

The Art & Science Of Shopping Center Development

David Z. Beitz, Edens & Avant
Steve Lackow, RPM Consulting

If You Build It They Will Come



Well... Maybe Not!











Make The Right Decision

- The Wrong Process & Decision Can Cost You & Your Company Dearly
- Let's Spend A Few Minutes On "The Right Stuff"
- And Then We'll Look At An Actual Case Study

Art & Science

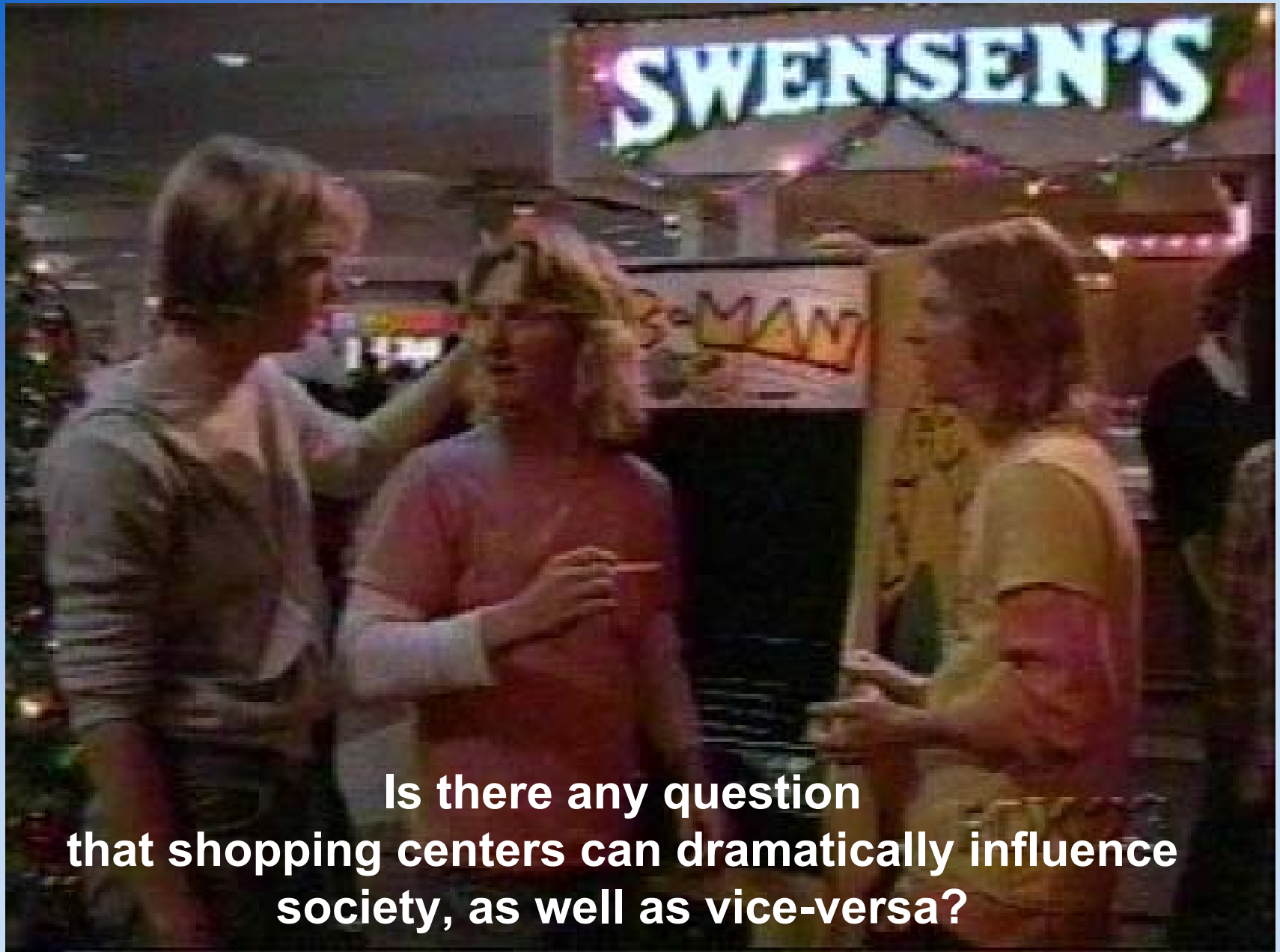
- **The Art** – Knowing What To Include In The DSS Model & How To Include It
- **The Science** – How DSS Elements Are Included, Integrated, Accessed & Applied

Locations & Sites

- **Locations**, The General Trade Or Market Areas
 - Key: “Harmonize” Anchor & Primary Store Demographics To Community Demographics
- **Sites**, The Specific Physical Footprints
 - Key: Make Sure Site Characteristics Complement The Business & Community Composition

Location Analysis Data Elements

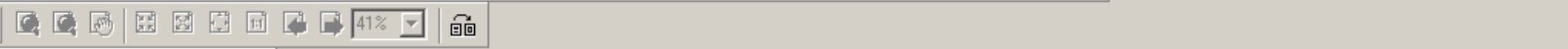
- Econometrics & Cycle Forecasts
- Residential Demographics & Trends
- Lifestyle Demographics
- Daytime Population & Employment
- Social Class & Shopping Patterns
- Consumer Expenditures
- “Single –Source” (Scanner) Data
 - Coming Attraction, **RFID**
- Syndicated Consumer Research
 - Simmons, MRI, Gallup, etc.
- Primary Consumer Research
- Business Info
 - By SIC Code
 - By Employee Count
 - By Annual Sales Revenue
- Shopping Center Info
 - Key Anchors
 - Primary Stores
- Geographic Info
 - Points (e.g. Sites & Associated Info)
 - Lines (e.g. Streets, Highways & Traffic)
 - Polygons (e.g. Block Groups)



**Is there any question
that shopping centers can dramatically influence
society, as well as vice-versa?**

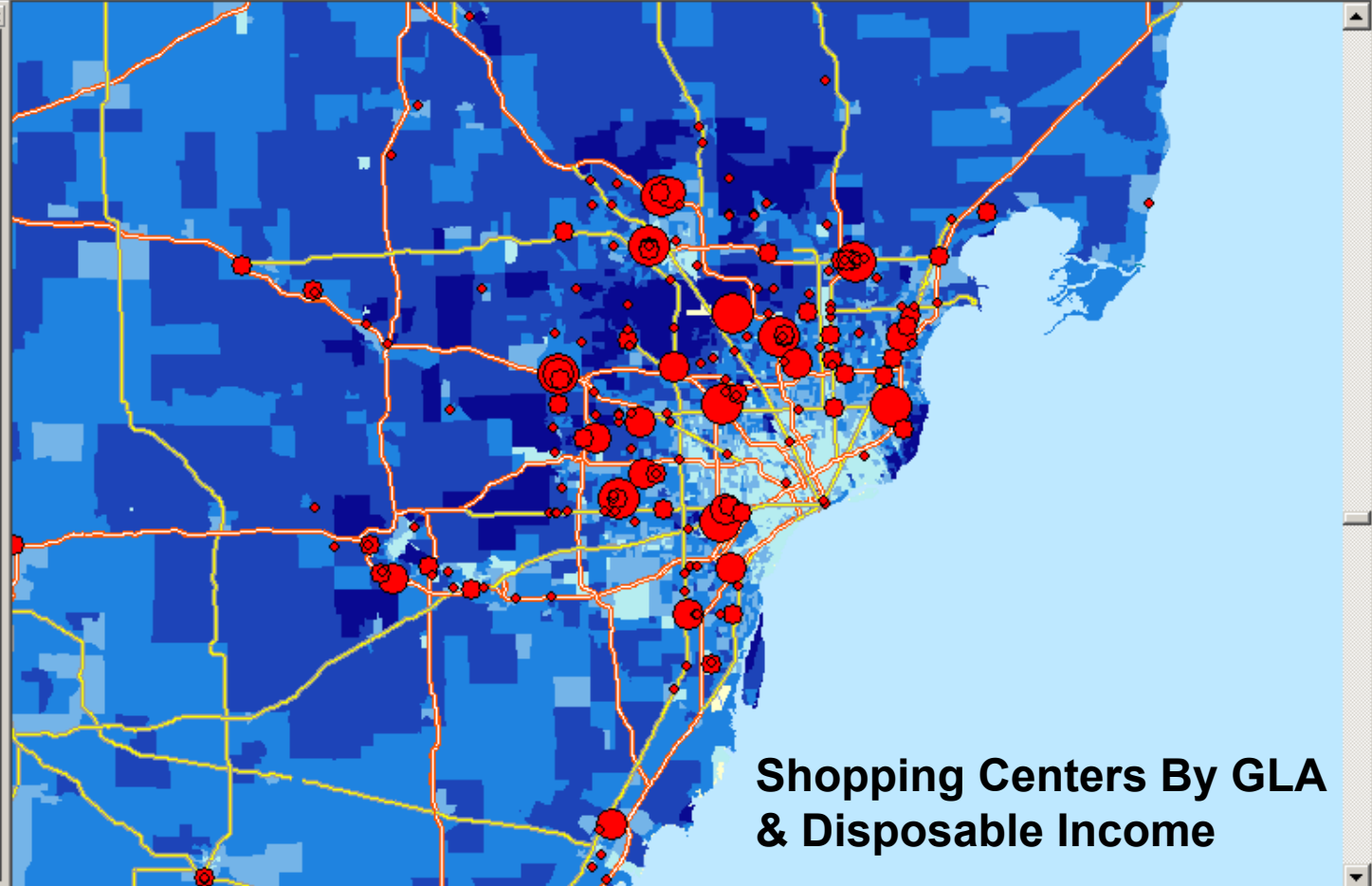
How Do We Integrate Location Data?

- With A GIS, Of Course!

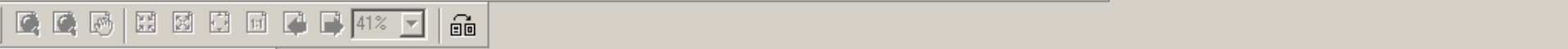
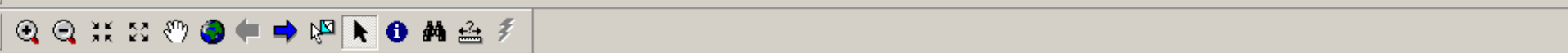


Study Area: Detroit

- Analyses created for Michigan First
 - Shopping Centers
 - TOTAL_GLA
 - Neighborhood
 - Regional
 - Super-Regional
 - Mega
- Minor Highways (Regional to Local)
- Thiessen Analysis
- Block Groups (ESRI BIS)
 - 2003 Median Disposable Income
 - Very Low
 - Low
 - Moderate
 - High
 - Very High
- Analyses
- Business Analyst Data
 - Business Reference Layers
 - Businesses
 - 250 plus employees
 - 20 to 249 employees
 - Under 20 employees
 - Unknown
- Site Map

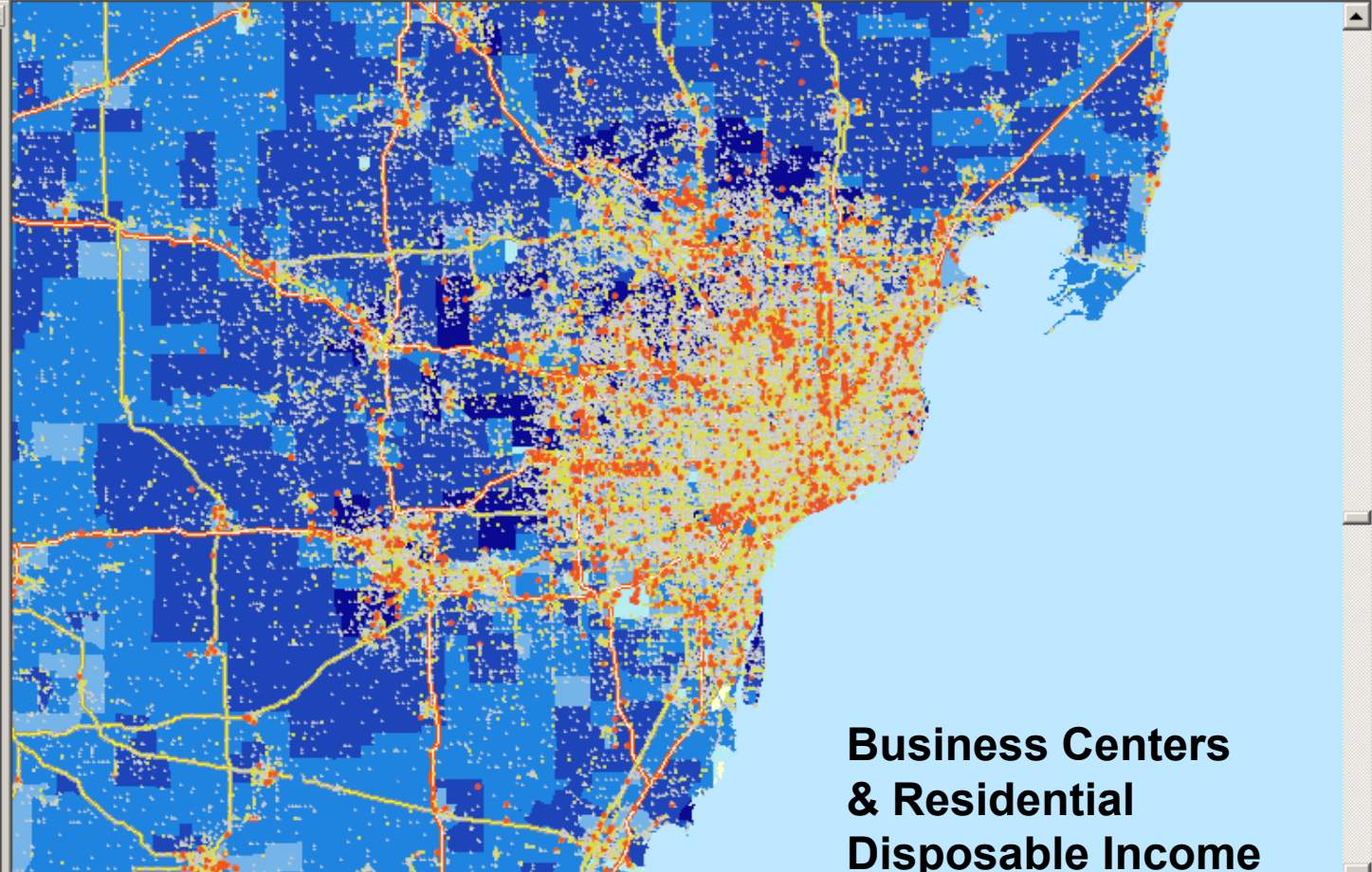


Shopping Centers By GLA & Disposable Income

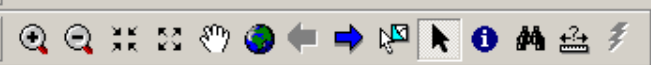


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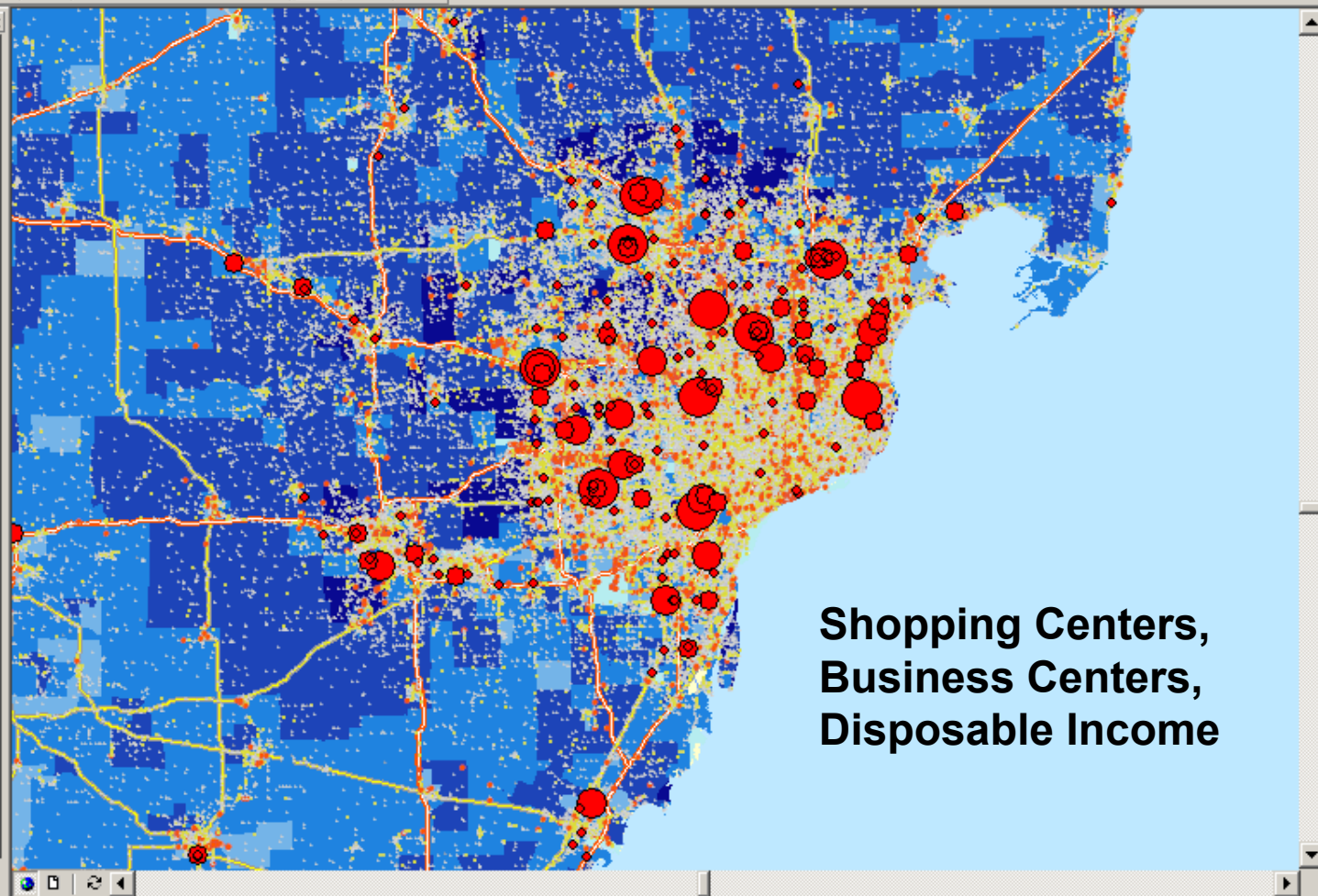


**Business Centers
& Residential
Disposable Income**

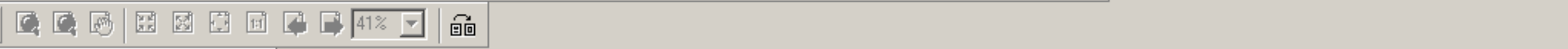


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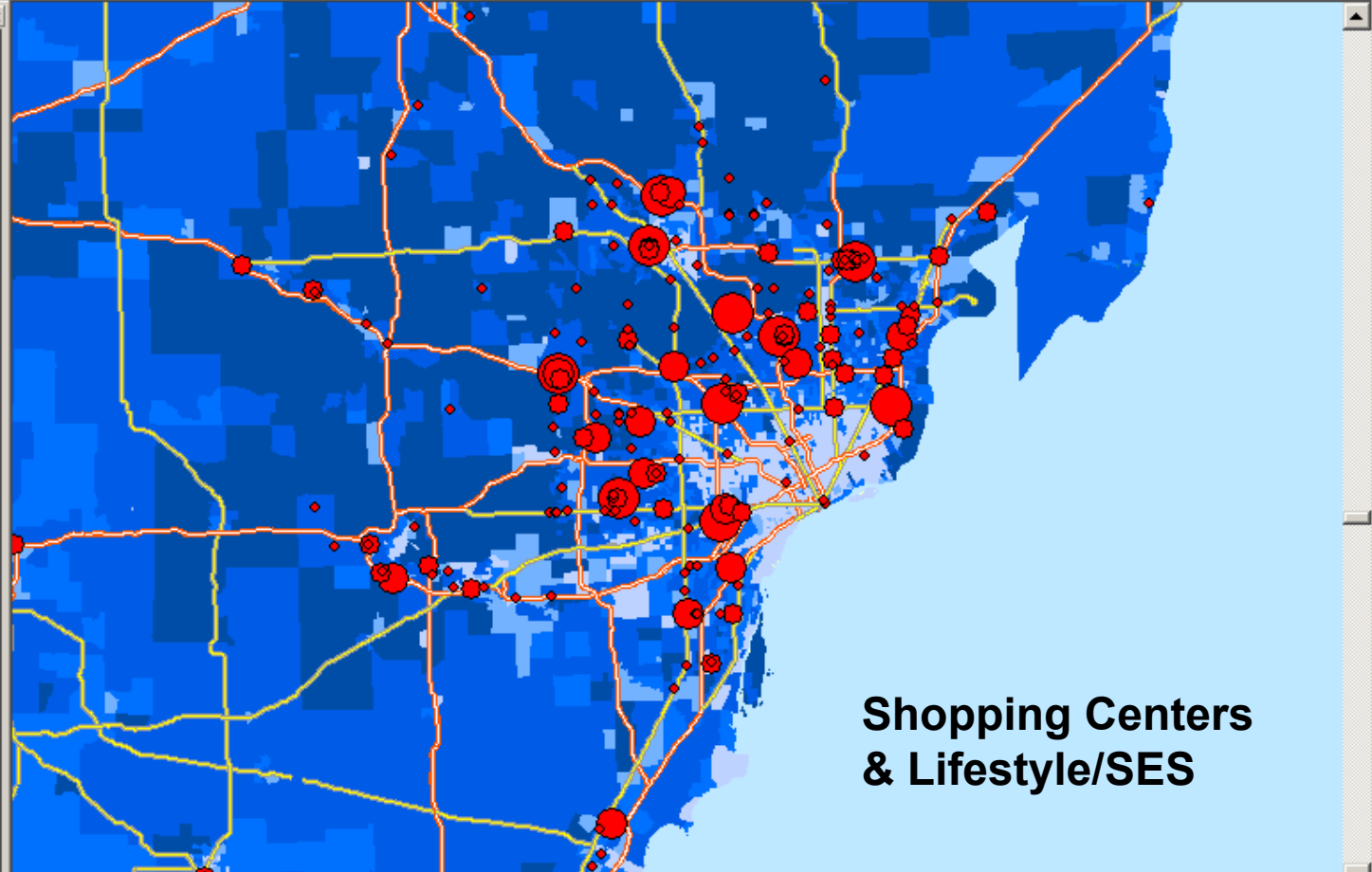


**Shopping Centers,
Business Centers,
Disposable Income**



Study Area: Detroit

- Analyses
 - Shopping Centers
 - TOTAL_GLA
 - Neighborhood
 - Regional
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 - Mega
 - Businesses
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 - Unknown
 - Minor Highways (Regional to Local)
 - Tapestry Lifestyles
 - DOMCOMM
 - 1 - 10
 - 11 - 25
 - 26 - 35
 - 36 - 50
 - 51 - 66
 - Block Groups (ESRI BIS)
 - 2003 Median Disposable Income
 - Very Low
 - Low
 - Moderate
 - High



**Shopping Centers
& Lifestyle/SES**

Site Analysis Data Elements

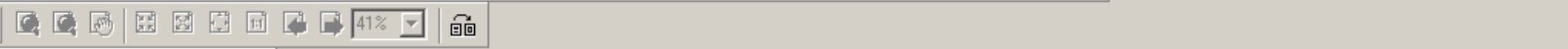
- Site Type
- Site Orientation
- Accessibility
- Signage
- Vacancy Rate
- Business Compatibility & Retail Mix
- Architectural Compatibility
- Age Of Surroundings
- Quality Of Area Housing
- Maintenance & Appearance
- Parking
- Traffic & Street Conditions
- Environmental Assessment & Impacts
- Security & Safety

And How Do We Integrate Site Data?

- In The GIS, Of Course!

Analysis Tools

- Trade Area Modeling
 - Drive Time & Walk Time Analysis
 - Thiessen & Other Competitive Analysis
 - Market Rings
 - Distance Decay
 - Gravity Modeling
- Predictive Modeling
- “Find Similar”
- Thematic Mapping
- Reporting



Study Area: Detroit

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**Thiessen Analysis:
Store Trade Areas
& Highest
Disposable Income**

Now, In The Real World

- Introducing **David Beitz**, of Edens & Avant
- Dave Will Walk You Through A Real Case Study On How Theory Translates Into Reality In The Art & Science Of Shopping Center Location

Edens & Avant

- Who we are
- What we do



EDENS & AVANT

Center Quick Pick
Fast access to one of our 250+ shopping centers.

Home | Our Centers | Necessity Retail | Our Retailers | About Us | Employment

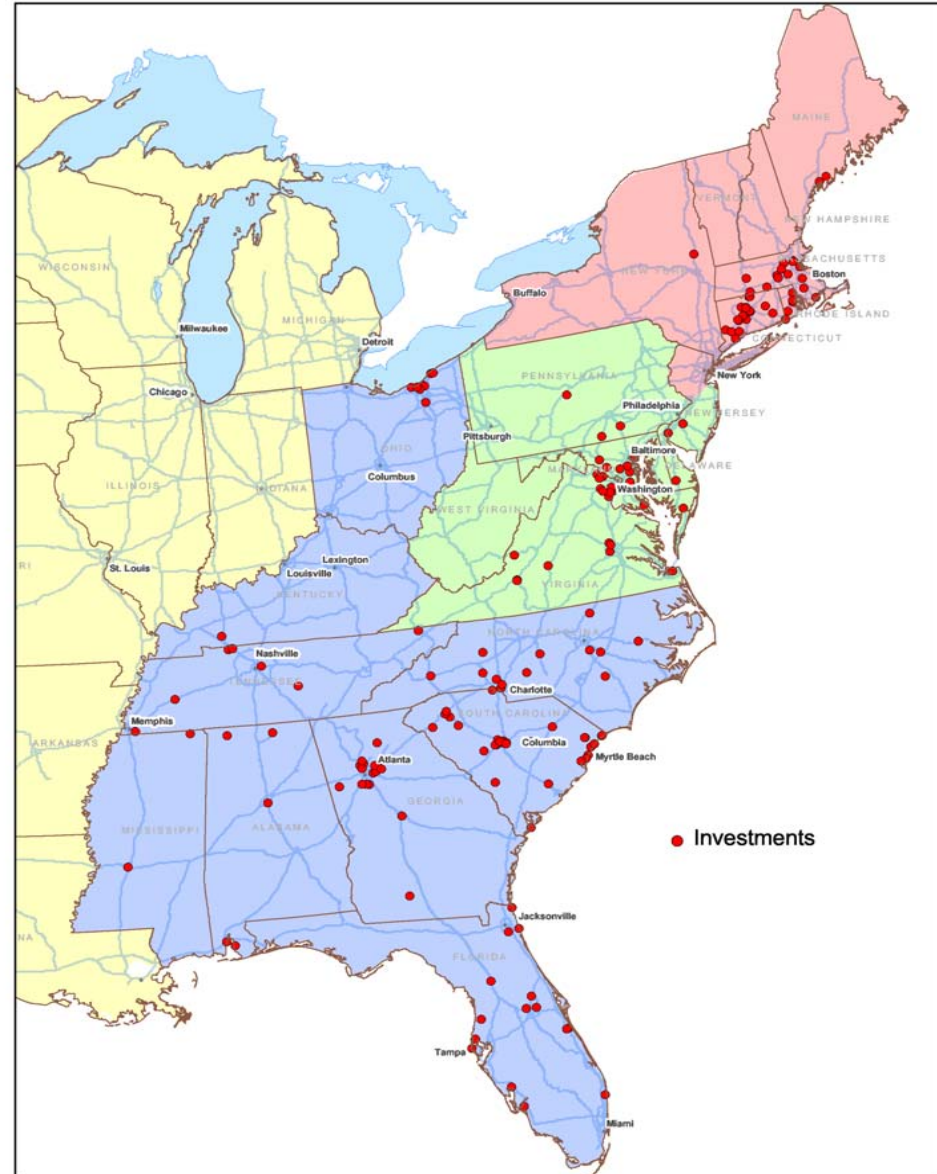
Center Name

Retail Speed. Retail Smart.™

Edens & Avant, one of the nation's premier retail real estate companies, is a market leader in the grocery-anchored sector with its dynamic Necessity Retail® Centers.

News

- 06/01/2004
Real Estate Forum : Opportunities Abound
- 05/26/2004
Edens & Avant CEO elected to board
- 05/05/2004
Edens & Avant Names New Vice President of Finance and Capital Markets
- 05/01/2004



What anchor(s) do I picture here?

- An experienced developer can envision what anchors might be interested in the site
- Anchors always do their own research
- Our research has three purposes:
 - To pre-qualify the site
 - To understand the dynamics of the site
 - To market the site

Case Study – Start with an Anchor

- What do anchor stores look for?
 - Demographics – ring and trade area
 - Competition – existing
 - Competition – other sites
 - Traffic counts
 - Schools
 - Residential growth
 - Road Projects

Case Study – Florida Site



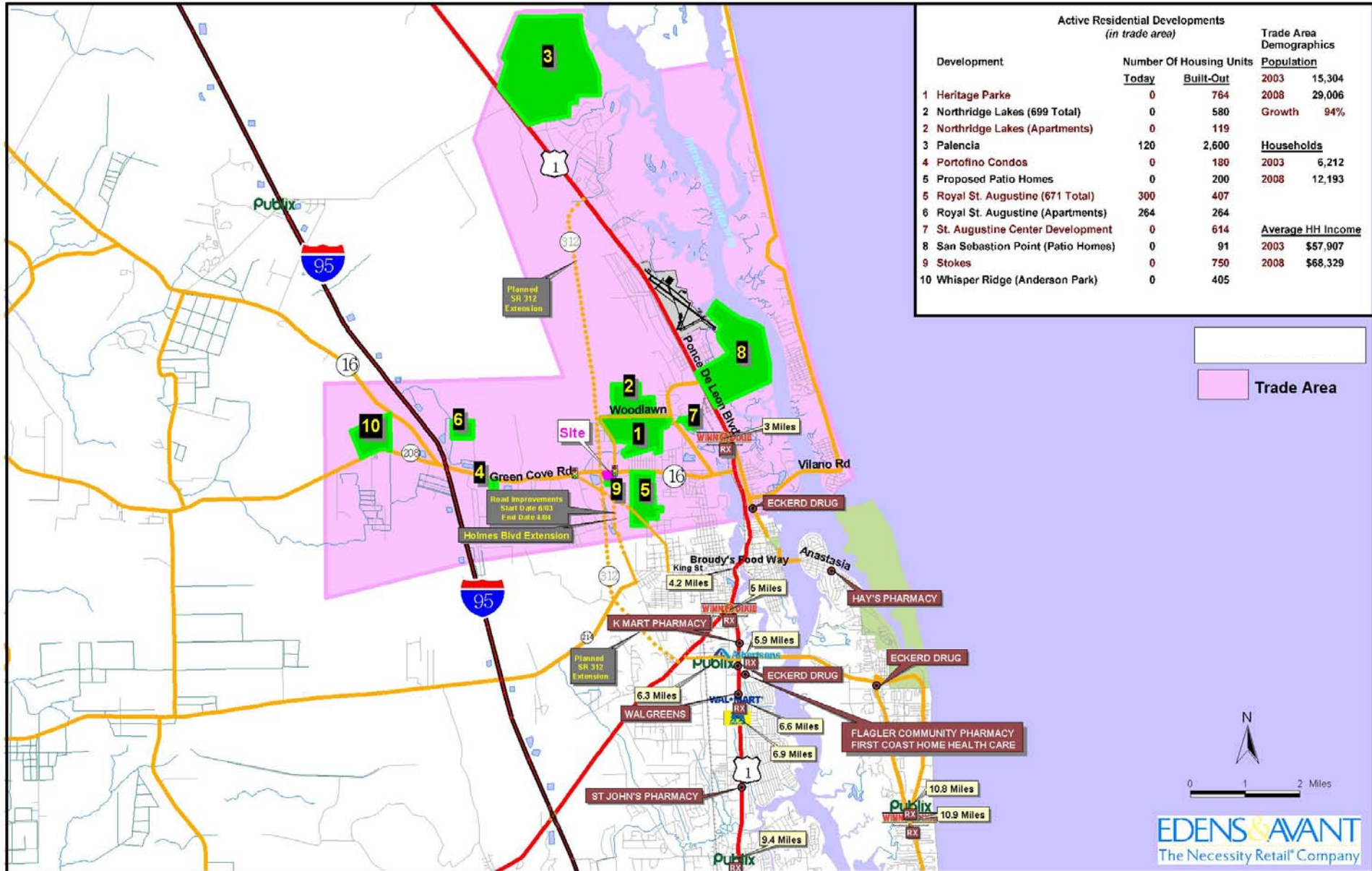
A BULLDOZER RESTS at the side of what will become an extension of Kenton Morrison Road that will connect to Holmes Boulevard thus providing an almost direct route between S.R. 16 and S.R. 207. Kenton Morrison Road will be extended south from Four Mile Road and connect with an extended Holmes Boulevard. The Holmes Boulevard project will cost \$1.6 million and the first road the county has paid for since S.R. 312 in the early 1990s.

*By JUSTIN YURKANIN,
Staff*

September 21, 2003



Homes & Pharmacy's



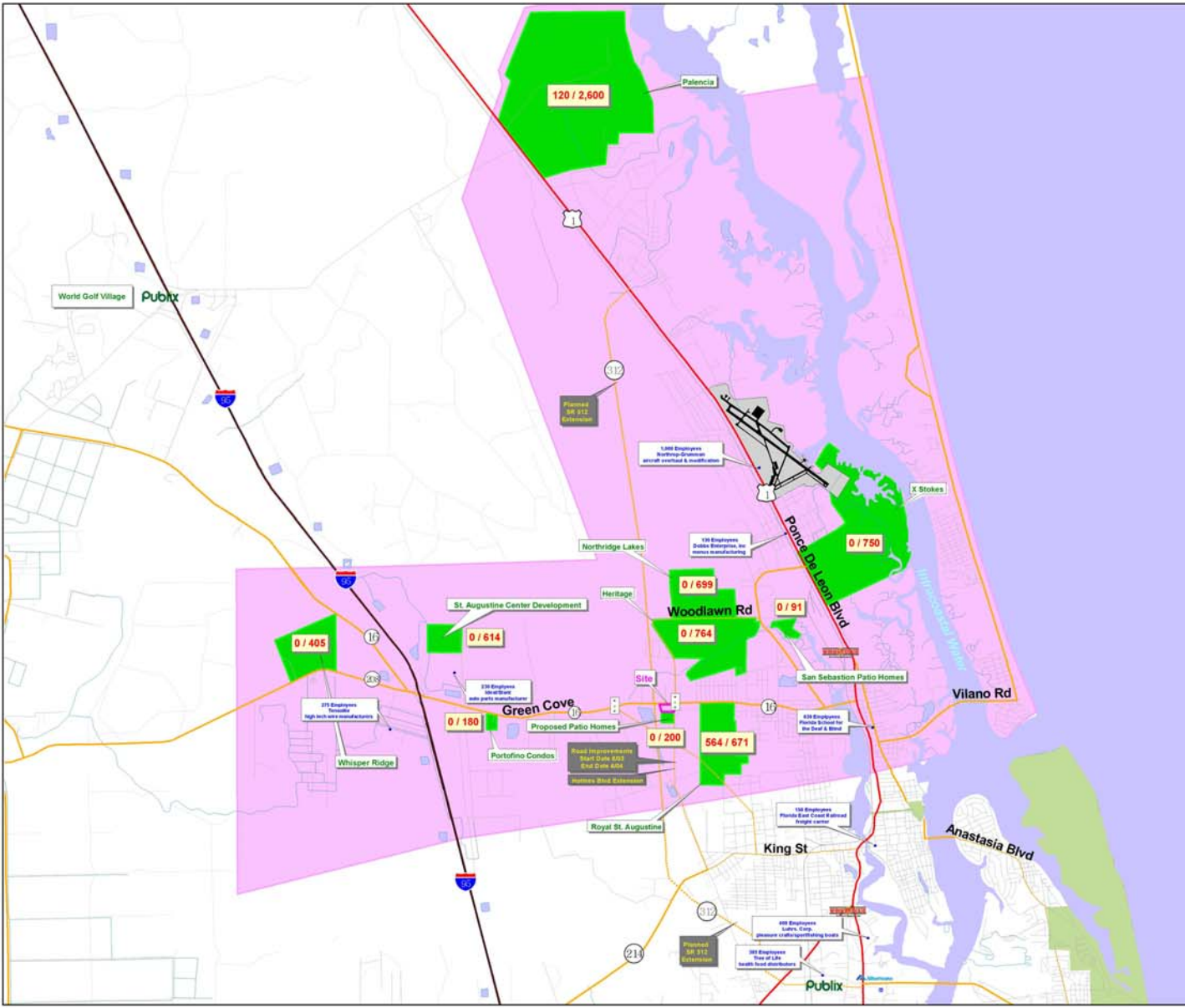
Subdivisions

Development	Active Residential Developments (in trade area)		Trade Area Demographics	
	Number Of Housing Units Today	Build-Out	Population	
Heritage Parke	0	764	2003	15,304
Northridge Lakes (699 Total)	0	590	2008	29,006
Northridge Lakes (Apartments)	0	119	Growth 94%	
Palencia	120	2,600	<u>Households</u>	
Portofino Condos	0	180	2003	6,212
Proposed Patio Homes	0	200	2008	12,193
Royal St. Augustine (671 Total)	300	407	<u>Average HH Income</u>	
Royal St. Augustine (Apartments)	264	264	0	91
St. Augustine Center Development	0	614	2003	\$57,907
San Sebastian Point (Patio Homes)	0	91	2008	\$68,329
Stokes	0	750		
Whisper Ridge (Anderson Park)	0	405		

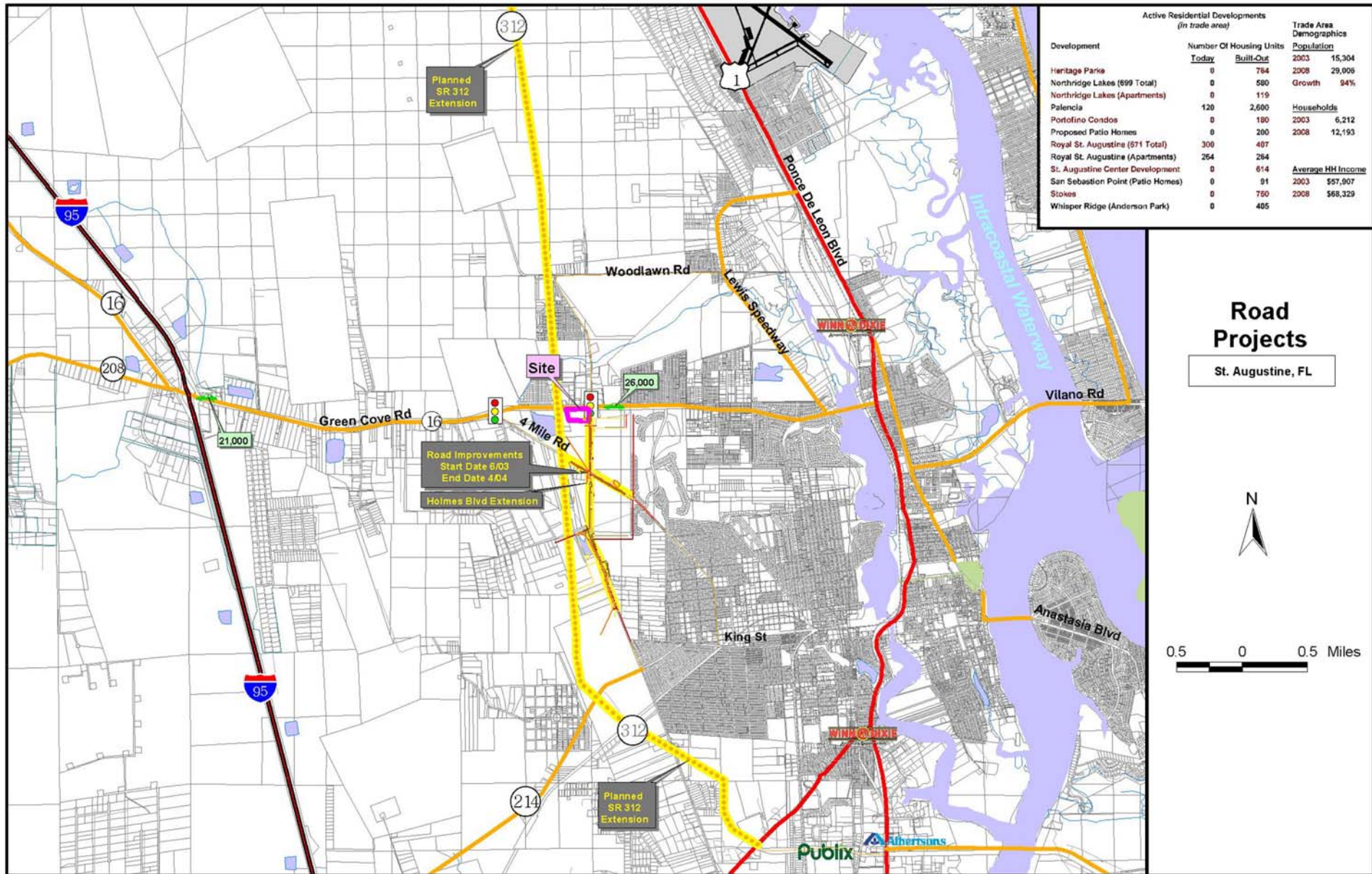
Trade Area

St. Augustine, FL

 Trade Area
 Existing / Build-Out

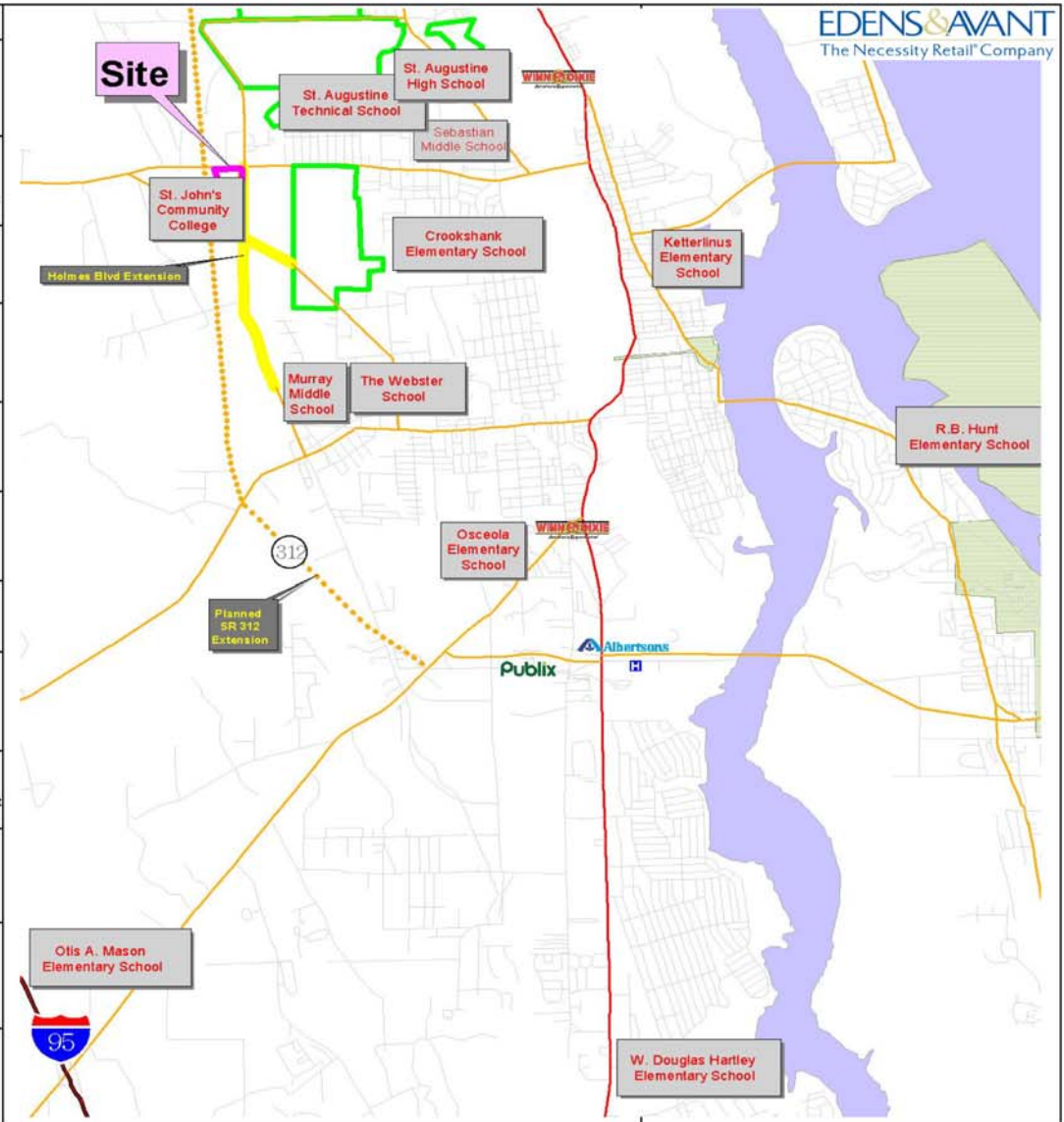


Road Projects

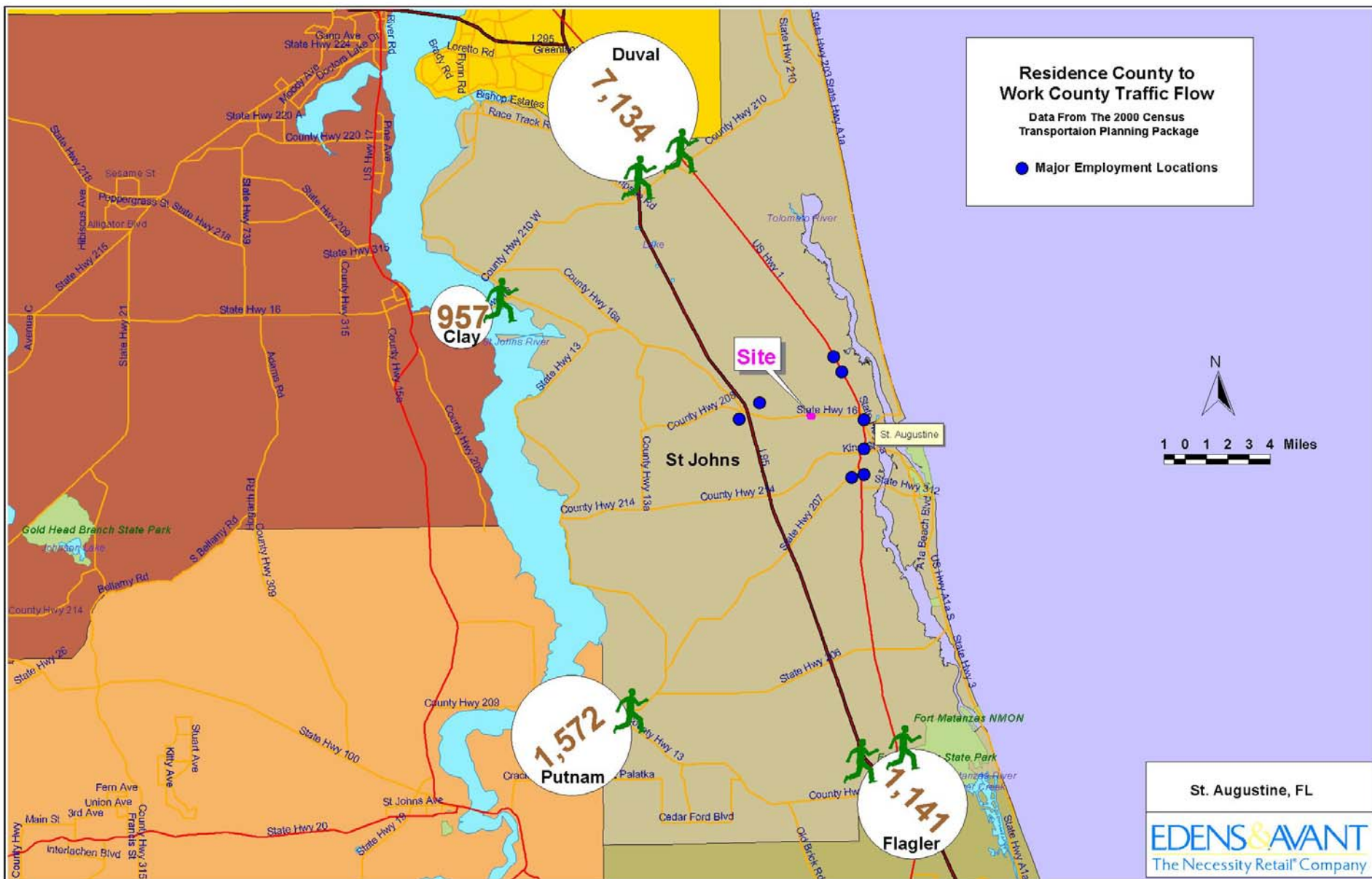


Schools

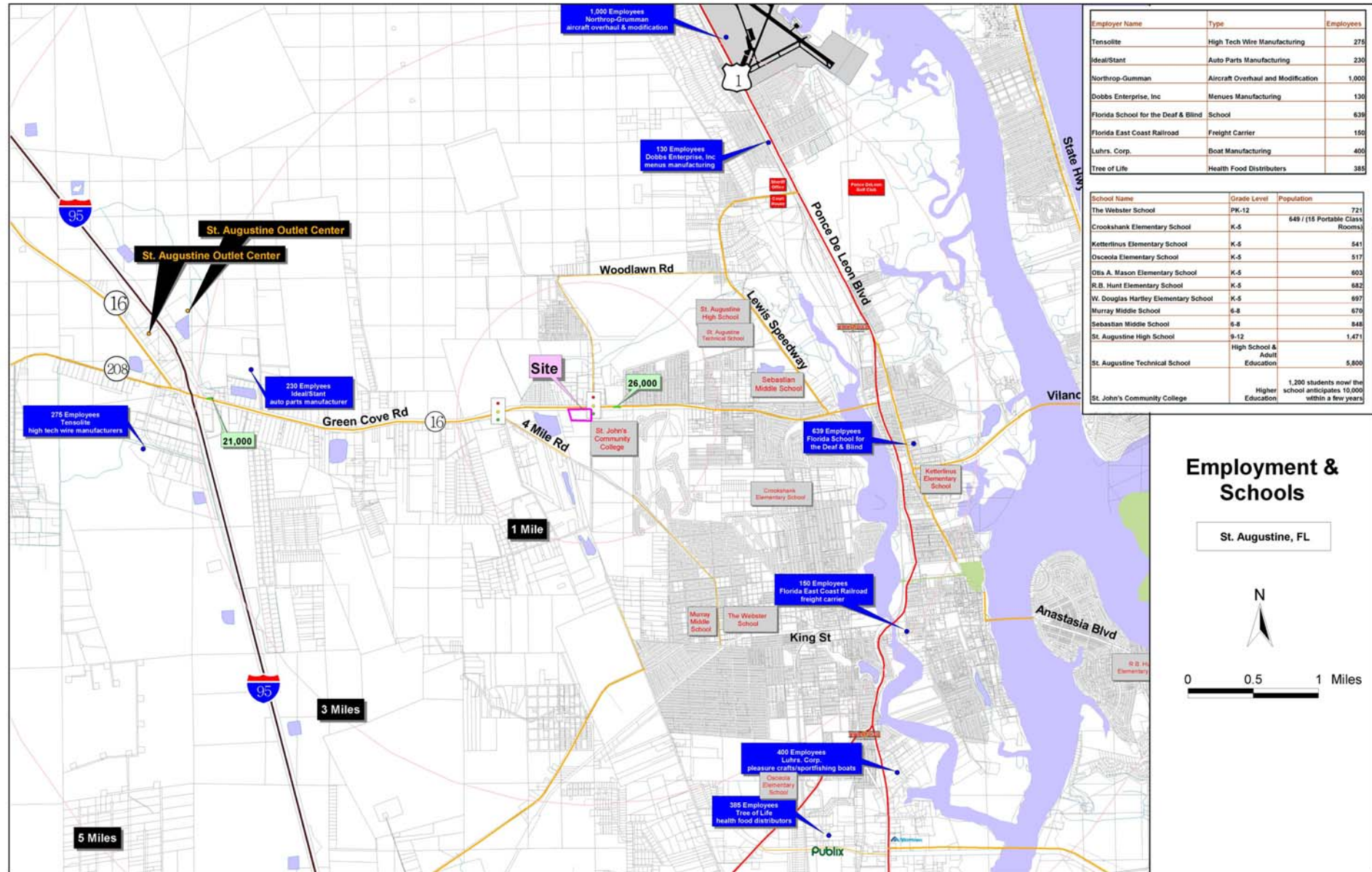
School Name	Grade Level	Population	Address
The Webster School	PK-12	721	420 North Orange Street, Saint Augustine, FL 32095
Crookshank Elementary School	K-5	649 / (15 Portable Class Rooms)	1455 N. Whitney Street, Saint Augustine, FL 32095
Ketterlinus Elementary School	K-5	541	67 Orange Street, Saint Augustine, FL 32084
Osceola Elementary School	K-5	517	1605 Osceola Elementary Road, Saint Augustine, FL 32084
Otis A. Mason Elementary School	K-5	603	207 Mason Manatee Way, Saint Augustine, FL 32086
R.B. Hunt Elementary School	K-5	682	125 Magnolia Drive, Saint Augustine, FL 32084
W. Douglas Hartley Elementary School	K-5	697	260 Cacique Drive, Saint Augustine, FL 32086
Murray Middle School	6-8	670	150 N. Holmes Boulevard, Saint Augustine, FL 32095
Sebastian Middle School	6-8	848	2955 Lewis Speed Way, Saint Augustine, FL 32084
St. Augustine High School	9-12	1,471	3205 Varella Avenue, Saint Augustine, FL 32095
St. Augustine Technical School	High School & Adult Education	5,800	2980 Collins Avenue, Saint Augustine, FL 32095
St. John's Community College	Higher Education	1,200 students now/ the school anticipates 10,000 within a few years	4 Mile Rd & Holmes Blvd, Saint Augustine, FL 32095



Census Journey to work data



Schools & Employment

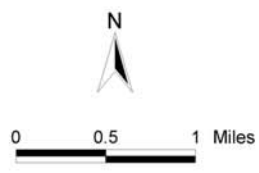


Employer Name	Type	Employees
Tensolite	High Tech Wire Manufacturing	276
Ideal/Start	Auto Parts Manufacturing	230
Northrop-Grumman	Aircraft Overhaul and Modification	1,000
Dobbs Enterprise, Inc	Menus Manufacturing	130
Florida School for the Deaf & Blind	School	638
Florida East Coast Railroad	Freight Carrier	150
Luhrs, Corp.	Boat Manufacturing	400
Tree of Life	Health Food Distributors	385

School Name	Grade Level	Population
The Webster School	PK-12	721
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Employment & Schools

St. Augustine, FL



Subdivisions


Map #	Quadrant	Name of Development	Development Commencement Date	Projected Completion Date	Buildout # of Units	Current # of Units	# of Units Under Construction	Typical Package Price	Contact Name	Contact Phone
1	NE	Heritage Parke	2003	2008	764	0		\$140,000 to \$250,000	Mike Hefferon	904-808-9977
2	NE	Northridge Lakes (699 Total)	2003		580	0		\$81,900 to \$133,000	Robert Graubard	904-797-5077
2	NE	Northridge Lakes (Apartments)	2003		119	0			Robert Graubard	904-797-5077
3	NW	Palencia	2001		2,600	120		\$255,000 to \$3,000,000	Naomie Lumley	904-810-0500
4	NW	Portofino Condos	2003		180	0		\$115,000 to \$200,000	Betty Riley	800-808-8199
5	SE	Royal St. Augustine (671 Total)	1999	2005	407	300		\$130,000 to \$400,000	www.royalstaug.com	
5	SE	Royal St. Augustine (Apartments)	1999	2001	264	264		1 br \$739, 2br \$950, 3br \$1160	www.royalstaug.com	
6	NW	St. Augustine Center Development	2003	2004	614	0			Spencer Philips	407-804-8949
7	NE	San Sebastian Point (Patio Homes)		2005	91	0				
8	NE	Stokes			750	0		\$500,000 and above	Chester Stokes	904-482-1100
9	SE	Proposed Patio Homes (under contract)	2004	2005	200	0			Chester Stokes	904-482-1100
10	NE	Whisper Ridge (Anderson Park)	2003		405	0		\$200,000	Bill Shaffer	904-346-1777
					TOTAL	6,974	684			

Current # units(684) x 2000 Persons per household (2.4): 1,642

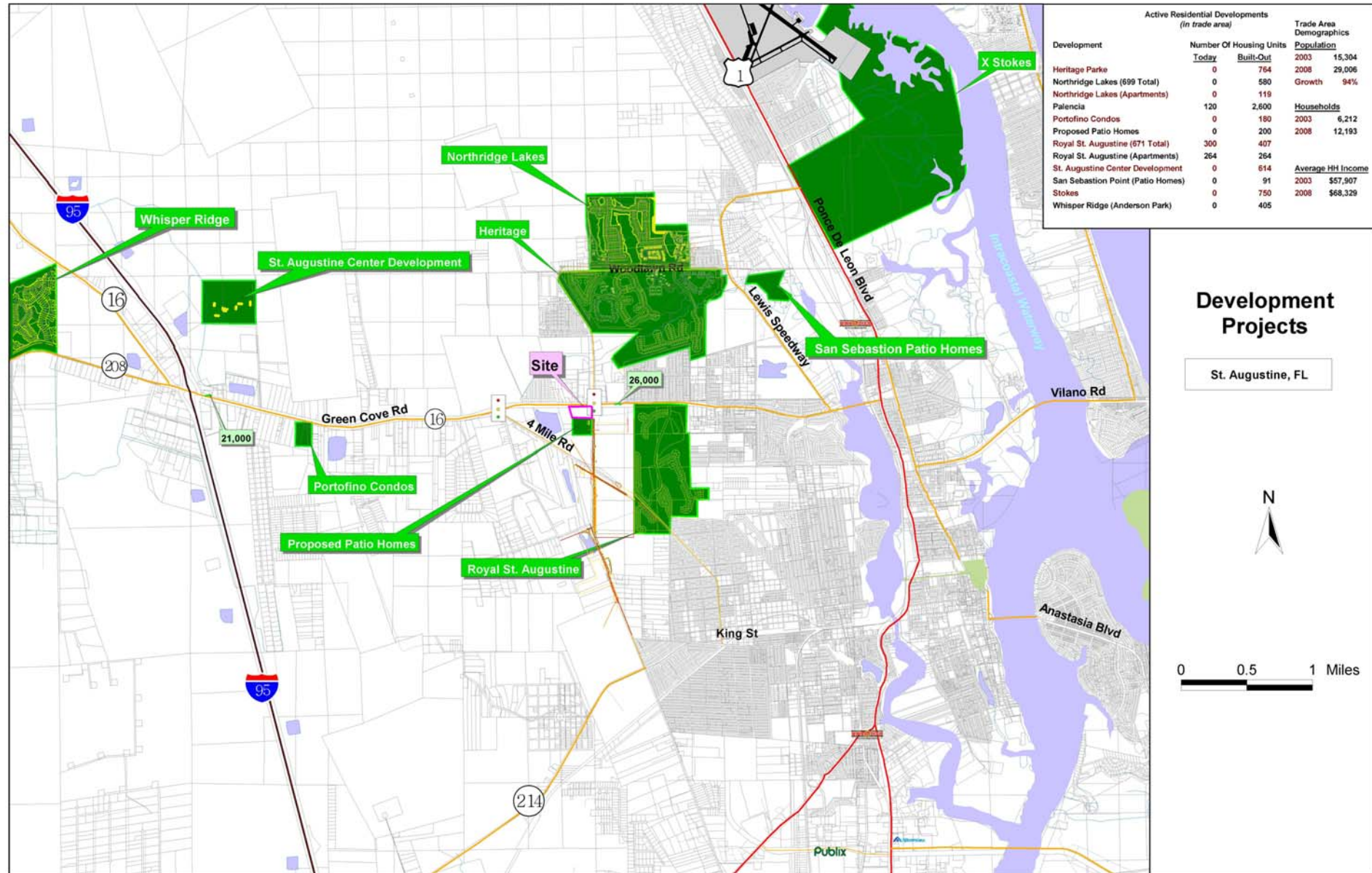
Trade Area 2000 Census Population: 13,662

Total current population: = 15,304

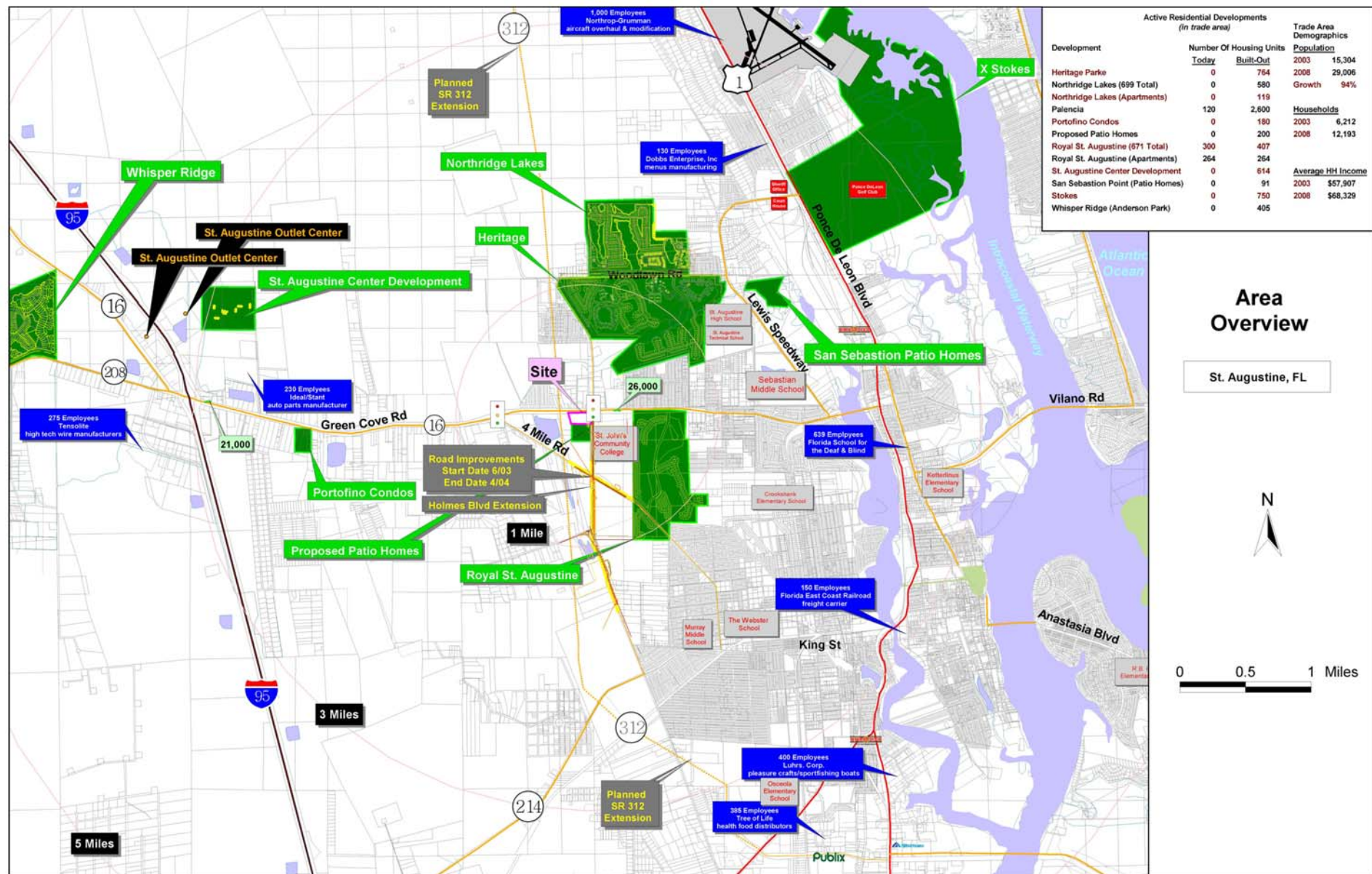
Trade Area Demographics

Active Residential Developments (in trade area)				 The Necessity Retail® Company		Trade Area Demographics	
Development	Number Of Housing Units			Price Range	Population		
	Today	2006	Built-Out		2003	2008	
Heritage Parke	0	458	764	\$140,000 to \$250,000	2003	15,304	
Northridge Lakes (699 Total)	0	500	580	\$81,900 to \$133,000	2008	29,006	
Northridge Lakes (Apartments)	0	119	119		Growth	90%	
Palencia	120	1,500	2,600	\$255,000 to \$3,000,000	Households		
Portofino Condos	0	180	180	\$115,000 to \$200,000	2003	6,212	
Proposed Patio Homes	0	200	200		2008	12,193	
Royal St. Augustine (671 Total)	300	407	407	\$130,000 to \$400,000	Growth	96%	
Royal St. Augustine (Apartments)	264	264	264	1 br \$739, 2br \$950, 3br \$1160			
St. Augustine Center Development	0	614	614		AHI		
San Sebastian Point (Patio Homes)	0	91	91		2003	\$57,907	
Stokes	0	200	750	\$500,000 and above	2008	\$68,329	
Whisper Ridge (Anderson Park)	0	405	405	\$200,000	Growth	18%	
Total	684	4,938	6,974				

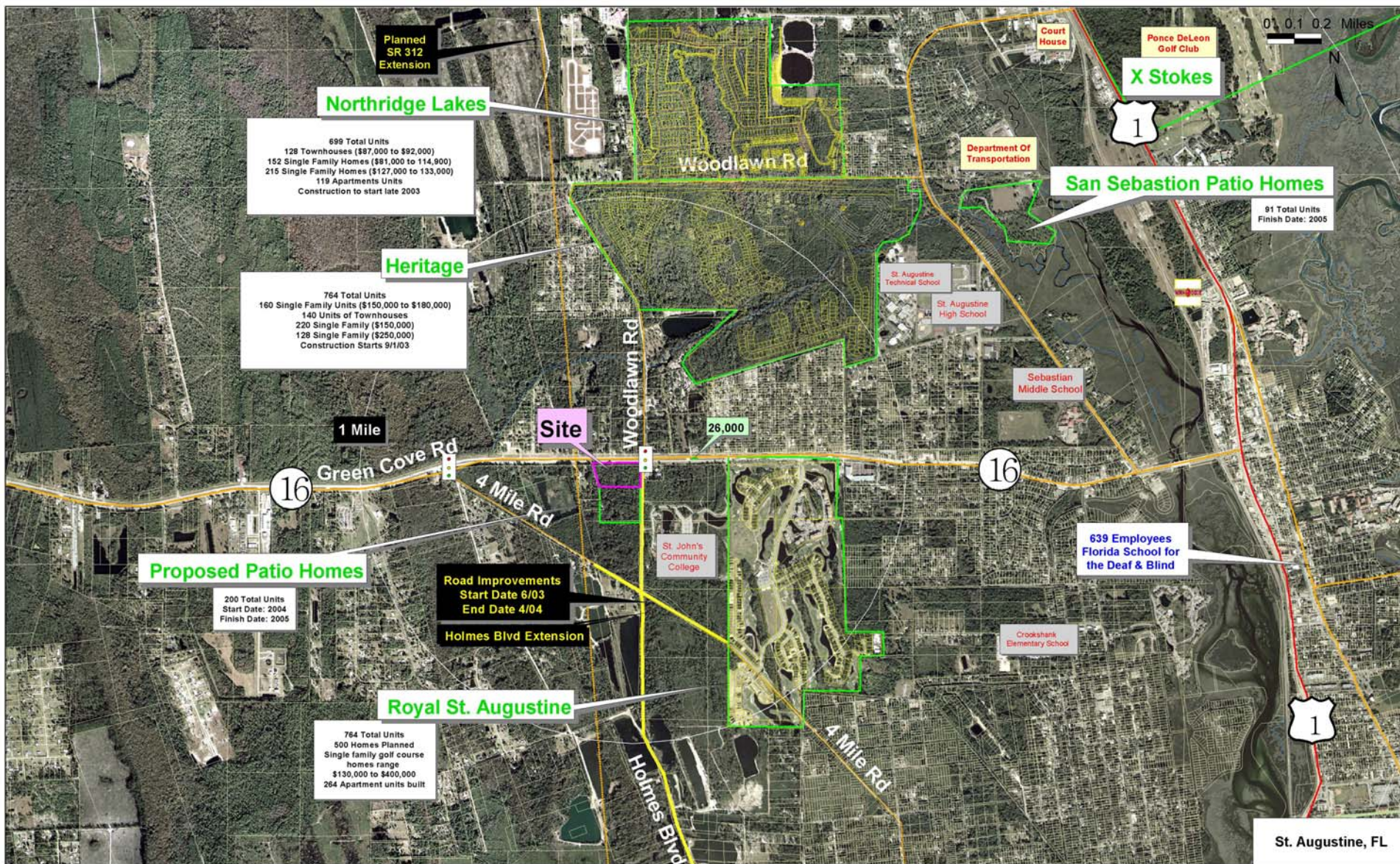
Development Projects



Overview



Aerial Site Overview



Demographics – Business Analyst



Trade Area Demographic Profile State Hwy 16 & Morrison Road - St. Augustine, FL MSA : Jacksonville, FL

Population	Trade Area
1990	11,508
2000	13,662
2003	14,965
2008	17,649
% Chg. 2003-2008	17.9%

Population in Group Quarters	Trade Area
1990	5.7%
2000	2.9%
2003	2.6%

Households	Trade Area
1990	4,312
2000	5,528
2003	6,071
2008	7,255

Average Household Size	Trade Area
1990	2.5
2000	2.4
2003	2.4
2008	2.4

Average Household Income	Trade Area
1990	\$31,517
2003	\$57,907
2008	\$68,329

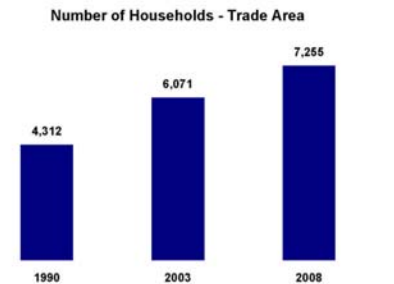
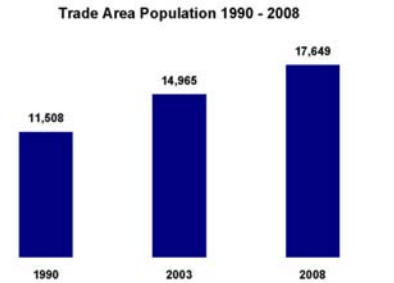
Median Household Income	Trade Area
1990	\$24,724
2003	\$45,582
2008	\$53,817

Per Capita Household Income	Trade Area
1990	\$12,591
2003	\$24,900
2008	\$29,727

2003 Household Income Distribution	Trade Area
Under \$25,000	25.8%
\$25,000 - \$50,000	30.8%
\$50,000 - \$75,000	18.9%
\$75,000 - \$100,000	11.4%
Over \$100,000	13.1%

Daytime Employment	Trade Area
2003	5,774

Source: ESRI BIS



Page 1



Trade Area Demographic Profile State Hwy 16 & Morrison Road - St. Augustine, FL

2003 Dist. by Race	Trade Area
White	91.6%
Black	5.2%
Am.Indian/Ak. Native	0.4%
Asian	0.7%
Pacific Islander	0.1%
Other	0.7%
Two or More Races	1.4%
Hispanic	3.0%

2003 Age Distribution	Trade Area
0 to 9	11.0%
10 to 19	12.3%
20 to 29	11.9%
30 to 39	13.6%
40 to 49	16.6%
50 to 59	15.2%
60 to 69	9.9%
70 to 79	6.4%
80 Plus	3.1%

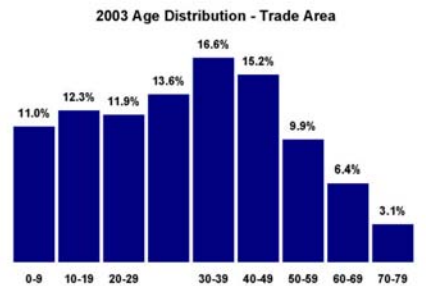
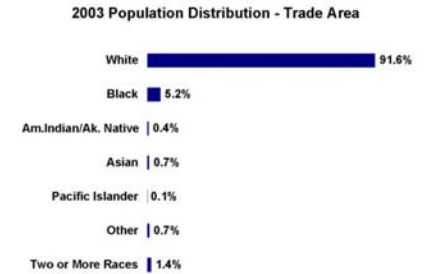
Median Age	Trade Area
1990	34.7
2003	41.4
2008	43.3

2000 Educational Attainment	Trade Area
No H.S. Diploma	22.5%
High School Grad.	28.6%
Some College	22.0%
Associates Degree	4.8%
Bachelors	14.4%
Grad./ Professional	7.7%

2003 Occupational Profile	Trade Area
Mgmt./Prof./Related Service	15.5%
Sales and Office	32.2%
Farm/Fish/Forest	26.3%
Construction & Maint.	0.9%
Prod./Transp./Moving	14.0%
	11.2%

2003 Sectoral Employment Profile	Trade Area
Agriculture/Mining	0.5%
Construction	11.4%
Manufacturing	8.6%
Wholesale/Retail Trade	16.0%
Transport/Utilities	4.9%
Information	2.9%
Finance/Ins./Real Est.	6.1%
Services	45.8%
Public Administration	3.7%

Source: ESRI BIS



Page 2

Competition



WINN DIXIE MARKETPLACE #182 (map key #1)

1302 PONCE DE LEON BOULEVARD & RAMBLA STREET
ST. AUGUSTINE, FLORIDA



BROUDY'S FOOD WAY (map key #2)

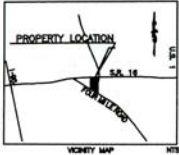
198 WEST KING STREET & DEPOT STREET
ST. AUGUSTINE, FLORIDA



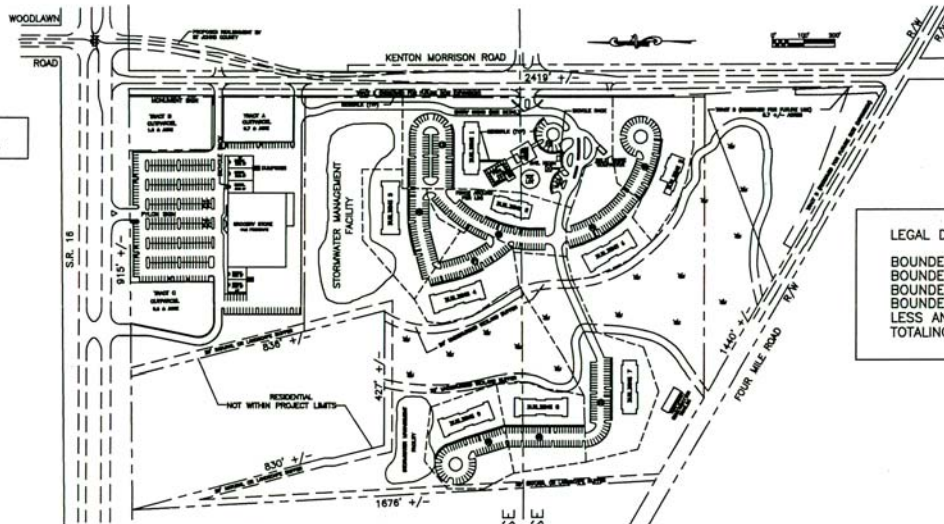
Other Developments

EXHIBIT C MASTER DEVELOPMENT PLAN MAP

STATE ROAD 16 MIXED USE PARCEL
PLANNED UNIT DEVELOPMENT

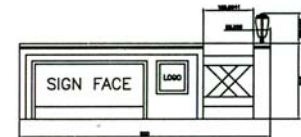


THIS PROPERTY IS LOCATED OUTSIDE OF THE 100 YEAR FLOOD ZONE. THIS PROPERTY IS WITHIN ZONE "C" PER PANEL NO. 128147 01480 RECKED SEPTEMBER 1A, 1988.



LEGAL DESCRIPTION:

BOUNDED ON THE NORTH BY SR 16,
BOUNDED ON THE SOUTH BY FOUR MILE ROAD,
BOUNDED ON THE EAST BY KENTON MORRISON ROAD,
BOUNDED ON THE WEST BY THE FUTURE SR 312 ROW,
LESS AND EXCEPT THE EXISTING RESIDENTIAL PARCELS
TOTALING 51.2 ACRES, MORE OR LESS.



ENTRY SIGNS (TYP)
N.T.S.

DENSITY SUMMARY

TOTAL MULTI-FAMILY UNITS ALLOWED
MIXED USE DISTRICT
24.8 DNET MIXED USE DISTRICT AREA X 13 UNITS PER ACRE = 323 UNITS
RESIDENTIAL - C DISTRICT
12.8 DNET RESIDENTIAL "C" DISTRICT AREA X 8 UNITS PER ACRE = 81 UNITS
TOTAL ALLOWABLE UNITS 404 UNITS
TOTAL PROPOSED UNITS 300 UNITS

SITE SUMMARY

TOTAL CONTIGUOUS OWNED AREA : 0.12 +/- AC
TOTAL WETLAND AREA : 0.2 +/- AC
DEVELOPABLE AREA : 0.22 +/- AC

COMMERCIAL SITE SUMMARY*

* THE OUTPARCELS WERE EXCLUDED FROM THE COMMERCIAL SITE CALCULATIONS. EACH INDIVIDUAL OUTPARCEL WILL COMPLY WITH THE LAND DEVELOPMENT REQUIREMENTS FOR NETWORK, PERMIT, IMPROVEMENTS, AND PARKING SPACES, AND BE SUBMITTED FOR COMMERCIAL SITE PLAN REVIEW AND COMPLIANCE WITH THE APPROVED PUD.

TOTAL CONTIGUOUS OWNED AREA : 0.8 +/- AC (0.8 - 0.8 - 0.8 - 0.8)
TOTAL WETLAND AREA : 0.4 +/- AC
DEVELOPABLE AREA : 0.8 +/- AC
TOTAL GROSS FLOOR AREAS : 68,400 SF
FLOOR AREA RATIO : 15.7 X
IMPROVEMENTS AREA : 26,000 SF
IMPROVEMENTS SURFACE AREA RATIO : 30 X (26,000 / (0.80 X 8.5) ACRES NET COMMERCIAL, LESS OUTPARCELS)
PARKING SPACES REQUIRED : 1 SPACE / 100 SF NET STORAGE FLOOR AREA = 68,400 SF / 100 = 318 SPACES
COMMERCIAL PARKING SPACES PROVIDED :

MULTI-FAMILY SITE SUMMARY

TOTAL CONTIGUOUS OWNED AREA : 28.8 +/- AC
TOTAL WETLAND AREA : 0.2 +/- AC
DEVELOPABLE AREA : 2.4 +/- AC
BUILDING SUMMARY :

BUILDING 1	20 UNITS	2-3 STORY	22,234 SF	20 UNITS	X 2	= 40	REQUIRED = 28	PROVIDED
BUILDING 2	18 UNITS	2-3 STORY	11,804 SF	24 UNITS	X 2	= 48	REQUIRED = 48	PROVIDED
BUILDING 3	24 UNITS	2 STORY	24,224 SF	24 UNITS	X 2	= 48	REQUIRED = 48	PROVIDED
BUILDING 4	24 UNITS	2 STORY	26,208 SF	24 UNITS	X 2	= 48	REQUIRED = 48	PROVIDED
BUILDING 5	24 UNITS	2 STORY	18,870 SF	24 UNITS	X 2	= 48	REQUIRED = 48	PROVIDED
BUILDING 6	24 UNITS	2 STORY	26,208 SF	24 UNITS	X 2	= 48	REQUIRED = 48	PROVIDED
BUILDING 7	20 UNITS	2-3 STORY	22,234 SF	20 UNITS	X 2	= 40	REQUIRED = 40	PROVIDED
BUILDING 8	24 UNITS	2 STORY	26,208 SF	24 UNITS	X 2	= 48	REQUIRED = 48	PROVIDED
BUILDING 9	24 UNITS	2 STORY	26,208 SF	24 UNITS	X 2	= 48	REQUIRED = 48	PROVIDED
BUILDING 10	24 UNITS	2 STORY	26,208 SF	24 UNITS	X 2	= 48	REQUIRED = 48	PROVIDED

LESS THAN 3000 SF
1 SPACE FOR OWNER & EACH EMPLOYEE REQUIRED - 16 PROVIDED

APPROVAL BLOCK

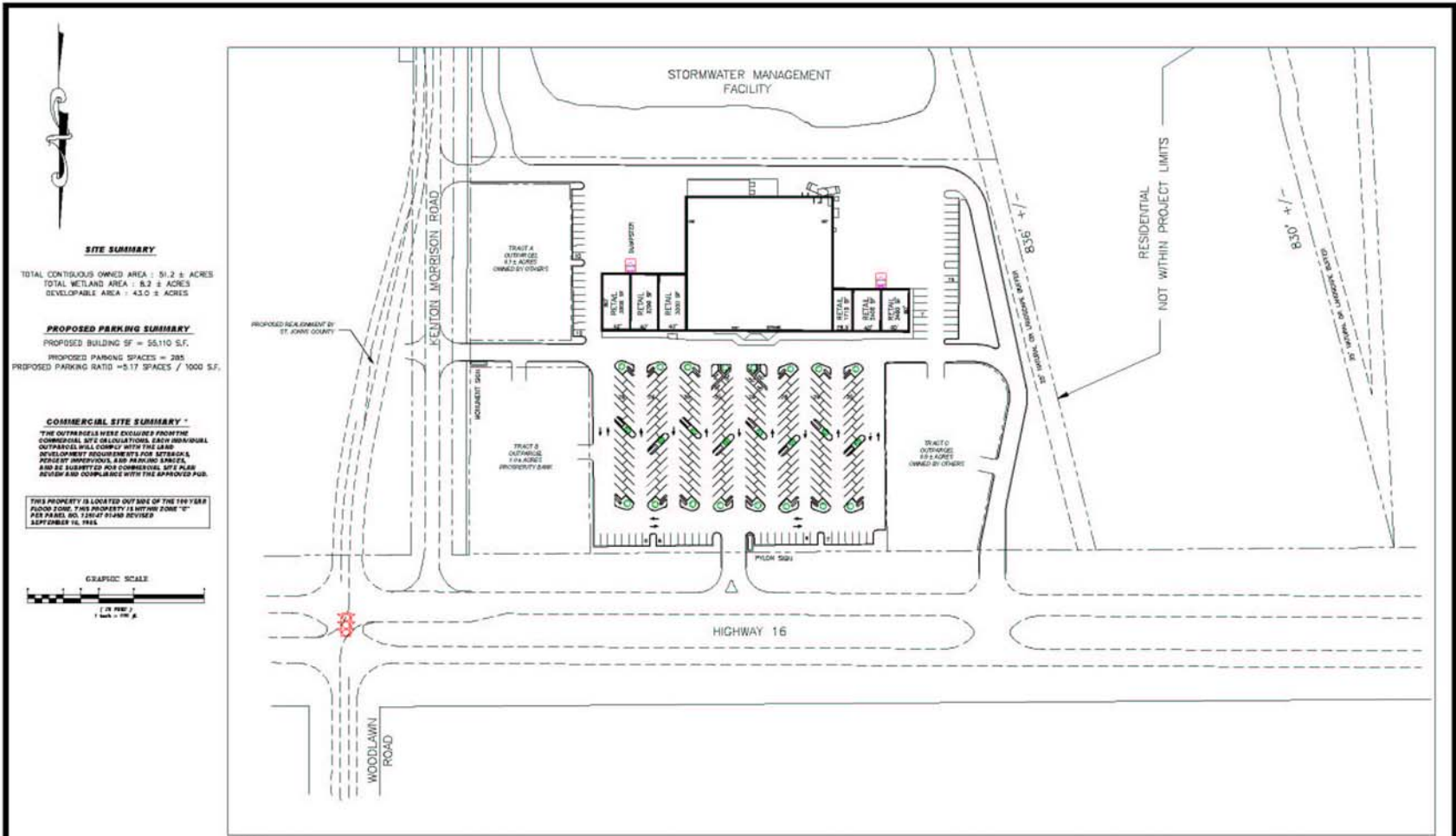
THE MASTER DEVELOPMENT PLAN MAP IS A GENERAL REPRESENTATION OF THE APPROVED PLAN OF DEVELOPMENT. FINAL CONSTRUCTION AND ENGINEERING PLANS MUST DEMONSTRATE COMPLIANCE WITH ALL REQUIREMENTS OF THE PUD/ PRD AND OTHER APPLICABLE LAND DEVELOPMENT REGULATIONS.

APPROVED: _____
DATE: _____
ORDINANCE NUMBER: _____
FILE NUMBER: _____



1385 Thor Avenue
Anniston, AL 36207
Tel 800-360-1328
www.convergenceinc.com

Site Plan



SITE SUMMARY

TOTAL CONTIGUOUS OWNED AREA : 51.2 ± ACRES
 TOTAL WETLAND AREA : 8.2 ± ACRES
 DEVELOPABLE AREA : 43.0 ± ACRES

PROPOSED PARKING SUMMARY

PROPOSED BUILDING SF = 56,110 S.F.
 PROPOSED PARKING SPACES = 285
 PROPOSED PARKING RATIO = 0.17 SPACES / 1000 S.F.

COMMERCIAL SITE SUMMARY

THE OUTPARCELS WERE EXCLUDED FROM THE COMMERCIAL SITE OR REGULATIONS. EACH INDIVIDUAL OUTPARCEL WILL COMPLY WITH THE LEAD DEVELOPMENT REQUIREMENTS FOR SETBACKS, PERCENT IMPERVIOUS, AND PARKING SPACES, AND BE SUBMITTED AS AN COMMERCIAL SITE PLAN REVIEW AND COMPLIANCE WITH THE APPROVED PUL.

THIS PROPERTY IS LOCATED OUTSIDE OF THE 100 YEAR FLOOD ZONE. THIS PROPERTY IS WITHIN ZONE "D" PER PARAS NO. 1.1647 PLANS REVISED SEPTEMBER 16, 2011.

GRAPHIC SCALE



4-24-03

CONCEPTUAL SITE PLAN

EDENS & AVANT
 The Necessity Retail® Company

300 Back of America Plaza
 3007 Back Street
 P.O. Box 229
 Columbia, S.C. 29202
 Phone: (803) 776-4229
 Fax: (803) 776-5262

This drawing and the design shown thereon are the property of Edens & Avant. The reproduction, copying, or use of this drawing and/or design without the written consent of Edens & Avant, will be subject to legal action.

End result that retailers want to see

- Lots of housing – existing and planned
- Competition doing well – this means there are dollars in the market
- Easy access to the site
- Good traffic counts
- That the site is on the “going home” side of the road
- Gravity model – taking into account the dollars in the market and strength of competition – Sites Plus is most popular by Gravitec Development
- Other sites and why they don't work.
- Other sites that a competitor might locate
- Where is the Super-Wal Mart?
- Zoning and timing

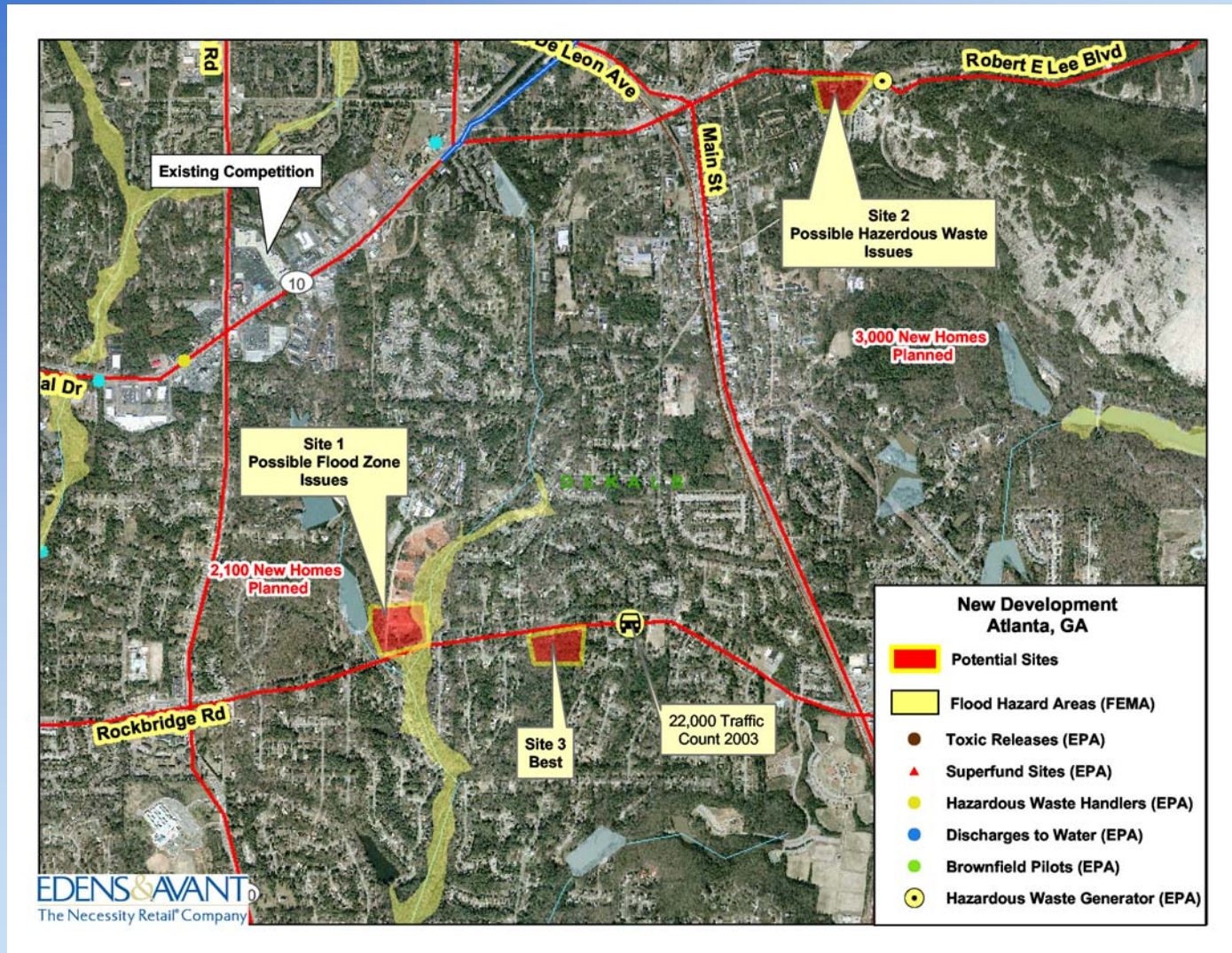
Where is the GIS advantage for developers?

- Can integrate County GIS data into the project
- Make great looking maps



Where is the GIS advantage for developers?

- Take advantage of GIS web services



Where is the GIS advantage for developers?

- Publish data on the internet
- www.edensandavant.com
- Site takes advantage of Business Analyst and RouteMap IMS

Home | Our Centers | Necessity Retail | Our Retailers | About Us | Employment

Contact Us | Search | Employee Login

Center Quick Pick
Fast access to one of our 250+ shopping centers.
Center Name

Cascades Marketplace
Route 7 & Cascades Parkway
Sterling, VA

Center Description

- 204,099 square feet
- Major retailers: Giant Food, Linens 'N Things, Marshalls, Blockbuster Video
- Located in Washington-Arlington-Alexandria, DC-VA-MD-WV MSA
- Center adjacent to Home Depot, The Sports Authority, Pier 1 Imports, Staples
- Route 7 (Cascades Pkwy) is the major east-west road connecting the Sterling VA trade area with Washington DC
- Located in Loudoun County, the third wealthiest county in the US.

Lease Now
Contact Numa Jerome
301-652-7400/800-680-9095 or fill out our [Contact Form](#)

Demographics

	1 mi	3 mi	5 mi	10 mi	15 mi
Population	12,856	86,494	161,258	376,863	1,030,902
Households	4,475	29,857	55,483	130,082	371,760
Avg HH Income (\$)	109,979	105,606	120,493	149,605	135,781

SITE PLAN

No.	Retailer	Sq. Ft.
180	GEORGEANUS ASSOCIATES	1,0236
260	DAIRY QUEEN	1,025
270	BARBER SHOP	600
280	CINGULAR WIRELESS	600
290	PERVINS CUSTOM TAILOR SHOP &...	600
300	FINEST ART & FRAMING	946
310	PARCEL PLUS	944
400	SUNOCO	N/A
410	MCDONALD'S #45-543	N/A
420	CHEVY CHASE BANK (GROUND LSE)	N/A

MAP

This map has the following interactive features:

- "+" button: zooms in on the map
- "-" button: zooms out and shows the surrounding area
- Arrow with a question mark: identifies features on the map
- Printer button: to print the map
- Car button: to get directions from point to point
- Binocular button: to further search our centers

[Directions from the Nearest Interstate](#)

Home | Our Centers | Necessity Retail | Our Retailers | About Us | Employment

Contact Us | Search | Employee Login

Center Quick Pick
Fast access to one of our 250+ shopping centers.
Center Name

OUR CENTERS

Quick Picks
Let us do the work for you. Select one of the options below to quickly access information on our centers.

Center Name

Metropolitan Statistical Area (MSA)

State

Leasing Representative

Map Search
Simply click on the map to review Edens & Avant Centers.

Demographic Search
This search narrows your results with demographic information.

Select a State:

Enter a City (optional):

Search demographic information within a radius of:

SUBMIT

Please complete one or more of the following criteria:

Population:
Minimum: Maximum:

Number of Households:
Minimum: Maximum:

Avg. Household Income:
Minimum: Maximum:

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Learn more about GIS at Edens & Avant in this afternoon's presentation:

Session Title: Marketing Analysis and Applications III

GIS In Action at Edens & Avant-The Necessity Retail Company

1:30 p.m.-3:00 p.m.

Room: Venetian

Questions?

The Art & Science Of Shopping Center Development

- *David Z. Beitz, Edens & Avant*
- *Steve Lackow, RPM Consulting*