Placentia Economic Development Committee

Regular Meeting Agenda
October 22, 2013

Kenny Binnings
Committee Member

Rosalina Davis
Committee Member

Floyd Farano
Committee Member

Kevin Kirwin
Committee Member

Richard Landfield
Committee Member

Michael McAdam
Committee Member

David Nickey
Committee Member

Sandy Patel
Committee Member

Melanie J. Smissen-Coward
Committee Member

Jo Ann Sowards
Committee Member

Susan Wan-Ross
Committee Member

City of Placentia
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Placentia, CA 92870

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<u>Procedures for Addressing the Committee Members</u>
Any person who wishes to speak regarding an item on the agenda or on a subject within the City's jurisdiction during the "**Oral Communications**" portion of the agenda should fill out a "**Speaker Request Form**" and give it to the Committee Secretary BEFORE that portion of the agenda is called.

The Committee members encourage free expression of all points of view. To allow all persons the opportunity to speak, please keep your remarks brief. If others have already expressed your position, you may simply indicate that you agree with a previous speaker. If appropriate, a spokesperson may present the views of an entire group. To encourage all views, the Committee discourage clapping, booing or shouts of approval or disagreement from the audience.

PLEASE SILENCE ALL PAGERS, CELL PHONES, AND OTHER ELECTRONIC EQUIPMENT WHILE COUNCIL AND BOARD MEMBERS ARE IN SESSION.

<u>Special Accommodations</u>
In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the City Clerk's Office at (714) 993-8231. Notification 48 hours prior to the meeting will generally enable City Staff to make reasonable arrangements to ensure accessibility.
(28 CFR 35.102.35.104 ADA Title II)

Copies of all agenda materials are available for public review in the Office of the City Clerk. Person who have questions concerning any agenda item may call the City Clerk's Office, (714) 993-8244, to make inquiry concerning the nature of the item described on the agenda.

CITY OF PLACENTIA
ECONOMIC DEVELOPMENT COMMITTEE
REGULAR MEETING AGENDA
October 22, 2013
4:00 p.m. – Community Room
401 E. Chapman Avenue, Placentia, CA

CALL TO ORDER:

ROLL CALL: Committee Member Kenny Binnings
Committee Member Rosalina Davis
Committee Member Floyd Farano
Committee Member Kevin Kirwin
Committee Member Richard Landfield
Committee Member Michael McAdam
Committee Member David Nickey
Committee Member Sandy Patel
Committee Member Melanie J. Smissen-Coward
Committee Member Jo Ann Sowards
Committee Member Susan Wan-Ross
Management Analyst Maggie Le
City Administrator Troy Butzlaff
City Council Liaison Mayor Scott Nelson

PLEDGE OF ALLEGIANCE:

ORAL COMMUNICATIONS:
At this time the public may address the Committee concerning any agenda item, which is not a public hearing item, or on matters within the jurisdiction of the Committee. There is a five (5) minute time limit for each individual addressing the Committee.

1. CONSENT CALENDAR: None

2. OLD BUSINESS: None

3. NEW BUSINESS: None

4. PRESENTATIONS/ADMINISTRATIVE REPORTS

a. Economic Development Committee Informational Tour
Committee Members and Staff will be travelling off-site to various locations listed below, to review and discuss potential development possibilities within the City
1) Lakeview Future Business Park (Lakeview Avenue and Orangethorpe Avenue)
2) Village Center, (Rose Drive and Alta Vista Street)
3) Yorba Linda Center, (Rose Drive and Yorba Linda Boulevard)
4) Imperial Plaza, (Imperial Highway and Rose Drive - West)
5) Imperial Rose Plaza, (Imperial Highway and Rose Drive - East)
6) Sierra Vista Plaza, (Placentia Avenue and Bastanchury Road)
7) Placentia Town Center, (Bradford Avenue and Yorba Linda Boulevard)
8) Placentia Plaza Shopping Center, (Chapman Avenue and Melody Lane)
9) Historic Downtown Area (Santa Fee Avenue and Bradford Avenue)
10) Don-A-Vee Chrysler Jeep, (777 W. Orangethrope Avenue)
11) Westgate Planning Area (Crowther Avenue and Melrose Street)

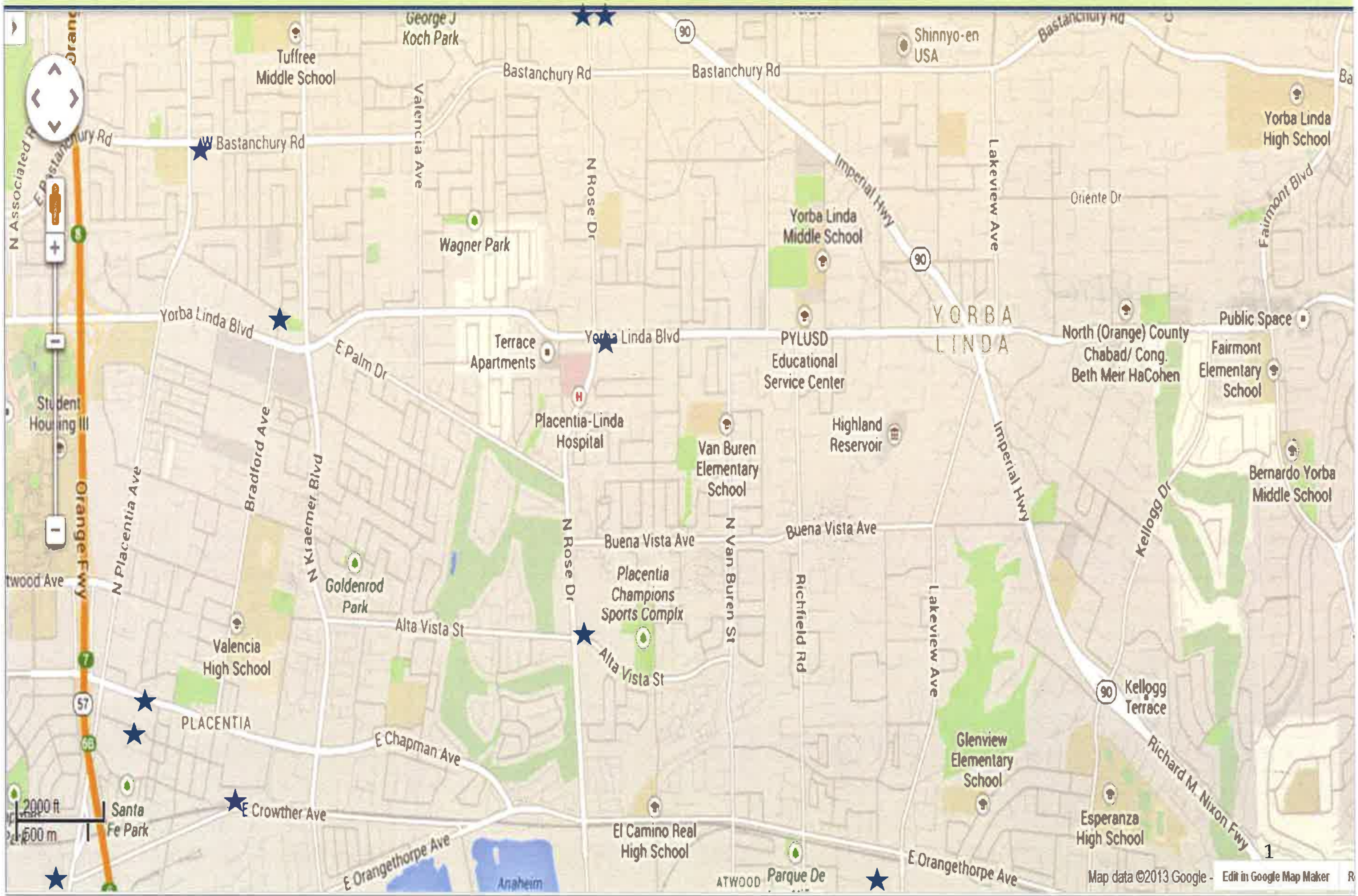
COMMITTEE MEMBERS COMMENTS AND REQUESTS:
Committee Members may make comments, requests or ask questions of Staff. If a Committee Member would like to have formal action taken on a requested matter, it will be placed on a future Committee Agenda.

ADJOURNMENT:
The Economic Development Committee will adjourn to November 26, 2013 at 6:00 p.m.

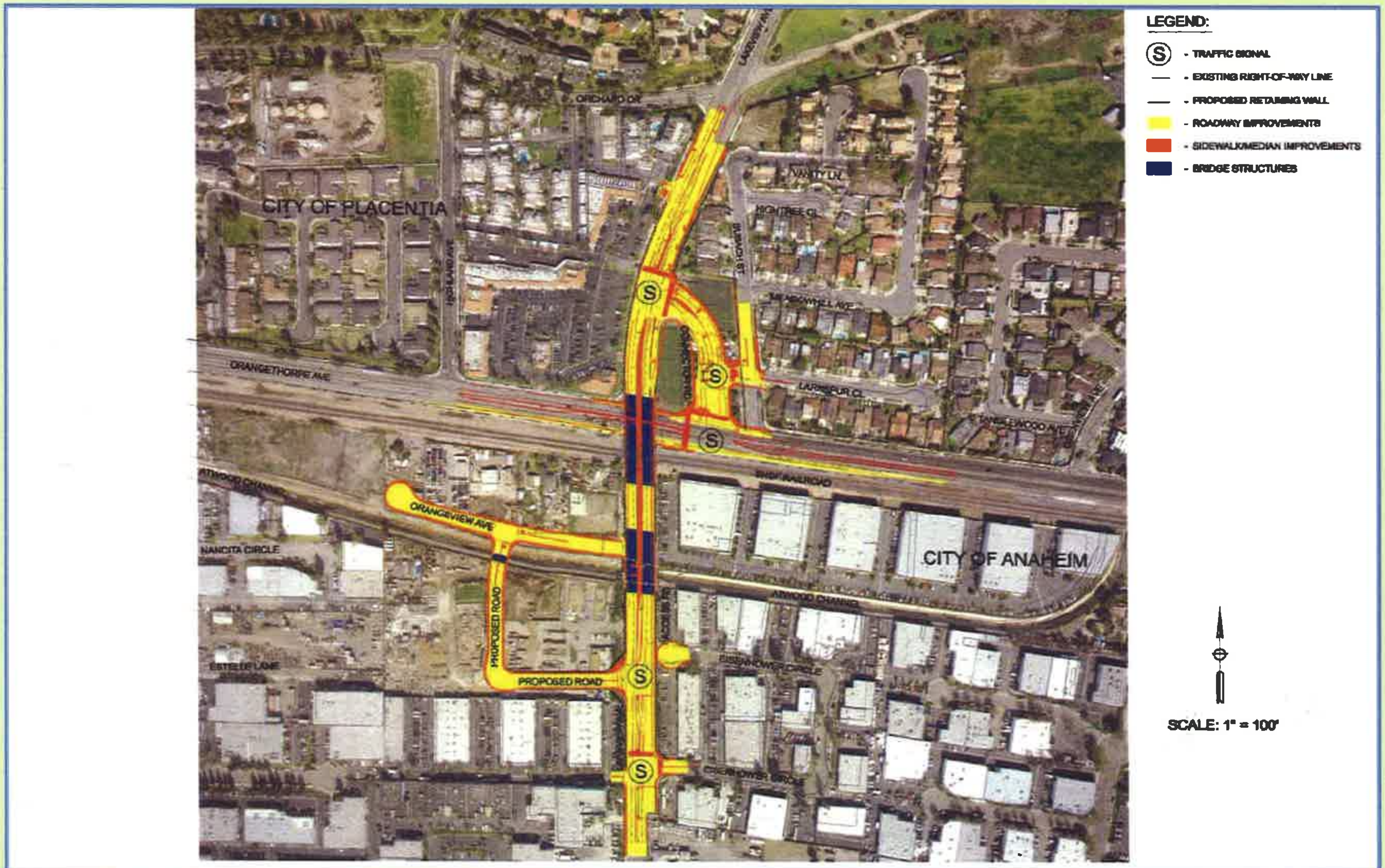
CERTIFICATION OF POSTING
I, Candice Martinez, City Clerk Specialist for the City of Placentia, hereby certify that the Agenda for the October 22, 2013 meeting of the Economic Development Committee was posted on October 17, 2013.

____
Candice Martinez, City Clerk Specialist

ECONOMIC DEVELOPMENT COMMITTEE INFORMATIONAL TOUR
October 22, 2013



Lakeview Future Business Park
(Lakeview Ave. and Orangethorpe Ave.)



Village Center
(Rose Dr. and Alta Vista St.)

Yorba Linda Center
(Rose Dr. and Yorba Linda Blvd.)

Imperial Plaza
(Imperial Hwy. and Rose Dr. - West)

Imperial Rose Plaza
(Imperial Hwy. and Rose Dr. - East)

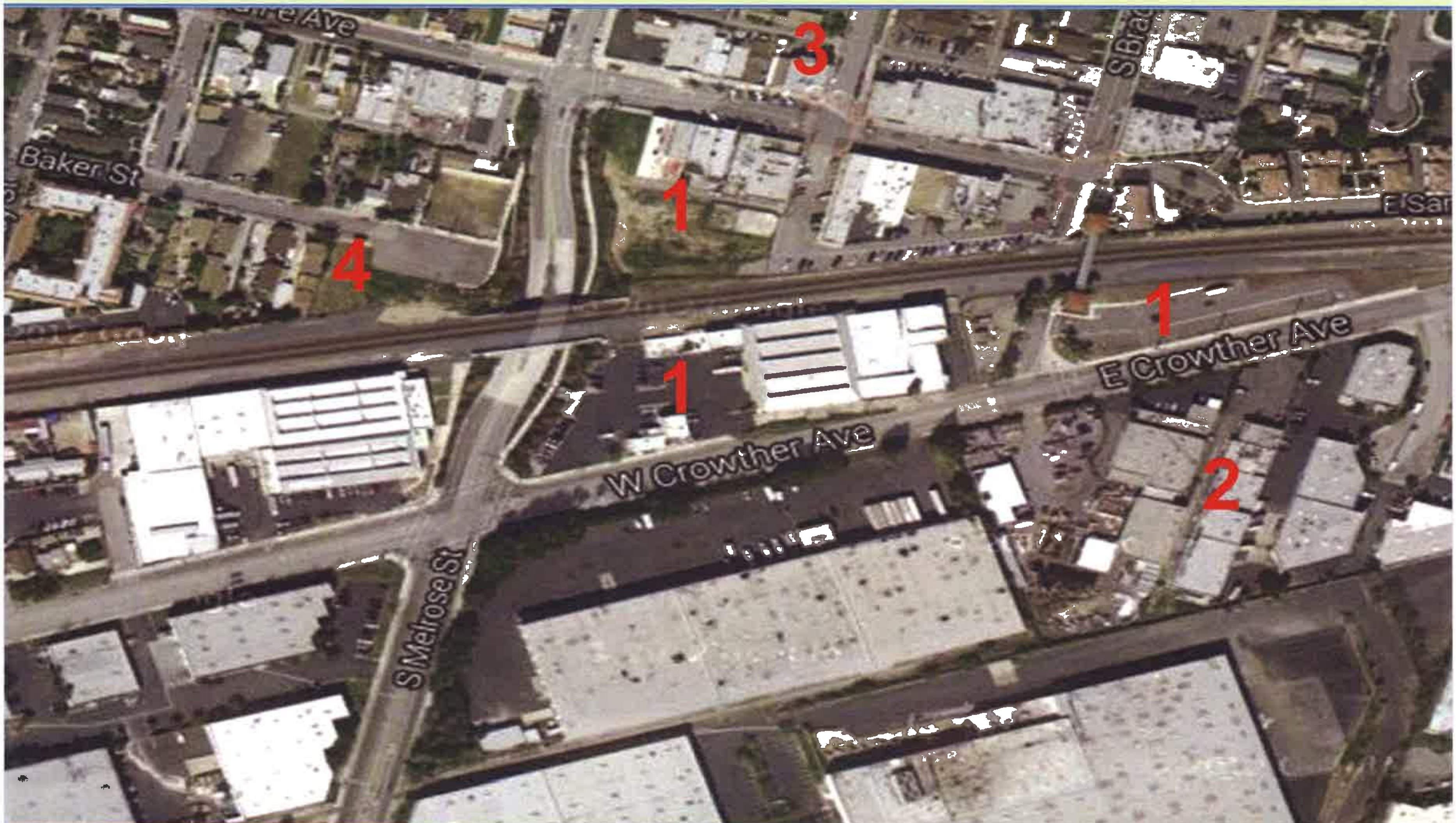
Sierra Vista Plaza
(Placentia Ave. and Bastanchury Rd.)

Placentia Towne Center
(Bradford Ave. and Yorba Linda Blvd.)

Placentia Plaza Shopping Center (Chapman Ave. and Melody Ln.)

Don-A-Vee Chrysler Jeep
(777 W. Orangethorpe Ave.)

Westgate Planning Area
(Crowther Ave. & Melrose St.)



1. Sonnenblick 2. Skatepark 3. Metrolink 4. Future TOD/In-fill Housing

Historic Downtown Area
(Santa Fee Ave. and Bradford Ave.)

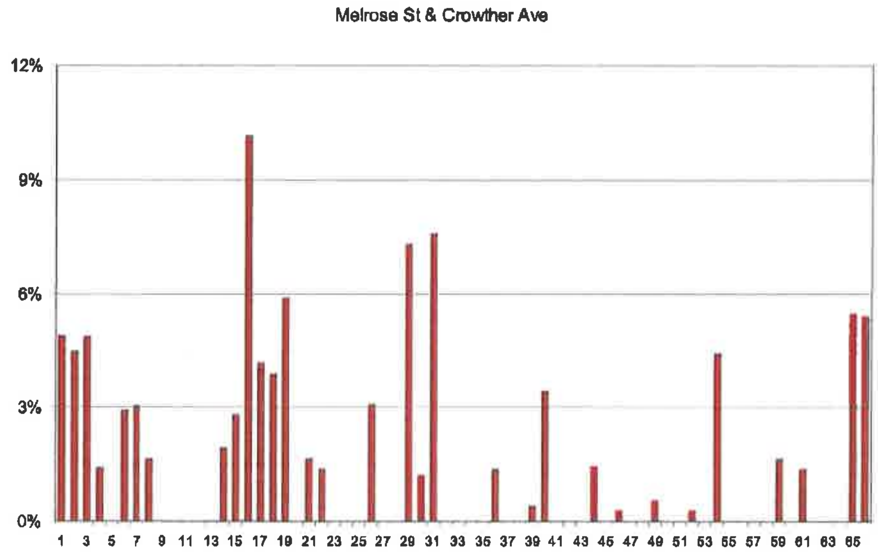
Site 1 Analysis: Melrose St & Crowther Ave

Drive-Time Trade Area

The map on the opposite page depicts the primary trade area for Site 1. The primary trade area consists of a seven-minute drive time polygon, determined by Buxton's proprietary drive-time technology.

Psychographics

The psychographic profile of the households within the trade area of Site 1 is presented below.



Dominant Segments

A segment that represents at least three percent of a trade area is a dominant segment. Following is a description of the dominant segments for Site 1.

Dominant Segments	Description	Households	% of All Households
1	Upper Crust	2,847	4.88
2	Blue Blood Estates	2,606	4.47
3	Movers & Shakers	2,827	4.84
7	Money & Brains	1,769	3.03
16	Bohemian Mix	5,918	10.14
17	Beltway Boomers	2,433	4.17
18	Kids & Cul-de-Sacs	2,265	3.88
19	Home Sweet Home	3,428	5.87
26	The Cosmopolitans	1,795	3.08
29	American Dreams	4,250	7.28
31	Urban Achievers	4,414	7.56
40	Close-In Couples	1,991	3.41
54	Multi-Culti Mosaic	2,575	4.41
65	Big City Blues	3,186	5.46
66	Low-Rise Living	3,137	5.38

Site I Analysis (continued)

Leakage Analysis

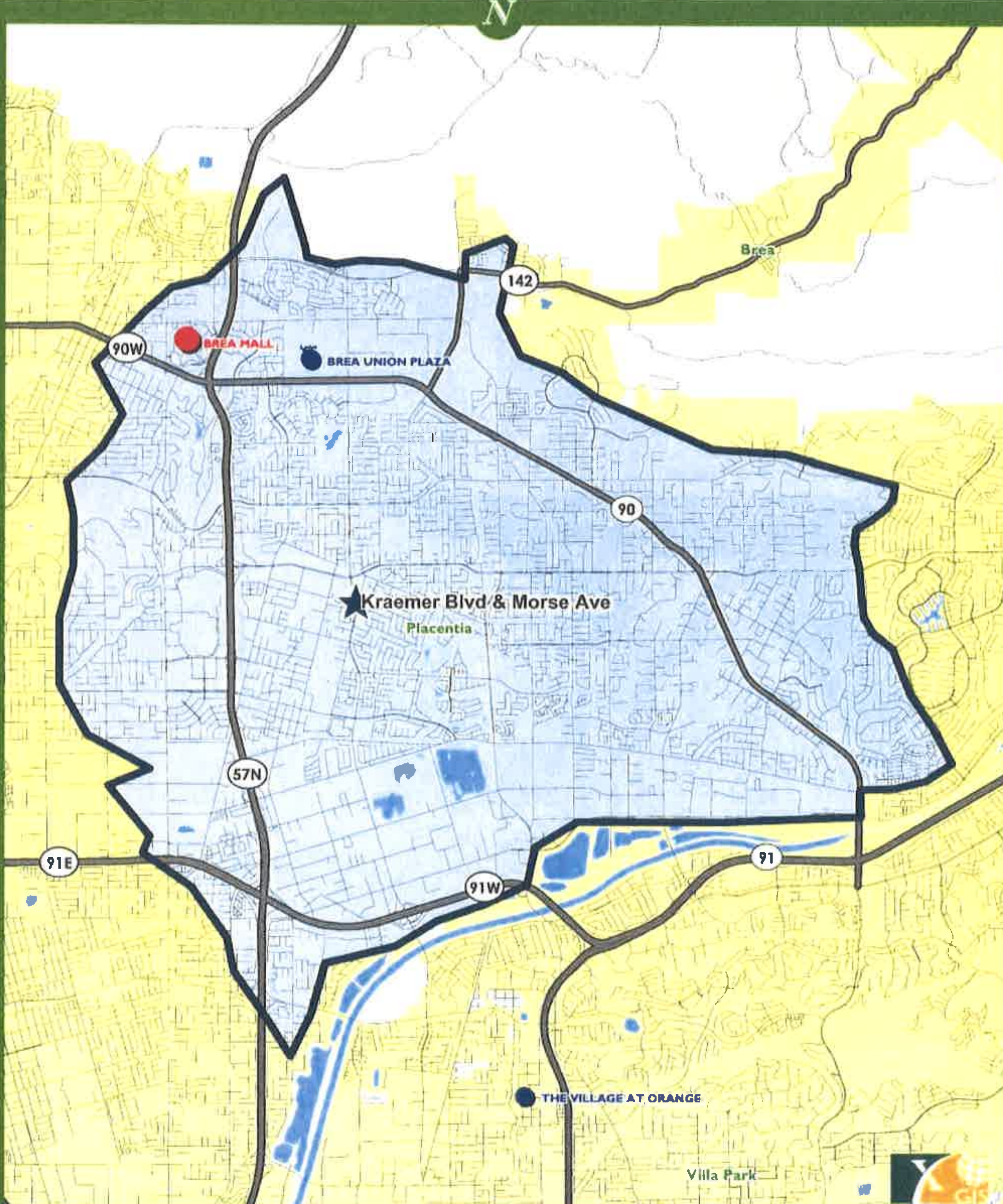
The following table represents an overview by store type of the leakage or surplus within the studied trade area. This is represented by an index with 1.0 being the baseline. A leakage is reflected by an index less than 1.0 and a surplus is reflected by an index greater than 1.0. Please see Appendix A for detailed demand and actual sales by category.

*GAFO refers to discount retailers that typically include the following departments: general merchandise; clothing and clothing accessories; furniture and home furnishings; electronics and appliances; sporting goods, hobby, books and music; and office supplies

The following table presents the trade potential variables for Site 1:

Trade Potential Variables	Site 1
Estimated Household Count	58,356
Number of Households in Dominant Segments	45,441
Traffic Count	10,500
Total Demand	$2,998,394,659
Total Supply	$5,563,683,091
Leakage/Surplus	$2,565,288,432

Data Sources: Claritas, Inc., Prism®NE, 2009, InfoUSA, Inc., © 2009, National Research Bureau, © 2009, MediomarkResearch, Inc., © 2009, Geographic Data Technology, Inc. © 2009



Placentia, California: Trade Area

CommunityID

Shopping Centers

GLA in thousands

- 1000+
- 500 to 1000

7 Minute Drive Time

Site 2

Miles

0 0.5 1

3651 S. Polaris Dr. Fort Worth, Texas 76137

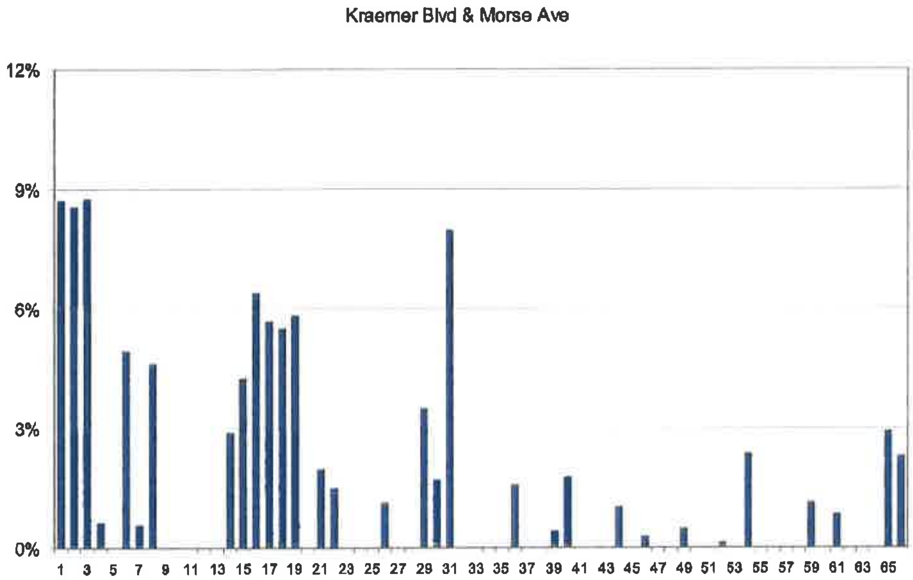
Site 2 Analysis: Kraemer Blvd & Morse Ave

Drive-Time Trade Area

The map on the opposite page depicts the primary trade area for Site 2. The primary trade area consists of a custom polygon, created after discussions with the City of Placentia.

Psychographics

The psychographic profile of the households within the trade area of Site 2 is presented below.



Dominant Segments

A segment that represents at least three percent of a trade area is a dominant segment. Following is a description of the dominant segments for Site 2.

Dominant Segments	Description	Households	% of All Households
1	Upper Crust	4,375	8.70
2	Blue Blood Estates	4,301	8.55
3	Movers & Shakers	4,399	8.75
6	Winner's Circle	2,485	4.94
8	Executive Suites	2,309	4.59
15	Pools & Patios	2,141	4.26
16	Bohemian Mix	3,218	6.40
17	Beltway Boomers	2,847	5.66
18	Kids & Cul-de-Sacs	2,768	5.50
19	Home Sweet Home	2,928	5.82
29	American Dreams	1,745	3.47
31	Urban Achievers	4,005	7.96

Site 2 Analysis (continued)

Leakage Analysis

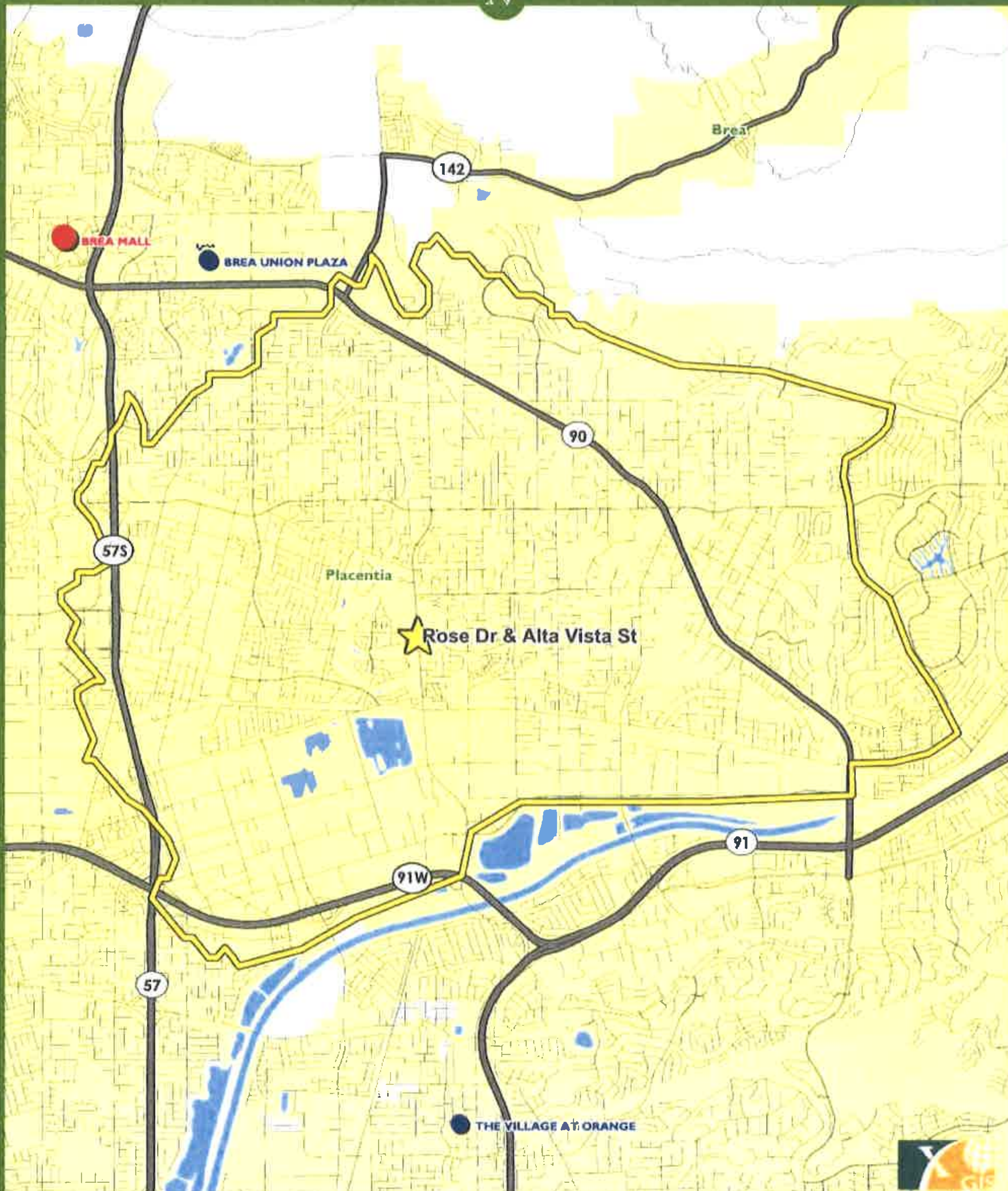
The following table represents an overview by store type of the leakage or surplus within the studied trade area. This is represented by an index with 1.0 being the baseline. A leakage is reflected by an index less than 1.0 and a surplus is reflected by an index greater than 1.0. Please see Appendix A for detailed demand and actual sales by category.

*GAFO refers to discount retailers that typically include the following departments: general merchandise; clothing and clothing accessories; furniture and home furnishings; electronics and appliances; sporting goods, hobby, books and music; and office supplies

The following table presents the trade potential variables for Site 2:

Trade Potential Variables	Site 2
Estimated Household Count	50,294
Number of Households in Dominant Segments	37,521
Traffic Count	22,900
Total Demand	$2,946,371,724
Total Supply	$4,477,939,017
Leakage/Surplus	$1,531,567,293

Data Sources: Claritas, Inc., Prizm©NE, 2009, InfoUSA, Inc., © 2009, National Research Bureau, © 2009, MediamarkResearch, Inc., © 2009, Geographic Data Technology, Inc. © 2009



Placentia, California: Trade Area

CommunityID

Shopping Centers

GLA in thousands

- 1000+
- 500 to 1000

7 Minute Drive Time

Site 3

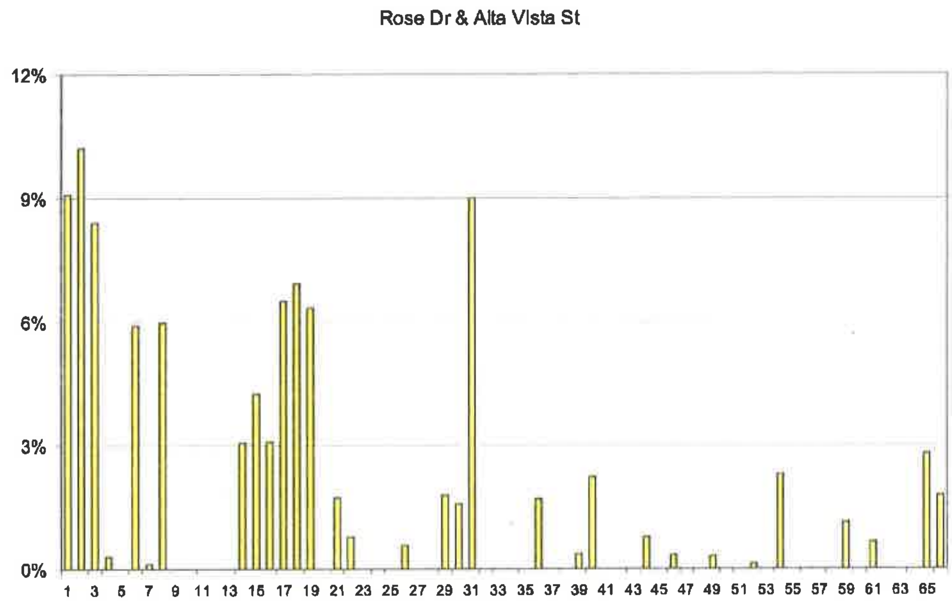
Miles

0 0.5 1

Site 3 Analysis: Rose Dr & Alta Vista St

Drive-Time Trade Area
The map on the opposite page depicts the primary trade area for Site 3. The primary trade area consists of a custom polygon, created after discussions with the City of Placentia.

Psychographics
The psychographic profile of the households within the trade area of Site 3 is presented below.



Dominant Segments
A segment that represents at least three percent of a trade area is a dominant segment. Following is a description of the dominant segments for the overall trade area.

Dominant Segments	Description	Households	% of All Households
1	Upper Crust	3,162	9.09
2	Blue Blood Estates	3,555	10.22
3	Movers & Shakers	2,927	8.41
6	Winner's Circle	2,055	5.91
8	Executive Suites	2,081	5.98
14	New Empty Nests	1,069	3.07
15	Pools & Patios	1,479	4.25
16	Bohemian Mix	1,079	3.10
17	Beltway Boomers	2,263	6.50
18	Kids & Cul-de-Sacs	2,412	6.93
19	Home Sweet Home	2,200	6.32
31	Urban Achievers	3,134	9.01

Overall Trade Area Analysis (continued)

Leakage Analysis

The following table represents an overview by store type of the leakage or surplus within the studied trade area. This is represented by an index with 1.0 being the baseline. A leakage is reflected by an index less than 1.0 and a surplus is reflected by an index greater than 1.0. Please see Appendix A for detailed demand and actual sales by category.

*GAFO refers to discount retailers that typically include the following departments: general merchandise; clothing and clothing accessories; furniture and home furnishings; electronics and appliances; sporting goods, hobby, books and music; and office supplies

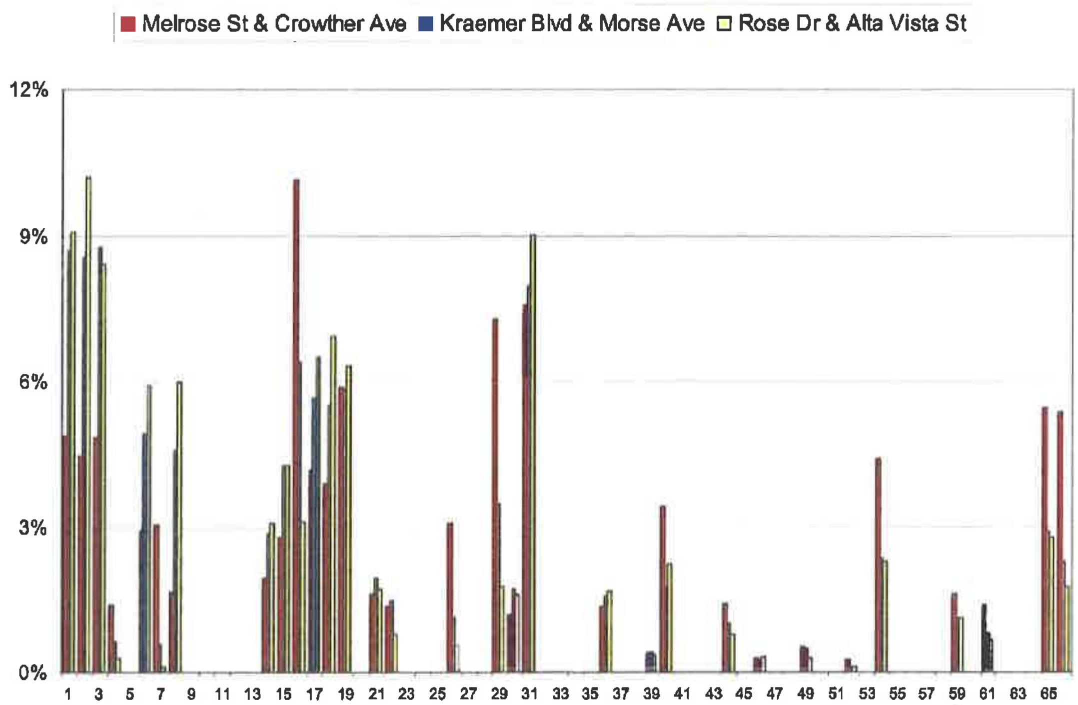
The following table presents the trade potential variables for the overall trade area:

Trade Potential Variables	Site 3
Estimated Household Count	34,801
Number of Households in Dominant Segments	27,416
Traffic Count	25,400
Total Demand	$2,118,739,042
Total Supply	$2,826,344,305
Leakage/Surplus	$707,605,263

Site Comparison

Trade Area Segmentation

This side by side comparison of the three trade areas shows the compositions and characteristics of the households to be very similar. This is not unusual and can be expected with the amount of trade area overlap between the three trade areas.



Trade Area Statistics and Comparison

Trade Potential Variables	Site 1	Site 2	Site 3
Estimated Household Count	58,356	50,294	34,801
Number of Households in Dominant Segments	45,441	37,521	27,416
Traffic Count	10,500	22,900	25,400
Total Demand	$2,998,394,659	$2,946,371,724	$2,118,739,042
Total Supply	$5,563,683,091	$4,477,939,017	$2,826,344,305
Leakage/Surplus	$2,565,288,432	$1,531,567,293	$707,605,263

Brief Segment Descriptions

1 UPPER CRUST – The nation's most exclusive address, Upper Crust is the wealthiest lifestyle in America—a haven for empty-nesting couples over 55 years old. No segment has a higher concentration of residents earning over $200,000 a year or possessing a postgraduate degree, and none has a more opulent standard of living.

2 BLUE BLOOD ESTATES – Blue Blood Estates is a family portrait of suburban wealth, a place of million-dollar homes and manicured lawns, high-end cars and exclusive private clubs. The nation's second-wealthiest lifestyle, it is characterized by married couples with children, college degrees, a significant percentage of Asian Americans and six-figure incomes earned by business executives, managers and professionals.

3 MOVERS & SHAKERS – Movers & Shakers is home to America's up-and-coming business class: a wealthy suburban world of dual-income couples who are highly educated, typically between the ages of 35 and 54, often with children. Given its high percentage of executives and white-collar professionals, there is a decided business bent to this segment: Movers & Shakers rank number one for owning a small business and having a home office.

4 YOUNG DIGERATI – Young Digerati are the nation's tech-savvy singles and couples living in fashionable neighborhoods on the urban fringe. Affluent, highly educated and ethnically mixed, Young Digerati communities are typically filled with trendy apartments and condos, fitness clubs and clothing boutiques, casual restaurants and all types of bars—from juice to coffee to microbrew.

5 COUNTRY SQUIRES – The wealthiest residents in exurban America live in Country Squires, an oasis for affluent Baby Boomers who have fled the city for the charms of small-town living. In their bucolic communities noted for their recently built homes on sprawling properties, the families of executives live in six-figure comfort. Country Squires enjoy country club sports like golf, tennis and swimming as well as skiing, boating and biking.

6 WINNER'S CIRCLE – Among the wealthy suburban lifestyles, Winner's Circle is the youngest, a collection of mostly 25- to 34-year-old couples with large families in new-money subdivisions. Surrounding their homes are the signs of upscale living: recreational parks, golf courses and upscale malls. With a median income of nearly $90,000, Winner's Circle residents are big spenders who like to travel, ski, go out to eat, shop at clothing boutiques and take in a show.

7 MONEY & BRAINS – The residents of Money & Brains seem to have it all: high incomes, advanced degrees and sophisticated tastes to match their credentials. Many of these city dwellers—predominantly white with a high concentration of Asian Americans—are married couples with few children who live in fashionable homes on small, manicured lots.

Brief Segment Descriptions

8 EXECUTIVE SUITES – Executive Suites consists of upper-middle-class singles and couples typically living just beyond the nation's beltways. Filled with significant numbers of Asian Americans and college graduates—both groups are represented at more than twice the national average—this segment is a haven for white-collar professionals drawn to comfortable homes and apartments within a manageable commute to downtown jobs, restaurants and entertainment.

9 BIG FISH, SMALL POND – Older, upper-class, college-educated professionals, the members of Big Fish, Small Pond are often among the leading citizens of their small-town communities. These upscale, empty-nesting couples enjoy the trappings of success, belonging to country clubs, maintaining large investment portfolios and spending freely on computer technology.

10 SECOND CITY ELITE – There's money to be found in the nation's smaller cities, and you're most likely to find it in Second City Elite. The residents of these satellite cities tend to be prosperous executives who decorate their $200,000 homes with multiple computers, large-screen TV sets and an impressive collection of wines. With more than half holding college degrees, Second City Elite residents enjoy cultural activities—from reading books to attending theater and dance productions.

11 GOD'S COUNTRY – When city dwellers and suburbanites began moving to the country in the 1970's, God's Country emerged as the most affluent of the nation's exurban lifestyles. Today, wealthier communities exist in the hinterlands, but God's Country remains a haven for upper-income couples in spacious homes. Typically college-educated Baby Boomers, these Americans try to maintain a balanced lifestyle between high-power jobs and laid-back leisure.

12 BRITE LITES, LI'L CITY – Not all of the America's chic sophisticates live in major metros. Brite Lights, Li'l City is a group of well-off, middle-aged couples settled in the nation's satellite cities. Residents of these typical double income, no kids households have college educations, well-paying business and professional careers and swank homes filled with the latest technology.

13 UPWARD BOUND – More than any other segment, Upward Bound appears to be the home of those legendary Soccer Moms and Dads. In these small satellite cities, upper-class families boast dual incomes, college degrees and new split-levels and colonials. Residents of Upward Bound tend to be kid-obsessed, with heavy purchases of computers, action figures, dolls, board games, bicycles and camping equipment.

14 NEW EMPTY NESTS – With their grown-up children recently out of the house, New Empty Nests is composed of upscale older Americans who pursue active—and activist— lifestyles. Nearly three-quarters of residents are over 65 years old, but they show no interest in a rest-home retirement. This is the top-ranked segment for all-inclusive travel packages; the favorite destination is Italy.

Brief Segment Descriptions

15 POOLS & PATIOS – Formed during the postwar Baby Boom, Pools & Patios has evolved from a segment of young suburban families to one for mature, empty-nesting couples. In these stable neighborhoods graced with backyard pools and patios—the highest proportion of homes were built in the 1960's—residents work as white-collar managers and professionals, and are now at the top of their careers.

16 BOHEMIAN MIX – A collection of young, mobile urbanites, Bohemian Mix represents the nation's most liberal lifestyles. Its residents are a progressive mix of young singles and couples, students and professionals, Hispanics, Asians, African-Americans and whites. In their funky row houses and apartments, Bohemian Mixers are the early adopters who are quick to check out the latest movie, nightclub, laptop and microbrew.

17 BELTWAY BOOMERS – The members of the postwar Baby Boom are all grown up. Today, these Americans are in their forties and fifties, and one segment of this huge cohort—college-educated, upper-middle-class and home-owning—is found in Beltway Boomers. Like many of their peers who married late, these Boomers are still raising children in comfortable suburban subdivisions, and they're pursuing kid-centered lifestyles.

18 KIDS & CUL-DE-SACS – Upscale, suburban, married couples with children is the description of Kids & Cul-de-Sacs, an enviable lifestyle of large families in recently built subdivisions. With a high rate of Hispanic and Asian Americans, this segment is a refuge for college-educated, white-collar professionals with administrative jobs and upper-middle-class incomes. Their nexus of education, affluence and children translates into large outlays for child-centered products and services.

19 HOME SWEET HOME – Widely scattered across the nation's suburbs, the residents of Home Sweet Home tend to be upper-middle-class married couples living in mid-sized homes with few children. The adults in the segment, mostly between the ages of 25 and 54, have gone to college and hold professional and white-collar jobs. With their upscale incomes and small families, these folks have fashioned comfortable lifestyles, filling their homes with toys, TV sets and pets.

20 FAST-TRACK FAMILIES – With their upper-middle-class incomes, numerous children and spacious homes, Fast-Track Families are in their prime acquisition years. These middle-aged parents have the disposable income and educated sensibility to want the best for their children. They buy the latest technology with impunity: new computers, DVD players, home theater systems and video games. They take advantage of their rustic locales by camping, boating and fishing.

Brief Segment Descriptions

21 GRAY POWER – The steady rise of older, healthier Americans over the past decade has produced one important by-product: middle-class, home-owning suburbanites who are aging in place rather than moving to retirement communities. A segment of older, mid-scale singles and couples who live in quiet comfort, Gray Power reflects this trend.

22 YOUNG INFLUENTIALS – Once known as the home of the nation's yuppies, Young Influentials reflects the fading glow of acquisitive yuppiedom. Today, the segment is a common address for young, middle-class singles and couples who are more preoccupied with balancing work and leisure pursuits. Having recently left college dorms, they now live in apartment complexes surrounded by ball fields, health clubs and casual-dining restaurants.

23 GREENBELT SPORTS – A segment of middle-class exurban couples, Greenbelt Sports is known for its active lifestyle. Most of these middle-aged residents are married, college-educated and own new homes; about a third have children. And few segments have higher rates for pursuing outdoor activities such as skiing, canoeing, backpacking, boating and mountain biking.

24 UP-AND-COMERS – Up-and-Comers is a stopover for young, mid-scale singles before they marry, have families and establish more deskbound lifestyles. Found in second-tier cities, these mobile twenty-somethings include a disproportionate number of recent college graduates who are into athletic activities, the latest technology and nightlife entertainment.

25 COUNTRY CASUALS – There's a laid-back atmosphere in Country Casuals, a collection of middle-aged, upper-middle-class households that have started to empty-nest. Workers here—and most households boast two earners—have well-paying blue- or white-collar jobs, or own small businesses. Today these Baby-Boom couples have the disposable income to enjoy traveling, owning timeshares and going out to eat.

26 THE COSMOPOLITANS – Educated, mid-scale and multi-ethnic, The Cosmopolitans are urbane couples in America's fast-growing cities. Concentrated in a handful of metros—such as Las Vegas, Miami and Albuquerque—these households feature older home-owners, empty-nesters and college graduates. A vibrant social scene surrounds their older homes and apartments, and residents love the nightlife and enjoy leisure-intensive lifestyles.

27 MIDDLEBURG MANAGERS – Middleburg Managers arose when empty-nesters settled in satellite communities which offered a lower cost of living and more relaxed pace. Today segment residents tend to be middle-class and over 55 years old with solid managerial jobs and comfortable retirements. In their older homes, they enjoy reading, playing musical instruments, indoor gardening and refinishing furniture.

Brief Segment Descriptions

28 TRADITIONAL TIMES – Traditional Times is the kind of lifestyle where small-town couples nearing retirement are beginning to enjoy their first empty-nest years. Typically in their fifties and sixties, these middle-class Americans pursue a kind of granola-and-grits lifestyle. On their coffee tables are magazines with titles ranging from *Country Living* and *Country Home* to *Gourmet* and *Forbes*. But they're big travelers, especially in recreational vehicles and campers.

29 AMERICAN DREAMS – American Dreams is a living example of how ethnically diverse the nation has become: more than half the residents are Hispanic, Asian or African-American. In these multilingual neighborhoods—one in ten residents speaks a language other than English—middle-aged immigrants and their children live in middle-class comfort.

30 SUBURBAN SPRAWL – Suburban Sprawl is an unusual American lifestyle: a collection of mid-scale, middle-aged singles and couples living in the heart of suburbia. Typically members of the Baby Boom generation, they hold decent jobs, own older homes and condos, and pursue conservative versions of the American Dream. Among their favorite activities are jogging on treadmills, playing trivia games and renting videos.

31 URBAN ACHIEVERS – Concentrated in the nation's port cities, Urban Achievers is often the first stop for up-and-coming immigrants from Asia, South America and Europe. These young singles and couples are typically college-educated and ethnically diverse: about a third are foreign-born, and even more speak a language other than English.

32 NEW HOMESTEADERS – Young, middle-class families seeking to escape suburban sprawl find refuge in New Homesteaders, a collection of small rustic townships filled with new ranches and Cape Cods. With decent-paying jobs in white-collar and service industries, these dual-income couples have fashioned comfortable, child-centered lifestyles, their driveways filled with campers and powerboats, their family rooms with PlayStations and Game Boys.

33 BIG SKY FAMILIES – Scattered in placid towns across the American heartland, Big Sky Families is a segment of young rural families who have turned high school educations and blue-collar jobs into busy, middle-class lifestyles. Residents like to play baseball, basketball and volleyball in addition to going fishing, hunting and horseback riding. To entertain their sprawling families, they buy virtually every piece of sporting equipment on the market.

34 WHITE PICKET FENCES – Midpoint on the socioeconomic ladder, residents in White Picket Fences look a lot like the stereotypical American household of a generation ago: young, middle-class, married with children. But the current version is characterized by modest homes and ethnic diversity—including a disproportionate number of Hispanics and African-Americans.

Brief Segment Descriptions

35 BOOMTOWN SINGLES – Affordable housing, abundant entry-level jobs and a thriving singles scene— all have given rise to the Boomtown Singles segment in fast-growing satellite cities. Young, single and working-class, these residents pursue active lifestyles amid sprawling apartment complexes, bars, convenience stores and laundromats.

36 BLUE-CHIP BLUES – Blue-Chip Blues is known as a comfortable lifestyle for young, sprawling families with well-paying blue-collar jobs. Ethnically diverse—with a significant presence of Hispanics and African-Americans—the segment's aging neighborhoods feature compact, modestly priced homes surrounded by commercial centers that cater to child-filled households.

37 MAYBERRY-VILLE – Like the old Andy Griffith Show set in a quaint picturesque berg, Mayberry-ville harks back to an old-fashioned way of life. In these small towns, middle-class couples and families like to fish and hunt during the day, and stay home and watch TV at night. With lucrative blue-collar jobs and moderately priced housing, residents use their discretionary cash to purchase boats, campers, motorcycles and pickup trucks.

38 SIMPLE PLEASURES – With more than two-thirds of its residents over 65 years old, Simple Pleasures is mostly a retirement lifestyle: a neighborhood of lower-middle-class singles and couples living in modestly priced homes. Many are high school-educated seniors who held blue-collar jobs before their retirement, and a disproportionate number served in the military; no segment has more members of veterans clubs.

39 DOMESTIC DUOS – Domestic Duos represents a middle-class mix of mainly over-55 singles and married couples living in older suburban homes. With their high-school educations and fixed incomes, segment residents maintain an easy-going lifestyle. Residents like to socialize by going bowling, seeing a play, meeting at the local fraternal order or going out to eat.

40 CLOSE-IN COUPLES – Close-In Couples is a group of predominantly African-American couples living in older homes in the urban neighborhoods of mid-sized metros. High school educated and empty nesting, these 55-year-old-plus residents typically live in older city neighborhoods, enjoying secure and comfortable retirements.

41 SUNSET CITY BLUES – Scattered throughout the older neighborhoods of small cities, Sunset City Blues is a segment of lower-middle-class singles and couples who have retired or are getting close to retirement. These empty-nesters tend to own their homes but have modest educations and incomes. They maintain a low-key lifestyle filled with newspapers and television by day, and family-style restaurants at night.

Brief Segment Descriptions

42 RED, WHITE & BLUES – The residents of Red, White & Blues typically live in exurban towns rapidly morphing into bedroom suburbs. Their streets feature new fast-food restaurants, and locals have recently celebrated the arrival of chains like Wal-Mart, Radio Shack and Payless Shoes. Middle-aged, high school educated and lower-middle class, these folks tend to have solid, blue-collar jobs in manufacturing, milling and construction.

43 HEARTLANDERS – America was once a land of small middle-class towns, which can still be found today among Heartlanders. This widespread segment consists of middle-aged couples with working-class jobs living in sturdy, unpretentious homes. In these communities of small families and empty-nesting couples, Heartlanders pursue a rustic lifestyle where hunting and fishing remain prime leisure activities along with cooking, sewing, camping and boating.

44 NEW BEGINNINGS – Filled with young, single adults, New Beginnings is a magnet for adults in transition. Many of its residents are twenty-something singles and couples just starting out on their career paths—or starting over after recent divorces or company transfers. Ethnically diverse—with nearly half its residents Hispanic, Asian or African-American—New Beginnings households tend to have the modest living standards typical of transient apartment dwellers.

45 BLUE HIGHWAYS – On maps, blue highways are often two-lane roads that wind through remote stretches of the American landscape. Among lifestyles, Blue Highways is the standout for lower-middle-class couples and families who live in isolated towns and farmsteads. Here, Boomer men like to hunt and fish; the women enjoy sewing and crafts, and everyone looks forward to going out to a country music concert.

46 OLD GLORIES – Old Glories are the nation's downscale suburban retirees, Americans aging in place in older apartment complexes. These racially mixed households often contain widows and widowers living on fixed incomes, and they tend to lead home-centered lifestyles. They're among the nation's most ardent television fans, watching game shows, soaps, talk shows and newsmagazines at high rates.

47 CITY STARTUPS – In City Startups, young, multi-ethnic singles have settled in neighborhoods filled with cheap apartments and a commercial base of cafés, bars, laundromats and clubs that cater to twenty-somethings. One of the youngest segments in America—with ten times as many college students as the national average—these neighborhoods feature low incomes and high concentrations of Hispanics and African-Americans.

Brief Segment Descriptions

48 YOUNG & RUSTIC – Like the soap opera that inspired its nickname, Young & Rustic is composed of young, restless singles. Unlike the glitzy soap denizens, however, these folks tend to be lower income, high school-educated and live in tiny apartments in the nation's exurban towns. With their service industry jobs and modest incomes, these folks still try to fashion fast-paced lifestyles centered on sports, cars and dating.

49 AMERICAN CLASSICS – They may be older, lower-middle class and retired, but the residents of American Classics are still living the American Dream of home ownership. Few segments rank higher in their percentage of home owners, and that fact alone reflects a more comfortable lifestyle for these predominantly white singles and couples with deep ties to their neighborhoods.

50 KID COUNTRY, USA – Widely scattered throughout the nation's heartland, Kid Country, USA is a segment dominated by large families living in small towns. Predominantly white with an above-average concentration of Hispanics, these young working-class households include homeowners, renters and military personnel living in base housing; about 20 percent of residents own mobile homes.

51 SHOTGUNS & PICKUPS – The segment known as Shotguns & Pickups came by its moniker honestly: it scores near the top of all lifestyles for owning hunting rifles and pickup trucks. These Americans tend to be young, working-class couples with large families—more than half have two or more kids—living in small homes and manufactured housing. Nearly a third of residents live in mobile homes, more than any other segment.

52 SUBURBAN PIONEERS – Suburban Pioneers represents one of the nation's eclectic lifestyles, a mix of young singles, recently divorced and single parents who have moved into older, inner-ring suburbs. They live in aging homes and garden-style apartment buildings where the jobs are blue-collar and the money is tight. What unites these residents—a diverse mix of whites, Hispanics and African-Americans—is a working-class sensibility and an appreciation for their off-the-beaten-track neighborhoods.

53 MOBILITY BLUES – Young singles and single parents make their way to Mobility Blues, a segment of working-class neighborhoods in America's satellite cities. Racially mixed and under 25 years old, these transient Americans tend to have modest lifestyles due to their lower-income blue-collar jobs. Surveys show they excel in going to movies, playing basketball and shooting pool.

54 MULTI-CULTI MOSAIC – An immigrant gateway community, Multi-Culti Mosaic is the urban home for a mixed populace of younger Hispanic, Asian and African-American singles and families. With nearly a quarter of the residents foreign born, this segment is a Mecca for first-generation Americans who are striving to improve their lower-middle-class status.

Brief Segment Descriptions

55 GOLDEN PONDS – Golden Ponds is mostly a retirement lifestyle, dominated by downscale singles and couples over 65 years old. Found in small bucolic towns around the country, these high school-educated seniors live in small apartments on less than $25,000 a year; one in five resides in a nursing home. For these elderly residents, daily life is often a succession of sedentary activities such as reading, watching TV, playing bingo and doing craft projects.

56 CROSSROADS VILLAGERS – With a population of middle-aged, blue-collar couples and families, Crossroads Villagers is a classic rural lifestyle. Residents are high school-educated with lower-middle incomes and modest housing; one-quarter live in mobile homes. There's an air of self-reliance in these households as Crossroads Villagers help put food on the table through fishing, gardening and hunting.

57 OLD MILLTOWNS – America's once-thriving mining and manufacturing towns have aged—as have the residents in Old Milltowns communities. Today, the majority of residents are retired singles and couples living on downscale incomes in pre-1960 homes and apartments. For leisure they enjoy gardening, sewing, socializing at veterans clubs or eating out at casual restaurants.

58 BACK COUNTRY FOLKS – Strewn among remote farm communities across the nation, Back Country Folks are a long way away from economic paradise. The residents tend to be poor, over 55 years old and living in older, modest-sized homes and manufactured housing. Typically, life in this segment is a throwback to an earlier era when farming dominated the American landscape.

59 URBAN ELDERS – For Urban Elders—a segment located in the downtown neighborhoods of such metros as New York, Chicago, Las Vegas and Miami—life is often an economic struggle. These communities have high concentrations of Hispanics and African-Americans and tend to be downscale, with singles living in older apartment rentals.

60 PARK BENCH SENIORS – Park Bench Seniors are typically retired singles living in the racially mixed neighborhoods of the nation's satellite cities. With modest educations and incomes, these residents maintain low-key, sedentary lifestyles. Theirs is one of the top-ranked segments for TV viewing, especially daytime soaps and game shows.

61 CITY ROOTS – Found in urban neighborhoods, City Roots is a segment of lower-income retirees, typically living in older homes and duplexes they've owned for years. In these ethnically diverse neighborhoods—more than a third are African-American and Hispanic—residents are often widows and widowers living on fixed incomes and maintaining low-key lifestyles.

Brief Segment Descriptions

62 HOMETOWN RETIRED – With three-quarters of all residents over 65 years old, Hometown Retired is one of the oldest segments. These racially mixed seniors tend to live in aging homes—half were built before 1958—and typically get by on social security and modest pensions. Because most never made it beyond high school and spent their working lives at blue-collar jobs, their retirements are extremely modest.

63 FAMILY THRIFTS – The small-city cousins of inner-city districts, Family Thrifts contain young, ethnically diverse parents who have lots of children and work entry-level service jobs. In these apartment-filled neighborhoods, visitors find the streets jam-packed with babies and toddlers, tricycles and basketball hoops, Daewoos and Hyundais.

64 BEDROCK AMERICA – Bedrock America consists of young, economically challenged families in small, isolated towns located throughout the nation's heartland. With modest educations, sprawling families and blue-collar jobs, many of these residents struggle to make ends meet. One quarter live in mobile homes. One in three has not finished high school. Rich in scenery, Bedrock America is a haven for fishing, hunting, hiking and camping.

65 BIG CITY BLUES – With a population that's half Latino, Big City Blues has the highest concentration of Hispanic Americans in the nation, but it's also the multi-ethnic address for downscale Asian and African-American households occupying older inner-city apartments. Concentrated in a handful of major metros, these young singles and single-parent families face enormous challenges: low incomes, uncertain jobs and modest educations. More than 40% haven't finished high school.

66 LOW-RISE LIVING – The most economically challenged urban segment, Low-Rise Living is known as a transient world for young, ethnically diverse singles and single parents. Home values are low—about half the national average—and even then, less than a quarter of residents can afford to own real estate.

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Appendix A:

Leakage Analysis

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Retail Leakage and Surplus Analysis

The Retail Leakage and Surplus Analysis examines the quantitative aspect of the community's retail opportunities. It is a guide to understanding retail opportunities but it is not an analysis that indicates unconditional opportunities. The analysis is sometimes called "a gap analysis" or "a supply and demand analysis" and can aid in the following:

- Indicating how well the retail needs of local residents are being met
- Uncovering unmet demand and possible opportunities
- Understanding the strengths and weaknesses of the local retail sector
- Measuring the difference between actual and potential retail sales

Understanding Retail Leakage

Retail leakage means that residents are spending more for products than local businesses capture. Retail sales leakage suggests that there is unmet demand in the trade area and that the community can support additional store space for that type of business.

However, retail leakage does not necessarily translate into opportunity. For example, there could be a strong competitor in a neighboring community that dominates the market for that type of product or store.

Understanding Retail Surplus

A retail surplus means that the community's trade area is capturing the local market plus attracting non-local shoppers. A retail surplus does not necessarily mean that the community cannot support additional business. Many communities have developed strong clusters of stores that have broad geographic appeal. Examples of these types of retailers include: sporting goods stores, home furnishing stores, restaurants, and other specialty operations that become destination retailers and draw customers from outside the trade area.

Examining the quantitative aspects (Leakage/Surplus) is only part of the evaluation of community's retail opportunities. Before any conclusions can be drawn about potential business expansion or recruitment opportunities, qualitative considerations such as trade area psychographics and buying habits must be analyzed in context of other market factors.

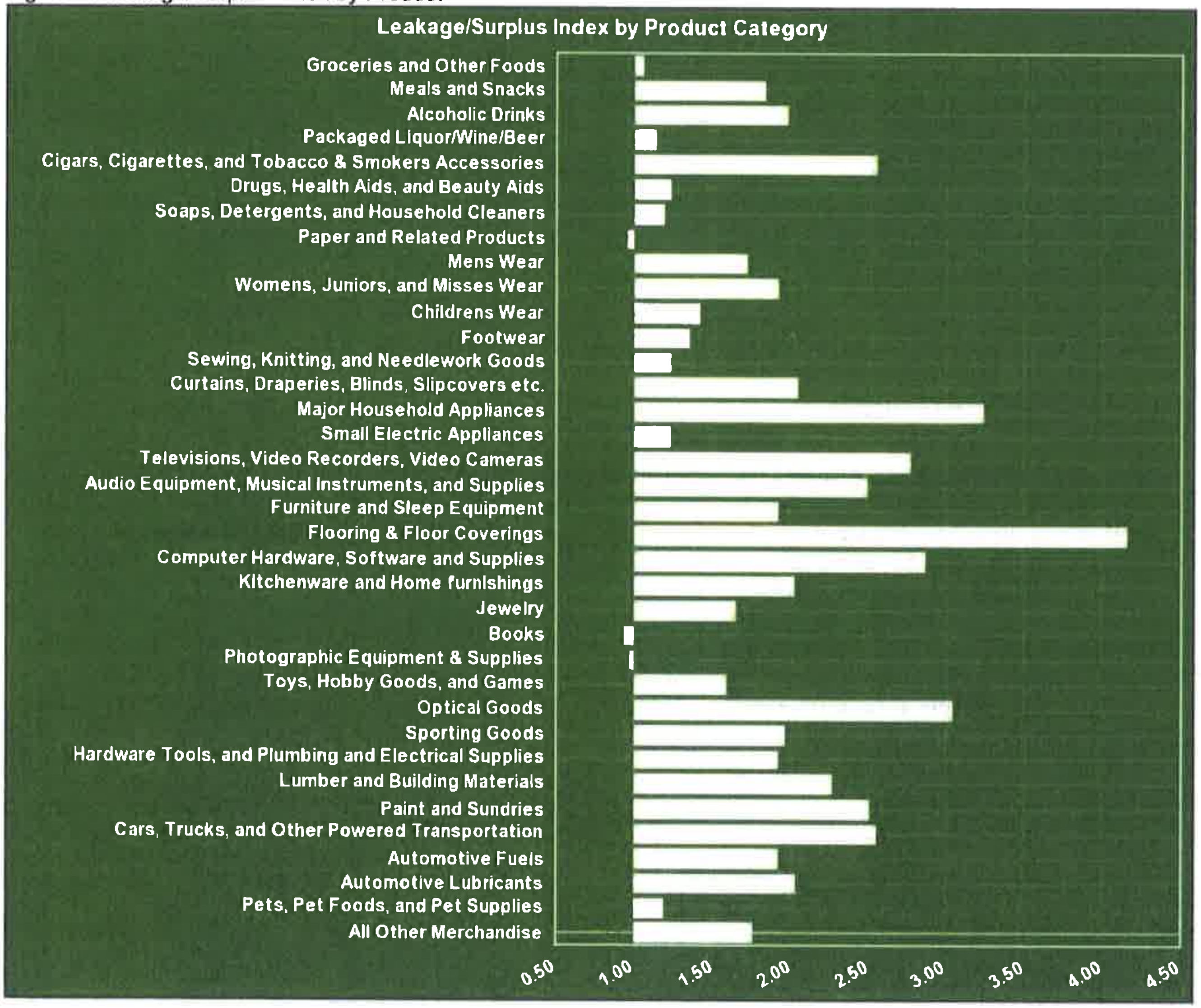
Site	Address	Analysis Geography
Site 1	Melrose St & Crowther Ave Placentia, CA 92870	7 Minute Drive Time

Leakage/Surplus Index by Product

The Leakage/Surplus Index provides a relative comparison of the supply and demand across retail product categories. It is calculated by dividing actual sales by potential sales. An index greater than 1.0 means that the community is attracting retail sales (surplus) from outside the trade area. If the index is less than 1.0 it means that out-shopping is taking place and the community is not successfully drawing its own residents.

Leakage/Surplus Index (Figure 1) shows the strengths and weaknesses of a community's retail market by product.

Figure 1. Leakage/Surplus Index by Product



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Site	Address	Analysis Geography
Site 1	Melrose St & Crowther Ave Placentia, CA 92870	7 Minute Drive Time

The sales potential and the actual sales potential by product category and the resulting index are shown in Figure 2.

Figure 2. Sales Potential and Actual Sales by Product

Product Type	Potential	Actual Sales	Leakage/Surplus Index
Groceries and Other Foods	415,271,620	438,905,100	1.1
Meals and Snacks	276,651,029	505,389,913	1.8
Alcoholic Drinks	30,589,467	60,298,018	2.0
Packaged Liquor/Wine/Beer	48,817,318	55,434,290	1.1
Cigars, Cigarettes, and Tobacco & Smokers Accessories	29,426,284	75,050,973	2.6
Drugs, Health Aids, and Beauty Aids	155,516,304	192,233,314	1.2
Soaps, Detergents, and Household Cleaners	17,592,487	20,907,561	1.2
Paper and Related Products	19,399,660	18,528,802	1.0
Mens Wear	61,250,623	105,323,583	1.7
Womens, Juniors, and Misses Wear	115,142,410	220,873,333	1.9
Childrens Wear	31,649,109	44,958,916	1.4
Footwear	46,636,685	62,858,888	1.3
Sewing, Knitting, and Needlework Goods	5,103,540	6,311,643	1.2
Curtains, Draperies, Blinds, Slipcovers etc.	18,472,287	37,636,265	2.0
Major Household Appliances	19,561,566	63,301,470	3.2
Small Electric Appliances	8,566,673	10,579,559	1.2
Televisions, Video Recorders, Video Cameras	21,681,197	60,105,428	2.8
Audio Equipment, Musical Instruments, and Supplies	35,803,324	89,228,521	2.5
Furniture and Sleep Equipment	47,466,600	90,856,542	1.9
Flooring & Floor Coverings	18,544,779	77,172,384	4.2
Computer Hardware, Software and Supplies	66,836,205	191,367,969	2.9
Kitchenware and Home furnishings	37,027,718	74,782,471	2.0
Jewelry	36,091,780	59,344,375	1.6
Books	19,411,119	18,222,766	0.9
Photographic Equipment & Supplies	6,727,239	6,537,160	1.0
Toys, Hobby Goods, and Games	23,940,249	37,988,170	1.6
Optical Goods	6,116,344	18,584,719	3.0
Sporting Goods	38,395,783	75,355,832	2.0
Hardware Tools, and Plumbing and Electrical Supplies	147,137,003	281,897,234	1.9
Lumber and Building Materials	116,048,415	263,134,679	2.3
Paint and Sundries	18,830,255	47,177,986	2.5
Cars, Trucks, and Other Powered Transportation	410,312,735	1,045,011,729	2.5
Automotive Fuels	219,472,939	421,196,594	1.9
Automotive Lubricants	85,220,660	172,595,742	2.0
Pets, Pet Foods, and Pet Supplies	10,991,910	13,049,768	1.2
All Other Merchandise	85,991,737	150,879,597	1.8

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Site	Address	Analysis Geography
Site 1	Melrose St & Crowther Ave Placentia, CA 92870	7 Minute Drive Time

Leakage/Surplus Index by Major Store Type

The quantitative comparison of retail leakage and surplus in the twelve major store types shown in the chart and table below provides an initial measure of market opportunities. Combining this analysis with the knowledge of the local retail situation will take the process of identifying retail possibilities one step further.

Figure 3 provides the leakage/surplus indices and following is the sales potential and actual sales for major store types.

Figure 3. Leakage/Surplus Index and Actual and Potential Sales by Major Store Types

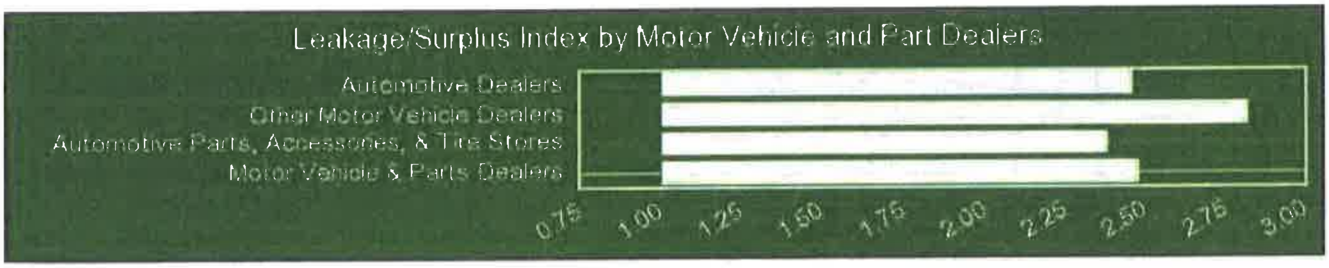
Store Type	Potential	Actual Sales	Leakage/Surplus Index
Motor Vehicle & Parts Dealers	517,466,505	1,283,053,832	2.48
Furniture & Home Furnishings Stores	68,063,265	205,491,398	3.02
Electronics & Appliances Stores	68,152,938	300,863,857	4.41
Building Material & Garden Equipment & Supply Dealers	264,012,065	556,531,772	2.11
Food & Beverage Stores	347,390,494	408,784,496	1.18
Health & Personal Care Stores	120,993,870	128,602,090	1.06
Clothing & Clothing Accessories Stores	147,249,154	330,369,206	2.24
Sporting Goods, Hobby, Book, & Music Stores	55,222,054	94,783,947	1.72
General Merchandise Stores	345,997,670	334,577,983	0.97
Miscellaneous Store Retailers	67,722,565	80,162,529	1.18
Foodservice & Drinking Places	284,181,665	536,744,428	1.89
GAFO	711,942,414	1,303,717,553	1.83
Total Retail Sales (Including Food Service & Drinking Places)	2,998,394,659	5,563,683,091	1.86

*** GAFO refers to discount retailers that typically include the following departments: general merchandise; clothing and clothing accessories; furniture and home furnishings; electronics and appliances; sporting goods, hobby, books and music; and office supplies.**

Site	Address	Analysis Geography
Site 1	Melrose St & Crowther Ave Placentia, CA 92870	7 Minute Drive Time

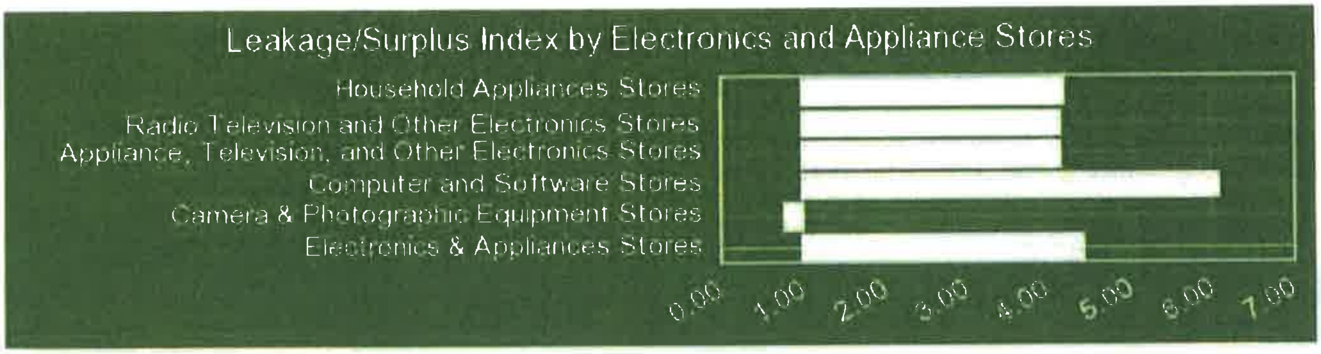
Leakage/Surplus Analysis by Sub-Categories of Major Retail Types

Additional leakage/surplus details are provided on subcategories of stores in each of the twelve major store types. These details can help further identity possible business expansion opportunities.



Motor Vehicle and Parts Dealers	Potential	Actual Sales	Leakage/Surplus Index
Automotive Dealers	444,812,101	1,095,352,376	2.46
Other Motor Vehicle Dealers	32,693,470	92,350,804	2.82
Automotive Parts, Accessories, & Tire Stores	39,960,932	95,350,651	2.39
Motor Vehicle & Parts Dealers	517,466,505	1,283,053,832	2.48

Site	Address	Analysis Geography
Site 1	Melrose St & Crowther Ave Placentia, CA 92870	7 Minute Drive Time



Electronics and Appliance Stores	Potential	Actual Sales	Leakage/Surplus Index
Household Appliances Stores	10,307,489	43,006,978	4.17
Radio Television and Other Electronics Stores	41,578,736	172,290,755	4.14
Appliance, Television, and Other Electronics Stores	51,886,225	215,297,734	4.15
Computer and Software Stores	13,760,354	83,611,108	6.08
Camera & Photographic Equipment Stores	2,506,358	1,955,014	0.78
Electronics & Appliances Stores	68,152,938	300,863,857	4.41

Site	Address	Analysis Geography
Site 1	Melrose St & Crowther Ave Placentia, CA 92870	7 Minute Drive Time

Furniture and Home Furnishings Stores	Potential	Actual Sales	Leakage/Surplus Index
Furniture Stores	37,902,427	72,389,115	1.91
Home Furnishing Stores	30,160,837	133,102,282	4.41
Furniture & Home Furnishings Stores	68,063,265	205,491,398	3.02

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Site	Address	Analysis Geography
Site 1	Melrose St & Crowther Ave Placentia, CA 92870	7 Minute Drive Time

Building Material, Garden Equipment and Supply Dealers	Potential	Actual Sales	Leakage/Surplus Index
Home Centers	97,366,235	274,911,100	2.82
Paint and Wallpaper Stores	5,749,260	16,158,600	2.81
Hardware Stores	20,979,192	16,293,938	0.78
Building Materials, Lumberyards	41,099,168	79,655,281	1.94
Other Building Materials Dealers	118,086,229	233,585,533	1.98
Building Material & Supply Dealers	242,180,917	540,949,171	2.23
Outdoor Power Equipment Stores	3,181,463	2,030,039	0.64
Nursery and Garden Centers	18,649,684	13,552,561	0.73
Lawn and Garden Equipment and Supplies Stores	21,831,147	15,582,601	0.71
Building Material & Garden Equipment & Supply Dealers	264,012,065	556,531,772	2.11

Site	Address	Analysis Geography
Site 1	Melrose St & Crowther Ave Placentia, CA 92870	7 Minute Drive Time

Food and Beverage Stores	Potential	Actual Sales	Leakage/Surplus Index
Supermarkets and Other Grocery (except Convenience) Stores	301,134,824	344,159,922	1.14
Convenience Stores	14,706,748	20,284,449	1.38
Grocery Stores	315,841,572	364,444,372	1.15
Specialty Food Stores	10,428,830	29,166,759	2.80
Beer, Wine, & Liquor Stores	21,120,090	15,173,364	0.72
Food & Beverage Stores	347,390,494	408,784,496	1.18

Site	Address	Analysis Geography
Site 1	Melrose St & Crowther Ave Placentia, CA 92870	7 Minute Drive Time

Health and Personal Care Stores	Potential	Actual Sales	Leakage/Surplus Index
Pharmacies and Drug Stores	104,421,252	94,052,155	0.90
Cosmetics, Beauty Supplies and Perfume Stores	4,035,025	6,433,137	1.59
Optical Goods Stores	5,114,758	17,579,956	3.44
Other Health and Personal Care Stores	7,422,835	10,536,840	1.42
Health & Personal Care Stores	120,993,870	128,602,090	1.06

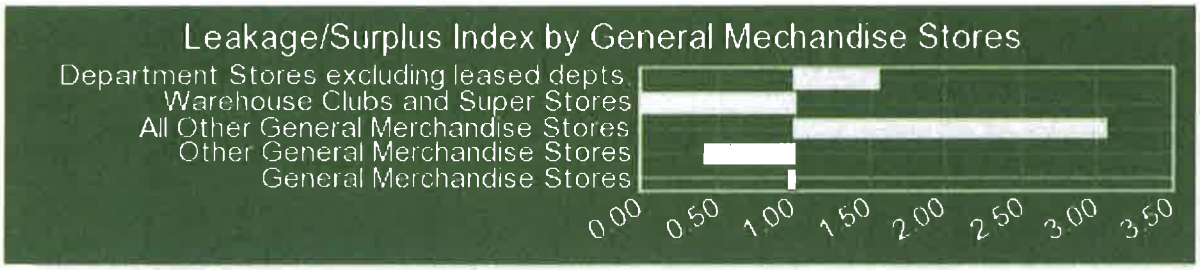
Site	Address	Analysis Geography
Site 1	Melrose St & Crowther Ave Placentia, CA 92870	7 Minute Drive Time

Clothing and Clothing Accessories Stores	Potential	Actual Sales	Leakage/Surplus Index
Mens Clothing Stores	6,869,989	14,889,942	2.17
Womens Clothing Stores	27,230,027	74,548,300	2.74
Childrens and Infants Clothing Stores	6,050,011	11,646,006	1.93
Family Clothing Stores	56,733,346	111,771,962	1.97
Clothing Accessories Stores	2,417,926	4,548,607	1.88
Other Clothing Stores	6,847,545	37,687,182	5.50
Clothing Stores	106,148,846	255,092,002	2.40
Shoe Stores	19,931,227	31,278,994	1.57
Jewelry Stores	19,583,311	34,836,611	1.78
Luggage, & Leather Goods Stores	1,585,768	9,161,597	5.78
Jewelry, Luggage, & Leather Goods Stores	21,169,079	43,998,209	2.08
Clothing & Clothing Accessories Stores	147,249,154	330,369,206	2.24

Site	Address	Analysis Geography
Site 1	Melrose St & Crowther Ave Placentia, CA 92870	7 Minute Drive Time

Sporting Goods, Hobby, Book and Music Stores	Potential	Actual Sales	Leakage/Surplus Index
Sporting Goods Stores	18,835,813	32,153,349	1.71
Hobby, Toys and Games Stores	11,368,655	25,163,272	2.21
Sew/Needlework/Piece Goods Stores	3,005,321	3,780,904	1.26
Musical Instrument and Supplies Stores	3,946,214	10,467,185	2.65
Sporting Goods, Hobby, & Musical Instrument Stores	37,156,005	71,564,713	1.93
Book Stores	11,544,023	10,998,861	0.95
News Dealers and Newsstands	513,280	17,098	0.03
Book Stores and News Dealers	12,057,303	11,015,959	0.91
Prerecorded Tape, Compact Disc, and Record Stores	6,008,745	12,203,273	2.03
Book, Periodical, & Music Stores	18,066,048	23,219,233	1.29
Sporting Goods, Hobby, Book, & Music Stores	55,222,054	94,783,947	1.72

Site	Address	Analysis Geography
Site 1	Melrose St & Crowther Ave Placentia, CA 92870	7 Minute Drive Time



General Merchandise Stores	Potential	Actual Sales	Leakage/Surplus Index
Department Stores excluding leased depts.	166,689,198	258,209,873	1.55
Warehouse Clubs and Super Stores	154,286,097	0	0.00
All Other General Merchandise Stores	25,022,374	76,368,110	3.05
Other General Merchandise Stores	179,308,471	76,368,110	0.43
General Merchandise Stores	345,997,670	334,577,983	0.97

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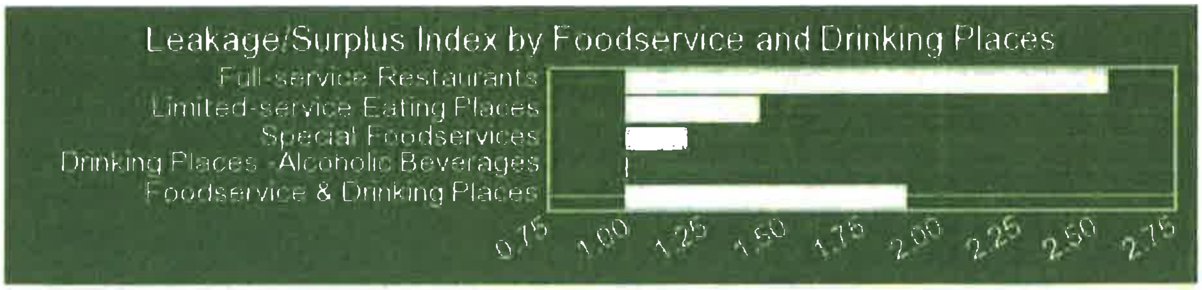
Site	Address	Analysis Geography
Site 1	Melrose St & Crowther Ave Placentia, CA 92870	7 Minute Drive Time

Miscellaneous Store Retailers	Potential	Actual Sales	Leakage/Surplus Index
Florists	4,846,629	4,989,578	1.03
Office Supplies and Stationery Stores	15,344,575	19,437,179	1.27
Gift, Novelty, and Souvenir Stores	11,912,756	18,193,981	1.53
Office Supplies, Stationery, & Gift Stores	27,257,331	37,631,160	1.38
Used Merchandise Stores	6,271,056	8,024,016	1.28
Other Miscellaneous Store Retailers	29,347,548	29,517,773	1.01
Miscellaneous Store Retailers	67,722,565	80,162,529	1.18

Site	Address	Analysis Geography
Site 1	Melrose St & Crowther Ave Placentia, CA 92870	7 Minute Drive Time



Foodservice and Drinking Places	Potential	Actual Sales	Leakage/Surplus Index
Full-service Restaurants	130,564,988	330,690,945	2.53
Limited-service Eating Places	116,747,415	164,694,119	1.41
Special Foodservices	23,850,121	28,306,929	1.19
Drinking Places -Alcoholic Beverages	13,019,140	13,052,433	1.00
Foodservice & Drinking Places	284,181,665	536,744,428	1.89

Site	Address	Analysis Geography
Site 1	Melrose St & Crowther Ave Placentia, CA 92870	7 Minute Drive Time

Sources and Methodology

Household demand estimates are derived by combining data from the Consumer Expenditures Survey by the Bureau of Labor Statistics with current household demographic estimates from Claritas. The demand estimates only account for household expenditures. Demand is defined as the estimated dollar amount spent by a household that resides in the area of analysis for a specified retail store type or merchandise line item.

Supply estimates are generated from the Census of Retail Trade, a component of the Economic Census. County-level sales tax data is allocated to low levels of geography using business sales estimates, business locations, and employee counts provided by Claritas' Business Facts® database. Supply includes all products sold at retail outlets in a specified area for a one-year period. Supply is defined as the estimated total retail sales for a retail store type or merchandise line item.

Source: Retail Market Power™ (Claritas).

HdL COMPANIES

ADJUSTED FOR ECONOMIC DATA

CITY OF PLACENTIA

SALES TAX REVENUES BY GEOGRAPHIC AREA - 1Q 2013

Geographic Area	Count	Current Year 1Q 2013	Current Year % Chg.	Current Year % of Ttl.	Prior Year 1Q 2012	1Q 2013	4Q 2012	3Q 2012	2Q 2012	1Q 2012	4Q 2011	3Q 2011	2Q 2011
0001 - Imperial	42	95,463	0.0%	8.5%	95,446	95,463	103,215	94,339	104,031	95,446	104,914	94,949	96,380
0002 - Bastanchury	28	26,786	-6.3%	2.4%	28,582	26,786	30,152	28,236	30,098	28,582	32,023	30,217	28,992
0003 - Placentia Town Center	39	102,653	9.7%	9.2%	93,609	102,653	116,230	94,124	102,332	93,609	106,970	79,246	62,684
0004 - Yorba Rose	85	121,173	23.2%	10.8%	98,366	121,173	128,617	123,881	104,384	98,366	103,042	114,403	126,636
0005 - Chapman-Santa Fe	87	58,111	11.3%	5.2%	52,228	58,111	61,483	58,966	56,100	52,228	53,873	52,306	52,130
0006 - Orangethorpe	21	40,944	-11.9%	3.7%	46,465	40,944	41,861	44,254	46,955	46,465	45,314	46,710	31,033
0010 - Central Westgate	116	112,661	-3.4%	10.1%	116,665	112,661	117,000	107,170	115,874	116,665	124,020	141,802	120,256
Totals For Listed Geo Areas	418	557,791	5.0%	49.8%	531,361	557,791	598,559	550,969	559,774	531,361	570,155	559,632	518,111
Totals For All Outlets	1,303	1,119,553	0.6%	100.0%	1,113,126	1,119,553	1,220,439	1,197,680	1,214,603	1,113,126	1,167,931	1,199,606	1,142,313

* Businesses may be in overlapping geo areas. Totals may be greater than 100%.