

City of Ramsey
Agenda
Economic Development Authority (EDA)
Thursday, October 13, 2011
7:30 am
Lake Itasca Room, 7550 Sunwood Drive NW

- 1. Call to Order**
- 2. Approve Agenda**
- 3. Approve Minutes**
 1. Approve the Following EDA Meeting Minutes:
EDA Meeting Minutes dated August 25, 2011
- 4. EDA Business**
 1. Update Buxton Study Retail Analysis
 2. Consider Master Plan Timeline for Commercial Node at 167th Avenue and Saint Francis Boulevard
 3. Water Main Project to Service Commercial Strip Mall at 167th Avenue
 4. COR Status Report
- 5. Member/Staff Input**
- 6. Adjournment**

Economic Development Authority (EDA)

3. 1.

Meeting Date: 10/13/2011

By: JoAnn Shaw, Community Development

Title:

Approve the Following EDA Meeting Minutes:

EDA Meeting Minutes dated August 25, 2011

Background:

n/a

Observations:

Funding Source:

Staff Recommendation:

EDA Action:

Attachments

08.25.11

Form Review

Inbox
Aaron Backman

Reviewed By
Aaron Backman

Date
10/06/2011 11:22 AM
Started On: 10/06/2011 10:47 AM

Form Started By: JoAnn Shaw

Final Approval Date: 10/06/2011

**ECONOMIC DEVELOPMENT AUTHORITY
CITY OF RAMSEY
ANOKA COUNTY
STATE OF MINNESOTA**

The City of Ramsey Economic Development Authority (EDA) conducted a Special EDA meeting on Thursday, August 25, 2011, at the Ramsey Municipal Center, 7550 Sunwood Drive NW, Ramsey, Minnesota.

Members Present: Chairperson Chris Riley
 Member John LeTourneau
 Member Wayne Skaff
 Member Jim Steffen
 Member Kristine Williams
 Member Jeff Wise

Members Absent: Member Colin McGlone

Also Present: Aaron Backman, Economic Development/Marketing Manager
 Heidi Nelson, Deputy City Administrator/Community Development Director

CALL TO ORDER

Chairperson Riley called the Economic Development Authority meeting to order at 7:35 a.m.

APPROVE AGENDA

Motion by Member LeTourneau, seconded by Member Williams, to approve the agenda with the addition of "Building Concerns on 167th Avenue".

Motion carried. Voting Yes: Chairperson Riley, Members, LeTourneau, Williams, Skaff, Steffen, and Wise. Voting No: None. Absent: Member McGlone.

APPROVE MINUTES

Motion by Member Skaff, seconded by Member Steffen, to approve July 14, 2011 minutes as presented.

Motion carried. Voting Yes: Chairperson Riley, Members Skaff, Steffen, LeTourneau, Williams, and Wise. Voting No: None. Absent: Member McGlone.

EDA BUSINESS

Added Agenda Case: Building Concerns on 167th Avenue

Economic Development/Marketing Manager Backman presented the Staff Report that discussed the fire suppression concern presented by Joel Bутtenhoff of 5th Street Ventures for his building located at 167th Avenue and State Highway 47.

Joel Butenhoff, 5th Street Ventures stated he would like an extension to the Interim Use Permit to allow a religious institution and leniency to the requirement of the installation of a sprinkler system. He stated he lost a NOW Clinic as a tenant because of the sprinkler system requirement.

Discussion ensued regarding the availability of water and the cost of bringing fire suppression to the building.

Deputy City Administrator/Community Development Director Nelson explained the city adopted the State Fire Code six or seven years ago and the code requires the installation of fire suppression for existing buildings only when the use of the building changes. She stated that the city is running into the fire suppression issues for buildings they own as well.

Motion by Member LeTourneau, seconded by Member Skaff to recommend to City Council that the Interim Use Permit be extended and that they revisit the fire suppression requirements to look at the safety and economics of the requirements.

Motion carried. Voting Yes: Chairperson Riley, Members Le Tourneau, Skaff, Steffen, Williams, and Wise. Voting No: None. Absent: Member McGlone.

Ms. Nelson stated that this site has been identified by the EDA and the City Council as a goal for master planning. Building a commercial node that creates more users. Starting with an update of the Buxton Study and then focus on bringing partners to the table to bring residents to support the uses of the node to create an environment where retail can survive on that corner. It is not going to be a quick process. She continued that Mr. Butenhoff has done a great job improving the facade of the building.

Case #3: Update on Buxton Retail Site Assessment (RSA) Draft

Economic Development/Marketing Manager Backman presented the Staff Report that discussed the revised site assessments for the node at Highway 47 and 167th Avenue and the COR.

Member LeTourneau stated that people need a reason to stop at this corner (Highway 47 and 167th Avenue). He continued that back in 1985 an assessment on the market showed that business was drawn from the north. Twelve years later another assessment was completed and it was completely opposite and business was drawn from the south.

Mr. Backman stated there will be a webinar on September 21st if members are interested they can contact him. Mr. Backman added that the next step of the update will be to identify potential prospects for the two retail sites.

Case #1 Recap of the 2011 Business Appreciation Event

Economic Development/Marketing Manager Backman presented the Staff Report that discussed the Business Appreciation Day event.

Mr. Backman stated that he was pleased with the participation and sponsorships for the event, the food was excellent and new this year was team photos.

Member LeTourneau stated Mr. Backman did a nice job; it showed by how fast the tournament filled and the event is a great way to reach out to the community.

Member Skaff stated it was great to have everyone in the same room and see them interact and see what else is going on in our city.

Case #2 Recommendation for Approval of the 2012 EDA Levy

Economic Development/Marketing Manager Backman presented the Staff Report that discussed the 2012 EDA levy.

Chairperson Riley stated the levy was set at its present level because of land purchase activities five or six years ago, the proposed levy needs to cover only operating cost. The EDA can look at the levy again in the future if an acquisition project develops.

Motion by Member Skaff, seconded by Member LeTourneau to recommend City Council adopt the EDA levy.

Further Discussion

Member Steffen inquired of the role of Mike Mulrooney and his attendance at the EDA meetings.

Mr. Backman stated Mr. Mulrooney will still be consulted and attend meetings when it is critical to have him in attendance, the need will be determined project by project.

Motion carried. Voting Yes: Chairperson Riley, Members Skaff, Le Tourneau, Steffen, Williams, and Wise. Voting No: None. Absent: Member McGlone.

Case #4 COR Update

Deputy City Administrator/Community Development Director Nelson presented the staff report that updated the members on the status of activity in the COR.

MEMBER INPUT

Economic Development/Marketing Manager Backman thanked Member LeTourneau for his efforts on the candidate forum. Commissioner Williams also attended the forum.

Members concurred to cancel the September 1, 2011 EDA meeting and to have the next EDA meeting on October 13, 2011.

ADJOURNMENT

Motion by Member Skaff, seconded by Member Steffen, to adjourn the meeting.

Motion carried. Voting Yes: Chairperson Riley, Members Skaff, Steffen, LeTourneau, Williams, and Wise. Voting No: None. Absent: Member McGlone.

The regular meeting of the Economic Development Authority adjourned at 9:22 a.m.

Respectfully submitted,

Aaron Backman
Economic Development/Marketing Manager

ATTEST:

JoAnn Shaw
Planning Division Secretary

Economic Development Authority (EDA)

4. 1.

Meeting Date: 10/13/2011

By: Aaron Backman, Administrative
Services

Title:

Update Buxton Study Retail Analysis

Background:

In late June of 2011 The Buxton Group did agree to undertake a "Refresh" of the Retail Site Assessment as part of the original contract signed with the EDA in the summer of 2008. Subsequently, on July 7th the Trade Area Map was posted to SCOUT, the online marketing system that allows cities to use information to highlight retail sites. On August 1st the Buxton Group posted on SCOUT the revised Ramsey Retail Site Assessment (RSA). The EDA Commissioners have previously received a copy of the RSA, but it has been attached if you need to refer to the document.

On September 21st the Buxton Group provided the Retail Match List, a list of retail businesses that fits the consumer household profile for the trade area. This was provided for both designated commercial areas--the commercial node at 167th Ave/Hwy 47 (Site 1) and for The COR. Diana Binz from Buxton provided the Operational Status of Retailers information for each site as well.

Each list of retailers identifies the retailer, the distance and address to the nearest existing location in the Twin Cities. The Operational Status of Retailers lists the retailer, the business concept, website, the preferred size of the building, whether it's a franchise, franchise percentage, whether the retailer operates in MN and if it is targeting Minnesota for expansion at the present time.

In reviewing the list of retailers deemed to be a good match for Site 1, the Buxton Group has identified 142 potential retailers that could consider locating in Ramsey. Of the 142 retailers identified, 34 or approximately 24% are not currently located or operating in the Twin Cities metro area. On the fourth page of this document is a list of retailers that match well with Site 1 in Ramsey, but have existing locations in relative close proximity to our site.

For example, one possible match for 167th is Aldi's grocery store. It considers locations with buildings 10 to 16,000 sq. ft. and currently has a store location 5.6 miles away in Coon Rapids. One retailer that might not work for Site 1 is Ace Hardware. It has a fairly close store located 4.7 miles away in Andover. (Interestingly, the list of good retailers for Site 2 has identified 74 retailers that are a good match and found that Ace Hardware would work for Site 2. From City Hall, we are located 5.1 miles from the Ace Hardware in Andover.)

Please review the attached documents. Changes and corrections will be forwarded onto Buxton.

Observations:

Funding Source:

N/A

Staff Recommendation:

Informational purposes. The Buxton information can be used in tandem with the Master Planning effort being contemplated for 167th Avenue area.

EDA Action:

Review the Retail Match Lists provided by the Buxton Group for both sites, paying particular attention to Site 1, 167th Avenue & Hwy 47. Provide feedback to City staff.

Attachments

Buxton Update - Retail Site Assessment

Buxton Update - Sites 1 & 2

Buxton Update - Site 1 Map

Good Retail Matches, Site 1

Op. Status of Retailers, Site 1

Good Retail Matches, Site 2

Op. Status of Retailers, Site 2

Form Review

Inbox

Aaron Backman (Originator)

Form Started By: Aaron Backman

Reviewed By

Aaron Backman

Final Approval Date: 10/10/2011

Date

10/10/2011 11:55 AM

Started On: 10/07/2011 02:00 PM



Retail Site Assessment

July 2011

DRAFT

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Appendix B: Segmentation Guide	

Buxton CommunityID Staff

Jennifer Kalil, Business Development Manager, jkalil@buxtonco.com

Diana Binz, Account Executive, dbinz@buxtonco.com

Philip Davis, Manager/Senior GIS Analyst, pdavis@buxtonco.com

Scott Place, Senior GIS Analyst, splace@buxtonco.com

All Buxton personnel may be reached by phone at 817.332.3681

Selecting Ramsey's Retail Site

To begin the CommunityID process, the City of Ramsey selected two sites to be analyzed for possible retail development or revitalization. The locations of the two sites are shown on the following page.

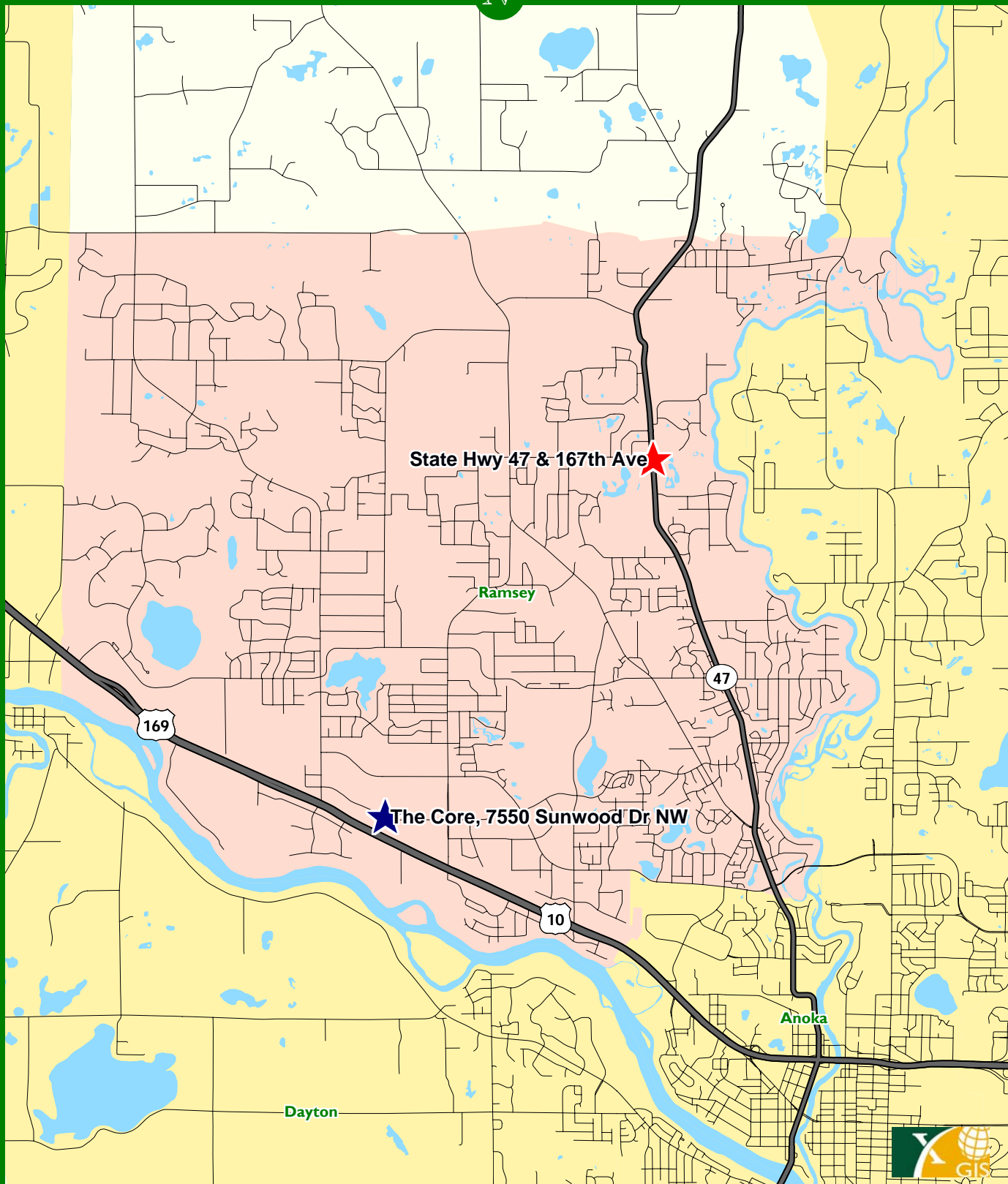
Buxton has examined the retail potential of the two sites based on the following analyses:

- A primary drive-time trade area was delineated for each site
- The customers in each trade area were segmented according to buying habits and lifestyles
- A profile of Ramsey's customers within each of the two trade areas was developed
- The surplus and leakage for 11 major store types and 49 minor store types were determined for the trade area

The purpose of these analyses is to develop Ramsey's Customer Profile. The Customer Profile is a snapshot of the customers that reside in Ramsey's trade area. Even though these consumers are complex and diverse, Buxton is able to capture and catalogue the extent to which potential demand for a retailer's goods and services are being met within the trade area.

By overlaying Ramsey's Customer Profile with over 4,500 retail matching profiles in Buxton's proprietary database, we are able to identify major categories of retail that are candidates for location in Ramsey. This matching provides the basis for determining Ramsey's viability to attract retailers and restaurants and forms the basis for Buxton's recommendations and conclusions.

With this analysis and Buxton's recommendations, Ramsey can make a more informed decision about investments in infrastructure and can focus resources on areas of higher retail development potential.



Ramsey, Minnesota: Overview



Shopping Centers

GLA in thousands

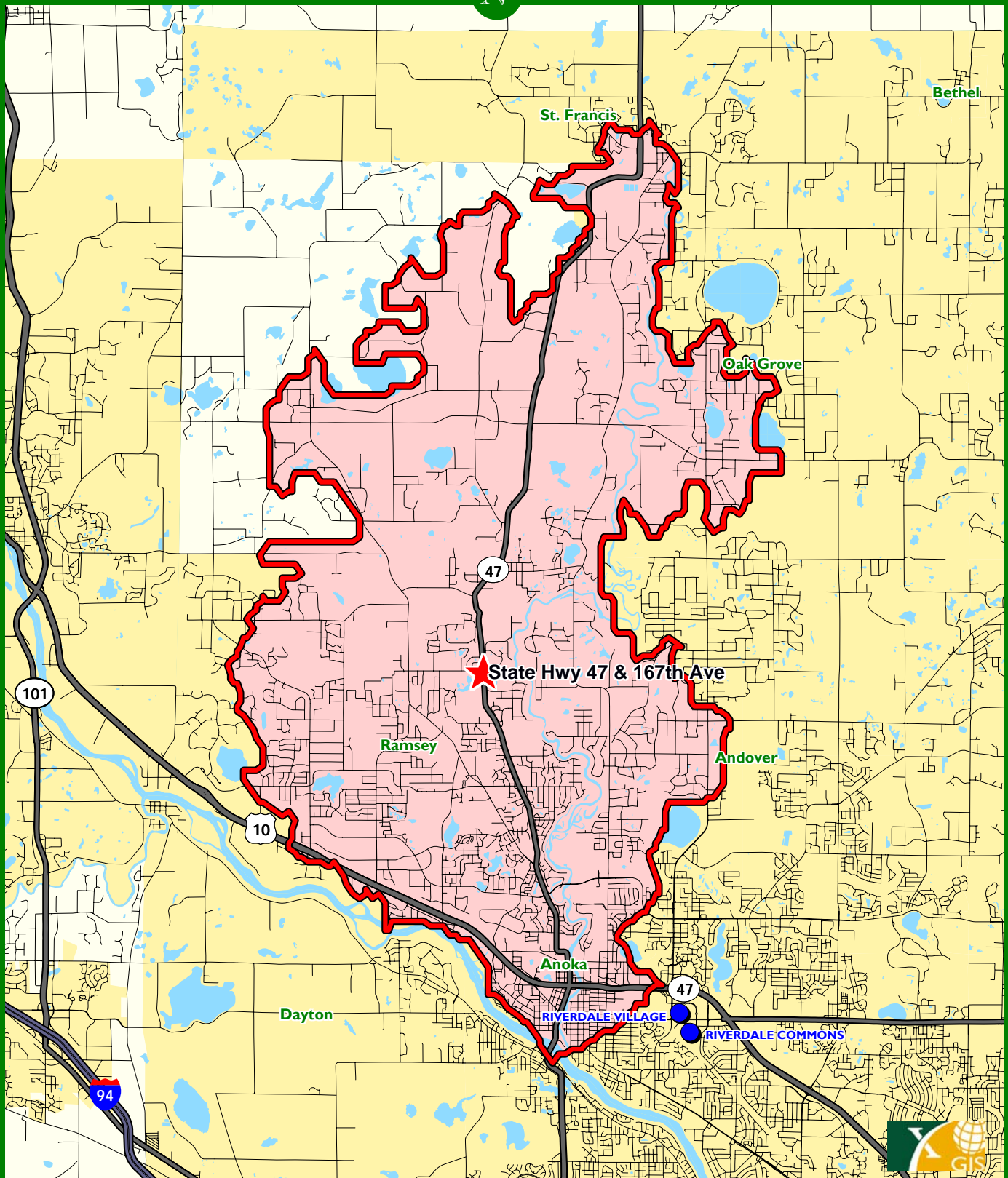


City Limits

Site 2

Site 1





Ramsey, Minnesota: Trade Area



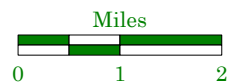
Shopping Centers

GLA in thousands



 12 Minute Drive Time

 Site 1



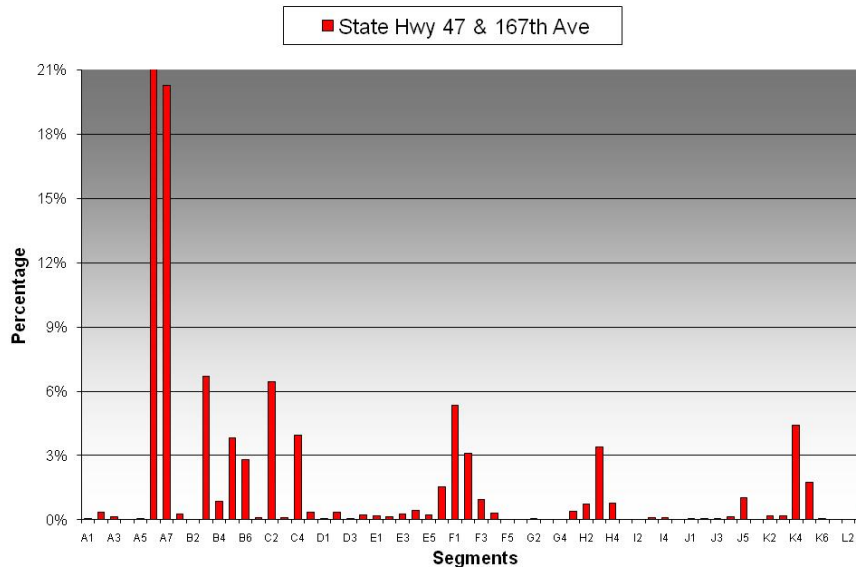
Site 1 Analysis: State Highway 47 & 167th Avenue

Drive-Time Trade Area

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

Psychographics

The psychographic profile of the households within a twelve-minute drive-time of Site 1 is presented below.



Mosaic® USA is a registered trademark of Experian; Census Data. Data Source: Applied Geographic Solutions, 2000; Census Estimates and Projections 2008 Data

Dominant Segments

A segment that represents at least three percent of a trade area is a dominant segment. By determining dominant segments and reviewing their segment descriptions, lifestyle habits and preferences can be identified. Please refer to Appendix C for additional segment description information.

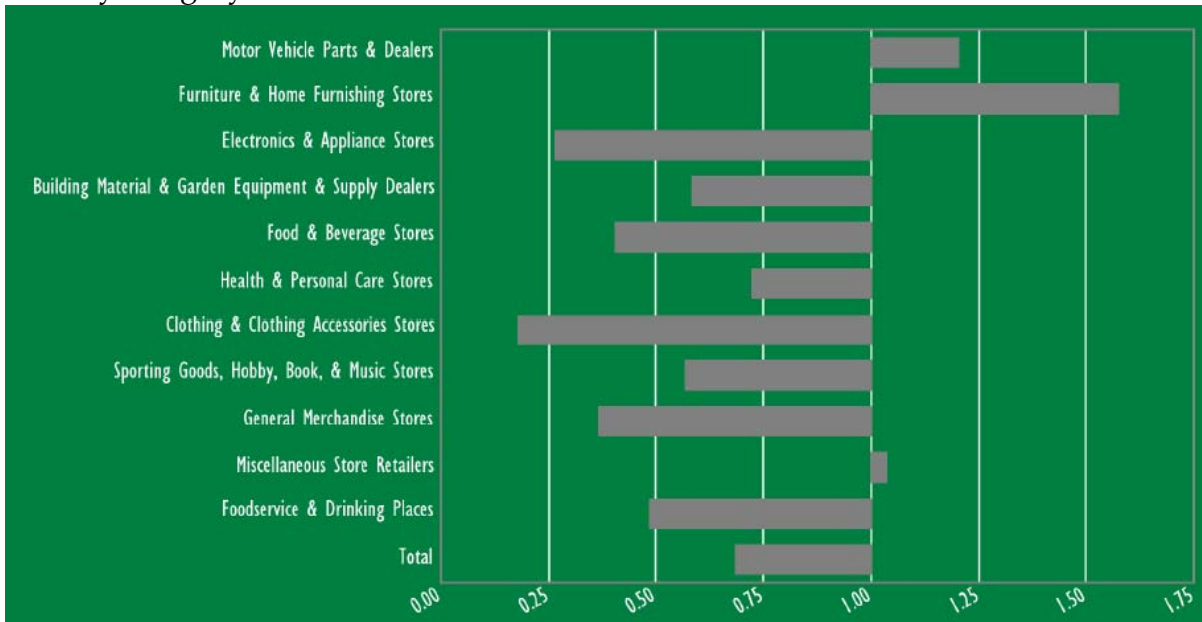
Dominant Segments	Description	Households
A06	Small-town Success	5,050
A07	New Suburbia Families	3,786
B03	Urban Commuter Families	1,249
B05	Second-generation Success	711
C02	Prime Middle America	1,208
C04	Family Convenience	741
F01	Steadfast Conservatives	999
F02	Moderate Conventionalists	581
H03	Stable Careers	639
K04	Urban Diversity	822

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Site 1 Analysis (continued)

Leakage Analysis

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

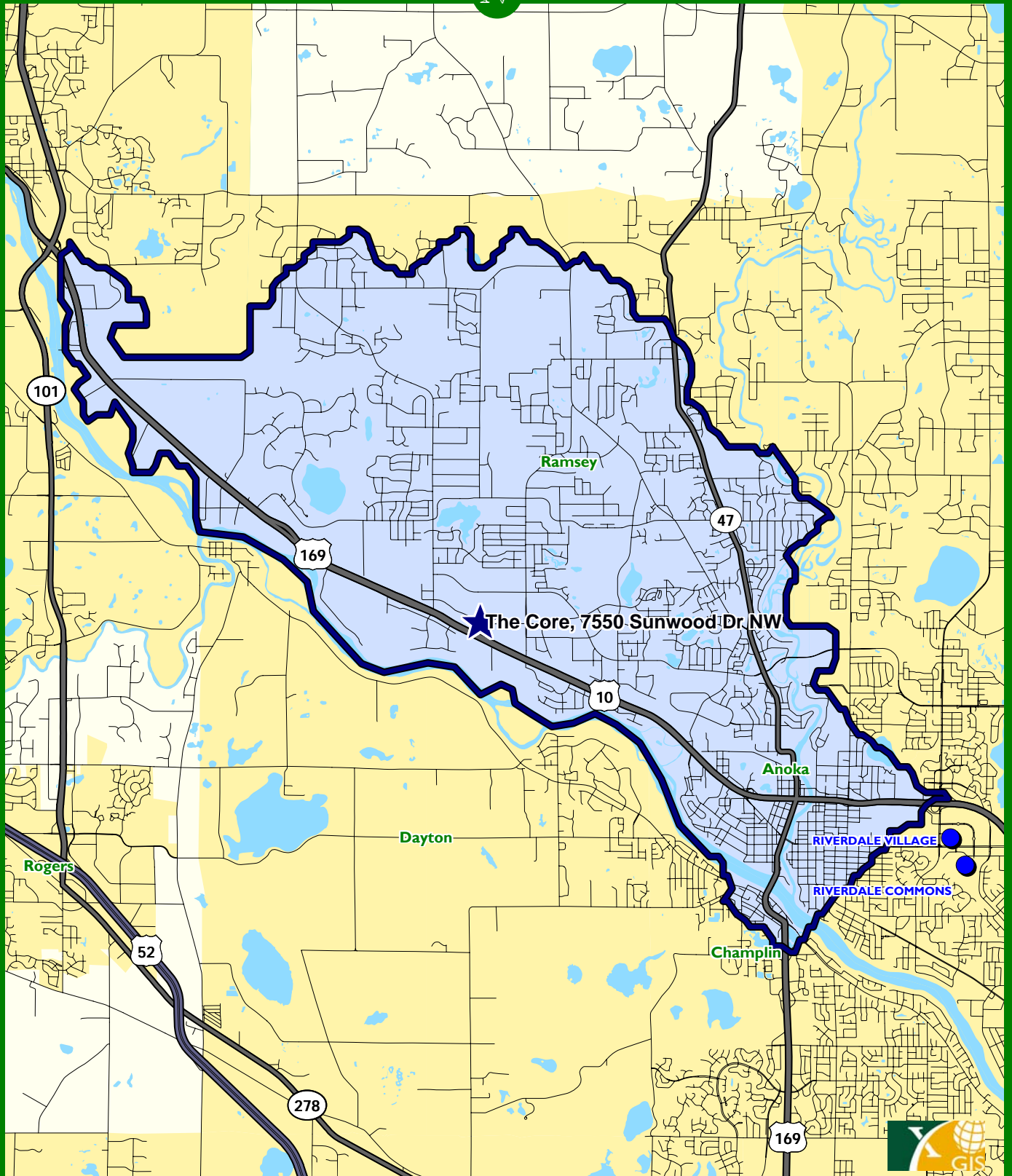


Source: Mosaic® USA is a registered trademark of Experian; Census Data. Data Source: Applied Geographic Solutions, 2000; Census Estimates and Projections 2008 Data

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

Trade Potential Variables	Site 1
Estimated Household Count	18,678
Number of Households in Dominant Segments	15,786
Traffic Count	9,600
Total Demand	\$629,316,309
Total Supply	\$432,123,888
Leakage	(\$197,192,421)

Mosaic® USA is a registered trademark of Experian; Census Data. Data Source: Applied Geographic Solutions, 2000; Census Estimates and Projections 2008 Data



Ramsey, Minnesota: Trade Area



Shopping Centers

GLA in thousands

1000+

500 to 1000

12 Minute Drive Time

★ Site 2

Miles



0 1 2

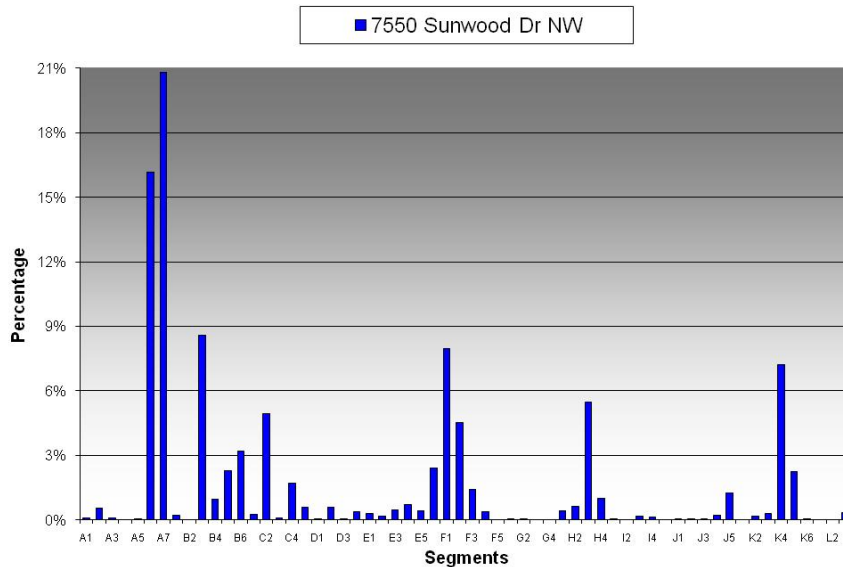
Site 2 Analysis: 7550 Sunwood Drive NW

Drive-Time Trade Area

The map on the previous page depicts the primary trade area for Site 2. The primary trade area consists of a twelve-minute polygon, determined by Buxton’s proprietary drive-time technology.

Psychographics

The psychographic profile of the households within a twelve-minute drive-time of Site 2 is presented below.



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Dominant Segments

A segment that represents at least three percent of a trade area is a dominant segment. By determining dominant segments and reviewing their segment descriptions, lifestyle habits and preferences can be identified. Please refer to Appendix C for additional segment description information.

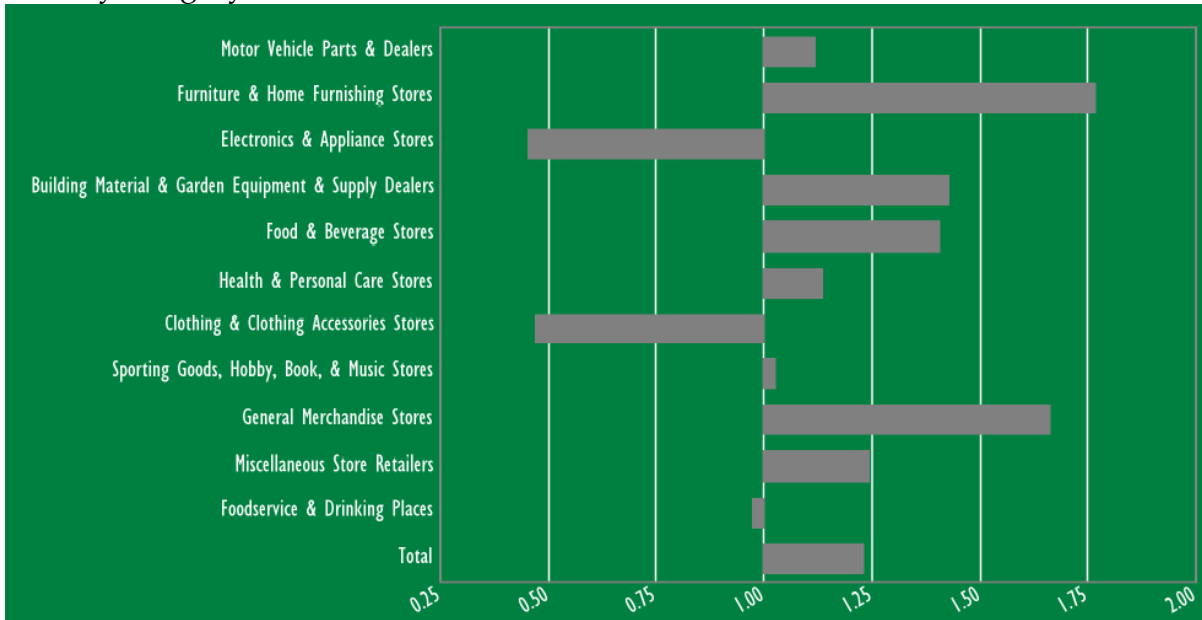
Dominant Segments	Description	Households
A06	Small-town Success	2,188
A07	New Suburbia Families	2,812
B03	Urban Commuter Families	1,158
B06	Successful Suburbia	430
C02	Prime Middle America	669
F01	Steadfast Conservatives	1,074
F02	Moderate Conventionalists	613
H03	Stable Careers	742
K04	Urban Diversity	973

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Site 2 Analysis (continued)

Leakage Analysis

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



Mosaic® USA is a registered trademark of Experian; Census Data. Data Source: Applied Geographic Solutions, 2000; Census Estimates and Projections 2008 Data

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

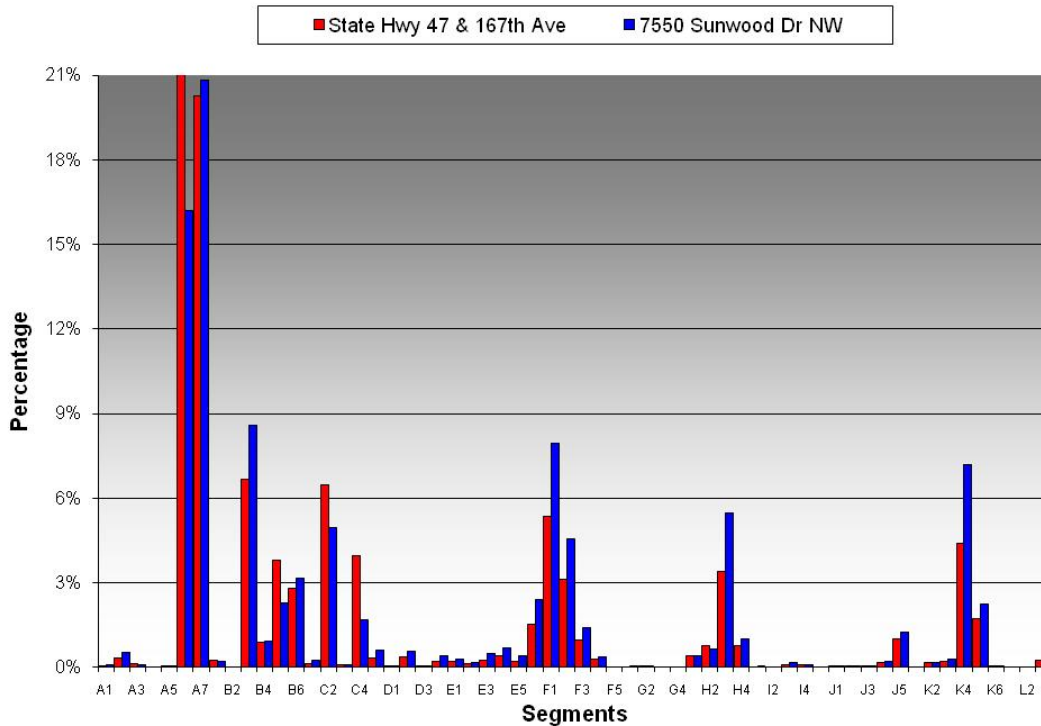
Trade Potential Variables	Site 2
Estimated Household Count	13,514
Number of Households in Dominant Segments	10,659
Traffic Count	37,500
Total Demand	\$955,227,451
Total Supply	\$1,175,177,367
Surplus	\$219,949,916

Mosaic® USA is a registered trademark of Experian; Census Data. Data Source: Applied Geographic Solutions, 2000; Census Estimates and Projections 2008 Data

Site Comparison

Trade Area Segmentation

This side by side comparison of the two trade areas shows the compositions and characteristics of the households to be very similar. This is not unusual and can be expected in an area with potential sites in close proximity.

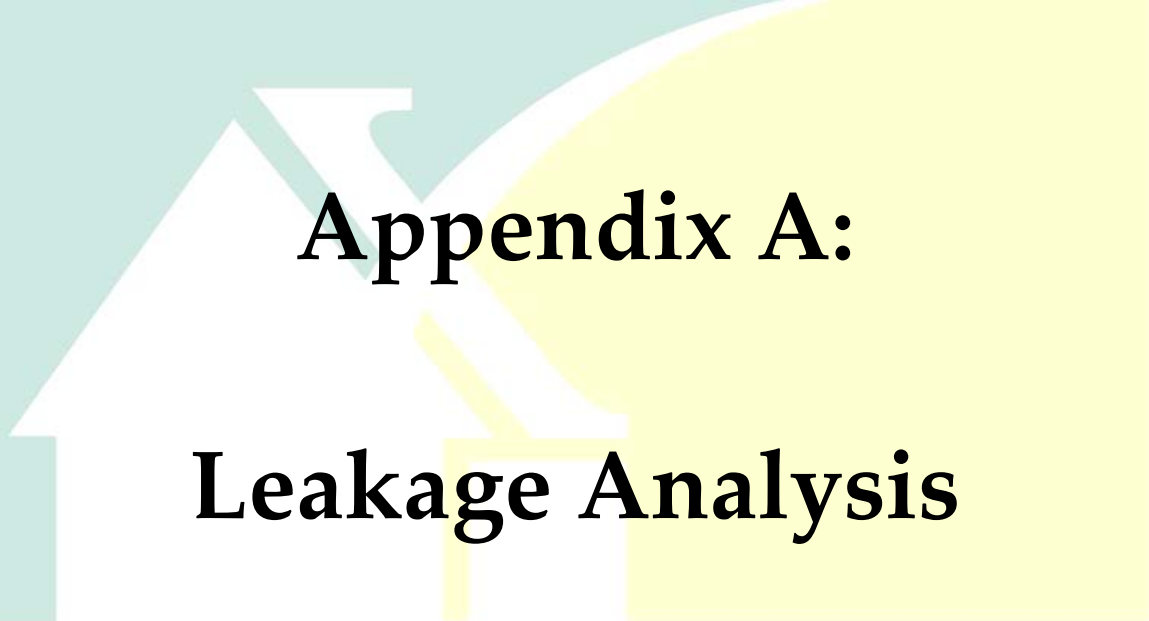


Mosaic® USA is a registered trademark of Experian; Census Data. Data Source: Applied Geographic Solutions, 2000: Census Estimates and Projections 2008 Data

12- Minute Trade Area Statistics

Trade Potential Variables	Site 1	Site 2
Estimated Household Count	18,678	13,514
Number of Households in Dominant Segments	15,786	10,659
Traffic Count	9,600	37,500
Total Demand	\$629,316,309	\$955,227,451
Total Supply	\$432,123,888	\$1,175,177,367
Leakage/Surplus	(\$197,192,421)	\$219,949,916

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Appendix A:
Leakage Analysis



Retail Leakage and Surplus Analysis

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

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

Understanding Retail Leakage

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

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

Understanding Retail Surplus

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

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

Interpreting Leakage Index

1.0 = equilibrium, meaning that demand and sales in the area being analyzed are in balance.

.80 = demand exceeds sales by 20%, meaning that consumers are leaving the area being analyzed.

1.2 = sales exceed demand by 20%, meaning that consumers are coming from outside the area being analyzed.

Leakage/Surplus Index by Major Store Type

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

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

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



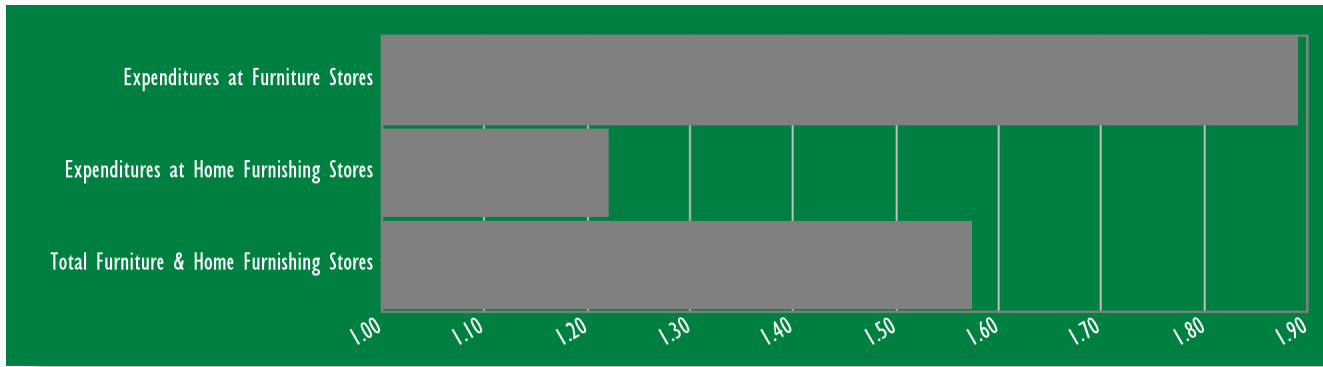
Store Type	Potential	Actual Sales	Leakage
Motor Vehicle Parts & Dealers	149,660,406	179,996,510	1.2
Furniture & Home Furnishing Stores	20,483,996	32,254,984	1.6
Electronics & Appliance Stores	18,142,728	4,881,670	0.3
Building Material & Garden Equipment & Supply Dealers	95,030,755	55,623,887	0.6
Food & Beverage Stores	82,693,348	33,582,484	0.4
Health & Personal Care Stores	32,900,745	23,862,895	0.7
Clothing & Clothing Accessories Stores	37,271,242	6,637,591	0.2
Sporting Goods, Hobby, Book, & Music Stores	14,909,907	8,496,836	0.6
General Merchandise Stores	90,365,546	33,130,570	0.4
Miscellaneous Store Retailers	19,917,598	20,599,947	1.0
Foodservice & Drinking Places	67,940,038	33,056,514	0.5
Total	629,316,309	432,123,888	0.7

Sub-Categories of Motor Vehicle Parts & Dealers



Store Type	Potential	Actual Sales	Leakage
Expenditures at Automotive Dealers	129,146,720	140,545,858	1.1
Expenditures at Other Motor Vehicle Dealers	9,488,263	31,577,770	3.3
Expenditures at Automotive Parts, Accessories, and Tire Stores	11,025,422	7,872,882	0.7
Total Motor Vehicle Parts & Dealers	149,660,406	179,996,510	1.2

Sub-Categories of Furniture & Home Furnishing Stores



Store Type	Potential	Actual Sales	Leakage
Expenditures at Furniture Stores	10,789,586	20,413,743	1.9
Expenditures at Home Furnishing Stores	9,694,410	11,841,241	1.2
Total Furniture & Home Furnishing Stores	20,483,996	32,254,984	1.6

Sub-Categories of Electronics & Appliance Stores



Store Type	Potential	Actual Sales	Leakage
Expenditures at Appliance, Television, and Other Electronics Stores	13,631,944	4,017,476	0.3
Expenditures at Computer and Software Stores	3,752,604	788,295	0.2
Expenditures at Camera and Photographic Equipment Stores	758,179	75,899	0.1
Total Electronics & Appliance Stores	18,142,728	4,881,670	0.3

Sub-Categories of Building Material & Garden Equipment & Supply Dealers



Store Type	Potential	Actual Sales	Leakage
Expenditures at Home Centers	34,575,783	12,371,415	0.4
Expenditures at Paint and Wallpaper Stores	1,958,246	0	0.0
Expenditures at Hardware Stores	6,934,600	13,533,357	2.0
Expenditures at Other Building Materials Dealers	44,049,036	26,201,508	0.6
Expenditures at Outdoor Power Equipment Stores	1,100,267	1,054,116	1.0
Expenditures at Nursery and Garden Centers	6,412,824	2,463,490	0.4
Total Building Material & Garden Equipment & Supply Dealers	95,030,755	55,623,887	0.6

Sub-Categories of Food & Beverage Stores



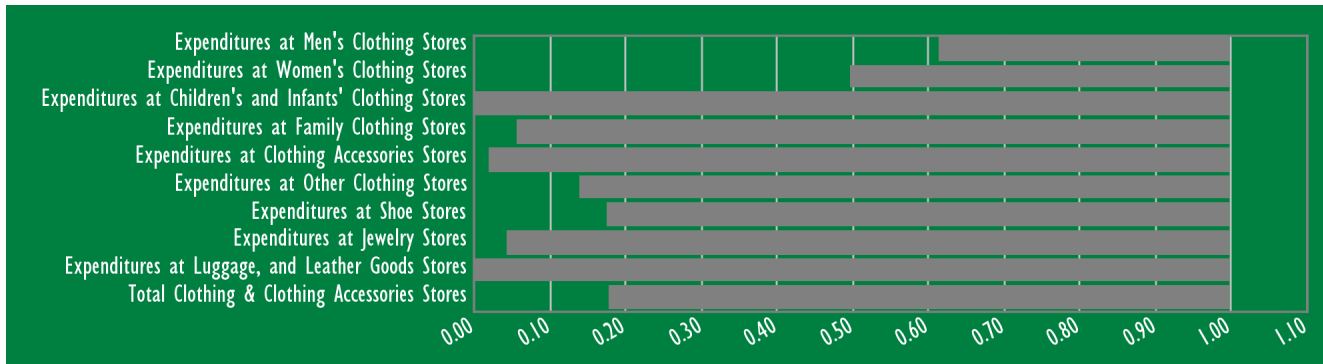
Store Type	Potential	Actual Sales	Leakage
Expenditures at Supermarkets and Other Grocery (except Convenience) Stores	70,980,489	26,613,050	0.4
Expenditures at Convenience Stores	3,969,048	748,888	0.2
Expenditures at Specialty Food Stores	2,285,507	770,966	0.3
Expenditures at Beer, Wine, and Liquor Stores	5,458,304	5,449,580	1.0
Total Food & Beverage Stores	82,693,348	33,582,484	0.4

Sub-Categories of Health & Personal Care Stores



Store Type	Potential	Actual Sales	Leakage
Expenditures at Pharmacies and Drug Stores	28,291,074	21,317,149	0.8
Expenditures at Cosmetics, Beauty Supplies and Perfume Stores	1,090,245	0	0.0
Expenditures at Optical Goods Stores	1,581,756	260,747	0.2
Expenditures at Other Health and Personal Care Stores	1,937,669	2,284,999	1.2
Total Health & Personal Care Stores	32,900,745	23,862,895	0.7

Sub-Categories of Clothing & Clothing Accessories Stores



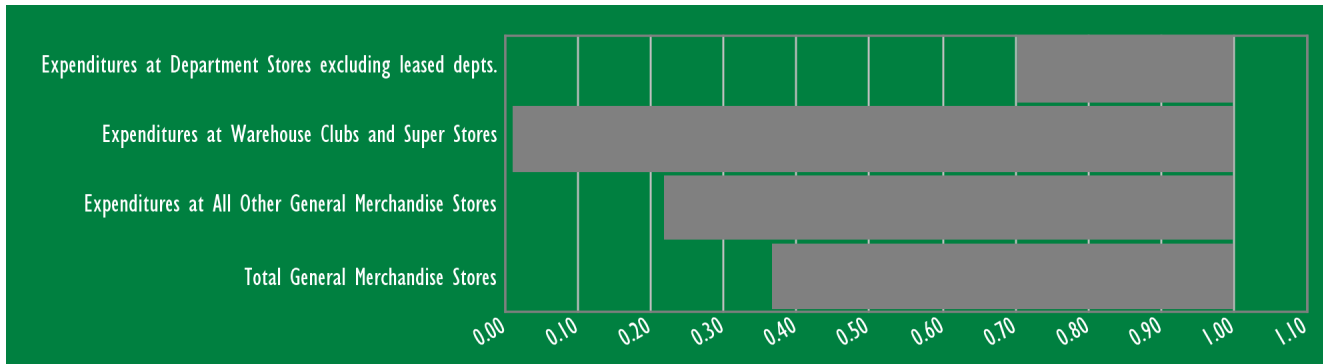
Store Type	Potential	Actual Sales	Leakage
Expenditures at Men's Clothing Stores	1,736,422	1,067,917	0.6
Expenditures at Women's Clothing Stores	6,864,316	3,415,189	0.5
Expenditures at Children's and Infants' Clothing Stores	1,443,296	0	0.0
Expenditures at Family Clothing Stores	14,380,184	817,601	0.1
Expenditures at Clothing Accessories Stores	627,446	12,609	0.0
Expenditures at Other Clothing Stores	1,733,329	244,238	0.1
Expenditures at Shoe Stores	4,803,863	843,791	0.2
Expenditures at Jewelry Stores	5,244,567	236,245	0.0
Expenditures at Luggage, and Leather Goods Stores	437,819	0	0.0
Total Clothing & Clothing Accessories Stores	37,271,242	6,637,591	0.2

Sub-Categories of Sporting Goods, Hobby, Book, & Music Stores



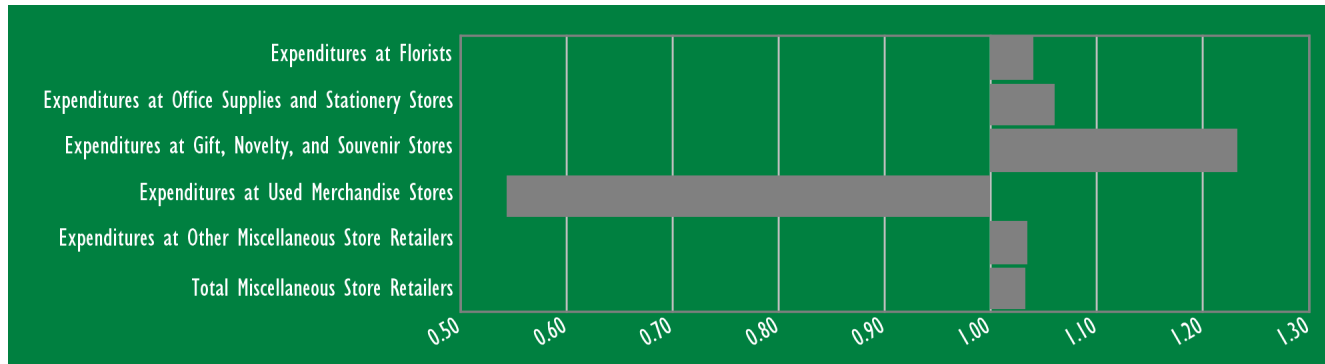
Store Type	Potential	Actual Sales	Leakage
Expenditures at Sporting Goods Stores	5,569,216	5,491,546	1.0
Expenditures at Hobby, Toys and Games Stores	3,314,160	1,304,947	0.4
Expenditures at Sew/Needlework/Piece Goods Stores	749,262	889,467	1.2
Expenditures at Musical Instrument and Supplies Stores	947,358	342,258	0.4
Expenditures at Book Stores and News Dealers	2,922,860	356,402	0.1
Expenditures at Prerecorded Tape, Compact Disc, and Record Stores	1,407,051	112,217	0.1
Total Sporting Goods, Hobby, Book, & Music Stores	14,909,907	8,496,836	0.6

Sub-Categories of General Merchandise Stores



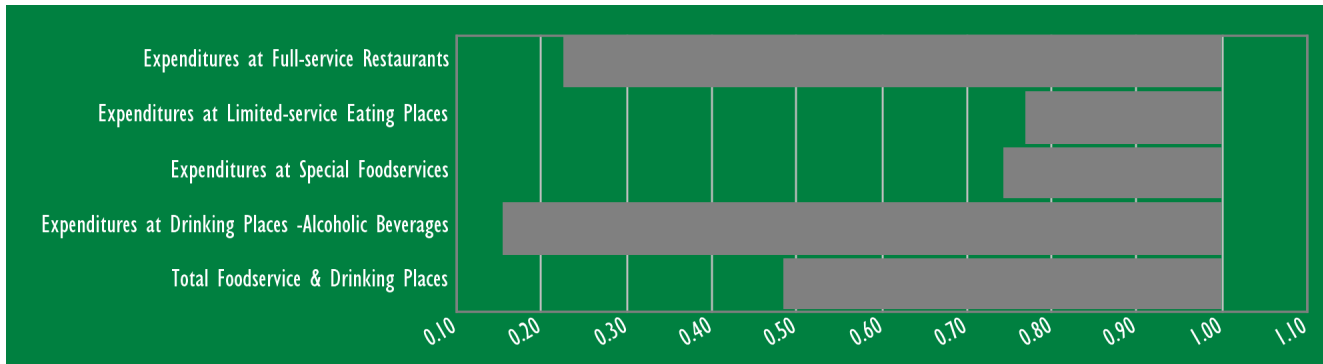
Store Type	Potential	Actual Sales	Leakage
Expenditures at Department Stores excluding leased depts.	44,271,577	31,197,433	0.7
Expenditures at Warehouse Clubs and Super Stores	39,204,104	436,278	0.0
Expenditures at All Other General Merchandise Stores	6,889,865	1,496,860	0.2
Total General Merchandise Stores	90,365,546	33,130,570	0.4

Sub-Categories of Miscellaneous Store Retailers



Store Type	Potential	Actual Sales	Leakage
Expenditures at Florists	1,470,743	1,530,956	1.0
Expenditures at Office Supplies and Stationery Stores	4,529,564	4,806,945	1.1
Expenditures at Gift, Novelty, and Souvenir Stores	3,491,790	4,309,653	1.2
Expenditures at Used Merchandise Stores	1,717,028	933,518	0.5
Expenditures at Other Miscellaneous Store Retailers	8,708,474	9,018,875	1.0
Total Miscellaneous Store Retailers	19,917,598	20,599,947	1.0

Sub-Categories of Foodservice & Drinking Places



Store Type	Potential	Actual Sales	Leakage
Expenditures at Full-service Restaurants	31,323,828	7,123,431	0.2
Expenditures at Limited-service Eating Places	27,507,668	21,169,395	0.8
Expenditures at Special Foodservices	5,676,962	4,229,978	0.7
Expenditures at Drinking Places -Alcoholic Beverages	3,431,581	533,710	0.2
Total Foodservice & Drinking Places	67,940,038	33,056,514	0.5

Sources and Methodology

The primary data sources used in the construction of the database include:

- Current year AGS (Applied Geographic Solutions) Consumer Expenditure Estimates
- Census of Retail Trade, Merchandise Line Sales
- Census Bureau Monthly Retail Trade

The Census of Retail Trade presents a table known as the Merchandise Line summary, which relates approximately 120 merchandise lines (e.g. hardware) to each of the store types. For each merchandise line, the distribution of sales by store type can be computed, yielding a conversion table which apportions merchandise line sales by store type.

The AGS (Applied Geographic Solutions) Consumer Expenditure database was re-computed to these merchandise lines by aggregating both whole and partial categories, yielding, at the block group level, a series of merchandise line estimates which are consistent with the AGS Consumer Expenditure database.

These two components were then combined in order to derive estimated potential by store type. The results were then compared to current retail trade statistics to ensure consistency and completeness.



Retail Leakage and Surplus Analysis

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

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

Understanding Retail Leakage

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

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

Understanding Retail Surplus

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

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

Interpreting Leakage Index

1.0 = equilibrium, meaning that demand and sales in the area being analyzed are in balance.

.80 = demand exceeds sales by 20%, meaning that consumers are leaving the area being analyzed.

1.2 = sales exceed demand by 20%, meaning that consumers are coming from outside the area being analyzed.

Leakage/Surplus Index by Major Store Type

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

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

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



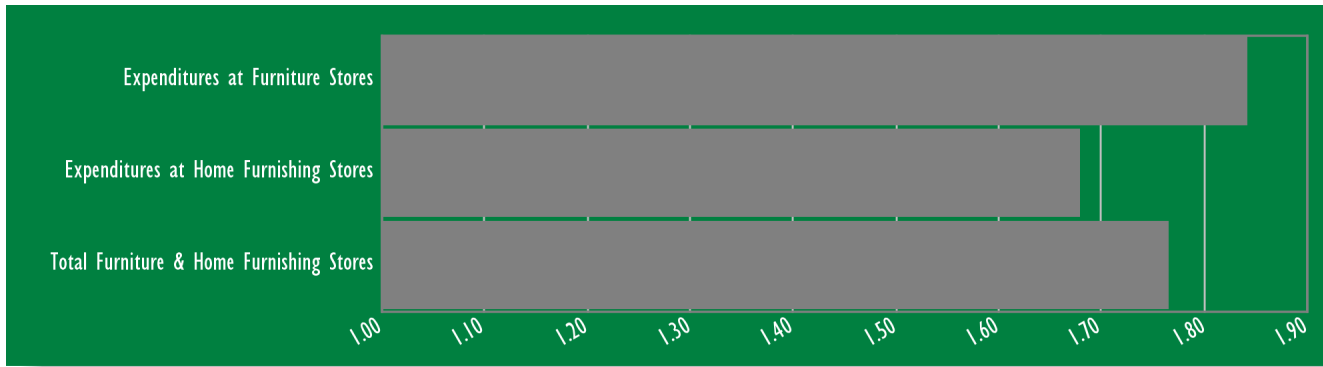
Store Type	Potential	Actual Sales	Leakage
Motor Vehicle Parts & Dealers	228,607,369	255,401,791	1.1
Furniture & Home Furnishing Stores	29,917,339	52,836,985	1.8
Electronics & Appliance Stores	27,318,974	12,428,000	0.5
Building Material & Garden Equipment & Supply Dealers	137,590,373	196,251,012	1.4
Food & Beverage Stores	129,231,986	181,774,978	1.4
Health & Personal Care Stores	52,303,345	59,263,828	1.1
Clothing & Clothing Accessories Stores	54,744,508	25,847,066	0.5
Sporting Goods, Hobby, Book, & Music Stores	22,392,967	22,951,557	1.0
General Merchandise Stores	137,040,628	227,713,487	1.7
Miscellaneous Store Retailers	30,260,211	37,626,745	1.2
Foodservice & Drinking Places	105,819,751	103,081,917	1.0
Total	955,227,451	1,175,177,367	1.2

Sub-Categories of Motor Vehicle Parts & Dealers



Store Type	Potential	Actual Sales	Leakage
Expenditures at Automotive Dealers	197,332,251	192,708,424	1.0
Expenditures at Other Motor Vehicle Dealers	14,293,971	42,931,727	3.0
Expenditures at Automotive Parts, Accessories, and Tire Stores	16,981,148	19,761,640	1.2
Total Motor Vehicle Parts & Dealers	228,607,369	255,401,791	1.1

Sub-Categories of Furniture & Home Furnishing Stores



Store Type	Potential	Actual Sales	Leakage
Expenditures at Furniture Stores	15,916,445	29,317,089	1.8
Expenditures at Home Furnishing Stores	14,000,894	23,519,896	1.7
Total Furniture & Home Furnishing Stores	29,917,339	52,836,985	1.8

Sub-Categories of Electronics & Appliance Stores



Store Type	Potential	Actual Sales	Leakage
Expenditures at Appliance, Television, and Other Electronics Stores	20,578,398	10,174,308	0.5
Expenditures at Computer and Software Stores	5,609,549	1,115,201	0.2
Expenditures at Camera and Photographic Equipment Stores	1,131,027	1,138,492	1.0
Total Electronics & Appliance Stores	27,318,974	12,428,000	0.5

Sub-Categories of Building Material & Garden Equipment & Supply Dealers



Store Type	Potential	Actual Sales	Leakage
Expenditures at Home Centers	50,224,216	128,857,531	2.6
Expenditures at Paint and Wallpaper Stores	2,772,665	4,761,072	1.7
Expenditures at Hardware Stores	10,221,953	18,180,226	1.8
Expenditures at Other Building Materials Dealers	63,288,603	40,951,888	0.6
Expenditures at Outdoor Power Equipment Stores	1,622,473	1,240,137	0.8
Expenditures at Nursery and Garden Centers	9,460,463	2,260,158	0.2
Total Building Material & Garden Equipment & Supply Dealers	137,590,373	196,251,012	1.4

Sub-Categories of Food & Beverage Stores



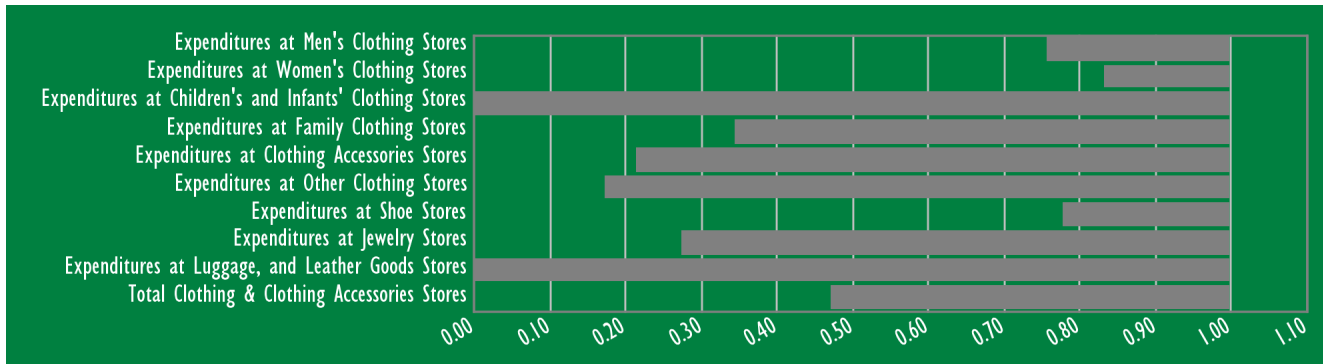
Store Type	Potential	Actual Sales	Leakage
Expenditures at Supermarkets and Other Grocery (except Convenience) Stores	110,821,801	164,646,839	1.5
Expenditures at Convenience Stores	6,278,217	1,695,858	0.3
Expenditures at Specialty Food Stores	3,551,918	1,960,832	0.6
Expenditures at Beer, Wine, and Liquor Stores	8,580,049	13,471,449	1.6
Total Food & Beverage Stores	129,231,986	181,774,978	1.4

Sub-Categories of Health & Personal Care Stores



Store Type	Potential	Actual Sales	Leakage
Expenditures at Pharmacies and Drug Stores	45,052,907	53,816,966	1.2
Expenditures at Cosmetics, Beauty Supplies and Perfume Stores	1,743,517	5,434	0.0
Expenditures at Optical Goods Stores	2,403,744	1,421,870	0.6
Expenditures at Other Health and Personal Care Stores	3,103,177	4,019,558	1.3
Total Health & Personal Care Stores	52,303,345	59,263,828	1.1

Sub-Categories of Clothing & Clothing Accessories Stores



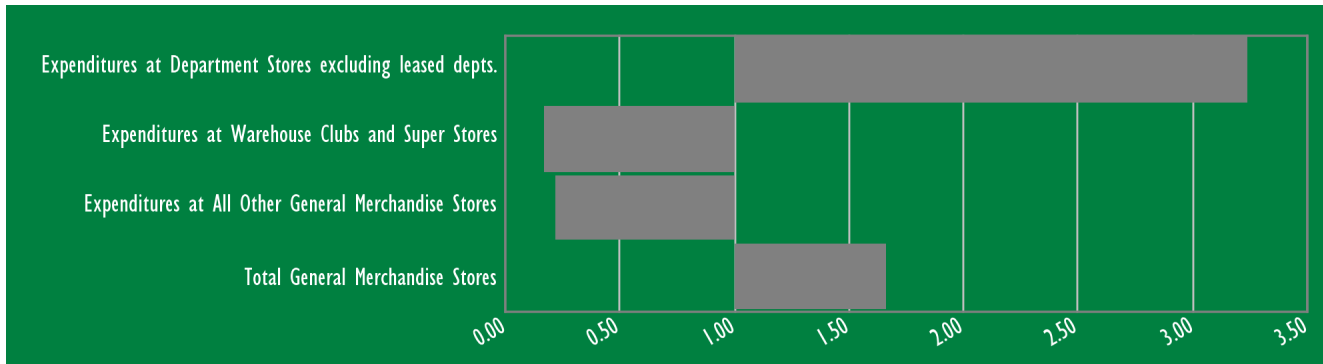
Store Type	Potential	Actual Sales	Leakage
Expenditures at Men's Clothing Stores	2,565,104	1,942,868	0.8
Expenditures at Women's Clothing Stores	9,993,395	8,331,835	0.8
Expenditures at Children's and Infants' Clothing Stores	2,208,647	0	0.0
Expenditures at Family Clothing Stores	21,224,352	7,313,832	0.3
Expenditures at Clothing Accessories Stores	909,054	195,190	0.2
Expenditures at Other Clothing Stores	2,539,496	438,828	0.2
Expenditures at Shoe Stores	7,139,416	5,557,368	0.8
Expenditures at Jewelry Stores	7,531,156	2,067,145	0.3
Expenditures at Luggage, and Leather Goods Stores	633,889	0	0.0
Total Clothing & Clothing Accessories Stores	54,744,508	25,847,066	0.5

Sub-Categories of Sporting Goods, Hobby, Book, & Music Stores



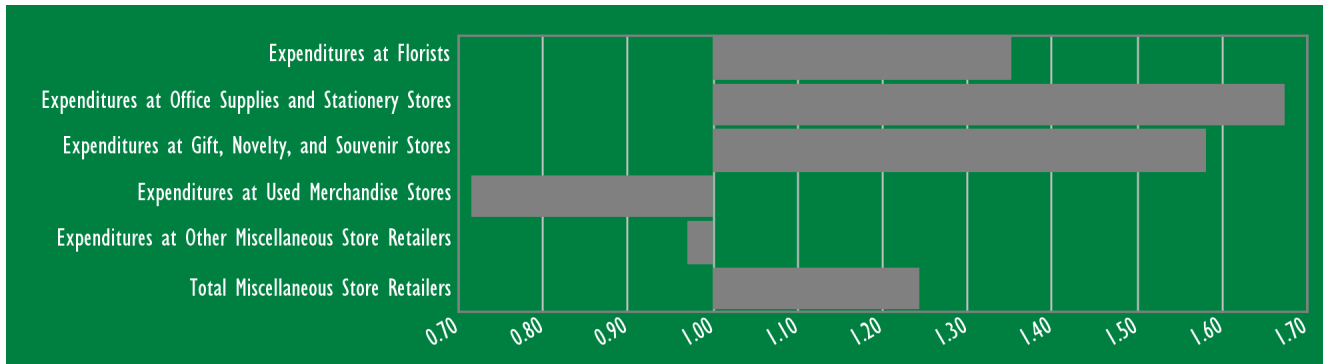
Store Type	Potential	Actual Sales	Leakage
Expenditures at Sporting Goods Stores	8,214,638	9,525,227	1.2
Expenditures at Hobby, Toys and Games Stores	4,979,785	6,062,766	1.2
Expenditures at Sew/Needlework/Piece Goods Stores	1,121,349	1,241,456	1.1
Expenditures at Musical Instrument and Supplies Stores	1,433,780	936,900	0.7
Expenditures at Book Stores and News Dealers	4,457,297	4,389,770	1.0
Expenditures at Prerecorded Tape, Compact Disc, and Record Stores	2,186,118	795,438	0.4
Total Sporting Goods, Hobby, Book, & Music Stores	22,392,967	22,951,557	1.0

Sub-Categories of General Merchandise Stores



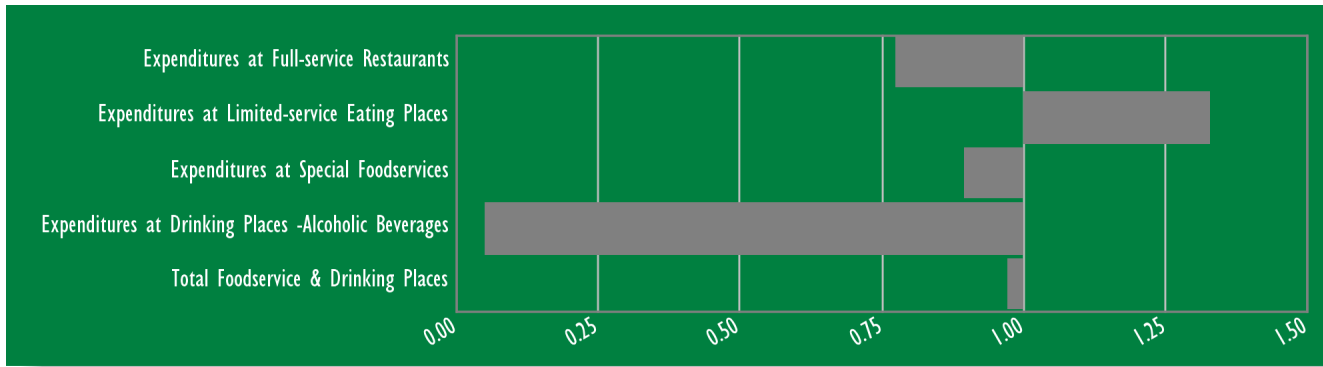
Store Type	Potential	Actual Sales	Leakage
Expenditures at Department Stores excluding leased depts.	66,378,948	215,263,870	3.2
Expenditures at Warehouse Clubs and Super Stores	60,296,373	10,131,549	0.2
Expenditures at All Other General Merchandise Stores	10,365,307	2,318,068	0.2
Total General Merchandise Stores	137,040,628	227,713,487	1.7

Sub-Categories of Miscellaneous Store Retailers



Store Type	Potential	Actual Sales	Leakage
Expenditures at Florists	2,176,533	2,945,361	1.4
Expenditures at Office Supplies and Stationery Stores	6,884,444	11,520,674	1.7
Expenditures at Gift, Novelty, and Souvenir Stores	5,295,338	8,378,151	1.6
Expenditures at Used Merchandise Stores	2,569,005	1,841,074	0.7
Expenditures at Other Miscellaneous Store Retailers	13,334,891	12,941,484	1.0
Total Miscellaneous Store Retailers	30,260,211	37,626,745	1.2

Sub-Categories of Foodservice & Drinking Places



Store Type	Potential	Actual Sales	Leakage
Expenditures at Full-service Restaurants	48,803,164	37,916,346	0.8
Expenditures at Limited-service Eating Places	42,820,669	56,954,853	1.3
Expenditures at Special Foodservices	8,827,746	7,926,997	0.9
Expenditures at Drinking Places -Alcoholic Beverages	5,368,172	283,721	0.1
Total Foodservice & Drinking Places	105,819,751	103,081,917	1.0

Sources and Methodology

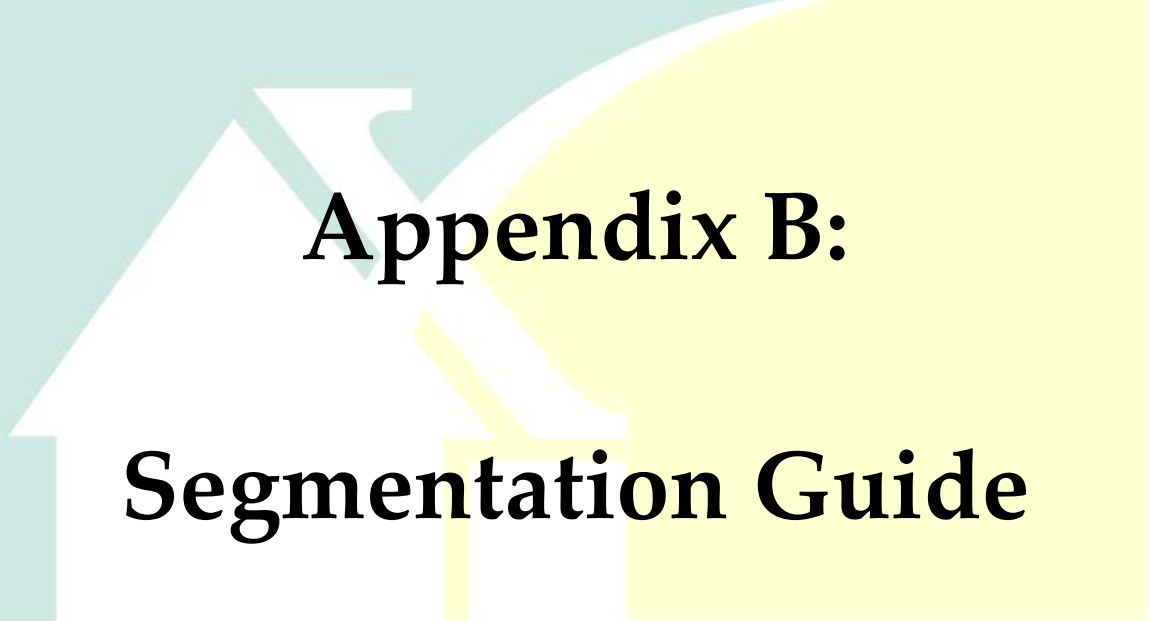
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Appendix B:
Segmentation Guide

Group Structure

Segment Group	Label	Segment Name	% of US Households	Page #	
A	Affluent Suburbia 11.19%	A01	America's Wealthiest	1.14%	6
		A02	Dream Weavers	1.74%	7
		A03	White-collar Suburbia	1.43%	8
		A04	Upscale Suburbanites	0.84%	9
		A05	Enterprising Couples	0.84%	10
		A06	Small-town Success	2.38%	11
		A07	New Suburbia Families	2.82%	12
B	Upscale America 13.26%	B01	Status-conscious Consumers	1.55%	13
		B02	Affluent Urban Professionals	1.44%	14
		B03	Urban Commuter Families	6.33%	15
		B04	Solid Suburban Life	0.63%	16
		B05	Second-generation Success	2.40%	17
		B06	Successful Suburbia	0.91%	18
C	Small-town Contentment 7.64%	C01	Second City Homebodies	0.74%	19
		C02	Prime Middle America	3.52%	20
		C03	Suburban Optimists	0.61%	21
		C04	Family Convenience	1.93%	22
		C05	Mid-market Enterprise	0.84%	23
D	Blue-collar Backbone 6.57%	D01	Nuevo Hispanic Families	2.73%	24
		D02	Working Rural Communities	1.06%	25
		D03	Lower-income Essentials	0.83%	26
		D04	Small-city Endeavors	1.95%	27
E	American Diversity 9.73%	E01	Ethnic Urban Mix	1.89%	28
		E02	Urban Blues	1.74%	29
		E03	Professional Urbanites	2.09%	30
		E04	Suburban Advantage	1.15%	31
		E05	American Great Outdoors	1.37%	32
		E06	Mature America	1.48%	33
F	Metro Fringe 10.63%	F01	Steadfast Conservatives	6.51%	34
		F02	Moderate Conventionalists	1.60%	35
		F03	Southern Blues	0.92%	36
		F04	Urban Grit	0.55%	37
		F05	Grass-roots Living	1.05%	38
G	Remote America 7.39%	G01	Hardy Rural Families	2.70%	39
		G02	Rural Southern Living	2.71%	40
		G03	Coal and Crops	1.81%	41
		G04	Native Americana	0.18%	42
H	Aspiring Contemporaries 11.18%	H01	Young Cosmopolitans	3.22%	43
		H02	Minority Metro Communities	2.20%	44
		H03	Stable Careers	4.29%	45
		H04	Aspiring Hispania	1.48%	46
I	Rural Villages and Farms 4.77%	I01	Industrious Country Living	1.30%	47
		I02	America's Farmlands	1.04%	48
		I03	Comfy Country Living	0.73%	49
		I04	Small-town Connections	0.48%	50
		I05	Hinterland Families	1.23%	51
J	Struggling Societies 8.20%	J01	Rugged Rural Style	1.62%	52
		J02	Latino Nuevo	2.91%	53
		J03	Struggling City Centers	1.72%	54
		J04	College Town Communities	0.98%	55
		J05	Metro Beginnings	0.98%	56
K	Urban Essence 8.63%	K01	Unattached Multi-cultures	0.38%	57
		K02	Academic Influences	0.47%	58
		K03	African-American Neighborhoods	1.93%	59
		K04	Urban Diversity	2.44%	60
		K05	New Generation Activists	2.37%	61
		K06	Getting By	1.05%	62
L	Varying Lifestyles 0.80%	L01	Military Family Life	0.31%	63
		L02	Major University Towns	0.27%	64
		L03	Gray Perspectives	0.22%	65

Mosaic USA Group Descriptions

A full Mosaic media guide is available online at: www.buxtonco.com/mosaic.asp

Group A: Affluent Suburbia

The wealthiest households in the U.S. living in exclusive suburban neighborhoods enjoying the best of everything that life has to offer

The seven Segments in the Affluent Suburbia group comprise the wealthiest households in the nation. These segments outrank all other Mosaic Segments in terms of household income, home value and educational achievement. Concentrated in exclusive suburban neighborhoods, these households are predominantly white, college educated and filled with Baby Boom parents and their children. With their managerial and executive positions paying six-figure-plus incomes, they enjoy the good life in fashionable houses outfitted with the latest technology. These are the Americans who drive luxury cars, belong to country clubs, travel abroad and relax by sailing, golfing or skiing. Many are culture buffs who attend the theater, art shows, dance performances and concerts, all at high rates. Both their purchasing behavior and media choices reflect their interests in money management, travel, computers and gourmet foods.

Group B: Upscale America

College-educated couples and families living in the metropolitan sprawl earning upscale incomes providing them with large homes and very comfortable and active lifestyles

The six Segments in Upscale America are populated with mainly white, college-educated couples and families living in the metropolitan sprawl. Most of the adults work as executives and white-collar professionals, and their upscale incomes provide them with large homes and comfortable lifestyles. They like to spend their leisure time getting exercise—jogging, biking and swimming are popular—or shopping for the latest in-fashion and high-tech electronics. They are active in community affairs as members of business clubs, environmental groups and arts associations. They're selective media fans who prefer magazines and cable TV channels that cover business, fashion and the arts. Their one exception is the Internet. These Americans are omnivorous Web users who go online for everything from banking and trading stocks to downloading music and buying merchandise.

Group C: Small-town Contentment

Middle-aged, upper-middle-class families living in small towns and satellite cities with moderate educations employed in white-collar, blue-collar and service professions

The five Segments in Small-town Contentment represent the nation's middle-aged, upper-middle-class families living in small towns and satellite cities. As a group, they share moderate educations and a mix of well-paying jobs in white-collar, blue-collar and service professions. With their locations outside the nation's major metros, these households can afford recently built homes and new SUVs and pickup trucks. They enjoy outdoor sports like hiking, fishing and camping. They are also close enough to big cities to frequent comedy clubs, nightclubs and upscale malls for designer clothes and sporting goods. They tend to have varied media tastes, enjoying music and comedy shows on television, modern rock and country music on the radio and fitness and music magazines from newsstands. They are active Internet users going online for instant messaging, exchanging email and getting the latest sports scores and news.

Group D: Blue-collar Backbone

Budget-conscious, young and old blue-collar households living in older towns working in manufacturing, construction and retail trades

The four Segments in Blue-collar Backbone are a bastion of blue-collar diversity. This group features above-average proportions of both old and young residents, whites and Hispanics, families and singles, homeowners and apartment renters. Most residents live in older outlying towns and cities, and work at blue-collar jobs in manufacturing, construction and retail trades. Their lifestyle reflects a working-class sensibility. Their most popular leisure activities include baseball, soccer, fishing and woodworking. They're more likely to go out to a veterans club than attend a concert or play. These budget-conscious households shop at discount clothiers and department stores, and they have low rates for buying investments or insurance products. With relatively few entertainment options due to their remote location or lack of discretionary income, this group is a strong market for traditional media. Residents like to watch soaps and game shows on television, listen to country music on the radio and read a variety of outdoor and women's magazines.

Group E: American Diversity

A diverse group of ethnically mixed singles and couples, middle-aged and retired with middleclass incomes from blue-collar and service industry jobs

American Diversity is a reflection of how contrasting mid-America's population is. It is an ethnic mix of middle-aged couples, singles and retirees. With a few exceptions, these six Mosaic Segments consist of households with average educations and middle-class incomes from blue-collar and service industry jobs. Many of the group's adults are older Americans—aging singles and couples who've already exited the workplace. They tend to have unassuming lifestyles, scoring high for reading books and newspapers, going to movies and plays, and socializing through fraternal orders and veterans clubs. They have traditional media tastes, enjoying TV news, movies and game shows as well as business and shelter magazines. Conservative in their politics and fashion, they have limited interest in new clothing styles, consumer electronics or the Internet.

Group F: Metro Fringe

Racially mixed, lower-middle-class clusters in older single-family homes, semi-detached houses and low-rise apartments in satellite cities

Metro Fringe is a collection of five racially mixed, lower-middle-class Mosaic Segments located primarily in satellite cities such as Kissimmee, FL, Flint MI, Joliet, IL and Fresno, CA. Many of the group's households consist of young singles and couples who work at blue-collar and service industry jobs. They tend to live in older singlefamily homes, semidetached houses and low-rise apartments. Overall, this group is relatively active and pursues sports-oriented lifestyles participating in activities such as soccer and softball, rollerblading, skateboarding, gocarting and video gaming. As shoppers, they patronize discount retailers where they buy the latest fashion and tech gear at low prices. In their homes, they're fans of electronic media, whether it's watching youth-oriented cable channels like Spike TV, FX and Cartoon Network, or going online to chat forums and Web sites for job listings or music downloading.

Group G: Remote America

A mix of farming and small industrial rural communities with outdoor oriented lifestyles living primarily in America's heartland

The four Remote America Segments reflect heartland lifestyles, a mix of farming and small industrial communities mostly located in the nation's midsection. The working-class couples and families in this group tend to be employed in agriculture and blue-collar jobs that pay modest wages. The median home value is about half the national average, and a significant number of residents live in mobile homes. No group has a lower population density, and few have higher rates for outdoors-oriented lifestyles. Households spend their leisure time fishing, hunting, hiking and horseback riding. In their homes, they look to their TV sets for entertainment, especially game shows, soap operas and home improvement shows. Their magazine tastes may split along gender lines with the men reading hunting publications while the women peruse shelter magazines. On the radio, country and western is the preferred choice of music.

Group H: Aspiring Contemporaries

Young, mostly single, ethnically diverse, online active households living in new homes or apartments with discretionary income to spend on themselves

The four Segments in Aspiring Contemporaries are all filled with upward strivers. The households tend to be young (Generation Xers between 18 and 34 years old), ethnically diverse (about 40 percent are minorities) and unattached (about two-thirds are single or divorced). Yet despite traditional barriers to affluence, the members of these metropolitan segments are already solidly middle-class. Many live in relatively new homes or apartments valued at more than the national average—a reliable sign of upward mobility. They're big culture buffs who like to see plays, movies, comics and live bands. They spend a lot of their discretionary income on the latest fashions and consumer electronics. They're heavy media consumers, listening to jazz on the radio and reading the Sunday paper for science and technology news. Raised on technology, they are very Internet savvy, spending their leisure time online to chat, shop, job search, send instant messages, bid in auctions and frequent dating Web sites.

Group I: Rural Villages and Farms

Rural, middle-class married families and couples of varied ages, living and working in agricultural and mining communities

Representing America's agricultural and mining communities, Rural Villages and Farms is a collection of five low-density Segments filled with middle-class families and couples of varied ages. Most of the households in this group are married, white and high school educated. They maintain tranquil lifestyles in unpretentious houses and comfortable mobile homes. They share a fondness for outdoor sports, enjoying fishing, hunting, camping and motor sports. Many residents are do-it-yourselfers who are into woodworking and needlework. They like to shop at the big-box home improvement chains and watch how-to shows on TV. When it comes to media, nothing dominates like country music. They watch their favorite country and western stars on TV, listen to them on the radio and attend their concerts.

Group J: Struggling Societies

Young minorities, students and single parents trying to raise families on low-level jobs in manufacturing, health care and food services

The five Segments in Struggling Societies symbolize the challenges facing a significant number of economically challenged Americans. These households tend to be disadvantaged and uneducated. With incomes half the national average and nearly a third never completing high school, they are consigned to low-level jobs in manufacturing, health care and food services. Many of these residents are young, minorities, students and single parents trying to raise families on low incomes and tight budgets. Without much discretionary income their activities are limited and leisure pursuits include playing sports like basketball, volleyball and skateboarding. They shop at discount clothiers and sporting goods stores for casual apparel and athletic shoes. In these lessfortunate communities, television is a main source of entertainment, specifically reality programs, sitcoms, talk shows and sports. This group also relates to ethnic-oriented media, creating a strong radio market for stations that play Spanish, Mexican and urban contemporary music.

Group K: Urban Essence

Young, single and single-parent minorities living in older apartments working at entry-level jobs in service industries

As a whole, the six segments in Urban Essence make up the nation's least affluent group, a collection of relatively young minorities living in older apartments. More than half the households consist of African Americans and Hispanics. Many of these residents are single or single parents working at entry-level jobs in service industries. With their low education levels and household incomes, residents lead unpretentious lifestyles. Many spend their leisure time playing sports like baseball, basketball and football. With their above-average household size, they make a strong market for children's toys and electronic gear, especially video games, dolls and board games. They have high rates for enjoying traditional media, reading ethnic-targeted magazines, listening to jazz and urban contemporary radio and, especially, watching television. It's hard to find a network program or cable channel that they don't view watching comedies, cartoons, sports, soaps and game shows.

Group L: Varying Lifestyles

Residents who primarily live in group quarters including students, military personnel and institution populations

The three Segments that make up Varying Lifestyles are an unconventional group. What they share is the singular experience of living in group quarters. A majority of this group lives the unique lifestyles offered by the military and university dorm life. Though their daily lives are different from many Americans—as well as each other—those who have the ability are more likely than average Americans to visit museums, zoos and state fairs. They like to stay active doing aerobic exercise, hiking, bowling and playing sports like tennis, baseball and volleyball. They're frequent travelers who vacation abroad as well as within the United States. At home, they divide their time between the television and computer screens. They typically watch TV news, comedy programs and latenight talk shows. When online they frequent chat rooms, auction and banking sites and listen to Internet radio with a preference for rock 'n' roll.

Mosaic USA Segment Descriptions

Group A: Affluent Suburbia

Segment A06: Small-town Success

White-collar, college educated, middle-aged working couples living in newly developed subdivisions outside the nation's beltways

Demographics

Small-town Success is typically home to the families of the most prominent citizens in their exurban communities. White-collar, college educated and upscale, they live in recently developed subdivisions outside the nation's beltways in the Midwest and West. Most of these households contain white, middle-aged working couples who have positions as executives and professionals in health care, retail and education. More than eight in ten drive alone to work, pulling out of the driveways of large single-family homes valued at 50 percent above the national median. These high-earners drive to work in comfort and have high rates for owning luxury SUVs as well as family vehicles including minivans.

Lifestyles

Small-town Success households enjoy a prosperous way of life. For athletic activities, they enjoy biking, swimming, bowling and jogging. They tend to seek out intellectual stimulation, reading books and taking adult education classes at high rates, and they don't mind driving to big cities to visit museums or see a show. They're conservative by nature and describe themselves as "smart shoppers." They like to buy quality merchandise at low prices at big-box chains such as Sam's Club, Circuit City and Bed, Bath & Beyond. They're late adopters when it comes to consumer electronics and are more likely to own 35-mm cameras than digital models, VHS players than DVD units. They own a wide range of insurance products, including life, health, disability and homeowner's coverage. However, being conservative hasn't dampened their enthusiasm for travel as they are likely to take a trip for either business or pleasure almost every month of the year.

Media

Small-town Success households share a fondness for a variety of media. They like to watch primetime crime dramas and comedies on television, especially "CSI," "Law and Order" and "Two and a Half Men." They are avid radio listeners and enjoy stations that offer news talk, golden oldies and country music. They have high rates for reading the Sunday newspaper to catch up on sports, business and entertainment news and read mainstream magazine titles as National Geographic, Good Housekeeping and Better Homes and Gardens. They have above average interest in the Internet, and they go online to get news, do their banking and buy merchandise such as books and CDs.

Group A: Affluent Suburbia

Segment A07: New Suburbia Families

Young, affluent working couples with pre-school children concentrated in fast-growing, metro fringe communities

Demographics

Young couples with pre-school children have turned New Suburbia Families into a booming lifestyle. Concentrated in fast-growing, metro fringe communities mainly in the West and Southwest, the segment's population has more than tripled since 1990. With many households under 35 years old, these young families are making the most of their new subdivisions. More than half the housing has been built since 2000 and the median value worth nearly 50 percent above the U.S. average. Residents have both brains and bucks. More than two-thirds have gone to college and many workers earn six-figure incomes. It takes hard work to have achieved success at such a young age. More than two-thirds of families have multiple workers in the labor force, gravitating to jobs as managers, executives and white-collar professionals.

Lifestyles

The members of New Suburbia Families have crafted active, children-centered lifestyles. These families participate in a number of team sports such as baseball, basketball and soccer, shuttling kids and gear to activities in their SUVs and minivans. They go to kid-friendly destinations and frequent zoos, aquariums and campgrounds. At supermarkets, they fill their grocery carts with pizza, Pop Tarts and prepared lunch kits. This is one of the top-ranked segments for owning toys, books and video games, and residents here never met a consumer electronics device they didn't like including cell phones, gaming systems and home theater systems. With their relatively large families, money still needs to be managed. They maintain that price and functionality trump style when they purchase electronics and clothing at retailers like Target, Best Buy and Wal-Mart. Contributing to 529 college savings plans is a priority, but this segment can be debt heavy due to first mortgages and home equity loans.

Media

These energetic households are only moderate consumers of most media. New Suburbia Families are often too busy to read a newspaper or magazine, although they will sit in front of a TV to watch network sitcoms and reality shows as well as sports and entertainment on cable channels such as ESPN, MTV and Comedy Central. Thanks to their lengthy commutes, they exhibit high rates for listening to radio stations that offer news and sports as well as classic rock and adult contemporary music. When they finally wind down, many go online to trade stocks, search for jobs and check out real estate listings.

Group B: Upscale America

Segment B03: Urban Commuter Families

Upscale, college educated Baby Boomer families and couples living in comfortable, single detached homes in city neighborhoods on the metropolitan fringe

Demographics

Not all families have fled the nation's cities for the far-out suburbs. In Urban Commuter Families, Baby Boomer families and couples are content to live in comfortable, single detached homes in city neighborhoods on the metro fringe. Many of these upscale, college-educated households contain dual-income couples who put in long hours as professionals and managers in retail, health care and education services. They tend to leverage their home equity with major home improvement projects, and build their real estate holdings with recent purchases of second homes for family getaways.

Lifestyles

With its concentration of empty-nesters, Urban Commuter Families lifestyle is relatively serene. They are not into aerobic sports, preferring to get their exercise from low-impact activities such as gardening, golfing and birdwatching. They enjoy leisure activities like going to the theater or antique show rather than a rock concert or an auto race. They describe themselves as brand-loyal shoppers who prefer to buy functional clothes over expensive designer labels, shopping at stores like Sears and J.C. Penney. With limited interest in the latest electronics and technology products, their homes are more likely to contain stereos and 35-mm cameras than MP3 players and digital cameras. These conservative investors put their money to work in CDs, U.S. savings bonds and taxsheltered annuities. With their high rates of owning houses and vacation homes, they take out home improvement loans and spend their free time roaming the aisles at Home Depot and Lowe's, Linens 'N Things and Pottery Barn.

Media

The households in Urban Commuter Families are old-fashioned media fans. They subscribe to daily newspapers at high rates and spend their Sunday mornings poring over the travel section and the ad inserts. They pick up traditional general interest magazines at the supermarket, enjoying Reader's Digest, Family Circle and Good Housekeeping. On their commute to work, they listen to the calming strains of classical, golden oldies and big band music on the radio. When they finally wind down in front of a TV, these conservative households watch Fox News, the History Channel and the old movies on AMC and TMC. Their Mosaic motto could be "No surprises, please."

Group B: Upscale America

Segment B05: Second-generation Success

Upper-middle-class and large multi-ethnic households working in white and blue-collar jobs within metro fringe communities

Demographics

These grandchildren of immigrants who live in Second-generation Success, life is sweet. These multi-ethnic households—of Asian, Hispanic and varied European descent—have achieved upper-middle-class status through hard work and devotion to family. They are primarily married couples with children. Their household size with five or more people is almost double the U.S. average. More than half of adults have attended college, landing a mix of blue- and white-collar jobs in retail, manufacturing, transportation and public administration. In these metro fringe communities, located primarily in coastal states, many households strive to balance the need to assimilate with the desire to retain their cultural traditions. For now, most have found the American Dream in a single detached house built in the early 1980s in what was then the suburban frontier.

Lifestyles

With their upscale incomes and children of all ages, Second-generation Success households enjoy active, familycentered lifestyles. They participate in a number of team sports, including soccer, basketball, football and baseball. On weekends, they typically pile into their vans and SUVs for outings to a zoo, aquarium, cinema or one of the kids' sporting games. Those vehicles also come in handy when they go on shopping excursions patronizing big-box stores such as Home Depot, Toys R Us and Best Buy. Indeed, these relatively young families make a strong market for toys, sporting goods and high-tech products, and they say they're heavily influenced by their children when shopping. With these households, most of their savings is tied up in their home equity. At the supermarket they buy a lot of fresh fish, poultry and meat for home-cooked meals.

Media

Second-generation Success is a media-filled lifestyle where residents enjoy virtually all media channels at aboveaverage rates. They watch network television programs that feature sitcoms, sports, reality shows and even animation—the grownups watching alongside their kids. They read celebrity publications such as People and Us Weekly as well as Spanish-language newspapers and magazines. Radio preferences vary but with many of the households whose families are of Hispanic origin there is a tendency for ranchero and Tejano music. When it comes to the Internet, this ethnic mix has relatively high rates for surfing the Internet to download music, get sports scores, upload family pictures and search for jobs.

Group B: Upscale America

Segment B06: Successful Suburbia

Middle-age, married couples with children who enjoy an upscale life far from the downtown hustle of city living

Demographics

The households in Successful Suburbia are located primarily in East Coast towns on the metro fringe. Predominantly white and college educated, these middle-aged couples and families have settled in upscale homes built around 1985. These homeowners earn relatively high incomes from a combination of management and professional jobs in health care, retail and manufacturing. This cluster is a haven for married couples with children who enjoy life far from the downtown hustle. They rank near the top for having multiple workers and cars to commute to jobs and entertainment.

Lifestyles

Successful Suburbia households lead busy family-oriented lifestyles. They participate in varied leisure activities, from cooking and gardening to going to aquariums, bowling alleys and theaters. Many enjoy outdoor athletic activities such as golf, soccer, baseball, football and swimming. They travel frequently for business and pleasure, though mostly to domestic beaches and ski resorts. Brand loyal shoppers, they patronize stores including Kohl's, BJ's Wholesale, Old Navy, Linens 'N Things and Best Buy. In the early childrearing phase of their lives, they buy lots of home-based consumer electronics, like desktop computers, video game systems and home theater systems, bringing everything home in their SUVs. To help finance their acquisitive nature, they carry a variety of credit cards while maintaining high levels of investments in stocks, mutual funds and U.S. savings bonds.

Media

Despite their upscale profile, the households in Successful Suburbia are a tough media sell. Other than their fondness for radio, they exhibit relatively low rates for consuming most media. They will tune in family-friendly TV sitcoms, animated shows as "The Simpsons" and cable channels including ABC Family and TBS. They subscribe to a handful of home-based magazines like Popular Mechanics, Cooking Light, American Baby and Parents. On the radio, they prefer listening to country, classic rock and golden oldies. These middle-aged family households have begun to rely on the Internet for sports news, auctions and medical information. Marketers however should be warned. These busy consumers have little patience for advertising and declare that television commercials are annoying.

Group C: Small-town Contentment

Segment C02: Prime Middle America

A mix of young, upper-middle-class couples and families living in both small towns and midsized cities working in well paying white-collar and blue-collar jobs

Demographics

Prime Middle America features a mix of couples and families living in both small towns and mid-sized cities in the South and Northwest. Younger than average and upper-middle-class in status, these predominantly white dual-income households have well-paying blue-collar and white-collar jobs in transportation, manufacturing and public administration. Most of the households own their own homes and are nearly twice as likely to live in mobile homes than the national average.

Lifestyles

Prime Middle America features a small-town, family-centered lifestyle. Households enjoy leisure activities like playing cards and board games as well as outdoor pursuits such as fishing, biking and swimming at a lake. Many are do-it-yourselfers who load up their SUVs and pickup trucks with home improvement supplies from stores such as Lowe's, Home Depot and True Value Hardware. Their incomes afford them a wide range of mortgages, home equity loans and college savings plans. As consumers, they describe themselves as less interested in new fashions than the latest high-tech gadgets.

Media

When the folks in this cluster put down their hammers and saws, they enjoy a variety of media. Prime Middle America residents like to gather round their large-screen TVs to watch reality shows, sports and cable channels such as MTV, FX, Discovery and Country Music Television. They're traditionalists who enjoy reading established magazines such as Woman's World, Field & Stream and Parents. The radio soundtrack usually playing features a mix of country music, classic rock and contemporary hits. The Internet has expanded the entertainment and convenience choices for residents of small towns, and Prime Middle America households are no exception. They like to go online to play games, do their banking and participate in auctions for antiques and collectibles.

Group C: Small-town Contentment

Segment C04: Family Convenience

Sprawling families living in remote towns and military bases containing dual-income couples working at skilled blue-collar jobs in manufacturing and construction as well as in the military

Demographics

Family Convenience is a collection of sprawling families living in remote towns and military bases primarily in the Midwest and Northern Plains. Most of the households contain dual-income couples working at skilled blue-collar jobs in manufacturing and construction as well as in the military. Service families are six times as likely to live here than the general population. Despite moderate educations, the adults in this segment earn upper-middleclass incomes and have a high rate of home ownership. The vast majority own new single-family homes and have SUVs and pickup trucks in the driveway. With an above-average length of residence, many have achieved a secure lifestyle with room for the kids to grow.

Lifestyles

Life today in Family Convenience looks a lot like it did a half-century ago. Residents enjoy spending their leisure time swimming, fishing, hunting and camping. They are active in their community and belong to civic clubs and parent/teacher associations. To feed their big families, they spend their grocery money on easy-to-prepare foods like toaster pastries, lunch kits, frozen pizza and refrigerated biscuits. Discount department stores like Wal-Mart, Sam's Club and Big Lots are frequent destinations for clothing and housewares. When they take a vacation, parents are content to pile the kids into their domestic SUVs and head to a theme park or campground near a lake or beach. Financially risk-averse, they make a stronger market for insurance rather than investment products.

Media

The members of Family Convenience have traditional media tastes. They like to watch classic sitcoms on TV Land, family-friendly fare on the Disney Channel and cartoons on Nickelodeon. Many listen to radio every day, tuning in country, classic rock and adult contemporary stations. They prefer magazines that cater to their interests in the home, hunting, motor sports and entertainment. When they go online, they seek out websites that follow their leisure interests frequenting sites such as NASCAR.com, Disney.com and eBay.com all at high rates. Although their small towns may have few movie theaters, residents are avid movie goers with their favorite genre being family movies which is not surprising for this Mosaic.

Group F: Metro Fringe

Segment F01: Steadfast Conservatives

Home to high-school educated mature singles and couples living in middle-class urban bluecollar neighborhoods

Demographics

A quietly aging cluster, Steadfast Conservatives is home to mature singles and couples living in midscale urban neighborhoods. Households tend to be white, high school-educated and middle class. Many have begun to empty nest or are already filled with couples and singles aged 65 years or older. The seniority of many residents does have benefits in the workplace. They earn middle class incomes from skilled jobs in manufacturing, retail and health care. Their incomes go far, allowing residents to own older homes and multiple cars and trucks at higher than average rates.

Lifestyles

The residents of Steadfast Conservatives live up to their old fashioned reputation. They think the stock market is too risky, computers and the Internet too confusing and take preventive medicine before any sign of illness. They even regard aerobic exercise as too strenuous, preferring to spend their leisure time fishing, gardening, antiques or doing needlework or woodworking. For their social life, they attend activities sponsored by fraternal orders, veterans clubs and church groups. As consumers, they're likely to be brand loyal when they shop at favorite stores like J.C. Penney for clothes, Dick's Sporting Goods for outdoor gear and Jo-Ann for needlecrafts. With their middle-class incomes, they make a strong automotive market, especially for American-made pickup trucks and mid-sized sedans. To further protect their established lifestyles, they buy a variety of insurance products— covering health, life, car and home—though primarily low-value policies.

Media

Households in Steadfast Conservatives are fans of traditional media, including print, TV and radio. They like to get their news from a daily paper or the nightly newscasts on network TV. They consider television as a primary source of entertainment in their lives, and they have high rates for watching sitcoms, reality shows, daytime soaps and religious programs. They enjoy reading magazines that appeal to their do-it-yourself sensibilities including popular titles as Family Handyman, Better Homes & Gardens and Country Living. Their radio tastes include a mix of big band, classic rock, country and golden oldies. These households are mostly unenthusiastic about the Internet, but when online they engage in chat forums and visit NASCAR.com.

Group F: Metro Fringe

Segment F02: Moderate Conventionalists

Highly mobile, middle-class singles and childless couples living in modest homes, semidetached houses and apartments scattered throughout second-tier cities

Demographics

With many key demographic measures close to the national average—including age, income and education— members of Moderate Conventionalists epitomize average Americans. Scattered throughout second-tier cities in the Midwest and West Coast, these singles and couples tend to live in modest homes, semi-detached houses and apartments. Most have completed high school or some college and parlayed well-paying blue-collar and white-collar jobs into middle-class status. These predominantly childless households have low rates of homeownership and above-average rates of mobility. Moving vans are a frequent sight in this cluster, as young singles move into their first apartments and empty-nesting couples leave their homes for smaller retirement rentals.

Lifestyles

Members of Moderate Conventionalists lead active social lives. With the majority of residents unattached, these areas present an active social scene. Their favorite activities include dancing, bar hopping, bowling and playing pool. They're avid exercise buffs who like to play softball, tennis and volleyball. They travel frequently for business and pleasure, though their destinations are frequently to ocean beaches. They're big consumers for products that help them look their best such as cosmetics, toiletries and athletic gear. With their midscale incomes, these childless households have discretionary cash to spend on clothes and the latest tech gear. However, they can't be too extravagant since many are carrying plenty of debt with education and car loans.

Media

Despite all their socializing, Moderate Conventionalists find time to enjoy a variety of media—from newspapers and TV to movies and the Internet. They like to watch reality shows, sitcoms and evening animation such as "CSI," "King of the Hill," "E.R." and "Malcolm in the Middle." They read a lot of gaming, celebrity and sports magazines, such as Entertainment Weekly, Us, Sports Illustrated and GamePro. This is only a moderate market for radio programming, with country music and contemporary hit radio stations faring the best. Many of the young residents would rather spend their free time on the Internet, downloading games, looking for better jobs, surfing to sports websites and participating in chat forums.

Group H: Aspiring Contemporaries

Segment H03: Stable Careers

Young and ethnically diverse singles residing in low- and high-rise apartment buildings and living comfortable lifestyles in big-city metropolitan areas

Demographics

Stable Careers is a collection of young and ethnically diverse singles living in big-city metros as Los Angeles, CA, Philadelphia, PA and Miami, FL. A quarter of the households are of Hispanic and Asian and are slightly less affluent than others dominated by Generation Y residents. More than half of households have gone to college and most have landed white-collar jobs in retail, health services and professional offices. Without the financial responsibilities of children, these singles and couples stretch their incomes into comfortable lifestyles. Most of the households live in relatively new apartments—in both low- and high-rise buildings—and pay above-average rents for the in-town real estate.

Lifestyles

The households in Stable Careers enjoy urbane lifestyles. They take advantage of their urban settings to go to bars, restaurants, concerts and comedy clubs. These young singles are body conscious and spend a fair portion of their free time jogging, lifting weights and doing aerobic exercises at nearby health clubs. Often on the go, they rarely set foot inside banks, preferring ATM machines to pick up cash for shopping trips to stores like Target, Old Navy, Gap and Best Buy. Although they're drawn to the clearance racks when shopping for clothes, they're willing to spend extra money for electronic devices such as MP3 players, digital cameras and laptop computers. In Stable Careers, these budget-conscious consumers enjoy traveling as often as they can, but their trips are typically to U.S. cities and staying with friends and family.

Media

The media tastes skew young in Stable Careers. The households make a strong market for a variety of network TV offerings including reality shows, sitcoms, music and late-night programs, including TV shows such as "Saturday Night Live," "American Idol" and "Fear Factor." Most residents prefer compact cars, but they make a point of having high-end radios to play alternative rock, urban contemporary and contemporary hit music. Their taste in magazines reflects their pop sensibilities, with favorite publications such as Rolling Stone, Vanity Fair and Entertainment Weekly. As early tech adopters, the members of Stable Careers are computer literate, and they go online frequently to search for jobs, chat, download music and check out the local personal ads.

Group K: Urban Essence

Segment K04: Urban Diversity

Young and mobile multi-ethnic singles and single-parent families living in inter-city neighborhoods in a mix of rowhouses and high-rise apartment buildings

Demographics

With nearly half of households containing minorities, Urban Diversity is known as a transient world of young, multi-ethnic singles and single-parent families. In these inter-city neighborhoods, residents struggle against challenging economics in a mix of rowhouses and high-rise apartment buildings. Most adults have completed high school or some college, with many working at entry-level jobs in retail, health care and food services. With a high unemployment rate, the median income is a third below the general population, and sometimes it's a stretch for households to make the rent for their less-than-lavish apartments that nevertheless cost more than the U.S. average. Young and mobile, a disproportionate number have lived in their units less than a year and mostly alone.

Lifestyles

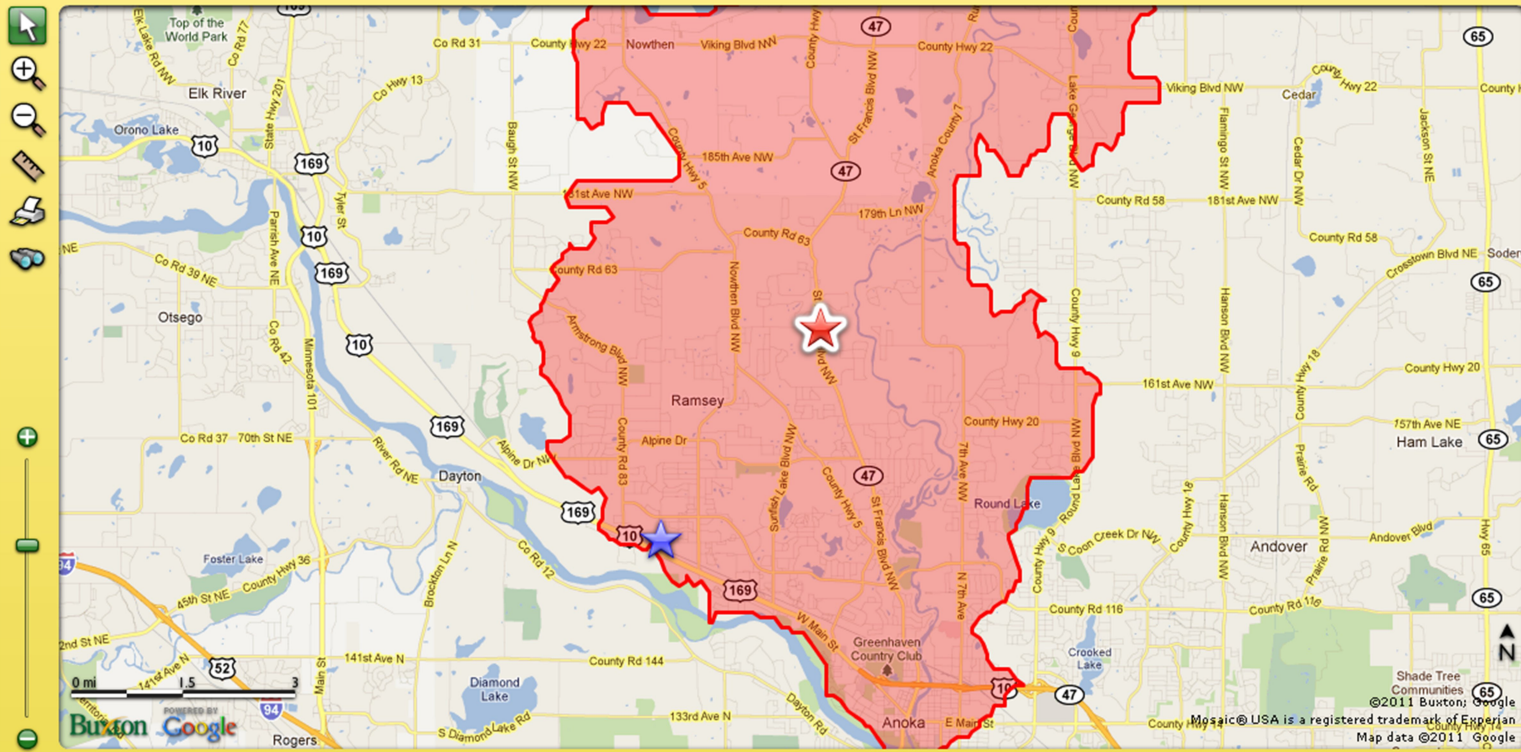
Modest incomes haven't kept the young members of Urban Diversity from leading vibrant lifestyles. They have high rates for going to nightclubs, theme parks, comedy clubs and bowling alleys. They enjoy an impressive number of athletic activities, from soccer and basketball to weight lifting and jogging. Residents describe themselves as the first among their friends to try a new store and fashion, but they also frequent retail chains like Old Navy, Marshalls and Mervyn's. With a third of households having children, this is a strong market for kids' products including toys, books, dolls, board games and easy-to-prepare foods such as lunch kits and frozen pizza. They buy consumer electronics for themselves and their kids, including video game devices, MP3 players and digital cameras. They claim they're not good at saving money, but prefer the safety of short-term CDs versus stocks or other investments.

Media

The households of Urban Diversity are omnivorous media fans. They describe themselves as TV addicts, radio lovers, regular movie-goers and Internet surfers. Television is still their entertainment source of choice, and they watch sitcoms, reality shows, evening animation and late-night talk shows all at high rates. On their radios, they gravitate to talk stations, Spanish programming and urban contemporary music. Residents alternate between reading ethnic-targeted magazines and mainstream titles covering music, parenting and popular culture. They pick up a daily newspaper for job and TV listings. These young households typically go online each day for a variety of activities, from finding sports scores and job openings to listening to streaming radio and trying their luck at gambling sites.

BUXTON UPDATE – SITES 1 AND 2

The screenshot displays a web-based mapping application interface. At the top left, the text "No Site Selected" is visible. The top right corner features the logo for "City of RAMSEY THE COR". The main map area shows a geographic region including Buxton, Minnesota, with various roads and landmarks. Two sites are marked: Site 1 (red star) and Site 2 (blue star). A legend on the right side, titled "Psychographic Site Analysis", lists the following items: "Sites", "Site1" (with a red star icon), "Site1 -12 Minute Drive" (with a blue star icon), "Site2" (with a blue star icon), and "Site2 -12 Minute Drive" (with a red star icon). The bottom of the interface includes a navigation bar with buttons for "Sites", "Files", "Saved Maps", "Resource Links", and "Geocoder". On the right side of the bottom bar, there is an "Overlay Transparency" slider, a "Map View" dropdown menu, and a "Mosaic@ Guide" link. The bottom right corner of the map area contains copyright information: "©2011 Buxton; Google Maps. Mosaic@ USA is a registered trademark of Experian Map data ©2011 Google".



Psychographic Site Analysis

- Sites
- Site1
- Site1 -12 Minute Drive
- Site2
- Site2 -12 Minute Drive

Misc. Map Features
Demographics

Ramsey, MN
Retail Match List
St Hwy 47 & 167th Ave



These retailers are good matches.

Retailer	Distance	Address	City	State
A&W DRIVE-IN	14.1	16777 MARKETPLACE DR	BIG LAKE	MN
ABERCROMBIE & FITCH	12.5	12415 ELM CREEK BLVD	MAPLE GROVE	MN
ALDI INC	5.6	3410 NORTHDALE BLVD	COON RAPIDS	MN
AMC THEATERS	10.8	10051 WOODCREST DR NW	COON RAPIDS	MN
AMF BOWLING CTR	14.9	6440 JAMES CIR N	BROOKLYN CENTER	MN
ANN TAYLOR	12.5	12265 ELM CREEK BLVD	MAPLE GROVE	MN
ARBY'S ROAST BEEF	6.2	3385 124TH AVE NW	COON RAPIDS	MN
ASHLEY FURNITURE HOMESTORE	12.2	6497 LABEAUX AVE	ALBERTVILLE	MN
BANANA REPUBLIC	12.2	6415 LABEAUX AVE	ALBERTVILLE	MN
BARNES AND NOBLE	12.0	8040 WEDGEWOOD LANE	MAPLE GROVE	MN
BASKIN-ROBBINS ICE CREAM	NONE KNOWN TO BE IN AREA			
BATH & BODY WORKS INC	12.2	6415 LABEAUX AVE	ALBERTVILLE	MN
BIG APPLE BAGELS	21.0	508 S LAKE ST	FOREST LAKE	MN
BIG BOY	NONE KNOWN TO BE IN AREA			
BIG O TIRES	NONE KNOWN TO BE IN AREA			
BLIMPIE SUBS & SALADS	19.8	788 CLEVELAND AVE SW	NEW BRIGHTON	MN
BOOKS A MILLION	NONE KNOWN TO BE IN AREA			
BREADEAUX PIZZA	NONE KNOWN TO BE IN AREA			
BRUEGGER'S BAGEL BAKERY	10.2	12525 ULYSSES ST	BLAINE	MN
BUILD A BEAR	21.0	12567 WAYZATA BLVD	MINNETONKA	MN
BURGER KING	3.6	7205 HWY 10 N	RAMSEY	MN
CACHE	21.0	12321 WAYZATA BLVD	MINNETONKA	MN
CAMPBOWWOW	18.9	2067 E CENTER CIR	PLYMOUTH	MN
CARIBOU COFFEE CO	3.5	14050 ST FRANCIS BLVD	RAMSEY	MN
CARVEL	NONE KNOWN TO BE IN AREA			
CATHERINES STORES CORP	12.2	6415 LABEAUX AVE NE	ALBERTVILLE	MN
CHAMPS SPORTS	12.8	209 NORTHTOWN DR NE	BLAINE	MN
CHICO'S	12.5	7817 MAIN ST N	MAPLE GROVE	MN
CHILI'S GRILL & BAR	11.5	1430 109TH AVE NE	BLAINE	MN
CHIPOTLE MEXICAN GRILL	5.9	3455 RIVER RAPIDS DR NW	COON RAPIDS	MN
CHUCK E CHEESE PIZZA	12.2	8943 UNIVERSITY AVE NE	BLAINE	MN
COLD STONE CREAMERY	5.9	3461 RIVER RAPIDS DR	COON RAPIDS	MN
COST PLUS WORLD MARKET	NONE KNOWN TO BE IN AREA			
COUNTRY KITCHEN RESTAURANT	16.8	7849 42ND AVE N	NEW HOPE	MN
COUSINS SUBS	3.7	6401 W HWY 10	RAMSEY	MN
CRABTREE & EVELYN	30.2	270 W MARKET	BLOOMINGTON	MN
CRACKER BARREL	40.0	17189 KENYON AVE	LAKEVILLE	MN
CRATE & BARREL	27.8	3503 GALLERIA	EDINA	MN
CUB FOODS	5.5	12900 RIVERDALE DR	COON RAPIDS	MN
CULVER'S	4.5	800 W MAIN ST	ANOKA	MN
CURVES	6.2	646 E RIVER RD	ANOKA	MN
CVS PHARMACY	4.7	3633 BUNKER LAKE BLVD	ANDOVER	MN
DAIRY QUEEN	4.8	3511 ROUND LAKE BLVD NW	ANOKA	MN
DAVID'S BRIDAL INC	12.4	12965 ELM CREEK BLVD	MAPLE GROVE	MN
DENNY'S RESTAURANT	5.4	3565 NORTHDALE BLVD	COON RAPIDS	MN
DOLLAR TREE	5.9	2288 BUNKER LAKE BLVD	ANDOVER	MN
DOTS INC	12.6	7601 W BROADWAY AVE	BROOKLYN PARK	MN
DUNKIN DONUTS	NONE KNOWN TO BE IN AREA			
ETHAN ALLEN GALLERIES	12.5	11751 FOUNTAINS WAY N	MAPLE GROVE	MN

Distance is the straight-line mileage from your site to nearest existing retailer location.



9/20/2011

Retailers with locations greater than fifty miles from this site are shown "None known to be in area."

Ramsey, MN
Retail Match List
St Hwy 47 & 167th Ave



Retailer	Distance	Address	City	State
FAMILY CHRISTIAN BOOK STORE	NONE KNOWN TO BE IN AREA			
FAMOUS DAVE'S	6.3	3211 NORTHDALE BLVD	COON RAPIDS	MN
FAZOLI'S	NONE KNOWN TO BE IN AREA			
FIGAROS ITALIAN KITCHEN	NONE KNOWN TO BE IN AREA			
FIVE GUYS	12.5	7814 MAIN ST N	MAPLE GROVE	MN
FOOTACTION U S A	30.3	102 EAST BROADWAY	BLOOMINGTON	MN
FOSSIL CO STORE	12.2	6500 LABEAUX AVE NE	ALBERTVILLE	MN
FOX'S PIZZA DEN	NONE KNOWN TO BE IN AREA			
GLIK'S DEPARTMENT STORE	NONE KNOWN TO BE IN AREA			
GLORIA JEAN'S GOURMET COFFEES	NONE KNOWN TO BE IN AREA			
GODFATHER'S PIZZA	6.5	12490 CHAMPLIN DR	CHAMPLIN	MN
GOLF U S A	29.2	8427 JOINER WAY	EDEN PRAIRIE	MN
GREAT HARVEST BREAD CO	23.3	17416 MINNETONKA BLVD	MINNETONKA	MN
GUESS RETAIL INC	30.3	260 SOUTH AVE	MINNEAPOLIS	MN
HOBBY LOBBY	NONE KNOWN TO BE IN AREA			
HOBBYTOWN USA	12.8	7632 BROOKLYN BLVD	BROOKLYN PARK	MN
HOOTERS	30.2	402 E BROADWAY	BLOOMINGTON	MN
HOT TOPIC	12.5	12455 ELM CREEK BLVD	MAPLE GROVE	MN
HY-VEE FOOD STORES INC	NONE KNOWN TO BE IN AREA			
IHOP	5.8	12792 RIVERDALE BLVD NW	COON RAPIDS	MN
J JILL THE STORE	12.5	12233 ELM CREEK BLVD	MAPLE GROVE	MN
JERSEY MIKE'S SUBMARINES	20.2	2704 HWY 88	ST ANTHONY VILLAGE	MN
JIMMY JOHN'S	3.5	14050 ST FRANCIS BLVD	RAMSEY	MN
JOSEPH A BANK CLOTHIERS	12.5	12215 ELM CREEK BLVD	MAPLE GROVE	MN
JOURNEYS	12.2	6415 LABEAUX AVE NE	ALBERTVILLE	MN
KFC	4.6	711 W MAIN ST	ANOKA	MN
KIRKLAND'S	12.5	12153 ELM CREEK BLVD	MAPLE GROVE	MN
LA Z BOY	NONE KNOWN TO BE IN AREA			
LENNY'S SUB SHOP	NONE KNOWN TO BE IN AREA			
LENS CRAFTERS INC	12.5	12131 ELM CREEK BLVD	MAPLE GROVE	MN
LITTLE CAESAR'S PIZZA	4.3	1100 W HWY 10	ANOKA	MN
LONE STAR STEAKHOUSE & SALOON	NONE KNOWN TO BE IN AREA			
LONGHORN STEAKHOUSE	NONE KNOWN TO BE IN AREA			
MAGGIE MOOS	33.1	9000 HUDSON RD	WOODBURY	MN
MARBLE SLAB CREAMERY	NONE KNOWN TO BE IN AREA			
MARCO'S PIZZA	NONE KNOWN TO BE IN AREA			
MARSHALLS	12.6	467 87TH LN NE	BLAINE	MN
MC DONALD'S	4.6	720 W MAIN ST	ANOKA	MN
MEDICINE SHOPPE	30.5	750 MAIN ST	MENDOTA HEIGHTS	MN
MERLE NORMAN COSMETICS	22.3	2100 SNELLING AVE N	ROSEVILLE	MN
MILIOS SANDWICHES	23.2	2620 E FRANKLIN AVE	MINNEAPOLIS	MN
MOES SOUTHWEST GRILL	NONE KNOWN TO BE IN AREA			
NAPA AUTO PARTS	6.2	733 E RIVER RD	ANOKA	MN
NEW YORK & CO	12.2	6415 LABEAUX AVE	ALBERTVILLE	MN
NICK-N-WILLY'S	32.2	3806 W OLD SHAKOPEE RD	BLOOMINGTON	MN
O'CHARLEY'S	NONE KNOWN TO BE IN AREA			
OLIVE GARDEN	11.8	150 COON RAPIDS BLVD	COON RAPIDS	MN
OUTBACK STEAKHOUSE	12.1	8880 SPRINGBROOK DR	COON RAPIDS	MN
PACIFIC SUNWEAR	12.3	6415 LA BEAUX AVE NE	ALBERTVILLE	MN
PAPA JOHN'S PIZZA	5.3	13055 RIVERDALE DR NW	COON RAPIDS	MN
PAPA MURPHY'S	7.7	19112 FREEPORT ST NW	ELK RIVER	MN
PENDLETON SHOPPE	27.8	3595 GALLERIA	EDINA	MN
PIZZA FACTORY	NONE KNOWN TO BE IN AREA			

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PIZZA RANCH	18.8	1220 HWY 25 S	MONTICELLO	MN
PLAY IT AGAIN SPORTS	7.7	19268 EVANS ST	ELK RIVER	MN
PLAY N TRADE	NONE KNOWN TO BE IN AREA			
POTTERY BARN	12.5	12225 ELM CREEK BLVD	MAPLE GROVE	MN
POWERHOUSE GYM	NONE KNOWN TO BE IN AREA			
PUMP IT UP	9.3	13941 LINCOLN ST NE	HAM LAKE	MN
QDOBA MEXICAN GRILL	12.5	12107 ELM CREEK BLVD	MAPLE GROVE	MN
QUIZNO	13.7	7610 UNIVERSITY AVE NE	MINNEAPOLIS	MN
RED ROBIN	18.4	2669 CAMPUS DR	PLYMOUTH	MN
REGAL CINEMAS	15.3	6420 CAMDEN AVE N	MINNEAPOLIS	MN
ROMANO'S MACARONI GRILL	20.9	11390 WAYZATA BLVD	MINNETONKA	MN
RUE 21	12.2	6415 LABEAUX AVE NE	ALBERTVILLE	MN
SAM'S WHOLESALE CLUB	10.9	16701 94TH AVE N	MAPLE GROVE	MN
SBARRO ITALIAN EATERY	22.0	1595 W HWY 36	ROSEVILLE	MN
SCHLOTZSKY'S DELI	27.4	3425 W 66TH ST	EDINA	MN
SPORT CLIPS	6.1	3540 MAIN ST NW	COON RAPIDS	MN
SPORTSMANS WAREHOUSE	NONE KNOWN TO BE IN AREA			
STAPLES THE OFFICE SUPERSTORE	20.9	11500 WAYZATA BLVD	MINNETONKA	MN
STARBUCKS	6.2	2000 BONKER LAKE BLVD NW	ANDOVER	MN
STEAK N SHAKE	NONE KNOWN TO BE IN AREA			
STRIDE RITE	27.5	2915 SOUTHDALE CENTER	EDINA	MN
T J MAXX	12.5	8081 BROOKLYN BLVD	BROOKLYN PARK	MN
TACO BELL	7.7	19131 FREEPORT AVE	ELK RIVER	MN
TACO DEL MAR	NONE KNOWN TO BE IN AREA			
THE CHILDREN'S PLACE	12.5	12157 ELM CREEK BLVD	MAPLE GROVE	MN
TUESDAY MORNING INC	19.9	10100 6TH AVE N	PLYMOUTH	MN
TUMBLEWEED SOUTHWEST MESQUITE	NONE KNOWN TO BE IN AREA			
UNO RESTAURANTS INC	NONE KNOWN TO BE IN AREA			
VICTORIA'S SECRET	12.3	UNIVERSITY AVE N & HWY 10	BLAINE	MN
WALGREENS	4.8	3605 ROUND LAKE BLVD	ANOKA	MN
WENDY'S	3.5	480 BUNKER LAKE BLVD NW	ANOKA	MN
WETZEL'S PRETZELS	NONE KNOWN TO BE IN AREA			
WHITE CASTLE RESTAURANT	6.2	3465 124TH AVE NW	COON RAPIDS	MN
WHITE HOUSE / BLACK MARKET	12.5	12277 ELM CREEK BLVD	MAPLE GROVE	MN
WILD BIRD CTR	43.4	103 DIVISION ST	WAITE PARK	MN
WILD BIRDS UNLIMITED	20.8	11210 WAYZATA BLVD	MINNETONKA	MN
WILLIAMS-SONOMA STORES INC	12.5	12229 ELM CREEK BLVD	MAPLE GROVE	MN
WINE STYLES	16.8	314 CLYDESDALE TRAIL	MEDINA	MN
WINGS TO GO	NONE KNOWN TO BE IN AREA			
ZUMIEZ	12.2	6500 LABEAUX AVE NE	ALBERTVILLE	MN

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These retailers match well but their existing locations are in close proximity of your site.

Retailer	Distance	Address	City	State
ACE HARDWARE	4.7	13735 ROUND LAKE BLVD NW	ANDOVER	MN
AEROPOSTALE INC	5.8	12768 RIVERDALE BLVD	COON RAPIDS	MN
AMERICAN EAGLE OUTFITTERS	5.8	12768 RIVERDALE BLVD NW	COON RAPIDS	MN
BATTERIES PLUS	6.5	2740 MAIN ST NW	COON RAPIDS	MN
BED BATH & BEYOND	5.8	12773 RIVERDALE BLVD	COON RAPIDS	MN
BEST BUY	5.9	12633 RIVERDALE BLVD NW	COON RAPIDS	MN
BUFFALO WILD WINGS	6.0	3395 RIVER RAPIDS DR	COON RAPIDS	MN
CARTRIDGE WORLD	5.9	12667 RIVERDALE BLVD	COON RAPIDS	MN
CHRISTOPHER & BANKS INC	5.8	12771 RIVERDALE BLVD NW	COON RAPIDS	MN
CLAIRE'S BOUTIQUE	5.8	12786 RIVERDALE BLVD	COON RAPIDS	MN
COSTCO	6.1	12547 RIVERDALE BLVD	COON RAPIDS	MN
DEB SHOP	5.9	12646 RIVERDALE BLVD	COON RAPIDS	MN
DICK'S SPORTING GOODS	5.9	12661 RIVERDALE BLVD	COON RAPIDS	MN
DISCOUNT TIRE CENTER	5.5	12921 RIVERDALE DR NW	COON RAPIDS	MN
DOMINO'S PIZZA	0.2	6014 167TH AVE NW	RAMSEY	MN
DRESS BARN	5.8	12761 RIVERDALE BLVD NW	COON RAPIDS	MN
FAMOUS FOOTWEAR	5.8	12761 RIVERDALE BLVD NW	COON RAPIDS	MN
FASHION BUG	5.5	12960 RIVERDALE DR	COON RAPIDS	MN
GREAT CLIPS	3.5	14050 ST FRANCIS BLVD	RAMSEY	MN
HALLMARK	5.8	12755 RIVERDALE BLVD NW	COON RAPIDS	MN
HOME DEPOT INC	6.1	3550 124TH AVE NW	COON RAPIDS	MN
JO-ANN FABRICS & CRAFTS	5.8	12779 RIVERDALE BLVD NW	COON RAPIDS	MN
KOHL'S DEPARTMENT STORES	5.8	12785 RIVERDALE BLVD NW	COON RAPIDS	MN
LANE BRYANT	5.8	12774 RIVERDALE BLVD NW	COON RAPIDS	MN
LIFETIME FITNESS	7.0	11989 CHAMPLIN DR	CHAMPLIN	MN
MAURICES	5.8	12776 RIVERDALE BLVD	COON RAPIDS	MN
MENARDS	6.3	3045 MAIN ST	COON RAPIDS	MN
MICHAEL'S	6.2	3460 124TH AVE NW	COON RAPIDS	MN
OLD NAVY CLOTHING CO	5.8	12767 RIVERDALE BLVD NW	COON RAPIDS	MN
ONCE UPON A CHILD	4.9	3401 ROUND LAKE BLVD	ANOKA	MN
PANERA BREAD	6.2	12465 RIVERDALE BLVD NW	COON RAPIDS	MN
PAYLESS SHOE SOURCE	5.5	12940 RIVERDALE DR NW	COON RAPIDS	MN
PEARLE VISION	5.8	12771 RIVERDALE BLVD	COON RAPIDS	MN
PEP BOYS	6.2	3325 124TH AVE NW	COON RAPIDS	MN
PERKINS	4.7	601 W MAIN ST	ANOKA	MN
PETSMART	5.9	3589 RIVER RAPIDS DR	COON RAPIDS	MN
SEPHORA	6.1	12550 RIVERDALE BLVD	COON RAPIDS	MN
SHERWIN-WILLIAMS CO	6.1	3564 MAIN ST NW	COON RAPIDS	MN
SPORTS AUTHORITY	6.2	3420 124TH AVE NW	COON RAPIDS	MN
TARGET	6.2	2000 BUNKER LAKE BLVD NW	ANDOVER	MN
TEXAS ROADHOUSE	6.5	2780 MAIN ST NW	COON RAPIDS	MN
TRACTOR SUPPLY CO	6.7	11150 179TH AVE NW	ELK RIVER	MN
TRUE VALUE HARDWARE	6.8	12325 CHAMPLIN DR	CHAMPLIN	MN
ULTA	5.9	3583 RIVER RAPIDS DR	COON RAPIDS	MN
WALMART	5.4	13020 RIVERDALE DR NW	COON RAPIDS	MN
YANKEE CANDLE CO	5.8	12782 RIVERDALE BLVD NW	COON RAPIDS	MN

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A&W DRIVE-IN	Fast food	www.yum.com	2,000-3,500	YES	69%	YES	YES
ABERCROMBIE & FITCH	Apparel - children's, apparel - men's, apparel - women's	www.abercrombie.com	4,000-10,000	NO	0%	YES	YES
ACE HARDWARE	Hardware/home improvement	www.acehardware.com	10,000-20,000	NO	0%	YES	YES
AEROPOSTALE INC	Apparel - men's, apparel - women's	www.aeropostale.com	3,500	NO	0%	YES	YES
ALDI INC	Supermarkets	www.aldifoods.com	10,000-16,600	NO	0%	YES	YES
AMC THEATERS	Movie theaters	www.amctheatres.com	50,000-90,000	NO	0%	YES	YES
AMERICAN EAGLE OUTFITTERS	Apparel - men's, apparel - women's	www.ae.com	2,500-8,500	NO	0%	YES	YES
AMF BOWLING CTR	Amusement/play centers, specialty	www.amf.com	30,000-40,000	NO	0%	YES	YES
ANN TAYLOR	Apparel - women's	www.anntaylor.com	5,000-8,400	NO	0%	YES	YES
ARBY'S ROAST BEEF	Fast food	www.arbys.com	750-3,500	YES	70%	YES	YES
ASHLEY FURNITURE HOMESTORE	Furniture/beds	www.ashleyfurniture.com	55,000	NO	0%	YES	YES
BANANA REPUBLIC	Apparel - children's, apparel - men's, apparel - women's	www.gapinc.com	2,750-35,000	NO	0%	YES	YES
BARNES AND NOBLE	Book stores	www.barnesandnobleinc.com	2,800-67,500	NO	0%	YES	YES
BASKIN-ROBBINS ICE CREAM	Candy/ice cream/yogurt	www.dunkinbrands.com	1,500-2,200	YES	100%	YES	YES
BATH & BODY WORKS INC	Cosmetics/body care/fragrance	www.bathandbodyworks.com	1,700-8,000	NO	0%	YES	YES
BATTERIES PLUS	Computers/software, electronics, specialty	www.batteriesplus.com	1,200-1,800	YES	96%	YES	YES
BED BATH & BEYOND	Bed and bath linens, home decor/lamps/drapes	www.bedbathandbeyond.com	5,500-85,000	NO	0%	YES	YES
BEST BUY	Computers/software, electronics, major appliances	www.bestbuy.com	5,000-45,000	NO	0%	YES	YES
BIG APPLE BAGELS	Bakeries/bagels/pretzels, coffee bars/juice bars	www.babcorp.com	500-2,000	YES	99%	YES	YES
BIG BOY	Restaurants/bars	www.bigboy.com	5,200	YES	97%	NO	YES
BIG O TIRES	Auto supplies/car care	www.bigotires.com	35,000	YES	100%	NO	YES
BLIMPIE SUBS & SALADS	Fast food	www.kahalacorp.com	250-3,000	YES	75%	YES	YES
BOOKS A MILLION	Book stores	www.booksamillioninc.com	3,000-25,000	NO	0%	NO	YES
BREADEAUX PIZZA	Fast food	www.breadeauxpizza.com	800-2,000	YES	100%	YES	YES
BRUEGGER'S BAGEL BAKERY	Bakeries/bagels/pretzels, fast casual restaurants	www.brueggers.com	1,500-2,100	YES	50%	YES	YES
BUFFALO WILD WINGS	Restaurants/bars	www.buffalowildwings.com	5,000-7,000	YES	65%	YES	YES
BUILD A BEAR	Amusement/play centers, specialty	www.buildabear.com	1,500-3,000	NO	0%	YES	YES
BURGER KING	Fast food	www.bk.com	1,900-4,000	YES	86%	YES	YES
CACHE	Apparel - women's	www.cache.com	1,800-2,000	NO	0%	YES	YES
CAMPBOWWOW	Pets/animal supplies	www.campbowwowusa.com	7,500-10,000	NO	0%	YES	YES
CARIBOU COFFEE CO	Coffee bars/juice bars	www.cariboucoffee.com	1,600	YES	18%	YES	YES
CARTRIDGE WORLD	Specialty	www.cartridgeworld.com	800-1,400	YES	100%	YES	YES
CARVEL	Bakeries/bagels/pretzels, candy/ice cream/yogurt	www.focusbrands.com	500-3,000	YES	66%	YES	YES
CATHERINES STORES CORP	Apparel - women's	www.charmingshoppes.com	3,000-7,000	NO	0%	YES	YES
CHAMPS SPORTS	Shoes, sporting goods/athletic wear	www.footlocker-inc.com	2,000-5,000	NO	0%	YES	YES
CHICO'S	Accessories, apparel - women's	www.chicos.com	1,500-4,000	YES	1%	YES	YES
CHILI'S GRILL & BAR	Fast casual restaurants, restaurants/bars	www.brinker.com	5,000-16,000	YES	27%	YES	YES
CHIPOTLE MEXICAN GRILL	Fast casual restaurants	www.chipotle.com	1,200-2,800	NO	0%	YES	YES
CHRISTOPHER & BANKS INC	Apparel - women's	www.christopherandbanks.com	3,000-3,600	NO	0%	YES	YES
CHUCK E CHEESE PIZZA	Restaurants/bars, amusement/play centers	www.chuckecheese.com	12,000-18,000	YES	9%	YES	YES

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CLAIRE'S BOUTIQUE	Accessories	www.clairstores.com	1,000-1,200	YES	5%	YES	YES
COLD STONE CREAMERY	Candy/ice cream/yogurt	www.kahalacorp.com	250-3,000	YES	75%	YES	YES
COST PLUS WORLD MARKET	China/glassware, furniture/beds, home decor/lamps/drapes	www.worldmarket.com	18,300	NO	0%	YES	YES
COSTCO	Furniture/beds, warehouses/wholesale clubs	www.costco.com	70,000-205,000	NO	0%	YES	YES
COUNTRY KITCHEN RESTAURANT	Restaurants/bars	www.countrykitchenrestaurants.com	4,500	YES	84%	YES	NO
COUSINS SUBS	Fast food	www.cousinssubs.com	1,400-2,000	YES	91%	YES	YES
CRABTREE & EVELYN	Cosmetics/body care/fragrance	www.crabtree-evelyn.com	700-900	NO	0%	YES	YES
CRACKER BARREL	Restaurants/bars	www.crackerbarrel.com	9,900	NO	0%	YES	YES
CRATE & BARREL	China/glassware, cutlery/kitchenware, furniture/beds, home decor/lamps/drapes	www.createandbarrel.com	6,000-40,000	NO	0%	YES	YES
CUB FOODS	Beer/wine/liquor, supermarkets	0	65,000	YES	33%	YES	YES
CULVER'S	Candy/ice cream/yogurt, fast casual restaurants	www.culvers.com	4,000	YES	98%	YES	YES
CURVES	Health clubs/gyms	www.curvesforwomen.com	1,000-1,500	YES	100%	YES	YES
CVS PHARMACY	Drug stores	www.cvs.com	10,880-19,000	NO	0%	YES	YES
DAIRY QUEEN	Candy/ice cream/yogurt, fast food	www.idq.com	500-1,200	YES	99%	YES	YES
DAVID'S BRIDAL INC	Bridal/formal wear	www.davidsbridal.com	10,650	NO	0%	YES	YES
DEB SHOP	Apparel - men's, apparel - women's	www.debshops.com	7,500	NO	0%	YES	YES
DENNY'S RESTAURANT	Fast food, restaurants/bars	www.dennys.com	3,200-4,750	YES	77%	YES	NO
DICK'S SPORTING GOODS	Sporting goods/athletic wear	www.dickssportinggoods.com	50,000-60,000	NO	0%	YES	YES
DISCOUNT TIRE CENTER	Auto supplies/car care	www.tires.com	5,000-10,000	NO	0%	YES	YES
DOLLAR TREE	Dollar/variety stores	www.dollartree.com	9,000-15,000	NO	0%	YES	YES
DOMINO'S PIZZA	Fast food	www.dominos.com	1,000-1,300	YES	89%	YES	YES
DOTS INC	Apparel - women's	www.dots.com	4,000-5,000	NO	0%	YES	YES
DRESS BARN	Apparel - women's	www.dressbarn.com	4,000-8,000	NO	0%	YES	YES
DUNKIN DONUTS	Bakeries/bagels/pretzels	www.dunkinbrands.com	1,500-2,200	YES	100%	YES	YES
ETHAN ALLEN GALLERIES	Furniture/beds	www.ethanallen.com	6,000-35,000	YES	48%	YES	YES
FAMILY CHRISTIAN BOOK STORE	Specialty	www.familychristian.com	5,000-6,000	NO	0%	NO	YES
FAMOUS DAVE'S	Restaurants/bars	www.famousdaves.com	6,000-10,500	YES	72%	YES	YES
FAMOUS FOOTWEAR	Shoes	www.famousfootwear.com	6,000-8,000	NO	0%	YES	YES
FASHION BUG	Apparel - women's	www.charmingshoppe.com	3,000-7,000	NO	0%	YES	YES
FAZOLI'S	Fast casual restaurants	www.fazolis.com	3,500	YES	64%	YES	YES
FIGAROS ITALIAN KITCHEN	Fast food	www.figaros.com	1,000-1,500	YES	100%	YES	YES
FIVE GUYS	Restaurants/bars	www.fiveguys.com	2,000-3,000	YES	100%	YES	NO
FOOTACTION U S A	Shoes, sporting goods/athletic wear	www.footlocker-inc.com	2,000-5,000	NO	0%	YES	YES
FOSSIL CO STORE	Accessories, apparel - men's, apparel - women's, fine jewelry/watches	www.fossil.com	1,600-5,000	NO	0%	YES	YES
FOX'S PIZZA DEN	Fast food	www.foxspizza.com	800-1,800	YES	100%	NO	YES
GLIK'S DEPARTMENT STORE	Apparel - men's, apparel - women's, shoes	www.gliks.com	4,000-15,000	NO	0%	YES	NO
GLORIA JEAN'S GOURMET COFFEES	Coffee bars/juice bars	www.gloriajeans.com	750-2,500	YES	100%	NO	YES
GODFATHER'S PIZZA	Fast food	www.godfathers.com	3,600-4,000	YES	84%	YES	YES
GOLF U S A	Sporting goods/athletic wear	www.golfusa.com	2,500-7,000	YES	98%	YES	YES
GREAT CLIPS	Beauty salons	www.greatclips.com	900-1,200	YES	100%	YES	YES

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GREAT HARVEST BREAD CO	Bakeries/bagels/pretzels	www.greatharvest.com	1,500-2,500	YES	100%	YES	YES
GUESS RETAIL INC	Accessories, apparel - children's, apparel - men's, apparel - women's, off-price/outlet stores	www.guess.com	4,500	NO	0%	YES	YES
HALLMARK	Cards/stationery	www.hallmark.com	3,200-4,500	YES	86%	YES	YES
HOBBY LOBBY	Art supplies/crafts/hobbies	www.hobbylobby.com	23,000-55,000	NO	0%	YES	YES
HOBBYTOWN USA	Art supplies/crafts/hobbies, toys/games/video games	www.hobbytown.com	3,000-7,000	YES	100%	YES	YES
HOME DEPOT INC	Hardware/home improvement	www.homedepot.com	2,400-150,000	NO	0%	YES	YES
HOOTERS	Restaurants/bars	www.hooters.com	4,000-4,500	YES	73%	YES	YES
HOT TOPIC	Accessories, apparel - men's, apparel - women's	www.hottopic.com	1,500-2,500	NO	0%	YES	YES
HY-VEE FOOD STORES INC	Supermarkets, drug stores	www.hy-vee.com	15,000-42,877	NO	0%	YES	YES
IHOP	Restaurants/bars	www.ihop.com	4,020-5,000	YES	95%	YES	YES
J JILL THE STORE	Apparel - women's, shoes	www.thetalbotsinc.com	2,100-10,000	NO	0%	YES	YES
JERSEY MIKE'S SUBMARINES	Fast food	www.jerseymikes.com	1,200-1,400	YES	63%	YES	YES
JIMMY JOHN'S	Fast casual restaurants	www.jimmyjohns.com	900-1,500	YES	97%	YES	YES
JO-ANN FABRICS & CRAFTS	Fabrics, art supplies/crafts/hobbies	www.joann.com	14,000-35,000	NO	0%	YES	YES
JOSEPH A BANK CLOTHIERS	Apparel - men's, off-price/outlet stores	www.josbank.com	4,000-4,500	YES	2%	YES	YES
JOURNEYS	Accessories, apparel - men's, apparel - women's, shoes, off-price/outlet stores	www.genesco.com	150-3,000	NO	0%	YES	YES
KFC	Fast food	www.yum.com	2,000-3,500	YES	69%	YES	YES
KIRKLAND'S	Home decor/lamps/drapes	www.kirklands.com	4,200-5,000	NO	0%	YES	YES
KOHL'S DEPARTMENT STORES	Department stores	www.kohls.com	75,000-133,000	NO	0%	YES	YES
LA Z BOY	Furniture/beds	www.lazboy.com	15,519-20,479	NO	0%	YES	YES
LANE BRYANT	Apparel - women's	www.charmingshoppes.com	3,000-7,000	NO	0%	YES	YES
LENNY'S SUB SHOP	Fast food	www.lennyssubshop.com	10,000-20,000	NO	0%	NO	YES
LENS CRAFTERS INC	Optical/eyewear	www.luxottica.com	150-4,000	NO	0%	YES	YES
LIFETIME FITNESS	Health clubs/gyms	www.lifetimefitness.com	110,000	NO	0%	YES	YES
LITTLE CAESAR'S PIZZA	Fast food	www.littlecaesars.com	1,200-1,600	YES	87%	YES	YES
LONE STAR STEAKHOUSE & SALOON	Restaurants/bars	www.lonestarsteakhouse.com	5,800-16,500	NO	0%	NO	YES
LONGHORN STEAKHOUSE	Restaurants/bars	www.dardenrestaurants.com	5,500-8,600	NO	0%	YES	YES
MAGGIE MOOS	Candy/ice cream/yogurt	www.nexcenbrands.com	400-12,000	YES	60%	YES	YES
MARBLE SLAB CREAMERY	Candy/ice cream/yogurt	www.nexcenbrands.com	400-12,000	YES	60%	YES	YES
MARCO'S PIZZA	Fast food	www.marcos.com	1,200-2,200	YES	67%	NO	YES
MARSHALLS	Apparel - children's, apparel - men's, apparel - women's, home decor/lamps/drapes	www.tjx.com	25,000-65,000	NO	0%	YES	YES
MAURICES	Apparel - women's	www.maurices.com	4,500-5,500	NO	0%	YES	YES
MC DONALD'S	Fast food	www.mcdonalds.com	600-5,500	YES	76%	YES	YES
MEDICINE SHOPPE	Drug stores	www.medshoppe.com	2,000	YES	100%	YES	YES
MENARDS	Hardware/home improvement, wall coverings/paint	www.menards.com	80,000-240,000	NO	0%	YES	YES
MERLE NORMAN COSMETICS	Cosmetics/body care/fragrance	www.merlenorman.com	400-1,000	YES	100%	YES	YES
MICHAEL'S	Art/collectibles/frames, art supplies/crafts/hobbies	www.michaels.com	5,800-18,200	NO	0%	YES	YES
MILIOS SANDWICHES	Fast food	www.milios.com	2,500	NO	0%	YES	YES
MOES SOUTHWEST GRILL	Fast food	www.focusbrands.com	500-3,000	YES	66%	YES	YES
NAPA AUTO PARTS	Auto supplies/car care	www.genpt.com	5,000-7,000	YES	81%	YES	YES

Ramsey, MN
Operational Status of Retailers
St Hwy 47 & 167th Ave



Retailer	Concept	Website	Preferred Square Footage	Franchise?	Percent Franchise	Operating in MN?	Targeting MN for expansion?
NEW YORK & CO	Apparel - women's	www.nyandcompany.com	6,000-8,000	NO	0%	YES	YES
NICK-N-WILLY'S	Fast casual restaurants	www.nicknwillyspizza.com	1,200-1,600	YES	100%	YES	YES
O'CHARLEY'S	Restaurants/bars	www.ocharleys.com	7,000-10,000	YES	5%	NO	YES
OLD NAVY CLOTHING CO	Apparel - children's, apparel - men's, apparel - women's	www.gapinc.com	2,750-35,000	NO	0%	YES	YES
OLIVE GARDEN	Restaurants/bars	www.dardenrestaurants.com	5,500-8,600	NO	0%	YES	YES
ONCE UPON A CHILD	Apparel - children's, musical instruments/supplies, sporting goods/athletic wear, specialty	www.winmarkcorporation.com	2,500-3,500	YES	100%	YES	YES
OUTBACK STEAKHOUSE	Restaurants/bars	www.osirestaurantpartners.com	5,500-7,500	YES	14%	YES	YES
PACIFIC SUNWEAR	Apparel - men's, apparel - women's	www.pacsun.com	3,500-4,500	NO	0%	YES	YES
PANERA BREAD	Bakeries/bagels/pretzels, fast casual restaurants	www.panera.com	4,200-5,000	YES	57%	YES	YES
PAPA JOHN'S PIZZA	Fast food	www.papajohns.com	1,100-1,500	YES	77%	YES	YES
PAPA MURPHY'S	Fast food	www.papamurphys.com	1,200-1,800	YES	98%	YES	YES
PAYLESS SHOE SOURCE	Shoes	www.paylessshoesource.com	3,000	NO	0%	YES	YES
PEARLE VISION	Optical/eyewear	www.luxottica.com	150-4,000	NO	0%	YES	YES
PENDLETON SHOPPE	Apparel - men's, apparel - women's	www.pendleton-usa.com	2,000	NO	0%	YES	YES
PEP BOYS	Auto supplies/car care	www.pepboys.com	20,000	NO	0%	YES	YES
PERKINS	Restaurants/bars	www.perkinsrestaurants.com	4,200-7,100	YES	58%	YES	YES
PETSMART	Pets/animal supplies	www.petSMART.com	19,000-27,000	NO	0%	YES	YES
PIZZA FACTORY	Restaurants/bars	www.pizzafactory.com	200-5,000	YES	100%	NO	YES
PIZZA RANCH	Restaurants/bars	www.pizzaranch.com	4,000-10,000	YES	94%	YES	YES
PLAY IT AGAIN SPORTS	Sporting goods/athletic wear, specialty	www.winmarkcorporation.com	2,500-3,500	YES	100%	YES	YES
PLAY N TRADE	Toys/games/video games	www.playntrade.com	4,000-5,000	NO	0%	YES	YES
POTTERY BARN	Bed and bath linens, china/glassware, cutlery/kitchenware, home decor/lamps/drapes	www.williams-sonomainc.com	1,800-20,000	NO	0%	YES	YES
POWERHOUSE GYM	Health clubs/gyms	www.powerhousegym.com	9,000-12,000	YES	36%	YES	YES
PUMP IT UP	Amusement/play centers	www.pumpitupparty.com	3,500-12,000	YES	72%	YES	YES
QDOBA MEXICAN GRILL	Fast casual restaurants, restaurants/bars	www.qdoba.com	2,000-2,400	YES	84%	YES	YES
QUIZNO	Fast casual restaurants	www.quiznos.com	1,200-1,600	YES	100%	YES	YES
RED ROBIN	Restaurants/bars	www.redrobin.com	6,350	YES	34%	YES	YES
REGAL CINEMAS	Movie theaters	www.regalcinemas.com	60,000-100,000	NO	0%	YES	YES
ROMANO'S MACARONI GRILL	Fast casual restaurants, restaurants/bars	www.brinker.com	5,000-16,000	YES	27%	YES	YES
RUE 21	Apparel - men's, apparel - women's	www.rue21.com	4,000-5,000	NO	0%	YES	YES
SAM'S WHOLESALE CLUB	Warehouses/wholesale clubs	www.samsclub.com	110,000-130,000	NO	0%	YES	YES
SBARRO ITALIAN EATERY	Fast food, restaurants/bars	www.sbarro.com	300-5,000	YES	37%	YES	YES
SCHLOTZSKY'S DELI	Fast casual restaurants	www.schlotzskys.com	2,400-2,800	YES	94%	YES	YES
SEPHORA	Cosmetics/body care/fragrance	www.sephora.com	5,200-5,700	NO	0%	YES	YES
SHERWIN-WILLIAMS CO	Wall coverings/paint	www.sherwinwilliams.com	3,000-6,000	NO	0%	YES	YES
SPORT CLIPS	Beauty salons	www.sportclips.com	1,000-1,400	NO	0%	YES	YES
SPORTS AUTHORITY	Sporting goods/athletic wear	www.theSportsAuthority.com	35,000-85,000	NO	0%	YES	YES
SPORTSMANS WAREHOUSE	Sporting goods/athletic wear	www.sportsmanswarehouse.com	50,000	NO	0%	YES	YES
STAPLES THE OFFICE SUPERSTORE	Computers/software, electronics, office supplies/furniture	www.staples.com	10,000-20,000	NO	0%	YES	YES
STARBUCKS	Coffee bars/juice bars	www.starbucks.com	100-2,000	NO	0%	YES	YES

Ramsey, MN
Operational Status of Retailers
St Hwy 47 & 167th Ave



Retailer	Concept	Website	Preferred Square Footage	Franchise?	Percent Franchise	Operating in MN?	Targeting MN for expansion?
STEAK N SHAKE	Restaurants/bars	www.steaknshake.com	3,800	YES	12%	NO	YES
STRIDE RITE	Shoes	www.strideritecorporation.com	1,000-3,000	NO	0%	YES	YES
T J MAXX	Apparel - children's, apparel - men's, apparel - women's, home decor/lamps/drapes	www.tjx.com	25,000-65,000	NO	0%	YES	YES
TACO BELL	Fast food	www.yum.com	2,000-3,500	YES	69%	YES	YES
TACO DEL MAR	Fast food	www.tacodelmar.com	1,200-1,500	NO	0%	NO	YES
TARGET	Discount stores, supercenters	www.target.com	123,000-174,000	NO	0%	YES	YES
TEXAS ROADHOUSE	Restaurants/bars	www.texasroadhouse.com	6,300-7,100	YES	22%	YES	YES
THE CHILDREN'S PLACE	Apparel - children's, toys/games/video games	www.childrensplace.com	4,000-6,500	NO	0%	YES	YES
TRACTOR SUPPLY CO	Agricultural/farm supplies	www.mytscstore.com	20,000-25,000	NO	0%	YES	YES
TRUE VALUE HARDWARE	Hardware/home improvement	www.truevaluecompany.com	3,500-15,000	NO	0%	YES	YES
TUESDAY MORNING INC	Close-out stores	www.tuesdaymorning.com	8,000-10,000	NO	0%	YES	YES
TUMBLEWEED SOUTHWEST MESQUITE	Restaurants/bars	www.tumbleweedrestaurants.com	5,400	YES	45%	NO	YES
ULTA	Cosmetics/body care/fragrance	www.ulta.com	10,000	NO	0%	YES	YES
UNO RESTAURANTS INC	Restaurants/bars	www.unos.com	5,500-6,000	YES	38%	YES	YES
VICTORIA'S SECRET	Apparel - women's	www.victoriassecret.com	3,900-4,500	NO	0%	YES	YES
WALGREENS	Drug stores	www.walgreens.com	14,560	NO	0%	YES	YES
WALMART	Supermarkets, discount stores, supercenters	www.walmartstores.com	5,000-233,000	NO	0%	YES	YES
WENDY'S	Fast food	www.wendys.com	3,000-6,000	YES	77%	YES	YES
WETZEL'S PRETZELS	Bakeries/bagels/pretzels	www.wetzels.com	500-800	YES	100%	YES	YES
WHITE CASTLE RESTAURANT	Fast food	www.whitecastle.com	2,000-3,000	NO	0%	YES	YES
WHITE HOUSE / BLACK MARKET	Accessories, apparel - women's	www.chicos.com	1,500-4,000	YES	1%	YES	YES
WILD BIRD CTR	Pets/animal supplies	www.wildbird.com	1,500-2,400	YES	5%	YES	YES
WILD BIRDS UNLIMITED	Pets/animal supplies	www.wildbird.com	1,500-2,400	YES	5%	YES	YES
WILLIAMS-SONOMA STORES INC	Bed and bath linens, china/glassware, cutlery/kitchenware, home decor/lamps/drapes	www.williams-sonomainc.com	1,800-20,000	NO	0%	YES	YES
WINE STYLES	Beer/wine/liquor	www.winestyles.net	1,200-2,000	YES	100%	YES	YES
WINGS TO GO	Fast food	www.wingstogo.com	1,200-2,000	YES	100%	NO	YES
YANKEE CANDLE CO	Specialty	www.yankeecandle.com	1,300-2,000	NO	0%	YES	YES
ZUMIEZ	Apparel - men's, apparel - women's, shoes	www.zumiez.com	3,000	NO	0%	YES	YES

Ramsey, MN
Retail Match List
The COR
7550 Sunwood Dr NW



These retailers are good matches.

Retailer	Distance	Address	City	State
A&W DRIVE-IN	13.4	16777 MARKETPLACE DR	BIG LAKE	MN
ACE HARDWARE	5.1	13735 ROUND LAKE BLVD NW	ANDOVER	MN
ANN TAYLOR	9.7	12265 ELM CREEK BLVD	MAPLE GROVE	MN
ASHLEY FURNITURE HOMESTORE	9.9	6497 LABEAUX AVE NE	ALBERTVILLE	MN
BANANA REPUBLIC	9.7	12245 ELM CREEK BLVD	MAPLE GROVE	MN
BASKIN-ROBBINS ICE CREAM	NONE KNOWN TO BE IN AREA			
BIG BOY	NONE KNOWN TO BE IN AREA			
BLIMPIE SUBS & SALADS	19.0	788 CLEVELAND AVE SW	NEW BRIGHTON	MN
BUILD A BEAR	18.2	12567 WAYZATA BLVD	MINNETONKA	MN
CACHE	18.2	12321 WAYZATA BLVD	MINNETONKA	MN
CAMPBOWWOW	16.0	2067 E CENTER CIR	PLYMOUTH	MN
CATHERINES STORES CORP	9.9	6415 LABEAUX AVE NE	ALBERTVILLE	MN
CHICO'S	9.7	7817 MAIN ST N	MAPLE GROVE	MN
CHILI'S GRILL & BAR	11.9	1430 109TH AVE NE	BLAINE	MN
COLD STONE CREAMERY	5.6	3461 RIVER RAPIDS DR	COON RAPIDS	MN
COUNTRY KITCHEN RESTAURANT	14.4	7849 42ND AVE N	NEW HOPE	MN
CURVES	5.0	646 E RIVER RD	ANOKA	MN
DENNY'S RESTAURANT	5.0	13450 ROGERS DR	ROGERS	MN
DUNKIN DONUTS	NONE KNOWN TO BE IN AREA			
FIGAROS ITALIAN KITCHEN	NONE KNOWN TO BE IN AREA			
FIVE GUYS	9.7	7814 MAIN ST N	MAPLE GROVE	MN
FOX'S PIZZA DEN	NONE KNOWN TO BE IN AREA			
FUDDRUCKERS INC	26.4	3801 MINNESOTA DR	BLOOMINGTON	MN
GLIK'S DEPARTMENT STORE	NONE KNOWN TO BE IN AREA			
GODFATHER'S PIZZA	4.8	12490 CHAMPLIN DR	CHAMPLIN	MN
GOLF U S A	26.4	8427 JOINER WAY	EDEN PRAIRIE	MN
GREAT STEAK & POTATO CO	19.9	555 NICOLLET MALL	MINNEAPOLIS	MN
GUESS RETAIL INC	28.3	260 SOUTH AVE	MINNEAPOLIS	MN
HERBERGERS DEPT STORE	12.3	301 NORTH TOWN DR	BLAINE	MN
HOBBY LOBBY	NONE KNOWN TO BE IN AREA			
HOBBYTOWN USA	10.9	7632 BROOKLYN BLVD	BROOKLYN PARK	MN
JERSEY MIKE'S SUBMARINES	19.0	2704 HWY 88	ST ANTHONY VILLAGE	MN
JOSEPH A BANK CLOTHIERS	9.7	12215 ELM CREEK BLVD	MAPLE GROVE	MN
JOURNEYS	9.7	12457 ELM CREEK BLVD	MAPLE GROVE	MN
LA Z BOY	NONE KNOWN TO BE IN AREA			
LENS CRAFTERS INC	9.7	12131 ELM CREEK BLVD	MAPLE GROVE	MN
LONE STAR STEAKHOUSE & SALOON	NONE KNOWN TO BE IN AREA			
LONGHORN STEAKHOUSE	NONE KNOWN TO BE IN AREA			
MARBLE SLAB CREAMERY	NONE KNOWN TO BE IN AREA			
MARSHALLS	9.9	11421 FOUNTAINS DR	MAPLE GROVE	MN
MILIOS SANDWICHES	21.7	2620 E FRANKLIN AVE	MINNEAPOLIS	MN
MOES SOUTHWEST GRILL	NONE KNOWN TO BE IN AREA			
NAPA AUTO PARTS	4.8	21075 S DIAMOND LAKE RD	ROGERS	MN
NEW YORK & CO	9.9	6415 LABEAUX AVE NE	ALBERTVILLE	MN
O'CHARLEY'S	NONE KNOWN TO BE IN AREA			
OLIVE GARDEN	9.6	12520 ELM CREEK BLVD	MAPLE GROVE	MN
PACIFIC SUNWEAR	9.7	12465 ELM CREEK BLVD	MAPLE GROVE	MN
PAPA MURPHY'S	7.6	19112 FREEPORT ST NW	ELK RIVER	MN
PIZZA FACTORY	NONE KNOWN TO BE IN AREA			
PIZZA RANCH	17.1	1220 HWY 25 S	MONTICELLO	MN

Distance is the straight-line mileage from your site to nearest existing retailer location.



9/20/2011

Retailers with locations greater than fifty miles from this site are shown "None known to be in area."

Ramsey, MN
Retail Match List
The COR
7550 Sunwood Dr NW



Retailer	Distance	Address	City	State
PLAY IT AGAIN SPORTS	7.8	19268 EVANS ST	ELK RIVER	MN
PLAY N TRADE	NONE KNOWN TO BE IN AREA			
POTTERY BARN	9.7	12225 ELM CREEK BLVD	MAPLE GROVE	MN
POWERHOUSE GYM	NONE KNOWN TO BE IN AREA			
QUIZNO	12.9	7610 UNIVERSITY AVE NE	MINNEAPOLIS	MN
RED ROBIN	15.5	2669 CAMPUS DR	PLYMOUTH	MN
ROLY POLY	25.5	7733 FLYING CLOUD DR	EDEN PRAIRIE	MN
RUE 21	9.9	6415 LABEAUX AVE NE	ALBERTVILLE	MN
SCHLOTZSKY'S DELI	25.1	3425 W 66TH ST	EDINA	MN
SPORT CLIPS	5.7	3540 MAIN ST NW	COON RAPIDS	MN
STARBUCKS	5.2	21615 S DIAMOND LAKE RD	ROGERS	MN
STRIDE RITE	25.2	2915 SOUTHDALE CENTER	EDINA	MN
T J MAXX	10.3	8081 BROOKLYN BLVD	BROOKLYN PARK	MN
TACO DEL MAR	NONE KNOWN TO BE IN AREA			
THE CHILDREN'S PLACE	9.7	12157 ELM CREEK BLVD	MAPLE GROVE	MN
TRUE VALUE HARDWARE	5.0	12325 CHAMPLIN DR	CHAMPLIN	MN
TUESDAY MORNING INC	17.3	10100 6TH AVE N	PLYMOUTH	MN
UNO RESTAURANTS INC	NONE KNOWN TO BE IN AREA			
WALGREENS	4.0	1911 FERRY ST	ANOKA	MN
WHITE CASTLE RESTAURANT	5.8	3465 124TH AVE NW	COON RAPIDS	MN
WILD BIRDS UNLIMITED	18.0	11210 WAYZATA BLVD	MINNETONKA	MN
WINE STYLES	13.5	314 CLYDESDALE TRAIL	MEDINA	MN
WINGS TO GO	NONE KNOWN TO BE IN AREA			
ZUMIEZ	9.9	6500 LABEAUX AVE NE	ALBERTVILLE	MN

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9/20/2011

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Ramsey, MN
Retail Match List
The COR
7550 Sunwood Dr NW



These retailers match well but their existing locations are in close proximity of your site.

Retailer	Distance	Address	City	State
AEROPOSTALE INC	5.5	12768 RIVERDALE BLVD	COON RAPIDS	MN
BATTERIES PLUS	6.5	2740 MAIN ST NW	COON RAPIDS	MN
BED BATH & BEYOND	5.5	12773 RIVERDALE BLVD	COON RAPIDS	MN
BEST BUY	5.0	20870 ROGERS DR	ROGERS	MN
BUFFALO WILD WINGS	5.6	3395 RIVER RAPIDS DR	COON RAPIDS	MN
BURGER KING	0.6	7205 N HWY 10	RAMSEY	MN
CARIBOU COFFEE CO	0.5	7988 SUNWOOD DR NW	RAMSEY	MN
CARTRIDGE WORLD	5.6	12667 RIVERDALE BLVD	COON RAPIDS	MN
CHRISTOPHER & BANKS INC	5.5	12771 RIVERDALE BLVD NW	COON RAPIDS	MN
COSTCO	5.8	12547 RIVERDALE BLVD	COON RAPIDS	MN
COUSINS SUBS	1.7	6401 W HWY 10	RAMSEY	MN
CULVER'S	3.1	800 W MAIN ST	ANOKA	MN
DAIRY QUEEN	3.7	424 MAIN ST	ANOKA	MN
DEB SHOP	5.6	12646 RIVERDALE BLVD	COON RAPIDS	MN
DICK'S SPORTING GOODS	5.6	12661 RIVERDALE BLVD	COON RAPIDS	MN
DISCOUNT TIRE CENTER	5.2	12921 RIVERDALE DR NW	COON RAPIDS	MN
DOMINO'S PIZZA	3.4	6014 167TH AVE NW	RAMSEY	MN
DRESS BARN	5.5	12761 RIVERDALE BLVD NW	COON RAPIDS	MN
FAMOUS DAVE'S	6.1	3211 NORTHDALE BLVD	COON RAPIDS	MN
FAMOUS FOOTWEAR	5.5	12761 RIVERDALE BLVD NW	COON RAPIDS	MN
GREAT CLIPS	3.1	14050 ST FRANCIS BLVD	RAMSEY	MN
HALLMARK	5.5	12755 RIVERDALE BLVD NW	COON RAPIDS	MN
HOME DEPOT INC	5.7	3550 124TH AVE NW	COON RAPIDS	MN
JIMMY JOHN'S	3.1	14050 ST FRANCIS BLVD	RAMSEY	MN
KAY JEWELERS	5.6	12669 RIVERDALE BLVD	COON RAPIDS	MN
KOHL'S DEPARTMENT STORES	5.3	21985 S DIAMOND LAKE RD	ROGERS	MN
LANE BRYANT	5.5	12774 RIVERDALE BLVD NW	COON RAPIDS	MN
LITTLE CAESAR'S PIZZA	2.8	1100 W HWY 10	ANOKA	MN
MICHAEL'S	5.8	3460 124TH AVE NW	COON RAPIDS	MN
OLD NAVY CLOTHING CO	5.5	12767 RIVERDALE BLVD NW	COON RAPIDS	MN
PANERA BREAD	5.9	12465 RIVERDALE BLVD NW	COON RAPIDS	MN
PEARLE VISION	5.5	12771 RIVERDALE BLVD	COON RAPIDS	MN
PERKINS	3.4	601 W MAIN ST	ANOKA	MN
PETSMART	5.5	3589 RIVER RAPIDS DR	COON RAPIDS	MN
SEPHORA	5.8	12550 RIVERDALE BLVD	COON RAPIDS	MN
SHERWIN-WILLIAMS CO	5.7	3564 MAIN ST NW	COON RAPIDS	MN
TARGET	5.2	21615 S DIAMOND LAKE RD	ROGERS	MN
TIRE CENTERS INC	4.6	12999 WILFRED LANE	ROGERS	MN
WENDY'S	3.1	480 BUNKER LAKE BLVD NW	ANOKA	MN
YANKEE CANDLE CO	5.5	12782 RIVERDALE BLVD NW	COON RAPIDS	MN

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9/20/2011

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Ramsey, MN
Operational Status of Retailers
The COR
7550 Sunwood Dr NW



Retailer	Concept	Website	Preferred Square Footage	Franchise?	Percent Franchise	Operating in MN?	Targeting MN for expansion?
A&W DRIVE-IN	Fast food	www.yum.com	2,000-3,500	YES	69%	YES	YES
ACE HARDWARE	Hardware/home improvement	www.acehardware.com	10,000-20,000	NO	0%	YES	YES
AEROPOSTALE INC	Apparel - men's, apparel - women's	www.aeropostale.com	3,500	NO	0%	YES	YES
ANN TAYLOR	Apparel - women's	www.anntaylor.com	5,000-8,400	NO	0%	YES	YES
ASHLEY FURNITURE HOMESTORE	Furniture/beds	www.ashleyfurniture.com	55,000	NO	0%	YES	YES
BANANA REPUBLIC	Apparel - children's, apparel - men's, apparel - women's	www.gapinc.com	2,750-35,000	NO	0%	YES	YES
BASKIN-ROBBINS ICE CREAM	Candy/ice cream/yogurt, fast food	www.dunkinbrands.com	1,500-2,200	YES	100%	YES	YES
BATTERIES PLUS	Computers/software, electronics, specialty	www.batteriesplus.com	1,200-1,800	YES	96%	YES	YES
BED BATH & BEYOND	Bed and bath linens, cutlery/kitchenware, home decor/lamps/drapes, discount stores	www.bedbathandbeyond.com	5,500-85,000	NO	0%	YES	YES
BEST BUY	Computers/software, electronics, major appliances	www.bestbuy.com	5,000-45,000	NO	0%	YES	YES
BIG BOY	Restaurants/bars	www.bigboy.com	5,200	YES	97%	NO	YES
BLIMPIE SUBS & SALADS	Fast food	www.kahalacorp.com	250-3,000	YES	75%	YES	YES
BUFFALO WILD WINGS	Restaurants/bars	www.buffalowildwings.com	5,000-7,000	YES	65%	YES	YES
BUILD A BEAR	Amusement/play centers, specialty	www.buildabear.com	1,500-3,000	NO	0%	YES	YES
BURGER KING	Fast food	www.bk.com	1,900-4,000	YES	86%	YES	YES
CACHE	Apparel - women's	www.cache.com	1,800-2,000	NO	0%	YES	YES
CAMPBOWWOW	Pets/animal supplies	www.campbowwowusa.com	7,500-10,000	NO	0%	YES	YES
CARIBOU COFFEE CO	Coffee bars/juice bars	www.cariboucoffee.com	1,600	YES	18%	YES	YES
CARTRIDGE WORLD	Specialty	www.cartridgeworld.com	800-1,400	YES	100%	YES	YES
CATHERINES STORES CORP	Apparel - women's	www.charmingshoppes.com	3,000-7,000	NO	0%	YES	YES
CHICO'S	Accessories, apparel - women's	www.chicos.com	1,500-4,000	YES	1%	YES	YES
CHILI'S GRILL & BAR	Fast casual restaurants, restaurants/bars	www.brinker.com	5,000-16,000	YES	27%	YES	YES
CHRISTOPHER & BANKS INC	Apparel - women's	www.christopherandbanks.com	3,000-3,600	NO	0%	YES	YES
COLD STONE CREAMERY	Candy/ice cream/yogurt	www.kahalacorp.com	250-3,000	YES	75%	YES	YES
COSTCO WHOLESALE	Furniture/beds, warehouses/wholesale clubs	www.costco.com	70,000-205,000	NO	0%	YES	YES
COUNTRY KITCHEN RESTAURANT	Restaurants/bars	www.countrykitchenrestaurants.com	4,500	YES	84%	YES	NO
COUSINS SUBS	Fast food	www.cousinssubs.com	1,400-2,000	YES	91%	YES	YES
CULVER'S	Candy/ice cream/yogurt, fast casual restaurants	www.culvers.com	4,000	YES	98%	YES	YES
CURVES	Health clubs/gyms	www.curvesforwomen.com	1,000-1,500	YES	100%	YES	YES
DAIRY QUEEN	Candy/ice cream/yogurt, coffee bars/juice bars, fast food	www.idq.com	500-1,200	YES	99%	YES	YES
DEB SHOP	Apparel - men's, apparel - women's	www.debshops.com	7,500	NO	0%	YES	YES
DENNY'S RESTAURANT	Fast food, restaurants/bars	www.dennys.com	3,200-4,750	YES	77%	YES	NO
DICK'S SPORTING GOODS	Sporting goods/athletic wear	www.dickssportinggoods.com	50,000-60,000	NO	0%	YES	YES
DISCOUNT TIRE CENTER	Auto supplies/car care	www.tires.com	5,000-10,000	NO	0%	YES	YES
DOMINO'S PIZZA	Fast food	www.dominos.com	1,000-1,300	YES	89%	YES	YES
DRESS BARN	Apparel - women's	www.dressbarn.com	4,000-8,000	NO	0%	YES	YES
DUNKIN DONUTS	Bakeries/bagels/pretzels	www.dunkinbrands.com	1,500-2,200	YES	100%	YES	YES
FAMOUS DAVE'S	Restaurants/bars	www.famousdaves.com	6,000-10,500	YES	72%	YES	YES

Ramsey, MN
Operational Status of Retailers
The COR
7550 Sunwood Dr NW



Retailer	Concept	Website	Preferred Square Footage	Franchise?	Percent Franchise	Operating in MN?	Targeting MN for expansion?
FAMOUS FOOTWEAR	Shoes	www.famousfootwear.com	6,000-8,000	NO	0%	YES	YES
FIGAROS ITALIAN KITCHEN	Fast food	www.figaros.com	1,000-1,500	YES	100%	YES	YES
FIVE GUYS	Restaurants/bars	www.fiveguys.com	2,000-3,000	YES	100%	YES	NO
FOX'S PIZZA DEN	Fast food	www.foxspizza.com	800-1,800	YES	100%	NO	YES
FUDDRUCKERS INC	Fast casual restaurants	www.fuddruckers.com	4,500-7,000	YES	62%	YES	YES
GLIK'S DEPARTMENT STORE	Apparel - men's, apparel - women's, shoes	www.gliks.com	4,000-15,000	NO	0%	YES	NO
GODFATHER'S PIZZA	Fast food	www.godfathers.com	3,600-4,000	YES	84%	YES	YES
GOLF U S A	Sporting goods/athletic wear	www.golfusa.com	2,500-7,000	YES	98%	YES	YES
GREAT CLIPS	Beauty salons	www.greatclips.com	900-1,200	YES	100%	YES	YES
GREAT STEAK & POTATO CO	Fast food	www.kahalacorp.com	250-3,000	YES	75%	YES	YES
GUESS RETAIL INC	Accessories, apparel - children's, apparel - men's, apparel - women's	www.guess.com	4,500	NO	0%	YES	YES
HALLMARK	Cards/stationery	www.hallmark.com	3,200-4,500	YES	86%	YES	YES
HERBERGERS DEPT STORE	Department stores	www.bonton.com	55,000-150,000	NO	0%	YES	YES
HOBBY LOBBY	Art supplies/crafts/hobbies	www.hobbylobby.com	23,000-55,000	NO	0%	YES	YES
HOBBYTOWN USA	Art supplies/crafts/hobbies, toys/games/video games	www.hobbytown.com	3,000-7,000	YES	100%	YES	YES
HOME DEPOT INC	Hardware/home improvement	www.homedepot.com	2,400-150,000	NO	0%	YES	YES
JERSEY MIKE'S SUBMARINES	Fast food	www.jerseymikes.com	1,200-1,400	YES	63%	YES	YES
JIMMY JOHN'S	Fast casual restaurants	www.jimmyjohns.com	900-1,500	YES	97%	YES	YES
JOSEPH A BANK CLOTHIERS	Apparel - men's, off-price/outlet stores	www.josbank.com	4,000-4,500	YES	2%	YES	YES
JOURNEYS	Accessories, apparel - men's, apparel - women's, shoes, off-price/outlet stores	www.genesco.com	150-3,000	NO	0%	YES	YES
KAY JEWELERS	Fine jewelry/watches	www.signetgroupplc.com	1,200-5,500	NO	0%	YES	YES
KOHL'S DEPARTMENT STORES	Department stores	www.kohls.com	75,000-133,000	NO	0%	YES	YES
LA Z BOY	Furniture/beds	www.lazboy.com	15,519-20,479	NO	0%	YES	YES
LANE BRYANT	Apparel - women's	www.charmingshoppes.com	3,000-7,000	NO	0%	YES	YES
LENS CRAFTERS INC	Optical/eyewear	www.luxottica.com	150-4,000	NO	0%	YES	YES
LITTLE CAESAR'S PIZZA	Fast food	www.littlecaesars.com	1,200-1,600	YES	87%	YES	YES
LONE STAR STEAKHOUSE & SALOON	Restaurants/bars	www.lonestarsteakhouse.com	5,800-16,500	NO	0%	NO	YES
LONGHORN STEAKHOUSE	Restaurants/bars	www.dardenrestaurants.com	5,500-8,600	NO	0%	YES	YES
MARBLE SLAB CREAMERY	Candy/ice cream/yogurt	www.nexcenbrands.com	400-12,000	YES	60%	YES	YES
MARSHALLS	Apparel - children's, apparel - men's, apparel - women's, home decor/lamps/drapes	www.tjx.com	25,000-65,000	NO	0%	YES	YES
MICHAEL'S	Art/collectibles/frames, art supplies/crafts/hobbies	www.michaels.com	5,800-18,200	NO	0%	YES	YES
MILIOS SANDWICHES	Fast food	www.milios.com	2,500	NO	0%	YES	YES
MOES SOUTHWEST GRILL	Fast food	www.focusbrands.com	500-3,000	YES	66%	YES	YES
NAPA AUTO PARTS	Auto supplies/car care	www.genpt.com	5,000-7,000	YES	81%	YES	YES
NEW YORK & CO	Apparel - women's	www.nyandcompany.com	6,000-8,000	NO	0%	YES	YES
O'CHARLEY'S	Restaurants/bars	www.ocharleys.com	7,000-10,000	YES	5%	NO	YES
OLD NAVY CLOTHING CO	Apparel - children's, apparel - men's, apparel - women's	www.gapinc.com	2,750-35,000	NO	0%	YES	YES
OLIVE GARDEN	Restaurants/bars	www.dardenrestaurants.com	5,500-8,600	NO	0%	YES	YES

Ramsey, MN
Operational Status of Retailers
The COR
7550 Sunwood Dr NW



Retailer	Concept	Website	Preferred Square Footage	Franchise?	Percent Franchise	Operating in MN?	Targeting MN for expansion?
PACIFIC SUNWEAR	Apparel - men's, apparel - women's	www.pacsun.com	3,500-4,500	NO	0%	YES	YES
PANERA BREAD	Bakeries/bagels/pretzels, fast casual restaurants	www.panera.com	4,200-5,000	YES	57%	YES	YES
PAPA MURPHY'S	Fast food	www.papamurphys.com	1,200-1,800	YES	98%	YES	YES
PEARLE VISION	Optical/eyewear	www.luxottica.com	150-4,000	NO	0%	YES	YES
PERKINS	Restaurants/bars	www.perkinsrestaurants.com	4,200-7,100	YES	58%	YES	YES
PETSMART	Pets/animal supplies	www.petsmart.com	19,000-27,000	NO	0%	YES	YES
PIZZA FACTORY	Restaurants/bars	www.pizzafactory.com	200-5,000	YES	100%	NO	YES
PIZZA RANCH	Restaurants/bars	www.pizzaranch.com	4,000-10,000	YES	94%	YES	YES
PLAY IT AGAIN SPORTS	Sporting goods/athletic wear, specialty	www.winmarkcorporation.com	2,500-3,500	YES	100%	YES	YES
PLAY N TRADE	Toys/games/video games	www.playntrade.com	4,000-5,000	NO	0%	YES	YES
POTTERY BARN	Bed and bath linens, china/glassware, cutlery/kitchenware, home decor/lamps/drapes	www.williams-sonomainc.com	1,800-20,000	NO	0%	YES	YES
POWERHOUSE GYM	Health clubs/gyms	www.powerhousegym.com	9,000-12,000	YES	36%	YES	YES
QUIZNO	Fast casual restaurants	www.quiznos.com	1,200-1,600	YES	100%	YES	YES
RED ROBIN	Restaurants/bars	www.redrobin.com	6,350	YES	34%	YES	YES
ROLY POLY	Fast food	www.rolypolyusa.com	1,000-1,700	YES	100%	YES	YES
RUE 21	Apparel - men's, apparel - women's	www.rue21.com	4,000-5,000	NO	0%	YES	YES
SCHLOTZSKY'S DELI	Fast casual restaurants	www.schlotzskys.com	2,400-2,800	YES	94%	YES	YES
SEPHORA	Cosmetics/body care/fragrance	www.sephora.com	5,200-5,700	NO	0%	YES	YES
SHERWIN-WILLIAMS CO	Wall coverings/paint	www.sherwinwilliams.com	3,000-6,000	NO	0%	YES	YES
SPORT CLIPS	Beauty salons	www.sportclips.com	1,000-1,400	NO	0%	YES	YES
STARBUCKS	Coffee bars/juice bars	www.starbucks.com	100-2,000	NO	0%	YES	YES
STRIDE RITE	Shoes	www.strideritecorporation.com	1,000-3,000	NO	0%	YES	YES
T J MAXX	Apparel - children's, apparel - men's, apparel - women's, home decor/lamps/drapes	www.tjx.com	25,000-65,000	NO	0%	YES	YES
TACO DEL MAR	Fast food	www.tacodelmar.com	1,200-1,500	NO	0%	NO	YES
TARGET	Discount stores, supercenters	www.target.com	123,000-174,000	NO	0%	YES	YES
THE CHILDREN'S PLACE	Apparel - children's, toys/games/video games	www.childrensplace.com	4,000-6,500	NO	0%	YES	YES
TIRE CENTERS INC	Auto supplies/car care	www.tirecenters.com	10,000-35,000	NO	0%	NO	YES
TRUE VALUE HARDWARE	Hardware/home improvement	www.truevaluecompany.com	3,500-15,000	NO	0%	YES	YES
TUESDAY MORNING INC	Close-out stores	www.tuesdaymorning.com	8,000-10,000	NO	0%	YES	YES
UNO RESTAURANTS INC	Restaurants/bars	www.unos.com	5,500-6,000	YES	38%	YES	YES
WALGREENS	Drug stores	www.walgreens.com	14,560	NO	0%	YES	YES
WENDY'S	Fast food	www.wendys.com	3,000-6,000	YES	77%	YES	YES
WHITE CASTLE RESTAURANT	Fast food	www.whitecastle.com	2,000-3,000	NO	0%	YES	YES
WILD BIRDS UNLIMITED	Pets/animal supplies	www.wildbird.com	1,500-2,400	YES	5%	YES	YES
WINE STYLES	Beer/wine/liquor	www.winestyles.net	1,200-2,000	YES	100%	YES	YES
WINGS TO GO	Fast food	www.wingstogo.com	1,200-2,000	YES	100%	NO	YES
YANKEE CANDLE CO	Specialty	www.yankeecandle.com	1,300-2,000	NO	0%	YES	YES
ZUMIEZ	Apparel - men's, apparel - women's, shoes	www.zumiez.com	3,000	NO	0%	YES	YES

Meeting Date: 10/13/2011

By: Tim Gladhill, Community Development

Title:

Consider Master Plan Timeline for Commercial Node at 167th Avenue and Saint Francis Boulevard

Background:

A strategic goal of the City Council is to explore a master plan for the area surrounding the commercial node at 167th Avenue and Saint Francis Boulevard (TH 47). Land use scenarios were originally developed in 2004 as part of a proposed Comprehensive Plan Amendment that was ultimately not adopted. The City has completed updated market analysis through the Buxton Group in 2008 and is completing a re-fresh of that analysis this year. The new market analysis can be used as the foundation for land use decisions. City Staff is proposing to use a public input process similar to what was used for the development of the 2030 Comprehensive Plan.

Observations:

The attached document provides a general outline of tasks to be completed. The process is proposed to utilize existing Staff with the assistance from Stantec (formerly Bonestroo), the City's planning consultant. The Master Plan Process is split into three (3) broad tasks:

1. Background Report
2. Public Design Process
3. Master Plan Concepts/Comprehensive Plan Amendment

Background Report

The Background Report is proposed to be completed utilizing City Staff. Materials included in the background report shall include a summary of existing land uses, previous studies and land use scenarios, and market analysis.

Public Process

The Public Process is split into four (4) sub-categories. The first stage will include one on one stakeholder analysis meetings with property owners and tenants of the immediate area.

The next step is proposed as a public visioning session to set goals, identify strengths, weaknesses, opportunities, and threats to guide the remainder of the process. The process is proposed to use a similar Open Space Technology (OST) process used for the Comprehensive Plan. This process allows the attendees to set the agenda and 'host' topics of their desire in relation to the desired final product. This process is proposed to be completed by City Staff, with Stantec observing in preparation for future stages.

The following step is proposed to be a map exercise where attendees will develop a future land use map to identify desired future land uses for the area (e.g. What is the appropriate mix of residential, commercial, employment?). This stage includes break-out, small-group sessions with check-ins with the entire group to develop a Future Land Use Map. This stage is proposed to be facilitated by City Staff, with preparation assistance from Stantec. Stantec estimates this portion at approximately \$3,000, which will also include design work mentioned later as Master Plan Concepts.

Following the map exercise, the final step in the proposed public input process will include a visual preference survey to identify final design details to build into master plan concepts. This would include streetscape, architectural desires, landscaping, etc. This stage is proposed to be facilitated by Stantec. Stantec estimates this portion at approximately \$1,000.

Master Plan Concepts

From the public design process, Stantec, is proposed to develop a Master Plan to illustrate a potential site plan for the area. This could include a series of options to consider. This step will be utilized to check back to the proposed Future Land Use Map to identify any potential adjustments that may be necessary.

The final stage of the process is to officially implement the future land use goals through a Comprehensive Plan Amendment (CPA) through the Metropolitan Council. Staff recommends a mixed-use designation that specifies a range of household, population, and employment forecasts rather than individual land uses within to provide the City with the greatest flexibility to respond to individual site planning needs. This would allow the City to adjust individual land uses within the mixed-use area without the need for another CPA. This stage is proposed to be completed by City Staff.

Funding Source:

It is anticipated that the Master Plan process will be funded through a combination of the General Fund and the EDA Fund. Staff recommends that the updated Market Study be funded partially through the EDA Fund and that the public forums and master plan concepts be funded through the City's General Fund.

The City is continuing to explore other funding sources for planning and implementation, especially funding available through the Metropolitan Council's Livable Communities Act (LCA).

Staff Recommendation:

Staff recommends approval of the Master Plan Work Plan.

EDA Action:

Motion to recommend that the City Council approve the proposed work plan.

Attachments

Master Plan Proposal

Master Plan Flow Chart

Form Review

Inbox	Reviewed By	Date
Heidi Nelson	Heidi Nelson	10/04/2011 04:41 PM
Aaron Backman	Aaron Backman	10/04/2011 04:58 PM
Aaron Backman	Aaron Backman	10/04/2011 05:00 PM
Form Started By: Tim Gladhill		Started On: 09/19/2011 02:04 PM

Final Approval Date: 10/04/2011

167th Avenue/TH 47 Commercial Node Master Planning

Proposed Process Steps

- 1) Authorization from EDA, Planning Commission, and City Council (City Staff)
- 2) Background Report (City Staff)
 - a. Existing Land Use
 - b. Current Future Land Use designation
 - c. Current Forecasts (households, population, and employment)
 - d. Current utilities (private or public)
 - e. Noise level standards for TH 47 (especially residential uses)
 - i. Current and projected
 - f. Previous McComb Group Retail Market Analysis (2003)
 - g. Previous HKGi Master Plan Concepts (2004)
 - h. Previous Comprehensive Plan Amendment (Not Adopted) (2004)
 - i. Buxton Study (2008) and Buxton Study Refresh (2011)
- 3) Public Input
 - a. 1 on 1 Stakeholder Analysis (City Staff)
 - b. Kick-off meeting (City Staff)
 - i. Background report
 - ii. Stakeholder analysis
 - iii. Identify issues and opportunities
 - iv. OST
 - c. Design meeting/Map exercise (City Staff)
 - i. Land uses (similar to Comp Plan process)
 - d. Visual Preference Survey (Stantec)
- 4) Develop Master Plan Concepts (Stantec)
 - a. Present to Planning Commission, EDA, and City Council
- 5) Comprehensive Plan Amendment (City Staff/Stantec [for technical data support])
 - a. Mixed Use or Mixed Use/Planned Unit Development
 - b. Flexibility for adjustments within boundary of land use designation
 - c. Range of household, population, and employment forecasts
 - d. Transportation Analysis Zones (TAZ) Numbers
- 6) TIF District Creation (City Staff)
 - a. Extension of water and sewer
 - b. Quicksilver Street realignment
- 7) Livable Communities Act (LCA) (City Staff)
 - a. Tax Base Revitalization Account (TBRA)
 - i. Clean-up \$
 - b. Livable Communities Demonstration Account (LCDA)
 - i. Planning \$

Background Report

Existing Land Uses

Market Study

Forecasted Growth

Utilities

Current Noise Levels

Previous Studies

Previous Master Plan Concepts

Present to Boards

30 Days

Stakeholder Analysis

Future Land Use Plans

Infrastructure Needs

Retail Services

Expansion Plans

Safety Improvements

Desired Amenities

Timelines

Present to Boards

30 Days

Kick-off Meeting

Present Background Report

Present Stakeholder Findings

SWOT Analysis

Visioning Breakouts (OST)

15 Days

Map Exercise

Base Map

Blocks Representing Land Uses

Participants Arrange Land Uses

Small Group Break Out Sessions

Large Group Check-in Sessions

Consensus on Future Land Uses

Future Land Use Map = Final Product

15 Days

Visual Preference

Design Standards

Architectural Standards

Green Space

Transitional Areas

15 Days

Comp Plan Amendment

EDA Recommendation

Planning Commission Recommendation

City Council Approval

Adjacent Review

Met Council Approval

60-120 Days

Economic Development Authority (EDA)

4. 3.

Meeting Date: 10/13/2011

By: Aaron Backman, Administrative
Services

Title:

Water Main Project to Service Commercial Strip Mall at 167th Avenue

Background:

The commercial strip mall at 167th Avenue and Hwy 47 (aka Rum River Retail Ventures) is currently not served by City water or sewer. Presently the commercial property located at 5900 167th Avenue NW is served by a septic system and a small capacity water well (this is true for all the businesses located at that commercial node). This has directly impacted the mall's ability to fill vacant retail/office spaces. One of the tenants in the mall, Hope Fellowship Church, was granted an Interim Use Permit (IUP) in 2008 on the condition that after three years a fire protection system would be installed in their space if the church remained in the building. Such a system is required due to the change of use and the assembly activities. The Hope Fellowship IUP expires at the end of 2011. Additionally, several prospective tenants, including a clinic, have been turned away, due to the requirement to have fire suppression systems in the building. Joel Buttenhoff, owner of Rum River Retail Ventures, acquired the mall in 2007. After he acquired the property, Mr. Buttenhoff has spent an additional \$300,000 in build-out, alterations, plumbing, mechanical, fire alarms, landscaping, signage, etc. His investment in the community exceeds \$2 million.

On August 23rd the Economic Development/Marketing Manager was invited to a meeting with Mayor Ramsey and Mr. Buttenhoff to discuss the issues related to the mall on 167th and the Hope Fellowship IUP. Mr. Buttenhoff also met with the Ramsey EDA on August 25th. The Economic Development/Marketing Manager toured the mall on September 1st with the building owner and brainstormed ideas on how to address the situation. During September the Economic Development/Marketing Manager participated in various City staff meetings regarding the fire suppression system requirements, water availability, and the IUP. On September 26, 2011, the owner of the commercial strip mall provided a written proposal to the Economic Development/Marketing Manager. Under his option, if the City would pay for a water main extension along 167th Avenue to his property, the owner would pay the cost of sprinkling that portion of the building as required by code and the connection to the City water main.

The Economic Development/Marketing Manager responded to the proposal from Joel on October 7, 2011 indicating that the Ramsey EDA would be willing to consider supporting the extension of the City's water main from Quicksilver Street approximately 750 feet along the 167th Avenue toward the intersection of 167th and Hwy 47. In exchange for the owner's willingness to bear the cost of installing a fire suppression system for that portion of the property required by the City's building code and the cost of bringing water from the City's water main to the building, the EDA would propose that the City incur and bear the cost of extending the water main to the commercial property. It is estimated that the owner's costs for installing a water main connection and fire sprinkler system could range from \$100,000 to \$125,000.

The City's Engineering department provided a site map of the route for the water main extension (See attached Water Main Exhibit) and an estimate for the cost of the City's portion of the project. The cost for the watermain, removals, pavement replacement, control and erosion control was estimated to be \$180,324. It is anticipated that the City would use Water Utility Fund and/or EDA funds to pay for the City's portion of the project. The City would oversize the water main to 12 inches so that the City could serve not only the commercial strip mall, but potentially other businesses on the north side of 167th Ave and Rum River Hills Golf Course on the east side of Hwy 47. At this time the City would not be able to extend sewer service due to the distance from the nearest sewer main and lift station. A couple of assumptions—the City would place a “T” connection at a point reasonably close to a direct line to the Hope Fellowship portion of the building (probably near the west entrance) and the City would require utility easements so that we can place the water main on the north side of the property. Also, the EDA would propose a six-month extension of the existing Interim Use Permit (IUP) to ensure a sufficient amount of time for City's

approvals and construction activities.

Observations:

Funding Source:

Water Utility Fund and/or EDA Fund. Because this water main will likely serve other businesses in this commercial node in the future, it makes sense that the City pay for this trunk line out of the Water Utility Fund, which currently has a \$6 million balance. In addition, the City amortizes all of its trunk lines out of this enterprise fund.

Staff Recommendation:

City staff is recommending that the Ramsey EDA accept the proposal from Joel Butenhoff, owner of the commercial strip mall at 167th Avenue and Hwy 47, that in exchange for the owner's willingness to bear the cost of installing a fire suppression system for that portion of the property required by the City's building code and the cost of bringing water from the City's water main to the building, the EDA would propose that the City incur and bear the cost of extending the water main to the property.

Staff further recommends that the cost for the City's water main extension, estimated to be \$180,324, be paid for out of the City's Water Utility Fund. It is logical that the City pay for the 167th Avenue trunk line out of the Water Utility Fund because this water main will likely serve other businesses and residential accounts in this area in the future.

EDA Action:

The Ramsey EDA recommends that the City accept the proposal from Joel Butenhoff, owner of the commercial strip mall at 167th Avenue and Hwy 47, that in exchange for the owner's willingness to bear the cost of installing a fire suppression system for that portion of the property required by the City's building code and the cost of bringing water from the City's water main to the building, the City would incur and bear the cost of extending the water main to the property.

The EDA further recommends that the cost for the City's water main extension, estimated to be \$180,324, be paid for out of the City's Water Utility Fund. It is logical that the City pay for the 167th Avenue trunk line out of the Water Utility Fund because this water main will likely serve other businesses and residential accounts in this area in the future.

Attachments

167th Commercial Mall Aerial Photo

167th Existing Water Main

167th Water Main Extension

167th Water Main Ext. Cost Estimate

Form Review

Inbox
Aaron Backman (Originator)
Form Started By: Aaron Backman

Reviewed By
Aaron Backman

Date
10/10/2011 09:15 AM
Started On: 10/07/2011 02:09 PM

Final Approval Date: 10/10/2011



6013
11-420024

8001
11-420027

5800
11-420028

167TH AVE NW

11-340006

5800
11-430007

SANT FRANCIS BLVD NW

Map created with ArcIMS - Copyright (C) LOGIS GIS 2005

0 155ft



167th Avenue Watermain Extension
South Side
City of Ramsey
October 6, 2011

TOTAL **\$144,259.48**

TOTAL W/ 25% CONTINGENCY **\$180,324.35**
 167th Avenue Watermain Extension

BID ITEM	QUANTITY	UNIT	UNIT PRICE	AMOUNT
REMOVALS:				\$58,435.00
UTILITY DEWATERING	1	LS	<u>\$30,000.00</u>	<u>\$30,000.00</u>
REMOVE BITUMINOUS PAVEMENT	120	SY	<u>\$5.00</u>	<u>\$600.00</u>
SAWCUT PAVEMENT (FULL DEPTH)	100	LF	<u>\$2.35</u>	<u>\$235.00</u>
REMOVE CONCRETE CURB & GUTTER	0	LF	<u>\$5.00</u>	<u>\$0.00</u>
EXPORT UNSUITABLE SOILS (LV)	1800	CY	<u>\$7.00</u>	<u>\$12,600.00</u>
TRAFFIC CONTROL	1	LS	<u>\$5,000.00</u>	<u>\$5,000.00</u>
MOBILIZATION	1	LS	<u>\$10,000.00</u>	<u>\$10,000.00</u>
EROSION CONTROL AND TURF RESTORATION:				\$19,787.48
SILT FENCE - TYPE MACHINE SLICED	550	LF	<u>\$2.50</u>	<u>\$1,375.00</u>
IMPORT GRANULAR BORROW (CV)	1800	CY	<u>\$10.00</u>	<u>\$18,000.00</u>
MULCH MATERIAL TYPE 3	0.7	TON	<u>\$156.00</u>	<u>\$109.20</u>
DISK ANCHORING	0.34	ACRE	<u>\$52.00</u>	<u>\$17.68</u>
COMMERCIAL FERT ANALYSIS (22-5-10)	102	POUND	<u>\$0.40</u>	<u>\$40.80</u>
SEED MIXTURE 328	68	POUND	<u>\$2.60</u>	<u>\$176.80</u>
SEEDING (W/ 4" TOPSOIL)	0.34	ACRE	<u>\$200.00</u>	<u>\$68.00</u>
WATERMAIN:				\$61,174.00
6" WATERMAIN DUCTILE IRON CLASS 53	20	LF	<u>\$30.00</u>	<u>\$600.00</u>
8" WATERMAIN DUCTILE IRON CLASS 52	80	LF	<u>\$32.00</u>	<u>\$2,560.00</u>
12" WATERMAIN DUCTILE IRON CLASS 52	752	LF	<u>\$42.00</u>	<u>\$31,584.00</u>
8" GATE VALVE & BOX	4	EACH	<u>\$1,400.00</u>	<u>\$5,600.00</u>
12" GATE VALVE & BOX	1	EACH	<u>\$2,500.00</u>	<u>\$2,500.00</u>
INSTALL HYDRANT	2	EACH	<u>\$2,500.00</u>	<u>\$5,000.00</u>
WATERMAIN FITTINGS	2900	POUND	<u>\$2.70</u>	<u>\$7,830.00</u>
6" VALVE & BOX	2	EACH	<u>\$1,000.00</u>	<u>\$2,000.00</u>
WET TAP W/ 12" VALVE	1	EACH	<u>\$3,500.00</u>	<u>\$3,500.00</u>

167th Avenue Watermain Extension

BID ITEM	QUANTITY	UNIT	UNIT PRICE	AMOUNT
PAVEMENT:				\$4,863.00
SUBGRADE PREP	0	RS	<u>\$500.00</u>	<u>\$0.00</u>
AGGREGATE BASE - CLASS 5 (6")	45	TON	<u>\$16.00</u>	<u>\$720.00</u>
BITUMINOUS BASE COURSE (LVNW35030B) (2 1/2")	20	TON	<u>\$75.00</u>	<u>\$1,500.00</u>
BITUMINOUS WEAR COURSE(MVWE35035C) (1 1/2")	15	TON	<u>\$85.00</u>	<u>\$1,275.00</u>
BITUMINOUS TACK COAT	6	GAL	<u>\$3.00</u>	<u>\$18.00</u>
CONCRETE VALLEY GUTTER	0	SY	<u>\$46.00</u>	<u>\$0.00</u>
B612 CONCRETE CURB	0	LF	<u>\$9.40</u>	<u>\$0.00</u>
6" CONCRETE DRIVEWAY	0	SY	<u>\$37.00</u>	<u>\$0.00</u>
REPLACE SIGNS	30	SF	<u>\$33.00</u>	<u>\$990.00</u>
STRIPING 4" SOLID WHITE EPOXY	0	LF	<u>\$0.20</u>	<u>\$0.00</u>
SOD	120	SY	<u>\$3.00</u>	<u>\$360.00</u>
			TOTAL AMOUNT:	<u>\$144,259.48</u>

Economic Development Authority (EDA)

4. 4.

Meeting Date: 10/13/2011

By: JoAnn Shaw, Community Development

Title:

COR Status Report

Background:

The COR status report will be presented at the meeting.

Observations:

Funding Source:

Staff Recommendation:

EDA Action:

Form Review

Inbox
Aaron Backman

Reviewed By
Aaron Backman

Date
10/07/2011 01:10 PM
Started On: 10/07/2011 12:42 PM

Form Started By: JoAnn Shaw

Final Approval Date: 10/07/2011