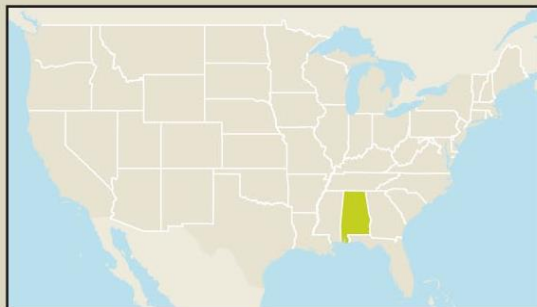


TENNESSEE

GEORGIA



MISSISSIPPI

Coastal Gateway Regional Shopping Destination

Conecuh County
Alabama, USA

84

65

Evergreen

FLORIDA



EVERGREEN-CONECUH
DEVELOPMENT OFFICE

www.evergreen-conecuh.org

251.578.1000

TABLE OF CONTENTS

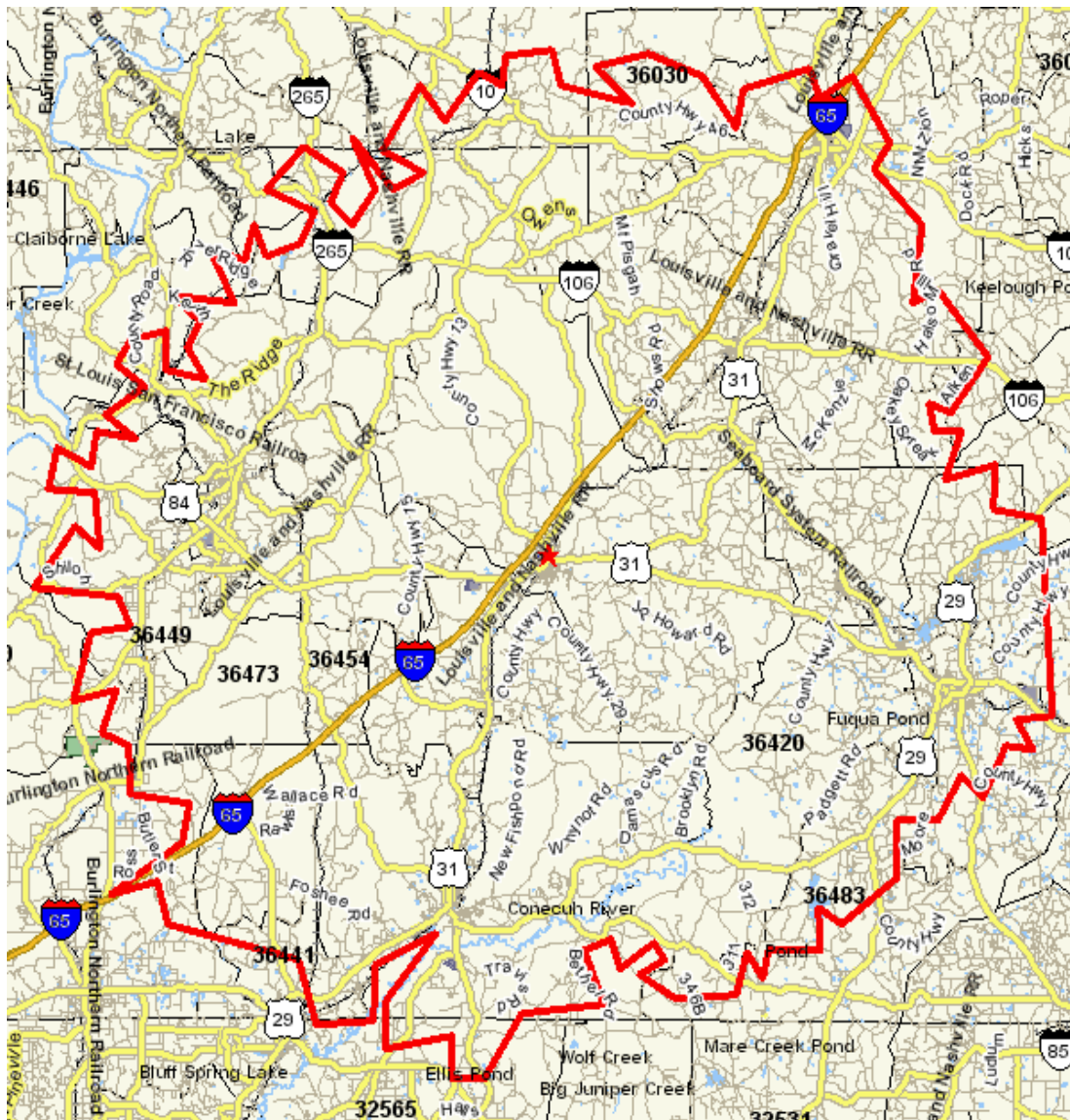
	<u>Page</u>
Transportation Map of Alabama	3
Area Map: 35 Mile Drive Distance (Regional Shopping Destination)	4
Area Demographics: 35 Mile Drive Distance	5
RMP Opportunity Gap: 35 Mile Drive Distance	6
RMP Primary Opportunity Gaps Summary Comparison	7
Traffic Counts on I-65 and other points in Evergreen City	8
Fairview Commons Land Plan	9
Fairview Commons Prime Retail Tracts	10
Fairview Commons Master Plan	11
Aerial Map with Retail at Fairview Gateway And Available Tract (Exit 93 on Interstate 65)	12
Aerial Map with Retailers at Liberty Hill Gateway And Available Tracts (Exit 96 on Interstate 65)	13
Aerial Map with Retail at Belleville Shopping District (US 84 and US 31, ¼ mile south of City Centre)	14
Contact Information and References	15

Alabama Transportation Map

Evergreen Center of Transportation in South Alabama



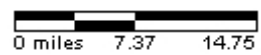
Thirty-Five (35) Mile Driving Distance Polygon



855 LIBERTY HILL DRIVE
 EVERGREEN, AL 36401-1812
 COORDINATES: 31.440480,
 -86.953355

4

- ★ Point
- Interstate Highways
- US Highways
- State Highways
- Major Highways
- Major Roads
- Roads
- Railroads
- Landmarks
- Parks
- Hydrography
- Airports
- Zip Code



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Prepared for: Evergreen – Conecuh Development Office

Prepared by:

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2010 Demographic Overview

35-mile Drive Distance (I-65, exit 96 in Evergreen, AL 36401)

855 LIBERTY HILL DR, EVERGREEN, AL 36401-1812

Category	2010 (35miles Drive)	2010 (US as a whole)
Population	87,984	306,624,699
Percent Change since 2000	-5.3%	9.0%
Projected Change in next 5 Years	-2.4%	5.1%
Current Median Age	39.7	36.8
Median Age in 5 Years	40.1	37.7
Race		
White Alone	61.70%	56.9%
Black or African-American Alone	35.20%	12.5%
Hispanic or Latino	1.10%	15.5%
All Other Races	2.00%	15.1%
Population Employed (Age 16 & Over)	39.9%	47.3%
White-collar occupations	46.9%	60.2%
Blue-collar occupations	37.5%	23.8%
Service and farm workers	15.6%	16.0%
Number of Households	36,863	115,306,103
Percent Change since 2000	-1.1%	9.3%
Projected Change in the next five years	-0.9%	5.2%
Household Type		
Family	25,702	69.72%
Nonfamily	11,161	30.28%
Households		
2014 Projection	36,523	
2009 Estimate	36,863	
2000 Census	37,271	
1990 Census	34,371	
Household Income (Average)	\$45,940	\$69,376
Expected Change in the next five years	10.3%	10.3%
Housing Units	36,863	
Owner-Occupied	28,886	78.36%
Renter-Occupied	7,977	21.64%

5



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RMP Opportunity Gap – Retail Stores 35-Mile Driving Distance to Liberty Hill Gateway (Exit 95 on I-65)

855 LIBERTY HILL DR, EVERGREEN, AL 36401-1812

Retail Stores	2010 Demand (Consumer Expenditures)	2010 Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	1,212,974,091	1,022,968,941	190,005,150
Motor Vehicle and Parts Dealers-441	173,310,639	142,095,300	31,215,339
Automotive Dealers-4411	141,575,144	92,404,751	49,170,393
Other Motor Vehicle Dealers-4412	13,676,991	12,030,017	1,646,974
Automotive Parts/Accsrs, Tire Stores-4413	18,058,504	37,660,533	(19,602,029)
Furniture and Home Furnishings Stores-442	23,954,966	14,306,780	9,648,186
Electronics and Appliance Stores-443	26,448,054	10,712,023	15,736,031
Building Material, Garden Equip Stores -444	138,992,569	107,277,747	31,714,822
Building Material and Supply Dealers-4441	128,650,315	85,296,490	43,353,825
Lawn, Garden Equipment, Supplies Stores-4442	10,342,254	21,981,257	(11,639,003)
Food and Beverage Stores-445	170,990,733	169,205,498	1,785,235
Grocery Stores-4451	155,949,887	162,167,177	(6,217,290)
Supermarkets, Grocery (Ex Conv) Stores-44511	148,055,528	149,458,051	(1,402,523)
Convenience Stores-44512	7,894,360	12,709,126	(4,814,766)
Specialty Food Stores-4452	4,514,632	1,024,871	3,489,761
Beer, Wine and Liquor Stores-4453	10,526,213	6,013,450	4,512,763
Health and Personal Care Stores-446	78,439,473	60,730,078	17,709,395
Clothing and Clothing Accessories Stores-448	48,951,261	30,513,840	18,437,421
Sporting Goods, Hobby, Book, Music Stores-451	20,113,350	3,769,713	16,343,637
General Merchandise Stores-452	161,625,105	150,926,827	10,698,278
Miscellaneous Store Retailers-453	28,251,348	21,100,062	7,151,286
Office Supplies, Stationery, Gift Stores-4532	11,495,540	3,566,624	7,928,916
Office Supplies and Stationery Stores-45321	6,478,466	1,933,988	4,544,478
Gift, Novelty and Souvenir Stores-45322	5,017,074	1,632,636	3,384,438
Non-Store Retailers-454	77,479,952	3,255,875	74,224,077
Foodservice and Drinking Places-722	110,749,056	81,604,940	29,144,116



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**RMP Primary Opportunity Gaps Comparison – New Retail Potential at
20 Mile and 35 Mile Drive Distances
855 Liberty Hill Drive
Evergreen, Alabama 36401-1812**

Retail Type	20 Mile Drive Distance	35 Mile Drive Distance (Regional Shopping Destination)
Automotive Dealers	27,821,507	49,170,393
Building Materials	23,539,944	43,353,825
Food Service and Drinking Places	10,224,000	29,144,116
Food and Beverage Stores (Grocery)	11,704,926	1,785,235
Clothing and General Merchandise	28,295,779	29,135,700
Healthcare and Personal Care	7,861,850	17,709,395
Sporting Goods, Outdoor Recreation	3,376,902	16,343,637
Electronic and Appliance Stores	4,375,282	15,736,031
Specialty Food, Beer, Wine, etc.	985,765	8,025,524

7

Claritas' RMP data is derived from two major sources of information. The demand data is derived from the Consumer Expenditure Survey (CE Survey), which is fielded by the U.S. Bureau of Labor Statistics (BLS). The supply data is derived from the Census both supply and demand estimates.

The difference between demand and supply represents the opportunity gap or surplus available for each retail outlet in the specified reporting geography. When the demand is greater than (less than) the supply, there is an opportunity gap (surplus) for that retail outlet. For example, a positive value signifies an opportunity gap, while a negative value signifies a surplus.



Prepared Wed, Feb 16, 2011

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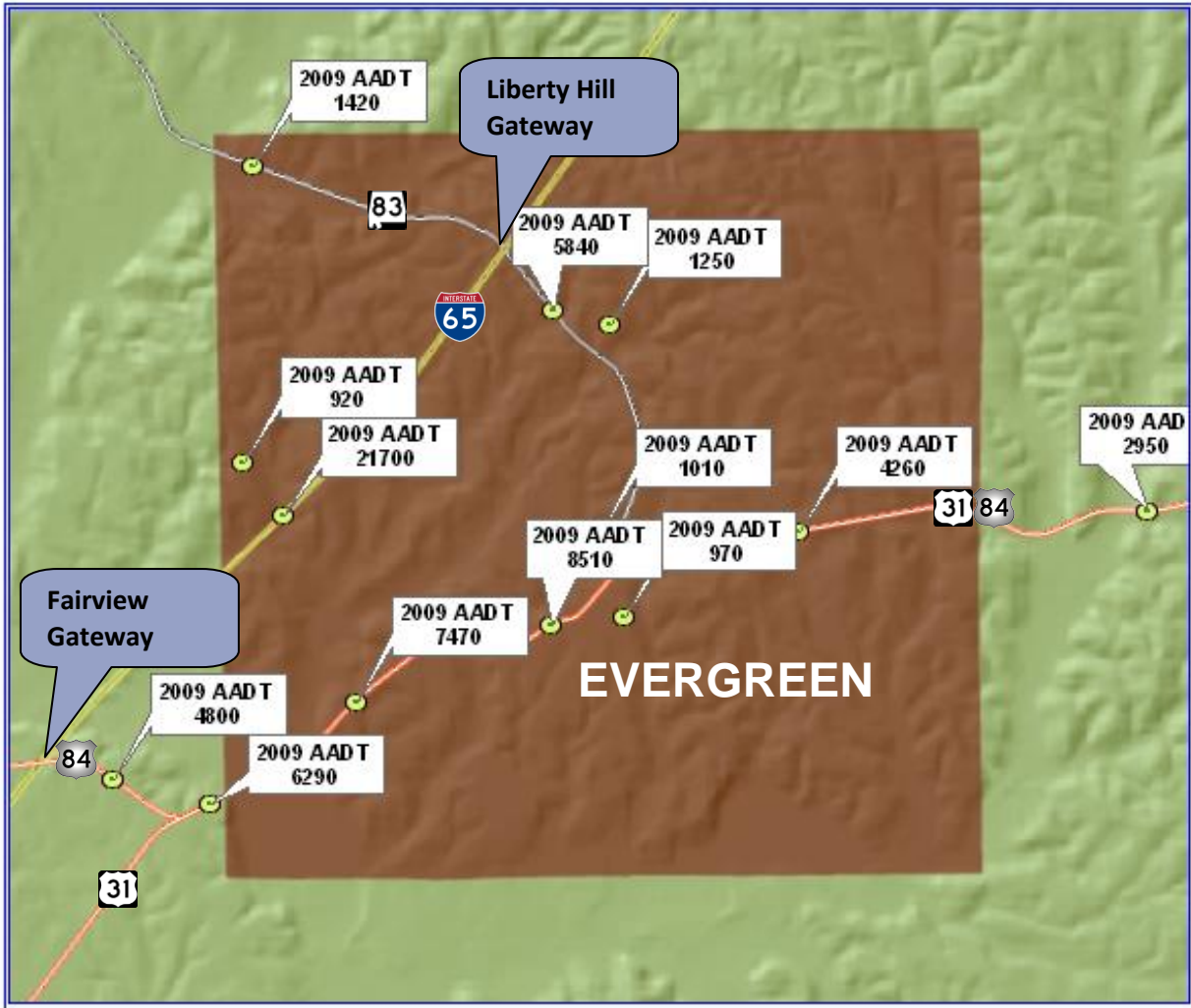
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Alabama Traffic Data



8

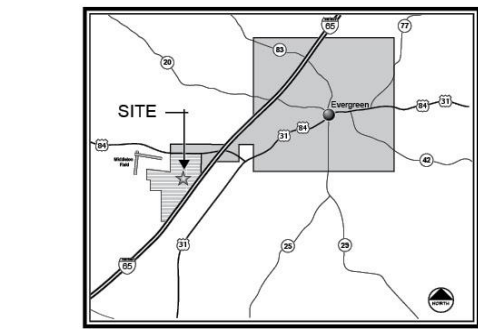
Legend

- Traffic Counters 2009
- Cities
- Interstate Hwy
- US Hwy
- Alabama Hwy
- County Lines
- State Line
- Open Water
- City Line

Middleton Field

Possible Wetlands Mitigation

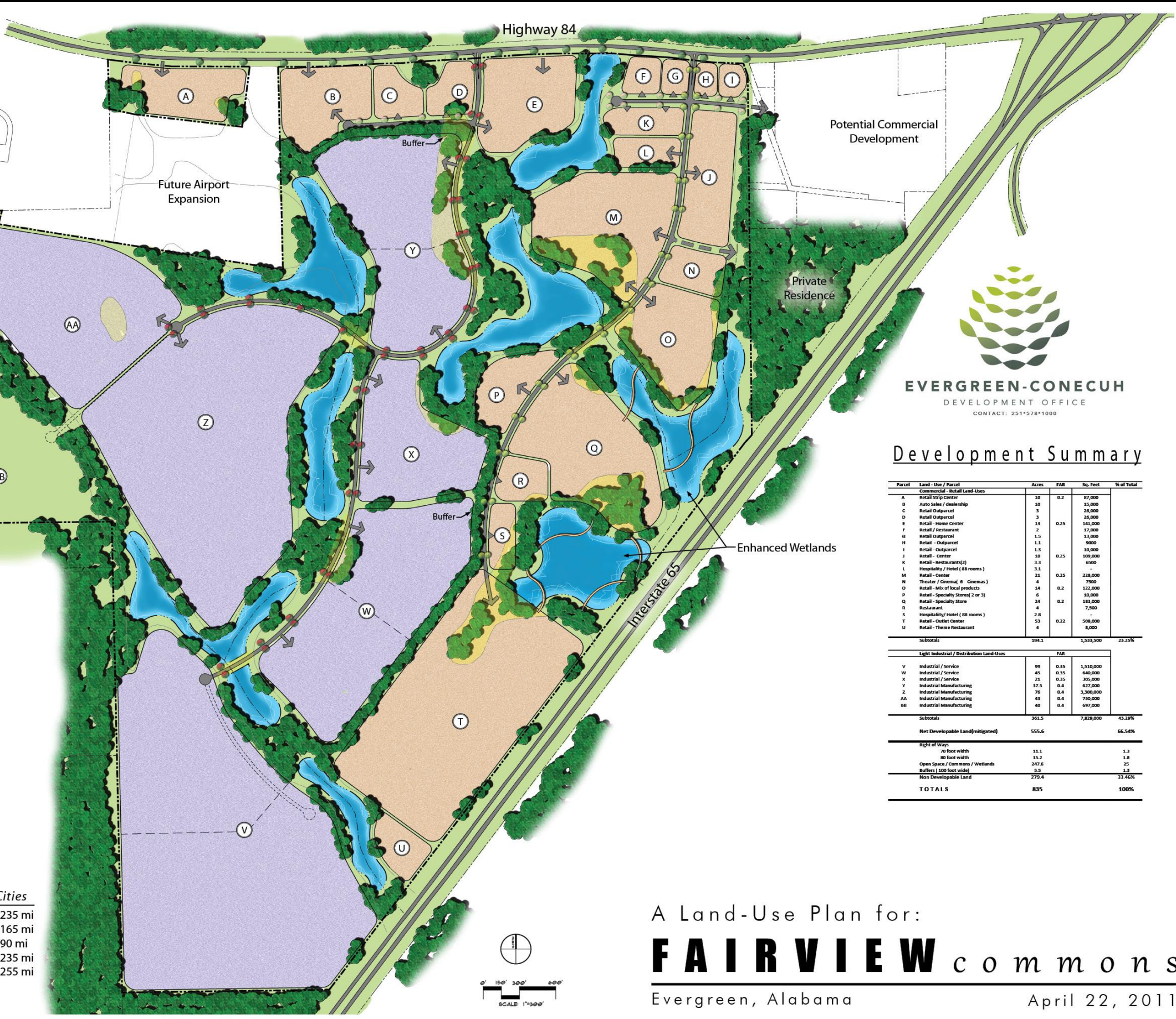
Undeveloped Land



Vicinity Map

Distances

Neighboring Cities		Major Southern Cities	
Greenville	37 mi	Atlanta, GA	235 mi
Monroeville	24 mi	Birmingham, AL	165 mi
Brewton	26 mi	Mobile, AL	90 mi
Atmore	35 mi	New Orleans, LA	235 mi
Andalusia	34 mi	Jackson, MS	255 mi



Potential Commercial Development

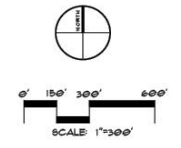
Private Residence



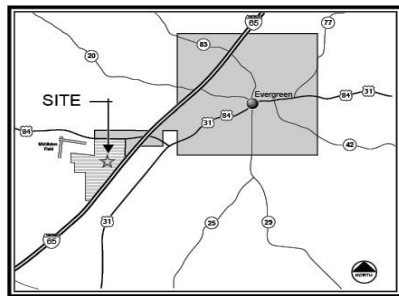
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DEVELOPMENT OFFICE
CONTACT: 251-578-1000

Development Summary

Parcel	Land-Use / Parcel	Acres	FAR	Sq. Feet	% of Total
Commercial - Retail Land-Uses					
A	Retail Strip Center	10	0.2	87,000	
B	Auto Sales / Dealership	10		15,000	
C	Retail Outparcel	3		26,000	
D	Retail Outparcel	3		28,000	
E	Retail - Home Center	13	0.25	141,000	
F	Retail / Restaurant	2		17,000	
G	Retail Outparcel	1.5		13,000	
H	Retail - Outparcel	1.1		9,000	
I	Retail - Outparcel	1.3		10,000	
J	Retail - Center	10	0.25	100,000	
K	Retail - Restaurants(2)	3.3		6,000	
L	Hospitality / Hotel (68 rooms)	3.1			
M	Retail - Center	21	0.25	228,000	
N	Theater / Cinema (6 Cinemas)	4		7,500	
O	Retail - Mix of local products	14	0.2	122,000	
P	Retail - Specialty Stores (2 or 3)	6		10,000	
Q	Retail - Specialty Store	24	0.2	183,000	
R	Restaurant	4		7,500	
S	Hospitality / Hotel (68 rooms)	2.8			
T	Retail - Outlet Center	53	0.22	508,000	
U	Retail - Theme Restaurant	4		8,000	
Subtotals:		194.1		1,533,500	33.25%
Light Industrial / Distribution Land-Uses					
V	Industrial / Service	99	0.35	1,510,000	
W	Industrial / Service	45	0.35	640,000	
X	Industrial / Service	21	0.35	305,000	
Y	Industrial Manufacturing	37.5	0.4	617,000	
Z	Industrial Manufacturing	76	0.4	3,300,000	
AA	Industrial Manufacturing	43	0.4	750,000	
BB	Industrial Manufacturing	40	0.4	697,000	
Subtotals:		361.5		7,829,000	43.29%
Net Developable Land(mitigated)		555.6			66.54%
Right of Ways					
	70 foot width	15.1			1.3
	80 foot width	15.2			1.8
	Open Space / Commons / Wetlands	247.6			25
	Buffers (100 foot width)	5.5			1.3
Non Developable Land		279.4			33.46%
TOTALS		835			100%



A Land-Use Plan for:
FAIRVIEW commons
Evergreen, Alabama
April 22, 2011



Vicinity Map

Distances

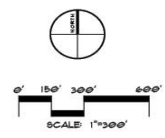
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Aerial Perspective

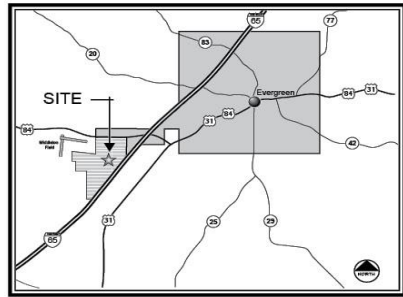
A Masterplan for:
FAIRVIEW commons
 Evergreen, Alabama
 Prime Retail Tracts
 April 22, 2011

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 CONTACT: 251-578-1000





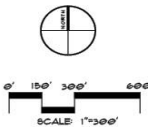
Undeveloped Land



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CONTACT: 251-578-1000

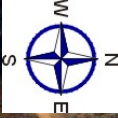
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G	Retail Outparcel	1.5		13,000	
H	Retail - Outparcel	1.1		9,000	
I	Retail - Outparcel	1.1		10,000	
J	Retail - Center	10	0.25	108,000	
K	Retail - Restaurant(s)	3.3		6,900	
L	Hospitality / Hotel (180 rooms)	31.1			
M	Retail - Center	21	0.25	228,000	
N	Theater / Cinema / Cinema	4		7,500	
O	Retail - Mix of social products	14	0.2	122,000	
P	Retail - Specialty Stores (2 or 3)	6		10,000	
Q	Retail - Specialty Store	14	0.2	183,000	
R	Restaurant	4		7,500	
S	Hospitality / Hotel (180 rooms)	2.8			
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TOTALS		835			100%

A Masterplan for:
FAIRVIEW commons
Evergreen, Alabama
April 22, 2011



Fairview Gateway Development:
+/- 37 acres (Days Inn Opening
2012). This tract is adjacent to
Fairview Commons.



**Fairview
Gateway**

Exit 93 on I-65

**Evergreen, AL
36401**

Current Retail

**Available
Properties** —



Liberty Hill Gateway Development
+/- 34 acres

Liberty Hill Gateway
+/- 2 acres

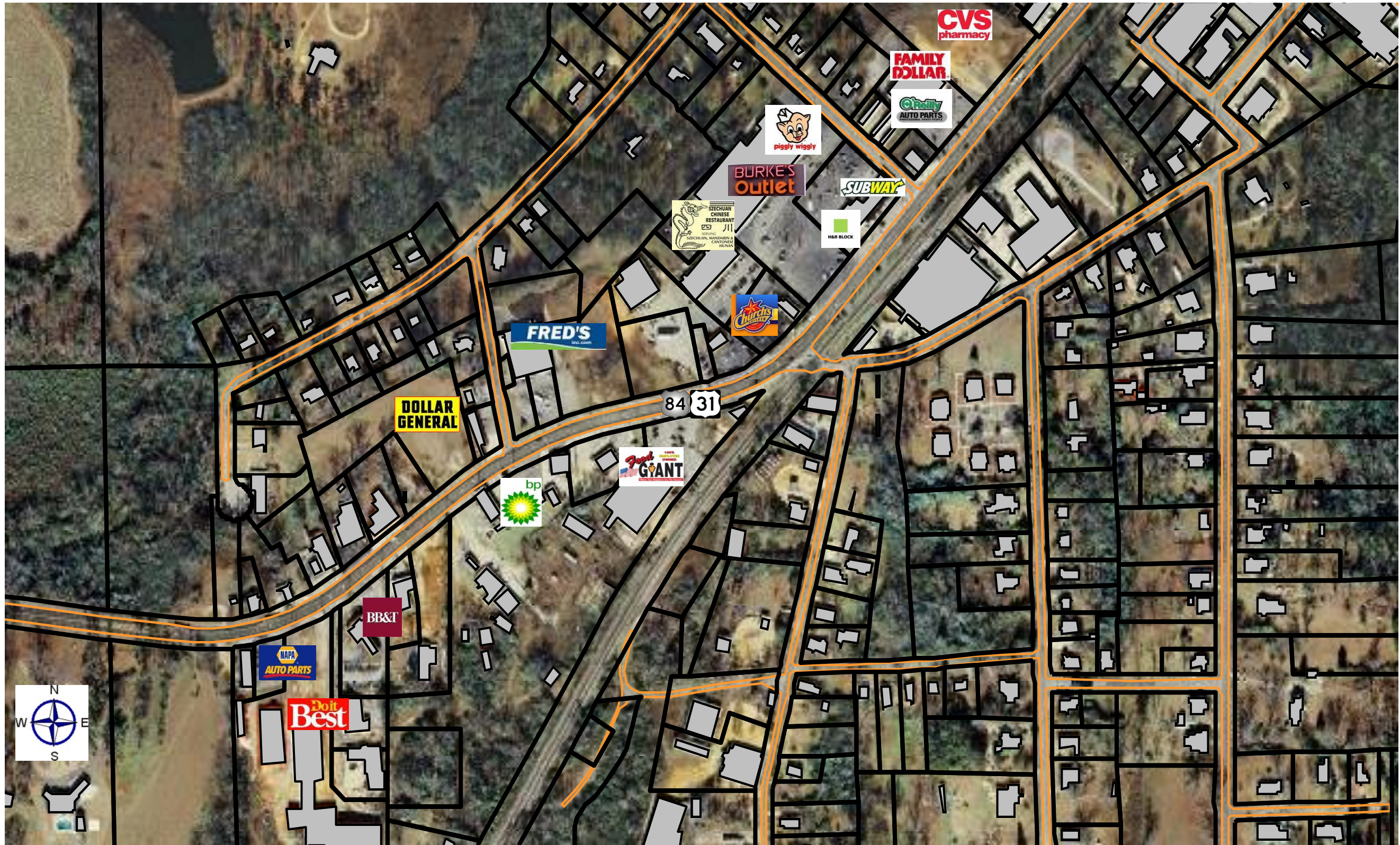
Liberty Hill Gateway

Exit 96 on I-65

**Evergreen, AL
36401-1812**

Current Retail

Available Properties —



**Belleville Street
Shopping
District**

**¼ Mile South of
Evergreen City
Centre**

**Evergreen, AL
36401**

Current Retail

Contact Information and References

Contact:

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Director

bskipper@evergreenal.org

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251.578.1000 *office*

334.301.5479 *cell*

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The Nielson Company through Clarita Marketplace, Inc.

University of Alabama Center for Economic Development

Elizabeth Barberee-Tasker, Private Consultant

Goodwyn, Mills & Cawood Consulting Engineers

Kelly and Associates Architects

Alabama Department of Transportation

Sain and Associates Consulting Engineers

Economic Development Partnership of Alabama

Alabama Development Office

Alabama Department of Revenue

Alabama Department of Economic and Community Affairs

Alabama Power

Evergreen – Conecuh Development Office

Evergreen – Conecuh Chamber of Commerce

US Corp of Engineers