

Proposed Commons Town Center Retail Market Analysis



Prepared For:
City of Rohnert Park, California

Prepared By:
Gibbs Planning Group

November 23, 2022



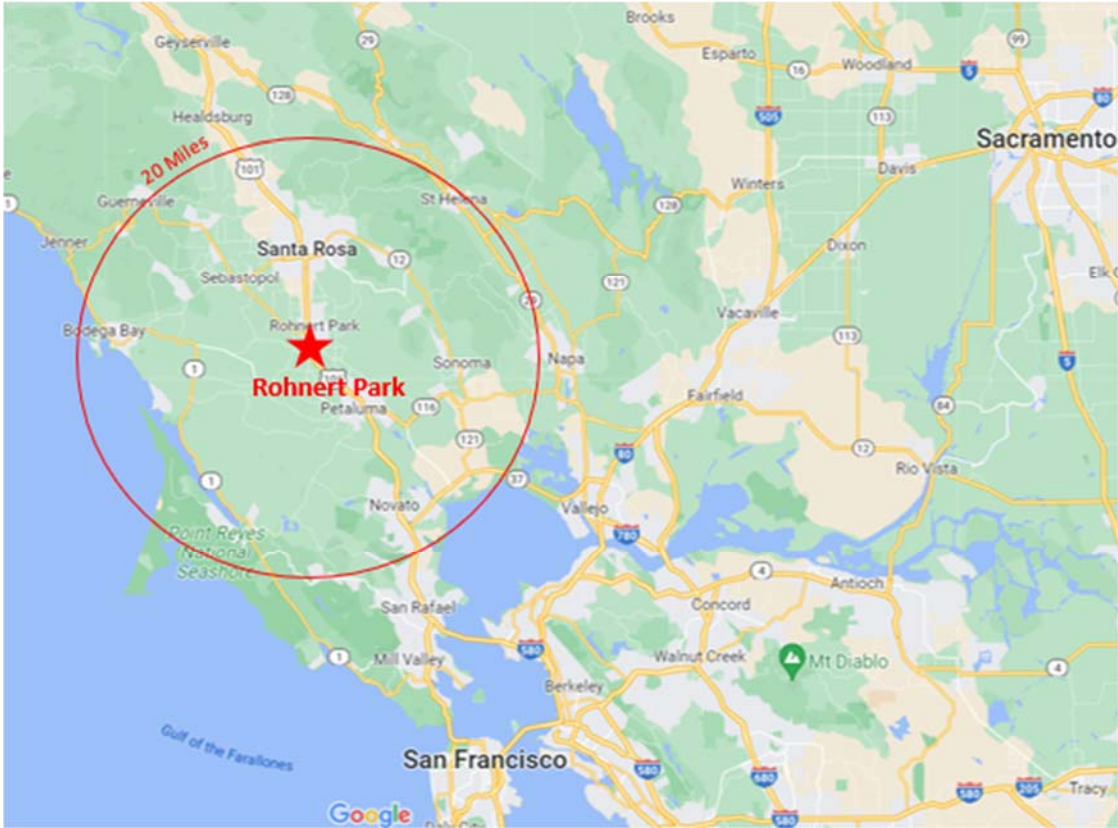


Figure 1: The City of Rohnert Park is located approximately 30 miles north of San Francisco.

TABLE OF CONTENTS

SUMMARY 1

BACKGROUND 2

RETAIL MARKET TRADE AREAS 3

RETAIL AND RESTAURANT DEMAND 8

RETAIL MARKET FUNDAMENTALS 8

EXISTING SHOPPING CENTERS 15

RESEARCH METHODOLOGY & ASSUMPTIONS 17

LIMITS OF STUDY 18

RETAIL DEFINATIONS 19

APPENDIX 28

City of Rohnert Park, CA
Retail Market Analysis
 November 23, 2022



Figure 2: Above, preliminary Rohnert Park Commons Master Plan; Moule & Polyzoides Architects

Summary

This study finds that proposed Rohnert Park Commons 33-acre site (the Commons) can support up to 65,000 square feet (sf) of new retail and restaurant space. Assuming best practices, this development could include 48,000 sf of retail stores and 18,000 sf of restaurants - equating up to 30 new businesses. Approximately 10 to 15 % of this demand is expected to be underpinned by the 450 new households expected to reside within the proposed Commons development (once fully built out) with the remaining 85 %to 90 % underpinned from pent up retail demand within the Rohnert region.

Summary Commons Town Center Supportable Retail

- 14,000 sf Apparel, Jewelry, Shoes
- 6,500 sf Books & Gifts
- 5,000 sf Home Furnishings
- 15,000 sf Specialty Grocery
- 3,000 sf Pharmacy
- 3,800 sf Specialty Foods, Beer, Wine Spirits
- 6,000 sf Quick Casual Restaurants
- 5,500 sf Full-Service Restaurants
- 5,200 sf Bakery, Coffee, Ice Cream
- 65,600 sf Total Supportable New Businesses**

Summary (Cont.)

Lastly, when considering more specific market factors, including the greater Rohnert Park area's minimal walkable shopping, dining and entertainment options, this study projects it's possible up to another 100,000 sf of lifestyle retail (apparel, entertainment, foods, gifts, home, restaurant, etc.) could be supported in the at the Commons, or other parts of the City. The larger village type center will require a carefully designed blend of walkable community, residential, employment, hospitality as well as local, regional and national retailers. Designed and built with exemplary architecture and best in class urbanism, his combined 160,000 sf center could serve as a regional retail center attracting shoppers from the greater Rohnert, Santa Rosa and Petaluma region and beyond.

Note, the above 65,000 sf to 160,000 sf of estimated supportable retail assumes the Common's commercial center is designed and built as a compact, walkable, integrated mixed-use center, implementing *best-in-class* architecture, public realm, urbanism, street, parking and retail management best practices. On the other hand, if developed as a conventional, suburban shopping center, the Common's retail will need to front its adjacent primary roadways and may likely only support a small fraction of its market potential as outlined in this analysis.



Figure 3: The proposed 33-acre Commons development site is located in central Rohnert Park, southeast of U.S. 101 and Rohnert Park Expressway.

Background

Gibbs Planning Group, Inc. (GPG) has been retained by the City of Rohnert Park as a subconsultant to Moule and Polyzoides Architects to complete an independent retail market study for the Rohnert Park area with a focus on the proposed commons site. This analysis is intended to allow the City to gain an understanding of the types and sizes of retail businesses that are likely supportable presently and at the Common's completion for the planning of the proposed Commons development.

GPG addressed the following issues in this study:

- What are the population, demographic and lifestyle characteristics for Rohnert Park and greater trade area currently and projected for 2027?
- What is the current and projected growth for retail expenditures in the Rohnert area now and in 2027?
- How much additional retail and restaurant square footage, if any, is supportable at the Common's site by 2027; What types of retailers may seek to deploy a new business there; Projected new store sales.



Figure 4: View of Rohnert Park Safeway and Raley's Grocery Store's located near the Commons site.

Market Trade Areas

The proposed Commons is a 33-acre redevelopment site adjacent to one of the busiest retail corridors in the region. Located at the southeast corner of Rohnert Park Expressway and State Farm Drive, the Commons is projected to benefit from the nearly 2 million shopper visits to the adjacent Raley's, Safeway and Grocery Outlet supermarkets (Source Placer.AI).

The bulk of the adjacent shopping center's visitors are coming to the nearby center from the north along Redwood Drive and Rohnert Park Expressway with a significant number also coming from the east from Sonoma State College. Additionally, the Common's retail center will be supported by the city's library, city hall, and transit station as well as Rohnert's other regional destinations and 17,000 households.



Figure 5: GPG estimates the Commons will support 10,200 sf of home furnishings and gifts and a 3,000 sf boutique pharmacy.

In 2021, the Primary Trade Area's (defined below) residents and workers were estimated to have spent over \$1.4 billion on retail shopping and dining across its estimated 2.6 million sf of retail inventory. However, overall, its 60,000 residents and 20,000 workers are underserved by a mixture of necessity orientated and discretionary goods and services.

Support for retail development can be further underpinned given Rohnert Park's historically low retail vacancy rate of 3.3 % which is nearly 1 % lower than the U.S. average. Since 2012, the market's vacancy rate has been compressed by over 5 % due to steady absorption and very little new supply added.

Market Trade Areas (Cont.)

During the past 10 years, only 35,000 sf of retail was developed while 125,000 sf of net retail space was absorbed (760,000 sf gross absorption), likely indicating the challenges of financing retail development. According to Placer.AI, the Rohnert Safeway ranks in the top 6 % of the Safeway chain's customer traffic.

Based on GPG's on-site analysis of the area's existing commercial centers, population clusters, employment, visitors, highway access and the retail gravitation in the market, this study estimates that Rohnert Park has two trade areas: a primary and an overall. Using data from ESRI and the U.S. Census Bureau, GPG obtained the most recent population and demographic characteristics (2022), and those projected for 2027 for the overall and primary trade areas.



Figure 6: GPG estimates the Commons will support a 15,000 sf specialty grocery and 4 specialty food and beverage businesses including a bakery, ice cream and coffee stores.

Primary Retail Trade Area

The primary trade area is the consumer market where the market has a significant competitive advantage because of access, design, lack of quality competition and traffic and commute patterns. The Commons estimated primary retail trade area is projected to include approximately 30 square miles and has a radius ranging from 1 – 2 miles (Figure 7).

The primary trade is heavily influenced by the shopping centers located to the east of the Commons. According to Placer.AI, there are an estimated 1.2 million visits to the adjacent Safeway and another 450,000 visits to the adjacent Raley's.

The bulk of the visitors are coming to the adjacent center from the north along Redwood Drive and Rohnert Park Expy with a significant number also coming from the east from Sonoma State College.

The number of households in the Common's primary trade area is projected to effectively remain flat over the next five years at 22,300. The primary trade area includes 61,300 year-round residents and by 2027, the primary trade area's population is expected to effectively remain flat growing to 61,900. The primary trade area's growth rate is higher than that for the overall trade area (0.0 %) and State of California (-0.1 %).

Primary Trade Area (Cont.)



Figure 7: The Common's site's estimated primary trade area extends 1 to 2 miles and includes 61,000 people, 22,000 households with \$94,000 median annual household income

A bachelor's degree or higher has been earned by 34 % of the primary trade area's residents over the age of 25, which is slightly lower than the college graduation rate for the State of California and Overall Trade Area. Residents living in the primary trade area have a median age of 35, which is slightly younger than the median age of 37 for the State of California.

The 2021 median household income in Rohnert Park's primary trade area is \$81,900 and is expected to increase to \$94,400 by 2027. Its average household income is \$109,600, with roughly 57 % of households earning over \$75,000 per year – lower than that for the overall trade area (61 %) and State (58 %).

According to the U.S. Census ACS survey, approximately 96 % of the primary trade area homes are occupied, and 51 % are owner-occupied, which is in-line with the State of California. According to the ACS survey, the median home value is estimated to be \$530,400; however, according to Zillow, the typical house value in Rohnert Park is higher at \$703,000.

As illustrated in Figure 8, home values in the City have generally followed the State of California and Sonoma County. Since 2012, home prices in Rohnert Park and the State of California are up nearly 150 % (10 % per year) and 130 % in Sonoma County (9 % per year).

	City of Rohnert Park	Common's Est. Primary Trade Area	City Overall Trade Area	State of California
2022 Population	45,000	61,300	318,000	39,770,500
2027 Population	45,600	61,900	317,000	39,648,300
2022-27 Projected Annual Growth Rate	0.2%	0.2%	0.0%	-0.1%
2022 Households	17,000	22,200	118,000	13,570,100
2027 Households	17,300	22,400	117,000	13,566,000
2022 Median Age	35.8	35.2	38.3	36.7
2022 Median Household Income	\$81,100	\$82,900	\$89,700	\$88,900
2022 Average Household Income	\$104,300	\$109,600	\$121,700	\$129,400
2027 Median Household Income	\$91,900	\$94,400	\$104,100	\$106,200
2027 Average Household Income	\$122,300	\$128,200	\$142,600	\$152,500
%Households w. incomes \$75,000+	55.8%	57.2%	60.8%	57.8%
% Bachelor's Degree or higher	34.3%	34.2%	36.7%	37.8%

Figure 8: Demographic summaries for the Common's primary and Rohnert Park's overall trade areas.

Overall Trade Area

Rohnert Park's estimated overall trade area has a radius of roughly 10 miles and includes nearly 320,000 year-round residents and 118,000 households. GPG estimates that residents, workers, and visitors outside the primary trade area will only account for 20-40 % of the city's retail and restaurant commerce due to other more convenient commercial centers.

According to Placer.AI ("Placer"), approximately 16 % of Rohnert's Safeway supermarket's visitors live over 3-miles from the store, while 50 % of Target's visitors live over 3-miles from the store with a significant number driving from 7 to 10 miles away.

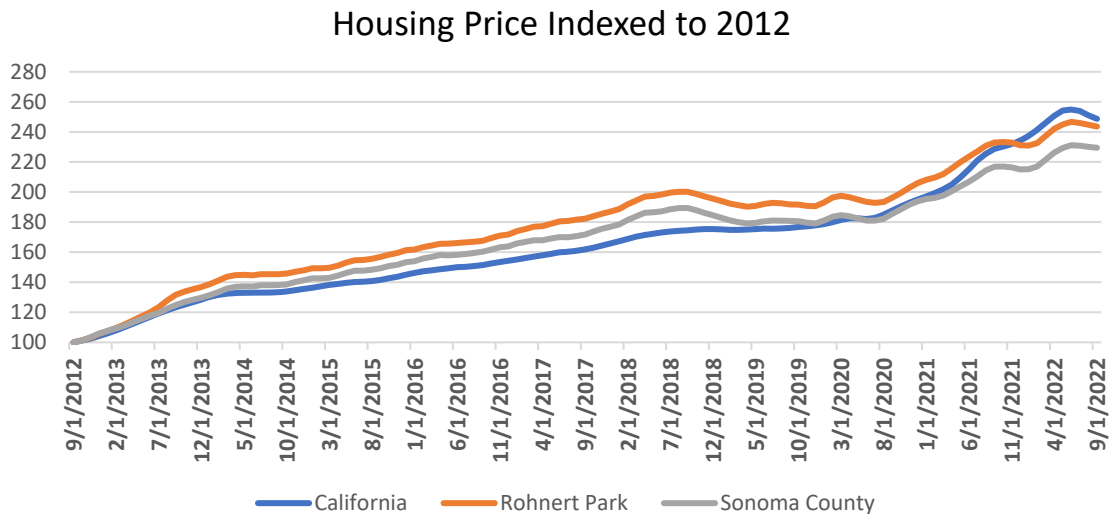


Figure 9: 2012-2022 Rohnert Park, California and Sonoma County housing price indexes (Source CoStar)

Target Visitors Based on Home Distance

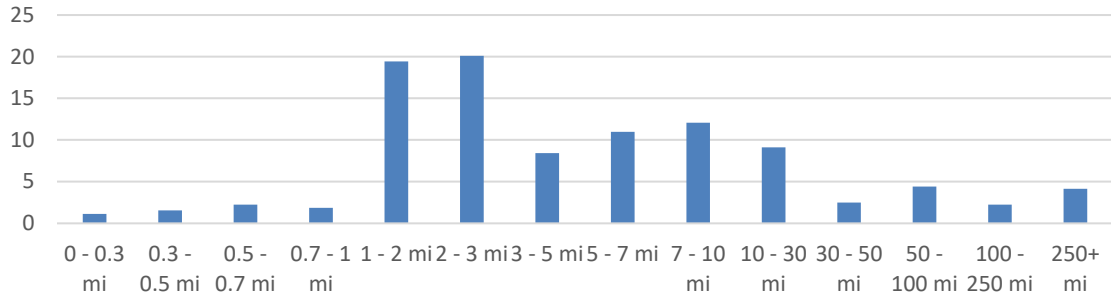


Figure 10: Target visitor's home distance from Rohnert Park Target

Overall Trade Area (Cont.)

The overall trade area demonstrates a slightly lower population growth rate than that for the primary trade area, likely due to its slightly older population base (median age is 38). The median household income in the overall trade area is \$90,000 and the average household income is \$122,000. The overall median household income is expected to increase to \$104,000 by 2027, while average household incomes are expected to grow by 17.4 % to \$143,000. Educational attainment of a bachelor's degree or higher is at 61 % and 37 % of households earn more than \$75,000 annually.

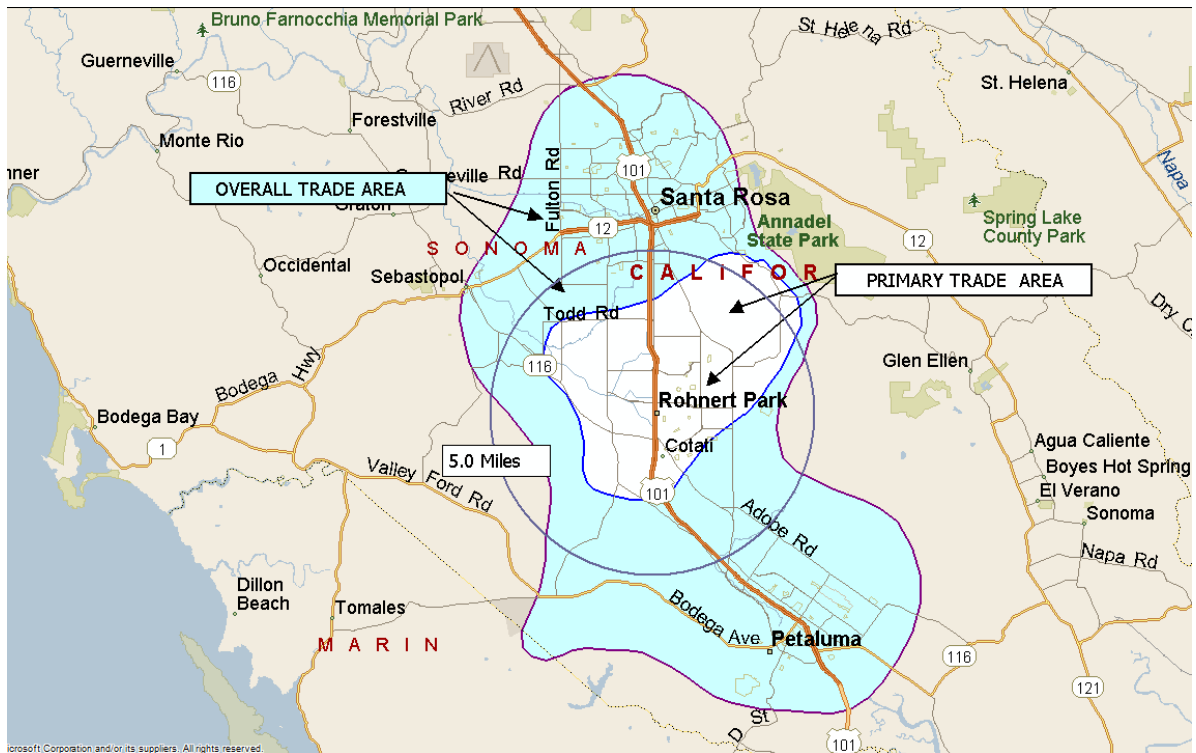


Figure 11: Above, the City of Rohnert Park's estimated overall and primary trade areas. The overall trade area extends 20 miles past Santa Rosa and Petaluma and includes 318,000 persons, 118,000 households with a \$90,000 median income. The Common's estimated primary trade area extends 1 to 2 miles and includes 61,000 people, 22,000 households with \$94,000 median annual household income.



Figure 12: GPG estimates the Commons will support up to 12 restaurants and 6 apparel and accessory stores.

Retail and Restaurant Demand

GPG estimates that the proposed Common’s development, at its completion, can support up to 65,600 sf of retail and restaurants equating to 30 new businesses. This would represent about 3.5 times the trailing 10-year average net annual absorption rate of 12,500 sf per year and only 60 % of the 10-year gross average absorption number. Upon completion, this project would likely become an urban neighborhood retail center.

GPG estimates that about 10 to 15 % of demand would come from local residents residing in one of the newly built 450 homes and the remaining 85 to 90 % from residents within the primary and overall trade area. Given the site’s proximity to Sonoma State University, GPG projects a significant part of demand to also come from students and faculty affiliated with the university.

Approximately 34,000 sf of this retail demand is projected to stem from neighborhood and lifestyle retail stores including a new apparel store, bookstore, florist, specialty foods, a gourmet grocery, small pharmacy, and 11,000 sf of demand is expected to come from small food and beverage businesses including 1-2 full-service and 3-8 quick-casual restaurants.

Rohnert Park Retail Market Fundamentals

Rohnert Park has approximately 2.6 million square ft of retail inventory. As noted in Figure 1, the city’s vacancy rate is 3.3 % which is nearly 1 % lower than the U.S. average, indicating the strength of the overall retail market. Rohnert Park’s decrease in vacancy has largely been a function of steady absorption rates coupled with very little new supply. Since 2012 only 35,000 square feet of retail inventory has been added to Rohnert Park, demonstrating the financial challenges of adding new retail supply.

Approximately one third of Rohnert’s retail inventory can be classified as general retail buildings, which often represent unanchored retail outparcels typically leased to single tenant businesses such as pharmacies, auto supply stores and fast-casual restaurants.

The remaining two-thirds is split between community centers (large value-orientation big box centers typically between 100 to 300,000 sf), neighborhood centers (convenience and service orientated retail centers sized between 30 and 100,000 sf), power centers (larger versions of Community Centers) and strip centers (small convenient orientated retail centers typically under 30,000 sf).

City of Rohnert Park Proposed Common Additional Supportable Retail					
	Est. Population Spending Primary Trade Area	New – Expanded Store Sales/yr	New-Expanded Store Sales sf/yr.	New or Expanded Store Sizes	No. New Stores
Retailers					
Apparel Stores	\$233,150,000	\$4,500,000	\$300	11,000 sf	4
Jewelry & Fine Gifts	\$44,530,000	\$1,200,000	\$800	1,500 sf	1
Shoes & Handbags & Leather	\$35,180,000	\$520,000	\$400	1,300 sf	1
Book & Music Stores	\$17,010,000	\$400,000	\$300	1,300 sf	1
Office, Stationery, & Gift Stores	\$29,180,000	\$1,560,000	\$300	5,200 sf	4
Furniture, Lamps & Art	\$80,390,000	\$2,500,000	\$500	5,000 sf	2
Pharmacy & Health	\$420,360,000	\$1,800,000	\$600	3,000 sf	1
Florists-Garden	\$11,900,000	\$350,000	\$500	500 sf	1
Specialty Groceries	\$889,310,000	\$7,500,000	\$500	15,000 sf	1
Foods: Cheese, Meats, Produce	\$44,940,000	\$900,000	\$500	1,800 sf	1
Beer, Wine, & Liquor Stores	\$74,300,000	\$600,000	\$300	2,000 sf	1
Retailer Totals	\$1,880,250,000	\$21,730,000	\$400	47,600 sf	18 Stores
Restaurants					
Quick Casual Restaurants	\$404,630,000	\$2,400,000	\$400	6,000 sf	4
Full-Service Restaurants	\$520,000	\$1,925,000	\$350	5,500 sf	3
Bakery, Coffee, Ice Cream, etc.	\$23,120,000	\$2,600,000	\$500	5,200 sf	4
Bars/Drinking Places	\$30,060,000	\$375,000	\$300	1,300 sf	1
Restaurant Totals	\$458,330,000	\$7,300,000	\$390	18,000 sf	12 Rest's
Retailer & Restaurant Totals	\$2,338,580,000	\$29,030,000	\$400	65,600 sf	30 New Businesses

Figure 13: Rohnert Park's proposed Commons development's estimated supportable retail, restaurant and services businesses totals 65,500 sf and 30 new businesses (Source: GPG).

Rohnert Park Retail Market Fundamentals (Cont.)

As illustrated in Figure 2, over 85 % of Rohnert's vacancy can be attributed to neighborhood retail and general retail categories. General retail category space is often purpose built and can be very challenging to release given idiosyncratic design factors. Interesting, larger box retail centers (i.e., Power and Community Centers) are outperforming smaller space retail (strip and neighborhood centers), which is often not the case across U.S. markets.

Tapestry Demographic Lifestyle Research

As a part of this analysis, GPG has purchased third-party demographic research prepared by ESRI and Placer.AI. The ESRI data includes tapestry lifestyles, which creates 65 classifications, or lifestyle segments, that help determine purchasing patterns. These segments are broken down to the U.S. Census Block Group level and used by many national retailers to help determine future potential locations. The most prevalent ESRI lifestyle groups in Rohnert Park's primary trade area are Bright Young Professionals, Home Improvement, Down the Road, Old and Newcomers, Pleasantville.

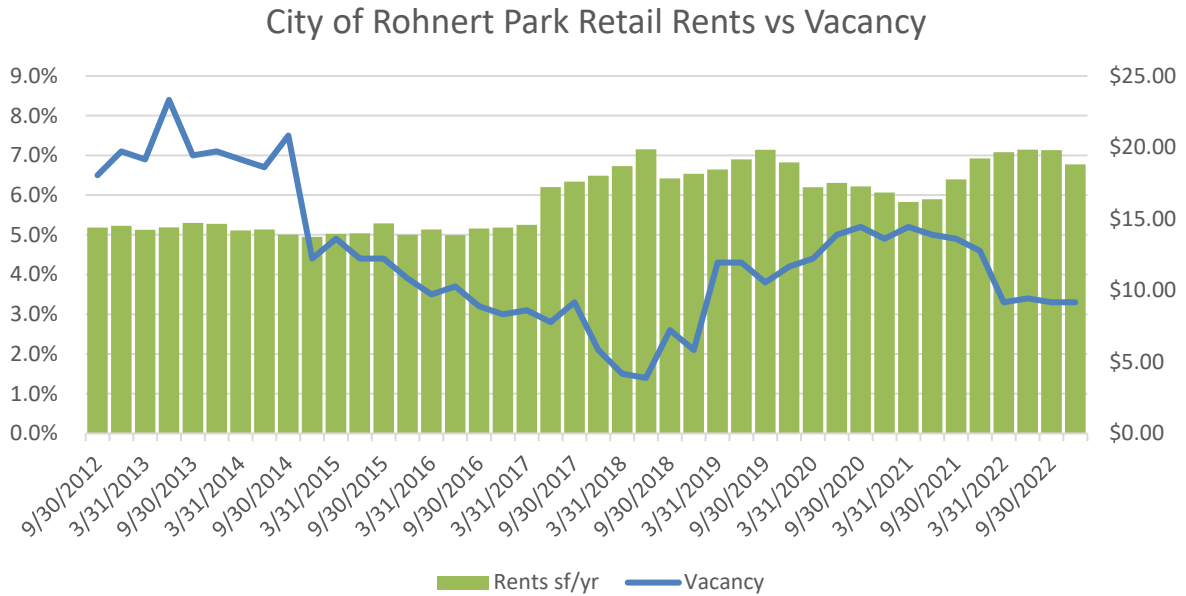


Figure 14: Rohnert Park Retail Vacancy Rate and Rents; Source: CoStar

Tapestry Demographic Lifestyle Research (Cont.)

Bright Young Professionals: Nearly 27 % of households (4,600) residing within the primary trade area are classified as *Bright Young Professionals (BYP)*. BYP households are much younger with a median age of 33 and an average household size of 2.4. Typically, these households are living in multiunit buildings or row housing (56 %) that were built between 1980-1999.

Approximately 35 % have completed some college and 33 % have a bachelor’s degree or higher. Median household income is close to the U.S. at \$54,000 with median net worth on the lower end of \$34,000. Approximately 42 % of this cohort owns their home and 58 % rent, with an average monthly rent of \$1,040. In terms of spending, this segment spends less than the U.S. average across most categories.

Their household budgets for food and apparel are about 90%of what the U.S. average budget is. They prefer to find leisure by going to bars/clubs, attending concerts, and going to the beach. These consumers are up to date on the latest technology, get most of their information from the internet and are concerned about the environment.

Home Improvement: Nearly 13 % of households are classified as *Home Improvement*. Home Improvement households are typically married couples living in owner-occupied single-family homes built between 1970 and 2000. These consumers are typically cautious, doing their research before buying.

However, they spend heavily on eating out, at both fast-food and family restaurants and make frequent trips to warehouse/club and home improvement stores. According to ESRI, their average household budget for food and apparel is about 2 to 5 % higher than the U.S. average.

They frequently buy children’s clothes and toys and are very comfortable with new technology, embracing the completing tasks on mobile devices.

Rohnert Park Existing Retail Summary			
Retail Type	Rentable Area	Vacant Area	Vacancy
General Retail	1,000,000 sf	30,000 sf	3.0%
Community Center	500,000 sf	1,000 sf	0.2%
Neighborhood Center	850,000 sf	50,000 sf	5.4%
Power Center	300,000 sf	0	0.0%
Strip Center	160,000 sf	12,000 sf	7.4%
Grand Total	2,800,000 sf	90,000 sf	3.2%

Figure 15: Rohnert Park retail inventory vacancy rate by property subsector; Source: CoStar.

Tapestry Lifestyle Research (Cont.)

Down the Road: Nearly 9 % of households (1,500) are classified as *Down the Road*. These households typically live in a mix of low-density, semirural neighborhoods in large metropolitan areas. Almost half of householders live in mobile homes, and more than two-fifths live in single-family homes.

These households are young, with a median age of 35 and family-oriented consumers who value their traditions. Workers are in service, retail trade, manufacturing, and construction industries, with higher proportions in agriculture and mining, compared to the US. These households are estimated to spend about two-thirds of the U.S. average on food and retail.

They often prepare quick meals using packaged or frozen dinners and frequent Walmart Superstores, Walgreens, Dollar Stores and Big Lots for their shopping needs.

Old and Newcomers: Just over 7 % of the City’s households (1,300) residing within the primary trade area can be classified as Old and Newcomers. This cohort can often be defined by single’s lifestyles on a budget. Their median age is 39 years old, and they have a median household income of \$44,900.

Approximately 55 % of these households rent with the remaining 45 % owning their home. Approximately 45 % reside in single-family dwellings and 45 % are in multiunit buildings in older neighborhoods (built before 1980). These consumers are aware of the latest technology and price sensitive, spending approximately 80 % of what the average U.S. household spends on food and retail. Often, these households have a strong sense of community and prefer food that is convenient.

Pleasantville: Nearly 7 % of households (1,100) fall into ESRI’s Pleasantville tapestry category. These households are older than the median household in Rohnert Park, with a median age of 42 and have a higher median income at \$93,000. Many of these couples have already transitioned to become empty nesters and many still have adult children at home. These consumers are not cost conscious and are willing to spend more for quality brands they like, often preferring fashion that is classic and timeless as opposed to trendy.

On average, these households are estimated to spend approximately 20 % more than the average U.S. household on food and over 30 % more than the average U.S. household on retail. These households like to work on home improvement and remodeling projects, but also hire contractors. They enjoy outdoor gardening, going to the beach, visiting theme parks and use all types of media equally (newspapers, magazines, radio, internet and TV).

Figure 16: Tapestry Lifestyle groups found in the primary trade area.

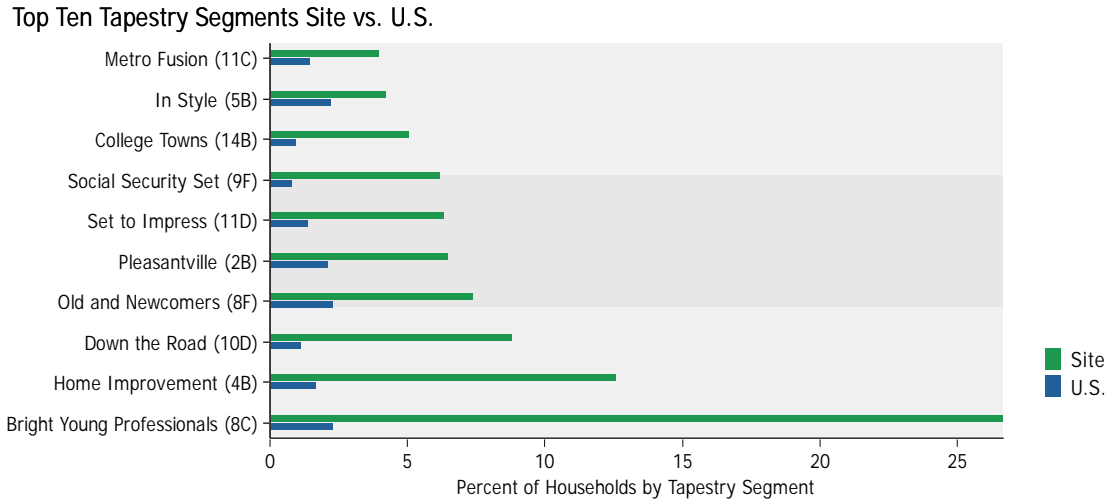






Figure 16 source: ESRI

Figure 17: Rohnert Park Primary Trade Area Top Five Tapestry Lifestyles

Lifestyle Group	Primary trade area Statistics	Lifestyle Summary
<p>Bright and Young Professionals</p> 	<p>Households 4,600</p> <p>Population 10,000</p> <p>Median HH Income \$54,000</p> <p>Households 27 %</p> <p>US Market Share 2.3%</p>	<p>Bright Young Professionals is a large market, primarily located in urban outskirts of large metropolitan areas. These communities are home to young, educated, working professionals.</p> <p>More than one out of three householders are under the age of 35. Slightly more diverse couples dominate this market, with more renters than homeowners.</p> <p>Two-fifths of the households live in single-family homes; over a third live in 5+ unit buildings. Labor force participation is high, generally white-collar work, with a mix of food service and part-time jobs (among the college students).</p> <p>Median household income, median home value, and average rent are close to the US values. Residents of this segment are physically active and up on the latest technology.</p>

Lifestyle Group	Primary trade area Statistics	Lifestyle Summary
<p>Home Improvement</p> 	<p>Households 2,200</p> <p>Population 4,900</p> <p>Median HH Income \$72,100</p> <p>Households 12.6 %</p> <p>US Market Share 1.7 %</p>	<p>Married-couple families occupy well over half of these suburban households. Most Home Improvement residences are single-family homes that are owner occupied, with only one-fifth of the households occupied by renters.</p> <p>Education and diversity levels are similar to the US as a whole.</p> <p>These families spend a lot of time on the go and therefore tend to eat out regularly. When at home, weekends are consumed with home improvement and remodeling projects.</p>
<p>Down the Road</p> 	<p>Households 1,500</p> <p>Population 3,100</p> <p>Median HH Income \$38,700</p> <p>Households 8.8 %</p> <p>US Market Share 1.2 %</p>	<p>Down the Road is a mix of low-density, semirural neighborhoods in large metropolitan areas; half are located in the South, with the rest primarily in the West and Midwest.</p> <p>Almost half of householders live in mobile homes; more than two-fifths live in single-family homes. These are young, family-oriented consumers who value their traditions.</p> <p>Workers are in service, retail trade, manufacturing, and construction industries, with higher proportions in agriculture and mining, compared to the US.</p>
<p>Old and Newcomers</p> 	<p>Households 1,300</p> <p>Population 2,800</p> <p>Median HH Income \$44,900</p> <p>Households 7.4%</p> <p>US Market Share 2.3 %</p>	<p>This market features singles' lifestyles, on a budget. The focus is more on convenience than consumerism, economy over acquisition.</p> <p>Old and Newcomers is composed of neighborhoods in transition, populated by renters who are just beginning their careers or retiring. Some are still in college; some are taking adult education classes.</p> <p>They support charity causes and are environmentally conscious. Age is not always obvious from their choices.</p>


Lifestyle Group	Primary trade area Statistics	Lifestyle Summary
<p>Pleasantville</p> 	<p>Households 1,100</p> <p>Population 2,700</p> <p>Median HH Income \$109,400</p> <p>Households 6.5%</p> <p>US Market Share 2.1%</p>	<p>Prosperous domesticity best describes the settled denizens of Pleasantville. Situated principally in older housing in suburban areas in the Northeast (especially in New York and New Jersey) and secondarily in the West (especially in California), these slightly older couples move less than any other market.</p> <p>Many couples have already transitioned to empty nesters; many are still home to adult children. Families own older, single-family homes and maintain their standard of living with dual incomes.</p> <p>These consumers have higher incomes and home values and much higher net worth (Index 364). Older homes require upkeep; home improvement and remodeling projects are a priority—preferably done by contractors. Residents spend their spare time participating in a variety of sports or watching movies. They shop online and in a variety of stores, from upscale to discount, and use the internet largely for financial purposes.</p>

Figure 17: The top five Tapestry Lifestyle groups profiled above portray a mostly older population living a suburban lifestyle. Source ESRI.

Employment Base

There are approximately 19,200 employees working within Rohnert Park’s primary trade area. Of the residents living within the trade area, 32,400 are estimated to be formally employed, likely indicating more workers are commuting outside of Rohnert Park to their jobs. Among the residents within the primary trade area, approximately 60 % work in office-using jobs. Moreover, 13 % work in health care, 13 % work in retail trade, 10 % work in construction, 9 % in education and 7.5 % work in accommodation/food services.

Major Shopping Destinations within the Primary Trade Area

As illustrated in Figure 18, approximately 70 % the shopping centers in Rohnert Park are located along the Rohnert Park Expressway, Commerce Boulevard and Redwood Highway. According to CoStar, there is approximately 700,000 sf of retail along the Rohnert Park Expressway, 800,000 sf along Redwood Drive and 450,000 sf along Commerce Boulevard.

The City’s largest shopping centers are located along Rohnert Boulevard and include the Target and Burlington Power Center located at 311 Rohnert Park Blvd (approximately 250,000 sf), the adjacent Rohnert Entertainment Center (140,000 sf), Expressway Market Place (100,000 sf) and Food Maxx (50,000 sf). To the north of Rohnert

Park Blvd is Sonoma Valley Plaza (70,000 sf) and to the east of Redwood along Rohnert Blvd are the Safeway anchored Park Plaza Center (100,000 sf), adjacent Raleys and Ross anchored center (110,000 sf) and adjacent North Bay center (80,000 sf), anchored with a Grocery Outlet Bargain Market. These properties are also surrounded by a number of general retail outparcel buildings catering to fast casual food and beverage operators.

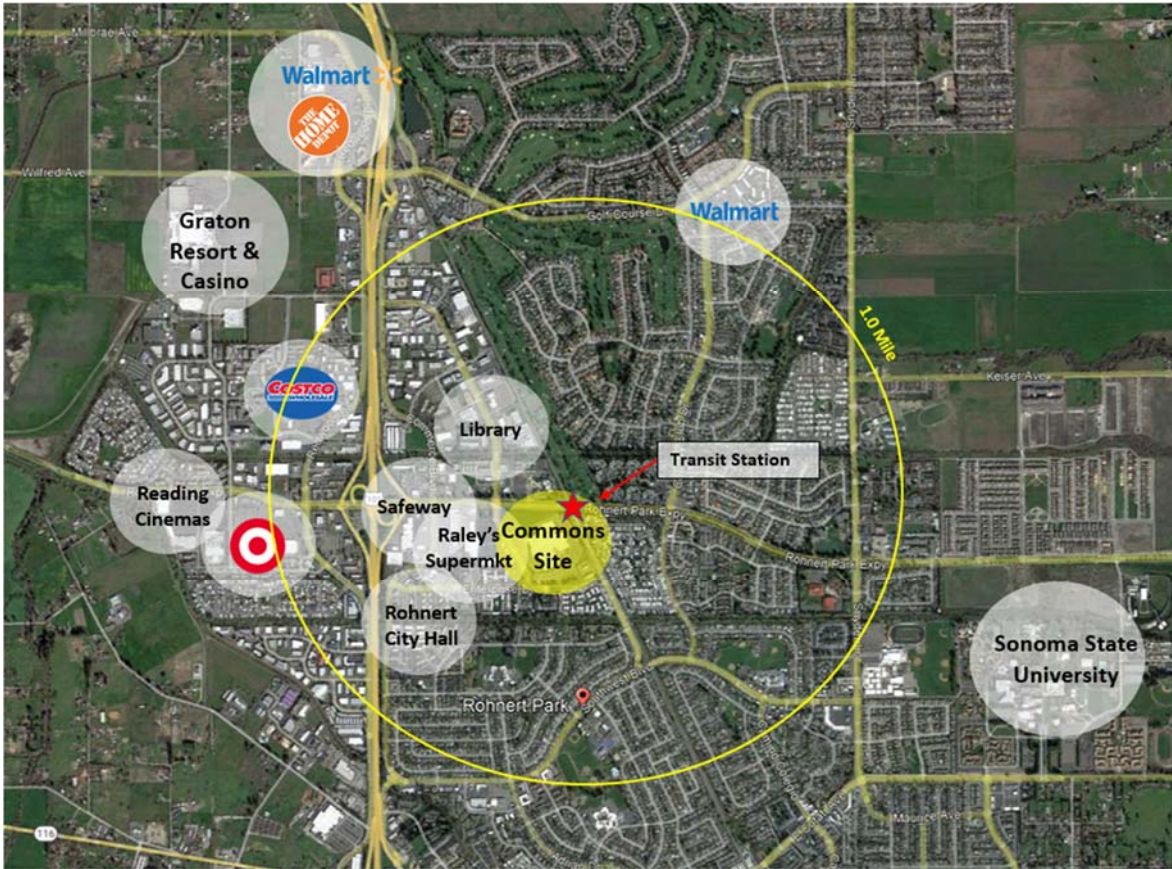


Figure 18: Above major Rohnert shopping centers and regional attractions ((Image Source Google-GPG))

Major Shopping Destinations within the Primary Trade Area

Safeway

According to Placer.AI, the area Safeway is one of the most heavily trafficked Safeway's in the U.S. ranking 51 out of 881 (top 6 %). Placer estimates that there are nearly 1.2 million visits to Safeway each year. About 50 % of Safeway's shoppers are coming directly from their home, 7 % from work and nearly 4 % from Sonoma State University. Approximately 65 % of Safeway's traffic lives within 3-miles with a heavy concentration in the neighborhood to the southeast. However, the Safeway is also pulling households down from Santa Rosa.

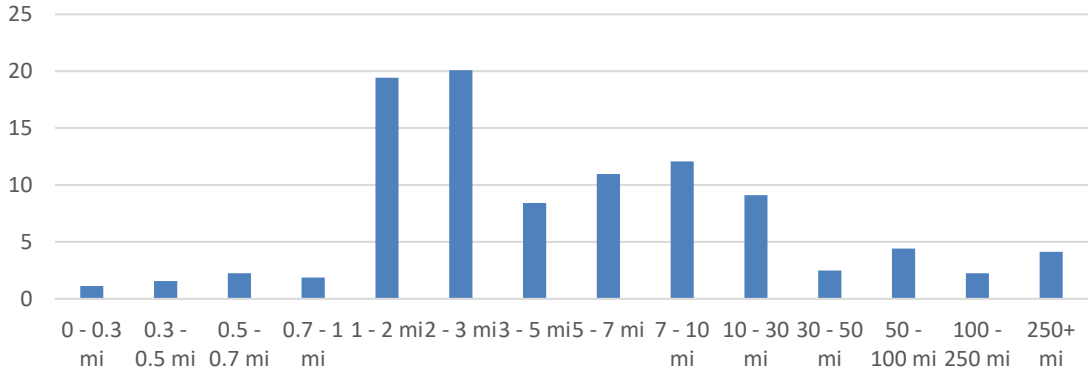
Raleys

Placer estimates that the Raley's generates about 500,000 visits per year, which puts the Raley's close to about the average number of visits per store. About half of visitors are coming from home, 9 % from work and 3 % from Costco. Similar to Safeway about 65 % of their visitors live within a 3-mile radius of the store. However, the store does not pull in as many shoppers from Santa Rosa as Safeway.

Grocery Outlet Bargain Market

Placer estimates that the Grocery Outlet generates about 200,000 visits per year. The store performs in the top 63 % across the U.S., but only the bottom 25 % within a 15-mile radius. Roughly 40 % of visitors are coming from home, 7 % from work and 4 % from Costco. Only about 50 % of shoppers live within a 3-mile radius, indicating the slightly larger trade area which extends north to Santa Rosa.

Figure 19: Target Visitors Based on Home Distance



Target Department Store

According to Placer, Target is estimated to have 1.3 million visits per year. This places this location in the bottom 40 % of the U.S. and bottom fourth within all Targets located within a 15-mile radius. Shoppers are typically coming to Target from their home (40 %), followed by work (5 %), Sonoma State University (3.5 %) and Costco (3.3 %). Approximately 55 % of shoppers live within a 3-mile radius and 85 % live within a 10-mile radius. As illustrated in Figure x, the trade for Target extends much further north and west relative to the other grocery anchored centers. This is a little surprising given that there are two targets within Santa Rosa.

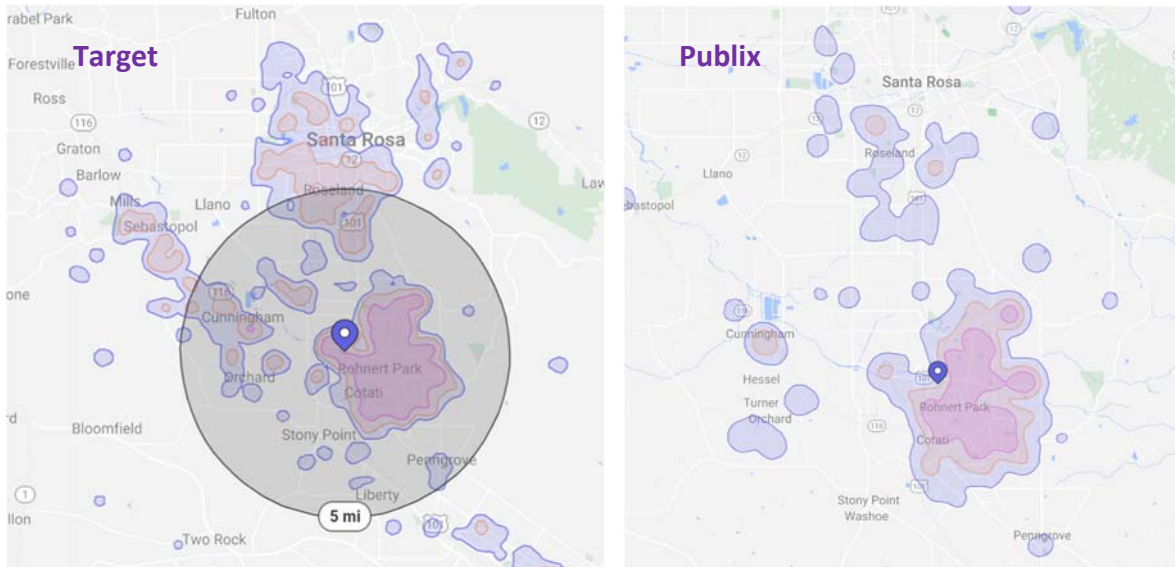


Figure 20: Above left: Target Trade Area, Above right Publix Trade Area: Pink Represents home location of 40 percent of traffic, orange 60 percent of traffic and blue 90 percent of traffic. (Source: Placer)

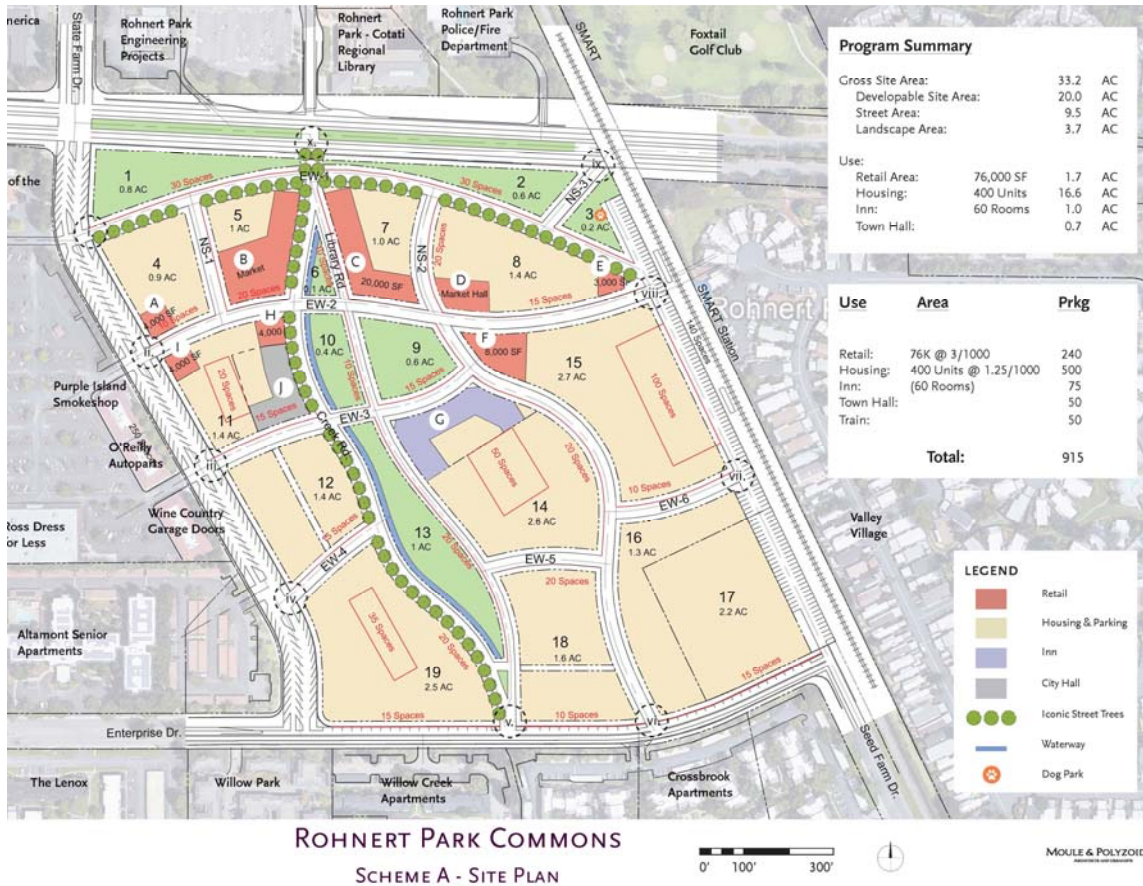


Figure 21: Proposed Common's alternative preliminary master plan; Moule Polyzoides Architects

Research Methodology

Based on in-person field analysis and third party data, GPG defined trade areas that could likely serve the existing and new retail development in Rohnert Park based on geographic and topographic considerations, traffic access/flow in the area, relative retail strengths, concentrations of daytime employment and the retail gravitation in the market, as well as our experience defining trade areas for similar markets.

Population, consumer expenditure and demographic characteristics of trade area residents were collected by census tracts from the U.S. Bureau of the Census, U.S. Bureau of Labor Statistics and Environmental Systems Research Institute (ESRI).

Finally, based on the projected consumer expenditure capture (demand) of Rohnert Park's gross consumer expenditure by retail category, less the current existing retail sales (supply) by retail category, GPG projects the potential net consumer expenditure (gap) available to support existing and new commercial development.

The projected net consumer expenditure capture is based on household expenditure and demographic characteristics of the trade areas, existing and planned retail competition, traffic, and retail gravitational patterns and GPG's qualitative assessment of Rohnert Park.

Research Methodology (Cont.)

Net potential captured consumer expenditure (gap) is equated to potential retail development square footage, with the help of retail sales per square foot data provided by public retailers Financial Statements, Dollars and Cents of Shopping Centers (Urban Land Institute and International Council of Shopping Centers), qualitatively adjusted to fit the urbanism and demographics of the study area.

Analysis Assumptions

GPG has assumed the following factors in the completion of this commercial market development analysis:

1. No other competitive retail centers will be developed within the Common's Primary Trade area by 2027.
2. Supportable retail demand does not imply that proposed retail could be built and leased up to earn the market rate of return required by private capital markets.
3. Approximately 450 housing units will be built to support the proposed retail demand.
4. Rohnert Park proposed retail development could capture up to 12 % of the retail spending gap within the Primary trade area among various retail categories and up to 15 % for groceries.
5. Rohnert Park proposed retail development could capture up to 3 % of retail spending gap within the Overall Trade area among various retail categories.
6. Retail built would have adequate and convenient parking.

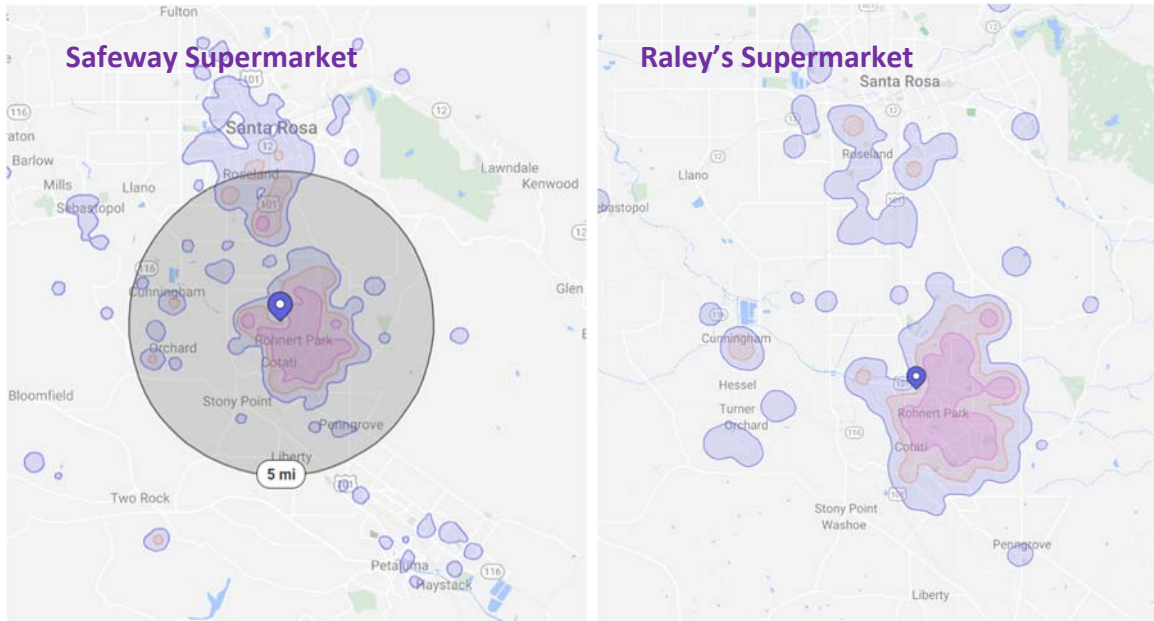


Figure 22: Above left: Safeway Supermarket Trade Area, Above right Raley's Supermarket Trade Area: Pink Represents home location of 40 percent of traffic, orange 60 percent of traffic and blue 90 percent of traffic.(Source: Placer

Limits of Study

The findings of this analysis represent GPG's best estimates for the amount of new retail or expanded space supportable in proposed Rohnert Park Commons Plan. Every reasonable effort has been made to ensure that the data contained in this study reflect the most accurate and timely information possible and are believed to be reliable.

Limits of Study (Cont.)

This study is based on estimates, assumptions, and other information developed by GPG independent research, general knowledge of the industry, and consultations with the client and its representatives. This study is designed as objective third-party research and GPG does not recommend that any or all of the supportable retail be developed in Rohnert Park, CA.

No responsibility is assumed for inaccuracies in reporting by the client, its agent and representatives or in any other data source used in preparing or presenting this study. This report is based on information that was current as of 14 November 2022 and GPG has not undertaken any update of its research effort since such date.

This report may contain prospective market demand, financial information, estimates, or opinions that represent GPG's view of reasonable expectations at a particular time, but such information, estimates, or opinions are not offered as predictions or assurances that a particular level of income or profit will be achieved, that events will occur, or that a particular price will be offered or accepted.

The actual amounts of supportable new or expanded retail space could be significantly higher or lower depending on multiple market and not market factors including the type, design and quality of the new development.

Actual results achieved during the period covered by our market analysis may vary from those described in our report, and the variations may be material. Therefore, no warranty or representation is made by GPG that any of the projected values or results contained in this study will be achieved.

This study *should not* be the sole basis for designing, planning, financing, or development of any real estate development, or public planning policy. This study is intended only for the use of the City of Rohnert Park and is void for other site locations, companies, or organizations.

Retail Category Definitions

Retail categories in the Supportable Retail Table correspond to the North American Industry Classification System (NAICS), the standard used by Federal statistical agencies in classifying business establishments for the purpose of collecting, analyzing, and publishing statistical data related to the U.S. business economy. The following NAICS codes and definitions are provided by the U.S. Census Bureau:

Retail Business Definitions

Auto Supply Stores (4411): establishments known as automotive supply stores primarily engaged in retailing new, used, and/or rebuilt automotive parts and accessories, automotive supply stores that are primarily engaged in both retailing automotive parts and accessories and repairing automobiles; establishments primarily engaged in retailing and installing automotive accessories; and establishments primarily engaged in retailing new and/or used tires and tubes or retailing new tires in combination with automotive repair services.

Furniture Stores (4421): establishments primarily engaged in retailing new furniture, such as household furniture (e.g., baby furniture box springs and mattresses) and outdoor furniture; office furniture (except those sold in combination with office supplies and equipment); and/or furniture sold in combination with major appliances, home electronics, home furnishings and/or floor coverings.

Home Furnishings Stores (4422): establishments primarily engaged in retailing new home furnishings (except furniture).

Retail Business Definitions (Cont.)

Electronics and Appliance Stores (4431): establishments primarily engaged in retailing the following new products: household-type appliances (refrigerator, dishwasher, oven), cameras, computers/software, televisions and other electronic goods.

Hardware Stores (4441): establishments primarily engaged in retailing new building materials and supplies (lumber, plumbing, electrical, tools, housewares, hardware, paint, and wallpaper).

Lawn and Garden Supply Stores (4442): establishments primarily engaged in retailing new lawn and garden equipment and supplies. (Nursery, farm and garden products, outdoor power equipment).

Grocery Stores (4451): establishments primarily engaged in retailing a general line of food products (canned/frozen food, fruits and vegetables, meat, fish, poultry, milk, bread, eggs, soda).

Figure 23: Trade Area Employment by Industry Sector

	Primary trade area	Overall trade area	Rohnert Park, CA	State of California
Agriculture/Forestry/Fishing	1.5%	1.7%	1.2%	1.5%
Mining/Quarrying/Oil & Gas	0.0%	0.0%	0.0%	0.0%
Construction	10.2%	9.0%	10.5%	10.2%
Manufacturing	7.4%	8.4%	7.1%	7.4%
Wholesale Trade	2.3%	2.8%	2.2%	2.3%
Retail Trade	12.8%	11.8%	13.2%	12.8%
Transportation/Warehousing	4.8%	4.0%	4.8%	4.8%
Utilities	0.6%	0.8%	0.6%	0.6%
Information	2.1%	1.9%	2.2%	2.1%
Finance/Insurance	4.3%	4.0%	4.3%	4.3%
Real Estate/Rental/Leasing	1.6%	2.0%	1.8%	1.6%
Professional/Scientific/Tech	6.3%	8.1%	5.9%	6.3%
Management of Companies	0.0%	0.0%	0.0%	0.0%
Admin/Support/Waste Management	5.1%	4.6%	4.9%	5.1%
Educational Services	8.9%	7.7%	8.7%	8.9%
Health Care/Social Assistance	12.5%	14.3%	12.3%	12.5%
Arts/Entertainment/Recreation	2.8%	2.4%	2.9%	2.8%
Accommodation/Food Services	7.5%	6.8%	8.0%	7.5%
Other Services (Excluding Public)	4.7%	5.3%	4.9%	4.7%
Public Administration	4.4%	4.3%	4.4%	4.4%

Retail Business Definitions (Cont.)

Specialty Food Stores (4452): establishments primarily engaged in retailing specialized lines of food (meat, fish/seafood, fruits/vegetables, baked goods, candy, nuts, confections, popcorn, ice cream, items not made on the premises).

Beer, Wine, and Liquor Stores (4453): establishments primarily engaged in retailing packaged alcoholic beverages, such as ale, beer, wine and liquor.

Health & Personal Care Stores (4461): establishments primarily engaged in retailing health and personal care products (pharmacies/drug stores, first aid, beauty products, household supplies, candy, prepackaged snacks, optical goods, vitamins/supplements).

Clothing stores (4481): men's and boys' clothing stores; women's and girls' clothing stores; children's and infants' clothing stores; family clothing stores; clothing accessories stores.

Shoe Stores (4482): Shoes (men's, women's, child/infant, athletic).

Jewelry Stores (4483): Jewelry, luggage, and leather goods (silverware, watches, clocks, handbags, briefcases, belts, gloves).

Sporting Goods Stores (4511): establishments primarily engaged in retailing new sporting goods (fitness equipment, bikes, camping, uniforms and footwear).

Book & Music Stores (4512): establishments primarily engaged in retailing new books, newspapers, magazines, and prerecorded audio and video media.

Department Stores (4521): establishments known as department stores primarily engaged in retailing a wide range of the following new products with no one merchandise line predominating: apparel; furniture; appliances and home furnishings; and selected additional items, such as paint, hardware, toiletries, cosmetics, photographic equipment, jewelry, toys and sporting goods. Merchandise lines are normally arranged in separate departments.

General Merchandise Stores (4529): establishments primarily engaged in retailing new goods in general merchandise stores (except department stores) (warehouse clubs, supermarkets, apparel, auto parts, dry goods, hardware, groceries, housewares, no line predominating).

Florists (4531): establishments known as florists primarily engaged in retailing cut flowers, floral arrangements, and potted plants purchased from others. These establishments usually prepare the arrangements they sell.

Office Supplies & Gift Stores (4532): establishments primarily engaged in one or more of the following: (1) retailing new stationery, school supplies, and office supplies; (2) retailing a combination of new office equipment, furniture, and supplies; (3) retailing new office equipment, furniture, and supplies in combination with retailing new computers; and (4) retailing new gifts, novelty merchandise, souvenirs, greeting cards, seasonal and holiday decorations and curios.

Retail Business Definitions (Cont.)

Miscellaneous Retailers (4539): establishments primarily engaged in retailing new miscellaneous specialty store merchandise (except motor vehicle and parts dealers; furniture and home furnishings stores; consumer-type electronics and appliance stores; building material and garden equipment and supplies dealers; food and beverage stores;

Health and personal care stores; gasoline stations; clothing and clothing accessories stores; sporting goods, hobby, book, and music stores; general merchandise stores; florists; office supplies, stationery, and gift stores; and used merchandise stores). Pet supplies, art dealers, manufactured home dealers, tobacco/cigar stores,

Restaurants

Full-Service Restaurants (7221): establishments primarily engaged in providing food services to patrons who order and are served while seated (i.e., waiter/waitress service) and pay after eating. Establishments that provide these types of food services to patrons with any combination of other services, such as carryout services are classified in this industry.

Limited-Service Restaurants (7222): establishments primarily engaged in providing food services where patrons generally order or select items and pay before eating. Most establishments do not have waiter/waitress service, but some provide limited service, such as cooking to order (i.e., per special request), bringing food to seated customers, or providing off-site delivery (cafeterias, snack/ juice bar, ice cream/soft serve shops, cookie shops, popcorn shops, donut shops, coffee shops, bagel shops).

Special Food Services (7223): establishments primarily engaged in providing one of the following food services (2) a location designated by the customer; or (3) from motorized vehicles or non-motorized carts.

- **Food Service Contractors:** Establishments may be engaged in providing food services at institutional, governmental, commercial, or industrial locations of others based (cafeteria, restaurant, and fast-food eating-place) on contractual arrangements with these types of organizations for a specified period of time. Management staff is always provided by the food services contractor.
- **Caterers:** providing single event-based food services. These establishments generally have equipment and vehicles to transport meals and snacks to events and/or prepare food at an off-premises site. Banquet halls with catering staff are included in this industry. Examples of events catered by establishments in this industry are graduation parties, wedding receptions, business or retirement luncheons and trade shows.

Mobile Food Services: establishments primarily engaged in preparing and serving meals and snacks for immediate consumption from motorized vehicles or non-motorized carts. The establishment is the central location from which the caterer route is serviced, not each vehicle, or cart. Included in this industry are establishments

- primarily engaged in providing food services from vehicles, such as hot dog carts and ice cream trucks.

Retail Business Definitions (Cont.)

Drinking Places (Alcoholic Beverages) (7224): establishments primarily engaged in preparing and serving alcoholic beverages for immediate consumption (bars, taverns, nightclubs).

Shopping Center Definitions

This study utilizes the shopping centers typologies defined by the International Council of Shopping Centers (ICSC) as follows:

- **Convenience Centers:** Convenience centers are 30,000 sf or less, unanchored, and generally will service a trade area of up to one mile. These centers include banking, carryout foods, florists, mail centers, small restaurants, small food markets, and professional services such as real estate and financial consulting. The centers typically include six to eight businesses.
- **Neighborhood Centers:** Neighborhood centers are anchored with a full-sized supermarket and typically range from 60,000 to 100,000 sf. They service a trade area of two to three miles and can include apparel, banks, carryout food, hardware, mail centers, restaurants, sporting goods and professional services such as financial consulting and real estate.
- **Community Centers:** Community centers typically range from 150,000 to 300,000 sf and are almost always anchored with a full-sized department store. They also include junior anchor retailers selling books, crafts, shoes, and sporting goods. Community centers often include large home improvement stores and medium-sized discount apparel stores. Their service area is typically five to seven miles in suburban locations.
- **Lifestyle Centers:** Lifestyle centers average 150,000 to 200,000 sf and feature popular apparel, book, and home furnishing stores, as well as cinemas and a wide selection of themed restaurants. The centers are frequently planned as walkable areas with main streets. Recently, lifestyle centers have included large anchors such as department stores, public libraries, and supermarkets.

These centers typically have a trade area of four to six miles when developed in suburban settings. Lifestyle centers that include civic, employment, and residential buildings along with the retail land use are defined as ‘town centers.’

Regional Centers: Regional centers average trade areas of eight to 12 miles and are anchored with multiple department stores. The centers can range from 800,000 to 1,500,000 sf, and often include cinemas along with 200,000 sf of national brand fashion. representatives.

This study is designed as objective third-party research and GPG does not recommend that any or all of the supportable retail be developed in Downtown Franklin. No responsibility is assumed for inaccuracies in reporting by the client, its agent and representatives or in any other data source used in preparing or presenting this study.

This report is based on information that was current as of 16 December 2021 and GPG has not undertaken any update of its research effort since such date.

Figure 24: Trade Area Employment by Industry Sector

	Primary Trade Area	Overall Trade Area	Rohnert Park, CA	State of California
Agriculture, Forestry, Fishing & Hunting	0.4%	0.4%	0.2%	0.7%
Mining	0.1%	0.0%	0.0%	0.1%
Utilities	0.0%	0.1%	0.0%	0.3%
Construction	12.0%	6.2%	6.9%	4.2%
Manufacturing	7.7%	7.1%	8.8%	7.4%
Wholesale Trade	3.7%	4.6%	3.6%	4.0%
Motor Vehicle & Parts Dealers	1.1%	2.3%	1.2%	1.5%
Furniture & Home Furnishings Stores	0.5%	0.7%	0.4%	0.5%
Electronics & Appliance Stores	0.2%	0.5%	0.1%	0.5%
Bldg Material & Garden Equipment & Supplies Dealers	3.2%	1.3%	2.5%	1.1%
Food & Beverage Stores	2.7%	3.6%	3.5%	2.4%
Health & Personal Care Stores	0.9%	1.3%	1.0%	0.9%
Gasoline Stations	0.6%	0.3%	0.6%	0.3%
Clothing & Clothing Accessories Stores	0.3%	1.1%	0.2%	1.1%
Sport Goods, Hobby, Book, & Music Stores	0.9%	0.7%	1.1%	0.6%
General Merchandise Stores	3.6%	2.2%	5.1%	1.8%
Miscellaneous Store Retailers	1.4%	1.8%	1.5%	1.1%
Nonstore Retailers	0.1%	0.1%	0.0%	0.3%
Transportation & Warehousing	5.4%	2.2%	1.1%	2.6%
Information	2.4%	2.5%	2.9%	3.8%
Finance & Insurance	2.1%	4.0%	2.7%	3.9%
Real Estate, Rental & Leasing	4.3%	3.9%	4.1%	3.3%
Professional, Scientific & Tech Services	4.6%	6.4%	4.8%	8.3%
Management of Companies & Enterprises	0.1%	0.1%	0.0%	0.2%
Administrative & Support & Waste Management & Remediation Services	2.5%	2.4%	2.5%	3.0%
Educational Services	4.3%	5.3%	5.4%	8.9%
Health Care & Social Assistance	5.5%	13.0%	7.2%	11.7%
Arts, Entertainment & Recreation	3.4%	2.4%	3.3%	3.3%
Accommodation	2.2%	1.4%	3.1%	1.8%
Food Services & Drinking Places	12.4%	7.9%	14.6%	7.6%
Other Services (except Public Administration)	5.8%	6.6%	5.4%	5.7%
Public Administration	5.2%	6.8%	5.7%	6.3%

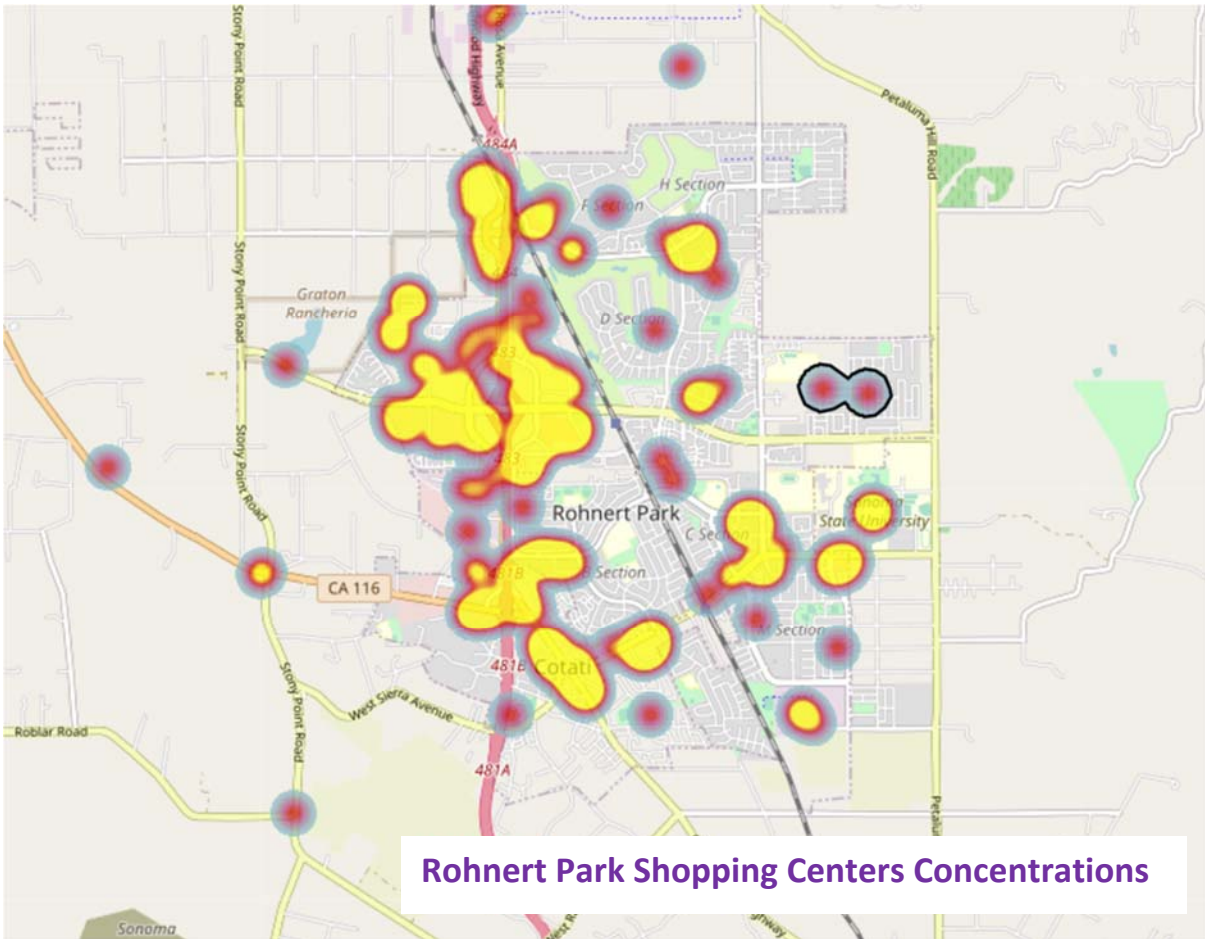


Figure 25: Shopping Centers in Rohnert Park Primary Trade Area. Yellow indicates a higher concentration of shopping centers. Source: ESRI.

Address	Type	Est. Size SF	Anchor Retailers
311-475 Rohnert Park Expy W	Power Center	250,000 sf	Target, Jo-Ann Fabrics, Burlington, Office Max
555 Rohnert Park Expy W	Community Center	140,000 sf	Reading Cinemas
565-601 Rohnert Park Expy W	Community Center	100,000 sf	Petsmart, Big Lots
605 Rohnert Park Expy.	Neighborhood	50,000 sf	Food Maxx
380 Rohnert Park Expy W	Neighborhood	70,000 sf	Valley Furniture
6314 Commerce Blvd	Neighborhood	100,000 sf	Safeway, CVS
6315-6345 Commerce Blvd.	Neighborhood	80,000 sf	Grocery Outlet
100 Raley's Town Center	Neighborhood	110,000 sf	Raleys, Ross Dress for Less
Total		900,000 sf	

Figure 26: Major Shopping Centers in Rohnert Park, CA; Source CoStar.

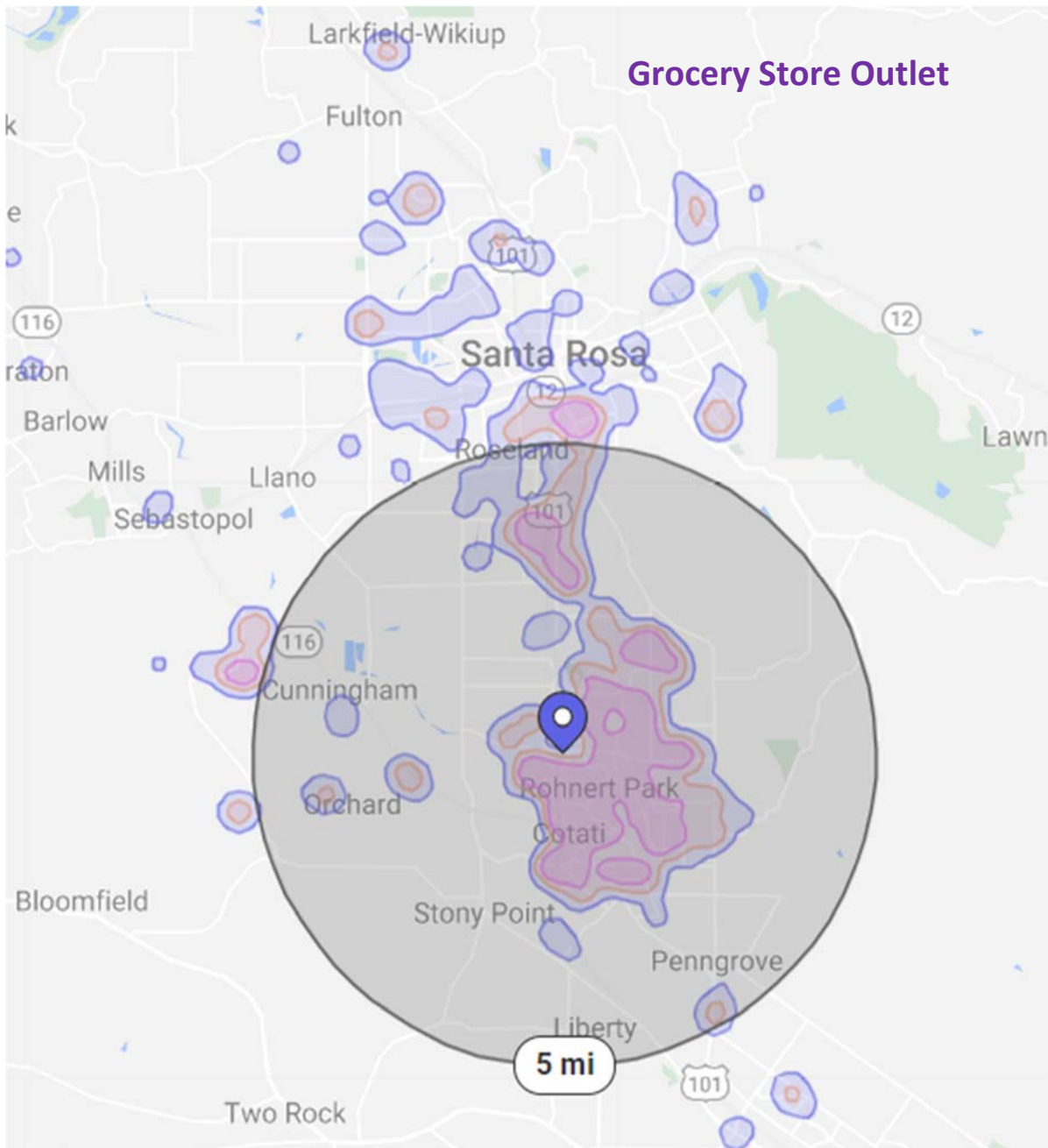


Figure 27: Above: Grocery Outlet Trade Area, Pink Represents home location of 40 percent of traffic, orange 60 percent of traffic and blue 90 percent of traffic.(Source: Placer

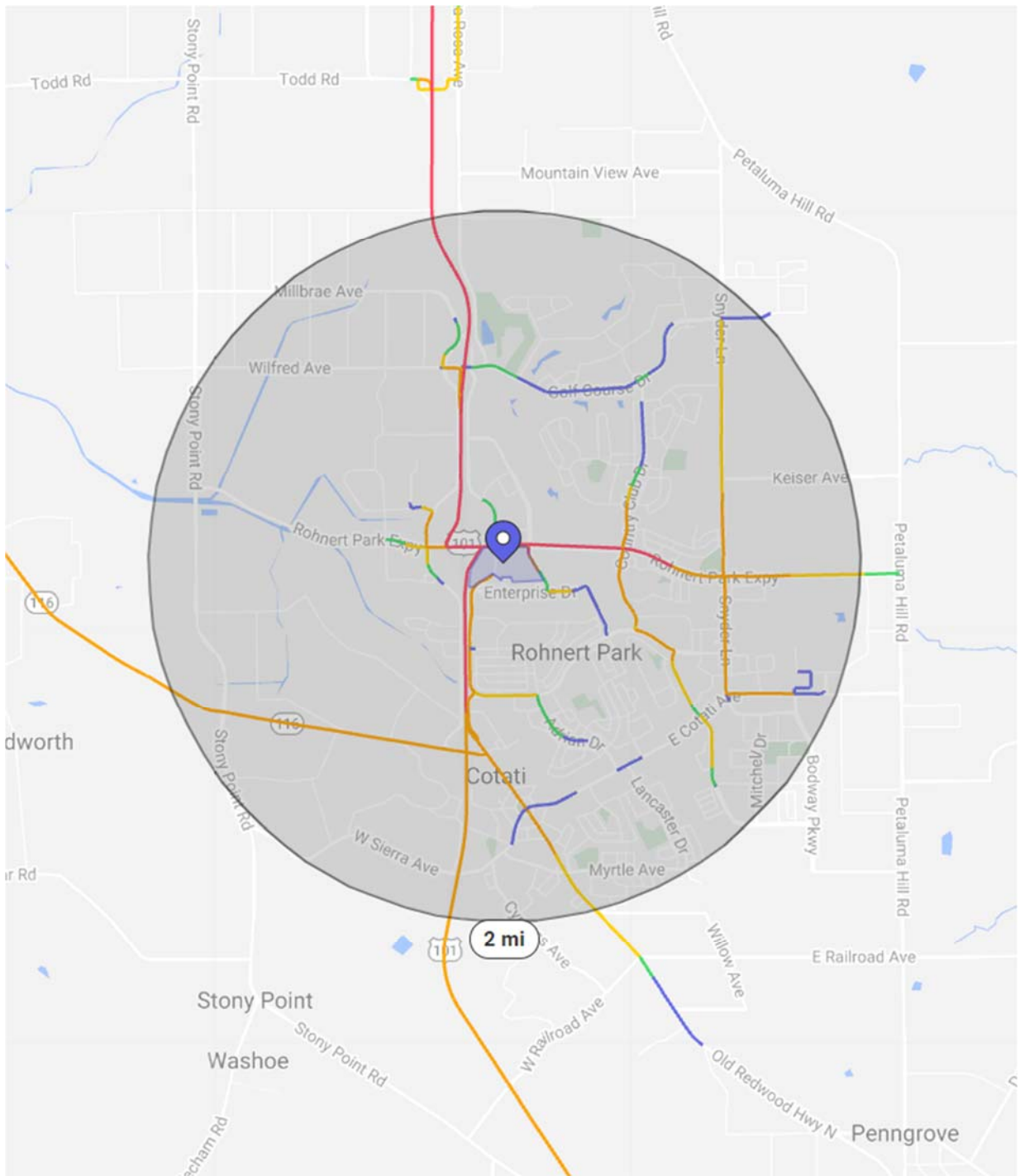


Figure 28: Visitor Journeys to the Park Plaza Shopping Center. Red indicates 600k to 2.4 million visitors, orange indicates 127k to 600k, yellow 86k to 126k and green 62k to 86k.

Appendix A: Primary trade area Community Profile



Community Profile

Primary Trade Area
Area: 33.08 square miles

Prepared by Esri

Population Summary	
2010 Total Population	55,840
2020 Total Population	60,440
2020 Group Quarters	3,070
2022 Total Population	61,340
2022 Group Quarters	3,070
2027 Total Population	61,935
2022-2027 Annual Rate	0.19%
2022 Total Daytime Population	52,278
Workers	22,808
Residents	29,470
Household Summary	
2010 Households	20,798
2010 Average Household Size	2.56
2020 Total Households	21,891
2020 Average Household Size	2.62
2022 Households	22,198
2022 Average Household Size	2.63
2027 Households	22,392
2027 Average Household Size	2.63
2022-2027 Annual Rate	0.17%
2010 Families	12,396
2010 Average Family Size	3.11
2022 Families	13,130
2022 Average Family Size	3.22
2027 Families	13,221
2027 Average Family Size	3.22
2022-2027 Annual Rate	0.14%
Housing Unit Summary	
2000 Housing Units	20,438
Owner Occupied Housing Units	58.6%
Renter Occupied Housing Units	39.1%
Vacant Housing Units	2.3%
2010 Housing Units	21,897
Owner Occupied Housing Units	52.9%
Renter Occupied Housing Units	42.1%
Vacant Housing Units	5.0%
2020 Housing Units	23,098
Vacant Housing Units	5.2%
2022 Housing Units	23,715
Owner Occupied Housing Units	54.4%
Renter Occupied Housing Units	39.2%
Vacant Housing Units	6.4%
2027 Housing Units	23,859
Owner Occupied Housing Units	54.7%
Renter Occupied Housing Units	39.1%
Vacant Housing Units	6.1%
Median Household Income	
2022	\$82,921
2027	\$94,432
Median Home Value	
2022	\$617,028
2027	\$671,290
Per Capita Income	
2022	\$40,525
2027	\$47,219
Median Age	
2010	33.1
2022	35.2
2027	37.3

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 ceorahov.



Community Profile

Primary Trade Area
Area: 33.08 square miles

Prepared by Esri

2022 Households by Income	
Household Income Base	22,198
<\$15,000	5.4%
\$15,000 - \$24,999	4.1%
\$25,000 - \$34,999	6.9%
\$35,000 - \$49,999	9.1%
\$50,000 - \$74,999	17.3%
\$75,000 - \$99,999	18.4%
\$100,000 - \$149,999	19.9%
\$150,000 - \$199,999	9.5%
\$200,000+	9.5%
Average Household Income	\$109,613
2027 Households by Income	
Household Income Base	22,392
<\$15,000	4.0%
\$15,000 - \$24,999	2.9%
\$25,000 - \$34,999	5.5%
\$35,000 - \$49,999	7.4%
\$50,000 - \$74,999	14.8%
\$75,000 - \$99,999	18.6%
\$100,000 - \$149,999	22.6%
\$150,000 - \$199,999	12.2%
\$200,000+	12.0%
Average Household Income	\$128,224
2022 Owner Occupied Housing Units by Value	
Total	12,896
<\$50,000	2.1%
\$50,000 - \$99,999	5.8%
\$100,000 - \$149,999	1.6%
\$150,000 - \$199,999	0.7%
\$200,000 - \$249,999	1.9%
\$250,000 - \$299,999	1.5%
\$300,000 - \$399,999	5.2%
\$400,000 - \$499,999	7.2%
\$500,000 - \$749,999	51.3%
\$750,000 - \$999,999	13.9%
\$1,000,000 - \$1,499,999	4.6%
\$1,500,000 - \$1,999,999	2.6%
\$2,000,000 +	1.6%
Average Home Value	\$648,715
2027 Owner Occupied Housing Units by Value	
Total	13,062
<\$50,000	1.1%
\$50,000 - \$99,999	2.8%
\$100,000 - \$149,999	0.4%
\$150,000 - \$199,999	0.7%
\$200,000 - \$249,999	0.9%
\$250,000 - \$299,999	1.1%
\$300,000 - \$399,999	2.0%
\$400,000 - \$499,999	4.2%
\$500,000 - \$749,999	53.8%
\$750,000 - \$999,999	19.5%
\$1,000,000 - \$1,499,999	7.0%
\$1,500,000 - \$1,999,999	4.4%
\$2,000,000 +	2.2%
Average Home Value	\$755,513

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

Appendix A: Primary trade area Community Profile (Cont.)



Community Profile

Primary Trade Area
Area: 33.08 square miles

Prepared by Esri

2010 Population by Age	
Total	55,841
0 - 4	5.3%
5 - 9	5.5%
10 - 14	5.7%
15 - 24	22.1%
25 - 34	13.8%
35 - 44	12.0%
45 - 54	14.8%
55 - 64	11.5%
65 - 74	5.1%
75 - 84	2.7%
85 +	1.4%
18 +	79.7%
2022 Population by Age	
Total	61,339
0 - 4	4.8%
5 - 9	4.8%
10 - 14	4.9%
15 - 24	16.5%
25 - 34	18.6%
35 - 44	12.0%
45 - 54	10.7%
55 - 64	12.5%
65 - 74	9.4%
75 - 84	4.0%
85 +	1.7%
18 +	82.5%
2027 Population by Age	
Total	61,935
0 - 4	4.9%
5 - 9	4.8%
10 - 14	4.9%
15 - 24	16.0%
25 - 34	15.2%
35 - 44	15.3%
45 - 54	10.4%
55 - 64	11.1%
65 - 74	10.0%
75 - 84	5.5%
85 +	1.8%
18 +	82.6%
2010 Population by Sex	
Males	26,955
Females	28,886
2022 Population by Sex	
Males	29,910
Females	31,431
2027 Population by Sex	
Males	30,142
Females	31,793

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

Appendix A: Primary trade area Community Profile (Cont.)



Community Profile

Primary Trade Area
Area: 33.08 square miles

Prepared by Esri

2010 Population by Race/Ethnicity	
Total	55,840
White Alone	77.5%
Black Alone	1.8%
American Indian Alone	1.0%
Asian Alone	4.8%
Pacific Islander Alone	0.4%
Some Other Race Alone	9.0%
Two or More Races	5.5%
Hispanic Origin	21.1%
Diversity Index	59.0
2020 Population by Race/Ethnicity	
Total	60,440
White Alone	59.0%
Black Alone	2.0%
American Indian Alone	1.5%
Asian Alone	7.9%
Pacific Islander Alone	0.4%
Some Other Race Alone	15.1%
Two or More Races	14.1%
Hispanic Origin	28.3%
Diversity Index	76.3
2022 Population by Race/Ethnicity	
Total	61,339
White Alone	58.1%
Black Alone	2.0%
American Indian Alone	1.5%
Asian Alone	8.2%
Pacific Islander Alone	0.4%
Some Other Race Alone	15.3%
Two or More Races	14.5%
Hispanic Origin	28.5%
Diversity Index	76.9
2027 Population by Race/Ethnicity	
Total	61,934
White Alone	55.7%
Black Alone	2.1%
American Indian Alone	1.6%
Asian Alone	8.8%
Pacific Islander Alone	0.4%
Some Other Race Alone	16.1%
Two or More Races	15.4%
Hispanic Origin	29.3%
Diversity Index	78.4
2010 Population by Relationship and Household Type	
Total	55,841
In Households	95.4%
In Family Households	72.5%
Householder	22.3%
Spouse	15.7%
Child	27.0%
Other relative	4.2%
Nonrelative	3.4%
In Nonfamily Households	22.9%
In Group Quarters	4.6%
Institutionalized Population	0.4%
Noninstitutionalized Population	4.2%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Appendix A: Primary trade area Community Profile (Cont.)



Community Profile

Primary Trade Area
Area: 33.08 square miles

Prepared by Esri

2022 Population 25+ by Educational Attainment	
Total	42,250
Less than 9th Grade	3.1%
9th - 12th Grade, No Diploma	4.5%
High School Graduate	19.1%
GED/Alternative Credential	3.6%
Some College, No Degree	23.1%
Associate Degree	12.3%
Bachelor's Degree	23.9%
Graduate/Professional Degree	10.2%
2022 Population 15+ by Marital Status	
Total	52,382
Never Married	40.4%
Married	42.8%
Widowed	4.9%
Divorced	11.9%
2022 Civilian Population 16+ in Labor Force	
Civilian Population 16+	33,622
Population 16+ Employed	96.2%
Population 16+ Unemployment rate	3.8%
Population 16-24 Employed	16.3%
Population 16-24 Unemployment rate	5.8%
Population 25-54 Employed	62.5%
Population 25-54 Unemployment rate	3.3%
Population 55-64 Employed	15.0%
Population 55-64 Unemployment rate	3.4%
Population 65+ Employed	6.2%
Population 65+ Unemployment rate	3.8%
2022 Employed Population 16+ by Industry	
Total	32,357
Agriculture/Mining	1.5%
Construction	10.2%
Manufacturing	7.4%
Wholesale Trade	2.3%
Retail Trade	12.8%
Transportation/Utilities	5.4%
Information	2.1%
Finance/Insurance/Real Estate	5.9%
Services	47.9%
Public Administration	4.4%
2022 Employed Population 16+ by Occupation	
Total	32,358
White Collar	58.8%
Management/Business/Financial	16.5%
Professional	20.7%
Sales	9.1%
Administrative Support	12.5%
Services	18.4%
Blue Collar	22.8%
Farming/Forestry/Fishing	0.9%
Construction/Extraction	7.7%
Installation/Maintenance/Repair	2.4%
Production	4.3%
Transportation/Material Moving	7.4%

Appendix A: Primary trade area Community Profile (Cont.)



esri

Community Profile

Primary Trade Area
Area: 33.08 square miles

Prepared by Esri

2010 Households by Type	
Total	20,798
Households with 1 Person	26.4%
Households with 2+ People	73.6%
Family Households	59.6%
Husband-wife Families	42.0%
With Related Children	19.5%
Other Family (No Spouse Present)	17.6%
Other Family with Male Householder	5.8%
With Related Children	3.5%
Other Family with Female Householder	11.7%
With Related Children	7.2%
Nonfamily Households	14.0%
All Households with Children	30.6%
Multigenerational Households	3.5%
Unmarried Partner Households	8.8%
Male-female	7.8%
Same-sex	1.1%
2010 Households by Size	
Total	20,796
1 Person Household	26.4%
2 Person Household	32.6%
3 Person Household	17.3%
4 Person Household	13.8%
5 Person Household	5.9%
6 Person Household	2.3%
7 + Person Household	1.7%
2010 Households by Tenure and Mortgage Status	
Total	20,798
Owner Occupied	55.7%
Owned with a Mortgage/Loan	44.4%
Owned Free and Clear	11.3%
Renter Occupied	44.3%
2022 Affordability, Mortgage and Wealth	
Housing Affordability Index	63
Percent of Income for Mortgage	39.2%
Wealth Index	94
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	21,897
Housing Units Inside Urbanized Area	95.0%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	5.0%
2010 Population By Urban/ Rural Status	
Total Population	55,840
Population Inside Urbanized Area	95.3%
Population Inside Urbanized Cluster	0.0%
Rural Population	4.7%

Appendix B: Primary trade area Housing Summary



Housing Profile

Primary Trade Area
Area: 33.08 square miles

Prepared by Esri

Population		Households	
2010 Total Population	55,840	2022 Median Household Income	\$82,921
2020 Total Population	60,440	2027 Median Household Income	\$94,432
2022 Total Population	61,340	2022-2027 Annual Rate	2.63%
2027 Total Population	61,935		
2022-2027 Annual Rate	0.19%		

Housing Units by Occupancy Status and Tenure	Census 2010		2022		2027	
	Number	Percent	Number	Percent	Number	Percent
Total Housing Units	21,897	100.0%	23,715	100.0%	23,859	100.0%
Occupied	20,798	95.0%	22,197	93.6%	22,393	93.9%
Owner	11,590	52.9%	12,896	54.4%	13,062	54.7%
Renter	9,208	42.1%	9,301	39.2%	9,331	39.1%
Vacant	1,099	5.0%	1,517	6.4%	1,467	6.1%

Owner Occupied Housing Units by Value	2022		2027	
	Number	Percent	Number	Percent
Total	12,897	100.0%	13,061	100.0%
<\$50,000	275	2.1%	143	1.1%
\$50,000-\$99,999	750	5.8%	361	2.8%
\$100,000-\$149,999	211	1.6%	55	0.4%
\$150,000-\$199,999	85	0.7%	85	0.7%
\$200,000-\$249,999	243	1.9%	119	0.9%
\$250,000-\$299,999	188	1.5%	150	1.1%
\$300,000-\$399,999	667	5.2%	262	2.0%
\$400,000-\$499,999	932	7.2%	545	4.2%
\$500,000-\$749,999	6,617	51.3%	7,021	53.8%
\$750,000-\$999,999	1,792	13.9%	2,546	19.5%
\$1,000,000-\$1,499,999	589	4.6%	908	7.0%
\$1,500,000-\$1,999,999	340	2.6%	578	4.4%
\$2,000,000+	208	1.6%	288	2.2%

Median Value	\$617,028	\$671,290
Average Value	\$648,715	\$755,513

Census 2010 Housing Units	Number	Percent
Total	21,897	100.0%
In Urbanized Areas	20,811	95.0%
In Urban Clusters	0	0.0%
Rural Housing Units	1,085	5.0%

Data Note: Persons of Hispanic Origin may be of any race.
Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.

Appendix B: Primary trade area Housing Summary (Cont.)



Housing Profile

Primary Trade Area
Area: 33.08 square miles

Prepared by Esri

Census 2010 Owner Occupied Housing Units by Mortgage Status		
	Number	Percent
Total	11,590	100.0%
Owned with a Mortgage/Loan	9,244	79.8%
Owned Free and Clear	2,346	20.2%

Census 2010 Vacant Housing Units by Status		
	Number	Percent
Total	1,081	100.0%
For Rent	473	43.8%
Rented- Not Occupied	34	3.1%
For Sale Only	236	21.8%
Sold - Not Occupied	22	2.0%
Seasonal/Recreational/Occasional Use	97	9.0%
For Migrant Workers	0	0.0%
Other Vacant	219	20.3%

Census 2010 Occupied Housing Units by Age of Householder and Home Ownership			
	Occupied Units	Owner Occupied Units	
		Number	% of Occupied
Total	20,797	11,590	55.7%
15-24	1,918	173	9.0%
25-34	3,265	1,054	32.3%
35-44	3,505	1,868	53.3%
45-54	4,689	3,154	67.3%
55-64	3,919	2,892	73.8%
65-74	1,873	1,413	75.4%
75-84	1,068	739	69.2%
85+	560	297	53.0%

Census 2010 Occupied Housing Units by Race/Ethnicity of Householder and Home Ownership			
	Occupied Units	Owner Occupied Units	
		Number	% of Occupied
Total	20,798	11,590	55.7%
White Alone	17,348	10,083	58.1%
Black/African American Alone	389	151	38.8%
American Indian/Alaska Native	186	79	42.5%
Asian Alone	831	489	58.8%
Pacific Islander Alone	62	25	40.3%
Other Race Alone	1,238	475	38.4%
Two or More Races	744	288	38.7%
Hispanic Origin	2,999	1,240	41.3%

Census 2010 Occupied Housing Units by Size and Home Ownership			
	Occupied Units	Owner Occupied Units	
		Number	% of Occupied
Total	20,797	11,590	55.7%
1-Person	5,494	2,546	46.3%
2-Person	6,778	4,041	59.6%
3-Person	3,601	2,068	57.4%
4-Person	2,863	1,750	61.1%
5-Person	1,221	717	58.7%
6-Person	480	253	52.7%
7+ Person	360	215	59.7%

2022 Housing Affordability	
Housing Affordability Index	63
Percent of Income for Mortgage	39.2%

Data Note: Persons of Hispanic Origin may be of any race.
Source: Esri Data Analysts for 2022 and 2023. U.S. Census Bureau, 2010 decennial Census data, reported by Esri for 2022.

Appendix C: Primary trade area Tapestry Segmentation



esri

Tapestry Segmentation Area Profile

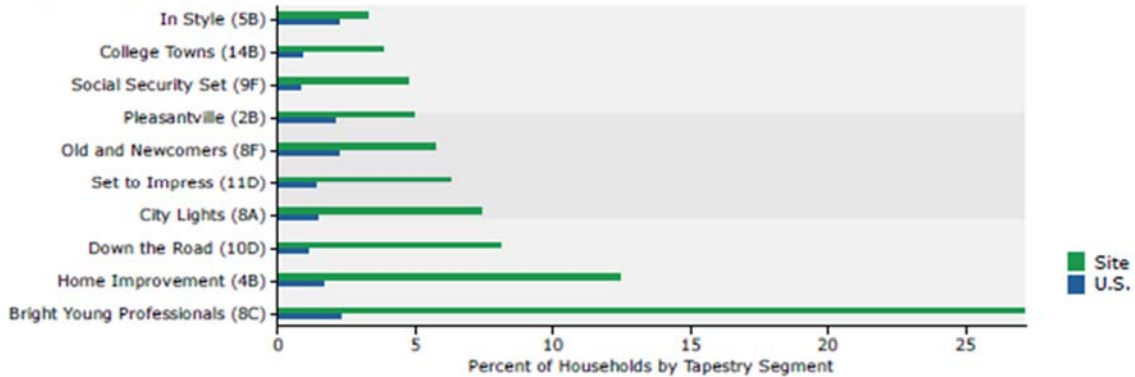
Primary Trade Area
Area: 33.08 square miles

Prepared by Esri

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2022 Households		2022 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Bright Young Professionals (8C)	27.2%	27.2%	2.3%	2.3%	1177
2	Home Improvement (4B)	12.4%	39.6%	1.7%	4.0%	736
3	Down the Road (10D)	8.2%	47.8%	1.2%	5.2%	709
4	City Lights (8A)	7.4%	55.3%	1.4%	6.6%	513
5	Set to Impress (11D)	6.3%	61.6%	1.4%	8.0%	456
	Subtotal	61.5%		8.0%		
6	Old and Newcomers (8F)	5.8%	67.4%	2.3%	10.3%	253
7	Pleasantville (2B)	5.0%	72.4%	2.1%	12.4%	236
8	Social Security Set (9F)	4.8%	77.2%	0.8%	13.2%	572
9	College Towns (14B)	3.9%	81.0%	1.0%	14.2%	407
10	In Style (5B)	3.3%	84.3%	2.2%	16.4%	147
	Subtotal	22.8%		8.4%		
11	Savvy Suburbanites (1D)	3.1%	87.5%	3.0%	19.4%	106
12	Metro Fusion (11C)	3.1%	90.5%	1.5%	20.9%	210
13	The Great Outdoors (6C)	2.5%	93.1%	1.5%	22.4%	164
14	Enterprising Professionals (2D)	1.9%	95.0%	1.5%	23.9%	132
15	Front Porches (8E)	1.6%	96.6%	1.6%	25.4%	102
	Subtotal	12.2%		9.1%		
16	Workday Drive (4A)	1.5%	98.2%	3.1%	28.5%	50
17	Emerald City (8B)	1.2%	99.3%	1.4%	29.9%	82
18	Exurbanites (1E)	0.5%	99.8%	1.9%	31.9%	26
19	Dorms to Diplomas (14C)	0.1%	99.9%	0.5%	32.4%	19
20	Up and Coming Families (7A)	0.1%	100.0%	2.8%	35.1%	2
	Subtotal	3.4%		9.7%		
	Total	100.0%		35.1%		285

Top Ten Tapestry Segments Site vs. U.S.



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The Index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An Index of 100 is the U.S. average.
Source: Esri

Appendix C: Primary trade area Tapestry Segmentation (Cont.)



Tapestry Segmentation Area Profile

Primary Trade Area
Area: 33.08 square miles

Prepared by Esri

Tapestry LifeMode Groups	2022 Households			2022 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	22,198	100.0%		50,609	100.0%	
1. Affluent Estates	812	3.7%	37	1,949	3.9%	36
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	699	3.1%	106	1,693	3.3%	104
Exurbanites (1E)	113	0.5%	26	256	0.5%	26
2. Upscale Avenues	1,542	6.9%	125	3,672	7.3%	123
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	1,112	5.0%	236	2,682	5.3%	221
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	430	1.9%	132	990	2.0%	141
3. Uptown Individuals	0	0.0%	0	0	0.0%	0
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
4. Family Landscapes	3,099	14.0%	179	7,178	14.2%	174
Workday Drive (4A)	338	1.5%	50	806	1.6%	49
Home Improvement (4B)	2,761	12.4%	736	6,372	12.6%	691
Middleburg (4C)	0	0.0%	0	0	0.0%	0
5. GenXurban	728	3.3%	29	1,651	3.3%	30
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
In Style (5B)	728	3.3%	147	1,651	3.3%	154
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
6. Cozy Country Living	562	2.5%	22	1,245	2.5%	21
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	562	2.5%	164	1,245	2.5%	162
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
7. Sprouting Explorers	14	0.1%	0	40	0.1%	1
Up and Coming Families (7A)	14	0.1%	2	40	0.1%	3
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
Urban Edge Families (7C)	0	0.0%	0	0	0.0%	0
Forging Opportunity (7D)	0	0.0%	0	0	0.0%	0
Farm to Table (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0

Appendix C: Primary trade area Tapestry Segmentation



esri

Tapestry Segmentation Area Profile

Primary Trade Area
Area: 33.08 square miles

Prepared by Esri

Tapestry LifeMode Groups	2022 Households			2022 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	22,198	100.0%		50,609	100.0%	
8. Middle Ground	9,595	43.2%	397	21,025	41.5%	408
City Lights (8A)	1,650	7.4%	513	3,948	7.8%	522
Emerald City (8B)	261	1.2%	82	603	1.2%	96
Bright Young Professionals (8C)	6,039	27.2%	1,177	12,738	25.2%	1,200
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	361	1.6%	102	865	1.7%	113
Old and Newcomers (8F)	1,284	5.8%	253	2,871	5.7%	283
Hometown Heritage (8G)	0	0.0%	0	0	0.0%	0
9. Senior Styles	1,062	4.8%	83	1,642	3.2%	63
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	1,062	4.8%	572	1,642	3.2%	461
10. Rustic Outposts	1,815	8.2%	104	3,798	7.5%	95
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Economic BedRock (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	1,815	8.2%	709	3,798	7.5%	645
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	2,084	9.4%	149	4,153	8.2%	150
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	680	3.1%	210	1,464	2.9%	219
Set to Impress (11D)	1,404	6.3%	456	2,689	5.3%	456
City Commons (11E)	0	0.0%	0	0	0.0%	0
12. Hometown	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
Small Town Sincerity (12C)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
13. Next Wave	0	0.0%	0	0	0.0%	0
Diverse Convergence (13A)	0	0.0%	0	0	0.0%	0
Family Extensions (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
14. Scholars and Patriots	885	4.0%	254	4,256	8.4%	373
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	864	3.9%	417	1,380	2.7%	272
Dorms to Diplomas (14C)	21	0.1%	19	2,876	5.7%	570
Unclassified (15)	0	0.0%	0	0	0.0%	0

Appendix C: Primary trade area Tapestry Segmentation



Tapestry Segmentation Area Profile

Primary Trade Area
Area: 33.08 square miles

Prepared by Esri

Tapestry Urbanization Groups	2022 Households			2022 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	22,198	100.0%		50,609	100.0%	
1. Principal Urban Center	0	0.0%	0	0	0.0%	0
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
2. Urban Periphery	8,369	37.7%	154	18,150	35.9%	206
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
Urban Edge Families (7C)	0	0.0%	0	0	0.0%	0
Forging Opportunity (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	1,650	7.4%	513	3,948	7.8%	522
Bright Young Professionals (8C)	6,039	27.2%	1,177	12,738	25.2%	1,200
Metro Fusion (11C)	680	3.1%	210	1,464	2.9%	219
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
Diverse Convergence (13A)	0	0.0%	0	0	0.0%	0
Family Extensions (13B)	0	0.0%	0	0	0.0%	0
3. Metro Cities	5,985	27.0%	149	14,577	28.8%	171
In Style (5B)	728	3.3%	147	1,651	3.3%	154
Emerald City (8B)	261	1.2%	82	603	1.2%	96
Front Porches (8E)	361	1.6%	102	865	1.7%	113
Old and Newcomers (8F)	1,284	5.8%	253	2,871	5.7%	283
Hometown Heritage (8G)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	1,062	4.8%	572	1,642	3.2%	461
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	1,404	6.3%	456	2,689	5.3%	456
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
College Towns (14B)	864	3.9%	417	1,380	2.7%	272
Dorms to Diplomas (14C)	21	0.1%	19	2,876	5.7%	570

Appendix C: Primary trade area Tapestry Segmentation



Tapestry Segmentation Area Profile

Primary Trade Area
Area: 33.08 square miles

Prepared by Esri

Tapestry Urbanization Groups	2022 Households			2022 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	22,198	100.0%		50,609	100.0%	
4. Suburban Periphery	5,467	24.6%	77	12,839	25.4%	76
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	699	3.1%	106	1,693	3.3%	104
Exurbanites (1E)	113	0.5%	26	256	0.5%	26
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	1,112	5.0%	236	2,682	5.3%	221
Enterprising Professionals (2D)	430	1.9%	132	990	2.0%	141
Workday Drive (4A)	338	1.5%	50	806	1.6%	49
Home Improvement (4B)	2,761	12.4%	736	6,372	12.6%	691
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	14	0.1%	2	40	0.1%	3
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	1,815	8.2%	88	3,798	7.5%	83
Middleburg (4C)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
Farm to Table (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	1,815	8.2%	709	3,798	7.5%	645
Small Town Sincerity (12C)	0	0.0%	0	0	0.0%	0
6. Rural	562	2.5%	16	1,245	2.5%	15
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	562	2.5%	164	1,245	2.5%	162
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Economic BedRock (10C)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

Appendix D: Overall trade area Community Profile



esri

Community Profile

Overall Trade Area
Area: 143.41 square miles

Prepared by Esri

Population Summary	
2010 Total Population	306,879
2020 Total Population	317,817
2020 Group Quarters	6,996
2022 Total Population	318,089
2022 Group Quarters	6,996
2027 Total Population	317,332
2022-2027 Annual Rate	-0.05%
2022 Total Daytime Population	300,947
Workers	144,346
Residents	156,601
Household Summary	
2010 Households	113,853
2010 Average Household Size	2.63
2020 Total Households	117,597
2020 Average Household Size	2.64
2022 Households	117,751
2022 Average Household Size	2.64
2027 Households	117,288
2027 Average Household Size	2.65
2022-2027 Annual Rate	-0.08%
2010 Families	71,633
2010 Average Family Size	3.19
2022 Families	73,562
2022 Average Family Size	3.22
2027 Families	73,137
2027 Average Family Size	3.23
2022-2027 Annual Rate	-0.12%
Housing Unit Summary	
2000 Housing Units	107,338
Owner Occupied Housing Units	58.7%
Renter Occupied Housing Units	38.8%
Vacant Housing Units	2.6%
2010 Housing Units	120,428
Owner Occupied Housing Units	53.1%
Renter Occupied Housing Units	41.5%
Vacant Housing Units	5.5%
2020 Housing Units	123,367
Vacant Housing Units	4.7%
2022 Housing Units	124,905
Owner Occupied Housing Units	55.5%
Renter Occupied Housing Units	38.8%
Vacant Housing Units	5.7%
2027 Housing Units	125,585
Owner Occupied Housing Units	55.1%
Renter Occupied Housing Units	38.3%
Vacant Housing Units	6.6%
Median Household Income	
2022	\$89,661
2027	\$104,073
Median Home Value	
2022	\$657,378
2027	\$709,494
Per Capita Income	
2022	\$45,279
2027	\$52,943
Median Age	
2010	36.4
2022	38.3
2027	39.2

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households.

Appendix D: Overall trade area Community Profile (Cont.)



Community Profile

Overall Trade Area
Area: 143.41 square miles

Prepared by Esri

2022 Households by Income	
Household Income Base	117,751
<\$15,000	5.0%
\$15,000 - \$24,999	3.7%
\$25,000 - \$34,999	5.8%
\$35,000 - \$49,999	8.6%
\$50,000 - \$74,999	16.1%
\$75,000 - \$99,999	16.4%
\$100,000 - \$149,999	20.4%
\$150,000 - \$199,999	11.9%
\$200,000+	12.1%
Average Household Income	\$121,701
2027 Households by Income	
Household Income Base	117,288
<\$15,000	3.6%
\$15,000 - \$24,999	2.5%
\$25,000 - \$34,999	4.2%
\$35,000 - \$49,999	6.8%
\$50,000 - \$74,999	14.1%
\$75,000 - \$99,999	15.9%
\$100,000 - \$149,999	22.6%
\$150,000 - \$199,999	15.1%
\$200,000+	15.1%
Average Household Income	\$142,610
2022 Owner Occupied Housing Units by Value	
Total	69,287
<\$50,000	2.1%
\$50,000 - \$99,999	2.0%
\$100,000 - \$149,999	1.2%
\$150,000 - \$199,999	0.9%
\$200,000 - \$249,999	1.4%
\$250,000 - \$299,999	1.2%
\$300,000 - \$399,999	4.5%
\$400,000 - \$499,999	6.9%
\$500,000 - \$749,999	47.5%
\$750,000 - \$999,999	21.0%
\$1,000,000 - \$1,499,999	7.9%
\$1,500,000 - \$1,999,999	1.8%
\$2,000,000 +	1.7%
Average Home Value	\$707,267
2027 Owner Occupied Housing Units by Value	
Total	69,225
<\$50,000	1.0%
\$50,000 - \$99,999	0.8%
\$100,000 - \$149,999	0.3%
\$150,000 - \$199,999	0.2%
\$200,000 - \$249,999	0.4%
\$250,000 - \$299,999	0.4%
\$300,000 - \$399,999	1.7%
\$400,000 - \$499,999	4.6%
\$500,000 - \$749,999	48.4%
\$750,000 - \$999,999	27.5%
\$1,000,000 - \$1,499,999	9.8%
\$1,500,000 - \$1,999,999	2.5%
\$2,000,000 +	2.4%
Average Home Value	\$792,710

Appendix D: Overall trade area Community Profile (Cont.)



Community Profile

Overall Trade Area
Area: 143.41 square miles

Prepared by Esri

2010 Population by Age	
Total	306,880
0 - 4	6.4%
5 - 9	6.4%
10 - 14	6.3%
15 - 24	14.9%
25 - 34	14.3%
35 - 44	13.1%
45 - 54	14.8%
55 - 64	12.4%
65 - 74	6.0%
75 - 84	3.5%
85 +	2.0%
18 +	77.0%
2022 Population by Age	
Total	318,091
0 - 4	5.7%
5 - 9	5.8%
10 - 14	5.9%
15 - 24	12.8%
25 - 34	15.3%
35 - 44	13.2%
45 - 54	11.7%
55 - 64	12.8%
65 - 74	10.2%
75 - 84	4.6%
85 +	2.1%
18 +	79.2%
2027 Population by Age	
Total	317,331
0 - 4	5.7%
5 - 9	5.6%
10 - 14	5.7%
15 - 24	12.4%
25 - 34	14.0%
35 - 44	14.5%
45 - 54	11.5%
55 - 64	11.6%
65 - 74	10.6%
75 - 84	6.1%
85 +	2.2%
18 +	79.7%
2010 Population by Sex	
Males	150,506
Females	156,372
2022 Population by Sex	
Males	156,919
Females	161,170
2027 Population by Sex	
Males	156,633
Females	160,699

Appendix D: Overall trade area Community Profile (Cont.)



esri

Community Profile

Overall Trade Area
Area: 143.41 square miles

Prepared by Esri

2010 Population by Race/Ethnicity	
Total	306,879
White Alone	73.6%
Black Alone	2.1%
American Indian Alone	1.4%
Asian Alone	4.7%
Pacific Islander Alone	0.4%
Some Other Race Alone	12.8%
Two or More Races	5.0%
Hispanic Origin	26.9%
Diversity Index	65.8
2020 Population by Race/Ethnicity	
Total	317,817
White Alone	58.6%
Black Alone	2.0%
American Indian Alone	1.9%
Asian Alone	5.9%
Pacific Islander Alone	0.5%
Some Other Race Alone	17.2%
Two or More Races	14.0%
Hispanic Origin	31.5%
Diversity Index	77.5
2022 Population by Race/Ethnicity	
Total	318,088
White Alone	57.7%
Black Alone	2.0%
American Indian Alone	2.0%
Asian Alone	6.1%
Pacific Islander Alone	0.5%
Some Other Race Alone	17.5%
Two or More Races	14.3%
Hispanic Origin	31.9%
Diversity Index	78.0
2027 Population by Race/Ethnicity	
Total	317,332
White Alone	55.3%
Black Alone	2.0%
American Indian Alone	2.1%
Asian Alone	6.6%
Pacific Islander Alone	0.5%
Some Other Race Alone	18.3%
Two or More Races	15.2%
Hispanic Origin	32.6%
Diversity Index	79.4
2010 Population by Relationship and Household Type	
Total	306,879
In Households	97.7%
In Family Households	78.5%
Householder	23.4%
Spouse	16.7%
Child	29.2%
Other relative	5.2%
Nonrelative	3.9%
In Nonfamily Households	19.2%
In Group Quarters	2.3%
Institutionalized Population	0.7%
Noninstitutionalized Population	1.6%

Appendix D: Overall trade area Community Profile (Cont.)



Community Profile

Overall Trade Area
Area: 143.41 square miles

Prepared by Esri

2022 Population 25+ by Educational Attainment	
Total	222,350
Less than 9th Grade	5.3%
9th - 12th Grade, No Diploma	5.2%
High School Graduate	17.1%
GED/Alternative Credential	2.8%
Some College, No Degree	22.3%
Associate Degree	10.5%
Bachelor's Degree	23.8%
Graduate/Professional Degree	12.9%
2022 Population 15+ by Marital Status	
Total	262,943
Never Married	35.1%
Married	47.6%
Widowed	5.0%
Divorced	12.3%
2022 Civilian Population 16+ in Labor Force	
Civilian Population 16+	170,238
Population 16+ Employed	95.8%
Population 16+ Unemployment rate	4.2%
Population 16-24 Employed	13.5%
Population 16-24 Unemployment rate	11.0%
Population 25-54 Employed	63.7%
Population 25-54 Unemployment rate	2.9%
Population 55-64 Employed	15.6%
Population 55-64 Unemployment rate	3.9%
Population 65+ Employed	7.2%
Population 65+ Unemployment rate	2.7%
2022 Employed Population 16+ by Industry	
Total	163,105
Agriculture/Mining	1.7%
Construction	9.0%
Manufacturing	8.4%
Wholesale Trade	2.8%
Retail Trade	11.8%
Transportation/Utilities	4.8%
Information	1.9%
Finance/Insurance/Real Estate	6.0%
Services	49.2%
Public Administration	4.3%
2022 Employed Population 16+ by Occupation	
Total	163,106
White Collar	60.1%
Management/Business/Financial	17.3%
Professional	22.6%
Sales	9.4%
Administrative Support	10.8%
Services	17.6%
Blue Collar	22.4%
Farming/Forestry/Fishing	1.3%
Construction/Extraction	6.8%
Installation/Maintenance/Repair	2.5%
Production	4.5%
Transportation/Material Moving	7.3%

Appendix D: Overall trade area Community Profile (Cont.)



esri

Community Profile

Overall Trade Area
Area: 143.41 square miles

Prepared by Esri

2010 Households by Type	
Total	113,854
Households with 1 Person	26.6%
Households with 2+ People	73.4%
Family Households	62.9%
Husband-wife Families	45.1%
With Related Children	21.6%
Other Family (No Spouse Present)	17.8%
Other Family with Male Householder	5.8%
With Related Children	3.5%
Other Family with Female Householder	12.0%
With Related Children	7.5%
Nonfamily Households	10.5%
All Households with Children	33.2%
Multigenerational Households	4.0%
Unmarried Partner Households	9.0%
Male-female	7.8%
Same-sex	1.2%
2010 Households by Size	
Total	113,853
1 Person Household	26.6%
2 Person Household	31.9%
3 Person Household	16.2%
4 Person Household	13.5%
5 Person Household	6.4%
6 Person Household	2.8%
7 + Person Household	2.6%
2010 Households by Tenure and Mortgage Status	
Total	113,853
Owner Occupied	56.1%
Owned with a Mortgage/Loan	43.5%
Owned Free and Clear	12.6%
Renter Occupied	43.9%
2022 Affordability, Mortgage and Wealth	
Housing Affordability Index	64
Percent of Income for Mortgage	38.6%
Wealth Index	117
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	120,428
Housing Units Inside Urbanized Area	96.0%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	4.0%
2010 Population By Urban/ Rural Status	
Total Population	306,879
Population Inside Urbanized Area	96.4%
Population Inside Urbanized Cluster	0.0%
Rural Population	3.6%

Appendix E: Overall trade area Housing Profile



Housing Profile

Overall Trade Area
Area: 143.41 square miles

Prepared by Esri

Population		Households	
2010 Total Population	306,879	2022 Median Household Income	\$89,661
2020 Total Population	317,817	2027 Median Household Income	\$104,073
2022 Total Population	318,089	2022-2027 Annual Rate	3.03%
2027 Total Population	317,332		
2022-2027 Annual Rate	-0.05%		

Housing Units by Occupancy Status and Tenure	Census 2010		2022		2027	
	Number	Percent	Number	Percent	Number	Percent
Total Housing Units	120,428	100.0%	124,905	100.0%	125,585	100.0%
Occupied	113,853	94.5%	117,751	94.3%	117,288	93.4%
Owner	63,898	53.1%	69,287	55.5%	69,225	55.1%
Renter	49,955	41.5%	48,464	38.8%	48,063	38.3%
Vacant	6,575	5.5%	7,154	5.7%	8,297	6.6%

Owner Occupied Housing Units by Value	2022		2027	
	Number	Percent	Number	Percent
Total	69,289	100.0%	69,226	100.0%
<\$50,000	1,458	2.1%	718	1.0%
\$50,000-\$99,999	1,372	2.0%	554	0.8%
\$100,000-\$149,999	809	1.2%	226	0.3%
\$150,000-\$199,999	616	0.9%	146	0.2%
\$200,000-\$249,999	953	1.4%	277	0.4%
\$250,000-\$299,999	804	1.2%	243	0.4%
\$300,000-\$399,999	3,085	4.5%	1,155	1.7%
\$400,000-\$499,999	4,812	6.9%	3,216	4.6%
\$500,000-\$749,999	32,939	47.5%	33,507	48.4%
\$750,000-\$999,999	14,534	21.0%	19,035	27.5%
\$1,000,000-\$1,499,999	5,479	7.9%	6,783	9.8%
\$1,500,000-\$1,999,999	1,278	1.8%	1,735	2.5%
\$2,000,000+	1,150	1.7%	1,631	2.4%
Median Value	\$657,378		\$709,494	
Average Value	\$707,267		\$792,710	

Census 2010 Housing Units	Number	Percent
Total	120,428	100.0%
In Urbanized Areas	115,655	96.0%
In Urban Clusters	0	0.0%
Rural Housing Units	4,774	4.0%



Housing Profile

Overall Trade Area
Area: 143.41 square miles

Prepared by Esri

Census 2010 Owner Occupied Housing Units by Mortgage Status			Number	Percent
Total			63,898	100.0%
Owned with a Mortgage/Loan			49,520	77.5%
Owned Free and Clear			14,378	22.5%

Census 2010 Vacant Housing Units by Status			Number	Percent
Total			6,521	100.0%
For Rent			2,542	39.0%
Rented- Not Occupied			227	3.5%
For Sale Only			1,177	18.0%
Sold - Not Occupied			263	4.0%
Seasonal/Recreational/Occasional Use			752	11.5%
For Migrant Workers			7	0.1%
Other Vacant			1,553	23.8%

Census 2010 Occupied Housing Units by Age of Householder and Home Ownership				
	Occupied Units	Owner Occupied Units		
		Number	% of Occupied	
Total	113,852	63,898	56.1%	
15-24	5,518	537	9.7%	
25-34	17,637	4,833	27.4%	
35-44	20,014	9,835	49.1%	
45-54	24,914	15,794	63.4%	
55-64	22,611	16,294	72.1%	
65-74	11,757	8,894	75.6%	
75-84	7,276	5,233	71.9%	
85+	4,125	2,478	60.1%	

Census 2010 Occupied Housing Units by Race/Ethnicity of Householder and Home Ownership				
	Occupied Units	Owner Occupied Units		
		Number	% of Occupied	
Total	113,852	63,897	56.1%	
White Alone	92,883	55,652	59.9%	
Black/African American Alone	2,144	758	35.4%	
American Indian/Alaska Native	1,308	460	35.2%	
Asian Alone	4,532	2,627	58.0%	
Pacific Islander Alone	340	91	26.8%	
Other Race Alone	8,916	2,828	31.7%	
Two or More Races	3,729	1,481	39.7%	
Hispanic Origin	19,441	7,100	36.5%	

Census 2010 Occupied Housing Units by Size and Home Ownership				
	Occupied Units	Owner Occupied Units		
		Number	% of Occupied	
Total	113,854	63,899	56.1%	
1-Person	30,240	14,398	47.6%	
2-Person	36,303	23,064	63.5%	
3-Person	18,478	10,666	57.7%	
4-Person	15,363	9,212	60.0%	
5-Person	7,288	3,777	51.8%	
6-Person	3,222	1,459	45.3%	
7+ Person	2,960	1,323	44.7%	

2022 Housing Affordability		
Housing Affordability Index		64
Percent of Income for Mortgage		38.6%

Data Note: Persons of Hispanic Origin may be of any race.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.



Housing Profile

Primary Trade Area
Area: 33.08 square miles

Prepared by Esri

Population		Households	
2010 Total Population	55,840	2022 Median Household Income	\$82,921
2020 Total Population	60,440	2027 Median Household Income	\$94,432
2022 Total Population	61,340	2022-2027 Annual Rate	2.63%
2027 Total Population	61,935		
2022-2027 Annual Rate	0.19%		

Housing Units by Occupancy Status and Tenure	Census 2010		2022		2027	
	Number	Percent	Number	Percent	Number	Percent
Total Housing Units	21,897	100.0%	23,715	100.0%	23,859	100.0%
Occupied	20,798	95.0%	22,197	93.6%	22,393	93.9%
Owner	11,590	52.9%	12,896	54.4%	13,062	54.7%
Renter	9,208	42.1%	9,301	39.2%	9,331	39.1%
Vacant	1,099	5.0%	1,517	6.4%	1,467	6.1%

Owner Occupied Housing Units by Value	2022		2027	
	Number	Percent	Number	Percent
Total	12,897	100.0%	13,061	100.0%
<\$50,000	275	2.1%	143	1.1%
\$50,000-\$99,999	750	5.8%	361	2.8%
\$100,000-\$149,999	211	1.6%	55	0.4%
\$150,000-\$199,999	85	0.7%	85	0.7%
\$200,000-\$249,999	243	1.9%	119	0.9%
\$250,000-\$299,999	188	1.5%	150	1.1%
\$300,000-\$399,999	667	5.2%	262	2.0%
\$400,000-\$499,999	932	7.2%	545	4.2%
\$500,000-\$749,999	6,617	51.3%	7,021	53.8%
\$750,000-\$999,999	1,792	13.9%	2,546	19.5%
\$1,000,000-\$1,499,999	589	4.6%	908	7.0%
\$1,500,000-\$1,999,999	340	2.6%	578	4.4%
\$2,000,000+	208	1.6%	288	2.2%
Median Value		\$617,028		\$671,290
Average Value		\$648,715		\$755,513

Census 2010 Housing Units	Number	Percent
Total	21,897	100.0%
In Urbanized Areas	20,811	95.0%
In Urban Clusters	0	0.0%
Rural Housing Units	1,085	5.0%

Data Note: Persons of Hispanic Origin may be of any race.



Housing Profile

Primary Trade Area
Area: 33.08 square miles

Prepared by Esri

Census 2010 Owner Occupied Housing Units by Mortgage Status		Number	Percent
Total		11,590	100.0%
Owned with a Mortgage/Loan		9,244	79.8%
Owned Free and Clear		2,346	20.2%

Census 2010 Vacant Housing Units by Status		Number	Percent
Total		1,081	100.0%
For Rent		473	43.8%
Rented- Not Occupied		34	3.1%
For Sale Only		236	21.8%
Sold - Not Occupied		22	2.0%
Seasonal/Recreational/Occasional Use		97	9.0%
For Migrant Workers		0	0.0%
Other Vacant		219	20.3%

Census 2010 Occupied Housing Units by Age of Householder and Home Ownership		Occupied Units	Owner Number	Occupied Units % of Occupied
Total		20,797	11,590	55.7%
15-24		1,918	173	9.0%
25-34		3,265	1,054	32.3%
35-44		3,505	1,868	53.3%
45-54		4,689	3,154	67.3%
55-64		3,919	2,892	73.8%
65-74		1,873	1,413	75.4%
75-84		1,068	739	69.2%
85+		560	297	53.0%

Census 2010 Occupied Housing Units by Race/Ethnicity of Householder and Home Ownership		Occupied Units	Owner Number	Occupied Units % of Occupied
Total		20,798	11,590	55.7%
White Alone		17,348	10,083	58.1%
Black/African American Alone		389	151	38.8%
American Indian/Alaska Native		186	79	42.5%
Asian Alone		831	489	58.8%
Pacific Islander Alone		62	25	40.3%
Other Race Alone		1,238	475	38.4%
Two or More Races		744	288	38.7%
Hispanic Origin		2,999	1,240	41.3%

Census 2010 Occupied Housing Units by Size and Home Ownership		Occupied Units	Owner Number	Occupied Units % of Occupied
Total		20,797	11,590	55.7%
1-Person		5,494	2,546	46.3%
2-Person		6,778	4,041	59.6%
3-Person		3,601	2,068	57.4%
4-Person		2,863	1,750	61.1%
5-Person		1,221	717	58.7%
6-Person		480	253	52.7%
7+ Person		360	215	59.7%

2022 Housing Affordability		
Housing Affordability Index		63
Percent of Income for Mortgage		39.2%

Data Note: Persons of Hispanic Origin may be of any race.

Appendix F: Overall trade area Tapestry Summary



Tapestry Segmentation Area Profile

Overall Trade Area
Area: 143.41 square miles

Prepared by Esri

Tapestry LifeMode Groups	2022 Households			2022 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	117,752	100.0%		251,962	100.0%	
1. Affluent Estates	10,977	9.3%	95	23,594	9.4%	87
Top Tier (1A)	1,199	1.0%	63	2,505	1.0%	56
Professional Pride (1B)	1,203	1.0%	62	2,555	1.0%	56
Boomburbs (1C)	233	0.2%	10	433	0.2%	8
Savvy Suburbanites (1D)	3,498	3.0%	100	7,882	3.1%	97
Exurbanites (1E)	4,844	4.1%	214	10,219	4.1%	206
2. Upscale Avenues	12,081	10.3%	184	25,977	10.3%	175
Urban Chic (2A)	3,159	2.7%	209	6,400	2.5%	204
Pleasantville (2B)	8,014	6.8%	321	17,540	7.0%	290
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	908	0.8%	53	2,037	0.8%	58
3. Uptown Individuals	514	0.4%	11	813	0.3%	10
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	514	0.4%	41	813	0.3%	34
4. Family Landscapes	9,641	8.2%	105	21,624	8.6%	106
Workday Drive (4A)	1,393	1.2%	39	3,005	1.2%	37
Home Improvement (4B)	7,264	6.2%	365	16,437	6.5%	358
Middleburg (4C)	984	0.8%	27	2,182	0.9%	28
5. GenXurban	7,797	6.6%	59	17,158	6.8%	63
Comfortable Empty Nesters (5A)	1,108	0.9%	39	2,366	0.9%	38
In Style (5B)	3,181	2.7%	121	6,994	2.8%	131
Parks and Rec (5C)	2,080	1.8%	90	4,830	1.9%	99
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	1,428	1.2%	50	2,968	1.2%	51
6. Cozy Country Living	3,714	3.2%	27	7,751	3.1%	26
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	3,714	3.2%	205	7,751	3.1%	202
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
7. Sprouting Explorers	9,598	8.2%	54	23,378	9.3%	111
Up and Coming Families (7A)	2,858	2.4%	87	6,831	2.7%	92
Urban Villages (7B)	4,133	3.5%	336	10,684	4.2%	304
Urban Edge Families (7C)	2,607	2.2%	146	5,863	2.3%	137
Forging Opportunity (7D)	0	0.0%	0	0	0.0%	0
Farm to Table (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.
Source: Esri

Appendix F: Overall trade area Tapestry Summary (Cont.)



Tapestry Segmentation Area Profile

Overall Trade Area
Area: 143.41 square miles

Prepared by Esri

Tapestry LifeMode Groups	2022 Households			2022 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	117,752	100.0%		251,962	100.0%	
8. Middle Ground	32,913	28.0%	257	66,843	26.5%	261
City Lights (8A)	7,243	6.2%	424	15,053	6.0%	400
Emerald City (8B)	5,810	4.9%	345	10,995	4.4%	352
Bright Young Professionals (8C)	11,425	9.7%	420	23,878	9.5%	452
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	4,891	4.2%	262	9,964	4.0%	261
Old and Newcomers (8F)	3,544	3.0%	132	6,953	2.8%	138
Hometown Heritage (8G)	0	0.0%	0	0	0.0%	0
9. Senior Styles	7,968	6.8%	117	15,304	6.1%	118
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	3,622	3.1%	233	7,105	2.8%	231
The Elders (9C)	381	0.3%	44	697	0.3%	45
Senior Escapes (9D)	1,224	1.0%	116	2,966	1.2%	140
Retirement Communities (9E)	1,679	1.4%	120	2,894	1.1%	109
Social Security Set (9F)	1,062	0.9%	108	1,642	0.7%	93
10. Rustic Outposts	3,974	3.4%	43	8,359	3.3%	42
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Economic BedRock (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	3,974	3.4%	293	8,359	3.3%	285
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	7,944	6.7%	107	15,261	6.1%	111
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	1,177	1.0%	56	2,201	0.9%	61
Metro Fusion (11C)	1,701	1.4%	99	3,685	1.5%	111
Set to Impress (11D)	5,066	4.3%	310	9,375	3.7%	319
City Commons (11E)	0	0.0%	0	0	0.0%	0
12. Hometown	339	0.3%	5	618	0.2%	4
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
Small Town Sincerity (12C)	339	0.3%	16	618	0.2%	15
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
13. Next Wave	9,407	8.0%	203	21,026	8.3%	197
Diverse Convergence (13A)	6,156	5.2%	421	13,286	5.3%	394
Family Extensions (13B)	1,438	1.2%	167	3,614	1.4%	154
NeWest Residents (13C)	1,813	1.5%	192	4,126	1.6%	203
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
14. Scholars and Patriots	885	0.8%	48	4,256	1.7%	75
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	864	0.7%	79	1,380	0.5%	55
Dorms to Diplomas (14C)	21	0.0%	4	2,876	1.1%	115
Unclassified (15)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.
Source: Esri

Appendix F: Overall trade area Tapestry Summary (Cont.)



Tapestry Segmentation Area Profile

Overall Trade Area
Area: 143.41 square miles

Prepared by Esri

Tapestry Urbanization Groups	2022 Households			2022 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	117,752	100.0%		251,962	100.0%	
1. Principal Urban Center	2,327	2.0%	27	4,939	2.0%	29
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	514	0.4%	41	813	0.3%	34
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	1,813	1.5%	192	4,126	1.6%	203
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
2. Urban Periphery	34,703	29.5%	120	76,063	30.2%	173
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	4,133	3.5%	336	10,684	4.2%	304
Urban Edge Families (7C)	2,607	2.2%	146	5,863	2.3%	137
Forging Opportunity (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	7,243	6.2%	424	15,053	6.0%	400
Bright Young Professionals (8C)	11,425	9.7%	420	23,878	9.5%	452
Metro Fusion (11C)	1,701	1.4%	99	3,685	1.5%	111
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
Diverse Convergence (13A)	6,156	5.2%	421	13,286	5.3%	394
Family Extensions (13B)	1,438	1.2%	167	3,614	1.4%	154
3. Metro Cities	27,295	23.2%	128	55,274	21.9%	131
In Style (5B)	3,181	2.7%	121	6,994	2.8%	131
Emerald City (8B)	5,810	4.9%	345	10,995	4.4%	352
Front Porches (8E)	4,891	4.2%	262	9,964	4.0%	261
Old and Newcomers (8F)	3,544	3.0%	132	6,953	2.8%	138
Hometown Heritage (8G)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	1,679	1.4%	120	2,894	1.1%	109
Social Security Set (9F)	1,062	0.9%	108	1,642	0.7%	93
Young and Restless (11B)	1,177	1.0%	56	2,201	0.9%	61
Set to Impress (11D)	5,066	4.3%	310	9,375	3.7%	319
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
College Towns (14B)	864	0.7%	79	1,380	0.5%	55
Dorms to Diplomas (14C)	21	0.0%	4	2,876	1.1%	115

Appendix F: Overall trade area Tapestry Summary (Cont.)



Tapestry Segmentation Area Profile

Overall Trade Area
Area: 143.41 square miles

Prepared by Esri

Tapestry Urbanization Groups	2022 Households			2022 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	117,752	100.0%		251,962	100.0%	
4. Suburban Periphery	43,192	36.7%	115	93,810	37.2%	112
Top Tier (1A)	1,199	1.0%	63	2,505	1.0%	56
Professional Pride (1B)	1,203	1.0%	62	2,555	1.0%	56
Boomburbs (1C)	233	0.2%	10	433	0.2%	8
Savvy Suburbanites (1D)	3,498	3.0%	100	7,882	3.1%	97
Exurbanites (1E)	4,844	4.1%	214	10,219	4.1%	206
Urban Chic (2A)	3,159	2.7%	209	6,400	2.5%	204
Pleasantville (2B)	8,014	6.8%	321	17,540	7.0%	290
Enterprising Professionals (2D)	908	0.8%	53	2,037	0.8%	58
Workday Drive (4A)	1,393	1.2%	39	3,005	1.2%	37
Home Improvement (4B)	7,264	6.2%	365	16,437	6.5%	358
Comfortable Empty Nesters (5A)	1,108	0.9%	39	2,366	0.9%	38
Parks and Rec (5C)	2,080	1.8%	90	4,830	1.9%	99
Midlife Constants (5E)	1,428	1.2%	50	2,968	1.2%	51
Up and Coming Families (7A)	2,858	2.4%	87	6,831	2.7%	92
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	3,622	3.1%	233	7,105	2.8%	231
The Elders (9C)	381	0.3%	44	697	0.3%	45
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	6,521	5.5%	59	14,125	5.6%	62
Middleburg (4C)	984	0.8%	27	2,182	0.9%	28
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
Farm to Table (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	1,224	1.0%	116	2,966	1.2%	140
Down the Road (10D)	3,974	3.4%	293	8,359	3.3%	285
Small Town Sincerity (12C)	339	0.3%	16	618	0.2%	15
6. Rural	3,714	3.2%	19	7,751	3.1%	19
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	3,714	3.2%	205	7,751	3.1%	202
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Economic BedRock (10C)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0