



RETAIL ANALYSIS  
MERCHANDISING PLAN &

presented to:



November 2010

Northlake EDC  
1301 FM 407  
Northlake, TX 76247

Dear Mr. Corn,

Catalyst Commercial, Inc. has been retained by the Town of Northlake to perform a market analysis with the purpose of identifying retail demand and potential tenants for the town of Northlake. These include: demographics, psychographics, demand/leakage analysis, and the physical constraints of studied properties within the study area. This Merchandising Plan is a collection of resource materials intended to provide information to The Town of Northlake regarding the suitability of uses for the: Texas Speedway Center and Northlake Business Center.

The results of this Merchandising Plan are reflective of current market trends in the trade area, site criteria, and the vision of the Town of Northlake as communicated by key stakeholders. The intent of this effort was to ensure that future development in Northlake would be consistent in market and economic reality and align with internal objectives of the stakeholders.

The population of the Primary Trade Area, as identified by Catalyst, is 136,172<sup>1</sup> with a projected population of 177,149<sup>2</sup> by 2014. The residents within the Primary Trade Area possess an aggregate purchasing power of \$1,619,361,172<sup>3</sup>. This trade area contains an under supply of retail in most retail categories.

The Town of Northlake is strategically positioned between Alliance (North Fort Worth) and Denton, Texas and is well suited for major commercial development. This plan is intended to assist in the merchandising of Northlake with quality tenants at locations that are sustainable and advantageous to the tax base of Northlake.

We look forward in assisting the Town of Northlake in its continued success.

Best Regards,

Jason Claunch  
President  
Catalyst Commercial, Inc.

1 Source: Pitney Bowes MapInfo

2 Source: Pitney Bowes MapInfo

3 Source: ESRI



|              |  |              |                                      |
|--------------|--|--------------|--------------------------------------|
| Section I    | <b>PROPERTY ANALYSIS</b><br>· Texas Speedway Centre<br>· Northlake Business Center                           | Appendix I   | <b>MERCHANT MATRIX</b>               |
| Section II   | <b>TRADE AREA DELINEATION</b><br>· Primary Trade Area<br>· Drive Time Analysis<br>· Concentric Ring Analysis | Appendix 2   | <b>AERIAL MAP</b>                    |
| Section III  | <b>POPULATION</b>  | Appendix 3   | <b>TRADE AREA DELINEATION MAP</b>    |
| Section IV   | <b>INCOME</b>  | Appendix 4   | <b>26 MINUTE DRIVE TIME MAP</b>      |
| Section V    | <b>ETHNIC PROFILE</b>  | Appendix 5   | <b>14 MILE RADIUS MAP</b>            |
| Section VI   | <b>EDUCATION PROFILE</b>   | Appendix 6   | <b>POPULATION MAP</b>                |
| Section VII  | <b>TRAFFIC COUNT ANALYSIS</b>  | Appendix 7   | <b>INCOME MAP (AVERAGE)</b>          |
| Section VIII | <b>MARKET ANALYSIS</b><br>· Expenditures and Market Potential  | Appendix 8   | <b>INCOME MAP (MEDIAN)</b>           |
| Section IX   | <b>TRADE AREA DEMAND MATRIX</b><br>· Lifestyle Segmentation / Psychographic Analysis                         | Appendix 9   | <b>TRAFFIC COUNT MAP</b>             |
| Section X    | <b>RETAIL SUMMARY</b>  | Appendix 10  | <b>COMPETITION MAP</b>               |
| Section XI   | <b>COMPETITIVE ANALYSIS</b>  | Appendix 11  | <b>RESIDENTIAL STRATEGIES REPORT</b> |
|              |  | Supplement 1 | <b>POTENTIAL RETAIL TENANT LIST</b>  |
|              |  | Supplement 2 | <b>COSTAR RETAIL REPORT</b>          |



According to Costar, there are 82 existing retail properties in an 8 mile radius of Northlake. To complete a potential Merchandising Plan, Catalyst evaluated the property at the intersection of State Highway 114 and State Highway 377.

As part of the initial step, Catalyst evaluated vacancy in the region. Vacancy rates are a good barometer of overall retail health of properties for comparison purposes. The vacancy rate for Dallas/Fort Worth was 9.4% at the end of the third quarter 2009. The following chart (Chart 1) shows the Vacancy rates for Northlake. Costar shows that Northlake has a total vacancy rate in the first quarter 2010 of 7%. Although vacancy rates are valuable indicators, factors such as age, size and location can affect vacancy, and each property should be studied in detail to outline its risks.

Using historical absorption and delivery data, the following chart (chart 2) shows a slight increase in vacancy in Northlake due to decreased absorption up to 2010.

Delivery of nearly 600,000 square feet is anticipated in 2011 and an increase in vacancy due to diminished absorption comparative to supply, equating to an expected vacancy of 40% is expected in Q2 – Q3 2011.

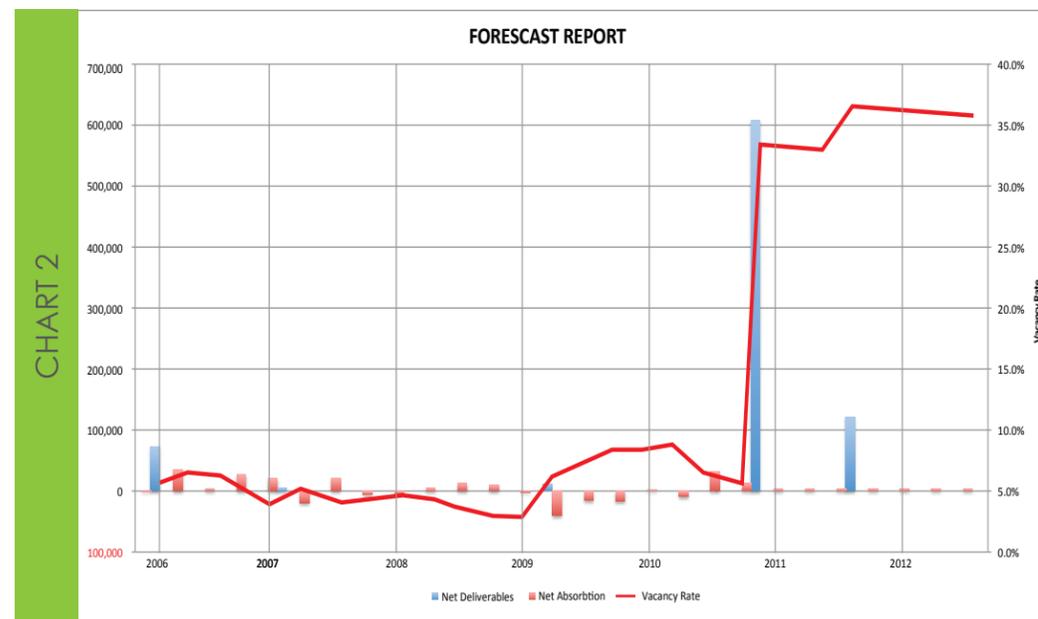
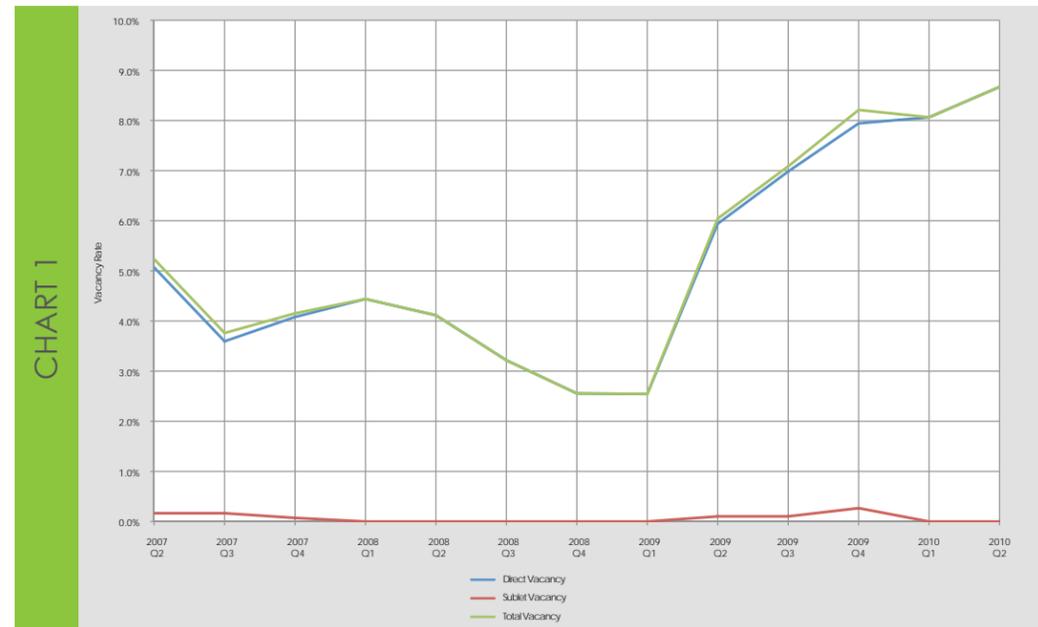


Chart 1 Forecast Report (Source: Costar)

Chart 2 Absorption rate (Source: Costar)



**TEXAS SPEEDWAY CENTRE (PROPERTY #1)**

Texas Speedway Centre is located on the South East Corner of Interstate 35 and State Highway 114, Northlake, Texas 76262.

**PROPERTY DESCRIPTION**

The center is currently undeveloped. It has 7 lots that have already been sold and another 10 lots that are available.

**PROPERTY SIZE**

The land is a total of 32.26 acres. 13.04 acres have been sold and 19.22 acres (10 lots) are currently for sale.

**ACCESSIBILITY**

The center has good accessibility with primary access from Interstate 35 and State Highway 114.

**VISIBILITY**

The center is visible from Interstate 35 and State Highway 114.

**EXISTING TENANTS**

The Property consists of approximately 32.26 acres. Retail tenants are listed below.

| EXISTING TENANT OVERVIEW | CATEGORY          |
|--------------------------|-------------------|
| Shell                    | Convenience Store |
| Subway                   | Sandwich / Deli   |
| Motel 6                  | Hospitality       |
| Sleep Inn                | Hospitality       |

**VACANCY**

According to information provided by The Avex Group, there is currently 19.22 acres of unsold land.

| LOTS | STATUS | ACRES | LOTS | STATUS | ACRES |
|------|--------|-------|------|--------|-------|
| 1AR  | Unsold | 1.46  | 3A   | Unsold | 1.60  |
| 1R   | Unsold | 1.05  | 3B   | Unsold | 1.13  |
| 2    | Unsold | 0.99  | 4A   | Unsold | 2.10  |
| 2B   | Unsold | 1.74  | 4B   | Unsold | 1.40  |
| 2R   | Unsold | 2.31  | 5    | Unsold | 5.38  |

| QUICK PROPERTY SUMMARY             |             |
|------------------------------------|-------------|
| Total Acres                        | 32.26 acres |
| Total Acres Availability (10 lots) | 19.27 acres |
| Average Asking Rent                | \$na        |

| DEMOGRAPHICS       | 1 MILE   | 3 MILES  | 5 MILES  |
|--------------------|----------|----------|----------|
| Population         | 1,356    | 7,056    | 31,783   |
| Average HH Incomes | \$78,051 | \$73,766 | \$71,714 |
| Median HH Income   | \$51,999 | \$50,627 | \$48,759 |

| TRAFFIC COUNTS  | VEHICLES PER DAY |
|---|------------------|
| Interstate 35   | 41,375 VPD       |
| State Highway 114 (east of Interstate 35)                                 | 40,179 VPD       |
| A complete summary of traffic counts is listed with a map in Appendix 11. |                  |



## NORTHLAKE BUSINESS CENTER (PROPERTY #2)

The center is located on the North East Corner of Interstate 35 and State Highway 114, Northlake, Texas 76247.

### PROPERTY DESCRIPTION

The center is currently undeveloped.

### PROPERTY SIZE

The land size is a total of 33,000 sq ft or 88 acres. There are 14 pad sites available for retail.

### ACCESSIBILITY

The center has good accessibility with primary access from Interstate 35 and State Highway 114.

### VISIBILITY

The center is visible from Interstate 35 and State Highway 114.

### EXISTING TENANTS

The Property consists of approximately 88 acres. Retail tenants are listed below.

| EXISTING TENANT OVERVIEW | CATEGORY |
|--------------------------|----------|
| none                     | none     |

### VACANCY

According to information provided by Venture Commercial, there is currently 33,000 sq ft. available.

| LOTS                  | STATUS | ACRES    |
|-----------------------|--------|----------|
| 14                    | Unsold | 88       |
| Total available acres |        | 88 acres |

### QUICK PROPERTY SUMMARY

|                          |          |
|--------------------------|----------|
| Total Acres              | 88 acres |
| Total Acres Availability | 14 acres |

### DEMOGRAPHICS

|                    | 1 MILE   | 3 MILES  | 5 MILES  |
|--------------------|----------|----------|----------|
| Population         | 1,356    | 7,056    | 31,783   |
| Average HH Incomes | \$78,051 | \$73,766 | \$71,714 |
| Median HH Income   | \$51,999 | \$50,627 | \$48,759 |

### TRAFFIC COUNTS

|   | VEHICLES PER DAY |
|---|------------------|
| Interstate 35                             | 41,375 VPD       |
| State Highway 114 (east of Interstate 35) | 40,179 VPD       |

A complete summary of traffic counts is listed with a map in Appendix 11.

### LOCATOR MAP



### SITE PLAN



### SPEEDWAY TOWN CENTER (PROPERTY #3)

The center is located on the North East Corner of Interstate 35 and FM 1171, Northlake, Texas 76247.

#### PROPERTY DESCRIPTION

The center is currently undeveloped.

#### PROPERTY SIZE

The land size is a total of 3,565,451 sq ft or 82 acres. There are 25.67 pad sites available for retail.

#### ACCESSIBILITY

The center has good accessibility with primary access from Interstate 35 and FM 1171.

#### VISIBILITY

The center is visible from Interstate 35 and FM 1171.

#### EXISTING TENANTS

The Property consists of approximately 56 acres. Retail tenants are listed below.

| EXISTING TENANT OVERVIEW | CATEGORY |
|--------------------------|----------|
| none                     | none     |

#### VACANCY

According to information provided by Trophy Design & Development, there is currently 25.67 acres of pad sites available and 944,088 sq ft available for department stores, anchors and other retail.

| LOTS                  | STATUS | ACRES             |
|-----------------------|--------|-------------------|
| Zone 1-3              | Unsold | 2,438,588 / 56    |
| Zone 4                | Unsold | 1,126,863 / 25.67 |
| Total available acres |        | 82 acres          |

#### QUICK PROPERTY SUMMARY

|                          |          |
|--------------------------|----------|
| Total Acres              | 82 acres |
| Total Acres Availability | 82 acres |

#### DEMOGRAPHICS

|                    | 1 MILE   | 3 MILES  | 5 MILES  |
|--------------------|----------|----------|----------|
| Population         | 34       | 2,052    | 22,667   |
| Average HH Incomes | \$97,046 | \$96,591 | \$88,821 |
| Median HH Income   | \$66,795 | \$75,168 | \$74,471 |

#### TRAFFIC COUNTS

|   | VEHICLES PER DAY |
|---|------------------|
| Interstate 35                             | 41,375 VPD       |
| State Highway 114 (east of Interstate 35) | 40,179 VPD       |
| FM 1171                                   | 15,850 VPD       |

A complete summary of traffic counts is listed with a map in Appendix 11.

#### LOCATOR MAP



#### SITE PLAN



**DELINEATION OF PRIMARY TRADE AREA**

Understanding where your target customers originate is a crucial step in any retail recruitment initiative. Accurate delineation of the trade area in which retailers can expect to reasonably attract customers is the first step in this process. Catalyst delineated the Primary Trade Area by sampling customer data at various in market locations to determine the point of origination in relation to the area of study to identify shopping patterns within the trade area.

While retailers traditionally use radius rings and drive times to quickly compare prospective sites against existing sites, as well as other prospective sites, the data which can be extrapolated from arbitrary trade areas is not sufficient for site selection purposes. For comparison, a 1 mile radius, 3 mile radius, 5 mile radius, 14 mile radius, 18 mile radius, 26 minute drive time, 33 minute drive time, and the Primary Trade Area, as defined by Catalyst, were analyzed to extract demographic and psychographic data from each of these areas. Maps for each of these areas are located in the Appendix.

**PRIMARY TRADE AREA**

Catalyst uses a 5 Tier system to categorize the type of market being studied (See Table 1). Northlake, Texas qualifies as a Tier 4 Exurban market. For the purpose of this study, 4,219 customer samples were collected between March 1 and March 4, 2010 from strategic retail locations around Northlake and researched to identify points of origin. Outliers beyond 15 miles are excluded for Tier 3 markets within a major Metropolitan Statistical Area (MSA). A catchment of 65% of the remaining customer samples defined the Primary Trade Area for this study. A catchment of 85% defined the Secondary Trade Area. The Primary Trade Area is outlined in blue in Map 1. This area is further described as an area including Northlake, Justin, Roanoke, Trophy Club, Haslet, Marshall Creek, Bartonville, Argyle, New Fairview, Rhome and Ponder. The distribution of customer samples is wider to the North and South, but similar distribution overall compared to Tier 3 markets.

| TIER   | MARKET TYPE      | DESCRIPTION   |
|--------|------------------|---|
| Tier 1 | Urban            | Dense urban markets with large workforce and residential populations. Prevalent pedestrian traffic.                     |
| Tier 2 | Urban Peripheral | Peripheral to CBD with dense workforce and residential populations and significant pedestrian traffic.                  |
| Tier 3 | Suburban         | Mature, predominantly residential-centric market with dispersed pockets of retail and office.                           |
| Tier 4 | Exurban          | Predominantly residential, bedroom community, growth markets. Large retail pockets, with less dense office populations. |
| Tier 5 | Micropolitan     | Removed from metropolitan markets.  |

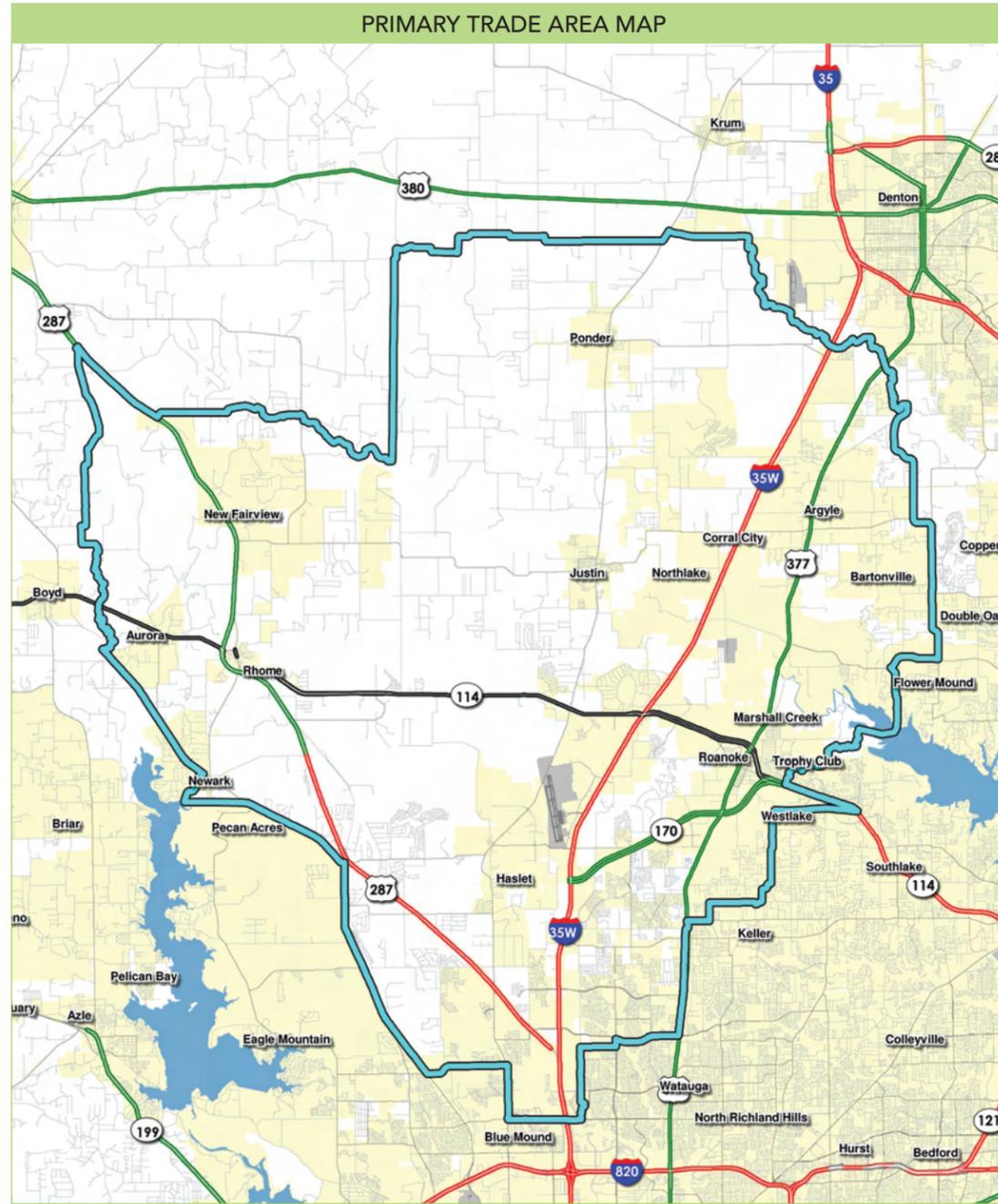


Table 3

Drive Time Analysis (Source: Catalyst)

Map 1

Primary Trade Area Map (Source: Catalyst)



**DRIVE TIME ANALYSIS**

Drive time based trade areas are another method used to analyze trade area characteristics. A drive time analysis with 65% catchment is captured within a Drive Time Trade Area of a 26 minute drive time from the centroid of Northlake (See Table 1). Drive time analysis is useful for quick comparisons of proposed sites against both existing store locations as well other prospective sites.

Drive-time Map 2 across reflects the areas for a 26 minute drive time from the centroid of Northlake. The 26 minute drive time captures 65.3% of the customer samples and a 33 minute drive captures 85.5% of the customer samples. Drive time analysis is useful when understanding impact from one region to another, but is not as accurate in identifying the constraints of the actual trade area for Northlake as defined via the polygon for the Primary Trade Area. Errors using drive time analysis are often considered acceptable, however notation must be made to limitations when customer samples are available and a more accurate trade area can be delineated.

| STUDY DESCRIPTION           | SITE NAME                           | COUNT       | CATCHMENT    |
|-----------------------------|-------------------------------------|-------------|--------------|
| 3 Minute Drive Time         | Florence Rd & Strader Rd            | 26          | 0.9%         |
| 5 Minute Drive Time         | Florence Rd & Strader Rd            | 92          | 3.2%         |
| 7 Minute Drive Time         | Florence Rd & Strader Rd            | 190         | 6.7%         |
| 11 Minute Drive Time        | Florence Rd & Strader Rd            | 534         | 18.8%        |
| 15 Minute Drive Time        | Florence Rd & Strader Rd            | 825         | 29.1%        |
| 17 Minute Drive Time        | Florence Rd & Strader Rd            | 959         | 33.8%        |
| 21 Minute Drive Time        | Florence Rd & Strader Rd            | 1442        | 50.9%        |
| 25 Minute Drive Time        | Florence Rd & Strader Rd            | 1765        | 62.3%        |
| <b>26 Minute Drive Time</b> | <b>Florence Rd &amp; Strader Rd</b> | <b>1851</b> | <b>65.3%</b> |
| 27 Minute Drive Time        | Florence Rd & Strader Rd            | 2037        | 71.9%        |
| 29 Minute Drive Time        | Florence Rd & Strader Rd            | 2212        | 78.1%        |
| 31 Minute Drive Time        | Florence Rd & Strader Rd            | 2335        | 82.4         |
| 33 Minute Drive Time        | Florence Rd & Strader Rd            | 2,423       | 85.5%        |

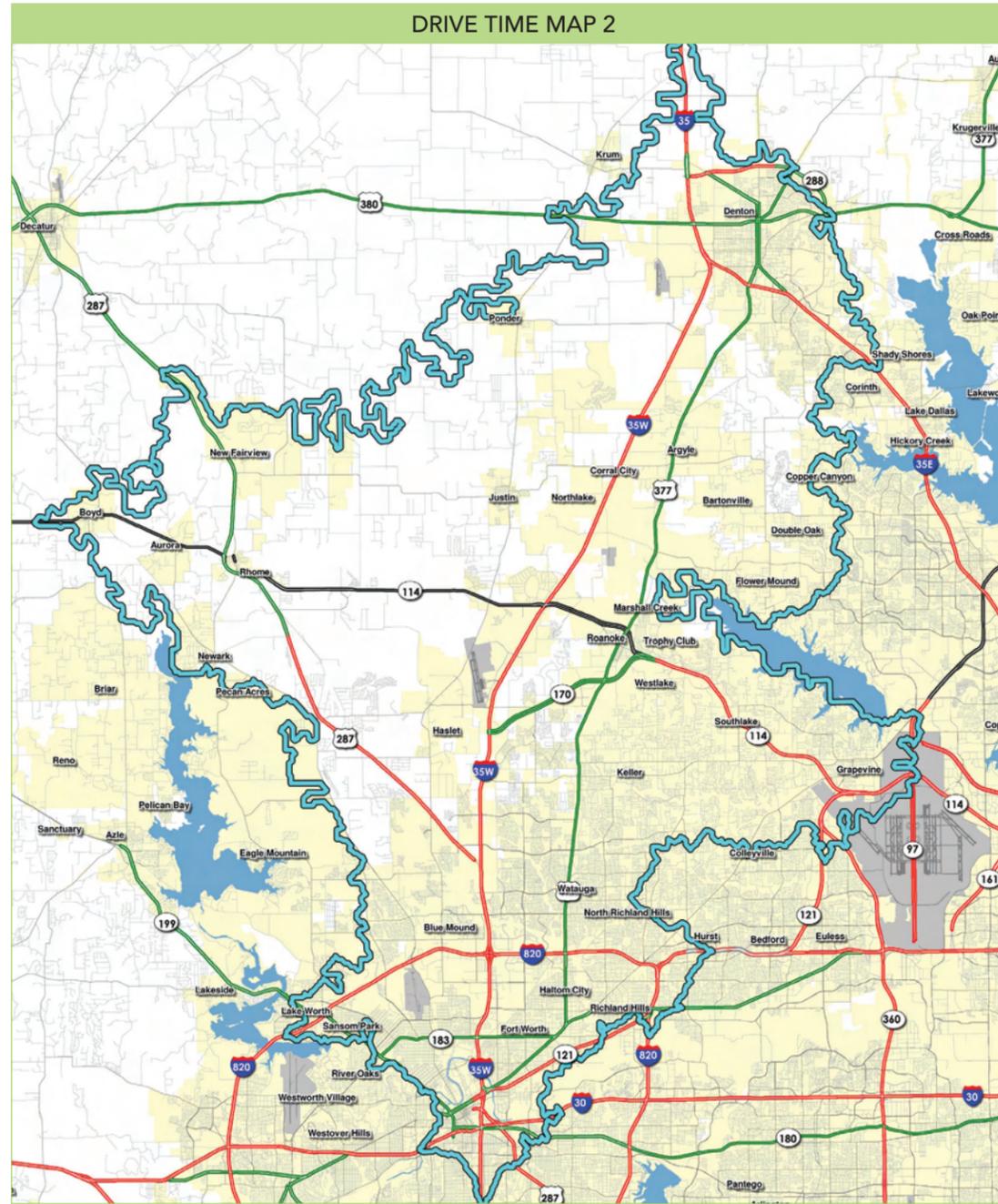


Table 4

Drive Time Analysis (Source: Catalyst)

Map 2

26 Minute Drive Time (Source: Catalyst)



**CONCENTRIC RING ANALYSIS**

Traditional concentric rings are often used to analyze trade area characteristics. Using a Concentric Ring analysis, a 14 mile radius from the centroid of Northlake captures approximately 68% of the customer samples and an 18 mile ring captures approximately 85% of the customer samples. These can be used to delineate a Concentric Ring Trade Area (See Table 5). Retailers use concentric ring studies for quick comparisons of proposed sites against both existing store locations as well other prospective sites. A concentric map showing a 14 mile radius is shown on Map 3 and is the Appendix.

Many retailers still rely on concentric ring data to analyze trade areas. Although this methodology is not as accurate as customer derived delineation it can be used for quick reference and comparison purposes. In-line retailers as well as pad site operators use concentric ring analysis more often than other methods. This report also includes trade area calculations using ring studies for Northlake and supporting demographic data. Demographic analyses of concentric ring trade areas are useful, but these assume a consistently even population distribution, and do not take into account such factors as natural barriers, demographic shifts, manmade barriers, shopping patterns, drive time impacts, and other geographic factors.

| STUDY DESCRIPTION   | SITE NAME                           | COUNT       | CATCHMENT    |
|---------------------|-------------------------------------|-------------|--------------|
| 1 Mile Ring         | Florence Rd & Strader Rd            | 13          | 0.5%         |
| 3 Mile Ring         | Florence Rd & Strader Rd            | 150         | 5.3%         |
| 5 Mile Ring         | Florence Rd & Strader Rd            | 433         | 15.3%        |
| 7 Mile Ring         | Florence Rd & Strader Rd            | 664         | 23.4%        |
| 10 Mile Ring        | Florence Rd & Strader Rd            | 1129        | 39.8%        |
| 11 Mile Ring        | Florence Rd & Strader Rd            | 1319        | 46.5%        |
| 12 Mile Ring        | Florence Rd & Strader Rd            | 1527        | 53.9%        |
| 13 Mile Ring        | Florence Rd & Strader Rd            | 1744        | 61.5%        |
| <b>14 Mile Ring</b> | <b>Florence Rd &amp; Strader Rd</b> | <b>1926</b> | <b>68.0%</b> |
| 15 Mile Ring        | Florence Rd & Strader Rd            | 2092        | 73.8%        |
| 16 Mile Ring        | Florence Rd & Strader Rd            | 2214        | 78.1%        |
| 17 Mile Ring        | Florence Rd & Strader Rd            | 2327        | 82.1%        |
| <b>18 Mile Ring</b> | <b>Florence Rd &amp; Strader Rd</b> | <b>2408</b> | <b>85.0%</b> |
| 20 Mile Ring        | Florence Rd & Strader Rd            | 2486        | 87.7%        |
| 23 Mile Ring        | Florence Rd & Strader Rd            | 2558        | 90.3%        |
| 25 Mile Ring        | Florence Rd & Strader Rd            | 2701        | 95.3%        |

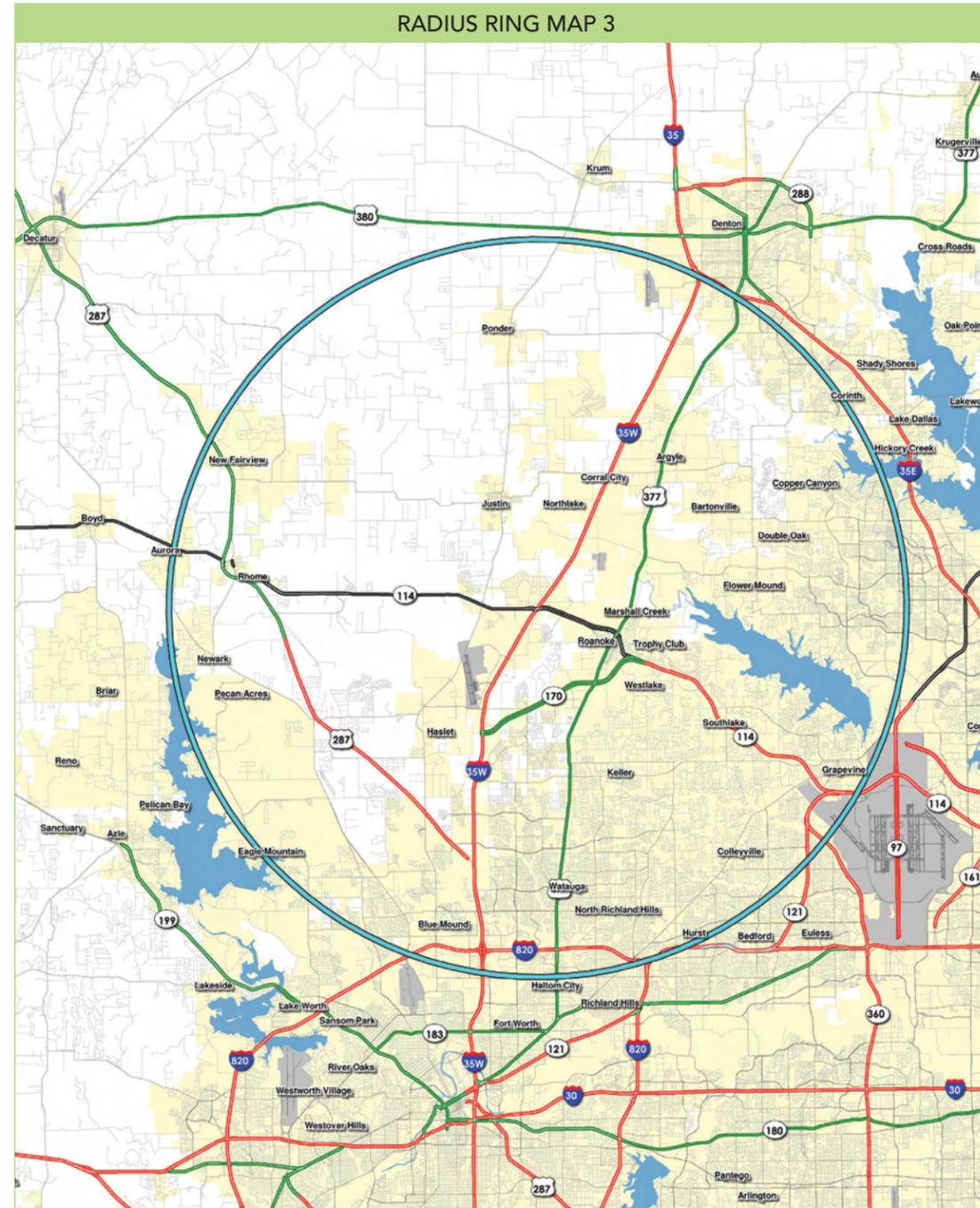


Table 5 Concentric Ring Analysis (Source: Catalyst) Map 3 14 mile ring (Source: Catalyst)

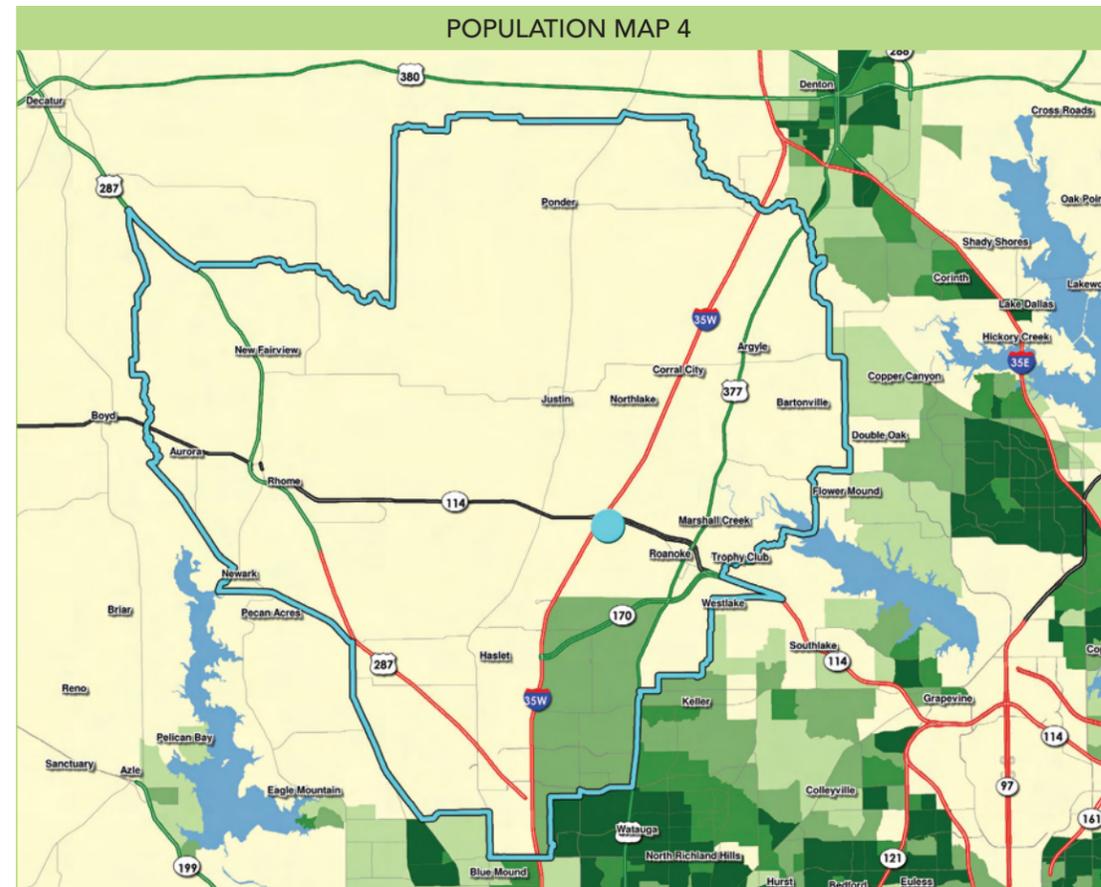


**POPULATION ANALYSIS**

Catalyst engaged Residential Strategies (RSI) to complete a thorough analysis of the residential population and household growth. Residential Strategies conducted its analysis to correspond to the Primary Trade Area in April 2010. According to RSI there are 52,350 households for a total population as of 4Q 2009 of 155,313 in the Primary Trade Area. Historical growth in the Primary Trade Area is over 71%<sup>9</sup>. Annual housing starts are 2,174 and new home closings are 2,289. As of April, 2009 there are 7,727 vacant lots, 3,653 future lots available and 57,491 planned lots. The median new home price in the Primary Trade Area is \$185,753. In addition to single family, there are over 3,035 multi-family units within this region. A full version of this analysis is included in Appendix 11.

The Town of Northlake and its associated trade area have participated in the steady growth experienced within the region. Northlake is projected to continue positive residential growth. According to Pitney Bowes MapInfo, the current Primary Trade Area population is 136,172 (2009) and is expected to increase to 177,149 by 2014. Residential Strategies is projecting population to be 182,248 by 4Q 2014. This continued population growth will bring with it increased demand for retail, restaurant and neighborhood services.

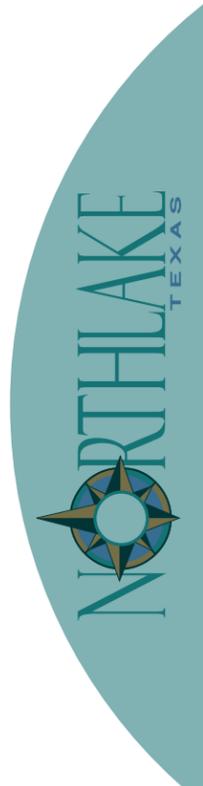
Population density within the city limits of Northlake is fairly similar to the residential portions of the trade area, while population is generally lighter west of Interstate 35. Retail demand is generally positively correlated with population density, however factors such as income, quality of existing retailers, existing retail sales, competition, co-tenancy, and generators can all attribute to success. According to Catalyst, preferred population averages for national retailers are around 8,000, or greater, within 1 mile. The current 1 mile population is 1,356, according to Pitney Bowes MapInfo.



| TRADE AREA                | PRIMARY TA | 1 MILE | 3 MILES | 5 MILES | 26 MINUTES | 33 MINUTES | 14 MILES | 18 MILES  |
|---------------------------|------------|--------|---------|---------|------------|------------|----------|-----------|
| 2009 Population           | 136,172    | 1,356  | 7,056   | 31,783  | 691,897    | 1,214,275  | 610,657  | 1,130,239 |
| Projected 2014 Population | 177,149    | 1,656  | 8,584   | 40,055  | 788,559    | 1,356,656  | 711,863  | 1,271,503 |

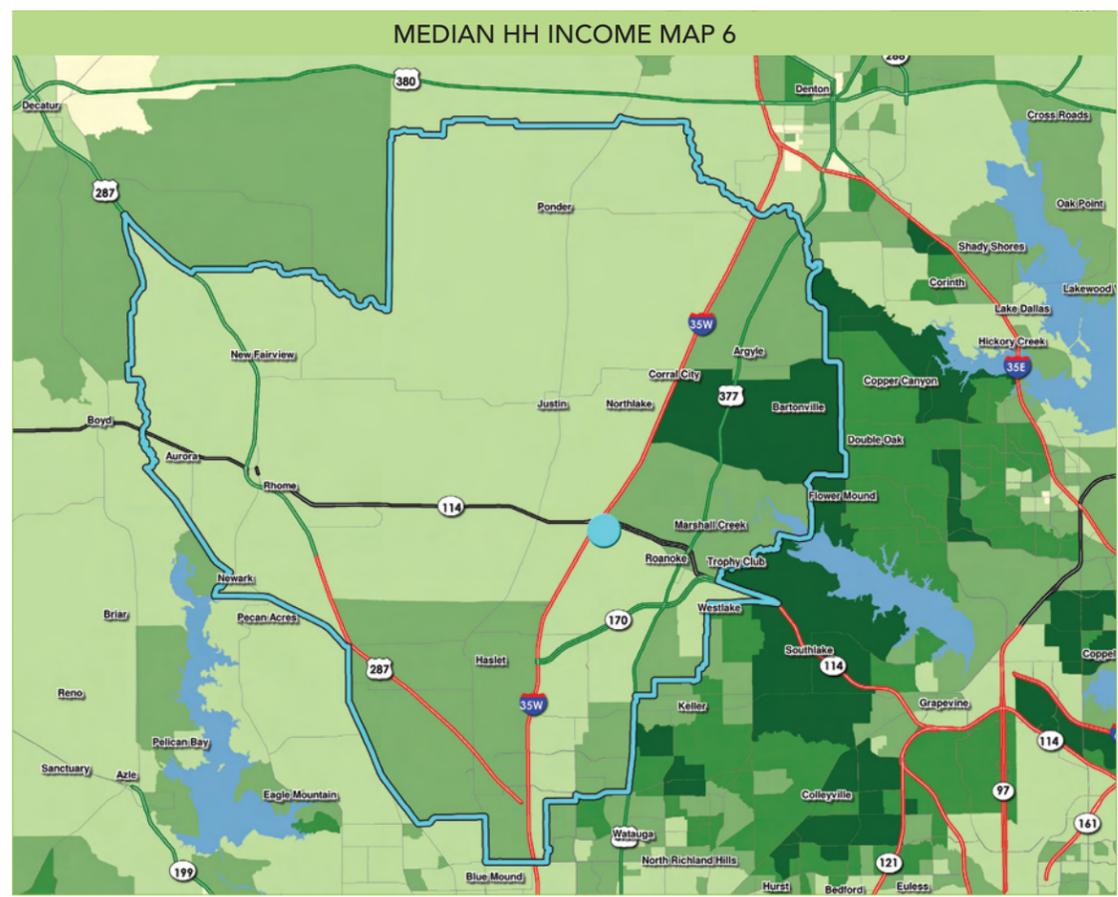
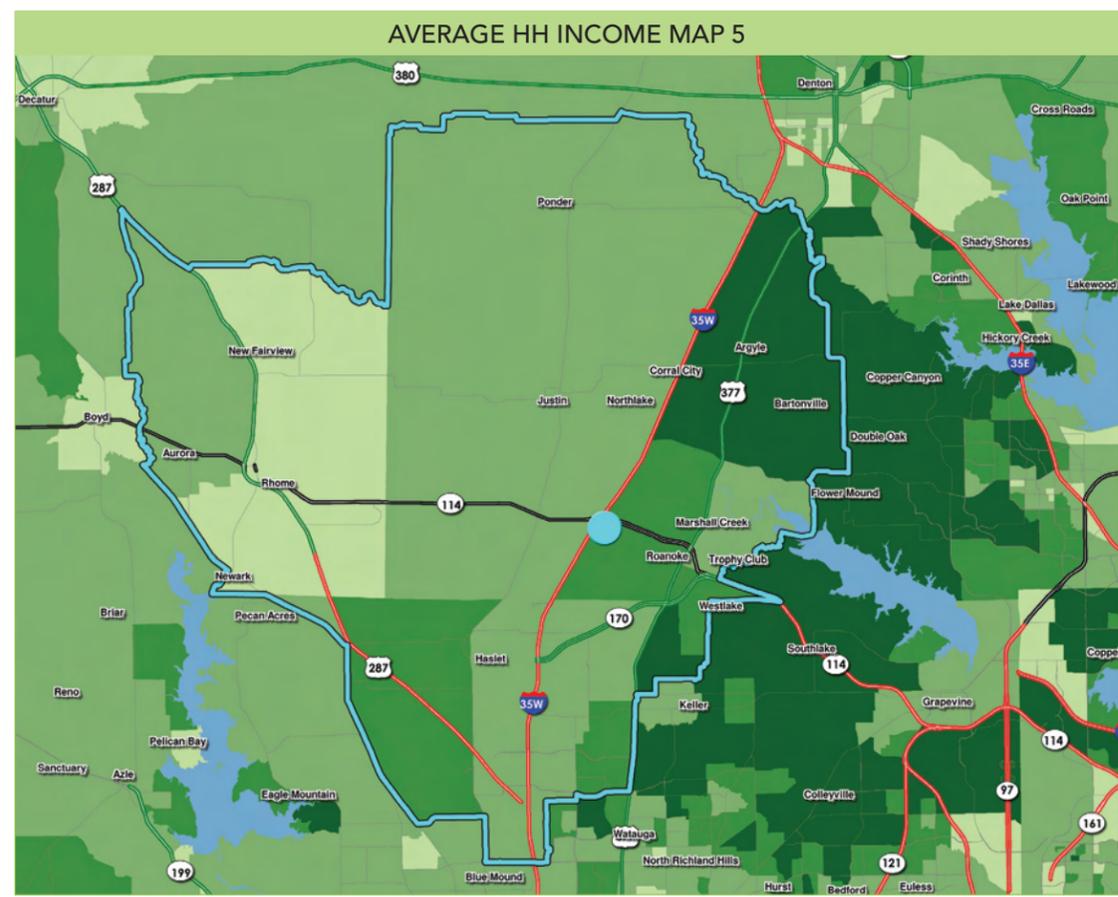
Table 6 Population (Source: Pitney Bowes MapInfo)

Map 4 Population (Source: Pitney Bowes MapInfo)



**INCOME ANALYSIS**

Median income levels of cities within the Primary Trade Area are relatively homogenous compared to Northlake (See Map 6). Median household income in the Primary Trade Area is \$49,243 as compared to a median household income of \$48,062 in the Dallas / Fort Worth MSA. Median and average incomes for the surrounding competitive intersections are listed in Table 2.



| INCOME TABLE 7           | PRIMARY TA | 1 MILE   | 3 MILES  | 5 MILES  | 26 MINUTES | 33 MINUTES | 14 MILES | 18 MILES |
|--------------------------|------------|----------|----------|----------|------------|------------|----------|----------|
| Average Household Income | \$72,609   | \$78,051 | \$73,766 | \$71,714 | \$75,310   | \$76,954   | \$91,875 | \$80,255 |
| Median Household Income  | \$49,243   | \$51,999 | \$50,627 | \$48,759 | \$51,116   | \$52,731   | \$64,404 | \$56,136 |

Table 7 Income Summary (Source: Pitney Bowes MapInfo)

Map 5 Average Income (Source: Pitney Bowes MapInfo)

Map 6 Median Income (Source: Pitney Bowes MapInfo)



ETHNIC PROFILE

| ETHNICITY                           | PRIMARY TA | 1 MILE  | 3 MILES | 5 MILES | 26 MINUTES | 33 MINUTES | 14 MILES | 18 MILES |
|-------------------------------------|------------|---------|---------|---------|------------|------------|----------|----------|
| White Alone                         | 116,863    | 521,286 | 898,319 | 1,191   | 6,083      | 27,003     | 510,415  | 874,845  |
| Black Alone                         | 2,750      | 42,815  | 106,201 | 26      | 132        | 534        | 22,369   | 62,904   |
| American Indian/<br>Alaska          | 1,046      | 5,495   | 9,428   | 24      | 96         | 305        | 4,104    | 8,626    |
| Asian/Hawaiian/<br>Pacific Islander | 5,254      | 26,112  | 49,634  | 12      | 136        | 1,730      | 26,243   | 54,154   |
| Two or More Races                   | 10,359     | 96,189  | 150,692 | 104     | 609        | 2,211      | 47,527   | 129,709  |
| Hispanic                            | 19,019     | 172,641 | 270,977 | 183     | 941        | 4,256      | 87,373   | 232,091  |
| Non-Hispanic                        | 117,153    | 519,256 | 943,298 | 1,173   | 6,115      | 27,527     | 523,284  | 898,148  |

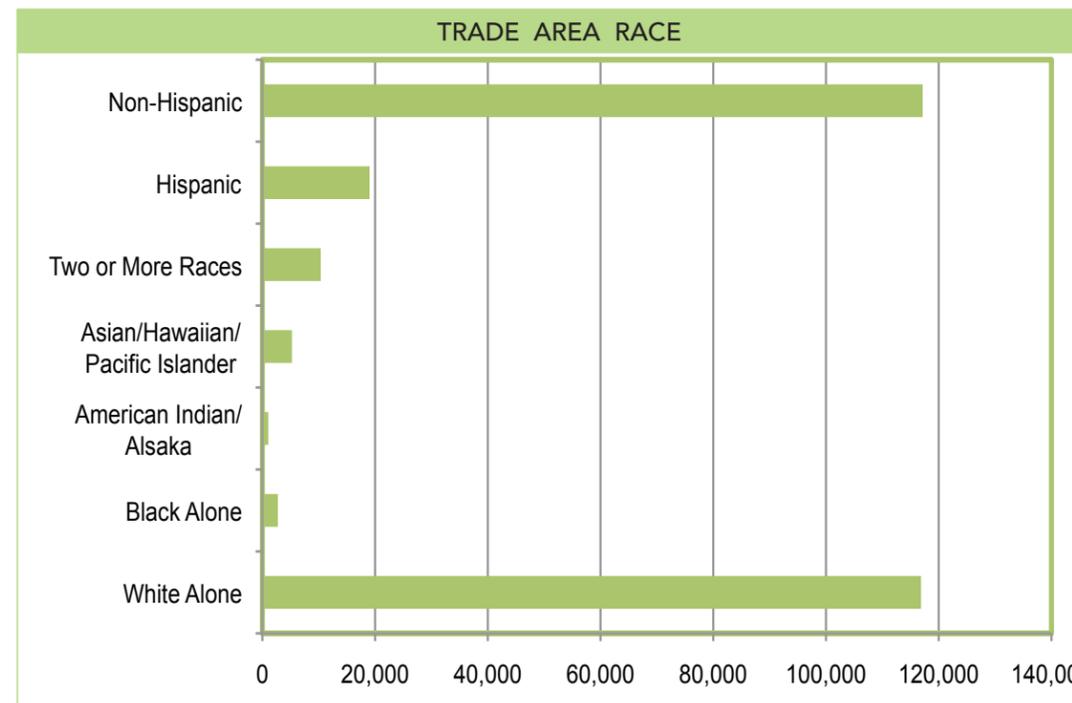


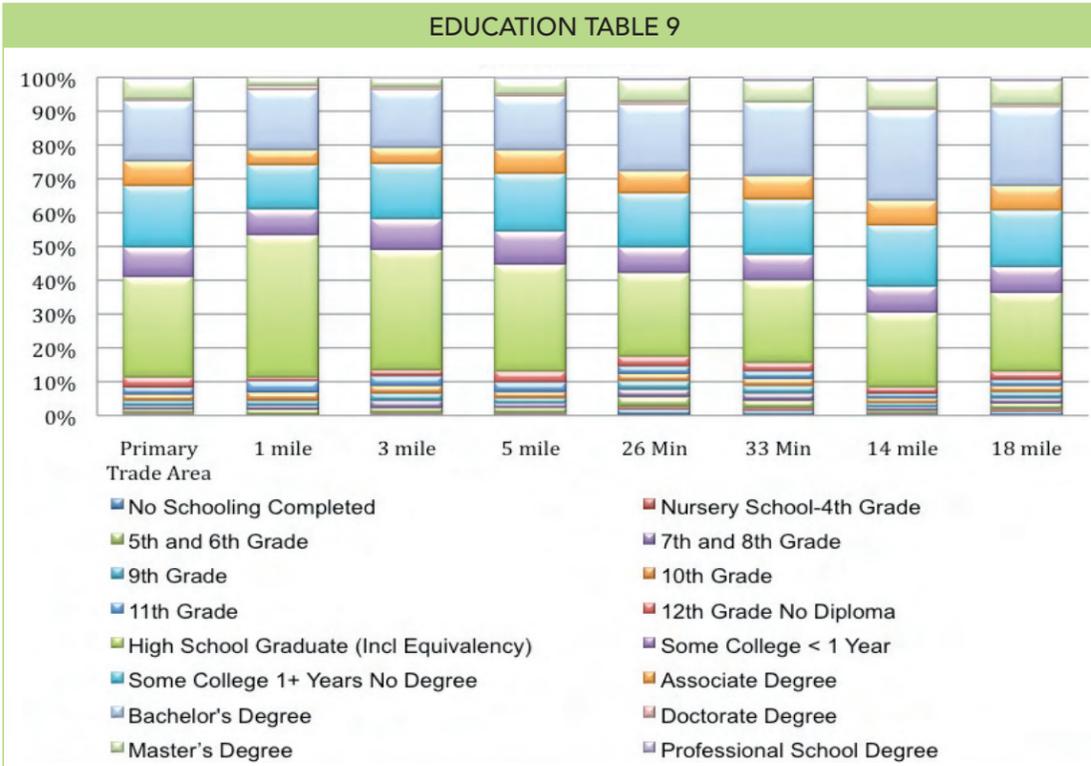
Table 8 Ethnic Profile (Source: Pitney MapInfo)

Chart 4 Ethnic Profile (Source: Pitney Bowes MapInfo)



**EDUCATION PROFILE**

According to the US Census Bureau, 75.7% of Texas population over 25 had a high school diploma, 28.2% had a bachelor's degree or higher. Over 81% of the residents in the Trade Area have a High School Diploma or above, and over 25% have a Master's degree.



| EDUCATION                         | PTA    | 1 MILE | 3 MILES | 5 MILES | 26 MIN-UTES | 33 MIN-UTES | 14 MILES | 18 MILES |
|-----------------------------------|--------|--------|---------|---------|-------------|-------------|----------|----------|
| No Schooling Completed            | 0.30%  | 0.00%  | 0.20%   | 0.40%   | 1.60%       | 1.40%       | 0.50%    | 1.10%    |
| Nursery School - 4th Grade        | 0.20%  | 0.00%  | 0.30%   | 0.30%   | 0.90%       | 0.70%       | 0.20%    | 0.50%    |
| 5th & 6th Grade                   | 1.10%  | 1.60%  | 1.40%   | 1.40%   | 2.70%       | 2.20%       | 0.80%    | 1.80%    |
| 7th & 8th Grade                   | 1.20%  | 1.30%  | 2.30%   | 1.30%   | 2.30%       | 2.00%       | 1.00%    | 1.70%    |
| 9th Grade                         | 1.40%  | 1.30%  | 2.10%   | 1.60%   | 2.40%       | 2.20%       | 1.10%    | 1.80%    |
| 10th Grade                        | 1.90%  | 2.40%  | 2.40%   | 1.90%   | 2.20%       | 2.10%       | 1.30%    | 1.80%    |
| 11th Grade                        | 2.10%  | 3.50%  | 2.80%   | 2.70%   | 2.40%       | 2.30%       | 1.40%    | 1.90%    |
| 12th Grade - No Diploma           | 3.10%  | 1.00%  | 1.80%   | 3.30%   | 2.80%       | 2.60%       | 2.00%    | 2.40%    |
| HS Graduate                       | 29.70% | 42.20% | 35.50%  | 31.80%  | 24.80%      | 24.20%      | 22.00%   | 23.20%   |
| Some College < 1 Year             | 8.80%  | 7.70%  | 9.30%   | 9.50%   | 7.40%       | 7.30%       | 7.80%    | 7.60%    |
| Some College 1+ Years - No Degree | 18.20% | 12.90% | 16.10%  | 17.10%  | 16.00%      | 16.40%      | 17.80%   | 16.90%   |
| Associate Degree                  | 7.30%  | 4.50%  | 5.00%   | 6.90%   | 6.50%       | 6.70%       | 7.60%    | 7.10%    |
| Bachelor's Degree                 | 17.70% | 17.60% | 16.90%  | 16.00%  | 19.80%      | 21.50%      | 26.50%   | 23.40%   |
| Doctorate Degree                  | 0.50%  | 1.20%  | 0.90%   | 0.60%   | 0.80%       | 0.80%       | 0.70%    | 0.80%    |
| Master's Degree                   | 5.90%  | 2.50%  | 2.60%   | 4.70%   | 6.20%       | 6.40%       | 7.80%    | 6.90%    |
| Prof. School Degree               | 0.70%  | 0.20%  | 0.40%   | 0.50%   | 1.10%       | 1.20%       | 1.30%    | 1.20%    |

Table 9 Education (Source: Pitney Bowes MapInfo)

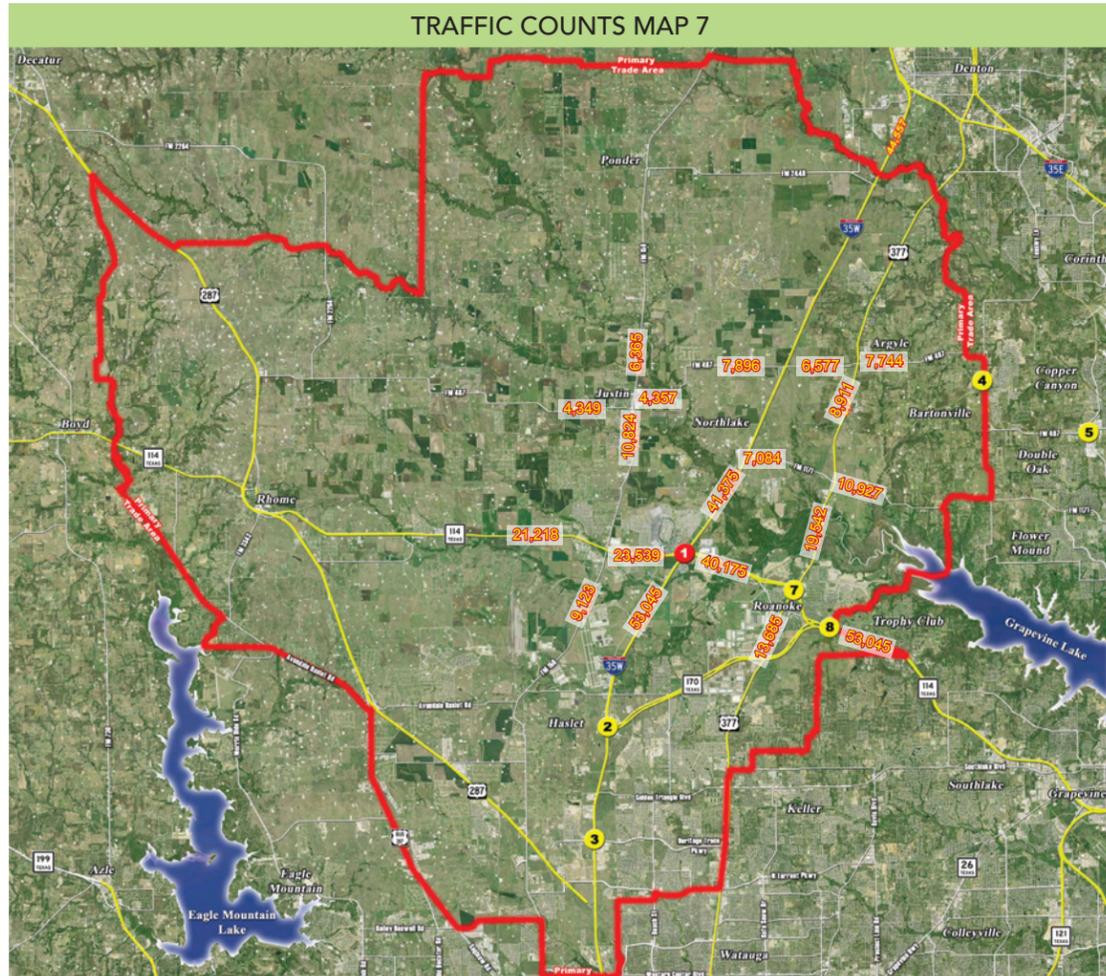


**TRAFFIC COUNTS**

Average daily volume is an important measurement by which retailers evaluate potential sites. Generally speaking, higher traffic counts are more attractive as they are typically translated into greater retail sales potential. A summary of traffic counts for the Northlake Trade Area is as follows. 2010 projected traffic counts were calculated on a 3% growth from the year the original 24 hour ADT was sampled.

In regards to the traffic counts in the region, the highest counts are on Interstate 35. Traffic from FM 1171 is almost equally distributed North or South on Interstate 35. Traffic on the major collectors of FM 156 and Highway 377 generally moves in a southern direction from FM 407 towards State Highway 114. Likewise, traffic South of State Highway 114 moves north on FM 156 and Highway 377 towards State Highway 114. Traffic from State Highway 114 migrates towards Interstate 35 from both the East and West. Regional traffic counts can be seen on Map 7 and in Appendix 11.

TRAFFIC COUNTS MAP 7



| TRAFFIC COUNTS TABLE 10 |                         |                |                     |
|-------------------------|-------------------------|----------------|---------------------|
| LOCATION                | INTERSECTION            | 24 HOUR COUNTS | SOURCE              |
| I-35                    | South of SH 114         | 53,045         | TxDot (2008)*       |
| SH 114                  | West of I-35            | 23,339         | TxDot (2008)*       |
| SH 114                  | East of I-35            | 40,179         | Northlake (03/2010) |
| I-35                    | North of FM 2499        | 44,557         | TxDot (2008)*       |
| I-35                    | North of FM 1171        | 41,375         | TxDot (2008)*       |
| I-35                    | South of FM 1171        | 41,375         | TxDot (2008)*       |
| SH 114                  | West of FM 156          | 21,218         | TxDot (2008)*       |
| FM 407                  | West of I-35            | 7,896          | Northlake (03/2010) |
| FM 1171                 | East of I-35            | 7,084          | Northlake (03/2010) |
| Hwy 377                 | North of SH 114         | 19,542         | Roanoke (12/2009)   |
| SH 114                  | West of Hwy 377         | 39,874         | Roanoke (12/2009)   |
| SH 114                  | East of Hwy 377         | 37,948         | Roanoke (12/2009)   |
| SH 114                  | East of Trophy Lake Dr. | 73,000         | Trophy Club (2009)  |
| FM 407                  | West of FM 156          | 4,349          | TxDot (2008)*       |
| FM 407                  | East of FM 156          | 4,880          | TxDot (2008)*       |
| FM 407                  | East of I-35            | 6,200          | TxDot (2008)*       |
| FM 407                  | East of Hwy 377         | 7,744          | TxDot (2008)*       |
| FM 1171                 | West of Hwy 377         | 6,471          | TxDot (2008)*       |
| FM 1171                 | East of Hwy 377         | 10,927         | TxDot (2008)*       |
| FM 156                  | North of FM 407         | 6,365          | TxDot (2008)*       |
| FM 156                  | South of FM 407         | 11,351         | TxDot (2008)*       |
| FM 156                  | South of FM 156         | 9,123          | TxDot (2008)*       |
| Hwy 377                 | South of FM 407         | 8,911          | TxDot (2008)*       |
| Hwy 377                 | South of SH 114         | 13,685         | TxDot (2008)*       |

Table 10 Traffic Counts (\*3% increase per year was accounted in 2008 traffic counts)

Map 7 Traffic Counts

**MARKET POTENTIAL ANALYSIS BY CATEGORY**

The following data is based upon Sales Potential and Consumer Spending Data within the Primary Trade Area. For reference, the Spending Potential Index is household based and represents the amount spent for a product or service relative to a national average of 100. Consumer spending data is derived from the Bureau of Labor Statistics with ESRI forecasts for 2009 and 2014 projections. Supply estimates are sales to consumer by establishment, and exclude business to business sales. Demand estimates reflect the expected amount spent by consumers at retail outlets. A positive value (+) represents "leakage" and negative values (-) reflect "over-supply". Market Potential measures the relative likelihood of the households in the trade area to exhibit certain consumer behavior compared to US average. An MPI of 100 represents US average; a score above 100 is greater than national average and inversely a score below 100 is less than national average. Data for this section is provided by ESRI, MediaMark Research and InfoUSA.

**HOUSEHOLD EXPENDITURES**

Total Household Expenditures are higher in the Primary Trade Area than national average. The average amount spent in the Primary Trade Area is \$86,680.85 per household, which represents a Spending Potential Index (SPI) of 127 compared to the national average. Within the Primary Trade Area, 29.8% is spent on housing, 4.9% on food away from home, and 15.7% on transportation. According to ESRI, there is \$180,096,575 leakage of Grocery Stores and \$144,497,065 leakage of General Merchandise stores within the Primary Trade Area, which would indicate a stronger need for those categories. The largest retail demand is for Food and Drinking Places, Grocery Stores and Gasoline Stations.

**HOUSE AND HOME**

Within the Primary Trade Area, 85.2% of the housing units are owner occupied. Residents spend approximately 30% to 40% more than the national average on Home Expenditures such as Housekeeping Supplies, Household Textiles, Furniture and Major Appliances. Sales Potential Indices are the greatest in Furniture (SPI 139), Major Appliances (SPI 133), and Household Textiles (SPI 133). Sales potential analyses indicate a retail leakage in Furniture and Home Furnishings of \$50,568,844 and in Electronics and Appliances of \$32,191,407 for the Primary Trade Area.

**PETS AND PET PRODUCTS**

ESRI shows that 57.8% of households in the Primary Trade Area own at least one pet. Market Potential Index for Pets and Pet Products is above the national average at (121).

**RESTAURANT**

Restaurant spending for residents in the Primary Trade Area expenditures are slightly greater than the national average. Indices indicate additional demand for both full-service and fast food restaurants. Fast food demand for drive thru is higher than the national average (MPI 116) while Fast food for take-out is lower than national average (MPI 98). Specific demand is indicated for full-service family restaurant brands such as Ruby Tuesday, Outback Steak House, Lone Star Steak House and Red Robin, as well as fast food restaurants such as Chick-fil-A, Chipotle, Fuddruckers and Boston Market. There is a leakage of \$73,380,276 for limited-service eating and a leakage for full service restaurants of -\$55,636,546.

**HEALTH AND BEAUTY**

Spending on health and beauty from residents within the Primary Trade Area is higher than the national average. The Retail Market Place Profile shows an oversupply of over \$37,190,002 of Health and Personal Care Stores. The number of residents in the Primary Trade Area exercising at home or at a club is higher than the national average (MPI 109 and MPI 110). The number of residents that own a stationary bike, treadmill or weight lifting equipment is also above the national average (MPI 114, MPI 127 and MPI 127). These numbers indicate a growth in the primary trade area for fitness and beauty categories.

**SPORTS AND LEISURE**

Sports and leisure related activities and expenditures are higher than national averages. Some notable categories where sports and leisure activities and expenditures are disproportionately higher include Golf (127), Auto Racing (122), Fishing (120), and Hunting (117).

**ELECTRONICS AND INTERNET**

Within the Primary Trade Area, 81.9% of households own a personal computer (MPI 114); 55.7% own a CD Player (MPI 114), 88.8% of households have an internet connection at home (MPI 107); 35.3% of households' most recent TV purchase was a large screen TV (27" to 35") (MPI 110). These numbers all exceed national averages. There is a leakage of Electronics and internet of \$32,191,407.

**APPAREL AND JEWELRY**

Apparel demand for men's clothing has an MPI of 109, apparel for children under the age of 13 years has an MPI of 115 and apparel for women is 104. Demand for shoes has an MPI of 106. Costume jewelry has an MPI of 104, fine jewelry of 99 and watches of 107. Clothing and clothing accessories stores have a leakage of \$59,108,173.

| CATEGORIES                             | EXISTING USES (7 MILES) | MPI | SPI | LEAKAGE           |
|--|-------------------------|-----|-----|-------------------|
| <b>Apparel Retail - 448110</b>         |                         |     |     |                   |
| Apparel - Bridal/Formal - 448190       | 0                       |     |     | \$ 47,718,226.00  |
| Apparel - Discount - 448140            | 0                       |     |     | \$ 47,718,226.00  |
| Apparel - Maternity - 448120           | 1                       |     |     | \$ 47,718,226.00  |
| Apparel - Menswear - 448110            | 0                       | 109 | 85  | \$ 47,718,226.00  |
| Apparel Retail - 448110                | 4                       |     |     | \$ 47,718,226.00  |
| Apparel Retail - Children's - 448130   | 0                       | 115 | 100 | \$ 47,718,226.00  |
| Apparel Retail - High End/Luxury       | 0                       |     | 187 | \$ 47,718,226.00  |
| Apparel - Women's - 448150 - 448120    | 1                       | 104 | 79  | \$ 47,718,226.00  |
| Auction/Ebay Company - 454112          | 0                       |     |     |                   |
| Automotive - Rental - 532111           | 0                       |     |     |                   |
| Automotive Retailer - 4413             | 0                       |     |     | \$ 14,127,879.00  |
| Automotive Service - 447190            | 6                       | 102 | 127 | \$ 14,127,879.00  |
| Bank - 522110                          | 5                       | 114 | 130 |                   |
| Bed & Bath & Linen Store - 423220      | 0                       | 109 | 130 |                   |
| Beer/Wine (no liquor) - 445310         | 0                       | 101 | 124 | \$ 8,049,438.00   |
| Boats/Marine Store - 441222            | 0                       |     | 129 |                   |
| Book Store - 451211                    | 0                       | 104 | 124 | \$ 8,265,668.00   |
| Candy - 445292                         | 0                       |     | 125 |                   |
| Cards / Stationary - 453220            | 0                       |     |     |                   |
| Check Cashing / Pawn / Thrift - 522390 | 2                       |     |     | \$ 1,962,704.00   |
| Child Care/Education - 624410          | 1                       |     | 151 |                   |
| Computer & Software Retailers - 443120 | 0                       | 114 | 130 |                   |
| Consumer Electronics Retail - 443112   | 0                       | 113 | 130 | \$ 32,191,407.00  |
| Convenience Store - 445120             | 7                       | 108 | 130 | \$ 131,949,466.00 |
| Dance Studio - 611610                  | 0                       |     |     |                   |
| Department Store - 452111              | 0                       |     |     | \$ 57,047,158.00  |
| Discount Department Store - 452111     | 0                       |     |     | \$ 47,718,226.00  |

| CATEGORIES                                       | EXISTING USES (7 MILES) | MPI | SPI | LEAKAGE           |
|--|-------------------------|-----|-----|-------------------|
| <b>Apparel Retail - 448110</b>                   |                         |     |     |                   |
| Dollar/Variety Stores - 452990                   | 1                       |     |     |                   |
| Dry Cleaning/Laundry - 812320 - 812310           | 2                       |     | 131 |                   |
| Entertainment - 71                               | 1                       |     | 132 |                   |
| Fabric Retail - 451130                           | 0                       |     | 130 |                   |
| Financial/Tax Service - 523930 - 541213 - 541211 | 0                       |     |     |                   |
| Fitness Equipment - 423910                       | 0                       | 109 |     |                   |
| Floor Covering - 442210                          | 0                       |     | 137 |                   |
| Florist - 453110                                 | 2                       |     |     | \$ 2,015,491.00   |
| Food Retailer - 445299                           | 2                       |     | 128 | \$ (6,730,872.00) |
| General Merchandise Stores - 452910              | 1                       |     |     | \$ 144,497,065.00 |
| Grocery - 445110                                 | 1                       | 101 |     | \$ 180,096,575.00 |
| Hair Cutter/Salon - 812112                       | 6                       |     |     |                   |
| Hardware/Home Improvement - 444130 - 444110      | 1                       | 119 | 140 | \$ 2,124,866.00   |
| Health & Beauty Care Locations - 453998          | 1                       |     |     | \$ 37,190,002.00  |
| Health Clubs/Gyms - 713940                       | 3                       | 110 |     |                   |
| Hobbies/Craft/Art Supplies - 453998 - 451120     | 0                       |     |     |                   |
| Home Furnishings - 442210 - 442291               | 2                       | 113 | 139 | \$ 17,522,006.00  |
| Hotel - 721110                                   | 0                       |     |     |                   |
| Household Appliance - 443111                     | 0                       | 113 | 123 |                   |
| Houseware/Giftware - 442299                      | 2                       |     | 108 |                   |
| Insurance - 524210                               | 2                       | 120 | 123 |                   |
| Jewelry - 448310                                 | 0                       | 99  | 134 | \$ 7,083,341.00   |
| Liquor stores - 445310                           | 0                       |     | 124 | \$ 8,049,438.00   |
| Luggage/Leather Goods - 448320                   | 0                       |     | 134 | \$ 7,083,341.00   |
| Major Appliances - 443111                        | 0                       |     | 133 |                   |
| Massage - 812199                                 | 0                       |     |     |                   |

The following chart is a summary of the number of uses, market demand and sales potential and leakage factor from within the study area.



| CATEGORIES  | EXISTING USES<br>(7 MILES) | MPI | SPI | LEAKAGE         |
|---|----------------------------|-----|-----|-----------------|
| <b>Apparel Retail - 448110</b>                    |                            |     |     |                 |
| Medical - 621111 - 621112 - 621493                | 0                          |     |     |                 |
| Medical - Chiropractor - 621310                   | 2                          |     |     |                 |
| Medical - Dentist - 621210                        | 1                          |     | 125 |                 |
| Medical - Family Practice - 621111                | 0                          |     |     |                 |
| Medical - Orthodontist - 621210                   | 0                          |     |     |                 |
| Medical - Other - 621111                          | 0                          |     | 129 |                 |
| Medical - Pediatrics - 621111                     | 0                          |     |     |                 |
| Medical - Post Acute -<br>Rehabilitation - 621493 | 0                          |     |     |                 |
| Medical - Supplies & Equipment -<br>446199        | 0                          |     | 125 |                 |
| Movie Theater - 512131                            | 0                          | 106 |     |                 |
| Music/Video - 443111                              | 0                          | 102 | 131 |                 |
| Nail Salon - 812113                               | 0                          |     |     |                 |
| Newsstand -451212                                 | 0                          |     | 131 |                 |
| Nursery - 111411 - 111412 - 444220                | 1                          |     |     | \$ 2,124,866.00 |
| Office - Attorney - 541110                        | 0                          |     |     |                 |
| Office - Financial/Tax Services                   | 0                          |     |     |                 |
| Office - Mortgage Company -<br>522310             | 0                          | 139 | 153 |                 |
| Office - Other - 523120 - 531120 -<br>522310      | 0                          |     |     |                 |
| Office Products/Stationary - 322231               | 0                          |     | 125 | \$ 9,222,005.00 |
| Office - Real Estate Company -<br>531210          | 0                          |     |     |                 |
| Optical Retailer - 446130 - 621320                | 0                          |     | 126 |                 |
| Other   | 4                          |     |     | \$ 7,006,678.00 |
| Outdoor/Pool/Patio - 337124 -<br>453998           | 0                          |     |     |                 |
| Outlet Store - 452112                             | 0                          |     |     |                 |
| Paint & Wall coverings store - 444120             | 0                          |     |     |                 |

| CATEGORIES   | EXISTING USES<br>(7 MILES) | MPI        | SPI        | LEAKAGE                 |
|--|----------------------------|------------|------------|-------------------------|
| <b>Restaurant - 722110</b>                           | <b>19</b>                  | <b>108</b> | <b>128</b> | <b>\$ 55,636,546.00</b> |
| Paper/Party Goods - 453220                           | 0                          |            |            |                         |
| Pet Store - 453910                                   | 6                          | 121        | 154        |                         |
| Pharmacy - 446110                                    | 2                          |            | 122        |                         |
| Photocopy/Printing - 323114                          | 0                          |            |            |                         |
| Photofinishing/Portrait Studios -<br>812921 - 541921 | 0                          | 106        | 125        |                         |
| Postal retail - 561431                               | 0                          |            | 125        |                         |
| Rental Centers - 532310                              | 0                          |            | 98         |                         |
| Restaurant - American - 722110                       | 2                          | 108        | 128        |                         |
| Restaurant - American New -<br>722110                | 0                          | 108        | 128        |                         |
| Restaurant - American Regional -<br>722110           | 0                          | 108        | 128        |                         |
| Restaurant - American Traditional -<br>722110        | 0                          | 108        | 128        |                         |
| Restaurant - Asian - 722110                          | 0                          | 108        | 128        |                         |
| Restaurant - Asian Fusion - 722110                   | 0                          | 108        | 128        |                         |
| Restaurant - Bakery - 722110                         | 4                          | 108        | 128        |                         |
| Restaurant - Bar/Nightclub - 722410                  | 1                          | 108        | 128        |                         |
| Restaurant - Barbecue - 722110 -<br>72211            | 1                          | 108        | 128        |                         |
| Restaurant - Brazilian - 722110                      | 0                          | 108        | 128        |                         |
| Restaurant - Burgers - 722110                        | 0                          | 108        | 128        |                         |
| Restaurant - Burrito - 722110                        | 0                          | 108        | 128        |                         |
| Restaurant - Cajun - 722110                          | 0                          | 108        | 128        |                         |
| Restaurant - Caribbean - 722110                      | 0                          | 108        | 128        |                         |
| Restaurant - Casual Dining - 722110                  | 0                          | 108        | 128        |                         |
| Restaurant - Catalan - 722110                        | 0                          | 108        | 128        |                         |
| Restaurant - Central Amer. - 722110                  | 0                          | 108        | 128        |                         |
| Restaurant - Chinese - 722110                        | 0                          | 108        | 128        |                         |
| Restaurant - Coffee - 722211                         | 0                          | 108        | 128        |                         |



| CATEGORIES  | EXISTING USES<br>(7 MILES) | MPI | SPI | LEAKAGE          |
|---|----------------------------|-----|-----|------------------|
| Restaurant - 722110 (continued)                     | 19                         | 108 | 128 | \$ 55,636,546.00 |
| Restaurant - Continental - 722110                   | 0                          | 108 | 128 |                  |
| Restaurant - Creole - 722110                        | 0                          | 108 | 128 |                  |
| Restaurant - Cuban - 722110                         | 0                          | 108 | 128 |                  |
| Restaurant - Deli - 722110                          | 0                          | 108 | 128 |                  |
| Restaurant - Dessert - 722110                       | 0                          | 108 | 128 |                  |
| Restaurant - Diner - 722110                         | 2                          | 108 | 128 |                  |
| Restaurant - Eastern European - 722110              | 0                          | 108 | 128 |                  |
| Restaurant - Eclectic / Int'l - 722110              | 0                          | 108 | 128 |                  |
| Restaurant - European - 722110                      | 0                          | 108 | 128 |                  |
| Restaurant - Fast Casual - 722110                   | 0                          | 108 | 128 |                  |
| Restaurant - Fast Food/QSR (regional) - 722110      | 0                          | 108 | 128 |                  |
| Restaurant - Fast Food/QSR - local - 722110         | 0                          | 108 | 128 |                  |
| Restaurant - French - 722110                        | 0                          | 108 | 128 |                  |
| Restaurant - Full service/Sit Down - 722110         | 0                          | 108 | 128 |                  |
| Restaurant - Full service/Sit Down - Steak - 722110 | 1                          | 108 | 128 |                  |
| Restaurant - German - 722110                        | 0                          | 108 | 128 |                  |
| Restaurant - Greek - 722110                         | 0                          | 108 | 128 |                  |
| Restaurant - Hawaiian - 722110                      | 0                          | 108 | 128 |                  |
| Restaurant - Health Food - 722110                   | 0                          | 108 | 128 |                  |
| Restaurant - Ice Cream/Yogurt - 722211              | 0                          | 108 | 128 |                  |
| Restaurant - Indian - 722110                        | 0                          | 108 | 128 |                  |
| Restaurant - Irish - 722110                         | 0                          | 108 | 128 |                  |
| Restaurant - Italian - 722110                       | 1                          | 108 | 128 |                  |
| Restaurant - Japanese - 722110                      | 0                          | 108 | 128 |                  |
| Restaurant - Juice Retail - 722211                  | 0                          | 108 | 128 |                  |

| CATEGORIES  | EXISTING USES<br>(7 MILES) | MPI | SPI | LEAKAGE          |
|---|----------------------------|-----|-----|------------------|
| Restaurant - Limited Service & Fast food (continued)        | 2                          | 104 |     | \$ 73,380,276.00 |
| Restaurant - Limited Service & Fast food - Burger - 722211  | 1                          | 104 | 128 |                  |
| Restaurant - Limited Service & Fast food - Chicken - 722211 | 2                          | 104 | 128 |                  |
| Restaurant - Limited Service & Fast food - Mexican - 722211 | 0                          | 104 | 128 |                  |
| Restaurant - Limited Service & Fast food - Other - 722211   | 0                          | 104 | 128 |                  |
| Restaurant - Limited Service & Fast food - Pizza - 722211   | 0                          | 104 | 128 |                  |
| Restaurant - Limited Service & Fast food - Seafood - 722211 | 0                          | 104 | 128 |                  |
| Restaurant - Mandarin - 722110                              | 0                          | 108 | 128 |                  |
| Restaurant - Mediterranean - 722110                         | 0                          | 108 | 128 |                  |
| Restaurant - Mexican - 722110                               | 0                          | 108 | 128 |                  |
| Restaurant - Middle Eastern - 722110                        | 0                          | 108 | 128 |                  |
| Restaurant - National Fast Food/QSR                         | 0                          | 108 | 128 |                  |
| Restaurant - Other - 722110                                 | 0                          | 108 | 128 |                  |
| Restaurant - Pan-Asian - 722110                             | 0                          | 108 | 128 |                  |
| Restaurant - Pan-Latin - 722110                             | 0                          | 108 | 128 |                  |
| Restaurant - Peruvian - 722110                              | 0                          | 108 | 128 |                  |
| Restaurant - Pizza - 722110 - 722211                        | 2                          | 108 | 128 |                  |
| Restaurant - Polynesian - 722110                            | 0                          | 108 | 128 |                  |
| Restaurant - Pub Food - 722110                              | 0                          | 108 | 128 |                  |
| Restaurant - Salads - 722110                                | 0                          | 108 | 128 |                  |
| Restaurant - Salvadoran - 722110                            | 0                          | 108 | 128 |                  |
| Restaurant - Sandwich/Deli - 722110 - 722111                | 3                          | 108 | 128 |                  |
| Restaurant - Seafood (French) - 722110                      | 0                          | 108 | 128 |                  |



| CATEGORIES   | EXISTING USES (7 MILES) | MPI | SPI | LEAKAGE          |
|--|-------------------------|-----|-----|------------------|
| Restaurant - Limited Service & Fast food (continued) | 2                       | 104 |     | \$ 73,380,276.00 |
| Restaurant - Seafood - 722110                        | 0                       | 108 | 128 |                  |
| Restaurant - Sicilian - 722110                       | 1                       | 108 | 128 |                  |
| Restaurant - Small Plates - 722110                   | 0                       | 108 | 128 |                  |
| Restaurant - Soba / Udon - 722110                    | 0                       | 108 | 128 |                  |
| Restaurant - South American - 722110                 | 0                       | 108 | 128 |                  |
| Restaurant - Southern - 722110                       | 0                       | 108 | 128 |                  |
| Restaurant - Southwestern - 722110                   | 0                       | 108 | 128 |                  |
| Restaurant - Spanish - 722110                        | 0                       | 108 | 128 |                  |
| Restaurant - Specialties - 722110                    | 0                       | 108 | 128 |                  |
| Restaurant - Sushi - 722110                          | 0                       | 108 | 128 |                  |
| Restaurant - Tapas - 722110                          | 0                       | 108 | 128 |                  |
| Restaurant - Teppanyaki - 722110                     | 0                       | 108 | 128 |                  |
| Restaurant - Tex-Mex - 722110                        | 1                       | 108 | 128 |                  |
| Restaurant - Thai - 722110                           | 0                       | 108 | 128 |                  |
| Restaurant - Turkish - 722110                        | 0                       | 108 | 128 |                  |
| Restaurant - Vegan - 722110                          | 0                       | 108 | 128 |                  |
| Restaurant - Vegetarian - 722110                     | 0                       | 108 | 128 |                  |
| Restaurant - Vietnamese - 722110                     | 0                       | 108 | 128 |                  |
| Restaurant - Wings - 722110                          | 0                       | 108 | 128 |                  |
| Restaurant - Yakitori / Poultry - 722110             | 0                       | 108 | 128 |                  |
| Self Storage - 531130                                | 2                       |     |     |                  |
| Shoe Store - 448210                                  | 4                       | 106 | 62  | \$ 4,306,606.00  |
| Sign Company -339350 - 541890                        | 0                       |     |     |                  |
| Spa - 812199   | 0                       |     |     |                  |
| Sporting Goods Store - 451110                        | 0                       |     | 103 | \$ 7,006,678.00  |
| Tailor / Alterations - 811490                        | 0                       |     |     |                  |
| Tanning - 812199                                     | 0                       |     |     |                  |

| CATEGORIES   | EXISTING USES (7 MILES) | MPI | SPI | LEAKAGE          |
|--|-------------------------|-----|-----|------------------|
| Restaurant - Limited Service & Fast food (continued) | 2                       | 104 |     | \$ 73,380,276.00 |
| Tax and Investment Services - 541213 - 523930        | 2                       | 108 | 125 |                  |
| Tobacco - 453991                                     | 0                       |     |     |                  |
| Toys - 451120  | 0                       | 96  | 135 |                  |
| Video Game - 451120                                  | 0                       |     |     |                  |
| Wholesale Club                                       | 0                       |     |     |                  |
| Wireless Store - 443112                              | 0                       | 109 |     |                  |

If blank, then data is not available for specific category. Leakage is the amount of under supply (+) or over supply (-) in amounts that is represented in the trade area. Restaurant estimate of square footage demand assumes 100% demand for each segment per category.

**Data Notes:**

Market Potential Index (MPI) measures the relative likelihood of the households in the trade area to exhibit certain consumer behavior of purchasing patterns compared to the US average. A MPI score of 100 represents the US average. (Data source Mediamark Research, Inc.)

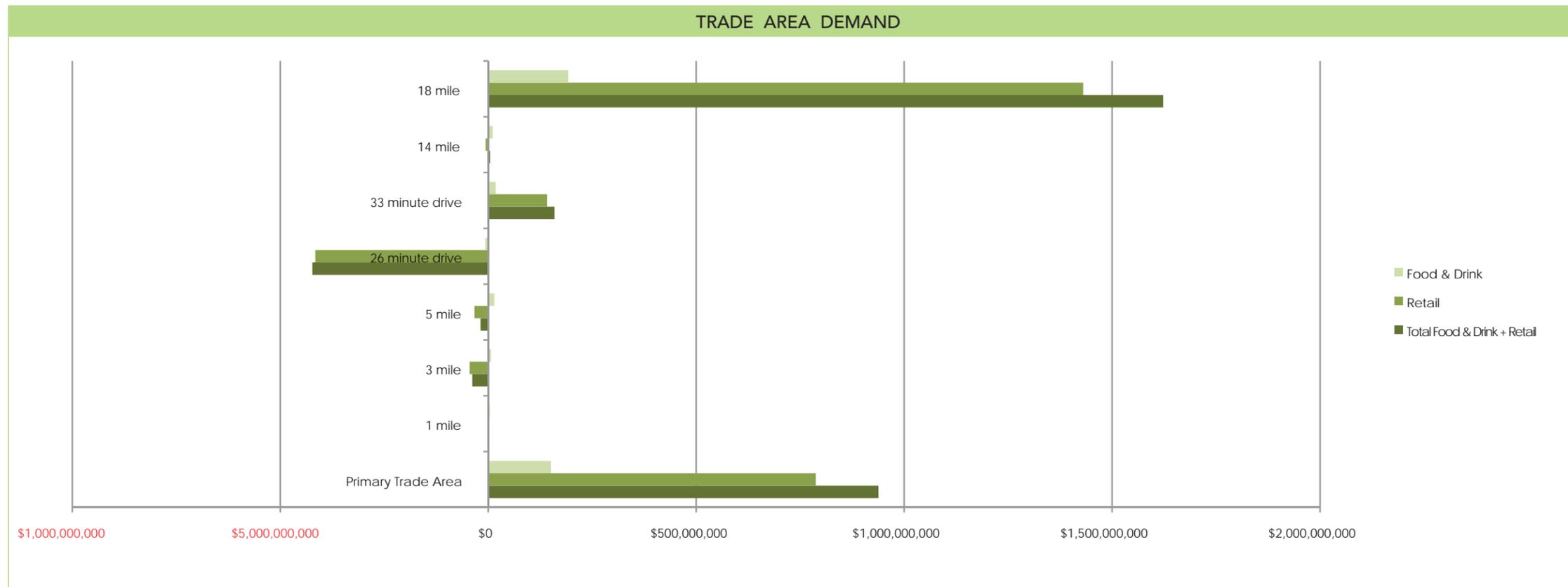
Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. (Data source Bureau of Labor Statistics with ESRI forecast)

Note: Individual Restaurant and Limited Service Restaurants categorical demand is estimated using the leakage for Restaurants and Limited Service figures for each subcategory. Therefore, each sub category in the aforementioned segments is an estimate only.



**DEMAND ANALYSIS**

| CATEGORY                            | PRIMARY TA    | 1 MILE       | 3 MILES       | 5 MILES       | 26 MINUTES     | 33 MINUTES    | 14 MILES     | 18 MILES        |
|-------------------------------------|---------------|--------------|---------------|---------------|----------------|---------------|--------------|-----------------|
| Total Retail Trade and Food & Drink | \$938,235,917 | -\$990,304   | -\$38,341,197 | -\$18,556,379 | -\$422,837,418 | \$159,302,692 | \$4,254,931  | \$1,622,825,496 |
| Total Retail Trade                  | \$787,567,890 | -\$1,159,125 | -\$44,722,451 | -\$33,200,679 | -\$415,753,124 | \$141,338,279 | -\$6,253,992 | \$1,430,537,088 |
| Total Food & Drink                  | \$150,668,027 | \$168,821    | \$6,381,254   | \$14,644,300  | -\$7,084,294   | \$17,964,413  | \$10,508,923 | \$192,288,408   |





**LIFESTYLE SEGMENTATION/PSYCHOGRAPHIC ANALYSIS**

The 72-segment Community Tapestry system classifies U.S. neighborhoods based on their socioeconomic and demographic compositions. The versatility of Community Tapestry provides several methods of dividing the 72 Neighborhood segments into summary groups for a broader view of U.S. neighborhoods. There are 15 summary groups that include traditional geo-demographic factors, including family status, affluence, age, family status, ethnicity, and degree of urbanization.

| TOP TAPESTRY SEGMENTS (Primary Trade Area) |                     |                        |           |
|--|---------------------|------------------------|-----------|
|  | TAPESTRY            | TRADE AREA             | HOUSEHOLD |
| RANK                                       | SEGMENT             | CATEGORY               | NUMBER    |
| 1  | Corncopia           | Living with Nature     | 36,487    |
| 2  | Sitting Pretty      | Urban Cliff Climbers   | 22,954    |
| 3  | Doublewides         | Specialties            | 16,690    |
| 4  | Kindred Spirit      | Urban Cliff Climbers   | 12,749    |
| 5  | Land Barons         | Working with Nature    | 11,154    |
| 6  | Patoral Vistas      | Living with Nature     | 7,886     |
| 7  | Stocks and Scholars | Retired in the Suburbs | 3,120     |
| 8  | Stock In Trade      | Living with Nature     | 1,658     |
| 9  | Regents             | Crème de la Crème      | 1,505     |
| 10   | Charmed Life        | Urban Cliff Climbers   | 14        |

| TOP TAPESTRY SEGMENTS (14 minutes) |                     |                        |           |
|------------------------------------|---------------------|------------------------|-----------|
|                                    | TAPESTRY            | TRADE AREA             | HOUSEHOLD |
| RANK                               | SEGMENT             | CATEGORY               | NUMBER    |
| 1                                  | Kindred Spirit      | Urban Cliff Climbers   | 77,161    |
| 2                                  | Sitting Pretty      | Urban Cliff Climbers   | 71,706    |
| 3                                  | Bonds and Babies    | Married in the Suburbs | 63,584    |
| 4                                  | American Knights    | Crème de la Crème      | 63,040    |
| 5                                  | Great Generation    | Married in the Suburbs | 40,032    |
| 6                                  | Charmed Life        | Urban Cliff Climbers   | 37,491    |
| 7                                  | Stocks and Scholars | Living with Nature     | 37,216    |
| 8                                  | Corncopia           | Retired in the Suburbs | 24,552    |
| 9                                  | Doublewides         | Specialties            | 21,864    |
| 10                                 | Charmed Life        | Working with Nature    | 16,528    |

| TOP TAPESTRY SEGMENTS (26 mile drive) |                  |                        |           |
|---------------------------------------|------------------|------------------------|-----------|
|                                       | TAPESTRY         | TRADE AREA             | HOUSEHOLD |
| RANK                                  | SEGMENT          | CATEGORY               | NUMBER    |
| 1                                     | Kindred Spirit   | Urban Cliff Climbers   | 75,704    |
| 2                                     | Sitting Pretty   | Urban Cliff Climbers   | 63,380    |
| 3                                     | Bonds and Babies | Married in the Suburbs | 44,254    |
| 4                                     | Corncopia        | Living with Nature     | 39,769    |
| 5                                     | Great Generation | Married in the Suburbs | 35,309    |
| 6                                     | Los Padres       | Espanola               | 29,378    |
| 7                                     | Charmed Life     | Urban Cliff Climbers   | 29,195    |
| 8                                     | Los Novios       | Espanola               | 26,898    |
| 9                                     | American Knights | Crème de la Crème      | 20,843    |
| 10                                    | Doublewides      | Specialties            | 20,826    |

**AMERICAN KNIGHTS**

American Knights are the “youngsters” of the highly urban Crème de la Crème category of neighborhood segments. Not only is the median age range in the 20s and 30s, but also these areas have an above-average number of children below the age of six. These characteristics correlate to the higher-than average number of married-with-children-under-18 households. Though young, these urban neighborhoods are home to higher-than-average number of earners in white-collar management and professional occupations. These mostly college-educated residents enjoy incomes in the \$70,000s and \$80,000s, largely from salaries and wages. They also earn incomes at a slightly-higher-than-average level from interest/dividends. However, unlike many other Crème de la Crème neighborhoods, which have higher self employment income levels, the American Knights residents are just at the national average in this measurement.

**REGENTS**

Regents are highly urban Crème de la Crème neighborhoods with the vast majority of their residents in their 40s, fewer-than-average children under 17 years old, and a higher-than-average number of 65-plus-year-olds. Though they have fewer children, the residents in these areas have a higher than national average quota of married couples. Also higher than average are the number of college-educated residents, people employed in white-collar management and professional positions, and income from retirement investments/ social security. The combination of income avenues put these neighborhoods solidly in the \$70,000s to \$80,000s median annual income range — making their “middle-age” years extremely financially secure and materially comfortable.



**LOS NOVIOS**

Los Novios neighborhoods are neighborhoods with the highest percentage of married-with-children households. So their Spanish name, which means “newlyweds”, is a perfect fit. What’s more the median-age range of residents is in the lowest category —20s and low-30s. Fittingly, these areas rank highest in children under six at nearly 75-percent-above-average. But they also have a 50-percent-higher-than-average level of kids six- to 13-years-old. While many of the residents are married, there are also above-average levels of single-parent households: with the highest level (interestingly) in single-male-with-children at over 75-percent-aboveaverage. The highly urban Los Novios areas share several demographics with their fellow Espanola segments, including a high percent of residents without high-school educations (three-times-the national-average); median household incomes too broad to classify without misleading market researchers; and high rankings on income from public assistance (three-times-above-average). However, the residents also rank at an average level of income from their predominantly blue-collar jobs. They rank extremely high in five occupations: farming/fishing/forestry (a whooping seven-times-the-average), building maintenance (two-and-a-half-times-average), construction and production (both at nearly two-times-average), and transportation (about 75-percent-above-average).

**LOS PADRES**

As anyone who knows anything about Hispanic culture knows, family is very important to this demographic. In particular, parents are regarded as the kings and queens of their castles. The aptly named Los Padres (Spanish for “parents”) neighborhoods weight in with the second-largest percentage of children — which, of course, means there are many parents as well. In these highly urban Espanola neighborhoods, the percentage of married-couple households is just below the national-norm; the level of single-female-parent homes is 25-percent-above-average; and (interestingly) the level of single-male-parent homes is more than 50-percent-aboveaverage. The children in the homes span all ages, but show the highest ranking in kids under six (nearly 50-percent-above-average). This is obviously because of the residents’ relatively young age: The median age of Los Padres areas is in the 30s. The median household income in these areas is too broad to classify without misleading market researchers. But by looking at other factors, one can assume the income levels are lower than average. These residents have two-and-a-half-times-average number of people with less-than-high-school educations. They also rank very high in four blue-collar occupations: farming/fishing/forestry (two-and-a-half-times-average), building maintenance (two-times-average), construction (over 50-percent-above-average), and production (over 50-percent-above-average). This group also shows a 50-percent to two times average level of income from public-assistance.

**CHARMED LIFE**

Married. 20- to 30-something-years-old. Children of all ages. Some college education. Incomes between \$50,000 and \$60,000. White-collar jobs in management, sales, and personal care industries. Based on these fundamental demographics, it’s clear that the residents of Charmed Life neighborhood segments are a cross-section of young, working Americana. It’s easy to imagine these neighborhoods filled with the middle-class cars, toys, and home furnishings — all of the merchandise that helps keep commerce humming at a pleasant pace in the United States. Positioned at the high-end of the Urban Cliff Climbers category, Charmed Life areas are home to Norman Rockwell-esque family images — hard-working citizens, who are in the full swing of their children-rearing years: housing, schooling, and entertaining children ranging from babies to teenagers.

**GREAT GENERATIONS**

Living happily in the land that previous generations created as an escape from city life — including large rambling homes on an acre or two of land —are the Great Generations suburban segments. They are home to Americans who are able to enjoy all that suburban life has to offer thanks to their college educations (ranking at rank 75-percent-above-average) and well-paying white-collar careers. The Great Generations good-life in all likelihood includes a never-ending source of new toys, the latest fashions, and other high-life material possessions. The residents of these Married in the Suburbs segments earn incomes in the \$70,000s and \$80,000s. While a high percent of the income comes from their salaries in management, professional, and sales jobs, they also earn well above the national average in interest/dividend income. Great Generations are also home to a slightly-above-average level of people earning self employment income. These 30-year-olds are overwhelmingly married and raising a slightly-above-average number of children of all ages, from babies to 17-year-olds — and will no doubt pass on their comfortable-living legacy to their kids.

**STOCKS & SCHOLARS**

As their name implies, Stocks & Scholars segments are chock-a-block with high-income smarties. You can almost see them searching their Sunday papers, not just for local arts and leisure activities, but also for the next great investment opportunity. This Retired in the Suburbs segment ranks in with one of the highest levels of college-educated residents: over two-times the national average. This group of neighborhoods also weights in with one of the highest levels of income from interest/dividends. However, the group is also notable for a 50-percent-higher-thanaverage level of residents with self-employment income. Those who have to work in traditional occupations are largely employed in white-collar management, financial, and other professional positions. Add to that a growing population of seniors drawing retirement income, and it all adds up to a median-income range of in the \$70,000s and \$80,000s. Stocks & Scholars neighborhoods are inhabited predominately by married couples. Those who have children tend to have older kids in the 13- to 17-age range.

**KINDRED SPIRIT**

Kindred Spirits are home to people who keep America humming — because they are the ones doing the work, as well as their fair share of the spending. The residents of these Urban Cliff Climber neighborhoods are 20- to 30-years-old, married with-children of all ages (but slightly more in the younger ranges), earning between \$40,000 and \$50,000, enjoying some years of college education, and employed in a cross-section of the nation's middle-class occupations. These residents earn an income slightly above the national-average in a wide range of jobs, such as protective services, food preparation, personal care, sales, office administration, construction, and repair services. With kids to raise and relatively good incomes, Kindred Spirits no doubt enjoy a big slice of classic middle-class life.

**STOCK IN TRADE**

Stock in Trade areas are home to the "salt of the earth" types — in other words, these rural segments are the most ordinary of all segments in the Living With Nature category. Thinking of an average rural dweller and you think of the many workers that are keeping America's farmers, factory workers, and construction backbone. They have a near-average level of married couples with an average level of children. They do, however, have a slightly above-average level of high school educated individuals. Other standout demographics are occupations: They rank over 50-percent-above-average in construction, repair services, and production. However, they weigh in at two-times-the-national-average for employment in farming, fishing, and forestry. These hard-working manual-laborers earn incomes in a median range from the high-\$30,000s to the \$40,000s. While some of them are self-employed, a well-below average percentage have income from investments/dividends. And they range from slightly below-average-to-average in receiving income from public assistance and supplemental security.

**BONDS AND BABIES**

If your dream customer is a smart, well-off, white-collar, two-parent family with lots of children under 17-years-old — drive to almost any home in a Bonds & Babies suburban neighborhood. These Married in the Suburbs areas are the epitome of the classic American dream — surrounded by everything from big, green lawns (for their many children to play in) to big, new vehicles (to drive into their white-collar jobs). Plus, ranked between the \$70,000s and \$80,000s income levels, they have the funds to support these high-end lifestyles. Bonds & Babies areas rank well over two-times-average in college education. They have a similarly high ranking of white-collar managerial, professional, and sales jobs. Along with incomes from these positions, they also generate a 75-percent-higher-than-average level of income from interest/dividends. These neighborhoods are also home to a relatively high number of people generating well-above-the-average in self-employment income. Other above average rankings of Bonds & Babies includes the percent of married households with children. While there are children of all ages in these areas, they show a slightly higher percent of kids ages six to 17.

**PASTORAL VISTAS**

Pastoral Vistas neighborhoods rank at just over-50-percent-higher-than-average in farming, fishing, and forestry occupations. And they measure just a little lower than this percentage in self-employment income. If you put two-and-two together it's logical to assume Pastoral Vistas rural neighborhoods are inhabited by many people earning a living off the land. However, this segment within Living With Nature is not just a group of farmers, tilling the soil from sun up to sun down. Other above-average ranking occupations include construction, repair services, production, and transportation. Whether or not they are farmers, residents in these areas are clearly blue-collar. The residents rank in at 25-percent-above-average in high-school education, but only a small percent have some level of college education. Presumably any education beyond high school is from a community college or trade school. Nonetheless, this group is fairly comfortable financially with average incomes in the \$50,000s and \$60,000s. There are a few smart investors among the residents, but also few people seeking out public assistance. These areas also rank at above-average in the married couple category and in children above six and under 17.

**CORNUCOPIA**

Like the patchwork of freshly plowed fields, rows of crops, and seas of wheat blowing in the wind that you might see out the window of a plane as you fly over a typical rural area in America, the Cornucopias a patchwork of rural communities that don't fit into any of the other segments. This group of Living With Nature segments is young: the residents range from 20-somethings to the low-30s. This group of mixed demographics are primarily married-with-children, but they have even more children than the other segments. They have the least-educated demographic in this segment, with close to 50-percent-higher-than-average percent without even high-school degrees. These segments are home to a well-above-average number of self-employed individuals, and a similarly high-level of people seeking public assistance. They are not easily pegged on income levels, since the median household income is too broad to classify without misleading market researchers. However, the Cornucopia segments are a pretty solidly blue-collar bunch, working in areas such as construction, repair services, production, and transportation. But while they rank at or near 50-percent-above-average in these jobs, they rank at a spectacular four-times-the national-average in the category of farming, fishing, and forestry.

**DOUBLEWIDES**

In America there tends to be a particular stigma attached to living in mobile homes and mobile home parks. But they are not all so called "trailer trash." In fact, many people chose this lifestyle as a preference for several reasons, including mobility and low-cost housing. In fact, the median income of residents of Doublewides neighborhoods is a very respectable high-\$30,000s and \$40,000s. Doublewides are areas where mobile homes dictate the lifestyles of the residents, who share a median age in the 30s. While residents in Doublewides do have a higher-than-average level of income from public-assistance, many others are hardworking Americans, with a higher-than-average representation in several manual-labor blue-collar occupations, including farming/fishing/forestry (nearly three-times-average), construction (75-percent-above-average), repair services (over-50-percent-above-average), transportation (50-percent-above-average), and production (nearly 50-percent-aboveaverage). These occupations are a reflection of the residents' low educational achievements: There is an over-50-percent-average number of people with less-than high-school educations. However, 25-percent-above-average have high-school degrees. Also owing to their residents' ages, these areas have slightly more younger children than older. They tend to have married-couple households, but also have a nearly 50-percent-higher-than-average number of single-fathers.

**LAND BARONS**

With their college educations, high income levels, white-collar jobs, and high level of occupational independence, the Land Barons are truly the kings of the Working With Nature hill ... and fields ... and dales in today's rural areas. Though residents of Land Barons segments aren't necessarily working the land, they may have inherited smart land-investments in rural America. In fact, the residents of these areas earn well over-50-percent-above-average levels of income from self-employment ventures. But since they rank at only slightly above-25-percent-average in the farming, fishing, and forestry occupations, they are presumably not out tilling the fields. Instead they rank higher in management jobs and other professional positions. Contributing also to their incomes, which are in the \$70,000s and \$80,000s, is a 50-percent-higher-than-average level of interest/dividend income and a 25-percent-aboveaverage level of retirement income. Though they show only a slight up-tick over average on being the home of 65-plus-year-olds, Land Barons are likely to be married and have none or only a couple of children still living in the household.

**SITTING PRETTY**

Among the Urban Cliff Climbers neighborhoods that are home to the backbone of America's workforce are the Sitting Pretty segments. This group is young (20s to 30s), but enjoying good income levels (between \$50,000 and \$60,000). Their relatively high earnings range comes from middle-class white-collar jobs in several occupations, including management, protective services, personal care, sales, office administration, and repair services. Their higher than average salaries keep them and their mostly newborn to 13-year-old children very comfortable in their urban abodes, in all probability surrounded by all of the creature comforts required to please all of the senses — from big-screen-high-def TVs to fully equipped SUVs. With good college educations and good jobs, the Sitting Pretty residents have earned their comforts they enjoy.



**EXISTING RETAIL USES AND CATEGORIES**

In effort to better understand the retail potential of the Primary Trade Area, Catalyst completed a comprehensive market-wide study of the existing retailers within Northlake. Data is compiled into the Catalyst Merchant Matrix (see Appendix 1). This data included the use by category and location. Further analysis of the Catalyst Merchant Matrix allows for deeper insight into the distribution of uses of the retail market within Trade Area of Northlake, Texas. The results paint the picture of the retail categories which exist and are oversaturated, under supplied, or void of representation.

This data is useful in developing a clearer understanding of what types of retail are existing in the market as well as what types of retail are missing in the market for one reason or another. From the data compiled, Catalyst can begin to formulate a game plan as to which categories should be considered further. Categories which already have optimal market penetration and those which appear to be oversaturated should be evaluated further to determine if these should be eliminated from consideration. Void and underrepresented categories are evaluated based on factors such as alignment with the vision of the city, co-tenancy, demand/leakage analysis, and demographic and psychographic profiles within the study areas.

There were 100 retailers identified within 7 miles from the Town of Northlake centroid. There are a total of (33) retail categories present in the Northlake area. The top categories represented in the Primary Trade Area include Restaurants (15), Automotive Service (6), Hair Cutter/Salon (6), and Banks (5). Using sources available, categorical demand was found for all categories except for food retailers.

|   |   |
|---|---|
| Apparel - Maternity - 448120                        | 1 |
| Apparel - Womens - 448150 - 448120                  | 1 |
| Apparel Retail - 448110                             | 4 |
| Automotive Service - 447190                         | 6 |
| Bank - 522110                                       | 5 |
| Check Cashing/Pawn/Thrift - 522390                  | 2 |
| Child Care/Education - 624410                       | 1 |
| Convenience Store - 445120                          | 7 |
| Dollar/Variety Stores - 452990                      | 1 |
| Dry Cleaning/Laundry - 812320 - 812310              | 2 |
| Entertainment - 71                                  | 1 |
| Florist - 453110                                    | 1 |
| Food Retailer - 445299                              | 2 |
| General Merchandise Stores - 452910                 | 1 |
| Grocery - 445110                                    | 1 |
| Hair Cutter/Salon - 812112                          | 6 |
| Hardware/Home Improvement - 444130 - 444110         | 1 |
| Health & Beauty Care Locations - 453998             | 1 |
| Health Clubs/Gyms - 713940                          | 3 |
| Home Furnishings - 442210 - 442291                  | 2 |
| Houseware/Giftware - 442299                         | 2 |
| Insurance - 524210                                  | 2 |
| Medical - Chiropractor - 621310                     | 2 |
| Medical - Dentist - 621210                          | 1 |
| Nursery - 111411 - 111412 - 444220                  | 1 |
| Office - Real Estate Company - 531210               | 1 |
| Other   | 5 |
| Pet Store - 453910                                  | 6 |
| Pharmacy - 446110                                   | 2 |
| Restaurant - American - 722110                      | 2 |
| Restaurant - Bakery - 722110                        | 4 |
| Restaurant - Bar/Nightclub - 722410                 | 1 |
| Restaurant - Barbecue - 722110 - 72211              | 1 |
| Restaurant - Diner - 722110                         | 1 |
| Restaurant - Full service/Sit Down - Steak - 722110 | 1 |
| Restaurant - Italian - 722110                       | 1 |
| Restaurant - Pizza - 722110 - 722211                | 1 |
| Restaurant - Sandwich/Deli - 722110 - 722111        | 2 |
| Restaurant - Tex-Mex - 722110                       | 1 |
| Self Storage - 531130                               | 2 |
| Shoe Store - 448210                                 | 4 |
| Tax and Investment Services - 541213 - 523930       | 2 |





Within the Trade area of Northlake, there are seven competitive nodes that could potentially compete with Speedway Town Center and Northlake Business Center. While similar in nature, each site has its own set of unique characteristics which offer greater appeal to some retail operators and some which may be inferior to Northlake. Among these characteristics are the income levels, population. A breakdown of the competitive intersections and their respective demographics are listed below.

| NODE                    | INTERSECTION               | 2009 POPULATION |         |         |
|-------------------------|----------------------------|-----------------|---------|---------|
|                         |                            | 1 MILE          | 3 MILES | 5 MILES |
| Northlake               | I-35 & SH 114              | 1,356           | 7,056   | 31,783  |
| Alliance Crossing       | I-35 & Westport Pkwy       | 90              | 24,322  | 76,528  |
| Alliance Town Center    | I-35 & Heritage Trace Pkwy | 13,004          | 61,974  | 181,070 |
| Bartonville Town Center | 2650 FM 407                | 5,731           | 16,318  | 76,917  |
| Highland Village        | FM 2499 and FM 407         | 5,504           | 71,117  | 153,532 |
| Rayzor Ranch            | I-35 and Hwy 380           | 2,639           | 43,175  | 90,963  |
| Roanoke                 | Hwy 377 and SH 114         | 5,118           | 13,541  | 39,698  |
| Trophy Club             | SH 114 & Trophy Lake Dr    | 4,365           | 14,765  | 62,247  |

| NODE                    | INTERSECTION               | 2009 AVERAGE HH INCOME |           |           |
|-------------------------|----------------------------|------------------------|-----------|-----------|
|                         |                            | 1 MILE                 | 3 MILES   | 5 MILES   |
| Northlake               | I-35 & SH 114              | \$78,051               | \$73,766  | \$71,714  |
| Alliance Crossing       | I-35 & Westport Pkwy       | \$83,837               | \$76,705  | \$91,233  |
| Alliance Town Center    | I-35 & Heritage Trace Pkwy | \$92,504               | \$101,840 | \$94,317  |
| Bartonville Town Center | 2650 FM 407                | \$153,434              | \$155,664 | \$145,664 |
| Highland Village        | FM 2499 and FM 407         | \$164,949              | \$149,963 | \$133,196 |
| Rayzor Ranch            | I-35 and Hwy 380           | \$79,902               | \$47,928  | \$58,519  |
| Roanoke                 | Hwy 377 and SH 114         | \$91,431               | \$111,517 | \$111,847 |
| Trophy Club             | SH 114 & Trophy Lake Dr    | \$114,010              | \$118,155 | \$119,721 |

| NODE                    | INTERSECTION               | 2009 MEDIAN HH INCOME |           |           |
|-------------------------|----------------------------|-----------------------|-----------|-----------|
|                         |                            | 1 MILE                | 3 MILES   | 5 MILES   |
| Northlake               | I-35 & SH 114              | \$51,999              | \$50,627  | \$48,759  |
| Alliance Crossing       | I-35 & Westport Pkwy       | \$75,000              | \$66,699  | \$78,208  |
| Alliance Town Center    | I-35 & Heritage Trace Pkwy | \$81,534              | \$88,267  | \$80,640  |
| Bartonville Town Center | 2650 FM 407                | \$122,445             | \$123,861 | \$116,068 |
| Highland Village        | FM 2499 and FM 407         | \$136,624             | \$121,589 | \$108,505 |
| Rayzor Ranch            | I-35 and Hwy 380           | \$69,379              | \$34,130  | \$44,632  |
| Roanoke                 | Hwy 377 and SH 114         | \$81,126              | \$91,020  | \$85,704  |
| Trophy Club             | SH 114 & Trophy Lake Dr    | \$97,823              | \$97,385  | \$89,528  |



RETAIL ANALYSIS  
MERCHANDISING PLAN &

presented to:



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