Retail Market Study
Delray Beach, Florida

Prepared for:
City of Delray Beach Downtown Development Authority

Prepared by:
Gibbs Planning Group

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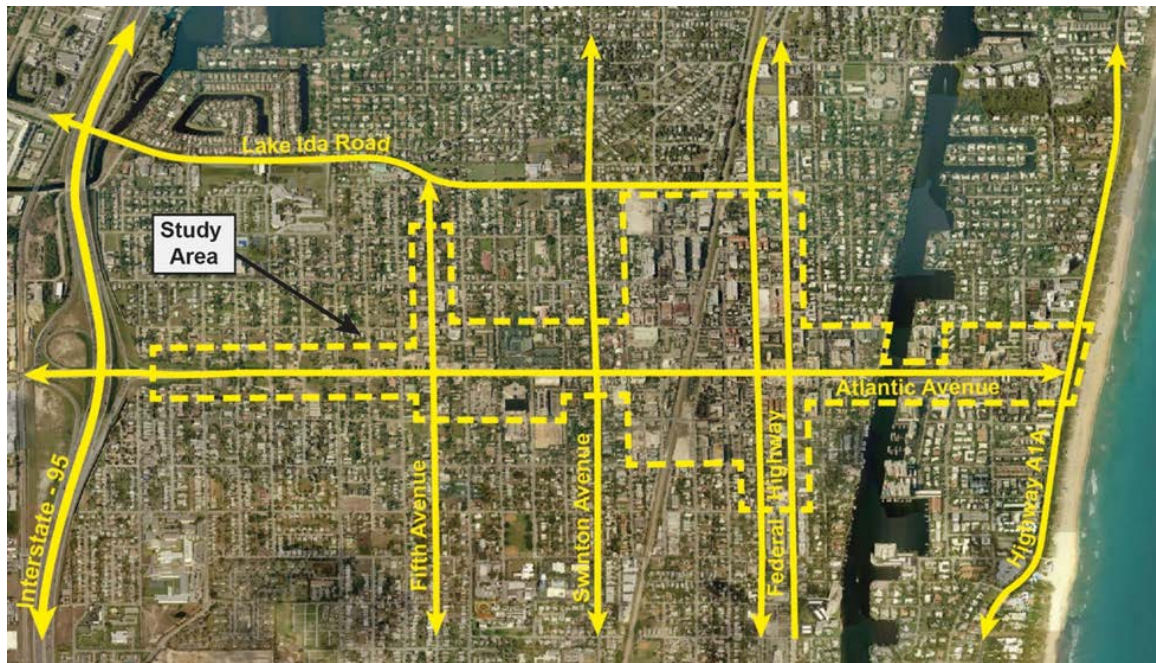
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INTRODUCTION

Figure 1: *Aerial photo of downtown Delray Beach and the surrounding area.*

Executive Summary

This study finds that the Delray Beach study area can presently support as much as an additional 434,100 square feet (sf) of retail and restaurant development, generating over $221.3 million in new sales. By 2022, growing retail demand and continued economic development could increase sales up to $232.8 million in new sales. The demand could partially be absorbed by existing businesses and/or with the opening of 105 to 130 new restaurants and stores.

Additional development in the Delray Beach study area can provide needed goods and services for the existing surrounding consumer base of nearby residents, employees, seasonal residents and visitors. Moreover, adding to the critical mass of retailers and restaurants downtown can further establish the study area as the prominent shopping and dining destination in the Palm Beach region and contribute to increased expenditure within the downtown development district. The leading categories of supportable retail growth are restaurants, department store merchandise, apparel, and home furnishing stores.

As one of the largest cities in Palm Beach County, Delray Beach has long been a regional destination on the east coast of Florida. With expansive growth in the Palm Beach County area and an increasing frequency of workers commuting into Delray Beach from neighboring cities, the area has been absorbed by the Miami metropolitan area, resulting in a more robust region and increasing the gravitational pull that could continue the current population growth and economic development in and around the Delray Beach study area.

With history dating back to the late-1800's, numerous buildings in Delray Beach's downtown have been recognized on the National Register of Historic Places including the Delray Beach Schools (Old School Square Complex) and more recently, the Marina Historic District. A favorable location with great beaches on the Atlantic Ocean, the Delray Beach area has attracted many businesses to the city since its founding, providing jobs for residents and the means for local

economic development. Furthermore, as a result of foresight and planning, the downtown has exceptional public spaces and parks. Historic charm, stable employment and great infrastructure make downtown Delray Beach a desirable location for local, regional and national retailers.

The existing conditions in downtown reflect a district with a handsome supply of pre-war buildings set in a traditional main street layout centered along Atlantic Avenue. Many local retailers cater to residents and seasonal tourists with uniquely curated boutiques, art galleries and a diverse array of dining options. Many of the downtown buildings have seen rehabilitation and investment that has attracted various national retailers such as Urban Outfitters, J McLaughlin, Tommy Bahama and Fresh Produce. Similarly, the city offers a vibrant art community anchored by the Pineapple Grove Arts District, situated just north of Atlantic Avenue and The Set, an emerging mixed-use district centered on Fifth Avenue, representing the area's early African-American heritage.

Table 1: 2017 Supportable Retail

Retail Category	2017 Estimated Supportable SF	2017 Estimated Retail Sales	Number of Stores
Retail			
Grocery Stores	70,500 sf	$41,242,500	2 - 3
Department Store Merchandise	67,900 sf	$31,234,000	13 - 15
Hardware & Garden Supply	51,200 sf	$15,083,000	6 - 8
Furniture & Home Furnishings Stores	37,500 sf	$16,898,000	11 - 13
Apparel & Shoe Stores	34,900 sf	$18,685,000	15 - 19
Pharmacy	14,300 sf	$8,222,500	2 - 3
Electronics & Appliance Stores	14,200 sf	$7,597,000	5 - 7
Beer, Wine, & Liquor Stores	13,000 sf	$5,135,000	4 - 5
Auto Parts Stores	12,600 sf	$4,347,000	1 - 2
Sporting Good & Hobby Stores	12,200 sf	$5,490,000	4 - 5
Cosmetics	10,300 sf	$5,201,500	7 - 8
Gift Stores	9,800 sf	$4,949,000	7 - 8
Miscellaneous Store Retailers	8,400 sf	$4,200,000	3 - 4
Book & Music Stores	6,200 sf	$1,705,000	1 - 2
Retail Totals	**363,000 sf**	**$169,989,500**	**81 - 101**
Restaurants			
Limited-Service Eating Places	30,700 sf	$23,025,000	10 - 12
Full-Service Restaurants	25,000 sf	$18,875,000	7 - 8
Bars, Breweries, & Pubs	9,500 sf	$6,175,000	4 - 5
Special Food Services	5,900 sf	$3,245,000	3 - 4
Restaurant Totals	**71,100 sf**	**$51,320,000**	**24 - 29**
Retail & Restaurant Totals	**434,100 sf**	**$221,309,500**	**105 - 130**

A steadily increasing population in a fast-growing region coupled with strong tourism and events such as the annual Downtown Delray Beach Festival of The Arts and the Delray Beach Open, an ATP men's tennis tournament that attracts thousands of spectators annually, position the Delray Beach study area for new commercial development to complement the existing supply of successful retailers and restaurants. This analysis is intended to provide property owners, business owners, landlords, realtors and existing retailers with guidance as to the types and amounts of additional retail and restaurants supportable in the Delray Beach study area. Subsequent planning efforts are intended to provide recommendations for the implementation of additional commercial development and strategies for increasing retail and restaurant sales.

This analysis further finds that Delray Beach study area has a primary trade area population of 503,500 persons, increasing under current trends to 536,000 persons by 2022. The projected annual growth rate is 1.26 percent, a strong figure compared to other markets in the state. Median household income in the primary trade area is $56,500, which is above both the regional and state averages, and is expected to grow by 2.5 percent annually to $64,200 by 2022. Housing favors owner-occupied units, which comprise 61.0 percent of all occupied households compared to 21.5 percent renter-occupied households; the vacancy rate is 17.5 percent which is partially explained by 26,500 households used seasonally. The primary trade area has a labor base of 195,000 employees.
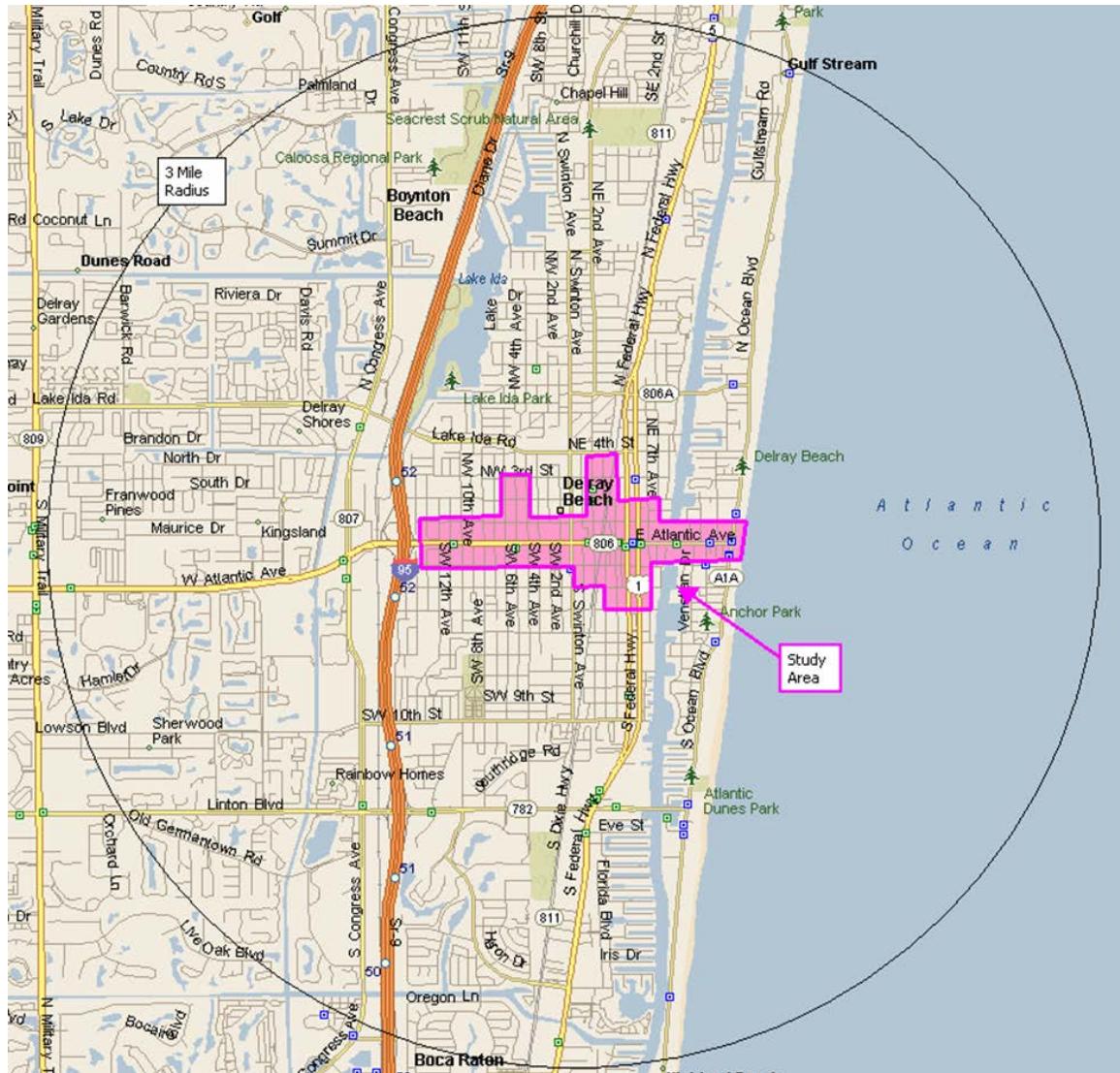

Figure 2: *Nearly 68,500 of the trade area's residents live within three miles of downtown.*

Background

Gibbs Planning Group, Inc. (GPG) has been retained by the Delray Beach Downtown Development Authority to conduct a retail feasibility analysis for the Delray Beach study area in Palm Beach County, Florida. The study area, as defined by the DDA boundaries, is located on East Atlantic Avenue, and runs east to I-95, west to the Atlantic Ocean, as well as the Pineapple

Grove and The Set commercial areas. The Delray Beach study area is roughly 20 miles south of Palm Beach and 45 miles north of Fort Lauderdale.

As the retail industry evolves and the study area seeks to cement its position as one of Florida's premier shopping and dining destinations, the Downtown Development Authority is interested in understanding the market for attracting additional retailers to downtown and cultivating an appropriate tenant mix for residents, workers and visitors in the trade area.
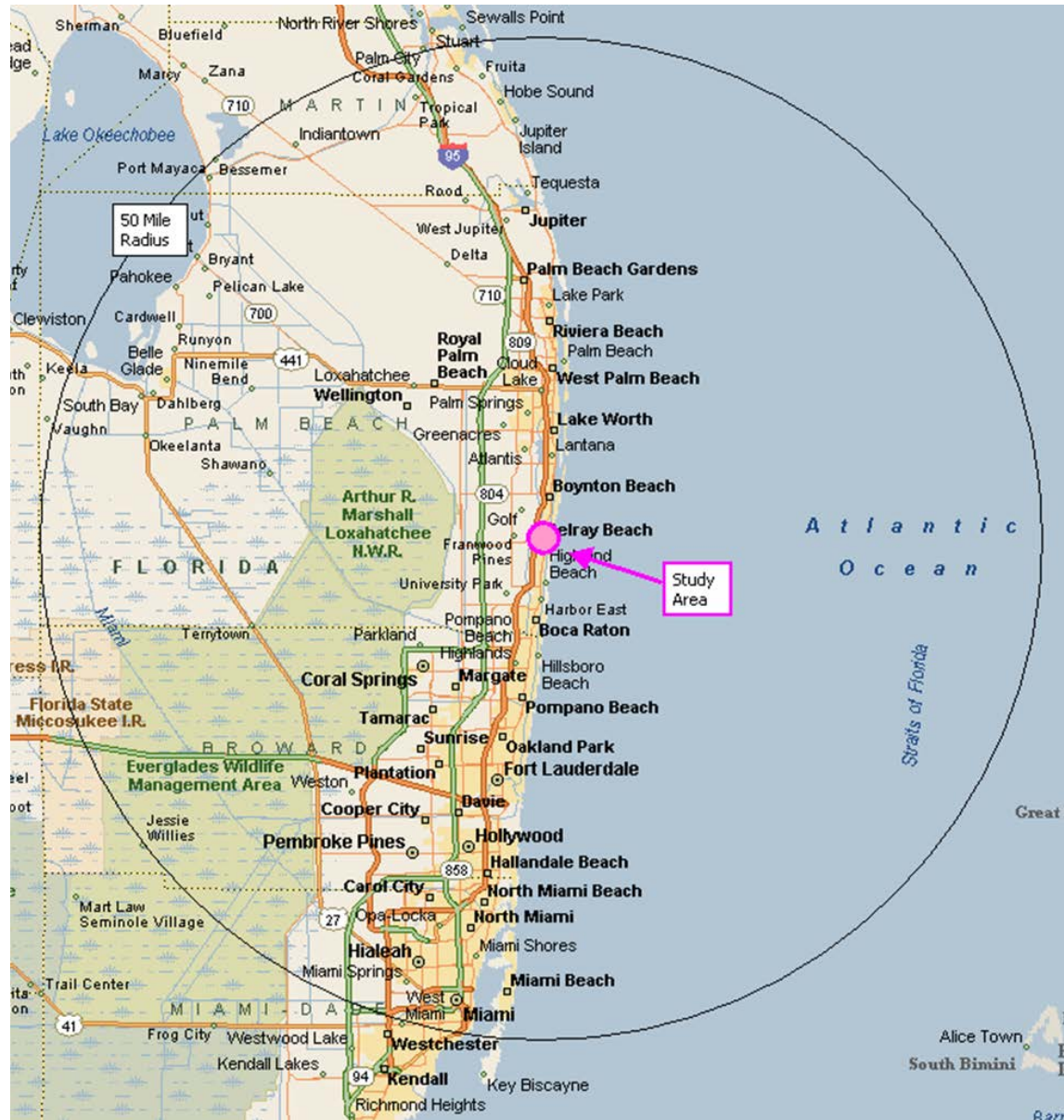

Figure 3: *There are many cities within 50 miles of the Delray Beach study area; West Palm Beach is roughly 20 miles north and Fort Lauderdale is 45 miles south.*

GPG addressed the following issues in this study:

- What is the existing and planned retail market in the study and trade area?

- What is the primary trade area for Delray Beach?

- What are the population, demographic and lifestyle characteristics in the primary trade area, currently and projected for 2022?

- What is the current and projected growth for retail expenditures in the primary trade area, now and for the next five years?

- How much additional retail square footage is supportable in the Delray Beach study area and what retail uses should be encouraged? What sales volumes can development achieve in or near the study area?
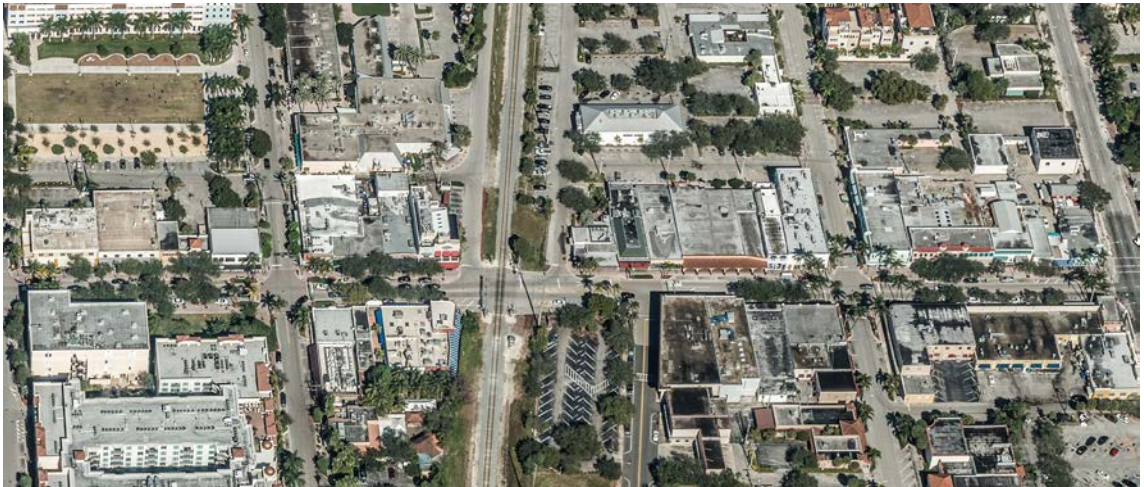

Figure 4: *Within the Downtown Development Authority boundaries, the retail core is centered along Atlantic Avenue between Swinton Avenue and the Intracoastal Waterway.*

Methodology

To address the above issues, GPG defined a trade area that would serve the retail in the study area based on geographic and topographic considerations, traffic access/flow in the area, relative retail strengths and weaknesses of the competition, concentrations of daytime employment and the retail gravitation in the market, as well as our experience defining trade areas for similar markets. Population, consumer expenditure and demographic characteristics of trade area residents were collected by census tracts from the U.S. Bureau of the Census, U.S. Bureau of Labor Statistics and Esri (Environmental Systems Research Institute).

Finally, based on the projected consumer expenditure capture (demand) in the primary trade area of the gross consumer expenditure by retail category, less the current existing retail sales (supply) by retail category, GPG projects the potential net consumer expenditure (gap) available to support existing and new development. The projected net consumer expenditure capture is based on household expenditure and demographic characteristics of the primary trade area, existing and planned retail competition, traffic and retail gravitational patterns and GPG's qualitative assessment of the Delray Beach study area.

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

Figure 5: *Downtown Delray Beach is pedestrian friendly with numerous outdoor dining options and desirable public spaces.*

For the purposes of this study, GPG has assumed the following:

- Other major community retail centers may be planned or proposed, but only the existing retail is considered for this study. The quality of the existing retail trade in the study area is projected to remain constant. Gains in future average retail sales per sf reflect higher sales per sf in newly developed retail and selected increases in sales per sf by individual retail categories.

- No major regional retail centers will be developed within the trade area of this analysis through 2022 for the purposes of this study.

- The region's economy will continue at normal or above normal ranges of employment, inflation, retail demand and growth.

- The subject site is properly zoned to support infill and redevelopment projects with current and innovative standards, and the existing infrastructure (water, sewer, arterial roadways, etc.) can support additional commercial development.

- Annual population growth for the primary trade area is estimated to be 1.26 percent throughout the five-year period of this study.

- Employment distribution is projected to remain constant, without a spike or decline in employment by NAICS categories.

- The projected lease and vacancy rate model is based on our proprietary econometric model of the relationship between changes in employment and changes in vacancy and lease rates. Data was gathered from the U.S. Census Bureau, Esri, CBRE and local brokerage services.

- Any new construction in the study area will be planned, designed, built and managed to the best practices of the American Institute of Architects, American Planning Association, American Society of Landscape Architects, Congress for the New Urbanism, International Council of Shopping Centers and The Urban Land Institute.

- Parking for new development projects or businesses will meet or exceed the industry standards. GPG has noted that the existing parking is apparently adequate for present amounts of commercial, but that management and additional capacity may be necessary

for new development or if the existing vacancies become occupied or new higher sales businesses deploy in the study area.

- Visibility of any new retail is also assumed very good, with signage as required to assure easy visibility of the retailers.

- Infill or redevelopment projects in the study area will open with sustainable amounts of retail and anchor tenants at planned intervals and per industry standards.
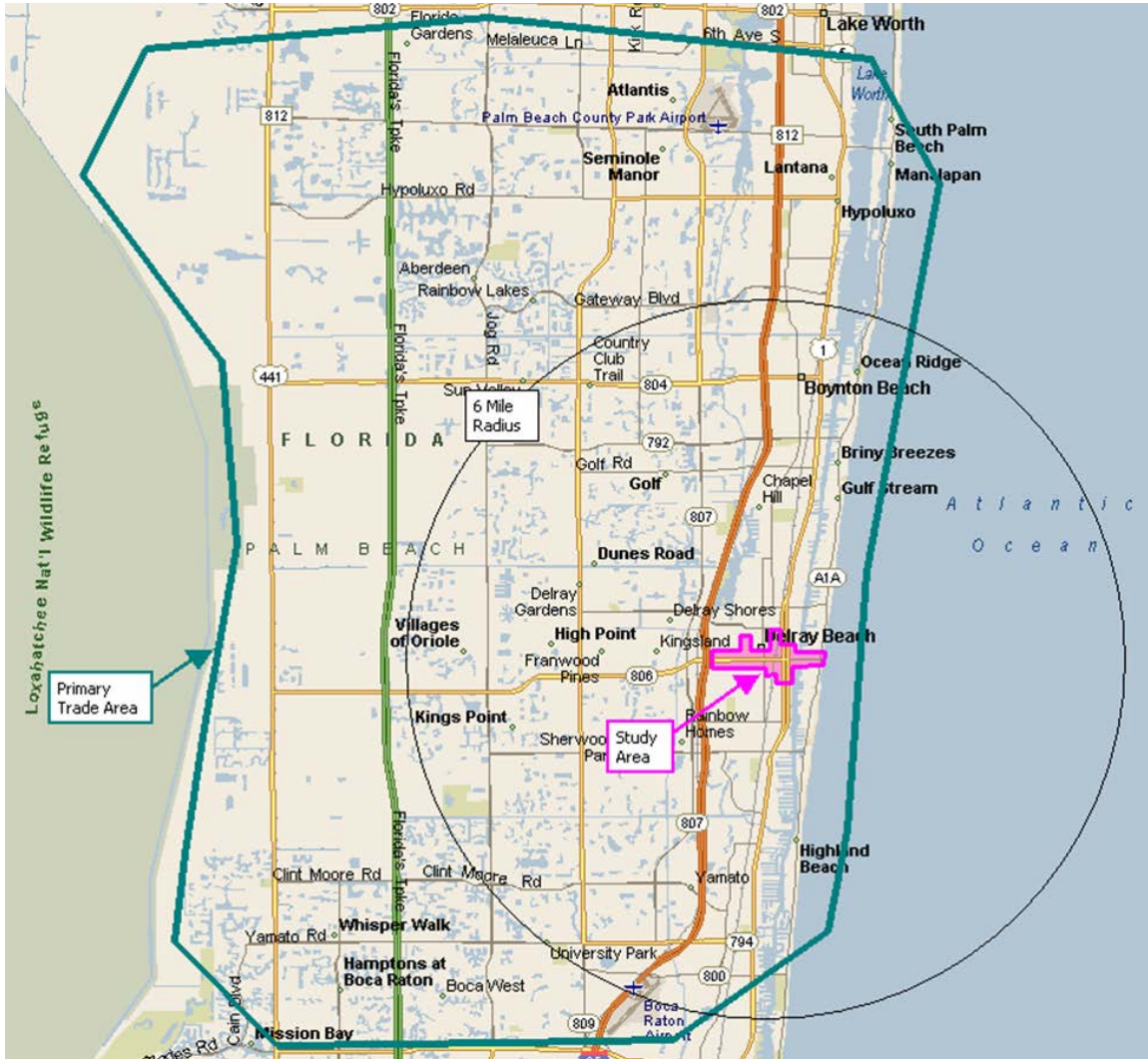
Figure 6: *The downtown Delray Beach primary trade area (183- square miles) includes Delray Beach, Boynton Beach, Highland Beach, Gulf Stream and other nearby communities.*

Trade Area

Based on GPG's site evaluation, the existing retail hubs, population clusters, highway access, and the retail gravitation in the market, as well as our experience defining trade areas for similar communities throughout the United States, it was determined that consumers in the primary trade area generate demand to support a variety of retailers. This potential will continue to increase over the next five years, sustained by an annual population growth rate of 1.26 percent and household income growth of 2.5 percent.

The primary trade area is the consumer market where the study area has a significant competitive advantage because of access, design, lack of quality competition and traffic and commute patterns. This competitive advantage equates to a potential domination of the capture of consumer expenditure by the retailers in the study area.
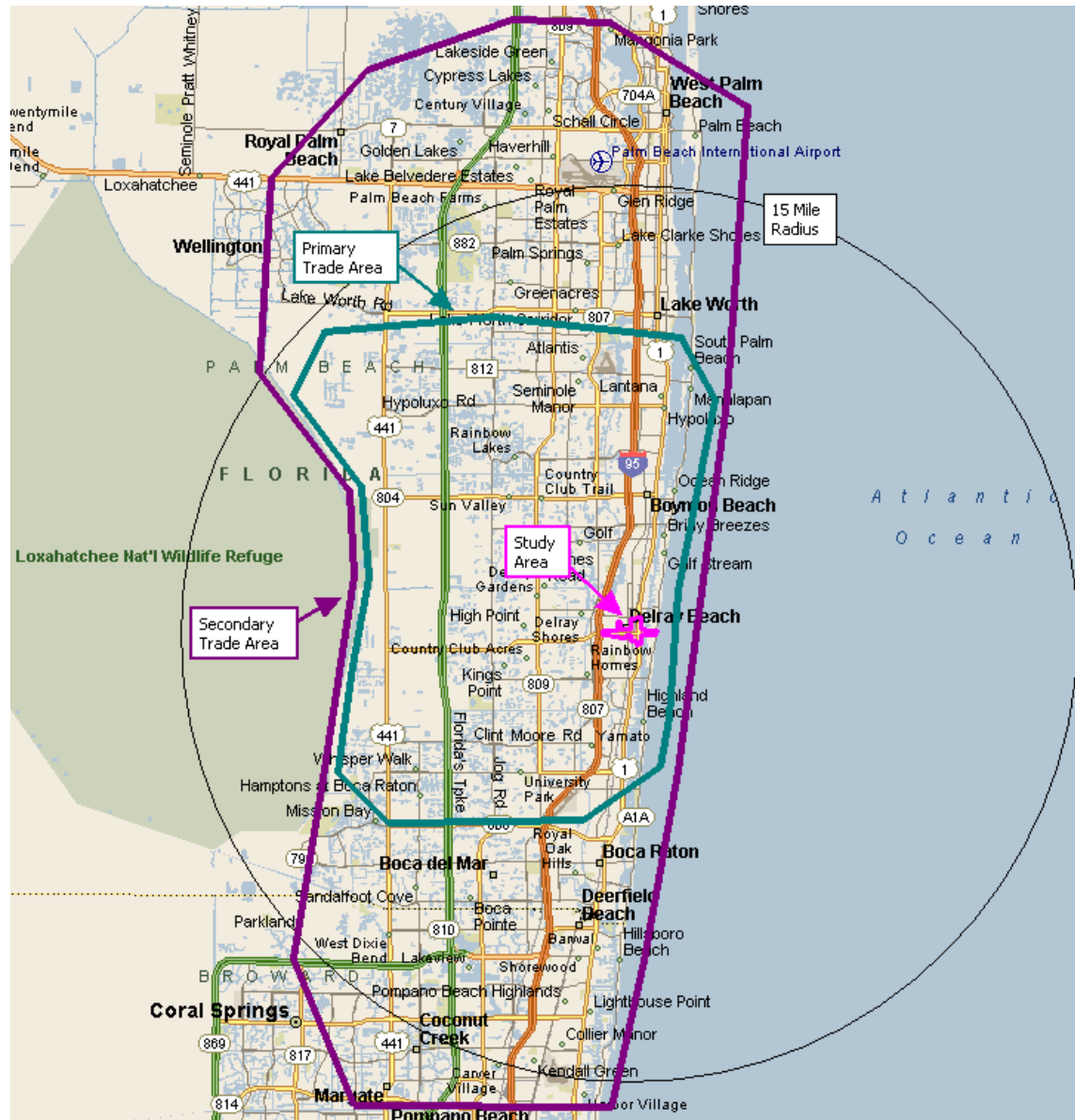
Figure 7: *The boundaries of the downtown Delray Beach primary trade area are shown in green, and the secondary trade area is shown in purple. Consumers in the secondary but not within the primary trade area will account for 15 to 20 percent of the business generated in the study area.*

GPG defined a primary trade area by topography, vehicular access, strength of retail competition and residential growth patterns instead of standardized "drive-times." Consumers inside the primary trade area will account for up to 50 to 60 percent of the total sales captured by retailers in the Delray Beach study area. Due to the strong retail gravitational pull of West Palm Beach and Boca Raton, GPG finds that the primary trade area accounts for an area roughly defined by a 6- to 10-mile radius and inclusive of Delray Beach, Boynton Beach and parts of Lake Worth and

Boca Raton. Dated and conventional retail shopping centers outside of the downtown enhance the appeal of study area retailers and restaurants creating a captive audience of nearby consumers.

The following borders approximately delineate the primary trade area:
- North – State Road 802
- South – Glades Road
- East – Atlantic Ocean
- West – Loxahatchee National Wildlife Refugee

Furthermore, the secondary or community trade (Figure 7) area extends in all directions to include residents and workers who because of direct access and limited competition may currently or in the future contribute expenditure to downtown Delray Beach retailers. The boundaries of the total trade area extend slightly north of West Palm Beach, east to the Atlantic Ocean, west to the Loxahatchee National Wildlife Refuge, and south to Florida State Road 814. Residents who live in the secondary, but not within the primary, trade area will shop downtown retailers occasionally, but the area will not be their primary shopping destination. Consumers in the secondary trade area are accustomed to drive times considerably longer than more urban populations and reported expenditure captured by existing retailers confirms regular patronage from the secondary trade area. Residents living within the total trade area will account for 15 to 20 percent of retail sales.

Demographic Characteristics
Using data from Esri (Environmental Systems Research Institute) and the U.S. Census Bureau, GPG obtained the most recent population and demographic characteristics (2017), and those projected for 2022 for the defined trade areas, as well as regional (Palm Beach County) and statewide statistics.

The primary trade area has an estimated 2017 population of 503,500 persons, which will increase at an annual rate of 1.26 percent to 535,900 by 2022. This annual growth rate is similar to the secondary and regional areas, with the state level being slightly higher at 1.36 percent. The number of households in the primary trade area is 218,000, holding 2.29 persons per household, and is projected to increase to 230,700 by 2022, a 1.14 percent total increase over the five years. Median household income is $56,500 and is expected to increase to $64,200 in 2022 at an annual rate of 2.75 percent. Average income in the trade area is $88,400, while 38.4 percent of households earn over $75,000 per year – higher than the regional and state statistics. Displaying higher levels of education than the region and state, 37.9 percent of residents over the age of 25 have earned a bachelor's degree or higher.

The primary trade area demonstrates a housing market characteristic of similar markets within the state. Approximately 82.5 percent of homes are occupied and the median home value is estimated to be $243,700. Of all households, 61.0 percent are owner-occupied, a number that has decreased 2.4 percent since 2010 and is expected to decrease marginally to 60.9 percent by 2022. Renter-occupied households have increased from 17.9 percent in 2010 to 21.5 percent in 2017; this statistic is projected to continue to grow to 21.9 percent by 2022. The vacancy rate has slowly decreased from 18.7 percent in 2010 to 17.5 percent in 2017, and is expected to slowly decrease more to 17.3 percent by 2022. Of the 46,200 vacant housing units, 24.0 percent are actively for sale or rent while 57.0 percent are for recreation or seasonal use. The percentage of housing units valued at over $150,000 is expected to increase 10.0 percent – coinciding with an increase in the median home value to $309,100 by 2022.

Table 2: Demographic Comparisons

Characteristics	Primary Trade Area	Secondary Trade Area	Miami Metro Area	Florida
2017 Population	503,500	1,368,300	6,027,600	20,619,300
2022 Population	535,900	1,449,500	6,378,500	22,062,400
2017-2022 Projected Annual Pop. Growth Rate	1.26%	1.16%	1.14%	1.36%
2017 Households	218,000	561,600	2,252,800	8,064,700
2022 Households	230,700	591,900	2,375,800	8,602,100
2017-2022 Projected Annual HH Growth Rate	1.14%	1.06%	1.07%	1.30%
Persons Per Household 2017	2.29	2.40	2.64	2.50
Median Age	51.3	45.0	41.0	42.2
2017 Median Household Income	$56,500	$53,200	$51,800	$50,600
2017 Average Household Income	$88,400	$80,500	$77,500	$72,600
2022 Median Household Income	$64,200	$59,500	$57,900	$56,200
2022 Average Household Income	$100,000	$91,200	$88,000	$82,900
% Households w. incomes $75,000+	38.4%	35.1%	34.2%	32.1%
% Bachelor's Degree or higher	38.2%	34.2%	31.7%	29.2%

Table 2: This side-by-side table compares and contrasts the primary trade area and secondary trade area demographic statistics with those of the surrounding region and the State of Florida.

The secondary trade area is lagging in various categories compared to the primary trade area. There are 1,368,300 residents increasing by 1.16 percent annually to 1.449,500 by 2022. This growth rate is lower than both the primary trade area and state of Florida, but slightly higher than the metro trade area of 1.14%. The number of households is 561,600 increasing to 591,900 by 2022. Median household income in the area is $53,200 and the average household income is $80,500, both of which are lower than the primary trade area but greater than the state and metro. Median incomes are expected to increase to $59,500 by 2022 when the average income will have grown by 11.0 percent to $91,200. Educational attainment is lower than the primary trade area attainment and 35.1 percent of households earn more than $75,000 annually. The median age is 45.0

Tapestry Lifestyles
Esri has developed Tapestry Lifestyles, which is an attempt to create 65 classifications, or lifestyle segments, that help determine purchasing patterns. These segments are broken down to the U.S. Census Block Group level and used by many national retailers to help determine future potential locations. The following Table 3 details the top Tapestry Lifestyles found in the primary trade area.

Table 3: Tapestry Lifestyles

Lifestyle	Trade Area Statistics	Short Description
The Elders	Population 57,800 Median HH Income **$35,000** 26.5% Primary Trade Area Households Market Share 0.7% National Households Market Share	Members of *The Elders* often live in the suburban periphery of metropolitan areas, primarily in the warmer climates of Florida or Arizona. Predominantly retirees, *The Elders* has a low labor force participation rate of 21.3% Those who are still in the labor force tend to be self-employed or part-timers, commonly in real estate or the arts. Their income derives primarily from Social Security (80 percent of the households), retirement, or investments (almost half of the households). Less than 30 percent of the households draw wage / salary income. These consumers have definite opinions about their spending, focusing on price, but not at the expense of quality. They prefer to use coupons and buy American and environmentally safe products. Almost 60 population of the population is in group quarters on nursing home facilities.
Silver & Gold	Population 22,200 Median HH Income **$63,000** 10.2% Primary Trade Area Households Market Share 0.8% National Households Market Share	Almost the oldest senior market (second to *The Elders*), the difference of 10 years in median age reveals a socioeconomic difference: This is the most affluent senior market and is still growing. The affluence of *Silver and Gold* has afforded the opportunity to retire to sunnier climates that feature exclusive communities and vacation homes. These consumers have the free time, stamina, and resources to enjoy the good life. This group consists of well-educated seniors, 44 percent have college degrees. They are primarily retried, but many still active in the labor force, participation rate of 41 percent. Low unemployment at 7.2 percent with self-employment highest among Tapestry markets. These consumers pursue the luxuries that well-funded retirement affords: an active social life, travel, hobbies, and sports (especially golf and boating) and liberal use of home maintenance services to minimize chores.
Home Improvement	Population 12,750 Median HH Income **$61,000** 5.9% Primary Trade Area Households Market Share 1.7% National Market Share	*Home Improvement* residents tend to live in low density suburban neighborhoods with the majority of the homes built between 1970-2000. They have a higher participation in the labor force and lower unemployment than US levels; most households have 2+ workers. They are cautious consumers that do their research before buying and protect their investments. They typically spend 4-7 hours per week commuting, and therefore, spend significant amounts on car maintenance. Married-couple families occupy well over half of these suburban households. Most *Home Improvement* residences are single-family homes that are owner occupied, with only one-fifth of the households occupied by renters. Education and diversity levels are similar to the US as a whole. These families spend a lot of time on the go and therefore tend to eat out regularly. When at home, weekends are consumed with home improvement and remodeling projects.

Lifestyle	Trade Area Statistics	Short Description
Retirement Communities	Population 11,100 Median HH Income **$35,000** 5.1% Primary Trade Area Households Market Share 1.2% National Households Market Share	*Retirement Communities* neighborhoods are evenly distributed across the country. They combine single-family homes and independent living with apartments, assisted living, and continuous care nursing facilities. Over half of the housing units are in multiunit structures, and the majority of residents have a lease. This group enjoys watching cable TV and stays up-to-date with newspapers and magazines. Residents take pride in fiscal responsibility and keep a close eye on their finances. Although income and net worth are well below national averages, residents enjoy going to the theater, golfing, and taking vacations. For convenience, these consumers shop at large department stores. Much of the housing was built in the 1970s and 1980s - a mix of single family homes and large multiunit structures that function at various levels of senior care. Small household size; many residents have outlived their partners and live alone. Over half of homes are renter occupied.
Golden Years	Population 9,300 Median HH Income **$61,000** 4.3% Primary Trade Area Market Share 1.3% National Market Share	Independent, active seniors nearing the end of their careers or already in retirement best describes *Golden Years* residents. This market is primarily singles living alone or empty nesters. Those still active in the labor force are employed in professional occupations; however, these consumers are actively pursuing a variety of leisure interests–travel, sports, dining out, museums, and concerts. *Golden Year* residents are well educated - 20 percent have graduate or professional degrees, 26 percent have bachelor's degrees. Unemployment is low at 7 percent, but so is labor force participation at 55 percent, due to residents reaching retirement. They are generous supporters of the arts and charitable organizations. Leisure time is spent on sports (tennis, golf, boating, and fishing) or simple exercise, like walking.

Table 3: *The top five Tapestry Lifestyle groups profiled above portray a concentration of people over the age of 50 years old and a range of income levels.*

The trade area's most prominent lifestyle group is *"The Elders,"* which represents 26.5 percent of households. This group is comprised of older folks without children or with grown children who have moved out of the house. With a median age of 72 years, this is Tapestry Segmentations oldest market. *The Elders* residents favor communities designed for senior or assisted living, primarily in warmer climates with seasonal populations. Most of these householders are homeowners, although their housing varies from mobile homes to single-family residences to high-rise apartments. These seniors are informed, independent, and involved.

The Elders tend to live in the suburban periphery of metropolitan areas, primarily in the warmer climates of Florida and Arizona. 44 percent are married couples without children; 44 percent are single households, and the average household size is 1.67. The median home value is $153,000 with a housing mix of single-family homes (43 percent), town homes, and high-density apartment buildings in neighborhoods built from 1970 through 1989. Vacancy rates are higher at 24 percent due to the number of seasonal or vacation homes and almost 60 percent of the population lives in group quarters on nursing home facilities.

Tapestry Lifestyles Segmentation
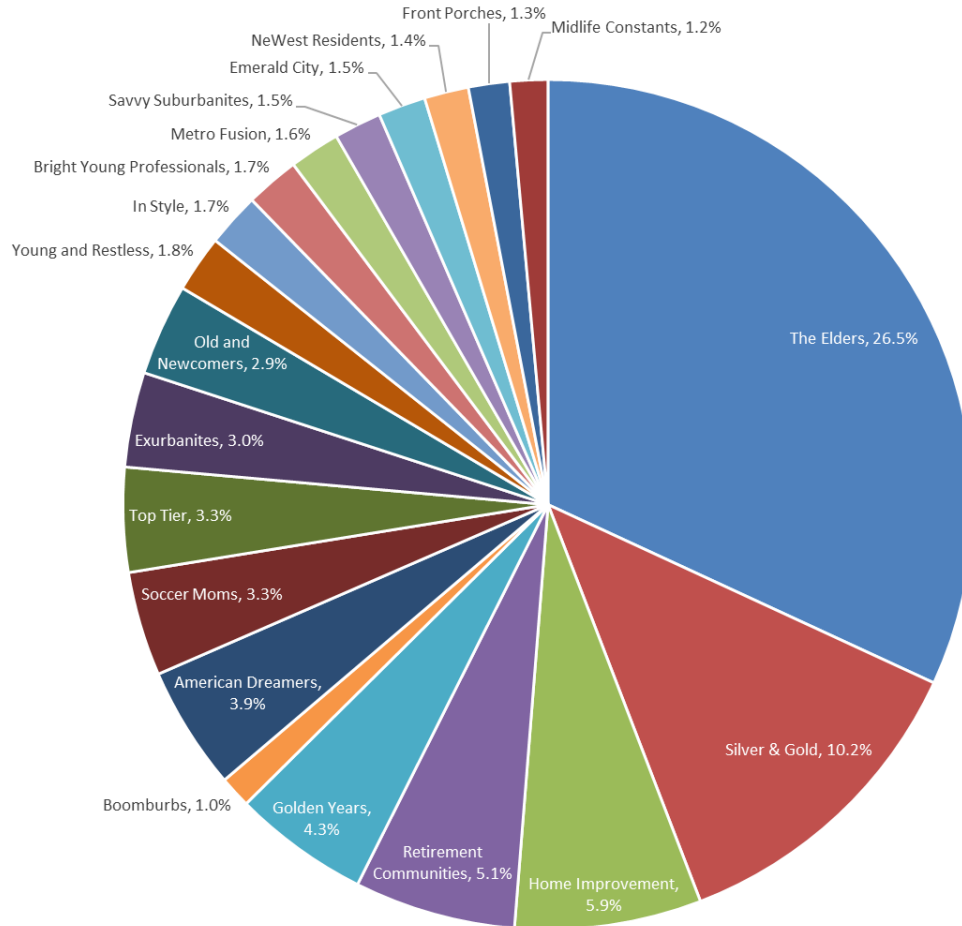
Figure 8: *The relative proportions of the top twenty Tapestry Lifestyle segments found in the primary trade area.*

Predominately retirees, *The Elders* has a low labor force participation rate of 21.3 percent and those who are still in the labor force tend to be self-employed or part-timers, commonly in real estate or the arts. Their income derives primarily from Social Security (80 percent of the households). Less than 30 percent of the households draw wage/salary income. Median household income is lower than the US, but median net worth is much higher. These consumers have definite opinions about their spending, focusing on price, but not at the expense of quality. They prefer to use coupons and buy American and environmentally safe products. They are fairly tech savvy and cell phones are common but primarily used to make/receive calls.

Employment Base
The employment picture found in the primary trade area reflects a concentrated services and retail sector foundation with a notable supply of finance, insurance and real estate office workers. In general, the worker proportions are balanced and similar to the secondary trade area, state and region.

As shown in Table 4 above, the service sector accounts for the majority of employment (47.7 percent) in the primary trade area. This is highest percentage among the comparison geographies

and is likely due to the employment characteristics of a strong skilled labor and tourism economy. Overall, the primary trade area economy is 64.3 percent white-collar. This majority of white-collar employment represent many sectors that are typically responsible for significant daytime worker expenditure. Improvements in parking management, signage, retail tenant mix and professional office development in the downtown could further commercial expansion and lure more daytime consumers to support new and existing retailers.

Table 4: Employment Comparison by Sector

Sector	Primary Trade Area	Secondary Trade Area	Miami Metro Area	Florida
Agriculture and Mining	1.8%	1.2%	1.0%	1.3%
Construction	4.3%	5.0%	4.0%	4.6%
Manufacturing	3.7%	4.3%	4.6%	4.6%
Transportation	1.3%	1.8%	3.7%	3.1%
Communication	1.3%	0.9%	1.2%	1.1%
Utility	0.3%	0.4%	0.4%	0.5%
Wholesale Trade	3.5%	3.9%	5.0%	4.1%
Retail Trade	23.1%	22.8%	22.2%	23.1%
Finance, Insurance & Real Estate	9.9%	10.7%	9.8%	8.0%
Services	47.7%	43.4%	42.9%	42.9%
Government	2.9%	5.4%	4.9%	6.4%
Unclassified	0.2%	0.2%	0.2%	0.2%

Table 4: Services and retail trade comprise the bulk of primary trade area employment.

Within the service sector, other services represent the leading subcategory comprising 19.1 percent of total employment, followed by health services (12.5 percent) and educational institutions and libraries (7.7 percent). Health services and education employees are likely candidates to leave the workplace for lunch and support downtown restaurants.

As the second leading category of employment, the retail trade business accounts for over 23 percent of employment within the primary trade area. The leading subcategories include eating and drinking places which represents 7.0 percent of trade area employment, followed by miscellaneous retail (5.8 percent), food stores (3.4 percent and general merchandise (2.3 percent).

Daytime employment plays a large role in supporting retail. The primary trade area is estimated to have over 195,000 employees; roughly 50,200 of them are office employees who are known to expend at much higher rates, often eating out for lunch and shopping on the way to and from work. The mix of employees throughout the ten-minute drive time is consistent with primary trade

area percentages, with services and retail being the leaders within ten minutes at 20,420 and 10,820 jobs respectively. Furthermore, there are approximately 11,200 employees within walking distance to downtown retail; a considerable supply of captive consumers nearest the study site. GPG estimates downtown merchants are regularly capturing expenditure from workers within ten minutes of the study site with the potential to increase sales to these daytime employees to support existing and new retailers.

Table 5: Drive Time and Trade Area Employment by Industry Sector

Employment Sector	5-Minute Drive Time	10-Minute Drive Time	Primary Trade Area
Agriculture & Mining	80	310	3,580
Construction	500	2,520	8,300
Manufacturing	270	1,300	7,220
Transportation	130	580	2,490
Communication	80	1,270	2,530
Utility	60	150	600
Wholesale Trade	300	1,370	6,750
Retail Trade	4,700	10,820	45,010
Home Improvement	80	630	2,020
General Merchandise Stores	160	760	4,520
Food Stores	470	1,130	6,720
Auto Dealers, Gas Stations, Auto Aftermarket	850	2,100	3,560
Apparel & Accessory Stores	220	390	1,420
Furniture & Home Furnishings	90	560	1,820
Eating & Drinking Places	2,300	3,750	13,560
Miscellaneous Retail	490	1,530	11,390
Finance, Insurance & Real Estate	1,790	4,520	19,210
Banks, Savings, & Lending Institutions	260	680	3,110
Securities Brokers	240	660	2,450
Insurance Carriers & Agents	250	700	3,810
Real Estate, Holding, Other Investment	1,000	2,480	9,840
Services	6,000	20,420	93,120
Hotels & Lodging	990	1,250	2,590
Automotive Services	200	670	1,590
Motion Pictures & Amusements	630	1,370	9,200
Health Services	830	6,230	24,460
Legal Services	380	960	2,870
Education Institutions & Libraries	280	1,400	15,110
Other Services	2,750	8,540	37,300
Government	1,050	2,240	5,750
Unclassified	20	100	460
Total Employment	19,640	45,600	195,020

Table 5: *Nearly 25 percent of the workers in the primary trade area are within a 10-minute drive of downtown.*

Consumer expenditure from daytime employment compliments that captured in the evenings and on weekends by households in the trade area. "*Office Worker Retail Spending in a Digital Age*", published by the International Council of Shopping Centers in 2012, provides insight into the impact of office worker employment. Weekly office worker expenditure, adjusted for 2017 dollars, is estimated at $180. Weekly non-office worker expenditure, in 2017 dollars, is estimated at 66 percent of office workers. Non-office workers are estimated to have slightly less disposable

income, to have multiple work locations including at home and typically are on the road more during their workweek. Retail purchases (general merchandise, apparel, home furnishings, electronics, grocery and convenience items) make up the majority of the office worker dollars, at $120 per week. Restaurant expenditures (full service, limited service and drinking places) account for the balance at $60 per week. Annualized, each office worker expends $9,360 before, during and after work.

Table 6: Ten-Minute Drive-Time Worker Expenditure

Category	Weekly Expenditure	Annual Expenditure	Office Worker Expenditure	Non-Office Worker Expenditure	Total Expenditure
			16,400	29,200	
Prepared Food & Beverage					
Limited & Full Service Restaurants	$44	$2,288	$37,523,200	$24,719,552	$62,242,752
Drinking Places	$16	$832	$13,644,800	$8,988,928	$22,633,728
Retail Goods					
General Merchandise, Apparel, Home Furnishings, Electronics	$70	$3,640	$59,696,000	$39,326,560	$99,022,560
Grocery	$30	$1,560	$25,584,000	$16,854,240	$42,438,240
Convenience Items	$20	$1,040	$17,056,000	$11,236,160	$28,292,160
Total	**$180**	**$9,360**	**$153,504,000**	**$101,125,440**	**$254,629,440**

Table 6: *Employees within ten minutes of the study site expend over $254 million dollars annually.*

The annual impact of 45,600 workers within ten minutes of downtown Delray Beach is $254,629,440. This expenditure breaks down to include $84.8 million in prepared food and beverage establishments, $42.4 in grocery purchases, $99 million in retail sales, and $28.2 million in convenience items. Catering to the daytime worker crowd with fast-casual restaurants, and well-managed on-street parking may increase the worker expenditure captured by study area retailers.

Figure 9: *There are many significant employers near downtown Delray Beach including the corporate headquarters of Office Depot and Bethesda Memorial Hospital.*

Further research is recommended to fully understand the existing policies and physical conditions that are limiting daytime worker shopping and dining. Additionally, office development in or near the study area should be encouraged to bolster the daytime expenditure generated by these workers.

TRADE AREA CHARACTERISTICS

Figure 10: Delray Beach's location along the Atlantic coast and ease of regional access make downtown a popular destination during the tourist season and for events such as the Delray Beach Open tennis tournament.

Location

The primary trade area is among several desirable coastal destinations in Palm Beach County along the Atlantic Ocean. As one of the larger downtowns between Miami and West Palm Beach, many metro residents, workers, seasonal residents and visitors are within an hour drive from the Delray Beach study area, making it desirable for day trips or quick weekend getaways. Just 20 miles south of West Palm Beach and 10 miles north of Boca Raton, the proximity opens a large number of employment opportunities for trade area residents while providing a small-town respite for residents of the more densely developed metropolitan core. However, despite this proximity, the lack of other nearby downtowns creates a captive audience of consumers living and working in the primary trade area.

Access

Regional linkage is strong in the primary trade area; I-95, Florida's Turnpike, Federal Highway and A1A all run through or near the site and connect Delray Beach to most cities in Palm Beach County and the metro region. Federal Highway (US Route 1) and A1A are particularly important to the study area and offer visible locations for additional retail development. Atlantic Avenue, which ranges from two- to nine-lanes wide and is the primary spine of the study area, is the east-west route that connects all of the major north-south routes.

The South Florida Regional Transportation Authority runs the Tri-Rail (light rail) through Palm Beach County. This rail system goes as far south as the Miami International Airport. Tri-Rail wants to double ridership by 2021 to 30,000 daily riders by building the coastal link. Transit-oriented development is a focus of the Tri-Rail system and the stop nearest Atlantic Avenue is the

subject of planning and development studies intended to foster meaningful mixed-use development near the study site. Within the study area, the Downtown Roundabout and the Downtowner shuttle service are popular means of travel along Atlantic Avenue.

Table 7: Traffic Counts

Location	Traffic Count
I-95 at Atlantic Avenue	209,000
Florida Turnpike at Atlantic Avenue	98,900
Atlantic Avenue at Congress Avenue	44,000
Atlantic Avenue at Fifth Avenue	24,000
Lake Ida Road at Swinton Avenue	20,700
Swinton Avenue at Atlantic Avenue	14,700
Atlantic Avenue at Intracoastal Waterway	14,200
Federal Highway (NB) at Atlantic Avenue	13,100
Federal Highway (SB) at Atlantic Avenue	12,600
A1A at Atlantic Avenue	12,300
Atlantic Avenue at Federal Highway	10,500

Table 7: *The traffic chart shows heavy traffic north of downtown, however a considerable number of cars travel along US-31 just east of downtown.*

Traffic volumes seen in Table 8 confirm the routes with the best regional and local access: I-95, Florida Turnpike and Federal Highway each carry 209,000, 98,900 and 27,300 (N/S combined) respectively, while Atlantic and Swinton facilitate 24,000 and 14,700 daily trips. The convenience of traveling these routes and finding available parking is essential for the success of retail and restaurants in the study area. Signage along these routes and effective parking management should be reviewed according to industry standards and optimized.

Figure 11: Sandy beaches, special events, and a unique shopping and dining district complemented by several attractions draw a notable number of the regions 38.55 million visitors to Delray Beach every year.

Tourism

Delray Beach has long been recognized as a popular vacation destination along Florida's east coast. Whether enjoying an area beach, sightseeing at a local attraction or dining out at one of the area's exceptional restaurants, the seasonal variations and captivating scenery draws visitors throughout the year. The famous Delray Beach Festival of the Arts and the Delray Beach Fashion Week in January, which attract thousands to Delray Beach, is one of many events bolstering tourism. In total, Palm Beach County attracts 7.35 million visitors annually in addition to 15.4 million in Broward County and 15.8 million in Miami-Dade County.

Tourism generates $4.6 billion in direct spending in Palm Beach County and plays an integral role in the success of retail in downtown Delray Beach. Research on tourism spending suggests, "dining out" and "shopping" are popular activities for both day-trip and overnight visitors. GPG estimates that each tourist in Delray Beach spends $120 daily, of which $50 can be attributed to purchases at retail, restaurants and grocery stores. With the advantageous, central location of downtown within the region, the capture of expenditure from the 38.55 million annual visitors to the region could be increased with additional retail development, placemaking, marketing and effective parking management. Further research into hotel and vacation rental occupancy and seasonal residents could aid in more accurately portraying the economic effect of tourism on downtown Delray Beach's retailers and restaurants.

Other Shopping Areas

As part of GPG's evaluation, neighborhood, community and regional shopping centers near Delray Beach were identified and studied to assess their retail appeal, strength of tenant mix, general maintenance and accessibility. In addition to aerial imaging, GPG used information from the International Council of Shopping Centers' Global Shopping Center Directory.
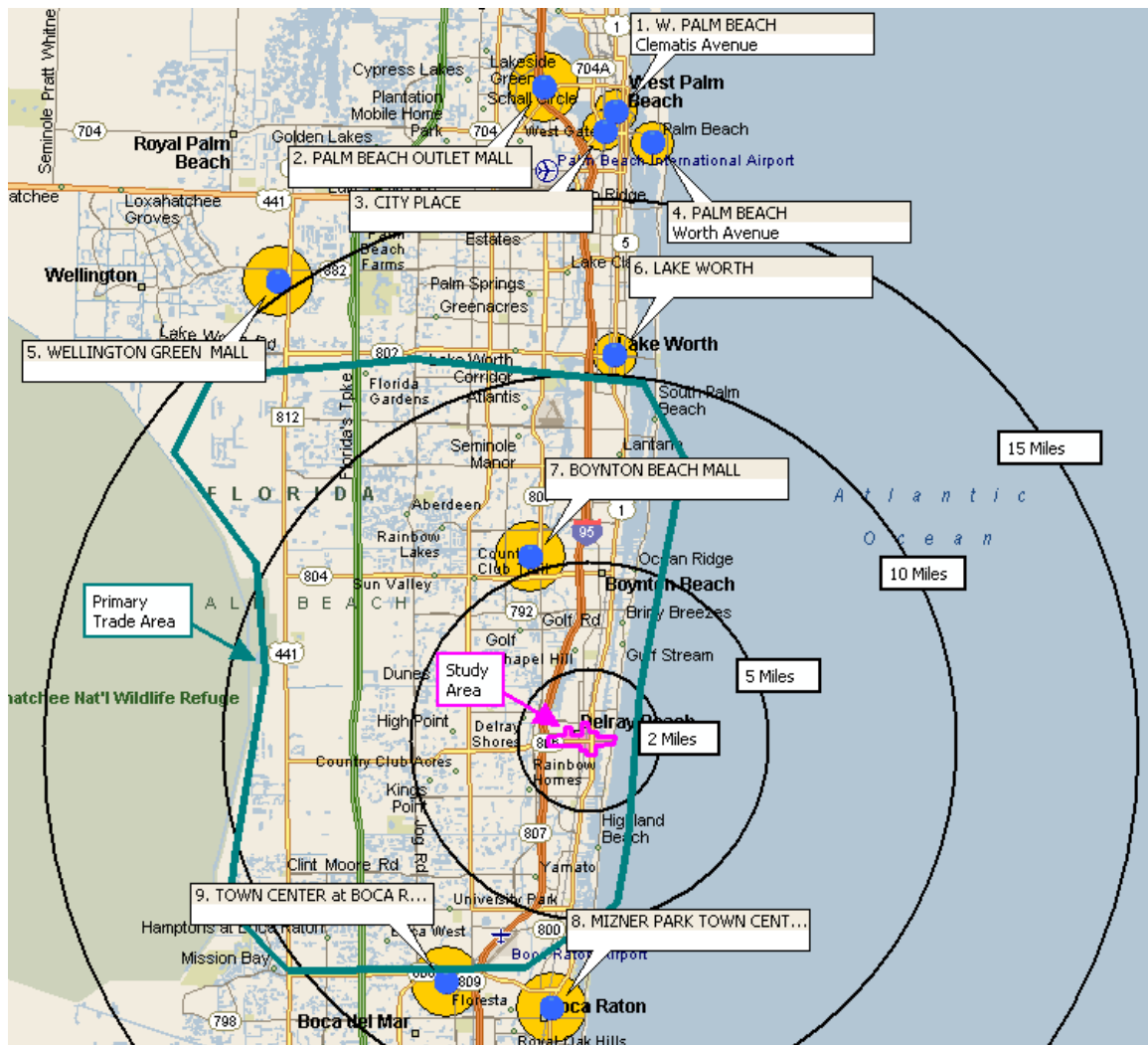
Figure 12 & Table 8: *The significant competing retail is over 5 miles from the study site, creating a captive audience of nearby consumers.*

Table 8: Existing Regional Malls & Other Downtowns

Map Designation	Retail Center Name	Shopping Center Type	Size	Distance to Downtown
1	Clematis Street	Downtown	-	20.5 miles
2	Palm Beach Outlets	Outlet Mall	760,000 sf	20.4 miles
3	City Place	Town Center	600,000 sf	19.9 miles
4	Worth Avenue	Downtown	-	18.1 miles
5	Wellington Green Mall	Regional Mall	1,273,000 sf	21.3 miles
6	Lake Worth	Downtown	-	12.5 miles
7	Boynton Beach Mall	Regional Mall	1,101,000 sf	6.5 miles
8	Mizner Park	Town Center	398,000 sf	8.9 miles
9	Town Center at Boca Raton	Regional Mall	1,778,600 sf	9.7 miles

Figure 13: *Clematis Street is the primary downtown of Palm Beach County.*

1. Clematis Street

Clematis Street is the Main Street of West Palm Beach and has been the commercial core of Palm Beach County since the late 1800s. Development has continued since that time and a variety of architectural styles give Clematis an unmistakable character.   The variety architecture along Clematis has evolved over the last century, spanning nearly every significant era and style from 1890 to 2009. Ground floor retail and restaurants line Clematis with apartments condos and office space occupying the upper floors, making this a true urban downtown. Increased office development in the area has prompted the implementation of a trolley system that also connects to Palm Beach Atlantic University. Several events and festivals draw patrons from throughout the region and nightlife destinations regularly draw 80,000 visitors each week. The 500 block of Clematis is listed in the Nation Register of Historic Places.

Figure 14: Palm Beach Outlets is the 2014 redevelopment of the Palm Beach Mall, which had been declining for many years.

2. Palm Beach Outlets

Originally opened as the largest mall in the Southeastern US in 1969, competition from City Place and the Mall at Wellington Green eventually forced the center to close in the late 2000s. Reopened in 2014 as the open-air Palm Beach Outlets, the center is now comprised of a 460,000 sf outlet center and a 300,000 sf community center. Anchored by Saks Off 5th, other notable retailers include J Crew, Ann Taylor, Brooks Brothers, Vera Bradley, DSW, Nordstrom Rack, TJ Maxx, Bed, Bath and Beyond and Whole Foods. The center is located 20.4 miles from the study area.

Figure 15: City Place is a town center constructed on seven city blocks of downtown West Palm Beach.

3. City Place

The redevelopment of several city blocks near Clematis Street in 2000, City Place is largely credited with West Palm Beach's urban revitalization. With 600,000 sf of retail anchored by AMC, LA Fitness and Publix, City Place also includes apartments, condos and office space, making it a true mixed-use town center. Owned by The Related Companies, the center is searching for a fourth anchor following the 2017 closure of Macy's. City Place is located 19.9 miles from the study area.

Figure 16: Worth Avenue is maintained to an exceptional standard desired by high-end patrons.

4. Worth Avenue

Located 18 miles from the study area, Worth Avenue is regarded as one of the premier shopping streets in the US. Featuring approximately 250 high-end shops, boutiques, restaurants and art galleries, the tenant list includes Kassatly's. Louis Vuitton, Tiffany and Co, Hermes, Giorgio Armani, Gucci, Cartier, Chanel, Salvatore Ferragamo and St. John. On the east end, Neiman Marcus and Saks Fifth Avenue are regarded as the street's anchors. Stretching four city blocks along a one-way Worth Avenue, there are several pedestrian vias that enforce the walkable charm of the area. The Worth Avenue Association maintains architectural standards and the general appearance of the streets and parking area. Rent on Worth Avenue averages $145 per square foot.

Figure 17: The Mall at Wellington Green is one of the newest shopping centers in the market.

5. Mall at Wellington Green Mall

A large retail agglomeration outside of West Palm Beach, the Mall at Wellington Green is a 1,273,000 sf super-regional mall. Spanning two levels, the property is anchored by Dillard's, JC Penney, Macy's, Nordstrom, City Furniture, Ashley Furniture Home Store and Paragon Theaters. Constructed in 2001 by Taubman Centers, it is one of the newest malls in the region, and is now owned by Starwood Retail Partners. Its 170 stores are joined by outparcels that include The Fresh Market, Whole Foods, Barnes and Noble, Men's Warehouse, Office Depot and Trader Joe's. While a considerable distance from the study area (21.3 miles), this collection of retailers is a desirable shopping destination for many trade area residents.

Figure 18: *Lake Worth is a traditional downtown with some of the oldest commercial structures in South Florida.*

6. Lake Worth

Concentrated on Lake and Lucerne Avenues, downtown Lake Worth is an emerging urban district that contrasts the more manicured shopping found elsewhere in the trade area. Primarily one- and two-story traditional Main Street buildings line the downtown and project a small-town feel when compared to the intensity of other area downtowns. Several desirable restaurants and night life venues make this a popular entertainment district. Local retailers, a Publix grocery store, art galleries, city hall, post office, public library and a cultural plaza combine to make this a complete downtown and relatively affordable housing is increasing the popularity of Lake Worth among area residents.

Figure 19: *Although dated in appearance, Boynton Beach Mall's mid-market tenants appeal to many trade area consumers.*

7. Boynton Beach Mall

The nearest indoor shopping to the study area (6.5 miles), Boynton Beach mall, is a 1,101,000-sf single-story mall anchored by Macy's, JC Penny, Sears, Dillard's Clearance Center and Cinemark. Built in 1985, the center is owned by Washington Prime Group, which renovated the mall in 2001. An H & M was recently added in 2015, making the mall and its 135 stores a popular shopping destination for many of the trade areas residents.

Figure 20: Mizner Park is a well-manicured town center in nearby Boca Raton.

8. Mizner Park

The closest urban retail to the study area is Mizner Park, located 8.9 miles to the south in Boca Raton. With 398,000 sf of retail, the center is anchored by Lord and Taylor and iPic Theater complemented by Kendra Scott, Tommy Bahama, Sur La Table and Les Bijoux. A popular dining destination, signature restaurants include Yardhouse, Ruth's Chris Steak House, Max's Grill, Racks, Tanzy, Uncle Julio's and Villagio. Mizner Park was once the site of Boca Mall, the site was redeveloped in 1989 as an open-air Mediterranean Revival town center, and is considered one of the first contemporary mixed-use town centers in the country. Owned by General Growth Properties, the site is also home to the Centre for the Arts at Mizner Park, which includes and amphitheater and the Boca Raton Museum of Art.

Figure 21: The broad selection of retailers at Town Center at Boca Raton make for an attractive retail destination.

8. Town Center at Boca Raton

The largest enclosed regional mall in Palm Beach County, Town Center at Boca Raton is a 1,778,600 sf sprawling retail destination nearly ten miles from Delray Beach. The center opened in 1980 featuring a New York City theme and today is anchored by Bloomingdale's, Macy's, Saks Fifth Avenue, Nordstrom and Nieman Marcus. Owned by Simon Property Group, there are over 200 stores including Anthropologie, Apple, Brooks Brothers, Cartier, Coach, Crate and Barrel, Lily Pulitzer, Lululemon, Pottery Barn, Tesla, Tiffany and Company and signature restaurants such as Blue Martini, Pinon Grill, The Corner Bistro and The Capital Grill. A recent expansion included the Terrace at Town Center which features additional lifestyle retailers.

Figure 22: *Delray Beach is a desirable community and vacation destination featuring an active Atlantic Avenue complemented by vibrant districts in Pineapple Grove and The Set.*

SUMMARY of FINDINGS

This study finds that the Delray Beach study area is presently supportable with up to 434,100 sf of additional retail space. This new retail can potentially capture $221.3 million of expenditures in 2017, growing to $232.8 million in expenditures by 2022. This retail development could include:

- **Corner Stores**: Three to four corner stores at 1,500 to 2,500 sf, located near visible entries to surrounding neighborhoods.

- **Convenience Centers**: Three to four 15,000 to 25,000 sf convenience centers located along visible and well-traveled streets. These centers can include a wide range of retailers such as apparel, bakeries or butchers, electronics or phone stores, home furnishings financial services, full-service restaurants, pharmacy, jewelry and office supplies.

- **Neighborhood Centers:** One to two 75,000 to 100,000 sf neighborhood centers located on an underutilized or infill ready lot with excellent visibility along Atlantic Avenue. The neighborhood center would be anchored by a grocery store and could include department store merchandise, hardware, pharmacy, furniture and home furnishings, sporting goods or an appliance store.

- **Lifestyle Centers:** One 150,000 to 350,000 sf lifestyle center designed with walkable streets and public spaces along Atlantic Avenue. The lifestyle center would be feature a grocery store and junior department store anchor and a compelling restaurant and entertainment component. Inline retail would include desirable lifestyle tenants in the apparel, books, cosmetics, electronics, home furnishings, shoes and sporting goods categories.

These retail centers could be developed as conventional shopping centers or most likely as filled vacancies, infill or redevelopment into the current walkable downtown.

The demographics of the primary trade area show a population base of 503,500, which will increase to 535,900 by 2022, at an annual growth rate of 1.26 percent. The persons per household is 2.29, and median age is 51.3 years old. Median household incomes of $56,500 in the primary trade area is above state and similar to national averages, and a higher average

household income ($88,500) suggests there are many residents within the trade area with disposable income. Educational attainment is higher than the regional and state levels as 38.2 percent of residents over the age of 25 have earned a bachelor's degree or higher.

Employment in the primary trade area favors the service sector (47.7 percent), while other strong sectors include retail (23.1 percent) and finance, insurance and real estate (9.9 percent). There are over 45,600 employees within a 10-minute drive of the study site and 11,200 employees within walking distance to downtown. These daytime consumers expend over $254.6 million annually, a portion of which is currently being captured by existing retailers. Markedly more expenditure from the 10-minute drive time employees may be captured by new and existing retailers with the opening or expansion of lunch-time restaurants, desirable shops and appropriately managed parking optimized for quick turnover.

Tapestry lifestyles in the market reflect a majority base of "The Elder" households, representing 26.5 percent of all households. The Elders residents favor communities designed for senior or assisted living, primarily in warmer climates with seasonal populations. Most of these householders are homeowners, although their housing varies from mobile homes to single-family residences to high-rise apartments. These seniors are informed, independent, and involved. Shopping includes apparel and exercise equipment. These consumers have definite opinions about their spending, focusing on price, but not at the expense of quality. They prefer to use coupons and buy American and environmentally safe products.

A detailed examination of the supportable sf of retail uses is found in the following Table 9:

Table 9: 2017 & 2022 Supportable Retail Table
Delray Beach Study Area Primary Trade Area

Retail Category	Estimated Supportable SF	2017 Sales/SF	2017 Estimated Retail Sales	2022 Sales/SF	2022 Estimated Retail Sales	No. of Stores
Retailers						
Apparel Stores	28,100	$550	$15,455,000	$580	$16,298,000	12 - 14
Auto Parts Stores	12,600	$345	$4,347,000	$360	$4,536,000	1 - 2
Beer, Wine & Liquor Stores	13,000	$395	$5,135,000	$415	$5,395,000	4 - 5
Book & Music Stores	6,200	$275	$1,705,000	$290	$1,798,000	1 - 2
Cosmetics	10,300	$505	$5,201,500	$530	$5,459,000	7 - 8
Department Store Merchandise	67,900	$460	$31,234,000	$485	$32,931,500	13 - 15
Electronics & Appliance Stores	14,200	$535	$7,597,000	$560	$7,952,000	5 - 7
Furniture Stores	17,600	$440	$7,744,000	$460	$8,096,000	5 - 6
Gift Stores	9,800	$505	$4,949,000	$530	$5,194,000	7 - 8
Grocery Stores	70,500	$585	$41,242,500	$615	$43,357,500	2 - 3
Hardware	49,100	$295	$14,484,500	$310	$15,221,000	5 - 7
Home Furnishings Stores	19,900	$460	$9,154,000	$485	$9,651,500	6 - 7
Lawn & Garden Supply Stores	2,100	$285	$598,500	$300	$630,000	1
Miscellaneous Store Retailers	8,400	$500	$4,200,000	$525	$4,410,000	3 - 4
Pharmacy	14,300	$575	$8,222,500	$605	$8,651,500	2 - 3
Shoe Stores	6,800	$475	$3,230,000	$500	$3,400,000	3 - 4
Sporting Goods & Hobby Stores	12,200	$450	$5,490,000	$475	$5,795,000	4 - 5
Retailer Totals	**363,000**	**$449**	**$169,989,500**	**$472**	**$178,776,000**	**81 - 101**
Restaurants						
Bars, Breweries & Pubs	9,500	$650	$6,175,000	$685	$6,507,500	4 - 5
Full-Service Restaurants	25,000	$755	$18,875,000	$795	$19,875,000	7 - 8
Limited-Service Eating Places	30,700	$750	$23,025,000	$790	$24,253,000	10 - 12
Special Food Services	5,900	$550	$3,245,000	$580	$3,422,000	3 - 4
Restaurant Totals	**71,100**	**$676**	**$51,320,000**	**$713**	**$54,057,500**	**24 - 29**
Retailer & Restaurant Totals	**434,100**	**$492**	**$221,309,500**	**$518**	**$232,833,500**	**105 - 130**

Table 9: Sales stated in constant 2017 dollars.

Retail Category Definitions

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

Retail

Auto Supply Stores (4411): establishments known as automotive supply stores primarily engaged in retailing new, used, and/or rebuilt automotive parts and accessories,

automotive supply stores that are primarily engaged in both retailing automotive parts and accessories and repairing automobiles; establishments primarily engaged in retailing and installing automotive accessories; and establishments primarily engaged in retailing new and/or used tires and tubes or retailing new tires in combination with automotive repair services.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Miscellaneous Retailers (4539): establishments primarily engaged in retailing new miscellaneous specialty store merchandise (except motor vehicle and parts dealers; furniture and home furnishings stores; consumer-type electronics and appliance stores; building material and garden equipment and supplies dealers; food and beverage stores; health and personal care stores; gasoline stations; clothing and clothing accessories stores; sporting goods, hobby, book, and music stores; general merchandise stores; florists; office supplies, stationery, and gift stores; and used merchandise stores). Pet supplies, art dealers, manufactured home dealers, tobacco/cigar stores,

Restaurants

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

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

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

- Food Service Contractors: Establishments may be engaged in providing food services at institutional, governmental, commercial, or industrial locations of others based (cafeteria, restaurant, and fast food eating-place) on contractual arrangements with these types of organizations for a specified period of time. Management staff is always provided by the food services contractor.
- Caterers: providing single event-based food services. These establishments generally have equipment and vehicles to transport meals and snacks to events and/or prepare food at an off-premise site. Banquet halls with catering staff are included in this industry. Examples of events catered by establishments in this industry are graduation parties, wedding receptions, business or retirement luncheons and trade shows.
- Mobile Food Services: establishments primarily engaged in preparing and serving meals and snacks for immediate consumption from motorized vehicles or non-motorized carts. The establishment is the central location from which the caterer route is serviced, not each vehicle, or cart. Included in this industry are establishments primarily engaged in providing food services from vehicles, such as hot dog carts and ice cream trucks.

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

Shopping Center Definitions

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

- **Convenience Centers:** Convenience centers are 30,000 sf or less, unanchored, and generally will service a trade area of up to one mile. These centers include banking, carryout foods, florists, mail centers, small restaurants, small food markets, and professional services such as real estate and financial consulting. The centers typically include six to eight businesses.

- **Neighborhood Centers:** Neighborhood centers are anchored with a full-sized supermarket and typically range from 60,000 to 100,000 sf. They service a trade area of two to three miles and can include apparel, banks, carryout food, hardware, mail centers, restaurants, sporting goods and professional services such as financial consulting and real estate.

- **Community Centers:** Community centers typically range from 150,000 to 300,000 sf

and are almost always anchored with a full-sized department store. They also include junior anchor retailers selling books, crafts, shoes, and sporting goods. Community centers often include large home improvement stores and medium-sized discount apparel stores. Their service area is typically five to seven miles in suburban locations.

- **Lifestyle Centers:** Lifestyle centers average 150,000 to 200,000 sf and feature popular apparel, book, and home furnishing stores, as well as cinemas and a wide selection of themed restaurants. The centers are frequently planned as walkable areas with main streets. Recently, lifestyle centers have included large anchors such as department stores, public libraries, and supermarkets. These centers typically have a trade area of four to six miles when developed in suburban settings. Lifestyle centers that include civic, employment, and residential buildings along with the retail land use are defined as 'town centers.'

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

Rationale
The rationale for the findings in this study follows:

- **Captive consumer market:** Residents in the primary trade area likely work in close proximity to downtown and many pass through the study site daily. The demands of daily life suggest many consumer purchases are made on the way to and from work. Should more retailers carrying a variety of goods at competitive prices deploy in the study site, a larger percentage of trade area resident may make downtown their primary shopping destination. Similarly, with dated or luxury shopping in the competing centers, Delray could increase its position as the primary lifestyle destination in the trade area.

- **Strong daytime employment base:** As one of the established cities in the region, there are over 45,000 employees within a 10-minute drive of the study area and approximately 11,200 within walking distance of downtown. These daytime consumers expend $254.6 million annually in the local economy and supplement the residential consumer base.

- **Strong tourism:** Delray Beach has a desirable location along Florida's east coast in between the major cities of Miami, Fort Lauderdale and West Palm Beach. A number of festivals, attractions, warm climate and sandy beaches attract over 38.55 million visitors to the region annually. The primary activity of tourists is shopping and dining and Delray Beach stands to increase market share to these visitors.

- **Underserving retail:** Despite several competing shopping centers and already strong retail in the study area, the existing retail within the trade area is underserving the current population represented by $221.3 million in new sales that could be captured by existing or new retailers. This level of unmet demand creates a compelling incentive for retail expansion within the trade area. At present, consumers are leaving the trade area for shopping and dining that they would rather stay in Delray Beach to patronize.

Limits of Study

The findings of this study represent GPG's best estimates for the amounts and types of retail projects that should be supportable in the study area. Every reasonable effort has been made to ensure that the data contained in this study reflect the most accurate and timely information possible and are believed to be reliable. This study is based on estimates, assumptions, and other information developed by GPG independent research effort, general knowledge of the industry, and consultations with the client and its representatives. This study is designed as objective third party research and GPG does not recommend that any or all of the supportable retail be developed in the study area.

No responsibility is assumed for inaccuracies in reporting by the client, its agent and representatives or in any other data source used in preparing or presenting this study. This report is based on information that was current as of December 1, 2017 and GPG has not undertaken any update of its research effort since such date.

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

The actual amounts of supportable retail could be significantly higher or lower depending on multiple market and not market variables including the type, design and quality of the new development. It is plausible that a walkable town center, with well-designed buildings and public realm, could draw visitors from beyond this study's estimated trade area boundaries and considerably outperform the site's location and limited market potential. This would require an extraordinary development team and retailer mix unique to the market, including anchor retailers. On the other hand, a poorly implemented commercial center or badly managed businesses could underperform the location.

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

This study should not be the sole basis for programming, planning, designing, financing, or development of any commercial center. This study is for the use of *The City of Delray Beach* for general planning purposes only, and is void for other site locations or developers.

-- END OF ANALYSIS -

Gibbs Planning Group | Business Summary

Delray Beach PTA
Area: 182.75 square miles

Prepared by Esri

Data for all businesses in area

Total Businesses:	18,464
Total Employees:	195,021
Total Residential Population:	503,462
Employee/Residential Population Ratio (per 100 Residents):	39

by SIC Codes	Businesses Number	Percent	Employees Number	Percent
Agriculture & Mining	366	2.0%	3,575	1.8%
Construction	1,272	6.9%	8,303	4.3%
Manufacturing	468	2.5%	7,220	3.7%
Transportation	426	2.3%	2,490	1.3%
Communication	174	0.9%	2,528	1.3%
Utility	41	0.2%	601	0.3%
Wholesale Trade	640	3.5%	6,753	3.5%
Retail Trade Summary	3,472	18.8%	45,006	23.1%
Home Improvement	222	1.2%	2,016	1.0%
General Merchandise Stores	11?	0.6%	4,518	2.3%
Food Stores	342	1.9%	6,722	3.4%
Auto Dealers, Gas Stations, Auto Aftermarket	302	1.6%	3,560	1.8%
Apparel & Accessory Stores	280	1.5%	1,422	0.7%
Furniture & Home Furnishings	317	1.7%	1,823	0.9%
Eating & Drinking Places	879	4.8%	13,558	7.0%
Miscellaneous Retail	1,01?	5.5%	11,38?	5.8%
Finance, Insurance, Real Estate Summary	2,240	12.1%	19,21?	9.9%
Banks, Savings & Lending Institutions	305	1.7%	3,11?	1.6%
Securities Brokers	334	1.8%	2,449	1.3%
Insurance Carriers & Agents	354	1.9%	3,811	2.0%
Real Estate, Holding, Other Investment Offices	1,247	6.8%	9,844	5.0%
Services Summary	8,008	43.4%	93,122	47.7%
Hotels & Lodging	93	0.5%	2,591	1.3%
Automotive Services	394	2.1%	1,593	0.8%
Motion Pictures & Amusements	546	3.0%	9,202	4.7%
Health Services	1,587	8.6%	24,457	12.5%
Legal Services	391	2.1%	2,868	1.5%
Education Institutions & Libraries	234	1.3%	15,11?	7.7%
Other Services	4,761	25.8%	37,299	19.1%
Government	217	1.2%	5,747	2.9%
Unclassified Establishments	1,14?	6.2%	461	0.2%
Totals	18,464	100.0%	195,021	100.0%

Gibbs Planning Group | Business Summary

Delray Beach PTA
Area: 182.75 square miles

Prepared by Esri

by NAICS Codes	Businesses Number	Businesses Percent	Employees Number	Employees Percent
Agriculture, Forestry, Fishing & Hunting	33	0.2%	226	0.1%
Mining	5	0.0%	14	0.0%
Utilities	12	0.1%	145	0.1%
Construction	1,404	7.6%	8,938	4.6%
Manufacturing	499	2.7%	6,018	3.1%
Wholesale Trade	618	3.3%	6,602	3.4%
Retail Trade	2,468	13.4%	30,615	15.7%
Motor Vehicle & Parts Dealers	230	1.2%	3,157	1.6%
Furniture & Home Furnishings Stores	170	0.9%	930	0.5%
Electronics & Appliance Stores	122	0.7%	805	0.4%
Bldg Material & Garden Equipment & Supplies Dealers	217	1.2%	2,002	1.0%
Food & Beverage Stores	248	1.3%	5,917	3.0%
Health & Personal Care Stores	306	1.7%	3,067	1.6%
Gasoline Stations	71	0.4%	403	0.2%
Clothing & Clothing Accessories Stores	405	2.2%	1,896	1.0%
Sport Goods, Hobby, Book, & Music Stores	132	0.7%	850	0.4%
General Merchandise Stores	11ϲ	0.6%	4,518	2.3%
Miscellaneous Store Retailers	389	2.1%	4,899	2.5%
Nonstore Retailers	60	0.3%	2,169	1.1%
Transportation & Warehousing	285	1.5%	1,961	1.0%
Information	449	2.4%	7,713	4.0%
Finance & Insurance	1,03ʼ	5.6%	9,526	4.9%
Central Bank/Credit Intermediation & Related Activities	312	1.7%	3,123	1.6%
Securities, Commodity Contracts & Other Financial	352	1.9%	2,522	1.3%
Insurance Carriers & Related Activities; Funds, Trusts & Other	367	2.0%	3,880	2.0%
Real Estate, Rental & Leasing	1,338	7.2%	9,652	4.9%
Professional, Scientific & Tech Services	2,154	11.7%	13,430	6.9%
Legal Services	454	2.5%	3,127	1.6%
Management of Companies & Enterprises	41	0.2%	269	0.1%
Administrative & Support & Waste Management & Remediation	972	5.3%	9,288	4.8%
Educational Services	347	1.9%	15,707	8.1%
Health Care & Social Assistance	1,894	10.3%	29,653	15.2%
Arts, Entertainment & Recreation	400	2.2%	8,612	4.4%
Accommodation & Food Services	1,01ϲ	5.5%	16,71ϲ	8.6%
Accommodation	93	0.5%	2,591	1.3%
Food Services & Drinking Places	925	5.0%	14,12ϲ	7.2%
Other Services (except Public Administration)	2,133	11.6%	13,725	7.0%
Automotive Repair & Maintenance	297	1.6%	1,16ϲ	0.6%
Public Administration	219	1.2%	5,752	2.9%
Unclassified Establishments	1,14	6.2%	461	0.2%
Total	18,464	100.0%	195,021	100.0%

Appendix B1: Primary Trade Area Community Profile

Gibbs Planning Group

Community Profile

Delray Beach PTA   Prepared by Esri
Area: 182.75 square miles

Population Summary	
2000 Total Population	389,316
2010 Total Population	456,208
2017 Total Population	503,462
2017 Group Quarters	4,669
2022 Total Population	535,947
2017-2022 Annual Rate	1.26%
2017 Total Daytime Population	485,753
Workers	190,727
Residents	295,026
Household Summary	
2000 Households	173,380
2000 Average Household Size	2.22
2010 Households	200,459
2010 Average Household Size	2.25
2017 Households	218,000
2017 Average Household Size	2.29
2022 Households	230,693
2022 Average Household Size	2.30
2017-2022 Annual Rate	1.14%
2010 Families	122,584
2010 Average Family Size	2.84
2017 Families	132,800
2017 Average Family Size	2.88
2022 Families	140,194
2022 Average Family Size	2.90
2017-2022 Annual Rate	1.09%
Housing Unit Summary	
2000 Housing Units	206,310
Owner Occupied Housing Units	68.3%
Renter Occupied Housing Units	15.7%
Vacant Housing Units	16.0%
2010 Housing Units	246,580
Owner Occupied Housing Units	63.4%
Renter Occupied Housing Units	17.9%
Vacant Housing Units	18.7%
2017 Housing Units	264,155
Owner Occupied Housing Units	61.0%
Renter Occupied Housing Units	21.5%
Vacant Housing Units	17.5%
2022 Housing Units	278,794
Owner Occupied Housing Units	60.9%
Renter Occupied Housing Units	21.9%
Vacant Housing Units	17.3%
Median Household Income	
2017	$56,535
2022	$64,238
Median Home Value	
2017	$243,676
2022	$309,137
Per Capita Income	
2017	$38,717
2022	$43,434
Median Age	
2010	49.0
2017	51.3
2022	52.5

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

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

Gibbs Planning Group	Community Profile	
Delray Beach PTA		Prepared by Esri
Area: 182.75 square miles		

2017 Households by Income	
Household Income Base	218,000
<$15,000	9.8%
$15,000 - $24,999	10.7%
$25,000 - $34,999	9.9%
$35,000 - $49,999	13.5%
$50,000 - $74,999	17.8%
$75,000 - $99,999	11.5%
$100,000 - $149,999	13.4%
$150,000 - $199,999	5.5%
$200,000+	8.0%
Average Household Income	$88,450
2022 Households by Income	
Household Income Base	230,693
<$15,000	9.3%
$15,000 - $24,999	9.6%
$25,000 - $34,999	8.4%
$35,000 - $49,999	11.3%
$50,000 - $74,999	17.3%
$75,000 - $99,999	13.4%
$100,000 - $149,999	15.4%
$150,000 - $199,999	6.3%
$200,000+	8.9%
Average Household Income	$99,979
2017 Owner Occupied Housing Units by Value	
Total	161,207
<$50,000	7.1%
$50,000 - $99,999	11.4%
$100,000 - $149,999	10.7%
$150,000 - $199,999	11.1%
$200,000 - $249,999	11.1%
$250,000 - $299,999	9.5%
$300,000 - $399,999	16.1%
$400,000 - $499,999	7.9%
$500,000 - $749,999	7.4%
$750,000 - $999,999	3.0%
$1,000,000 +	4.7%
Average Home Value	$317,303
2022 Owner Occupied Housing Units by Value	
Total	169,637
<$50,000	4.8%
$50,000 - $99,999	7.7%
$100,000 - $149,999	7.5%
$150,000 - $199,999	8.3%
$200,000 - $249,999	9.8%
$250,000 - $299,999	10.0%
$300,000 - $399,999	20.2%
$400,000 - $499,999	11.1%
$500,000 - $749,999	10.8%
$750,000 - $999,999	4.1%
$1,000,000 +	5.7%
Average Home Value	$375,433

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

Appendix B3: Primary Trade Area Community Profile

Gibbs Planning Group | Community Profile

Delray Beach PTA
Area: 182.75 square miles

Prepared by Esri

2010 Population by Age	
Total	456,208
0 - 4	4.7%
5 - 9	4.9%
10 - 14	5.0%
15 - 24	9.5%
25 - 34	9.4%
35 - 44	11.3%
45 - 54	12.9%
55 - 64	12.4%
65 - 74	12.6%
75 - 84	11.9%
85 +	5.6%
18 +	82.3%
2017 Population by Age	
Total	503,463
0 - 4	4.4%
5 - 9	4.7%
10 - 14	4.9%
15 - 24	9.0%
25 - 34	10.0%
35 - 44	9.9%
45 - 54	11.5%
55 - 64	13.2%
65 - 74	14.4%
75 - 84	11.3%
85 +	6.7%
18 +	83.3%
2022 Population by Age	
Total	535,948
0 - 4	4.4%
5 - 9	4.5%
10 - 14	4.8%
15 - 24	8.5%
25 - 34	10.2%
35 - 44	10.0%
45 - 54	10.3%
55 - 64	13.0%
65 - 74	15.4%
75 - 84	12.4%
85 +	6.6%
18 +	83.6%
2010 Population by Sex	
Males	215,729
Females	240,479
2017 Population by Sex	
Males	238,389
Females	265,073
2022 Population by Sex	
Males	253,571
Females	282,375

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

Appendix B4: Primary Trade Area Community Profile

Community Profile

Delray Beach PTA
Area: 182.75 square miles

Prepared by Esri

2010 Population by Race/Ethnicity	
Total	456,208
White Alone	76.8%
Black Alone	16.0%
American Indian Alone	0.3%
Asian Alone	2.3%
Pacific Islander Alone	0.0%
Some Other Race Alone	2.7%
Two or More Races	1.9%
Hispanic Origin	13.1%
Diversity Index	52.5
2017 Population by Race/Ethnicity	
Total	503,462
White Alone	73.6%
Black Alone	17.8%
American Indian Alone	0.3%
Asian Alone	2.8%
Pacific Islander Alone	0.0%
Some Other Race Alone	3.2%
Two or More Races	2.3%
Hispanic Origin	16.0%
Diversity Index	58.0
2022 Population by Race/Ethnicity	
Total	535,947
White Alone	71.3%
Black Alone	19.1%
American Indian Alone	0.3%
Asian Alone	3.1%
Pacific Islander Alone	0.1%
Some Other Race Alone	3.6%
Two or More Races	2.5%
Hispanic Origin	18.5%
Diversity Index	61.9
2010 Population by Relationship and Household Type	
Total	456,208
In Households	99.0%
In Family Households	78.4%
Householder	26.9%
Spouse	21.2%
Child	23.6%
Other relative	4.6%
Nonrelative	2.1%
In Nonfamily Households	20.6%
In Group Quarters	1.0%
Institutionalized Population	0.5%
Noninstitutionalized Population	0.5%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

Gibbs Planning Group | Community Profile

Delray Beach PTA   Prepared by Esri
Area: 182.75 square miles

2017 Population 25+ by Educational Attainment	
Total	387,682
Less than 9th Grade	4.5%
9th - 12th Grade, No Diploma	4.7%
High School Graduate	21.7%
GED/Alternative Credential	2.5%
Some College, No Degree	20.2%
Associate Degree	8.2%
Bachelor's Degree	23.7%
Graduate/Professional Degree	14.5%
2017 Population 15+ by Marital Status	
Total	433,207
Never Married	26.7%
Married	51.2%
Widowed	10.0%
Divorced	12.1%
2017 Civilian Population 16+ in Labor Force	
Civilian Employed	92.3%
Civilian Unemployed (Unemployment Rate)	7.7%
2017 Employed Population 16+ by Industry	
Total	212,808
Agriculture/Mining	0.9%
Construction	5.6%
Manufacturing	3.7%
Wholesale Trade	3.0%
Retail Trade	12.6%
Transportation/Utilities	3.5%
Information	1.9%
Finance/Insurance/Real Estate	9.5%
Services	56.6%
Public Administration	2.7%
2017 Employed Population 16+ by Occupation	
Total	212,805
White Collar	64.3%
Management/Business/Financial	16.9%
Professional	20.3%
Sales	14.0%
Administrative Support	13.1%
Services	22.5%
Blue Collar	13.2%
Farming/Forestry/Fishing	0.6%
Construction/Extraction	3.8%
Installation/Maintenance/Repair	2.6%
Production	2.2%
Transportation/Material Moving	3.9%
2010 Population By Urban/ Rural Status	
Total Population	456,208
Population Inside Urbanized Area	99.5%
Population Inside Urbanized Cluster	0.0%
Rural Population	0.5%

Appendix B6: Primary Trade Area Community Profile

Community Profile

Delray Beach PTA
Area: 182.75 square miles

Prepared by Esri

2010 Households by Type	
Total	200,459
Households with 1 Person	32.1%
Households with 2+ People	67.9%
Family Households	61.2%
Husband-wife Families	48.2%
With Related Children	14.6%
Other Family (No Spouse Present)	13.0%
Other Family with Male Householder	3.7%
With Related Children	1.9%
Other Family with Female Householder	9.3%
With Related Children	5.3%
Nonfamily Households	6.7%
All Households with Children	22.1%
Multigenerational Households	3.0%
Unmarried Partner Households	6.0%
Male-female	5.1%
Same-sex	0.9%
2010 Households by Size	
Total	200,459
1 Person Household	32.1%
2 Person Household	40.1%
3 Person Household	11.4%
4 Person Household	9.2%
5 Person Household	4.1%
6 Person Household	1.7%
7 + Person Household	1.4%
2010 Households by Tenure and Mortgage Status	
Total	200,459
Owner Occupied	78.0%
Owned with a Mortgage/Loan	45.7%
Owned Free and Clear	32.3%
Renter Occupied	22.0%
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	246,580
Housing Units Inside Urbanized Area	99.6%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	0.4%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

Appendix B7: Primary Trade Area Community Profile

Gibbs Planning Group	Community Profile

Delray Beach PTA
Area: 182.75 square miles

Prepared by Esri

Top 3 Tapestry Segments		
	1.	The Elders (9C)
	2.	Silver & Gold (9A)
	3.	Home Improvement (4B)
2017 Consumer Spending		
Apparel & Services: Total $		$503,366,901
Average Spent		$2,309.02
Spending Potential Index		107
Education: Total $		$322,634,439
Average Spent		$1,479.97
Spending Potential Index		102
Entertainment/Recreation: Total $		$748,253,060
Average Spent		$3,432.35
Spending Potential Index		110
Food at Home: Total $		$1,186,538,520
Average Spent		$5,442.84
Spending Potential Index		108
Food Away from Home: Total $		$792,972,630
Average Spent		$3,637.49
Spending Potential Index		109
Health Care: Total $		$1,407,107,588
Average Spent		$6,454.62
Spending Potential Index		115
HH Furnishings & Equipment: Total $		$472,095,276
Average Spent		$2,165.57
Spending Potential Index		111
Personal Care Products & Services: Total $		$195,927,251
Average Spent		$898.75
Spending Potential Index		113
Shelter: Total $		$3,916,258,607
Average Spent		$17,964.49
Spending Potential Index		111
Support Payments/Cash Contributions/Gifts in Kind: Total $		$613,558,235
Average Spent		$2,814.49
Spending Potential Index		120
Travel: Total $		$510,972,432
Average Spent		$2,343.91
Spending Potential Index		113
Vehicle Maintenance & Repairs: Total $		$257,864,607
Average Spent		$1,182.87
Spending Potential Index		110

Appendix C1: Primary Trade Area Housing Profile

Gibbs Planning Group | Housing Profile

Delray Beach PTA
Area: 182.75 square miles

<div align="right">Prepared by Esri</div>

Population		Households	
2010 Total Population	456,208	2017 Median Household Income	$56,535
2017 Total Population	503,462	2022 Median Household Income	$64,238
2022 Total Population	535,947	2017-2022 Annual Rate	2.59%
2017-2022 Annual Rate	1.26%		

	Census 2010		2017		2022	
Housing Units by Occupancy Status and Tenure	Number	Percent	Number	Percent	Number	Percent
Total Housing Units	246,580	100.0%	264,155	100.0%	278,794	100.0%
Occupied	200,459	81.3%	217,999	82.5%	230,693	82.7%
Owner	156,403	63.4%	161,217	61.0%	169,648	60.9%
Renter	44,056	17.9%	56,782	21.5%	61,045	21.9%
Vacant	46,121	18.7%	46,155	17.5%	48,101	17.3%

	2017		2022	
Owner Occupied Housing Units by Value	Number	Percent	Number	Percent
Total	161,208	100.0%	169,639	100.0%
<$50,000	11,463	7.1%	8,191	4.8%
$50,000-$99,999	18,332	11.4%	13,062	7.7%
$100,000-$149,999	17,246	10.7%	12,794	7.5%
$150,000-$199,999	17,926	11.1%	13,996	8.3%
$200,000-$249,999	17,901	11.1%	16,611	9.8%
$250,000-$299,999	15,318	9.5%	17,031	10.0%
$300,000-$399,999	25,932	16.1%	34,307	20.2%
$400,000-$499,999	12,736	7.9%	18,767	11.1%
$500,000-$749,999	11,969	7.4%	18,307	10.8%
$750,000-$999,999	4,832	3.0%	6,871	4.1%
$1,000,000+	7,553	4.7%	9,702	5.7%
Median Value	$243,676		$309,137	
Average Value	$317,303		$375,433	

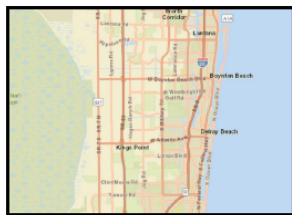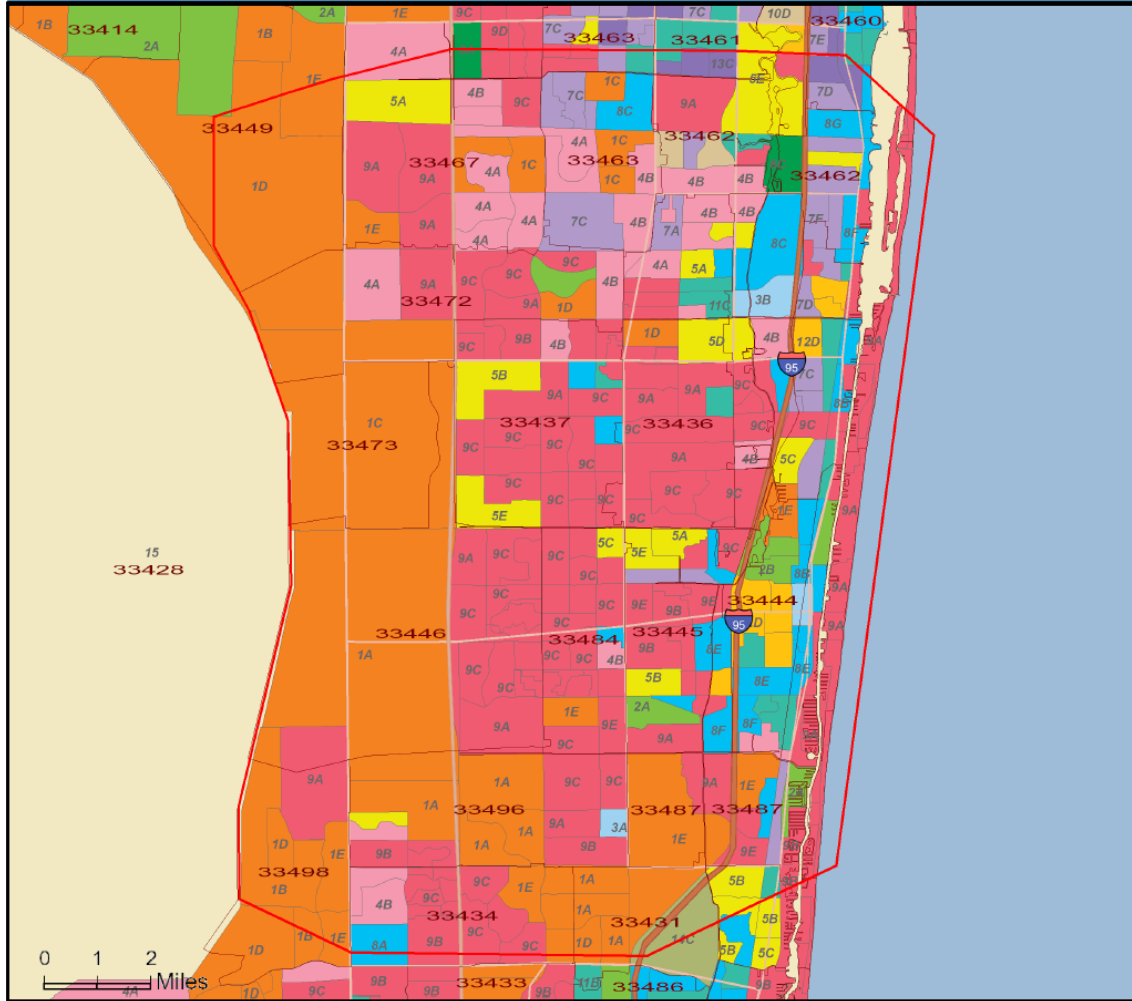| Census 2010 Housing Units	Number	Percent
Total	246,580	100.0%
In Urbanized Areas	245,515	99.6%
In Urban Clusters	0	0.0%
Rural Housing Units	1,065	0.4%

Data Note: Persons of Hispanic Origin may be of any race.
Source: U.S. Census Bureau, Census 2010 Summary File 1.

Appendix C2: Primary Trade Area Housing Profile

Gibbs Planning Group | Housing Profile

Delray Beach PTA
Area: 182.75 square miles

Prepared by Esri

Census 2010 Owner Occupied Housing Units by Mortgage Status	Number	Percent
Total	156,403	100.0%
Owned with a Mortgage/Loan	91,626	58.6%
Owned Free and Clear	64,777	41.4%

Census 2010 Vacant Housing Units by Status	Number	Percent
Total	46,121	100.0%
For Rent	5,958	12.9%
Rented- Not Occupied	501	1.1%
For Sale Only	5,035	10.9%
Sold - Not Occupied	901	2.0%
Seasonal/Recreational/Occasional Use	26,484	57.4%
For Migrant Workers	48	0.1%
Other Vacant	7,210	15.6%

Census 2010 Occupied Housing Units by Age of Householder and Home Ownership		Owner Occupied Units	
	Occupied	Number	% of Occupied
Total	200,459	156,403	78.0%
15-24	3,986	822	20.6%
25-34	17,284	7,489	43.3%
35-44	26,345	17,695	67.2%
45-54	32,702	24,890	76.1%
55-64	32,408	26,823	82.8%
65-74	33,794	30,497	90.2%
75-84	35,534	32,591	91.7%
85+	18,406	15,596	84.7%

Census 2010 Occupied Housing Units by Race/Ethnicity of Householder and Home Ownership		Owner Occupied Units	
	Occupied	Number	% of Occupied
Total	200,459	156,403	78.0%
White Alone	170,154	139,257	81.8%
Black/African American	20,976	11,356	54.1%
American Indian/Alaska	352	172	48.9%
Asian Alone	3,378	2,495	73.9%
Pacific Islander Alone	59	34	57.6%
Other Race Alone	3,226	1,661	51.5%
Two or More Races	2,314	1,428	61.7%
Hispanic Origin	17,774	11,076	62.3%

Census 2010 Occupied Housing Units by Size and Home Ownership		Owner Occupied Units	
	Occupied	Number	% of Occupied
Total	200,461	156,405	78.0%
1-Person	64,438	48,258	74.9%
2-Person	80,423	67,851	84.4%
3-Person	22,800	16,473	72.2%
4-Person	18,365	13,898	75.7%
5-Person	8,243	5,879	71.3%
6-Person	3,396	2,278	67.1%
7+ Person	2,796	1,768	63.2%

Data Note: Persons of Hispanic Origin may be of any race.
Source: U.S. Census Bureau, Census 2010 Summary File 1.

Appendix D1: Primary Trade Area Dominant Tapestry Map

Dominant Tapestry Map
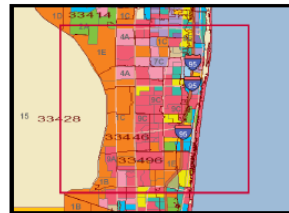
Delray Beach PTA
Area: 182.75 square miles

Prepared by Esri

Tapestry LifeMode

- L1: Affluent Estates
- L2: Upscale Avenues
- L3: Uptown Individuals
- L4: Family Landscapes
- L5: GenXurban
- L6: Cozy Country
- L7: Ethnic Enclaves
- L8: Middle Ground
- L9: Senior Styles
- L10: Rustic Outposts
- L11: Midtown Singles
- L12: Hometown
- L13: Next Wave
- L14: Scholars and Patriots

Source: Esri

Appendix D2: Primary Trade Area Dominant Tapestry Map

Dominant Tapestry Map

Delray Beach PTA
Area: 182.75 square miles

Prepared by Esri

Tapestry Segmentation

Tapestry Segmentation represents the latest generation of market segmentation systems that began over 30 years ago. The 68-segment Tapestry Segmentation system classifies U.S. neighborhoods based on their socioeconomic and demographic composition. Each segment is identified by its two-digit Segment Code. Match the two-digit segment labels on the map to the list below. Click each segment below for a detailed description.

Segment 1A (Top Tier)
Segment 1B (Professional Pride)
Segment 1C (Boomburbs)
Segment 1D (Savvy Suburbanites)
Segment 1E (Exurbanites)
Segment 2A (Urban Chic)
Segment 2B (Pleasantville)
Segment 2C (Pacific Heights)
Segment 2D (Enterprising Professionals)
Segment 3A (Laptops and Lattes)
Segment 3B (Metro Renters)
Segment 3C (Trendsetters)
Segment 4A (Soccer Moms)
Segment 4B (Home Improvement)
Segment 4C (Middleburg)
Segment 5A (Comfortable Empty Nesters)
Segment 5B (In Style)
Segment 5C (Parks and Rec)
Segment 5D (Rustbelt Traditions)
Segment 5E (Midlife Constants)
Segment 6A (Green Acres)
Segment 6B (Salt of the Earth)
Segment 6C (The Great Outdoors)
Segment 6D (Prairie Living)
Segment 6E (Rural Resort Dwellers)
Segment 6F (Heartland Communities)
Segment 7A (Up and Coming Families)
Segment 7B (Urban Villages)
Segment 7C (American Dreamers)
Segment 7D (Barrios Urbanos)
Segment 7E (Valley Growers)
Segment 7F (Southwestern Families)
Segment 8A (City Lights)
Segment 8B (Emerald City)

Segment 8C (Bright Young Professionals)
Segment 8D (Downtown Melting Pot)
Segment 8E (Front Porches)
Segment 8F (Old and Newcomers)
Segment 8G (Hardscrabble Road)
Segment 9A (Silver & Gold)
Segment 9B (Golden Years)
Segment 9C (The Elders)
Segment 9D (Senior Escapes)
Segment 9E (Retirement Communities)
Segment 9F (Social Security Set)
Segment 10A (Southern Satellites)
Segment 10B (Rooted Rural)
Segment 10C (Diners & Miners)
Segment 10D (Down the Road)
Segment 10E (Rural Bypasses)
Segment 11A (City Strivers)
Segment 11B (Young and Restless)
Segment 11C (Metro Fusion)
Segment 11D (Set to Impress)
Segment 11E (City Commons)
Segment 12A (Family Foundations)
Segment 12B (Traditional Living)
Segment 12C (Small Town Simplicity)
Segment 12D (Modest Income Homes)
Segment 13A (International Marketplace)
Segment 13B (Las Casas)
Segment 13C (NeWest Residents)
Segment 13D (Fresh Ambitions)
Segment 13E (High Rise Renters)
Segment 14A (Military Proximity)
Segment 14B (College Towns)
Segment 14C (Dorms to Diplomas)
Segment 15 (Unclassified)

Source: Esri

Tapestry Segmentation Area Profile

Gibbs Planning Group

Delray Beach PTA
Area: 182.75 square miles

Prepared by Esri

Top Twenty Tapestry

| Rank | Tapestry Segment | 2017 Households | | 2017 U.S. Households | | |
		Percent	Cumulativ Percent	Percent	Cumulativ Percent	Index
1	The Elders (9C)	26.5%	26.5%	0.7%	0.7%	3587
2	Silver & Gold (9A)	10.2%	36.7%	0.8%	1.5%	1,328
3	Home Improvement (4B)	5.9%	42.6%	1.7%	3.2%	341
4	Retirement Communities (9E)	5.1%	47.7%	1.2%	4.4%	419
5	Golden Years (9B)	4.3%	52.0%	1.3%	5.7%	317
	Subtotal	**52.0%**		**5.7%**		
6	Boomburbs (1C)	4.0%	56.0%	1.6%	7.3%	244
7	American Dreamers (7C)	3.9%	59.9%	1.5%	8.8%	266
8	Soccer Moms (4A)	3.3%	63.2%	2.9%	11.7%	116
9	Top Tier (1A)	3.3%	66.5%	1.7%	13.4%	190
10	Exurbanites (1E)	3.0%	69.5%	1.9%	15.3%	154
	Subtotal	**17.5%**		**9.6%**		
11	Old and Newcomers (8F)	2.9%	72.4%	2.3%	17.6%	124
12	Young and Restless (11B)	1.8%	74.2%	1.7%	19.3%	106
13	In Style (5B)	1.7%	75.9%	2.2%	21.5%	77
14	Bright Young Professionals (8C)	1.7%	77.6%	2.2%	23.7%	76
15	Metro Fusion (11C)	1.6%	79.2%	1.4%	25.1%	109
	Subtotal	**9.7%**		**9.8%**		
16	Savvy Suburbanites (1D)	1.5%	80.7%	3.0%	28.1%	51
17	Emerald City (8B)	1.5%	82.2%	1.4%	29.5%	105
18	NeWest Residents (13C)	1.4%	83.6%	0.8%	30.3%	176
19	Front Porches (8E)	1.3%	84.9%	1.6%	31.9%	79
20	Midlife Constants (5E)	1.2%	86.1%	2.5%	34.4%	47
	Subtotal	**6.9%**		**9.3%**		
	Total	**85.9%**		**34.7%**		**248**

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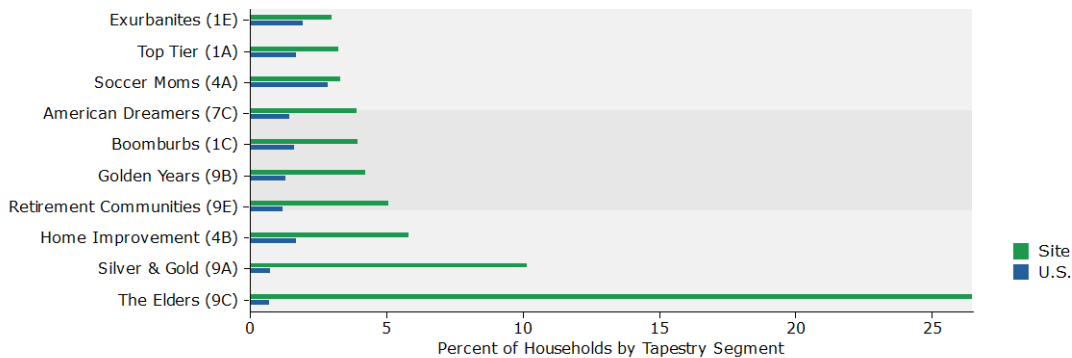
Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population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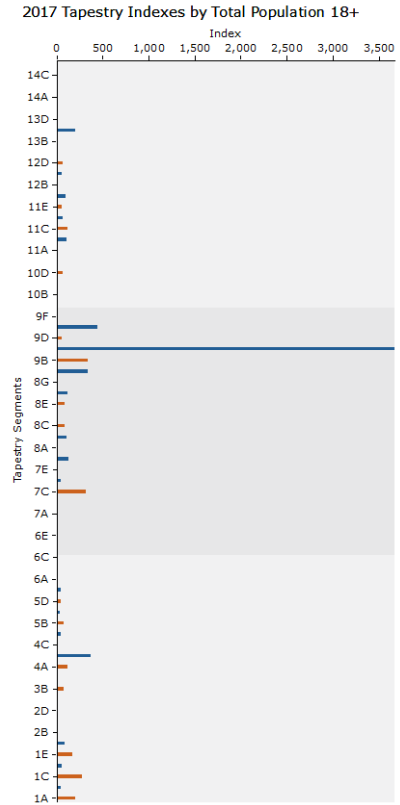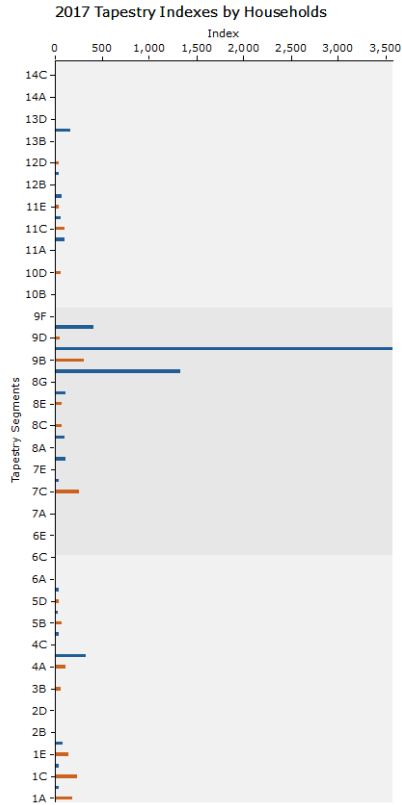**Source:** Esri

Appendix D4: Primary Trade Area Dominant Tapestry Map

Tapestry Segmentation Area Profile

Delray Beach PTA
Area: 182.75 square miles

Prepared by Esri

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

Source: Esri

9C

LifeMode Group: Senior Styles

The Elders

Households: 874,000

Average Household Size: 1.67

Median Age: 71.8

Median Household Income: $35,000

WHO ARE WE?

With a median age of 71.8 years, this is Tapestry Segmentation's oldest market. The Elders residents favor communities designed for senior or assisted living, primarily in warmer climates with seasonal populations. Most of these householders are homeowners, although their housing varies from mobile homes to single-family residences to high-rise apartments. These seniors are informed, independent, and involved.

OUR NEIGHBORHOOD

- Suburban periphery of metropolitan areas, primarily in the warmer climates of Florida or Arizona.

- 44% married couples without children; 44% single households; average household size, 1.67.

- Owner-occupied housing units; median home value of $153,000 (Index 86).

- Housing mix of single-family homes (43%), town homes, and high-density apartment buildings in neighborhoods built from 1970 through 1989.

- Vacancy rates higher at 24%, due to the number of seasonal or vacation homes.

- Almost 60% of the population in group quarters on nursing home facilities.

SOCIOECONOMIC TRAITS

- Predominantly retirees, The Elders has a low labor force participation rate of 21.3%.

- Those who are still in the labor force tend to be self-employed or part-timers, commonly in real estate or the arts.

- Their income derives primarily from Social Security (80% of the households), retirement, or investments (almost half of the households). Less than 30% of the households draw wage/salary income.

- Median household income is lower than the US (Index 68), but median net worth is much higher (Index 273).

- These consumers have definite opinions about their spending, focusing on price, but not at the expense of quality. They prefer to use coupons and buy American and environmentally safe products.

- Cell phones are common but primarily used to make/receive calls.

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.
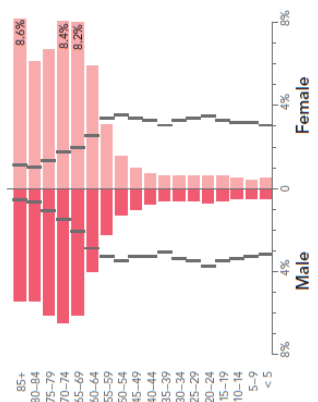
TAPESTRY
SEGMENTATION
esri.com/tapestry

TAPESTRY SEGMENTATION
esri.com/tapestry

9C

LifeMode Group: Senior Styles

The Elders

AGE BY SEX (Esri data)

Median Age: 71.8 US: 37.6

Indicates US

8.6%
8.4%
8.2%

85+
80-84
75-79
70-74
65-69
60-64
55-59
50-54
45-49
40-44
35-39
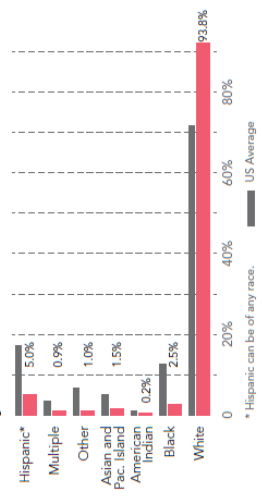30-34
25-29
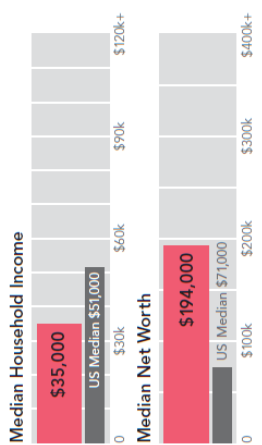20-24
15-19
10-14
5-9
<5

Male | Female

8% 4% 0 4% 8%

RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: 20.3 US: 62.1

Hispanic* 5.0%
Multiple 0.9%
Other 1.0%
Asian and Pac. Island 1.5%
American Indian 0.2%
Black 2.5%
White 93.8%

0% 20% 40% 60% 80%
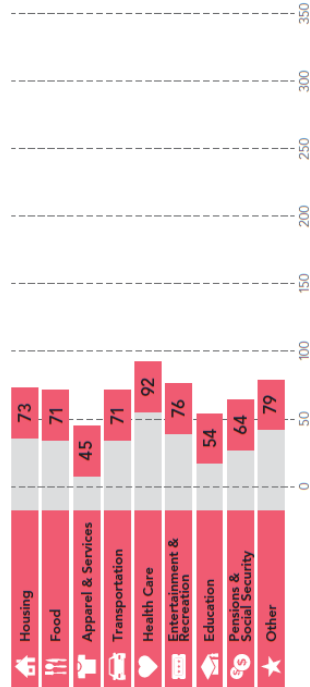
US Average

* Hispanic can be of any race.

INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

$35,000
US Median $51,000

0 $30k $60k $90k $120k+

Median Net Worth

$194,000
US Median $71,000

0 $100k $200k $300k $400k+

OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.

$80,000
$60,000
$40,000
$20,000

Median Earnings

Health Care Practitioners and Technical
Management
Business and Financial Operations
Office and Administrative Support
Sales and Related

0 20,000 40,000 60,000

Workers (Age 16+)

AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.

Housing 73
Food 71
Apparel & Services 45
Transportation 71
Health Care 92
Entertainment & Recreation 76
Education 54
Pensions & Social Security 64
Other 79

0 50 100 150 200 250 300 350

TAPESTRY SEGMENTATION
esri.com/tapestry

9C
LifeMode Group: Senior Styles
The Elders

MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- Vehicles are just a means of transportation, but their first choice is luxury sedans. Most of their cars are older (5+ years).

- They are connected via modems (cable or dial-up) on older PCs or notebooks. However, banking is commonly done in person; shopping is by phone or in person.

- Shopping includes apparel and exercise equipment.

- They are avid readers, with audio books and e-readers. Newspapers and magazines are staples for news and entertainment. Cable TV is also a must, primarily watching news or movie channels, but also golf, travel, and history channels.

- Residents are sociable seniors, partial to a variety of clubs and organizations and generous with their time and support.

HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.
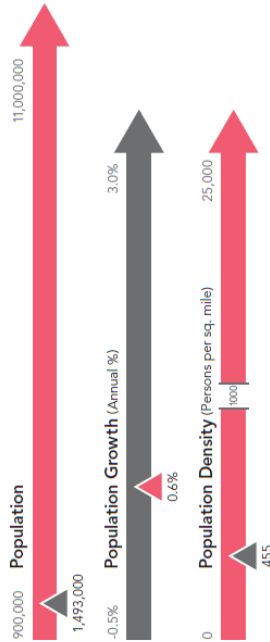
Home Ownership
US Percentage:
63.6% Own
36.4% Rent

Own 82.1%
Rent 17.9%

Typical Housing:
Single Family, High-Rises, Mobile Homes/Seasonal

Median Value:
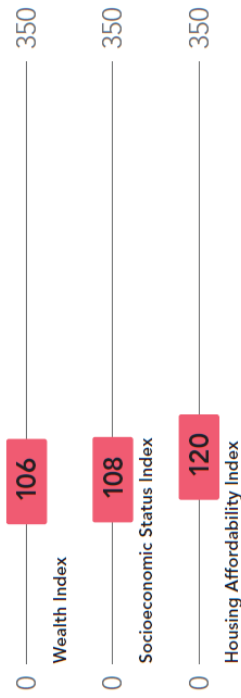$153,000
US Median: $177,000

POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.

Population
900,000 — 1,493,000 — 11,000,000

Population Growth (Annual %)
-0.5% — 0.6% — 3.0%

Population Density (Persons per sq. mile)
0 — 455 — 1000 — 25,000

ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.

Wealth Index 0 — 106 — 350
Socioeconomic Status Index 0 — 108 — 350
Housing Affordability Index 0 — 120 — 350

LifeMode Group: Senior Styles

Silver and Gold

9A

Households: 883,000

Average Household Size: 2.02

Median Age: 61.8

Median Household Income: $63,000

WHO ARE WE?

Almost the oldest senior market (second to *The Elders*), the difference of 10 years in median age reveals a socioeconomic difference: This is the most affluent senior market and is still growing. The affluence of *Silver and Gold* has afforded the opportunity to retire to sunnier climates that feature exclusive communities and vacation homes. These consumers have the free time, stamina, and resources to enjoy the good life.

OUR NEIGHBORHOOD

- Residents of *Silver and Gold* prefer a more bucolic setting, but close to metropolitan cities.
- Predominantly single-family, owner-occupied homes that have a median value of $289,000 (Index 163).
- Neighborhoods include seasonal or vacation homes, reflected in the high vacancy rate of 35%.
- Mostly older married couples with no children, average household size is 2.02.
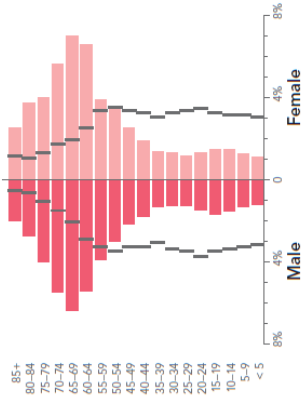
SOCIOECONOMIC TRAITS

- Well-educated seniors, 44% have college degree(s).
- Primarily retired, but many still active in the labor force, participation rate of 41%.
- Low unemployment at 7.2% (Index 83); with self-employment highest among Tapestry markets (Index 222).
- More than half of the households with income from wages/salaries, Social Security, or investments, many drawing retirement income (Index 219).
- Connected, but primarily to get news and track investments, more likely to own an e-reader or tablet than a smartphone.
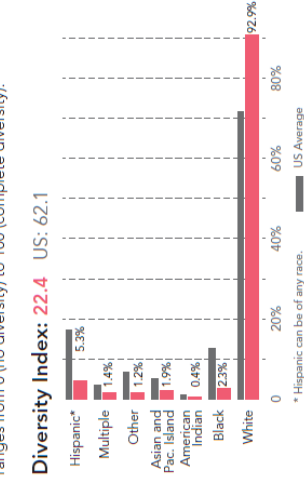
Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100.
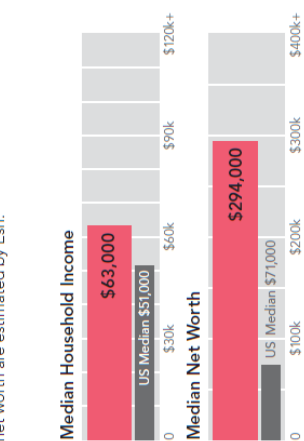Consumer preferences are estimated from data by GfK MRI.

TAPESTRY
SEGMENTATION
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9A

LifeMode Group: Senior Styles
Silver and Gold

TAPESTRY
SEGMENTATION
esri.com/tapestry

AGE BY SEX (Esri data)

Median Age: 61.8 US: 37.6

I Indicates US

Male — Female

8% 4% 0 4% 8%

85+
80-84
75-79
70-74
65-69
60-64
55-59
50-54
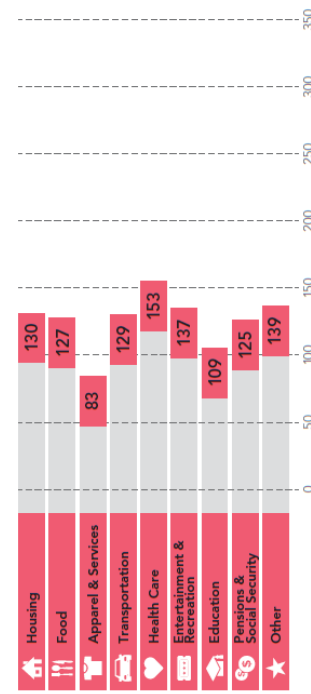45-49
40-44
35-39
30-34
25-29
20-24
15-19
10-14
5-9
<5

RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: 22.4 US: 62.1

Hispanic*	5.3%
Multiple	1.4%
Other	1.2%
Asian and Pac. Island	1.9%
American Indian	0.4%
Black	2.3%
White	92.9%

0 20% 40% 60% 80%

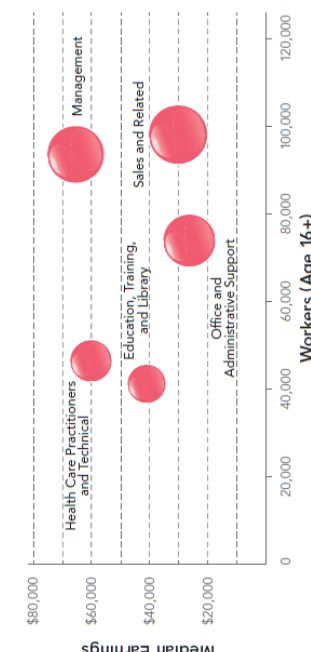US Average

* Hispanic can be of any race.

INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

$63,000

US Median $51,000

0 $30k $60k $90k $120k+

Median Net Worth

$294,000

US Median $71,000

0 $100k $200k $300k $400k+

AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.

Housing	130
Food	127
Apparel & Services	83
Transportation	129
Health Care	153
Entertainment & Recreation	137
Education	109
Pensions & Social Security	125
Other	139

0 50 100 150 200 250 300 350

OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.

Median Earnings

$80,000
$60,000
$40,000
$20,000

Health Care Practitioners and Technical
Management
Sales and Related
Education, Training, and Library
Office and Administrative Support

0 20,000 40,000 60,000 80,000 100,000 120,000

Workers (Age 16+)

TAPESTRY SEGMENTATION
esri.com/tapestry

9A

LifeMode Group: Senior Styles
# Silver and Gold

MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- Partial to luxury cars or SUVs; highest demand market for convertibles.
- Active seniors that maintain a regular exercise regimen and pay attention to healthier eating habits.
- Pursue the luxuries that well-funded retirement affords: an active social life, travel, hobbies, and sports (especially golf and boating) and liberal use of home maintenance services to minimize chores.
- Avid readers of newspapers, magazines (sports and travel), and books (audio, e-readers, or tablets).
- Generous supporters of charitable organizations.

HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.

Home Ownership
US Percentage:
63.6% Own
36.4% Rent

Own 83.8%
Rent 16.2%
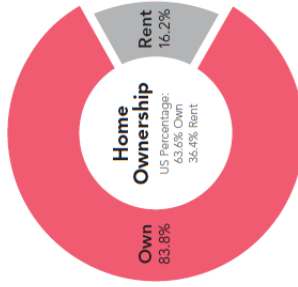
Typical Housing:
Single Family

Median Value:
$289,000
US Median: $177,000

ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.

0 — 169 — 350
Wealth Index

0 — 146 — 350
Socioeconomic Status Index
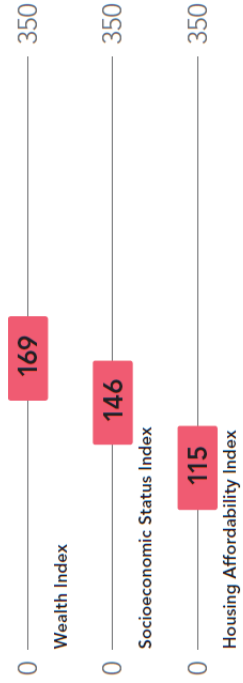
0 — 115 — 350
Housing Affordability Index

POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.

Population
900,000 — 1,808,000 — 11,000,000

Population Growth (Annual %)
-0.5% — 0.8% — 3.0%

Population Density (Persons per sq. mile)
0 — 99 — 1000 — 25,000

4B

LifeMode Group: Family Landscapes

Home Improvement

Households: 2,058,000

Average Household Size: 2.86

Median Age: 37.0

Median Household Income: $67,000

WHO ARE WE?

Married-couple families occupy well over half of these suburban households. Most *Home Improvement* residences are single-family homes that are owner occupied, with only one-fifth of the households occupied by renters. Education and diversity levels are similar to the US as a whole. These families spend a lot of time on the go and therefore tend to eat out regularly. When at home, weekends are consumed with home improvement and remodeling projects.

OUR NEIGHBORHOOD

- These are low density suburban neighborhoods.
- Eight of every 10 homes are traditional single-family dwellings, owner occupied.
- Majority of the homes were built between 1970 and 2000.
- More than half of the households consist of married-couple families; another 12% include single-parent families.

SOCIOECONOMIC TRAITS

- Higher participation in the labor force and lower unemployment than US levels; most households have 2+ workers.
- Cautious consumers that do their research before buying, they protect their investments.
- Typically spend 4–7 hours per week commuting, and, therefore, spend significant amounts on car maintenance (performed at a department store or auto repair chain store).
- They are paying off student loans and second mortgages on homes.
- They spend heavily on eating out, at both fast-food and family restaurants.
- They like to work from home, when possible.

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.

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4B

LifeMode Group: Family Landscapes

Home Improvement

AGE BY SEX (Esri data)

Median Age: 37.0 US: 37.6

I Indicates US
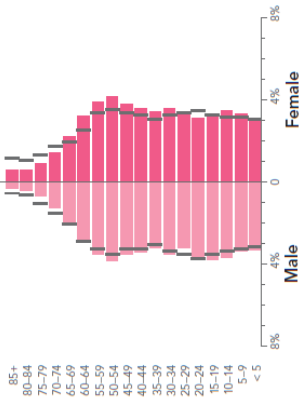
85+
80-84
75-79
70-74
65-69
60-64
55-59
50-54
45-49
40-44
35-39
30-34
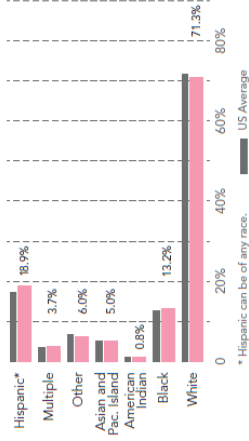25-29
20-24
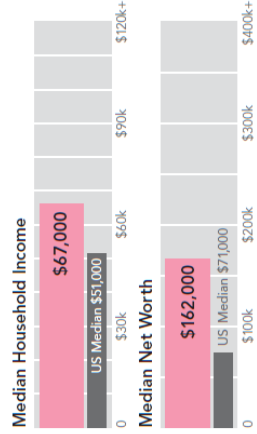15-19
10-14
5-9
<5

8% 4% 0 4% 8%
Male   Female

RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: 63.4 US: 62.1

Hispanic* — 18.9%
Multiple — 3.7%
Other — 6.0%
Asian and Pac. Island — 5.0%
American Indian — 0.8%
Black — 13.2%
White — 71.3%

0 20% 40% 60% 80%

US Average

* Hispanic can be of any race.

INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

$67,000
US Median $51,000

0 $30k $60k $90k $120k+

Median Net Worth

$162,000
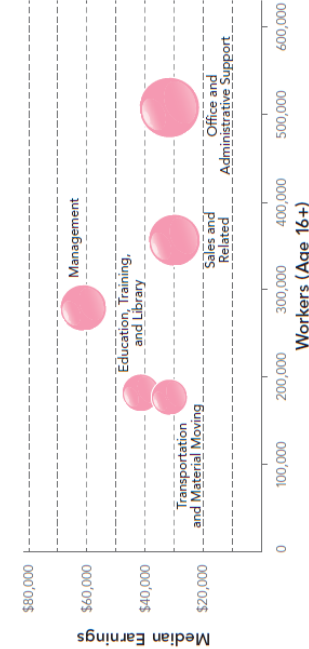US Median $71,000

0 $100k $200k $300k $400k+

AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.

Housing	112
Food	109
Apparel & Services	74
Transportation	112
Health Care	111
Entertainment & Recreation	116
Education	108
Pensions & Social Security	118
Other	109

0 50 100 150 200 250 300 350

OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.

Median Earnings

$80,000
$60,000
$40,000
$20,000

0 100,000 200,000 300,000 400,000 500,000 600,000
Workers (Age 16+)

Management
Education, Training, and Library
Transportation and Material Moving
Sales and Related
Office and Administrative Support

TAPESTRY SEGMENTATION
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LifeMode Group: Family Landscapes
Home Improvement
4B

MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- Enjoy working on home improvement projects and watching DIY networks.
- Make frequent trips to warehouse/club and home improvement stores in their minivan or SUV.
- Own a giant screen TV with fiber-optic connection and premium cable; rent DVDs from Redbox or Netflix.
- Very comfortable with new technology: embrace the convenience of completing tasks on a mobile device.
- Enjoy dining at Chili's, Chick-fil-A, and Panera Bread.
- Frequently buy children's clothes and toys.

HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.

Typical Housing:
Single Family

Median Value:
$174,000

US Median: $177,000

Home Ownership
US Percentage:
63.6% Own
36.4% Rent

Own 80.3%
Rent 19.7%

POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.

Population
900,000 — 5,906,000 — 11,000,000

Population Growth (Annual %)
-0.5% — 0.5% — 3.0%

Population Density (Persons per sq. mile)
0 — 407 / 1000 — 25,000

ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.

Wealth Index
0 — 120 — 350

Socioeconomic Status Index
0 — 122 — 350

Housing Affordability Index
0 — 199 — 350

9E

LifeMode Group: Senior Styles

Retirement Communities

Households: 1,451,000

Average Household Size: 1.86

Median Age: 52.0

Median Household Income: $35,000

WHO ARE WE?

Retirement Communities neighborhoods are evenly distributed across the country. They combine single-family homes and independent living with apartments, assisted living, and continuous care nursing facilities. Over half of the housing units are in multiunit structures, and the majority of residents have a lease. This group enjoys watching cable TV and stays up-to-date with newspapers and magazines. Residents take pride in fiscal responsibility and keep a close eye on their finances. Although income and net worth are well below national averages, residents enjoy going to the theater, golfing, and taking vacations. While some residents enjoy cooking, many have paid their dues in the kitchen and would rather dine out.

OUR NEIGHBORHOOD

- Much of the housing was built in the 1970s and 1980s—a mix of single-family homes and large multiunit structures that function at various levels of senior care.
- Small household size; many residents have outlived their partners and live alone.
- Over half of the homes are renter occupied.
- Average rent is slightly below the US average.
- One in five households has no vehicle.

SOCIOECONOMIC TRAITS

- Brand loyal, this segment will spend a little more for their favorite brands, but most likely they will have a coupon.
- Frugal, they pay close attention to finances.
- They prefer reading magazines over interacting with computers.
- They are health conscious and prefer name brand drugs.

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.

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9E

LifeMode Group: Senior Styles

Retirement Communities

AGE BY SEX (Esri data)

Median Age: 52.0 US: 37.6

I Indicates US
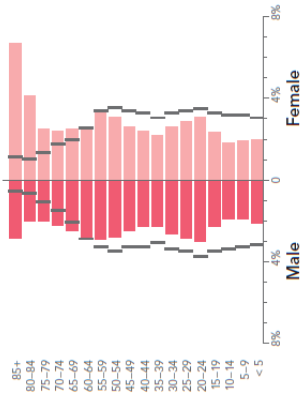
85+
80–84
75–79
70–74
65–69
60–64
55–59
50–54
45–49
40–44
35–39
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25–29
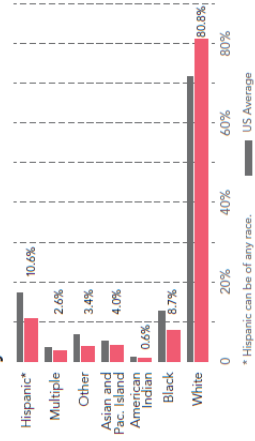20–24
15–19
10–14
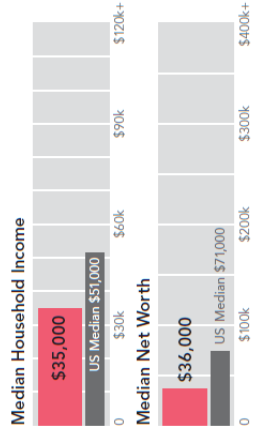5–9
<5

Male | Female
8% 4% 0 4% 8%

RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: 46.4   US: 62.1

Hispanic* — 10.6%
Multiple — 2.6%
Other — 3.4%
Asian and Pac. Island — 4.0%
American Indian — 0.6%
Black — 8.7%
White — 80.8%

0   20%   40%   60%   80%
US Average

* Hispanic can be of any race.

INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

$35,000
US Median $51,000

0   $30k $60k $90k $120k+

Median Net Worth

$36,000
US Median $71,000

0   $100k $200k $300k $400k+

AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.

Housing — 73
Food — 72
Apparel & Services — 48
Transportation — 70
Health Care — 75
Entertainment & Recreation — 72
Education — 73
Pensions & Social Security — 67
Other — 70

0   50   100   150   200   250   300   350

OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.

Median Earnings

$70,000
$50,000 — Education, Training, and Library
$30,000 — Management, Office and Administrative Support
$10,000 — Food Preparation and Serving Related, Sales and Related

0   50,000   150,000   250,000
Workers (Age 16+)

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9E LifeMode Group: Senior Styles
Retirement Communities

## MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- Enjoy hard-cover books, book clubs, crossword puzzles, and Sudoku.
- Contribute to political organizations and other groups.
- Entertainment preferences: bingo, opera, and the theater.
- Watch QVC, Golf Channel, CNN, and sports on TV.
- Like to travel—including visits to foreign countries.
- Shop at large department stores for convenience.

HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.

Home Ownership
US Percentage:
63.6% Own
36.4% Rent

Own 46.1%
Rent 53.9%

Typical Housing:
Multiunits;
Single Family

Average Rent:
$980
US Average: $990
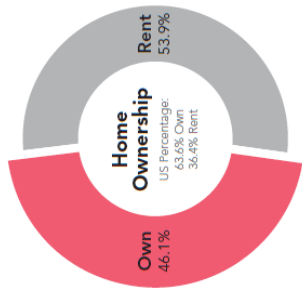
ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.

Wealth Index 62 | 0 — 350

Socioeconomic Status Index 91 | 0 — 350

Housing Affordability Index 113 | 0 — 350

POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.

Population
900,000 | 2,878,000 | 11,000,000

Population Growth (Annual %)
-0.5% | 0.4% | 3.0%

Population Density (Persons per sq. mile)
0 | 404 | 1000 | 25,000

9B
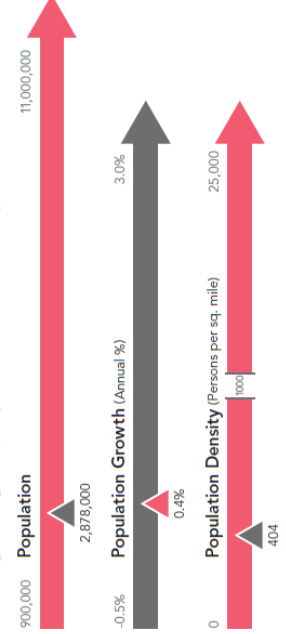
LifeMode Group: Senior Styles

Golden Years

Households: 1,597,000

Average Household Size: 2.05

Median Age: 51.0

Median Household Income: $61,000

WHO ARE WE?

Independent, active seniors nearing the end of their careers or already in retirement best describes Golden Years residents. This market is primarily singles living alone or empty nesters. Those still active in the labor force are employed in professional occupations; however, these consumers are actively pursuing a variety of leisure interests—travel, sports, dining out, museums, and concerts. They are involved, focused on physical fitness, and enjoying their lives. This market is smaller, but growing, and financially secure.

OUR NEIGHBORHOOD

- This older market has a median age of 51 years and a disproportionate share (nearly 30%) of residents aged 65 years or older.
- Single-person households (over 40%) and married-couple families with no children (one-third) dominate these neighborhoods; average household size is low at 2.05 (Index 79).
- Most of the housing was built after 1970; approximately 43% of householders live in single-family homes and 42% in multiunit dwellings.
- These neighborhoods are found in large metropolitan areas, outside central cities, scattered across the US.

SOCIOECONOMIC TRAITS

- Golden Years residents are well educated—20% have graduate or professional degrees, 26% have bachelor's degrees, and 26% have some college credits.
- Unemployment is low at 7% (Index 76), but so is labor force participation at 55% (Index 88), due to residents reaching retirement.
- Median household income is higher in this market, more than $61,000. Although wages still provide income to 2 out of 3 households, earned income is available from investments (Index 172), Social Security benefits (Index 153), and retirement income (Index 149).
- These consumers are well connected: Internet access is used for everything from shopping or paying bills to monitoring investments and entertainment.
- They are generous supporters of the arts and charitable organizations.
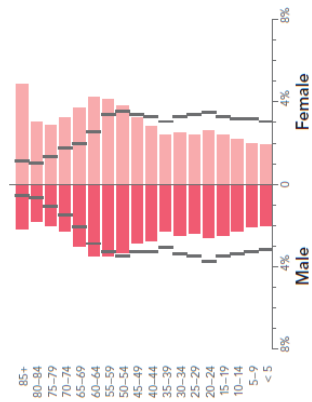- They keep their landlines and view cell phones more as a convenience.

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100.
Consumer preferences are estimated from data by GfK MRI.

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SEGMENTATION
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TAPESTRY SEGMENTATION
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9B

LifeMode Group: Senior Styles
Golden Years

MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- Avid readers, they regularly read daily newspapers, particularly the Sunday edition.

- They subscribe to cable TV; news and sports programs are popular as well as on-demand movies.

- They use professional services to maintain their homes inside and out and minimize their chores.

- Leisure time is spent on sports (tennis, golf, boating, and fishing) or simple exercise like walking.

- Good health is a priority; they believe in healthy eating, coupled with vitamins and dietary supplements.

- Active social lives include travel, especially abroad, plus going to concerts and museums.

- Residents maintain actively managed financial portfolios that include a range of instruments such as common stock and certificates of deposit (more than six months).

HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.
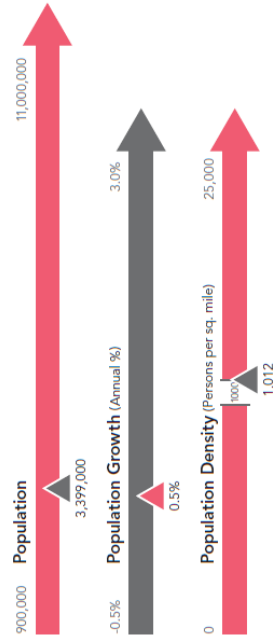
Home Ownership
US Percentage:
63.6% Own
36.4% Rent

Own 63.7%
Rent 36.3%

Typical Housing:
Single Family;
Multiunits

Median Value:
$283,000
US Median: $177,000

POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.

Population
900,000   3,399,000   11,000,000

Population Growth (Annual %)
-0.5%   0.5%   3.0%

Population Density (Persons per sq. mile)
0   1,012   25,000

ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.

Wealth Index
0   133   350

Socioeconomic Status Index
0   134   350

Housing Affordability Index
0   110   350