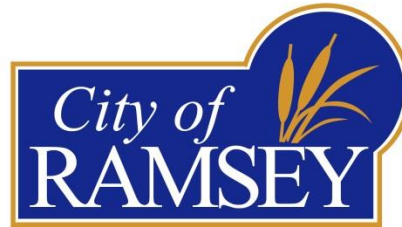


# *February 2018 Market Snapshot*

*Presented to:*

**The City of Ramsey, MN**



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*Presented by:*  
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First Vice President  
952 924 4665

**CBRE**

# Markets Overview

## CBRE 4th Quarter 2018 Numbers

- **Office**

- Vacancy Rate 16.3%
- Net Asking Rate \$14.72 PSF
- Net Absorption 516,795 SF
- Under Construction 370,273 SF

- **Industrial**

- Vacancy Rate 4.2%
- Lease Rate \$5.62 PSF
- Net Absorption 892,780 SF
- Under Construction 1.43 million SF

Industrial Vacancy	4.7%	4.9%	4.2%	4.2%
Office Vacancy	16.7%	16.8%	16.8%	16.3%
Retail Vacancy	8.1%	7.4%	8.3%	8.0%

- **Retail**

- Vacancy Rate 8.8%
- Net Asking Rate \$18.86 PSF
- Net Absorption 362,328 SF
- Under Construction 607,716 SF

## Market Feedback

### 1. Armstrong Interchange Traffic Increasing

1. New traffic generators-Residential, Adrenaline Sports

### 2. Residential Market

1. Seeing demand for attached and entry level single family homes, move-up buyers
2. Continued residential developments are needed to meet demand
3. DR Horton townhome project finishing up. Replacement?
4. AEON closed on 1<sup>st</sup> phase
5. Capstone development
6. According to Metrostudy 364 vacant developed lots, 140 starts, 94 closings over last 4 quarters

### 3. Ramsey Retail Location

1. Located between two large retail nodes of Coon Rapids & Elk River
2. Not directly on Highway 10-Sign Plan
3. Additional residential development helps attract retailers

### 4. Industrial and Office Market

1. PSD industrial project will bring new focus/traffic to west side of Ramsey
2. Office interest is limited

# Marketing Overview

- Marketing Overview
  - Monthly Email Blasts on each property
  - Listings on CBRE.com, Loopnet, MNCAR-Catylist
  - Marketing Brochure Updates
  - Property Signs
  - Tracking New Developments and Market Information
  - Discuss Ramsey with developers, brokers, users
  - Constant conversation with City Staff on inquiries/prospects
- Over 1300 Inquiries
  - Reached out to brokers for top 20 quick service restaurants
  - Reached out to top 20 hard goods retailers brokers
  - Reached out to top 5 gas/c-store operators
  - Discussed Ramsey with top medical office brokers on existing users and potential demand
- Under Purchase Agreements/Pending Purchase Agreements -
  - AEON-Multifamily-Closed 1<sup>st</sup> Phase, 2<sup>nd</sup> Phase
  - Coastal Living-Detached townhomes-Closed , U/C
  - Municipal Site 2<sup>nd</sup> Takedown-2018, Single Family
  - Daycare user-Closed, U/C
  - Senior Housing-PA, Entitlement Process
  - Centra Homes-PA
  - Retail Developer and Restaurant User

## Marketing Suggestions and Next Steps

- Create sign plan for large monument signs on Highway 10 that will allow retailers the visibility to the large traffic counts on Highway 10. Most retailers would participate in the cost of the signage and maintenance
- Refine COR Vision for flexible zoning, FAR, density, setbacks, parking
- Continue to actively prospect retail , industrial, residential, and office developers/users showing the attributes of being located in the City of Ramsey
- Take advantage of current market conditions
- Continue discussions with YMCA or other community center type organization

