BOTTINEAU COMMUNITY WORKS

COMMERCIAL MARKET ANALYSIS

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Prepared by

PERKINS + WILL

TANGIBLE
Consulting Services

SHC SWANSON HASKAMP
consulting + planning

TABLE OF CONTENTS

EXECUTIVE SUMMARY

This Commercial Market Analysis report presents market-related research regarding the commercial development potential in the Light Rail Transit (LRT) METRO Blue Line Extension Corridor (Bottineau Corridor) for the suburban cities of Golden Valley, Robbinsdale, Crystal, and Brooklyn Park in partnership with Hennepin County with funding support provided by the Federal Transit Administration's Transit Oriented Development Planning Pilot Program. This report complements two related studies that were conducted as part of the same broader research effort: the Station Area Housing Gaps Analysis and the Station Area Development Assessment, which are documented under separate cover.

The Commercial Market Analysis report is segmented by each of the eight station areas within the four cities and by type of commercial real estate sector (e.g., retail, office, industrial, and hospitality). Data on existing development patterns, market trends, and development momentum was analyzed. Augmenting the quantitative data was qualitative data from interviews with developers and real estate experts familiar with the Corridor (detailed documentation of the interviews can be found in the Station Area Development Assessment report). Below are key findings and conclusions from the analysis. The main body of the report includes detailed information supporting the findings.

Retail Market Potential

Along the Bottineau Corridor there are three station areas with important existing retail areas:

- **Robbinsdale Station Area.** A downtown retail environment with pedestrian-scale streets and commercial buildings that includes a mixture of retailers that attract local customers as well as retailers that attract customers from throughout the region.

- **Bass Lake Road Station Area.** A post-war, auto-oriented retail district that primarily serves local residents from nearby neighborhoods. It is anchored by large retailers, such as Target and Marshalls, and complemented by mostly national chains.

- **Brooklyn Boulevard Station Area.** A post-war, auto-oriented retail district that is anchored by large retailers, such as Target and Cub Foods, but is complemented by a mixture of national chains as well as an emerging number of independent retailers, many of which are owned by people of color and immigrants. The national chains tend to draw customers from surrounding neighborhoods, whereas the independent retailers draw from a base of local households as well as customers from throughout the region.

Nationwide, the retail industry is undergoing significant changes due to the growing influence of e-Commerce (i.e., on-line shopping). The amount of new retail development has dropped significantly in the last 10 years. Traditional bricks-and-mortar retailers that have been able to thrive in this new, more austere retail climate have taken advantage of creating an experience for their customers that you can't get on-line and goes beyond a simple transaction. This has involved not only changing the in-store experience but also locating in areas where the surrounding environment is pedestrian-scaled (i.e., walkable) and includes a mixture of other uses and activities (e.g., housing, entertainment, and recreational opportunities). Station areas that support transit-oriented development (TOD) are conducive to creating these types of pedestrian-scale, mixed-use districts.

Near-Term Retail Potential (i.e., after the LRT is operational)

Demand for new retail space in the short-term (i.e., before the LRT is operational) is limited along the Bottineau Corridor. The one exception is downtown Robbinsdale, which is experiencing increased demand for retail space along the pedestrian-scale stretches of West Broadway. This attractive environment has become a destination for dining, which is creating demand from other retailers that can benefit from this increased activity. Therefore, due to the constraints of the environment and the nature of the demand, overall growth potential in the short-term will be measured in terms of integrating small commercial buildings and not in terms of large-scale redevelopment.

In the Bass Lake Road and Brooklyn Boulevard station areas, any short-term growth will not be driven by the need for a net increase in retail space, but from finding opportunities to support small retailers who are meeting the needs of new demographic groups, such as younger households, people of color, and immigrants. This could involve repositioning older properties to be more conducive to small retailers or improving the public realm to help maintain or increase occupancies. The Station Area Plans identified flexible, low-cost market stalls in strategic locations targeted to startups and entrepreneurs as an example of this type of opportunity.

In the 63rd Avenue and 93rd Avenue station areas, traffic volumes and visibility can support a small amount of retail that captures drive-by traffic and the convenience needs of nearby households and workers. However, lack of available space and close proximity to the other key retail districts means the retail opportunities of these station areas are very narrow and likely to remain so into the long-term when the LRT becomes operational.

In the 85th Avenue station area, there is an existing retail center that could be redeveloped into a mix of uses including a retail component. This would likely result in a net decrease in retail space, but it would create an opportunity to make healthier, more resilient retail space that would better leverage the demand generated by the nearby community college, the Hennepin County Library, and the future performing arts center, which is currently in pre-design. The Golden Valley Road station area does not have enough traffic volumes or other complementary destinations to support any significant amount of retail in the short-term. The Oak Grove station area has limited retail potential in the short-term because it is mostly vacant and it will take many years before enough supporting uses (i.e., housing and additional office space) will be built to support any significant amount of retail development.

Long-Term Retail Potential (i.e., after the LRT is operational)

Short-term retail demand considers existing gaps in the retail supply, the locational quality of a given site or district, and development momentum (i.e., is an area attracting investment?). Long-term retail demand, however, must take into consideration the underlying primary driver of demand, which is the number of households (or "rooftops" in real estate parlance) and their spending power in a given trade area. The long-term increase in households will determine how much new demand for retail will be generated.

The Housing Gaps Analysis estimated the number of potential households that could be captured in each station area along the Bottineau Corridor based on forecasts prepared by the Metropolitan Council. For the eight station areas combined, it is estimated the Corridor could add between and 3,600 and 5,600 new households. The wide range in household growth takes into consideration the availability of sites for redevelopment. Nevertheless, even the small end of the range will fuel significant demand for additional retail space even in an era where traditional bricks-and-mortar spaces will be in less demand overall. Taking into consideration these factors, these new households could likely support a net increase in the need for 250,000 to 500,000 square feet of retail space.

This estimated need, however, will not be evenly distributed among the station areas. Many of the same forces that influence the current supply of retail space will continue to exert themselves in the future, namely access, visibility, proximity to households and workers, and the potential to capitalize on a critical mass of activity and other complementary retailers.

The Golden Valley Road, 63rd Avenue, 85th Avenue, and 93rd Avenue station areas will be challenged by limited redevelopment sites and the potential to create a critical mass of activity. Nevertheless, these areas will still be able to support a small amount of retail focused primarily on food and driven by the desire to have a communal gathering spot for area households and workers that is near the station.

In the Robbinsdale station area, the potential expansion of pedestrian scale buildings will strengthen the area as a retail destination. This will be enhanced by the increased accessibility of the LRT. Because any growth will be predicated on maintaining and preserving an existing character, the rate of growth will be more incremental and not large scale. Several long-term redevelopment sites have been identified on the edge of the downtown, which could accommodate a significant number of new housing units. At strategic locations, new multi-story housing development will support ground floor retail, especially if it fits with the pattern of development currently found in the core of the downtown.

As the core of downtown Robbinsdale becomes more focused on destination retail built around a dining or particular shopping experience, newer retail development on the fringe of downtown will likely focus more on the everyday needs of a growing downtown population, such as personal services, basic groceries, and professional services. Ultimately, the net change in the amount of retail space in the station area will not be significant as most of the identified redevelopment sites will require the demolition or repurposing of existing retail structures.

The Bass Lake Road and Brooklyn Boulevard station areas will likely maintain their role as important retail districts along the Corridor because of their proximity to nearby residential neighborhoods and employment areas. However, the model of a large anchor store surrounded by small national chains will be put under a great deal of stress as e-Commerce continues to eat away at the market share of traditional retailers. This will incentivize property owners to consider new, more innovative shopping center formats and retail stores. The accessibility of the LRT will help drive demand for new multi-story housing, which could be strategically placed on underutilized retail spaces, such as surface parking lots or obsolete retail buildings, some of which could support ground floor retail spaces.

Part of the long-term challenge of maintaining the existing retail presence in the Bass Lake Road and Brooklyn Boulevard station areas will be the available spending power of nearby households. National and regional economic trends show a widening income gap between what

was historically considered "working class" or lower-middle class households and upper-middle class households. The neighborhoods served by the retailers in these station areas are mostly on the wrong side of this widening gap. If this trend persists long-term, there will be significantly less disposable income available to support many of the existing retailers, especially the national chains, which are driven by stringent standards regarding trade area household incomes. To some degree, the LRT will undoubtedly mitigate the impact of these broader economic trends in the station areas by attracting new, more affluent households to them. However, despite this effect, retailing in these station areas will likely need to evolve into sustainable concepts and formats that are not as dependent on national chains filling the majority of the spaces.

Among all the station areas along the Bottineau Corridor, the Oak Grove station area is the biggest unknown in terms of long-term retail potential. The station area is currently vacant other than the Target north office campus. The Station Area Plan calls for a village model with a dense mix of offices, housing, and retail that are sized and situated at a pedestrian-oriented scale. Due to its availability of land, accessibility to Highway 610 as well as the LRT, and a major employer as an anchor, the Oak Grove station area has the potential to capture 30-40% of the estimated household growth and 40-50% of the estimated employment growth along the Corridor through 2040. With this amount of development potential, the station area clearly has the potential to become a major economic activity center not only for the Bottineau Corridor but for the entire northwestern metro area.

The challenge for the Oak Grove station area is to realize all this retail potential is timing, right-sizing the amount of retail space, and making sure the retail experience complements instead of directly competes with nearby retail districts (i.e., Zane and Highway 610). Retail tends to follow the development of housing and offices. The amount of new households and new offices that will form a solid base from which retail of any significance can be supported will take many years. Given that an important retail district is emerging approximately one mile east of the station at Zane Avenue and Highway 610, this area will establish itself as the place for surrounding neighborhoods to go to for basic or everyday goods and services. Therefore, any retail in the Oak Grove station area won't be able to rely on these nearby existing neighborhoods as a market for everyday goods and services. It will need to be a combination of destination retailers, who are benefiting from workers and visitors, and smaller scale neighborhood retailers, who are serving the new residences built in the station area.

Office Market Potential

Office buildings can be generally categorized into four types: signature or high buildings; multi-story low rise buildings; single-story or retail buildings; and single-story flex buildings. With the exception of the Target north office campus in the Oak Grove station area, the Corridor does not have any signature of high rise office buildings. With the exception of the Crystal Medical Center building in the Bass Lake Road station area, the Corridor does not have any newer multi-story low rise buildings.

Most of the office space in the Corridor would be characterized as being in single-story buildings that are proximate to or integrated among retail buildings. As one would expect, these types of office spaces are concentrated in areas with a strong retail presence, such as the Brooklyn Boulevard, Bass Lake Road, and Robbinsdale station areas. Businesses that occupy these types of buildings in retail districts are smaller and tend to serve a local residential market. Many times they are professional, financial, or medical services firms.

The final office building type, single-story flex buildings, can be found primarily in the 93rd Avenue station area, but also exist in the periphery of the 85th Avenue, Brooklyn Boulevard, and Bass Lake Road station areas. Because these buildings share a lot characteristics with light manufacturing buildings, it is not always apparent whether the use of the space by any given business is for office needs or industrial needs.

Although various office building types have always existed, the use of the space within the buildings has been changing dramatically in recent years. Digital technology along with shifting working styles among younger workers has resulted in a substantial decline of space needed per worker. A generation ago, a business needed roughly 250 square feet per office worker. That ratio has dropped to 150 square feet per worker. Therefore, even if a business may be adding employees, the overall amount of space they need may still decline.

The quality of office space is also impacting employer decisions regarding where to locate their business. In order to attract and retain younger workers, businesses are preferring to locate in areas with high transit accessibility and a rich fabric of amenities, such as nearby housing options, retail, entertainment, and recreational opportunities. With the proliferation of laptops and tablets, younger workers now prefer to work in a variety environments throughout a given workday. Therefore, the coffee shop, the plaza, and the LRT are seen as being potential work areas as much as the traditional office space.

Near-Term Office Potential (i.e., before the LRT is operational)

Demand for office new space comes primarily from the growth in the number of workers in occupations or industry sectors that require office space. According to employment projections from the Minnesota Department of Employment of Economic Development, the top three occupations for growth through 2022 are all in the healthcare industry sector. Therefore, medical office space is likely to drive near-term demand. This was corroborated by interviews with real estate experts who felt that there was an unmet need for medical office, in particular in the Bass Lake Road and Robbinsdale station areas due to their existing concentration of medical office space.

There seems to be stable demand for office development in the Bass Lake Road and Robbinsdale station areas because they satisfy a local need for small business space and they house professional service providers that are needed by the surrounding community. As existing office space becomes obsolete, renovation and new development that maintains existing levels of office space would be supported by the market.

Long-Term Office Potential (i.e., after the LRT is operational)

The Oak Grove station area is the only location in the Corridor that may be attractive to high-rise office development. It has excellent visibility from Highway 610 and the Target north office campus serves as an anchor for the area's identity as an office district. Therefore, if land in the Oak Grove station area is guided for high-rise office development, developers are likely to respond favorably. Although retail uses tend to follow housing and offices, interest in high-rise office development will be enhanced if the development of the pedestrian-oriented mixed-use community, with its storefront retail and restaurant amenities, occurs first.

Industrial Market Potential

The market for industrial space has been very strong in recent years. Vacancies have been declining and rents have been rising. The metro area has seen extensive new industrial development focused in the southwest metro (i.e., Shakopee) and the northwest metro. Since 2012, Brooklyn Park has captured nearly two million new square feet of industrial space. However, in most of the station areas, new industrial development is unlikely because the station areas are fully developed. Because most modern industrial facilities require significant land to accommodate truck access and large building footprints, the cost to redevelop a property is often cost prohibitive. Furthermore, many industrial operations have become highly automated and, therefore, do not have the employment density to support transit ridership.

The only station areas with the potential land available to accommodate most forms of industrial development are the 93rd Avenue and Oak Grove station areas. The Station Area Plan for Oak Grove station area, however, does not include traditional industrial development in which job densities are low. The plan for the 93rd Avenue station area, which has seen significant recent industrial development, anticipates a continued trend of mixing industrial and office uses.

Near-Term Industrial Potential (i.e., before the LRT is operational)

Due to the currently strong industrial market, it is expected that many of the remaining vacant parcels over five acres in the 93rd Avenue station area will develop with modern industrial facilities. Due to the reasons noted above, it is unlikely that new industrial development will occur in any of the station areas south of 93rd Avenue. In the Oak Grove Parkway station area, the plan does not include low-density industrial uses. However, there could be the possibility to introduce more job intensive industrial uses (e.g., light manufacturing) as long as it complements instead of compromises the vision of a mixed-use district.

Long-Term Industrial Potential (i.e., after the LRT is operational)

The 93rd Avenue station area will likely exhaust any industrial development opportunities in the near-term because the market cycle will likely shift away from supporting new development and because the introduction of the LRT will cause land values to rise to the point that a large industrial facility would not be financially feasible. In the Oak Grove station area, assuming it builds out according to plan, low-density industrial development will not be financially feasible as well. However, the risk with copious amounts of vacant land, which is the current situation in the station area, is that the land never finds market traction for the planned uses. This could lead to a situation in which the land owner may be highly incentivized to explore other uses besides those identified in the Station Area Plan. Although the regulatory environment may prevent certain land uses and development types, this wouldn't prevent a highly motivated owner or owners to exert a lot of pressure to change regulations should it be in their best interest.

Hospitality Market Potential

Demand for hotels and other hospitality uses are driven primarily by their proximity to what are considered "room night generators." These are particular uses that attract people to the region for overnight stays. The Target north office campus in the Oak Grove station area with its 3,700 corporate employees is an example of a room night generator. The planned performing arts center in the 85th Avenue station area is another example of a room night generator.

However, compared to the downtowns and other areas of the metro area with large destination uses, the Bottineau Corridor currently has a limited number of room night generators. Despite the lack of room night generators, the Corridor has a very limited supply of hotel rooms. Several older, obsolete properties have been demolished in recent years leaving the Corridor with almost a complete lack of hotel rooms. Currently, though, two new hotels (a Hampton Inn and Home2Suites) are nearing completion in the 93rd Avenue station area, which will add 200+ rooms to the Corridor.

Overall, the recent performance of the hospitality sector has been strong both nationally and in the Twin Cities region. Driven by a strong economy, occupancies are high, revenues are increasing, and development has been robust. In the last 10 years over 35 different hotels have been constructed in the metro area. However, hospitality is the real estate sector most sensitive to changes in the overall economy as discretionary travel is one of the first activities reduced by businesses and households when budgets are tightened. Therefore, the presence of room night generators is essential in order to support hotel development.

The trend in hotel development in recent years has been a move away from costly full-service hotels (i.e., full-service restaurant and conference facilities) and toward hotels with limited services but with higher-quality finishes (e.g., well-appointed rooms with cutting-edge interior designs). This trend is being supported by locating limited-service hotels in neighborhoods with a high number of amenities.

Near-Term Hospitality Potential (i.e., before the LRT is operational)

The only station areas with the locational attributes to support hospitality development are the 93rd Avenue and Oak Grove station areas given their proximity to the Target campus and visibility from Highway 610, which allows hotels to capture pass through travelers or visitors to area households. The two hotels currently under development in the 93rd Avenue station area

will be closely observed by hotel developers to see how well they perform once open. If these properties perform well and more jobs are added to the Highway 610 corridor, developers will look opportunities for additional hotel development in either of these two station areas in the near-term. Although the LRT by itself will not drive new hotel development in the near-term, it will certainly influence whether developers will choose one highway interchange over another. All things being equal, a developer will opt for a hotel location with an LRT station within walking distance versus a location without an LRT station within walking distance.

Long-Term Hospitality Potential (i.e., after the LRT is operational)

As the Oak Grove station area is built out with a mixture of uses, it has the potential to capture additional hotel development. It is positioned to potentially add room night generators through the development of more corporate office space and a unique retail district. In addition to adding more limited-service hotels, which will become the dominant hotel type, it could also be in a position to eventually support a full-service hotel as well.

INTRODUCTION

Purpose

The METRO Blue Line Extension is a planned 13-mile light rail transit (LRT) line that will connect downtown Minneapolis to the communities of northwestern Hennepin County, including the neighborhoods of north Minneapolis, and the cities of Golden Valley, Robbinsdale, Crystal, and Brooklyn Park. The LRT will terminate near the Brooklyn Park Target north office campus.

This Commercial Market Analysis report presents market-related research regarding the commercial development potential in the METRO Blue Line Extension Corridor (Bottineau Corridor) for the suburban cities of Golden Valley, Robbinsdale, Crystal, and Brooklyn Park in partnership with Hennepin County with funding support provided by the Federal Transit Administration's Transit Oriented Development Planning Pilot Program. This report complements two related studies that were conducted as part of the same broader research effort: the Station Area Housing Gaps Analysis and the Station Area Development Assessment, which are documented under separate cover.

The Bottineau Corridor will be transformative by vastly increasing the mobility of people who live and work along the Corridor today, while increasing

METRO Blue Line Extension
(Bottineau LRT)
January 2017
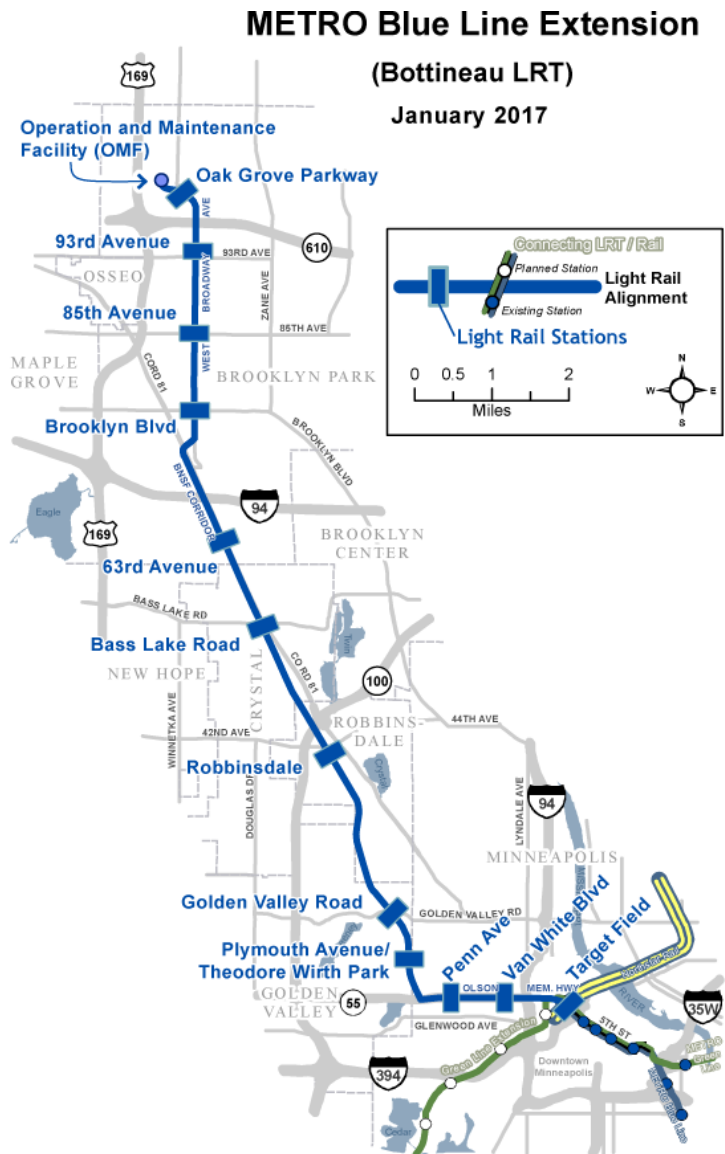
Source: Metropolitan Council

the Corridor's accessibility to the entire region. As a result, demand for housing and commercial development along the Corridor will increase. A central purpose of this study is to understand the need for and market viability of housing and commercial development in the Corridor. The market research will also inform appropriate policy responses at the city level—including zoning changes—that position the Corridor's LRT station areas to attract development that is viable and meets community needs.

This report, Commercial Market Analysis, presents information and analysis relevant to new retail, office, industrial, and hospitality development in the eight future station areas in Golden Valley, Robbinsdale, Crystal, and Brooklyn Park with consideration given to each city's priorities for commercial space, employment and economic opportunities, and the Corridor's ability to attract jobs.

The report places a heavy emphasis on the evaluation of the retail market, for several reasons:

- Retail development is highly desirable as a component of transit-oriented development because of its value in strengthening the identity and vibrancy of an area and building a sense of place.

- New retail development at some scale is identified as a desirable element of future development in nearly all of the Station Area Plans completed in 2016: *https://www.hennepin.us/residents/transportation/bottineau-community-works*

The markets for office, industrial, and hospitality development are analyzed as well in their own sections of the report in the following manner:

- **Office.** Office development in most of the station areas is most likely to occur in neighborhood-serving small-business formats that can interchangeably occupy spaces developed for retail stores. The retail market analysis provides the relevant context for this type of office development. The viability of other types of office development are given explicit attention in this section of the report. The market context for large-scale business and professional office development is explored for the Oak Grove station area, and the potential for medical office development is evaluated for the Bass Lake Road station area.

- **Industrial.** Industrial development is an important transit destination for workers in some of the station areas, but in most of the Station Area Plans it is not identified as a future development goal. Therefore, the market context for industrial development is evaluated at the corridor scale, with a particular focus on the 93rd Avenue station area.

- **Hospitality.** The market context for hospitality development is evaluated at a corridor scale, with a particular focus on the Oak Grove station area.

Report Format

The first section of this report, Existing and Planned Commercial Land Use, presents background context for the market analysis by examining the existing commercial development mix and the commercial development guidance in each Station Area Plan. Subsequent sections offer information relevant to the market viability of the four commercial development sectors in turn—Retail, Office, Industrial, and Hospitality. A summary of findings is offered for each of the station areas at the conclusion of each of the Retail, Office, Industrial, and Hospitality sections of the report.

Data Resources

Data supporting this report is drawn from multiple sources. CoStar provided property-level information and area-level trends for commercial properties in the station areas. ESRI was the report's source for much of the demographic and consumer expenditure information for the station areas and cities, through its Business Analyst Online service. US Census data was accessed through its American FactFinder and OnTheMap portals. Interviews with developers and real estate professionals provided important perspectives and insights. Detailed notes and findings from these interviews are documented in the companion station area Development Assessment report. Property and development information was provided by city staff.

Every information source has its limitations, some of which are explicitly noted in the following pages. However in most cases, the multiple points of reference build a serviceable sense of market viability, opportunities, and constraints that can support decisions about land use guidance (including zoning) and the public actions that position the station areas for appropriate commercial development.

The conclusions contained in this report are based on the best judgments of the analysts. Perkins+Will and its project partners make no guarantees or assurances that the projections or conclusions will be realized as stated. It is our function to provide our best effort in data aggregation and to express opinions based on our evaluation.

EXISTING AND PLANNED COMMERCIAL LAND USE

Corridor Overview

The Bottineau Corridor passes through a wide range of built environments between Golden Valley and Brooklyn Park. Most of the land in the Corridor is developed as residential property—from single-family homes to large apartment buildings. The station areas also provide a broad range of commercial development types and institutional settings.

Station areas with commercial market influence are located at the most prominent retail centers in Robbinsdale (Robbinsdale station area) and Crystal (Bass Lake Road station area) and one of the most prominent retail centers in Brooklyn Park (Brooklyn Boulevard station area). The 85th Avenue station area is adjacent to a prominent educational institution—North Hennepin Community College. Another station area at 93rd Avenue serves an expansive modern industrial park. Transit service on the Bottineau Corridor terminates near the Target north office campus (Oak Grove station area).

Bottineau Corridor
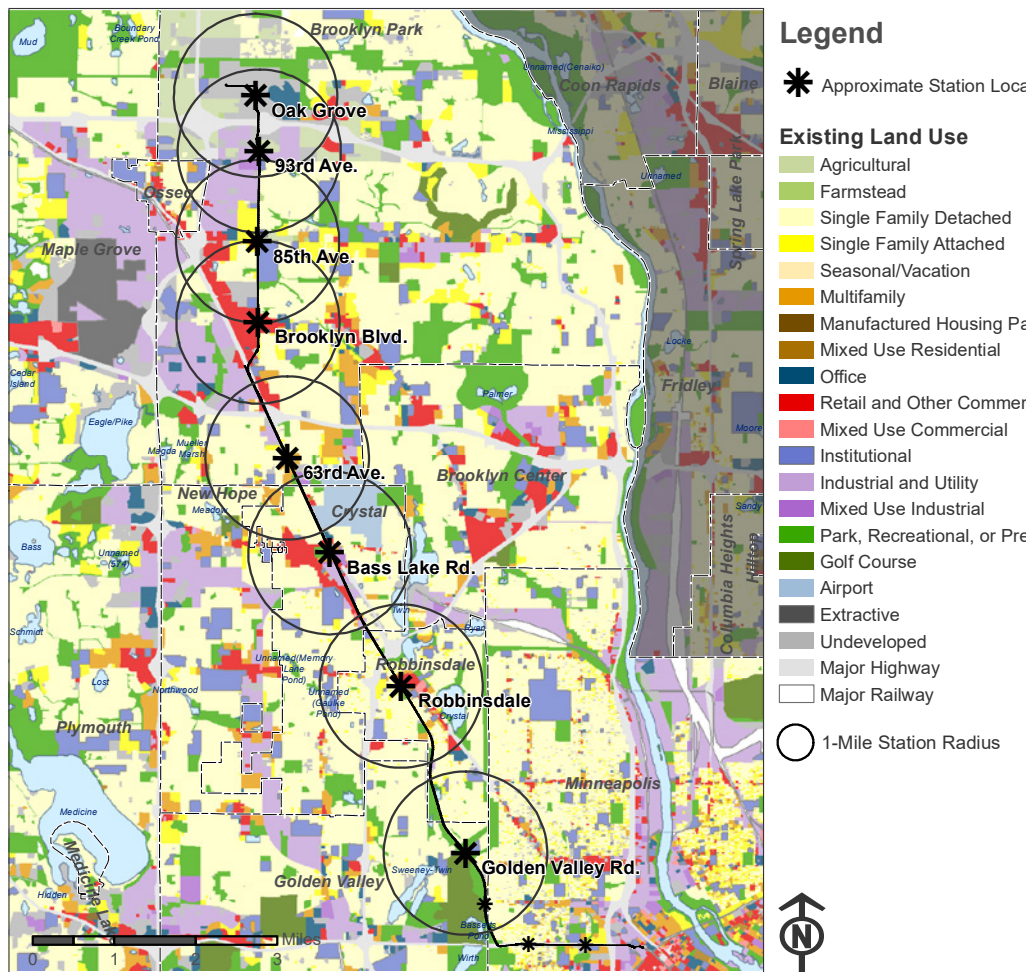
Source: Metropolitan Council, MNGEO, Tangible Consulting Services, SHC

The stations areas exhibit a variety of conditions and development patterns. The chart below shows the contrasting patterns of development at the various station areas and compares those with the prevailing development mix of the four cities.
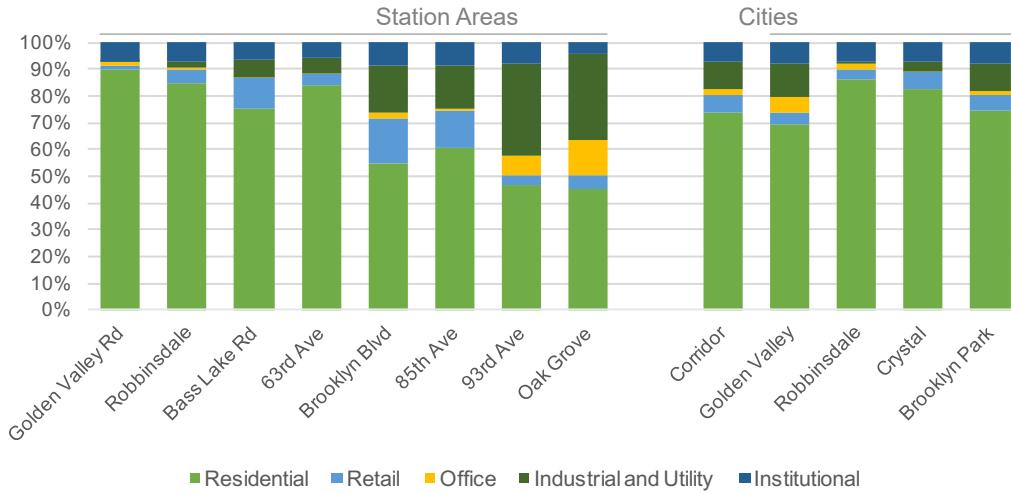
Development Types: 1-Mile Radius

The chart below identifies existing acres of developed land used for nonresidential development. It is evident that a great deal of the commercial development in the northernmost four stations is industrial development. The Bass Lake Road, Brooklyn Boulevard, and 85th Avenue station areas have the most land devoted to retail development. The Golden Valley Road location has the least commercial development of any of the station areas.

Station Areas Non-Residential Development Types: 1-Mile Radius
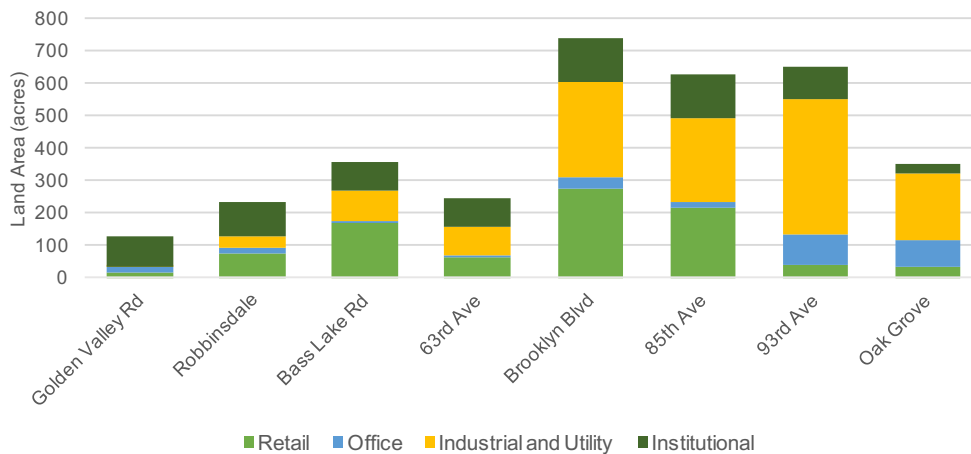
In the following pages, the commercial development patterns and guidance for each of the eight station areas are taken in turn.

Golden Valley Road Station Area

City of Golden Valley

With Theodore Wirth Park to the south, the Theodore Wirth Parkway and Bassett Creek corridors extending to the north, and Twin and Sweeney Lakes to the west, the Golden Valley Road station area has the third highest amount of undeveloped land of any of the station areas, after the two northernmost station areas in Brooklyn Park. It is also the most residential of the station areas in this study. Ninety percent (90%) of the developed land in a 1-mile radius of the transit station location is residential. The residential land in the station area is predominantly developed as single-family homes. Less than 2% of the land area is retail, the lowest percentage among the station areas.

Three prominent properties along Golden Valley Road are nonresidential:

- St. Margaret Mary Church
- Courage Center
- Minneapolis Clinic of Neurology

Golden Valley Road Station Area: Generalized Land Use Map

Source: Metropolitan Council, MNGEO, Tangible Consulting Services, SHC
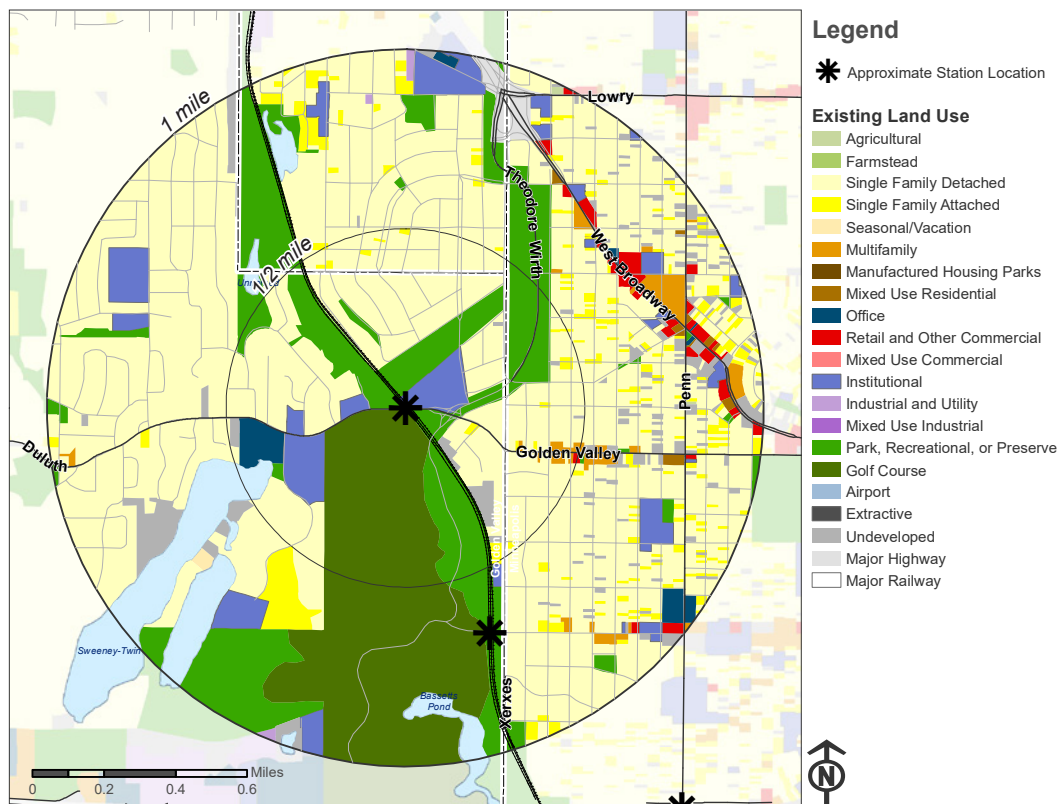
The Station Area Plan for the Golden Valley Road station area discusses the prospect of redevelopment at several locations along Golden Valley Road. However, in three of the areas, redevelopment is challenged by the need to acquire numerous single-family home properties from individual property owners. In three other areas, development is likely to occur only if the existing property owner is interested in expending their facility or in allowing new development to occur on a portion of their site. Commercial development is not explicitly contemplated in the plan in any location.

Golden Valley Road Station Area: Developed Land
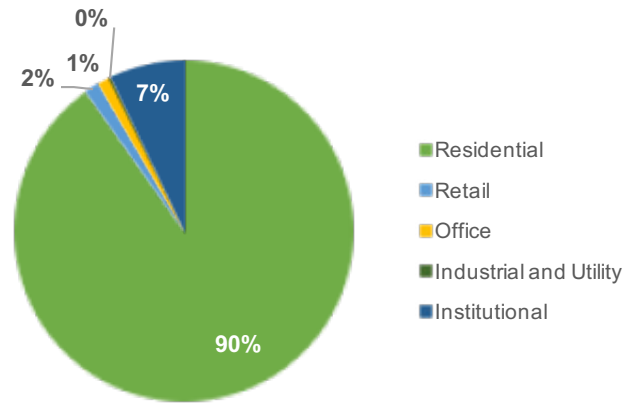
Source: Metropolitan Council, City of Golden Valley, Tangible Consulting Services

Golden Valley Road: Station Area Plan Illustration
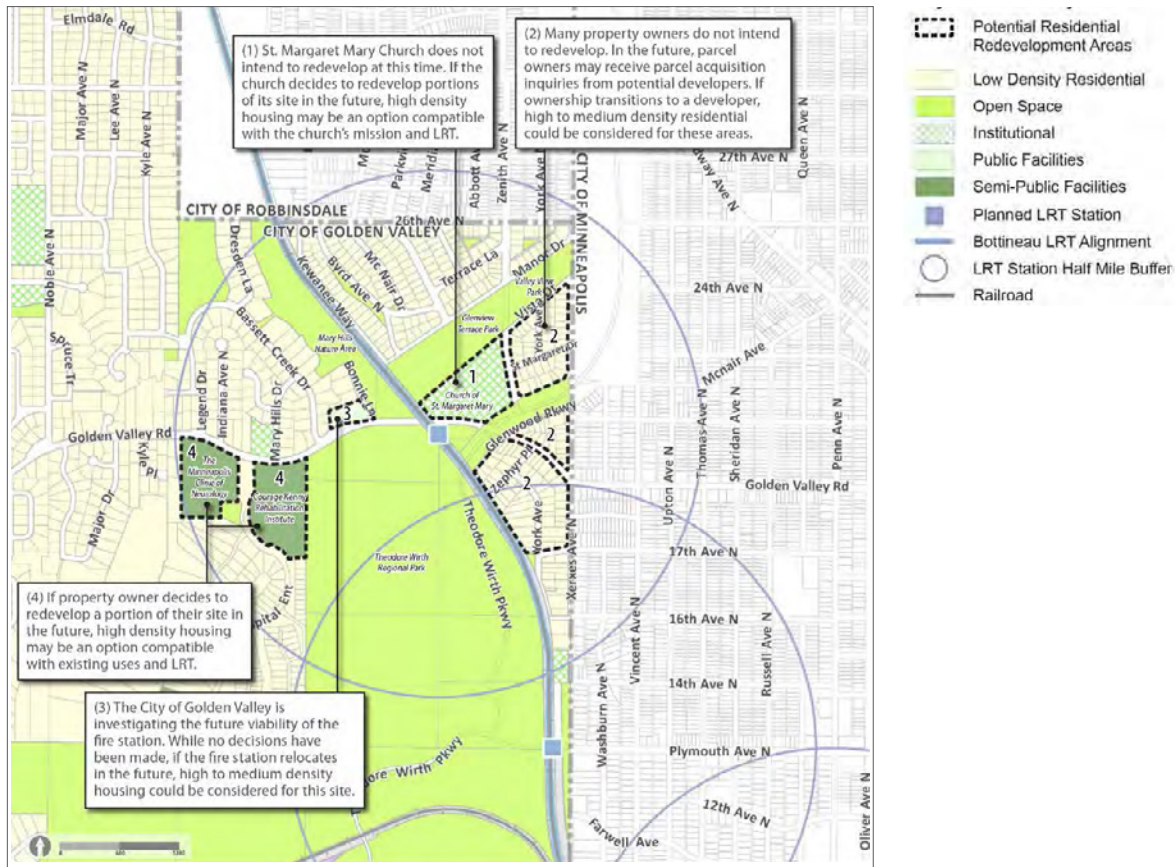
Source: METRO Blue Line Extension (Bottineau LRT) Phase 1: Station Area Planning Plymouth Avenue and Golden Valley Road Stations

Robbinsdale Station Area

City of Robbinsdale

The Robbinsdale station area is at the northwestern edge of Robbinsdale's downtown area. To the south and west of the downtown are residential neighborhoods. Beyond the downtown to the north and east are additional residential neighborhoods.

The downtown area is a mix of retail stores, restaurants, offices, and housing of different kinds. The retail development is located in a variety of sub-districts and retail formats, including:

- Fine-grained storefront retail along West Broadway, most of it in original storefront buildings

- Retail strip malls along West Broadway and Bottineau Boulevard

- Stand-alone retail buildings along West Broadway and Bottineau Boulevard

There is a re-emerging retail node at 36th Avenue and Bottineau Boulevard with a Hy-Vee grocery store currently under development and plans for a mixed-use development on the north side of 36th Avenue. There is also a modest amount of neighborhood-serving office development as part of the downtown mix. There are not many industrial businesses in the station area.

Robbinsdale Station Area: Generalized Land Use Map
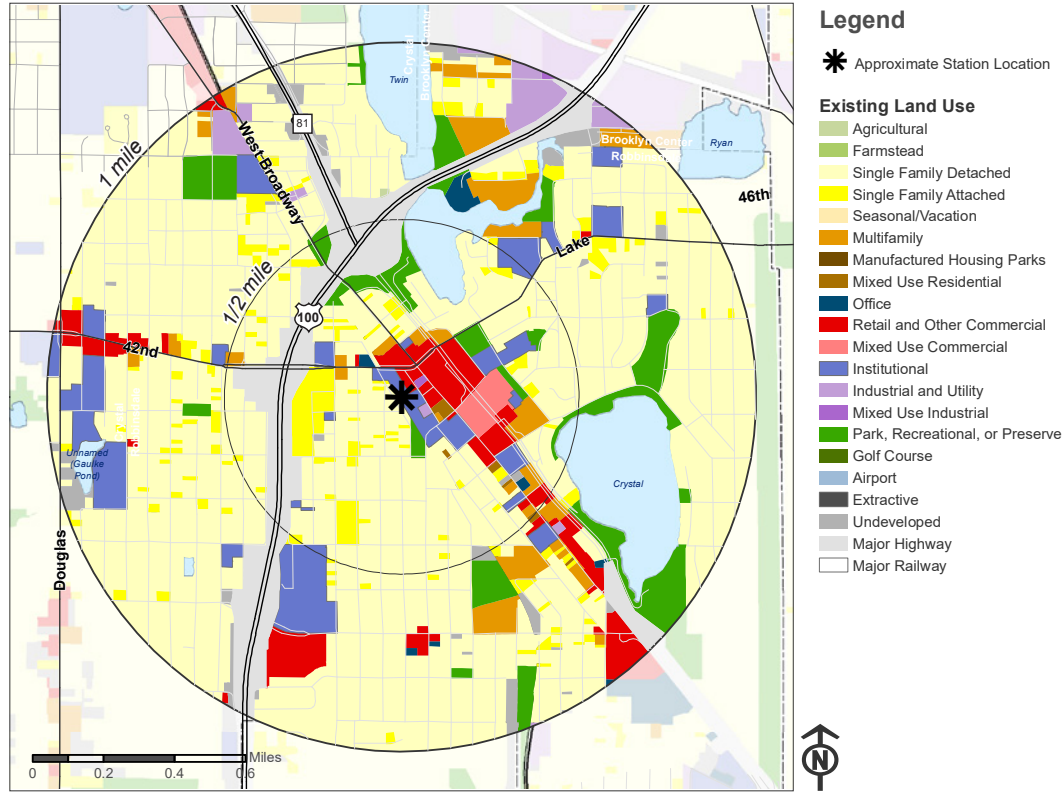
Source: Metropolitan Council, MNGEO, Tangible Consulting Services, SHC

The Station Area Plan for the Robbinsdale station area encourages intensification of development around the station particularly in the downtown area and along West Broadway. Multi-family housing development is encouraged throughout the area where there is opportunity. New retail is proposed at a few locations near the station and as a complement to some of the new housing development. Some of the identified development opportunities are existing retail developments, the redevelopment of which may result in a net reduction of retail floor area in the station area.

Robbinsdale Station Area: Developed Land

- Residential
- Retail
- Office
- Industrial and Utility
- Institutional

1% 2% 5% 7% 85%
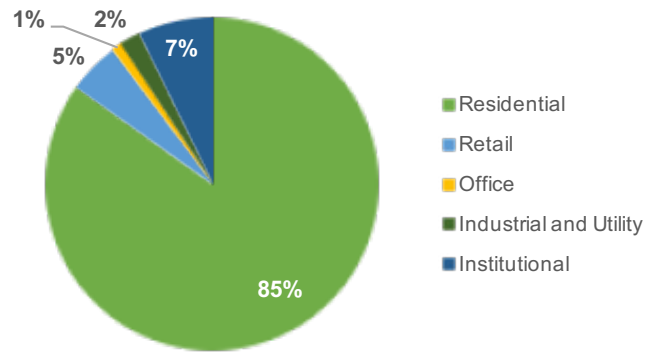
Source: Metropolitan Council, City of Golden Valley, Tangible Consulting Services

Robbinsdale: Station Area Plan Illustration

STATION AREA / ½-MILE RADIUS
ADDITIONAL ANALYSIS AREA
STATION AREA OPPORTUNITY SITE
OPPORTUNITY SITE
LIGHT RAIL CORRIDOR
CITY BOUNDARY
LRT STATION
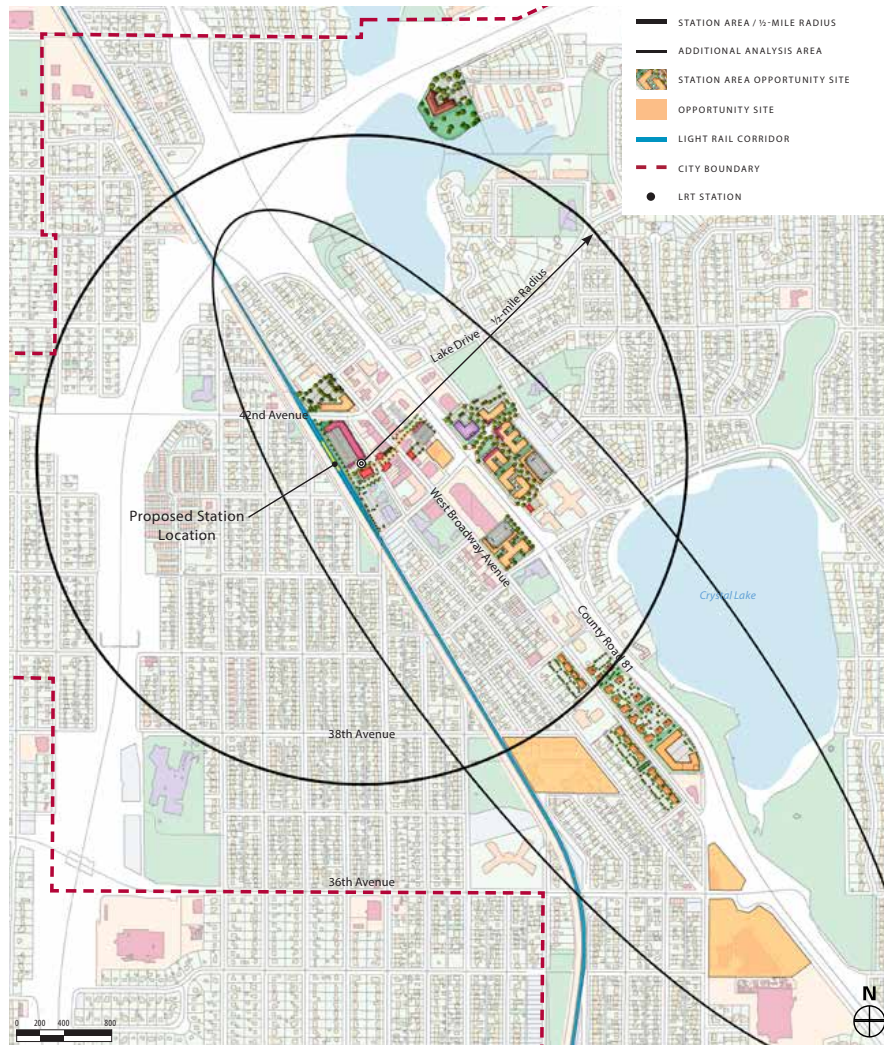
Source: Robbinsdale Station Area Plan

Bass Lake Road Station Area

City of Crystal

The Bass Lake Road station area is located at the busiest crossroads in Crystal with a variety of development types in all directions. Crystal's retail core is a short distance to the west of the station centered on Crystal Shopping Center. There are complementary retail centers and stores along West Broadway and Bass Lake Road and additional retailers that face Bottineau Boulevard.

Office uses and buildings are scattered through the area, including a medical office building at the northeast quadrant of the Bottineau Boulevard/Bass Lake Road intersection. Industrial properties are a dominant land use to the south of the station. The Crystal Airport takes up a large area of land in the northeast quadrant of the station area. The housing in the area is a mix of single-family homes and multi-family properties at different scales.

Bass Lake Road Station Area: Generalized Land Use Map
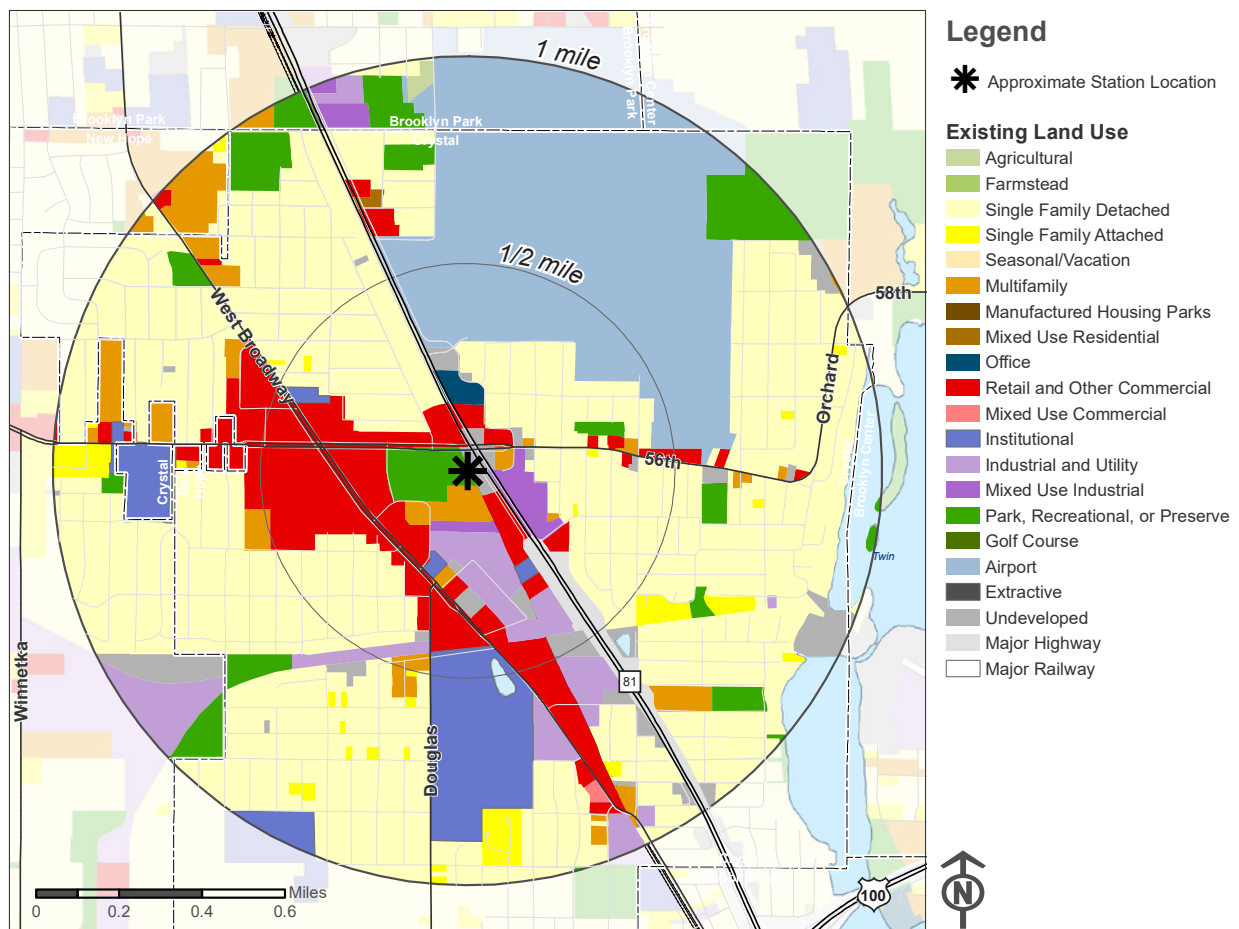
Legend

Approximate Station Location

Existing Land Use
- Agricultural
- Farmstead
- Single Family Detached
- Single Family Attached
- Seasonal/Vacation
- Multifamily
- Manufactured Housing Parks
- Mixed Use Residential
- Office
- Retail and Other Commercial
- Mixed Use Commercial
- Institutional
- Industrial and Utility
- Mixed Use Industrial
- Park, Recreational, or Preserve
- Golf Course
- Airport
- Extractive
- Undeveloped
- Major Highway
- Major Railway

Source: Metropolitan Council, MNGEO, Tangible Consulting Services, SHC

The Station Area Plan for the Bass Lake Road station area identifies a range of development opportunities, most of which are in close proximity to the future transit station or along West Broadway Avenue. In the areas that are identified as development opportunities, the existing development is mostly older commercial buildings.

Bass Lake Road Station Area: Developed Land

- Residential
- Retail
- Office
- Industrial and Utility
- Institutional

0%
6%
7%
12%
75%
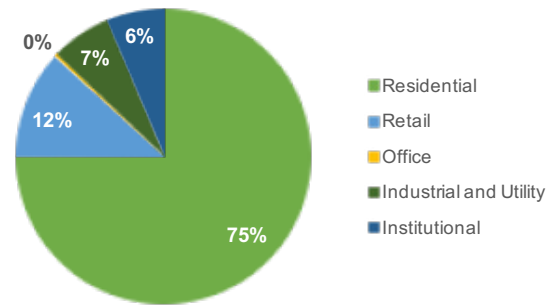
Source: Metropolitan Council, City of Crystal, Tangible Consulting Services

Bass Lake Road: Station Area Plan Illustration

APPROXIMATE STATION LOCATION

STATION AREA/10-MINUTE WALKSHED

LRT STATION SITE

EXISTING PARK

OPPORTUNITY SITE

FUTURE OPPORTUNITY SITE

LIGHT RAIL CORRIDOR
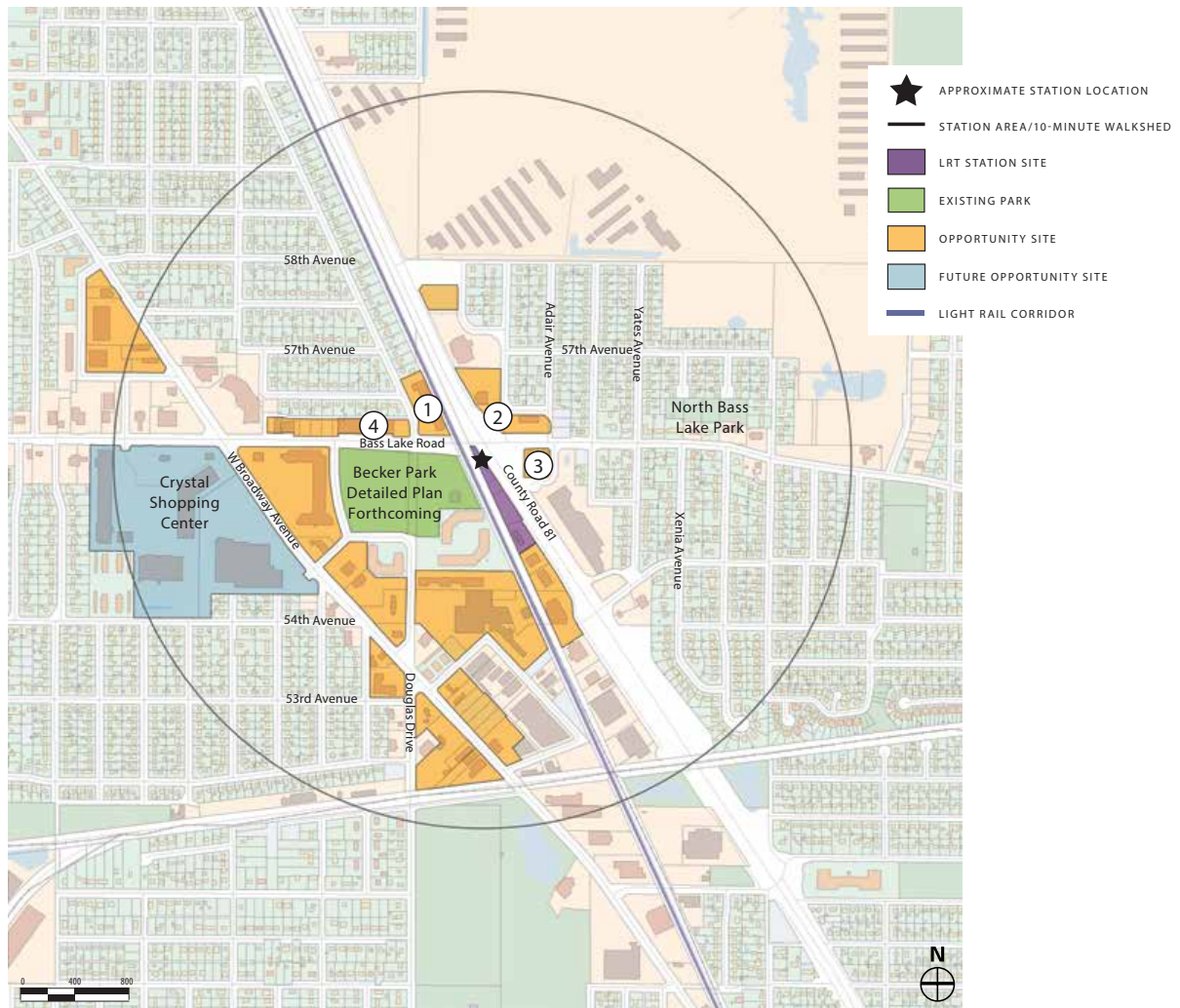
Source: Bass Lake Road Station Area Plan

63rd Avenue Station Area

City of Brooklyn Park

The 63rd Avenue station area is a predominantly residential area offering a mix of single-family and multi-family housing types. There is no retail development within a half-mile of the future transit station. There are some small clusters of industrial development to the north and south of the station. The Crystal Airport occupies a large area of land in the southeast quadrant of the station area.

63rd Avenue Station Area: Generalized Land Use Map

Source: Metropolitan Council, MNGEO, Tangible Consulting Services, SHC

The Station Area Plan for the 63rd Avenue station area identifies opportunities for residential development in the yellow and brown shaded areas in the map below. The only commercial development opportunity that is anticipated is indicated in red.

63rd Avenue Station Area: Developed Land

- Residential
- Retail
- Office
- Industrial and Utility
- Institutional

0%
6%
7%
12%
75%
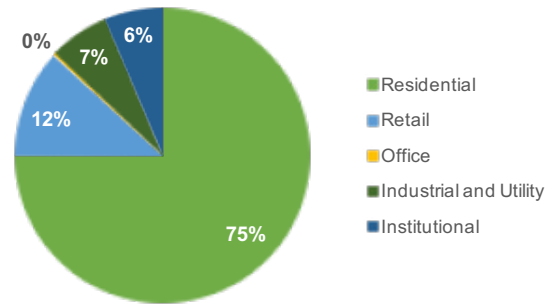
Source: Metropolitan Council, City of Brooklyn Park, Tangible Consulting Services

63ʳᵈ Avenue Station Area Plan Illustration

TOD OVERLAY
STATION
SINGLE-FAMILY RESIDENTIAL BUILDING
MULTI-FAMILY RESIDENTIAL BUILDING
COMMERCIAL BUILDING
INSTITUTIONAL BUILDING
PUBLIC PARKS AND OPEN SPACE
RESIDENTIAL LAND
COMMERCIAL AND INDUSTRIAL LAND

Source: Brooklyn Park Station Area Plan

Brooklyn Boulevard Station Area

City of Brooklyn Park

The Brooklyn Boulevard station area encompasses one of the biggest concentrations of retail activity in Brooklyn Park with some retail development focused at the Brooklyn Boulevard/ West Broadway intersection and other retail development fronting on Bottineau Boulevard. Well established industrial areas are located on the west side of Bottineau Boulevard to the west. Residential neighborhoods constitute much of the landscape to the north and east of the transit station location.

Brooklyn Boulevard Station Area: Generalized Land Use Map

Legend

✳ Approximate Station Location

Existing Land Use
- Agricultural
- Farmstead
- Single Family Detached
- Single Family Attached
- Seasonal/Vacation
- Multifamily
- Manufactured Housing Parks
- Mixed Use Residential
- Office
- Retail and Other Commercial
- Mixed Use Commercial
- Institutional
- Industrial and Utility
- Mixed Use Industrial
- Park, Recreational, or Preserve
- Golf Course
- Airport
- Extractive
- Undeveloped
- Major Highway
- Major Railway

Source: Metropolitan Council, MNGEO, Tangible Consulting Services, SHC

The Station Area Plan invites intensification of development, as opportunity allows, throughout much of the existing retail area. Two specific opportunities for residential development are identified a few blocks to the north and to the south of the Brooklyn Boulevard/West Broadway intersection.

Brooklyn Boulevard Station Area: Developed Land

- Residential
- Retail
- Office
- Industrial and Utility
- Institutional

55% — 17% — 2% — 18% — 8%
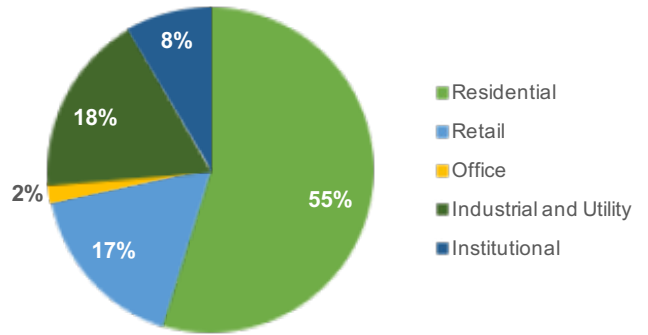
Source: Metropolitan Council, City of Brooklyn Park, Tangible Consulting Services

Brooklyn Boulevard: Station Area Plan Illustration

★ APPROXIMATE STATION LOCATION

STATION

MIXED-USE BUILDING

HIGH-DENSITY RESIDENTIAL

PUBLIC PARKS AND OPEN SPACE

COMMERCIAL AND INDUSTRIAL LAND

TOD OVERLAY
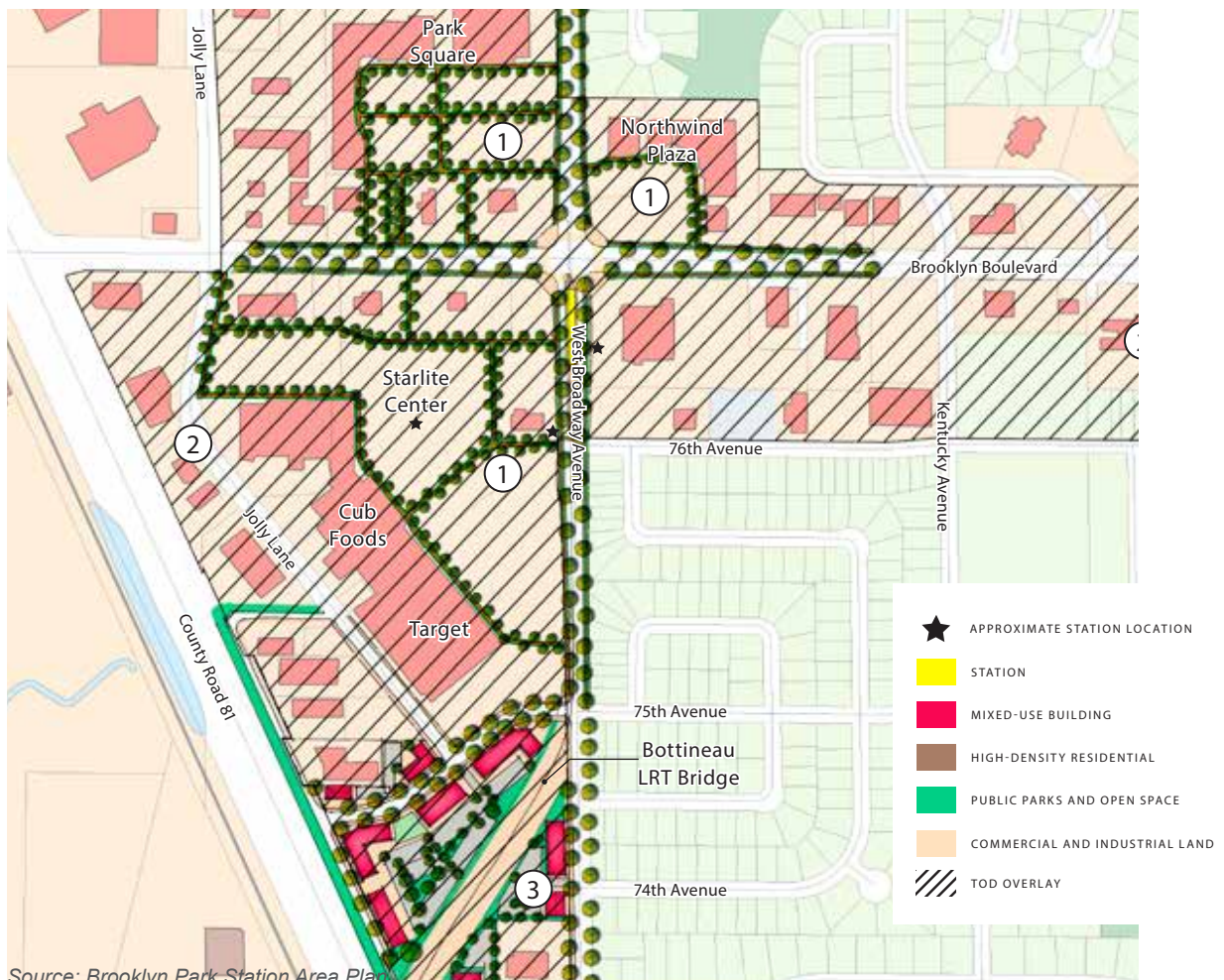
Source: Brooklyn Park Station Area Plan

85th Avenue Station Area

City of Brooklyn Park

The landmark at the 85th Avenue station area is the North Hennepin Community College whose property extends a full half-mile to the south along the east side of West Broadway Avenue. There is a small retail strip center on the southwest corner of the West Broadway/85th Avenue intersection and additional retail and office development to the west on 85th Avenue. To the northwest, beyond a few blocks of single-family homes, is a large area of industrial businesses. Aside from the community college, almost everything east of West Broadway is developed as single-family neighborhoods.

85th Avenue Station Area: Generalized Land Use Map

Legend

✱ Approximate Station Location

Existing Land Use
- Agricultural
- Farmstead
- Single Family Detached
- Single Family Attached
- Seasonal/Vacation
- Multifamily
- Manufactured Housing Parks
- Mixed Use Residential
- Office
- Retail and Other Commercial
- Mixed Use Commercial
- Institutional
- Industrial and Utility
- Mixed Use Industrial
- Park, Recreational, or Preserve
- Golf Course
- Airport
- Extractive
- Undeveloped
- Major Highway
- Major Railway

Source: Metropolitan Council, MNGEO, Tangible Consulting Services, SHC

The Station Area Plan Illustration below identifies opportunities for redevelopment. East of College Parkway on the north side of 85th Avenue is a vacant site owned by North Hennepin County Community College that has been guided for development as multi-family housing per the college's facility master plan; and on the southwest quadrant of the West Broadway and 85th Avenue intersection, the Station Area Plan envisions redevelopment of the retail center as a mixed-use residential development. Another opportunity site is noted in the Station Area Plan and is located east of the station on the north side of 85th Avenue. Planning has begun on this site for a multi-use performing arts center that would be a partnership of the North Hennepin Community College, the City of Brooklyn Park, Metropolitan State University, and the Osseo School District.

85th Station Area: Developed Land
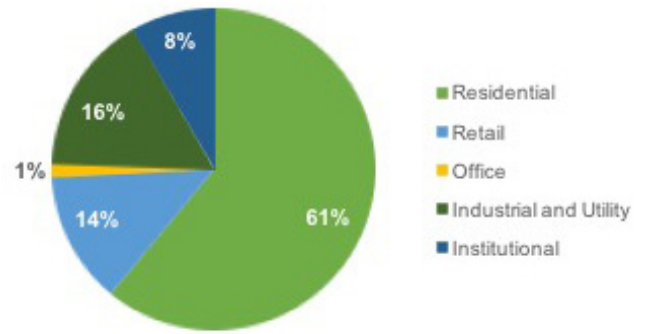
Source: Metropolitan Council, City of Brooklyn Park, Tangible Consulting Services

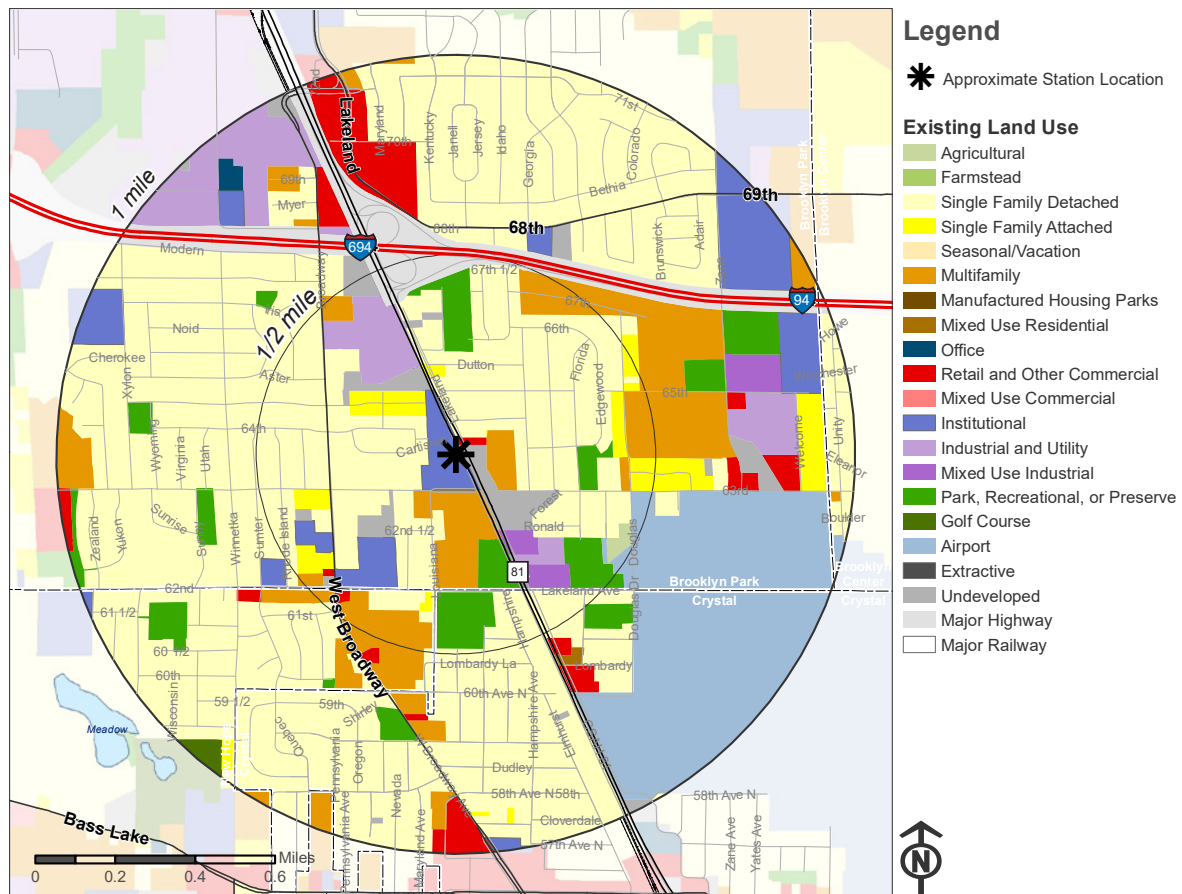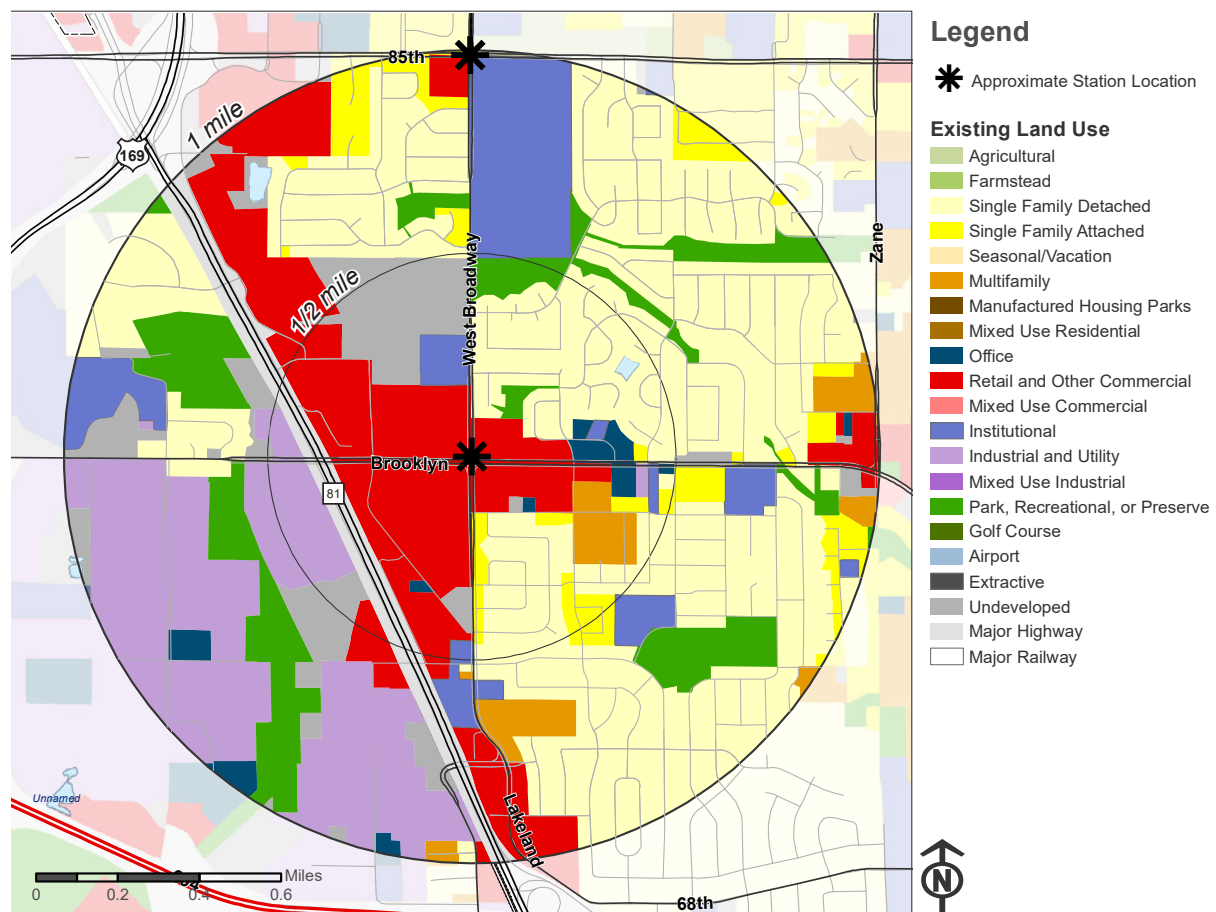*85th Avenue: Station Area Plan Illustration*

Source: Brooklyn Park Station Area Plan

93rd Avenue Station Area

City of Brooklyn Park

The 93rd Avenue station area is located in an industrial landscape. Essentially all of the development to the north and the west has been or is being developed as industrial facilities of various kinds. Only the southeast quadrant of the station area intersection, and the far part of the northeast quadrant, is residentially developed—primarily as single-family homes. There is a small amount of retail development near the transit station intersection—a Holiday gas station and convenience store to the north of 93rd Avenue on West Broadway.

93rd Avenue Station Area: Generalized Land Use Map
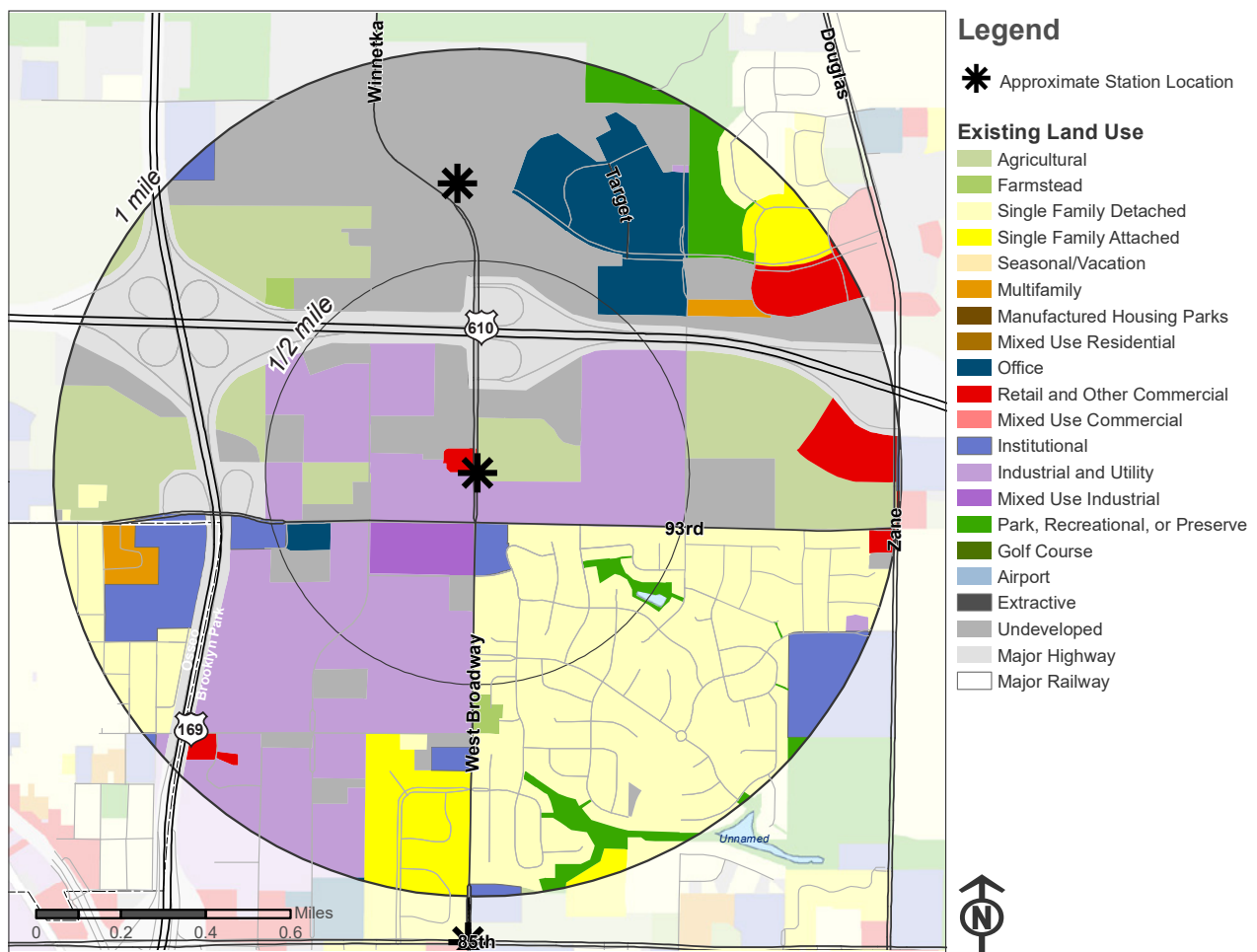
Legend

✳ Approximate Station Location

Existing Land Use
- Agricultural
- Farmstead
- Single Family Detached
- Single Family Attached
- Seasonal/Vacation
- Multifamily
- Manufactured Housing Parks
- Mixed Use Residential
- Office
- Retail and Other Commercial
- Mixed Use Commercial
- Institutional
- Industrial and Utility
- Mixed Use Industrial
- Park, Recreational, or Preserve
- Golf Course
- Airport
- Extractive
- Undeveloped
- Major Highway
- Major Railway

Source: Metropolitan Council, MNGEO, Tangible Consulting Services, SHC

The Station Area Plan supports the continued build-out of undeveloped property in the area as office and industrial development. No further retail development is envisioned. The plan expresses interest in the development of a hotel to serve the area, and there is in fact a hotel under construction in the area that is expected to open in Summer 2018.

93rd Avenue Station Area: Developed Land

- Residential 47%
- Retail 4%
- Office 7%
- Industrial and Utility 34%
- Institutional 8%
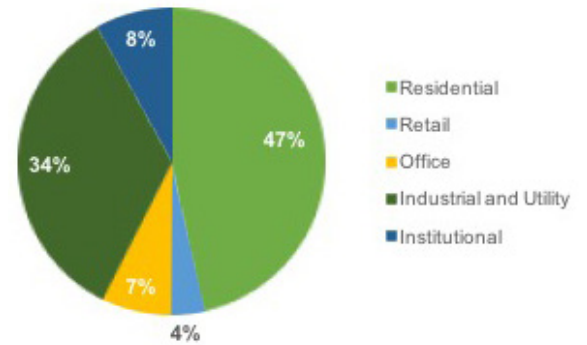
Source: Metropolitan Council, City of Brooklyn Park, Tangible Consulting Services

93rd Avenue Station Area Plan Illustration

STATION

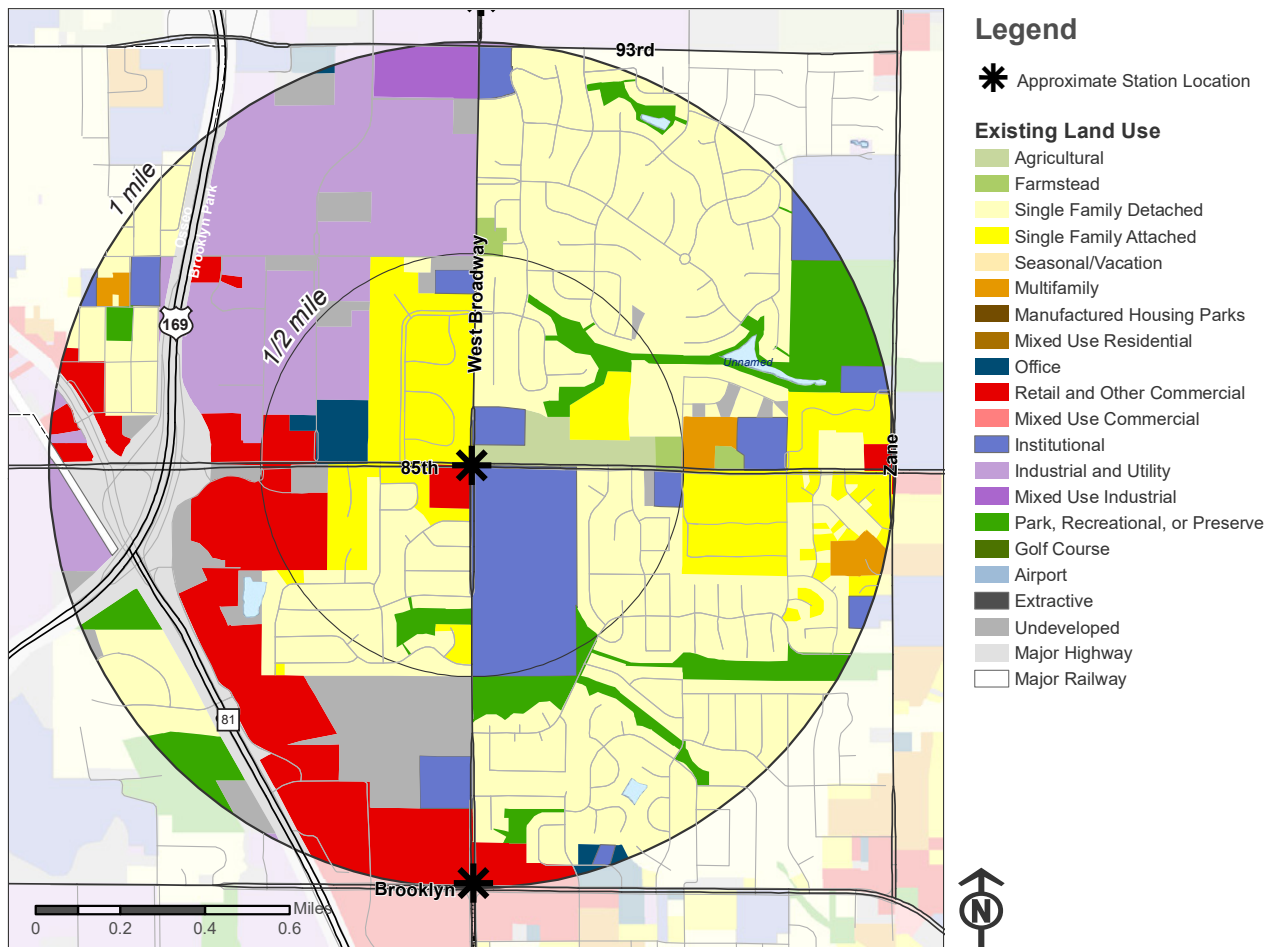BUSINESS PARK BUILDING

BUSINESS PARK LAND

INSTITUTIONAL BUILDING

INSTITUTIONAL LAND

PUBLIC PARKS AND OPEN SPACE

COMMERCIAL AND INDUSTRIAL LAN

Source: Brooklyn Park Station Area Plan

Oak Grove Station Area

City of Brooklyn Park

The Oak Grove station area is still largely undeveloped. Target north office campus offices are the largest existing development of note, occupying a large tract of land to the east of the future transit station. A large market-rate apartment complex has been recently developed further to the east along Oak Grove Parkway. New industrial development is occurring in the northern part of the station area on the far side of the Rush Creek trail corridor.

Oak Grove Station Area: Generalized Land Use Map

Legend

✳ Approximate Station Location

Existing Land Use
- Agricultural
- Farmstead
- Single Family Detached
- Single Family Attached
- Seasonal/Vacation
- Multifamily
- Manufactured Housing Parks
- Mixed Use Residential
- Office
- Retail and Other Commercial
- Mixed Use Commercial
- Institutional
- Industrial and Utility
- Mixed Use Industrial
- Park, Recreational, or Preserve
- Golf Course
- Airport
- Extractive
- Undeveloped
- Major Highway
- Major Railway
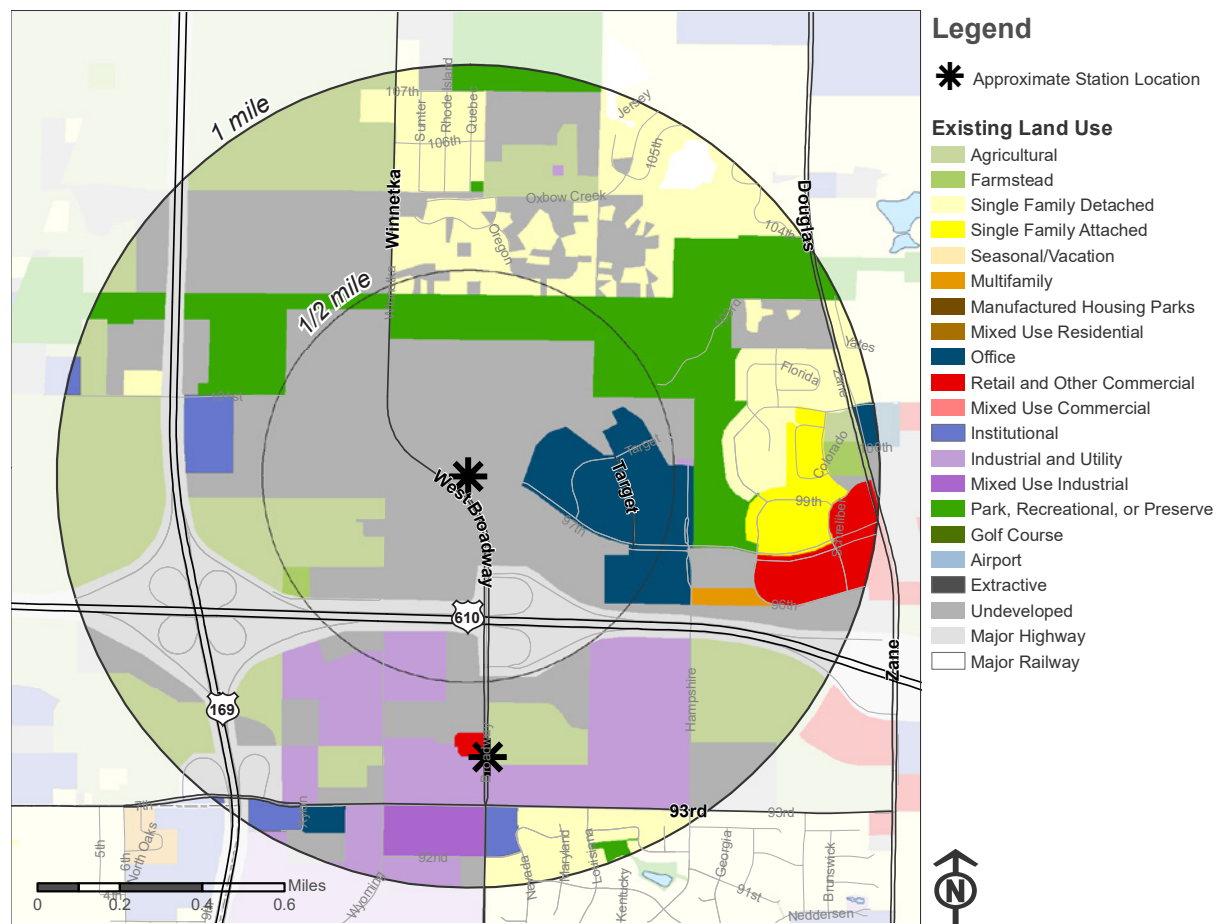
Source: Metropolitan Council, MNGEO, Tangible Consulting Services, SHC

The Oak Grove Station Area Plan envisions a mixed-use future for undeveloped land near the transit station. Land to the south of the Target north office campus would be a new residential community, with high-density housing and ground floor retail storefronts fronting on a new pedestrian-oriented street that bisects the area. Land to the north of the existing Target Corporation offices would be available for expansion of that office campus. Land to the west of the future transit station would be available for an additional office development or another mixed-use development district.

Oak Grove Station Area: Developed Land

- Residential — 45%
- Retail — 5%
- Office — 13%
- Industrial and Utility — 32%
- Institutional — 5%
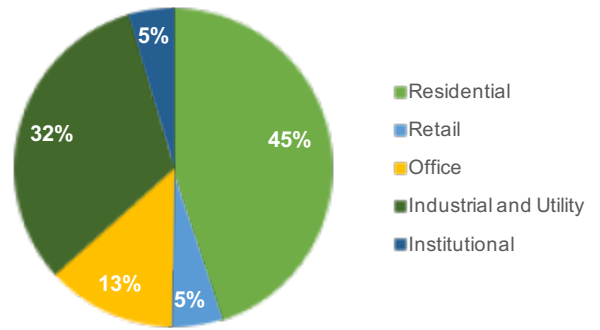
Source: Metropolitan Council, City of Brooklyn Park, Tangible Consulting Services

Oak Grove Station Area Plan Illustration

Legend:
- STATION
- SINGLE-FAMILY RESIDENTIAL
- COMMERCIAL TOD LINER BUILDING
- OFFICE BUILDING
- FUTURE MIXED-USE MAIN STREET
- FUTURE OFFICE CAMPUS/MIXED-USE
- PARK AND RIDE
- NORTHERN CAMPUS EXPANSION
- CITY
- PUBLIC LAND AND OPEN SPACE
- COMMERCIAL AND INDUSTRIAL LAND
- OPERATIONS AND MAINTENANCE FACILITY (OMF)
- TO BE DETERMINED
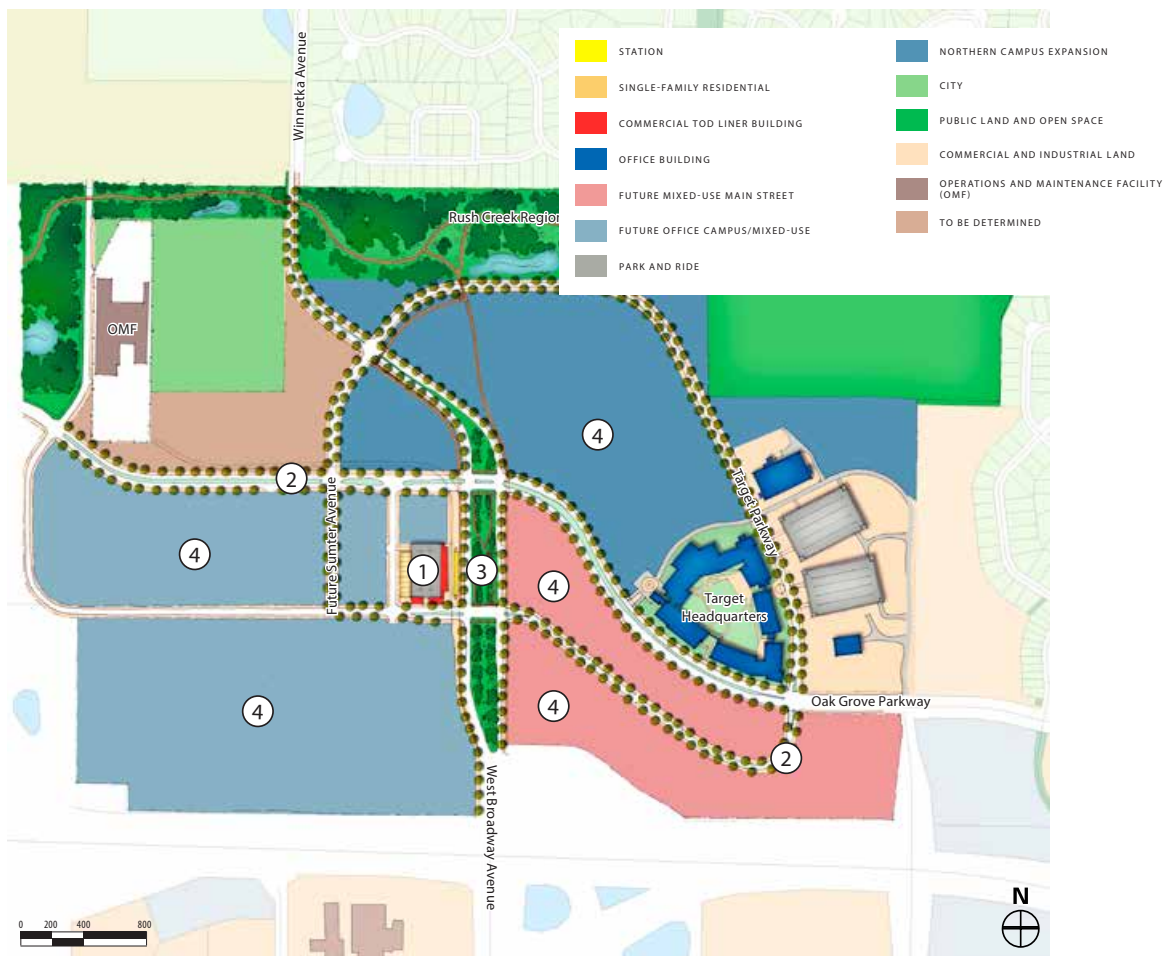
Source: Brooklyn Park Station Area Plan

RETAIL DEVELOPMENT MARKET

Retail Overview

Retail is one of the most highly competitive and fluid real estate market sectors. Existing stores are constantly being challenged by new concepts, locations, and competitors. Turnover is very common. Meanwhile, property owners must constantly be following changes in the market and making strategic reinvestments or tenant mix changes to ensure their centers are vibrant and profitable.

Store-based retail is being pressured by on-line sales. The store-based share of retail sales has declined by 10% since 2000, and that trend continues. Retail stores have responded in a number of ways, which include on-line sales that ship from brick-and-mortar establishments. Store-based retailers have also learned to position stores so that they provide an experience that is qualitatively different than on-line shopping.

U.S. Online Retail Sales as A Percentage of Total Retail Sales
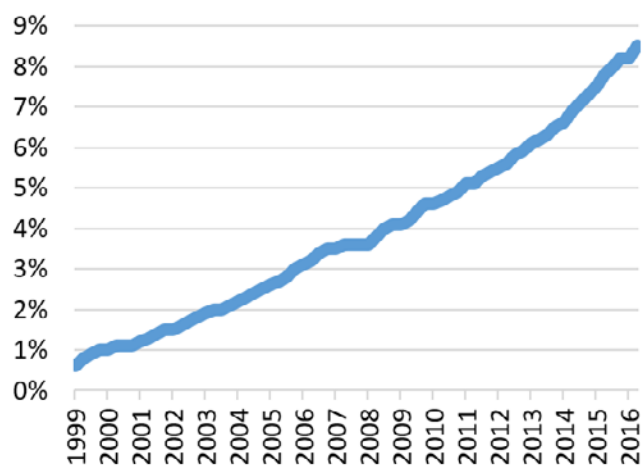
Source: Federal Reserve Bank of St. Louis

The reduced market share of store-based retail has not impacted all retail centers equally. There has been a bifurcation between stronger and weaker retail centers. Many stronger retail centers have been able to hold their own with reinvestment and ongoing attention to store mix. Older and more poorly located retail centers have tended to suffer a disproportionate decline in condition and occupancy.

From a planning perspective, it is important for communities to understand how the overall demand for bricks-and-mortar retail space has been shrinking over time. Therefore, when weaker retail properties are redeveloped, it may be best for the replacement development to include a reduced retail footprint or none at all.

Retail Typologies

A retail property's primary intended use is to promote, distribute or sell products and services to the general public. It will often be in high traffic or easily accessible areas. Retail buildings are configured for the display of merchandise or the interaction of company sales personnel with others.

Retail buildings can be used for various sales opportunities, including, but not limited to, stand-alone (convenience stores to department stores), store fronts, strip centers (no anchors), neighborhood, community, regional, and super-regional malls, power centers, factory outlet centers, and fashion or specialty centers. Examples of the most common retail building types are as follows:

Regional Mall

Provides shopping goods, general merchandise, apparel, and furniture, and home furnishings in full depth and variety. It is built around the full-line department store with a minimum Gross Leasable Area (GLA) of 100,000 square feet, as the major drawing power. For even greater comparative shopping, two, three, or more department stores may be included. In theory a regional center has a GLA of 400,000 square feet, and may range from 300,000 to more than 1,000,000 square feet. Regional centers in excess of 750,000 square feet GLA with three or more department stores are considered Super Regional.

Power Center

The center typically consists of several freestanding (unconnected) anchors and only a minimum amount of small specialty tenants that may range from 250,000 to 600,000 square feet. A Power Center is dominated by several large anchors, including discount department stores, off-price stores, warehouse clubs, or "category killers," i.e., stores that offer tremendous selection in a particular merchandise category at low prices.

Community Center

Typically offers a wider range of apparel and other soft goods than neighborhood centers. Among the more common anchors are supermarkets, super drugstores, and discount department stores. Community center tenants sometimes contain value-oriented big-box category dominant retailers selling such items as apparel, home improvement/furnishings, toys, electronics or sporting goods. The center is usually configured in a straight line as a strip, or may be laid out in an "L" or "U" shape, depending on the site and design. Of all the center types, community centers encompass the widest range of formats. For example, certain centers that are anchored

by a large discount department store often have a discount focus. Others with a high percentage of square footage allocated to off-price retailers can be termed as off-price centers. The size of such a center ranges from 100,000 to 350,000 square feet.

Neighborhood Center

Provides for the sales of convenience goods (food, drugs, etc.) and personal services (laundry, dry cleaning, etc.) for day-to-day living needs of the immediate neighborhood with a supermarket being the principal tenant. In theory, the typical GLA is 50,000 square feet. In practice, the GLA may range from 30,000 to 100,000 square feet.

Strip Center

A strip center is an attached row of stores or service outlets managed as a coherent retail entity, with on-site parking usually located in front of the stores. Open canopies may connect the storefronts, but a strip center does not have enclosed walkways linking the stores. A strip center may be configured in a straight line, or have an "L" or "U" shape.

Retail Trade Areas

The area from which a retail district draws the majority of its customers is known as the Trade Area. The boundary for a Trade Area is determined by many factors but mostly by the location of the next closest districts that offer a similar complement of goods and services. The Trade Area for retail centers that provide everyday goods and services is smaller than the Trade Area for a destination retail district. Three of the retail centers along the Bottineau Corridor—those at Robbinsdale, Bass Lake Road, and Brooklyn Boulevard—offer the number and variety of stores that allow them to draw from a Trade Area radius of several miles. A prospective future retail area in the Oak Grove station area would also have destination appeal. This report uses a 3-mile radius as an estimated Trade Area for those retail centers. The retail areas or prospective retail development at other Bottineau Corridor station areas would have a smaller Trade Area. This report uses a 1-mile radius as an estimated Trade Area at those locations.

Multiple Retail Markets

Retailers capture sales from five main categories of consumers: residents, daily workers, commuters, intermittent (transitory) visitors, and destination shoppers. Of these, residents are typically the primary consumer market for most retailers. The strongest retail locations are situated so that they can capitalize on several of these markets.

Given that residential households generate the bulk of sales for most retailers, the disposable income of households in a given Trade Area (i.e., the geographic area where a store location may expect to capture customers from) is an important indicator of retail viability. Other indicators of a community's capacity to support retail development include population, household median income, aggregate income, and aggregate expenditures.

Resident Consumers

- *Spend, on average, between 10%-20% of household income at local retailers (not including auto spending); this is far more per capita and per-trip than other consumer types.*

- *Support a wider variety of retail goods and personal services than daily workers or transitory visitors; everything from haircuts to hardware to prescriptions.*

Daily Workers

- *Spend just a fraction on local retail compared to residents, but can be regular customers for restaurants, coffee shops, and other specific retailers.*

- *Generally limit their spending time to the working hours during Monday-Friday.*

- *Spend in narrow categories such as restaurants and convenience/gas.*

Intermittent Visitors

- *Are difficult to predict but can be significant sources of business to retailers located on major thoroughfares with good access.*

Commuters

- *Do not generate high levels of patronage for most retail tenants.*

- *Like daily workers, can become regular customers for specific retailers such as coffee shops or convenience/gas stations.*

Destination Shoppers

- *Will drive significant distances and make special trips to shop at specific stores.*

- *Can be very loyal customers for the retailers they patronize.*

- *May often spend a substantial amount of money at one visit, or over the course of a year.*

Bottineau Corridor

Retail land. In the Bottineau Corridor, the share of land dedicated to retail development varies widely between the different station areas. The Brooklyn Boulevard station area has the greatest proportion of land in retail development. The Golden Valley Road station area has the least.

Retail Share of Developed Land: 1-Mile Radius
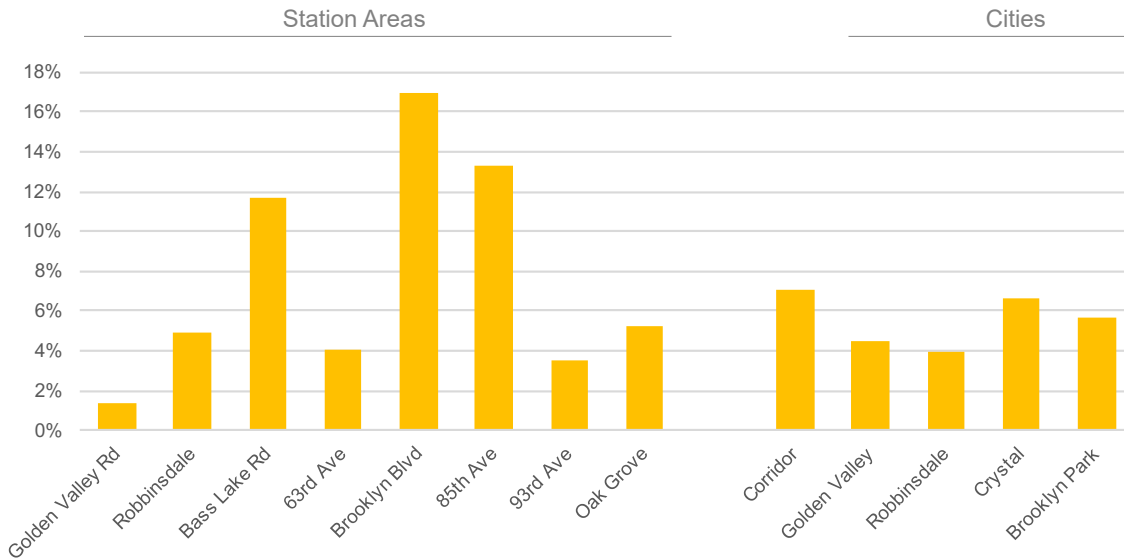
Source: Metropolitan Council, Metropolitan Cities, Tangible Consulting Services

Retail floor area. The following chart quantifies the existing floor area of retail development in selected station areas, which differs in interesting ways from the amount of land dedicated to retail development. Note that the Robbinsdale station area has the third greatest retail floor area even though it has less land dedicated to retail development than the 85th Avenue station area.

Retail Floor Area In Selected Station Areas, 1-Mile Radius

Source: CoStar, Tangible Consulting Services

COMMERCIAL MARKET ANALYSIS - 7.20.2018
Bottineau Community Works
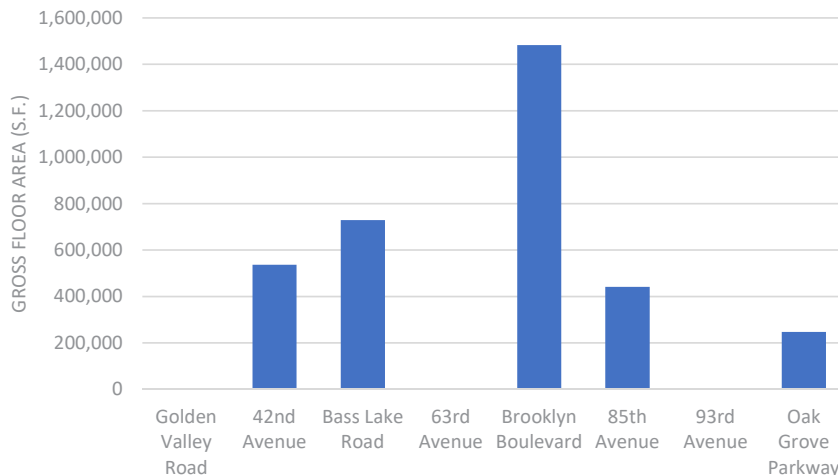
Characterization of retail areas. We can characterize the retail centers in the Bottineau station areas by their size and prevailing development format and thus set proper expectations with regard to Trade Areas and development viability.

Characterization of Existing Retail Development by station area

Golden Valley Road	Minimal.
Robbinsdale	Community-level retail (estimated 3-mile Trade Area radius), including a traditional storefront retail district fronting on West Broadway.
Bass Lake Road	Community-level retail (estimated 3-mile Trade Area radius), primarily centered on Crystal Shopping Center.
63rd Avenue	Minimal.
Brooklyn Boulevard	Community-level retail (estimated 3-mile Trade Area radius), centered on the Brooklyn Boulevard/West Broadway intersection, and fronting along Bottineau Boulevard.
85th Avenue	Neighborhood-level retail at the transit station (estimated 1-mile Trade Area radius), with a larger automobile-oriented retail strip to the west along 85th Avenue.
93rd Avenue	Minimal.
Oak Grove	Existing community-level retail at Zane Avenue (estimated 3-mile Trade Area radius). Future pedestrian-oriented destination retail district near the transit station.

Shopping Centers. A key retail development format is the shopping center. Shopping centers provide a platform for an intentional business mix, in which the center's identity and attractiveness may be greater than the sum of its parts. The following is a list of shopping centers that are located within the station areas. The table offers a measure of their size and some indicators of market viability—the age of the center, current average asking rents and five-year average vacancy rate.

Prominent Retail Properties in Bottineau Station Areas

Retail District	Properties	Leasable Area (s.f.)	Building Age	Avg. Vacancy Rate	Avg. Asking Rent per Square Foot*
Principal Centers					
85th Avenue	**18**	**441,779**	**--**	**1.3%**	**$10.00**
Broadway Square		52,282	1982	2.1%	$11.91
Wyoming Avenue N		24,000	1987	0.0%	$10.00
Brooklyn Blvd	**65**	**1,483,063**	**--**	**5.1%**	**$17.00**
Starlite Center		306,637	1985	9.5%	$17.37
Northwind Plaza		83,985	1986	0.7%	$10.28
Park Square		141,131	1986/2006	0.9%	$15.20
Park Commons Retail Center		34,358	1993	1.3%	$19.55
Sisaket Plaza		42,644	1971	0.0%	unavailable
Bass Lake Rd	**78**	**1,061,000**	**--**	**6.8%**	**$9.16**
Crystal Gallery Mall		90,046	1984	23.7%	$16.00
Crystal Town Center		55,532	1982	2.5%	$15.54
Crystal Shopping Center		356,471	1954	5.6%	unavailable
Robbinsdale	**53**	**537,000**	**--**	**4.9%**	**$13.00**
Robbinsdale Town Center		95,967	1987	8.2%	$13.50
Robin Center		99,643	1955/1984	14.3%	$12.12
4180 W Broadway		13,800	1998	13.7%	$16.40
Hennepin County	**5,359**	**74,968,510**	**--**	**3.2%**	**$16.69**
7-County Twin Cities Metro Area	**12,859**	**174,004,472**	**--**	**3.6%**	**$14.98**

* Asking rents are based on triple net (NNN) rates in which tenants are responsible for all expenses associated with their proportional share of occupancy of the building.

Source: CoStar, Tangible Consulting Services

Competitive Context. Each retail area along the Bottineau Corridor exists in a competitive landscape that is shaped by the location, size, and character of other nearby retail centers. The competitive context is examined by station area in the sections that follow. But the following map provides an overall perspective on the centers of retail activity in the communities surrounding the Bottineau Corridor. It maps shopping center properties from largest (regional mall) to smallest (strip center).

Legend

✳ Approximate Station Location

Shopping Center Type

⊕ Regional Mall

⊕ Power Center

⊕ Community Center

⊕ Neighborhood Center

⊕ Strip Center

◯ 1-Mile Station Radius
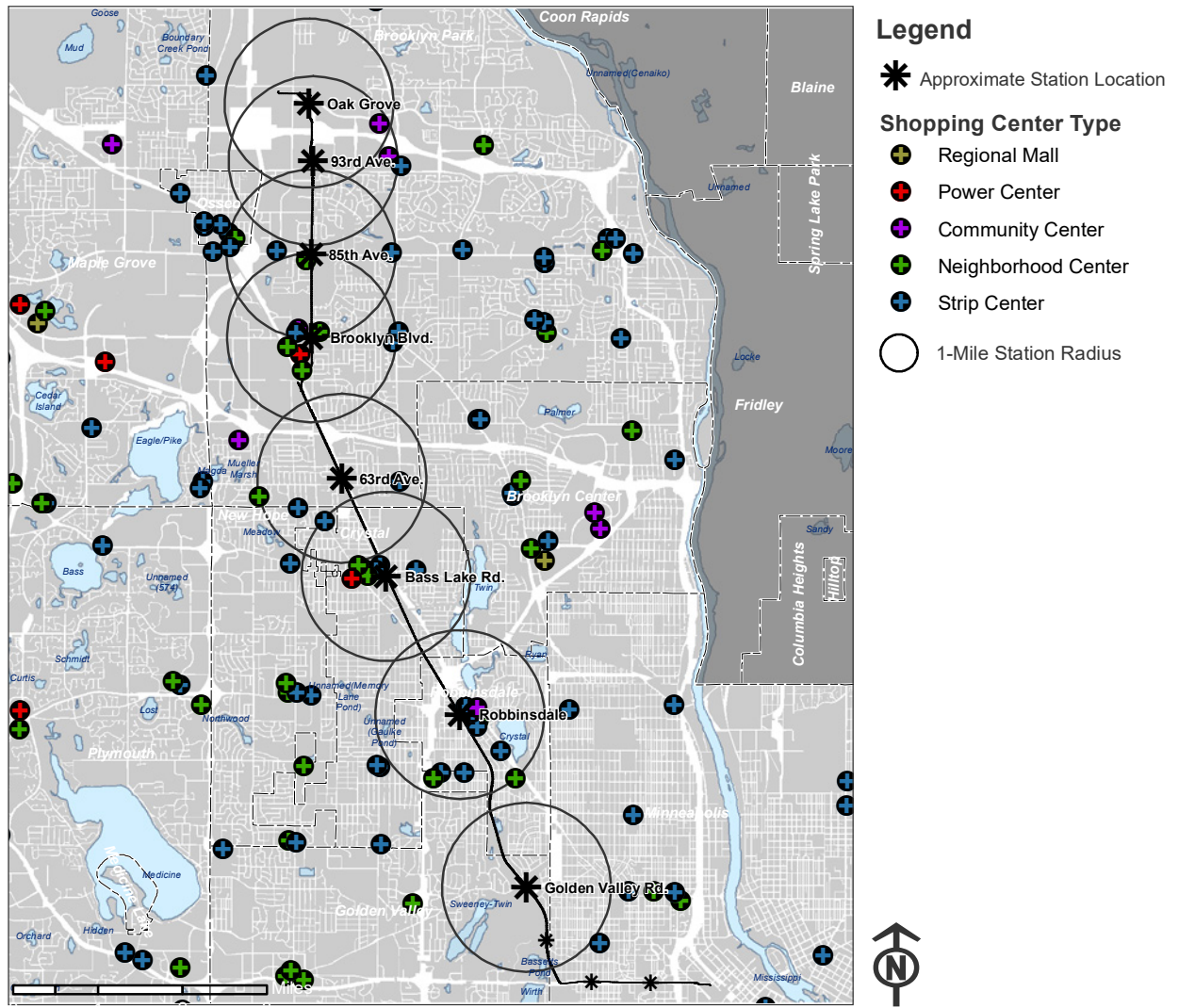
Source: Metropolitan Council, MNGEO, CoStar, Tangible Consulting Services, SHC

Population and Income. Retail stores are supported by the consumers in their Trade Areas. Population and income are two indicators of the ability of a Trade Area to support existing and new retail. A decline in population density due to an aging population and a resultant decline in household size can be a factor in reduced customer support for existing retail areas. This long-term trend, however, can be offset in some locations by the introduction of additional housing density or the natural turnover of older households to younger households with children. The following table provides the population and aggregate income in a one-mile trade area radius for each transit station area. For those station areas that have a larger trade area, or in the case of the Oak Grove station area, are proposed to offer retail with a destination appeal, the table provides the population and aggregate income in a 3-mile radius of the transit station.

Population and Aggregate Income: 1-Mile and 3-Mile Radius

	Population		Aggregate Income	
	1 Mile	**3 Miles**	**1 Mile**	**3 Miles**
Golden Valley Road	14,804	-	$380,773,684	-
Robbinsdale	15,187	131,785	$472,163,830	$3,516,287,370
Bass Lake Road	11,014	113,805	$320,661,596	$3,130,434,135
63rd Avenue	14,871	-	$329,972,619	-
Brooklyn Boulevard	9,950	86,337	$238,222,900	$2,317,803,102
85th Avenue	10,830	-	$327,260,940	-
93rd Avenue	5,752	-	$188,688,608	-
Oak Grove	1,729	73,748	$60,665,423	$2,588,000,000

Source: CoStar, Tangible Consulting Services

Consumer expenditures. ESRI estimates actual household expenditures in different categories of consumer goods. The following table illustrates ESRI-estimated expenditures from households in a three-mile radius of the three community-level shopping areas in the Bottineau Corridor.

Estimated Consumer Spending by Households in 3-Mile Radius
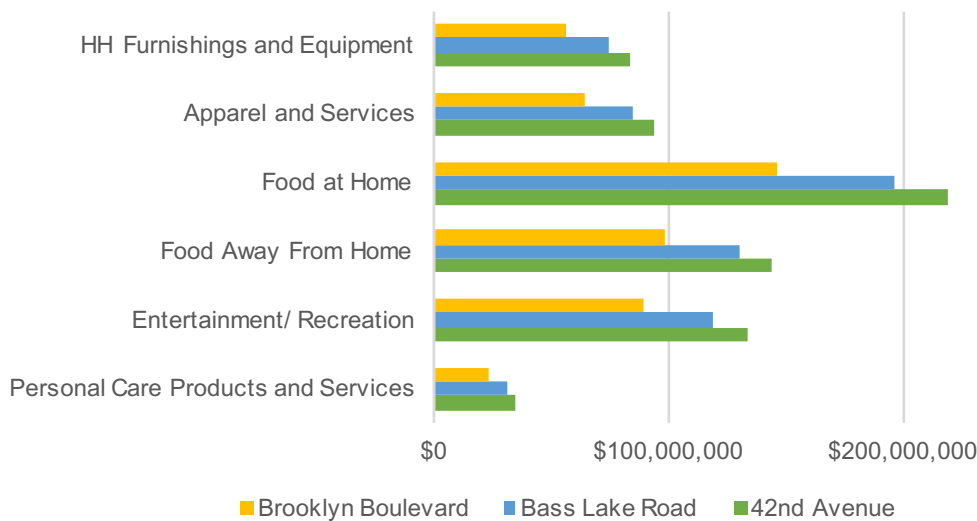
Source: CoStar, Tangible Consulting Services

Golden Valley Road Station Area

Retail Supply

The Golden Valley Road station area is in a residential and park setting. There is no existing retail development near the transit station. The closest commercial development to the station is the medical office facility, Minneapolis Clinic of Neurology, a half mile west of the transit station. The retail corridor along West Broadway is a non-factor relative to development near the future transit station because of its distance and lack of easy connection from the station. The most likely new retail in the station area is the development of a modest retail presence in a predominantly housing development near the future transit station. The following table outlines some assets and challenges of that location for retail development.

Golden Valley Road Station Area: Retail Context Map
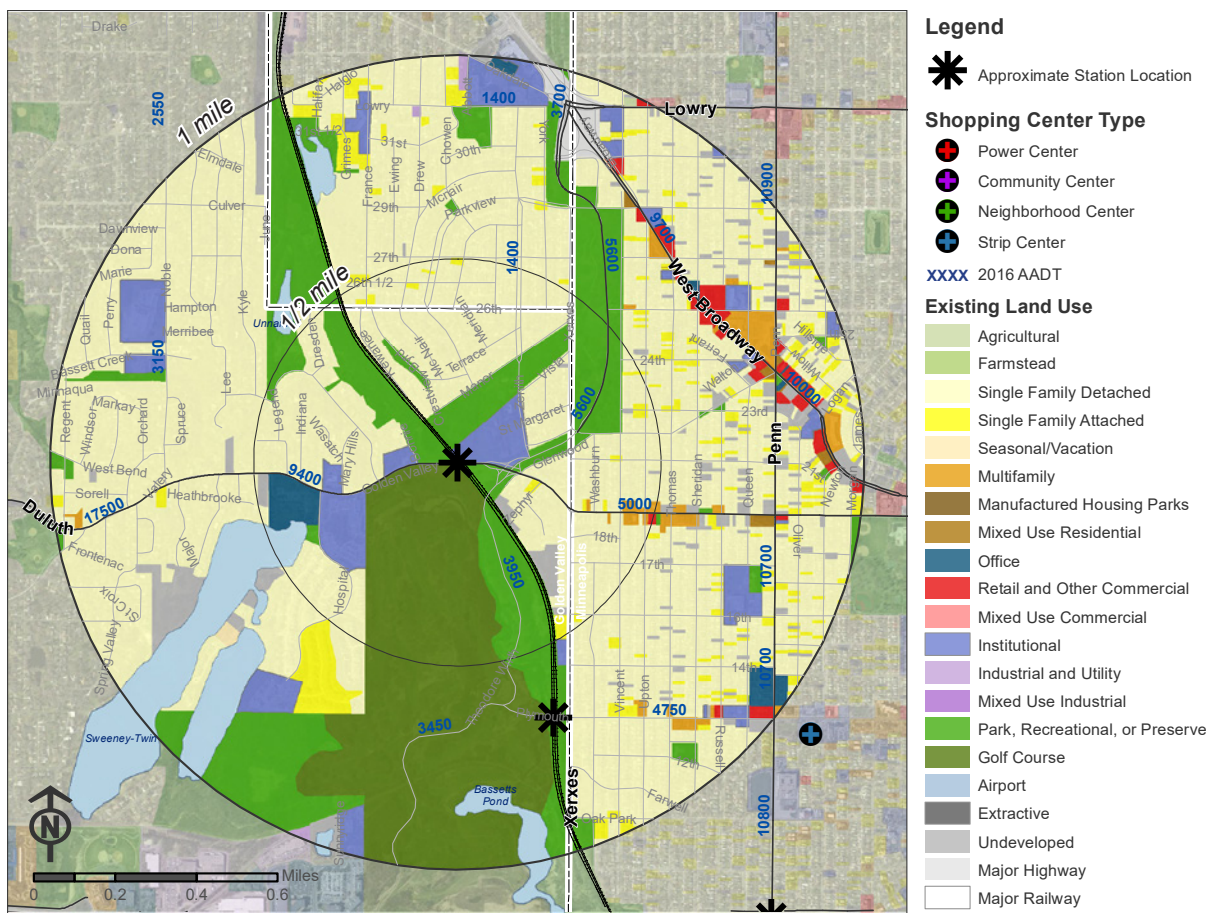
Source: Metropolitan Council, MNGEO, CoStar, Tangible Consulting Services, SHC

AADT means Average Daily Travel—i.e. the number of cars that pass that point in the road each day, in either direction

Golden Valley Road Station Area: Assets and Challenges of Retail Development

Assets	Challenges
There is little retail competition in the immediate area	The area is not a recognized retail area
Some nontraditional sub-markets can potentially be captured, including transit riders, bicyclists, and park visitors	Roads are lightly traveled, by typical retail standards. (Retailers have different criteria, but most will select sites with traffic volumes of 10,000 ADT or higher.)
There is good walking and trail connectivity around the intersection	Household density is low in the surrounding area, due to the large amount of undeveloped land and single-family homes

Retail Demand

Sub-markets

New retail proximate to the station area could take advantage of the following potential sub-markets.

- **Commuters.** Commuters on Golden Valley Road number around 4,000 each day, and a similar number of motorists pass the site on Theodore Wirth Parkway.

- **Transit riders.** 905 passengers a day will board the train at the Golden Valley Road Station. (See Estimated Daily Boardings table for a breakdown of how they arrive.) A similar number will disembark.

Golden Valley Road Station: Estimated Daily Boardings

LRT Station	Mode of Access			
	Walk	Transfers	Drive[1]	Total
Golden Valley Road	368	422	115	905

1 Drive access includes both park-and-ride and passenger drop-off

Surrounding Community. The following are indicators of purchasing power within a one-mile radius of the transit station. The one-mile radius is used to characterize the market for local or neighborhood goods and services. The population base and household income within one mile of the station easily supports a significant amount of retail space. However, due to the location of the station, which is not conducive to supporting most types of retail, it would be challenging to capture a significant amount of local spending in the station area. In particular, national retail chains would require much higher traffic counts and a more robust cluster of existing retailers that would serve to bring people to the station area.
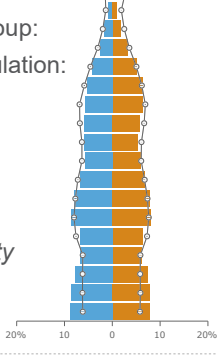
With that being said, there are limited types of retail space that could be supported near the station, such as a coffee shop, small café, or convenience store. In other words, a user that would have a very small trade area, would not be dependent on being near a cluster of other retailers, and yet would benefit from the regular traffic generated by the LRT.

	1-Mile Radius
Population	14,804
Median Household Income	$54,553
Aggregate Household Income	$381,000,000

Prospective retailers pay close attention to the characteristics of households and their shopping patterns in a given trade area. The following graphic offers an overview of consumer characteristics in a one-mile radius of the Golden Valley Road Station. An ESRI report tailored to this station area, and offering additional information relative to consumer demographics, income and expenditures in the retail trade area, can be found in the Appendix.

Trail and park users. Users of the trail systems that converge at the station along with users of Theodore Wirth Park would add to the local household base in supporting retail activity at this location. However, these types of users would not be able to support any retail activity by themselves, especially given that most of the park's major destinations are located some distance from the station and the number of users can fluctuate significantly based on time of year and weather conditions. That said, the same small retail users noted above that would be able to potentially thrive despite the location would definitely be able to leverage trail and park users as well.

Golden Valley Road: Marketing Profile of Surrounding Community, 1-Mile Radius

Key Facts	Annual Household Spending	Age Pyramid
Population: 14,804 Median Age: 33.1 Average Household Size: 3.0 Median Household Income: $54,553	Apparel & Services: $2,035 Groceries: $4,771 Computers & Hardware: $166 Healthcare: $5,146 Eating Out: $3,119	The largest group: 2017 Male Population: Age 0-4 The smallest group: 2017 Male Population: Age 85+
Education	**Annual Lifestyle Spending**	*Dots show comparison to Hennepin County*
No High School Diploma: 11% High School Graduate: 21% Some College: 30% Bachelor's/Grad/Prof Degree: 37%	Travel: $1,909 Sports Events: $53 Theatre/Operas/Concerts: $57 Online Games: $4 Movies/Museums/Parks: $74	20% 10 0 10 20%

Source: ESRI

Demand Indicators

- **Performance of existing retail.** There are no existing retail businesses near the station area. Thus, there is no basis for assessing existing retail performance.

- **Interview input.** Developer and real estate professional interviewees did not see the transit station location at Theodore Wirth Parkway and Golden Valley Road as a desirable area for new retail goods and services because of its lack of visibility and low traffic volumes. They felt any retail introduced as part of a mixed-use development should be limited in size.

Summary of Findings

There is no established retail market in the Golden Valley Road station area, so new retail would be pioneering. Because of its low traffic counts, the absence of an existing retail anchor, and neighborhood purchasing power diluted by the presence of large parks, lakes, and other public land, the area has few of the locational assets that would attract traditional retail stores. Developers interviewed were consistently discouraging about pursuing retail development that went beyond a small footprint. On the other hand, the area is underserved by retail amenities, and the distinctive environment could present opportunities for attracting nontraditional markets such as bicyclists and park visitors. This may result in market support for the introduction of a small amount of retail as a character- and identity-building element of a new housing development.

Robbinsdale Station Area

Retail Supply

The Robbinsdale Transit Station is adjacent to downtown Robbinsdale. Therefore, the coming transit service will likely have a positive impact the city's most celebrated place and its largest retail area. Retail in the station area, and extending south along West Broadway, is situated in a broad range of retail formats:

- Robin Center and Robbinsdale Town Centers are retail malls, each offering nearly 100,000 square feet of retail floor area.

- West Broadway Avenue is a mainstreet environment with multiple blocks of fine-grained storefront-style retail stores and instances of stand-alone retail buildings intermixed with other development.

- 36th Avenue and West Broadway/Bottineau Boulevard is taking shape as a new retail node with the new Hy-Vee grocery store situated across the street from a planned new strip of retail stores on the ground floor of a large apartment complex.

The various retail properties add up to the third largest retail destination in the Bottineau Corridor, offering around 537,000 square feet of total retail floor area.

Robbinsdale Station Area: Retail Context Map
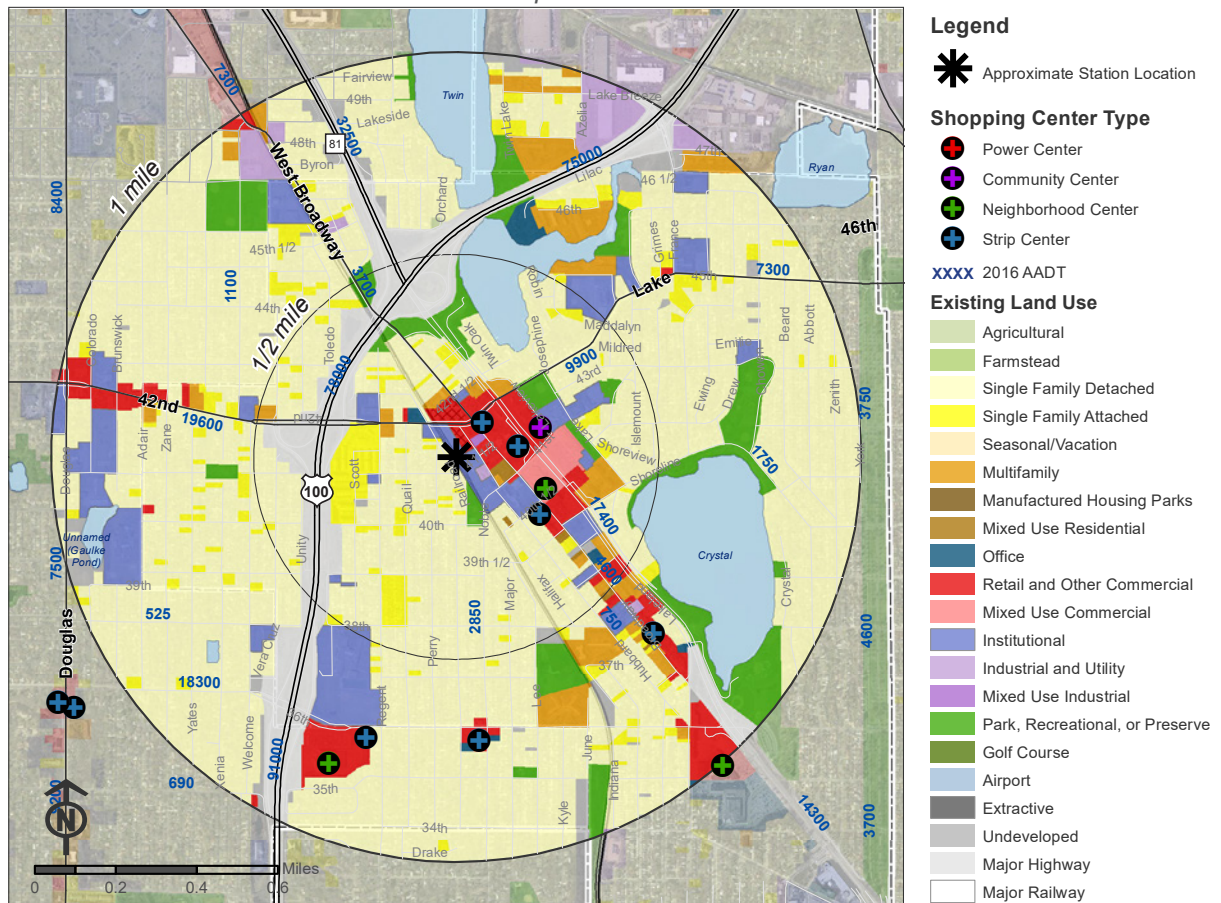
Source: Metropolitan Council, MNGEO, CoStar, Tangible Consulting Services, SHC

The two largest existing shopping centers in the Robbinsdale station area are Robin Center and Robbinsdale Town Center Mall. Both are aging properties with an average vacancy rate over the last years well above the overall vacancy rate for the station area. Robin Center is comprised of two strip malls, facing Bottineau Boulevard, with abundant visible parking. Robbinsdale Town Center Mall suffers from difficult access and an interior orientation that is both out of style with consumers and not compatible with the pedestrian-oriented character of the storefronts located just to the north along West Broadway.

Robbinsdale Station Area: Prominent Retail Properties

Retail District Principal Centers	Properties	Leasable Area (s.f.)	Building Age	Avg. Vacancy Rate	Avg. Asking Rent per Square Foot*
Robbinsdale	53	537,000	--	4.9%	$13.00
Robbinsdale Town Center		95,967	1987	8.2%	$13.50
Robin Center		99,643	1955/1984	14.3%	$12.12
4180 W Broadway		13,800	1998	13.7%	$16.40

* Asking rents are based on triple net (NNN) rates in which tenants are responsible for all expenses associated with their pro-portional share of occupancy of the building. Source: CoStar, Tangible Consulting Services

There are scattered opportunities for redevelopment throughout the station area based on existing property conditions, site assembly costs, and the perceived attractiveness of subareas. Because of the wide range of potential development settings, it is difficult to generalize about the assets and challenges for retail development in the station area. Elements in the following list should not be understood as equally applicable to all sites.

Robbinsdale Station Area: Assets and Challenges of Retail Development

Assets	Challenges
Downtown Robbinsdale has an established identity and cachet—especially at or near its core storefront blocks on West Broadway	There is a lack of development pattern along much of West Broadway frontage
There is development momentum in the area	The age and condition of some properties impacts the area brand, and deters adjacent development
Retail areas are visible from well-traveled Bottineau Boulevard	Some impactful development opportunities would face high acquisition costs
Station area retail is well spaced from competing commercial areas	

The map below illustrates the competitive landscape for new retail at the Robbinsdale station area. Retail development in Robbinsdale competes most directly with Crystal's retail area in terms of attracting shoppers, retail stores, and new retail development. Crystal's retail area, centered at the Crystal Shopping Center, has a greater number and variety of retailers than the Robbinsdale retail area. Robbinsdale's storefront district, however, offers a walkable environment that has no parallel in a five-mile radius outside of downtown Minneapolis.

Robbinsdale Station Area: Competitive Context for Retail Development
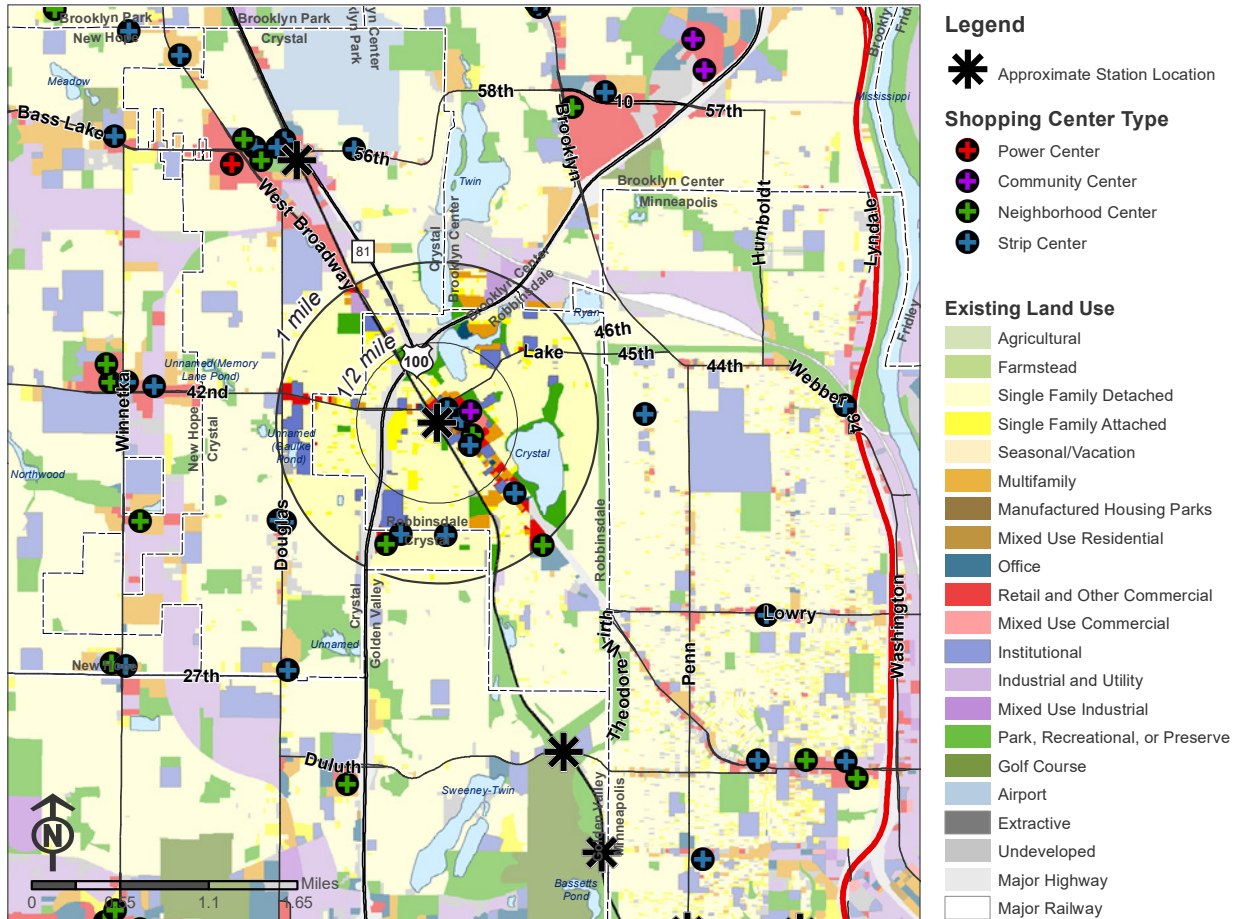
Source: Metropolitan Council, MNGEO, CoStar, Tangible Consulting Services, SHC

Retail Demand

Sub-markets

New retail in the station area can take advantage of the following sub-markets.

Commuters. Commuters on Bottineau Boulevard number around 20,000 each day. Around 7,000 a day drive on West Broadway.

Transit riders. An estimated 3,517 passengers a day will board the train at the Robbinsdale station. (See Estimated Daily Boardings table below for a breakdown of how they arrive.) A similar number will disembark.

Estimated Daily Boardings at the Robbinsdale Station

LRT Station	Mode of Access			
	Walk	**Transfers**	**Drive[1]**	**Total**
Robbinsdale	638	2,269	610	3,517
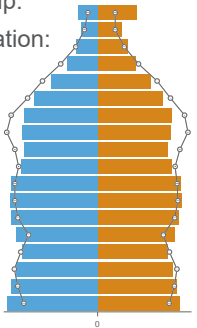
1Drive access includes both park-and-ride and passenger drop-off

Surrounding Community. Community shopping destinations of this size typically draw customers from a 3- to 6-mile radius. The following are indicators of purchasing power within one- and three-mile radii from the transit station. The one-mile radius is used to characterize the local shopping market, who use the retail area for their everyday shopping needs, while the three-mile radius is used to characterize destination shoppers. It should be noted that the mainstreet district along West Broadway in the station area has become a destination for high-end, innovative dining that attracts customers from throughout the metro area. This has meant that the customer base for specific retail categories has expanded well beyond the traditional "local" or "community" definitions.

	1-Mile	**3-Mile**
Population	15,187	131,785
Median Household Income	$56,833	$53,702
Aggregate Household Income	$472,000,000	$3,516,000,000

Prospective retailers pay close attention to the characteristics of households and their shopping patterns in a given trade area. The following graphic offers an overview of consumer characteristics in a 3-mile radius of the Robbinsdale station area. An ESRI report tailored to this station area, and offering additional information relative to consumer demographics, income and expenditures in the retail trade area, can be found in the Appendix.

Robbinsdale Marketing Profile of Surrounding Community, One-Mile Radius

Key Facts	Annual Household Spending	Age Pyramid
Population: 131,785 Median Age: 36.1 Average Household Size: 2.6 Median Household Income: $53,702	Apparel & Services: $1,880 Groceries: $4,382 Computers & Hardware: $154 Healthcare: $4,713 Eating Out: $2,888	The largest group: 2017 Male Population: Age 0-4 The smallest group: 2017 Male Population: Age 80-84
Education	**Annual Lifestyle Spending**	
No High School Diploma: 11% High School Graduate: 26% Some College: 32% Bachelor's/Grad/Prof Degree: 31%	Travel: $1,774 Sports Events: $49 Theatre/Operas/Concerts: $54 Online Games: $4 Movies/Museums/Parks: $69	*Dots show comparison to Hennepin County*

Source: ESRI

Demand Indicators

Performance of existing retail. CoStar tracks 53 retail buildings in the station area, with an aggregate floor area of 537,000 square feet. Although there are some important limitations to its data[1], the information and trendlines it offers relative to rents, occupancy, and deliveries (new construction), are important indicators of retail health. The following, data shows increasing average rents over the last five years, and increased occupancy of space—which are positive indicators of demand for retail space. Very little new retail space was developed in recent years, although a Hy-Vee grocery store is currently under construction and expected to open by the end of 2018.

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1. Rental rates are based on asking rents. That means rents are observed only when properties are being marketed for lease. Moreover, negotiated rent may end up lower than the asking rent. Vacancy rates are as reports by property owners. They may not reflect all vacant property, particularly where vacant properties are not being marketed for a new tenant.

Robbinsdale Station Area: Retail Market Indicators
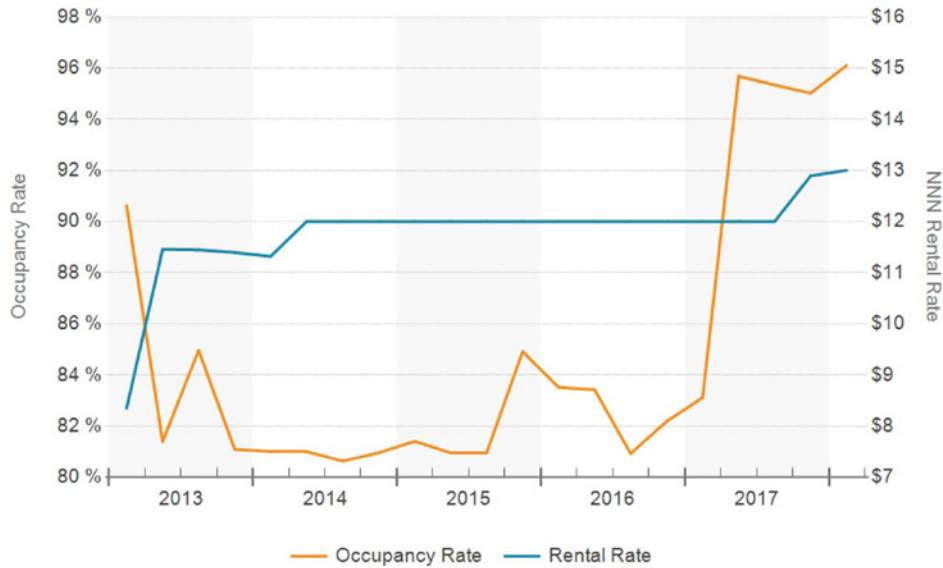
Occupancy & Rental Rates

Absorption, Deliveries, Vacancy
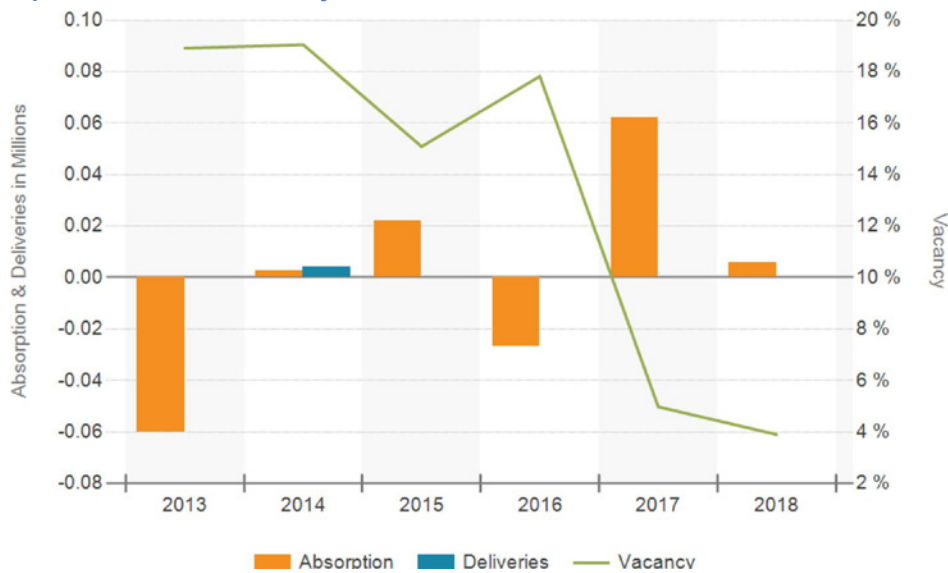
Source: CoStar

New construction. Development of new retail space is a strong sign of market strength. The Hy-Vee grocery store that is under development, and the proposal for additional retail across 36th Avenue, are signals of strength for Robbinsdale's retail market.

Interview input. Developer and real estate professional interviewees felt that the Robbinsdale retail market had recognition for its walkability, for the creative restaurant and store mix that the West Broadway storefront district has established, and for the community level goods and services available in other parts of the area. The development of Hy-Vee is important for the area. It invites additional residential and retail investment. However, some felt that the area is still overbuilt in terms of its existing retail stock, and suggested that some existing retail property could be redeveloped as residential alone, or as mixed-use with a reduced retail footprint.

Summary of Findings

The Robbinsdale station area is home to many retail environments, with distinct market characteristics and future prospects. The area at 36th Avenue and Bottineau Boulevard is in the process of being redeveloped and reimagined with new retail development—mixed with housing on the north side of 36th Avenue. It will serve again as a retail anchor, as it did in earlier decades. With excellent visibility, high traffic volumes, and easy access from all directions, it can continue to attract additional complementary retail development, provided there are suitable locations for such development.

The storefront district centered on West Broadway, just south of 42nd Avenue, has shown increasing vibrancy in recent years, with its home-grown and popular business mix, and its walkable, distinctive character. It is in a strong competitive position because there are few similar areas in the surrounding suburbs. It has brand recognition in the market and is positioned to continue to attract complementary businesses. Its retail strength may support its incremental extension along West Broadway to the south. Rent and occupancy levels, and developer input, show the two big malls—Robin Center, and Robbinsdale Town Center—to be in a holding pattern or declining. The Robin Center buildings were judged a little stronger by two interviewees. Its tenant mix will continue to lean toward discount goods and services, which meet needs for many surrounding households. Major appearance and functionality upgrades may not be supported by its cash flow. The Robbinsdale Town Center mall, although newer, seems to be facing more long-term challenges related to site access, an interior orientation, and identity (due to its highly diverse business mix). Existing rent levels and developer input suggest that, in the event of redeveloping either site, the new development should plan for a smaller retail footprint than what currently exists, since fewer retailers would be able to pay the higher rents that new development requires.

Retail developments in other parts of the station area are most likely to find market support if they are near or adjacent to the two retail anchors—i.e. the West Broadway storefront district or at 36th and Bottineau Boulevard.

Bass Lake Road Station Area

Retail Supply

The Bass Lake Road station area is at the edge of the City of Crystal's retail core, which is its most recognized center of activity. The coming transit service can contribute to shaping the redevelopment and identity of this important area.

Retail in the station area is anchored by the Crystal Shopping Center, which offers a Target store, a Marshalls, and a broad assortment of additional stores. Two other strip malls are located at the West Broadway/Bass Lake Road intersection. Additional freestanding stores front on Bass Lake Road between West Broadway and Bottineau Boulevard, and extend to the north and south along West Broadway Avenue.

Overall, the various retail properties add up to more than a million square feet of retail floor area within a mile of the future transit station, making this the second largest retail area in the Bottineau Corridor.

Bass Lake Road Station Area: Retail Context Map
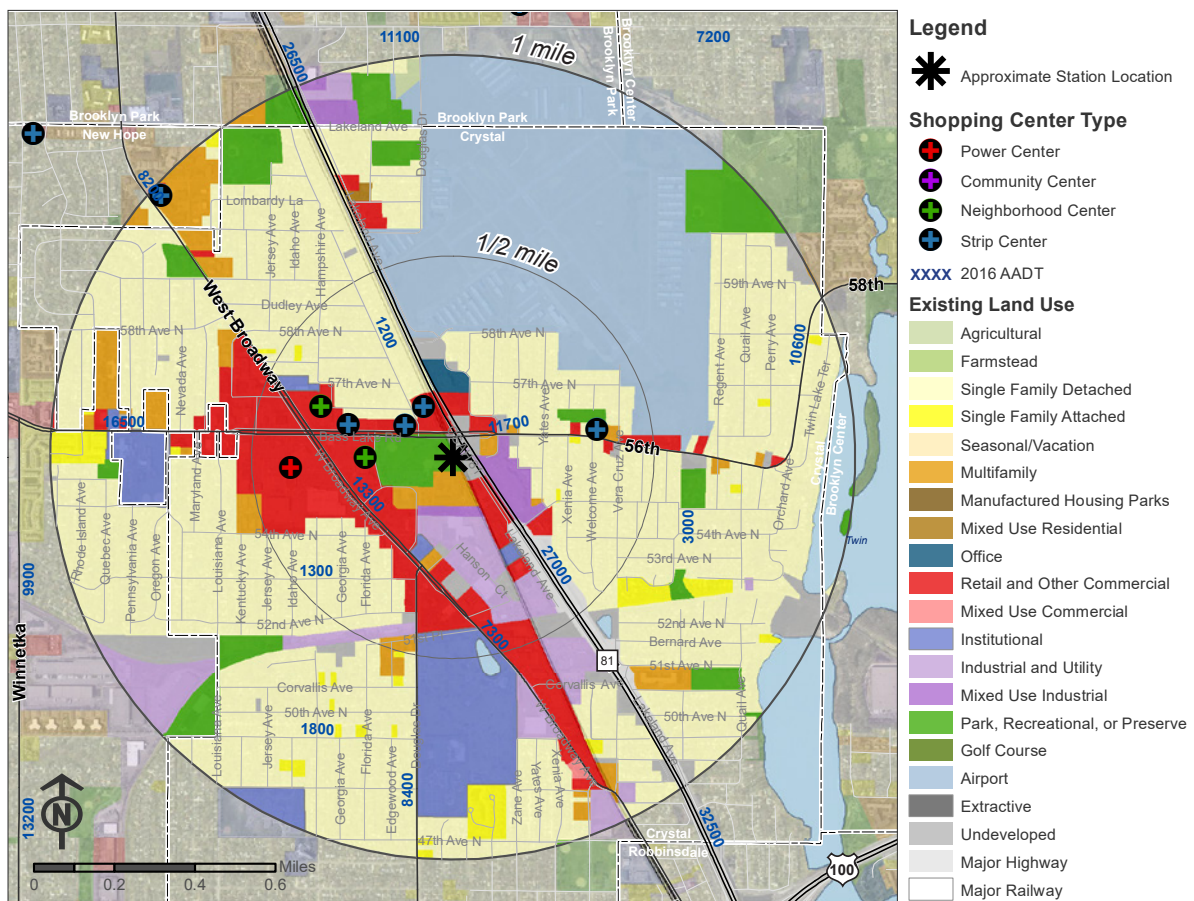
Source: Metropolitan Council, MNGEO, CoStar, Tangible Consulting Services, SHC

The three existing shopping centers in the area have undergone recent renovations. The Crystal Shopping Center was renovated in the 2000s, and Crystal Gallery Mall was renovated in 2017. While the condition and appearance of other retail property in the area is decidedly more mixed, these anchor properties provide a strong value base for the area.

Bottineau Station Area Shopping Centers

Retail District	Properties	Leasable Area (s.f.)	Building Age	Avg. Vacancy Rate	Avg. Asking Rent per Square Foot*
Principal Centers					
Bass Lake Road	**78**	**1,061,000**	**--**	**6.8%**	**$9.16**
Crystal Gallery Mall		90,046	1984	23.7%	$16.00
Crystal Town Center		55,532	1982	2.5%	$15.54
Crystal Shopping Center		356,471	1954	5.6%	unavailable

* Asking rents are based on triple net (NNN) rates in which tenants are responsible for all expenses associated with their proportional share of occupancy of the building. Source: CoStar, Tangible Consulting Services

The development opportunities in the station area are broadly distributed in a wide range of development environments. These multiple settings present distinct assets and challenges for new retail development. For example, the Station Area Plan identified a number of long-term redevelopment opportunities in which retail uses could be integrated with other potential uses. That scenario is taken as a starting point for the following list of potential assets and challenges.

Bass Lake Road Station Area: Assets and Challenges of Retail Development

Assets	Challenges
Strong anchors in the retail district	There are no strong precedents for pedestrian oriented retail in the area
The three flagship retail centers in the area are in good condition	The traffic volumes and road dimensions make it difficult for a pedestrian to circulate through the district
The area is visible and easily accessible by automobile. Traffic volumes are high on the three main roads through the area	Conditions of commercial and residential properties on the major corridors are mixed
The Crystal retail area is well spaced from competing retail areas	
The planned streetscape enhancements on Bass Lake Road and Becker Park improvements will contribute to a positive area image	

The map below illustrates the competitive landscape for retail development at the Bass Lake Road station area. Retail development in the area competes most directly with the shopping offerings to the north at Brooklyn Boulevard and south in downtown Robbinsdale. Crystal's retail area, centered on Crystal Shopping Center, has a greater number and variety of retailers than the Robbinsdale retail area but fewer than those available in the Brooklyn Boulevard station area.

Competitive Context for Bass Lake Road Retail Development
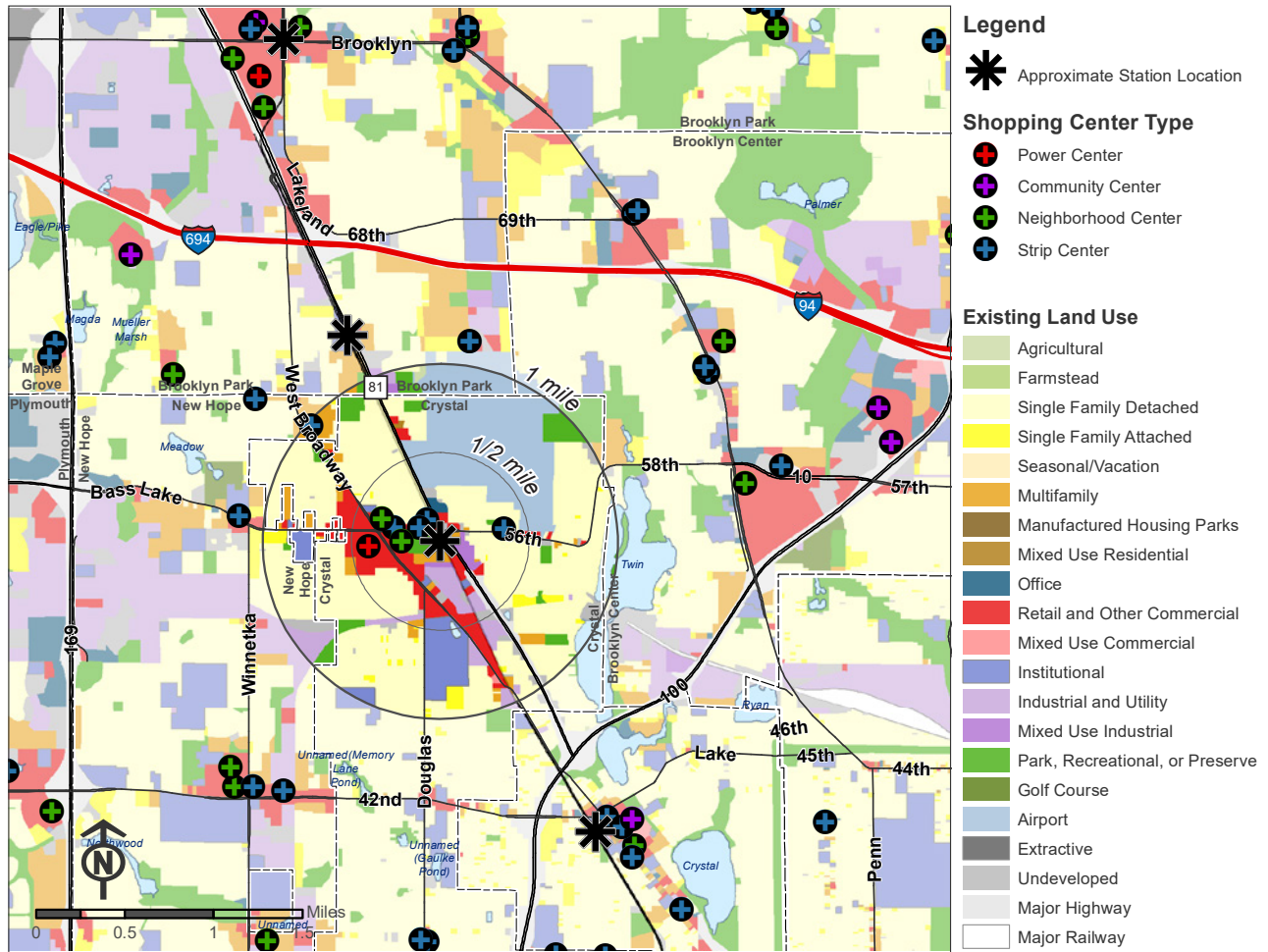
Source: Metropolitan Council, MNGEO, CoStar, Tangible Consulting Services, SHC

Retail Demand

Sub-markets

New retail in the Bass Lake Road station area can take advantage of the following sub-markets.

Commuters. Commuters on Bottineau Boulevard number around 27,000 each day. Around 19,000 drive each day along Bass Lake Road, west of Bottineau Boulevard and around 13,000 drivers travel West Broadway.

Transit riders. Around 1,600 transit riders are expected to board the Bottineau Corridor at the Bass Lake Road station each day. (See the following table for a breakdown of how they arrive.) A similar number will disembark at this station.

Estimated Daily Boardings at the Bass Lake Road Station

LRT Station	Mode of Access			
	Walk	**Transfers**	**Drive[1]**	**Total**
Bass Lake Road	570	827	199	1,596

1Drive access includes both park-and-ride and passenger drop-off

Surrounding Community. Community shopping destinations of this size typically draw customers from a 3- to 6-mile radius[2] with nearby households relying on it most heavily. The following are indicators of purchasing power within one- and three-mile radii from the transit station. The one-mile radius is used to characterize the local shopping market, who use the retail area for their everyday shopping needs, while the three-mile radius is used to characterize destination shoppers.

	1-Mile	**3-Mile**
Population	11,014	113,805
Median Household Income	$57,408	$54,112
Aggregate Household Income	$320,000,000	$3,130,000,000

Prospective retailers pay close attention to the characteristics of households and their shopping patterns in a given trade area. The following graphic offers an overview of consumer characteristics in a three-mile radius. An ESRI report tailored to this station area, and offering additional information relative to consumer demographics, income and expenditures in the retail trade area, can be found in the Appendix.

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2. *U.S. Shopping Center Classification and Characteristics, January 2017.*

Bass Lake Road: Marketing Profile of Surrounding Community, 3-Mile Radius

Key Facts	Annual Household Spending	Age Pyramid
Population: 113,805 Median Age: 36.5 Average Household Size: 2.5 Median Household Income: $54,112	Apparel & Services: $1,883 Groceries: $4,372 Computers & Hardware: $155 Healthcare: $4,677 Eating Out: $2,907	The largest group: 2017 Male Population: Age 30-34 The smallest group: 2017 Male Population: Age 80-84
Education	**Annual Lifestyle Spending**	
No High School Diploma: 11% High School Graduate: 26% Some College: 34% Bachelor's/Grad/Prof Degree: 29%	Travel: $1,768 Sports Events: $49 Theatre/Operas/Concerts: $53 Online Games: $4 Movies/Museums/Parks: $69	*Dots show comparison to Hennepin County*

Source: ESRI

Demand Indicators

Performance of existing retail. Performance of existing retail. CoStar tracks 78 retail buildings in the station area, with an aggregate floor area of 1,061,000 square feet. Although there are some important limitations to CoStar's data[3], the information and trendlines it offers relative to rents, occupancy, and deliveries (i.e. new construction), are useful indicators of retail health. The data below shows increasing average rents over the last five years, and increased occupancy of space. Very little new retail space was developed over the same time frame.

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3. Rental rates are based on asking rents. Rents are observed only when properties are being marketed for lease. Moreover, negotiated rent may end up lower than the asking rent. Vacancy rates are as reports by property owners. They may not reflect all vacant property, particularly where vacant properties are not being marketed for a new tenant.

Bass Lake Road Station Area: Retail Market Indicators

Occupancy & Rental Rates
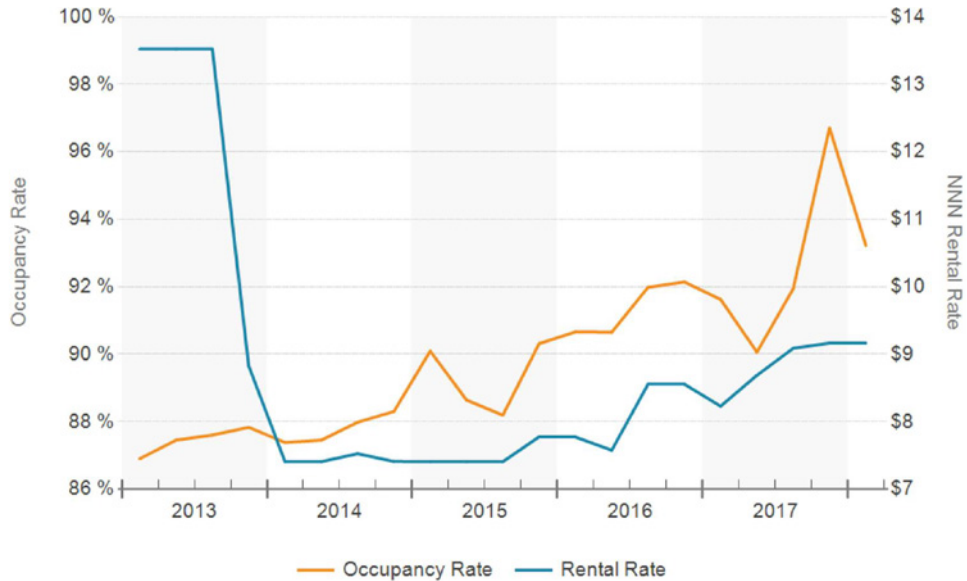
Absorption, Deliveries, Vacancy
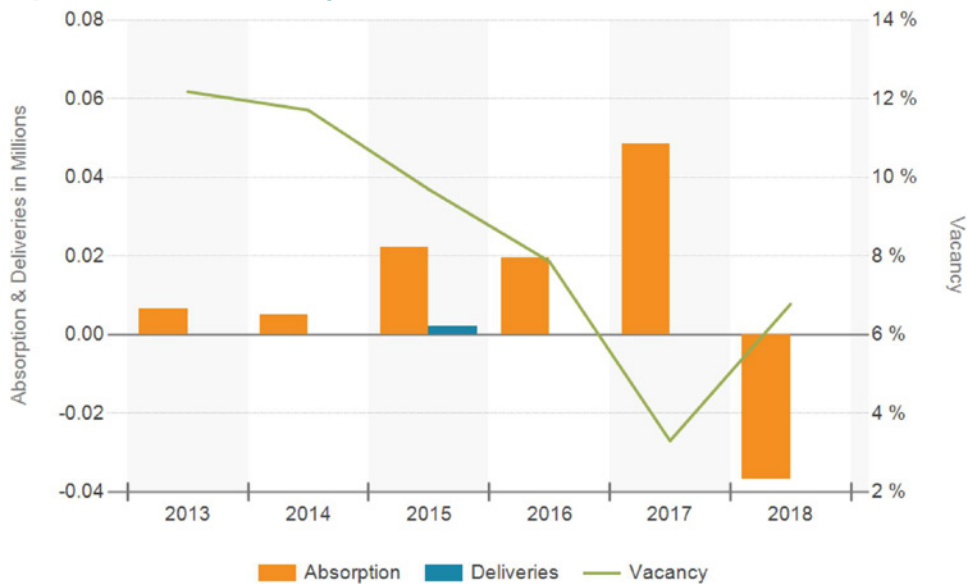
Source: CoStar

New construction. The development of new retail space is a very strong sign of market strength. Costar records show only 4,000 square feet of new retail development in the last five years, and no additional development in the pipeline. However, the investments being made in renovation of two of the existing retail centers is a signal of market confidence.

Interview input. Developer and real estate professional interviewees had mixed views about the image and strength of the Bass Lake Road retail environment. Those who were more bullish felt that the quality of the existing retail environment, combined with station area investments, can bolster the marketability of retail stores on the ground floor of new mixed-use developments in the area. Others felt that the market is weak, and where existing retail development is removed, it should be replaced by multi-family housing alone.

Summary of Findings

The Bass Lake Road station area has some important assets. It has a strong anchor in the Crystal Shopping Center. It has high traffic volumes along the main arterials. And it has an emerging "character" district along Bass Lake Road, extending from the transit station to Crystal Shopping Center. Two existing anchor developments—Crystal Shopping Center and Crystal Gallery Mall— have been recently renovated. The retail area is well situated with respect to competing retail areas. These are durable assets that will support additional investment in the area.

The City's investment in Bass Lake Road streetscaping and Becker Park improvements sets the stage for the redevelopment of the aging retail properties in the two blocks between the transit station and West Broadway, and it improves the attractiveness of the area for new retail development. However, based on existing rents and developer input, new development may still need to offer rents that are lower than typical new-development rates, in order to fill ground floor retail space. This implies a likely need for public sector financial support if mixed-use development is pursued.

The additional commercial properties that extend north and south along West Broadway and Bottineau Boulevard vary in age and adjacent conditions. Where redevelopment occurs, new retail is likely to be most viable in locations where it is near or adjacent to the existing retail anchors.

63rd Avenue Station Area

Retail Supply

The 63rd Avenue station area is predominantly developed as residential neighborhoods. There is no existing retail development near the existing bus station and future LRT station. The only opportunity identified for commercial development in the 63rd Avenue Station Area Plan is the undeveloped property at the southeast quadrant of the Bottineau Boulevard/63rd Avenue intersection. The following locational assets and challenges shape the market for retail development at that location.

Assets and Challenges of Retail Development in the station area

Assets	Challenges
High visibility from well-traveled Bottineau Boulevard	No established retail market in the area
Nearby housing density (second highest number of station area households along the Corridor)	Bottineau Boulevard is currently a difficult road to cross

63rd Avenue Station Area: Retail Context Map
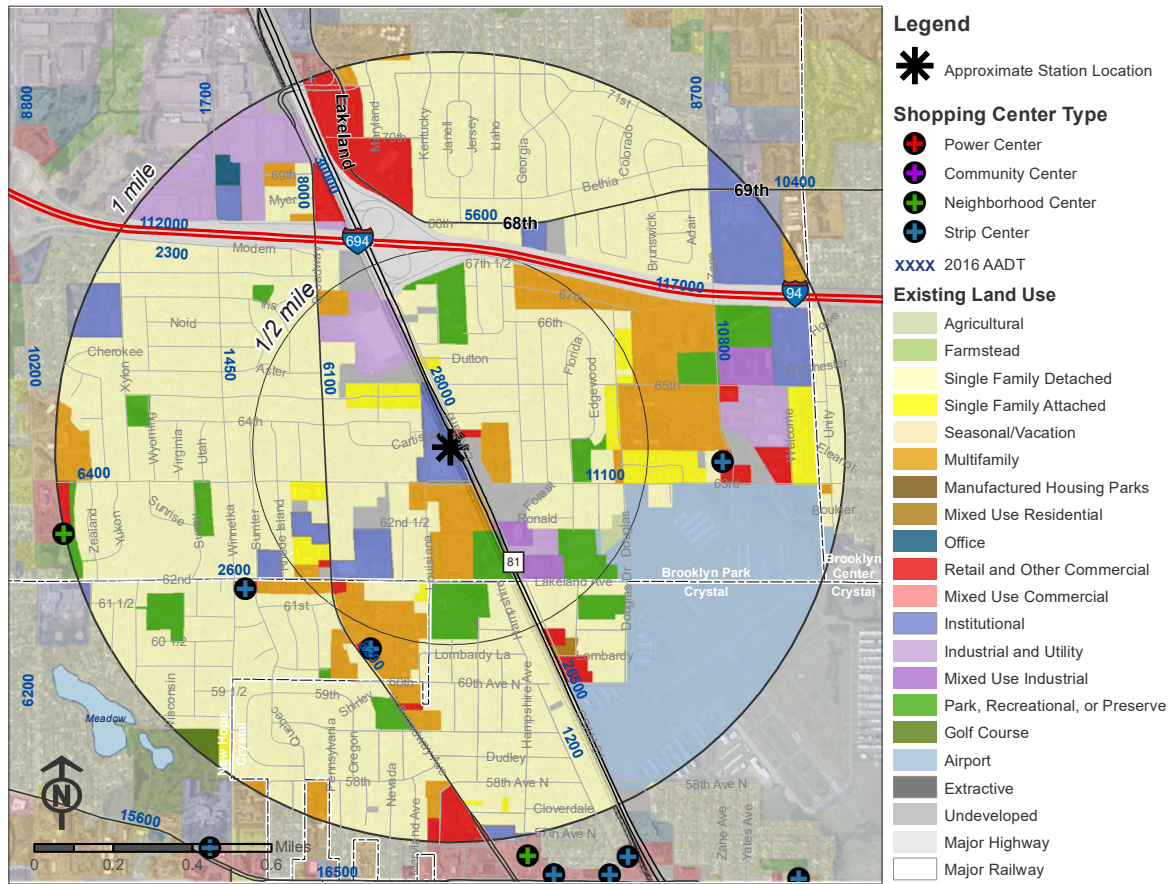
Source: Metropolitan Council, MNGEO, CoStar, Tangible Consulting Services, SHC

Retail Demand

Sub-markets

New retail proximate to the station area could take advantage of the following potential sub-markets.

Commuters. Commuters on Bottineau Boulevard number around 20,000 each day, and the retail opportunity site is on the preferred outbound side of Bottineau Boulevard. Around 12,000 cars a day pass the site on 63rd Avenue.

Transit riders. An estimated 1,304 passengers a day will board the train at the 63rd Avenue station. (See the following Estimated Daily Boardings table for a breakdown of how they arrive.) A similar number will disembark.

63rd Avenue Station: Estimated Daily Boardings

LRT Station	Mode of Access			
	Walk	**Transfers**	**Drive[1]**	**Total**
63rd Avenue	427	267	610	1,304
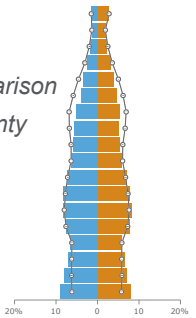
1 Drive access includes both park-and-ride and passenger drop-off

Surrounding Community. The following are indicators of purchasing power within a one-mile radius of the transit station. The one-mile radius is used to characterize a local shopping market for future goods and services.

	1-Mile
Population	14,871
Median Household Income	$43,841
Aggregate Household Income	$330,000,000

Prospective retailers pay close attention to the characteristics of households and their shopping patterns in a given trade area. The following graphic offers an overview of consumer characteristics in a one-mile radius. An ESRI report tailored to this station area, and offering additional information relative to consumer demographics, income and expenditures in the retail trade area, can be found in the Appendix.

63rd Avenue Marketing Profile of Surrounding Community, 1-Mile Radius

| Key Facts	Annual Household Spending	Age Pyramid
Population: 14,871 Median Age: 32.9 Average Household Size: 2.6 Median Household Income: $43,841	Apparel & Services: $1,605 Groceries: $3,801 Computers & Hardware: $132 Healthcare: $3,862 Eating Out: $2,489	The largest group: 2017 Male Population: Age 0-4 The smallest group: 2017 Male Population: Age 80-84
Education	**Annual Lifestyle Spending**	*Dots show comparison to Hennepin County*
No High School Diploma: 11% High School Graduate: 32% Some College: 37% Bachelor's/Grad/Prof Degree: 20%	Travel: $1,423 Sports Events: $40 Theatre/Operas/Concerts: $43 Online Games: $3 Movies/Museums/Parks: $59	

Source: ESRI

Demand Indicators

Performance of existing retail. There are no existing retail businesses near the station area, so there is no basis for assessing existing retail performance.

Interview input. Developer and real estate professional interviewees saw the visibility and access of the prospective retail site as an asset, but felt the size of the site limited the options for viable commercial development.

Summary of Findings

The 63rd Avenue station area has high visibility, and strong traffic volumes, particularly along Bottineau Boulevard. However, Bottineau Boulevard also serves as a barrier, particularly for pedestrians, which makes creating a critical mass of retail activity challenging.

The station area's primary retail development opportunity is a vacant site on the southeast corner of Bottineau Boulevard and 63rd Avenue. When the Bottineau Boulevard was recently improved, a small cluster of retail buildings was removed from this site. Therefore, the station area no longer has a retail presence from which to build upon. Nevertheless, the site has excellent visibility and access. It is on the "going-home" side of Bottineau Boulevard, which is preferred by most retailers. An important site constraint, however, is its small size, which many retailers, especially those with significant parking requirements, will consider a barrier. For retailers not deterred by the site's smaller size, or lack of complementary businesses, this may be seen as an attractive site.

Brooklyn Boulevard Station Area

Retail Supply

The Brooklyn Boulevard transit station is at the edge of one of the largest retail areas in Brooklyn Park. The dominant property at the station area is the Starlite Center, which is located on the southwest corner of the Brooklyn Boulevard-West Broadway intersection. The Starlite Center has two retail stores that are anchors for the station area—a Target store and a Cub Foods grocery store. Two other strip malls at the intersection offer complementary retail stores. In recent years, many businesses owned by persons of color or immigrants have clustered in this area in order to serve the needs of an increasingly diverse population near the station area. Many of these businesses attract residents from throughout the metropolitan region because they provide goods and services not found in most other retail districts in the region.

Additional retail stores front along Brooklyn Boulevard and along Bottineau Boulevard. The Bottineau Boulevard frontage includes a Walmart and Menards—two additional anchor stores which attract destination shoppers.

The various retail properties in the station area provide an aggregate retail floor area of almost 1.5 million square feet, making this the largest retail destination along the Bottineau Corridor outside of downtown Minneapolis.

Brooklyn Boulevard Station Area: Retail Context Map
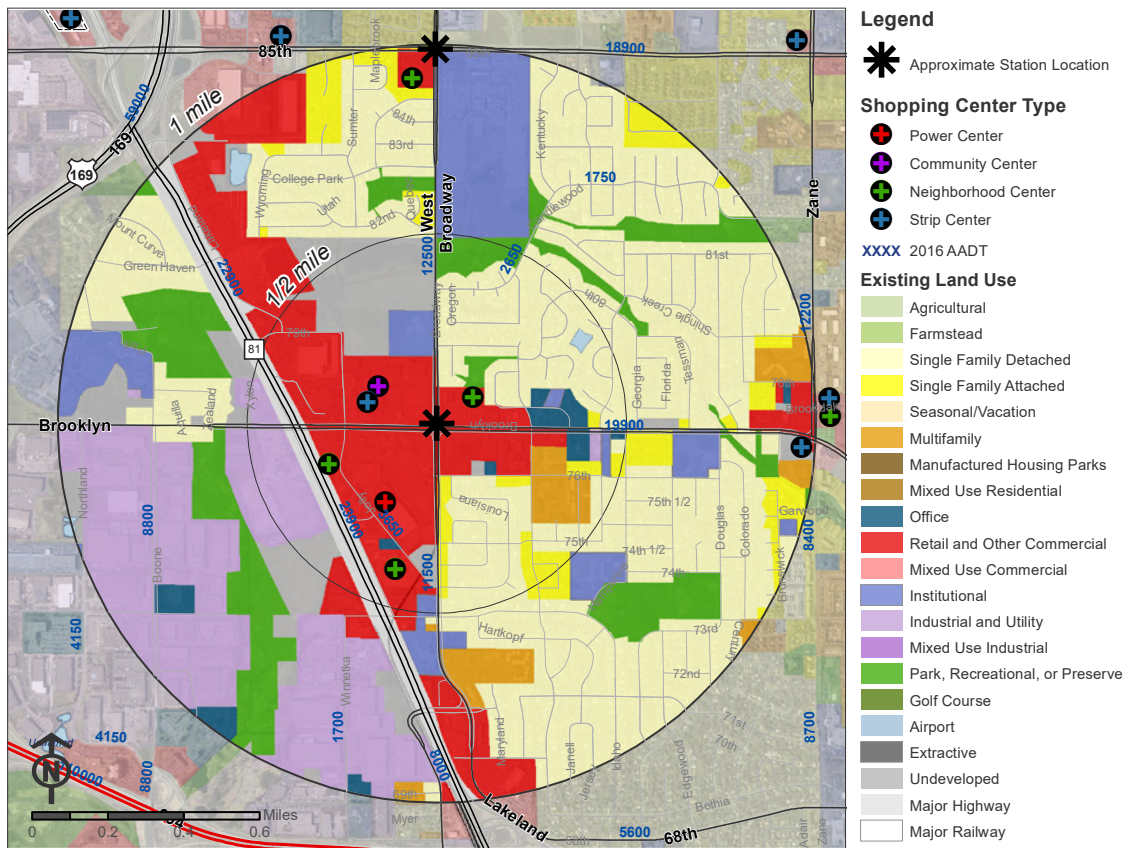
Source: Metropolitan Council, MNGEO, CoStar, Tangible Consulting Services, SHC

The retail centers at the corners of the Brooklyn Boulevard/West Broadway intersection are aging but appear adequately maintained. They are land-intensive developments, with extensive surface parking lots. The land intensive character of these retail properties is a positive for potential redevelopment viability.

Station Area Shopping Centers

Retail District Principal Centers	Properties	Leasable Area (s.f.)	Building Age	Avg. Vacancy Rate	Avg. Asking Rent per Square Foot*
Brooklyn Boulevard	**65**	**1,483,000**	**--**	**5.1%**	**$17.00**
Starlite Center		306,637	1985	9.5%	$17.37
Northwind Plaza		83,985	1986	0.7%	$10.28
Park Square		141,131	1986/2006	0.9%	$15.20
Park Commons Retail Center		34,358	1993	1.3%	$19.55
Sisaket Plaza		42,644	1971	0.0%	unavailable

* Asking rents are based on triple net (NNN) rates in which tenants are responsible for all expenses associated with their proportional share of occupancy of the building.

Source: CoStar, Tangible Consulting Services

There is little vacant land in the area, so new retail development is likely to occur through the redevelopment of commercial property in the area, or through adding development on existing shopping center properties. Redevelopment scenarios may include retail as a component of a mixed-use development. Such scenarios are taken as the basis for the following list of assets and challenges.

Brooklyn Boulevard Station Area: Assets and Challenges of Retail Development

Assets	Challenges
Strong anchors for the retail district	The condition of retail and residential properties in the area is mixed
The area is visible and easily accessible by automobile. Traffic volumes are high	High quality mixed-use redevelopment would be pioneering in this location, and may feel isolated
Large property redevelopment can support high quality development scenarios, and can lower development cost structures	Road widths make it difficult for pedestrians to cross streets
Offers a robust mix of locally-owned small businesses	
The area is well spaced from competing destination commercial areas	

The map below illustrates the competitive landscape for retail development in the Brooklyn Boulevard station area. Retail development in the area is well spaced from competing retail centers. It faces pressure from the Arbor Lakes area in Maple Grove, which is newer, larger, and offers a greater variety of retail stores. The retail centers at Highway 610 and Zane Avenue are also new.

Brooklyn Boulevard Station Area: Competitive Context for Retail Development
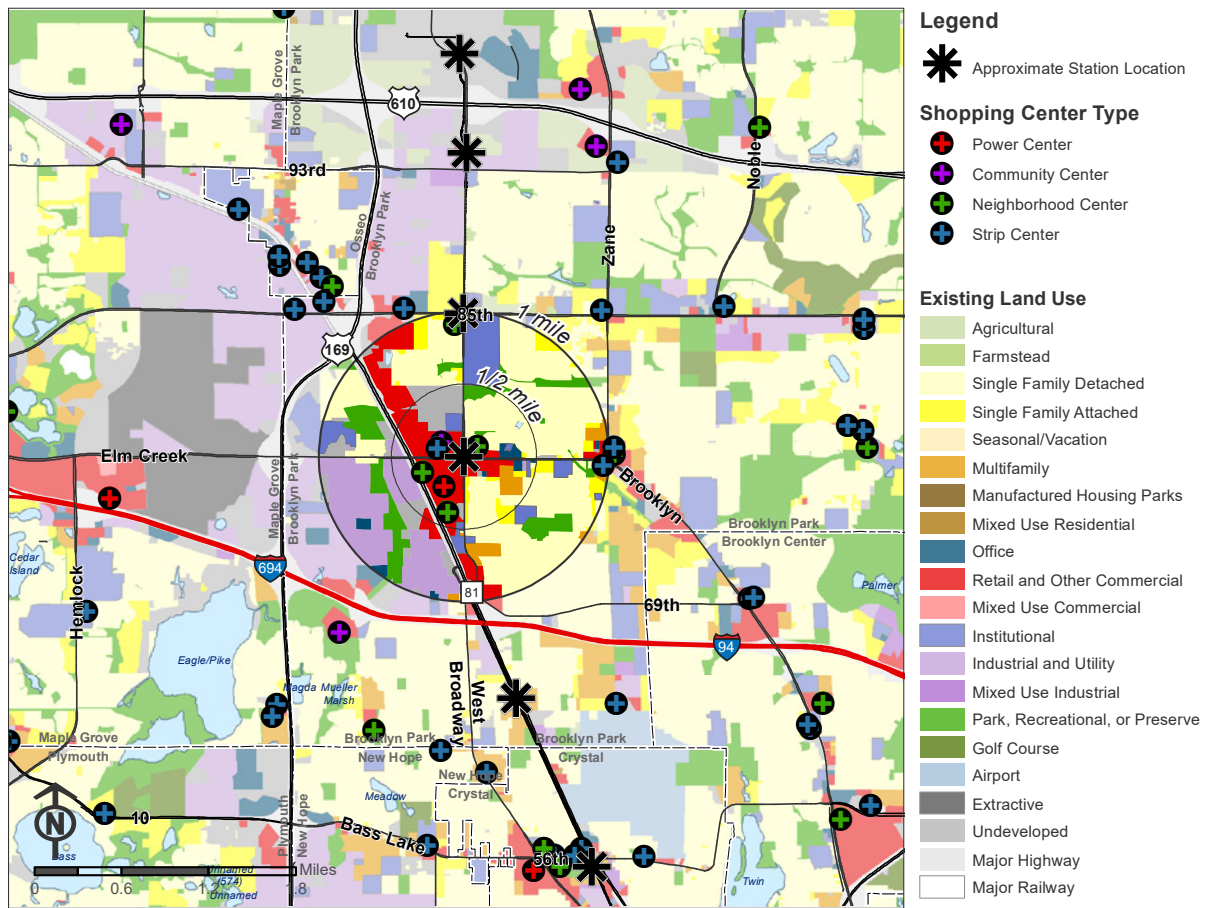
Source: Metropolitan Council, MNGEO, CoStar, Tangible Consulting Services, SHC

Retail Demand

Sub-markets

New retail in the Brooklyn Boulevard station area can take advantage of the following sub-markets.

Commuters. Commuters on Bottineau Boulevard number around 20,000 each day. A similar number travel east-west along Brooklyn Boulevard. Around 14,000 drivers drive through the area on West Broadway.

Transit riders. Around 2,400 transit riders are expected to board the Bottineau Corridor at the Brooklyn Boulevard transit station each day. (See the table below for a breakdown of how they arrive.) A similar number will disembark at this station.

Brooklyn Boulevard Station: Estimated Daily Boardings

LRT Station	Mode of Access			
	Walk	**Transfers**	**Drive[1]**	**Total**
Brooklyn Boulevard	394	1,995	8	2,397

1Drive access includes both park-and-ride and passenger drop-off
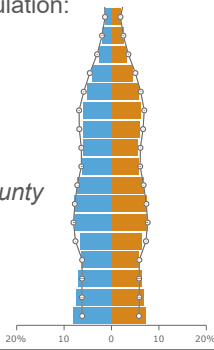
Surrounding Community. Community shopping destinations of this size typically draw customers from a 3- to 6-mile radius[4], with nearby households relying on it most heavily. The following are indicators of purchasing power within one- and three-mile radii from the transit station. The one-mile radius is used to characterize the local shopping market, who use the retail area for their everyday shopping needs, while the three-mile radius is used to characterize destination shoppers.

	1-Mile	**3-Mile**
Population	9,950	86,337
Median Household Income	$53,887	$56,029
Aggregate Household Income	$238,000,000	$2,318,000,000

Prospective retailers pay close attention to the character of households in the area, and their shopping patterns. The following graphic offers an overview of consumer characteristics in a three-mile radius. An ESRI report tailored to this station area, and offering additional information relative to consumer demographics, income and expenditures in the retail trade area, can be found in the Appendix.

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4. U.S. Shopping Center Classification and Characteristics, January 2017.

Brooklyn Boulevard Marketing Profile of Surrounding Community, 3-Mile Radius

Key Facts	Annual Household Spending	Age Pyramid
Population: 9,950 Median Age: 33.0 Average Household Size: 2.9 Median Household Income: $53,887	Apparel & Services: $1,881 Groceries: $4,317 Computers & Hardware: $154 Healthcare: $4,526 Eating Out: $2,920	The largest group: 2017 Male Population: Age 0-4 The smallest group: 2017 Male Population: Age 85+
Education	**Annual Lifestyle Spending**	*Dots show comparison to Hennepin County*
No High School Diploma: 12% High School Graduate: 28% Some College: 38% Bachelor's/Grad/Prof Degree: 22%	Travel: $1,719 Sports Events: $47 Theatre/Operas/Concerts: $50 Online Games: $4 Movies/Museums/Parks: $71	

Source: ESRI

Demand Indicators

Performance of existing retail. Performance of existing retail. CoStar tracks 65 retail buildings in the station area, with an aggregate floor area of 1,483,000 square feet. Although there are some important limitations to CoStar's data[5], the information and trendlines it offers relative to rents, occupancy, and deliveries (i.e. new construction), are useful indicators of retail health. The data below shows:

- A mixed record with respect to average rents over the last five years.

- An increasing vacancy rate.

- The new Menards store is the 2016 retail "delivery" that appears on the Absorption, Deliveries and Vacancies chart.

5. *Rental rates are based on asking rents. Rents are observed only when properties are being marketed for lease. Moreover, negotiated rent may end up lower than the asking rent. Vacancy rates are as reports by property owners. They may not reflect all vacant property, particularly where vacant properties are not being marketed for a new tenant.*

Brooklyn Boulevard Station Area: Retail Market Indicators

Absorption, Deliveries, Vacancy
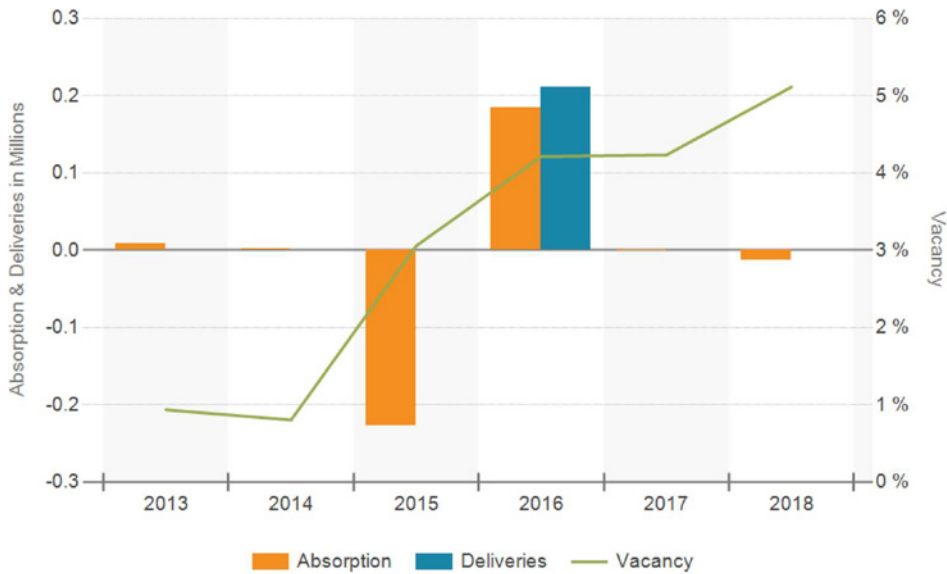
Occupancy & Rental Rates
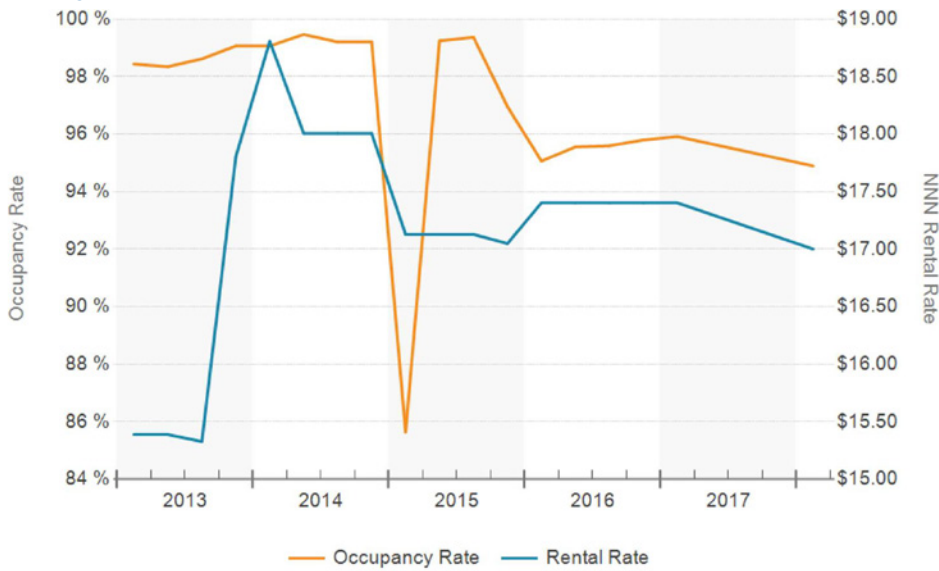
Source: CoStar

New construction. Development of new retail space is a strong sign of market strength. The new Menards store augmented existing retail offerings, and increased the destination store mix in the area.

Summary of Findings

The strong anchor stores, and physical distance from competing retail areas, are strong fundamental assets for the Brooklyn Boulevard retail area. Those durable assets should support continuing store-based retail in the area, even if the overall floor area footprint declines over time due to shifting market preferences and increased on-line sales. The district will remain somewhat fragmented in its identity, with frontages in multiple directions—some oriented toward the West Broadway/85th Avenue intersection, and others oriented toward Bottineau Boulevard.

The greatest opportunity for building a sense of place is at the transit station intersection, where three retail centers anchor three corners of the intersection. If a new development replaces one of the properties at or near the intersection, there is a basis for expecting market support for a retail component in that development. The addition of a retail or mixed-use development on existing sites, fronting on Brooklyn Boulevard or West Broadway, may also be supported by the market once LRT service has begun.

85th Avenue Station Area

Retail Supply

The 85th Avenue station area is anchored by a large institution—North Hennepin Community College—which provides on-site courses to thousands of students a day. There are additional institutional uses in the area, including the new Brooklyn Park library, and proposed new public spaces, located across 85th Avenue on the northeast quadrant of the intersection. The Broadway Square shopping center is the sole retail property at the station area intersection. It is an older center, built in 1982. Further west on 85th Avenue, within ½ mile of the station, is a district of automobile-oriented retail businesses including gas stations and a Mills Fleet Farm.

85th Avenue Station Area: Retail Context Map
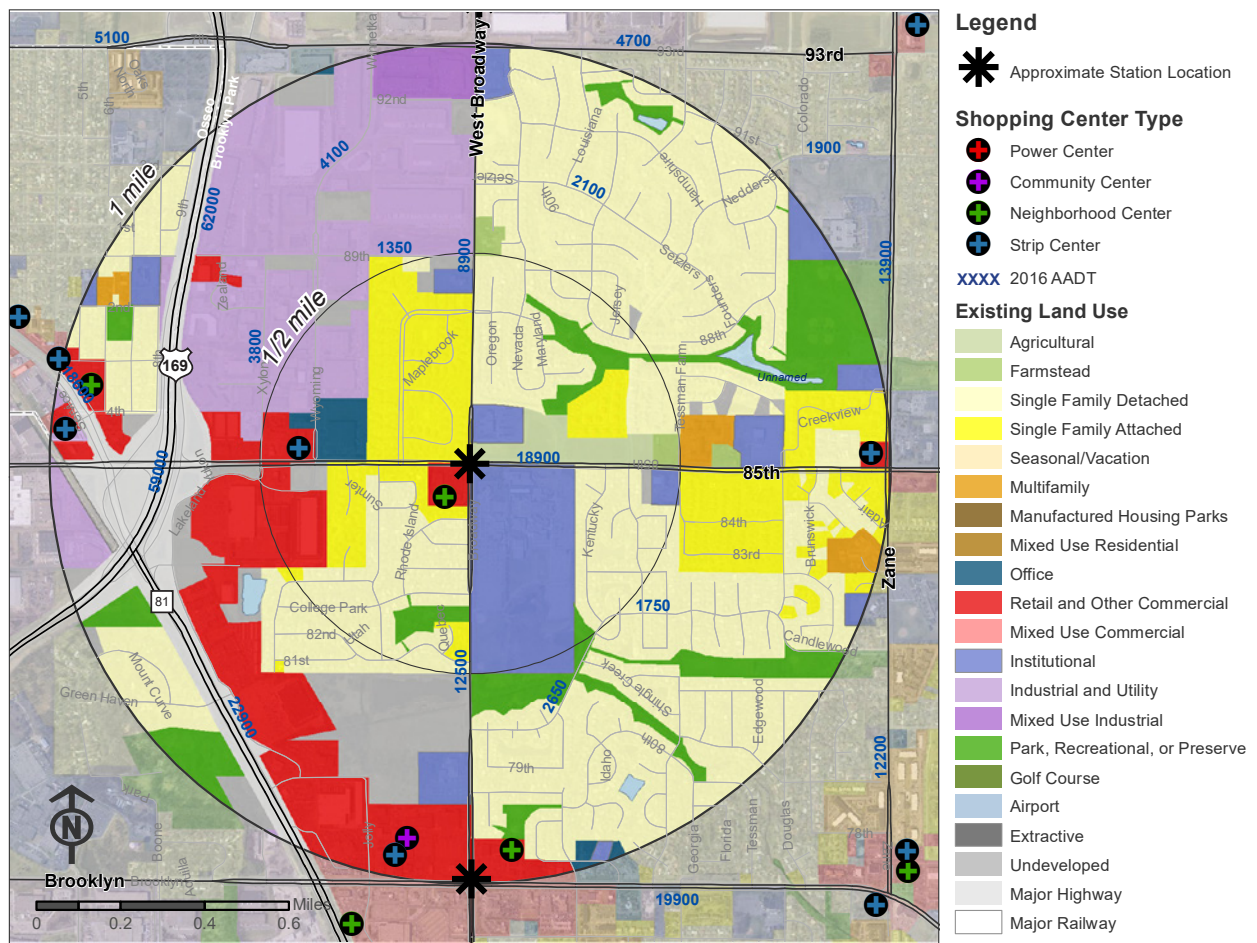
Source: Metropolitan Council, MNGEO, CoStar, Tangible Consulting Services, SHC

The following are some data relative to the Broadway Square Shopping Center and the broader market area.

85th Avenue Station Area: Shopping Centers

Retail District	Properties	Leasable Area (s.f.)	Building Age	Avg. Vacancy Rate	Avg. Asking Rent per Square Foot*
Principal Centers					
85th Avenue	**18**	**441,779**	**--**	**1.3%**	**$10.00**
Broadway Square		52,282	1982	2.1%	$11.91

* Asking rents are based on triple net (NNN) rates in which tenants are responsible for all expenses associated with their proportional share of occupancy of the building. Source: CoStar, Tangible Consulting Services

The following table notes assets and challenges relative to the inclusion of new retail development in the 85th Avenue station area.

85th Avenue Station Area: Assets and Challenges of Retail Development

Assets	Challenges
The station area has high quality, recognized institutional anchors	High quality mixed-use development at this location would be pioneering
The area has high visibility due to high traffic volumes on 85th Avenue and West Broadway	Road widths are wide, making it difficult for pedestrians to cross streets
Between the students of the community college, and transit riders, there is a potential for high pedestrian traffic	

Retail Demand

Sub-markets

New retail in the 85th Avenue mixed-use development area could take advantage of the following sub-markets.

Students. Just over 10,000 students were enrolled at North Hennepin Community College during the 2017-18 school year[6]. Although the community college has food services available, the lack of other food and retail options nearby would indicate that the student population represents a significant untapped potential for certain retail goods and services, such as fast-casual restaurants, convenience stores, school-themed apparel, child care services, etc.

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6. Source: North Hennepin Community College website (https://www.nhcc.edu/about-nhcc/facts-data)

Commuters. Around 18,000 motorists pass this intersection on 85th Avenue each day. Daily traffic volumes on West Broadway are around 14,000.

Transit riders. Around 2,200 transit riders are expected to board the Bottineau Corridor at the 85th Avenue transit station each day. (See the table below for a breakdown of how they arrive.) A similar number will disembark at this station.

85th Avenue Station: Estimated Daily Boardings

LRT Station	Mode of Access			
	Walk	**Transfers**	**Drive[1]**	**Total**
85th Avenue	997	1,176	8	2,181
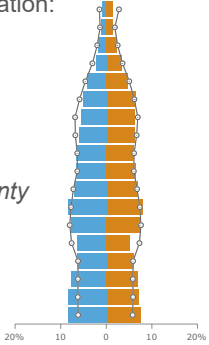
1Drive access includes both park-and-ride and passenger drop-off

Surrounding Community. The following are indicators of purchasing power within a one-mile radius of the transit station. The one-mile radius is used to characterize a local shopping market.

	1-Mile
Population	10,830
Median Household Income	$70,407
Aggregate Household Income	$327,000,000

Prospective retailers pay close attention to the character of households in the area, and their shopping patterns. The following graphic offers an overview of consumer characteristics in a one-mile radius. An ESRI report tailored to this station area, and offering additional information relative to consumer demographics, income and expenditures in the retail trade area, can be found in the Appendix.

85th Avenue Marketing Profile of Surrounding Community, 1-Mile Radius

Key Facts	Annual Household Spending	Age Pyramid
Population: 10,830 Median Age: 34.5 Average Household Size: 2.9 Median Household Income: $70,407	Apparel & Services: $2,428 Groceries: $5,439 Computers & Hardware: $198 Healthcare: $5,828 Eating Out: $3,761	The largest group: 2017 Male Population: Age 0-4 The smallest group: 2017 Male Population: Age 85+
Education	**Annual Lifestyle Spending**	
No High School Diploma: 8% High School Graduate: 26% Some College: 35% Bachelor's/Grad/Prof Degree: 31%	Travel: $2,279 Sports Events: $62 Theatre/Operas/Concerts: $64 Online Games: $5 Movies/Museums/Parks: $92	*Dots show comparison to Hennepin County*

Source: ESRI

Demand Indicators

Performance of existing retail. CoStar tracks 18 retail buildings in the station area, with an aggregate floor area of 442,000 square feet. The 12 retail properties on 85th Avenue to the west of West Broadway form an automobile oriented retail environment that is distinct from the Broadway Square site. With a low sample size, rent and vacancy information is limited for both Broadway Square, and the retail district to its west. CoStar shows low vacancy rates for both areas. Broadway Square has asking rents of $15 - $18 per square foot. Rent information is not available for the retail district to the west.

Interview input. Developer and real estate professional interviewees felt there would be a market for a mixed-use redevelopment of the Broadway Square site.

Summary of Findings

There is a synergy between North Hennepin Community College, and the Broadway Square site, and potential for improving that relationship. The station area also offers a new library and public space on the northeast quadrant of the intersection. This is an attractive mix of assets for prospective apartment tenants and students, and a set of development and activities that are complementary to retail businesses. On the other hand, the challenge of crossing these major streets reduces the likelihood that people will treat the institutions and businesses as an integrated, walkable business district.

The area's primary retail development opportunity is the redevelopment of the Broadway Square site on the southwest corner of the West Broadway 85th Avenue intersection. Based on existing rents, area assets, and developer feedback, there is likely to be market support for ground level retail at the site. However, the achievable retail rents in a new development may still be somewhat below typical new-development rents. This implies a potential role for public sector financial support, if mixed-use development is pursued.

93rd Avenue Station Area

Retail Supply

The 93rd Avenue station area is primarily made up of industrial uses. However, there is an existing retail property located a few blocks to the north of the 93rd Avenue station. There are few opportunities for expanding retail development in the area, and retail expansion is not envisioned in the Station Area Plan. The following table notes assets and challenges relative to the inclusion of new retail development in the 93rd Avenue station area.

93rd Avenue Station Area: Assets and Challenges of Retail Development

Assets	Challenges
The area has high visibility due to high traffic volumes on 93rd Avenue and West Broadway	The industrial character of the station area will limit potential to create a critical mass of retail that would draw people from outside the station area
Concentration of jobs within one mile of station will support a narrow set of retail and service uses	Pedestrian accessibility from nearby employers will be essential and the width of West Broadway and 93rd Avenue will be a barrier
New hotels under development in the station area will generate activity supportive of retail	

93rd Avenue Station Area: Retail Context Map
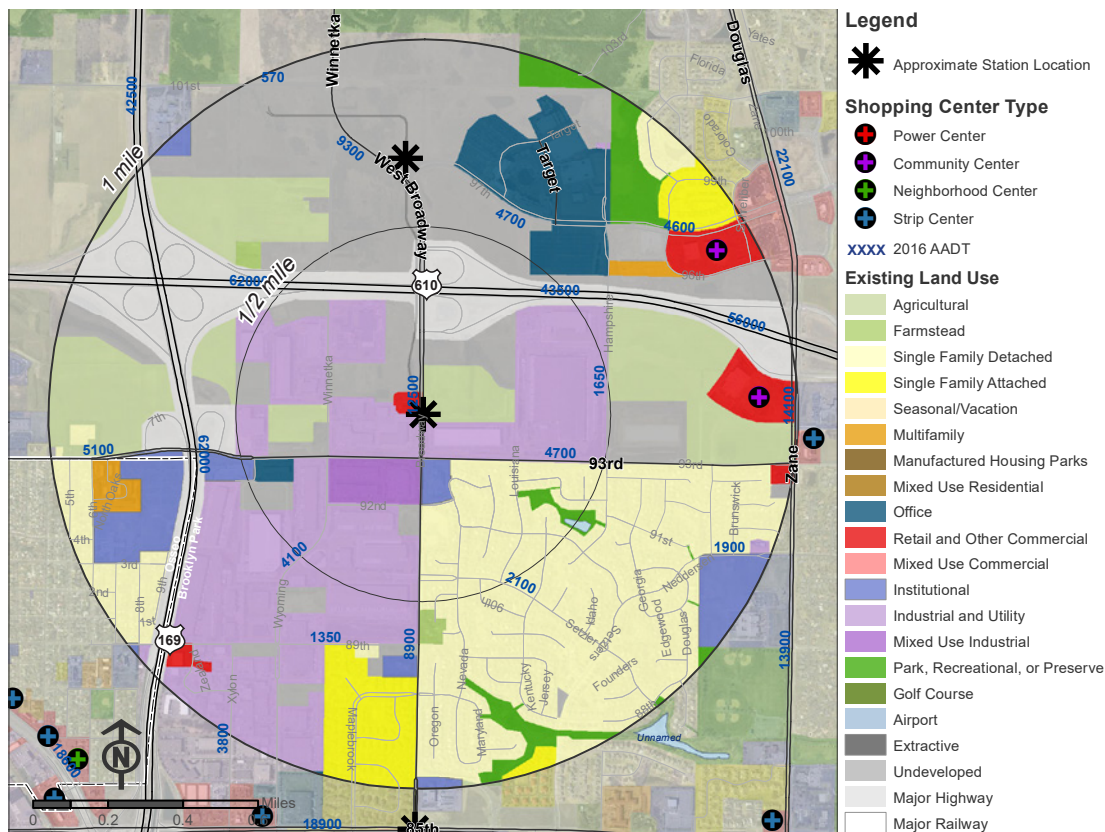
Source: Metropolitan Council, MNGEO, CoStar, Tangible Consulting Services, SHC

Retail Demand

Sub-markets

New retail in the 93rd Avenue station area could take advantage of the following sub-markets.

Commuters. Around 19,000 motorists pass this intersection on 93rd Avenue each day. Daily traffic volumes on West Broadway are around 13,500.

Transit riders. Around 360 transit riders are expected to board the Bottineau Corridor at the 93rd Avenue transit station each day. (See the table below for a breakdown of how they arrive.) A similar number will disembark at this station.

Workers. There are roughly 5,800 workers within one mile of the 93rd Avenue station. Although nearby households are the primary driver of retail demand, nearby workers can also be an important source of demand for a narrow set of retail and service uses, such as lunch-based restaurants, convenience stores, salons/barber shops, dentists, chiropractors, etc..

93rd Avenue Station: Estimated Daily Boardings

LRT Station	Mode of Access			
	Walk	Transfers	Drive[1]	Total
93rd Avenue	249	105	3	357
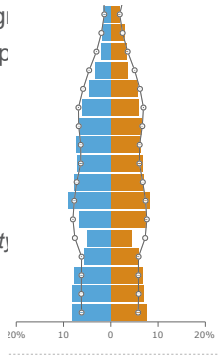
[1]Drive access includes both park-and-ride and passenger drop-off

Surrounding Community. The following are indicators of purchasing power within a one-mile radius of the transit station. The one-mile radius is used to characterize a local shopping market.

	1-Mile
Population	4,795
Median Household Income	$79,489
Aggregate Household Income	$163,000,000

Prospective retailers pay close attention to the characteristics of households and their shopping patterns in a given trade area. The following graphic offers an overview of consumer characteristics in a one-mile radius. An ESRI report tailored to this station area, and offering additional information relative to consumer demographics, income and expenditures in the retail trade area, can be found in the Appendix.

93rd Avenue Marketing Profile of Surrounding Community, 1-Mile Radius

Key Facts	Annual Household Spending	Age Pyramid
Population: 5,752 Median Age: 35.7 Average Household Size: 2.8 Median Household Income: $77,670	Apparel & Services: $2,617 Groceries: $5,797 Computers & Hardware: $212 Healthcare: $6,197 Eating Out: $4,034	The largest group: 2017 Male Population: Age 30-34 The smallest gr 2017 Male Pop Age 85+ *Dots show comparison to Hennepin County*
Education	**Annual Lifestyle Spending**	
No High School Diploma: 9% High School Graduate: 22% Some College: 33% Bachelor's/Grad/Prof Degree: 35%	Travel: $2,481 Sports Events: $69 Theatre/Operas/Concerts: $71 Online Games: $6 Movies/Museums/Parks: $98	

Source: ESRI

Interview input. Developer and real estate professional interviewees felt that the 93rd Avenue station area is not an optimal location for new retail of any consequential size. That said, it was noted that a small amount of retail in a narrow set of uses could probably supported by the concentration of daytime workers in the station area.

Summary of Findings

The recent development pattern in the 93rd Avenue station area has been overwhelmingly driven by low density office space, warehouse/distribution space, and manufacturing space. Therefore, the potential to create a meaningful retail experience that would draw nearby households and destinations shoppers is minimal. In addition, the emergence of the Zane Avenue and Highway 610 interchange as a location for new community and neighborhood-scale retail will further limit the market for retail goods and services in the 93rd Avenue station area. Finally, the eventual build out of the Oak Grove station area, if it occurs according to current plans, will further limit retail opportunities at 93rd Avenue.

With all of that being said, the 93rd Avenue station area does have good visibility, a concentration of employment, and new hotel development that will add some vibrancy to the station area. Despite all of the limiting factors for retail, there will be a clear need for some small scale retail near the station that will serve the local employment base and commuter traffic. However, for workers to benefit from any new retail in the station area, it will require safe, convenient pedestrian connections to the nearby businesses.

Oak Grove Station Area

Retail Supply

The Oak Grove station area as it exists today is largely undeveloped, with no existing retail in the immediate vicinity of the station. The retail that exists at the eastern edge of the one-mile station area radius is relatively new—having all been developed since 2006. It includes a Cub Foods store, and a mix of other retail stores.

Oak Grove Station Area: Retail Context Map
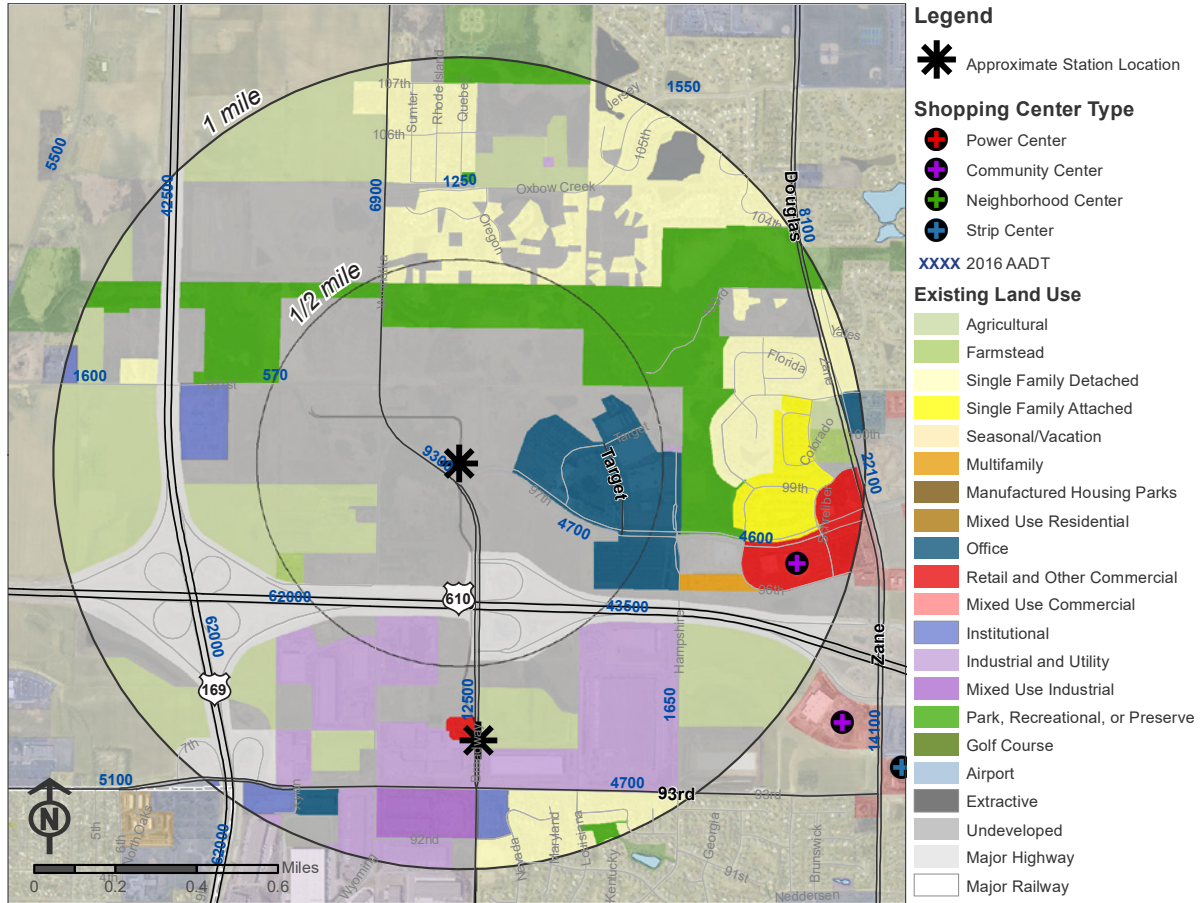
Source: Metropolitan Council, MNGEO, CoStar, Tangible Consulting Services, SHC

The following are data relative to the Zane Avenue retail node at the eastern edge of the one-mile station area. The low vacancy and high asking rates may imply market support for additional retail development.

Oak Grove Station Area: Shopping Centers

Retail District Principal Centers	Properties	Leasable Area (s.f.)	Building Age	Avg. Vacancy Rate	Avg. Asking Rent per Square Foot*
Oak Grove (including Park Place Promenade)	14	282,775	2006 - present	1%	$22.00

* Asking rents are based on triple net (NNN) rates in which tenants are responsible for all expenses associated with their proportional share of occupancy of the building.

Source: CoStar, Tangible Consulting Services

The following table notes potential assets and challenges relative to the development of a mixed-use pedestrian-oriented retail corridor near the future Oak Grove Station.

Oak Grove Station Area: Assets and Challenges of Retail Development

Assets	Challenges
Undeveloped land provides the flexibility to create a high-quality context for the new pedestrian-oriented retail district	The retail district will compete to some degree with the nearby Zane Avenue retail nodes
A walkable retail character may mean it competes less directly with more traditional suburban retail formats	The area lacks direct access from well-traveled through-streets, making it dependent on destination customers
There is potential for capturing daytime customers from the surrounding office campuses	The area has low visibility from major streets, although it can establish an attractive frontage facing Highway 610

Retail Demand

Sub-markets

New retail in an Oak Grove mixed-use development area can take advantage of the following sub-markets.

Commuters. Current traffic volumes on West Broadway north of Highway 610 are 7,500 ADT. Oak Grove Parkway currently carries around 3,000 cars a day. These numbers will grow as the area is further developed.

Transit riders. Around 2,300 transit riders are expected to board the Bottineau Corridor at the Oak Grove transit station each day. (See the table below for a breakdown of how they arrive.) A similar number will disembark at this station.

Oak Grove Station Area: Estimated Daily Boardings

LRT Station	Mode of Access			
	Walk	**Transfers**	**Drive[1]**	**Total**
Oak Grove Parkway	717	664	950	2,331

1Drive access includes both park-and-ride and passenger drop-off

Surrounding Community. The following are indicators of purchasing power within one- and three-mile radii from the transit station. The one-mile radius is used to characterize the local shopping market, who might use the retail area for their everyday shopping needs, while the three-mile radius is used to characterize future destination shoppers.

	1-Mile	3-Mile
Population	1,729	73,748
Median Household Income	$76,002	$83,510
Aggregate Household Income	$60,000,000	$2,588,000,000

Daytime workers. The approximately 3,700 workers at Target Corporation's north office campus are in the market for places to eat lunch, stop for happy hour, or do a bit of shopping during the day or on the way home.

Prospective retailers pay close attention to the characteristics of households and their shopping patterns in a given trade area. The following graphic offers an overview of consumer characteristics in a three-mile radius. An ESRI report tailored to this station area, and offering additional information relative to consumer demographics, income and expenditures in the retail trade area can be found in the Appendix.

Oak Grove Marketing Profile of Surrounding Community, 3-Mile Radius

Key Facts	Annual Household Spending	Age Pyramid
Population: 73,748 Median Age: 36.6 Average Household Size: 2.9 Median Household Income: $83,510	Apparel & Services: $2,701 Groceries: $6,009 Computers & Hardware: $218 Healthcare: $6,677 Eating Out: $4,150	The largest group: 2017 Female Population: Age 30-34 The smallest group: 2017 Male Populatic Age 85+
Education	**Annual Lifestyle Spending**	*Dots show*
No High School Diploma: 6% High School Graduate: 22% Some College: 37% Bachelor's/Grad/Prof Degree: 35%	Travel: $2,618 Sports Events: $72 Theatre/Operas/Concerts: $74 Online Games: $6 Movies/Museums/Parks: $101	*comparison to* *Hennepin County*

Source: ESRI

Demand Indicators

Performance of existing retail. For the 14 retail buildings in the Oak Grove Parkway/ Zane Avenue retail center, CoStar reports a low-average vacancy rate of 1% and average asking rents of $22 per square foot. That may indicate demand for additional retail space.

Interview input. Developer and real estate professional interviewees felt that a desirable mixed-use retail corridor could be created in the Oak Grove station area.

Summary of Findings

The high-density mixed-use development envisioned in the Station Area Plan, which includes the establishment of a pedestrian-oriented retail corridor, would be pioneering and subject to risks associated with being off the beaten path for many. It also faces competition from the large retail district taking shape at Highway 610 and Zane Avenue. On the other hand, the success of the growing 610/Zane retail area can also be seen as an indicator of retail demand in the area. And the expected trajectory of continued household and business growth in the community surrounding the Oak Grove station implies a growing customer demand for retail goods and services.

Moreover, there is a growing appetite on the part of both urbanites and suburbanites for retail environments that offer a greater sense of place. There are elements of that in the Arbor Lakes area in Maple Grove, and St. Louis Park's West End. The development of pedestrian-oriented retail development at the Oak Grove station could be prized for that reason.

OFFICE DEVELOPMENT MARKET

Office Typologies

The office market is a very broad category that encompasses many different types of properties. Office properties are differentiated by building format, building quality and amenities (sometimes characterized as Class A, B, C), visibility, transportation access, size of tenant spaces and supporting services. Examples of the office market subcategories are as follows:

High Rise or Signature Building

Office buildings of this type place a premium on visibility and image. They are typically multi-tenant buildings with a high level of architectural interest and finish. The tenants tend to be businesses that are willing to pay a premium for image (such as corporate headquarters), law firms, financial advisors, advertising and other types of business services. These buildings are typically found in the commercial center of a metropolitan area, at the intersection of high volume highways, and in affluent suburban locations. The Target Corporation offices at the Oak Grove station area are an example of this office subcategory.

Low-Rise, Multi-Story Building

Office buildings of this type have the most variety of physical conditions and tenant mix. Class A buildings in this subcategory can have similar features to the high rise buildings and command elevated rents. Typical locations for this type of building are near regional malls and along arterial roadways in suburban locations. These buildings may provide space for smaller corporate headquarters or back-office space. They may provide healthcare or other professional services for businesses or households, and they may house government functions. There are smaller multi-story "professional buildings" present in the retail areas in the Bottineau Corridor, benefiting from a visible location along Bottineau Boulevard. The Crystal Medical Center building north of the Bass Lake Road Station is an example of this building type.

Single-Story Building - Retail

Office buildings of this type share a lot of physical and location characteristics with neighborhood and strip retail. They are located near retail areas where there is a reasonable amount of visibility and customer traffic. Tenant spaces are generally smaller in size, and the businesses usually have some level of walk-in customer traffic that justifies the need for visibility. Typical tenants in this building type include insurance, real estate brokerage, medical services, and financial services. Traditionally, some of these "retail" offices are located on a second floor above retail stores. Examples of this type of building can be found in the Robbinsdale station area on West Broadway south of 42nd Avenue, in the Bass Lake Road station area on Bass Lake Road west of West Broadway Avenue.

Single-Story Building - Flex

Office buildings of this type share many physical and locational characteristics with light industrial buildings. They are often located in lower visibility areas where land prices are lower, enabling a reduced rent structure in comparison to other office types. Transportation access is important but does not always need to be direct, because walk-in traffic is often not a key issue for the tenants. The users of this office type generally have a need for some warehouse space associated with the office. They tend to be office uses that require back-office warehousing or light manufacturing; construction/repair related businesses that maintain some inventory, such as window or garage door installers; price sensitive large office users, such as call centers; and startup businesses that seek the lower cost and expansion flexibility of a flex building. If a "community" of these buildings are developed, the area may be branded as an "office park". Examples of this building type can be found in the older industrial areas in the Bass Lake Road and Brooklyn Boulevard station areas.

Bottineau Corridor

Office land. In the Bottineau Corridor, the share of land dedicated to office development varies widely between the different station areas. Some of the station areas have few office properties. Office development in the 93rd Avenue station area and Oak Grove station area, by contrast, takes up a relatively large proportion of developed land. (Note that office land area in the 93rd Avenue station area appears large only because its one-mile radius takes in the Target Corporation property on the north side of Highway 610. Aside from that development, there are few purpose-built office properties in the station area.)

Retail and Office Share of Developed Land: 1-Mile Radius
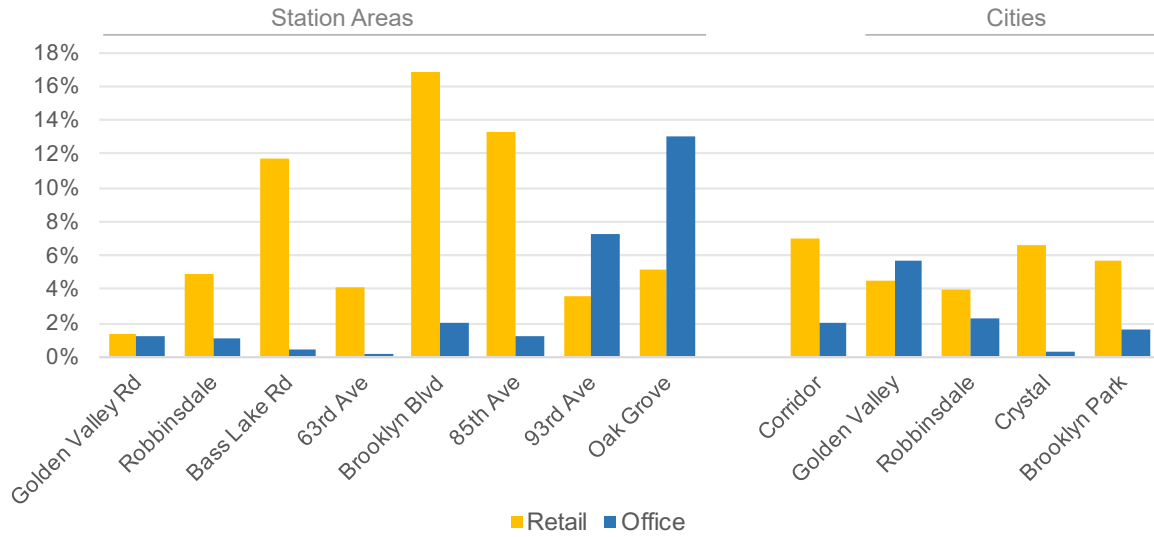
Source: Metropolitan Council, Metropolitan Cities, Tangible Consulting Services

Office floor area. The following chart quantifies the existing floor area of office development in selected station areas. Each of the three large retail areas in the Corridor have between 150,000 and 300,000 square feet of office space associated with the business district. (Note the 93rd Avenue station area data is not included in the chart because almost all of the identified office space would be attributed to the Target Corporation north campus since it is within one mile of the 93rd Avenue station.)

The amount of office development in the Oak Grove station area is at an entirely different level from the other stations due to the presence of the Target Corporation north office campus.

Office Floor Area in Selected Station Areas: 1-Mile Radius
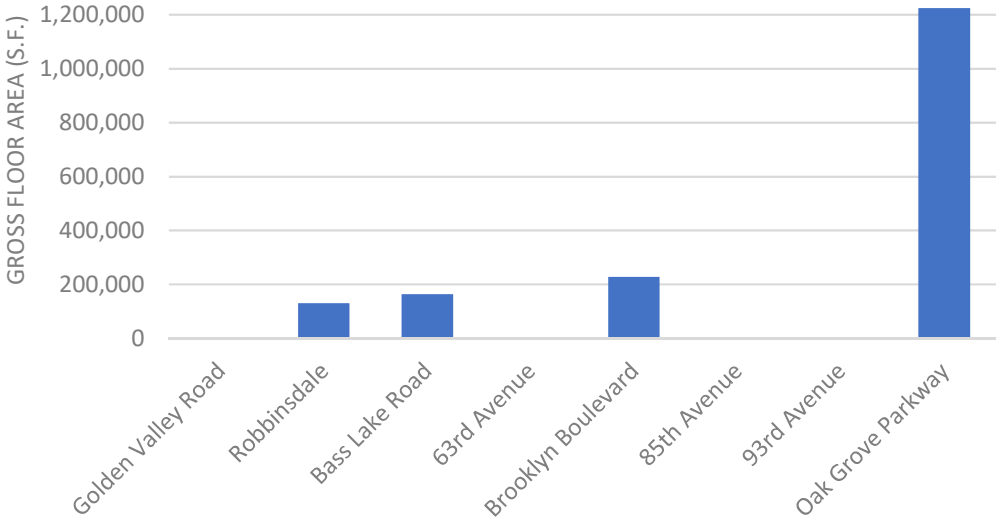
Source: CoStar, Tangible Consulting Services

Characterization of office areas. We can characterize the office presence in the Bottineau Corridor station areas by their size and prevailing development format.

Station Areas: Characterization of Existing Office Development

Golden Valley Road	Minimal, except for two prominent properties—Courage Center and Minneapolis Clinic of Neurology
Robbinsdale	Small business and neighborhood-serving offices as part of the station area business mix
Bass Lake Road	A recently developed medical office building. Small business and neighborhood-serving offices as part of the station area business mix
63rd Avenue	Minimal
Brooklyn Boulevard	Minimal, except for a small cluster of medical office buildings to the east of the transit station
85th Avenue	Minimal
93rd Avenue	Minimal
Oak Grove	Target Corporation north office campus

Local Office Development at Robbinsdale and Bass Lake Road Station Areas

The station areas at Robbinsdale and Bass Lake Road offer scattered local office properties as part of the commercial mix. The buildings in both areas are almost all one- and two-story buildings. In the Bass Lake Road station area the buildings each offer between 2,000 and 25,000 square feet of floor area—with the exception of the Crystal Medical Center, built in 2012, which has 45,000 square feet of floor area. Office buildings are smaller in downtown Robbinsdale's business district, offering floor areas between 700 and 18,000 square feet.

Demand Indicators

Performance of existing office development. CoStar tracks 29 office properties in the Robbinsdale station area with an aggregate floor area of 159,000 square feet. It tracks 16 office properties in the Bass Lake Road station area with an aggregate floor area of 187,000 square feet. There are some important limitations to CoStar's data[7], particularly when the sample size of properties becomes small as is true in these areas. Asking rents and vacancies can shift dramatically from year to year depending on which office spaces are vacated or are leased up. However, if the erratic nature of the data can be set aside, long-term trends can still be evident. The patterns in the charts below that seem persistent, relative to rents, occupancy, and deliveries (i.e. new construction), are relevant indicators of the health of the office market in those areas.

Rents and Vacancy. Average asking rents in the two station areas have tracked pretty closely with average rents in Hennepin County as a whole as shown in the graph below. The vacancy rate in the Robbinsdale station area has varied, but is currently quite low, as is vacancy in the Bottineau Corridor as a whole (shown on the following map). Taken as a whole, these data suggest there is continuing utility and viability in the existing office properties in the two station areas.

New construction. There has been no new office development in the Robbinsdale station area in the last decade. The Crystal Medical Center was built in the Bass Lake Road station area in 2012, responding to a demand for medical office space in the area.

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7. Rental rates are based on asking rents. That means rents are observed only when properties are being marketed for lease. Moreover, negotiated rent may end up lower than the asking rent. Vacancy rates are as reports by property owners. They may not reflect all vacant property, particularly where vacant properties are not being marketed for a new tenant.

Station Areas: Asking Rents, 1-Mile Radius
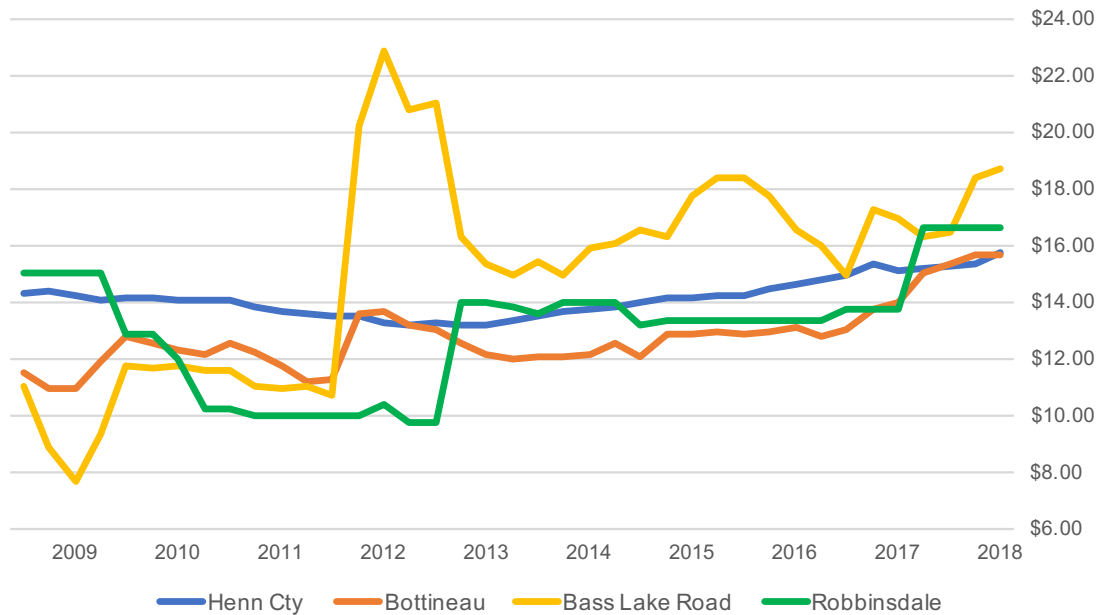
Source: CoStar, Tangible Consulting Services

Station Areas: Vacancy Rate, 1-Mile Radius

Source: CoStar, Tangible Consulting Services
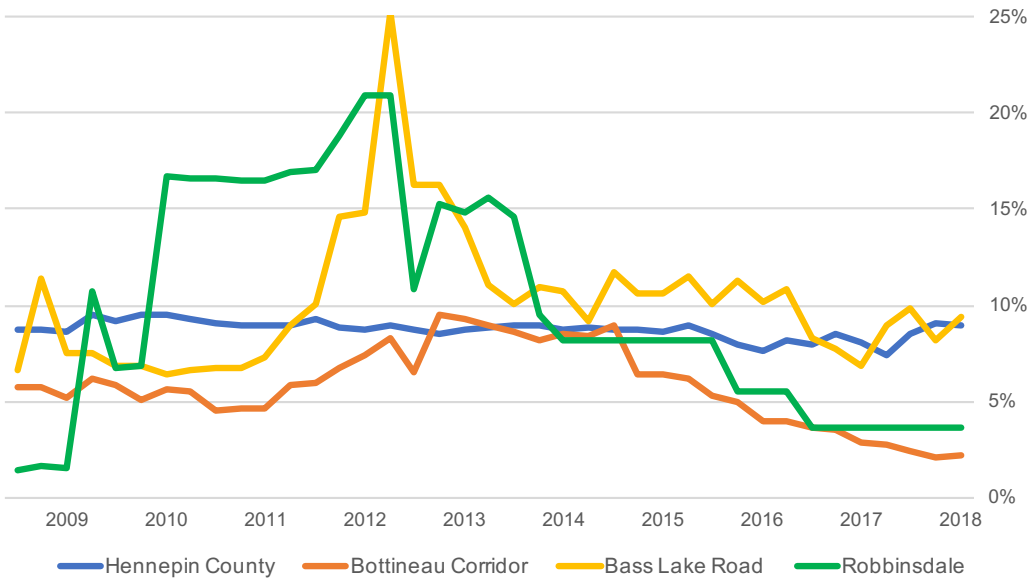
COMMERCIAL MARKET ANALYSIS - 7.20.2018
Bottineau Community Works

Medical Office Development

A developer interviewee suggested that medical office development is in short supply in the Bottineau Corridor and might be a viable development in one of the station areas. The 2012 construction of the Crystal Medical Center is also an indicator of demand for medical office space.

The following map attempts to lay out the broader competitive context for medical office development in the vicinity of the Bottineau Corridor. It maps medical office properties and hospitals, which include medical device companies and veterinary clinics. The circled areas represent recognized centers of medical office activity. North Memorial Medical Center and the companion Oakdale Office Building are a regionally recognized concentration of medical offices and hospital services. But in the broad area to the north of that campus there does not seem to be a similar recognizable cluster of medical offices. There may be opportunities for additional medical office development at the Bass Lake Road station area near the Crystal Medical Center. Medical office could also be explored as a component of a redevelopment in the Brooklyn Boulevard station area, or there may be room for medical office buildings in the Oak Grove station area.

It may be beneficial to pursue further analysis of the viability of medical office development in the Corridor through additional market research, conversations with real estate professionals who are experts in that area, or through contacting some of the major provider groups.

Bottineau Corridor: Competitive Context for Medical Office Development

Legend

✳ Approximate Station Location

◯ 1-Mile Station Radius

Medical Office Floor Area

• < 40,000 SF

● 40,000-100,000 SF

⬤ > 100,000 SF

Hospital Floor Area

• < 100,000 SF

● 100,000 - 200,000 SF

⬤ > 200,000 SF
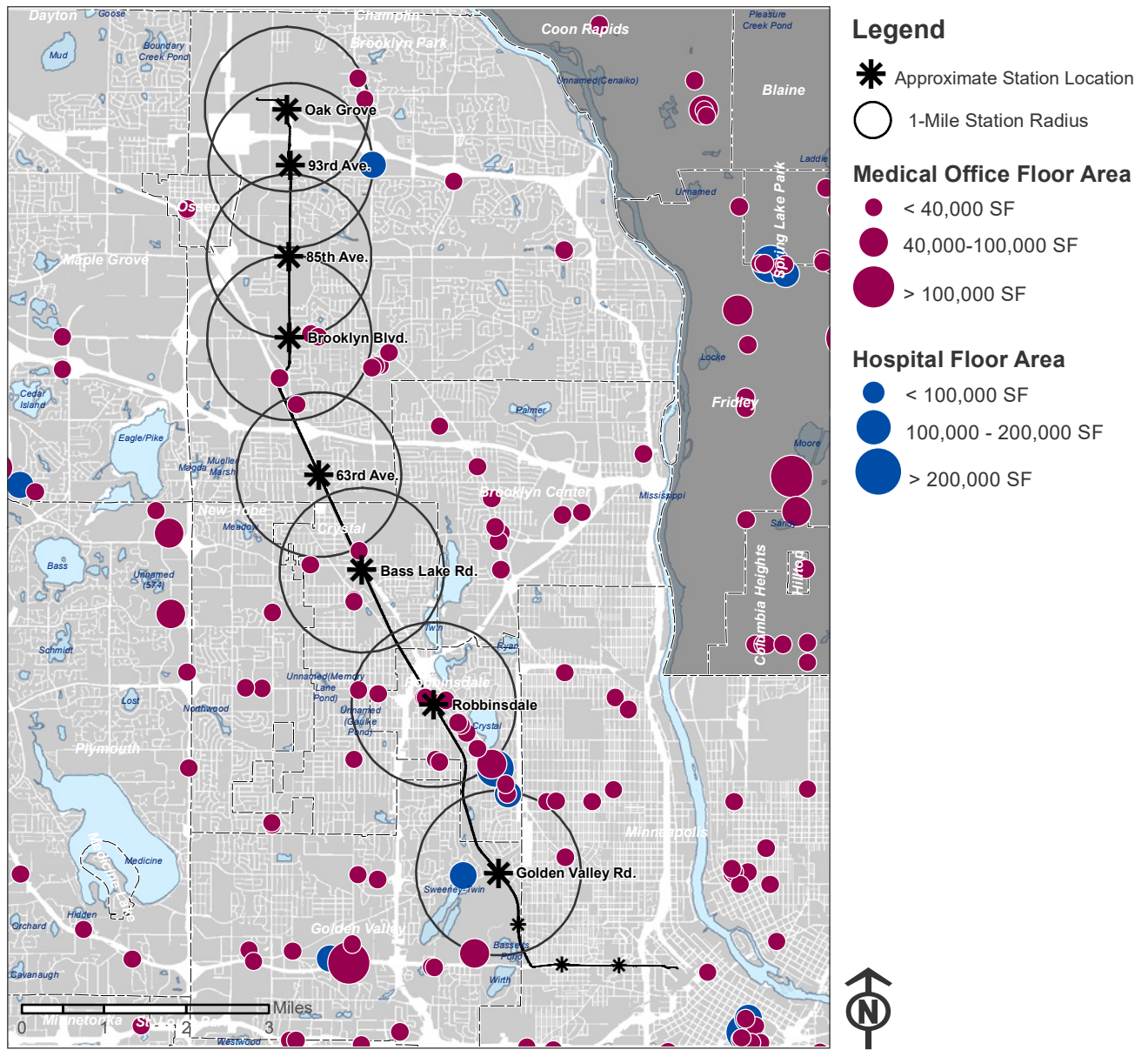
Source: MNGEO, CoStar, Tangible Consulting Services, SHC

High-Rise Office Development

Developers are selective in the locational requirements for signature office buildings. They seek high visibility locations in a downtown, or along a major freeway. They look for environments with nearby amenities. Where located in suburban cities, they tend to be in the more affluent suburbs—sometimes close to the personal homes of corporate leadership.

Signature office buildings also tend to be in locations where there is already an established community of office towers. That gives the office tenants a brand to identify with. The I-494 Corridor in the southwest metro, for example, is one of the Twin Cities' most recognized office districts outside of the downtowns of Minneapolis and St. Paul. Office towers are typically not constructed outside such corridors. An exception, however, is where the office tower or campus is for the sole or primary use of a particular corporation and is not being built for lease to office tenants. Examples of this are Medtronic's headquarters at I-694 and Central Avenue in Fridley, the General Mills headquarters at I-394 and Highway 169 in Golden Valley, and the Target Corporation north office campus at Highway 610 and West Broadway.

A major corporation can anchor a growing office district because companies that provide supplies and business-to-business services to the corporation may want to locate nearby, thus physically close to their corporate contacts. For example, a whole ecosystem of companies that do business with Target Corporation are located near Target's downtown headquarters.

The following map indicates some of the recognized high rise office districts in the Twin Cities metropolitan area.

Recognized Twin Cities Office Districts
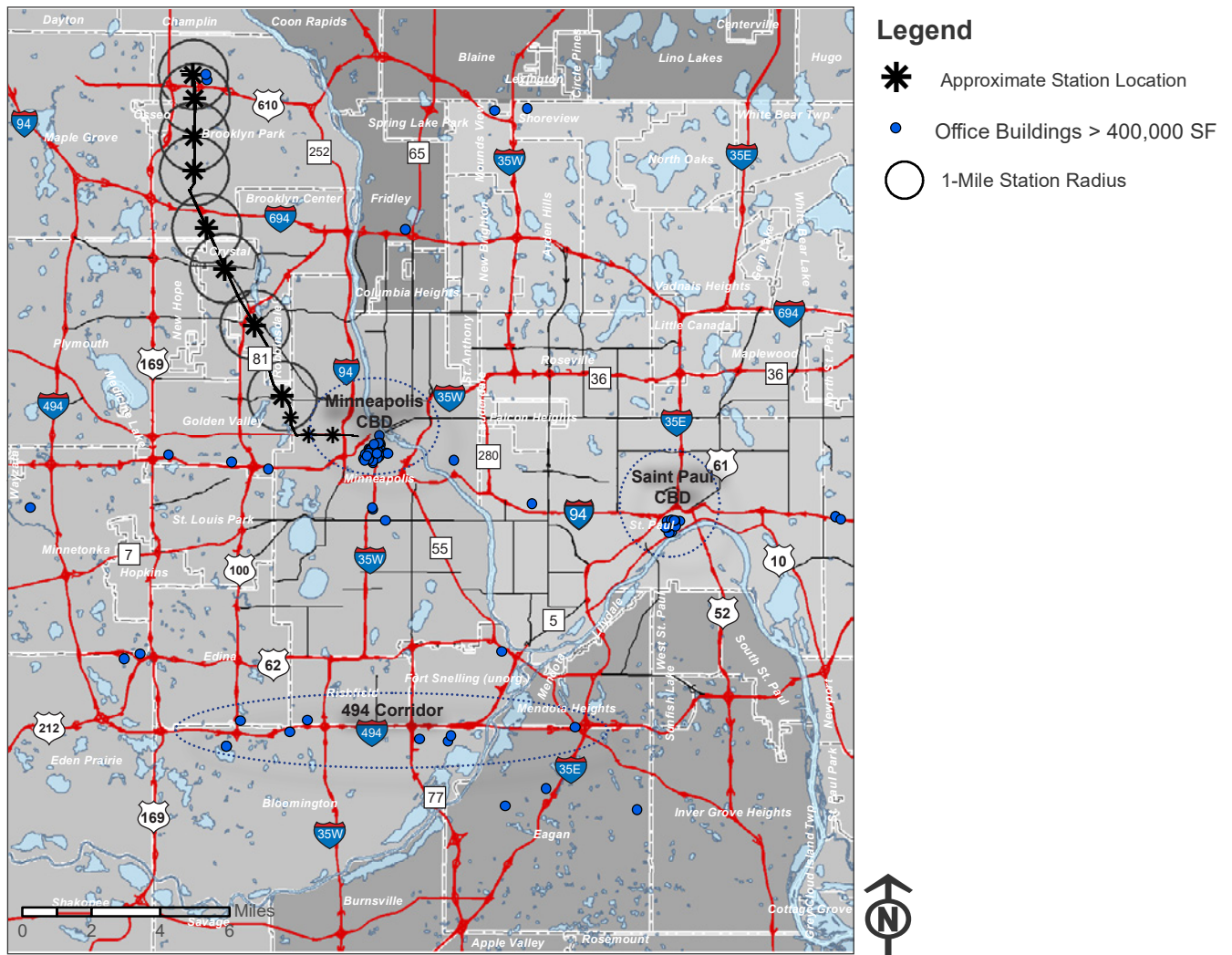
Source: MNGEO, CoStar, ESRI, Tangible Consulting Services, SHC

Interview insights. Developer interviewees felt that the Oak Grove station area would be attractive for additional office development. Office tenants can draft off the cachet of Target's office campus, and those companies who do business with Target might find the location especially attractive.

Summary of Findings

There seems to be stable demand for office development in the Robbinsdale and Bass Lake Road business districts because they satisfy a local need for small business space and they house professional and medical service providers that are needed by the surrounding community. As existing office space becomes obsolete, renovation and new development that maintains existing levels of office space would be supported by the market.

Based on the comments of interviewees and the geography of existing medical office development, there may be demand for additional medical office development in the Corridor, in particular near the Bass Lake Road station and south of the Robbinsdale station near North Memorial Medical Center. This perceived demand is because medical offices have traditionally tended to cluster together, often near major hospitals or clinics, and developer perception that there is an unmet need in the Bottineau Corridor.

The Oak Grove station area is the only location in the Corridor that may be attractive to high-rise office development. It has high visibility from Highway 610, and the Target campus serves as an anchor for the area's identity as an office district. If additional parts of the Oak Grove station area are guided for high-rise office development, developers are likely to be responsive to that. Interest in high-rise office development will be enhanced if the development of the pedestrian-oriented mixed-use community, with its storefront retail and restaurant amenities, occurs first.

INDUSTRIAL DEVELOPMENT MARKET

Industrial development is an important component of development in most of the station areas, although in most cases the existing industrial district(s) are a few blocks or more distant from the planned transit station locations. The 93rd Avenue station area has the most industrial development of any of the station areas, and it is the only station area where industrial development is immediately adjacent to the station.

Industrial floor area. The chart below shows the aggregate industrial space in the Bottineau station areas. Station areas are defined by a one-mile radius. Where the station areas overlap, properties are assigned to only one of the station areas, according to whichever transit station is closest.

Industrial Share of Developed Land, 1-Mile Radius
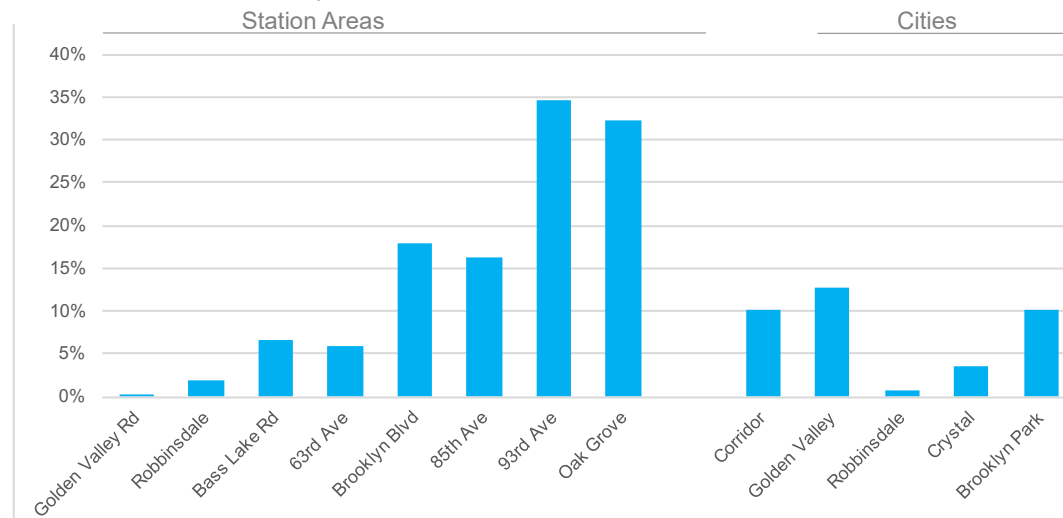
Source: CoStar, Tangible Consulting Services

Characterization of industrial areas. We can characterize the industrial presence in the Bottineau Corridor station areas by their age and location.

Station Area: Characterization of Existing Industrial Development

Golden Valley Road	Minimal
Robbinsdale	Minimal
Bass Lake Road	Older industrial area south of station
63rd Avenue	Pockets of older industrial development in several directions from station
Brooklyn Boulevard	Oder industrial area west of station, on the far side of Bottineau Boulevard
85th Avenue	Recently developed industrial area northwest of station, contiguous with the industrial area surrounding the 93rd Avenue station
93rd Avenue	Recently developed industrial area on three quadrants of intersection
Oak Grove	Minimal

93ʳᵈ Avenue Station Area

Industrial development is a policy goal in only one of the station areas along the Bottineau Corridor—the 93rd Avenue station area. This location is highly desirable for new industrial and warehouse facilities, because:

- It offers excellent access to the regional transportation network.

- The large size of the properties support developments of an efficient scale for warehousing and distribution.

- The land is flat.

- The quality and image of neighboring industrial development in the area is excellent.

- The area is well buffered from residential neighborhoods.

The industrial district in the station area is rapidly approaching build out as the number of undeveloped properties has decreased significantly in the last several years.

Demand Indicators

There is no question that there is ongoing demand for industrial development in the 93rd Avenue station area. In four of the past five years, at least 200,000 square feet of new industrial space has come on line each year—and building vacancy remains below 4%, which indicates that all of the new space being developed is being absorbed rapidly. Moreover, a 200,000 square foot building has already been completed in 2018 and CoStar is tracking an additional industrial development of 219,000 square feet scheduled for completion in August 2018.

93rd Avenue Station Area: Industrial Development - Absorption, Deliveries, Vacancy
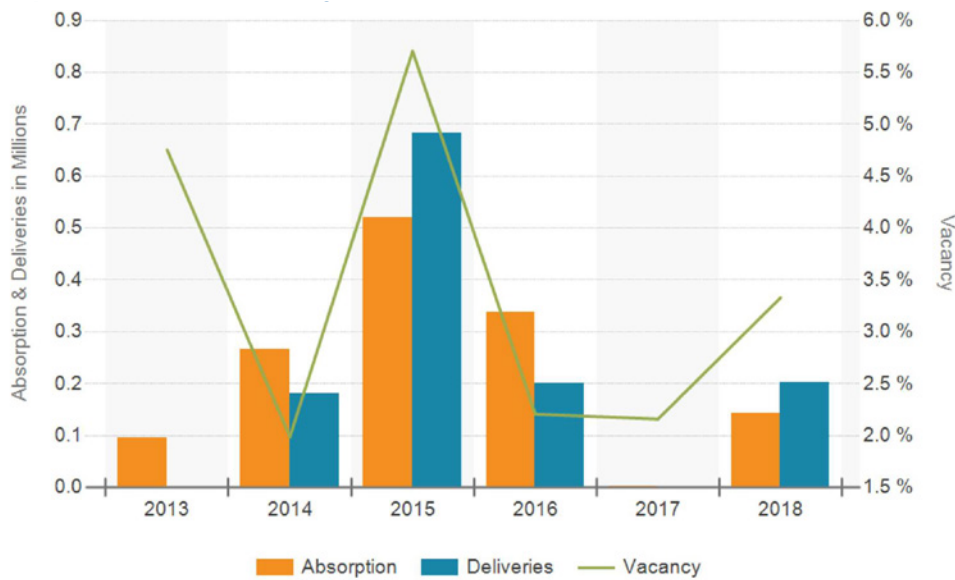
Source: CoStar

Summary of Findings

New industrial development is not a focus of station area development because it benefits less from high-frequency transit services than other forms of development and because it is financially challenging to build new industrial properties in areas that are already developed due to the cost of development relative to the return on investment.

The 93rd Avenue station area is an exception. It is surrounded by recently developed industrial facilities, and the remaining development opportunities can take advantage of undeveloped land. The location has strong assets that support continued industrial development—flat topography, good buffering from single-family neighborhoods, and access to the regional transportation access. Ongoing robust development activity is a strong indicator of market support for further industrial development.

HOSPITALITY DEVELOPMENT MARKET

Hotel Trends

National trends. The hotel development market has been robust since the end of the Great Recession. Hotel occupancy rates continues to be higher than the historic average. The average revenue per available room (RevPAR) has increased 44% since 2010. This has led to eight consecutive years of growth in hotel rooms nationwide.

Forecasts show demand continuing to increase, but at a slowing rate. Hotel development will continue for the coming few years in order to meet the backlog in demand.

National Hotel Supply, Demand, Occupancy Trends
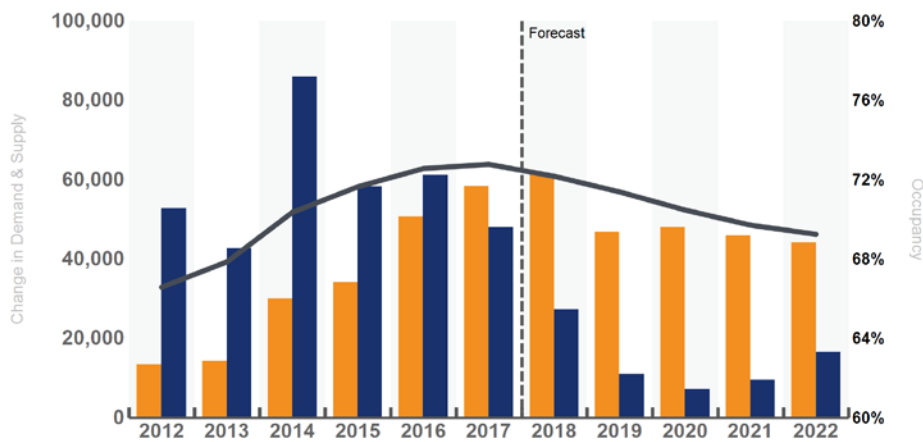
Source: CoStar

Twin Cities trends. Hotel development in the Twin Cities has followed a similar pattern. 35 hotels have come on line in the last 10 years. Hotel occupancy is a little lower than the national average, but still above the historic average. Revenues per available room (RevPAR) has grown by an average of over 4% a year since 2010. This is evidence of a demand backlog, which underpins CoStar's forecast of continued hotel development over the next five years.

Minneapolis Hotel Supply, Demand, Occupancy Trends
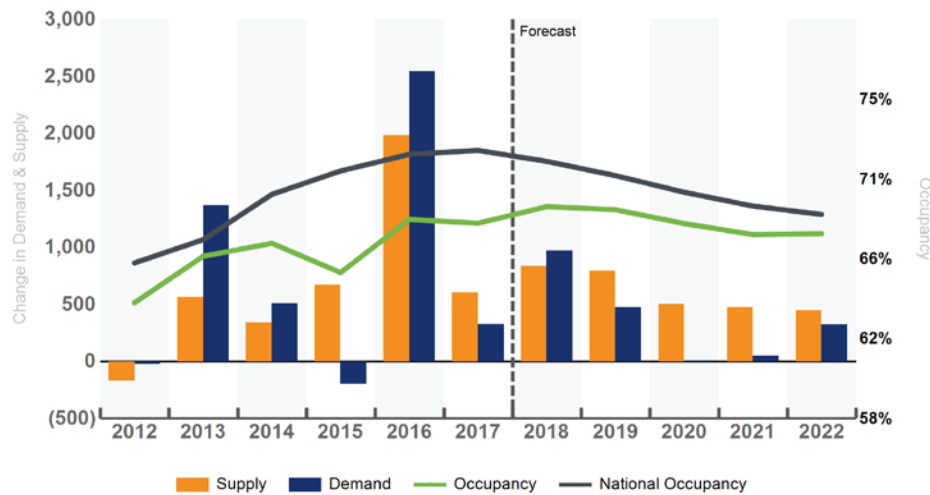
Source: CoStar

Locational requirements. The great majority of hotel development in the Twin Cities is in the central business districts of downtown Minneapolis and St. Paul or in high visibility locations along the region's major freeways. A smaller number of hotels locate outside of these high visibility locations, where there is a unique market to be captured. These include hotels proximate to a major university, medical facility, or unique amenity-driven environment, such as a historic district (e.g., downtown Stillwater) or waterfront locale (e.g., downtown Wayzata). Hotels draw from multiple markets. Business guests being an important market segment, most are near business areas. Guests may also be coming for family events, so a new hotel may try to plug a locational hole in a community that is under-served by hotels.

A new trend in hotel development is the development of mixed-use hotels. Building a development that combines a hotel with a multi-family apartment building can create efficiencies in the provision of amenities for each part of the development. In some instances, it can also help with development finance—if, for instance, one element of the development is more bankable than the other at a certain time in the market cycle. Hotel/office co-development is also occurring more frequently. The hotel component provides amenities and services to office workers and provides cost savings in various ways, such as shared parking facilities.

With these considerations in mind, it is instructive to look regionally at where Twin Cities hotels have been developed over the past decade. As shown below, nearly all development has occurred in the downtowns or along well traveled freeways. Two hotels near Southdale and

one near Rosedale are the exceptions. The Hampton Inn and Home2Suites that are under construction at West Broadway and Highway 610 in the 93rd Avenue station area, although somewhat of an outlier because they are not located along traditional highway corridors with an existing concentration of hotels, they are meeting the need of an emerging employment district not currently served by any hotels.

Twin Cities Hotel Development
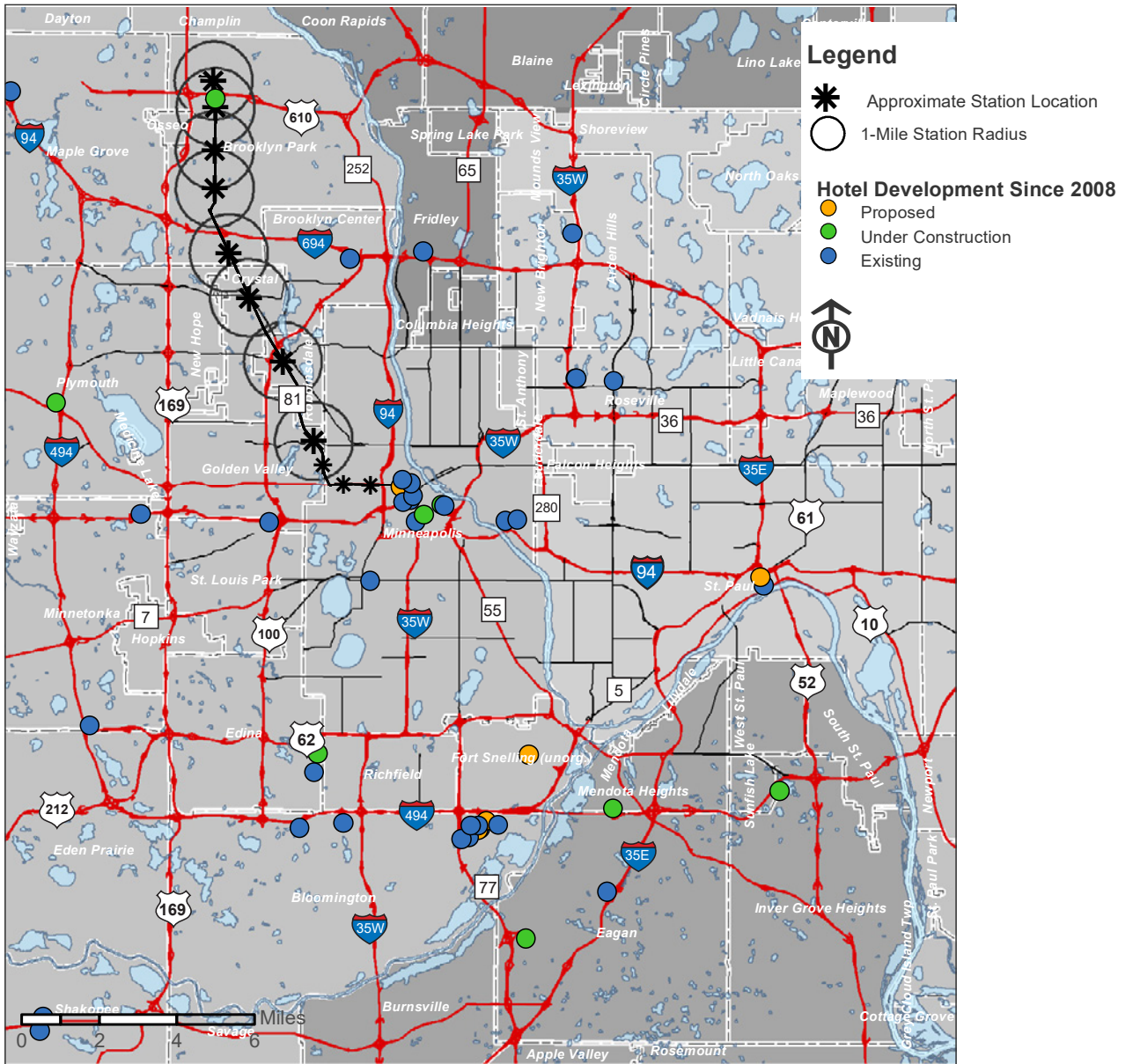
Source: MNGEO, CoStar, ESRI, Tangible Consulting Services, SHC

Bottineau Corridor

There are just three hotels within the Bottineau Corridor station areas—one existing and two under development.

- **North Star Inn and Suites,** 6000 Lakeland Avenue, Crystal. Built in 1995, this small, two-story economy hotel fronts on Bottineau Boulevard in Crystal, between the future transit stations at Bass Lake Road and 63rd Avenue.
- **Hampton Inn and Home2Suites,** 9400 West Broadway Avenue, Brooklyn Park. This pair of hotels, offering 207 hotel rooms together, is currently under development. They are in the 93rd Avenue station area, on West Broadway, south of the Highway 610 interchange.

Four hotels in the Bottineau Corridor were demolished over the last decade.
- **Robin Hotel,** 4101 Hubbard Avenue
- **Grand Rios Hotel and Waterpark,** 6900 Lakeland Avenue
- **Budget Host Inn,** 6280 Lakeland Avenue
- **Crystal Inn,** 5650 Lakeland Avenue

Three of the four hotels were demolished because of their age (all were more than 60 years old) and shifting transportation patterns that impacted the facility's ability to capture market share. One of the four demolished hotels included a major waterpark feature that ultimately did not match up with local market demand.

Characterization of Existing Hotel Development by Station Area

Station Area	Existing Hotel Development
Golden Valley Road	None
Robbinsdale	None
Bass Lake Road	None
63rd Avenue	One existing hotel, North Star Inn and Suites, not a national brand
Brooklyn Boulevard	None
85th Avenue	None
93rd Avenue	Two nationally branded hotels, Hampton Inn and Home2Suites, under construction, delivering July 2018
Oak Grove	None

The lack of new hotel development in the corridor, as well as the demolition of most of its existing hotels, is an indicator that in general the corridor is not a strong candidate for new hotel development. Most locations along the corridor lack the characteristics that hotel developers are seeking in 2018—freeway visibility and access, or proximity to a major business center or high amenity area.

Oak Grove Station Area

Given the locational requirements of hotels, and the development of a hotel in the 93rd Avenue station area, there may be a market for additional hotel development in the Oak Grove station area—particularly over the coming years as the surrounding area is built out with additional offices, housing and retail amenities. The Hampton Inn, just south of Highway 610, is aimed at the corporate travel business generated by employers in the Highway 610 corridor, such as Target, Olympus Surgical Technologies, and the businesses in the in the 93rd Avenue station area. It also meets the needs of local households (e.g., family visits, weddings, and other personal needs) due to the lack of any existing hotels in northern Brooklyn Park and neighboring Champlin. (See map on the following page.)

A hotel in the Oak Grove station area would be attractive to the same sub-markets and be even closer to the Target Corporation office campus. Additionally, it could capitalize on proximity to Brooklyn Park's Signature Event Area Park, which is proposed to be developed in the station area north of the future transit station.

The station area offers many sites that would have the freeway visibility that a hotelier desires. Mixed-use hotel development with an office building is a possibility to the west of West Broadway Avenue. Mixed-use development with apartments is also a possibility. If the walkable housing/retail village materializes south of the Target north office campus, a hotel developer might see an opportunity for a boutique hotel in that area, connected with one of the high-density housing developments. Guests of such a hotel would be accessible to a walkable retail environment.

Given the importance of the business-oriented segment of guests, a hotel might give consideration to providing meeting rooms or even conference facilities.

The map on the following page illustrates the competitive landscape for one or more additional hotels in the Oak Grove station area.

Oak Grove Station Area: Competitive Context for Hotel Development

Legend

✱ Approximate Station Location

◯ 1-Mile Station Radius

Hotels (Year Built)
- ◯ Prior to 1930
- ● 1930 to 1974
- ● 1975 to 1989
- ● 1990 to 2007
- ● 2008 to Present
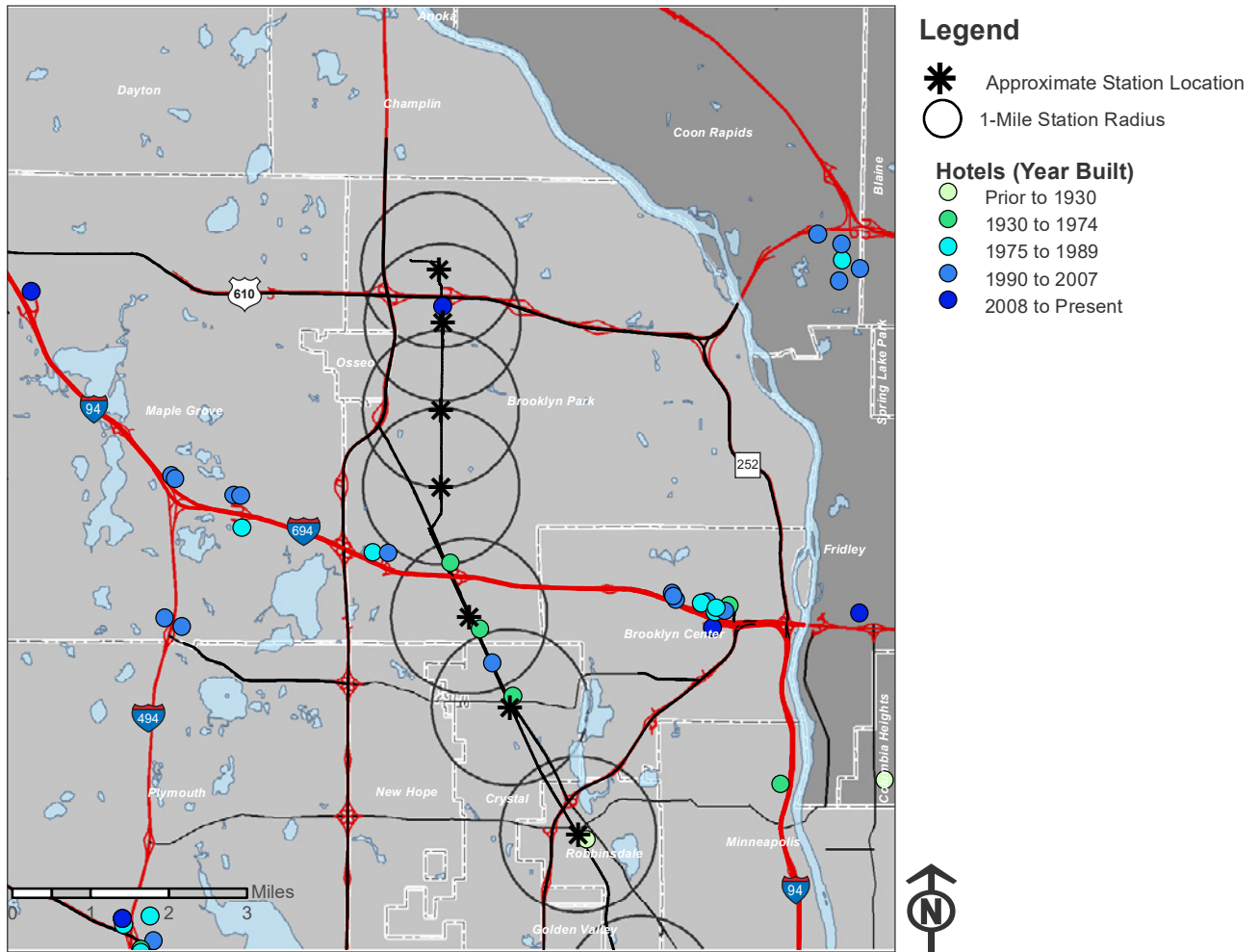
Source: MNGEO, CoStar, ESRI, Tangible Consulting Services, SHC

Summary of Findings

Given the demolition of most of the legacy hotels in the Bottineau Corridor and the current locational requirements for hotel development, new hotel development is unlikely to occur in most parts of the Bottineau Corridor. However, there may be market support for one or more additional hotels in the Oak Grove station area.

The Oak Grove station has assets seen as desirable to hotel developers. It has good visibility from Highway 610; a highly traveled corridor that will carry increasingly more traffic in the future as more development occurs. It is in close proximity to the Target north office campus and will be connected to downtown Minneapolis and the MSP airport via the Bottineau Corridor LRT. It also will offer an unusually strong amenity mix in the form of the planned public event space and a walkable retail environment.

A range of hotel development types may be supported in the station area—including stand-alone developments, and mixed-use hotel-housing formats. Hotels may be of a conventional character or offer a boutique hotel format and experience. A hotel with some conference facilities may also find market support at this location.

Appendix

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Golden Valley Rd
Lat.: 45.000 Long.: -93.323
Rings: 0.5, 1, 2 mile radii

Prepared by Esri
Latitude: 45.00001
Longitude: -93.32337

	0.5 miles	1 mile	2 miles
Population Summary			
2000 Total Population	2,841	15,089	67,097
2010 Total Population	2,599	13,813	60,079
2017 Total Population	2,778	14,804	65,074
2017 Group Quarters	27	179	1,001
2022 Total Population	2,910	15,505	68,534
2017-2022 Annual Rate	0.93%	0.93%	1.04%
2017 Total Daytime Population	2,134	18,153	62,120
Workers	886	9,943	24,560
Residents	1,248	8,210	37,560
Household Summary			
2000 Households	1,017	4,826	22,753
2000 Average Household Size	2.73	3.06	2.87
2010 Households	1,028	4,630	21,732
2010 Average Household Size	2.50	2.95	2.72
2017 Households	1,091	4,912	23,254
2017 Average Household Size	2.52	2.98	2.76
2022 Households	1,137	5,119	24,364
2022 Average Household Size	2.54	2.99	2.77
2017-2022 Annual Rate	0.83%	0.83%	0.94%
2010 Families	646	3,099	13,338
2010 Average Family Size	3.08	3.55	3.45
2017 Families	681	3,271	14,222
2017 Average Family Size	3.11	3.59	3.49
2022 Families	708	3,404	14,875
2022 Average Family Size	3.12	3.61	3.51
2017-2022 Annual Rate	0.78%	0.80%	0.90%
Housing Unit Summary			
2000 Housing Units	1,054	5,068	23,858
Owner Occupied Housing Units	81.8%	72.7%	63.9%
Renter Occupied Housing Units	14.6%	22.5%	31.4%
Vacant Housing Units	3.6%	4.8%	4.6%
2010 Housing Units	1,103	5,134	24,352
Owner Occupied Housing Units	76.6%	63.4%	54.3%
Renter Occupied Housing Units	16.6%	26.8%	34.9%
Vacant Housing Units	6.8%	9.8%	10.8%
2017 Housing Units	1,164	5,442	26,067
Owner Occupied Housing Units	75.5%	61.8%	52.4%
Renter Occupied Housing Units	18.1%	28.4%	36.8%
Vacant Housing Units	6.3%	9.7%	10.8%
2022 Housing Units	1,214	5,672	27,331
Owner Occupied Housing Units	75.6%	61.7%	52.1%
Renter Occupied Housing Units	18.0%	28.5%	37.1%
Vacant Housing Units	6.3%	9.7%	10.9%
Median Household Income			
2017	$75,360	$54,553	$47,534
2022	$84,997	$57,801	$50,090
Median Home Value			
2017	$222,727	$188,081	$184,037
2022	$254,918	$207,750	$198,777
Per Capita Income			
2017	$39,519	$25,721	$25,063
2022	$43,274	$28,159	$27,436
Median Age			
2010	37.8	31.7	32.2
2017	39.7	33.1	33.1
2022	41.2	34.1	33.6

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

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

March 14, 2018

Market Profile

Golden Valley Rd
Lat.: 45.000 Long.: -93.323
Rings: 0.5, 1, 2 mile radii

Prepared by Esri
Latitude: 45.00001
Longitude: -93.32337

	0.5 miles	1 mile	2 miles
2017 Households by Income			
Household Income Base	1,091	4,912	23,254
<$15,000	6.3%	10.4%	14.7%
$15,000 - $24,999	8.9%	11.4%	13.1%
$25,000 - $34,999	7.1%	10.6%	10.4%
$35,000 - $49,999	10.6%	13.1%	13.5%
$50,000 - $74,999	17.0%	17.8%	16.7%
$75,000 - $99,999	9.9%	11.4%	10.8%
$100,000 - $149,999	21.5%	15.8%	12.4%
$150,000 - $199,999	10.5%	5.3%	4.4%
$200,000+	8.2%	4.1%	4.0%
Average Household Income	$100,962	$75,636	$69,522
2022 Households by Income			
Household Income Base	1,137	5,119	24,364
<$15,000	6.5%	10.7%	15.1%
$15,000 - $24,999	8.5%	11.2%	12.7%
$25,000 - $34,999	6.3%	9.8%	9.7%
$35,000 - $49,999	9.3%	11.9%	12.4%
$50,000 - $74,999	14.9%	16.1%	15.2%
$75,000 - $99,999	9.7%	11.5%	11.0%
$100,000 - $149,999	23.9%	18.1%	14.4%
$150,000 - $199,999	12.0%	6.2%	5.1%
$200,000+	8.8%	4.5%	4.5%
Average Household Income	$111,196	$83,271	$76,623
2017 Owner Occupied Housing Units by Value			
Total	879	3,363	13,653
<$50,000	3.2%	3.5%	2.8%
$50,000 - $99,999	4.2%	9.2%	11.0%
$100,000 - $149,999	14.8%	19.8%	20.7%
$150,000 - $199,999	21.0%	23.0%	22.7%
$200,000 - $249,999	15.0%	15.3%	14.6%
$250,000 - $299,999	11.6%	10.8%	10.0%
$300,000 - $399,999	14.8%	9.7%	9.1%
$400,000 - $499,999	6.0%	4.0%	4.4%
$500,000 - $749,999	5.1%	2.7%	3.2%
$750,000 - $999,999	1.9%	0.9%	0.7%
$1,000,000 +	2.4%	1.1%	0.7%
Average Home Value	$282,330	$227,572	$221,929
2022 Owner Occupied Housing Units by Value			
Total	918	3,502	14,229
<$50,000	2.0%	2.1%	1.8%
$50,000 - $99,999	3.4%	7.3%	9.0%
$100,000 - $149,999	13.0%	17.7%	19.0%
$150,000 - $199,999	17.2%	20.5%	20.7%
$200,000 - $249,999	13.2%	15.1%	14.3%
$250,000 - $299,999	13.3%	13.2%	11.8%
$300,000 - $399,999	18.5%	12.5%	11.6%
$400,000 - $499,999	8.4%	5.7%	6.1%
$500,000 - $749,999	5.7%	3.2%	3.9%
$750,000 - $999,999	2.3%	1.0%	0.8%
$1,000,000 +	3.2%	1.6%	0.9%
Average Home Value	$313,017	$252,447	$243,071

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

March 14, 2018

Golden Valley Rd
Lat.: 45.000 Long.: -93.323
Rings: 0.5, 1, 2 mile radii

	0.5 miles	1 mile	2 miles
2010 Population by Age			
Total	2,598	13,814	60,079
0 - 4	6.7%	8.4%	8.9%
5 - 9	5.7%	7.9%	8.1%
10 - 14	7.8%	8.7%	7.7%
15 - 24	12.3%	15.3%	14.5%
25 - 34	13.7%	14.6%	15.0%
35 - 44	13.5%	12.9%	13.3%
45 - 54	15.6%	13.2%	13.1%
55 - 64	13.6%	10.5%	9.9%
65 - 74	6.4%	4.9%	4.7%
75 - 84	3.5%	2.7%	3.1%
85 +	1.3%	0.9%	1.7%
18 +	75.4%	69.7%	70.2%
2017 Population by Age			
Total	2,778	14,803	65,074
0 - 4	6.2%	8.1%	8.5%
5 - 9	6.4%	7.7%	7.9%
10 - 14	6.4%	7.6%	7.3%
15 - 24	12.1%	15.4%	14.6%
25 - 34	12.0%	13.7%	14.3%
35 - 44	14.3%	13.2%	12.9%
45 - 54	13.8%	11.9%	11.8%
55 - 64	14.5%	11.5%	11.2%
65 - 74	9.3%	7.0%	6.6%
75 - 84	3.5%	2.8%	3.1%
85 +	1.5%	1.1%	1.8%
18 +	77.1%	72.0%	72.1%
2022 Population by Age			
Total	2,910	15,504	68,535
0 - 4	6.0%	8.1%	8.6%
5 - 9	6.2%	7.5%	7.7%
10 - 14	6.5%	7.5%	7.2%
15 - 24	11.5%	13.9%	13.5%
25 - 34	11.6%	14.1%	14.9%
35 - 44	13.6%	13.1%	12.7%
45 - 54	13.4%	11.7%	11.3%
55 - 64	13.6%	11.1%	10.9%
65 - 74	11.1%	8.2%	7.9%
75 - 84	4.8%	3.6%	3.7%
85 +	1.5%	1.1%	1.7%
18 +	77.6%	72.6%	72.5%
2010 Population by Sex			
Males	1,314	6,800	29,053
Females	1,285	7,013	31,026
2017 Population by Sex			
Males	1,412	7,315	31,463
Females	1,366	7,489	33,611
2022 Population by Sex			
Males	1,484	7,675	33,132
Females	1,425	7,830	35,402

March 14, 2018

Golden Valley Rd
Lat.: 45.000 Long.: -93.323
Rings: 0.5, 1, 2 mile radii

Prepared by Esri
Latitude: 45.00001
Longitude: -93.32337

	0.5 miles	1 mile	2 miles
2010 Population by Race/Ethnicity			
Total	2,598	13,814	60,079
White Alone	56.5%	39.9%	44.6%
Black Alone	29.7%	40.3%	35.8%
American Indian Alone	0.5%	1.2%	1.2%
Asian Alone	6.0%	10.0%	10.2%
Pacific Islander Alone	0.0%	0.1%	0.0%
Some Other Race Alone	2.0%	3.0%	3.2%
Two or More Races	5.2%	5.6%	5.0%
Hispanic Origin	5.0%	6.4%	6.6%
Diversity Index	62.8	70.8	70.5
2017 Population by Race/Ethnicity			
Total	2,778	14,804	65,074
White Alone	53.1%	37.0%	41.1%
Black Alone	31.6%	41.7%	37.6%
American Indian Alone	0.5%	1.0%	1.0%
Asian Alone	7.1%	11.4%	11.7%
Pacific Islander Alone	0.0%	0.1%	0.0%
Some Other Race Alone	2.1%	3.0%	3.2%
Two or More Races	5.6%	5.8%	5.3%
Hispanic Origin	5.1%	6.3%	6.6%
Diversity Index	65.0	71.5	71.5
2022 Population by Race/Ethnicity			
Total	2,909	15,506	68,534
White Alone	50.5%	34.7%	38.6%
Black Alone	33.1%	43.0%	39.1%
American Indian Alone	0.5%	1.0%	1.0%
Asian Alone	7.8%	12.2%	12.6%
Pacific Islander Alone	0.0%	0.1%	0.0%
Some Other Race Alone	2.2%	3.1%	3.3%
Two or More Races	5.8%	5.9%	5.4%
Hispanic Origin	5.4%	6.5%	6.8%
Diversity Index	66.7	71.9	72.2
2010 Population by Relationship and Household Type			
Total	2,599	13,813	60,079
In Households	99.0%	98.7%	98.4%
In Family Households	79.6%	83.7%	80.2%
Householder	24.5%	22.8%	22.1%
Spouse	16.2%	12.6%	12.3%
Child	32.1%	38.1%	36.3%
Other relative	3.8%	6.2%	5.9%
Nonrelative	3.0%	3.9%	3.5%
In Nonfamily Households	19.4%	15.1%	18.2%
In Group Quarters	1.0%	1.3%	1.6%
Institutionalized Population	0.7%	0.6%	1.0%
Noninstitutionalized Population	0.3%	0.7%	0.7%

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

March 14, 2018

Golden Valley Rd
Lat.: 45.000 Long.: -93.323
Rings: 0.5, 1, 2 mile radii

Prepared by Esri
Latitude: 45.00001
Longitude: -93.32337

	0.5 miles	1 mile	2 miles
2017 Population 25+ by Educational Attainment			
Total	1,914	9,066	40,141
Less than 9th Grade	3.4%	6.0%	6.0%
9th - 12th Grade, No Diploma	2.0%	5.4%	7.5%
High School Graduate	11.2%	16.9%	18.4%
GED/Alternative Credential	2.6%	4.1%	4.5%
Some College, No Degree	19.9%	20.6%	21.2%
Associate Degree	8.0%	9.8%	8.9%
Bachelor's Degree	30.3%	23.6%	21.9%
Graduate/Professional Degree	22.5%	13.5%	11.6%
2017 Population 15+ by Marital Status			
Total	2,252	11,343	49,660
Never Married	29.1%	43.7%	44.9%
Married	58.4%	40.9%	38.2%
Widowed	4.4%	4.5%	5.2%
Divorced	8.0%	10.9%	11.7%
2017 Civilian Population 16+ in Labor Force			
Civilian Employed	93.7%	91.4%	89.9%
Civilian Unemployed (Unemployment Rate)	6.4%	8.6%	10.1%
2017 Employed Population 16+ by Industry			
Total	1,563	6,746	28,142
Agriculture/Mining	0.0%	1.0%	0.4%
Construction	7.0%	4.8%	4.2%
Manufacturing	11.8%	12.3%	10.4%
Wholesale Trade	1.7%	3.0%	2.5%
Retail Trade	8.9%	11.6%	10.5%
Transportation/Utilities	4.4%	3.5%	3.4%
Information	1.8%	1.8%	2.0%
Finance/Insurance/Real Estate	6.0%	7.3%	8.7%
Services	54.1%	51.2%	55.3%
Public Administration	4.3%	3.6%	2.6%
2017 Employed Population 16+ by Occupation			
Total	1,564	6,745	28,141
White Collar	65.7%	62.5%	62.3%
Management/Business/Financial	25.3%	16.1%	15.7%
Professional	21.2%	22.0%	22.6%
Sales	7.4%	9.9%	10.0%
Administrative Support	11.8%	14.5%	14.1%
Services	20.6%	20.9%	21.2%
Blue Collar	13.8%	16.6%	16.4%
Farming/Forestry/Fishing	0.0%	0.8%	0.3%
Construction/Extraction	2.0%	2.0%	2.8%
Installation/Maintenance/Repair	5.5%	3.1%	2.3%
Production	4.0%	6.2%	6.5%
Transportation/Material Moving	2.3%	4.6%	4.5%
2010 Population By Urban/ Rural Status			
Total Population	2,599	13,813	60,079
Population Inside Urbanized Area	100.0%	100.0%	100.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.0%

March 14, 2018

Golden Valley Rd
Lat.: 45.000 Long.: -93.323
Rings: 0.5, 1, 2 mile radii

	0.5 miles	1 mile	2 miles
2010 Households by Type			
Total	1,028	4,630	21,733
Households with 1 Person	27.4%	24.5%	29.6%
Households with 2+ People	72.6%	75.5%	70.4%
Family Households	62.8%	66.9%	61.4%
Husband-wife Families	41.2%	37.0%	34.1%
With Related Children	16.7%	17.6%	16.7%
Other Family (No Spouse Present)	21.6%	29.9%	27.3%
Other Family with Male Householder	5.4%	6.8%	5.7%
With Related Children	3.3%	4.0%	3.4%
Other Family with Female Householder	16.1%	23.2%	21.5%
With Related Children	11.1%	16.9%	16.2%
Nonfamily Households	9.7%	8.6%	9.0%
All Households with Children	31.4%	38.9%	36.7%
Multigenerational Households	4.9%	6.7%	5.1%
Unmarried Partner Households	9.9%	10.2%	9.9%
Male-female	7.6%	8.6%	8.1%
Same-sex	2.3%	1.6%	1.8%
2010 Households by Size			
Total	1,030	4,630	21,734
1 Person Household	27.4%	24.5%	29.6%
2 Person Household	35.0%	30.0%	29.0%
3 Person Household	15.2%	15.7%	14.7%
4 Person Household	10.6%	12.5%	11.9%
5 Person Household	6.9%	8.1%	6.7%
6 Person Household	2.5%	4.0%	3.5%
7 + Person Household	2.4%	5.1%	4.6%
2010 Households by Tenure and Mortgage Status			
Total	1,028	4,630	21,732
Owner Occupied	82.2%	70.3%	60.9%
Owned with a Mortgage/Loan	66.1%	56.5%	48.2%
Owned Free and Clear	16.1%	13.9%	12.6%
Renter Occupied	17.8%	29.7%	39.1%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	1,103	5,134	24,352
Housing Units Inside Urbanized Area	100.0%	100.0%	100.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.0%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

March 14, 2018

Market Profile

Golden Valley Rd
Lat.: 45.000 Long.: -93.323
Rings: 0.5, 1, 2 mile radii

Prepared by Esri
Latitude: 45.00001
Longitude: -93.32337

		0.5 miles	1 mile	2 miles
Top 3 Tapestry Segments				
	1.	Parks and Rec (5C)	Parks and Rec (5C)	Fresh Ambitions (13D)
	2.	Family Foundations (12A)	Family Foundations (12A)	Parks and Rec (5C)
	3.	Front Porches (8E)	Fresh Ambitions (13D)	City Commons (11E)
2017 Consumer Spending				
Apparel & Services: Total $		$2,881,945	$9,997,383	$44,178,024
Average Spent		$2,641.56	$2,035.30	$1,899.80
Spending Potential Index		122	94	88
Education: Total $		$2,104,917	$7,071,749	$31,428,004
Average Spent		$1,929.35	$1,439.69	$1,351.51
Spending Potential Index		133	99	93
Entertainment/Recreation: Total $		$4,205,534	$14,225,376	$61,899,895
Average Spent		$3,854.75	$2,896.05	$2,661.90
Spending Potential Index		124	93	85
Food at Home: Total $		$6,638,519	$23,434,552	$103,965,244
Average Spent		$6,084.80	$4,770.88	$4,470.85
Spending Potential Index		121	95	89
Food Away from Home: Total $		$4,403,646	$15,319,310	$67,831,500
Average Spent		$4,036.34	$3,118.75	$2,916.98
Spending Potential Index		121	94	88
Health Care: Total $		$7,582,201	$25,274,889	$107,896,645
Average Spent		$6,949.77	$5,145.54	$4,639.92
Spending Potential Index		124	92	83
HH Furnishings & Equipment: Total $		$2,598,292	$8,816,510	$38,360,711
Average Spent		$2,381.57	$1,794.89	$1,649.64
Spending Potential Index		122	92	85
Personal Care Products & Services: Total $		$1,070,654	$3,642,930	$15,993,663
Average Spent		$981.35	$741.64	$687.78
Spending Potential Index		123	93	86
Shelter: Total $		$22,587,557	$77,916,988	$344,685,154
Average Spent		$20,703.54	$15,862.58	$14,822.62
Spending Potential Index		128	98	91
Support Payments/Cash Contributions/Gifts in Kind: Total $		$3,201,679	$10,550,375	$45,089,038
Average Spent		$2,934.63	$2,147.88	$1,938.98
Spending Potential Index		125	92	83
Travel: Total $		$2,889,760	$9,379,179	$40,190,542
Average Spent		$2,648.73	$1,909.44	$1,728.33
Spending Potential Index		128	92	83
Vehicle Maintenance & Repairs: Total $		$1,438,565	$4,909,647	$21,360,872
Average Spent		$1,318.57	$999.52	$918.59
Spending Potential Index		123	93	86

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 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.
Source: Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

March 14, 2018

Market Profile

42nd Ave
Lat.: 45.030 Long.: -93.341
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 45.03039
Longitude: -93.34062

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	14,391	130,879	294,253
2010 Total Population	14,300	122,994	290,863
2017 Total Population	15,187	131,785	313,581
2017 Group Quarters	205	1,910	5,346
2022 Total Population	15,857	137,984	329,083
2017-2022 Annual Rate	0.87%	0.92%	0.97%
2017 Total Daytime Population	10,334	113,062	357,289
Workers	2,869	42,093	197,424
Residents	7,465	70,969	159,865
Household Summary			
2000 Households	6,332	49,680	117,180
2000 Average Household Size	2.22	2.58	2.46
2010 Households	6,261	47,118	116,908
2010 Average Household Size	2.25	2.57	2.44
2017 Households	6,611	49,883	125,051
2017 Average Household Size	2.27	2.60	2.46
2022 Households	6,881	51,973	130,897
2022 Average Household Size	2.27	2.62	2.47
2017-2022 Annual Rate	0.80%	0.82%	0.92%
2010 Families	3,536	28,934	67,181
2010 Average Family Size	2.92	3.25	3.17
2017 Families	3,702	30,471	70,902
2017 Average Family Size	2.94	3.29	3.21
2022 Families	3,836	31,663	73,741
2022 Average Family Size	2.95	3.30	3.23
2017-2022 Annual Rate	0.71%	0.77%	0.79%
Housing Unit Summary			
2000 Housing Units	6,483	51,086	120,634
Owner Occupied Housing Units	72.9%	69.6%	63.4%
Renter Occupied Housing Units	24.8%	27.7%	33.7%
Vacant Housing Units	2.3%	2.8%	2.9%
2010 Housing Units	6,653	51,421	126,747
Owner Occupied Housing Units	66.7%	61.8%	56.5%
Renter Occupied Housing Units	27.4%	29.8%	35.7%
Vacant Housing Units	5.9%	8.4%	7.8%
2017 Housing Units	7,011	54,353	135,186
Owner Occupied Housing Units	65.0%	60.2%	54.8%
Renter Occupied Housing Units	29.3%	31.5%	37.7%
Vacant Housing Units	5.7%	8.2%	7.5%
2022 Housing Units	7,315	56,680	141,568
Owner Occupied Housing Units	64.6%	60.1%	54.7%
Renter Occupied Housing Units	29.5%	31.6%	37.8%
Vacant Housing Units	5.9%	8.3%	7.5%
Median Household Income			
2017	$56,833	$53,702	$55,207
2022	$60,841	$56,800	$59,253
Median Home Value			
2017	$184,891	$177,609	$190,617
2022	$197,963	$188,827	$207,101
Per Capita Income			
2017	$31,090	$26,682	$30,788
2022	$34,637	$29,504	$34,329
Median Age			
2010	37.6	34.7	34.4
2017	39.1	36.1	35.7
2022	40.0	36.6	36.4

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

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

March 14, 2018

42nd Ave   Prepared by Esri
Lat.: 45.030 Long.: -93.341   Latitude: 45.03039
Rings: 1, 3, 5 mile radii   Longitude: -93.34062

	1 mile	3 miles	5 miles
2017 Households by Income			
Household Income Base	6,611	49,883	125,051
<$15,000	7.4%	9.7%	10.0%
$15,000 - $24,999	11.5%	11.5%	10.8%
$25,000 - $34,999	8.4%	10.0%	9.5%
$35,000 - $49,999	14.4%	14.6%	14.3%
$50,000 - $74,999	22.5%	20.0%	19.1%
$75,000 - $99,999	12.4%	13.0%	12.9%
$100,000 - $149,999	16.3%	14.6%	14.0%
$150,000 - $199,999	5.0%	4.0%	4.9%
$200,000+	2.1%	2.6%	4.5%
Average Household Income	$72,036	$69,733	$76,517
2022 Households by Income			
Household Income Base	6,881	51,973	130,897
<$15,000	7.6%	9.9%	10.2%
$15,000 - $24,999	11.1%	11.1%	10.3%
$25,000 - $34,999	7.6%	9.2%	8.7%
$35,000 - $49,999	13.0%	13.3%	12.9%
$50,000 - $74,999	20.1%	18.1%	17.3%
$75,000 - $99,999	12.5%	13.2%	13.1%
$100,000 - $149,999	19.5%	17.2%	16.6%
$150,000 - $199,999	6.2%	4.9%	5.8%
$200,000+	2.4%	3.1%	5.2%
Average Household Income	$80,580	$77,613	$85,662
2017 Owner Occupied Housing Units by Value			
Total	4,554	32,740	74,090
<$50,000	2.3%	2.2%	2.3%
$50,000 - $99,999	3.6%	7.9%	6.8%
$100,000 - $149,999	20.3%	23.8%	19.5%
$150,000 - $199,999	34.2%	29.1%	26.3%
$200,000 - $249,999	21.1%	17.8%	17.2%
$250,000 - $299,999	10.6%	10.0%	11.0%
$300,000 - $399,999	5.2%	5.9%	8.9%
$400,000 - $499,999	1.7%	1.9%	3.6%
$500,000 - $749,999	0.9%	1.0%	2.5%
$750,000 - $999,999	0.0%	0.2%	1.0%
$1,000,000 +	0.1%	0.2%	0.8%
Average Home Value	$197,805	$194,162	$227,004
2022 Owner Occupied Housing Units by Value			
Total	4,723	34,071	77,391
<$50,000	1.4%	1.5%	1.5%
$50,000 - $99,999	2.6%	6.4%	5.3%
$100,000 - $149,999	16.8%	21.4%	17.1%
$150,000 - $199,999	30.4%	26.7%	23.7%
$200,000 - $249,999	21.7%	18.0%	17.0%
$250,000 - $299,999	13.8%	12.6%	12.9%
$300,000 - $399,999	8.3%	8.3%	11.7%
$400,000 - $499,999	3.0%	3.0%	5.0%
$500,000 - $749,999	1.8%	1.5%	3.2%
$750,000 - $999,999	0.0%	0.2%	1.3%
$1,000,000 +	0.1%	0.4%	1.2%
Average Home Value	$218,683	$212,222	$251,362

March 14, 2018

Market Profile

42nd Ave
Lat.: 45.030 Long.: -93.341
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 45.03039
Longitude: -93.34062

	1 mile	3 miles	5 miles
2010 Population by Age			
Total	14,301	122,995	290,861
0 - 4	7.1%	7.9%	7.7%
5 - 9	5.7%	7.1%	6.7%
10 - 14	5.4%	6.8%	6.2%
15 - 24	10.7%	13.1%	13.1%
25 - 34	17.4%	15.7%	17.2%
35 - 44	13.9%	13.5%	13.2%
45 - 54	14.5%	13.8%	13.8%
55 - 64	11.6%	10.3%	10.8%
65 - 74	5.6%	5.4%	5.6%
75 - 84	4.9%	4.2%	3.8%
85 +	3.1%	2.3%	1.9%
18 +	78.3%	73.9%	75.4%
2017 Population by Age			
Total	15,186	131,784	313,579
0 - 4	6.4%	7.4%	7.1%
5 - 9	6.5%	7.1%	6.7%
10 - 14	5.7%	6.6%	6.2%
15 - 24	10.4%	13.0%	12.7%
25 - 34	14.8%	14.4%	16.1%
35 - 44	14.6%	13.6%	13.6%
45 - 54	13.1%	12.5%	12.2%
55 - 64	12.9%	11.7%	11.9%
65 - 74	8.2%	7.2%	7.5%
75 - 84	4.4%	4.0%	3.8%
85 +	3.2%	2.5%	2.1%
18 +	78.5%	75.1%	76.4%
2022 Population by Age			
Total	15,858	137,986	329,084
0 - 4	6.2%	7.3%	7.1%
5 - 9	6.0%	6.8%	6.5%
10 - 14	6.1%	6.8%	6.3%
15 - 24	10.3%	12.4%	12.3%
25 - 34	14.5%	14.4%	15.8%
35 - 44	14.1%	13.7%	13.9%
45 - 54	12.5%	11.8%	11.6%
55 - 64	12.3%	11.6%	11.5%
65 - 74	9.8%	8.4%	8.7%
75 - 84	5.1%	4.3%	4.3%
85 +	3.0%	2.4%	2.0%
18 +	78.4%	75.3%	76.6%
2010 Population by Sex			
Males	6,843	59,555	142,681
Females	7,457	63,439	148,182
2017 Population by Sex			
Males	7,299	63,880	153,875
Females	7,888	67,905	159,707
2022 Population by Sex			
Males	7,637	67,021	161,619
Females	8,220	70,963	167,464

March 14, 2018

Market Profile

42nd Ave
Lat.: 45.030 Long.: -93.341
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 45.03039
Longitude: -93.34062

	1 mile	3 miles	5 miles
2010 Population by Race/Ethnicity			
Total	14,301	122,995	290,864
White Alone	77.9%	59.3%	60.8%
Black Alone	12.2%	23.6%	21.9%
American Indian Alone	0.5%	1.0%	1.0%
Asian Alone	3.2%	8.2%	8.1%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	2.1%	3.3%	3.8%
Two or More Races	4.0%	4.6%	4.3%
Hispanic Origin	5.0%	6.8%	7.7%
Diversity Index	43.7	63.9	63.6
2017 Population by Race/Ethnicity			
Total	15,188	131,786	313,581
White Alone	74.6%	55.5%	57.0%
Black Alone	13.9%	25.4%	23.8%
American Indian Alone	0.5%	0.9%	1.0%
Asian Alone	4.1%	9.7%	9.6%
Pacific Islander Alone	0.1%	0.0%	0.1%
Some Other Race Alone	2.3%	3.5%	4.0%
Two or More Races	4.6%	5.0%	4.6%
Hispanic Origin	5.5%	7.1%	8.0%
Diversity Index	48.3	66.8	66.7
2022 Population by Race/Ethnicity			
Total	15,858	137,983	329,084
White Alone	71.7%	52.5%	53.9%
Black Alone	15.5%	27.0%	25.3%
American Indian Alone	0.5%	0.8%	0.9%
Asian Alone	4.7%	10.7%	10.6%
Pacific Islander Alone	0.1%	0.0%	0.1%
Some Other Race Alone	2.6%	3.7%	4.3%
Two or More Races	5.0%	5.2%	4.9%
Hispanic Origin	6.1%	7.6%	8.6%
Diversity Index	52.2	69.1	69.2
2010 Population by Relationship and Household Type			
Total	14,300	122,994	290,863
In Households	98.6%	98.5%	98.2%
In Family Households	75.1%	79.6%	76.4%
Householder	24.3%	23.5%	23.1%
Spouse	17.0%	14.9%	15.0%
Child	27.5%	32.7%	30.3%
Other relative	3.5%	5.3%	5.0%
Nonrelative	2.8%	3.3%	3.0%
In Nonfamily Households	23.5%	18.8%	21.8%
In Group Quarters	1.4%	1.5%	1.8%
Institutionalized Population	0.8%	1.0%	0.8%
Noninstitutionalized Population	0.6%	0.5%	1.0%

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

March 14, 2018

Market Profile

42nd Ave
Lat.: 45.030 Long.: -93.341
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 45.03039
Longitude: -93.34062

	1 mile	3 miles	5 miles
2017 Population 25+ by Educational Attainment			
Total	10,799	86,974	210,797
Less than 9th Grade	2.5%	5.1%	4.8%
9th - 12th Grade, No Diploma	5.0%	6.3%	5.8%
High School Graduate	19.2%	21.5%	18.9%
GED/Alternative Credential	4.0%	4.3%	4.0%
Some College, No Degree	23.3%	22.4%	21.5%
Associate Degree	9.9%	9.4%	9.3%
Bachelor's Degree	25.6%	21.4%	23.8%
Graduate/Professional Degree	10.4%	9.7%	11.8%
2017 Population 15+ by Marital Status			
Total	12,378	104,056	250,683
Never Married	37.7%	39.9%	40.5%
Married	43.5%	42.4%	42.5%
Widowed	5.2%	5.8%	5.1%
Divorced	13.5%	11.9%	11.8%
2017 Civilian Population 16+ in Labor Force			
Civilian Employed	95.7%	93.1%	93.5%
Civilian Unemployed (Unemployment Rate)	4.3%	6.9%	6.5%
2017 Employed Population 16+ by Industry			
Total	7,882	62,144	156,949
Agriculture/Mining	0.4%	0.5%	0.4%
Construction	3.9%	3.8%	3.7%
Manufacturing	9.6%	13.2%	12.7%
Wholesale Trade	2.5%	2.7%	2.8%
Retail Trade	13.6%	11.2%	10.5%
Transportation/Utilities	3.8%	3.9%	3.8%
Information	2.8%	1.8%	1.8%
Finance/Insurance/Real Estate	12.4%	9.8%	9.6%
Services	48.3%	50.6%	52.3%
Public Administration	2.7%	2.4%	2.2%
2017 Employed Population 16+ by Occupation			
Total	7,882	62,142	156,951
White Collar	66.5%	61.2%	63.0%
Management/Business/Financial	18.2%	14.9%	16.3%
Professional	21.1%	21.6%	23.3%
Sales	11.4%	9.8%	9.5%
Administrative Support	15.8%	14.8%	13.8%
Services	16.4%	18.7%	18.8%
Blue Collar	17.1%	20.2%	18.2%
Farming/Forestry/Fishing	0.3%	0.3%	0.2%
Construction/Extraction	3.4%	2.9%	2.8%
Installation/Maintenance/Repair	2.8%	2.4%	2.1%
Production	5.9%	8.3%	7.8%
Transportation/Material Moving	4.7%	6.3%	5.3%
2010 Population By Urban/ Rural Status			
Total Population	14,300	122,994	290,863
Population Inside Urbanized Area	100.0%	100.0%	100.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.0%

March 14, 2018

Market Profile

42nd Ave
Lat.: 45.030 Long.: -93.341
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 45.03039
Longitude: -93.34062

	1 mile	3 miles	5 miles
2010 Households by Type			
Total	6,261	47,117	116,908
Households with 1 Person	34.9%	30.2%	33.0%
Households with 2+ People	65.1%	69.8%	67.0%
Family Households	56.5%	61.4%	57.5%
Husband-wife Families	39.6%	38.9%	37.4%
With Related Children	17.0%	17.4%	16.3%
Other Family (No Spouse Present)	16.9%	22.5%	20.1%
Other Family with Male Householder	3.9%	5.5%	5.1%
With Related Children	2.0%	3.1%	2.9%
Other Family with Female Householder	13.0%	17.1%	15.0%
With Related Children	8.3%	11.9%	10.5%
Nonfamily Households	8.7%	8.4%	9.5%
All Households with Children	27.7%	32.8%	30.1%
Multigenerational Households	2.7%	4.3%	3.5%
Unmarried Partner Households	7.7%	8.9%	8.8%
Male-female	6.9%	7.7%	7.6%
Same-sex	0.9%	1.3%	1.2%
2010 Households by Size			
Total	6,260	47,119	116,906
1 Person Household	34.9%	30.2%	33.0%
2 Person Household	32.1%	31.1%	31.8%
3 Person Household	14.8%	15.2%	14.3%
4 Person Household	11.0%	11.6%	10.6%
5 Person Household	4.3%	5.8%	5.2%
6 Person Household	1.4%	2.8%	2.4%
7 + Person Household	1.5%	3.2%	2.7%
2010 Households by Tenure and Mortgage Status			
Total	6,261	47,118	116,908
Owner Occupied	70.9%	67.5%	61.3%
Owned with a Mortgage/Loan	56.0%	52.5%	47.4%
Owned Free and Clear	14.9%	14.9%	13.9%
Renter Occupied	29.1%	32.5%	38.7%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	6,653	51,421	126,747
Housing Units Inside Urbanized Area	100.0%	100.0%	100.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.0%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

March 14, 2018

Market Profile

42nd Ave
Lat.: 45.030 Long.: -93.341
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 45.03039
Longitude: -93.34062

	1 mile	3 miles	5 miles
Top 3 Tapestry Segments			
1.	Parks and Rec (5C)	Parks and Rec (5C)	Parks and Rec (5C)
2.	Bright Young Professionals	Front Porches (8E)	Front Porches (8E)
3.	Retirement Communities	Retirement Communities	Metro Fusion (11C)
2017 Consumer Spending			
Apparel & Services: Total $	$12,704,577	$93,791,835	$261,188,981
Average Spent	$1,921.73	$1,880.24	$2,088.66
Spending Potential Index	89	87	97
Education: Total $	$9,038,026	$66,628,872	$183,977,753
Average Spent	$1,367.12	$1,335.70	$1,471.22
Spending Potential Index	94	92	101
Entertainment/Recreation: Total $	$18,276,859	$133,187,493	$366,143,009
Average Spent	$2,764.61	$2,670.00	$2,927.95
Spending Potential Index	89	86	94
Food at Home: Total $	$29,637,177	$218,581,947	$605,271,626
Average Spent	$4,483.01	$4,381.89	$4,840.20
Spending Potential Index	89	87	96
Food Away from Home: Total $	$19,670,917	$144,074,660	$403,870,371
Average Spent	$2,975.48	$2,888.25	$3,229.65
Spending Potential Index	89	87	97
Health Care: Total $	$32,607,379	$235,091,834	$635,090,397
Average Spent	$4,932.29	$4,712.86	$5,078.65
Spending Potential Index	88	84	91
HH Furnishings & Equipment: Total $	$11,366,922	$82,591,539	$228,266,157
Average Spent	$1,719.40	$1,655.71	$1,825.38
Spending Potential Index	88	85	94
Personal Care Products & Services: Total $	$4,705,514	$34,323,525	$95,143,395
Average Spent	$711.77	$688.08	$760.84
Spending Potential Index	89	86	96
Shelter: Total $	$98,613,555	$730,524,415	$2,019,621,900
Average Spent	$14,916.59	$14,644.76	$16,150.39
Spending Potential Index	92	90	99
Support Payments/Cash Contributions/Gifts in Kind: Total $	$13,623,557	$98,154,584	$267,855,407
Average Spent	$2,060.74	$1,967.70	$2,141.97
Spending Potential Index	88	84	91
Travel: Total $	$12,177,631	$88,497,511	$241,606,627
Average Spent	$1,842.03	$1,774.10	$1,932.06
Spending Potential Index	89	86	93
Vehicle Maintenance & Repairs: Total $	$6,288,367	$45,846,270	$125,980,486
Average Spent	$951.20	$919.08	$1,007.43
Spending Potential Index	89	86	94

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 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.
Source: Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

Market Profile

Bass Lake Rd
Lat.: 45.054 Long.: -93.358
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 45.05393
Longitude: -93.35828

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	10,466	106,746	267,713
2010 Total Population	10,298	106,500	261,950
2017 Total Population	11,014	113,805	280,164
2017 Group Quarters	50	1,345	3,148
2022 Total Population	11,551	118,819	292,842
2017-2022 Annual Rate	0.96%	0.87%	0.89%
2017 Total Daytime Population	8,741	102,818	270,980
Workers	3,372	44,619	126,390
Residents	5,369	58,199	144,590
Household Summary			
2000 Households	4,338	43,920	101,845
2000 Average Household Size	2.40	2.39	2.59
2010 Households	4,252	42,590	99,949
2010 Average Household Size	2.41	2.47	2.59
2017 Households	4,501	44,842	105,668
2017 Average Household Size	2.44	2.51	2.62
2022 Households	4,704	46,559	109,930
2022 Average Household Size	2.44	2.52	2.64
2017-2022 Annual Rate	0.89%	0.75%	0.79%
2010 Families	2,622	26,093	63,678
2010 Average Family Size	3.00	3.12	3.22
2017 Families	2,766	27,319	66,970
2017 Average Family Size	3.03	3.16	3.26
2022 Families	2,884	28,282	69,479
2022 Average Family Size	3.04	3.18	3.27
2017-2022 Annual Rate	0.84%	0.70%	0.74%
Housing Unit Summary			
2000 Housing Units	4,389	44,643	104,105
Owner Occupied Housing Units	74.0%	65.6%	69.4%
Renter Occupied Housing Units	24.9%	32.8%	28.4%
Vacant Housing Units	1.2%	1.6%	2.2%
2010 Housing Units	4,511	45,553	107,637
Owner Occupied Housing Units	68.3%	60.1%	62.3%
Renter Occupied Housing Units	26.0%	33.4%	30.5%
Vacant Housing Units	5.7%	6.5%	7.1%
2017 Housing Units	4,780	47,945	113,600
Owner Occupied Housing Units	66.9%	58.7%	61.0%
Renter Occupied Housing Units	27.2%	34.9%	32.1%
Vacant Housing Units	5.8%	6.5%	7.0%
2022 Housing Units	4,997	49,852	118,296
Owner Occupied Housing Units	66.9%	58.6%	60.9%
Renter Occupied Housing Units	27.2%	34.8%	32.0%
Vacant Housing Units	5.9%	6.6%	7.1%
Median Household Income			
2017	$57,408	$54,112	$57,917
2022	$61,040	$57,348	$62,021
Median Home Value			
2017	$170,189	$180,779	$192,223
2022	$178,220	$191,169	$208,803
Per Capita Income			
2017	$29,114	$27,507	$29,504
2022	$32,432	$30,494	$32,635
Median Age			
2010	37.0	35.1	34.7
2017	38.6	36.5	36.0
2022	39.5	37.1	36.8

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

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

March 15, 2018

Bass Lake Rd   Prepared by Esri
Lat.: 45.054 Long.: -93.358   Latitude: 45.05393
Rings: 1, 3, 5 mile radii   Longitude: -93.35828

	1 mile	3 miles	5 miles
2017 Households by Income			
Household Income Base	4,501	44,842	105,668
<$15,000	8.0%	8.7%	8.3%
$15,000 - $24,999	9.9%	11.4%	9.9%
$25,000 - $34,999	10.5%	10.1%	9.5%
$35,000 - $49,999	12.1%	14.9%	14.1%
$50,000 - $74,999	23.9%	20.8%	19.7%
$75,000 - $99,999	14.9%	13.5%	13.5%
$100,000 - $149,999	14.6%	14.3%	15.3%
$150,000 - $199,999	3.5%	3.9%	5.4%
$200,000+	2.8%	2.5%	4.2%
Average Household Income	$71,873	$69,568	$77,710
2022 Households by Income			
Household Income Base	4,704	46,559	109,930
<$15,000	8.3%	8.9%	8.5%
$15,000 - $24,999	9.5%	11.0%	9.6%
$25,000 - $34,999	9.5%	9.3%	8.8%
$35,000 - $49,999	10.9%	13.6%	12.9%
$50,000 - $74,999	21.5%	18.8%	17.8%
$75,000 - $99,999	15.2%	13.7%	13.6%
$100,000 - $149,999	17.3%	17.0%	17.7%
$150,000 - $199,999	4.4%	4.8%	6.3%
$200,000+	3.3%	3.0%	4.9%
Average Household Income	$80,435	$77,643	$86,483
2017 Owner Occupied Housing Units by Value			
Total	3,200	28,127	69,236
<$50,000	2.2%	1.9%	2.1%
$50,000 - $99,999	3.2%	5.1%	6.3%
$100,000 - $149,999	28.5%	21.9%	18.7%
$150,000 - $199,999	39.8%	34.3%	27.0%
$200,000 - $249,999	14.8%	20.0%	18.0%
$250,000 - $299,999	6.9%	9.2%	11.9%
$300,000 - $399,999	3.3%	4.6%	9.6%
$400,000 - $499,999	0.5%	1.7%	3.4%
$500,000 - $749,999	0.5%	0.9%	1.9%
$750,000 - $999,999	0.3%	0.1%	0.4%
$1,000,000 +	0.0%	0.2%	0.5%
Average Home Value	$179,711	$195,528	$220,045
2022 Owner Occupied Housing Units by Value			
Total	3,345	29,222	72,038
<$50,000	1.5%	1.2%	1.3%
$50,000 - $99,999	2.5%	4.0%	5.0%
$100,000 - $149,999	24.9%	19.0%	16.3%
$150,000 - $199,999	37.4%	31.4%	24.2%
$200,000 - $249,999	16.3%	20.7%	17.7%
$250,000 - $299,999	9.6%	11.8%	13.8%
$300,000 - $399,999	5.6%	6.9%	12.6%
$400,000 - $499,999	0.8%	2.7%	4.8%
$500,000 - $749,999	1.0%	1.6%	2.7%
$750,000 - $999,999	0.5%	0.2%	0.7%
$1,000,000 +	0.0%	0.5%	0.8%
Average Home Value	$195,389	$215,451	$243,391

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

March 15, 2018

Market Profile

Bass Lake Rd
Lat.: 45.054 Long.: -93.358
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 45.05393
Longitude: -93.35828

	1 mile	3 miles	5 miles
2010 Population by Age			
Total	10,303	106,497	261,951
0 - 4	6.8%	7.8%	7.8%
5 - 9	6.1%	6.7%	7.0%
10 - 14	5.9%	6.1%	6.8%
15 - 24	11.9%	12.8%	13.3%
25 - 34	16.4%	16.4%	15.5%
35 - 44	14.3%	13.3%	13.1%
45 - 54	14.8%	13.7%	14.3%
55 - 64	10.9%	10.5%	11.0%
65 - 74	5.8%	5.8%	5.6%
75 - 84	4.9%	4.5%	3.8%
85 +	2.1%	2.3%	1.8%
18 +	77.4%	75.5%	74.1%
2017 Population by Age			
Total	11,015	113,804	280,162
0 - 4	6.2%	7.2%	7.3%
5 - 9	6.4%	6.9%	7.0%
10 - 14	6.0%	6.3%	6.6%
15 - 24	11.2%	12.1%	12.7%
25 - 34	14.5%	15.3%	14.9%
35 - 44	14.8%	13.7%	13.4%
45 - 54	13.7%	12.3%	12.4%
55 - 64	12.9%	11.9%	12.3%
65 - 74	8.0%	7.5%	7.6%
75 - 84	3.9%	4.2%	3.8%
85 +	2.3%	2.6%	2.0%
18 +	78.0%	76.1%	75.3%
2022 Population by Age			
Total	11,551	118,820	292,842
0 - 4	6.1%	7.2%	7.3%
5 - 9	5.9%	6.6%	6.7%
10 - 14	6.2%	6.5%	6.7%
15 - 24	11.1%	12.0%	12.2%
25 - 34	13.8%	14.7%	14.6%
35 - 44	14.9%	14.0%	13.9%
45 - 54	12.9%	11.7%	11.6%
55 - 64	13.0%	11.7%	11.8%
65 - 74	9.5%	8.6%	8.8%
75 - 84	4.5%	4.6%	4.4%
85 +	2.0%	2.5%	2.0%
18 +	78.2%	76.1%	75.5%
2010 Population by Sex			
Males	5,057	51,343	127,363
Females	5,241	55,157	134,587
2017 Population by Sex			
Males	5,418	54,915	136,224
Females	5,595	58,890	143,939
2022 Population by Sex			
Males	5,693	57,480	142,631
Females	5,858	61,339	150,211

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

March 15, 2018

Bass Lake Rd
Lat.: 45.054 Long.: -93.358
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 45.05393
Longitude: -93.35828

	1 mile	3 miles	5 miles
2010 Population by Race/Ethnicity			
Total	10,298	106,499	261,951
White Alone	71.3%	63.0%	60.6%
Black Alone	14.8%	20.1%	21.6%
American Indian Alone	0.7%	0.6%	0.8%
Asian Alone	4.5%	8.0%	9.5%
Pacific Islander Alone	0.0%	0.1%	0.0%
Some Other Race Alone	4.0%	4.1%	3.4%
Two or More Races	4.6%	4.1%	4.0%
Hispanic Origin	7.3%	7.9%	6.7%
Diversity Index	54.0	62.0	63.0
2017 Population by Race/Ethnicity			
Total	11,014	113,804	280,165
White Alone	67.8%	59.2%	56.6%
Black Alone	16.5%	21.9%	23.4%
American Indian Alone	0.7%	0.6%	0.7%
Asian Alone	5.6%	9.6%	11.3%
Pacific Islander Alone	0.0%	0.1%	0.0%
Some Other Race Alone	4.4%	4.3%	3.6%
Two or More Races	5.1%	4.4%	4.4%
Hispanic Origin	7.8%	8.2%	7.0%
Diversity Index	58.1	65.4	66.3
2022 Population by Race/Ethnicity			
Total	11,552	118,819	292,842
White Alone	64.7%	56.0%	53.4%
Black Alone	18.0%	23.3%	24.9%
American Indian Alone	0.7%	0.6%	0.7%
Asian Alone	6.4%	10.7%	12.5%
Pacific Islander Alone	0.0%	0.1%	0.0%
Some Other Race Alone	4.8%	4.6%	3.8%
Two or More Races	5.5%	4.7%	4.6%
Hispanic Origin	8.5%	8.7%	7.5%
Diversity Index	61.6	68.1	68.8
2010 Population by Relationship and Household Type			
Total	10,298	106,500	261,950
In Households	99.5%	98.8%	98.8%
In Family Households	79.7%	79.4%	81.3%
Householder	25.2%	24.4%	24.3%
Spouse	17.0%	16.2%	16.3%
Child	29.8%	30.6%	32.3%
Other relative	4.4%	5.2%	5.3%
Nonrelative	3.3%	3.0%	3.0%
In Nonfamily Households	19.8%	19.4%	17.5%
In Group Quarters	0.5%	1.2%	1.2%
Institutionalized Population	0.0%	0.9%	0.7%
Noninstitutionalized Population	0.5%	0.4%	0.5%

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

March 15, 2018

Bass Lake Rd
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Rings: 1, 3, 5 mile radii

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Longitude: -93.35828

	1 mile	3 miles	5 miles
2017 Population 25+ by Educational Attainment			
Total	7,728	76,812	185,921
Less than 9th Grade	4.6%	4.6%	4.5%
9th - 12th Grade, No Diploma	6.2%	6.1%	5.5%
High School Graduate	26.7%	21.8%	20.2%
GED/Alternative Credential	4.3%	4.4%	4.0%
Some College, No Degree	22.0%	23.8%	22.8%
Associate Degree	10.6%	9.9%	9.8%
Bachelor's Degree	18.7%	21.1%	23.0%
Graduate/Professional Degree	6.9%	8.4%	10.1%
2017 Population 15+ by Marital Status			
Total	8,965	90,595	221,617
Never Married	35.5%	37.3%	37.5%
Married	46.9%	45.1%	46.0%
Widowed	5.4%	5.7%	5.2%
Divorced	12.1%	11.9%	11.3%
2017 Civilian Population 16+ in Labor Force			
Civilian Employed	96.4%	94.4%	93.9%
Civilian Unemployed (Unemployment Rate)	3.6%	5.6%	6.1%
2017 Employed Population 16+ by Industry			
Total	5,758	56,771	138,390
Agriculture/Mining	0.6%	0.4%	0.5%
Construction	4.8%	4.1%	4.1%
Manufacturing	16.4%	14.5%	14.5%
Wholesale Trade	4.2%	3.0%	2.9%
Retail Trade	10.0%	10.8%	10.5%
Transportation/Utilities	4.6%	4.2%	4.0%
Information	1.4%	1.6%	1.6%
Finance/Insurance/Real Estate	8.4%	9.8%	9.3%
Services	47.8%	49.3%	50.3%
Public Administration	1.8%	2.3%	2.3%
2017 Employed Population 16+ by Occupation			
Total	5,758	56,770	138,393
White Collar	57.8%	59.5%	62.0%
Management/Business/Financial	15.2%	14.1%	16.0%
Professional	18.1%	20.5%	21.9%
Sales	8.1%	9.7%	9.5%
Administrative Support	16.4%	15.3%	14.6%
Services	18.7%	18.8%	18.3%
Blue Collar	23.5%	21.7%	19.8%
Farming/Forestry/Fishing	0.1%	0.2%	0.2%
Construction/Extraction	3.7%	3.5%	3.0%
Installation/Maintenance/Repair	2.6%	2.3%	2.3%
Production	9.9%	9.6%	8.9%
Transportation/Material Moving	7.3%	6.2%	5.5%
2010 Population By Urban/ Rural Status			
Total Population	10,298	106,500	261,950
Population Inside Urbanized Area	100.0%	100.0%	100.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.0%

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

March 15, 2018

Bass Lake Rd
Lat.: 45.054 Long.: -93.358
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 45.05393
Longitude: -93.35828

	1 mile	3 miles	5 miles
2010 Households by Type			
Total	4,252	42,591	99,950
Households with 1 Person	29.9%	30.7%	28.6%
Households with 2+ People	70.1%	69.3%	71.4%
Family Households	61.7%	61.3%	63.7%
Husband-wife Families	41.6%	40.8%	42.8%
With Related Children	17.4%	17.8%	19.2%
Other Family (No Spouse Present)	20.0%	20.5%	20.9%
Other Family with Male Householder	5.6%	5.3%	5.4%
With Related Children	3.0%	3.0%	3.1%
Other Family with Female Householder	14.4%	15.2%	15.6%
With Related Children	8.9%	10.4%	10.9%
Nonfamily Households	8.4%	8.0%	7.7%
All Households with Children	29.8%	31.7%	33.6%
Multigenerational Households	3.1%	3.6%	4.1%
Unmarried Partner Households	8.2%	8.2%	8.2%
Male-female	7.4%	7.3%	7.2%
Same-sex	0.7%	0.9%	1.0%
2010 Households by Size			
Total	4,252	42,590	99,949
1 Person Household	29.9%	30.7%	28.6%
2 Person Household	33.2%	32.4%	31.9%
3 Person Household	16.2%	15.3%	15.5%
4 Person Household	11.9%	11.4%	12.3%
5 Person Household	5.2%	5.3%	6.0%
6 Person Household	2.0%	2.4%	2.8%
7 + Person Household	1.8%	2.5%	3.0%
2010 Households by Tenure and Mortgage Status			
Total	4,252	42,590	99,949
Owner Occupied	72.4%	64.2%	67.1%
Owned with a Mortgage/Loan	56.3%	49.7%	52.9%
Owned Free and Clear	16.1%	14.5%	14.2%
Renter Occupied	27.6%	35.8%	32.9%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	4,511	45,553	107,637
Housing Units Inside Urbanized Area	100.0%	100.0%	100.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.0%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

March 15, 2018

Market Profile

Bass Lake Rd
Lat.: 45.054 Long.: -93.358
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 45.05393
Longitude: -93.35828

		1 mile	3 miles	5 miles
Top 3 Tapestry Segments				
	1.	Parks and Rec (5C)	Parks and Rec (5C)	Parks and Rec (5C)
	2.	Rustbelt Traditions (5D)	Metro Fusion (11C)	Front Porches (8E)
	3.	Bright Young Professionals	Front Porches (8E)	Home Improvement (4B)
2017 Consumer Spending				
Apparel & Services: Total $		$8,516,076	$84,428,269	$222,702,172
Average Spent		$1,892.04	$1,882.79	$2,107.56
Spending Potential Index		88	87	98
Education: Total $		$6,381,095	$59,628,380	$155,435,759
Average Spent		$1,417.71	$1,329.74	$1,470.98
Spending Potential Index		97	91	101
Entertainment/Recreation: Total $		$12,339,802	$119,416,826	$314,363,845
Average Spent		$2,741.57	$2,663.06	$2,975.01
Spending Potential Index		88	85	95
Food at Home: Total $		$19,722,419	$196,058,696	$513,661,099
Average Spent		$4,381.79	$4,372.21	$4,861.08
Spending Potential Index		87	87	97
Food Away from Home: Total $		$13,010,941	$130,377,072	$343,088,195
Average Spent		$2,890.68	$2,907.48	$3,246.85
Spending Potential Index		87	87	97
Health Care: Total $		$22,082,122	$209,736,616	$550,618,597
Average Spent		$4,906.05	$4,677.24	$5,210.84
Spending Potential Index		88	84	93
HH Furnishings & Equipment: Total $		$7,582,253	$74,310,537	$196,275,038
Average Spent		$1,684.57	$1,657.16	$1,857.47
Spending Potential Index		87	85	96
Personal Care Products & Services: Total $		$3,138,265	$30,877,788	$81,412,021
Average Spent		$697.24	$688.59	$770.45
Spending Potential Index		88	86	97
Shelter: Total $		$67,075,608	$653,674,223	$1,711,925,702
Average Spent		$14,902.38	$14,577.28	$16,200.99
Spending Potential Index		92	90	100
Support Payments/Cash Contributions/Gifts in Kind: Total $		$9,141,280	$88,038,968	$232,570,422
Average Spent		$2,030.94	$1,963.31	$2,200.95
Spending Potential Index		87	84	94
Travel: Total $		$8,391,430	$79,281,097	$209,768,793
Average Spent		$1,864.35	$1,768.01	$1,985.17
Spending Potential Index		90	85	96
Vehicle Maintenance & Repairs: Total $		$4,224,958	$41,237,696	$108,119,690
Average Spent		$938.67	$919.62	$1,023.20
Spending Potential Index		88	86	95

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 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.
Source: Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

March 15, 2018

Market Profile

63rd Ave
Lat.: 45.070 Long.: -93.369
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 45.07023
Longitude: -93.36891

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	13,439	91,082	237,571
2010 Total Population	13,782	91,425	242,088
2017 Total Population	14,871	98,688	260,529
2017 Group Quarters	41	1,082	2,492
2022 Total Population	15,575	103,382	273,095
2017-2022 Annual Rate	0.93%	0.93%	0.95%
2017 Total Daytime Population	10,571	94,352	246,331
Workers	2,753	43,416	116,314
Residents	7,818	50,936	130,017
Household Summary			
2000 Households	5,496	36,374	91,830
2000 Average Household Size	2.44	2.46	2.55
2010 Households	5,292	35,063	93,255
2010 Average Household Size	2.60	2.58	2.57
2017 Households	5,637	37,215	99,279
2017 Average Household Size	2.63	2.62	2.60
2022 Households	5,882	38,762	103,650
2022 Average Household Size	2.64	2.64	2.61
2017-2022 Annual Rate	0.85%	0.82%	0.87%
2010 Families	3,300	22,314	60,604
2010 Average Family Size	3.25	3.20	3.17
2017 Families	3,486	23,567	64,212
2017 Average Family Size	3.30	3.26	3.20
2022 Families	3,624	24,479	66,875
2022 Average Family Size	3.31	3.28	3.21
2017-2022 Annual Rate	0.78%	0.76%	0.82%
Housing Unit Summary			
2000 Housing Units	5,655	36,946	93,359
Owner Occupied Housing Units	50.1%	65.0%	72.1%
Renter Occupied Housing Units	47.1%	33.5%	26.3%
Vacant Housing Units	2.8%	1.5%	1.6%
2010 Housing Units	5,759	37,686	99,297
Owner Occupied Housing Units	45.0%	59.1%	65.7%
Renter Occupied Housing Units	46.8%	33.9%	28.2%
Vacant Housing Units	8.1%	7.0%	6.1%
2017 Housing Units	6,115	39,888	105,261
Owner Occupied Housing Units	43.9%	58.0%	64.7%
Renter Occupied Housing Units	48.3%	35.3%	29.6%
Vacant Housing Units	7.8%	6.7%	5.7%
2022 Housing Units	6,383	41,595	109,910
Owner Occupied Housing Units	44.3%	58.0%	64.8%
Renter Occupied Housing Units	47.9%	35.2%	29.5%
Vacant Housing Units	7.8%	6.8%	5.7%
Median Household Income			
2017	$43,841	$53,831	$62,554
2022	$45,795	$56,620	$68,109
Median Home Value			
2017	$170,201	$180,827	$200,436
2022	$177,856	$191,603	$220,944
Per Capita Income			
2017	$22,189	$26,544	$31,484
2022	$24,582	$29,360	$34,924
Median Age			
2010	31.5	34.2	35.3
2017	32.9	35.5	36.6
2022	33.7	36.2	37.4

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

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

March 15, 2018

Market Profile

63rd Ave
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	1 mile	3 miles	5 miles
2017 Households by Income			
Household Income Base	5,637	37,215	99,279
<$15,000	10.1%	8.7%	7.0%
$15,000 - $24,999	15.1%	10.7%	9.0%
$25,000 - $34,999	13.4%	11.1%	8.7%
$35,000 - $49,999	17.0%	14.8%	13.5%
$50,000 - $74,999	20.6%	21.1%	19.7%
$75,000 - $99,999	10.5%	13.3%	14.2%
$100,000 - $149,999	9.2%	13.5%	17.0%
$150,000 - $199,999	2.6%	4.1%	6.2%
$200,000+	1.4%	2.7%	4.7%
Average Household Income	$57,929	$69,882	$82,540
2022 Households by Income			
Household Income Base	5,882	38,762	103,650
<$15,000	10.5%	9.0%	7.1%
$15,000 - $24,999	14.7%	10.4%	8.7%
$25,000 - $34,999	12.6%	10.3%	8.0%
$35,000 - $49,999	15.7%	13.6%	12.2%
$50,000 - $74,999	19.2%	19.1%	17.6%
$75,000 - $99,999	11.0%	13.4%	14.0%
$100,000 - $149,999	11.3%	15.9%	19.5%
$150,000 - $199,999	3.3%	5.0%	7.2%
$200,000+	1.8%	3.2%	5.5%
Average Household Income	$64,457	$77,831	$92,049
2017 Owner Occupied Housing Units by Value			
Total	2,685	23,126	68,088
<$50,000	2.9%	2.0%	1.9%
$50,000 - $99,999	7.8%	5.3%	4.8%
$100,000 - $149,999	22.8%	21.8%	17.0%
$150,000 - $199,999	40.7%	34.1%	26.2%
$200,000 - $249,999	17.5%	19.5%	19.3%
$250,000 - $299,999	5.6%	8.5%	12.9%
$300,000 - $399,999	1.2%	5.5%	11.0%
$400,000 - $499,999	0.5%	1.7%	4.0%
$500,000 - $749,999	0.6%	1.1%	2.1%
$750,000 - $999,999	0.0%	0.2%	0.5%
$1,000,000 +	0.4%	0.3%	0.5%
Average Home Value	$175,801	$198,477	$229,550
2022 Owner Occupied Housing Units by Value			
Total	2,825	24,111	71,167
<$50,000	1.9%	1.2%	1.1%
$50,000 - $99,999	6.1%	4.1%	3.7%
$100,000 - $149,999	20.2%	18.8%	14.5%
$150,000 - $199,999	39.0%	31.1%	23.0%
$200,000 - $249,999	19.4%	20.3%	18.5%
$250,000 - $299,999	8.2%	10.9%	14.7%
$300,000 - $399,999	2.2%	7.9%	14.3%
$400,000 - $499,999	1.0%	2.7%	5.6%
$500,000 - $749,999	1.1%	1.8%	3.0%
$750,000 - $999,999	0.0%	0.4%	0.8%
$1,000,000 +	0.8%	0.7%	0.8%
Average Home Value	$193,938	$220,317	$254,991

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

March 15, 2018

Market Profile

63rd Ave
Lat.: 45.070 Long.: -93.369
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 45.07023
Longitude: -93.36891

	1 mile	3 miles	5 miles
2010 Population by Age			
Total	13,781	91,427	242,087
0 - 4	9.1%	8.1%	7.7%
5 - 9	7.8%	7.1%	6.9%
10 - 14	6.6%	6.5%	6.6%
15 - 24	14.9%	13.5%	12.9%
25 - 34	17.3%	16.1%	15.6%
35 - 44	13.0%	12.8%	13.4%
45 - 54	11.7%	13.4%	14.8%
55 - 64	8.7%	10.6%	11.3%
65 - 74	5.1%	5.7%	5.6%
75 - 84	3.7%	4.1%	3.7%
85 +	1.9%	2.0%	1.7%
18 +	72.5%	74.4%	74.6%
2017 Population by Age			
Total	14,872	98,689	260,530
0 - 4	8.5%	7.5%	7.1%
5 - 9	7.6%	7.1%	6.9%
10 - 14	6.9%	6.6%	6.5%
15 - 24	14.0%	12.5%	12.1%
25 - 34	16.4%	15.6%	15.0%
35 - 44	13.3%	13.3%	13.6%
45 - 54	11.0%	11.8%	12.6%
55 - 64	9.7%	11.7%	12.6%
65 - 74	6.7%	7.5%	7.7%
75 - 84	3.8%	4.0%	3.8%
85 +	2.2%	2.3%	1.9%
18 +	73.2%	75.1%	75.8%
2022 Population by Age			
Total	15,574	103,380	273,097
0 - 4	8.5%	7.5%	7.1%
5 - 9	7.4%	6.9%	6.6%
10 - 14	6.7%	6.8%	6.6%
15 - 24	13.7%	12.2%	11.7%
25 - 34	15.8%	14.9%	14.6%
35 - 44	13.7%	13.9%	14.3%
45 - 54	10.6%	11.3%	11.8%
55 - 64	9.8%	11.3%	12.1%
65 - 74	7.3%	8.5%	9.0%
75 - 84	4.2%	4.5%	4.5%
85 +	2.2%	2.2%	1.9%
18 +	73.6%	75.1%	76.0%
2010 Population by Sex			
Males	6,671	44,012	117,656
Females	7,111	47,413	124,432
2017 Population by Sex			
Males	7,207	47,528	126,549
Females	7,664	51,160	133,980
2022 Population by Sex			
Males	7,564	49,936	132,868
Females	8,010	53,446	140,227

March 15, 2018

63rd Ave
Lat.: 45.070 Long.: -93.369
Rings: 1, 3, 5 mile radii

	1 mile	3 miles	5 miles
2010 Population by Race/Ethnicity			
Total	13,782	91,426	242,088
White Alone	50.2%	57.6%	64.7%
Black Alone	29.0%	23.0%	18.3%
American Indian Alone	0.6%	0.6%	0.6%
Asian Alone	7.0%	10.3%	9.4%
Pacific Islander Alone	0.0%	0.1%	0.0%
Some Other Race Alone	9.1%	4.4%	3.1%
Two or More Races	4.1%	4.0%	3.7%
Hispanic Origin	14.3%	8.2%	6.2%
Diversity Index	74.2	66.4	59.2
2017 Population by Race/Ethnicity			
Total	14,870	98,689	260,529
White Alone	47.2%	53.7%	60.9%
Black Alone	30.4%	24.6%	19.8%
American Indian Alone	0.5%	0.5%	0.6%
Asian Alone	8.3%	12.3%	11.3%
Pacific Islander Alone	0.0%	0.1%	0.0%
Some Other Race Alone	9.2%	4.5%	3.2%
Two or More Races	4.4%	4.3%	4.1%
Hispanic Origin	14.4%	8.4%	6.4%
Diversity Index	75.7	69.3	62.7
2022 Population by Race/Ethnicity			
Total	15,575	103,383	273,096
White Alone	44.5%	50.5%	57.9%
Black Alone	31.6%	25.9%	21.1%
American Indian Alone	0.5%	0.5%	0.6%
Asian Alone	9.1%	13.7%	12.7%
Pacific Islander Alone	0.0%	0.1%	0.0%
Some Other Race Alone	9.6%	4.8%	3.5%
Two or More Races	4.6%	4.6%	4.3%
Hispanic Origin	14.9%	8.9%	6.8%
Diversity Index	77.1	71.4	65.5
2010 Population by Relationship and Household Type			
Total	13,782	91,425	242,088
In Households	99.7%	98.8%	99.0%
In Family Households	81.3%	81.3%	82.0%
Householder	24.1%	24.4%	24.9%
Spouse	14.4%	16.1%	17.6%
Child	33.3%	31.8%	31.7%
Other relative	6.0%	6.0%	4.9%
Nonrelative	3.5%	3.0%	2.7%
In Nonfamily Households	18.4%	17.6%	17.0%
In Group Quarters	0.3%	1.2%	1.0%
Institutionalized Population	0.1%	0.8%	0.6%
Noninstitutionalized Population	0.2%	0.3%	0.4%

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

March 15, 2018

Market Profile

63rd Ave
Lat.: 45.070 Long.: -93.369
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 45.07023
Longitude: -93.36891

	1 mile	3 miles	5 miles
2017 Population 25+ by Educational Attainment			
Total	9,376	65,407	175,620
Less than 9th Grade	4.3%	5.3%	3.8%
9th - 12th Grade, No Diploma	7.0%	6.0%	4.8%
High School Graduate	25.6%	23.0%	19.9%
GED/Alternative Credential	6.2%	4.4%	3.6%
Some College, No Degree	25.6%	24.5%	22.7%
Associate Degree	11.0%	9.8%	10.3%
Bachelor's Degree	16.5%	20.1%	24.4%
Graduate/Professional Degree	3.8%	6.9%	10.4%
2017 Population 15+ by Marital Status			
Total	11,462	77,719	207,166
Never Married	39.1%	36.8%	35.3%
Married	44.0%	46.3%	48.6%
Widowed	5.5%	5.8%	5.0%
Divorced	11.4%	11.0%	11.1%
2017 Civilian Population 16+ in Labor Force			
Civilian Employed	92.8%	94.6%	94.7%
Civilian Unemployed (Unemployment Rate)	7.2%	5.4%	5.3%
2017 Employed Population 16+ by Industry			
Total	7,201	48,753	133,152
Agriculture/Mining	0.7%	0.5%	0.4%
Construction	4.1%	4.1%	4.0%
Manufacturing	14.6%	15.6%	15.2%
Wholesale Trade	2.7%	2.8%	3.0%
Retail Trade	10.1%	10.2%	10.7%
Transportation/Utilities	4.3%	4.2%	3.8%
Information	1.1%	1.4%	1.6%
Finance/Insurance/Real Estate	7.5%	9.4%	9.7%
Services	53.2%	49.5%	49.2%
Public Administration	1.6%	2.3%	2.3%
2017 Employed Population 16+ by Occupation			
Total	7,202	48,752	133,152
White Collar	49.8%	58.0%	63.6%
Management/Business/Financial	9.2%	13.8%	16.8%
Professional	14.0%	19.0%	22.6%
Sales	8.6%	8.7%	9.7%
Administrative Support	18.0%	16.5%	14.4%
Services	24.9%	19.5%	17.2%
Blue Collar	25.3%	22.5%	19.2%
Farming/Forestry/Fishing	0.3%	0.2%	0.1%
Construction/Extraction	4.5%	3.5%	2.8%
Installation/Maintenance/Repair	1.6%	2.3%	2.2%
Production	12.7%	10.7%	8.8%
Transportation/Material Moving	6.3%	5.8%	5.3%
2010 Population By Urban/ Rural Status			
Total Population	13,782	91,425	242,088
Population Inside Urbanized Area	100.0%	100.0%	100.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.0%

March 15, 2018

Market Profile

63rd Ave
Lat.: 45.070 Long.: -93.369
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 45.07023
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	1 mile	3 miles	5 miles
2010 Households by Type			
Total	5,292	35,063	93,255
Households with 1 Person	29.6%	29.0%	27.6%
Households with 2+ People	70.4%	71.0%	72.4%
Family Households	62.4%	63.6%	65.0%
Husband-wife Families	37.0%	41.9%	45.9%
With Related Children	17.8%	18.6%	20.8%
Other Family (No Spouse Present)	25.3%	21.7%	19.1%
Other Family with Male Householder	6.7%	5.5%	5.1%
With Related Children	4.0%	3.2%	2.9%
Other Family with Female Householder	18.7%	16.2%	14.0%
With Related Children	14.0%	11.4%	9.7%
Nonfamily Households	8.1%	7.4%	7.4%
All Households with Children	36.2%	33.7%	33.8%
Multigenerational Households	3.7%	4.1%	3.8%
Unmarried Partner Households	8.4%	7.9%	7.7%
Male-female	7.9%	7.2%	6.8%
Same-sex	0.5%	0.7%	0.9%
2010 Households by Size			
Total	5,293	35,063	93,256
1 Person Household	29.5%	29.0%	27.6%
2 Person Household	31.1%	31.9%	32.6%
3 Person Household	15.2%	15.7%	15.8%
4 Person Household	12.1%	11.8%	12.9%
5 Person Household	6.3%	5.8%	5.9%
6 Person Household	3.0%	2.8%	2.6%
7 + Person Household	2.7%	3.1%	2.5%
2010 Households by Tenure and Mortgage Status			
Total	5,292	35,063	93,255
Owner Occupied	49.0%	63.6%	70.0%
Owned with a Mortgage/Loan	37.7%	49.8%	56.1%
Owned Free and Clear	11.3%	13.7%	13.9%
Renter Occupied	51.0%	36.4%	30.0%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	5,759	37,686	99,297
Housing Units Inside Urbanized Area	100.0%	100.0%	100.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.0%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

March 15, 2018

Market Profile

63rd Ave
Lat.: 45.070 Long.: -93.369
Rings: 1, 3, 5 mile radii

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			1 mile	3 miles	5 miles
Top 3 Tapestry Segments					
	1.		Parks and Rec (5C)	Parks and Rec (5C)	Parks and Rec (5C)
	2.		Metro Fusion (11C)	Metro Fusion (11C)	Home Improvement (4B)
	3.		Retirement Communities	Home Improvement (4B)	Metro Fusion (11C)
2017 Consumer Spending					
Apparel & Services: Total $			$9,047,240	$70,733,963	$222,127,401
Average Spent			$1,604.97	$1,900.68	$2,237.41
Spending Potential Index			74	88	104
Education: Total $			$6,202,457	$49,220,436	$154,078,579
Average Spent			$1,100.31	$1,322.60	$1,551.98
Spending Potential Index			76	91	107
Entertainment/Recreation: Total $			$12,486,759	$99,526,937	$313,544,637
Average Spent			$2,215.14	$2,674.38	$3,158.22
Spending Potential Index			71	86	101
Food at Home: Total $			$21,426,205	$163,480,836	$507,790,785
Average Spent			$3,800.99	$4,392.87	$5,114.79
Spending Potential Index			75	87	102
Food Away from Home: Total $			$14,031,084	$109,154,980	$342,266,386
Average Spent			$2,489.10	$2,933.09	$3,447.52
Spending Potential Index			75	88	103
Health Care: Total $			$21,768,467	$174,079,984	$548,351,144
Average Spent			$3,861.71	$4,677.68	$5,523.33
Spending Potential Index			69	84	99
HH Furnishings & Equipment: Total $			$7,774,596	$62,097,636	$196,392,822
Average Spent			$1,379.21	$1,668.62	$1,978.19
Spending Potential Index			71	86	102
Personal Care Products & Services: Total $			$3,276,423	$25,796,568	$81,273,716
Average Spent			$581.24	$693.18	$818.64
Spending Potential Index			73	87	103
Shelter: Total $			$70,210,414	$544,740,504	$1,694,228,669
Average Spent			$12,455.28	$14,637.66	$17,065.33
Spending Potential Index			77	90	105
Support Payments/Cash Contributions/Gifts in Kind: Total $			$9,106,581	$73,373,623	$233,030,140
Average Spent			$1,615.50	$1,971.61	$2,347.22
Spending Potential Index			69	84	100
Travel: Total $			$8,021,031	$66,130,574	$210,918,578
Average Spent			$1,422.93	$1,776.99	$2,124.50
Spending Potential Index			69	86	103
Vehicle Maintenance & Repairs: Total $			$4,367,151	$34,357,475	$107,559,976
Average Spent			$774.73	$923.22	$1,083.41
Spending Potential Index			72	86	101

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 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.
Source: Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

March 15, 2018

Market Profile

Brooklyn Blvd
Lat.: 45.094 Long.: -93.377
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 45.09378
Longitude: -93.37672

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	8,962	77,462	207,653
2010 Total Population	9,139	79,178	216,547
2017 Total Population	9,950	86,337	233,899
2017 Group Quarters	25	1,076	1,463
2022 Total Population	10,435	90,857	245,564
2017-2022 Annual Rate	0.96%	1.03%	0.98%
2017 Total Daytime Population	13,156	92,112	207,269
Workers	7,992	47,197	94,084
Residents	5,164	44,915	113,185
Household Summary			
2000 Households	3,307	29,832	77,981
2000 Average Household Size	2.69	2.55	2.64
2010 Households	3,203	29,475	81,121
2010 Average Household Size	2.85	2.65	2.65
2017 Households	3,421	31,796	86,618
2017 Average Household Size	2.90	2.68	2.68
2022 Households	3,561	33,346	90,541
2022 Average Household Size	2.92	2.69	2.70
2017-2022 Annual Rate	0.81%	0.96%	0.89%
2010 Families	2,143	19,370	55,422
2010 Average Family Size	3.46	3.26	3.20
2017 Families	2,269	20,791	58,910
2017 Average Family Size	3.53	3.30	3.23
2022 Families	2,351	21,743	61,433
2022 Average Family Size	3.56	3.31	3.25
2017-2022 Annual Rate	0.71%	0.90%	0.84%
Housing Unit Summary			
2000 Housing Units	3,338	30,295	79,063
Owner Occupied Housing Units	73.0%	66.7%	75.2%
Renter Occupied Housing Units	26.1%	31.7%	23.4%
Vacant Housing Units	0.9%	1.5%	1.4%
2010 Housing Units	3,415	31,553	85,704
Owner Occupied Housing Units	64.5%	60.6%	69.7%
Renter Occupied Housing Units	29.3%	32.8%	25.0%
Vacant Housing Units	6.2%	6.6%	5.3%
2017 Housing Units	3,624	33,883	91,096
Owner Occupied Housing Units	62.8%	59.7%	68.8%
Renter Occupied Housing Units	31.6%	34.1%	26.2%
Vacant Housing Units	5.6%	6.2%	4.9%
2022 Housing Units	3,771	35,553	95,226
Owner Occupied Housing Units	62.4%	59.7%	68.9%
Renter Occupied Housing Units	32.1%	34.0%	26.2%
Vacant Housing Units	5.6%	6.2%	4.9%
Median Household Income			
2017	$53,887	$56,029	$67,617
2022	$56,268	$59,413	$74,608
Median Home Value			
2017	$179,145	$190,006	$210,642
2022	$191,067	$204,821	$230,589
Per Capita Income			
2017	$23,942	$26,846	$32,546
2022	$26,391	$29,754	$36,088
Median Age			
2010	31.9	33.8	35.5
2017	33.0	35.1	36.7
2022	33.4	35.9	37.5

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households.
Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

March 15, 2018

Market Profile

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	1 mile	3 miles	5 miles
2017 Households by Income			
Household Income Base	3,421	31,796	86,618
<$15,000	9.8%	8.2%	5.8%
$15,000 - $24,999	10.7%	10.3%	8.1%
$25,000 - $34,999	10.7%	10.6%	8.3%
$35,000 - $49,999	14.4%	14.4%	12.8%
$50,000 - $74,999	20.1%	20.0%	19.4%
$75,000 - $99,999	14.7%	13.3%	14.5%
$100,000 - $149,999	12.9%	15.3%	18.6%
$150,000 - $199,999	4.4%	5.0%	7.2%
$200,000+	2.2%	2.9%	5.3%
Average Household Income	$68,112	$73,053	$87,555
2022 Households by Income			
Household Income Base	3,561	33,346	90,541
<$15,000	10.3%	8.5%	6.0%
$15,000 - $24,999	10.5%	10.0%	7.8%
$25,000 - $34,999	10.0%	9.8%	7.6%
$35,000 - $49,999	13.2%	13.2%	11.6%
$50,000 - $74,999	18.0%	18.1%	17.2%
$75,000 - $99,999	14.6%	13.3%	14.2%
$100,000 - $149,999	15.2%	17.6%	21.0%
$150,000 - $199,999	5.3%	5.9%	8.3%
$200,000+	2.8%	3.6%	6.2%
Average Household Income	$75,583	$81,445	$97,555
2017 Owner Occupied Housing Units by Value			
Total	2,275	20,219	62,703
<$50,000	2.9%	2.2%	1.6%
$50,000 - $99,999	9.8%	5.2%	3.8%
$100,000 - $149,999	17.2%	18.3%	14.6%
$150,000 - $199,999	34.5%	30.4%	25.6%
$200,000 - $249,999	23.0%	20.6%	20.9%
$250,000 - $299,999	7.3%	11.4%	13.6%
$300,000 - $399,999	2.2%	7.8%	12.5%
$400,000 - $499,999	0.1%	2.0%	4.2%
$500,000 - $749,999	2.0%	1.3%	2.2%
$750,000 - $999,999	0.7%	0.4%	0.5%
$1,000,000 +	0.4%	0.5%	0.6%
Average Home Value	$193,124	$211,987	$238,220
2022 Owner Occupied Housing Units by Value			
Total	2,352	21,236	65,612
<$50,000	1.9%	1.3%	0.9%
$50,000 - $99,999	7.7%	3.9%	2.8%
$100,000 - $149,999	14.2%	15.6%	12.1%
$150,000 - $199,999	31.9%	27.3%	22.1%
$200,000 - $249,999	24.6%	20.5%	19.8%
$250,000 - $299,999	10.0%	13.6%	15.4%
$300,000 - $399,999	3.8%	10.8%	16.2%
$400,000 - $499,999	0.2%	3.2%	5.9%
$500,000 - $749,999	3.6%	2.2%	3.1%
$750,000 - $999,999	1.3%	0.8%	0.8%
$1,000,000 +	0.9%	1.0%	1.0%
Average Home Value	$221,779	$238,714	$264,705

March 15, 2018

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Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 45.09378
Longitude: -93.37672

	1 mile	3 miles	5 miles
2010 Population by Age			
Total	9,138	79,177	216,547
0 - 4	9.1%	8.2%	7.5%
5 - 9	8.4%	7.4%	7.0%
10 - 14	7.3%	6.9%	6.8%
15 - 24	14.1%	13.7%	13.1%
25 - 34	15.8%	15.5%	14.9%
35 - 44	12.8%	12.9%	13.4%
45 - 54	13.2%	13.5%	15.4%
55 - 64	11.6%	10.6%	11.5%
65 - 74	5.2%	5.5%	5.4%
75 - 84	2.1%	3.8%	3.4%
85 +	0.5%	2.1%	1.5%
18 +	71.0%	73.2%	74.2%
2017 Population by Age			
Total	9,951	86,338	233,897
0 - 4	8.3%	7.7%	7.0%
5 - 9	8.1%	7.2%	6.9%
10 - 14	7.6%	6.8%	6.6%
15 - 24	13.0%	12.7%	12.1%
25 - 34	16.2%	15.6%	15.1%
35 - 44	12.6%	13.0%	13.4%
45 - 54	11.4%	11.8%	12.9%
55 - 64	11.9%	11.6%	13.0%
65 - 74	7.6%	7.4%	7.8%
75 - 84	2.6%	3.9%	3.6%
85 +	0.7%	2.4%	1.8%
18 +	72.0%	74.6%	75.9%
2022 Population by Age			
Total	10,434	90,855	245,563
0 - 4	8.3%	7.6%	7.0%
5 - 9	7.8%	6.9%	6.5%
10 - 14	7.6%	6.8%	6.6%
15 - 24	13.3%	12.2%	11.4%
25 - 34	15.6%	15.1%	14.7%
35 - 44	13.2%	13.9%	14.3%
45 - 54	10.7%	11.2%	11.7%
55 - 64	11.1%	11.3%	12.5%
65 - 74	8.2%	8.3%	9.1%
75 - 84	3.4%	4.5%	4.4%
85 +	0.8%	2.3%	1.8%
18 +	72.1%	74.8%	76.2%
2010 Population by Sex			
Males	4,452	38,082	105,597
Females	4,687	41,096	110,950
2017 Population by Sex			
Males	4,837	41,532	113,941
Females	5,112	44,804	119,958
2022 Population by Sex			
Males	5,089	43,869	119,804
Females	5,346	46,988	125,760

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

March 15, 2018

Brooklyn Blvd
Lat.: 45.094 Long.: -93.377
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 45.09378
Longitude: -93.37672

	1 mile	3 miles	5 miles
2010 Population by Race/Ethnicity			
Total	9,139	79,179	216,546
White Alone	46.3%	55.0%	67.2%
Black Alone	30.5%	24.4%	16.2%
American Indian Alone	0.6%	0.5%	0.5%
Asian Alone	14.7%	12.1%	9.7%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	3.3%	4.2%	3.0%
Two or More Races	4.4%	3.8%	3.4%
Hispanic Origin	6.8%	7.7%	5.8%
Diversity Index	71.3	67.7	56.6
2017 Population by Race/Ethnicity			
Total	9,950	86,338	233,898
White Alone	41.3%	51.3%	63.5%
Black Alone	32.7%	25.7%	17.5%
American Indian Alone	0.6%	0.5%	0.5%
Asian Alone	17.2%	14.2%	11.6%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	3.4%	4.3%	3.1%
Two or More Races	4.7%	4.0%	3.8%
Hispanic Origin	6.9%	7.8%	6.0%
Diversity Index	73.2	70.1	60.3
2022 Population by Race/Ethnicity			
Total	10,435	90,857	245,564
White Alone	37.7%	48.2%	60.5%
Black Alone	34.4%	26.9%	18.6%
American Indian Alone	0.6%	0.5%	0.5%
Asian Alone	18.9%	15.7%	13.0%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	3.6%	4.5%	3.3%
Two or More Races	4.8%	4.2%	4.0%
Hispanic Origin	7.3%	8.2%	6.4%
Diversity Index	74.4	72.0	63.2
2010 Population by Relationship and Household Type			
Total	9,139	79,178	216,547
In Households	99.7%	98.7%	99.3%
In Family Households	84.4%	82.8%	84.3%
Householder	23.8%	24.3%	25.6%
Spouse	15.5%	16.3%	18.8%
Child	34.2%	33.0%	32.5%
Other relative	7.5%	6.2%	4.8%
Nonrelative	3.4%	2.9%	2.5%
In Nonfamily Households	15.3%	15.9%	15.0%
In Group Quarters	0.3%	1.3%	0.7%
Institutionalized Population	0.0%	1.1%	0.4%
Noninstitutionalized Population	0.2%	0.3%	0.3%

March 15, 2018

Brooklyn Blvd
Lat.: 45.094 Long.: -93.377
Rings: 1, 3, 5 mile radii

	1 mile	3 miles	5 miles
2017 Population 25+ by Educational Attainment			
Total	6,270	56,718	157,962
Less than 9th Grade	7.0%	5.3%	3.7%
9th - 12th Grade, No Diploma	5.3%	5.8%	4.4%
High School Graduate	23.1%	22.5%	20.0%
GED/Alternative Credential	4.8%	4.2%	3.2%
Some College, No Degree	27.0%	24.4%	23.0%
Associate Degree	11.2%	10.6%	11.0%
Bachelor's Degree	17.0%	20.4%	24.7%
Graduate/Professional Degree	4.6%	6.8%	10.0%
2017 Population 15+ by Marital Status			
Total	7,561	67,697	186,164
Never Married	40.4%	35.7%	32.8%
Married	45.5%	47.7%	52.0%
Widowed	4.0%	5.9%	4.9%
Divorced	10.1%	10.7%	10.3%
2017 Civilian Population 16+ in Labor Force			
Civilian Employed	94.8%	94.5%	95.2%
Civilian Unemployed (Unemployment Rate)	5.2%	5.5%	4.8%
2017 Employed Population 16+ by Industry			
Total	4,886	42,240	123,108
Agriculture/Mining	0.0%	0.5%	0.4%
Construction	2.4%	4.5%	4.3%
Manufacturing	13.3%	16.9%	16.1%
Wholesale Trade	2.1%	2.5%	3.1%
Retail Trade	10.8%	10.3%	10.8%
Transportation/Utilities	3.9%	3.8%	4.1%
Information	1.4%	1.2%	1.4%
Finance/Insurance/Real Estate	10.8%	8.8%	9.8%
Services	51.9%	49.3%	47.6%
Public Administration	3.4%	2.3%	2.4%
2017 Employed Population 16+ by Occupation			
Total	4,885	42,241	123,110
White Collar	58.6%	57.7%	64.1%
Management/Business/Financial	14.0%	14.0%	17.1%
Professional	16.0%	19.2%	22.2%
Sales	8.2%	8.6%	10.0%
Administrative Support	20.5%	15.9%	14.7%
Services	22.9%	19.2%	16.5%
Blue Collar	18.5%	23.1%	19.4%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	2.1%	3.6%	3.1%
Installation/Maintenance/Repair	3.2%	2.2%	2.2%
Production	8.6%	11.6%	9.1%
Transportation/Material Moving	4.6%	5.6%	5.0%
2010 Population By Urban/ Rural Status			
Total Population	9,139	79,178	216,547
Population Inside Urbanized Area	100.0%	100.0%	99.8%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.2%

March 15, 2018

Market Profile

Brooklyn Blvd
Lat.: 45.094 Long.: -93.377
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 45.09378
Longitude: -93.37672

	1 mile	3 miles	5 miles
2010 Households by Type			
Total	3,203	29,475	81,120
Households with 1 Person	26.4%	27.6%	25.0%
Households with 2+ People	73.6%	72.4%	75.0%
Family Households	66.9%	65.7%	68.3%
Husband-wife Families	43.8%	44.1%	50.3%
With Related Children	20.8%	20.6%	23.1%
Other Family (No Spouse Present)	23.1%	21.7%	18.1%
Other Family with Male Householder	5.6%	5.6%	5.0%
With Related Children	3.3%	3.2%	2.9%
Other Family with Female Householder	17.6%	16.1%	13.1%
With Related Children	12.8%	11.6%	8.9%
Nonfamily Households	6.7%	6.7%	6.7%
All Households with Children	37.8%	35.9%	35.3%
Multigenerational Households	5.2%	4.4%	3.7%
Unmarried Partner Households	7.1%	7.5%	7.0%
Male-female	6.5%	6.9%	6.3%
Same-sex	0.6%	0.6%	0.7%
2010 Households by Size			
Total	3,203	29,476	81,120
1 Person Household	26.4%	27.6%	25.0%
2 Person Household	30.0%	31.1%	32.8%
3 Person Household	16.2%	15.6%	16.5%
4 Person Household	11.9%	12.8%	14.1%
5 Person Household	7.0%	6.4%	6.4%
6 Person Household	3.8%	3.2%	2.7%
7 + Person Household	4.7%	3.4%	2.5%
2010 Households by Tenure and Mortgage Status			
Total	3,203	29,475	81,122
Owner Occupied	68.7%	64.9%	73.6%
Owned with a Mortgage/Loan	57.1%	52.4%	60.0%
Owned Free and Clear	11.6%	12.5%	13.6%
Renter Occupied	31.3%	35.1%	26.4%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	3,415	31,553	85,704
Housing Units Inside Urbanized Area	100.0%	100.0%	99.9%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.1%

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

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

March 15, 2018

Market Profile

Brooklyn Blvd
Lat.: 45.094 Long.: -93.377
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 45.09378
Longitude: -93.37672

		1 mile	3 miles	5 miles
Top 3 Tapestry Segments				
1.	Home Improvement (4B)		Metro Fusion (11C)	Home Improvement (4B)
2.	Metro Fusion (11C)		Home Improvement (4B)	Parks and Rec (5C)
3.	Bright Young Professionals		Parks and Rec (5C)	Metro Fusion (11C)
2017 Consumer Spending				
Apparel & Services: Total $		$6,435,296	$63,552,975	$205,370,484
Average Spent		$1,881.12	$1,998.77	$2,370.99
Spending Potential Index		87	93	110
Education: Total $		$4,240,443	$43,028,628	$141,526,813
Average Spent		$1,239.53	$1,353.27	$1,633.92
Spending Potential Index		85	93	112
Entertainment/Recreation: Total $		$8,955,060	$88,979,961	$290,092,294
Average Spent		$2,617.67	$2,798.46	$3,349.10
Spending Potential Index		84	90	107
Food at Home: Total $		$14,767,826	$146,052,483	$465,774,804
Average Spent		$4,316.82	$4,593.42	$5,377.34
Spending Potential Index		86	91	107
Food Away from Home: Total $		$9,987,817	$98,253,288	$315,998,389
Average Spent		$2,919.56	$3,090.11	$3,648.18
Spending Potential Index		88	93	109
Health Care: Total $		$15,481,871	$155,092,674	$507,537,076
Average Spent		$4,525.54	$4,877.74	$5,859.49
Spending Potential Index		81	87	105
HH Furnishings & Equipment: Total $		$5,652,689	$55,873,071	$182,199,053
Average Spent		$1,652.35	$1,757.24	$2,103.48
Spending Potential Index		85	90	108
Personal Care Products & Services: Total $		$2,327,504	$23,189,055	$75,190,475
Average Spent		$680.36	$729.31	$868.07
Spending Potential Index		85	92	109
Shelter: Total $		$48,711,839	$483,914,005	$1,554,568,965
Average Spent		$14,239.06	$15,219.34	$17,947.41
Spending Potential Index		88	94	111
Support Payments/Cash Contributions/Gifts in Kind: Total $		$6,571,772	$65,866,648	$216,769,554
Average Spent		$1,921.01	$2,071.54	$2,502.59
Spending Potential Index		82	88	107
Travel: Total $		$5,881,141	$59,130,227	$196,647,321
Average Spent		$1,719.13	$1,859.68	$2,270.28
Spending Potential Index		83	90	110
Vehicle Maintenance & Repairs: Total $		$3,102,948	$30,673,820	$99,249,452
Average Spent		$907.03	$964.71	$1,145.83
Spending Potential Index		85	90	107

March 15, 2018

Market Profile

85th Ave
Lat.: 45.108 Long.: -93.377
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 45.10826
Longitude: -93.37683

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	9,062	66,570	191,851
2010 Total Population	9,795	72,707	200,618
2017 Total Population	10,830	80,328	217,055
2017 Group Quarters	87	376	1,461
2022 Total Population	11,564	84,985	228,013
2017-2022 Annual Rate	1.32%	1.13%	0.99%
2017 Total Daytime Population	11,307	83,109	196,267
Workers	5,845	42,357	91,598
Residents	5,462	40,752	104,669
Household Summary			
2000 Households	3,299	24,742	71,049
2000 Average Household Size	2.72	2.67	2.67
2010 Households	3,406	26,058	74,213
2010 Average Household Size	2.85	2.78	2.68
2017 Households	3,720	28,476	79,423
2017 Average Household Size	2.89	2.81	2.71
2022 Households	3,966	30,009	83,102
2022 Average Household Size	2.89	2.82	2.73
2017-2022 Annual Rate	1.29%	1.05%	0.91%
2010 Families	2,397	18,091	51,465
2010 Average Family Size	3.42	3.33	3.21
2017 Families	2,625	19,676	54,821
2017 Average Family Size	3.45	3.37	3.25
2022 Families	2,796	20,688	57,222
2022 Average Family Size	3.46	3.38	3.26
2017-2022 Annual Rate	1.27%	1.01%	0.86%
Housing Unit Summary			
2000 Housing Units	3,340	25,170	72,036
Owner Occupied Housing Units	87.3%	69.8%	75.5%
Renter Occupied Housing Units	11.5%	28.5%	23.1%
Vacant Housing Units	1.2%	1.7%	1.4%
2010 Housing Units	3,720	27,713	78,320
Owner Occupied Housing Units	74.1%	64.9%	70.4%
Renter Occupied Housing Units	17.4%	29.1%	24.4%
Vacant Housing Units	8.4%	6.0%	5.2%
2017 Housing Units	4,048	30,054	83,378
Owner Occupied Housing Units	73.2%	64.6%	69.5%
Renter Occupied Housing Units	18.7%	30.1%	25.7%
Vacant Housing Units	8.1%	5.3%	4.7%
2022 Housing Units	4,321	31,660	87,228
Owner Occupied Housing Units	73.1%	64.9%	69.6%
Renter Occupied Housing Units	18.7%	29.9%	25.7%
Vacant Housing Units	8.2%	5.2%	4.7%
Median Household Income			
2017	$70,407	$62,611	$68,640
2022	$77,512	$68,269	$75,530
Median Home Value			
2017	$201,443	$210,653	$209,839
2022	$219,391	$230,710	$229,534
Per Capita Income			
2017	$30,218	$28,970	$32,257
2022	$33,991	$32,307	$35,791
Median Age			
2010	33.5	33.2	35.5
2017	34.5	34.3	36.7
2022	35.3	35.2	37.5

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

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

March 15, 2018

Market Profile

85th Ave   Prepared by Esri
Lat.: 45.108 Long.: -93.377   Latitude: 45.10826
Rings: 1, 3, 5 mile radii   Longitude: -93.37683

	1 mile	3 miles	5 miles
2017 Households by Income			
Household Income Base	3,720	28,476	79,423
<$15,000	4.6%	6.9%	5.8%
$15,000 - $24,999	6.1%	8.8%	7.9%
$25,000 - $34,999	9.2%	9.5%	8.2%
$35,000 - $49,999	12.4%	13.5%	12.5%
$50,000 - $74,999	20.5%	18.7%	19.2%
$75,000 - $99,999	15.3%	14.0%	15.0%
$100,000 - $149,999	18.6%	17.8%	19.0%
$150,000 - $199,999	8.8%	6.6%	7.2%
$200,000+	4.6%	4.1%	5.2%
Average Household Income	$88,261	$81,293	$87,656
2022 Households by Income			
Household Income Base	3,966	30,009	83,102
<$15,000	4.8%	7.1%	6.0%
$15,000 - $24,999	5.9%	8.6%	7.7%
$25,000 - $34,999	8.3%	8.8%	7.6%
$35,000 - $49,999	11.1%	12.2%	11.3%
$50,000 - $74,999	18.0%	16.7%	17.1%
$75,000 - $99,999	14.7%	13.6%	14.6%
$100,000 - $149,999	21.0%	20.1%	21.3%
$150,000 - $199,999	10.5%	7.8%	8.3%
$200,000+	5.8%	5.1%	6.2%
Average Household Income	$99,734	$91,077	$97,699
2017 Owner Occupied Housing Units by Value			
Total	2,964	19,422	57,971
<$50,000	3.0%	2.0%	1.6%
$50,000 - $99,999	6.4%	4.6%	3.5%
$100,000 - $149,999	13.4%	13.5%	14.0%
$150,000 - $199,999	26.4%	25.3%	26.7%
$200,000 - $249,999	26.9%	21.6%	21.4%
$250,000 - $299,999	14.4%	15.0%	13.5%
$300,000 - $399,999	7.0%	12.0%	12.2%
$400,000 - $499,999	0.8%	3.2%	4.0%
$500,000 - $749,999	1.1%	1.8%	2.0%
$750,000 - $999,999	0.2%	0.5%	0.5%
$1,000,000 +	0.3%	0.5%	0.6%
Average Home Value	$209,556	$232,662	$237,577
2022 Owner Occupied Housing Units by Value			
Total	3,157	20,538	60,713
<$50,000	1.8%	1.1%	0.9%
$50,000 - $99,999	4.6%	3.4%	2.6%
$100,000 - $149,999	10.7%	11.1%	11.6%
$150,000 - $199,999	22.6%	21.8%	22.9%
$200,000 - $249,999	26.5%	20.6%	20.4%
$250,000 - $299,999	18.2%	17.0%	15.3%
$300,000 - $399,999	11.2%	15.6%	15.9%
$400,000 - $499,999	1.4%	4.8%	5.7%
$500,000 - $749,999	2.0%	2.9%	3.0%
$750,000 - $999,999	0.4%	0.8%	0.8%
$1,000,000 +	0.6%	0.9%	1.0%
Average Home Value	$235,149	$260,968	$264,338

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

March 15, 2018

Market Profile

85th Ave
Lat.: 45.108 Long.: -93.377
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 45.10826
Longitude: -93.37683

	1 mile	3 miles	5 miles
2010 Population by Age			
Total	9,794	72,707	200,615
0 - 4	8.8%	8.6%	7.5%
5 - 9	7.9%	7.7%	7.1%
10 - 14	7.6%	7.2%	6.9%
15 - 24	12.3%	13.9%	13.3%
25 - 34	15.7%	15.4%	14.6%
35 - 44	14.1%	13.5%	13.3%
45 - 54	14.1%	14.0%	15.5%
55 - 64	11.2%	10.7%	11.5%
65 - 74	4.7%	5.0%	5.5%
75 - 84	2.6%	2.9%	3.3%
85 +	0.9%	1.1%	1.5%
18 +	71.4%	72.0%	74.1%
2017 Population by Age			
Total	10,828	80,329	217,057
0 - 4	8.0%	8.0%	7.0%
5 - 9	7.8%	7.5%	6.9%
10 - 14	7.3%	6.9%	6.6%
15 - 24	12.0%	12.7%	12.1%
25 - 34	15.8%	16.1%	15.1%
35 - 44	13.5%	13.3%	13.2%
45 - 54	12.4%	12.0%	12.8%
55 - 64	11.7%	11.9%	13.1%
65 - 74	7.2%	7.0%	7.8%
75 - 84	3.3%	3.3%	3.6%
85 +	1.2%	1.4%	1.8%
18 +	72.9%	73.7%	75.8%
2022 Population by Age			
Total	11,563	84,985	228,012
0 - 4	7.9%	8.0%	7.0%
5 - 9	7.3%	7.2%	6.5%
10 - 14	7.4%	6.9%	6.6%
15 - 24	11.8%	12.0%	11.4%
25 - 34	15.1%	15.7%	14.7%
35 - 44	14.2%	14.3%	14.3%
45 - 54	11.5%	11.1%	11.6%
55 - 64	11.2%	11.3%	12.6%
65 - 74	8.2%	8.0%	9.2%
75 - 84	4.2%	4.0%	4.4%
85 +	1.3%	1.5%	1.8%
18 +	73.3%	74.0%	76.1%
2010 Population by Sex			
Males	4,828	35,277	97,800
Females	4,967	37,430	102,818
2017 Population by Sex			
Males	5,352	38,953	105,651
Females	5,479	41,375	111,404
2022 Population by Sex			
Males	5,730	41,333	111,183
Females	5,834	43,652	116,830

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

March 15, 2018

85th Ave
Lat.: 45.108 Long.: -93.377
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 45.10826
Longitude: -93.37683

	1 mile	3 miles	5 miles
2010 Population by Race/Ethnicity			
Total	9,796	72,706	200,618
White Alone	52.9%	55.5%	67.8%
Black Alone	21.9%	23.6%	16.0%
American Indian Alone	0.4%	0.5%	0.5%
Asian Alone	18.3%	13.0%	9.6%
Pacific Islander Alone	0.2%	0.1%	0.0%
Some Other Race Alone	2.5%	3.8%	2.8%
Two or More Races	3.9%	3.6%	3.3%
Hispanic Origin	4.8%	6.7%	5.5%
Diversity Index	67.2	66.7	55.7
2017 Population by Race/Ethnicity			
Total	10,831	80,326	217,053
White Alone	47.9%	52.0%	64.1%
Black Alone	23.2%	24.7%	17.3%
American Indian Alone	0.4%	0.4%	0.5%
Asian Alone	21.6%	15.2%	11.5%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	2.5%	3.8%	2.9%
Two or More Races	4.2%	3.8%	3.7%
Hispanic Origin	4.8%	6.7%	5.7%
Diversity Index	70.0	69.0	59.5
2022 Population by Race/Ethnicity			
Total	11,564	84,985	228,012
White Alone	44.2%	49.1%	61.1%
Black Alone	24.4%	25.7%	18.5%
American Indian Alone	0.4%	0.4%	0.5%
Asian Alone	23.9%	16.9%	12.8%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	2.7%	4.0%	3.1%
Two or More Races	4.3%	4.0%	3.9%
Hispanic Origin	5.1%	7.0%	6.1%
Diversity Index	71.8	70.8	62.4
2010 Population by Relationship and Household Type			
Total	9,795	72,707	200,618
In Households	99.1%	99.5%	99.3%
In Family Households	86.4%	85.5%	84.9%
Householder	24.4%	25.0%	25.7%
Spouse	17.4%	17.5%	18.9%
Child	34.5%	34.3%	32.9%
Other relative	7.3%	6.1%	4.8%
Nonrelative	2.8%	2.7%	2.5%
In Nonfamily Households	12.7%	14.0%	14.4%
In Group Quarters	0.9%	0.5%	0.7%
Institutionalized Population	0.7%	0.3%	0.5%
Noninstitutionalized Population	0.2%	0.2%	0.2%

March 15, 2018

85th Ave
Lat.: 45.108 Long.: -93.377
Rings: 1, 3, 5 mile radii

	1 mile	3 miles	5 miles
2017 Population 25+ by Educational Attainment			
Total	7,037	52,146	146,465
Less than 9th Grade	5.3%	4.5%	3.7%
9th - 12th Grade, No Diploma	2.8%	5.1%	4.3%
High School Graduate	22.5%	21.0%	20.3%
GED/Alternative Credential	3.7%	4.0%	3.2%
Some College, No Degree	24.0%	24.2%	23.6%
Associate Degree	10.8%	11.3%	11.5%
Bachelor's Degree	24.8%	21.7%	24.2%
Graduate/Professional Degree	6.2%	8.2%	9.3%
2017 Population 15+ by Marital Status			
Total	8,333	62,327	172,656
Never Married	34.6%	34.7%	32.0%
Married	51.3%	50.9%	52.7%
Widowed	4.3%	4.5%	4.9%
Divorced	9.8%	9.9%	10.4%
2017 Civilian Population 16+ in Labor Force			
Civilian Employed	95.0%	94.5%	95.3%
Civilian Unemployed (Unemployment Rate)	5.0%	5.5%	4.7%
2017 Employed Population 16+ by Industry			
Total	5,474	40,349	114,587
Agriculture/Mining	0.0%	0.4%	0.3%
Construction	3.0%	4.3%	4.5%
Manufacturing	19.7%	17.4%	16.5%
Wholesale Trade	1.5%	2.4%	3.0%
Retail Trade	8.8%	10.6%	11.0%
Transportation/Utilities	3.0%	3.5%	4.2%
Information	0.8%	1.4%	1.4%
Finance/Insurance/Real Estate	11.4%	8.9%	9.4%
Services	48.0%	48.7%	47.1%
Public Administration	3.7%	2.4%	2.5%
2017 Employed Population 16+ by Occupation			
Total	5,474	40,348	114,589
White Collar	63.9%	59.9%	63.7%
Management/Business/Financial	16.8%	15.2%	16.8%
Professional	20.2%	20.2%	22.1%
Sales	6.9%	9.0%	9.7%
Administrative Support	19.9%	15.4%	15.1%
Services	14.4%	18.1%	16.8%
Blue Collar	21.8%	22.0%	19.5%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	1.8%	3.4%	3.1%
Installation/Maintenance/Repair	3.1%	2.1%	2.2%
Production	12.9%	11.2%	9.2%
Transportation/Material Moving	4.0%	5.1%	5.1%
2010 Population By Urban/ Rural Status			
Total Population	9,795	72,707	200,618
Population Inside Urbanized Area	100.0%	99.9%	99.8%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.1%	0.2%

March 15, 2018

85th Ave
Lat.: 45.108 Long.: -93.377
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 45.10826
Longitude: -93.37683

	1 mile	3 miles	5 miles
2010 Households by Type			
Total	3,406	26,058	74,213
Households with 1 Person	24.1%	24.2%	24.2%
Households with 2+ People	75.9%	75.8%	75.8%
Family Households	70.4%	69.4%	69.3%
Husband-wife Families	50.4%	48.6%	51.1%
With Related Children	25.6%	23.8%	23.6%
Other Family (No Spouse Present)	20.0%	20.9%	18.2%
Other Family with Male Householder	5.6%	5.5%	5.1%
With Related Children	3.3%	3.3%	3.0%
Other Family with Female Householder	14.4%	15.4%	13.1%
With Related Children	9.5%	11.1%	9.0%
Nonfamily Households	5.5%	6.4%	6.4%
All Households with Children	39.0%	38.8%	36.0%
Multigenerational Households	5.4%	4.6%	3.8%
Unmarried Partner Households	6.8%	7.2%	7.0%
Male-female	6.3%	6.6%	6.3%
Same-sex	0.6%	0.6%	0.6%
2010 Households by Size			
Total	3,408	26,060	74,212
1 Person Household	24.1%	24.2%	24.2%
2 Person Household	29.7%	31.1%	32.6%
3 Person Household	16.2%	16.4%	16.7%
4 Person Household	13.9%	14.4%	14.5%
5 Person Household	8.1%	7.0%	6.6%
6 Person Household	3.8%	3.4%	2.9%
7 + Person Household	4.2%	3.5%	2.5%
2010 Households by Tenure and Mortgage Status			
Total	3,406	26,058	74,213
Owner Occupied	80.9%	69.0%	74.3%
Owned with a Mortgage/Loan	70.5%	57.3%	60.9%
Owned Free and Clear	10.4%	11.7%	13.3%
Renter Occupied	19.1%	31.0%	25.7%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	3,720	27,713	78,320
Housing Units Inside Urbanized Area	100.0%	99.9%	99.8%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.1%	0.2%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

March 15, 2018

Market Profile

85th Ave
Lat.: 45.108 Long.: -93.377
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 45.10826
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	1 mile	3 miles	5 miles
Top 3 Tapestry Segments			
1.	Enterprising Professionals	Home Improvement (4B)	Home Improvement (4B)
2.	Home Improvement (4B)	Metro Fusion (11C)	Parks and Rec (5C)
3.	Bright Young Professionals	Enterprising Professionals	Metro Fusion (11C)
2017 Consumer Spending			
Apparel & Services: Total $	$9,033,492	$63,770,984	$188,290,690
Average Spent	$2,428.36	$2,239.46	$2,370.73
Spending Potential Index	112	104	110
Education: Total $	$5,811,477	$42,438,787	$129,640,259
Average Spent	$1,562.22	$1,490.34	$1,632.28
Spending Potential Index	107	102	112
Entertainment/Recreation: Total $	$12,592,951	$88,615,336	$266,282,923
Average Spent	$3,385.20	$3,111.93	$3,352.72
Spending Potential Index	109	100	107
Food at Home: Total $	$20,232,151	$144,509,507	$426,159,472
Average Spent	$5,438.75	$5,074.78	$5,365.69
Spending Potential Index	108	101	107
Food Away from Home: Total $	$13,990,463	$98,397,948	$289,319,895
Average Spent	$3,760.88	$3,455.47	$3,642.77
Spending Potential Index	113	104	109
Health Care: Total $	$21,681,779	$152,883,294	$466,419,533
Average Spent	$5,828.44	$5,368.85	$5,872.60
Spending Potential Index	104	96	105
HH Furnishings & Equipment: Total $	$8,008,716	$55,938,040	$167,213,201
Average Spent	$2,152.88	$1,964.39	$2,105.35
Spending Potential Index	111	101	108
Personal Care Products & Services: Total $	$3,287,491	$23,126,843	$68,931,320
Average Spent	$883.73	$812.15	$867.90
Spending Potential Index	111	102	109
Shelter: Total $	$67,099,266	$478,819,818	$1,424,500,911
Average Spent	$18,037.44	$16,814.86	$17,935.62
Spending Potential Index	111	104	110
Support Payments/Cash Contributions/Gifts in Kind: Total $	$9,354,006	$65,568,252	$199,146,301
Average Spent	$2,514.52	$2,302.58	$2,507.41
Spending Potential Index	107	98	107
Travel: Total $	$8,477,250	$59,270,054	$181,006,344
Average Spent	$2,278.83	$2,081.40	$2,279.02
Spending Potential Index	110	100	110
Vehicle Maintenance & Repairs: Total $	$4,298,129	$30,417,648	$91,021,199
Average Spent	$1,155.41	$1,068.19	$1,146.03
Spending Potential Index	108	100	107

March 15, 2018

Market Profile

93rd Ave
Lat.: 45.123 Long.: -93.377
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 45.12260
Longitude: -93.37664

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	4,253	62,996	191,030
2010 Total Population	5,070	70,510	198,624
2017 Total Population	5,752	77,745	214,121
2017 Group Quarters	67	264	1,468
2022 Total Population	6,242	82,365	224,635
2017-2022 Annual Rate	1.65%	1.16%	0.96%
2017 Total Daytime Population	8,059	76,447	189,271
Workers	5,016	39,288	86,476
Residents	3,043	37,159	102,795
Household Summary			
2000 Households	1,559	22,474	70,357
2000 Average Household Size	2.67	2.79	2.69
2010 Households	1,784	24,854	73,586
2010 Average Household Size	2.80	2.83	2.68
2017 Households	2,005	27,152	78,612
2017 Average Household Size	2.84	2.85	2.71
2022 Households	2,178	28,655	82,189
2022 Average Household Size	2.84	2.87	2.72
2017-2022 Annual Rate	1.67%	1.08%	0.89%
2010 Families	1,250	18,053	50,886
2010 Average Family Size	3.40	3.32	3.21
2017 Families	1,416	19,625	54,078
2017 Average Family Size	3.42	3.35	3.24
2022 Families	1,539	20,661	56,394
2022 Average Family Size	3.42	3.37	3.26
2017-2022 Annual Rate	1.68%	1.03%	0.84%
Housing Unit Summary			
2000 Housing Units	1,581	22,781	71,223
Owner Occupied Housing Units	87.2%	78.5%	75.4%
Renter Occupied Housing Units	11.5%	20.2%	23.4%
Vacant Housing Units	1.3%	1.3%	1.2%
2010 Housing Units	1,971	26,142	77,413
Owner Occupied Housing Units	74.9%	74.1%	70.4%
Renter Occupied Housing Units	15.6%	20.9%	24.6%
Vacant Housing Units	9.5%	4.9%	4.9%
2017 Housing Units	2,215	28,319	82,270
Owner Occupied Housing Units	74.1%	73.9%	69.4%
Renter Occupied Housing Units	16.4%	22.0%	26.1%
Vacant Housing Units	9.5%	4.1%	4.4%
2022 Housing Units	2,412	29,862	85,990
Owner Occupied Housing Units	74.3%	74.0%	69.5%
Renter Occupied Housing Units	16.0%	21.9%	26.1%
Vacant Housing Units	9.7%	4.0%	4.4%
Median Household Income			
2017	$77,670	$75,576	$67,688
2022	$85,740	$81,313	$74,464
Median Home Value			
2017	$227,361	$228,087	$206,201
2022	$249,229	$248,107	$225,738
Per Capita Income			
2017	$32,804	$32,116	$31,627
2022	$37,226	$35,776	$35,106
Median Age			
2010	34.6	34.3	35.5
2017	35.7	35.3	36.6
2022	37.2	36.3	37.5

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

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

March 15, 2018

Market Profile

93rd Ave
Lat.: 45.123 Long.: -93.377
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 45.12260
Longitude: -93.37664

	1 mile	3 miles	5 miles
2017 Households by Income			
Household Income Base	2,005	27,152	78,612
<$15,000	3.9%	5.6%	5.8%
$15,000 - $24,999	5.7%	6.8%	8.1%
$25,000 - $34,999	8.0%	7.8%	8.2%
$35,000 - $49,999	11.6%	11.7%	12.8%
$50,000 - $74,999	18.7%	17.6%	19.3%
$75,000 - $99,999	14.6%	14.8%	15.0%
$100,000 - $149,999	21.8%	21.9%	19.2%
$150,000 - $199,999	9.8%	8.4%	7.0%
$200,000+	5.8%	5.3%	4.6%
Average Household Income	$95,165	$91,378	$85,575
2022 Households by Income			
Household Income Base	2,178	28,655	82,189
<$15,000	3.9%	5.8%	6.0%
$15,000 - $24,999	5.3%	6.7%	7.9%
$25,000 - $34,999	7.2%	7.2%	7.6%
$35,000 - $49,999	10.1%	10.5%	11.6%
$50,000 - $74,999	16.5%	15.4%	17.1%
$75,000 - $99,999	13.9%	14.1%	14.5%
$100,000 - $149,999	24.1%	24.1%	21.6%
$150,000 - $199,999	11.6%	9.7%	8.1%
$200,000+	7.4%	6.5%	5.5%
Average Household Income	$108,277	$102,225	$95,377
2017 Owner Occupied Housing Units by Value			
Total	1,642	20,926	57,098
<$50,000	1.3%	1.6%	1.9%
$50,000 - $99,999	4.1%	3.5%	3.6%
$100,000 - $149,999	9.0%	9.5%	14.3%
$150,000 - $199,999	20.0%	21.6%	27.5%
$200,000 - $249,999	28.4%	24.5%	21.9%
$250,000 - $299,999	22.3%	17.6%	13.0%
$300,000 - $399,999	11.0%	14.8%	11.4%
$400,000 - $499,999	1.4%	4.0%	3.7%
$500,000 - $749,999	1.2%	1.9%	1.7%
$750,000 - $999,999	0.5%	0.5%	0.4%
$1,000,000 +	0.8%	0.5%	0.6%
Average Home Value	$241,185	$248,522	$232,282
2022 Owner Occupied Housing Units by Value			
Total	1,792	22,105	59,738
<$50,000	0.6%	0.9%	1.1%
$50,000 - $99,999	2.6%	2.4%	2.6%
$100,000 - $149,999	6.5%	7.4%	11.8%
$150,000 - $199,999	15.3%	17.5%	23.6%
$200,000 - $249,999	25.3%	22.6%	21.1%
$250,000 - $299,999	26.6%	19.7%	15.0%
$300,000 - $399,999	16.6%	19.2%	15.0%
$400,000 - $499,999	2.2%	5.5%	5.3%
$500,000 - $749,999	2.0%	2.9%	2.6%
$750,000 - $999,999	0.8%	0.8%	0.8%
$1,000,000 +	1.4%	1.1%	1.0%
Average Home Value	$272,321	$277,395	$259,390

March 15, 2018

Market Profile

93rd Ave
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Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 45.12260
Longitude: -93.37664

	1 mile	3 miles	5 miles
2010 Population by Age			
Total	5,070	70,511	198,623
0 - 4	8.8%	8.0%	7.5%
5 - 9	8.1%	7.6%	7.1%
10 - 14	7.1%	7.5%	6.9%
15 - 24	10.8%	13.6%	13.4%
25 - 34	15.9%	14.2%	14.5%
35 - 44	15.5%	14.2%	13.4%
45 - 54	14.7%	15.7%	15.6%
55 - 64	9.3%	11.1%	11.4%
65 - 74	4.5%	4.7%	5.5%
75 - 84	3.8%	2.4%	3.3%
85 +	1.5%	0.9%	1.5%
18 +	72.1%	72.1%	74.0%
2017 Population by Age			
Total	5,753	77,748	214,122
0 - 4	7.9%	7.5%	7.0%
5 - 9	7.6%	7.2%	6.8%
10 - 14	7.2%	6.8%	6.6%
15 - 24	10.5%	12.3%	12.1%
25 - 34	15.8%	15.7%	15.3%
35 - 44	14.3%	13.4%	13.2%
45 - 54	13.4%	13.0%	12.8%
55 - 64	11.1%	12.9%	13.0%
65 - 74	6.2%	7.0%	7.8%
75 - 84	4.2%	2.9%	3.6%
85 +	1.8%	1.1%	1.8%
18 +	73.6%	74.5%	75.9%
2022 Population by Age			
Total	6,243	82,367	224,635
0 - 4	7.7%	7.4%	6.9%
5 - 9	7.0%	6.9%	6.5%
10 - 14	7.0%	6.8%	6.6%
15 - 24	10.3%	11.4%	11.4%
25 - 34	14.6%	15.6%	14.8%
35 - 44	15.2%	14.5%	14.3%
45 - 54	12.3%	11.5%	11.6%
55 - 64	11.6%	12.5%	12.5%
65 - 74	7.5%	8.3%	9.1%
75 - 84	5.0%	3.9%	4.4%
85 +	2.0%	1.3%	1.8%
18 +	74.3%	75.0%	76.2%
2010 Population by Sex			
Males	2,487	34,573	96,683
Females	2,583	35,937	101,941
2017 Population by Sex			
Males	2,823	38,034	104,141
Females	2,929	39,712	109,980
2022 Population by Sex			
Males	3,068	40,358	109,522
Females	3,174	42,007	115,114

March 15, 2018

Market Profile

93rd Ave
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Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 45.12260
Longitude: -93.37664

	1 mile	3 miles	5 miles
2010 Population by Race/Ethnicity			
Total	5,070	70,511	198,624
White Alone	59.7%	64.1%	69.5%
Black Alone	14.1%	18.0%	15.0%
American Indian Alone	0.3%	0.4%	0.5%
Asian Alone	21.7%	12.0%	9.1%
Pacific Islander Alone	0.0%	0.1%	0.0%
Some Other Race Alone	1.5%	2.1%	2.5%
Two or More Races	2.6%	3.2%	3.3%
Hispanic Origin	3.0%	4.2%	5.1%
Diversity Index	60.1	57.9	53.6
2017 Population by Race/Ethnicity			
Total	5,753	77,745	214,122
White Alone	54.2%	60.5%	65.7%
Black Alone	15.2%	19.1%	16.5%
American Indian Alone	0.3%	0.4%	0.5%
Asian Alone	25.8%	14.3%	10.9%
Pacific Islander Alone	0.0%	0.1%	0.0%
Some Other Race Alone	1.6%	2.2%	2.7%
Two or More Races	2.9%	3.5%	3.7%
Hispanic Origin	3.2%	4.3%	5.4%
Diversity Index	64.0	61.2	57.8
2022 Population by Race/Ethnicity			
Total	6,242	82,365	224,636
White Alone	50.4%	57.5%	62.6%
Black Alone	16.2%	20.1%	17.7%
American Indian Alone	0.2%	0.4%	0.5%
Asian Alone	28.4%	15.9%	12.3%
Pacific Islander Alone	0.0%	0.1%	0.0%
Some Other Race Alone	1.7%	2.3%	2.9%
Two or More Races	3.1%	3.7%	3.9%
Hispanic Origin	3.3%	4.6%	5.9%
Diversity Index	66.2	63.8	61.0
2010 Population by Relationship and Household Type			
Total	5,070	70,510	198,624
In Households	98.7%	99.6%	99.3%
In Family Households	86.1%	87.3%	84.8%
Householder	24.4%	25.7%	25.7%
Spouse	19.2%	19.4%	18.8%
Child	33.9%	34.7%	33.1%
Other relative	6.5%	5.2%	4.7%
Nonrelative	2.3%	2.4%	2.5%
In Nonfamily Households	12.6%	12.3%	14.5%
In Group Quarters	1.3%	0.4%	0.7%
Institutionalized Population	1.1%	0.2%	0.5%
Noninstitutionalized Population	0.2%	0.2%	0.2%

March 15, 2018

Market Profile

93rd Ave
Lat.: 45.123 Long.: -93.377
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 45.12260
Longitude: -93.37664

	1 mile	3 miles	5 miles
2017 Population 25+ by Educational Attainment			
Total	3,848	51,410	144,635
Less than 9th Grade	5.3%	3.4%	3.5%
9th - 12th Grade, No Diploma	3.8%	3.9%	4.4%
High School Graduate	19.8%	20.4%	20.8%
GED/Alternative Credential	2.5%	2.9%	3.3%
Some College, No Degree	21.8%	23.9%	24.3%
Associate Degree	11.5%	12.5%	11.7%
Bachelor's Degree	27.9%	23.9%	23.2%
Graduate/Professional Degree	7.4%	9.2%	8.6%
2017 Population 15+ by Marital Status			
Total	4,451	60,995	170,496
Never Married	31.1%	32.1%	32.5%
Married	52.4%	55.1%	51.7%
Widowed	4.9%	4.1%	4.9%
Divorced	11.6%	8.8%	10.9%
2017 Civilian Population 16+ in Labor Force			
Civilian Employed	94.4%	95.4%	95.1%
Civilian Unemployed (Unemployment Rate)	5.5%	4.6%	4.9%
2017 Employed Population 16+ by Industry			
Total	2,764	41,348	113,480
Agriculture/Mining	0.0%	0.2%	0.3%
Construction	3.7%	4.2%	4.8%
Manufacturing	25.3%	17.9%	16.7%
Wholesale Trade	1.6%	2.5%	2.8%
Retail Trade	10.3%	11.2%	11.2%
Transportation/Utilities	2.1%	3.7%	4.3%
Information	0.9%	1.2%	1.3%
Finance/Insurance/Real Estate	9.5%	9.3%	9.3%
Services	43.5%	46.9%	46.8%
Public Administration	3.0%	2.8%	2.5%
2017 Employed Population 16+ by Occupation			
Total	2,765	41,347	113,479
White Collar	63.0%	63.9%	62.7%
Management/Business/Financial	17.9%	17.3%	16.2%
Professional	19.8%	21.6%	21.6%
Sales	6.8%	9.7%	9.6%
Administrative Support	18.4%	15.3%	15.3%
Services	11.4%	16.1%	16.7%
Blue Collar	25.7%	20.0%	20.6%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	2.0%	2.9%	3.2%
Installation/Maintenance/Repair	1.8%	2.3%	2.4%
Production	18.1%	10.1%	9.6%
Transportation/Material Moving	3.9%	4.7%	5.2%
2010 Population By Urban/ Rural Status			
Total Population	5,070	70,510	198,624
Population Inside Urbanized Area	100.0%	99.7%	99.7%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.3%	0.3%

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

March 15, 2018

93rd Ave
Lat.: 45.123 Long.: -93.377
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 45.12260
Longitude: -93.37664

	1 mile	3 miles	5 miles
2010 Households by Type			
Total	1,784	24,854	73,585
Households with 1 Person	24.3%	21.6%	24.5%
Households with 2+ People	75.7%	78.4%	75.5%
Family Households	70.1%	72.6%	69.2%
Husband-wife Families	55.0%	54.9%	50.7%
With Related Children	30.2%	27.5%	23.5%
Other Family (No Spouse Present)	15.1%	17.8%	18.4%
Other Family with Male Householder	5.2%	5.1%	5.1%
With Related Children	3.0%	2.9%	3.0%
Other Family with Female Householder	10.0%	12.7%	13.3%
With Related Children	6.2%	9.0%	9.1%
Nonfamily Households	5.6%	5.7%	6.4%
All Households with Children	39.8%	39.8%	36.0%
Multigenerational Households	4.7%	4.2%	3.8%
Unmarried Partner Households	6.3%	6.5%	7.1%
Male-female	5.9%	5.9%	6.5%
Same-sex	0.4%	0.6%	0.6%
2010 Households by Size			
Total	1,783	24,853	73,587
1 Person Household	24.3%	21.6%	24.5%
2 Person Household	28.8%	31.1%	32.4%
3 Person Household	15.2%	17.4%	16.8%
4 Person Household	16.1%	16.2%	14.5%
5 Person Household	8.7%	7.5%	6.6%
6 Person Household	3.6%	3.2%	2.8%
7 + Person Household	3.3%	3.1%	2.4%
2010 Households by Tenure and Mortgage Status			
Total	1,784	24,854	73,586
Owner Occupied	82.7%	78.0%	74.1%
Owned with a Mortgage/Loan	72.6%	66.4%	61.0%
Owned Free and Clear	10.1%	11.6%	13.1%
Renter Occupied	17.3%	22.0%	25.9%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	1,971	26,142	77,413
Housing Units Inside Urbanized Area	100.0%	99.7%	99.7%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.3%	0.3%

March 15, 2018

Market Profile

93rd Ave
Lat.: 45.123 Long.: -93.377
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 45.12260
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		1 mile	3 miles	5 miles
Top 3 Tapestry Segments				
	1.	Enterprising Professionals	Home Improvement (4B)	Home Improvement (4B)
	2.	Soccer Moms (4A)	Soccer Moms (4A)	Parks and Rec (5C)
	3.	Old and Newcomers (8F)	Metro Fusion (11C)	Soccer Moms (4A)
2017 Consumer Spending				
Apparel & Services: Total $		$5,246,865	$67,918,414	$181,969,802
Average Spent		$2,616.89	$2,501.41	$2,314.78
Spending Potential Index		121	116	107
Education: Total $		$3,489,104	$44,622,521	$123,993,781
Average Spent		$1,740.20	$1,643.43	$1,577.29
Spending Potential Index		120	113	108
Entertainment/Recreation: Total $		$7,281,742	$95,111,418	$257,744,838
Average Spent		$3,631.79	$3,502.92	$3,278.70
Spending Potential Index		116	112	105
Food at Home: Total $		$11,622,733	$152,085,782	$412,290,019
Average Spent		$5,796.87	$5,601.27	$5,244.62
Spending Potential Index		115	111	104
Food Away from Home: Total $		$8,088,656	$104,736,414	$280,000,234
Average Spent		$4,034.24	$3,857.41	$3,561.80
Spending Potential Index		121	116	107
Health Care: Total $		$12,425,107	$164,871,534	$452,358,267
Average Spent		$6,197.06	$6,072.17	$5,754.32
Spending Potential Index		111	109	103
HH Furnishings & Equipment: Total $		$4,610,965	$60,357,738	$162,167,337
Average Spent		$2,299.73	$2,222.96	$2,062.88
Spending Potential Index		118	114	106
Personal Care Products & Services: Total $		$1,912,903	$24,752,717	$66,728,509
Average Spent		$954.07	$911.64	$848.83
Spending Potential Index		120	114	107
Shelter: Total $		$38,844,335	$503,822,239	$1,372,645,923
Average Spent		$19,373.73	$18,555.62	$17,461.02
Spending Potential Index		119	114	108
Support Payments/Cash Contributions/Gifts in Kind: Total $		$5,393,387	$71,193,149	$193,059,490
Average Spent		$2,689.97	$2,622.02	$2,455.85
Spending Potential Index		115	112	105
Travel: Total $		$4,973,733	$64,423,921	$174,782,879
Average Spent		$2,480.66	$2,372.71	$2,223.36
Spending Potential Index		120	115	107
Vehicle Maintenance & Repairs: Total $		$2,457,954	$32,453,866	$88,132,016
Average Spent		$1,225.91	$1,195.27	$1,121.10
Spending Potential Index		114	111	105

March 15, 2018

Market Profile

Oak Grove Pkwy
Lat.: 45.135 Long.: -93.378
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 45.13466
Longitude: -93.37756

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	578	59,530	178,513
2010 Total Population	957	67,450	185,552
2017 Total Population	1,729	73,748	199,529
2017 Group Quarters	0	234	1,135
2022 Total Population	2,015	78,095	209,213
2017-2022 Annual Rate	3.11%	1.15%	0.95%
2017 Total Daytime Population	2,967	64,273	180,921
Workers	2,179	30,583	86,691
Residents	788	33,690	94,230
Household Summary			
2000 Households	226	20,570	65,891
2000 Average Household Size	2.56	2.88	2.69
2010 Households	338	23,711	69,118
2010 Average Household Size	2.83	2.83	2.67
2017 Households	618	25,664	73,765
2017 Average Household Size	2.80	2.86	2.69
2022 Households	718	27,088	77,113
2022 Average Household Size	2.81	2.87	2.70
2017-2022 Annual Rate	3.05%	1.09%	0.89%
2010 Families	238	17,717	47,861
2010 Average Family Size	3.37	3.28	3.19
2017 Families	430	19,099	50,806
2017 Average Family Size	3.34	3.32	3.22
2022 Families	500	20,111	52,977
2022 Average Family Size	3.35	3.33	3.23
2017-2022 Annual Rate	3.06%	1.04%	0.84%
Housing Unit Summary			
2000 Housing Units	228	20,858	66,830
Owner Occupied Housing Units	93.4%	85.8%	75.8%
Renter Occupied Housing Units	5.7%	12.8%	22.8%
Vacant Housing Units	0.9%	1.4%	1.4%
2010 Housing Units	359	24,835	72,546
Owner Occupied Housing Units	86.6%	79.9%	71.1%
Renter Occupied Housing Units	7.5%	15.6%	24.2%
Vacant Housing Units	5.8%	4.5%	4.7%
2017 Housing Units	647	26,619	77,008
Owner Occupied Housing Units	87.0%	79.7%	70.1%
Renter Occupied Housing Units	8.5%	16.7%	25.7%
Vacant Housing Units	4.5%	3.6%	4.2%
2022 Housing Units	753	28,068	80,473
Owner Occupied Housing Units	87.0%	79.7%	70.3%
Renter Occupied Housing Units	8.5%	16.8%	25.6%
Vacant Housing Units	4.6%	3.5%	4.2%
Median Household Income			
2017	$76,002	$83,510	$68,761
2022	$82,589	$90,912	$75,553
Median Home Value			
2017	$258,784	$233,756	$208,065
2022	$295,438	$254,303	$228,148
Per Capita Income			
2017	$35,087	$34,940	$31,921
2022	$39,883	$38,956	$35,473
Median Age			
2010	35.1	35.5	35.3
2017	36.6	36.5	36.5
2022	37.5	37.4	37.5

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

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

March 15, 2018

Oak Grove Pkwy

Prepared by Esri

Lat.: 45.135 Long.: -93.378

Latitude: 45.13466

Rings: 1, 3, 5 mile radii

Longitude: -93.37756

	1 mile	3 miles	5 miles
2017 Households by Income			
Household Income Base	618	25,664	73,765
<$15,000	3.7%	3.7%	5.6%
$15,000 - $24,999	4.2%	5.5%	7.9%
$25,000 - $34,999	10.4%	6.5%	8.0%
$35,000 - $49,999	9.1%	10.0%	12.9%
$50,000 - $74,999	21.8%	17.5%	19.2%
$75,000 - $99,999	16.2%	16.4%	15.2%
$100,000 - $149,999	22.3%	24.5%	19.6%
$150,000 - $199,999	6.0%	9.7%	7.1%
$200,000+	6.5%	6.2%	4.5%
Average Household Income	$93,866	$99,551	$86,099
2022 Households by Income			
Household Income Base	718	27,088	77,113
<$15,000	3.8%	3.8%	5.8%
$15,000 - $24,999	3.9%	5.4%	7.7%
$25,000 - $34,999	9.3%	6.0%	7.4%
$35,000 - $49,999	7.9%	8.9%	11.7%
$50,000 - $74,999	19.2%	15.2%	17.0%
$75,000 - $99,999	15.9%	15.3%	14.7%
$100,000 - $149,999	24.8%	26.6%	22.0%
$150,000 - $199,999	7.0%	11.2%	8.3%
$200,000+	8.4%	7.6%	5.4%
Average Household Income	$106,964	$111,376	$96,014
2017 Owner Occupied Housing Units by Value			
Total	563	21,207	54,004
<$50,000	0.9%	1.4%	2.0%
$50,000 - $99,999	7.8%	2.8%	3.6%
$100,000 - $149,999	13.3%	8.4%	13.5%
$150,000 - $199,999	10.8%	20.8%	27.4%
$200,000 - $249,999	13.7%	24.5%	22.1%
$250,000 - $299,999	19.7%	18.2%	13.4%
$300,000 - $399,999	16.3%	15.9%	11.7%
$400,000 - $499,999	9.4%	4.7%	3.6%
$500,000 - $749,999	7.5%	2.3%	1.7%
$750,000 - $999,999	0.2%	0.3%	0.4%
$1,000,000 +	0.4%	0.6%	0.6%
Average Home Value	$278,863	$256,122	$233,387
2022 Owner Occupied Housing Units by Value			
Total	655	22,379	56,527
<$50,000	0.5%	0.8%	1.2%
$50,000 - $99,999	4.3%	1.9%	2.6%
$100,000 - $149,999	8.2%	6.5%	11.0%
$150,000 - $199,999	7.2%	16.7%	23.3%
$200,000 - $249,999	10.8%	22.4%	21.1%
$250,000 - $299,999	20.9%	20.2%	15.6%
$300,000 - $399,999	21.4%	20.2%	15.5%
$400,000 - $499,999	14.0%	6.4%	5.3%
$500,000 - $749,999	12.1%	3.3%	2.7%
$750,000 - $999,999	0.2%	0.5%	0.7%
$1,000,000 +	0.5%	1.2%	1.0%
Average Home Value	$328,550	$283,951	$261,131

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

March 15, 2018

Market Profile

Oak Grove Pkwy
Lat.: 45.135 Long.: -93.378
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 45.13466
Longitude: -93.37756

	1 mile	3 miles	5 miles
2010 Population by Age			
Total	956	67,448	185,553
0 - 4	8.3%	7.6%	7.5%
5 - 9	8.1%	7.4%	7.1%
10 - 14	6.9%	7.6%	7.0%
15 - 24	10.5%	13.1%	13.5%
25 - 34	16.3%	13.7%	14.6%
35 - 44	16.4%	14.5%	13.5%
45 - 54	14.5%	16.8%	15.8%
55 - 64	10.8%	11.4%	11.5%
65 - 74	5.1%	4.8%	5.4%
75 - 84	2.9%	2.4%	3.0%
85 +	0.4%	0.9%	1.2%
18 +	73.2%	72.7%	74.0%
2017 Population by Age			
Total	1,730	73,749	199,529
0 - 4	7.3%	7.0%	6.9%
5 - 9	7.2%	7.0%	6.8%
10 - 14	6.4%	6.8%	6.6%
15 - 24	9.7%	12.0%	12.1%
25 - 34	16.8%	15.2%	15.5%
35 - 44	14.9%	13.4%	13.3%
45 - 54	13.1%	13.7%	12.9%
55 - 64	13.0%	13.5%	13.2%
65 - 74	7.5%	7.2%	7.8%
75 - 84	3.6%	2.9%	3.4%
85 +	0.5%	1.2%	1.5%
18 +	75.9%	75.4%	75.9%
2022 Population by Age			
Total	2,012	78,095	209,215
0 - 4	7.1%	6.9%	6.9%
5 - 9	6.8%	6.6%	6.5%
10 - 14	6.1%	6.7%	6.6%
15 - 24	9.1%	10.8%	11.3%
25 - 34	16.6%	15.2%	14.9%
35 - 44	15.4%	14.6%	14.5%
45 - 54	12.1%	11.9%	11.7%
55 - 64	13.1%	13.3%	12.6%
65 - 74	8.6%	8.7%	9.1%
75 - 84	4.6%	4.0%	4.3%
85 +	0.6%	1.3%	1.5%
18 +	76.9%	75.9%	76.3%
2010 Population by Sex			
Males	458	33,292	90,730
Females	499	34,158	94,822
2017 Population by Sex			
Males	820	36,286	97,491
Females	909	37,461	102,038
2022 Population by Sex			
Males	960	38,461	102,473
Females	1,055	39,635	106,739

March 15, 2018

Market Profile

Oak Grove Pkwy
Lat.: 45.135 Long.: -93.378
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 45.13466
Longitude: -93.37756

	1 mile	3 miles	5 miles
2010 Population by Race/Ethnicity			
Total	956	67,450	185,552
White Alone	66.3%	72.5%	71.6%
Black Alone	14.7%	12.6%	13.7%
American Indian Alone	0.3%	0.4%	0.6%
Asian Alone	14.9%	10.0%	8.6%
Pacific Islander Alone	0.2%	0.1%	0.0%
Some Other Race Alone	1.4%	1.5%	2.3%
Two or More Races	2.2%	2.8%	3.2%
Hispanic Origin	2.2%	3.2%	4.7%
Diversity Index	53.8	48.3	51.0
2017 Population by Race/Ethnicity			
Total	1,730	73,748	199,529
White Alone	64.4%	68.9%	67.8%
Black Alone	15.8%	13.8%	15.2%
American Indian Alone	0.3%	0.4%	0.6%
Asian Alone	15.2%	12.1%	10.4%
Pacific Islander Alone	0.3%	0.0%	0.0%
Some Other Race Alone	1.4%	1.5%	2.4%
Two or More Races	2.5%	3.2%	3.6%
Hispanic Origin	2.3%	3.4%	5.1%
Diversity Index	55.8	52.5	55.4
2022 Population by Race/Ethnicity			
Total	2,016	78,095	209,214
White Alone	61.1%	66.0%	64.7%
Black Alone	17.2%	14.9%	16.5%
American Indian Alone	0.3%	0.4%	0.6%
Asian Alone	16.8%	13.7%	11.7%
Pacific Islander Alone	0.3%	0.0%	0.0%
Some Other Race Alone	1.5%	1.7%	2.6%
Two or More Races	2.7%	3.4%	3.9%
Hispanic Origin	2.5%	3.7%	5.6%
Diversity Index	58.9	55.8	58.9
2010 Population by Relationship and Household Type			
Total	957	67,450	185,552
In Households	100.0%	99.7%	99.4%
In Family Households	86.3%	88.3%	84.9%
Householder	26.0%	26.4%	25.8%
Spouse	20.4%	20.9%	19.0%
Child	32.8%	34.6%	33.1%
Other relative	4.7%	4.3%	4.5%
Nonrelative	2.3%	2.1%	2.5%
In Nonfamily Households	13.7%	11.4%	14.5%
In Group Quarters	0.0%	0.3%	0.6%
Institutionalized Population	0.0%	0.2%	0.4%
Noninstitutionalized Population	0.0%	0.2%	0.2%

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

March 15, 2018

Market Profile

Oak Grove Pkwy
Lat.: 45.135 Long.: -93.378
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 45.13466
Longitude: -93.37756

	1 mile	3 miles	5 miles
2017 Population 25+ by Educational Attainment			
Total	1,201	49,626	134,857
Less than 9th Grade	2.5%	2.5%	3.1%
9th - 12th Grade, No Diploma	4.9%	3.1%	4.3%
High School Graduate	11.6%	19.4%	20.6%
GED/Alternative Credential	1.4%	2.7%	3.6%
Some College, No Degree	20.3%	23.7%	24.6%
Associate Degree	17.2%	13.1%	11.9%
Bachelor's Degree	25.0%	25.4%	23.2%
Graduate/Professional Degree	17.1%	10.1%	8.6%
2017 Population 15+ by Marital Status			
Total	1,369	58,450	158,922
Never Married	27.9%	29.3%	32.1%
Married	57.2%	58.2%	52.0%
Widowed	3.0%	3.9%	4.6%
Divorced	11.9%	8.6%	11.3%
2017 Civilian Population 16+ in Labor Force			
Civilian Employed	95.3%	96.0%	95.1%
Civilian Unemployed (Unemployment Rate)	4.7%	4.0%	4.9%
2017 Employed Population 16+ by Industry			
Total	962	40,774	107,173
Agriculture/Mining	0.0%	0.2%	0.3%
Construction	2.1%	4.4%	5.0%
Manufacturing	20.0%	18.0%	16.8%
Wholesale Trade	3.3%	2.6%	2.8%
Retail Trade	13.7%	11.2%	11.5%
Transportation/Utilities	2.4%	4.1%	4.3%
Information	2.3%	1.3%	1.4%
Finance/Insurance/Real Estate	10.9%	9.8%	9.0%
Services	43.8%	45.3%	46.4%
Public Administration	1.4%	3.0%	2.6%
2017 Employed Population 16+ by Occupation			
Total	960	40,774	107,172
White Collar	71.2%	66.7%	62.6%
Management/Business/Financial	21.1%	18.9%	16.0%
Professional	21.9%	22.5%	21.5%
Sales	5.9%	9.4%	9.9%
Administrative Support	22.2%	15.9%	15.3%
Services	10.7%	15.0%	16.5%
Blue Collar	17.9%	18.3%	20.9%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	0.9%	2.6%	3.4%
Installation/Maintenance/Repair	0.9%	2.3%	2.5%
Production	11.2%	8.9%	9.7%
Transportation/Material Moving	4.8%	4.4%	5.2%
2010 Population By Urban/ Rural Status			
Total Population	957	67,450	185,552
Population Inside Urbanized Area	100.0%	99.5%	99.6%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.5%	0.4%

March 15, 2018

Market Profile

Oak Grove Pkwy
Lat.: 45.135 Long.: -93.378
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 45.13466
Longitude: -93.37756

	1 mile	3 miles	5 miles
2010 Households by Type			
Total	338	23,711	69,118
Households with 1 Person	23.7%	19.9%	24.3%
Households with 2+ People	76.3%	80.1%	75.7%
Family Households	70.4%	74.7%	69.2%
Husband-wife Families	55.3%	59.2%	51.1%
With Related Children	28.1%	29.4%	23.8%
Other Family (No Spouse Present)	15.4%	15.5%	18.1%
Other Family with Male Householder	4.1%	4.7%	5.1%
With Related Children	2.4%	2.7%	3.0%
Other Family with Female Householder	11.2%	10.8%	13.0%
With Related Children	6.8%	7.4%	8.9%
Nonfamily Households	5.9%	5.4%	6.5%
All Households with Children	37.9%	39.9%	36.2%
Multigenerational Households	3.8%	3.9%	3.7%
Unmarried Partner Households	6.2%	6.1%	7.1%
Male-female	5.9%	5.5%	6.6%
Same-sex	0.3%	0.5%	0.6%
2010 Households by Size			
Total	338	23,711	69,119
1 Person Household	23.7%	19.9%	24.3%
2 Person Household	31.1%	32.0%	32.4%
3 Person Household	17.8%	17.7%	16.9%
4 Person Household	16.3%	17.4%	14.7%
5 Person Household	5.9%	7.7%	6.6%
6 Person Household	3.3%	3.0%	2.8%
7 + Person Household	2.1%	2.4%	2.3%
2010 Households by Tenure and Mortgage Status			
Total	338	23,711	69,118
Owner Occupied	92.0%	83.7%	74.6%
Owned with a Mortgage/Loan	82.2%	71.7%	61.8%
Owned Free and Clear	10.1%	12.0%	12.8%
Renter Occupied	8.0%	16.3%	25.4%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	359	24,835	72,546
Housing Units Inside Urbanized Area	100.0%	99.5%	99.6%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.5%	0.4%

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

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

March 15, 2018

Market Profile

Oak Grove Pkwy
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Rings: 1, 3, 5 mile radii

Prepared by Esri
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		1 mile	3 miles	5 miles
Top 3 Tapestry Segments				
	1.	Enterprising Professionals	Home Improvement (4B)	Home Improvement (4B)
	2.	Soccer Moms (4A)	Soccer Moms (4A)	Parks and Rec (5C)
	3.	Boomburbs (1C)	Boomburbs (1C)	Soccer Moms (4A)
2017 Consumer Spending				
Apparel & Services: Total $		$1,611,154	$69,314,863	$171,926,261
Average Spent		$2,607.05	$2,700.86	$2,330.73
Spending Potential Index		121	125	108
Education: Total $		$1,071,313	$45,601,988	$116,276,318
Average Spent		$1,733.52	$1,776.89	$1,576.31
Spending Potential Index		119	122	108
Entertainment/Recreation: Total $		$2,194,832	$97,974,331	$243,521,596
Average Spent		$3,551.51	$3,817.58	$3,301.32
Spending Potential Index		114	122	106
Food at Home: Total $		$3,496,630	$154,223,878	$389,159,913
Average Spent		$5,657.98	$6,009.35	$5,275.67
Spending Potential Index		112	119	105
Food Away from Home: Total $		$2,472,821	$106,511,216	$264,742,733
Average Spent		$4,001.33	$4,150.22	$3,589.00
Spending Potential Index		120	125	108
Health Care: Total $		$3,647,691	$171,363,063	$427,429,332
Average Spent		$5,902.41	$6,677.18	$5,794.47
Spending Potential Index		106	119	104
HH Furnishings & Equipment: Total $		$1,389,635	$62,199,947	$153,493,525
Average Spent		$2,248.60	$2,423.63	$2,080.84
Spending Potential Index		116	125	107
Personal Care Products & Services: Total $		$580,054	$25,398,738	$63,063,536
Average Spent		$938.60	$989.66	$854.92
Spending Potential Index		118	124	107
Shelter: Total $		$11,887,995	$511,914,196	$1,292,873,070
Average Spent		$19,236.24	$19,946.78	$17,526.92
Spending Potential Index		118	123	108
Support Payments/Cash Contributions/Gifts in Kind: Total $		$1,605,024	$74,002,946	$182,596,265
Average Spent		$2,597.13	$2,883.53	$2,475.38
Spending Potential Index		111	123	106
Travel: Total $		$1,519,012	$67,191,728	$165,053,302
Average Spent		$2,457.95	$2,618.13	$2,237.56
Spending Potential Index		119	126	108
Vehicle Maintenance & Repairs: Total $		$734,786	$33,272,848	$83,264,638
Average Spent		$1,188.97	$1,296.48	$1,128.78
Spending Potential Index		111	121	105

March 15, 2018