

**CASCADES OF BRIMFIELD SHOPPING CENTER**

## ITE Trip Generation Procedure

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### Land Use 220 (Apartment)

#### Trip Generations Per Dwelling Units

##### *Weekday Trip Generation and Trip Distribution*

Trip Generation Formula:  $T = 6.06 (X) + 123.56$   
where: T = Number of Trips Generated  
X = Number of Dwelling Units

Proposed Number of Dwelling Units: 216  
Total Trip Ends in an Average Weekday: 1,433

#### Distribution Percentages of Entering and Exiting Trips, From ITE Trip Generation Manual, 9th Edition

Entering Trip Percentage: 50%  
Exiting Trip Percentage: 50%

Number of Entering Trips: 717  
Number of Exiting Trips: 716

##### *AM Peak Trip Generation and Trip Distribution (Peak Hour of Adjacent Street)*

Trip Generation Formula (AM Peak):  $T = 0.49 (X) + 3.73$   
Total Trip Ends in the AM Peak Hour: 110

#### Distribution Percentages of Entering and Exiting Trips, From ITE Trip Generation Manual, 9th Edition

Entering Trip Percentage: 20%  
Exiting Trip Percentage: 80%

Number of Entering Trips: 22  
Number of Exiting Trips: 88

##### *PM Peak Trip Generation and Trip Distribution (Peak Hour of Adjacent Street)*

Trip Generation Formula (PM Peak):  $T = 0.55 (X) + 17.65$   
Total Trip Ends in the PM Peak Hour: 137

#### Distribution Percentages of Entering and Exiting Trips, From ITE Trip Generation Manual, 9th Edition

Entering Trip Percentage: 65%  
Exiting Trip Percentage: 35%

Number of Entering Trips: 89  
Number of Exiting Trips: 48

## ITE Trip Generation Procedure

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### Land Use 813 (Free-Standing Discount Superstore)

Trip Generations Per 1000 Square Feet of Gross Floor Area

#### *Weekday Trip Generation and Trip Distribution*

Trip Generation Formula:  $T = 50.75(X)$

where: T = Number of Trips Generated

X = 1000 Square Feet of Gross Floor Area

Proposed Amount of Gross Floor Area: 215,382

Total Trip Ends in an Average Weekday: 10,931

Distribution Percentages of Entering and Exiting Trips, From ITE Trip Generation Manual, 9th Edition

Entering Trip Percentage: 50%  
Exiting Trip Percentage: 50%

Number of Entering Trips: 5466  
Number of Exiting Trips: 5465

#### *AM Peak Trip Generation and Trip Distribution (Peak Hour of Adjacent Street)*

Trip Generation Formula (AM Peak):  $T = 1.85(X)$

Total Trip Ends in the AM Peak Hour: 399

Distribution Percentages of Entering and Exiting Trips, From ITE Trip Generation Manual, 9th Edition

Entering Trip Percentage: 56%  
Exiting Trip Percentage: 44%

Number of Entering Trips: 223  
Number of Exiting Trips: 176

#### *PM Peak Trip Generation and Trip Distribution (Peak Hour of Adjacent Street)*

Trip Generation Formula (PM Peak):  $T = 4.35(X)$

Total Trip Ends in the PM Peak Hour: 937

Distribution Percentages of Entering and Exiting Trips, From ITE Trip Generation Manual, 9th Edition

Entering Trip Percentage: 49%  
Exiting Trip Percentage: 51%

Number of Entering Trips: 459  
Number of Exiting Trips: 478

## ITE Trip Generation Procedure

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### Land Use 820 (Shopping Center)

Trip Generations per Square Feet of Gross Leasable Area

#### *Weekday Trip Generation and Trip Distribution*

Trip Generation Formula:  $Ln(T) = 0.65 Ln(X) + 5.83$

where: T = Number of Trips Generated

X = 1000 Square Feet of Gross Leasable Area

Proposed Square Feet of Leasable Area: 185,594

Total Trip Ends in the Average Weekday: 10,151

Distribution Percentages of Entering and Exiting Trips, From ITE Trip Generation Manual, 9th Edition

Entering Trip Percentage: 50%  
Exiting Trip Percentage: 50%

Number of Entering Trips: 5076  
Number of Exiting Trips: 5075

#### *AM Peak Trip Generation and Trip Distribution (Peak Hour of Adjacent Street)*

Trip Generation Formula (AM Peak):  $Ln(T) = 0.61 Ln(X) + 2.24$

Total Trip Ends in the AM Peak Hour: 227

Distribution Percentages of Entering and Exiting Trips, From ITE Trip Generation Manual, 9th Edition

Entering Trip Percentage: 62%  
Exiting Trip Percentage: 38%

Entering Primary Trips: 141  
Exiting Primary Trips: 86

#### *PM Peak Trip Generation and Trip Distribution (Peak Hour of Adjacent Street)*

Trip Generation Formula (PM Peak):  $Ln(T) = 0.67 Ln(X) + 3.31$

Total Trip Ends in the PM Peak Hour: 907

Distribution Percentages of Entering and Exiting Trips, From ITE Trip Generation Manual, 9th Edition

Entering Trip Percentage: 48%  
Exiting Trip Percentage: 52%

Entering Primary Trips: 435  
Exiting Primary Trips: 472

## ITE Trip Generation Procedure

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### Land Use 862 (Home Improvement Superstore)

Trip Generations per Square Feet of Gross Floor Area

#### *Weekday Trip Generation and Trip Distribution*

Trip Generation Formula:  $T = 30.74 (X)$   
where: T = Number of Trips Generated  
X = 1000 Square Feet of Gross Floor Area

Proposed Square Feet of Gross Floor Area: 138,154

Total Trip Ends in the Average Weekday: 4,247

Distribution Percentages of Entering and Exiting Trips, From ITE Trip Generation Manual, 9th Edition

Entering Trip Percentage: 50%  
Exiting Trip Percentage: 50%

Number of Entering Trips: 2124  
Number of Exiting Trips: 2123

#### *AM Peak Trip Generation and Trip Distribution (Peak Hour of Adjacent Street)*

Trip Generation Formula (AM Peak):  $T = 1.49 (X)$   
Total Trip Ends in the AM Peak Hour: 206

Distribution Percentages of Entering and Exiting Trips, From ITE Trip Generation Manual, 9th Edition

Entering Trip Percentage: 57%  
Exiting Trip Percentage: 43%

Entering Primary Trips: 117  
Exiting Primary Trips: 89

#### *PM Peak Trip Generation and Trip Distribution (Peak Hour of Adjacent Street)*

Trip Generation Formula (PM Peak):  $T = 2.33 (X)$   
Total Trip Ends in the PM Peak Hour: 322

Distribution Percentages of Entering and Exiting Trips, From ITE Trip Generation Manual, 9th Edition

Entering Trip Percentage: 49%  
Exiting Trip Percentage: 51%

Entering Primary Trips: 158  
Exiting Primary Trips: 164

**RETAIL IMPACT ANALYSIS**

for

**the PROPOSED MARKETPLACE AT MAPLECREST SHOPPING CENTER**

**in BRIMFIELD TOWNSHIP, PORTAGE COUNTY, OHIO**

**PREPARED FOR:**

**McKINLEY DEVELOPMENT COMPANY, LTD**  
North Canton, Ohio

**PREPARED BY:**

**CHRIS BORING**  
**BOULEVARD STRATEGIES**  
Columbus, Ohio

**JANUARY 2017**

## **INTRODUCTION**

- **Former Maplecrest Golf Club Site (80 Acres) on Tallmadge Road in Brimfield Township Recently Acquired by McKinley Development Company, Ltd. (North Canton, Ohio)**
- **Located Off I-76 Exit 33 in Portage County, South of Kent, East of Akron, Tallmadge**
- **Plans Include 469,000 Sq. Ft. Marketplace at Maplecrest Shopping Center Anchored by Meijer (224,000 Sq. Ft.) and Menards (200,000 Sq. Ft.) With Several Outlots Totalling 45,000 Square Feet**
- **Meijer and Menards Have Just Recently Entered NE Ohio After Years of Success in Other Ohio Markets**
- **Across the Road From Cascades of Brimfield (Opened 2009), a Sprawling 550,000 Sq. Ft. Shopping Corridor Featuring Walmart, Lowes, Kohls, Marshalls, and Petco**

**This Presentation Explores the Likely Economic Impact of Additional Retail Uses at the Tallmadge Road Location Across From Cascades of Brimfield**

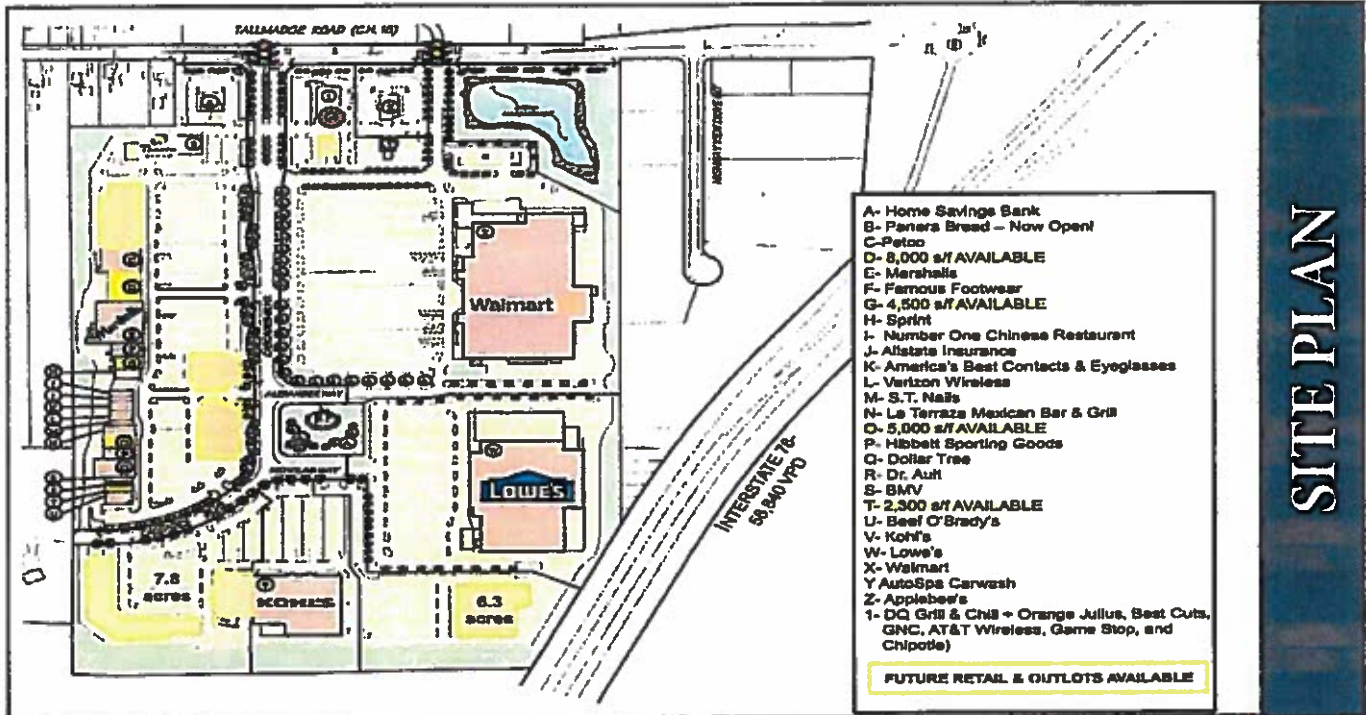
## **ABOUT BOULEVARD STRATEGIES ...**

- **Economic Development and Retail Consulting Firm Founded by Chris Boring in 1994**
- **Comprehensive Market Analysis, Retail and Fiscal Impact Studies, Economic Development Strategies For Commercial Corridors and Downtowns For Public Sector Clients (70% of Revenues)**
- **Site Selection/Evaluation, Market Feasibility Studies and Real Estate Repositioning Strategies For Developers, Investors, and Retailers (30% of Revenues)**
- **Dozens of Assignments Completed Throughout Ohio Communities of All Sizes Since Firm's Inception**
- **From Urban Downtowns (Columbus, Cleveland, Akron, Warren) to Suburban Commercial Corridors (Anderson Township near Cincinnati, Upper Arlington, Westerville, Worthington. Olmsted Falls, Shaker Heights) to Small Town Main Streets (Kent, Millersburg, Oberlin) to Name Just a Few**
- **Retail Impact Studies Completed For Proposed Stand-Alone Meijer in Canal Winchester (2003) and Proposed Shopping Center Anchored By Giant Eagle and Menards in Hilliard (2008)**
- **About Chris Boring...**
- **30 Years of Experience, Including 7 Years at Columbus-Based Retail Planning Associates, a Worldwide Leader in Retail Consulting and Store Design, as Manager of Retail Real Estate Consulting with Clients Throughout the United States as Well as Overseas**
- **Tracks Retail Trends, Writes Articles and Speaks at Conferences, Frequently Quoted in National and Local Media**
- **Bachelors (1981) and Masters (1983) Degrees In Business Administration From Bowling Green State University**



# RETAIL SPACE FOR LEASE AERIAL & SITE PLAN

The Cascades of Brimfield  
219 Tallmadge Road  
Akron-Brimfield Ohio



SITE PLAN



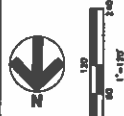
PROPERTY AERIAL

## KOWIT & COMPANY REAL ESTATE GROUP

6009-B Landerhaven Drive, Suite B  
Mayfield Heights, Ohio 44124  
P: 216.514.1400 | www.kowitrealestate.com

### Contact Agents:

Carla Massara  
216.514.1400 x108  
cmassra@kowitrealestate.com



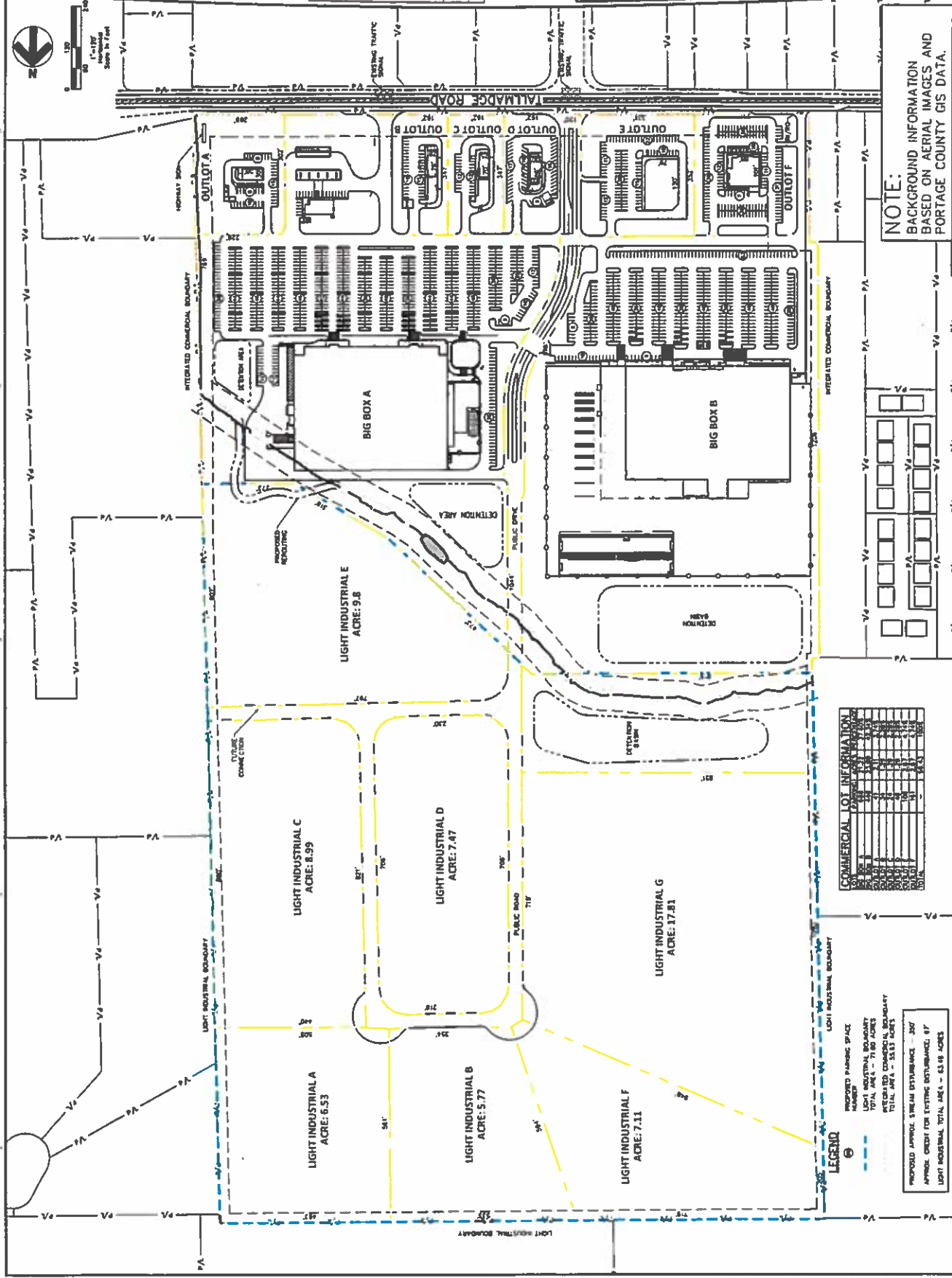
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McKinley Development Co., Ltd  
1201 S. Main Street  
North Canton, Ohio 44720

| REVISION | DATE | BY | DESCRIPTION |
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**NOTE:**  
BACKGROUND INFORMATION BASED ON AERIAL IMAGES AND PORTAGE COUNTY GIS DATA.



**COMMERCIAL LOT INFORMATION**

| LOT # | ACREAGE | AREA (SQ FT) | PERCENTAGE OF TOTAL |
|-------|---------|--------------|---------------------|
| 1     | 0.10    | 10,000       | 0.10                |
| 2     | 0.10    | 10,000       | 0.10                |
| 3     | 0.10    | 10,000       | 0.10                |
| 4     | 0.10    | 10,000       | 0.10                |
| 5     | 0.10    | 10,000       | 0.10                |
| 6     | 0.10    | 10,000       | 0.10                |
| 7     | 0.10    | 10,000       | 0.10                |
| 8     | 0.10    | 10,000       | 0.10                |
| 9     | 0.10    | 10,000       | 0.10                |
| 10    | 0.10    | 10,000       | 0.10                |
| 11    | 0.10    | 10,000       | 0.10                |
| 12    | 0.10    | 10,000       | 0.10                |
| 13    | 0.10    | 10,000       | 0.10                |
| 14    | 0.10    | 10,000       | 0.10                |
| 15    | 0.10    | 10,000       | 0.10                |
| 16    | 0.10    | 10,000       | 0.10                |
| 17    | 0.10    | 10,000       | 0.10                |
| 18    | 0.10    | 10,000       | 0.10                |
| 19    | 0.10    | 10,000       | 0.10                |
| 20    | 0.10    | 10,000       | 0.10                |
| 21    | 0.10    | 10,000       | 0.10                |
| 22    | 0.10    | 10,000       | 0.10                |
| 23    | 0.10    | 10,000       | 0.10                |
| 24    | 0.10    | 10,000       | 0.10                |
| 25    | 0.10    | 10,000       | 0.10                |
| 26    | 0.10    | 10,000       | 0.10                |
| 27    | 0.10    | 10,000       | 0.10                |
| 28    | 0.10    | 10,000       | 0.10                |
| 29    | 0.10    | 10,000       | 0.10                |
| 30    | 0.10    | 10,000       | 0.10                |
| 31    | 0.10    | 10,000       | 0.10                |
| 32    | 0.10    | 10,000       | 0.10                |
| 33    | 0.10    | 10,000       | 0.10                |
| 34    | 0.10    | 10,000       | 0.10                |
| 35    | 0.10    | 10,000       | 0.10                |
| 36    | 0.10    | 10,000       | 0.10                |
| 37    | 0.10    | 10,000       | 0.10                |
| 38    | 0.10    | 10,000       | 0.10                |
| 39    | 0.10    | 10,000       | 0.10                |
| 40    | 0.10    | 10,000       | 0.10                |
| 41    | 0.10    | 10,000       | 0.10                |
| 42    | 0.10    | 10,000       | 0.10                |
| 43    | 0.10    | 10,000       | 0.10                |
| 44    | 0.10    | 10,000       | 0.10                |
| 45    | 0.10    | 10,000       | 0.10                |
| 46    | 0.10    | 10,000       | 0.10                |
| 47    | 0.10    | 10,000       | 0.10                |
| 48    | 0.10    | 10,000       | 0.10                |
| 49    | 0.10    | 10,000       | 0.10                |
| 50    | 0.10    | 10,000       | 0.10                |
| 51    | 0.10    | 10,000       | 0.10                |
| 52    | 0.10    | 10,000       | 0.10                |
| 53    | 0.10    | 10,000       | 0.10                |
| 54    | 0.10    | 10,000       | 0.10                |
| 55    | 0.10    | 10,000       | 0.10                |
| 56    | 0.10    | 10,000       | 0.10                |
| 57    | 0.10    | 10,000       | 0.10                |
| 58    | 0.10    | 10,000       | 0.10                |
| 59    | 0.10    | 10,000       | 0.10                |
| 60    | 0.10    | 10,000       | 0.10                |
| 61    | 0.10    | 10,000       | 0.10                |
| 62    | 0.10    | 10,000       | 0.10                |
| 63    | 0.10    | 10,000       | 0.10                |
| 64    | 0.10    | 10,000       | 0.10                |
| 65    | 0.10    | 10,000       | 0.10                |
| 66    | 0.10    | 10,000       | 0.10                |
| 67    | 0.10    | 10,000       | 0.10                |
| 68    | 0.10    | 10,000       | 0.10                |
| 69    | 0.10    | 10,000       | 0.10                |
| 70    | 0.10    | 10,000       | 0.10                |
| 71    | 0.10    | 10,000       | 0.10                |
| 72    | 0.10    | 10,000       | 0.10                |
| 73    | 0.10    | 10,000       | 0.10                |
| 74    | 0.10    | 10,000       | 0.10                |
| 75    | 0.10    | 10,000       | 0.10                |
| 76    | 0.10    | 10,000       | 0.10                |
| 77    | 0.10    | 10,000       | 0.10                |
| 78    | 0.10    | 10,000       | 0.10                |
| 79    | 0.10    | 10,000       | 0.10                |
| 80    | 0.10    | 10,000       | 0.10                |
| 81    | 0.10    | 10,000       | 0.10                |
| 82    | 0.10    | 10,000       | 0.10                |
| 83    | 0.10    | 10,000       | 0.10                |
| 84    | 0.10    | 10,000       | 0.10                |
| 85    | 0.10    | 10,000       | 0.10                |
| 86    | 0.10    | 10,000       | 0.10                |
| 87    | 0.10    | 10,000       | 0.10                |
| 88    | 0.10    | 10,000       | 0.10                |
| 89    | 0.10    | 10,000       | 0.10                |
| 90    | 0.10    | 10,000       | 0.10                |
| 91    | 0.10    | 10,000       | 0.10                |
| 92    | 0.10    | 10,000       | 0.10                |
| 93    | 0.10    | 10,000       | 0.10                |
| 94    | 0.10    | 10,000       | 0.10                |
| 95    | 0.10    | 10,000       | 0.10                |
| 96    | 0.10    | 10,000       | 0.10                |
| 97    | 0.10    | 10,000       | 0.10                |
| 98    | 0.10    | 10,000       | 0.10                |
| 99    | 0.10    | 10,000       | 0.10                |
| 100   | 0.10    | 10,000       | 0.10                |

**LEGEND**

- Proposed Planning Space
- Light Industrial Boundary
- Integrated Commercial Boundary
- Proposed Sewer Extension - 30'
- Proposed Stormwater Extension - 30'
- Light Industrial, Total Area - 63.68 Acres

**CASCADES OF BRIMFIELD AND MARKETPLACE AT MAPLECREST  
KEY TENANTS AND METRICS**

| Cascade of Brimfield                      | Estimated Square Feet | Estimated Sales/Square Feet | Estimated Annual Sales | Typical Annual Sales/Store | Site Differential |
|---|-----------------------|-----------------------------|------------------------|----------------------------|-------------------|
| Walmart                                   | 210,000               | \$452                       | \$95M                  | \$80M                      | +\$15M            |
| Lowes                                     | 150,000               | \$333                       | \$47M                  | \$42M                      | +\$5M             |
| Kohls                                     | 64,000                | \$234                       | \$15M                  | \$15M                      | -                 |
| Marshalls                                 | 26,000                | \$308                       | \$8M                   | \$9M                       | -                 |
| Petco                                     | 12,000                | \$250                       | \$3M                   | \$3M                       | -                 |
| Occupied "B" Space                        | 70,000                | \$286                       | \$18M                  | \$18M                      | -                 |
| <b>TOTAL</b>                              | <b>532,000</b>        | <b>\$350</b>                | <b>\$186M</b>          | <b>\$166M</b>              | <b>+\$20M</b>     |
| <b>Proposed Marketplace at Maplecrest</b> |                       |                             |                        |                            |                   |
| Meijer                                    | 224,000               | \$350                       | \$80M                  | \$70M                      | +\$10M            |
| Menards                                   | 200,000               | \$200                       | \$40M                  | N/A                        | -                 |
| Outlot Users                              | 45,000                | \$267                       | \$12M                  | \$12M                      | -                 |
| <b>TOTAL</b>                              | <b>469,000</b>        | <b>\$281</b>                | <b>\$132M</b>          | <b>N/A</b>                 | <b>-</b>          |
| <b>TOTAL, BOTH SHOPPING CENTERS</b>       | <b>1,001,000</b>      | <b>\$318</b>                | <b>\$318M</b>          | <b>N/A</b>                 | <b>+\$30M</b>     |

*Handwritten notes:*  
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## WALMART AND MEIJER COMPARISON

|                                | Walmart  | Meijer   |
|--------------------------------|--|--|
| <b>Store Size</b>              | <ul style="list-style-type: none"> <li>• 210,000 Sq. Ft.</li> </ul>  | <ul style="list-style-type: none"> <li>• 224,000 Sq. Ft.</li> </ul>  |
| <b>Product Mix</b>             | <ul style="list-style-type: none"> <li>• Grocery + General Merchandise</li> <li>• 60,000 SKUs</li> </ul>                         | <ul style="list-style-type: none"> <li>• Grocery + General Merchandise</li> <li>• 100,000 SKUs</li> </ul>  |
| <b>Key Competitive Appeals</b> | <ul style="list-style-type: none"> <li>• Everyday Low Prices (&lt; 5-10%)</li> <li>• Exclusive Private Label Brands</li> </ul>   | <ul style="list-style-type: none"> <li>• Strong Service Departments Along Perimeter</li> </ul>   |
| <b>Shopper Demographics</b>    | <ul style="list-style-type: none"> <li>• High % Married w/Children</li> <li>• Lower-to-Middle HH Income</li> </ul>               | <ul style="list-style-type: none"> <li>• Exclusive Private Label Brands</li> <li>• High % Empty Nester Couples</li> </ul>  |
| <b>Shopper Psychographics</b>  | <ul style="list-style-type: none"> <li>• Bargain Seekers/Budget-Conscious</li> <li>• Guided by Children's Preferences</li> </ul> | <ul style="list-style-type: none"> <li>• Middle-to-Higher HH Income</li> <li>• Brand Loyal Image-Conscious</li> <li>• Persuaded by Celebrity Endorsements</li> </ul> |
|                                | <ul style="list-style-type: none"> <li>• Time-Starved/Seeking Quick &amp; Easy Meal Solutions</li> </ul>                         | <ul style="list-style-type: none"> <li>• Love to Cook/Epicurean Tastes (Foreign Cuisine, Gourmet Foods, Fine Wines)</li> </ul>                                       |
|                                | <ul style="list-style-type: none"> <li>• Not Particularly Health-Conscious</li> <li>• Weekly Grocery Shoppers</li> </ul>         | <ul style="list-style-type: none"> <li>• Try to Eat Healthy</li> <li>• Bi-Monthly Grocery Shoppers</li> </ul>  |
| <b>Cross-Shopping Behavior</b> | <ul style="list-style-type: none"> <li>• 40% of Grocery Shoppers Will Visit Multiple Stores for Trip</li> </ul>                  | <ul style="list-style-type: none"> <li>• 68% of Meijer's Ohio Locations Share Same Zip Code as a Walmart Superstore</li> </ul>                                       |

## LOWES AND MENARDS COMPARISON

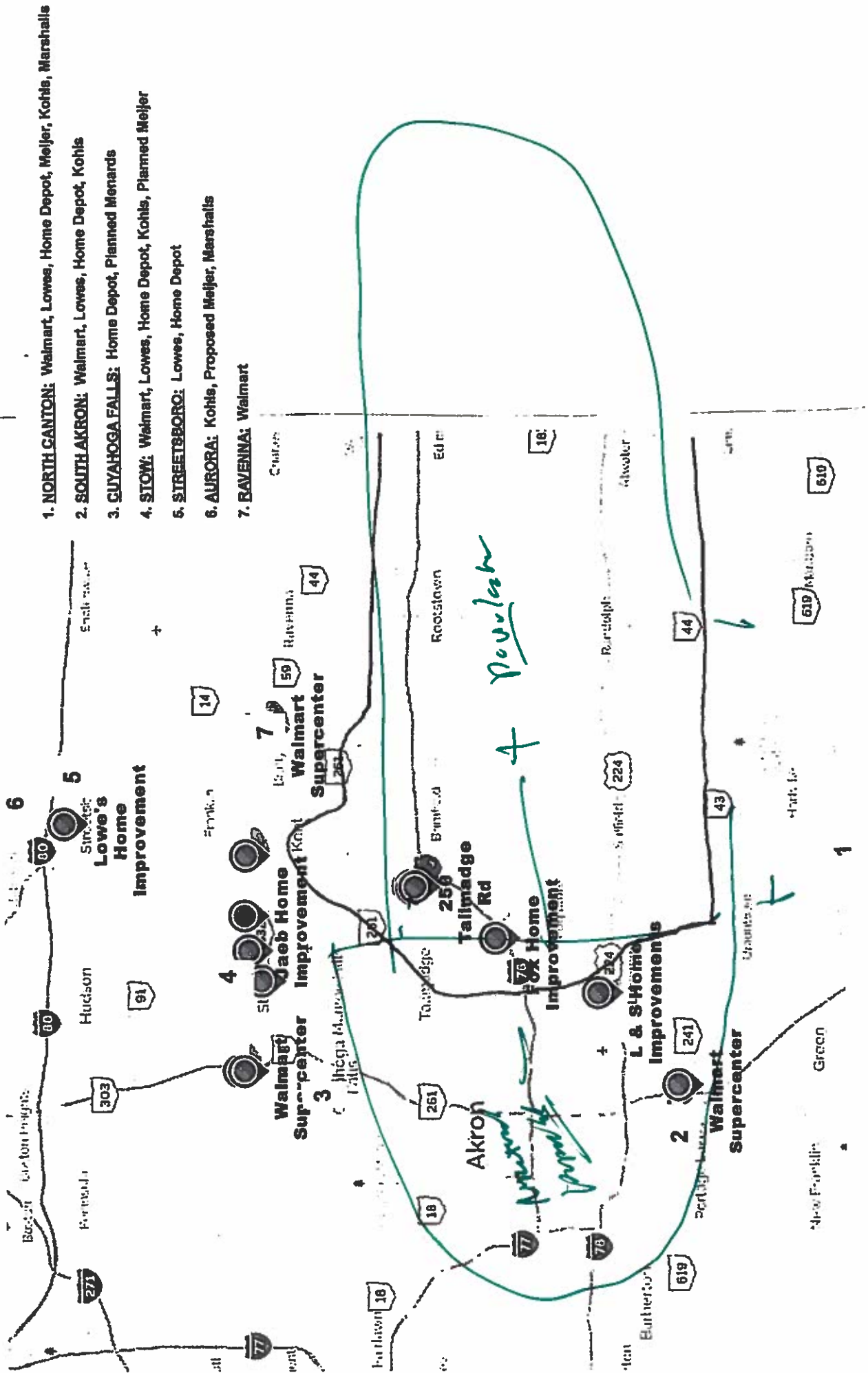
|                                | Lowes   | Menards   |
|--------------------------------|---|---|
| <b>Store Size</b>              | <ul style="list-style-type: none"> <li>• 178,000 Sq. Ft.</li> <li>• Outdoor Garden Area</li> <li>• Home Improvement</li> <li>• Strengths Include Lighting, Home Décor, Kitchens, Bath, Outdoor Living, Lawn &amp; Garden</li> </ul> | <ul style="list-style-type: none"> <li>• 200,000 Sq. Ft.</li> <li>• Drive-thru Lumberyard</li> <li>• Home Improvement + General Merchandise</li> <li>• Wide Variety of Merchandise, Including Clothing/Jewelry, Toys, Health &amp; Beauty Aids</li> </ul> |
| <b>Product Mix</b>             | <ul style="list-style-type: none"> <li>• Fortune 500 Company with 1,840 Locations Throughout USA, Canada, and Mexico</li> <li>• Primarily Compete with Home Depot (Closest Home Depot is 6 Miles Away in Cuyahoga Falls)</li> </ul> | <ul style="list-style-type: none"> <li>• Strong Regional Privately-Held Player with 287 Locations Primarily in the Midwest</li> <li>• "Treasure Hunt" Aspect, Deep Discounts &amp; Special Deals on Constantly Changing Products</li> </ul>               |
| <b>Key Competitive Appeals</b> | <ul style="list-style-type: none"> <li>• Contractors Account for 28% of Revenues</li> <li>• Serve Lower Income Areas Than Arch Rival Home Depot</li> </ul>  | <ul style="list-style-type: none"> <li>• More Consumer-Oriented (Except Lumber)</li> <li>• More Females Than Lowe's/Home Depot</li> </ul>   |
| <b>Shopper Demographics</b>    |   | <ul style="list-style-type: none"> <li>• Generally High Income Households Than Lowes/Home Depot</li> <li>• Impulse Buyers</li> </ul>  |
| <b>Shopper Psychographics</b>  | <ul style="list-style-type: none"> <li>• On a Mission Tied to Specific Products</li> <li>• "Do-It-For-Me" Customers, Strong Installation Services</li> </ul>  | <ul style="list-style-type: none"> <li>• Do-It-Yourselfers, No Installation Services Offered</li> </ul>   |
| <b>Cross-Shopping Behavior</b> |   | <ul style="list-style-type: none"> <li>• 52% of Menard's Ohio Locations Share Same Zip Code as a Lowe's</li> </ul>  |



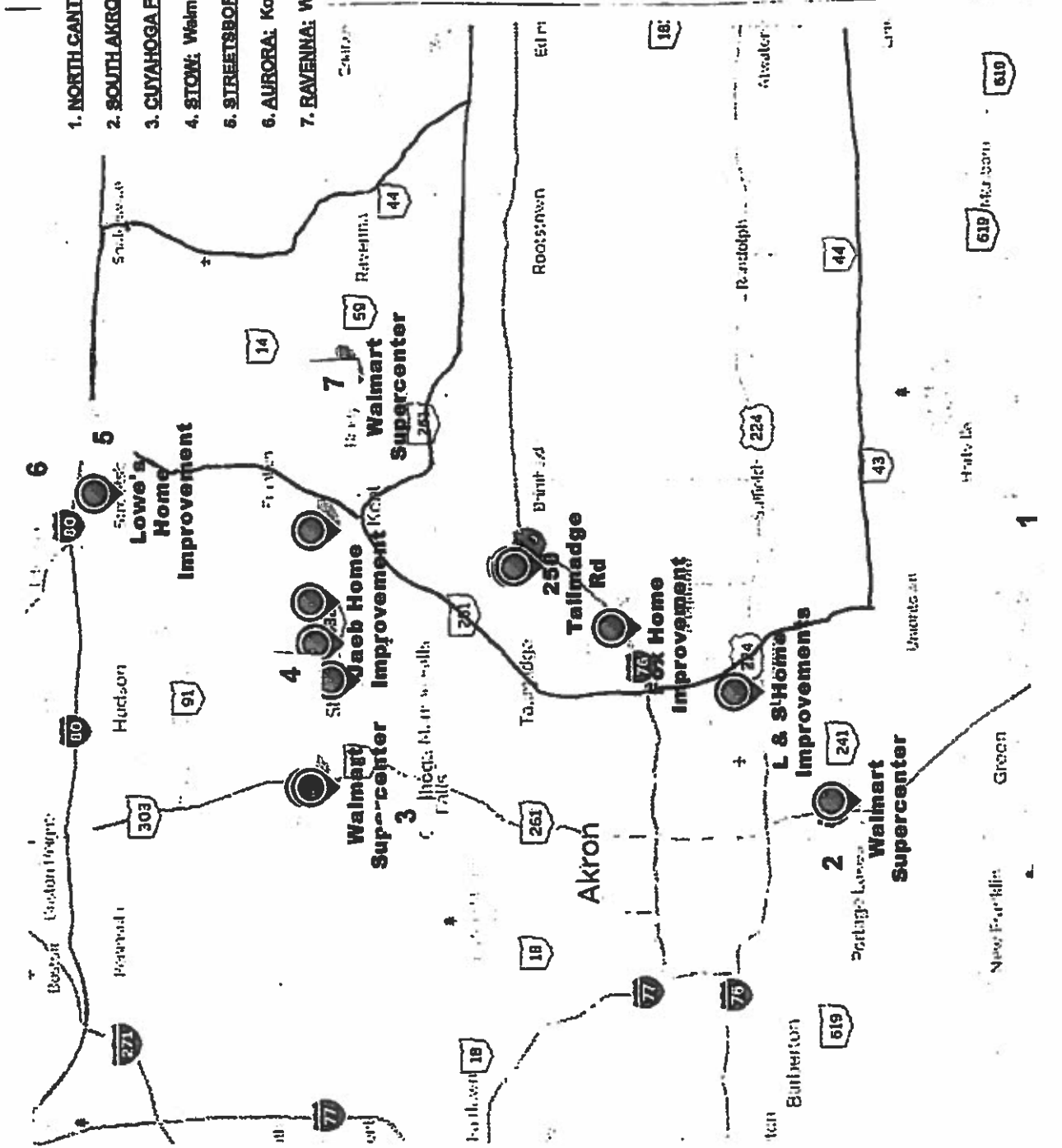
## TRADE AREA DELINEATION FACTORS

- Trade Area Defined as Geographic Area From Which Shopping Center Anchor Stores Can Be Expected to Draw Majority of Their Revenues on a Regular Basis
- Contours of Trade Area Shaped by Combination of the Following Factors:
  - Distance and Travel Time From the Site
  - Local Road and Transportation Networks, Including I-76
  - Commuting Patterns to/from Workplace (Portage County Avg. = 25 Minutes)
  - Household Distribution/Concentration (Density Drops Off to the East)
  - Municipal/School District/Cultural Borders, Including Portage County Borders to East and South
  - Natural/Physical Boundaries (Lakes, Camp Ravenna Joint Military Training Center)
  - Location and Size of Competing Shopping Centers/Retail Concentrations with Anchors Similar to Those at Subject Site
- Closest Walmart Is 5.4 Miles Away Near Ravenna; 8.5 Miles From Stow Wal-Mart, 11.7 Miles From South Akron Walmart
- Closest Lowes is 8.5 Miles Away in Stow (Closest Home Depot is 5.6 Miles Away in Cuyahoga Falls); 11.1 Miles From Streetsboro Lowes
- Closest Kohls is 6.4 Miles Away in Stow; 19.6 Miles Away Aurora Kohls
- Closest Planned Meijer Would Be 7.1 Miles Away in Stow
- Closest Planned Menards Would Be 8.1 Miles Away in Cuyahoga Falls

# CURRENT TRADE AREA MAP



# NEW TRADE AREA MAP



1. **NORTH CANTON:** Walmart, Lowes, Home Depot, Meijer, Kohls, Marshalls
2. **SOUTH AKRON:** Walmart, Lowes, Home Depot, Kohls
3. **CUYAHOGA FALLS:** Home Depot, Planned Menards
4. **STON:** Walmart, Lowes, Home Depot, Kohls, Planned Meijer
5. **STREETSBORO:** Lowes, Home Depot
6. **AURORA:** Kohls, Proposed Meijer, Marshalls
7. **RAVENNA:** Walmart



## RETAIL DEMAND ANALYSIS

|   | Current Trade Area | + | Trade Area Expansion Territory | = | New Trade Area  | BENCHMARKS      |                 |
|---|--------------------|---|--------------------------------|---|-----------------|-----------------|-----------------|
|   |                    |   |                                |   |                 | Portage County  | AMATS Region    |
| <b>Demographics</b>                             |                    |   |                                |   |                 |                 |                 |
| 2015 Population                                 | 81,001             |   | 43,532                         |   | 124,523         | 163,429         | 725,623         |
| Per Square Mile                                 | 386                |   | 1,037                          |   | 494             | 332             | 739             |
| 2015 Median Age                                 | 42.3               |   | 30.3                           |   | 37.3            | 37.6            | 39.6            |
| 2015 % Population Under 18                      | 21.7               |   | 17.3                           |   | 20.2            | 20.9            | 22.4            |
| 2015 % Adults w/Bachelors Degree                | 27.8               |   | 30.2                           |   | 28.8            | 25.5            | 28.5            |
| 2015 Households                                 | 32,804             |   | 15,567                         |   | 48,371          | 63,004          | 293,203         |
| 2015 Median HH Income                           | \$61,495           |   | \$52,775                       |   | \$58,731        | \$55,837        | \$55,324        |
| 2015 % HH with \$75K Income                     | 38.0               |   | 31.4                           |   | 35.9            | 33.7            | 33.3            |
| Forecast Annual Population Gains/(Loss) to 2020 | 310                |   | 104                            |   | 414             | 402             | 567             |
| 2020 Population Forecast                        | 82,549             |   | 44,052                         |   | 126,601         | 165,438         | 728,458         |
| <b>2020 Retail Spending Forecast</b>            |                    |   |                                |   |                 |                 |                 |
| Convenience Goods & Services                    | \$430M             |   | \$235M                         |   | \$665M          | \$865M          | \$3,825M        |
| Home Goods                                      | \$175M             |   | \$95M                          |   | \$270M          | \$310M          | \$1,285M        |
| Fashion Goods                                   | \$125M             |   | \$70M                          |   | \$195M          | \$240M          | \$1,125M        |
| Leisure Goods                                   | \$110M             |   | \$65M                          |   | \$175M          | \$220M          | \$970M          |
| Dining & Entertainment                          | \$100M             |   | \$55M                          |   | \$155M          | \$205M          | \$865M          |
| <b>TOTAL</b>                                    | <b>\$950M</b>      |   | <b>\$520M</b>                  |   | <b>\$1,470M</b> | <b>\$1,840M</b> | <b>\$8,070M</b> |

NOTE: AMATS is the Akron Metropolitan Area Transportation Study Area, which consists of Summit County, Portage County, and Chippewa and Rittman Townships in Wayne County

Summit  
 Southern  
 Western  
 Stark

**RETAIL INFLOW/OUTFLOW ANALYSIS**

|   | Current Trade Area | + | Trade Area Expansion Territory | = | New Trade Area | BENCHMARKS     |              |
|---|--------------------|---|--------------------------------|---|----------------|----------------|--------------|
|   |                    |   |                                |   |                | Portage County | AMATS Region |
| 2020 Retail Sales Forecast                  | 4,242              |   | 2,937                          |   | 7,179          | 8,520          | 50,649       |
| Retail/Food Service Employees*              |                    |   |                                |   |                |                |              |
| Population Per Retail Food Service Employee | 19.5               |   | 15.0                           |   | 17.3           | 19.4           | 14.4         |
| Ratio to Regional Benchmark                 | 0.74               |   | 0.96                           |   | 0.83           | 0.74           | 1.00         |
| Retail Sales Forecast*                      | \$720M             |   | \$470M                         |   | \$1,190M       | \$1,435M       | \$7,925M     |
| 2020 Retail Demand vs. Supply               |                    |   |                                |   |                |                |              |
| Retail Spending Forecast                    | \$950M             |   | \$520M                         |   | \$1,470M       | \$1,840M       | \$8,070M     |
| Net Spending Inflow/(Outflow)               | (\$230M)           |   | (\$50M)                        |   | (\$280M)       | (\$405M)       | (\$155M)     |
| % of Retail Spending                        | (24.2)**           |   | (9.6)                          |   | (19.0)         | (22.0)         | (1.9)        |

NOTE: Employees and Sales Include Marketplace at Maplecrest Projections (\$132M in Sales, 530 Employees): Without Marketplace at Maplecrest, Net Spending Outflow Would Be \$362M per Year, 38.1 % of Current Trade Area Retail Expenditures

\*Does not include motor vehicles or gasoline businesses

**RETAIL OPPORTUNITY ANALYSIS  
MARKETPLACE AT MAPLECREST  
AND  
CASCADES OF BRIMFIELD**

| Pools of Retail Opportunity  | Annual Expenditures<br>(% to TOTAL) | Projected Capture Rate,<br>Marketplace at<br>Maplecrest | Projected Impact on<br>Cascades of Brimfield |
|--|-------------------------------------|---|--|
| 1. Intercept of Retail Spending Outflow, Current Trade Area                          | \$360M (23%)                        | \$54M (15% of Pool)                                     | -  |
| 2. Capture of Retail Spending in Trade Area Expansion Territory                      | \$520M (42%)                        | \$52M (10% of Pool)                                     | +\$26M                                       |
| 3. Growth in Retail Spending Between 2015 and 2020                                   | \$15M (1%)                          | \$3M (20% of Pool)                                      | +\$3M  |
| 4. Transfer of Excess Sales of Cascades of Brimfield                                 | \$20M (2%)                          | \$10M (50% of Pool)                                     | (\$10M)                                      |
| 5. Transfer of Sales From 250+ Other Retailers and Restaurants in Current Trade Area | \$400M (32%)                        | \$13M (3% of Pool)                                      | \$0M   |
| <b>TOTAL</b>   | <b>\$1,315M (100%)</b>              | <b>\$132M (10% of All Pools)</b>                        | <b>+\$19M</b>                                |

## **CONCLUSIONS**

- **Cascades of Brimfield Is a Very Successful Shopping Plaza in Brimfield Township**
- **Led by Walmart and Lowe's, Its Sales Are 12% Higher Than What Would Be Expected for a Shopping Center With Its Tenant Mix**
- **This Is Somewhat Surprising Given Low Population Density in Surrounding Area**
- **On the Other Hand, Southwestern Portage County Is Still Very Under-Store Even With Cascades of Brimfield (38% Net Outflow of Retail Dollars in Trade Area)**
- **At First Glance, It Appears That the Proposed Marketplace at Maplecrest With Meijer and Menards Would Be Duplicating Cascades of Brimfield's 2 Largest Anchor Stores (Walmart and Lowe's)**
- **However, Closer Examination Reveals Key Significant Differences, Particularly In Terms of Each Retailers' Customer Demographics and Psychographics**
- **These Particular Retailers Co-Exist in Dozens of Other Places Throughout Ohio and Beyond**
- **Meijer and Menards Are Strong Unique Draws That Would Both Stem Outflow Spending by Local Consumers and Expand the Trade Area for Both Cascades of Brimfield and Marketplace at Maplecrest**
- **Meijer and Menards Appeal to Higher-Income Shoppers Than Their Counterparts at Cascades of Brimfield (Especially the 38% of Current Trade Area Households That Earn \$75K a Year or More)**
- **Addition of Meijer and Menards Would Create Enough Critical Mass (1 Million Square Feet) to Penetrate Into the Densely Populated Region of Portage County North of Kent and Ravenna**

## **CONCLUSIONS (CONT'D)**

- **This Would Translate Into \$520 Million More (+55%) in Annual Retail Expenditures For Tallmadge Road Retailers on Both Sides of the Road to Compete For**
- **Marketplace at Maplecrest Should Derive 83% of Its Projected Annual Revenues (\$132 Million) From Intercept of Outflow Retail Spending (Particularly From Households Earning \$75,000 or More), Expansion of the Current Trade Area, and Household Growth in the Surrounding Area**
- **About \$10 Million a Year Would Transfer From Cascades of Brimfield to Marketplace at Maplecrest (Remember, Cascades of Brimfield Is Out-Performing Expectations by \$20 Million Per Year)**
- **However, Cascades of Brimfield Would Benefit From the Same Market Forces Listed Above For Marketplace at Maplecrest, Resulting in an Additional \$29 Million a Year in Sales, Way More Than Necessary to Offset Any Transfer of Sales to Marketplace at Maplecrest**
- **Another \$13 Million in Transferred Sales Would Be Dispersed Among the Other 250+ Retail and Food Service Establishments in the Current Trade Area**
- **This Works Out to \$52,000 Per Year on Average Per Business; These Businesses Average \$160,000 a Year in Sales Per Employee**
- **Also, Marketplace at Maplecrest Would Create 530 New Jobs, Intercept Sales Taxes Leaking Out to Summit and Stark Counties, Increase Local Property Taxes and Permit Fees, and Provide More Choices to Local Consumers, Including Those Who Live in Brimfield Township**