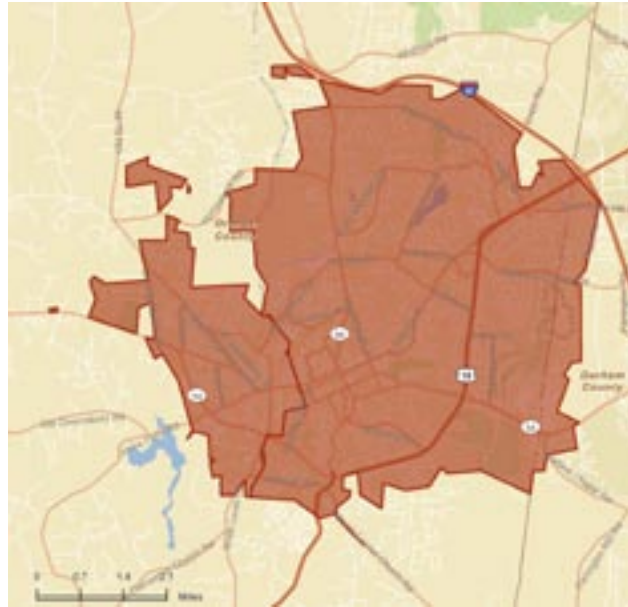
RETAIL GAP ANALYSIS

Source: ESRI Business Analyst & DCI Analysis

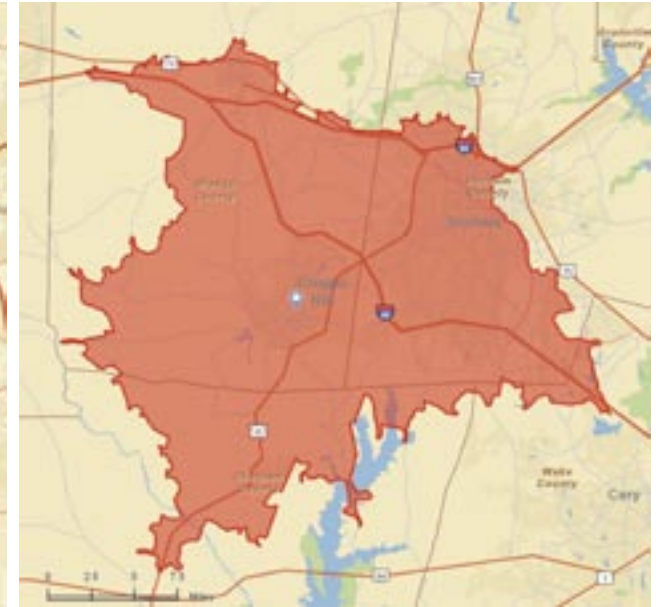
Town of Chapel Hill*



Chapel Hill - Carrboro



Market Area (20 min. Drive)



RETAIL

Demand	\$286,052,805
Supply	\$218,350,733
Gap	\$67,702,072

= 200 - 270k GLA

DINING

Demand	\$100,134,138
Supply	\$130,769,167
Gap	\$(30,635,029)

RETAIL

Demand	\$686,988,490
Supply	\$476,873,963
Gap	\$84,794,606

= 250 - 340k GLA

DINING

Demand	\$127,547,709
Supply	\$151,042,791
Gap	\$(23,495,082)

RETAIL

Demand	\$1,400,687,702
Supply	\$1,206,979,682
Gap	\$193,708,020

= 550 = 775k GLA

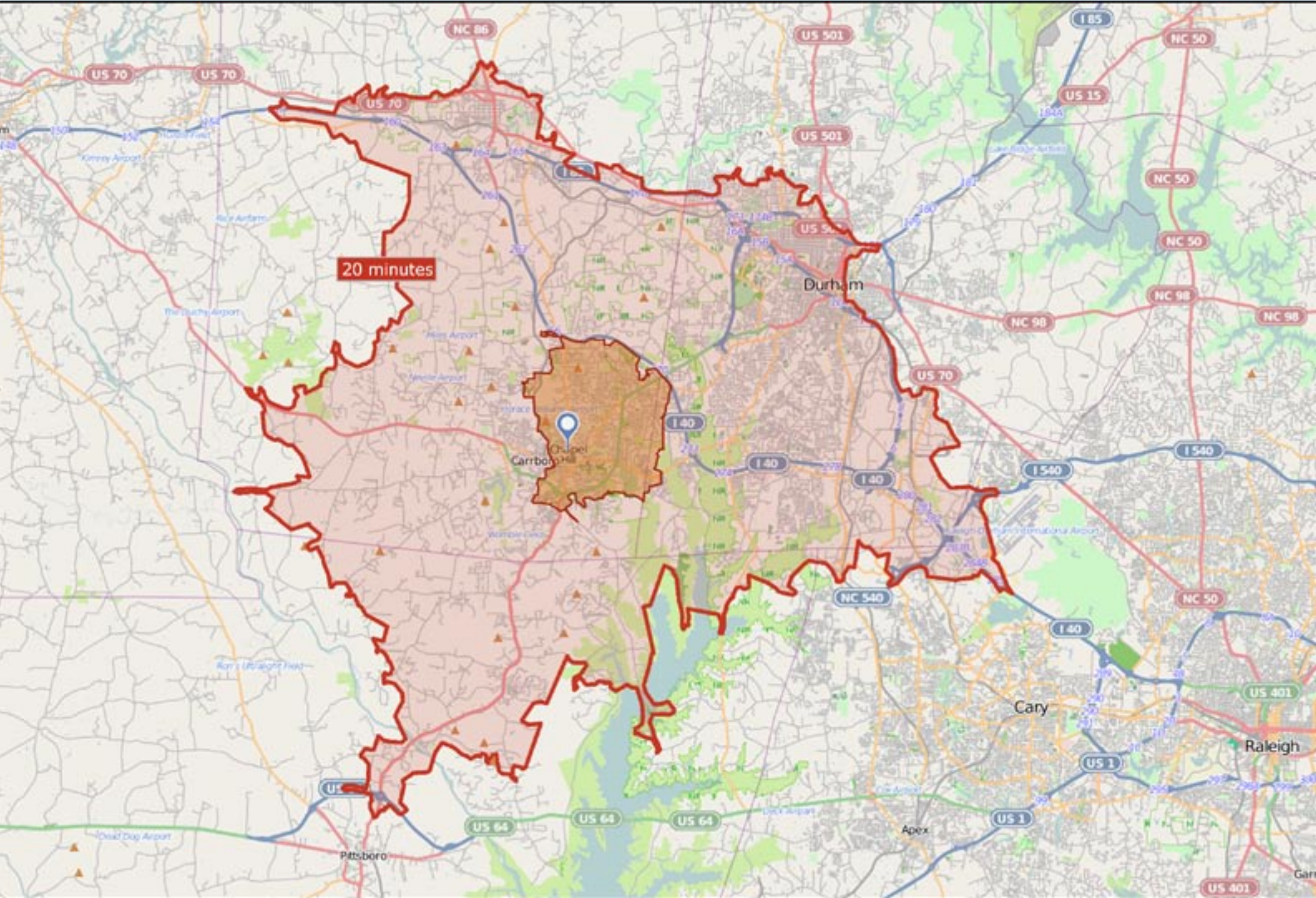
DINING

Demand	\$454,145,877
Supply	\$590,676,216
Gap	\$(136,530,339)

* Includes Town additions and urban service boundary areas not reflected in this map

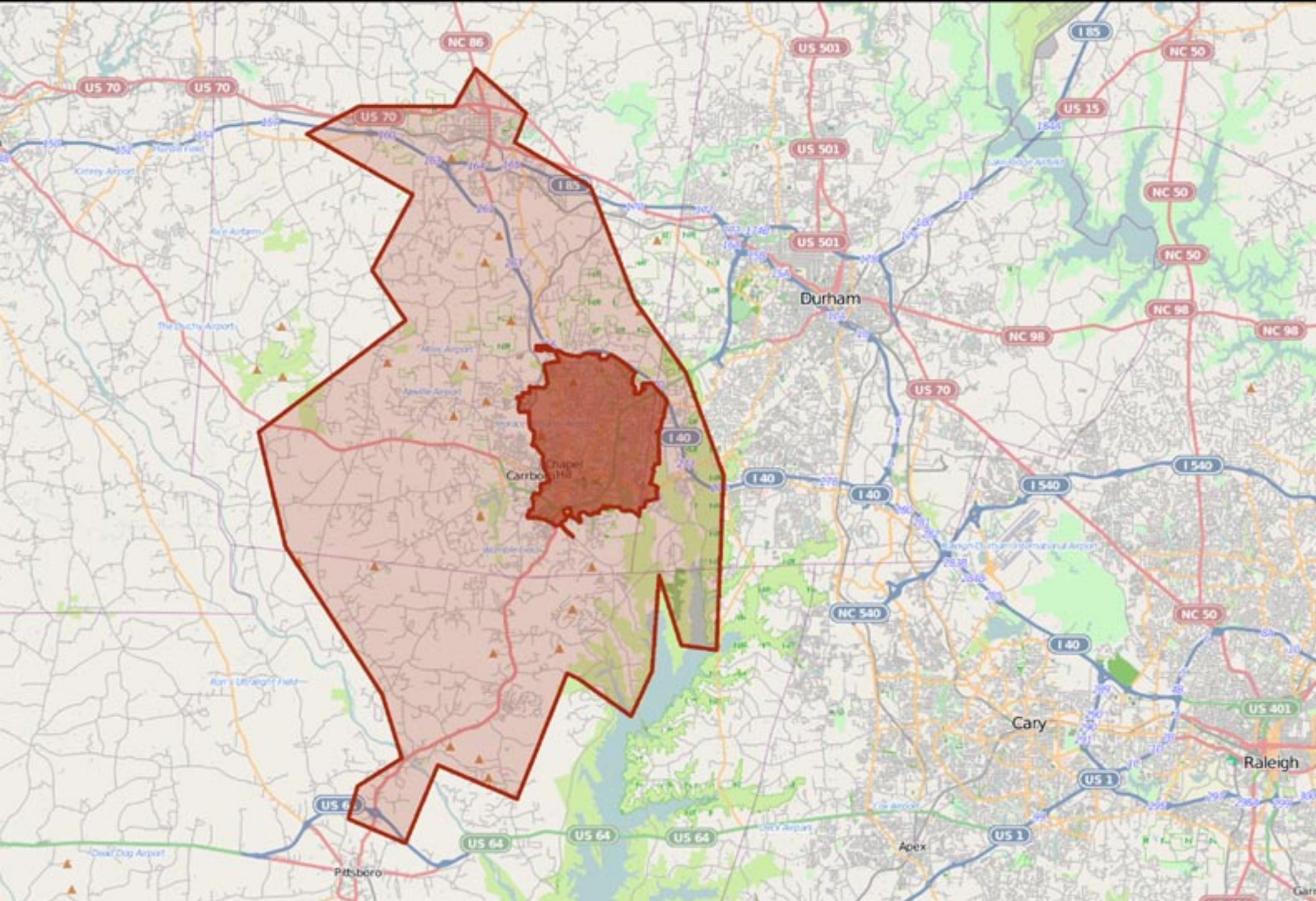
RETAIL GAP ANALYSIS - Conceptual Market Area (20 min. Drive Time)

Source: ESRI Business Analyst



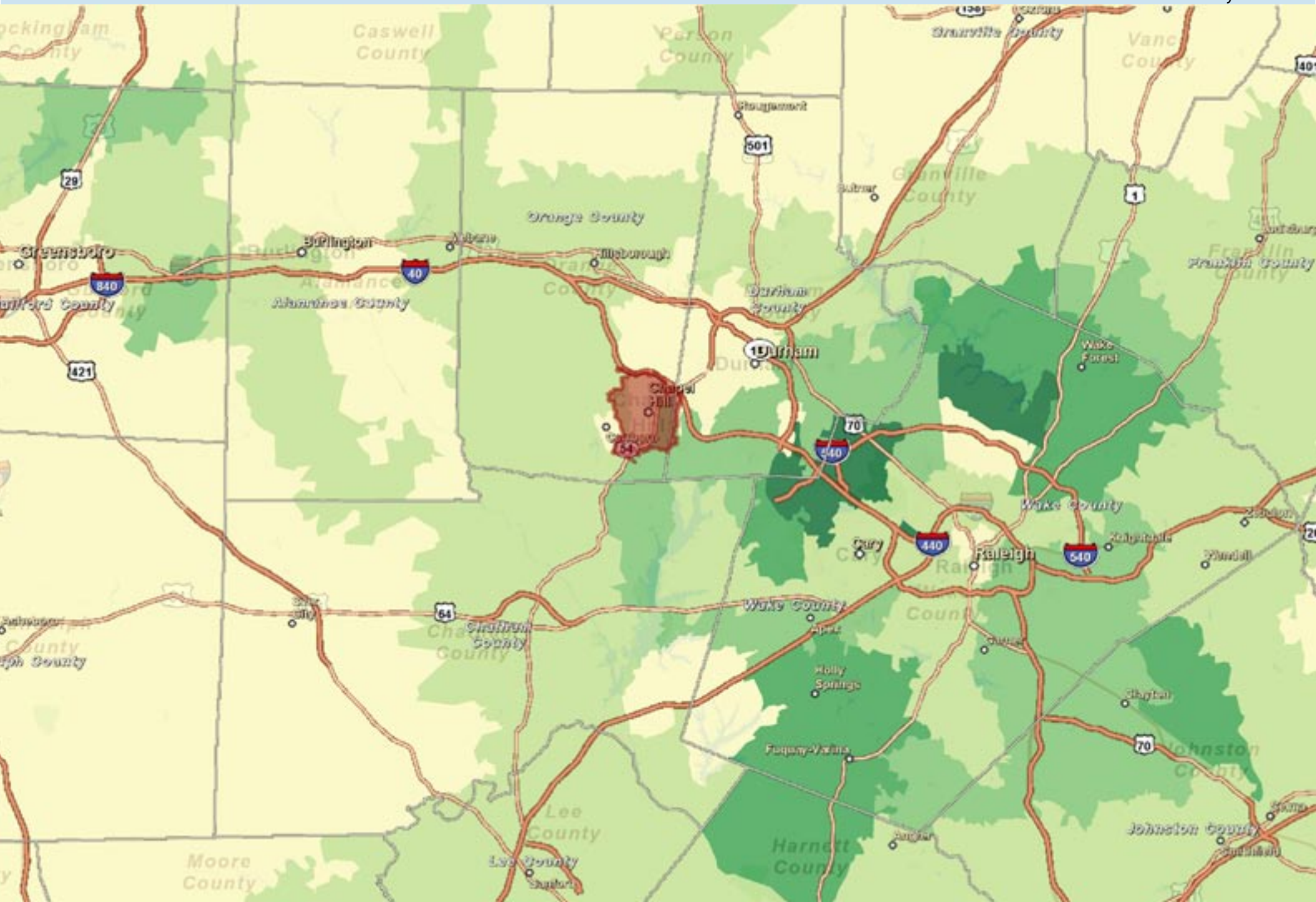
RETAIL GAP ANALYSIS - Likely *Primary* Regional Trade Area for Chapel Hill Retail

Source: ESRI Business Analyst & DCI Analysis



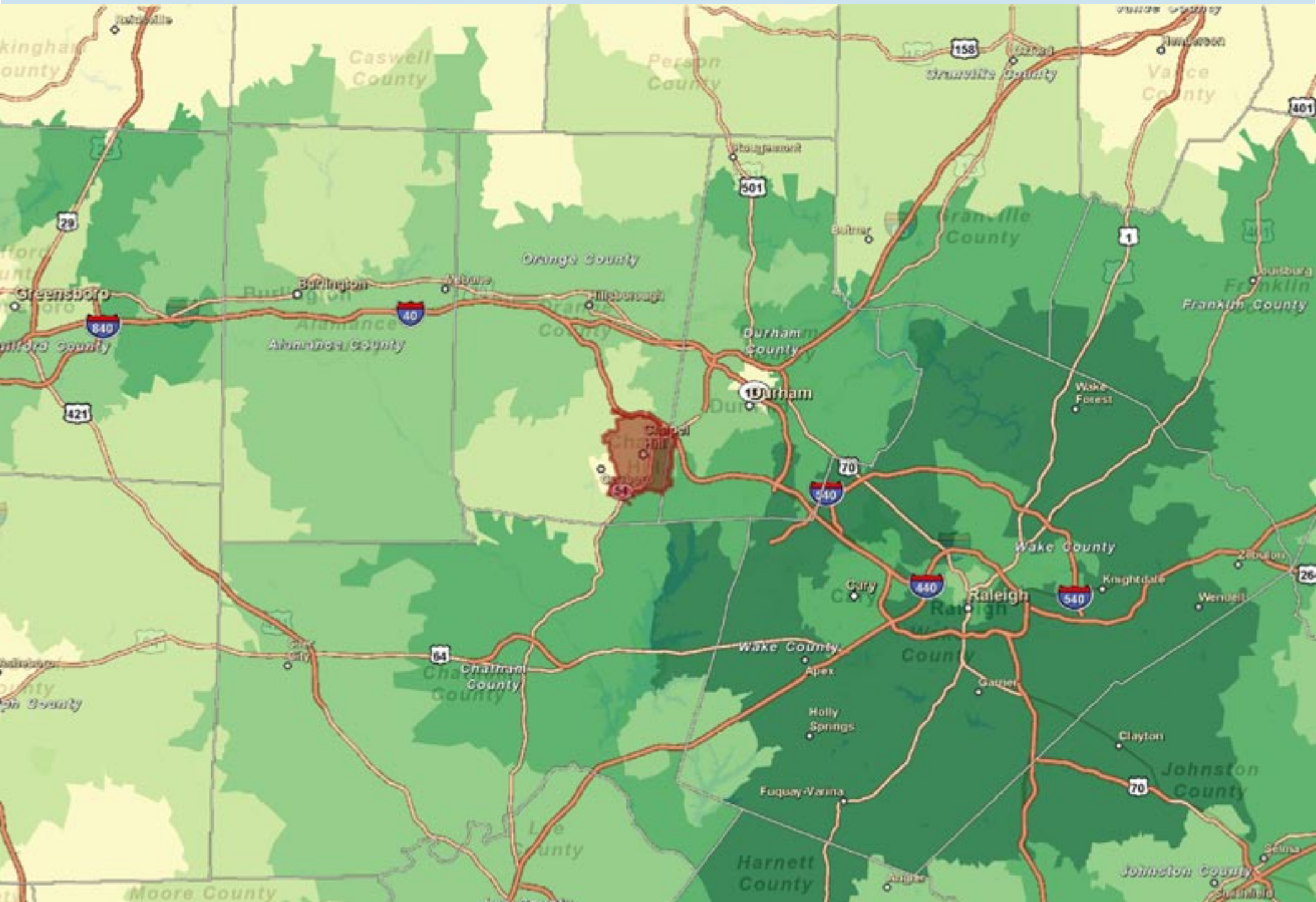
HOUSEHOLD GROWTH - Triangle Area (2000-2010)

Source: ESRI Business Analyst



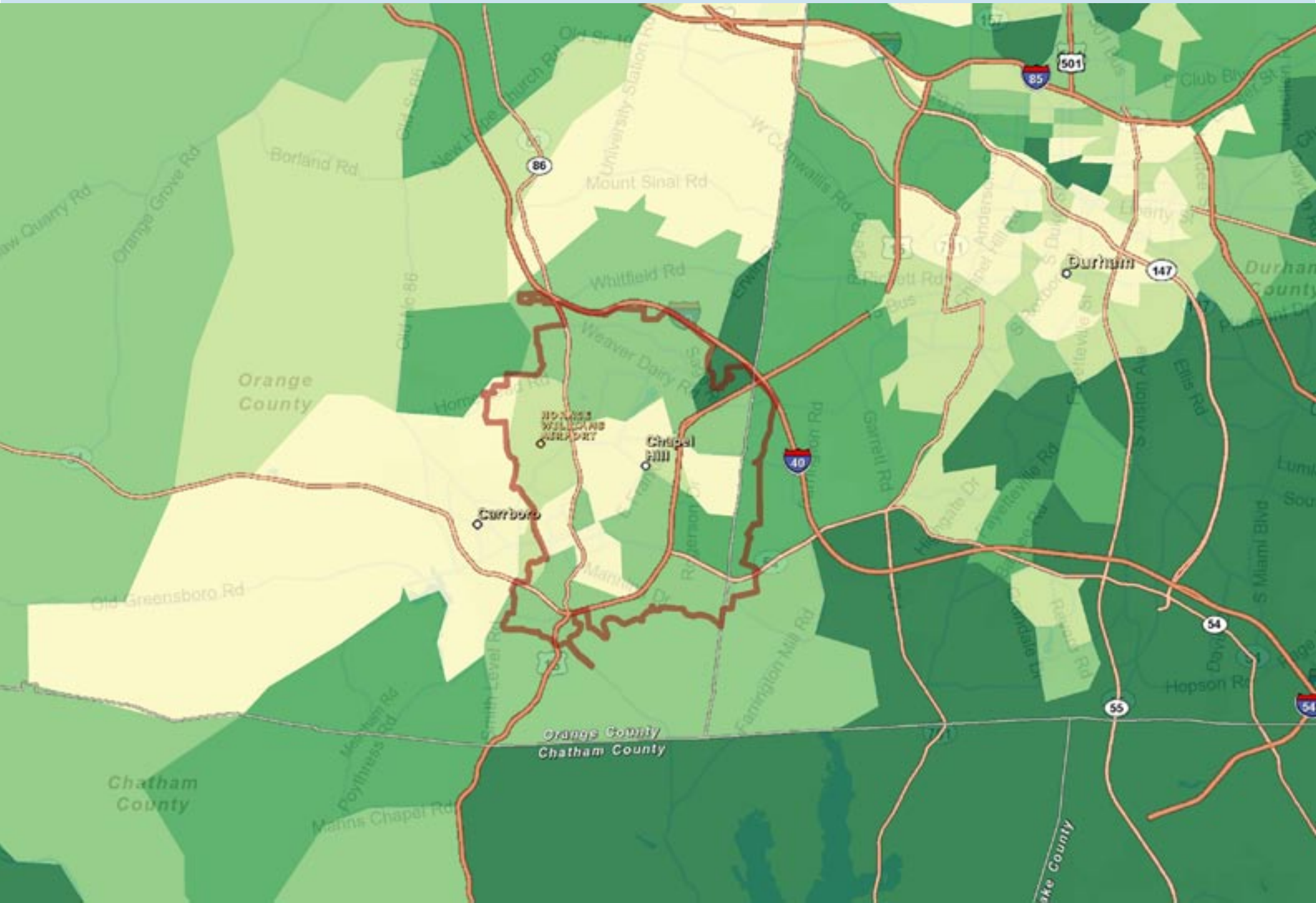
HOUSEHOLD GROWTH - Triangle Area (2010-2015)

Source: ESRI Business Analyst



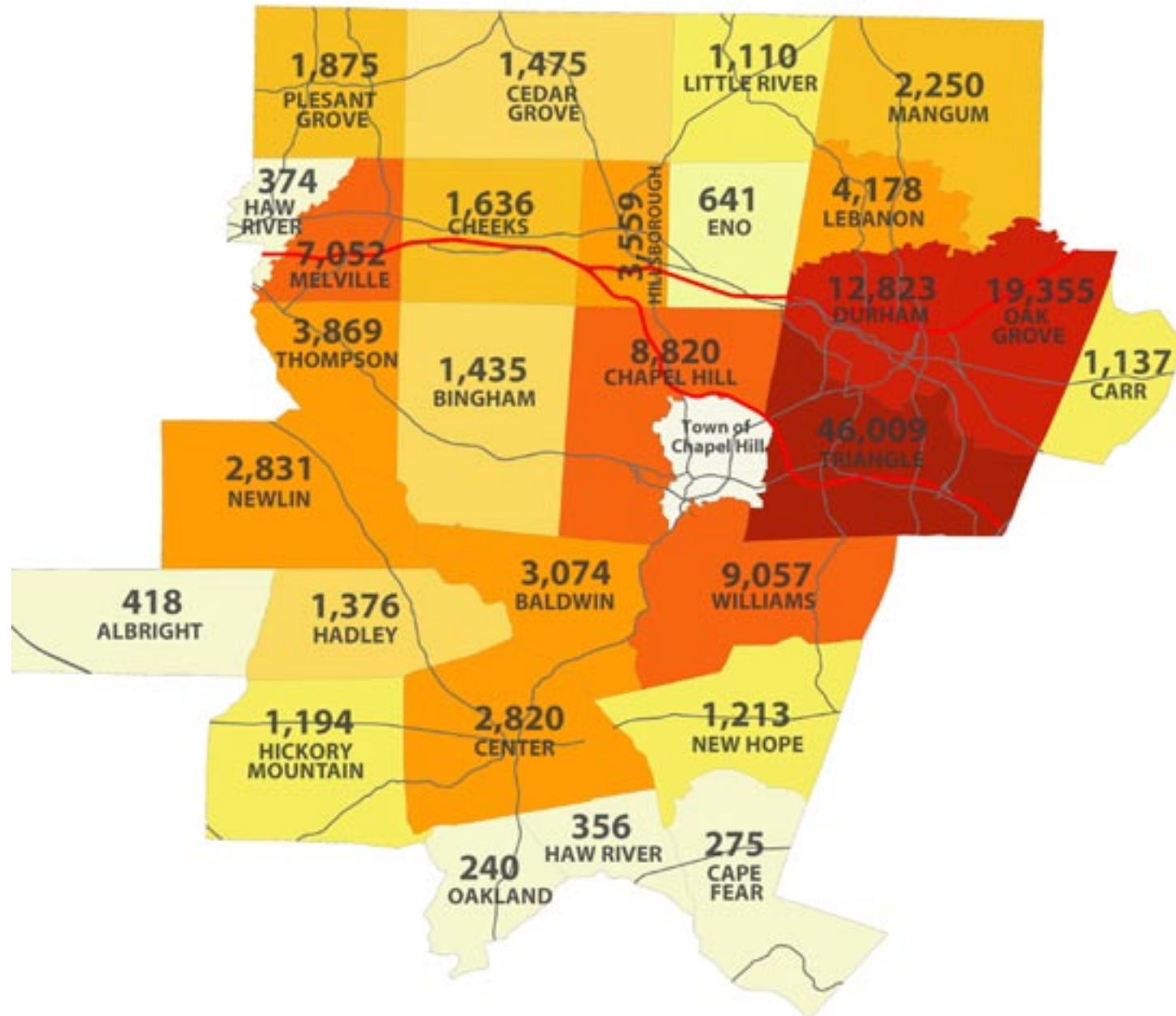
HOUSEHOLD GROWTH - Chapel Hill and Environs (2010-2015)

Source: ESRI Business Analyst



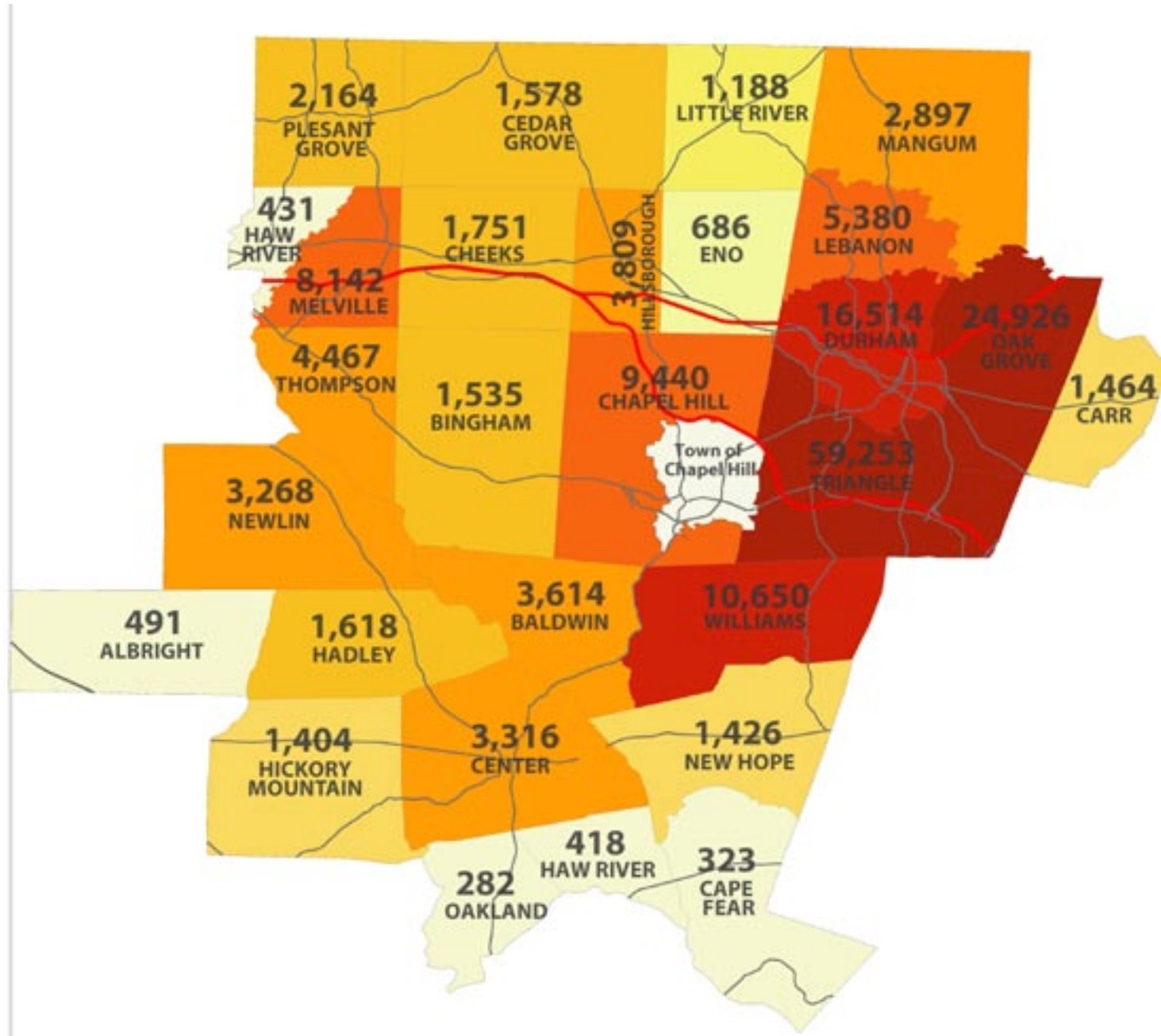
POPULATION GROWTH - 2000 - 2010

Source: State of North Carolina and DCI Analysis



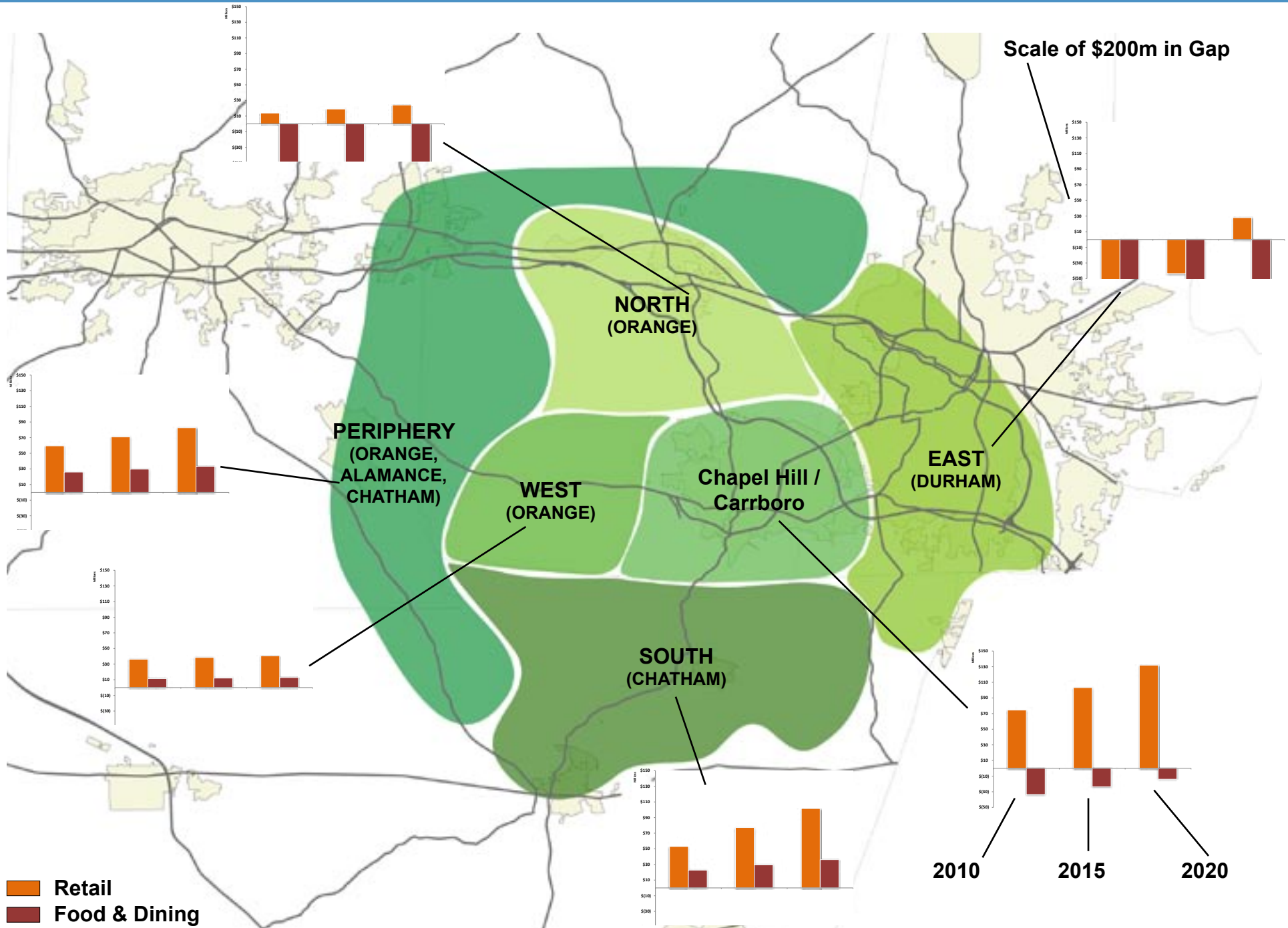
POPULATION PROJECTIONS (TOWNSHIP) - 2010-2020

Source: State of North Carolina and DCI Analysis



RETAIL LEAKAGE - Sub Market Areas

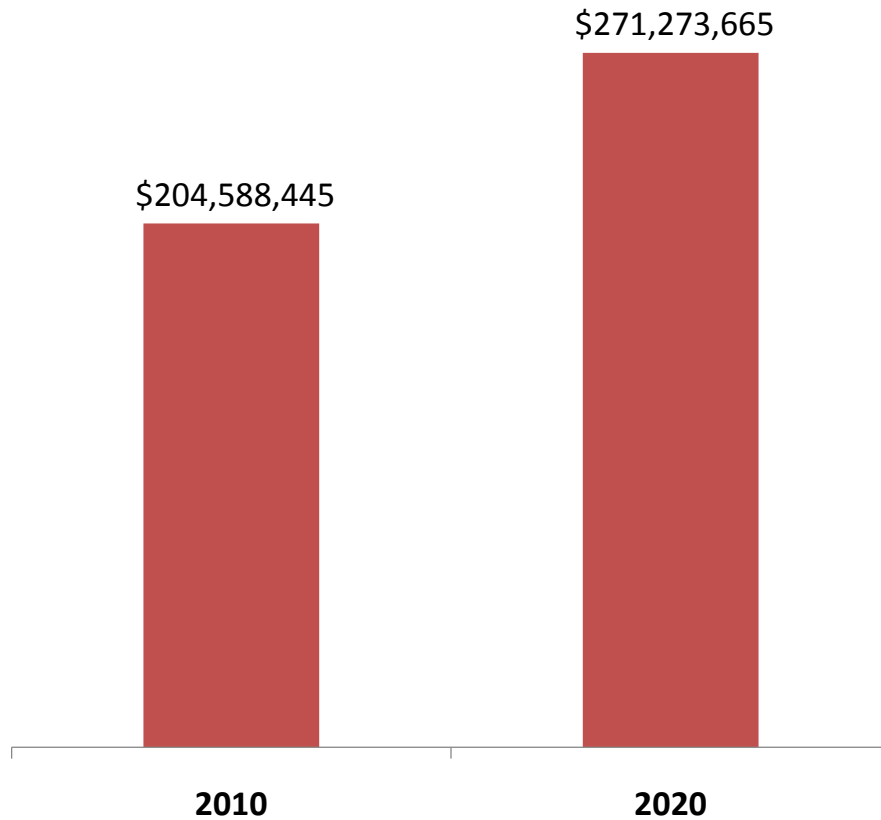
Source: ESRI Business Analyst and DCI Analysis



POTENTIAL RETAIL CAPTURE - 2010 and 2020

Source: DCI Analysis

Existing and Projected Retail “Gap” Within 20 Minute Drive Time



2010: 580,000 - 820,000 sf

2020: 775,000 - 1,100,000 sf

**Residents + Employers,
Adjusted for Capture Rate by
Geography**

RETAIL CENTERS - Chapel Hill and Environs

