

Village of Stockbridge, Michigan  
**Retail Market Analysis**



*Prepared For:*  
Village of Stockbridge DDA

*Prepared By:*  
Gibbs Planning Group

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**INTRODUCTION**



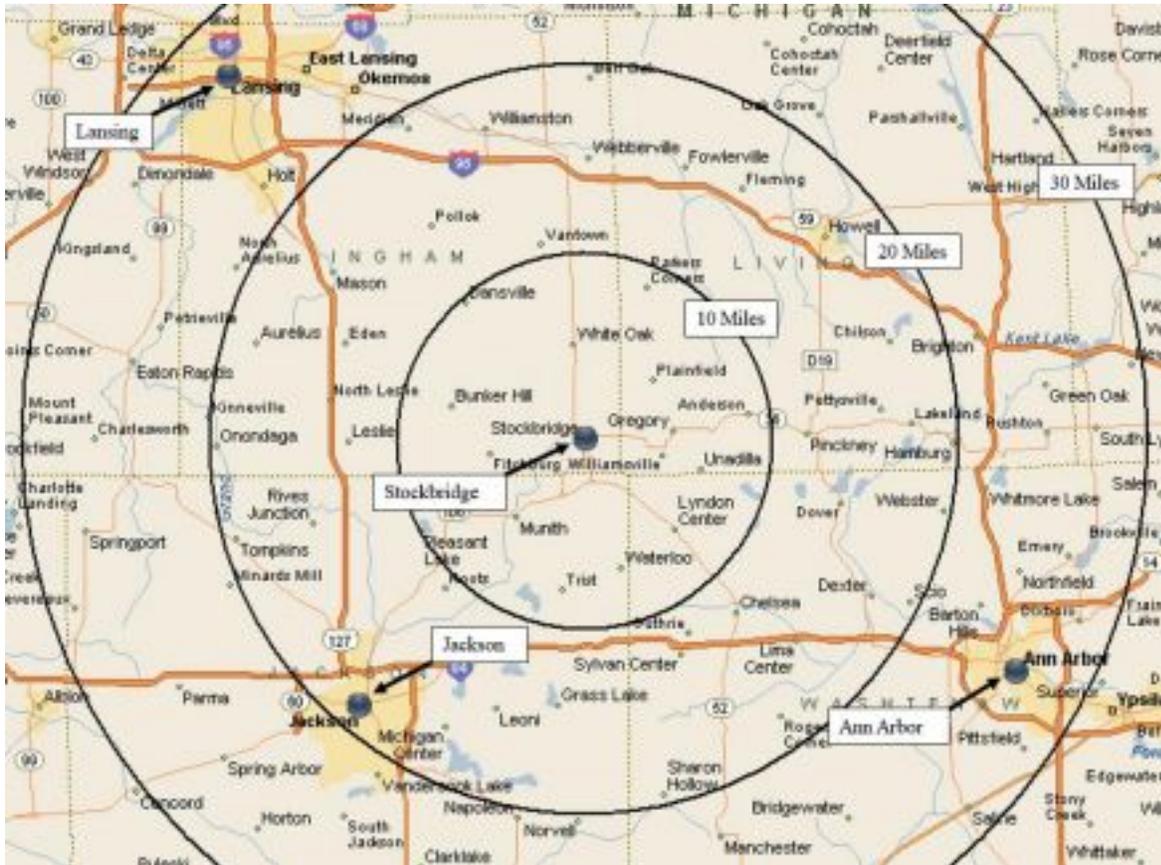
*Figure 1: The Village of Stockbridge, in Ingham County, Michigan, has the potential to support a significant amount of additional retail and restaurant development.*

**Executive Summary**

This study finds that the Village of Stockbridge can support up to 45,000 square feet (sf) of additional retail and restaurant development, which could generate as much as \$18.0 million in new annual sales by 2026. This new commercial development could include 11 to 15 new retail stores totaling 40,000 sf and 3 to 4 new restaurants totaling 5,000 sf. The leading supportable retail and restaurant categories are grocery, hardware, general merchandise, pharmacy, full service restaurants and department store merchandise.

Stockbridge is a 1.5-square-mile village in south-central Michigan. Its primary trade area is home to roughly 20,000 year-round residents and 7,600 households with an average income of \$82,400 per year. Many trade area residents are gainfully employed, and the median age is 43.9 – 3.3 years older than the state average. Approximately 21 percent of the trade area’s residents over the age of 25 have a four-year college degree and 45.4 percent of households earn over \$75,000 per year.

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*Figure 2: The Village of Stockbridge is centrally located, approximately 18 miles northeast of Jackson, 25 miles northwest of Ann Arbor and 28 miles southeast of Lansing.*

## Background

Gibbs Planning Group, Inc. (GPG) has been retained by the Village of Stockbridge Downtown Development Authority to conduct a retail feasibility analysis to determine how much additional retail and restaurant development (if any) is supportable in the village.

GPG addressed the following issues in this study:

- What is the existing and planned retail market for the Village of Stockbridge and

surrounding areas?

- What are the potential trade areas for the Village of Stockbridge?
- What are the population, demographic and lifestyle characteristics of the Village of Stockbridge's trade areas currently and projected for 2025?
- How much additional retail square footage is supportable in the Village of Stockbridge and what retailers may seek to deploy a new business there?
- What retail sales volumes can potentially be achieved in the Village of Stockbridge by these new businesses?

## **Methodology**

To address the above issues, GPG defined trade areas that would likely serve retail development in the Village of Stockbridge based on geographic and topographic considerations, traffic access/flow

*2. Village of Stockbridge Retail Market Analysis Gibbs Planning Group, Inc.*

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in the area, relative retail strengths, concentrations of daytime employment and the retail gravitation in the market, as well as our experience defining trade areas for similar markets. Population, consumer expenditure and demographic characteristics of trade area residents were collected by census tracts from the U.S. Bureau of the Census, U.S. Bureau of Labor Statistics and Environmental Systems Research Institute (ESRI).

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

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

## **RETAIL TRADE AREAS**

Based on GPG's analysis of the region's commercial centers, population clusters, employment, visitors, highway access and the retail gravitation in the market, this study estimates that the Village of Stockbridge has two trade areas, a primary and a secondary. Using data from ESRI (Environmental Systems Research Institute) and the U.S. Census Bureau, GPG obtained the most recent population and demographic characteristics (2021), and those projected for 2026 for the defined trade areas, 5-mile radius from the center of Stockbridge, Ingham County and the State of Michigan.

### **Primary Trade Area**

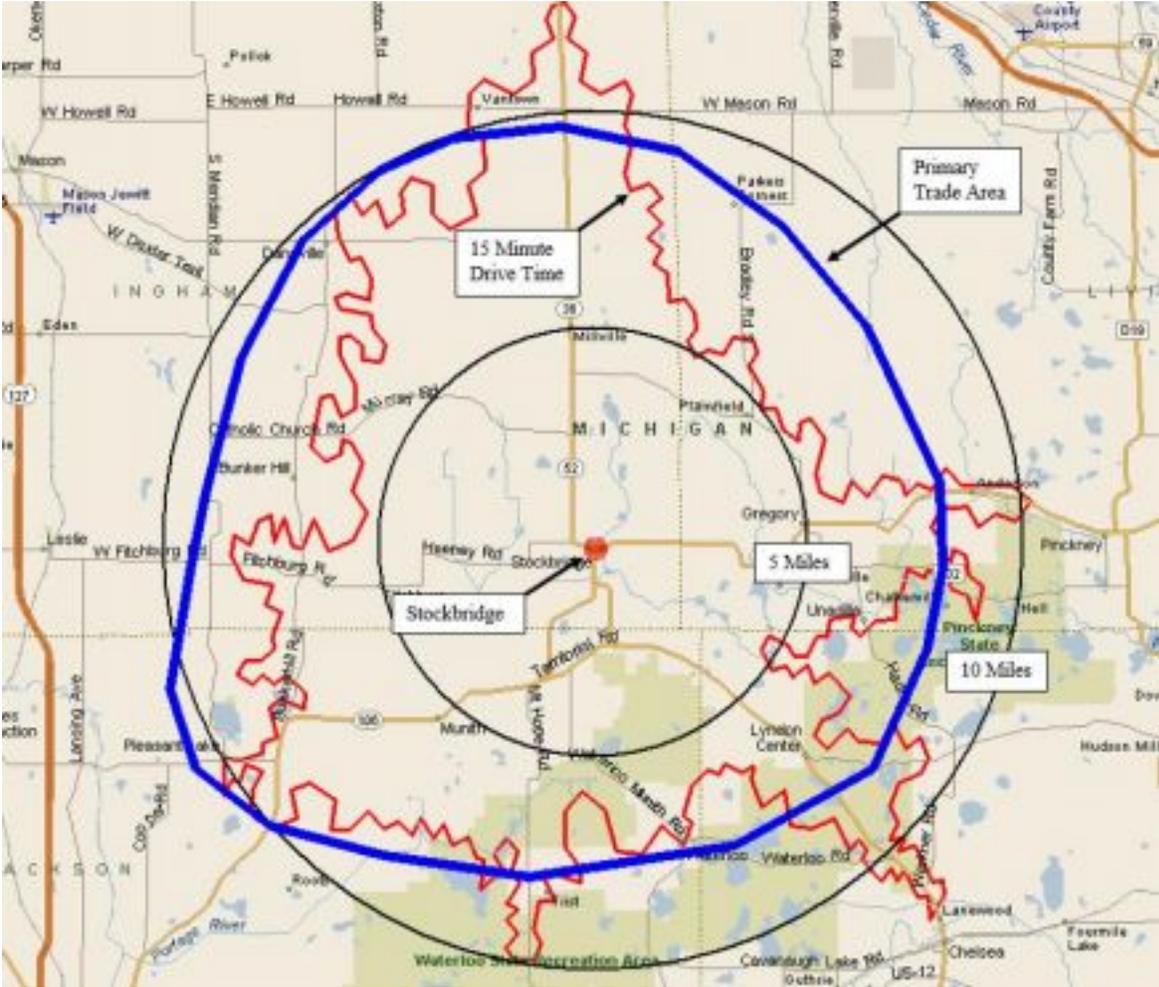
The primary trade area is the consumer market where the study area has a significant competitive advantage because of access, design, lack of quality competition and traffic and commute patterns. The Village of Stockbridge's primary retail trade area covers roughly 245 square miles and

includes 20,400 year-round residents. By 2026, the primary trade area’s population is estimated to increase by 300 people, or 0.34 percent annually. This growth rate is lower than the population growth rates for the secondary trade area, 5-mile radius and Ingham County, but higher than the population growth rate for the State of Michigan. The number of households in the primary trade area is projected to increase from 7,600 to 7,700 and include an average of 2.66 people per household.

The median household income for residents in the primary trade area is \$67,900 and is expected to increase to \$75,500 by 2026. Furthermore, the current average household income is \$82,400 with roughly 45 percent of households earning over \$75,000 per year – higher than that for the 5-mile radius, Ingham County and the State of Michigan. Approximately 21 percent of the primary trade area’s residents over the age of 25 have earned a bachelor’s degree or higher, compared to 30.1

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percent for the State of Michigan. Residents living in the primary trade area have a median age of 43.9, which is 3.3 years older than state’s median age of 40.6.



**Figure 3:** The estimated primary trade area is shown above inside the blue line and the 15-minute drive time inside the red line.

Approximately 90.8 percent of the primary trade area homes are occupied, and the median home

value is estimated to be \$213,700. Of all the primary trade area's households, 79.8 percent are owner-occupied, a number that has increased 0.8 percent since 2010 and is expected remain constant thru 2026. Renter-occupied households have increased from 10.5 percent in 2010 to 10.9 percent in 2021 and are expected to also remain constant thru 2026. The primary trade area's current residential vacancy rate is 9.2 percent, a number that has decreased by 1.3 percent since 2010 and is projected to remain constant over the next five years. The percentage of housing units valued at over \$250,000 is expected to increase from 34.3 percent to 44.2 percent – coinciding with an increase in the median home value to \$237,300 by 2026. The following borders approximately delineate the Village of Stockbridge's primary trade area (See Figure 3 above):

- North – East Columbia Road & East Howell Road
- South – Winnewana Lake, Little Portage Lake & Coon Hill Road
- East – Pingree Road, Patterson Lake & Island Lake

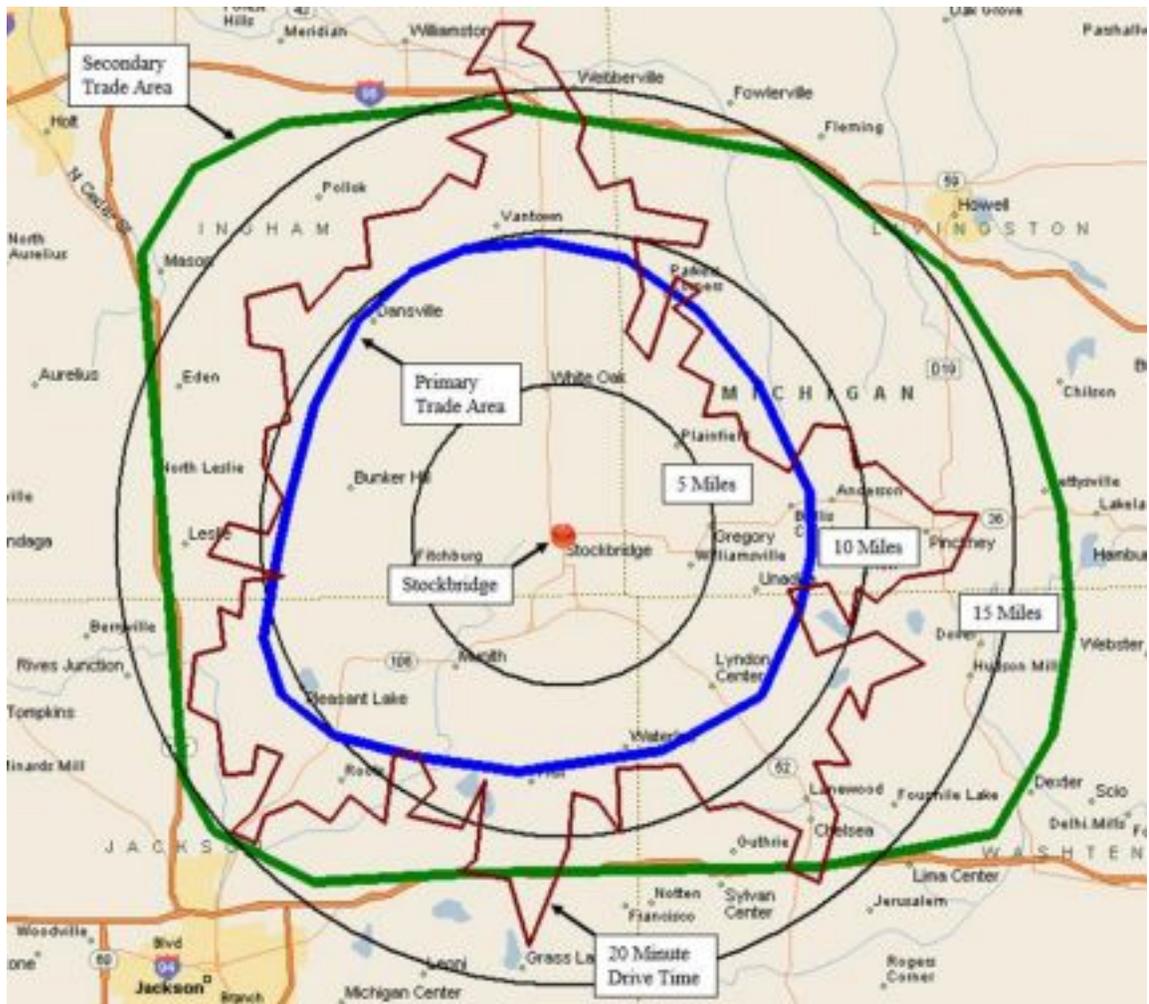
4. *Village of Stockbridge Retail Market Analysis Gibbs Planning Group, Inc.*

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- West – Cooper Road, Hewes Lake & South Clark Road

### **Secondary Trade Area**

The Village of Stockbridge's secondary trade area is roughly 665 square miles and includes nearly 100,000 residents. GPG estimates that residents, workers and visitors in the secondary trade area will only account for a minimal amount of Stockbridge's retail and restaurant commerce due to other more convenient commercial centers. However, businesses in Stockbridge that offer unique, exceptional goods and services could potentially attract customers from the secondary trade area on a regular basis.



**Figure 4:** The estimated secondary trade area shown above in green and the primary trade area in blue.

The secondary trade area demonstrates a higher household growth rate (0.56 percent annually) than that for the primary trade area, 5-mile radius and State of Michigan, but a lower household growth rate than that for Ingham County. The number of households is 37,200, increasing to 38,200 by 2026. The population is expected to grow by 0.51 percent annually to 101,100 by 2026. This growth rate is higher than the annual population growth rate for the primary trade area, 5-mile radius, Ingham County and the State of Michigan.

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Median household income in the secondary trade area is \$80,000 and the average household income is \$101,500, both of which are higher than the income figures for all the other comparison geographies. The median household income is expected to increase to \$86,600 by 2026, while the average household income will have grown by 11.6 percent to \$113,300. Educational attainment of a bachelor's degree or higher is at 33.4 percent and 54.2 percent of households earn more than \$75,000 annually. The median age in the secondary trade area is 44.5 years.

**Figure 5: Demographic Comparisons**

<b>Demographic Characteristics</b>	<b>Primary Trade Area</b>	<b>Secondary Trade Area</b>	<b>5-Mile Radius</b>	<b>Ingham County</b>	<b>State of Michigan</b>
2021 Population	<b>20,400</b>	98,600	6,900	292,900	10,114,900
2026 Population	<b>20,700</b>	101,100	7,000	300,300	10,238,500
2021-26 Projected Annual Growth Rate	<b>0.34%</b>	0.51%	0.45%	0.50%	0.24%
2021 Households	<b>7,600</b>	37,200	2,500	117,700	4,002,100
2026 Households	<b>7,700</b>	38,200	2,600	121,200	4,063,000
2021-2026 Projected Annual HH Growth Rate	<b>0.39%</b>	0.55%	0.49%	0.58%	0.30%
Persons Per Household 2021	<b>2.66</b>	2.62	2.71	2.34	2.47
Median Age	<b>43.9</b>	44.5	43.2	34.0	40.6
2021 Median Household Income	<b>\$67,900</b>	\$80,000	\$60,600	\$53,200	\$57,100
2021 Average Household Income	<b>\$82,400</b>	\$101,500	\$77,600	\$75,500	\$79,800
2026 Median Household Income	<b>\$75,500</b>	\$86,600	\$66,000	\$56,500	\$61,200
2026 Average Household Income	<b>\$92,000</b>	\$113,300	\$86,700	\$83,800	\$88,400
% Households w. incomes \$75,000+	<b>45.4%</b>	54.2%	39.4%	35.3%	38.5%
% Bachelor's Degree	<b>14.1%</b>	20.9%	13.2%	22.0%	18.4%
% Graduate/Professional Degree	<b>7.2%</b>	12.5%	7.0%	18.3%	11.7%

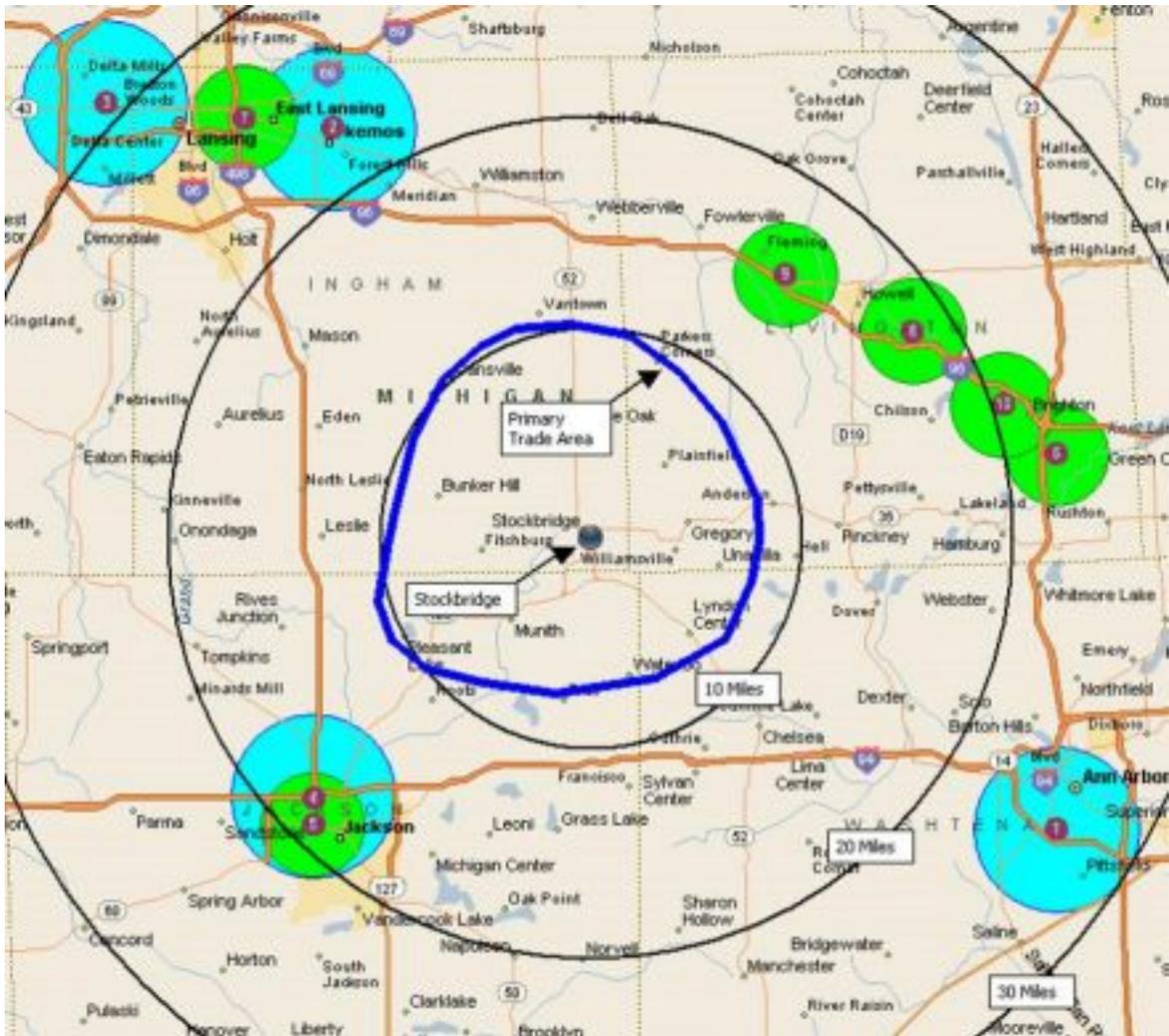
**Figure 5:** This side-by-side table compares the primary trade area demographic statistics with those of the secondary trade area, 5-mile radius from the center of Stockbridge, Ingham County and the State of Michigan.

## GENERAL RETAIL MARKET CONDITIONS

The Village of Stockbridge is part of the Mason/Southeast Ingham County retail submarket. According to CoStar, this submarket has a total of 1,350,000 sf of retail space. The current retail market rent/sf is \$7.97/sf, a figure that has decreased by 0.1 percent from one year ago. The submarket's retail vacancy rate is 4.6 percent, which has increased by 1.5 percent over the last year but is still below its 10-year average vacancy rate of 5.1 percent. No retail space has been delivered over the past year, nor is any currently under construction. The twelve-month retail sales volume was \$530,000 over the past year, and these properties sold at an average cap rate of 9.2 percent and for an average of \$82/sf.

## MAJOR AREA SHOPPING CENTERS

Figure 6: Major Area Shopping Centers



<i>Retail Center Name</i>	<i>Shopping Center Type</i>	<i>Retail Size (sf)</i>	<i>Distance to Stockbridge</i>
1. Briarwood Mall	Regional Center	980,000	26 miles
2. Meridian Mall	Regional Center	970,000	23 miles
3. Lansing Mall	Regional Center	830,000	31 miles
4. Jackson Crossing	Power Center	670,000	18 miles
5. Westwood Mall	Regional Center	510,000	19 miles
6. Green Oak Village Place	Community Center	500,000	22 miles
7. Frandor Shopping Center	Power Center	450,000	27 miles
8. Livingston Commons	Power Center	370,000	18 miles

<b>9. Tanger Outlets Howell</b>	Outlet Center	350,000	16 miles
<b>10. Brighton Mall</b>	Power Center	290,000	21 miles

*Figure 6: Map and Table of the area’s major regional, power, community and outlet shopping centers.*

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### 1. Briarwood Mall



*Figure 7: On November 15, 2020, downtown Ann Arbor’s iconic Urban Outfitters closed its store on State Street (pictured on left with its entrance under the State Theatre’s marquee) and opened at the Briarwood Mall (pictured on right).*

This Ann Arbor shopping center was developed by A. Alfred Taubman and opened in 1973. Its inaugural anchor tenants were JCPenney and Sears, and Hudson’s opened one year later. Today, the Briarwood Mall is a 980,000 sf regional shopping center that is owned and managed by Simon Property Group. It is anchored by Macy’s, Von Maur and JCPenney, and features an additional 80 shops and 14 eateries. Briarwood Mall’s inline stores include The Apple Store, Victoria’s Secret, Sephora, Pottery Barn, American Eagle Outfitters, Bath and Body Works and M Den. Also, some of its restaurants are PF Chang’s, California Pizza Kitchen, Panda Express, Pinkberry, Romano’s Macaroni Grill, Starbucks and Wetzel’s Pretzels. Briarwood Mall is 26 miles southeast of the Village of Stockbridge.

### 2. Meridian Mall

The Meridian Mall, located in the City of Okemos, opened in 1969. It was originally anchored by J.W. Knapp Company and Woolco and has undergone several expansions over the years. Today, Meridian Mall features approximately 970,000 sf of retail space and has a total of roughly 125 stores. This regional center’s current anchor stores are High Caliber Karting and Entertainment, JCPenney, Launch Trampoline Park, Macy’s, Bed Bath & Beyond, Schuler Books & Music and Dick’s Sporting Goods. There is also one vacant anchor location that was previously occupied by Youngkers. Other major tenants at the Meridian Mall include American Eagle Outfitters, Bath & Body Works, Buckle, Foot Locker, GameStop, Journeys, Maurices, Men’s Wearhouse, Planet Fitness, Torrid, Victoria’s Secret, Panda Express, Olive Garden and Chili’s Grill & Bar. Meridian Mall is owned and managed by CBL Properties, which has owned it since 1998. It is located 23 miles northwest of the Village of Stockbridge.

### 3. Lansing Mall

This 830,000 sf regional mall opened in 1969, the same year as its competitor Meridian Mall. Although its original anchor stores were Wurzburg's, Federal's and Montgomery Ward, only three years after opening Wurzburg's and Federal's were replaced by J.W. Knapp Company and Robert Hall. Currently, the Lansing Mall is owned and managed by Brookfield Properties Retail Group. It has one anchor tenant – J.C. Penney, and some of its other major tenants are Dunham's Sports, Barnes & Noble, TJ Maxx and a 12-screen movie theater. The Lansing Mall is situated 31 miles northwest of the Village of Stockbridge. As of October 2020, the Lansing Mall is listed for sale.

#### 4. Jackson Crossing



*Figure 8: Celebration of Paka Plaza's grand opening in November 1961 (pictured on left), and current photo of Jackson Crossing (pictured on right).*

What is now known as Jackson Crossing first opened in 1961 as Paka Plaza. Originally, it was an outdoor strip mall with only 34 stores. Its original tenants included Kroger, W.T. Grant, and Woolworth. In 1973, after the opening of Jackson's first enclosed mall (Westwood Mall), Paka Plaza's open-air walkway between stores became enclosed. The shopping center experienced substantial growth and by its 25<sup>th</sup> anniversary in 1975 had expanded to 43 stores. In 1990, Ramco Gershenson Inc. bought Paka Plaza and renamed it Jackson Crossing. Ramco-Gershenson undertook a \$25 million project to revamp the shopping center, which more than doubled its square footage. Today, Jackson Crossing contains 670,000 sf of retail space and a 10-screen movie theater. Its current anchor tenants include Target, Kohl's, Best Buy, TJ Maxx and Bed Bath & Beyond. Other popular destination tenants include Bath & Body Works, Claire's, ULTA Beauty, and Piercing Pagoda. Jackson Crossing, which since 2018 has been owned by Namdar Realty Group, is located 18 miles southwest of the Village of Stockbridge.

#### 5. Westwood Mall



*Figure 9: When it opened in 1972, Westwood Mall became Jackson's first enclosed shopping center.*

Westwood Mall opened in 1972 and was developed by Forbes-Cohen. When it opened, the mall's anchor tenants were J.W. Knapp Company and Montgomery Ward. However, in 1980, the J.W. Knapp store sold to JC Penney. Then in 1993, Elder-Beerman was added as a third anchor tenant. Several stores closed in the mall in the late 2000s, including Gap, Ritz Camera and Crown &

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Carriage Gifts (which was an original tenant). But even after these closings, the mall retained an occupancy rate that exceeded the national average. Today, the Westwood Mall has 510,000 sf of retail space and features over 50 stores with anchor tenants JC Penney and Walmart. It is owned and managed by Brookfield Property Retail Group. Westwood Mall is situated 19 miles southwest of the Village of Stockbridge.

## **6. Green Oak Village Place**



**Figure 10:** Petco (on left) and Rollin Stone Wood Fire Pizza (on right) are two of the newest tenants at the Green Oak Village Place.

Green Oak Village Place is a large 500,000 sf community shopping center. This \$100 million center opened in stages between 2006 and 2008, and now spans 68-acres. It was developed by Lormax Stern and REDICO. Green Oak Village Place has six anchor tenants: Dick’s Sporting Goods, JCPenney, Homegoods, DSW Shoe Warehouse, Barnes & Noble and T.J. Maxx. Additionally, it features over fifty inline tenants such as Victoria’s Secret, American Eagle Outfitters, Torrid, J. Jill, Five Below, Pure Barre and Motor City Bicycle. Green Oak Village Place was honored three years running with the “People Choice Award” for the best shopping in Livingston County. Green Oak Village Place is located 22 miles east of the Village of Stockbridge.

## 7. Frandor Shopping Center



**Figure 11:** In terms of square footage, Kroger (35,000 sf) and Joann Fabrics (30,000 sf) are the largest tenants at the Frandor Shopping Center.

Built in 1954 in the City of Lansing, Frandor Shopping Center is one of the oldest major shopping centers in the State of Michigan. Its first stores included the Dearborn-based Federal department

store, Sears, Tie Rak, F.W. Woolworth, S.S. Kresge 5 & 10s and an Eberhard supermarket. Today, Frandor Shopping Center is a 450,000 sf power center. It is home to retail stores such as Guitar Center, Five Below, HomeGoods, Joann Fabrics, Kirkland’s Kroger, Michael’s, Party City, Petco, TJ Maxx, Ulta Beauty and World Market. Additionally, the Frandor Shopping Center has several dining options that include Blaze Pizza, Olga’s Kitchen, Red Lobster, Taco Bell, Panera Bread and Acapulco Mexican Grill. It is owned by Corr Commercial Real Estate and is 27 miles

northwest of the Village of Stockbridge.

### 8. Livingston Commons Shopping Center

Located across Grand River Avenue from the Grand River Plaza shopping center, Livingston Commons is a 370,000 sf power center. It benefits from being in one of the strongest retail corridors in Livingston County, as there is over 1.5 million sf of retail space within a 0.75-mile radius of Livingston Commons. This center also benefits from being situated just off of the newly constructed full access Latson Road exit on I-96, allowing for easy access for consumers in all directions. The tenants of Livingston Commons are Wal-Mart Supercenter, Lowe's Home Improvement, PetSmart, and restaurants that occupy separate small outparcels, including KFC, White Castle, Bob Evans, Culver's, Panera Bread and Tim Hortons. Livingston Commons is 18 miles northeast of the Village of Stockbridge.

### 9. Tanger Outlets Howell

What is now Tanger Outlets Howell originally opened in 1996 as the Kensington Valley Factory Shops. The outlet mall was renamed in 2002 when it was bought by the Tanger REIT for \$37.5 million. For years, Tanger Outlets Howell has been the number one attraction in Livingston County, as it draws over 2 million visitors each year. It features 60 outlet stores that total 350,000 sf. These stores include apparel, accessories & jewelry, home furnishings and specialty stores such as Banana Republic Factory, Polo Ralph Lauren Factory Store, H&M, Kay Jewelers Outlet, Ann Taylor Factory Store, Claire's, Coach and Pandora. Tanger Outlets Howell is located 16 miles northeast of the Village of Stockbridge.

### 10. Brighton Mall

The Brighton Mall originally opened in 1970 as an enclosed mall, with an A&P supermarket, Grant City department store and twenty-five inline tenants. It struggled, and by the early 1990s was largely vacant. As a result, in 1996, the entire indoor mall was demolished and rebuilt as a series of big box tenants. Today, the Brighton Mall is a 290,000 sf power center that features Marshalls, Jo-Ann Fabrics and Craft Stores, Gardner-White Furniture, Michaels, Aldi, Best Buy and PetSmart. The Brighton Mall benefits from excellent visibility, as it is exposed to 86,000 vehicles per day along I-96 and 38,000 vehicles per day along Grand River Avenue. The Brighton Mall is located 21 miles northeast of the Village of Stockbridge.

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**Figure 12: Supportable Retail**

**Table Est.**

<b>Retail Category</b>	<b>2021</b>	<b>2021 Est.</b>	<b>2026</b>	<b>2026 Est.</b>
Apparel Stores	2,300 s f	\$290 \$667,000	\$305 \$701,500	

	Support. SF	Sales/SF	Retail Sales	Sales/SF	Retail Sales
Beer, Wine & Liquor Stores	1,500	s f \$425	\$637,500	\$445	\$667,500
<b>Retailers</b>					
Department Store Merchandise	2,400	s f \$310	\$744,000	\$325	\$780,000
Electronics & Appliance Stores	2,000	s f \$410	\$820,000	\$430	\$860,000
Furniture Stores	2,200	s f \$395	\$869,000	\$415	\$913,000
General Merchandise Stores	4,400	s f \$275	\$1,210,000	\$290	\$1,276,000
Grocery Stores	13,300	s f \$450	\$5,985,000	\$475	\$6,317,500
Hardware	5,100	s f \$270	\$1,377,000	\$285	\$1,453,500
Miscellaneous Store	2,400	s f \$265	\$636,000	\$280	\$672,000
Pharmacy	4,100	s f \$465	\$1,906,500	\$490	\$2,009,000
Sporting Goods & Hobby Stores	1,600	s f \$270	\$432,000	\$285	\$456,000
Bars, Breweries & Pubs	1,200	s f \$310	\$372,000	\$325	\$390,000
<b>Retailer Totals</b>	<b>41,300</b>	<b>sf \$348</b>	<b>\$15,284,000</b>	<b>\$366</b>	<b>\$16,106,000</b>
Full-Service Restaurants	2,800	s f \$320	\$896,000	\$335	\$938,000
<b>Restaurants</b>					
Limited-Service Eating Places	1,800	s f \$300	\$540,000	\$315	\$567,000
<b>Restaurant Totals</b>	<b>5,800</b>	<b>sf \$310</b>	<b>\$1,808,000</b>	<b>\$325</b>	<b>\$1,895,000</b>
<b>Retailer &amp; Restaurant Totals</b>	<b>47,100</b>	<b>sf \$340</b>	<b>\$17,092,000</b>	<b>\$357</b>	<b>\$18,001,000</b>

*Figure 12: Estimated additional retail and restaurant demand for the Village of Stockbridge. Note: Sales stated in constant 2021 dollars.*

## ANALYSIS ASSUMPTIONS

Gibbs Planning Group, Inc. has assumed the following factors in the completion of this commercial market analysis:

- No major regional retail centers will be developed within the Village of Stockbridge's primary trade area of this analysis through 2026.
- The Village of Stockbridge region's economy will continue at normal or above normal ranges of employment, inflation, retail demand and growth.
- The Village of Stockbridge will be properly zoned and have the necessary infrastructure necessary to support new commercial development.

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- Annual population growth for the primary trade area is estimated to be 0.34 percent from 2021 to 2026.
- Any new commercial development in the Village of Stockbridge will be planned, designed, built and managed to the best practices of the American Institute of Architects, American Planning Association, American Society of Landscape Architects, Congress for New Urbanism, International Council of Shopping Centers and The Urban Land Institute.

## DEFINITIONS

### Retail Category Definitions

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

## **Retail**

**Auto Supply Stores (4411):** establishments known as automotive supply stores primarily engaged in retailing new, used, and/or rebuilt automotive parts and accessories, automotive supply stores that are primarily engaged in both retailing automotive parts and accessories and repairing automobiles; establishments primarily engaged in retailing and installing automotive accessories; and establishments primarily engaged in retailing new and/or used tires and tubes or retailing new tires in combination with automotive repair services.

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

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

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

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

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

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

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

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

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

**Clothing stores (4481):** men's and boys' clothing stores; women's and girls' clothing

stores; children's and infants' clothing stores; family clothing stores; clothing accessories stores.

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

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

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

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

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

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

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

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

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

**Restaurants**

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

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

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

- **Food Service Contractors:** Establishments may be engaged in providing food services at institutional, governmental, commercial, or industrial locations of others based (cafeteria, restaurant, and fast food eating-place) on contractual arrangements with these types of organizations for a specified period of time. Management staff is always provided by the food services contractor.

- **Caterers:** providing single event-based food services. These establishments generally have equipment and vehicles to transport meals and snacks to events and/or prepare food at an off-premise site. Banquet halls with catering staff are included in this industry. Examples of events catered by establishments in this

*Village of Stockbridge Retail Market Analysis 15. Gibbs Planning Group, Inc.  
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industry are graduation parties, wedding receptions, business or retirement luncheons and trade shows.

- **Mobile Food Services:** establishments primarily engaged in preparing and serving meals and snacks for immediate consumption from motorized vehicles or non-motorized carts. The establishment is the central location from which the caterer route is serviced, not each vehicle, or cart. Included in this industry are establishments primarily engaged in providing food services from vehicles, such as hot dog carts and ice cream trucks.

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

### **Shopping Center Definitions**

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

- **Convenience Centers:** Convenience centers are 30,000 sf or less, unanchored, and generally will service a trade area of up to one mile. These centers include banking, carryout foods, florists, mail centers, small restaurants, small food markets, and professional services such as real estate and financial consulting. The centers typically include six to eight businesses.
- **Neighborhood Centers:** Neighborhood centers are anchored with a full-sized supermarket and typically range from 60,000 to 100,000 sf. They service a trade area of two to three miles and can include apparel, banks, carryout food, hardware, mail centers, restaurants, sporting goods and professional services such as financial consulting and real estate.
- **Community Centers:** Community centers typically range from 150,000 to 300,000 sf and are almost always anchored with a full-sized department store. They also include junior anchor retailers selling books, crafts, shoes, and sporting goods. Community centers often include large home improvement stores and medium-sized discount apparel stores. Their service area is typically five to seven miles in suburban locations.
- **Lifestyle Centers:** Lifestyle centers average 150,000 to 200,000 sf and feature popular apparel, book, and home furnishing stores, as well as cinemas and a wide selection of themed restaurants. The centers are frequently planned as walkable areas with main streets. Recently, lifestyle centers have included large anchors such as department stores, public libraries, and supermarkets. These centers typically have a trade area of four to six miles when developed in suburban settings. Lifestyle centers that include civic, employment, and residential buildings along with the retail land use are defined as ‘town centers.’

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

## LIMITS OF STUDY

The findings of this study represent GPG’s best estimates for the amounts and types of retailers and restaurants that may be reasonably supportable in the Village of Stockbridge. Every reasonable effort has been made to ensure that the data contained in this study reflect the most accurate and timely information possible and are believed to be reliable.

This study is based on estimates, assumptions, and other information developed by GPG independent research effort, general knowledge of the industry, and consultations with the client and its representatives. This study is designed as objective third-party research and GPG does not recommend that any or all of the supportable retail be developed in the study area.

No responsibility is assumed for inaccuracies in reporting by the client, its agent and

representatives or in any other data source used in preparing or presenting this study. This report is based on information that was current as of 22 January 2021 and GPG has not undertaken any update of its research effort since such date.

This report may contain prospective financial information, estimates, or opinions that represent GPG's view of reasonable expectations at a particular time, but such information, estimates, or opinions are not offered as predictions or assurances that a particular level of income or profit will be achieved, that particular events will occur, or that a particular price will be offered or accepted. The actual amounts of supportable retail could be significantly higher or lower depending on multiple market and not market factors including the type, design and quality of the new development.

Actual results achieved during the period covered by our prospective financial analysis may vary from those described in our report, and the variations may be material. Therefore, no warranty or representation is made by GPG that any of the projected values or results contained in this study will be achieved. This study should not be the sole basis for programming, planning, designing, financing, or development of any commercial center.

## **END OF STUDY**

Gibbs Planning Group Population Summary

**Appendix A1: Primary Trade Area Community Profile**

Primary Trade Area Prepared by Esri Area: 246.65 square miles

**House hold Summary** 2000 Total Population 18,134 2010 Total Population 19,495 2020 Total Population 20,351 2020 Group Quarters 184  
2025 Total Population 20,700

2020 Total Daytime Population 16,084 Workers 4,279 Residents 11,805

2000 Households 6,342 2000 Average Household Size 2.79 2010 Households 7,186  
2010 Average Household Size 2.69 2020 Households 7,594 2020 Average Household Size 2.66 2025 Households 7,743 2025 Average Household Size 2.65  
2020- 2025 Annual Rate 0.34%  
2020- 2025 Annual Rate 0.39%

2010 Families 5,476 2020- 2025 Annual Rate 0.33%

2010 Average Family Size 3.06 **Housing Unit Summary**

2020 Families 5,702 2020 Average Family Size 3.03 2025 Families 5,797 2025 Average Family Size 3.03

2000 Housing Units 6,945 Owner Occupied Housing Units 81.4% Renter Occupied Housing Units 9.9% Vacant Housing Units 8.7%  
2010 Housing Units 8,027 Owner Occupied Housing Units 79.0% Renter Occupied Housing Units 10.5% Vacant Housing Units 10.5%  
2020 Housing Units 8,368 Owner Occupied Housing Units 79.8% Renter Occupied Housing Units 10.9% **Median Household Income**  
Vacant Housing Units 9.2% 2025 Housing Units 8,538 Owner Occupied Housing Units 79.9% **Median Home Value**

Renter Occupied Housing Units 10.8% Vacant Housing Units 9.3%

**Per Capita Income**  
2020 \$67,895 2025 \$75,484

**Median Age**  
2020 \$213,715 2025 \$237,319

2020 \$30,795 2025 \$34,467

**Data Note:** Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households.  
2010 41.3 2020 43.9

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

2025 44.8

Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Village of Stockbridge Retail Market Analysis 19. Gibbs Planning Group, Inc.  
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## Community Profile

Gibbs Planning Group

### Appendix A2: Primary Trade Area

**2020 House holds by Income** Area: 246.65 square miles  
Primary Trade Area Prepared by Esri \$15,000 - \$24,999 7.4%

\$25,000 - \$34,999 7.3% \$35,000 - \$49,999 12.5% \$50,000 - \$74,999 21.5%

Household Income Base 7,594 \$75,000 - \$99,999 16.4%  
<\$15,000 5.8% \$100,000 - \$149,999 18.9%

\$150,000 - \$199,999 7.0% **2025 House holds by Income**

\$15,000 - \$24,999 6.3%

\$200,000+ 3.1% \$25,000 - \$34,999 6.5%

Average Household Income \$82,375 \$35,000 - \$49,999 11.4%

\$50,000 - \$74,999 20.4%

Household Income Base 7,743 \$75,000 - \$99,999 16.5%

<\$15,000 4.9% \$100,000 - \$149,999 21.3%

\$150,000 - \$199,999 9.0% **2020 Owner Occupied Housing Units by Value**

\$50,000 - \$99,999 6.3%

\$200,000+ 3.6% \$100,000 - \$149,999 14.2%

Average Household Income \$91,994 \$150,000 - \$199,999 21.0%

\$200,000 - \$249,999 21.6%

Total 6,681 \$250,000 - \$299,999 13.2%

<\$50,000 2.6% \$300,000 - \$399,999 12.8%

\$400,000 - \$499,999 4.7% \$500,000 - \$749,999 2.3% \$750,000 - \$999,999 0.5% \$1,000,000 - \$1,499,999 0.7% \$1,500,000 - \$1,999,999

0.1% **2025 Owner Occupied Housing Units by Value**

\$50,000 - \$99,999 3.6%

\$2,000,000 + 0.0% \$100,000 - \$149,999 9.6%

Average Home Value \$241,022 \$150,000 - \$199,999 18.2%

\$200,000 - \$249,999 23.3%

Total 6,818 \$250,000 - \$299,999 15.9%

<\$50,000 1.3% \$300,000 - \$399,999 16.7%

\$400,000 - \$499,999 6.6% \$500,000 - \$749,999 3.3% \$750,000 - \$999,999 0.7% \$1,000,000 - \$1,499,999 0.8%

\$1,500,000 - \$1,999,999 0.2% **Data Note:** Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents. **Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

\$2,000,000 + 0.0% Average Home Value \$270,689

pensions, SSI and welfare payments, child support, and alimony.

## Community Profile

*Gibbs Planning Group*

### Appendix A3: Primary Trade Area

**2010 Population by Age** Area: 246.65 square miles

Primary Trade Area Prepared by Esri 0 - 4 5.3%

5 - 9 6.9% 10 - 14 7.6% 15 - 24 11.8%

Total 19,496 25 - 34 9.7%

35 - 44 14.3% 45 - 54 18.2% 55 - 64 14.0% 65 - 74 7.8% 75 - 84 3.3% **2020 Population by Age**

85 + 1.1% 5 - 9 5.7%

0 - 4 4.7%

18 + 75.4% 10 - 14 6.5%

15 - 24 11.3%

Total 20,351 25 - 34 10.8%

35 - 44 12.5% 45 - 54 14.8% 55 - 64 16.4% 65 - 74 11.6% 75 - 84 4.5% **2025 Population by Age**

85 + 1.3% 5 - 9 5.5%

0 - 4 4.6%

18 + 79.1% 10 - 14 6.2%

15 - 24 10.3%

Total 20,700 25 - 34 10.7%

35 - 44 13.0% 45 - 54 13.6% 55 - 64 15.3% 65 - 74 13.5%

75 - 84 5.9% **2010 Population by Sex**

85 + 1.5% **2020 Population by Sex**

18 + 79.7%

Males 9,934 **2025 Population by Sex**

Females 9,561

Males 10,374 Females 9,978

Males 10,545 Females 10,155 **Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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## Community Profile

*Gibbs Planning Group*

### Appendix A4: Primary Trade Area

**2010 Population by Race/Ethnicity**

Primary Trade Area Prepared by Esri Area: 246.65 square miles

Total 19,495 White Alone 96.9% Black Alone 0.6% American Indian Alone 0.5% Asian Alone 0.3% Pacific Islander Alone 0.0%

**2020 Population by Race/Ethnicity**

Some Other Race Alone 0.3% Two or More Races 1.4% Hispanic Origin 2.1% Diversity Index 9.9

Total 20,352 White Alone 96.1% Black Alone 0.7% American Indian Alone 0.6% Asian Alone 0.4% Pacific Islander Alone 0.0%

**2025 Population by Race/Ethnicity**

Some Other Race Alone 0.4% Two or More Races 1.8% Hispanic Origin 2.6% Diversity Index 12.4

Total 20,700 White Alone 95.7% Black Alone 0.7% American Indian Alone 0.6% Asian Alone 0.5% Pacific Islander Alone 0.0%

**2010 Population by Relationship and Household Type**

Some Other Race Alone 0.4% Two or More Races 2.0% Hispanic Origin 2.9% Diversity Index 13.5

Total 19,495 In Households 99.1% In Family Households 88.0% Householder 28.2% Spouse 23.2% Child 32.1% Other relative 2.4% Nonrelative 2.1% In Nonfamily Households 11.1% In Group Quarters 0.9% Institutionalized Population 0.3% Noninstitutionalized Population 0.5%

**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.  
**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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## Community Profile

Gibbs Planning Group

### Appendix A5: Primary Trade Area

#### 2020 Population 25+ by Educational Attainment

Primary Trade Area Prepared by Esri Area: 246.65 square miles

Total 14,621 Less than 9th Grade 1.0%

9th - 12th Grade, No Diploma 6.6%

High School Graduate 28.6% GED/Alternative Credential 3.5%

#### 2020 Population 15+ by Marital Status

Some College, No Degree 27.9% Associate Degree 11.0% Bachelor's Degree 14.1% Graduate/Professional Degree 7.2%

#### Total 16,924 2020 Civilian Population 16+ in Labor Force

Never Married 25.7% Married 57.0% Widowed 5.5% Divorced 11.7%

Population 16- 24 Employed 11.7% Population 16- 24 Unemployment rate 27.8%

Civilian Population 16+ 10,326 Population 25- 54 Employed 62.1%

Population 16+ Employed 83.1% Population 25- 54 Unemployment rate 16.1%

Population 16+ Unemployment rate 16.9% Population 55- 64 Employed 20.8%

Population 55- 64 Unemployment rate 13.0% 2020 Employed Population 16+ by Industry

Population 65+ Employed 5.4% Population 65+ Unemployment rate 14.5%

Total 8,577 Agriculture/Mining 1.6% Construction 9.5% Manufacturing 21.7% Wholesale Trade 3.1% Retail Trade 8.9% Transportation/Utilities 4.2%

#### 2020 Employed Population 16+ by Occupation

Information 1.1% Finance/Insurance/Real Estate 3.6% Services 41.5% Public Administration 5.0%

Total 8,575 White Collar 55.6% Management/Business/Financial 13.1% Professional 20.5% Sales 7.4% Administrative Support 14.5% Services 14.3% Blue Collar 30.1% Farming/Forestry/Fishing 0.7% Construction/Extraction 7.2% Installation/Maintenance/Repair 4.1%

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.  
Production 12.7% Transportation/Material Moving 5.4%

Village of Stockbridge Retail Market Analysis 23. Gibbs Planning Group, Inc.

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## Community Profile

Gibbs Planning Group

### Appendix A6: Primary Trade Area

#### 2010 House holds by Type

Primary Trade Area Prepared by Esri Area: 246.65 square

miles

Total 7,187 Households with 1 Person 18.7% Households with 2+ People 81.3% Family Households 76.2%

Husband- wife Families 62.8%

With Related Children 26.4% Other Family (No Spouse Present) 13.4% Other Family with Male Householder 5.2% With Related Children 3.0% Other Family with Female Householder 8.2% With Related Children 5.2% Nonfamily Households 5.1% Male- female 6.0%

Same- sex 0.5%

All Households with Children 35.2% 2010 House holds by Size  
Multigenerational Households 3.7% Unmarried Partner Households 6.5%

Total 7,187 1 Person Household 18.7% 2 Person Household 37.5% **2 0 10 House holds by Te nure a nd Mortga ge Sta tus**  
 3 Person Household 17.9% 4 Person Household 15.3% 5 Person Household 6.7% 6 Person Household 2.5% 7 + Person Household 1.4%

**2 0 2 0 Affordability, Mortga ge a nd We a lth** Total 7,186 Owner Occupied 88.3% Owned with a Mortgage/Loan 65.5% Wealth Index 8 8  
 Owned Free and Clear 22.8% **2 0 10 Housing Units By Urba n/ Rura l Sta tus** Renter Occupied 11.7%

Housing Affordability Index 162 Percent of Income for Mortgage 13.2%

**2 0 10 Popula tion By Urba n/ Rura l Sta tus**  
 Total Housing Units 8,027 Housing Units Inside Urbanized Area 0.0% Housing Units Inside Urbanized Cluster 0.0% Rural Housing Units 100.0%

Total Population 19,495 Population Inside Urbanized Area 0.0% Population Inside Urbanized Cluster 0.0% Rural Population 100.0% **D ata N o te:** Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate **Sour ce:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the polygons or non-standard geography.

## Community Profile

Gibbs Planning Group

### Appendix A7: Primary Trade Area

<b>Top 3 Trade Area:</b> 246.65 square miles	
Primary Trade Area Prepared by Esri 2 . Green Acres (6A)	
<b>3 . Rustbelt Traditions (5D) 2 0 2 0 Consumer Spending</b>	
1. Salt of the Earth (6B) Spending Potential Index 8 9	
Apparel & Services: Total \$ \$14,498,326 Spending Potential Index 8 8	Average Spent \$1,909.18
Education: Total \$ \$11,914,286 Spending Potential Index 9 5	Average Spent \$1,568.91
Entertainment/Recreation: Total \$ \$23,397,627 Spending Potential Index 9 1	Average Spent \$3,081.07
Food at Home: Total \$ \$36,987,306 Spending Potential Index 8 9	Average Spent \$4,870.60
Food Away from Home: Total \$ \$25,477,463 Spending Potential Index 9 9	
Average Spent \$3,354.95 Spending Potential Index 9 4	
Health Care: Total \$ \$43,358,992 Average Spent \$5,709.64	
HH Furnishings & Equipment: Total \$ \$15,633,371 Average Spent \$2,058.65	Spending Potential Index 9 2
Personal Care Products & Services: Total \$ \$6,452,510 Spending Potential Index 8 6	Average Spent \$849.69
Shelter: Total \$ \$125,999,362 Spending Potential Index 9 4	Average Spent \$16,591.96
Support Payments/Cash Contributions/Gifts in Kind: Total \$ \$16,776,308 Spending Potential Index 9 2	Average Spent \$2,209.15
Travel: Total \$ \$16,810,282 Spending Potential Index 9 3	Average Spent \$2,213.63

Vehicle Maintenance & Repairs: Total \$ \$8,178,587 Average Spent \$1,076.98

**Data Note:** Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad **Source:** Consumer Spending data are derived from the 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri. **Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography. budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Village of Stockbridge Retail Market Analysis 25. Gibbs Planning Group, Inc.  
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### Housing Profile

Gibbs Planning Group

#### Appendix B1: Primary Trade Area

**Population House holds**

Primary Trade Area Prepared by Esri Area: 246.65 square miles

2010 Total Population 19,495  
2020- 2025 Annual Rate 2.14%  
2020- 2025 Annual Rate 0.34%

2020 Median Household Income \$67,895  
2025 Total Population 20,700  
Census 2010 2020 2025 2020 Total Population 20,351 2025 Median Household Income \$75,484

Housing Units by Occupancy Status and Tenure	Number	Percent	Number	Percent
Total Housing Units	8,027	100.0%	8,368	100.0%
Occupied	7,186	89.5%	7,594	90.8%
Owner Occupied	6,344	79.0%	6,681	79.8%
Renter	842	10.5%	913	10.9%
Vacant	841	10.5%	774	9.2%
Housing Units by Value	Number	Percent	Number	Percent
Owner	6,344	79.0%	6,681	79.8%
Renter	842	10.5%	913	10.9%
Vacant	841	10.5%	774	9.2%
\$50,000- \$99,999	423	6.3%	243	2.9%
<\$50,000	174	2.2%	108	1.3%
\$250,000- \$299,999	879	13.2%	1,081	12.8%
\$300,000- \$399,999	854	10.6%	652	7.8%
\$400,000- \$499,999	316	3.9%	450	5.4%
\$500,000- \$749,999	156	1.9%	156	1.9%
\$750,000- \$999,999	33	0.4%	48	0.6%
\$1,000,000- \$1,499,999	46	0.6%	54	0.6%
\$1,500,000- \$1,999,999	10	0.1%	12	0.1%
\$2,000,000+	1	0.0%	1	0.0%

**2020 2025**

\$100,000- \$149,999	948	11.8%	1,239	15.0%
\$150,000- \$199,999	1,400	17.4%	1,440	17.2%
Total	6,680	83.2%	6,819	81.0%
\$200,000- \$249,999	1,440	17.9%	1,440	17.2%
\$300,000- \$399,999	854	10.6%	652	7.8%
\$400,000- \$499,999	316	3.9%	450	5.4%
\$500,000- \$749,999	156	1.9%	156	1.9%
\$750,000- \$999,999	33	0.4%	48	0.6%
\$1,000,000- \$1,499,999	46	0.6%	54	0.6%
\$1,500,000- \$1,999,999	10	0.1%	12	0.1%
\$2,000,000+	1	0.0%	1	0.0%

**Census 2010 Housing Units Number Percent**

Median Value \$213,715  
Average Value \$241,022 \$270,689

Total 8,027 100.0% In Urbanized Areas 0 0.0% In Urban Clusters 0 0.0% Rural Housing Units 8,027 100.0%

**Data Note:** Persons of Hispanic Origin may be of any race.  
**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

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25 January 2021

**Housing Profile**

*Gibbs Planning Group*  
**Appendix B2: Primary Trade Area**

**Population House holds**

Primary Trade Area Prepared by Esri Area: 246.65 square miles

2010 Total Population 19,495 2020- 2025 Annual Rate 2.14%

2020- 2025 Annual Rate 0.34%

2020 Median Household Income \$67,895

2025 Total Population 20,700

**Census 2010 2020 2025** 2020 Total Population 20,351 2025 Median Household Income \$75,484

**Housing Units by Occupancy Status and Tenure**

Number	Percent	Number	Percent	Number	Percent
Total Housing Units	8,027 100.0%	8,368 100.0%	8,538		100.0%
Occupied	7,186 89.5%	7,594 90.8%	7,743 90.7%		
Owner Occupied	6,681 83.3%	6,681 79.8%	6,818 79.9%		
Renter	485 6.0%	913 10.9%	925 10.8%		
Vacant	841 10.5%	774 9.2%	795 9.3%		

Number	Percent	Number	Percent	Number	Percent
Owner	6,344 79.0%	6,681 79.8%	6,818 79.9%		
Renter	842 10.5%	913 10.9%	925 10.8%		
Vacant	841 10.5%	774 9.2%	795 9.3%		

**2020 2025**

Value Range	2020 Number	2020 Percent	2025 Number	2025 Percent
\$100,000- \$149,999	948	11.7%	948	11.0%
\$150,000- \$199,999	1,400	17.4%	1,239	14.5%
\$200,000- \$249,999	1,440	17.9%	1,440	16.9%
\$250,000- \$299,999	879	10.9%	879	10.3%
\$300,000- \$399,999	854	10.6%	854	10.1%
\$400,000- \$499,999	316	3.9%	450	5.3%
\$500,000- \$749,999	156	1.9%	156	1.8%
\$750,000- \$999,999	33	0.4%	48	0.6%
\$1,000,000- \$1,499,999	46	0.6%	54	0.6%
\$1,500,000- \$1,999,999	10	0.1%	12	0.1%
\$2,000,000+	1	0.0%	1	0.0%

Median Value \$213,715

\$237,319

**Census 2010 Housing Units Number Percent**

Average Value \$241,022 \$270,689

Total 8,027 100.0% In Urbanized Areas 0 0.0% In Urban Clusters 0 0.0% Rural Housing Units 8,027 100.0%

**Data Note:** Persons of Hispanic Origin may be of any race.  
**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

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## Appendix C1: Secondary Trade Area Community Profile

### Gibbs Planning Group

**Population Summary** miles  
Secondary Trade Area Prepared by Esri Area: 665.37 square

**Household Summary** 2000 Total Population 83,560 2010 Total Population 93,366 2020 Total Population 98,603 2020 Group Quarters 1,153  
2025 Total Population 101,135  
2020- 2025 Annual Rate 0.51%

2020 Total Daytime Population 84,088 Workers 27,603 Residents 56,485

2000 Households 29,590 2000 Average Household Size 2.77 2010 Households 34,858  
2020- 2025 Annual Rate 0.55%  
2010 Average Household Size 2.65 2020 Households 37,179 2020 Average Household Size 2.62 2025 Households 38,220 2025 Average Household Size 2.62

2010 Families 26,310 2020- 2025 Annual Rate 0.49%

2010 Average Family Size 3.05 **Housing Unit Summary**

2020 Families 27,656 2020 Average Family Size 3.03 2025 Families 28,346 2025 Average Family Size 3.02

2000 Housing Units 32,124 Owner Occupied Housing Units 80.6% Renter Occupied Housing Units 11.5% Vacant Housing Units 7.9%  
2010 Housing Units 38,550 Owner Occupied Housing Units 78.6% Renter Occupied Housing Units 11.8% Vacant Housing Units 9.6%  
2020 Housing Units 40,670 Owner Occupied Housing Units 79.5% Renter Occupied Housing Units 11.9% **Median Household Income**  
Vacant Housing Units 8.6% 2025 Housing Units 41,809 Owner Occupied Housing Units 79.7% **Median Home Value**  
Renter Occupied Housing Units 11.8% Vacant Housing Units 8.6%

### Per Capita Income

2020 \$79,994 2025 \$86,637

### Median Age

2020 \$238,688 2025 \$261,640

2020 \$38,253 2025 \$42,805

**Data Note:** Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households.  
2010 41.7 2020 44.5

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.  
2025 45.4

Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

## Community Profile

Gibbs Planning Group

### Appendix C2: Secondary Trade Area

**2020 House holds by Income**

Secondary Trade Area Prepared by Esri Area: 665.37 square miles

\$15,000 - \$24,999 5.5% \$25,000 - \$34,999 6.6% \$35,000 - \$49,999 10.5% \$50,000 - \$74,999 18.7%

Household Income Base 37,179 \$75,000 - \$99,999 16.3%

<\$15,000 4.5% \$100,000 - \$149,999 20.0%

\$150,000 - \$199,999 9.9% **2025 House holds by Income**

\$15,000 - \$24,999 4.7%

\$200,000+ 8.0% \$25,000 - \$34,999 5.8%

Average Household Income \$101,543 \$35,000 - \$49,999 9.5%

\$50,000 - \$74,999 17.5%

Household Income Base 38,220 \$75,000 - \$99,999 16.1%

<\$15,000 3.8% \$100,000 - \$149,999 21.6%

\$150,000 - \$199,999 11.7% **2020 Owner Occupied Housing Units by Value**

\$50,000 - \$99,999 3.9%

\$200,000+ 9.3% \$100,000 - \$149,999 11.7%

Average Household Income \$113,347 \$150,000 - \$199,999 17.3%

\$200,000 - \$249,999 19.1%

Total 32,335 \$250,000 - \$299,999 15.0%

<\$50,000 2.2% \$300,000 - \$399,999 17.5%

\$400,000 - \$499,999 7.0% \$500,000 - \$749,999 4.4% \$750,000 - \$999,999 1.2% \$1,000,000 - \$1,499,999 0.3% \$1,500,000 - \$1,999,999

**0.2% 2025 Owner Occupied Housing Units by Value**

\$50,000 - \$99,999 2.2%

\$2,000,000 + 0.1% \$100,000 - \$149,999 8.0%

Average Home Value \$272,292 \$150,000 - \$199,999 15.2%

\$200,000 - \$249,999 19.6%

Total 33,303 \$250,000 - \$299,999 16.8%

<\$50,000 1.1% \$300,000 - \$399,999 20.9%

\$400,000 - \$499,999 8.5% \$500,000 - \$749,999 5.7% \$750,000 - \$999,999 1.4% \$1,000,000 - \$1,499,999 0.4%

\$1,500,000 - \$1,999,999 0.2% **Data Note:** Income represents the preceding year, expressed in current dollars. Household income includes wage and

salary earnings, interest dividends, net rents, **Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

\$2,000,000 + 0.1% Average Home Value \$298,111

pensions, SSI and welfare payments, child support, and alimony.

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### Appendix C3: Secondary Trade Area Community Profile

Gibbs Planning Group

**2010 Population by Age** Area: 665.37 square miles

Secondary Trade Area Prepared by Esri 0 - 4 5.3%

5 - 9 6.8% 10 - 14 7.7% 15 - 24 11.8%

Total 93,369 25 - 34 9.3%

35 - 44 14.3% 45 - 54 18.1% 55 - 64 14.3% 65 - 74 7.5% 75 - 84 3.5% **2020 Population by Age**

0 - 4 4.7%

85 + 1.4% 5 - 9 5.5%

18 + 75.3% 10 - 14 6.5%

15 - 24 11.5%

Total 98,604 25 - 34 10.8%

35 - 44 11.6% 45 - 54 15.0% 55 - 64 16.5% 65 - 74 11.6% 75 - 84 4.6% **2025 Population by Age**

0 - 4 4.6%

85 + 1.7% 5 - 9 5.3%

18 + 79.2% 10 - 14 6.2%

15 - 24 10.3%

Total 101,135 25 - 34 10.9%

35 - 44 12.3% 45 - 54 13.2% 55 - 64 15.7% 65 - 74 13.3%

75 - 84 6.4% **2010 Population by Sex**

85 + 1.8% **2020 Population by Sex**

Males 47,028 2025 Population by Sex

Females 46,338

Males 49,622 Females 48,981

Males 50,861 Females 50,274 Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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**Community Profile**

*Gibbs Planning Group*

**Appendix C4: Secondary Trade Area**

**2010 Population by Race/Ethnicity**

Secondary Trade Area Prepared by Esri Area: 665.37 square miles

Total 93,366 White Alone 96.4% Black Alone 0.8% American Indian Alone 0.4% Asian Alone 0.6% Pacific Islander Alone 0.0%

**2020 Population by Race/Ethnicity**

Some Other Race Alone 0.4% Two or More Races 1.4% Hispanic Origin 2.0% Diversity Index 10.7

Total 98,603 White Alone 95.5% Black Alone 0.9% American Indian Alone 0.4% Asian Alone 0.8% Pacific Islander Alone 0.0%

**2025 Population by Race/Ethnicity**

Some Other Race Alone 0.5% Two or More Races 1.8% Hispanic Origin 2.6% Diversity Index 13.3

Total 101,135 White Alone 95.2% Black Alone 1.0% American Indian Alone 0.4% Asian Alone 0.9% Pacific Islander Alone 0.0%

**2010 Population by Relationship and Household Type**

Some Other Race Alone 0.5% Two or More Races 2.0% Hispanic Origin 2.8% Diversity Index 14.4

Total 93,366 In Households 98.9% In Family Households 87.6% Householder 28.2% Spouse 23.5% Child 32.1% Other relative 2.1% Nonrelative 1.8% In Nonfamily Households 11.3% In Group Quarters 1.1% Institutionalized Population 0.8% Noninstitutionalized Population 0.3%

**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.  
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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**Community Profile**

*Gibbs Planning Group*

**Appendix C5: Secondary Trade Area**

**2020 Population 25+ by Educational Attainment**

Secondary Trade Area Prepared by Esri Area: 665.37 square miles

Total 70,849 Less than 9th Grade 1.1%

9th - 12th Grade, No Diploma 4.2%

High School Graduate 23.2% GED/Alternative Credential 2.8%

**2020 Population 15+ by Marital Status**

Some College, No Degree 24.8% Associate Degree 10.5% Bachelor's Degree 20.9% Graduate/Professional Degree 12.5%

**Total 82,214 2020 Civilian Population 16+ in Labor Force**

Never Married 25.7% Married 58.7% Widowed 5.4% Divorced 10.2%

Population 16- 24 Employed 11.3% Population 16- 24 Unemployment rate 29.7%

Civilian Population 16+ 51,489 Population 25- 54 Employed 62.0%  
Population 16+ Employed 82.0% Population 25- 54 Unemployment rate 16.4%  
Population 16+ Unemployment rate 18.0% Population 55- 64 Employed 21.2%

Population 55- 64 Unemployment rate 16.2% **2 0 2 0 Employe d Popula tion 16 + by Industry**  
Population 65+ Employed 5.5% Population 65+ Unemployment rate 15.5%

Total 42,201 Agriculture/Mining 0.8% Construction 8.1% Manufacturing 18.8% Wholesale Trade 2.5% Retail Trade 8.6% Transportation/Utilities 4.0%  
**2 0 2 0 Employe d Popula tion 16 + by Oc c upa tion**  
Information 1.1% Finance/Insurance/Real Estate 6.2% Services 45.6% Public Administration 4.4%

Total 42,202 White Collar 64.6% Management/Business/Financial 17.4% Professional 25.4% Sales 8.6% Administrative Support 13.2% Services  
12.5% Blue Collar 22.9% Farming/Forestry/Fishing 0.3% Construction/Extraction 6.0% Installation/Maintenance/Repair 3.3%  
**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.  
Production 8.4%Transportation/Material Moving 4.8%

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## Community Profile

Gibbs Planning Group

### Appendix C6: Secondary Trade Area

**2 0 10 House holds by Type** miles  
Secondary Trade Area Prepared by Esri Area: 665.37 square

Husband- wife Families 63.0%  
Total 34,858 Households with 1 Person 19.8% Households with 2+ People 80.2% Family Households 75.5%

With Related Children 26.9% Other Family (No Spouse Present) 12.5% Other Family with Male Householder 4.4% With Related Children  
2.6% Other Family with Female Householder 8.1% With Related Children 5.1% Nonfamily Households 4.8% Male- female 5.0%  
Same- sex 0.6%

All Households with Children 35.0% **2 0 10 House holds by Size**  
Multigenerational Households 3.1% Unmarried Partner Households 5.6%

Total 34,859 1 Person Household 19.8% 2 Person Household 37.1% **2 0 10 House holds by Te nure a nd Mortga ge Sta tus**  
3 Person Household 17.1% 4 Person Household 15.9% 5 Person Household 6.7% 6 Person Household 2.4% 7 + Person Household 1.1%

**2 0 2 0 Affordability, Mortga ge a nd We alth**  
Total 34,858 Owner Occupied 86.9% Owned with a Mortgage/Loan 65.9% Owned Free and Clear 21.0% **2 0 10 Housing Units By Urba n/ Rura l Sta tus**

Renter Occupied 13.1%

Housing Affordability Index 168 Percent of Income for Mortgage 12.5% Wealth Index 132 **2 0 10 Popula tion By Urba n/ Rura l Sta tus**  
Total Housing Units 38,550 Housing Units Inside Urbanized Area 26.0% Housing Units Inside Urbanized Cluster 7.1% Rural Housing Units 66.8%

Total Population 93,366 Population Inside Urbanized Area 25.1% Population Inside Urbanized Cluster 6.2% Rural Population 68.7%**Data Note:** Households  
with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent  
householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate  
**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.  
child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the  
polygons or non-standard geography.

## Community Profile

Gibbs Planning Group

### Appendix C7: Secondary Trade Area

**Top 3 Trade Areas** miles

Secondary Trade Area Prepared by Esri Area: 665.37 square

2. Salt of the Earth (6B) 3. Savvy Suburbanites (1D) 2020 Consumer Spending

1. Green Acres (6A)

Apparel & Services: Total \$ \$87,744,241 Average Spent \$2,360.05 Spending Potential Index 110  
Education: Total \$ \$74,029,404 Average Spent \$1,991.16 Spending Potential Index 111  
Entertainment/Recreation: Total \$ \$138,539,693 Average Spent \$3,726.29 Spending Potential Index 115  
Food at Home: Total \$ \$219,653,872 Average Spent \$5,908.01 Spending Potential Index 111  
Food Away from Home: Total \$ \$153,617,279 Average Spent \$4,131.83 Spending Potential Index 110  
Health Care: Total \$ \$253,340,280 Average Spent \$6,814.07 Spending Potential Index 119  
HH Furnishings & Equipment: Total \$ \$94,026,452 Average Spent \$2,529.02 Spending Potential Index 116  
Personal Care Products & Services: Total \$ \$38,812,287 Average Spent \$1,043.93 Spending Potential Index 114  
Shelter: Total \$ \$772,382,091 Average Spent \$20,774.69 Spending Potential Index 107  
Support Payments/Cash Contributions/Gifts in Kind: Total \$ \$101,837,488 Average Spent \$2,739.11 Spending Potential Index 117  
Travel: Total \$ \$102,721,414 Average Spent \$2,762.89 Spending Potential Index 115  
Vehicle Maintenance & Repairs: Total \$ \$48,965,179 Average Spent \$1,317.01 Spending Potential Index 114

**Data Note:** Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad **Source:** Consumer Spending data are derived from the 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.  
**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.  
budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.