Appendix B

Retail Market Analysis

DRAFT- MARCH 2003

TRADE AREA DEFINITION

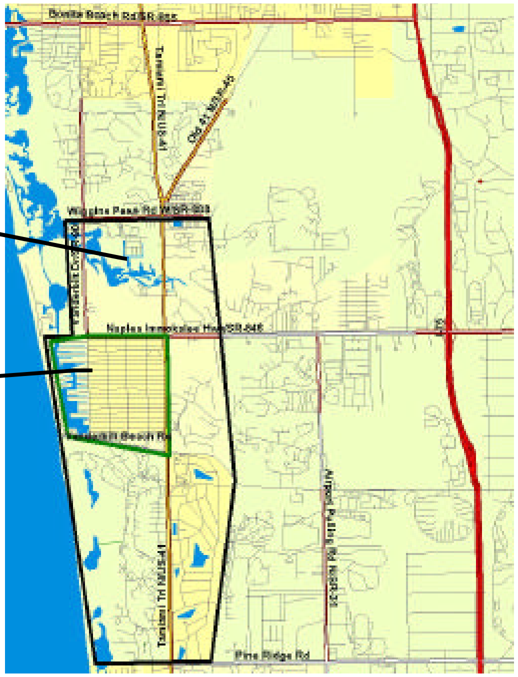
Unlike the typical planning study, a retail analysis defines and analyzes retail trade areas rather than metropolitan planning areas or communities. A retail trade area is the geographic area from which the retail establishments in a given study area generate their sales. Retail trade areas are usually larger than the retail study area and often defy municipal, political and similar boundaries. The trade area is determined by assessing variables such as housing density, resident and visitor travel patterns, concentrations of retail supply, natural boundaries, and social & economic demographics. This study defines two trade areas for the *Naples Park study area* (determined by Dover, Kohl & Partners) - a **Primary Trade Area** and a **Total Trade Area**. The void analysis determines supportable retail within the trade areas.

Primary Trade Area

The Primary Trade Area (PTA) is the geographic area from which seventy percent (70%) of retail sales in the retail study area can be expected to originate. The Naples Park PTA incorporates approximately 12.6 square miles, extending from Wiggins Pass Road to the north, Seagate Drive to the south, Gulfshore Drive to the west and Goodlette-Frank Road to the east.

Primary Trade Area - outlined in black

Naples Park Study Area - outlined in green



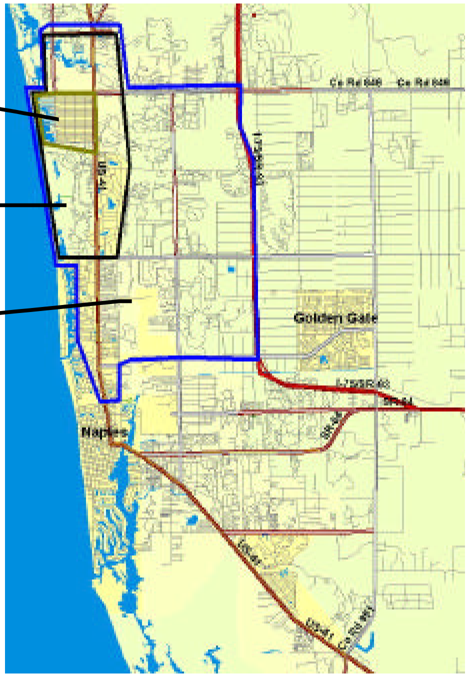
Primary Trade Area Demographics	
Population	21,971
Household Population	21,676
Median Income	$73,318
Median Age	53 Years

Total Trade Area Demographics	
Population	63,450
Household Population	62,485
Median Income	$63,918
Median Age	51 Years

Naples Park Study Area -
outlined in green

Primary Trade Area -
outlined in black

Total Trade Area -
outlined in blue



Total Trade Area

The Total Trade Area (TTA), also known as the secondary trade area, is defined as the area from which ten to fifteen percent (10-15%) of total sales are likely to originate. The TTA includes Naples Park, Naples, and areas extending east towards I-75. The TTA area is approximately 40 square miles.

It is assumed that residents outside of the TTA will contribute minimally to retail sales. It is also assumed that within the TTA tourism will account for approximately 10% of sales. This estimate may be somewhat conservative in a high tourist area like Naples, where 1.32 million visitors in 2001 contributed $581,600,858 in expenditures out of a total of $4,484,728,000 in total retail sales for Collier County. Despite such encouraging numbers for the county, this study assumes that retailers within the Naples Park study area cannot rely on this same level of customer sales generation from tourists. The majority of tourists will be attracted to shopping in downtown Naples, not Naples Park. If Naples Park desires to attract more tourists, it must undertake significant branding, design, transportation and capital improvement projects.

DRAFT- MARCH 2003

TRADE AREA MARKET OVERVIEW

Retail Demand Factors: Household & Population Characteristics

Primary Trade Area (PTA) Demographics

The PTA demographics reflect the growth in raw population and affluence occurring in Naples and Collier County, the second fastest growing metropolitan area in the United States. The PTA is characterized by an estimated 2002 population of 21,971 residents and 10,438 households, increasing to 13,737 households by 2007. The 2002 median income of $73,318 is projected to increase to $86,814 by 2007. The PTA has a median age of 53 years which is lower than the median age of 61 years for the Collier County. Naples Park has an even younger population with a median age of 37 years.

2002 Demographic Summary		
Variables	**Primary Trade Area**	**Total Trade Area**
Population	21,971	63,450
Household Population	21,676	62,485
Median Household Income	$73,318	$63,918
Median Age	52.6	50.6
Average Household Size	2.1	2.1

Total Trade Area (TTA) Demographics

The TTA is characterized by an estimated 2002 population of 63,450 residents. This population is expected to increase to 76,781 residents by 2007. The median income of $63,918 is high, but lower than the PTA. Both the PTA and TTA share a similar average household size of 2.1 persons. Population and income demographics are very strong and bode well for supporting additional retail development along US-41.

Housing Trends

The housing market in Naples Park is strong and growing at an increasing rate. According to AJS Realty, the typical single family home value in Naples Park (between Vanderbilt Beach Road and US-41) ranges from $275,000 to $300,000. Waterfront "teardowns" sell for $2,000,000, and marketable waterfront homes range in value from $20,000,000 to $62,000,000. Properties located just outside of Naples Park, but not located on the water, sell for between $500,000 and $2,000,000. Despite the surrounding home values, Naples Park homes remain some of the most reasonable west of I-75.

The North Naples area is undergoing considerable housing development. According to Collier County, an additional 1,000 new units are planned for construction within the North Naples Planning Community. Central Naples will experience an additional 243 new units. The majority of these new units will be single family detached homes.

Commercial Development Trends

The office market in North Naples and the broader Collier County area is also booming. Many office complexes are located near Naples Park such as North Collier Medical Center, and an array of office complexes located on 111th Avenue, Vanderbilt Beach Road, Gulfshore Blvd and US-41. Industries such as aviation technology, biomedical technology, information technology, and manufacturing technology continue to expand and attract new employees. The growing office market in the North Naples planning area suggests an increased demand for additional retail offerings, especially in the food and office supply categories.

Retail Demand Factor Summary

The North Naples planning area has witnessed substantial levels of growth in the past few years. Population characteristics, along with the housing and commercial development trends, suggest additional potential for retail absorption.

Transportation & Access

The Naples Park community is serviced by US-41- a major transportation corridor carrying a traffic volume of approximately 40,000 vehicles ADT. This capacity is projected to increase once road improvements have been completed. High traffic speeds and inadequate parking significantly impair business practices on the west side of US-41, particularly between 111th and Vanderbilt Beach Road. The combination of limited parking, difficult ingress/egress, and high traffic speeds (45MPH) along US-41 make it difficult for independent retailers to compete against national tenants located at regional centers (Granada Shops, Village on Venetian Bay, and area malls) with adequate visibility and plentiful, convenient parking.

Retail Supply

The Pavilion Shopping Center, located at the intersection of Vanderbilt Beach Road and US-41, is the main neighborhood center serving Naples Park. This well performing center is anchored by a Publix grocery store and the Pavilion Cinema 10. The Pavilion shopping center has a balanced number of liner tenants, such as eye care, sporting goods, health care, card/gifts, books, ethnic restaurants, health/beauty, women's apparel, and personal service.

Many national retailers are located within Granada Shops, a regional retail center at the intersection of 111th Ave and US-41. Anchor tenants within Granada Shops include: Expo, Linens N Things, Pier 1, Marshall's and an array of quality restaurants such as Applebee's, Macaroni Grill, and PF Chang's (new restaurants are coming soon). Additional national tenants located near Granada Shops and the Naples Park community (on US-41) include Border's Books (coming soon), Wal-Mart and a number of chain restaurants. Area malls located outside the PTA, but within the TTA, include Coastland Mall, Waterside Shops and Village on Venetian Bay. Immediate outlying competing retail centers include downtown Naples, Tin City, The Oaks, Riverchase Center, Market Place Center, Tanglewood, Neopolitan Way Plaza, Park Shore Drive, Naples Walk, Pine Ridge Crossings, Bed Bath & Beyond Plaza, Carillon Place, Market Place, Green Tree Center, Waterside Shops, Heritage, Parkshore Plaza, and adjacent strip centers.

DRAFT- MARCH 2003

The Pavilion Shopping Center is anchored by Publix grocery store and Cinema 10. The center has few vacancies and is well patronized by residents of Naples Park.

Vacancy Rate

Retail within the study area has an approximate vacancy rate of 2.6% (7.6% vacant store fronts). Overall, vacancy rates within the PTA and TTA hover around 7 to 8%, indicating a healthy retailing environment. The majority of shopping centers within the PTA and TTA are currently experiencing few vacancies. The majority of vacancies are located along US-41 and outside the PTA.

Shopper Habits

Many Naples Park residents shop locally at the Pavilion Shopping Center and Granada Shops. Some also drive to outlying centers such as Coastland Mall and retailers located within regional centers on Airport-Pulling Road. Few tourists patronize the local establishments at Pavilion shopping center or along US-41. Tourists tend to shop in higher-end retail centers such as the boutiques in downtown Naples, and outlying retail centers such as the Village on Venetian Bay, Tin City, Coastland Mall, Waterside Shops and area outlet centers.

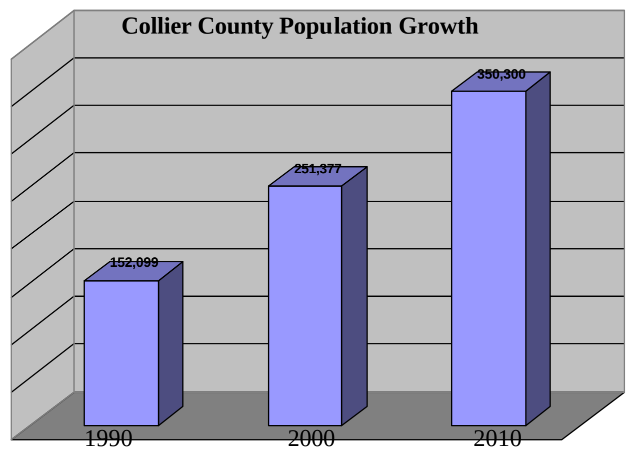
SURROUNDING AREA MARKET OVERVIEW

Retail Demand Factors: Household & Population Characteristics

County Demographics

Collier County, the largest county east of the Mississippi, has witnessed significant levels of growth. Collier County, which encompasses the entire Naples MSA, is the second fastest growing metropolitan area in the nation and, like Naples, is a hot bed for business location and expansion.

Collier County is home to 251,377 residents – 65% more than in 1990. Residents remain mostly white, but the number of Hispanics, representing 19.6% of the population, continues to grow. The county had a total of 102,973 households in 2000, which is projected to increase to 117,133 by 2003, an increase of 14%.
Collier County enjoys a high median income of $69,800, which is both higher than the state median of $51,800 and the U.S. median of $54,400. According to the Collier County Chamber of Commerce,

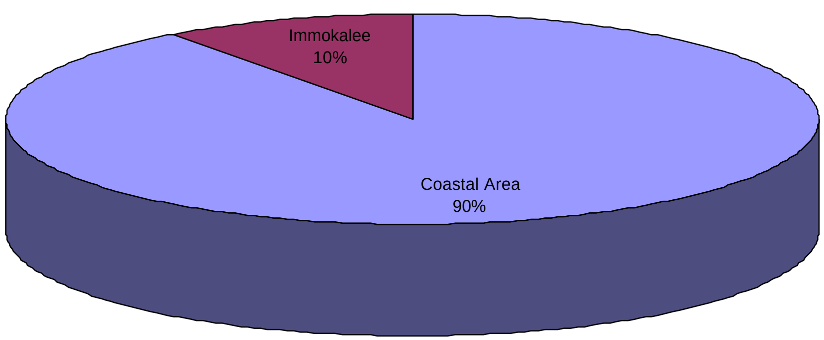


"The Naples MSA has the highest median household effective buying income in the State of Florida." The Naples MSA median household income is the 29th highest of the nation's 323 MSAs. Naples has the 10th highest per capita income in the United States (source: Bureau of Economic Analysis). The median age in Collier County is 44.2 with the largest growth occurring between the "65 years plus" and "20 to 39 years" age cohorts.

Seasonal Residents & Tourism

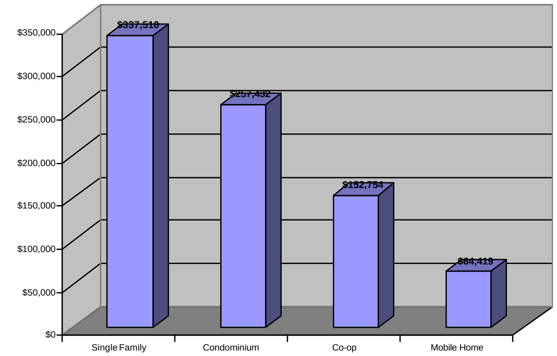
Seasonal residents and tourists within Collier County account for one-third of the population during the winter season (November through April). In 2001 there was a seasonal total of 337,743 visitors to Collier County. Of this total 303,158 tourists visited the coastal area(s) and 34,585 tourists visited Immokalee (an area located north of Naples Park).

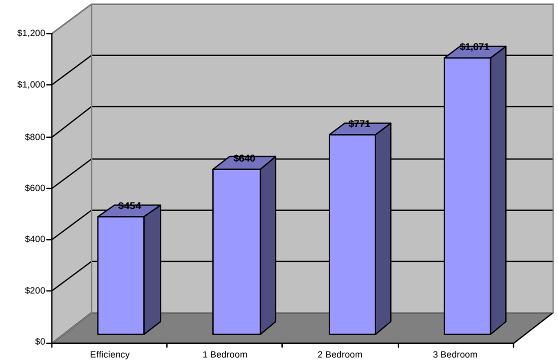
The annual number of visitors to Collier County in 2001 was estimated at 1.32 million. These visitors spent a total of $581,600,858 in the local economy. Much of this expenditure was on retail, which is the third fastest growing industry in Collier County. In 2001 retail sales were estimated at $4,484,728,000, a 3.6% increase over 2000.



Housing Market Trends

The housing market in Collier County remains strong. Home values vary widely, from $200,000 to over $20,000,000 depending on location. According to *U.S. Housing Markets,* "Naples was ranked among the hottest housing markets in the nation for the 6th consecutive year". Strong homeowner sales may also be attributed to Collier County's low property tax rate, which is the second lowest in the State of Florida.





DRAFT- MARCH 2003

Commercial Market Trends

Collier County, often referred to as having one of the “best business climates in the nation” has witnessed significant office and industrial growth. The commercial office square footage increased from 2,451,295 square feet in 2001 to 2,683,763 square feet in 2002. Vacancy rates remain relatively low at 10.3%. Rental rates range from a low of $11.00 per square foot to $25.00 per square foot. Retail is an important component of the local economy. In fact, retailers are some of the largest employment generators in Naples.

Largest Retail Employers in Collier County	
Company	**Employees**
Publix Supermarkets	2,021
Winn-Dixie Supermarkets	918
Wal-Mart Stores	594

Largest Employers in Collier County	
Company	**Employees**
Collier County Public Schools	4,400
Publix Supermarkets	2,021
Collier County Government	2,161
NCH Healthcare System	2,080

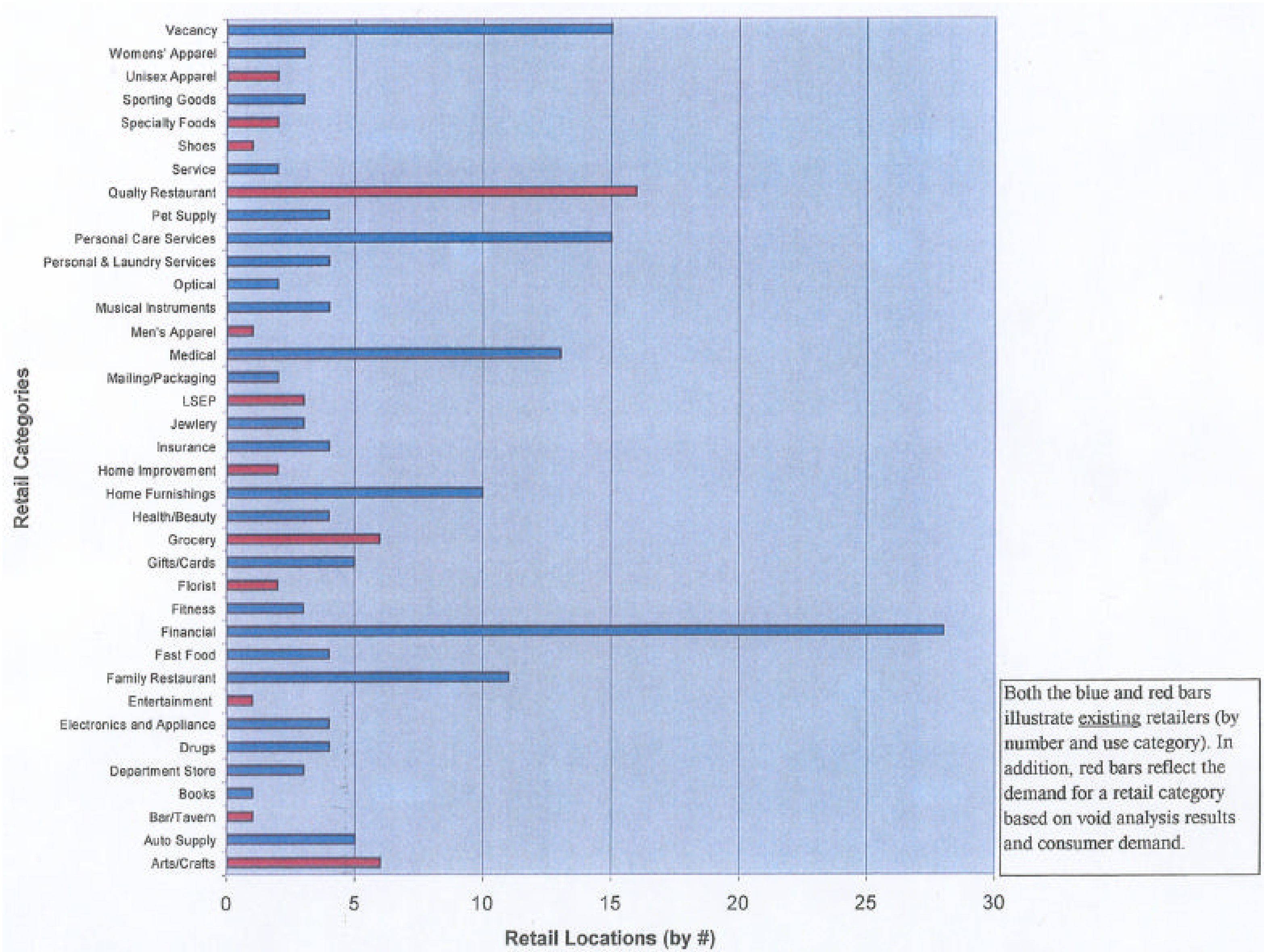
Relationship between Naples Park Study Area, Primary & Total Trade Areas, and Collier County

Both the PTA and the TTA share encouraging growth projections with the rest of Collier County. The demographics and growth expectations suggest an ideal environment for additional retail absorption. It is important to remember, however, that although the study area shares positive growth expectations with the county and the City of Naples, there remain several distinctions between each of these geographic areas. Naples Park, the City of Naples and the PTA/TTA all have different retail environments, displaying distinct characteristics and opportunities.

The City of Naples captures most of the tourist market by offering higher-end retailing with a strong emphasis on boutiques, art galleries, and restaurants. The area just north of downtown Naples between Mooringline Drive and Seagate is characterized by higher-end national retail chains located in strip centers and shopping complexes such as Village on Venetian Bay and Waterside Shops. Coastland Center, a regional mall, anchors the southeast corner of this area.

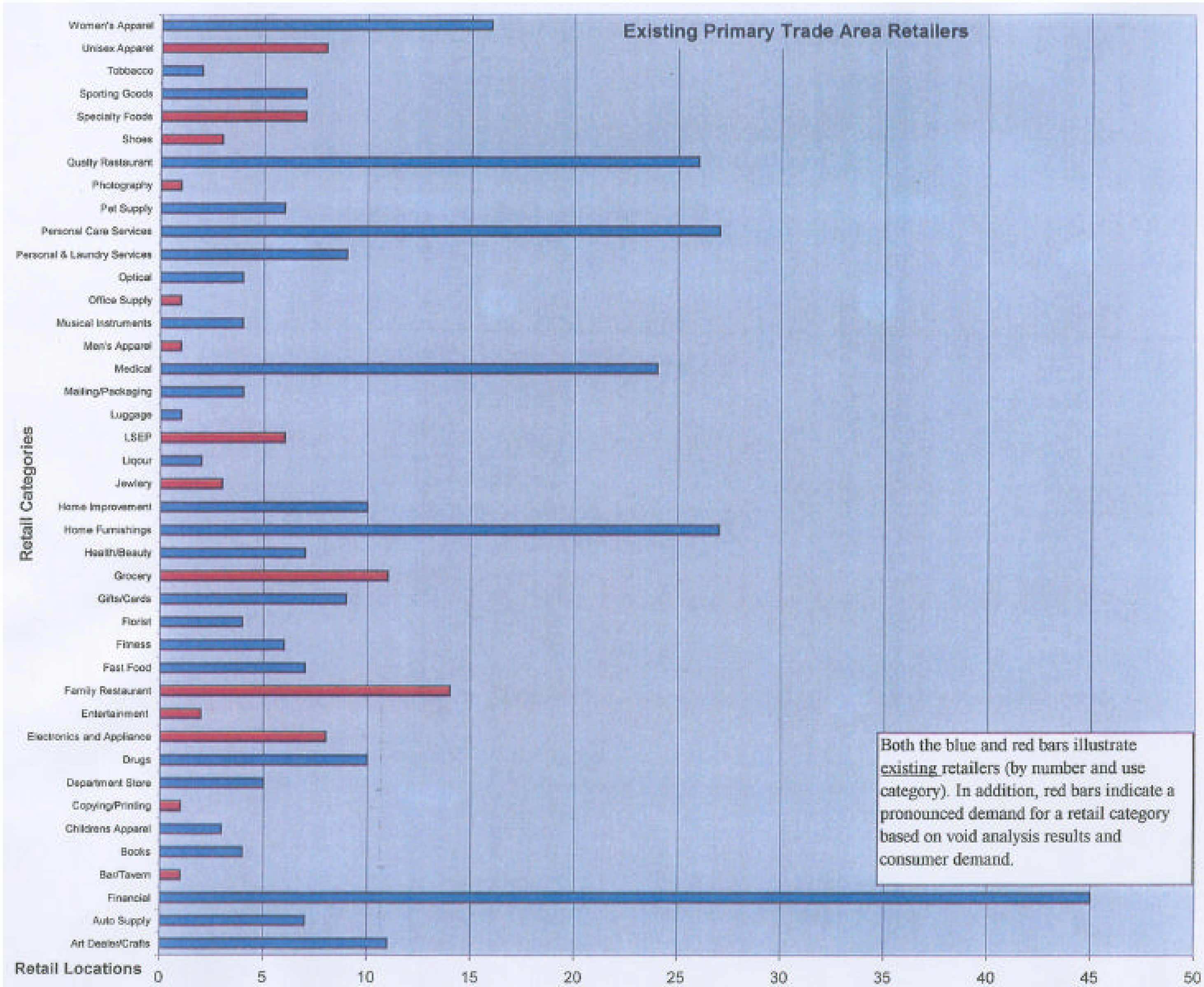
In contrast, the Naples Park area is characterized by more community-oriented retail establishments, specifically on the west side of US-41. Although much of Naples Park is focused on family, the lower housing prices and rents are also attractive to younger single professionals and students. The resulting “bohemian” slant of the residents and shoppers suggests an opportunity for retail offerings substantially different from the City of Naples, with more of a focus on cafes, restaurants, book stores and music stores. Over time, the unique bohemian character of Naples Park might begin to draw tourists of a different sort than those that currently patronize the City of Naples.

EXISTING STUDY AREA RETAILERS



DRAFT- MARCH 2003

EXISTING PRIMARY TRADE AREA RETAILERS



VOID ANALYSIS

Sales Forecast Summary (Void Analysis) Proposed Retail Development Naples Park, Florida									
Category	2002 Estimated Sales (per sq ft)	2002 Identified Retail Void Primary TA (sq ft)	2002 Suggested Additional Retail within Primary TA (sq ft)	2007 Identified Retail Void Primary TA (sq ft)	2007 Suggested Additional Retail within Primary TA (sq ft)	2002 Total TA	2007 Total TA (sq ft)	2002-2007 Total Suggested Supportable Retail (sq ft)	Comments
Department Stores	$161	22	**0**	14,139	**0**	-28,591	-13,436	**0**	
Junior Department Stores	$154	1,285	**0**	6,318	**20,000**	-742	5,718	**20,000**	Combine dept store supportable w/ Jr Dept: anchors include TJ Maxx, Marshall's.
Discount Department Stor	$154	1,286	**0**	13,961	**0**	-24,236	-10,733	**0**	
Warehouse Club	$171	7,816	**7,800**	29,141	**0**	5,341	33,348	**7,800**	Expand on existing
Women's Apparel	$188	714	**1,200**	6,060	**6,000**	-4,041	2,510	**7,200**	Target existing apparel stores that want to expand and/or relocate. Also, encourage independents.
Men's Apparel	$0	(132)	**0**	1,037	**1,000**	-2,829	-1,608	**1,000**	Target existing apparel stores that want to expand and/or relocate. Also, encourage independents.
Unisex Apparel	$207	2,851	**3,000**	7,198	**7,000**	-1,304	5,823	**10,000**	Think about Gap, Old Navy and/or regional apparel store. Unisex apparel could act as anchor.
Children's Apparel	$0	(157)	**0**	129	**0**	-1,118	-850	**0**	
Men's Shoes	$0	0	**0**	0	**0**	224	682	**0**	
Women's Shoes	$0	0	**0**	0	**0**	56	301	**0**	
Athletic Shoes	$0	0	**2,500**	3,500	**3,500**	-1,584	-986	**6,000**	Footlocker, Foot Action, Nike or area athletic shoe retailer- area currently does not have athletic footwear.

DRAFT- MARCH 2003

VOID ANALYSIS

Shoes and Accessories	$268	228	**1,000**	1,386	**1,300**	-1,644	-355	**2,300**	Unisex retailer (men's shoe sales remain strong) -Steve Madden, Hush Puppies, Kenneth Cole, Rockport, independent or regional
Quality Restaurants	$254	2,226	**8,000**	13,392	**13,000**	-599	14,038	**21,000**	Brew Pub (few drinking establishments in area, esp serving food), independent ethnic, expand existing establishments, avoid nationals as they exist on 111th and detract from neighborhood connection.
Family Restaurants	$254	1,636	**4,500**	7,446	**6,000**	-35	7,501	**10,500**	Expand on existing and encourage area franchises and/or local entrepreneurs to locate in Naples Park. Attract diners (open longer hours), cafes, lunch oriented retailers (Zoup Soup, Le Soup, Wraps).
Fast Food Restaurants	$347	193	**0**	1,008	**0**	-467	531	**0**	
Grocery Stores	$275	874	**8,000**	6,211	**0**	-6,129	67	**8,000**	Small organic/specialty food market, selling and gourmet items, prepared foods and fine wines.
Meat & Fish Markets	$0	0	**0**	0	**0**			**0**	
Fruit & Vegetable Markets	$0	0	**0**	0	**0**			**0**	
Specialty Food Stores	$275	742	**0 (see grocery)**	3,096	**1,500**	-121	2,898	**1,500**	See grocery store
Retail Bakeries	$0		**500**	1,000	**1,000**	3,387		**1,500**	Independent. Can combine with café and/or grocery store
Liquor Stores	$275	4,014	**2,000**	15,060	**3,000**	7,140	22,290	**5,000**	Can also combine with specialty grocery store
Bar/taverns	$254	3,158	**3,000**	11,835	**3,000**	5,726	17,644	**6,000**	Can combine with Brew Pub or stand alone. Can serve food.

VOID ANALYSIS

Appliances & Electronics	$0	(32)	**0**	361	**0**	-2,089	-1,846	**0**	
Art, Craft & Sewing Stores	$146	181	**900**	1,906	**1,500**	-2,137	-131	**2,400**	Retailer should complement existing fabric/knitting stores. Offer art supplies .
Auto Supply Stores	$133	2,520	**2,500**	9,681	**2,500**	4,497	14,321	**5,000**	Parts Central, Oil Lube, Glass and/or Tire Service
Book Stores	$0	(485)	**0**	0	**0**	-1,173	-560	**0**	
Card/Gift Shops	$166	232	**600**	1,317	**1,200**	-407	961	**1,800**	Independent or expand on existing businesses.
Computers & Accessories	$242	352	**800**	1,314	**1,200**	647	1,969	**2,000**	Game Stop, Electronics Boutique, Radio Shack
Convenience Stores/Gas	$0	(164)	**0**	-114	**0**	-258	-187	**0**	
Copying/Printing	$0		**1,000**	3,000	**1,500**			**2,500**	Kinko's, Copy Center
Dollar Store/Variety	$218	2,673	**2,000**	9,965	**3,000**	4,564	14,539	**5,000**	Dollar Tree, franchise
Drug Store/Pharmaceutica	$0	(309)	**0**	1,370	**0**	-1,270	919	**0**	
Entertainment/Recreation	$0	694	**1,000**	1,000	**1,500**			**2,500**	Arcade, Billiards
Florists	$224	817	**800**	3,315	**3,000**	1,174	4,558	**3,800**	KaBloom, Flowerama, independent
Furniture Stores	$0	(793)	**0**	-224	**0**	-5,087	-4,850	**0**	
Hardware	$157	2,128	**5,000**	7,933	**5,000**	3,904	11,884	**10,000**	Ace Hardware, ACO, True Value, Independent
Health & Beauty Stores	$313	457	**600**	1,996	**400**	344	2,385	**1,000**	
Home Furnishings Stores	$0	(770)	**0**	374	**0**	-450	-3,355	**0**	
Home Improvement	$157	1,958	**see hardware**	10,057	**0**	-4,464	6,802	**0**	
Jewelry Stores	$481	187	**500**	793	**500**	-3,311	-208	**1,000**	Expand on existing or attract independent businesses.
Laundry/Dry Cleaning	$267	16	**0**	162	**0**	-865	177	**0**	
Luggage Shops	$190	32	**0**	212	**0**	-142	75	**0**	
Medical Supply Stores	$0	(18,000)	**0**	-21,275	**0**	-38,737	514	**0**	
Movie Theatres	$242	694	**0**	4,626	**3,000 independent**	8,976	50,947	**3,000**	Potential for independent theatre to complement existing in Pavilion S/C.

DRAFT- MARCH 2003

VOID ANALYSIS

Music Stores	$224	99	**2,000 or expand existing store's product mix**	1,000	**0**	-643	-390	**3,000**	Expand product mix in existing musical instrument stores and/or attract regional tenant or independent (will be competing with Borders).
Musical Instrument Shops	$0	(748)	**0**	-702	**0**	-789	-654	**0**	
Office Supply Stores	$313	1,273	**3,500**	4,899	**2,000**	-2,300	2,010	**5,500**	Can be a combination of Office Supply/Art Supply
Optical/Vision Care	$0	(7)	**0**	88	**0**	-284	-193	**0**	
Personal Services	$0	(21)	**0**	324	**0**	-1,727	-1,501	**0**	
Pet Supply Store	$0	(54)	**0**	106	**0**	-958	-866	**0**	
Photographic Supply Shop	$267	64	**800**	329	**1,100**	-97	235	**1,900**	Moto Photo, Ritz Camera, The Picture People
Shoe Repair and Service	$0	0	**0**	0	**0**	-30	-34	**0**	
Sporting Goods Stores	$224	181	**0**	2,295	**2,200**	-1,966	595	**2,200**	Running, tennis/golf, fishing supply
Tobacco Shop	$0	(16)	**0**	-19	**0**	-56	-64	**0**	
Toy & Hobby Shops	$80	945	**1,500**	3,523	**3,000**	-1,224	1,890	**4,500**	Can also combine with Arts/Crafts
Video/Entertainment	$0	1,868	**3,000**	6,964	**2,000**	613	4,287	**5,000**	Blockbuster, Hollywood Video
Total		22,725		198,492		**-97,310**	189,612	**169,900**	**Total supportable retail (sq**
*Estimated sales are related to supportable sq ft. Categories showing $0 sales were amalgamated to form one category i.e. Shoes & Accessories considers Men's, Women's and Children's Shoes.									
			Study Area Vacancy		**23,000sf**	2.6% rate		**2.6% rate**	7.6% vacant store fronts

POTENTIAL TENANT MIX

Tenant	Required GLA (square feet)	Required Traffic Count	Required Population within x Miles	Required Income Levels	Contact Information
Specialty Food					
Baskin Robbins	250-1,100	35,000 VPD	10,000 within 1 mile radius	Medium/High	14 Pacella Park Drive Randolph, MA 02368 (781) 961-4020
Atlanta Bread Co	4,000-4,500	30,000 VPD	45,000 within 3 mile radius	Medium/High	1200 Wilson Way Smyma, GA 30082 (770) 432-0933
Consider attracting independent operations that are seeking to expand or are first time start-ups. Also consider developing a small specialty grocer that offers health food products, organic foods, fine liquor/wines, and educational items.					
Fast Food					
Schlotzky's Deli	2,700-3,200	30,000 VPD	10,000 within 1 Mile radius	Medium/High ($40,000 to $50,000)	203 Colorado Street Austin, TX 78701 (512) 236-3600
Wok N Roll	600-1,500	N/A	N/A	Medium/High	134-19 33rd Ave Flushing, NY 11354 (718) 445-3399
Consider attracting independent operations that are seeking to expand or are first time start-ups such as a deli, wrap sandwich shop and/or diner. Avoid attracting drive through establishments as these buildings deter from pedestrianism.					
Restaurants					
Consider attracting independent operations that are seeking to expand or relocate. Attract ethnic restaurants and specialty restaurants that offer something unique rather than traditional menu items found at national chains, specifically at or near the Granada Shops.					
Unisex Apparel					
The Gap Corp.	2,000-46,000 usually located near fashion-orineted co-tenants	N/A	N/A	Medium/High	Corporate Real Estate 901 Cherry Avenue San Bruno, CA 94066 (650) 952-4400
a. Old Navy	20,000-35,000	N/A	N/A	Medium/High	Corporate Real Estate 901 Cherry Avenue San Bruno, CA 94066 (650) 952-4400

DRAFT- MARCH 2003

POTENTIAL TENANT MIX

Tenant	Required GLA (square feet)	Required Traffic Count	Required Population within x Miles	Required Income Levels	Contact Information
b. Banana Republic	6,000-12,000	N/A	N/A	Medium/High	Corporate Real Estate 901 Cherry Avenue San Bruno, CA 94066 (650) 952-4400
TJ Maxx	20,000-32,000	N/A	100,000 within 5 miles	Medium	770 Cochituate Road Framingham, MA 01701 (508) 390-1000
Marshall's	32,000	N/A	100,000 within 5 miles	Medium	770 Cochituate Road Framingham, MA 01701 (508) 390-1000
Also consider attracting independent specialty apparel stores (such as those found in downtown Naples) that offer men and women's clothing and accessories.					
Recreation					
Clicks Billiards/Arcade	7,000	N/A	N/A	Mid income teens	7001 Preston Road, Ste 250 Dallas, TX 75205 (214) 521-7001
Vans Skate Park	40,000	N/A	N/A	Mid income teens	15700 Shoemaker Ave Santa Fe Springs, CA 90670 (562) 565-8267
Laser Quest	8,000	N/A	200,000 within 5 mile radius	Medium/High	Randy Iaboni 5215 Suffield Terrace Skokie, IL 60077 (847) 966-9646
Music Performance Area	Create a space for local musicians to gather and play. Locate eating establishments in close proximity to this establishment.				

POTENTIAL TENANT MIX

Tenant	Required GLA (square feet)	Required Traffic Count	Required Population within x Miles	Required Income Levels	Contact Information
Dollar/Variety					
Tuesday Morning	8,000-10,000	35,000	100,000 within 5 Miles	High ($50,000 - $75,000)	14621 Inwood Road Addison, TX 75001 (972) 387-3562
Dollar Tree	6,000-12,000	N/A	25,000 within 5 mile radius	Low, medium and high	500 Volvo Parkway Chesapeake, VA 23230 (757) 321-5220
Electronics/Computers					
Electronic Boutique	4,500-5,000	N/A	100,000 within 5 mile radius	Medium/High	931 South Matlack Street West Chester PA 19382-5521 (610) 430-8100
Radio Shack	1,000-20,000	N/A	40,000 within 5 mile radius	Medium/High	100 Throckmorton Street Ste 700 Fort Worth, TX 76102-2802 (817) 415-2825
Gateway Country	4,000-7,000	40,000	N/A	N/A	14303 Gateway Place Paway, CA 92061 (858) 848-3401 Fax information to facilities manager at 858-799-2543
Pet Supplies					
Pet Land	4,000-12,000	30,000	100,000 within 5 Miles	Medium ($40,000 - $50,000)	355 Crooked Hill Rd Brentwood, NY 11717 (631) 273-6513

DRAFT- MARCH 2003

POTENTIAL TENANT MIX

Athletic Shoes					
Foot Locker	1,800-10,000	N/A	N/A	Low, Medium, High – especially teens	112 West 34th Street New York, NY 10120 (212) 720-3777
Foot Action	4,000-6,000	N/A	N/A	Low, Medium, High – especially teens	7880 Bent Branch Dr Ste 100 Irving TX 75063 (972)501-5000
Also consider attracting an independent or first time start-up, men's and women's shoe store.					
Home Improvement					
Ace Hardware	10,000-12,000	N/A	N/A	Medium - adults	2200 Kensington Court Oak Brook, IL 60523 (630) 990-6600
Photographic Supply					
Moto Photo	1,000-1,400	25,000 VPD	75,000 within 3 mile radius	Medium/High	4444 Lake Center Drive Dayton, OH 45246 (937) 854-6686
Ritz Camera	1,400-2,000	N/A	100,000 within 5 mile radius	Medium/High	6711 Ritz Way Beltsville, MD 20705 (301) 419-0000

Source: 2002 Retail Tenant Directory, Trade Dimensions.