

DRAFT

**Ramsey Street Corridor:
Market and Economic Analysis**

City of Fayetteville, NC

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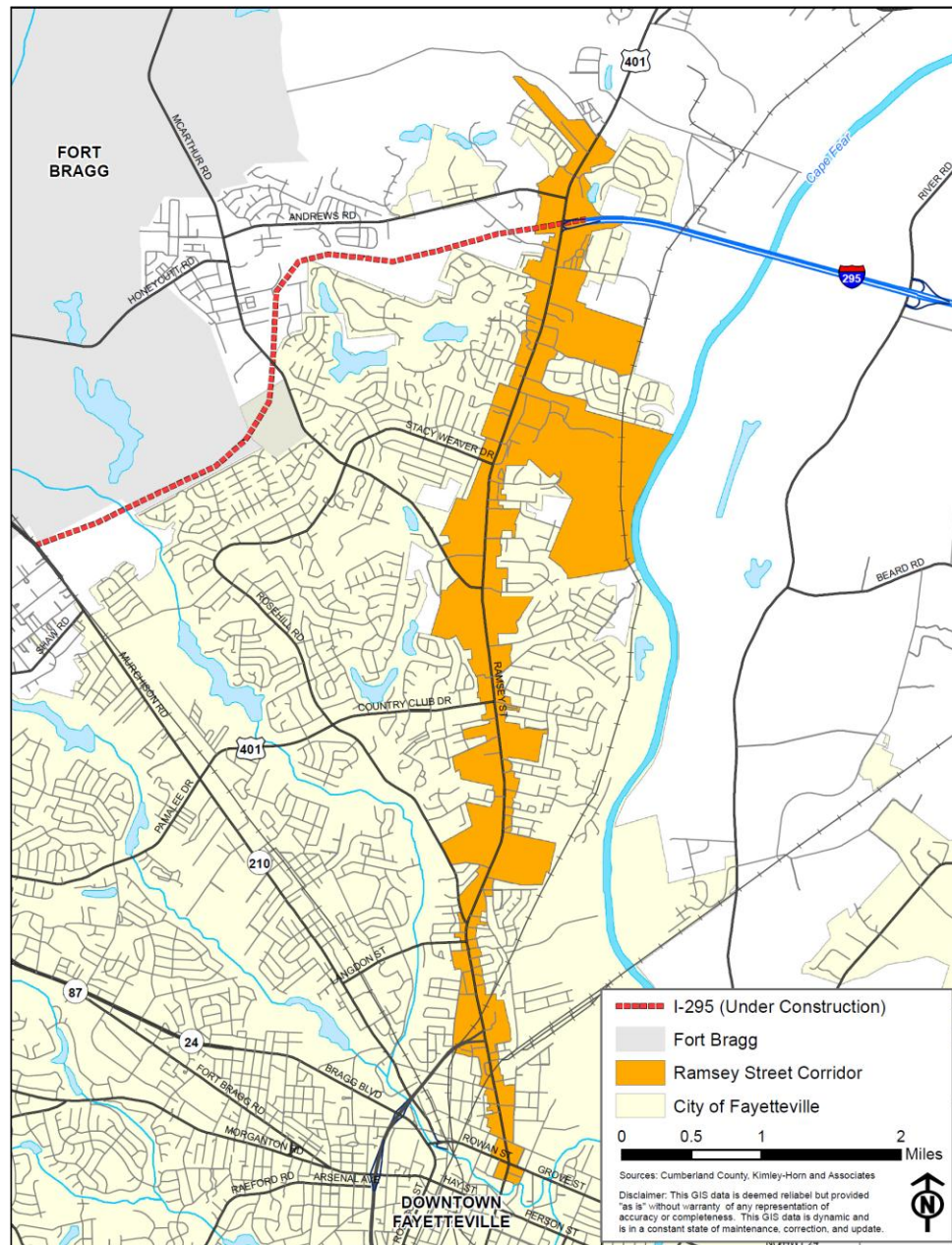
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1. Introduction

1.1 Project Background

In 2009, the City of Fayetteville adopted the Ramsey Street Corridor Plan. The Plan, which incorporated extensive public involvement, laid out several implementation action items to redevelop and invigorate the corridor. Ramsey Street serves as one of Fayetteville's major commercial corridors, and serves Methodist University, the U.S. Veterans Medical Center, several shopping centers, and a number of single-family neighborhoods. The Ramsey Street Corridor study area, shown below, contains 2,200 acres and stretches 6.5 miles north from Rowan Street in downtown Fayetteville to McCloskey Road past the intersection with I-295.



Map 1: Ramsey Street Corridor Study Area, 2012

This analysis utilizes the same Study Area as identified through the planning process in 2009. Further, the Ramsey Street Corridor Plan divided the study area into six distinct segments: A through F. Different land use characteristics and suggestions were suggested for each segment. This analysis focuses on Segment C, which, according to the Plan, “underpins the ultimate success of Ramsey Street as a place.” As defined in the Ramsey Street Corridor Plan, Segment C extends south from Methodist University to Country Club Drive. The dominant land use recommendation for Segment C was mixed-use, urban infill to accommodate mutually supporting “living, working, shopping, educating, entertaining, and recreating uses.”

The Plan determined that the key to long-term health and vitality for the entire corridor required a clear strategy for Segment C (Map 2). Five strategies were identified for Segment C:

- Reuse of vacated big box commercial spaces
- Corridor beautification
- Development and integration of unincorporated areas
- Expansion of connectivity
- Support for smart growth-oriented, urban infill clusters of activities

At the time the Corridor Plan was drafted, there were five vacant big box commercial spaces, totaling over 250,000 square feet (Table 1 and Map 2). The vacant big boxes had previously contained Kroger, Roses, Wal-Mart, Hannaford, and Bi-Lo stores.



Map 2: Segment C, 2012

Table 1: Adaptive Reuse Development Sites, 2009

Map Key	Former Tenant	Address	Square Feet
1	Kroger	3650 Ramsey Street	43,000
2	Roses	3611 Ramsey Street	30,000
3	Wal-Mart	3725 Ramsey Street	100,000
4	Hannaford	3855 Ramsey Street	40,000
5	Bi-Lo	3915 Ramsey Street	40,000
Total			253,000

Source: Ramsey Street Corridor Plan, 2009

Additionally, four key undeveloped parcels, not incorporated into the City of Fayetteville, were also identified. Findings of the Ramsey Street Corridor Plan indicated that these parcels would be essential contributors to achieving the long-range vision for the area.

The City of Fayetteville retained Kimley-Horn and Associates and LandDesign to address two implementation recommendations contained in the Ramsey Street Corridor Plan. The recommendations addressed in this assignment are as follows:

- **Action Item 8 – Real Estate Market Study**
Conduct a focused market study to determine (1) specific uses that could be supported in each of the five adaptive reuse opportunities for big-boxes, and (2) market potential for vacant, unincorporated areas within Segment C. For item (2), the real estate market study is an important opportunity to work with key property owners of unincorporated tracts to learn of current considerations for these sites, and specific challenges and barriers to developers.
- **Action Item 4 – Modify Zoning**
Conduct a zoning analysis of the corridor and identify key areas for zoning modifications consistent with the objectives and recommendations of the Ramsey Street Corridor Plan.

It is important to note that corridor dynamics have not remained static since 2009, when recommendations for the Ramsey Street Corridor Plan were completed. The City of Fayetteville and the North Carolina Department of Transportation (NCDOT) have begun corridor beautification efforts including the introduction of medians to control access, and improve safety and streetscape improvements.

In 2011, Methodist University applied to have the 27.71-acre unincorporated parcel adjacent to campus annexed into the City of Fayetteville's jurisdiction. Methodist University will likely develop this property with a university-focused use. As such, this analysis does not make a site-specific recommendation for the parcel.

In addition, some of the previously vacant big box commercial stores have been fully or partially re-purposed, with only the Bi-Lo remaining entirely unused. The old Kroger store has been up-fitted for small-shop retail, and maintains at stabilized occupancy. The former Hannaford space is 100% occupied with an Ollies Bargain Outlet. The Wal-Mart and Roses are both partially occupied with non-retail uses, including a technical school, a church, and a martial arts/fitness studio.

1.2 Market Study

The first task in this market study was researching the regional and local context for the Ramsey Street Corridor. Employment and demographic trends, infrastructure improvements, and general growth patterns frame the market potential for revitalization. This analysis also reviewed the competitive retail, office, and multi-family markets in Fayetteville to recommend the appropriate type, size, and density of land uses for each site.

Additionally, three comparative corridors in North and South Carolina that have experienced redevelopment were investigated to determine key catalyst projects that have been constructed over the last ten years and how public sector investments have been leveraged to attract private capital, jobs, and tax base. Based on this input, implementation strategies are provided, including funding sources and governmental incentives at the local, state, and federal levels.

1.3 Zoning and 3-D Modeling

Following the completion of the market analysis, this analysis will also provide a set of zoning approaches and solutions to accommodate and/or promote the supportable reuse or development plans. Specific zoning districts and overlay district regulations have been prepared that reflect new market realities.

CityEngine, a new GIS extension through ESRI, was used to test the proposed design standards for Segment C by incorporating them into a 3-D model, revealing the scale and aesthetic quality of potential future development. Parameters can be adjusted for real-time results and expedited decision making by the City of Fayetteville.

2. Corridor Influences

2.1 Economic Anchors

2.1.1 Fort Bragg

Fort Bragg is the largest U.S. Army base by population. According to the 2008 Fort Bragg Regional Growth Plan, military investments in the region are expected to increase population by more than 40,000 residents by 2013, with the total reaching more than one million. More than 90% of the new residents are expected to live off-base. Cumberland, Hoke, Harnett, Moore, Lee, Richmond, and Robeson counties are expected to be significantly impacted. It should be noted that most of the expected growth has already occurred.



The Fort Bragg region has experienced a number of installation transitions since 2006, including the relocation of the U.S. Army Forces Command (FORSCOM) and the U.S. Army Reserve Command (USARC) from Fort McPherson in suburban Atlanta. The relocation of FORSCOM and USARC had an estimated increase of 1,176 soldiers and 1,775 civilians in the region. Many of these new jobs are high-paying and require at least a bachelor's degree. Once the transitions are complete in 2013, the number of full-time active-duty personnel at Fort Bragg is expected to be nearly 51,000. The Fort Bragg Regional Growth Plan forecasts that a total of 19,200 jobs will be created by 2013 as a result of additional military investment in the region.

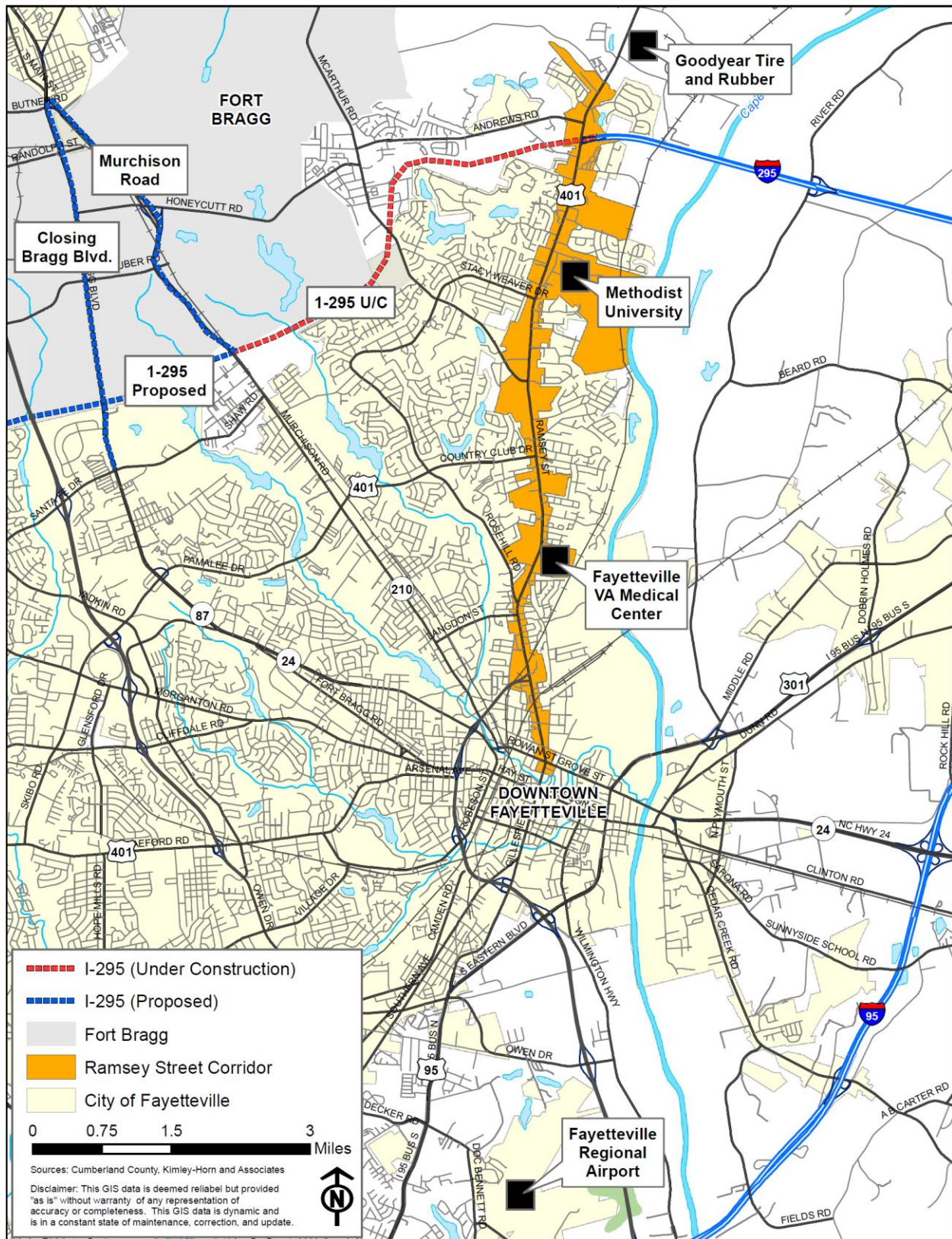
2.1.2 Goodyear Tire and Rubber

Goodyear Tire and Rubber is one of the largest companies in Cumberland County, with approximately 2,700 employees. The 331-acre property is located on the east side of Ramsey Street, just north of the study area. Over the last three years, Goodyear has spent \$230 million to upgrade the Ramsey Street facility; this modernization has allowed the plant to convert from a two-stage tire-making process to a single one. Approximately 35,000 tires are produced each day. Goodyear employees earn an average salary of \$65,000 per year, and rely heavily on the Ramsey Street corridor for commuting to and from work. The facility operates two shifts, seven days a week.

2.1.3 Methodist University

Methodist University, a private four-year college, is located within Segment C of the Ramsey Street Corridor study area. The current enrollment is approximately 2,400 students: 1,750 in the day program, 500 night students, and 150 in graduate studies. Methodist University has almost doubled enrollment since 1990, adding up to 300 new students per year. On-campus housing is available for up to 1,170 students in 14 separate residence halls. Approximately 85% of all incoming freshmen live on campus their first year.

Map 3: Corridor Influences, 2012



In 2007, Methodist University purchased a 51% stake in the King's Grant Golf Course across Ramsey Street to accommodate the increase of students admitted into the Professional Golf Association (PGA) approved Professional Golf Management Program. The addition of the King's Grant Golf Course allowed for increased laboratory and practice fields for the program. The University also owns the eight-field Jordan Soccer Complex, regularly used for weekend youth and adult tournaments. The Soccer Complex is also the northern terminus of the Cape Fear Trail, which runs four miles south along the Cape Fear River.

2.1.4 Fayetteville VA Medical Center



The Fayetteville VA Medical Center is located on Ramsey Street, south of Cochran Avenue. The facility is located in Segment D, as defined by the Ramsey Street Corridor Plan. The hospital is currently working on a new 20-bed mental health unit on the fifth floor. A community living center is also planned for the property.

The Fayetteville VA Medical Center recently opened a new \$3 million emergency department, including a new waiting area and bed configuration, as well as upgraded medical technology. The emergency department treats

an average of 50 patients a day. VA hospitals across the country are generally reporting a 1% increase in enrollment; however, the Fayetteville VA is averaging 6.5% growth in its system due to the influx of active duty and retired military personnel.

2.2 Transportation Improvements

2.2.1 I-295 (Fayetteville Outer Loop)

Although Fort Bragg is the largest Army post in the United States, it lacks direct interstate highway access. When completed, I-295, also known as the Fayetteville Outer Loop, will connect Fort Bragg to I-95. The first section of I-295, extending west from I-95 to US-401 (Ramsey Street) was completed in the early-2000s.

Completion of I-295 from US-401 to the All-American Freeway will provide direct interstate access to the primary entrance of Fort Bragg. The total costs for completing this phase are estimated at \$260.6 million. American Reinvestment and Recovery Act funding was obtained to clear and grade the portion extending from Murchison Road to Bragg Boulevard, with paving to begin in 2012. Funding for the remaining portions were approved in late-2010, with construction expected to be complete in 2015. Funding has not been approved for the portion of the Outer Loop that will extend from the All American Freeway to I-95, south of Fayetteville.

2.2.2 Closing of Bragg Boulevard

In response to heightened safety and security concerns related to the relocation of FORSCOM and USARC, Fort Bragg officials have recommended the closing of Bragg Boulevard to public through-traffic. As currently planned, Bragg Boulevard is scheduled to be closed in the spring or summer of 2014. Traffic will be diverted to Murchison Road, as described below.

2.2.3 Murchison Road

The Murchison Road project is currently being planned and designed by the North Carolina Department of Transportation in two phases. Phase I will widen Murchison Road to six lanes, from the under-construction I-295, north to a new interchange at Honeycutt Road. Phase II will widen Murchison Road from Honeycutt Road north to an interchange with NC-87 in Spring Lake. Additionally, a new interchange is planned at Randolph Road for an access control point to Fort Bragg.

The total construction costs for the Murchison Road project are estimated at \$83.7 million. Phase I has an estimated cost of \$28.7 million, and is expected to be completed by June 2012. Estimated to cost \$55 million, Phase II is partially funded, with a current funding gap of approximately \$35 million.

2.2.4 Fayetteville Regional Airport

The Fayetteville Regional Airport recently gained direct flights via US Airways to Reagan National Airport in Washington D.C. in late-March. The need for a direct daily flight to Washington DC was cited as a priority due to the relocation of Forces Command and U.S. Army Reserve Command from Atlanta to Fayetteville.

3. Employment

This section analyzes employment trends by industry for Cumberland County over the last five years. Fort Bragg, the primary employer in the Fayetteville region, is experiencing a net inflow of military and civilian jobs as a result of the Base Realignment and Closure Act (BRAC). Five-year employment forecasts are also provided, noting expected shifts between sectors. The forecasts will provide the basis for estimating office demand for Area C of the Ramsey Street Corridor.

3.1 At-Place Employment Trends

The Cumberland County employment trends presented in this section are “at-place of employment,” or where the job is located. These trends do not reflect military employment, which are categorized in occupational data based on “at-place of residence.”

3.1.1 Cumberland County

As shown in Table 2, Cumberland County had a total of 117,595 annualized full-time jobs in 2010, 2.0% more than in 2005. Again, this excluded military employment. The largest industry in 2010 was Healthcare and Social Assistance, which experienced an increase of 3,772 jobs, or 22%, since 2000. Public Administration, and Professional and Technical Services also reported strong growth between 2005 and 2010 with 1,768 and 1,340 new employees, respectively.

Table 2: At-Place Employment, Cumberland County, 2005-2010

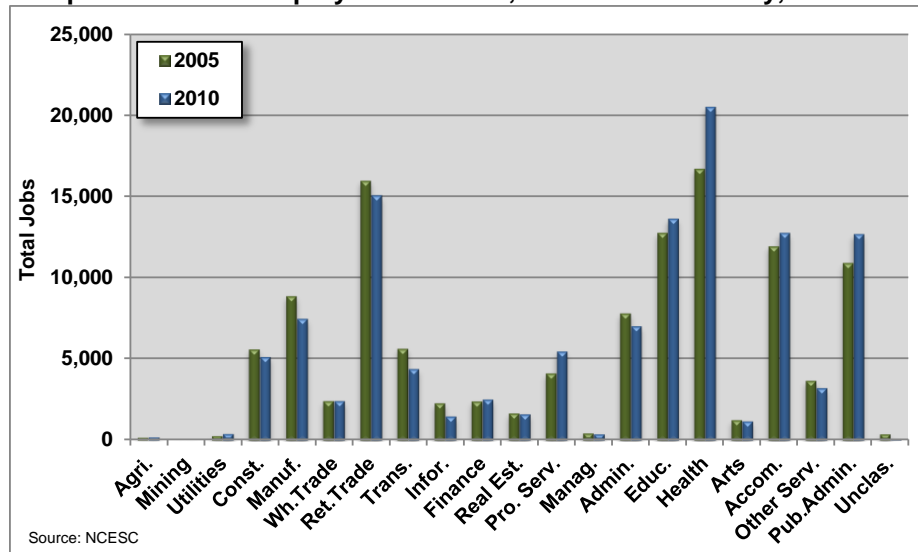
Industry	2005	2010	2005-2010 Δ	
			#	%
Agriculture, Forestry, Fishing and Hunting	175	197	22	12.6%
Mining	17	30	13	76.5%
Utilities	273	408	135	49.5%
Construction	5,595	5,137	-458	-8.2%
Manufacturing	8,872	7,472	-1,400	-15.8%
Wholesale Trade	2,420	2,427	7	0.3%
Retail Trade	15,959	15,057	-902	-5.7%
Transportation and Warehousing	5,648	4,384	-1,264	-22.4%
Information	2,289	1,481	-808	-35.3%
Finance and Insurance	2,401	2,526	125	5.2%
Real Estate and Rental and Leasing	1,660	1,618	-42	-2.5%
Professional and Technical Services	4,123	5,463	1,340	32.5%
Management of Companies and Enterprises	436	379	-57	-13.1%
Administrative and Waste Services	7,812	7,010	-802	-10.3%
Educational Services	12,769	13,620	851	6.7%
Healthcare and Social Assistance	16,706	20,478	3,772	22.6%
Arts, Entertainment, and Recreation	1,245	1,186	-59	-4.7%
Accommodation and Food Services	11,938	12,747	809	6.8%
Other Services, Ex. Public Administration	3,668	3,228	-440	-12.0%
Public Administration	10,911	12,679	1,768	16.2%
Unclassified	379	68	-311	-82.1%
Total	115,296	117,595	2,299	2.0%

Sources: North Carolina Employment Security Commission; Kimley-Horn and Associates

Eleven sectors experienced declines between 2005 and 2010. The Manufacturing sector experienced the largest loss of 1,400 jobs. Other significant declining sectors were Transportation and Warehousing, Retail Trade, Information, and Administrative and Waste Services.

Graph 1 demonstrates the strong increase in Healthcare and Social Assistance employment between 2005 and 2010. Increases in this sector were correlated to military growth at Fort Bragg, including family dependents. Public Administration, and Professional and Technical Services also experienced increases over the five-year period. It also shows the loss in the Construction sector, although the decline was not as severe as many North Carolina markets.

Graph 1: At-Place Employment Trends, Cumberland County, 2005-2010



3.1.2 Ramsey Street Corridor

Based on information provided by Environmental Systems Research Institute's (ESRI) Business Analyst Online program, the Ramsey Street corridor had an estimated 3,800 at-place jobs in 2010 (Table 3). The 1,200 jobs in Segment C made up 31.4% of the total employment in the corridor, followed by 24.5% in Segment F. Segment A, located furthest away from downtown Fayetteville, has the smallest share at 6.8%. The Goodyear plant is immediately north of Segment A.

Table 3: At-Place Employment, Ramsey Street Corridor, 2010

Segment	Estimated Employment	Share of Total
A	260	6.8%
B	322	8.4%
C	1,200	31.4%
D	705	18.4%
E	399	10.4%
F	938	24.5%
Total	3,824	100.0%

Sources: ESRI; Kimley-Horn and Associates

Table 4 demonstrates estimated at-place employment by industry and corridor segment in 2010. Overall, the Healthcare and Social Assistance industry makes up 22.6% of all jobs in the Ramsey Street corridor, followed by Public Administration and Retail Trade. Healthcare and Social Assistance positions are concentrated in Segment D, which contains the Fayetteville VA Medical Center campus.

Table 4: At-Place Employment by Industry, Ramsey Street Corridor, 2010

Industry	A	B	C	D	E	F	Total	Share of Total
Agriculture, Forestry, Fishing and Hunting	0	0	0	1	0	0	1	0.0%
Mining	0	0	0	0	0	0	0	0.0%
Utilities	9	0	0	0	0	8	17	0.4%
Construction	9	10	19	13	9	55	115	3.0%
Manufacturing	0	0	2	2	20	83	107	2.8%
Wholesale Trade	0	3	26	0	20	39	88	2.3%
Retail Trade	33	19	277	31	30	53	443	11.6%
Transportation and Warehousing	1	0	50	20	5	19	95	2.5%
Information	0	0	21	3	24	11	59	1.5%
Finance and Insurance	2	5	33	15	2	26	83	2.2%
Real Estate and Rental and Leasing	2	7	44	6	14	36	109	2.9%
Professional and Technical Services	10	18	59	6	5	43	141	3.7%
Management of Companies and Enterprises	0	0	0	0	0	0	0	0.0%
Administrative and Waste Services	34	172	16	6	1	14	243	6.4%
Educational Services	83	34	89	30	24	22	282	7.4%
Healthcare and Social Assistance	31	32	131	484	116	69	863	22.6%
Arts, Entertainment, and Recreation	6	4	11	2	3	21	47	1.2%
Accommodation and Food Services	30	5	309	19	6	24	393	10.3%
Other Services, Ex. Public Administration	10	13	112	37	26	78	276	7.2%
Public Administration	0	0	1	30	94	336	461	12.1%
Unclassified	0	0	0	0	0	1	1	0.0%
Total	260	322	1,200	705	399	938	3,824	100.0%
% of Total	7%	8%	31%	18%	10%	25%	100%	

Sources: ESRI; Kimley-Horn and Associates

Segment C is the primary focus of the market analysis forecasts. This segment reported 1,200 at-place jobs in 2010, or over 30% of the total corridor. Major employment classifications in Segment C include Accommodation and Food Services, and Retail Trade. These two industries make up nearly 50% of the Segment C jobs.

As shown in Graph 2, the Healthcare and Social Assistance and Other Services industries make up a significantly higher share of employment in the Ramsey Street corridor than in overall Cumberland County. As previously mentioned, this is partially due to the Fayetteville VA Medical Center campus, and ancillary medical offices, located in Segment D of the corridor. Conversely, the corridor has lower shares of Construction, Manufacturing, and Educational Services jobs.

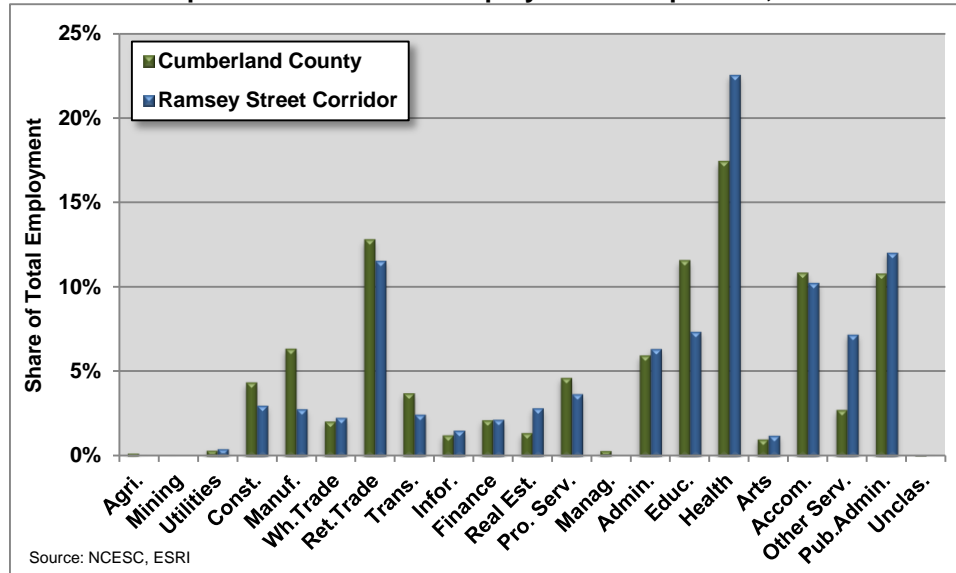
Graph 2: Share of Total Employment Comparison, 2010

Table 5 demonstrates the Ramsey Street corridor's share of Cumberland County employment by industry. Overall, the corridor made up 3.3% of the County's reported at-place employment in 2010. The highest reported shares are for the Other Services (excluding Public Administration) and Real Estate and Rental and Leasing sectors. Utilities; Healthcare and Social Assistance; Arts, Entertainment, and Recreation; and Information also have reported shares of at least 4.0%.

Table 5: Ramsey Street Corridor Share of County Employment, 2010

Industry	2010 Employment		Corridor Share
	Cumberland	Corridor	
Agriculture, Forestry, Fishing and Hunting	197	1	0.5%
Mining	30	0	0.0%
Utilities	408	17	4.2%
Construction	5,137	115	2.2%
Manufacturing	7,472	107	1.4%
Wholesale Trade	2,427	88	3.6%
Retail Trade	15,057	443	2.9%
Transportation and Warehousing	4,384	95	2.2%
Information	1,481	59	4.0%
Finance and Insurance	2,526	83	3.3%
Real Estate and Rental and Leasing	1,618	109	6.7%
Professional and Technical Services	5,463	141	2.6%
Management of Companies and Enterprises	379	0	0.0%
Administrative and Waste Services	7,010	243	3.5%
Educational Services	13,620	282	2.1%
Healthcare and Social Assistance	20,478	863	4.2%
Arts, Entertainment, and Recreation	1,186	47	4.0%
Accommodation and Food Services	12,747	393	3.1%
Other Services, Ex. Public Administration	3,228	276	8.6%
Public Administration	12,679	461	3.6%
Unclassified	68	1	1.5%
Total	117,595	3,824	3.3%

Sources: ESRI; Kimley-Horn and Associates

3.2 Employment Forecasts

Full-time at-place employment (excluding military) in Cumberland County is expected to increase by 6.9% from 2010 to 2015, representing an additional 8,122 jobs (Table 6). The employment forecast presented below relies on North Carolina Employment Security Commission data for 2010, and Woods & Poole forecasted employment growth through 2015. It is important to note that the forecasts below do not include on-base military jobs. This analysis assumes that employment at Fort Bragg will remain stable over the next five years.

Table 6: Employment Forecasts, Cumberland County, 2010-2015

Industry	2010	2015	2010-2015 Δ	
			#	%
Agriculture, Forestry, Fishing and Hunting	197	208	11	5.7%
Mining	30	31	1	4.7%
Utilities	408	423	15	3.8%
Construction	5,137	5,648	511	9.9%
Manufacturing	7,472	7,538	66	0.9%
Wholesale Trade	2,427	2,498	71	2.9%
Retail Trade	15,057	15,631	574	3.8%
Transportation and Warehousing	4,384	4,533	149	3.4%
Information	1,481	1,546	65	4.4%
Finance and Insurance	2,526	2,568	42	1.7%
Real Estate and Rental and Leasing	1,618	1,702	84	5.2%
Professional and Technical Services	5,463	6,477	1,014	18.6%
Management of Companies and Enterprises	379	421	42	11.1%
Administrative and Waste Services	7,010	7,720	710	10.1%
Educational Services	13,620	14,437	817	6.0%
Healthcare and Social Assistance	20,478	22,116	1,638	8.0%
Arts, Entertainment, and Recreation	1,186	1,319	133	11.3%
Accommodation and Food Services	12,747	13,875	1,128	8.9%
Other Services, Ex. Public Administration	3,228	3,550	322	10.0%
Public Administration	12,679	13,404	725	5.7%
Unclassified	68	72	4	5.3%
Total	117,595	125,717	8,122	6.9%

Sources: NCESC; Woods & Poole; Kimley-Horn and Associates

No sectors are expected to experience a decline over the next five years; however, growth in the Manufacturing sector will likely be minimal. Consistent with recent trends, the sectors forecasted to experience the largest increase in at-place of employment jobs include:

- Healthcare and Social Assistance (+1,638)
- Accommodation and Food Services (+1,128)
- Professional and Technical Services (+1,014)
- Educational Services (+817)
- Public Administration (+725)
- Administrative and Waste Services (+710)

4. Residential

This section of the report provides demographic and housing unit trends for the Ramsey Street Residential Submarket. The Submarket, based on a combination of natural and man-made barriers, is roughly bounded by the Fayetteville Outer Loop corridor to the north and west, the Cape Fear River to the east, and Morganton Road to the south (Map 4).

Market data is compiled for for-sale attached units (townhouses) and apartments, including recent trends and entitled development activity. Based on demographic and market trends, the amount of new units by type that could be supported in the Submarket is forecasted. Ramsey Street Corridor Segment “C” demand is based on a reasonable capture of the Submarket.

4.1 Demographic Trends

4.1.1 Population

The Residential Submarket contained an estimated 73,672 residents in 2011, 1.2% less than 74,533 in 2000 (Table 7). Cumberland County, however, grew at a 6.7% rate to reach over 323,000 residents in 2011. This indicates that housing development in the County is generally gravitating to areas outside the Submarket, which is characterized by established neighborhoods.

Table 7: Population Trend Comparison, 2000-2011

Geography	2000	2011	2000-2011 Δ	
			#	%
Residential Submarket	74,533	73,672	-861	-1.2%
Cumberland County	302,963	323,404	20,441	6.7%
Submarket % of County	24.6%	22.8%	-4.2%	

Sources: ESRI; Kimley-Horn and Associates

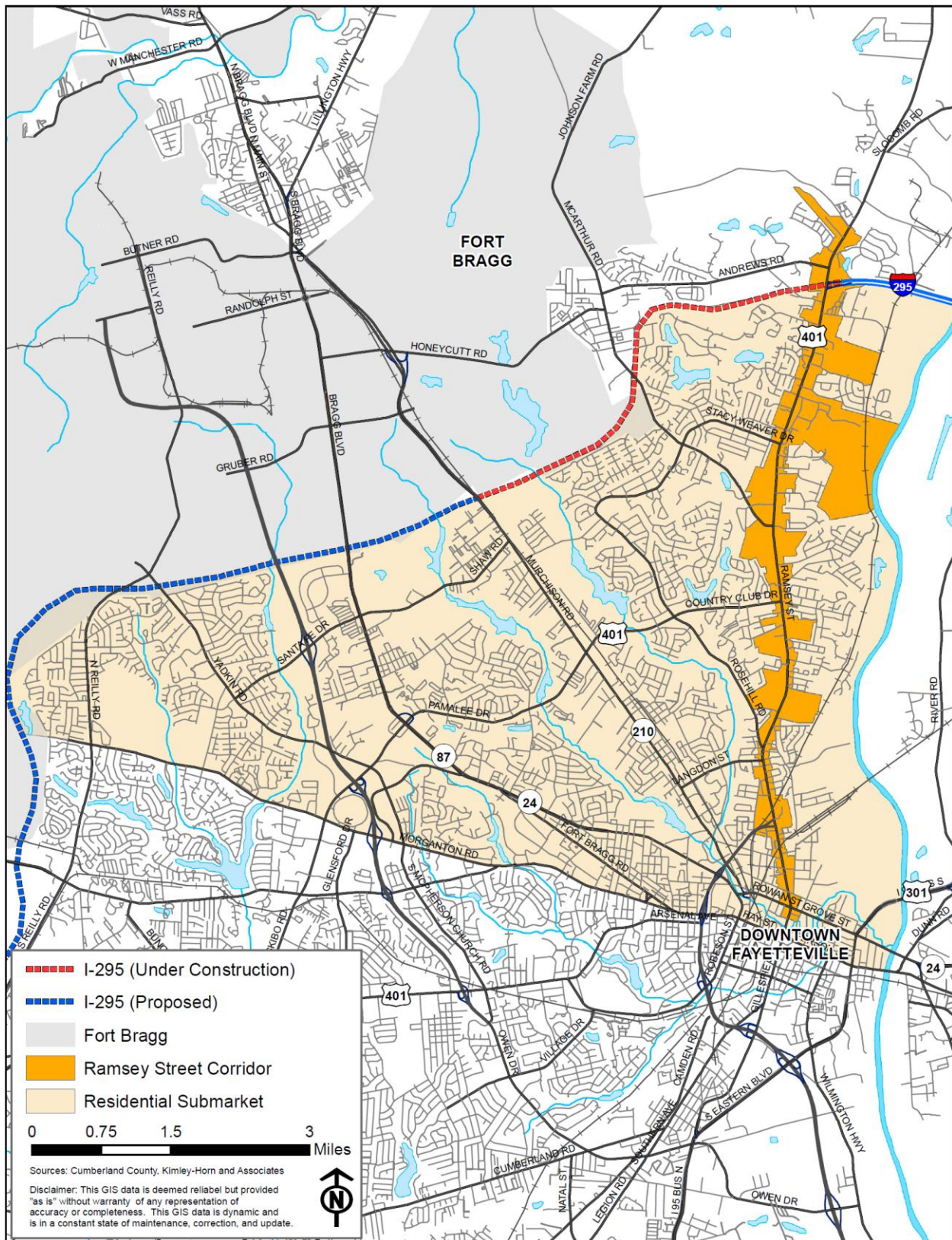
The Submarket experienced minor population decline in almost all age cohorts between 2000 and 2011 (Table 8). The only two cohorts posting small increases during the ten-year period represented residents aged 55 to 74.

Table 8: Population by Age Cohort, Submarket, 2000-2011

Cohort	2000	2011	2000-2011 Δ	
			#	%
0-4	5,590	5,452	-138	-2.5%
5-9	4,547	4,494	-53	-1.2%
10-14	4,323	4,273	-50	-1.2%
15-24	13,714	13,482	-232	-1.7%
25-34	11,329	11,272	-57	-0.5%
35-44	8,497	8,325	-172	-2.0%
45-54	9,540	9,356	-184	-1.9%
55-64	7,975	8,030	55	0.7%
65-74	5,068	5,083	15	0.3%
75-84	3,056	3,021	-35	-1.2%
85+	894	884	-10	-1.2%
Total	74,533	73,672	-861	-1.2%

Sources: ESRI; Kimley-Horn and Associates

Map 4: Residential Submarket, 2012



4.1.2 Households

As shown in Table 9, there were an estimated 31,157 households in the Submarket in 2011, an increase of 5.2% since 2000. It is important to note that while population declined between 2000 and 2011, households experienced a moderate increase. This indicates a downward shift in household size from an average of 2.52 people in 2000 to 2.36 people in 2011. This shift is likely related to the composition of off-base military households since 2000.

Table 9: Household Trend Comparison, 2000-2011

Geography	2000	2011	2000-2011 Δ	
			#	%
Residential Submarket	29,617	31,157	1,540	5.2%
Cumberland County	107,358	124,004	16,646	15.5%
Submarket % of County	27.6%	25.1%	9.3%	

Sources: ESRI; Kimley-Horn and Associates

Cumberland County experienced 15.5% household growth, equating to an increase of 16,646 households between 2000 and 2011. Similar to the Residential Submarket, the faster household growth rate indicates a declining household size in Cumberland County since 2000.

The Residential Submarket experienced strong growth in all income cohorts earning over \$100,000 annually. However, as shown in Table 10, households earning less than \$15,000 annually continue to make up the largest share of the Submarket. These lower-income households are concentrated in neighborhoods close to downtown. It is likely that wage inflation and growth in households earning over \$100,000 annually will likely change the distribution over the next five years.

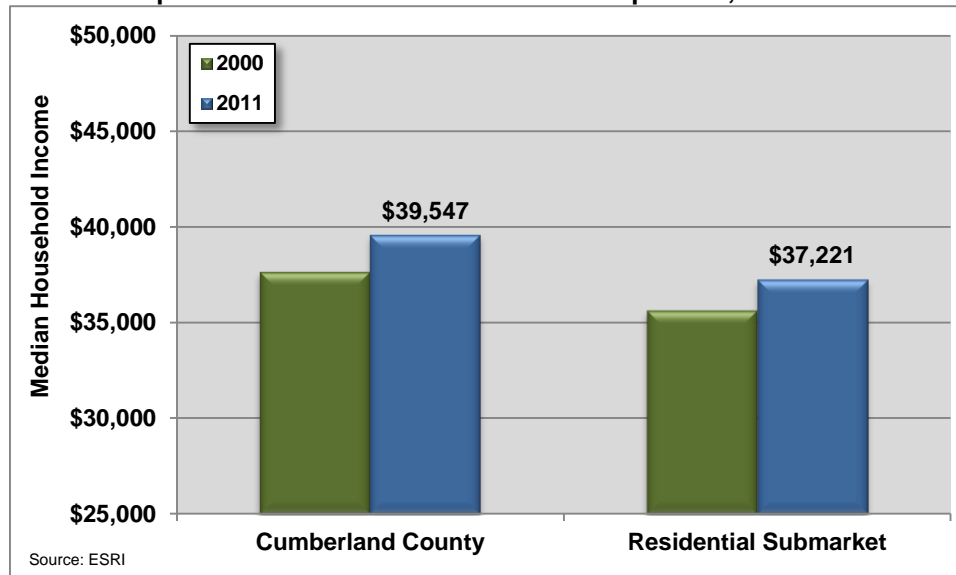
Table 10: Households by Income Cohort, Submarket, 2000-2011

Cohort	2000	2011	2000-2011 Δ	
			#	%
<\$15,000	5,923	5,764	-159	-2.7%
\$15,000-\$24,999	4,235	4,269	33	0.8%
\$25,000-\$34,999	4,324	4,424	100	2.3%
\$35,000-\$49,999	5,894	5,484	-410	-7.0%
\$50,000-\$74,999	5,094	5,515	421	8.3%
\$75,000-\$99,999	2,162	2,524	362	16.7%
\$100,000-\$149,999	1,540	2,243	703	45.7%
\$150,000-\$199,999	207	561	354	170.5%
\$200,000+	237	374	137	57.8%
Total	29,617	31,157	1,540	5.2%

Sources: ESRI; Kimley-Horn and Associates

4.1.3 Median Household Income

The median household income in the Residential Submarket was estimated at \$37,221 in 2011, 6.2% less than \$39,547 in Cumberland County (Graph 3). While both geographies experienced increases between 2000 and 2011, Cumberland County's median household income grew at a slightly faster 5.2% rate, versus 4.6% for the Residential Submarket.

Graph 3: Median Household Income Comparison, 2000-2011

4.2 Housing Unit Trends

The housing inventory in the Residential Submarket increased by 2,008 units, or 6.0%, between 2000 and 2011 (Table 11). The new units in the Submarket exceeded the increase of 1,540 households, resulting in abandonment and/or demolition of 468 units. All of Cumberland County grew by 15.9% during the time period, reaching 137,267 housing units by 2011.

Table 11: Housing Unit Trend Comparison, 2000-2011

Geography	2000	2011	2000-2011 Δ	
			#	%
Residential Submarket	33,339	35,347	2,008	6.0%
Cumberland County	118,425	137,267	18,842	15.9%
Submarket % of County	28.2%	25.8%	10.7%	

Sources: ESRI; Kimley-Horn and Associates

4.2.1 Housing Units by Type

Table 12 demonstrates housing units by type for Cumberland County. In 2000, single-family detached units were the most prevalent, making up 65% of the total inventory. Multi-family units made up another 18%, followed by mobile homes with a 14% share.

Table 12: Housing Units by Type, Cumberland County, 2000

Housing Type	Total Units	% of Total
Single-Family Detached	76,739	65%
Single-Family Attached	4,737	4%
Multi-Family	20,724	18%
Mobile Home	16,224	14%
Other	0	0%
Total Units	118,425	100%

Sources: U.S. Census

The decennial U.S. Census reported 135,524 units in 2010 in Cumberland County, but has yet to release data specifically related to type. However, the American Community Survey (five-year estimate) estimates 133,248 housing units in 2010. In order to demonstrate housing units by type for this analysis, the American Community Survey data was utilized.

As shown in Table 13, single-family detached units continued to comprise the majority of all housing units in 2010, at 64%. Housing unit shares by type remained relatively unchanged over the ten-year period. However, it should be noted that the share of multi-family units increased slightly. This finding is consistent with a rapid shift from home ownership to rental following the 2007-2008 Recession and housing crisis.

Table 13: Housing Units by Type, Cumberland County, 2010

Housing Type	Total Units	% of Total
Single-Family Detached	84,834	64%
Single-Family Attached	5,911	4%
Multi-Family	26,861	20%
Mobile Home	15,601	12%
Other	41	0%
Total Units	133,248	100%

Sources: U.S. Census; ACS 5-Year Estimate

Similar to Cumberland County, single-family detached is the most prevalent housing unit type in the Residential Submarket, making up 61% of the total inventory in 2000 (Table 14). Multi-family units make up the second largest share at 27%. The Residential Submarket, which contains established neighborhoods, has a higher share of multi-family and a lower share of single-family detached units than overall Cumberland County.

Table 14: Housing Units by Type, Submarket, 2000

Housing Type	Total Units	% of Total
Single-Family Detached	20,170	61%
Single-Family Attached	1,334	4%
Multi-Family	9,068	27%
Mobile Home	2,767	8%
Other	0	0%
Total Units	33,339	100%

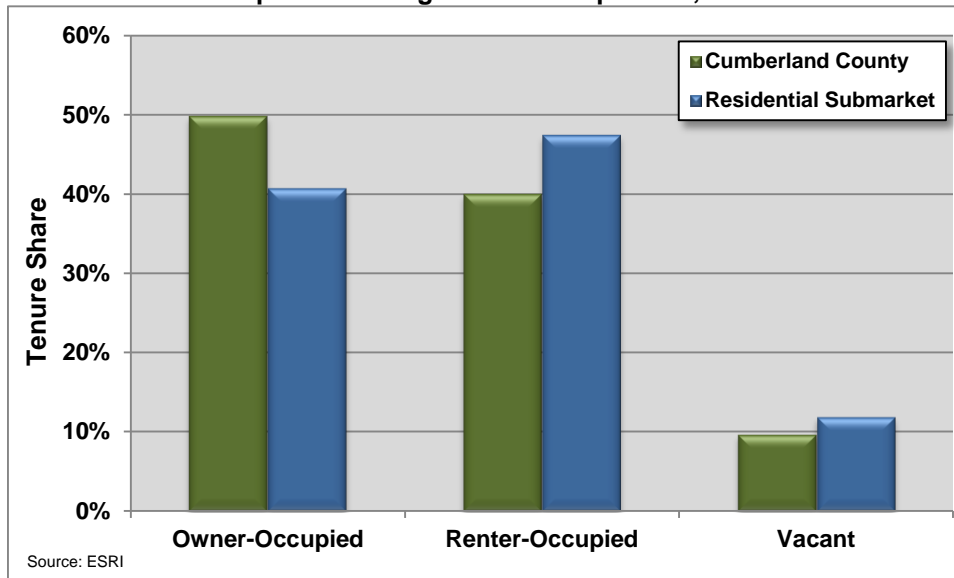
Sources: U.S. Census

While there is no data available that provides a more current estimate of housing units by type, it is probable that the Residential Submarket has followed consistent trends with overall Cumberland County. Given the recent national shift away from home-ownership, it is likely that the multi-family share has increased to approximately 30%.

4.2.2 Housing Tenure

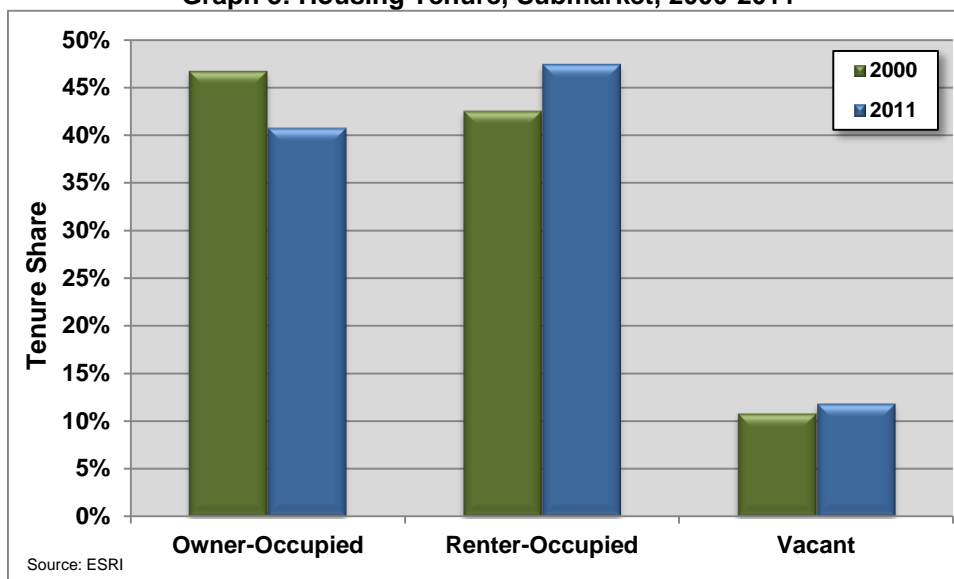
Graph 4 compares housing unit tenure in the Residential Submarket to Cumberland County. Owner-occupied units make up approximately 50% of all units in Cumberland County, higher than 40% in the Residential Submarket. Renter-occupied units are more prevalent in the Submarket, making up 47%. Due to deployments that occur in military markets, the County and Submarket have slightly elevated vacancy rates of 10% and 12%, respectively.

Graph 4: Housing Tenure Comparison, 2011



Housing tenure in the Submarket was 47% owner-occupied and 43% renter-occupied in 2000 (Graph 5). However, by 2011, the share of renter occupied units increased to 47% and owner-occupied units decreased to 41%. Vacant units remained relatively constant at 11% in 2000 and 12% in 2011.

Graph 5: Housing Tenure, Submarket, 2000-2011



4.3 For-Sale

Annual closing and new unit pricing trends for for-sale residential product were provided from Market Opportunity Research Enterprises (M.O.R.E.). This data included transactions that occurred through the Multiple Listing Service (MLS), as well as units sold directly by builders. It should be noted that M.O.R.E. reports data on the township level.

This analysis focuses on the Cross Creek Township, which is the closest alignment to the Residential Submarket. It should be noted that some of the newer communities near the northern end of the Ramsey Street Corridor Study Area, Greystone, Fairfield Farms, Kings Grant, and Kinwood, have been excluded because they fall into Carver Creek Township. A new 304-unit single-family detached phase of Kings Grant is currently under construction west of Ramsey Street. This community also falls in Carver Creek Township. Map 5 shows the boundaries of Cross Creek Township as they compare with the Residential Submarket.

4.3.1 Cumberland County Closing Trends

There were 19,253 new and resale single-family detached closings in Cumberland County between 2007 and 2011 (Table 15). New closings represented 26.9% of the overall total, ranging from 24.9% in 2008 to 28.2% in 2010 and 2011. Closings peaked in 2007 at nearly 5,000, before declining to 2,912 in 2012. This was consistent with dramatic reductions in transactions nationally, driven by job losses and reduced mobility due to the economic downturn, and very conservative mortgage lending standards.

Table 15: Annual Detached Closings, Cumberland County, 2007-2011

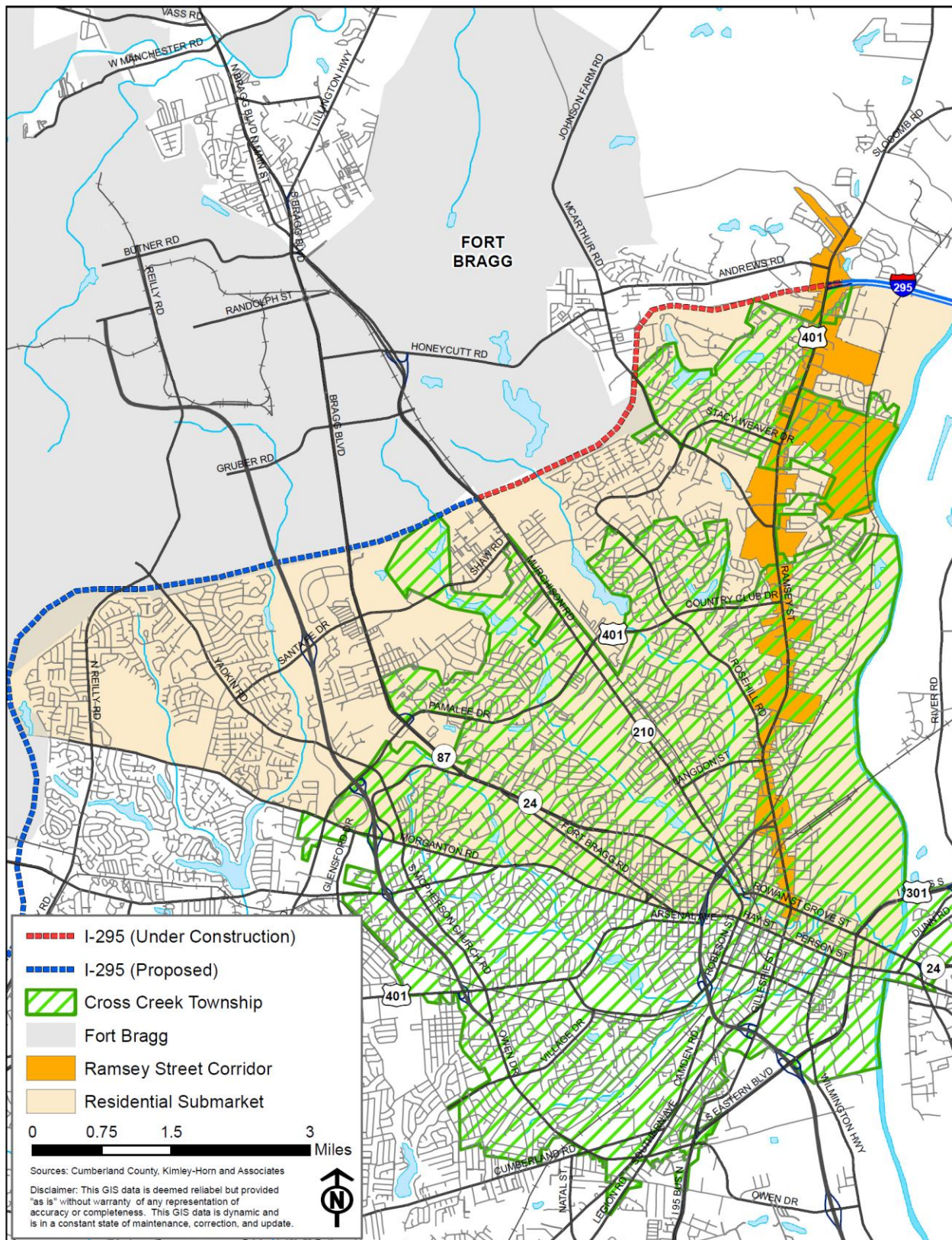
Year	Detached Units		Total Units	New % of Total
	New	Resale		
2007	1,299	3,650	4,949	26.2%
2008	1,022	3,081	4,103	24.9%
2009	1,027	2,656	3,683	27.9%
2010	1,018	2,588	3,606	28.2%
2011	820	2,092	2,912	28.2%
Total	5,186	14,067	19,253	26.9%

Note: Analysis period runs from March to March.

Source: Kimley-Horn and Associates, M.O.R.E.

Due to limited land availability, higher-density, attached product will likely be the primary new housing type in the Ramsey Street Corridor. There were 1,452 townhouse or condominium closings in Cumberland County between 2007 and 2011 (Table 16). The share of the total closings that was new product fell from 45.6% in 2007 to 36.6% in 2010, before rebounding to 42.3% in 2011. Closings peaked in 2007 at 430, before declining to 175 in 2011.

Map 5: Cross Creek Township and Residential Submarket, 2012



**Table 16: Annual Attached Closings,
Cumberland County, 2007-2011**

Year	Attached Units		Total Units	New % of Total
	New	Resale		
2007	196	234	430	45.6%
2008	135	265	400	33.8%
2009	85	138	223	38.1%
2010	82	142	224	36.6%
2011	74	101	175	42.3%
Total	572	880	1,452	39.4%

Note: Analysis period runs from March to March.

Source: Kimley-Horn and Associates, M.O.R.E.

4.3.2 Cross Creek Township Closing Trends

Cross Creek Township had a total of 4,345 single-family detached closings between 2007 and 2011, representing over 25% of the County (Table 17). Similar to Cumberland County, closings peaked at 1,155 in 2007 before declining to 684 in 2011. New closings made up only 13.1% of the overall total, indicating that Cross Creek Township is an established residential area. The new home share for Cumberland County was more than double at 26.9%. New residential development has been gravitating towards unincorporated Cumberland County, as well as nearby Hoke and Harnett counties.

**Table 17: Annual Detached Closings,
Cross Creek Township, 2007-2011**

Year	Detached Units		Total Units	New % of Total
	New	Resale		
2007	185	970	1,155	16.0%
2008	120	809	929	12.9%
2009	90	701	791	11.4%
2010	87	699	786	11.1%
2011	86	598	684	12.6%
Total	568	3,777	4,345	13.1%

Note: Analysis period runs from March to March.

Source: Kimley-Horn and Associates, M.O.R.E.

There were 879 townhouse/condominium closings in Cross Creek Township in the last five years (Table 18). New closings made up 38.2% of the total during this time period, almost comparable to 39.4% for Cumberland County. Attached product closings have declined every year since peaking at 277 units in 2007, mirroring the trend for Cumberland County.

**Table 18: Annual Attached Closings,
Cross Creek Township, 2007-2011**

Year	Attached Units		Total Units	New % of Total
	New	Resale		
2007	136	141	277	49.1%
2008	83	159	242	34.3%
2009	47	95	142	33.1%
2010	35	91	126	27.8%
2011	35	57	92	38.0%
Total	336	543	879	38.2%

Note: Analysis period runs from March to March.

Source: Kimley-Horn and Associates, M.O.R.E.

As shown in Table 19, the 879 attached unit closings in Cross Creek Township made up over 60% of the Cumberland County total between 2007 and 2011. This reflects the concentration of infill for-sale development in established and comparatively urban Cross Creek Township.

**Table 19: Annual Attached
Closing Comparison, 2007-2011**

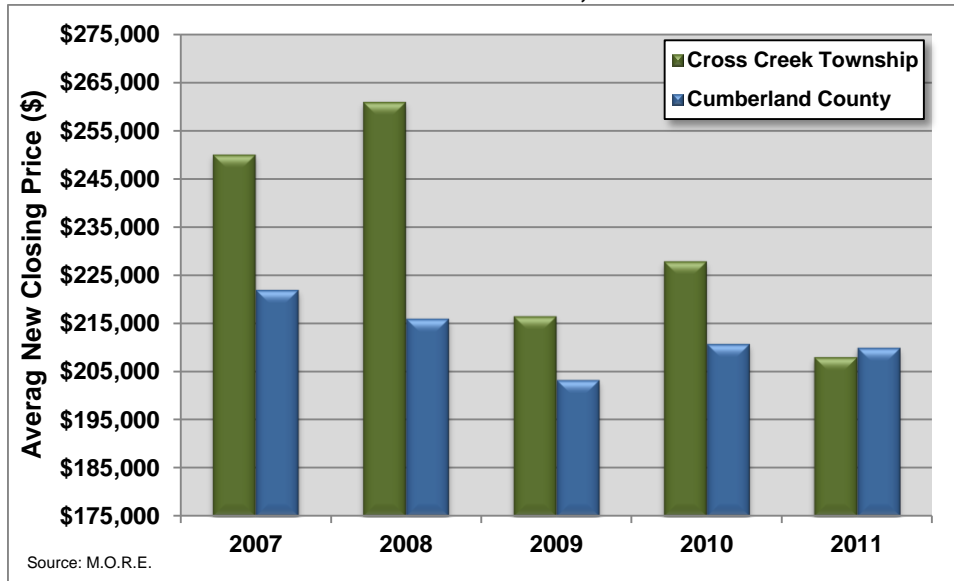
Year	Total Attached Units		Fayetteville % of County
	Cross Crk.	Cumberland	
2007	277	430	64.4%
2008	242	400	60.5%
2009	142	223	63.7%
2010	126	224	56.3%
2011	92	175	52.6%
Total	879	1,452	60.5%

Note: Analysis period runs from March to March.

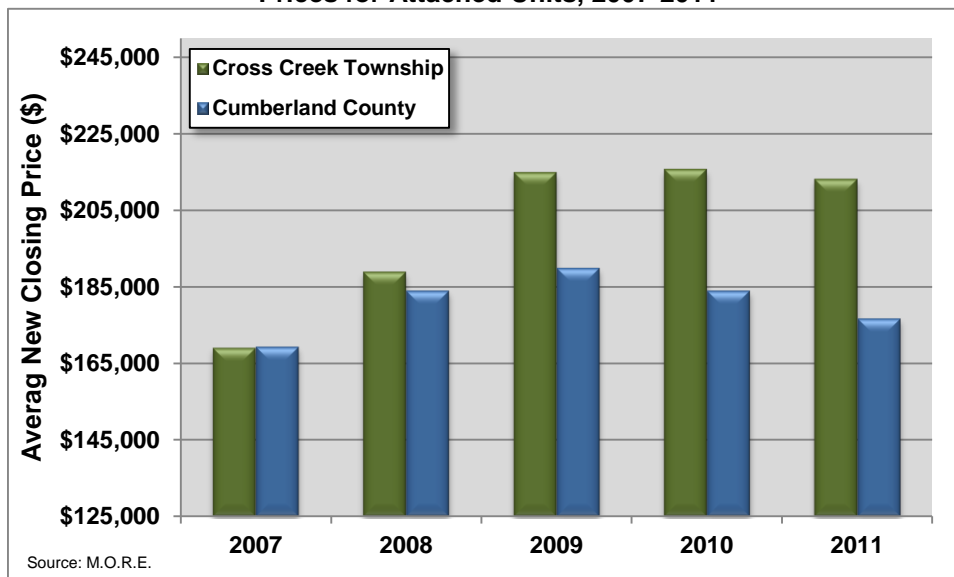
Source: Kimley-Horn and Associates, M.O.R.E.

4.3.3 Average New Unit Closing Price

The average closing price for new units in Cross Creek Township decreased 25.4% from a peak of \$261,021 in 2008 to \$208,105 in 2011 (Graph 6). The drop for Cumberland County was only 5.7%, primarily due to a larger housing base. The average price for new units in Cross Creek Township was higher than Cumberland County in every year between 2007 and 2010. In fact, the average new closing price in Cross Creek Township was 20.9% higher than Cumberland County in 2008, but by 2011 the overall County slightly exceeded the Township. This indicates that the market for higher-priced product in the Township has diminished since the economic downturn, and it more closely resembles the balance of Cumberland County.

Graph 6: Comparison of Average New Closing Prices for Detached Units, 2007-2011

Average new attached closing prices in Cross Creek Township have ranged from nearly \$190,000 in 2009 to \$169,265 in 2007 (Graph 7). In 2007, Cross Creek Township and overall Cumberland County reported similar average new closing prices. By 2011, closing prices in Cross Creek Township were 20.6% higher than the County, reflecting a premium for in-town locations.

Graph 7: Comparison of Average New Closing Prices for Attached Units, 2007-2011

4.3.4 Attached For-Sale Development Activity

There are two active attached for-sale communities in the Residential Submarket with townhouse lots available for new construction. As shown in Table 20 and Map 6, the two communities have a total of 189 planned units, with 87 remaining to be built upon. Highlands at Kings Grant is

located on Shawcroft Drive, west of Ramsey Street. Candlewick Townhomes is a smaller townhouse development located immediately adjacent to the Ramsey Street Corridor, off of Kenwood Drive. Other townhouse developments in the Residential Submarket are substantially built-out.

Table 20: Attached For-Sale Development Activity, Residential Submarket, 2012

Map Key	Communities	Attached For-Sale Units		
		Planned	Built	Remaining
1	Highlands at Kings Grant	126	84	42
2	Candlewick Townhomes	63	18	45
Total		189	102	87

Source: City of Fayetteville; Kimley-Horn and Associates

It should be noted that planning approvals are typically not tied to the ownership type of a residential unit. As such, a number of communities that were initially envisioned as for-sale have been converted to rental, due to the economic downturn and housing crisis. McArthur Park Apartments and Kingsley Towns were all platted to be for-sale, but are currently being managed and leased as rental product.

4.4 Apartments

4.4.1 Apartment Market Trends

As shown in Table 21 and Map 7, eight newer apartment communities in the Residential Submarket were analyzed to confirm recent completion trends. Totaling 1,828 units, the selected communities are all located in the City of Fayetteville. The eight communities range in size from 327 units at Westlake at Morganton to 107 units at Villagio, which has plans to deliver another 36 units in 2012.

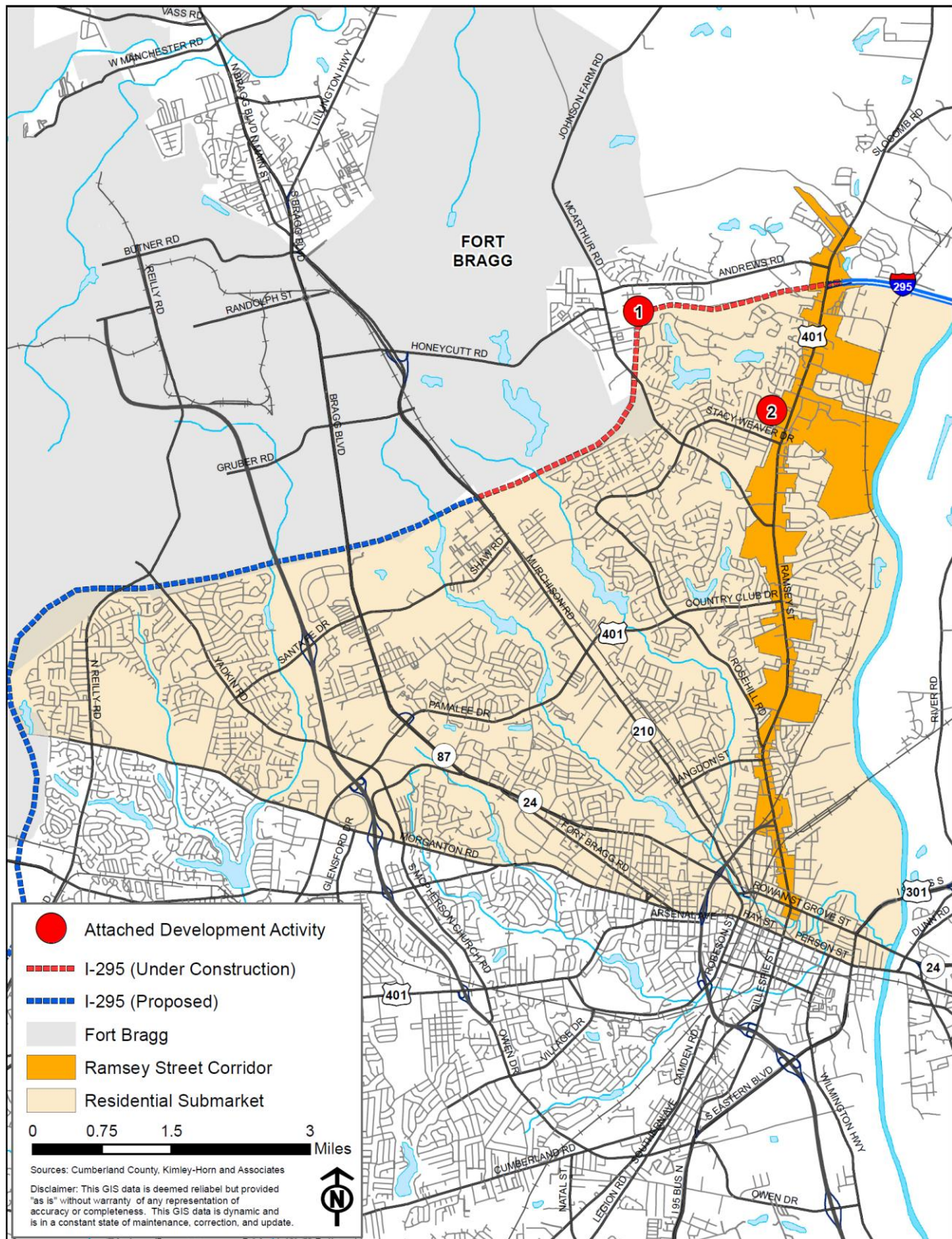
Table 21: Newer Apartment Inventory, Residential Submarket, 2012

Map Key	Community	Address	Year Built	Total Units
1	Westlake at Morganton	3311 Woodhill Lane	2009	327
2	Village at Carver Falls	6271 Carver Oaks Drive	1998-2005	308
3	The Heights at McArthur Park	2523 Mulranny Drive	2009-2010	288
4	The Enclave at Pamalee Square	1014 Enclave Drive	2010	242
5	Abbotts Park	6230 Abbotts Park Road	2006	232
6	Jamestown Commons	1429 Bozeman Loop	2007	216
7	Stoney Ridge	5441 Basking Ridge Drive	2001	108
8	Villagio	710 Villagio Place	2011	107
Total				1,828

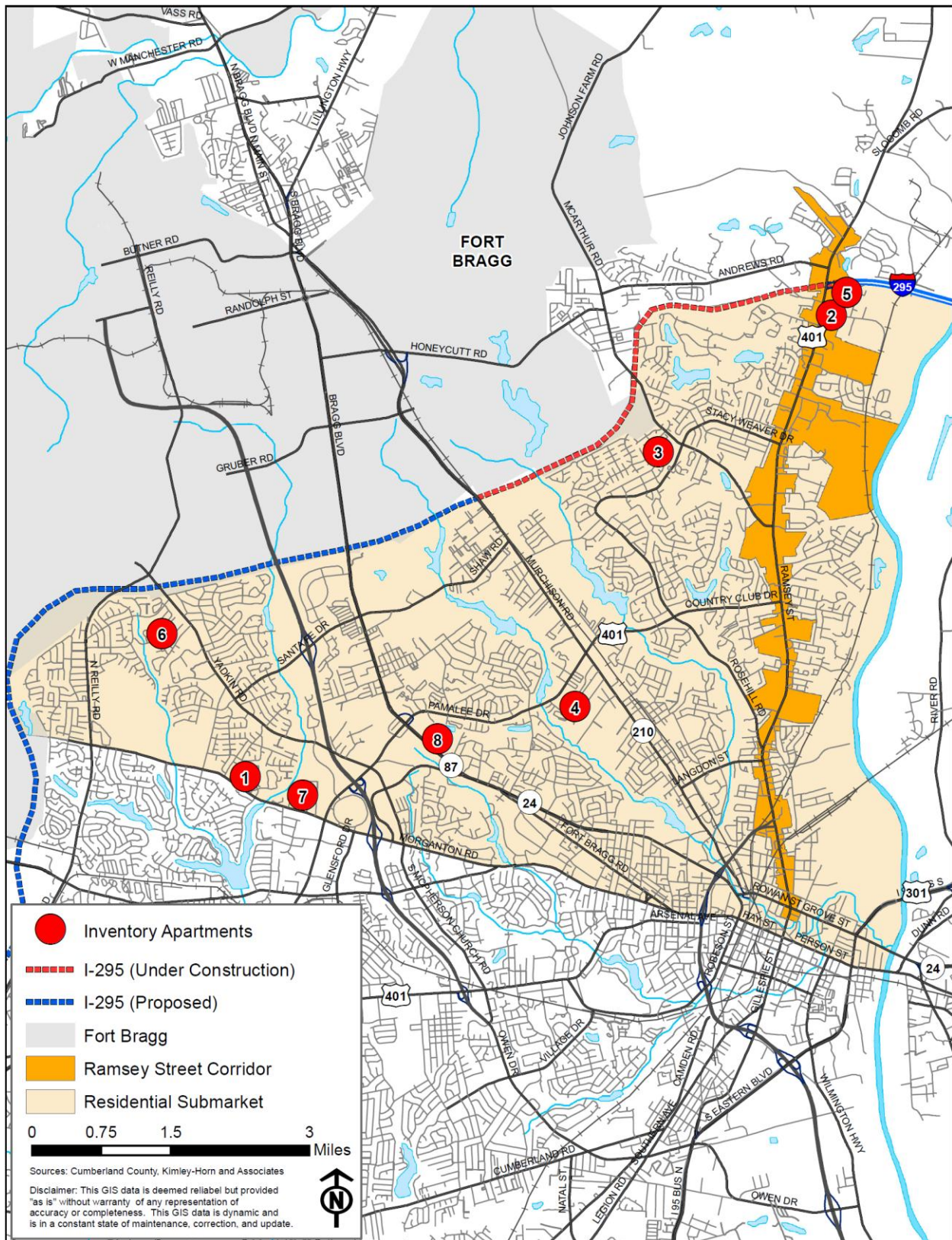
Source: Cumberland County; Kimley-Horn and Associates

Village at Carver Falls, located off Ramsey Street, is the oldest community, with the first units completed in 1998. Villagio is the newest, delivering units in 2011. Four of the eight communities have been completed since 2009. New apartment communities coincided with population increases in the Fayetteville area due to BRAC-related transfers to Fort Bragg. However, based on feedback from the Fort Bragg Regional Alliance, a majority of the population increase impacts related to BRAC have already occurred.

Map 6: Attached For-Sale Development Activity, Residential Submarket, 2012



Map 7: Newer Apartment Communities, Residential Submarket, 2012



While the Ramsey Street corridor contains a number of multi-family developments, Village at Carver Falls and Abbotts Park are the only two communities that have completed units since 2000. Both communities are located in Segment B, just south of I-295. Most of the rental product in the corridor was developed in the 1970s and 1980s.

The eight communities selected for analysis in the Submarket were surveyed to estimate the current overall vacancy rate. As of May, there were 150 available apartment units, equating to a vacancy rate of 8.2% (Table 22). Vacancy rates ranged from 0.7% at Westlake at Morganton, completed in 2009, to 29.9% at The Heights at McArthur Park. It is important to note that the two newer apartment communities in the corridor remain in lease-up and have vacancy rates of over 10%.

Table 22: Vacancy Rate, Submarket, 2012

Community	Vacancy Rate	Vac. Units
Westlake at Morganton	0.7%	1
Village at Carver Falls	16.0%	49
The Heights at McArthur Park	29.9%	45
The Enclave at Pamalee Square	5.8%	14
Abbotts Park	11.3%	17
Jamestown Commons	3.7%	8
Stoney Ridge	7.4%	8
Villagio	5.3%	8
Total/Average	8.2%	150

Source: Kimley-Horn and Associates

REIS is a third-party real estate data company that tracks a set of 8,677 apartments, in communities with 40 or more units, in Cumberland and Hoke counties. The year-end 2011 vacancy rate reported by REIS was 6.8%, which is slightly better than the standard 7% equilibrium rate and far less than the 8.2% reported by the eight inventoried Submarket communities. The lower REIS vacancy is likely due to the selection of newer apartment developments for the Submarket, some still in lease-up.

4.4.2 Comparable Communities

This section analyzes current vacancy rates for four comparable communities in the Submarket. The comparables were selected based on age, location, and quality of product. The four comparable communities contain a total of 938 units (Table 23). Communities range in size from 107 units at Villagio to 327 units at Westlake at Morganton.

Table 23: Comparable Apartment Communities, Residential Submarket, 2012

Community	Location	Management Company	Year Open	Unit Mix			Total Units	Avg. Sq.Ft.	Avg. Rent	Rent/ Sq.Ft.
				1-BR	2-BR	3-BR				
Westlake at Morganton	3311 Woodhill Lane	Driven Properties	2009	105	186	36	327	1,165	\$1,082	\$0.93
Heights at McArthur Park	2523 Mulranny Drive	Drucker and Falk	2009	96	120	72	288	1,075	\$997	\$0.93
Jamestown Commons	1429 Bozeman Loop	Caviness & Cates	2007	54	72	90	216	1,092	\$898	\$0.82
Villagio	710 Villagio Place	S.L. Nusbaum Realty Co.	2011	41	58	8	107	1,018	\$1,098	\$1.08
Avg./Total				296	436	206	938	1,104	\$1,015	\$0.92
Share				31.6%	46.5%	22.0%				

Source: Kimley-Horn and Associates

The comparable communities have an average unit size of 1,104 square feet and a weighted average rent of \$1,015, equating to \$0.92 per square foot. The aggregate unit mix is 31.6% one-bedrooms, 46.5% two-bedrooms, and 22.0% three-bedrooms. The three-bedroom share is well above a more typical 10% to 15% due to Fayetteville's strong presence of military families.

The aggregate vacancy rate in the four comparable communities was 6.6% in May, less than 8.2% in the larger set of communities inventoried in the Residential Submarket (Table 24). Vacancy rates ranged from 0.3% at Westlake at Morganton to 15.6% at Villagio, which received final Certificates of Occupancy in third-quarter 2011 and is the highest-priced rental product in Fayetteville. Vacancy rates were not available by bedroom type in all communities. However, some of the communities did indicate that one-bedroom units had the lowest vacancy rate.

Table 24: Comparable Apartment Vacancy, Residential Submarket, 2012

Community	Vacancy Rate	Vac. Units
Westlake at Morganton	0.3%	1
The Heights at McArthur Park	15.6%	45
Jamestown Commons	7.3%	8
Villagio	7.5%	8
Total/Average	6.6%	62

Source: Kimley-Horn and Associates

4.4.3 Development Activity

The Columns at Patriot Park is the only apartment community under construction in the Residential Submarket. Another eight projects are planned in the Residential Submarket, totaling 2,021 apartments (Map 8 and Table 25). Under construction and planned communities range in size from 638 units at Addison Ridge, in the southwest quadrant of All American Expressway and Sante Fe Drive, to 120 units on the south side of Fillyaw Road. Two of the proposed projects are second phases to existing projects, The Enclave at Pamalee Square and Villagio. The Columns at Patriot Park and Northridge Park are both part of multi-use developments.

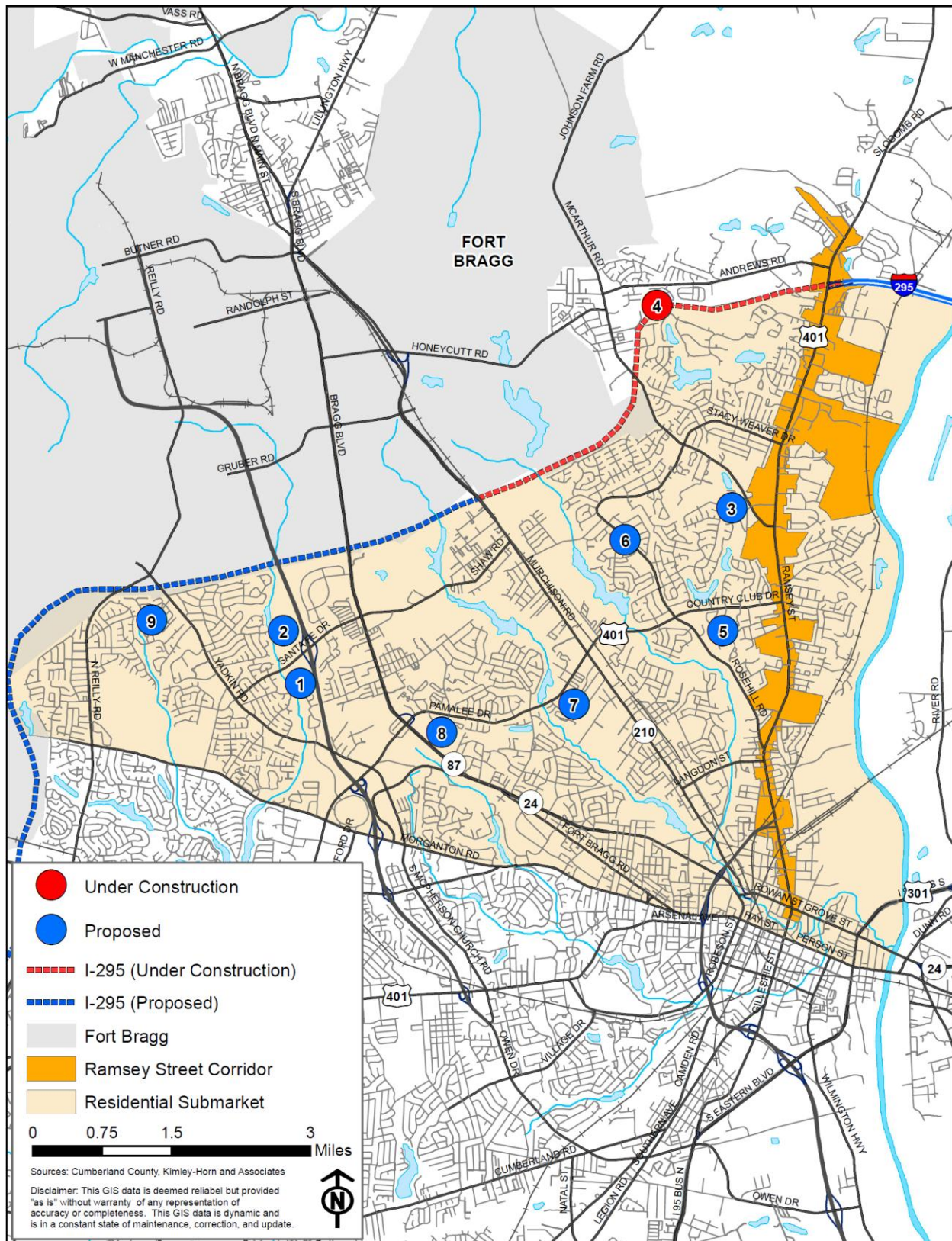
Table 25: Proposed Apartment Communities, Residential Submarket, 2012

Map Key	Community	Location	Proposed Units
1	Addison Ridge	Santa Fe Dr.	638
2	Plantation at Fayetteville	Santa Fe Dr.	240
3	Crystal Lake Apartments	McArthur Rd.	196
4	The Columns at Patriot Park*	Andrews Rd.	192
5	Northridge Park	Country Club Dr.	192
6	Ansley Apartments	Rosehill Rd./Autumn Dr.	154
7	The Enclave at Pamalee Square - Phase 2	1014 Enclave Dr.	148
8	Villagio - Phase 2	710 Villagio Place	141
9	Gateway Park Apartments	Fillyaw Rd.	120
Total			2,021

Note: Currently under construction.

Sources: City of Fayetteville; Kimley-Horn and Associates

Map 8: Apartment Development Activity, Residential Submarket, 2012



As shown in Table 26, an estimated 1,203 units, including the under construction Columns at Patriot Park, are expected to be complete by the end of 2016. Another 1,000 units could be delivered post-2016. It should be noted that apartment deliveries in the Residential Submarket are dependent on which projects receive funding to move forward.

**Table 26: Apartment Delivery Forecast,
Residential Submarket, 2012**

Community	Proposed	
	2012-2016	Post-2016
Addison Ridge	300	338
Plantation at Fayetteville	240	
Crystal Lake Apartments		196
The Columns at Patriot Park*	192	
Northridge Park		192
Ansley Apartments		154
The Enclave at Pamalee Square - Phase 2	148	
Villagio - Phase 2	141	
Gateway Park Apartments		120
Total	1,203	1,000

Note: Currently under construction.

Sources: City of Fayetteville; Kimley-Horn and Associates

4.5 Residential Demand Forecast

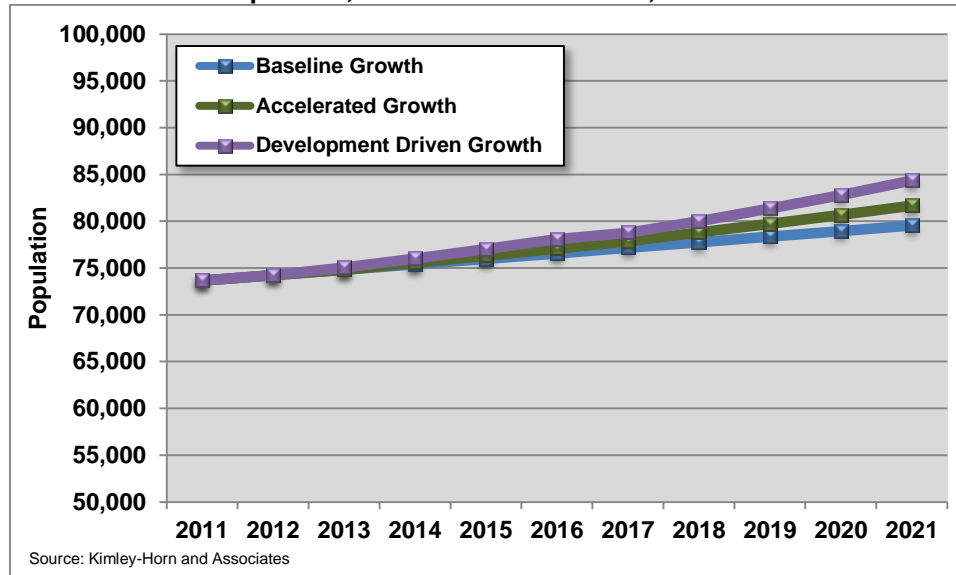
4.5.1 Population Forecast

In order to forecast residential demand, ten-year population forecasts were prepared for the Residential Submarket. Three different growth scenarios were evaluated to forecast population, households, and housing units for the Submarket through 2021. These include:

- **Baseline Growth.** Environmental Research Systems Institute (ESRI) forecasted a compound annual growth rate of 0.8% between 2011 and 2016. This straight-line growth rate was used to forecast population through 2021.
- **Accelerated Growth.** The Baseline Growth forecast was accelerated post-2016 to indicate continued recovery in the national economy. The 0.8% compound annual growth rate was used for years 2011-2014, followed by a higher 1.0% from 2015-2017, and 1.2% after 2017.
- **Development-Driven Growth.** The Development Driven Growth scenario accelerated Baseline Growth to acknowledge the addition of new single-family detached, townhouse, and apartments currently entitled in the Submarket.

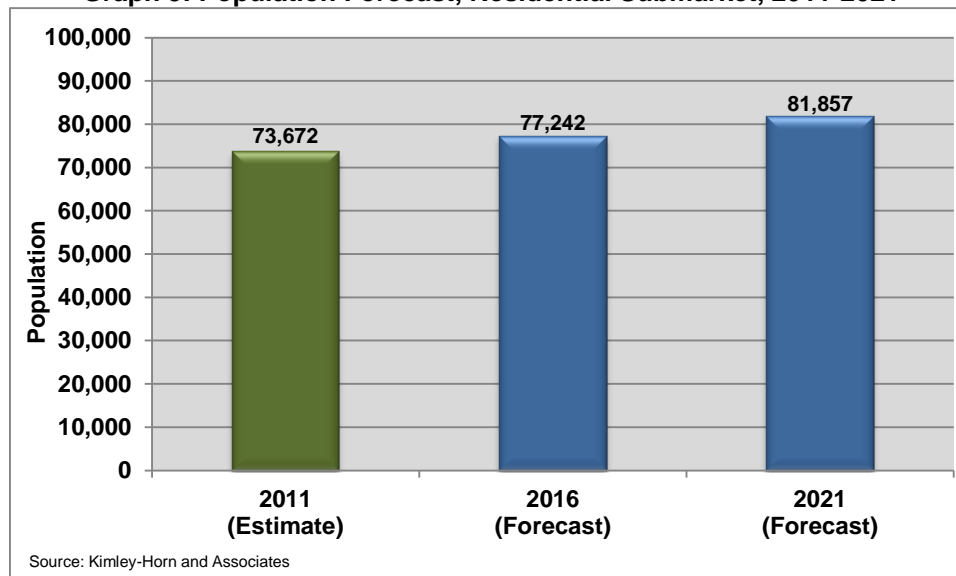
Graph 8 demonstrates the population forecasts between 2011 and 2021 using the three methods described above. Given the large number of residential units either under construction or proposed in the Submarket, the Development-Driven Growth scenario produced the highest population forecast. There continues to be a strong market for apartments, partially due to a national shift in tenure toward rental and the proximity to Fort Bragg. The Accelerated Growth scenario has the second-highest population forecast, followed by Baseline Growth.

Graph 8: Population Forecast Scenario Comparison, Residential Submarket, 2011-2021



A final forecast was derived from taking a straight average of the three methods summarized above. As shown in Graph 9, the Residential Submarket is forecasted to reach approximately 81,857 total residents by 2021, an 11.1% increase over the 2011 estimate of 73,672 people. Using a straight average of the three methods adjusts for residential units that are entitled, but may not get constructed due to an inability to get financing.

Graph 9: Population Forecast, Residential Submarket, 2011-2021



Household and housing unit forecasts are derived from the total potential population of 81,857 residents in 2021. The forecasted households for the Residential Submarket incorporate a continued decline in average size, consistent with recent trends. This analysis uses 2.36 persons per household between 2011 and 2016, and 2.32 people post-2016.

Housing unit forecasts are based on a 10% vacancy rate. However, it should be noted that the vacancy rate was elevated in the development growth scenario to account for increased capacity as new units are built.

Housing units in the Residential Submarket could increase by 11.7%, or 4,122 new units, between 2011 and 2021 (Table 27). Housing unit delivery is expected to increase after 2016, as the economy continues to recover.

**Table 27: Residential Forecast,
Residential Submarket, 2011-2021**

	2011	2016	2021	2011-2021 Δ	
				#	%
Housing Units	35,347	37,027	39,469	4,122	11.7%
Households	31,157	32,730	35,078	3,921	12.6%
Population	73,672	77,242	81,857	8,185	11.1%

Source: ESRI, Kimley-Horn and Associates, City of Fayetteville

4.5.2 Residential Demand Forecast

Given the national shift in tenure toward rental housing, apartments are likely to make up nearly 60% of the new housing units in the Residential Submarket. The delivery of 750 new attached for-sale units is based on absorption trends between 2008 and 2012 in Fayetteville Township. Of the 4,122 new residential units forecasted for the Residential Submarket, 922 are potentially single-family detached, 750 could be townhouses, and 2,450 are expected to be apartments (Table 28). The forecast is indicative of higher densities in the Residential Submarket compared to other areas in Cumberland County and the balance of the Fort Bragg region.

**Table 28: Housing Unit Delivery Forecast,
Residential Submarket, 2011-2021**

Type	New Housing Units		Total	% of Total
	2011-2016	2016-2021		
Single-Family	380	542	922	22.4%
Townhouse	300	450	750	18.2%
Apartment	1,000	1,450	2,450	59.4%
Total	1,680	2,442	4,122	

Source: ESRI, Kimley-Horn and Associates, City of Fayetteville

Capture rates were applied to the housing unit delivery forecast for the larger Residential Submarket in order to determine demand for the Ramsey Street Corridor in five-year increments between 2011 and 2021. As shown in Table 29, capture rates vary by housing unit type and time period. Higher capture rates were given to apartments and townhouses, which would be more likely to emerge along the established Ramsey Street corridor. Capture rates are expected to decline over time for single-family detached units due to reduced land availability.

Table 29: Capture Rates, Ramsey Street Corridor, 2011-2021

Type	Capture Rates	
	2011-2016	2016-2021
Single-Family	10.0%	8.0%
Townhouse	15.0%	15.0%
Apartment	25.0%	25.0%

Source: Kimley-Horn and Associates

Apartments are expected to make up 77.1% of the forecasted new housing inventory in the Ramsey Street Corridor (Table 30). Based on a standard size for new apartment communities, the 613 new units would likely be contained in two to three communities. Another 113 residential units could be townhouses. Single-family detached units are expected to make up only 8.7% of new residential housing between 2011 and 2021, equating to 69 units.

Table 30: Housing Unit Delivery Forecast, Ramsey Street Corridor, 2011-2021

Type	New Housing Units		Total	% of Total
	2011-2016	2016-2021		
Single-Family	38	31	69	8.7%
Townhouse	45	68	113	14.2%
Apartment	250	363	613	77.1%
Total	333	461	794	

Source: ESRI, Kimley-Horn and Associates, City of Fayetteville

5. Retail

Segment C is the primary retail concentration for the Ramsey Street Corridor. This section of the report provides demographic trends for a Retail Trade Area defined for Segment C. The Trade Area is based on a ten-minute drive time from the intersection of Oates Drive and Ramsey Street, the central-most point of the Segment (Map 9).

An inventory of multi-tenant retail is provided for Segment C, in addition to current rent and vacancy estimates. Ten-year forecasts of expenditure potential, retail sales, and square footage demand are shown by type of store and/or good for the Ramsey Street Corridor.

5.1 Trade Area Demographic Trends

5.1.1 Population

The Retail Trade Area contained an estimated 62,605 residents in 2011, 0.5% less than 62,896 in 2000 (Table 31). The decline in population in the Retail Trade Area was less pronounced than in the Residential Submarket, primarily due to the extension of the Trade Area into unincorporated areas of Cumberland County that are experiencing growth.

Table 31: Population Trend Comparison, 2000-2011

Geography	2000	2011	2000-2011 Δ	
			#	%
Retail Trade Area	62,896	62,605	-291	-0.5%
Cumberland County	302,963	323,404	20,441	6.7%
Submarket % of County	20.8%	19.4%	-1.4%	

Sources: ESRI; Kimley-Horn and Associates

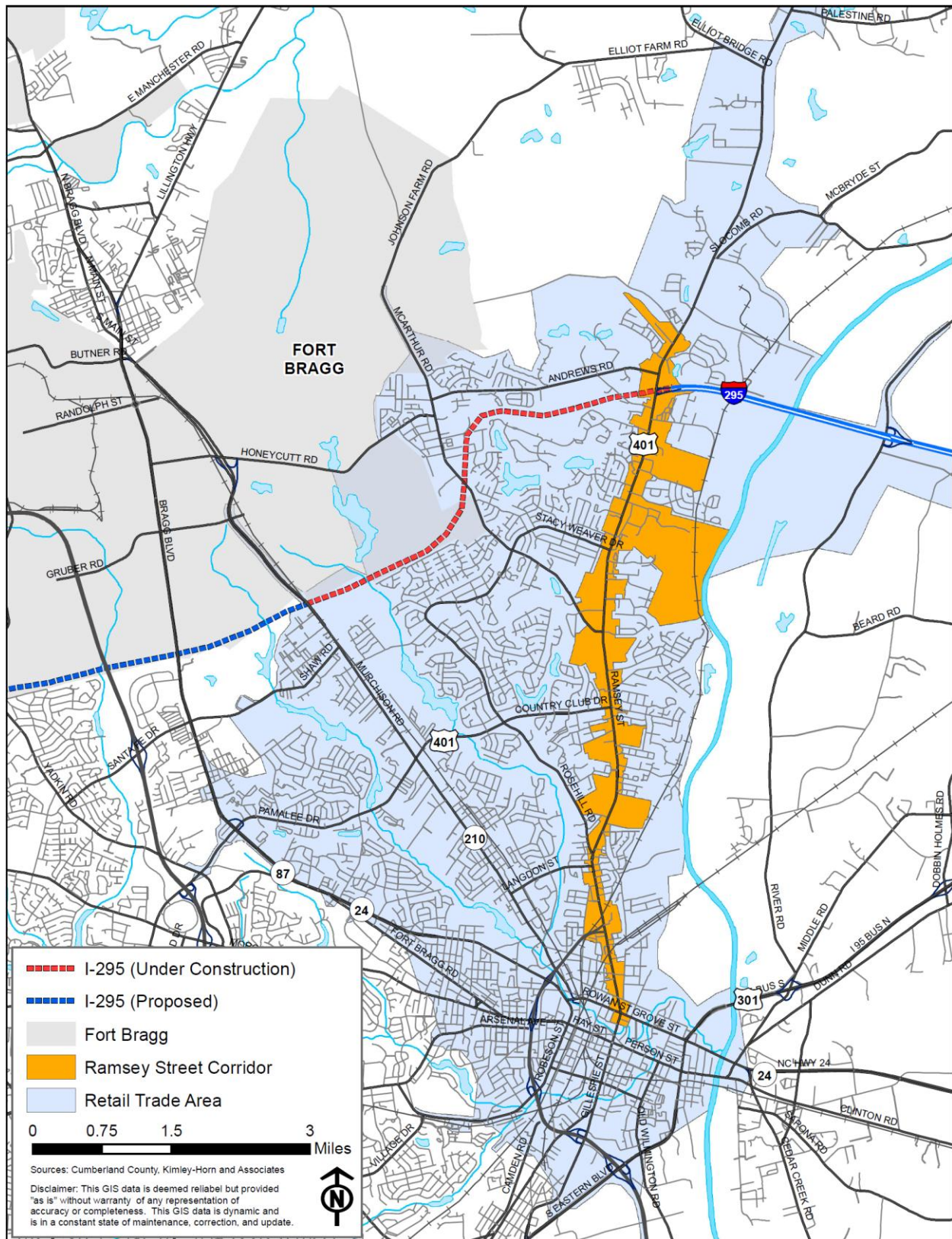
Trade Area population declined in most cohorts under age 44 between 2000 and 2011 (Table 32). However, all age categories over 45 increased. The 55 to 64 age cohort experienced the strongest increase of 2,169 residents, or 44.8%, due to the large Baby Boomer generation.

Table 32: Population by Age Cohort, Trade Area, 2000-2011

Cohort	2000	2011	2000-2011 Δ	
			#	%
0-4	4,717	4,508	-210	-4.4%
5-9	4,403	3,819	-584	-13.3%
10-14	4,151	3,694	-457	-11.0%
15-24	11,133	11,332	199	1.8%
25-34	9,560	8,953	-608	-6.4%
35-44	9,309	7,200	-2,109	-22.7%
45-54	7,610	8,389	779	10.2%
55-64	4,843	7,012	2,169	44.8%
65-74	4,025	4,195	169	4.2%
75-84	2,390	2,629	239	10.0%
85+	755	876	122	16.1%
Total	62,896	62,605	-291	-0.5%

Sources: ESRI; Kimley-Horn and Associates

Map 9: Retail Trade Area, 2012



5.1.2 Households

As shown in Table 33, there were an estimated 25,991 households in the Trade Area in 2011, an increase of 4.3% since 2000. Similar to the Residential Submarket, population declined between 2000 and 2011, but households increased, indicating a downward shift in household size.

Table 33: Household Trend Comparison, 2000-2011

Geography	2000	2011	2000-2011 Δ	
			#	%
Retail Trade Area	24,908	25,991	1,083	4.3%
Cumberland County	107,358	124,004	16,646	15.5%
Submarket % of County	23.2%	21.0%	6.5%	

Sources: ESRI; Kimley-Horn and Associates

Cumberland County experienced 15.5% growth, equating to an increase of 16,646 households between 2000 and 2011. Similar to the Retail Trade Area, the faster household growth rate indicates a declining household size in Cumberland County since 2000.

The Retail Trade Area experienced strong growth in all income cohorts earning over \$100,000 annually. However, households earning less than \$15,000 annually continued to make up the largest share of the Trade Area (Table 34), concentrated in neighborhoods close to downtown Fayetteville. Most income cohorts earning less than \$50,000 experienced a decline between 2000 and 2011, likely due to nominal wage inflation.

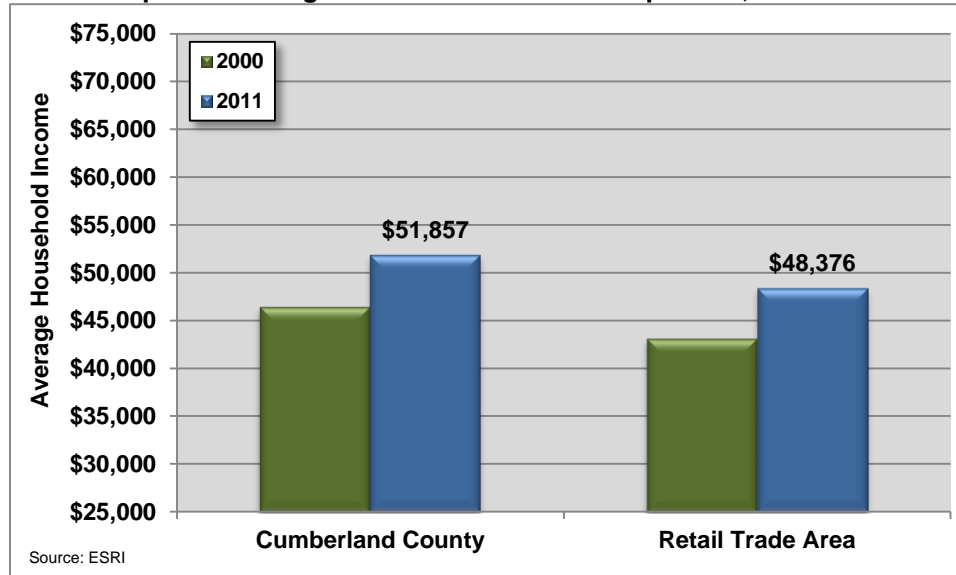
Table 34: Households by Income Cohort, Trade Area, 2000-2011

Cohort	2000	2011	2000-2011 Δ	
			#	%
<\$15,000	5,629	5,276	-353	-6.3%
\$15,000-\$24,999	3,637	3,795	158	4.3%
\$25,000-\$34,999	3,612	3,587	-25	-0.7%
\$35,000-\$49,999	4,483	4,315	-169	-3.8%
\$50,000-\$74,999	4,010	4,289	278	6.9%
\$75,000-\$99,999	1,893	2,027	134	7.1%
\$100,000-\$149,999	1,245	1,923	678	54.4%
\$150,000-\$199,999	199	468	269	134.8%
\$200,000+	199	312	113	56.5%
Total	24,908	25,991	1,083	4.3%

Sources: ESRI; Kimley-Horn and Associates

5.1.3 Average Household Income

Retail demand forecasts generally rely on average household income, which is typically higher than the median household income statistics reported in Section 4.1. The average household income in the Retail Trade Area was estimated at \$48,376 in 2011, 7.2% less than \$51,857 in Cumberland County (Graph 10). The Retail Trade Area and Cumberland County both experienced increases between 2000 and 2011, at 11.7% and 12.2%, respectively.

Graph 10: Average Household Income Comparison, 2000-2011

5.2 Multi-Tenant Retail Inventory

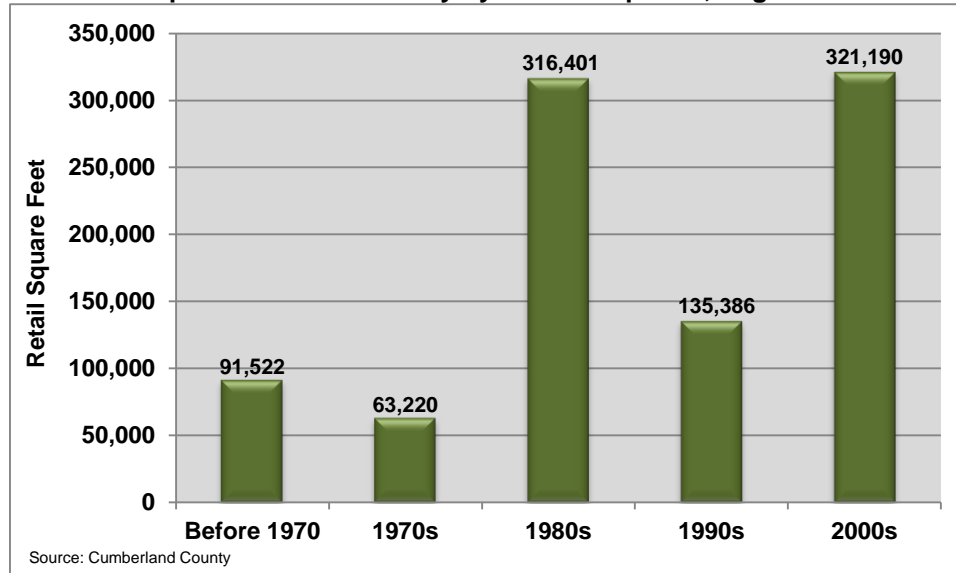
The retail inventory in Segment C of the Ramsey Street Corridor includes multi-tenant centers that were identified in Cumberland County's tax parcel data. The data includes anchored shopping centers, as well as smaller specialty strips. As shown in Table 35, of the 927,719 square feet of multi-tenant retail space in Segment C, 34.6% has been completed since 2000.

Table 35: Retail Inventory by Year Completed, Segment C

Decade	Square Feet	% of Total
Before 1970	91,522	9.9%
1970s	63,220	6.8%
1980s	316,401	34.1%
1990s	135,386	14.6%
2000s	321,190	34.6%
Total	927,719	100.0%

Source: Cumberland County

Retail completions in Segment C were less than 100,000 square feet per decade prior to 1980 (Graph 11). In the 1980s, several larger retail developments were completed, including Wal-Mart, Hannaford, and Kroger shopping centers. The only major retail development in the 1990s was the Lowes Home Improvement, totaling over 135,000 square feet. Completions since 2000 have included a new Wal-Mart Supercenter shopping center, as well as an adjacent junior anchor strip center that was completed earlier this year.

Graph 11: Retail Inventory by Year Completed, Segment C

5.3 Current Average Rent and Vacancy

Based on data provided by REIS, a third-party real estate data provider, Cumberland County contains over 2.6 million square feet of multi-tenant retail. The reported year-end annual average lease rate for Cumberland County was \$11.49 per square foot, up \$0.11 from year-end 2010. It should be noted that the reported lease rate is for non-anchor spaces. The most recently reported vacancy rate for Cumberland County is was 15.6% at year-end 2011, relatively unchanged from 15.4% at year-end 2010.

Based on feedback from local realtors and online listings, average rents reported in the Retail Trade Area are consistent with overall Cumberland County. Vacancy in the Trade Area is estimated at between 10% and 15%. It should be noted that the Ramsey Street Corridor's Segment C had over 300,000 square feet of vacant retail space in 2009. Since that time, more than 60% of the available space has been occupied by a mix of traditional retailers and institutional uses including a school and church.

5.4 Development Activity

The most recently completed multi-tenant retail in the Trade Area is a strip center adjacent to the new Wal-Mart Supercenter on Ramsey Street. The junior anchor strip has approximately 41,000 square feet of retail space, broken into three separate suites. An 18,000-square-foot PetSmart recently received its Certificate of Occupancy. An unnamed shoe store and another unidentified tenant will lease the remaining 23,000 square feet of the center.

According to the City of Fayetteville, there is currently no multi-tenant retail currently under construction in the Trade Area. A small retail development is planned along Ramsey Street, at the intersection of the newly completed Francam Drive. As currently designed, the development will contain two retail buildings, containing approximately 17,350 square feet. The buildings will be unanchored, offering 12 suites. At least four restaurants are currently planned.

5.5 Retail Demand Forecast

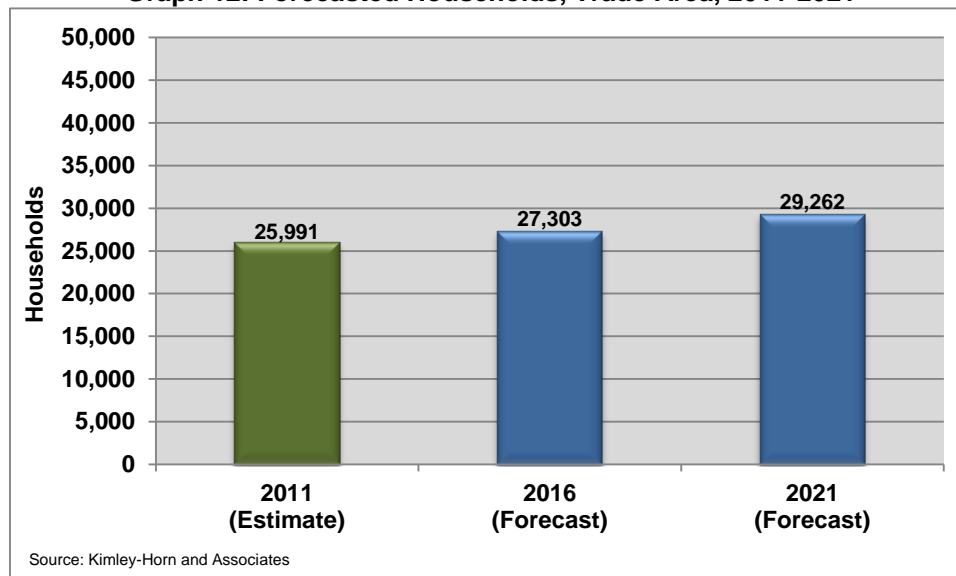
The 2011-2021 retail demand for the Trade Area was forecasted using the following method:

1. Calculate the Trade Area's total household income in 2016 and 2021 by applying the forecasted households to average income projections derived from ESRI trends.
2. Estimate Cumberland County's expenditure potential based on data from the North Carolina Department of Revenue that indicates the percentage of income spent on various retail goods and services.
3. Determine the Trade Area sales capture through 2021.
4. Estimate sales inflow from non-Trade Area residents, including workers and commuters residing elsewhere.
5. Convert retail sales to square feet based on sales per square feet data by type of retail.

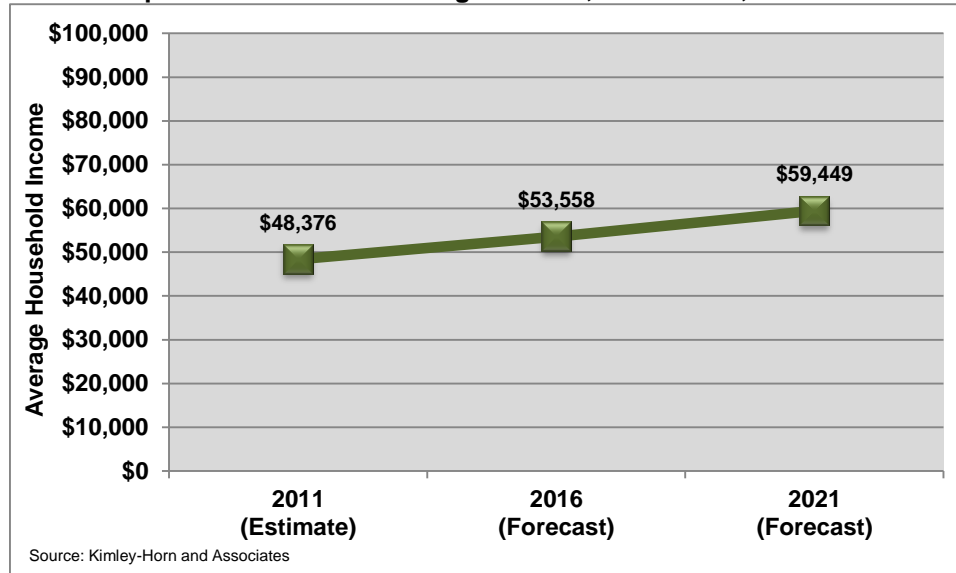
5.5.1 Trade Area Household Forecasts

The Trade Area is expected to have approximately 29,262 households by 2021, a 12.6% increase from 25,991 households in 2011 (Graph 12). Although the Residential Submarket and Retail Trade Area vary in definition, this analysis applies the same forecasted growth rate to project households through 2021. The Residential Submarket and Retail Trade Area are likely to be affected by the same growth factors, leading to a similar rate of increase in the future. Planned residential developments were incorporated into the forecasts.

Graph 12: Forecasted Households, Trade Area, 2011-2021



Retail demand forecasts generally rely on average household income, which is typically higher than median household income statistics. According to the U.S. Census, the Retail Trade Area had an average household income of \$48,376 in 2011 (Graph 13). Based on income projections derived from ESRI trends, the Retail Trade Area is expected to have an average household income of nearly \$60,000 by 2021, an increase of 22.9% over ten years.

Graph 13: Forecasted Average Income, Trade Area, 2011-2021

5.5.2 Retail Demand

Based on the method outlined above, the Retail Trade Area has a forecasted demand of approximately 165,879 square feet of new retail space between 2011 and 2021 (Table 36). Demand for net retail square footage is expected to increase in each five-year forecast period due to new household growth and forecasted average income increases. Additionally, sales per square foot are assumed to increase at rates similar to income growth (approximately 2% per year). Detailed tables showing demand for all retail categories is included in the Appendix.

Table 36: Supportable Retail Square Feet, Retail Trade Area, 2011-2021

Retail Category	Net New Demand		2011-2021 Change	% of Total
	2011-2016	2016-2021		
Supermarkets & Other Groceries	9,610	15,131	24,741	14.9%
Food Services - Restaurants	9,001	14,173	23,174	14.0%
Other General Merchandise Stores	6,108	9,617	15,725	9.5%
Building Material & Supply Dealers	8,855	13,943	22,798	13.7%
Pharmacies & Drug Stores	5,252	8,270	13,522	8.2%
Clothing Stores	4,240	6,676	10,915	6.6%
Discount Department Stores	3,471	5,466	8,937	5.4%
Department Stores	2,230	3,511	5,741	3.5%
Electronics & Appliances	1,935	3,046	4,981	3.0%
Other	13,728	21,616	35,344	21.3%
Total	64,431	101,448	165,879	100.0%

Source: Kimley-Horn and Associates

Supermarkets and Other Groceries (14.9%), Restaurants (14.0%), and Building Materials and Supply Dealers (13.7%) make up the largest growth categories for net new demand. It is important to note that demand for some categories is inadequate to support an average new store based on typical sizes. Given an average supermarket size of approximately 40,000 to 45,000 square feet, the demand for this category is likely inadequate to support a new store.

In order to forecast retail demand in the Ramsey Street Corridor, a 50% capture was applied to the total net forecasted demand. As shown in Table 37, the Ramsey Street Corridor has demand for nearly 83,000 square feet of net new retail space through 2021. Similar to the larger Trade Area, high demand categories are Supermarkets, Restaurants, and Building Materials and Supply Dealers. However, the demand for Supermarkets and Building Materials are likely too small to support an average new store based on typical sizes.

Table 37: Supportable Retail Square Feet, Ramsey Street Corridor, 2011-2021

Retail Category	Net New Demand		2011-2021	% of
	2011-2016	2016-2021	Change	Total
Supermarkets & Other Groceries	4,805	7,566	12,371	14.9%
Food Services - Restaurants	4,501	7,086	11,587	14.0%
Other General Merchandise Stores	3,054	4,808	7,862	9.5%
Building Material & Supply Dealers	4,428	6,971	11,399	13.7%
Pharmacies & Drug Stores	2,626	4,135	6,761	8.2%
Clothing Stores	2,120	3,338	5,458	6.6%
Discount Department Stores	1,736	2,733	4,469	5.4%
Department Stores	1,115	1,756	2,871	3.5%
Electronics & Appliances	967	1,523	2,490	3.0%
Other	6,864	10,808	17,672	21.3%
Total	32,216	50,724	82,940	100.0%

Source: Kimley-Horn and Associates

6. Office

This section describes the primary office concentrations in the Fayetteville market and identifies under construction and planned office space close to the Ramsey Street Corridor. Based on Cumberland County employment forecasts, the number of new office-occupying jobs has been estimated through 2021. Capture rates have been applied for the Ramsey Street Corridor to determine potential square footage demand for office space in Segment C through 2021.

6.1 Office Concentrations

Based on tax parcel information, there are three primary concentrations of office space in the Fayetteville market:

- **Downtown Fayetteville:** Government and professional office space in historic and new construction buildings.
- **Hospital:** Medical and professional office space in primarily newer buildings. Recent development has been focused along Village Drive, Purdue Drive, and Fordham Drive, east of the Cape Fear Valley Medical Center.
- **Cross Creek Mall:** Professional office space, with a focus on banking and finance in the area surrounding Cross Creek Mall.

An inventory of existing office space for the three primary concentrations was not possible due to the lack of availability of square footage information for large-area commercial queries. An inventory for the smaller Segment C was possible through the use of Cumberland County's online GIS service. The office inventory around the Cape Fear Valley Medical Center is typically newer than the other two concentrations. Office space in downtown Fayetteville is older, but there has been some new construction. Office concentrations are shown on Map 9.

6.2 Segment C Inventory

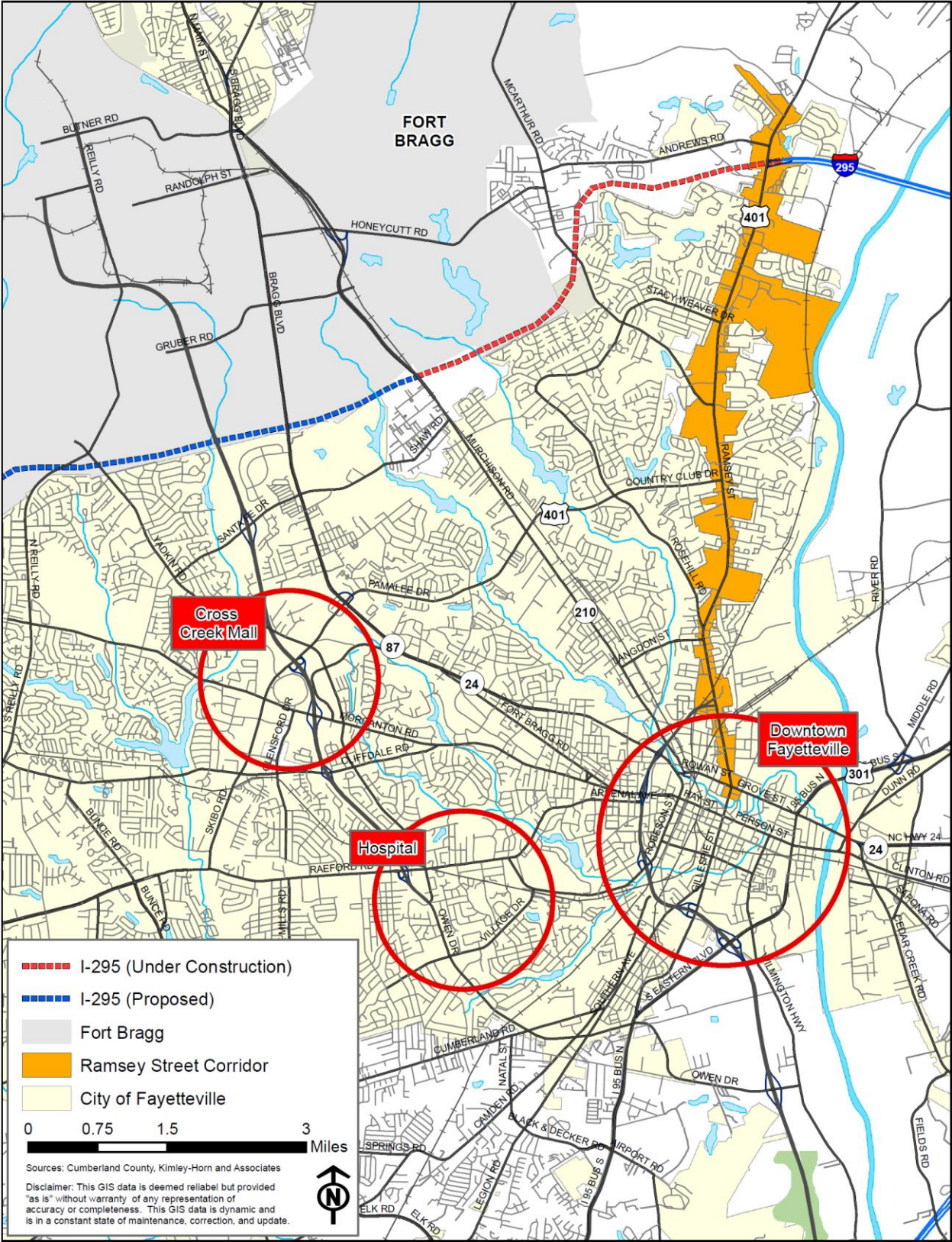
The office inventory in Segment C of the Ramsey Street Corridor includes general office, office condominiums, medical office, and banks, as identified in Cumberland County's online GIS service. As shown in Table 38, of the 141,662 square feet of office space in Segment C, 61.3% was completed in the 1990s, followed by another 20.5% completed since 2000.

Table 38: Office Inventory by Decade Completed, Segment C

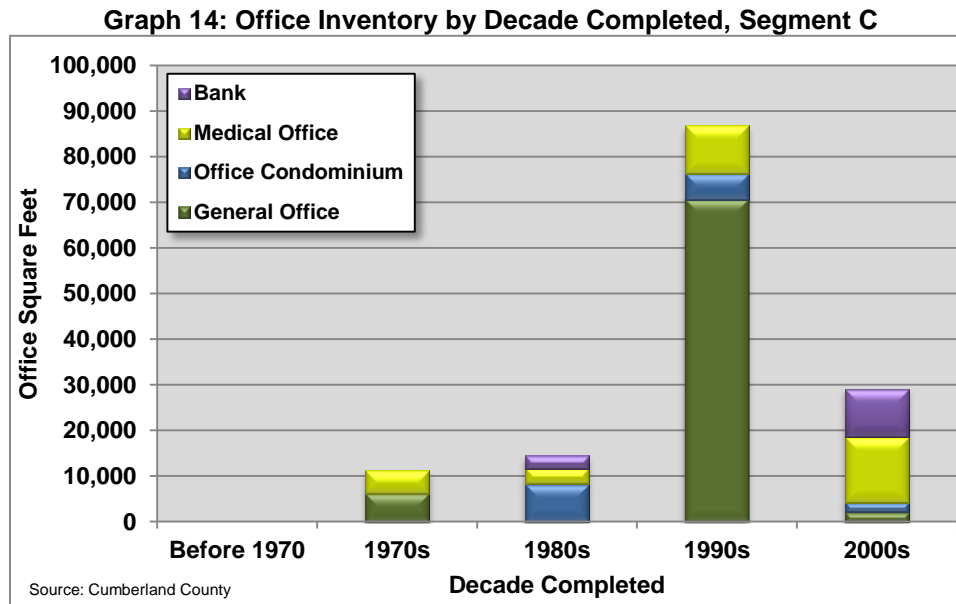
Decade	Square Feet	% of Total
Before 1970	0	0.0%
1970s	11,204	7.9%
1980s	14,545	10.3%
1990s	86,837	61.3%
2000s	29,076	20.5%
Total	141,662	100.0%

Source: Cumberland County

Map 10: Fayetteville Office Concentrations, 2012



As shown in Graph 14, there was no office space completed in Segment C prior to 1970. In the 1970s and 1980s, between 10,000 and 15,000 square feet of office space was completed per decade. However, the completion of a three-story general office tower in 1990s, increased the office completions to nearly 90,000 square feet. The three-story, 70,000 square foot office tower is located at the intersection of Francam Drive and Ramsey Street. Nearly 20,000 square feet of office space was delivered since 2000, primarily occupied by medical and banking users.



6.3 Current Average Rent and Vacancy

Based on local realtor input and online listings, quoted full-service office rents typically range from \$20 to \$24 per square foot for Class A space, and \$12 to \$16 per square foot for Class B. Office vacancy in the Fayetteville market is estimated at between 8% and 10%. Completed in 2010, one of the newest office buildings in the market is located within the multi-use Patriot Park development on Andrews Road west of Ramsey Street. The 46,500-square-foot multi-tenant building is approximately 80% occupied, and has a quoted full-service rent per square foot of \$23.50.

6.4 Development Activity

While there is no office space currently under construction near Ramsey Street, three major office developments are planned in the Fayetteville market. First, Patriot Park is located on Andrews Road, west of Ramsey Street. Currently, Patriot Park offers a 46,500-square-foot multi-tenant office building, which was completed in 2010. In addition to the existing space, Patriot Park has three undeveloped pads that could contain over 72,000 square feet. The developer is currently seeking tenants for the second building.

The Offices at Village Green is part of a 100-acre mixed-use development near the Cape Fear Valley Health System campus. A 60,000-square-foot office condominium building has been completed. The quoted sales price for the completed space is \$265 per square foot, with a lease rate of \$22.50 triple net. The building is 93% occupied. The developer is currently seeking

tenants for a second office building containing 47,250 square feet. At build-out, the Village Green development could contain up to 180,000 square feet of office space.

The developer of the Villagio Apartments is planning a 32,523-square-foot office tower adjacent to the residential units. The Palazzo High-Tech Condo-Office building is currently seeking tenants for suites ranging from 1,000 to 14,525 contiguous square feet. No construction start date has been set.

6.5 Office Demand Forecast

6.5.1 Cumberland County Employment Forecast

Office demand for Segment C of the Ramsey Street Corridor was based on office-occupying employment growth, as reported for Cumberland County by Woods & Poole. This section expands the employment forecasts presented in Section 3.2 to a 10-year analysis period. It is important to note that due to data availability, the ten-year forecast period for office demand runs from 2010 to 2020.

As shown in Table 39, Cumberland County is expected to add 16,286 jobs by 2020, a 13.8% increase. In 2020, Healthcare and Social Assistance will likely remain the largest sector with over 24,000 jobs, followed by Retail Trade, Educational Services, and Accommodation and Food Services. No sector is expected to experience a net job loss; however, minimal growth is forecasted for the Manufacturing and Mining sectors.

Table 39: At-Place Employment Forecast, Cumberland County, 2010-2020

Industry	2010	2015	2020	2010-2020 Δ	
				#	%
Agriculture, Forestry, Fishing and Hunting	197	208	216	19	9.6%
Mining	30	31	32	2	7.0%
Utilities	408	423	431	23	5.5%
Construction	5,137	5,648	6,113	976	19.0%
Manufacturing	7,472	7,538	7,480	8	0.1%
Wholesale Trade	2,427	2,498	2,522	95	3.9%
Retail Trade	15,057	15,631	15,963	906	6.0%
Transportation and Warehousing	4,384	4,533	4,605	221	5.1%
Information	1,481	1,546	1,587	106	7.1%
Finance and Insurance	2,526	2,568	2,581	55	2.2%
Real Estate and Rental and Leasing	1,618	1,702	1,761	143	8.9%
Professional and Technical Services	5,463	6,477	7,555	2,092	38.3%
Management of Companies and Enterprises	379	421	459	80	21.1%
Administrative and Waste Services	7,010	7,720	8,365	1,355	19.3%
Educational Services	13,620	14,437	15,881	2,261	16.6%
Healthcare and Social Assistance	20,478	22,116	24,193	3,715	18.1%
Arts, Entertainment, and Recreation	1,186	1,319	1,444	258	21.7%
Accommodation and Food Services	12,747	13,875	14,846	2,099	16.5%
Other Services, Ex. Public Administration	3,228	3,550	3,840	612	19.0%
Public Administration	12,679	13,404	13,936	1,257	9.9%
Unclassified	68	72	74	6	9.0%
Total	117,595	125,717	133,881	16,286	13.8%

Sources: NCESC; Woods & Poole; Kimley-Horn and Associates

6.5.2 Office-Occupying Employment Forecast

To determine the forecasted increase in office-occupying employment, office shares were applied to each industry projection. Finance and Insurance and Management of Companies and Enterprises have the highest shares of office-occupying employment, at 95%. The Agriculture, Mining, and Manufacturing sectors have the lowest at 5%. Cumberland County is forecasted to have an increase of 5,825 office-occupying employees, or 16.0%, between 2010 and 2020 (Table 40). Healthcare and Social Assistance, and Administrative and Waste Services are expected to make up nearly 50% of the total increase in office-occupying jobs.

Table 40: Office-Occupying Employment Forecast, Cumberland County, 2010-2020

Industry	Office Share	2010	2015	2020	2010-2020 Δ	
					#	%
Agriculture, Forestry, Fishing and Hunting	5.0%	10	10	11	1	9.6%
Mining	5.0%	2	2	2	0	7.0%
Utilities	25.0%	102	106	108	6	5.5%
Construction	10.0%	514	565	611	98	19.0%
Manufacturing	5.0%	374	377	374	0	0.1%
Wholesale Trade	25.0%	607	625	630	24	3.9%
Retail Trade	10.0%	1,506	1,563	1,596	91	6.0%
Transportation and Warehousing	15.0%	658	680	691	33	5.1%
Information	30.0%	444	464	476	32	7.1%
Finance and Insurance	95.0%	2,400	2,440	2,452	52	2.2%
Real Estate and Rental and Leasing	85.0%	1,375	1,447	1,497	122	8.9%
Professional and Technical Services	75.0%	4,097	4,857	5,666	1,569	38.3%
Management of Companies and Enterprises	95.0%	360	400	436	76	21.1%
Administrative and Waste Services	60.0%	4,206	4,632	5,019	813	19.3%
Educational Services	20.0%	2,724	2,887	3,176	452	16.6%
Healthcare and Social Assistance	35.0%	7,167	7,741	8,468	1,300	18.1%
Arts, Entertainment, and Recreation	15.0%	178	198	217	39	21.7%
Accommodation and Food Services	10.0%	1,275	1,388	1,485	210	16.5%
Other Services, Ex. Public Administration	25.0%	807	887	960	153	19.0%
Public Administration	60.0%	7,607	8,042	8,361	754	9.9%
Unclassified	25.0%	17	18	19	2	9.0%
Total		36,429	39,327	42,253	5,825	16.0%

Sources: NCESC; Woods & Poole; Kimley-Horn and Associates

6.5.3 Office Demand Forecast

Forecasted office-occupying jobs have been used to estimate square footage demand. National trends indicate declining space per employee. Estimates for office demand are based on square feet per employee averages, as follows:

- 2010-2015: 225 square feet per employee
- 2015-2020: 200 square feet per employee

As shown in Table 41, office demand in Cumberland County is expected to increase by over 1.2 million square feet over the 10-year period. This equates to between 585,000 and 650,000 square feet of office space in the two five-year periods. Office demand will continue to be driven by medical expansion, professional services for a growing population, and military contractors seeking proximity to Fort Bragg.

**Table 41: Office Demand Forecast,
Cumberland County, 2010-2020**

	Net Office Demand		2010-2020
	2010-2015	2015-2020	Total
Jobs	2,899	2,926	5,825
Square Feet	652,238	585,162	1,237,400

Source: Kimley-Horn and Associates; Woods & Poole

Currently, Ramsey Street is not a primary office corridor in the Fayetteville market. However, given the new accessibility to I-295 and the proximity to Fort Bragg and the VA Medical Center, demand for office space in this area could increase. This analysis assumes a slight increase in the capture rate for the Ramsey Street Corridor, from 15% for the period 2010-2015 to 16% from 2015 to 2020. In total, the Ramsey Street Corridor is expected to have a demand for over 191,000 square feet of office space through 2030 (Table 42).

**Table 42: Office Demand Forecast,
Ramsey Street Corridor, 2010-2020**

	Net Office Demand		2010-2020
	2010-2015	2015-2020	Total
Jobs	435	468	903
Square Feet	97,836	93,626	191,462

Source: Kimley-Horn and Associates; Woods & Poole

7. Hotels/Lodging

This section describes Fayetteville's hotel concentrations, daily room rate and occupancy trends, and development activity. Market data was provided by the Fayetteville Area Convention and Visitors Bureau.

7.1 Hotel Concentrations

There are an estimated 6,000 rooms in the Fayetteville hotel/lodging market. The Fayetteville Area Convention and Visitors Bureau tracks the market using the following geographic areas:

- Business I-95/US-301
- I-95
- Mall Area
- Spring Lake
- Miscellaneous

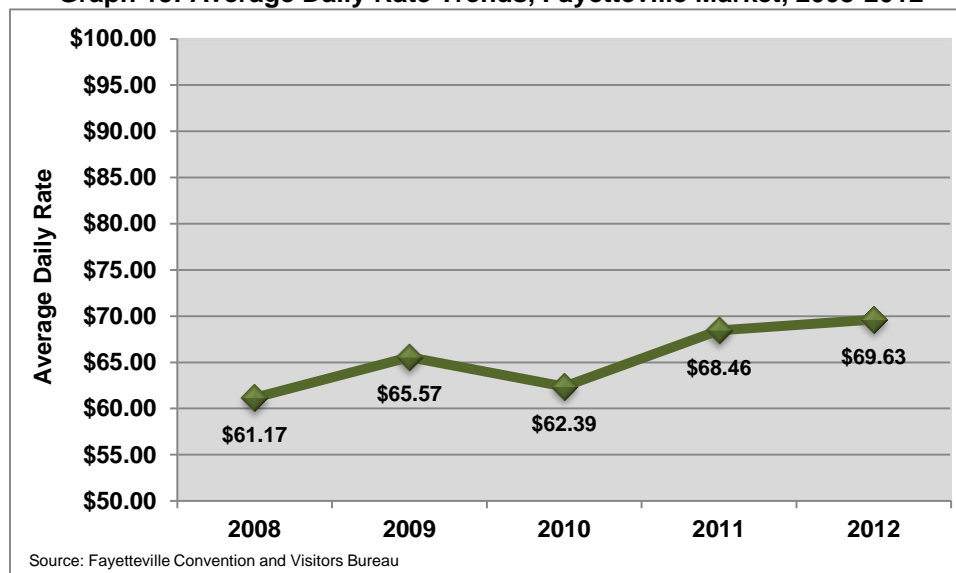
The four defined geographic areas are shown on Map 11. The largest lodging concentrations are in the vicinity of Exit 49 (Cedar Creek Road) on I-95 and the Cross Creek Mall Area, each with over 2,000 rooms.

7.2 Average Room Rates and Occupancy

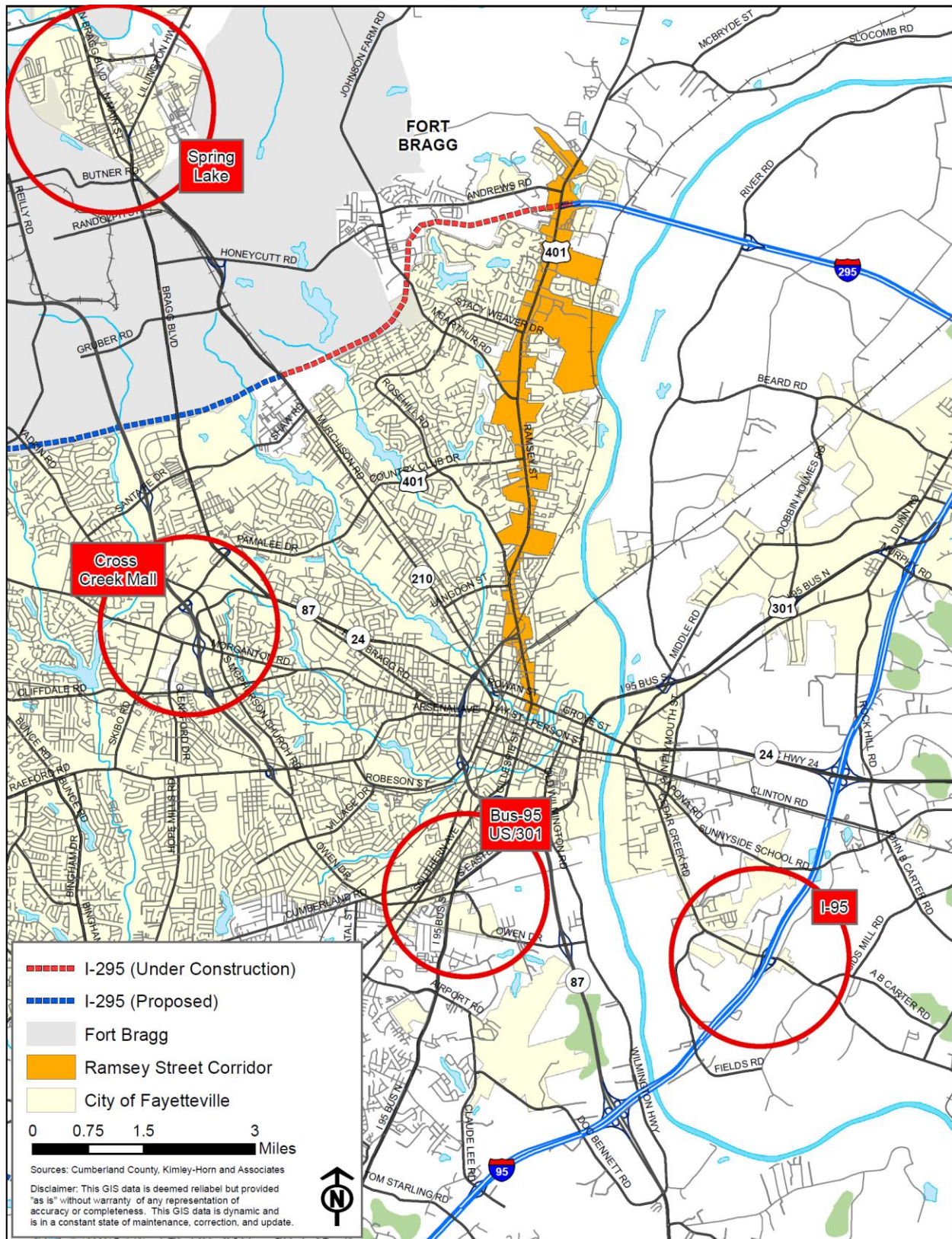
7.2.1 Overall Market Trends

As shown in Graph 15, the average daily rate reported for the overall Fayetteville market was \$69.63 in April 2012, a 13.8% increase from \$61.17 in 2008. According to the Fayetteville Area Convention and Visitors Bureau, there have been approximately 1,000 new rooms added to the market over the last four years. The decline in average daily rates between 2009 and 2010 is likely the result market saturation when new units were completed.

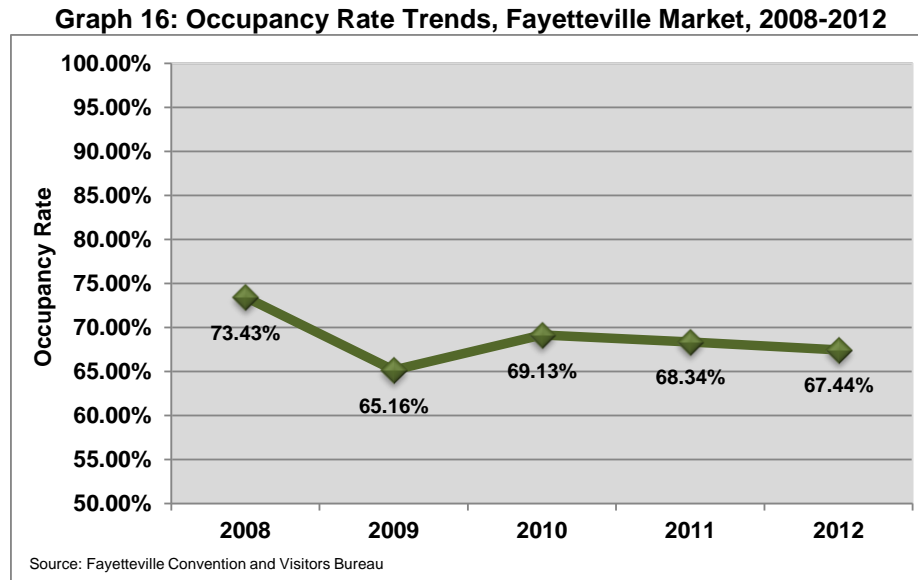
Graph 15: Average Daily Rate Trends, Fayetteville Market, 2008-2012



Map 11: Defined Lodging Concentrations, Fayetteville Market, 2012



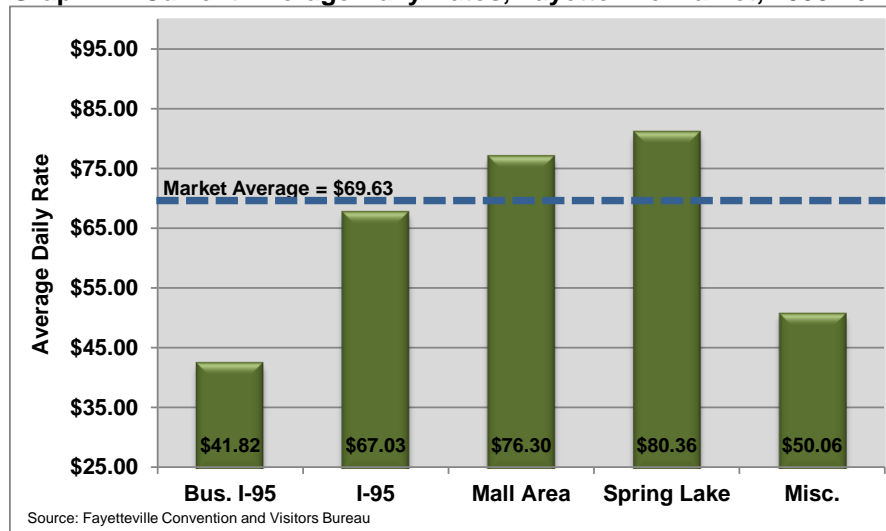
The average occupancy rate for the Fayetteville market was 67.44% in April 2012 (Graph 16). Occupancy was the highest in the market in April 2008 at 73.43% before declining to 65.19% in 2009. The sharp decline in occupancy was likely due to a combination of the Recession and the addition of new rooms in the market. Between April 2010 and April 2012, occupancy in the market area has declined slightly.



7.2.2 Geographic Concentration Comparison

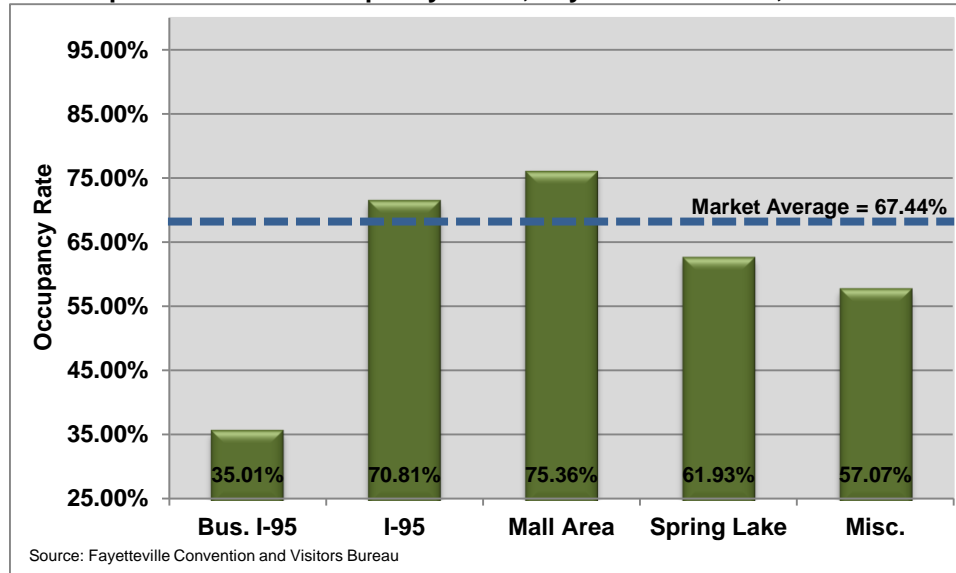
The Cross Creek Mall (\$76.30) and Spring Lake (\$80.36) hotel/lodging concentrations reported the highest average daily rates in April 2012. These were the only two geographic concentrations that had higher averages than the overall market (Graph 17). The lowest average daily rate was located in the Business I-95/US-301 geographic concentration, where many of the hotels are old and outdated. It is likely that the opening of the New Embassy Suites in second-quarter 2012 will increase the average daily rate in the Mall Area during the next year.

Graph 17: Current Average Daily Rates, Fayetteville Market, 2008-2012



As shown in Graph 18, the Fayetteville market reported an overall occupancy rate of 67.44% in April 2012. Currently, the I-95 and Mall Area geographies have higher than average occupancy rates at 70.81% and 75.36%, respectively. Similar to average daily room rates, Business I-95/US-301 has the lowest occupancy of any of the geographic concentrations at 35.01%.

Graph 18: Current Occupancy Rates, Fayetteville Market, 2008-2012



7.3 Development Activity

The most recently completed hotel in the Fayetteville market is the Embassy Suites Fayetteville/Fort Bragg, which opened in second-quarter 2012. Embassy Suites, located on Lake Valley Drive in the Cross Creek Mall concentration, offers approximately 165 luxury rooms at a rate of \$120 to \$140 per night. The hotel also has 12,000 square feet of meeting and event space.

While there are no hotels currently under construction in the Fayetteville market, there are two hotels with approved site plans. A Staybridge Suites is planned for McPherson Church Road and an Affordable Suites has been proposed near the new Embassy Suites on Lake Valley Drive. These two developments would add an estimated 100 to 125 rooms to the market. Additionally, plans were recently submitted to renovate the Rose Motel on Gillespie Street near downtown Fayetteville. The renovation would not increase the number of units.

7.4 Hotel/Lodging Demand

Given the proximity to I-295, Methodist University, and the Jordan Soccer Complex, the Ramsey Street corridor could support between two and three new limited-service hotels through 2021. Based on land availability surrounding the Ramsey Street interchange on I-295, only one hotel is likely to locate there. Other competitive sites along the corridor are likely to be near Methodist University or the VA Medical Center.

8. Comparable Corridors

Three comparable corridors were selected for Ramsey Street based on municipal planning and redevelopment efforts, age of buildings, and presence of major institutional anchors. Two of the corridors, the High Point Road/West Lee Street corridor in Raleigh and the New Bern Avenue corridor in Raleigh, are in North Carolina; Pleasantburg Drive is in Greenville, SC.

The three corridors have plans that are at varying stages of implementation. The Pleasantburg Drive corridor plan was adopted in 2004, and several initiatives have moved forward. The High Point/West Lee Street corridor plan in Greensboro was adopted in 2008 and the corridor has experienced substantial investment from both the public and private sectors. The New Bern Corridor Study in Raleigh is still in process. A draft plan was presented in January.

8.1 Pleasantburg Drive – Greenville, SC

Running 7.3 miles through the geographic center of Greenville, SC, the Pleasantburg Drive corridor is the city's principal north/south connector. The corridor extends from I-85 to the south to Wade Hampton Boulevard to the north, and crosses I-385.

8.1.1 Land Uses and Major Anchors

Major anchors include Greenville Tech, McAlister Square Mall, the convention center, the Downtown Airport, and Bob Jones University.

8.1.2 Planning Initiatives

In 1997, the Pleasantburg Drive Business Association (PDBA) was formed in response to commercial decline in the corridor, as development had moved to more suburban areas to the east and north. The closing of McAlister Mall was the most notable loss. PDBA sought to present an organized voice to revitalization efforts. Early initiatives included the City's ongoing efforts through the Façade Improvement Program which offered matching grants for private funding of improvements; and the City's work with property owners on a parcel-by-parcel basis on streetscape improvements such as reducing curb-cuts. McAlister Square Mall was purchased and renovated by Greenville Tech for use as an educational center.



Pleasantburg Drive Corridor Map

In 2001, an economic market study recommended, among other things, transitioning Pleasantburg Drive into a technology corridor. Events, including problems in the technology sector and the recession following the 9/11 terrorist attacks, stalled progress on these initiatives. The 2004 Pleasantburg Drive Corridor Master Plan sought to build on previous efforts and identify private development opportunities and public improvements, with a set of actions attached to each.

8.1.3 Public and Private Investments

The City has focused on nodes along the 7.3-mile corridor. The City has not pursued a TIF for any project in the corridor.



Fresh Market

In 2008, Edens & Avant developed Forest Park, the 53,300-square-foot Fresh Market-anchored shopping center at Pleasantburg Drive and Laurens Road. Fresh Market relocated from another location in Greenville to a larger 22,000-square-foot format. The center currently has three vacant spaces, but leasing remains strong. The city provided no direct financing for the project, but did reimburse Edens and Avant for storm water, sewer, and sidewalk improvements through general funds.

The struggling Pleasantburg Shopping Center in the same intersection has not been redeveloped. City officials say it is owned by a REIT which has little interest in redevelopment.

Formerly known as the Palmetto Expo Center, the TD Convention Center was renovated in 2011. The City of Greenville spent \$22 million on the facility, which contains 280,000 square feet of exhibit space and 60,000 square feet of meeting and conference space. The facility is owned by the City.



TD Convention Center

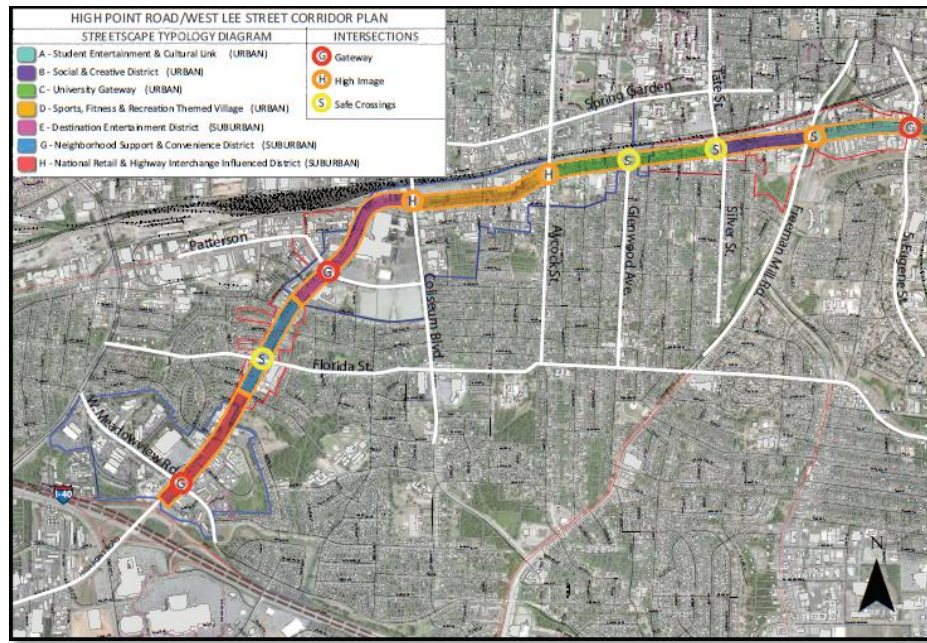
The City has worked with the Downtown Airport Commission, which has recently opened a restaurant called the Runway Café. The Airport has worked to lease office space in the area and is currently working on financing a park and green space with an aviation theme.

The Façade Improvement Program operated through the City provides \$10,000 in reimbursements for qualifying businesses who want to renovate facades in the district. Twenty-three businesses along the corridor have applied for funding, as well as nine businesses outside the corridor. The City has spent, in total, \$240,000 in grants, and estimates \$22 million has been generated back to the local economy.

An incentive which offers abatement of business license fees for up to three years has been less successful. The program is intended to encourage specific businesses, such as those in the technology industry, to locate in the corridor, but most of these businesses still prefer a location closer to downtown.

8.2 High Point Road/West Lee Street – Greensboro, NC

The High Point Road/West Lee Street corridor extends from South Eugene Street on the edge of downtown Greensboro, NC to I-40, approximately 3.5 miles. The corridor area, defined by the City of Greensboro, includes all properties within 800 feet of the roadway, plus a half-mile radius around the Coliseum and the Mall/Convention Center Activity Centers.



High Point Road/West Lee Street Corridor

8.2.1 Land Uses and Major Anchors

Major anchors and destinations connected to the corridor include downtown Greensboro, the sports and recreational facilities for Greensboro College, the southern portion of the UNC-Greensboro campus, the Greensboro Coliseum complex, two office parks, the Four Seasons Mall, and the Koury Convention Center. There are several hotels where the corridor meets I-40. The corridor connects a series of older, urban neighborhoods and major institutional anchors. The first section of the planned downtown greenway will cross a section of the corridor.

8.2.2 Planning Initiatives

In 2008, the City of Greensboro adopted the first phase of the High Point Road/West Lee Street Corridor Plan. The corridor plan focused reinvestment and land use initiatives around a series of “villages” linked to key activities:

1. University/Mixed-Use Village, linked to UNC-G and Greensboro College, as well as other institutions of higher learning in the area
2. Sports, Recreation, and Fitness Village, linked to the Coliseum and UNC-G
3. Hospitality Village, linked to the convention center, Four Seasons Mall, office parks and hotels near I-40

The plan recommended specific actions included improvements in corridor appearance; reconfiguring roadways to improve safety and encourage private development; and the removal of barriers to pedestrians, bicyclists, and mass transit users.

8.2.3 Public Investments

- The Greensboro Aquatic Center was completed near the Coliseum in 2011 for \$19 million.
- The Coliseum finished the ACC Hall of Champions in 2011 for a total cost of \$2.2 million, \$2 million of which came from the State of North Carolina.
- The City used \$5.3 million in general funds to buy two High Point Road properties. The former Coliseum Inn was purchased for \$2.1 and subsequently demolished. A former Canada Dry bottling plant was purchased for \$3.2 million. The Plan suggests a new hotel or restaurant for the cleared Coliseum Inn site. The bottling plant might be renovated for a sports or entertainment complex, using the building's distinctive architecture. A former parking lot adjacent to the bottling plant is now the White Oak Amphitheater.
- UNC-Greensboro has a current of 18,500 students on a 210-acre campus north of the Lee Street corridor. In 2009, the school set a goal to increase the share of students residing on campus from 30% to 40%-50%. Given the lack of available land on the existing campus, UNC-G is planning to expand south to a 16-2-acre site along Lee Street between Aycock and Silver streets. The UNC-G/Glenwood Mixed-Use Village will require an enhanced pedestrian link across a Norfolk Southern Railroad line. Most of the project will be focused on the south side of Lee Street abutting the Glenwood neighborhood. Several existing buildings along Lee Street will be demolished to accommodate the following uses:
 - 1,800 student beds
 - 99,900 square feet of retail and office
 - 350,000 square feet of academic space
 - 225,000-square foot recreation center
 - 16,000-square foot police station



UNC-Greensboro/Glenwood Mixed-Use Village

The first phase, containing 800 beds, 25,600 square feet of mixed-use, and the police station, is scheduled to open in time to house students for the 2013-2014 academic year. The recreation center should open in 2015, with another 600 beds and 50,900 square feet of mixed-use space coming on line in 2016. The balance of development would occur in later phases.

- A \$7.5 million bond referendum was approved by voters in 2008 for streetscape improvements on High Point Road and Lee Street. The funds will be used for High Point Road from the Four Seasons Town Center to the west side of the Coliseum. Utility plans are now being prepared for this segment of the road. The balance of the corridor will cost an additional \$7.5 million that remains unfunded.

8.2.4 Private Investments

- Koury Corporation is developing Four Seasons Station off High Point Road with an 18-screen cinema and approximately 100,000 square feet of retail. The project occupies a parcel that was partially used as a surface parking lot for the adjacent Four Seasons Town Center regional mall. To date, the cinema has been completed at a cost of \$24 million, with the remaining retail still proposed.
- The Doubletree Hotel near Meadowview Road has undergone an \$18.8 million renovation.
- Private restaurant improvements in the corridor since 2007 include:
 - Daryl's Restaurant – no estimated cost listed
 - Studio 6 - \$100,000 renovation
 - Hooters Restaurant - \$158,000 renovation
 - Biscuitville Restaurant - \$160,000 renovation
 - Sakura Japanese Restaurant -- \$90,000 renovation
 - Burger King – Tear down and rebuild – no cost listed
 - Natty Greene's Brewery and Bottling -- \$928,000 renovation

8.3 New Bern Avenue – Raleigh, NC

The New Bern Avenue Corridor in Raleigh, NC extends east 3.5 miles, from Swain Street to Crabtree Creek and the I-440 interchange.

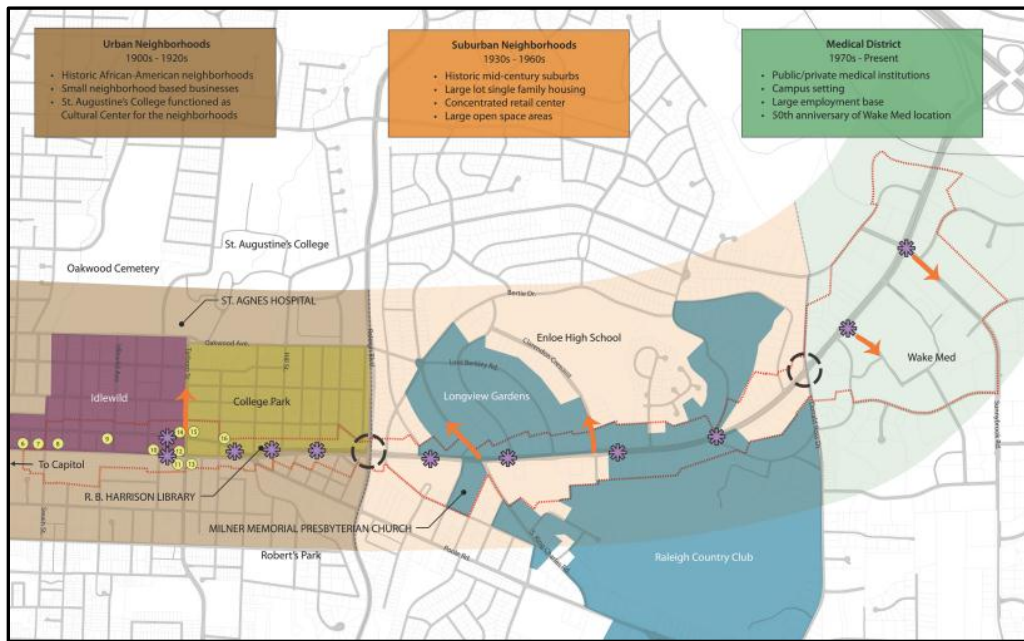
8.3.1 Land Uses and Major Anchors

The current land use is divided into three distinct areas:

1. **Historic Urban:** This area extends from downtown Raleigh past Swain Street to Raleigh Boulevard. The corridor is lined with sidewalks on both sides of the street, as well as street trees. Anchors in this area include St. Augustine's College and a commercial district east of Tarboro Street to Raleigh Boulevard.
2. **Suburban Residential:** This area begins at Raleigh Boulevard and extends east to Donald Ross Drive. The scale of the streetscape shifts to a planted median dividing east- and west-bound traffic. The shoulders are graveled with no sidewalks, although there are multiple bus stops along the street, leading to worn pedestrian paths along the shoulders. Single-family housing dominates the area. A major landmark in this area is the Milner

Memorial Presbyterian Church. The Longview Shopping Center is aging and in poor condition, but provides one of the few options for retail and services on the corridor.

3. **Medical Campus:** This area extends from Donald Ross Drive eastward to Crabtree Creek and I-440. Tree-lined streets change to office and commercial uses. Sidewalks appear only sporadically along the street's south side. The major anchors in this area include the WakeMed campus, Wake County Human Services, and Wake Technical Community College campus buildings. There are few commercial services available to employees, students, and visitors in this area.



New Bern Avenue Corridor

8.3.2 Planning Initiatives

In January 2012, the Raleigh Urban Design Center presented a draft report of the New Bern Avenue Corridor Study. Specific recommendations include:

- Extending and connecting sidewalks along the corridor into neighborhoods and to greenway trails; locate additional crosswalks and median refuges to discourage jaywalking and encourage use of public transit.
- Improve corridor appearance through landscape plantings, public art, and wayfinding signage.
- Reduce bus headways to 15 minutes all day and upgrade transit passenger amenities.
- Amend current Comprehensive Plan to encourage more mixed-use, commercial, open space, and some higher-density residential development.

8.3.3 Public and Private Investments

To date, no public or private investments identified in the plan have been funded. However, this will change as the plan is finalized and implementation action items are pursued. The City of Raleigh is dedicated to improvement of the corridor because of its vital link between downtown and I-440 and its major medical and education anchors.

9. Recommendations

This section of the report provides site-specific recommendations for the vacant parcels and adaptive reuse properties identified in the Ramsey Street Corridor Plan. As previously mentioned, a number of changes have occurred in Segment C since the adoption of the Plan. These include:

- The City of Fayetteville and the North Carolina Department of Transportation (NCDOT) have begun corridor beautification efforts including the introduction of medians to control access and improve safety and streetscape improvements.
- In 2011, Methodist University applied to have the 27.71-acre unincorporated parcel adjacent to campus annexed into the City of Fayetteville's jurisdiction. This analysis assumes that private development of this parcel is no longer an option.
- Vacancy has decreased in the big box stores, with only the former Bi-Lo remaining entirely unused. The old Kroger store has been up-fitted for small-shop retail, and is fully occupied. The Hannaford space is 100% occupied with an Ollies Bargain Outlet. The Wal-Mart and Roses are both partially occupied with non-traditional uses, including a technical school, a church, and a martial arts/fitness studio.

Given the recent changes along the corridor, site specific recommendations have been made for three of the four unincorporated parcels. Additionally, the most competitive uses have been identified for the vacant Bi-Lo, and unoccupied portions of the Wal-Mart, and Roses stores. No specific recommendations have been provided for the renovated Kroger space or the Hannaford.

9.1 Segment C Demand

9.1.1 Residential

Residential demand in Segment C is based on a capture of the Ramsey Street Corridor forecast provided in Section 4.5. As shown in Table 43, there is demand for an estimated 794 new residential units in the Ramsey Street Corridor between 2011 and 2021. Given the urban framework of the corridor, over 75% of the units are likely to be apartments.

**Table 43: Residential Demand,
Segment C, 2011-2021**

Type	10-Year Corridor Demand	Segment C Capture 2011-2021 Units		
		Low		High
Single-Family	69	25	-	45
Townhouse	113	80	-	100
Apartment	613	400	-	500
Total	794	505	-	645

Source: Kimley-Horn and Associates

Ten-year residential demand of 505 to 645 units for Segment C has been provided in a range, and is based on the vision developed in the Ramsey Street Corridor Plan, land availability, market competitiveness, and compatible land uses. Of the 69 single-family detached units forecasted for the entire corridor, approximately 25 to 45 are likely to be developed in Segment C.

Segment C is expected to capture a greater percentage of higher-density housing in the Ramsey Street Corridor. Approximately 80 to 100 townhouses could be completed in Segment C through 2021. Based on industry standards for townhouse communities, this equates to approximately one development. Two apartment communities containing between 200 and 250 units each could also be constructed in Segment C over the next ten years.

9.1.2 Commercial

Based on 2011-2021 demand forecasts for each use, the Ramsey Street corridor could support approximately 364,500 square feet of new commercial space. By type, the corridor could support nearly 83,000 square feet of retail, 191,000 square feet of office, and 90,000 square feet of hotel/lodging uses. Office uses could include professional, medical, or government users. It should be noted that square footage demand for hotel/lodging is based on an industry average of 30,000 square feet for a limited service facility. This equates to approximately three hotels.

**Table 44: Commercial Demand,
Segment C, 2011-2021**

Type	10-Year Corridor Demand	Segment C Capture 2011-2021 Sq.Ft.	
		Low	High
Retail	82,940	45,000	- 55,000
Office	191,462	40,000	- 50,000
Hotel	90,000	30,000	- 60,000
Total	364,401	115,000	- 165,000

Source: Kimley-Horn and Associates

Based on existing land uses, visibility, access, and land availability, Segment C should capture approximately 115,000 to 165,000 square feet of the forecasted Ramsey Street corridor demand. Approximately 60% of the retail forecasted for the corridor would likely locate in Segment C over the next ten years, or 45,000 to 55,000 square feet.

Demand for office space will be driven by proximity to Fort Bragg and access to I-295. Between 2011 and 2021, Segment C is likely to capture between 40,000 and 50,000 square feet of the office demand forecasted for the corridor. The remaining office space is likely to locate near the I-295 interchange or by the VA Medical Center. One to two limited-service hotels, totaling 30,000 to 60,000 square feet, could be supported in Segment C due to proximity to the interchange, Methodist University, and the Jordan Soccer Complex.

9.2 Potential Development Sites

9.2.1 30.93-Acre Site

The 30.93-acre site is located just west of the Ramsey Street corridor, behind the new Wal-Mart Supercenter and PetSmart shopping center. Other adjacent uses include a mini-storage facility,



single family houses, and vacant land. The site is generally flat, and has visibility and access from Ramsey Street and McArthur Road. Access from Ramsey Street would likely be provided from Meadowcroft Drive, a signalized intersection with turn-lanes. Northwood Commercial (a Joe Riddle entity) is listed as the owner of this site, as well as the Wal-Mart and PetSmart parcels.

This parcel would be most competitive for higher-density residential uses. Pedestrian access to retail services at Wal-Mart and the junior anchor strip center would be an amenity for residents. Based on the acreage, this site could support one apartment community, containing 200 to 250 units, and one townhouse community with 80 to 100 units.

9.2.2 44.01-Acre Site



The 44.01-acre site is located on the east side of Ramsey Street, south of Northwood Temple Church and Academy. Of the three unincorporated sites, it is the only one located inside the Ramsey Street Corridor study area. Other surrounding land uses include retail to the west and medium-density residential to the south and east. Access to the site would be from a signalized intersection with turn-lanes at the entrance to Lowe's. It should be noted that the eastern portion of this property has significant topographical and environmental issues. According to the Cumberland County tax records, the property is owned by Bill Hunt.

Given this site's visibility and access directly from Ramsey Street, as well as proximity to Northwood Temple Church, Methodist University and the Jordan Soccer Complex, the front portion would be competitive for retail, office, and hotel development. The signalized intersection with turn lanes at the entrance of Lowe's provides dual-direction access to the property from Ramsey Street.

It is important to note that commercial uses would be best sited on the western portion of the property, with frontage on Ramsey Street. The environmental and topographical issues on the eastern portion of the property would be more conducive to open space, recreation, or low-density single-family residential. Recreation connections could be made to Northwood Temple Academy, Methodist University, and the Cape Fear greenway trail.

9.2.3 63.55-Acre Site

The 63.55-acre site is comprised of four separate parcels located west of Ramsey Street, just outside the corridor study area. Surrounding land uses include Lowe's and other retail centers to the east and low- to medium-density residential to the north, south, and west. There are currently two houses on the site. There are some topographical and environmental limitations on the western portion of the property. It could be accessed from a number of thoroughfares including Ramsey Street, Hillard Drive, and Thamesford Road. The Ramsey Street access would be from

a private street immediately south of Lowe's, which offers a traffic signal and turn lanes. This property is also owned by Bill Hunt.

This site would be most competitive for residential uses. The portion of the site located within the Ramsey Street Corridor study area could support a higher-density apartment community, containing between 200 and 250 units. This portion of the property can benefit from pedestrian access to retail services, and can be accessed directly from a signalized intersection on Ramsey Street. Given environmental and topographical constraints, the remainder of the property is most appropriate for lower-density single-family detached units.

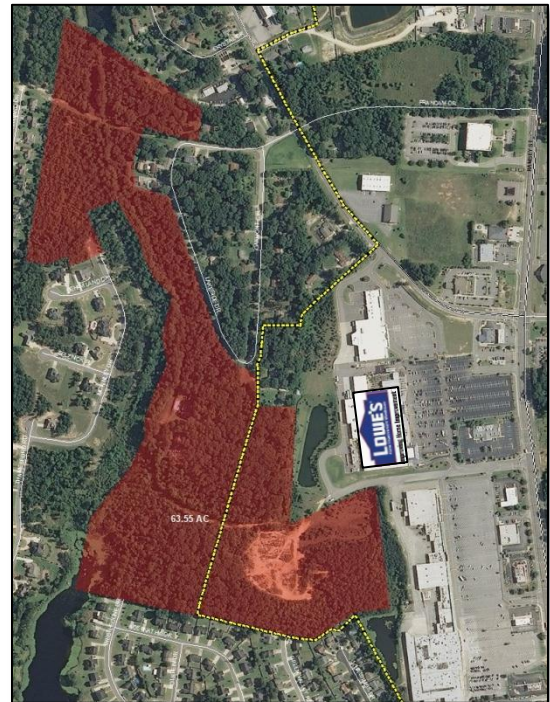
9.2.4 Big Box Adaptive Re-Use Sites

The former Bi-Lo store is the only big box commercial space identified by the 2009 Ramsey Street Corridor Plan that remains entirely vacant. Located immediately north of Lowe's, the 10-year-old structure is still leased by Bi-Lo. According to local realtors, Bi-Lo could be holding the lease to restrict competition in the market. The site is currently accessed from McArthur Road (a signalized intersection with turn-lanes at Ramsey Street); the parking lot is also connected to Lowe's. It should be noted that the site is situated slightly lower than Ramsey Street topographically, which reduces visibility from the corridor. Regardless, the site would be competitive for commercial uses, including retail, office, or a hotel.

The former Bi-Lo site will likely compete with the 44.01-acre site on the east side of Ramsey Street for the approximately 100,000 square feet of retail and office demand in Segment C, Retail forecasts do not indicate enough demand in the Ramsey Street corridor for a grocery store, so the site is unlikely to attract a tenant of this type.

The former Wal-Mart and Roses stores are partially leased to non-traditional retail tenants, including Miller Motte College, a church, and a fitness facility. After the construction of medians along Ramsey Street, the former Roses store has been left without a signalized intersection for access. This will likely restrict the space from attracting retail users, as evidenced by the tenants that have leased space recently. This space will likely be most competitive for non-traditional retail uses. Creating a new connection between the Roses and Wal-Mart retail centers could increase retail competitiveness for this site.

The former Wal-Mart, which does benefit from a signalized intersection, could be competitive for both traditional and non-traditional retail uses. Local developers and realtors noted demand for a charter school in northeastern Fayetteville, which could be accommodated in the remaining vacant space.



Appendix

Appendix Table I: Net Trade Area Retail Demand, 2011-2016

Retail Category	Net Demand	Net Inflow	Total Demand
Supermarkets & Other Groceries	8,736	10%	9,610
Food Services - Restaurants	7,827	15%	9,001
Other General Merchandise Stores	6,108	0%	6,108
Building Material & Supply Dealers	8,855	0%	8,855
Pharmacies & Drug Stores	4,775	10%	5,252
Clothing Stores	4,240	0%	4,240
Discount Department Stores	3,156	10%	3,471
Department Stores	2,230	0%	2,230
Electronics & Appliances	1,935	0%	1,935
Furniture Stores	2,262	0%	2,262
Home Furnishings	1,259	0%	1,259
Shoe Stores	813	0%	813
Lawn & Garden Equipment	789	0%	789
Beer, Wine & Liquor Stores	755	5%	793
Jewelry Stores	614	0%	614
Office Supplies & Stationery	585	5%	614
Convenience Stores	735	15%	846
Sporting Goods	1,109	0%	1,109
Gift & Novelty Stores	985	0%	985
Book Stores	824	0%	824
Drinking Places - Bars	386	5%	405
Laundries and Dry Cleaners	319	0%	319
Hair, Nail & Skin Services	346	0%	346
Hobby, Toy & Games	392	0%	392
Motion Picture Theaters	206	0%	206
Fitness Centers	346	0%	346
Specialty Food Stores	159	0%	159
Florists	162	0%	162
Cosmetics, Beauty Supplies & Perfume	231	0%	231
Pets & Pet Supplies	178	0%	178
Photofinishing	23	0%	23
Luggage & Leather Goods	18	0%	18
News Dealers & Newsstands	37	0%	37
Total	61,394		64,431

Source: NC Department of Revenue; Kimley-Horn and Associates

Appendix Table I: Net Trade Area Retail Demand, 2016-2021

Retail Category	Net Demand	Net Inflow	Total Demand
Supermarkets & Other Groceries	13,756	10%	15,131
Food Services - Restaurants	12,324	15%	14,173
Other General Merchandise Stores	9,617	0%	9,617
Building Material & Supply Dealers	13,943	0%	13,943
Pharmacies & Drug Stores	7,518	10%	8,270
Clothing Stores	6,676	0%	6,676
Discount Department Stores	4,969	10%	5,466
Department Stores	3,511	0%	3,511
Electronics & Appliances	3,046	0%	3,046
Furniture Stores	3,562	0%	3,562
Home Furnishings	1,982	0%	1,982
Shoe Stores	1,280	0%	1,280
Lawn & Garden Equipment	1,243	0%	1,243
Beer, Wine & Liquor Stores	1,189	5%	1,248
Jewelry Stores	966	0%	966
Office Supplies & Stationery	921	5%	967
Convenience Stores	1,158	15%	1,331
Sporting Goods	1,747	0%	1,747
Gift & Novelty Stores	1,550	0%	1,550
Book Stores	1,298	0%	1,298
Drinking Places - Bars	608	5%	638
Laundries and Dry Cleaners	503	0%	503
Hair, Nail & Skin Services	545	0%	545
Hobby, Toy & Games	617	0%	617
Motion Picture Theaters	324	0%	324
Fitness Centers	544	0%	544
Specialty Food Stores	250	0%	250
Florists	255	0%	255
Cosmetics, Beauty Supplies & Perfume	363	0%	363
Pets & Pet Supplies	281	0%	281
Photofinishing	36	0%	36
Luggage & Leather Goods	28	0%	28
News Dealers & Newsstands	58	0%	58
Total	96,666		101,448

Source: NC Department of Revenue; Kimley-Horn and Associates