

2011

# Jefferson Davis Highway Revitalization Study: Appendix

Prepared by the Richmond Regional Planning District  
Commission

On Behalf of Chesterfield County

**Richmond Regional Planning  
District Commission**

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Jefferson Davis Corridor Building Conditions

Address	11640 Jefferson Davis	Picture ID
Business Name	Cross Walk Auto	017
Type of Business	Car Dealership	
Use Group		Key
Construction Type	Wood	Number of Stories
Occupancy	Yes	1
	building ID:	

Structure Conditions

Roof	Fair	Landscaping	Maintained
Wall	Fair	Lighting	Functional
Windows	Fair	Sidewalks	No
Appertures	Cannot Determ	Sidewalk condition	
Overall Assessment	Fair	Signage	Yes
Notes on Structure		Signage condition	fair

Site Conditions

Jefferson Davis Corridor Building Conditions

Address	11648 Jefferson Davis	Picture ID
Business Name	7-11	018
Type of Business	Convenience	
Use Group		Key
Construction Type	wood	Number of Stories
Occupancy	Yes	
	building ID:	

Structure Conditions

Roof	Good	Landscaping	None
Wall	Good	Lighting	F+D
Windows	Good	Sidewalks	No
Appertures	Cannot Determ	Sidewalk condition	
Overall Assessment	Good	Signage	Yes
Notes on Structure		Signage condition	good

Site Conditions

Jefferson Davis Corridor Building Conditions

**Table 1. Income before taxes: Average annual expenditures and characteristics, Consumer Expenditure Survey, 2009**

Item	All consumer Units	Less than \$5,000	\$5,000 to \$9,999	\$10,000 to \$14,999	\$15,000 to 19,999	\$20,000 to \$29,999	\$30,000 to \$39,999	\$40,000 to \$49,999	\$50,000 to \$69,999	\$70,000 and more
<b>Average annual expenditures</b>	<b>\$49,067</b>	<b>\$22,731</b>	<b>\$18,032</b>	<b>\$21,741</b>	<b>\$23,706</b>	<b>\$29,397</b>	<b>\$35,929</b>	<b>\$39,553</b>	<b>\$48,900</b>	<b>\$82,060</b>
Food	\$6,372	\$3,833	\$3,026	\$3,710	\$3,348	\$4,415	\$4,737	\$5,384	\$6,420	\$9,761
Food at home	\$3,753	\$2,429	\$2,187	\$2,695	\$2,385	\$2,996	\$2,959	\$3,362	\$3,755	\$5,236
Cereals and bakery products	\$506	\$354	\$292	\$334	\$320	\$422	\$394	\$457	\$512	\$701
Cereals and cereal products	\$173	\$143	\$108	\$120	\$115	\$147	\$143	\$150	\$167	\$235
Bakery products	\$334	\$212	\$184	\$215	\$205	\$274	\$252	\$307	\$345	\$467
Meats, poultry, fish, and eggs	\$841	\$553	\$500	\$636	\$566	\$675	\$717	\$780	\$851	\$1,125
Beef	\$226	\$141	\$131	\$166	\$152	\$173	\$194	\$213	\$241	\$301
Pork	\$168	\$131	\$97	\$126	\$125	\$154	\$153	\$157	\$183	\$204
Other meats	\$114	\$66	\$69	\$81	\$73	\$97	\$92	\$102	\$109	\$158
Poultry	\$154	\$109	\$92	\$127	\$97	\$122	\$122	\$142	\$153	\$210
Fish and seafood	\$135	\$77	\$78	\$100	\$86	\$93	\$117	\$123	\$118	\$199
Eggs	\$44	\$28	\$34	\$36	\$33	\$37	\$39	\$43	\$48	\$53
Dairy products	\$406	\$269	\$262	\$273	\$259	\$313	\$308	\$363	\$402	\$577
Fresh milk and cream	\$144	\$99	\$114	\$103	\$105	\$120	\$121	\$131	\$144	\$189
Other dairy products	\$262	\$170	\$147	\$171	\$155	\$193	\$187	\$233	\$258	\$388
Fruits and vegetables	\$656	\$431	\$379	\$439	\$416	\$525	\$505	\$576	\$659	\$928
Fresh fruits	\$220	\$134	\$121	\$134	\$137	\$173	\$167	\$194	\$213	\$320
Fresh vegetables	\$209	\$118	\$119	\$130	\$125	\$171	\$154	\$184	\$206	\$304
Processed fruits	\$118	\$92	\$64	\$90	\$82	\$94	\$95	\$96	\$121	\$162
Processed vegetables	\$110	\$87	\$75	\$85	\$72	\$87	\$89	\$102	\$119	\$142
Other food at home	\$1,343	\$821	\$754	\$1,013	\$823	\$1,061	\$1,035	\$1,185	\$1,329	\$1,904
Sugar and other sweets	\$141	\$94	\$84	\$86	\$79	\$111	\$117	\$123	\$136	\$203
Fats and oils	\$102	\$72	\$56	\$77	\$63	\$88	\$90	\$94	\$98	\$138
Miscellaneous foods	\$715	\$419	\$380	\$584	\$448	\$561	\$543	\$633	\$701	\$1,014
Nonalcoholic beverages	\$337	\$218	\$225	\$250	\$221	\$279	\$262	\$306	\$344	\$455
Food prepared by consumer unit on out-of-town trip	\$49	\$18	\$10	\$15	\$13	\$22	\$23	\$29	\$51	\$95
Food away from home	\$2,619	\$1,404	\$839	\$1,015	\$963	\$1,419	\$1,778	\$2,022	\$2,666	\$4,525
Alcoholic beverages	\$435	\$246	\$190	\$168	\$103	\$233	\$296	\$324	\$431	\$765
Housing	\$16,895	\$8,933	\$7,751	\$8,994	\$10,015	\$11,440	\$12,986	\$14,309	\$16,788	\$26,386
Shelter	\$10,075	\$5,652	\$4,720	\$5,458	\$5,706	\$6,575	\$7,579	\$8,477	\$9,989	\$15,916
Owned dwellings	\$6,543	\$2,363	\$1,398	\$1,942	\$2,225	\$3,117	\$4,038	\$4,847	\$6,473	\$12,306
Mortgage interest and charges	\$3,594	\$1,378	\$648	\$743	\$793	\$1,315	\$1,928	\$2,631	\$3,579	\$7,171
Property taxes	\$1,811	\$637	\$424	\$731	\$727	\$1,023	\$1,233	\$1,398	\$1,776	\$3,231



Item	All consumer Units	Less than \$5,000	\$5,000 to \$9,999	\$10,000 to \$14,999	\$15,000 to 19,999	\$20,000 to \$29,999	\$30,000 to \$39,999	\$40,000 to \$49,999	\$50,000 to \$69,999	\$70,000 and more
Maintenance, repairs, insurance, other expenses	\$1,138	\$348	\$326	\$468	\$705	\$780	\$878	\$818	\$1,118	\$1,904
Rented dwellings	\$2,860	\$3,096	\$3,248	\$3,408	\$3,311	\$3,228	\$3,296	\$3,295	\$2,977	\$2,098
Other lodging	\$672	\$193	\$74	\$108	\$170	\$229	\$245	\$336	\$539	\$1,511
Utilities, fuels, and public services	\$3,645	\$1,935	\$2,000	\$2,251	\$2,648	\$3,028	\$3,289	\$3,513	\$3,899	\$4,849
Natural gas	\$483	\$260	\$242	\$281	\$310	\$380	\$422	\$469	\$488	\$683
Electricity	\$1,377	\$824	\$847	\$953	\$1,104	\$1,218	\$1,293	\$1,338	\$1,445	\$1,729
Fuel oil and other fuels	\$141	\$49	\$62	\$78	\$105	\$109	\$116	\$115	\$172	\$199
Telephone services	\$1,162	\$563	\$606	\$684	\$804	\$936	\$1,048	\$1,136	\$1,290	\$1,556
Water and other public services	\$481	\$239	\$244	\$254	\$325	\$384	\$410	\$456	\$504	\$681
Household operations	\$1,011	\$456	\$280	\$361	\$566	\$587	\$613	\$706	\$845	\$1,873
Personal services	\$389	b/ 144	\$90	\$107	\$213	\$217	\$185	\$230	\$272	\$794
Other household expenses	\$622	\$312	\$190	\$254	\$353	\$370	\$428	\$476	\$573	\$1,079
Housekeeping supplies	\$659	\$316	\$276	\$366	\$388	\$499	\$494	\$540	\$632	\$1,018
Laundry and cleaning supplies	\$156	\$100	\$102	\$113	\$113	\$135	\$121	\$136	\$149	\$214
Other household products	\$360	\$138	\$130	\$160	\$180	\$263	\$276	\$293	\$337	\$583
Postage and stationery	\$143	\$79	\$45	\$93	\$95	\$101	\$96	\$111	\$146	\$221
Household furnishings and equipment	\$1,506	\$573	\$475	\$558	\$707	\$751	\$1,011	\$1,072	\$1,424	\$2,730
Household textiles	\$124	\$45	\$49	\$57	\$40	\$52	\$68	\$104	\$147	\$214
Furniture	\$343	\$103	\$86	\$106	\$223	\$193	\$242	\$234	\$331	\$611
Floor coverings	\$30	\$12	\$2	\$6	\$9	\$8	\$16	\$24	\$18	\$67
Major appliances	\$194	\$45	\$47	\$69	\$106	\$117	\$137	\$178	\$226	\$314
Small appliances, miscellaneous housewares	\$93	\$69	\$47	\$46	\$69	\$52	\$47	\$89	\$86	\$153
Miscellaneous household equipment	\$721	\$300	\$244	\$275	\$260	\$328	\$500	\$443	\$616	\$1,371
Apparel and services	\$1,725	\$802	\$797	\$1,086	\$768	\$1,080	\$1,225	\$1,336	\$1,608	\$2,850
Men and boys	\$383	\$197	\$132	\$318	\$144	\$204	\$278	\$293	\$345	\$644
Men, 16 and over	\$304	\$142	\$107	\$290	\$91	\$163	\$217	\$230	\$277	\$511
Boys, 2 to 15	\$79	\$56	\$25	\$28	\$53	\$41	\$61	\$63	\$69	\$133
Women and girls	\$678	\$286	\$302	\$309	\$314	\$425	\$447	\$515	\$641	\$1,156
Women, 16 and over	\$561	\$248	\$240	\$284	\$264	\$347	\$353	\$404	\$522	\$966
Girls, 2 to 15	\$118	\$38	\$61	\$25	\$50	\$78	\$95	\$111	\$119	\$189
Children under 2	\$91	\$41	\$45	\$69	\$57	\$79	\$73	\$86	\$88	\$127
Footwear	\$323	\$174	\$218	\$248	\$137	\$241	\$265	\$284	\$336	\$460
Other apparel products and services	\$249	\$104	\$100	\$142	\$116	\$131	\$163	\$157	\$197	\$464
Transportation	\$7,658	\$2,851	\$2,299	\$2,666	\$3,493	\$4,355	\$6,311	\$6,393	\$8,352	\$12,603
Vehicle purchases (net outlay)	\$2,657	\$934	\$649	\$673	\$953	\$1,201	\$2,112	\$2,099	\$2,742	\$4,775
Cars and trucks, new	\$1,297	b/ 123	c/	b/ 191	b/ 333	\$514	\$717	\$823	\$1,242	\$2,712
Cars and trucks, used	\$1,304	\$811	\$649	\$480	\$618	\$675	\$1,367	\$1,231	\$1,423	\$1,953
Other vehicles	\$55	c/	c/	b/ 3	b/ 2	b/ 12	b/ 29	b/ 45	\$77	\$110

Item	All consumer Units	Less than \$5,000	\$5,000 to \$9,999	\$10,000 to \$14,999	\$15,000 to 19,999	\$20,000 to \$29,999	\$30,000 to \$39,999	\$40,000 to \$49,999	\$50,000 to \$69,999	\$70,000 and more
Gasoline and motor oil	\$1,986	\$932	\$761	\$894	\$1,110	\$1,450	\$1,689	\$1,955	\$2,250	\$2,881
Other vehicle expenses	\$2,536	\$805	\$773	\$949	\$1,217	\$1,508	\$2,264	\$2,064	\$2,951	\$3,976
Vehicle finance charges	\$281	\$74	\$37	\$67	\$76	\$150	\$192	\$256	\$361	\$477
Maintenance and repairs	\$733	\$267	\$294	\$267	\$373	\$446	\$563	\$665	\$827	\$1,162
Vehicle insurance	\$1,075	b/ 298	b/ 318	\$489	\$594	\$701	\$1,239	\$796	\$1,328	\$1,503
Vehicle rental, leases, licenses, and other charges	\$447	\$166	\$124	\$126	\$175	\$210	\$270	\$347	\$434	\$833
Public transportation	\$479	\$180	\$115	\$151	\$213	\$196	\$246	\$275	\$409	\$971
Healthcare	\$3,126	\$1,345	\$1,099	\$1,785	\$2,050	\$2,536	\$2,684	\$2,937	\$3,454	\$4,393
Health insurance	\$1,785	\$725	\$705	\$1,089	\$1,236	\$1,519	\$1,684	\$1,705	\$1,995	\$2,380
Medical services	\$736	\$340	\$189	\$362	\$361	\$468	\$476	\$607	\$806	\$1,212
Drugs	\$486	\$207	\$174	\$292	\$372	\$469	\$443	\$528	\$507	\$621
Medical supplies	\$119	\$72	\$32	\$42	\$81	\$81	\$80	\$97	\$147	\$180
Entertainment	\$2,693	\$1,248	\$835	\$971	\$1,080	\$1,504	\$1,970	\$2,008	\$2,611	\$4,733
Fees and admissions	\$628	\$237	\$112	\$109	\$142	\$217	\$300	\$370	\$489	\$1,363
Audio and visual equipment and services	\$975	\$553	\$444	\$527	\$579	\$707	\$857	\$891	\$1,026	\$1,416
Pets, toys, hobbies, and playground equipment	\$690	\$298	\$231	\$262	\$312	\$481	\$580	\$512	\$642	\$1,146
Other entertainment supplies, equipment, and services	\$400	\$160	\$48	\$73	\$48	\$100	\$233	\$235	\$453	\$809
Personal care products and services	\$596	\$273	\$225	\$273	\$291	\$372	\$438	\$476	\$578	\$991
Reading	\$110	\$41	\$34	\$49	\$62	\$71	\$81	\$86	\$108	\$182
Education	\$1,068	\$1,466	\$507	\$373	\$249	\$303	\$557	\$441	\$654	\$2,257
Tobacco products and smoking supplies	\$380	\$289	\$252	\$304	\$353	\$439	\$405	\$381	\$436	\$371
Miscellaneous	\$816	\$308	\$234	\$389	\$297	\$438	\$668	\$738	\$853	\$1,351
Cash contributions	\$1,723	\$600	\$450	\$493	\$767	\$744	\$1,208	\$1,256	\$1,728	\$3,176
Personal insurance and pensions	\$5,471	\$496	\$333	\$481	\$829	\$1,466	\$2,362	\$3,485	\$4,881	\$12,241
Life and other personal insurance	\$309	\$113	\$87	\$108	\$110	\$123	\$177	\$212	\$275	\$607
Pensions and Social Security	\$5,162	\$383	\$246	\$373	\$719	\$1,343	\$2,185	\$3,273	\$4,605	\$11,634
<b>Sources of income and personal taxes:</b>										
Money income before taxes	\$62,857	-\$2,587	\$8,015	\$12,598	\$17,527	\$24,888	\$34,721	\$44,733	\$59,009	\$129,528
Wages and salaries	\$50,339	\$2,542	\$2,565	\$3,900	\$7,456	\$13,494	\$23,345	\$33,584	\$46,684	\$111,256

Item	All consumer Units	Less than \$5,000	\$5,000 to \$9,999	\$10,000 to \$14,999	\$15,000 to 19,999	\$20,000 to \$29,999	\$30,000 to \$39,999	\$40,000 to \$49,999	\$50,000 to \$69,999	\$70,000 and more
Self-employment income	\$2,673	-\$7,448	-\$144	\$99	\$393	\$540	\$1,001	\$1,281	\$2,065	\$7,408
Social Security, private and government retirement	\$6,837	\$736	\$3,118	\$6,341	\$7,605	\$8,774	\$8,024	\$7,679	\$7,851	\$6,155
Interest, dividends, rental income, other property income	\$1,460	\$529	\$77	\$111	\$267	\$411	\$681	\$820	\$1,038	\$3,343
Unemployment and workers' compensation, veterans' benefits	\$432	\$56	\$306	\$309	\$301	\$404	\$572	\$496	\$626	\$400
Public assistance, supplemental security income, food stamps	\$435	\$411	\$1,329	\$941	\$944	\$673	\$470	\$294	\$272	\$123
Regular contributions for support	\$416	\$250	\$412	\$561	\$320	\$357	\$455	\$405	\$310	\$489
Other income	\$266	\$338	\$351	\$336	\$240	\$235	\$173	\$173	\$164	\$355
Personal taxes	\$2,104	\$89	-\$148	-\$151	-\$173	-\$201	\$289	\$793	\$1,399	\$5,823
Federal income taxes	\$1,404	\$6	-\$204	-\$192	-\$223	-\$347	\$14	\$399	\$818	\$4,187
2008 Tax stimulus (new UCC Q20082) (thru Q20091)	b/ -1	c/	c/	b/ -1	b/ -1	b/ -1	b/ -2	c/	b/ -2	b/ -2
State and local income taxes	\$524	\$14	\$8	\$13	\$4	\$49	\$160	\$269	\$387	\$1,317
Other taxes	\$177	\$69	\$48	\$29	\$47	\$98	\$117	\$125	\$196	\$321
Income after taxes	\$60,753	-\$2,676	\$8,163	\$12,749	\$17,699	\$25,089	\$34,432	\$43,940	\$57,610	\$123,705
<b>Addenda:</b>										
Net change in total assets and liabilities	-\$5,416	-\$894	-\$3,874	-\$2,049	-\$489	-\$809	-\$3,338	-\$6,908	-\$4,594	-\$10,318
Net change in total assets	\$6,448	-\$4,166	-\$68	-\$1,047	\$1,598	\$1,688	\$3,107	\$1,707	\$6,394	\$15,608
Net change in total liabilities	\$11,864	-\$3,272	\$3,806	\$1,002	\$2,086	\$2,497	\$6,445	\$8,615	\$10,988	\$25,926
Other financial information:										
Other money receipts	\$514	\$491	\$65	\$343	\$152	\$237	\$436	\$580	\$421	\$845
Mortgage principal paid on owned property	-\$2,211	-\$692	-\$399	-\$408	-\$600	-\$789	-\$1,046	-\$1,430	-\$2,160	-\$4,552
Estimated market value of owned home	\$157,630	\$63,716	\$48,598	\$66,758	\$73,696	\$90,293	\$109,713	\$121,303	\$154,579	\$274,601
Estimated monthly rental value of owned home	\$856	\$366	\$266	\$404	\$429	\$530	\$648	\$713	\$864	\$1,413
Gifts of goods and services	\$1,067	\$479	\$261	\$555	\$429	\$418	\$688	\$603	\$803	\$2,119
Food	\$96	\$43	\$14	\$58	\$14	\$51	\$64	\$67	\$62	\$189
Alcoholic beverages	\$9	b/ 7	c/	b/ 1	b/ 3	\$2	\$8	\$8	\$7	\$17
Housing	\$202	\$78	\$109	\$119	\$183	\$94	\$116	\$131	\$180	\$353
Housekeeping supplies	\$31	b/ 7	b/ 9	\$32	\$9	\$21	\$22	\$32	\$24	\$50
Household textiles	\$9	b/ 3	a/	b/ 9	b/ 3	\$3	b/ 5	b/ 2	\$10	\$17
Appliances and miscellaneous housewares	\$15	b/ 4	b/ 3	b/ 7	b/ 2	\$6	\$10	\$11	\$16	\$29
Major appliances	\$4	c/	c/	b/ 2	b/ 1	b/ 2	\$5	b/ 2	\$5	\$8
Small appliances and miscellaneous housewares	\$11	b/ 4	b/ 3	b/ 5	b/ 1	b/ 4	b/ 5	\$9	\$11	\$21
Miscellaneous household equipment	\$41	b/ 14	b/ 18	b/ 6	b/ 16	\$15	\$18	\$37	\$40	\$80

Item	All consumer Units	Less than \$5,000	\$5,000 to \$9,999	\$10,000 to \$14,999	\$15,000 to 19,999	\$20,000 to \$29,999	\$30,000 to \$39,999	\$40,000 to \$49,999	\$50,000 to \$69,999	\$70,000 and more
Other housing	\$106	\$50	\$79	\$65	\$153	\$48	\$60	\$49	\$90	\$178
Apparel and services	\$237	\$131	\$63	\$211	\$83	\$126	\$188	\$172	\$222	\$392
Males, 2 and over	\$53	\$35	b/ 15	\$18	\$23	\$26	\$38	\$35	\$51	\$95
Females, 2 and over	\$86	\$52	\$12	\$122	\$27	\$39	\$63	\$55	\$74	\$145
Children under 2	\$48	\$24	\$17	\$36	\$19	\$34	\$36	\$48	\$52	\$71
Other apparel products and services	\$49	b/ 20	b/ 20	b/ 35	b/ 14	\$27	\$50	\$34	\$45	\$82
Jewelry and watches	\$14	b/ 3	b/ 2	b/ 12	b/ 2	\$5	\$10	\$6	\$15	\$27
All other apparel products and services	\$35	b/ 17	b/ 18	b/ 22	b/ 12	\$22	\$41	\$27	\$30	\$54
Transportation	\$86	\$89	\$4	\$22	\$37	\$49	\$62	\$26	\$52	\$177
Health care	\$28	b/ 1	b/ 8	b/ 2	b/ 8	b/ 25	b/ 14	\$50	\$35	\$39
Entertainment	\$91	\$67	b/ 23	\$28	\$42	\$23	\$72	\$64	\$79	\$173
Toys, games, arts and crafts, and tricycles	\$34	b/ 48	b/ 10	b/ 9	b/ 25	b/ 11	\$25	b/ 20	\$27	\$62
Other entertainment	\$57	\$19	\$13	\$19	\$17	\$13	\$47	\$44	\$52	\$111
Personal care products and services	\$12	b/ 1	\$17	b/ 9	b/ 10	\$6	\$14	\$8	\$11	\$18
Reading	\$1	a/	c/	b/ 1	a/	\$1	\$1	a/	\$1	\$1
Education	\$229	b/ 39	b/ 9	b/ 63	b/ 24	\$23	\$38	\$42	\$84	\$626
All other gifts	\$76	\$24	\$14	\$41	\$26	\$18	\$112	\$34	\$71	\$134

1 Value is less than or equal to 0.5.

2 Data are likely to have large sampling errors.

3 No data reported.

Source: Consumer Expenditure Survey, U.S. Bureau of Labor Statistics, October, 2010

Table 2. Income before taxes: Average annual expenditures and characteristics, Consumer Expenditure Survey, 2009

Item	F <sup>1</sup>	\$5,000 to \$9,999	\$10,000 to \$14,999	\$15,000 to 19,999	\$20,000 to \$29,999	\$30,000 to \$39,999	\$40,000 to \$49,999	\$50,000 to \$69,999	\$70,000 and more	Commuters <sup>3</sup>	Visitors <sup>3</sup>	Group Quarters <sup>3</sup>	Workers <sup>3</sup>
<b>Income before taxes<sup>2</sup></b>		\$8,015	\$12,598	\$17,527	\$24,888	\$34,721	\$44,733	\$59,009	\$129,528	\$41,377	\$41,377	\$41,377	\$41,377
<b>Food at home</b>		<b>27.3%</b>	<b>21.4%</b>	<b>13.6%</b>	<b>12.0%</b>	<b>8.5%</b>	<b>7.5%</b>	<b>6.4%</b>	<b>4.0%</b>	<b>8.1%</b>	<b>8.1%</b>	<b>8.1%</b>	<b>8.1%</b>
Grocery	60%	16.4%	12.8%	8.2%	7.2%	5.1%	4.5%	3.8%	2.4%	4.9%	4.9%	4.9%	4.9%
Convenience	25%	6.8%	5.3%	3.4%	3.0%	2.1%	1.9%	1.6%	1.0%	2.0%	2.0%	2.0%	2.0%
Specialty (Deli, Bakery, Farmers Market, etc..)	15%	4.1%	3.2%	2.0%	1.8%	1.3%	1.1%	1.0%	0.6%	1.2%	1.2%	1.2%	1.2%
<b>Food away from home</b>		<b>10.5%</b>	<b>8.1%</b>	<b>5.5%</b>	<b>5.7%</b>	<b>5.1%</b>	<b>4.5%</b>	<b>4.5%</b>	<b>3.5%</b>	<b>4.9%</b>	<b>4.9%</b>	<b>4.9%</b>	<b>4.9%</b>
Sit Down Restaurants	60%	6.3%	4.8%	3.3%	3.4%	3.1%	2.7%	2.7%	2.1%	2.9%	2.9%	2.9%	2.9%
Fast Food	40%	4.2%	3.2%	2.2%	2.3%	2.0%	1.8%	1.8%	1.4%	2.0%	2.0%	2.0%	2.0%
<b>Alcoholic beverages</b>		<b>3.1%</b>	<b>1.5%</b>	<b>1.0%</b>	<b>0.4%</b>	<b>0.7%</b>	<b>0.7%</b>	<b>0.5%</b>	<b>0.3%</b>	<b>0.8%</b>	<b>0.8%</b>	<b>0.8%</b>	<b>0.8%</b>
<b>Household operations</b>		<b>3.5%</b>	<b>2.9%</b>	<b>3.2%</b>	<b>2.4%</b>	<b>1.8%</b>	<b>1.6%</b>	<b>1.4%</b>	<b>1.4%</b>	<b>1.7%</b>	<b>1.7%</b>	<b>1.7%</b>	<b>1.7%</b>
Personal services	65%	2.3%	1.9%	2.1%	1.5%	1.1%	1.0%	0.9%	0.9%	1.1%	1.1%	1.1%	1.1%
Other household expenses		1.2%	1.0%	1.1%	0.8%	0.6%	0.6%	0.5%	0.5%	0.6%	0.6%	0.6%	0.6%
Laundry	25%	0.9%	0.7%	0.8%	0.6%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%
Dry Cleaners	10%	0.3%	0.3%	0.3%	0.2%	0.2%	0.2%	0.1%	0.1%	0.2%	0.2%	0.2%	0.2%
<b>Housekeeping supplies</b>													
Laundry and cleaning supplies		1.3%	0.9%	0.6%	0.5%	0.3%	0.3%	0.3%	0.2%	0.3%	0.3%	0.3%	0.3%
Other household products		1.6%	1.3%	1.0%	1.1%	0.8%	0.7%	0.6%	0.5%	0.7%	0.7%	0.7%	0.7%
Postage and stationery		0.6%	0.7%	0.5%	0.4%	0.3%	0.2%	0.2%	0.2%	0.3%	0.3%	0.3%	0.3%
<b>Household furnishings and equipment</b>		<b>5.9%</b>	<b>4.4%</b>	<b>4.0%</b>	<b>3.0%</b>	<b>2.9%</b>	<b>2.4%</b>	<b>2.4%</b>	<b>2.1%</b>	<b>2.6%</b>	<b>2.6%</b>	<b>2.6%</b>	<b>2.6%</b>
Household textiles	10%	0.6%	0.4%	0.4%	0.3%	0.3%	0.2%	0.2%	0.2%	0.3%	0.3%	0.3%	0.3%
Furniture	10%	0.6%	0.4%	0.4%	0.3%	0.3%	0.2%	0.2%	0.2%	0.3%	0.3%	0.3%	0.3%
Floor coverings	10%	0.6%	0.4%	0.4%	0.3%	0.3%	0.2%	0.2%	0.2%	0.3%	0.3%	0.3%	0.3%
Major appliances	10%	0.6%	0.4%	0.4%	0.3%	0.3%	0.2%	0.2%	0.2%	0.3%	0.3%	0.3%	0.3%
Small appliances, miscellaneous housewares	30%	1.8%	1.3%	1.2%	0.9%	0.9%	0.7%	0.7%	0.6%	0.8%	0.8%	0.8%	0.8%
Miscellaneous household equipment		1.8%	1.3%	1.2%	0.9%	0.9%	0.7%	0.7%	0.6%	0.8%	0.8%	0.8%	0.8%
General Hardware	20%	1.2%	0.9%	0.8%	0.6%	0.6%	0.5%	0.5%	0.4%	0.5%	0.5%	0.5%	0.5%
Garden/Florist	10%	0.6%	0.4%	0.4%	0.3%	0.3%	0.2%	0.2%	0.2%	0.3%	0.3%	0.3%	0.3%
<b>Apparel and services</b>													
Men and boys		1.6%	2.5%	0.8%	0.8%	0.8%	0.7%	0.6%	0.5%	0.7%	0.7%	0.7%	0.7%
Women and girls		3.8%	2.5%	1.8%	1.7%	1.3%	1.2%	1.1%	0.9%	1.2%	1.2%	1.2%	1.2%
Children under 2		0.6%	0.5%	0.3%	0.3%	0.2%	0.2%	0.1%	0.1%	0.2%	0.2%	0.2%	0.2%
Footwear		2.7%	2.0%	0.8%	1.0%	0.8%	0.6%	0.6%	0.4%	0.7%	0.7%	0.7%	0.7%
<b>Other apparel products and services</b>		<b>1.2%</b>	<b>1.1%</b>	<b>0.7%</b>	<b>0.5%</b>	<b>0.5%</b>	<b>0.4%</b>	<b>0.3%</b>	<b>0.4%</b>	<b>0.4%</b>	<b>0.4%</b>	<b>0.4%</b>	<b>0.4%</b>
Special Apparel	50%	0.6%	0.6%	0.3%	0.3%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%
Jewelry/Watches	50%	0.6%	0.6%	0.3%	0.3%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%
<b>Transportation</b>													
<b>Vehicle purchases (net outlay)</b>		<b>8.1%</b>	<b>5.3%</b>	<b>5.4%</b>	<b>4.8%</b>	<b>6.1%</b>	<b>4.7%</b>	<b>4.6%</b>	<b>3.7%</b>	<b>5.1%</b>	<b>5.1%</b>	<b>5.1%</b>	<b>5.1%</b>
Cars and trucks, new	30%	2.4%	1.6%	1.6%	1.4%	1.8%	1.4%	1.4%	1.1%	1.5%	1.5%	1.5%	1.5%
Cars and trucks, used	60%	4.9%	3.2%	3.3%	2.9%	3.6%	2.8%	2.8%	2.2%	3.0%	3.0%	3.0%	3.0%
Other vehicles	10%	0.8%	0.5%	0.5%	0.5%	0.6%	0.5%	0.5%	0.4%	0.5%	0.5%	0.5%	0.5%
<b>Gasoline and motor oil</b>		<b>9.5%</b>	<b>7.1%</b>	<b>6.3%</b>	<b>5.8%</b>	<b>4.9%</b>	<b>4.4%</b>	<b>3.8%</b>	<b>2.2%</b>	<b>4.7%</b>	<b>4.7%</b>	<b>4.7%</b>	<b>4.7%</b>
<b>Maintenance and Repairs</b>		<b>3.7%</b>	<b>2.1%</b>	<b>2.1%</b>	<b>1.8%</b>	<b>1.6%</b>	<b>1.5%</b>	<b>1.4%</b>	<b>0.9%</b>	<b>1.6%</b>	<b>1.6%</b>	<b>1.6%</b>	<b>1.6%</b>
<b>Parts and Tires</b>		<b>3.7%</b>	<b>2.1%</b>	<b>2.1%</b>	<b>1.8%</b>	<b>1.6%</b>	<b>1.5%</b>	<b>1.4%</b>	<b>0.9%</b>	<b>1.6%</b>	<b>1.6%</b>	<b>1.6%</b>	<b>1.6%</b>

Item	F <sup>1</sup>	\$5,000 to \$9,999	\$10,000 to \$14,999	\$15,000 to 19,999	\$20,000 to \$29,999	\$30,000 to \$39,999	\$40,000 to \$49,999	\$50,000 to \$69,999	\$70,000 and more	Commuters <sup>3</sup>	Visitors <sup>3</sup>	Group Quarters <sup>3</sup>	Workers <sup>3</sup>
<b>Public transportation</b>		1.4%	1.2%	1.2%	0.8%	0.7%	0.6%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%
<b>Healthcare</b>													
<b>Medical services</b>		2.4%	2.9%	2.1%	1.9%	1.4%	1.4%	1.4%	0.9%	1.5%	1.5%	1.5%	1.5%
Nursing Home	15%	0.4%	0.4%	0.3%	0.3%	0.2%	0.2%	0.2%	0.1%	0.2%	0.2%	0.2%	0.2%
Medical Facility	85%	2.0%	2.4%	1.8%	1.6%	1.2%	1.2%	1.2%	0.8%	1.2%	1.2%	1.2%	1.2%
<b>Drugs and Medical Supplies</b>		3.7%	2.7%	2.6%	2.2%	1.5%	1.4%	1.1%	0.6%	1.5%	1.5%	1.5%	1.5%
<b>Entertainment</b>													
<b>Fees and admissions</b>		1.4%	0.9%	0.8%	0.9%	0.9%	0.8%	0.8%	1.1%	0.9%	0.9%	0.9%	0.9%
Video Rental	25%	0.3%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.3%	0.2%	0.2%	0.2%	0.2%
Cinema	25%	0.3%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.3%	0.2%	0.2%	0.2%	0.2%
Sports/Recreation	25%	0.3%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.3%	0.2%	0.2%	0.2%	0.2%
Clubs/Community Center	25%	0.3%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.3%	0.2%	0.2%	0.2%	0.2%
<b>Audio and visual equipment and services</b>		5.5%	4.2%	3.3%	2.8%	2.5%	2.0%	1.7%	1.1%	2.2%	2.2%	2.2%	2.2%
<b>Pets, toys, hobbies, and playground equipment</b>		2.9%	2.1%	1.8%	1.9%	1.7%	1.1%	1.1%	0.9%	1.2%	1.2%	1.2%	1.2%
<b>Other entertainment supplies, equipment, and services</b>		0.6%	0.6%	0.3%	0.4%	0.7%	0.5%	0.8%	0.6%	0.6%	0.6%	0.6%	0.6%
<b>Personal care products and services</b>		2.8%	2.2%	1.7%	1.5%	1.3%	1.1%	1.0%	0.8%	1.2%	1.2%	1.2%	1.2%
Beauty	60%	1.7%	1.3%	1.0%	0.9%	0.8%	0.6%	0.6%	0.5%	0.7%	0.7%	0.7%	0.7%
Barber	30%	0.8%	0.7%	0.5%	0.4%	0.4%	0.3%	0.3%	0.2%	0.3%	0.3%	0.3%	0.3%
Products	10%	0.3%	0.2%	0.2%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
<b>Reading</b>		0.4%	0.4%	0.4%	0.3%	0.2%	0.2%	0.2%	0.1%	0.2%	0.2%	0.2%	0.2%
<b>Education</b>		6.3%	3.0%	1.4%	1.2%	1.6%	1.0%	1.1%	1.7%	1.1%	1.1%	1.1%	1.1%
<b>Tobacco products and smoking supplies</b>		3%	2%	2%	2%	1%	1%	1%	0%	0.9%	0.9%	0.9%	0.9%

1 Consumer expenditures given in the survey were adjusted down because expenditure categories were very broad. The adjustment factors (F) used for each category are given in the column to the right of the description. The factors are estimates only.

2 Percentages calculated by converting dollar amounts in Consumer Expenditure Survey to percentages using Consumer Unit Characteristic income data.

3 Income Before Taxes for these groups is the average median income level of all household income ranges.

<b><u>Table 3: Categories from Dollars and Cents Shopping Centers, 2008</u></b>
Specialty food = health food, candy and nuts (no data provided at the community level), bakery (no data provided at the community level)
Sit Down Restaurants = with and without liquor
Fast Food = ice cream parlor, sandwich shop, hamburgers, pizza, chicken/turkey fast food, coffee/tea, drinks/juice/lemonade, bagels, chineses fast food, japanese fast food, other asian fast food, mexican fast food
Alcoholic Beverages = liquor/wine
Personal Services = picture framing, other services, film processing (no data provided at the community level), post office (no data provided at the community level), legal (no data provided at the community level), insurance (no data provided at the community level), bank (no data provided at the community level)
Other Household Products = home accessories, dollar store/novelities, paint and wallpaper (no data provided at the community level)
Postage and Stationary = office supplies, mailing/packaging, cards and gifts
Household textiles = bathshop/linens, fabric shop, curtains and drapes (no data provided at the community level)
Small Appliances, Miscellaneous Housewares = kitchen store, beds/mattresses
General Hardware = hardware, home improvements, specialty hardware
Garden/Florist = decorative accessories, flowers/plant store
Women and Girls Apparel = women's specialty, women's ready-to-go
Footwear = family shoes, woman's shoes, athletic footwear
Gasoline and Motor Oil = service station
Parts and Tires = tires, batteries, and accessories
Medical Facilities = optometrist, medical and dental

Non-prescription and Prescription = drugstore/pharmacy
Medical Supplies = medical/health and wellness equipment
Cinema = cinema - general (tickets and concessions)
Sports and Recreation = hobby, sporting goods, martial arts (no data provided at the community level), music, studio and dance (no data provided at the community level)
Clubs/Community Center = weight loss center, health club (no data provided at the community level)
Television, radios, sound equipment = electronics - general, cameras, game store, telephone store/telecom store, audio/video, recordings (CD, DVD) (no data provided at the community level), musical instruments (no data provided at the community level)
Other Entertainment Equipment and Services = arts and craft, party store, art galleries (no data provided at the community level), other specialty entertainment attractions (no data provided at the community level)
Pets, Toys, and Playground Equipment = toys, pet shop, children's play gym (no data provided at the community level)
Beauty = woman's hair salon, unisex hair, nail salon, tanning salon, day spa, massage (no data provided at the community level)
Beauty Products = cosmetics/beauty supplies/body care
Reading = books
Education = learning center/college (no data provided at the community level), daycare and nurse (no data provided at the community level)



Table 4: Business Inventory, Convenience Trade Area 1			
Address	Name	Type	SQFT
***DO NOT REORDER ITEMS IN THIS TABLE, LINKS WILL BE DISRUPTED - IF ADDITIONS ARE NEEDED ADD TO THE BOTTOM OF THE SPECIFIC TYPE***			
7109 Jefferson Davis	Quality Uniform	Apparel and services/Men and boys	2,025
9881 Jefferson Davis	2nd Change Exchange & Gold	Apparel and services/Other Prod. & Service/Jewelry/Watches	2,289
6502 Jefferson Davis	Angel Boutique	Apparel and services/Women and girls	1,485
7211 Jefferson Davis	Almacen la Centroalmevlcana	Apparel and services/Women and girls	2,338
Bensley Commons Blvd	Mary Tyler McClenahan Child Care Center	Education	14,865
7524 Jefferson Davis	Mobile Music	Entertainment/Audio and visual equipment and services	2,045
7401 Jefferson Davis	Comm-Tronics of VA, Inc	Entertainment/Audio and visual equipment and services	4,535
7221 Jefferson Davis	Little Gift Shop	Entertainment/Pets, toys, hobbies, and playground equipment	1,889
2450 Sherbourne Rd	Abogado	Food at Home/Convenience	1,761
6249 Jefferson Davis	Fast & Friendly Convenience Stores	Food at Home/Convenience	2,228
6500 Jefferson Davis	Richmond Food Mart	Food at Home/Convenience	2,809
7209 Jefferson Davis	Jays Food Mart su Tienda Latina	Food at Home/Convenience	2,489
7431 JEFFERSON DAVIS	Car Stop Food Market	Food at Home/Convenience	3,012
9621 Jefferson Davis	Dana Blanca Lation market	Food at Home/Convenience	4,487
9700 Jefferson Davis	7-11	Food at Home/Convenience	3,348
9125 Jefferson Davis	7-11	Food at Home/Convenience	2,976
7419 Jefferson Davis	Mexico Lindo Mini Mart & Resaurant	Food at Home/Convenience	3,864
6515 Jefferson Davis	Nuevo Amanecer Latino Market	Food at Home/Convenience	3,824
7233 Jefferson Davis	Fresh Seafood	Food at Home/Specialty	1,002
8988 Jefferson Davis	Verduras Nunes	Food at Home/Specialty	2,074
2300 Willis Rd	McDonalds	Food Away From Home/Fast Food	4,349
2333 Willis Rd.	Chubby's/ Burger King	Food Away From Home/Fast Food	7,757
8115 Jefferson Davis	Arbys	Food Away From Home/Fast Food	4,230
9110 Jefferson Davis	la Michoalana Ice Cream	Food Away From Home/Fast Food	2,651
9130 Jefferson Davis	Subway	Food Away From Home/Fast Food	3,266
9810 Jefferson Davis	Red House American and Chinese Food	Food Away From Home/Fast Food	1,679
9901 Jefferson Davis	What-A-Burger	Food Away From Home/Fast Food	1,504
7227 Jefferson Davis	Al's Pizza, Subs & More	Food Away From Home/Fast Food	2,288

Address	Name	Type	SQFT
10301 Jefferson davis	Half way House Restaurant	Food Away From Home/Sit Down Restaurants	1,233
10301 Jefferson Davis	Half Way House Restaurant	Food Away From Home/Sit Down Restaurants	1,407
2305 Willis Rd.	Willis Road Family Resturant	Food Away From Home/Sit Down Restaurants	3,614
2454 Sherbourne Rd.	Mi Ranchito Restaurant	Food Away From Home/Sit Down Restaurants	1,780
7307B Jefferson Davis	Jade Garden Chinese Food	Food Away From Home/Sit Down Restaurants	4,030
7501 Jefferson Davis	El Tenampa Night Club & Restaurant	Food Away From Home/Sit Down Restaurants	2,887
7519 Jefferson Davis	La Libertad Night Club & Restaurant	Food Away From Home/Sit Down Restaurants	3,164
8700 Jefferson Davis	Don Pedro's resturant	Food Away From Home/Sit Down Restaurants	2,113
9118 Jefferson Davis	J.J. Chinese Cuisine	Food Away From Home/Sit Down Restaurants	2,550
9410 Jefferson Davis	PG BBQ	Food Away From Home/Sit Down Restaurants	881
9624 Jefferson Davis	Cancun Resturant	Food Away From Home/Sit Down Restaurants	2,110
9645 Jefferson Davis	El Tequilla Resturant and Night Club	Food Away From Home/Sit Down Restaurants	3,595
9625 Jefferson Davis	Kahnee's Korner	Household furnishings and equipment/Furniture	4,043
7500 Jefferson Davis	Stone's Home Furnishings	Household furnishings and equipment/Furniture	22,710
8500 Perrymont Rd.	Chester Decorating	Household furnishings and equipment/Household textiles	2,450
		Household furnishings and equipment/Miscellaneous household equipment/Garden/Florist	
9336 Jefferson Davis	With Love Flowers		947
		Household furnishings and equipment/Miscellaneous household equipment/General Hardware	
10017 Jefferson Davis	Rock Shop		1,337
		Household furnishings and equipment/Miscellaneous household equipment/General Hardware	
6710 Jefferson Davis	AAPCO of Richmond		8,413
		Household furnishings and equipment/Miscellaneous household equipment/General Hardware	
9521 Jefferson Davis	Chesterfield Trading Company		28,588
6407 Jefferson Davis	Austins Cleaners and laundry	Household Operations/Other household expenses/dry cleaners	2,577
7203 Jefferson Davis	Johnson Cleaners	Household Operations/Other household expenses/dry cleaners	1,139
6245 Jefferson Davis	Falling Creek Coin Laundry	Household Operations/Other household expenses/laundry	2,999
6506 Jefferson Davis	Coin Laundry	Household Operations/Other household expenses/laundry	1,470
9637 Jefferson Davis	A-H Cleaners & Coin Laundry	Household Operations/Other household expenses/laundry	3,697
7211 Jefferson Davis	Queen Laundry #1	Household Operations/Other household expenses/laundry	1,649

Address	Name	Type	SQFT
2752 Bensley Commons Bl	Chesterfield Day Support Services	Household Operations/Personal Services	10,892
7119 Jefferson Davis	Spruance Cellophane Credit Union	Household Operations/Personal Services	3,803
7300 JEFFERSON DAVIS	Wachovia	Household Operations/Personal Services	4,460
8009 jefferson Davis	Jackson Hewitt	Household Operations/Personal Services	2,552
9000 Perrymont Rd.	I&A Tax	Household Operations/Personal Services	1,539
7101 Jefferson Davis	Bellwood Federal Credit Union	Household Operations/Personal Services	4,076
7516 Jefferson Davis	State Farm	Household Operations/Personal Services	1,735
2612 Egee Dr.	Va Dry Cleaning Equipment	Housekeeping Supplies/Other household products	7,359
7301 Jefferson Davis	Family Dollar	Housekeeping Supplies/Other household products	5,910
9201 Jefferson Davis	Bellwood Flea Market	Housekeeping Supplies/Other household products	4,547
9201 Jefferson Davis	Bellwood Flea Market Security Office	Housekeeping Supplies/Other household products	494
9201 Jefferson Davis	Bellwood Flea Market Security Office	Housekeeping Supplies/Other household products	493
9201 Jefferson Davis	Bellwood Flea Market Security Office	Housekeeping Supplies/Other household products	145
9818 Jefferson Davis	Family Dollar	Housekeeping Supplies/Other household products	7,635
9000 Jefferson Davis	J.R. Priest Towing	non-retail or office	2,483
9000 Jefferson Davis	J.R. Priest Towing	non-retail or office	2,004
9916 A Jefferson Davis	Ray's Wrecker Service	non-retail or office	835
2563 Bellwood Rd.	D & D Mechanical	non-retail or office	90,435
8808B Metro Ct.	Kennley Coporation	non-retail or office	7,948
10015 Jefferson Davis	Iglesia De Dios	non-retail or office	3,622
10104 Jefferson Davis	Csi Cleanina Systems Inc.	non-retail or office	8,927
10223 Jefferson Davis	Nautical Marine	non-retail or office	3,458
10500 Jefferson Davis	Bermuda Self Storage	non-retail or office	6,497
10511 Jefferson Davis	Garden Traditions	non-retail or office	2,907
2301 Willis Rd.	VIP Inn	non-retail or office	27,723
2301 Willis Rd.	VIP Inn	non-retail or office	15,216
2400 Elliham Ave.	Cockrell Distribution System	non-retail or office	70,560
2400 Elliham Ave.	Cockrell Distribution System	non-retail or office	75,702
2400 Elliham Ave.	Cockrell Distribution System	non-retail or office	30,594
2400 Elliham Ave.	Cockrell Distribution System	non-retail or office	101,507

Address	Name	Type	SQFT
2400 Gulana Dr.	Averitt Express	non-retail or office	27,268
2401 Bellwood Rd.	Canteen	non-retail or office	21,158
2401 Norcliff Rd	Webb Inc.	non-retail or office	4,554
2401 Willis Rd.	Country Inn & Suites	non-retail or office	14,420
2500 Bellwood Rd.	mcJunkin Red Man Corp.	non-retail or office	48,606
2501 Bellwood Rd.	Distribution international	non-retail or office	20,283
2510 Bellwood Rd.	Goodwyn & Sons	non-retail or office	91,371
2510 Willis Rd.	Superior Sign Productions	non-retail or office	11,145
2525 B Bellwood Rd.	MTM Ventures Inc.	non-retail or office	18,358
2529 Paradise Cone Rd.	The Stone Sea Marble & Granite	non-retail or office	10,256
2537 Bellwood Rd.	TAF	non-retail or office	33,989
2540 Bellwood Rd.	Industrial Chemicals Inc.	non-retail or office	41,280
2540 Norcliff Rd.	Richmond Sprinkler Corp.	non-retail or office	12,413
2545 Bellwood Rd.	BizWorks Enterprise Center	non-retail or office	4,659
2601 Swineford	Wilson Trucking Corp.	non-retail or office	15,111
2615 Egee Dr.	Hosanna Outreach Ministries	non-retail or office	4,733
6410 Jefferson Davis	new testament Christian Church	non-retail or office	3,035
6612 Jefferson Davis	Hensley Forklift Parts	non-retail or office	1,474
7020 Jefferson Davis	Public Storage	non-retail or office	8,157
7041 Jefferson Davis	BAPS Swaminarayan Sanstha	non-retail or office	26,861
7311 Jefferson Davis	Family Motel (Office)	non-retail or office	1,094
7511 Jefferson Davis	Family Motel	non-retail or office	682
7511 Jefferson Davis	Family Motel	non-retail or office	158
7511 Jefferson Davis	Family Motel	non-retail or office	225
7511 Jefferson Davis	Family Motel	non-retail or office	835
7511 Jefferson Davis	Family Motel	non-retail or office	361
7716 Jefferson Davis	Virginia Steel Erectors	non-retail or office	894
8011 Jefferson Davis	Bible Study	non-retail or office	4,199
8090 Pams Ave.	LCH Self Storage	non-retail or office	12,569
8101 Jefferson Davis	Executive Inn & Suites	non-retail or office	14,194

Address	Name	Type	SQFT
8102 Shell Rd.	Blue Rhino	non-retail or office	10,386
8310 Shell Rd.	Fleet imports	non-retail or office	39,632
8310 Shell Rd.	Magellan Systems international	non-retail or office	52,488
8400 Perrymont Rd.	Markham Burial Vault Service	non-retail or office	19,696
8508 Perrymount Dr.	Taylor Construction Services	non-retail or office	1,313
8800 Metro Ct.	Techi Services	non-retail or office	5,816
8800 Perrymont Ave.	Kingsland baptist Church	non-retail or office	16,908
8807 Metro Ct.	Commercial Electric Inc.	non-retail or office	3,680
8811 Jefferson Davis	Martha Kay Motel	non-retail or office	14,106
8820 Metro Ct.	Iron Bridge Heat & Air Conditioning	non-retail or office	3,097
9000 Pams Ave.	CTR New & Re-Roofing Cross Roofing Timbers	non-retail or office	10,442
9020 Pams Ave.	Battle Oil Company	non-retail or office	5,287
9040 Pams Ave.	La Quinta	non-retail or office	11,670
9100 Jefferson Davis	Salem Primitive Baptist Church	non-retail or office	2,286
9241 Jefferson Davis	Dietz metal Services	non-retail or office	4,588
9401 Jefferson Davis	White House Motel	non-retail or office	4,337
9401 Jefferson Davis	White House Motel	non-retail or office	4,148
9401 Jefferson Davis	White House Motel	non-retail or office	4,172
9401 Jefferson Davis	White House Motel	non-retail or office	6,399
9401 Jefferson Davis	White House Motel	non-retail or office	4,301
9501 Jefferson Davis	Snow White Motel	non-retail or office	9,625
9730 Jefferson Davis	DMS	non-retail or office	10,620
9889 Jefferson Davis	Cavalier Hose and Fitting	non-retail or office	10,946
9933 Jefferson Davis	Bernard Huff, Inc.	non-retail or office	11,017
6606 Jefferson Davis	Dibert Valve & Fitting Co.	non-retail or office	8,890
8900 Jefferson Davis	Kingsland Baptist Church	non-retail or office	13,245
8115 Jefferson Davis	Stratford Motel	non-retail or office	7,899
7040 Jefferson Davis	Torrence Rope & Sling	non-retail or office	13,162
8924 Jefferson Davis	Virginian Motel	non-retail or office	12,310
8801 Perrymont Rd.	Kingsland Baptist Church	non-retail or office	8,130

Address	Name	Type	SQFT
2434 Willis Rd	Sales Systems Limited	non-retail or office	9,459
2321 Willis Rd	Sleep Inn	non-retail or office	8,031
8801 Metro Ct.	Metro Transport LLC	non-retail or office	2,351
7205 Jefferson Davis	Galo Barber Shop	Personal Care Products and Services/Barber	2,398
2452 Sherbourne	Johanna's Salon	Personal Care Products and Services/Beauty	1,655
6721 Jefferson Davis	Falling Creek Hair Stylist	Personal Care Products and Services/Beauty	1,061
2311 Willis Rd.	Sunoco	Transportation/Gasoline and Motor Oil	2,547
2320 Willis Rd.	Shell	Transportation/Gasoline and Motor Oil	5,924
7933 Jefferson Davis	The Market Place	Transportation/Gasoline and Motor Oil	2,235
9210 Jefferson Davis	Citgo	Transportation/Gasoline and Motor Oil	865
7430 Jefferson Davis	Henderson's Texaco	Transportation/Gasoline and Motor Oil	4,012
7421 Jefferson Davis	Woco Xpress	Transportation/Gasoline and Motor Oil	1,027
10015 Jefferson Davis	D&A Auto Service	Transportation/Maintenance and repairs	787
2600 Galena Ave.	Quintanilla Auto Body Shop	Transportation/Maintenance and repairs	3,076
7207 Jefferson Davis	Garland's Auto Repair	Transportation/Maintenance and repairs	1,828
8805 Metro Ct.	Bosch Diesel Service	Transportation/Maintenance and repairs	5,873
8808A Metro Ct.	Metro Engines & Transmissions Plus	Transportation/Maintenance and repairs	3,025
9007 Jefferson Davis	C&J Auto & Truck Service	Transportation/Maintenance and repairs	5,270
9210 Perrymont Rd.	Beales Automotive	Transportation/Maintenance and repairs	6,526
9629 Jefferson Davis	New Visions Auto Body & Paint	Transportation/Maintenance and repairs	4,668
9720 Jefferson Davis	Express Auto Care	Transportation/Maintenance and repairs	10,127
9885 Jefferson Davis	TKS Performance Graphx	Transportation/Maintenance and repairs	9,943
9916 B Jefferson Davis	Moe's Auto Repair	Transportation/Maintenance and repairs	1,206
9710 Jefferson Davis	Touch-Free Car Wash	Transportation/Maintenance and repairs	3,119
9918 Jefferson Davis	Melanica	Transportation/Maintenance and repairs	1,763
9895 Jefferson Davis	The Kart Shop	Transportation/Parts and Tires	2,211
8941 Jefferson Davis	Paradise Road Speed and Custom	Transportation/Parts and Tires	11,619
6441 Jefferson Davis	Mac Macdonald Tire and Auto	Transportation/Parts and Tires	5,677
10019 Jefferson Davis	J & J Tires	Transportation/Parts and Tires	12,539
2530 Willis Rd.	AED Performance Parts	Transportation/Parts and Tires	5,962

Address	Name	Type	SQFT
6305 Jefferson Davis	Auto Parts	Transportation/Parts and Tires	4,130
6601 Jefferson Davis	Auto Care Center	Transportation/Parts and Tires	3,163
7010 Jefferson Davis	Johns Tire & Auto Service	Transportation/Parts and Tires	5,898
9000 Jefferson Davis	M.C. Tires & Rims	Transportation/Parts and Tires	2,239
9740 Jefferson Davis	Fisher Auto Parts	Transportation/Parts and Tires	24,627
9922 Jefferson Davis	Hankook Tires	Transportation/Parts and Tires	1,967
9600 Jefferson Davis	Truck Accessorie Showroom	Transportation/Parts and Tires	2,241
8810 Jefferson Davis	S&N Auto Sale & Repair	Transportation/Vehicles purchases/cars and trucks, used	5,544
10016 Jefferson Davis	Davis Auto Sales 2	Transportation/Vehicles purchases/cars and trucks, used	1,555
10119 Jefferson Davis	Maranta Auto Sales	Transportation/Vehicles purchases/cars and trucks, used	1,021
10321 Jefferson Davis	Star Auto Sales	Transportation/Vehicles purchases/cars and trucks, used	1,114
10601 Jefferson Davis	Landmark Motors	Transportation/Vehicles purchases/cars and trucks, used	1,824
10724 Jefferson Davis	Haley Ford	Transportation/Vehicles purchases/cars and trucks, used	18,029
6641 Jefferson Davis	Falling Creek Auto Sales	Transportation/Vehicles purchases/cars and trucks, used	10,212
8001 Jefferson Davis	Select Cars Sales Office	Transportation/Vehicles purchases/cars and trucks, used	3,380
8901 Jefferson Davis	Franco Auto Sales	Transportation/Vehicles purchases/cars and trucks, used	2,205
9001 Jefferson Davis	C&J Auto Sales	Transportation/Vehicles purchases/cars and trucks, used	1,078
9101 Jefferson Davis	Common Wealth Motors	Transportation/Vehicles purchases/cars and trucks, used	2,875
9330 Jefferson Davis	AS Auto Sales	Transportation/Vehicles purchases/cars and trucks, used	2,635
9420 Jefferson Davis	A&T Auto Sales	Transportation/Vehicles purchases/cars and trucks, used	1,445
9869 Jefferson Davis	Cardinal Auto Sales	Transportation/Vehicles purchases/cars and trucks, used	2,823
9897 Jefferson Davis	Ed & Ted Auto Sales	Transportation/Vehicles purchases/cars and trucks, used	1,980
9900 Jefferson Davis	Auto Finders of Virginia	Transportation/Vehicles purchases/cars and trucks, used	760
2332 Willis Rd	The Car Rental Store	Transportation/Vehicles purchases/Other vehicles	17,952
7001 Jefferson Davis	Southern Recreational Vehicles	Transportation/Vehicles purchases/Other vehicles	16,615
7100 Jefferson Davis	James River Marine	Transportation/Vehicles purchases/Other vehicles	7,828
7611 Jefferson Davis	Bellwood Campground & RV Sales	Transportation/Vehicles purchases/Other vehicles	1,277
8045 Jefferson Davis	Bruces Boat Supply n Service	Transportation/Vehicles purchases/Other vehicles	7,704
8075 Jefferson Davis	Pro Street Cycles	Transportation/Vehicles purchases/Other vehicles	3,146

**Table 5: Existing Supply of Business Establishments, Convenience Trade Area 1, Jefferson Davis Highway 2011**

Category				
Primary Level	Secondary Level	Tertiary Level	Existing Stores	Existing Square Feet
<b>Food at Home</b>				
	Grocery (supermarket)			
	Convenience <sup>(1)</sup>		10	30,797
	Specialty (Deli, Bakery, Open Air Market...)		2	3,076
<b>Food away from home</b>				
	Sit Down Restaurants		12	29,364
	Fast Food		8	27,723
<b>Alcoholic beverages</b>				
<b>Household Operations</b>				
	Personal services		7	29,057
	Other household expenses			
		Laundry	4	9,814
		Dry Cleaners	2	3,716
<b>Housekeeping supplies</b>				
	Laundry and cleaning supplies		0	0
	Other household products		7	26,583
	Postage and stationary		0	0
<b>Housekeeping furnishings and equipment</b>				
	Household textiles		1	2,450
	Furniture		2	26,753
	Floor coverings		0	0
	Major appliances		0	0
	Small appliances, miscellaneous housewares		0	0
	Miscellaneous household equipment			
		General Hardware	3	38,338
		Garden/Florist	1	947
<b>Apparel and services</b>				



Primary Level	Secondary Level	Tertiary Level	Existing Stores	Existing Square Feet
	Men and boys		1	2,025
	Women and girls		2	3,823
	Children under 2		0	0
	Footwear		0	0
	Other Apparel Prod. & Service			
		Alterations/Shoe Repair	0	0
		Jewelry/Watches	1	2,289
Transportation				
	Vehicle purchases (net outlay)			
		Cars and trucks, new	0	0
		Cars and trucks, used	16	58,483
		Other vehicles	6	54,522
	Gasoline and motor oil		6	16,610
	Maintenance and repairs		13	57,209
	Parts & Tires		12	82,274
Public transportation				
Health care				
	Medical services			
		Nursing home	0	0
		Medical facility	0	0
	Prescriptions, Drugs & Medical Supplies		0	0
Entertainment				
	Fees and admissions			
		Video rental	0	0
		Sports/Recreation	0	0
		Cinema	0	0
		Clubs/Community Center	0	0
	Television, radios, sound equipment		2	6,580
	Other Entertainment, Equipment & Services		0	0
	Pets, toys, and playground equipment		1	1,889

Primary Level	Secondary Level	Tertiary Level	Existing Stores	Existing Square Feet
Personal care products				
	Beauty		2	2,716
	Barber		1	2,398
	Products		0	0
Reading			0	0
Education			1	14,865
Tobacco products and smoking supplies			0	0

Table 6: 2005-2009 5-Year American Community Survey Estimates, Convenience Trade Area 1																			
GEO_NAME	POP	HU	HH	LESS_10K	10K_15K	15K_20K	20K_25K	25K_30K	30K_35K	35K_40K	40K_45K	45K_50K	50K_60K	60K_75K	75K_100K	100K_125K	125K_150K	150K_200K	MORE_200K
Block Group 1, Census Tract 1004.04, Chesterfield County, Virginia	2154	1119	1056	127	55	144	71	172	107	45	16	24	106	47	57	34	12	0	0
Block Group 1, Census Tract 1004.05, Chesterfield County, Virginia	707	270	255	0	46	9	8	0	7	11	19	0	0	38	41	25	0	0	0
Block Group 2, Census Tract 1004.05, Chesterfield County, Virginia	1320	477	450	0	46	27	31	14	52	34	76	9	0	97	89	20	0	0	0
Block Group 1, Census Tract 1004.06, Chesterfield County, Virginia	1117	555	524	102	29	5	41	12	20	105	0	35	43	86	17	0	0	0	0
Block Group 1, Census Tract 1004.07, Chesterfield County, Virginia	469	213	201	0	36	16	9	0	12	0	35	47	0	10	34	9	0	0	0
Block Group 2, Census Tract 1004.07, Chesterfield County, Virginia	710	387	365	0	0	48	55	28	48	0	11	0	24	54	29	12	0	0	0
Block Group 3, Census Tract 1004.07, Chesterfield County, Virginia	1692	683	645	9	0	20	68	27	82	75	81	9	66	88	85	30	10	0	0
Block Group 3, Census Tract 1004.03, Chesterfield County, Virginia	402	224	211	21	0	0	58	0	23	6	68	11	36	0	9	0	0	0	0
<b>Total</b>	<b>8571</b>	<b>3928</b>	<b>3707</b>	<b>259</b>	<b>212</b>	<b>269</b>	<b>341</b>	<b>253</b>	<b>351</b>	<b>276</b>	<b>306</b>	<b>135</b>	<b>275</b>	<b>420</b>	<b>361</b>	<b>130</b>	<b>22</b>	<b>0</b>	<b>0</b>

**Table 7: Convenience Trade Area 1, Estimated Annual Expenditures for Jefferson Davis Highway, 2011 Current Conditions (Assuming 25% Dollar Leakage)**

	Household Income Range		\$5000 to \$9,999	\$10,000 to \$14,999	\$15,000 to \$19,999	\$20,000 to \$29,999	\$30,000 to \$39,000	\$40,000 to 49,999	\$50,000 to 69,999 <sup>1</sup>	\$70,000 and over <sup>2</sup>	Commuters <sup>3</sup>	Visitors <sup>4</sup>	Group Quarters <sup>5</sup>	Workers <sup>6</sup>	Potential Expenditure
Category	Average Annual Expenditures		\$18,032	\$21,741	\$23,706	\$29,397	\$35,929	\$39,553	\$48,900	\$82,060	\$33,204	\$33,204	\$33,204	\$33,204	\$432,135
	Number of Households 2009		259	212	269	594	627	441	695	513	2286	40	0	1162	7,098
	Total Expenditures		\$4,670,288	\$4,609,092	\$6,376,914	\$17,461,818	\$22,527,483	\$17,442,873	\$33,985,500	\$42,096,780	\$75,905,106	\$1,337,243	\$0	\$38,575,134	\$264,988,231
Item															
Food at Home			\$1,274,351	\$985,990	\$867,743	\$2,102,041	\$1,919,842	\$1,310,955	\$2,162,646	\$1,701,707	\$6,167,452	\$108,654	\$0	\$3,134,312	\$21,735,692
Grocery	60%		\$764,610	\$591,594	\$520,646	\$1,261,225	\$1,151,905	\$786,573	\$1,297,587	\$1,021,024	\$3,700,471	\$65,192	\$0	\$1,880,587	\$13,041,415
Convenience	25%		\$318,588	\$246,498	\$216,936	\$525,510	\$479,960	\$327,739	\$540,661	\$425,427	\$1,541,863	\$27,163	\$0	\$783,578	\$5,433,923
Specialty (Deli, Bakery, Open Air Market...)	15%		\$191,153	\$147,899	\$130,162	\$315,306	\$287,976	\$196,643	\$324,397	\$255,256	\$925,118	\$16,298	\$0	\$470,147	\$3,260,354
Food away from home			\$488,880	\$371,347	\$350,372	\$995,593	\$1,153,592	\$788,445	\$1,535,450	\$1,470,631	\$3,709,276	\$65,347	\$0	\$1,885,062	\$12,813,995
Sit Down Restaurants	60%		\$293,328	\$222,808	\$210,223	\$597,356	\$692,155	\$473,067	\$921,270	\$882,379	\$2,225,566	\$39,208	\$0	\$1,131,037	\$7,688,397
Fast Food	40%		\$195,552	\$148,539	\$140,149	\$398,237	\$461,437	\$315,378	\$614,180	\$588,253	\$1,483,711	\$26,139	\$0	\$754,025	\$5,125,598
Alcoholic beverages			\$143,343	\$69,513	\$61,124	\$72,266	\$151,174	\$115,420	\$186,604	\$140,076	n/a	n/a	\$0	\$302,057	\$1,241,577
Household Operations			\$163,154	\$132,075	\$205,930	\$411,849	\$397,723	\$275,293	\$486,667	\$608,728	n/a	n/a	\$0	n/a	\$2,681,418
Personal services	65%		\$106,050	\$85,849	\$133,854	\$267,702	\$258,520	\$178,940	\$316,334	\$395,673	n/a	n/a	\$0	n/a	\$1,742,922
Other household expenses			\$57,104	\$46,226	\$72,075	\$144,147	\$139,203	\$96,352	\$170,334	\$213,055	n/a	n/a	\$0	n/a	\$938,496
Laundry	25%		\$40,789	\$33,019	\$51,482	\$102,962	\$99,431	\$68,823	\$121,667	\$152,182	n/a	n/a	\$0	n/a	\$670,355
Dry Cleaners	10%		\$16,315	\$13,208	\$20,593	\$41,185	\$39,772	\$27,529	\$48,667	\$60,873	\$129,513	n/a	\$0	\$65,819	\$463,473
Housekeeping supplies															
Laundry and cleaning supplies			\$59,435	\$41,342	\$41,113	\$94,718	\$78,507	\$53,031	\$85,815	\$69,550	n/a	n/a	\$0	n/a	\$523,511
Other household products			\$75,750	\$58,537	\$65,490	\$184,525	\$179,073	\$114,250	\$194,091	\$189,476	n/a	n/a	\$0	n/a	\$1,061,193
Postage and stationery			\$26,221	\$34,025	\$34,564	\$70,863	\$62,286	\$43,283	\$84,087	\$71,825	\$203,625	n/a	\$0	\$103,483	\$734,262
Housekeeping furnishings and equipment			\$276,779	\$204,149	\$257,230	\$526,914	\$655,951	\$418,008	\$820,135	\$887,254	n/a	n/a	\$0	\$999,400	\$5,045,821
Household textiles <sup>7</sup>	10%		\$27,678	\$20,415	\$25,723	\$52,691	\$65,595	\$41,801	\$82,014	\$88,725	n/a	n/a	\$0	\$99,940	\$504,582
Furniture	10%		\$27,678	\$20,415	\$25,723	\$52,691	\$65,595	\$41,801	\$82,014	\$88,725	n/a	n/a	\$0	\$99,940	\$504,582
Floor coverings	10%		\$27,678	\$20,415	\$25,723	\$52,691	\$65,595	\$41,801	\$82,014	\$88,725	n/a	n/a	\$0	\$99,940	\$504,582
Major appliances	10%		\$27,678	\$20,415	\$25,723	\$52,691	\$65,595	\$41,801	\$82,014	\$88,725	n/a	n/a	\$0	\$99,940	\$504,582
Small appliances, miscellaneous housewares	30%		\$83,034	\$61,245	\$77,169	\$158,074	\$196,785	\$125,402	\$246,041	\$266,176	n/a	n/a	\$0	\$299,820	\$1,513,746
Miscellaneous household equipment			\$83,034	\$61,245	\$77,169	\$158,074	\$196,785	\$125,402	\$246,041	\$266,176	\$589,962	n/a	\$0	\$299,820	\$2,103,708
General Hardware	20%		\$55,356	\$40,830	\$51,446	\$105,383	\$131,190	\$83,602	\$164,027	\$177,451	\$393,308	n/a	\$0	\$199,880	\$1,402,472
Garden/Florist	10%		\$27,678	\$20,415	\$25,723	\$52,691	\$65,595	\$41,801	\$82,014	\$88,725	\$196,654	n/a	\$0	\$99,940	\$701,236
Apparel and services															
Men and boys	15%		\$76,916	\$116,343	\$52,392	\$143,130	\$180,370	\$114,250	\$198,698	\$209,301	\$537,497	\$9,469	\$0	\$273,157	\$1,911,523
Women and girls	40%		\$175,973	\$113,050	\$114,244	\$298,187	\$290,020	\$200,815	\$369,176	\$375,702	\$944,746	\$16,644	\$0	\$480,122	\$3,378,680
Children under 2	10%		\$26,221	\$25,244	\$20,739	\$55,428	\$47,363	\$33,534	\$50,683	\$41,275	\$157,763	\$2,779	\$0	\$80,176	\$541,206
Footwear	25%		\$127,027	\$90,733	\$49,845	\$169,089	\$171,936	\$110,741	\$193,515	\$149,501	\$520,986	\$9,178	\$0	\$264,766	\$1,857,318
Other Apparel Prod. & Services <sup>8</sup>	10%		\$58,269	\$51,952	\$42,205	\$91,912	\$105,757	\$61,219	\$113,460	\$150,801	\$288,010	\$5,074	\$0	\$146,367	\$1,115,026
Special Apparel	50%		\$29,135	\$25,976	\$21,102	\$45,956	\$52,878	\$30,610	\$56,730	\$75,400	\$144,005	\$2,537	\$0	\$73,184	\$557,513
Jewelry/Watches	50%		\$29,135	\$25,976	\$21,102	\$45,956	\$52,878	\$30,610	\$56,730	\$75,400	\$144,005	\$2,537	\$0	\$73,184	\$557,513

Convenience Trade Area: Estimated Annual Expenditures, Jefferson Davis Highway(continued)		Household Income Range	0	\$5000 to \$9,999	\$10,000 to \$14,999	\$15,000 to \$19,999	\$20,000 to \$29,999	\$30000 to \$39,000	\$40,000 to 49,999	\$50,000 to 69,9991	\$70,000 and over	Commuters <sup>2</sup>	Visitors <sup>3</sup>	Group Quarters <sup>4</sup>	Workers <sup>5</sup>	Potential Expenditure without New Housing Units
Category	Average Annual Expenditures			\$18,032	\$21,741	\$23,706	\$29,397	\$35,929	\$39,553	\$48,900	\$82,060	\$33,204	\$33,204	\$33,204	\$33,204	\$432,135
	Number of Households 2009			259	212	269	594	627	441	695	513	2286	40	0	1162	7,098
	Total Expenditures			\$4,670,288	\$4,609,092	\$6,376,914	\$17,461,818	\$22,527,483	\$17,442,873	\$33,985,500	\$42,096,780	\$75,905,106	\$1,337,243	\$0	\$38,575,134	\$264,988,231
Transportation																
	Vehicle purchases (net outlay)			\$378,168	\$246,223	\$346,734	\$842,641	\$1,370,296	\$818,469	\$1,579,221	\$1,551,882	\$3,850,530	\$67,836	\$0	\$1,956,847	\$13,008,846
	Cars and trucks, new		30%	\$113,450	\$73,867	\$104,020	\$252,792	\$411,089	\$245,541	\$473,766	\$465,564	\$1,155,159	\$20,351	\$0	\$587,054	\$3,902,654
	Cars and trucks, used		60%	\$226,901	\$147,734	\$208,040	\$505,584	\$822,178	\$491,082	\$947,532	\$931,129	\$2,310,318	\$40,702	\$0	\$1,174,108	\$7,805,308
	Other vehicles		10%	\$37,817	\$24,622	\$34,673	\$84,264	\$137,030	\$81,847	\$157,922	\$155,188	\$385,053	\$6,784	\$0	\$195,685	\$1,300,885
	Gasoline and motor oil			\$443,430	\$327,078	\$403,855	\$1,017,343	\$1,095,847	\$762,319	\$1,295,860	\$936,329	\$3,586,368	\$63,182	\$0	\$1,822,600	\$11,754,211
	Maintenance and Repairs			\$171,312	\$97,684	\$135,710	\$312,921	\$365,282	\$259,305	\$476,300	\$377,652	\$1,219,915	\$21,492	\$0	\$619,964	\$4,057,537
	Parts and Tires			\$171,312	\$97,684	\$135,710	\$312,921	\$365,282	\$259,305	\$476,300	\$377,652	\$1,219,915	n/a	\$0	\$619,964	\$4,036,046
Public transportation				\$67,010	\$55,245	\$77,497	\$137,517	\$159,608	\$107,232	\$235,558	\$315,576	\$504,476	\$8,888	\$0	\$256,376	\$1,924,982
Health care																
	Medical services			\$110,129	\$132,441	\$131,344	\$328,356	\$308,836	\$236,689	\$464,206	\$393,902	n/a	n/a	\$0	\$565,892	\$2,671,794
	Nursing home		15%	\$16,519	\$19,866	\$19,702	\$49,253	\$46,325	\$35,503	\$69,631	\$59,085	n/a	n/a	\$0	\$84,884	\$400,769
	Medical facility		85%	\$93,610	\$112,575	\$111,642	\$279,103	\$262,510	\$201,186	\$394,575	\$334,816	n/a	n/a	\$0	\$481,008	\$2,271,025
	Prescriptions, Drugs & Medical Supplies			\$170,729	\$122,197	\$164,817	\$385,889	\$339,330	\$243,708	\$376,663	\$260,326	\$1,146,537	\$20,199	\$0	\$582,673	\$3,813,067
Entertainment																
	Fees and admissions <sup>9</sup>			\$65,262	\$39,879	\$51,664	\$152,251	\$194,644	\$144,275	\$281,633	\$442,977	n/a	n/a	\$0	n/a	\$1,372,585
	Video Rental		25%	\$16,315	\$9,970	\$12,916	\$38,063	\$48,661	\$36,069	\$70,408	\$110,744	n/a	n/a	\$0	\$86,236	\$429,382
	Cinema		25%	\$16,315	\$9,970	\$12,916	\$38,063	\$48,661	\$36,069	\$70,408	\$110,744	n/a	n/a	\$0	n/a	\$343,146
	Sports/Recreation		25%	\$16,315	\$9,970	\$12,916	\$38,063	\$48,661	\$36,069	\$70,408	\$110,744	n/a	n/a	\$0	n/a	\$343,146
	Clubs/Community Center		25%	\$16,315	\$9,970	\$12,916	\$38,063	\$48,661	\$36,069	\$70,408	\$110,744	n/a	n/a	\$0	n/a	\$343,146
	Television, radios, sound equipment			\$258,716	\$192,808	\$210,660	\$496,042	\$556,034	\$347,430	\$590,912	\$460,202	n/a	n/a	\$0	\$830,658	\$3,943,462
	Other Entertainment, Equipment & Services			\$27,969	\$26,708	\$17,464	\$70,162	\$151,174	\$91,634	\$260,900	\$262,926	n/a	\$7,595	\$0	\$219,085	\$1,135,616
	Pets, toys, and playground equipment			\$134,602	\$95,855	\$113,516	\$337,477	\$376,312	\$199,646	\$369,752	\$372,452	n/a	\$16,547	\$0	\$477,325	\$2,493,484
Personal care products <sup>10</sup>				\$131,106	\$99,880	\$105,876	\$261,001	\$284,181	\$185,608	\$332,892	\$322,076	n/a	n/a	\$0	\$443,763	\$2,166,383
	Beauty		60%	\$78,664	\$59,928	\$63,525	\$156,601	\$170,508	\$111,365	\$199,735	\$193,246	n/a	n/a	\$0	\$266,258	\$1,299,830
	Barber		30%	\$39,332	\$29,964	\$31,763	\$78,300	\$85,254	\$55,682	\$99,868	\$96,623	n/a	n/a	\$0	\$133,129	\$649,915
	Products		10%	\$13,111	\$9,988	\$10,588	\$26,100	\$28,418	\$18,561	\$33,289	\$32,208	n/a	n/a	\$0	\$44,376	\$216,638
Reading				\$19,812	\$17,927	\$22,558	\$49,815	\$52,554	\$33,534	\$62,201	\$59,150	n/a	\$2,779	\$0	\$80,176	\$400,506
Education				\$295,426	\$136,465	\$90,595	\$212,590	\$361,390	\$171,960	\$376,663	\$733,528	n/a	n/a	\$0	\$411,134	\$2,789,750
Tobacco products and smoking supplies				\$146,839	\$111,221	\$128,433	\$308,009	\$262,770	\$148,564	\$251,109	\$120,576	\$698,929	\$12,313	\$0	\$355,197	\$2,543,961

1 This category includes the income data from Census income range from \$60,000 to \$74,999 in order to match the data range in the 2009 Consumer Expenditure Survey.

2 This category includes the income data from Census income range of \$75,000 or more in order to match the data range in the 2009 Consumer Expenditure Survey.

3 The number of commuters is derived from VDOT average annual daily traffic for Jefferson Davis Highway, between Route 288 and Chippenham Parkway of 39,000 commuters. A capture rate of 1% was used to determine the number of commuters who may potentially shop in the area. On Interstate 95, between Route 288 and Willis Road 79,000 commuters pass through. Along this stretch 7,900 commuters exit off at Willis Rd or Route 288. Assuming 1/4 of this traffic that uses the exits stops and spends money on goods and services gives a capture rate of 2.4% Average Annual Expenditure is taken by averaging all household income ranges.

4 The number of visitors was derived from the sum of estimates of annual visitors to Bensley Park (126,900) and Drewry's Bluff (20,097), which was then divided by 365 to calculate the average daily number of visitors. A capture rate of 10% was then applied in relevant categories. Average Annual Expenditure is taken by averaging all household income ranges.

5 The number of group quarters was derived by taking the number of all group quarters within the trade area and dividing the total number by 2

6 The number of workers was derived by taking the number of employees in 2008 (4,647) from RRPDC's 2035 Socioeconomic Data Report and applying the Traffic Analysis Zones to the trade area, with a capture rate of 25% applied to relevant categories. Average Annual Expenditure is taken by averaging all household income ranges.

7 Household textiles includes towels, sheets, curtains, etc.

8 Other apparel products and services includes material, notions, and patterns used to make clothes, apparel alteration and repair, clothing rental, watches, jewelry, and watch/jewelry repair, laundry and dry cleaning services, and clothing storage.

9 Fees and Admissions includes fee for participant sports; admissions to sporting events, movies, concerts, plays, health, swimming, tennis, and country club organizations; recreational and fraternal organizations; recreational lessons or instruction; rental of movies and recreation expenses on trips

10 Personal care products and services include products for the hair, oral hygiene products, shaving needs, cosmetics and bath products, electric personal care appliances, other personal care products personal care services for males and females.

**Table 8: Estimated Expenditures and Development Potential Trade Area 1 for Jefferson Davis Highway, 2011 Current Conditions (Assuming 25% Dollar Leakage)**

Category											
Primary Level	Secondary Level	Tertiary Level	Potential Expenditure	Real Total Market(1)	Median Sales per Square Foot(2)	Number of Supportable Square Feet(3)	Existing Stores(4)	Existing Square Feet(5)	Unmet Demand in Square Feet(6)	Median GLA(7)	Potential New Units(8)
<b>Food at Home</b>			\$16,301,769.32	\$16,399,579.93							
	Supermarket <sup>(6)***</sup>		\$9,928,298.94	\$9,987,868.74	\$485.75	20,562	0	0	20,562	27,500	0.7
	Convenience*		\$4,075,442.33	\$4,099,894.98	\$423.76	9,675	10	30,797	-21,122	2,400	-8.8
	Specialty		\$2,445,265.40	\$2,459,936.99	\$192.61	12,772	2	3,076	9,695	1,988	4.9
<b>Food away from home</b>			\$9,610,496.23	\$9,668,159.21							
	Sit Down Restaurants**		\$5,766,297.74	\$5,800,895.53	<u>\$303.62</u>	19,106	12	29,364	-10,258	<u>4,050</u>	-2.5
	Fast Food**		\$3,844,198.49	\$3,867,263.68	<u>\$340.07</u>	11,372	8	27,723	-16,351	<u>2,007</u>	-8.1
<b>Alcoholic beverages**</b>			\$931,182.77	\$936,769.87	\$396.27	2,364	0	0	2,364	3,074	0.8
<b>Household Operations</b>			\$2,011,063.86	\$2,023,130.25							
	Personal services**		\$1,307,191.51	\$1,315,034.66	<u>\$202.91</u>	6,481	7	29,057	-22,576	<u>1,480</u>	-15.3
	Other household expenses		\$703,872.35	\$708,095.59							
		Laundry	\$502,765.97	\$505,782.56	\$75.41	6,707	4	9,814	-3,107	2,174	-1.4
		Dry Cleaners	\$347,605.02	\$349,690.65	\$149.33	2,342	2	3,716	-1,374	1,500	-0.9
<b>Housekeeping supplies</b>			\$0.00								
	Laundry and cleaning supplies <sup>(6)</sup>		\$392,632.94	\$394,988.74							
	Other household products**		\$869,513.10	\$874,730.18	<u>\$178.79</u>	4,893	7	26,583	-21,690	<u>9,014</u>	-2.4
	Postage and stationary**		\$550,696.54	\$554,000.72	<u>\$196.22</u>	2,823	0	0	2,823	<u>9,662</u>	0.3
<b>Housekeeping furnishings and equipment</b>			\$3,784,365.77	\$3,807,071.97							
	Household textiles**		\$378,436.58	\$380,707.20	<u>\$146.89</u>	2,592	1	2,450	142	<u>21,054</u>	0.0
	Furniture		\$378,436.58	\$380,707.20	\$156.40	2,434	2	26,753	-24,319	7,696	-3.2
	Floor coverings		\$378,436.58	\$380,707.20	\$451.33	844	0	0	844	3,310	0.3
	Major appliances*		\$378,436.58	\$380,707.20	\$55.12	6,907	0	0	6,907	4,000	1.7
	Small appliances, miscellaneous housewares**		\$1,135,309.73	\$1,142,121.59	<u>\$317.84</u>	3,593	0	0	3,593	<u>4,701</u>	0.8
	Miscellaneous household equipment		\$1,577,781.29	\$1,587,247.98					0		
		General Hardware**	\$1,051,854.19	\$1,058,165.32	<u>\$321.70</u>	3,289	3	38,338	-35,048	<u>39,759</u>	-0.9
		Garden/Florist**	\$525,927.10	\$529,082.66	<u>\$235.34</u>	2,248	1	947	1,301	<u>1,814</u>	0.7
<b>Apparel and services</b>			\$0.00						0		
	Men and boys (men's wear)		\$1,433,642.39	\$1,442,244.25	\$274.86	5,247	1	2,025	3,222	4,500	0.7
	Women and girls**		\$2,534,010.04	\$2,549,214.10	<u>\$221.89</u>	11,489	2	3,823	7,665	<u>3,941</u>	1.9
	Children under 2		\$405,904.22	\$408,339.64	\$240.37	1,699	0	0	1,699	3,280	0.5
	Footwear**		\$1,392,988.87	\$1,401,346.80	<u>\$221.81</u>	6,318	0	0	6,318	<u>3,588</u>	1.8
	Other Apparel Prod. & Service		\$836,269.26	\$841,286.88					0		
		Special Apparel	\$418,134.63	\$420,643.44	\$304.95	1,379	0	0	1,379	2,948	0.5
		Jewelry/Watches**	\$418,134.63	\$420,643.44	<u>\$248.52</u>	1,693	1	2,289	-596	<u>1,411</u>	-0.4
<b>Transportation</b>											
	Vehicle purchases (net outlay)		\$9,756,634.78	\$9,815,174.59							
		Cars and trucks, new*	\$2,926,990.43	\$2,944,552.38	\$1,665.58	1,768	0	0	1,768	6,653	0.3
		Cars and trucks, used*	\$5,853,980.87	\$5,889,104.75	\$1,665.58	3,536	16	58,483	-54,947	6,653	-8.3
		Other vehicles*	\$975,663.48	\$981,517.46	\$1,665.58	589	6	54,522	-53,933	6,653	-8.1
	Gasoline and motor oil		\$8,815,658.04	\$8,868,551.99	\$1,321.30	6,712	6	16,610	-9,898	3,175	-3.1
	Maintenance and repairs*		\$3,043,153.03	\$3,061,411.95	\$922.66	3,318	13	57,209	-53,891	2,760	-19.5
	Parts and tires		\$3,027,034.32	\$3,045,196.53	\$172.90	17,612	12	82,274	-64,661	6,944	-9.3
<b>Public transportation</b>			\$1,443,736.64	\$1,452,399.06	\$0.00					0	
<b>Health care</b>			\$0.00								

Category											
Primary Level	Secondary Level	Tertiary Level	Potential Expenditure	Real Total Market(1)	Median Sales per Square Foot(2)	Number of Supportable Square Feet(3)	Existing Stores(4)	Existing Square Feet(5)	Unmet Demand in Square Feet(6)	Median GLA(7)	Potential New Units(8)
	Medical services		\$2,003,845.61	\$2,015,868.68							
		Nursing home	\$300,576.84	\$302,380.30	n/a		0	0	0	n/a	
		Medical facility**	\$1,703,268.77	\$1,713,488.38	<u>\$326.80</u>	5,243	0	0	5,243	<u>1,751</u>	3.0
	Prescriptions, Drugs & Medical Supplies <sup>(8)</sup>		\$2,933,419.13	\$2,951,019.64	\$429.07	6,878	8	0	6,878	10,990	0.6
Entertainment			\$0.00								
	Fees and admissions		\$1,029,438.93	\$1,035,615.56							
		Video Rental	\$322,036.38	\$323,968.60	\$165.63	1,956	0	0	1,956	5,100	0.4
		Cinema**	\$257,359.73	\$258,903.89	\$87.47	2,960	0	0	2,960	32,549	0.1
		Sports/Recreation**	\$257,359.73	\$258,903.89	<u>\$182.47</u>	1,419	0	0	1,419	<u>4,358</u>	0.3
		Clubs/Community Center**	\$257,359.73	\$258,903.89	\$342.64	756	0	0	756	1,912	0.4
	Television, radios, sound equipment**		\$2,957,596.40	\$2,975,341.98	<u>\$358.76</u>	8,293	2	6,580	1,714	<u>2,158</u>	0.8
	Other Entertainment, Equipment & Services**		\$851,712.07	\$856,822.35	<u>\$146.59</u>	5,845	0	0	5,845	<u>14,946</u>	0.4
	Pets, toys, and playground equipment**		\$1,870,113.33	\$1,881,334.01	<u>\$199.84</u>	9,414	1	1,889	7,525	<u>6,517</u>	1.2
Personal care products			\$1,624,787.07	\$1,634,535.80							
	Beauty**		\$974,872.24	\$980,721.48	<u>\$169.22</u>	5,796	2	2,716	3,080	<u>1,485</u>	2.1
	Barber		\$487,436.12	\$490,360.74	\$179.97	2,725	1	2,398	327	1,000	0.3
	Products**		\$162,478.71	\$163,453.58	\$297.60	549	0	0	549	1,600	0.3
Reading**			\$300,379.43	\$302,181.71	\$246.02	1,228	0	0	1,228	16,320	0.1
Education**			\$2,092,312.73	\$2,104,866.61	\$0.00		1	14,865	-14,865	0	
Tobacco products and smoking supplies (tobacco)			\$1,907,970.41	\$1,919,418.23	\$339.78	5,649	0	0	5,649	1,139	5.0

\*\* For further explanation refer to category composition sheet

(1) Real Market total is the potential expenditure adjusted to account for inflation from 2009 to 2011, using a multiplier of 1.05. Using the percentage change of the Consumer Price Index (CPI) for years 2009 (-0.4%) and 2010 (1.6%) published by Bureau of Labor Statistics which gives an average inflation rate of during this period of 0.6%.

(2) Median sales per square foot from Dollars and Cents of Shopping 2008 U.S. Super Community/Community Shopping Center tables, unless otherwise starred (\*) or noted in underlined italics. Star (\*) indicates data taken from Dollars and Cents shopping (2003). These numbers were adjusted to 2011 dollars (multiplier = 1.20). Underlined italics indicate that there were no median sales per square foot for the category, but instead for a series of subcategories. The data provided for these subcategories was averaged. For example: The Sit Down Restaurants category has a median sales per square foot of \$294.11. This number takes into account the average sales per square foot for a restaurant without liquor (\$232.83) and that for a restaurant with liquor (\$355.39).

(3) Supportable square feet calculated by real market total divided by median sales per square foot

(4) Existing stores were inventoried through a visual survey of the area within a five-minute drive and business licenses were also consulted and georeferenced.

(5) Existing square feet was calculated by building footprint layer provided by Chesterfield County.

(6) Unmet demand in square feet was calculated by subtracting existing square footage for each item from the number of supportable square feet

(7) Median Gross Leasable Area indicated by Dollars and Cents of Shopping Centers. For underlined italics see footnote (2).

(8) Potential Expenditures for laundry and cleaning supplies were inputted into grocery(50%), Prescription and drugs (25%) and Other Household Products(25%)

**Table 9: Convenience Trade Area 1, Estimated Annual Expenditures for Jefferson Davis Highway, 2011 Best Case Scenario (25% Leakage) to Support a Drugstore**

	Household Income Range		\$5000 to \$9,999	\$10,000 to \$14,999	\$15,000 to \$19,999	\$20,000 to \$29,999	\$30000 to \$39,000	\$40,000 to 49,999	\$50,000 to 69,999 <sup>1</sup>	\$70,000 and over <sup>2</sup>	Commuters <sup>3</sup>	Visitors <sup>4</sup>	Group Quarters <sup>5</sup>	Workers <sup>6</sup>	Potential Expenditure
Category	Average Annual Expenditures		\$18,032	\$21,741	\$23,706	\$29,397	\$35,929	\$39,553	\$48,900	\$82,060	\$33,204	\$33,204	\$33,204	\$33,204	\$432,135
	Number of Households 2009*		518	424	538	1188	1254	882	1390	1026	2286	40	0	1162	10,708
	Total Expenditures		\$9,340,576	\$9,218,184	\$12,753,828	\$34,923,636	\$45,054,966	\$34,885,746	\$67,971,000	\$84,193,560	\$75,905,106	\$1,337,243	\$0	\$38,575,134	\$414,158,979
Item															
Food at Home			\$2,548,701	\$1,971,980	\$1,735,487	\$4,204,083	\$3,839,683	\$2,621,910	\$4,325,291	\$3,403,415	\$6,167,452	\$108,654	\$0	\$3,134,312	\$34,060,967
Grocery	60%		\$1,529,221	\$1,183,188	\$1,041,292	\$2,522,450	\$2,303,810	\$1,573,146	\$2,595,175	\$2,042,049	\$3,700,471	\$65,192	\$0	\$1,880,587	\$20,436,580
Convenience	25%		\$637,175	\$492,995	\$433,872	\$1,051,021	\$959,921	\$655,477	\$1,081,323	\$850,854	\$1,541,863	\$27,163	\$0	\$783,578	\$8,515,242
Specialty (Deli, Bakery, Open Air Market...)	15%		\$382,305	\$295,797	\$260,323	\$630,612	\$575,952	\$393,286	\$648,794	\$510,512	\$925,118	\$16,298	\$0	\$470,147	\$5,109,145
Food away from home			\$977,760	\$742,694	\$700,744	\$1,991,186	\$2,307,184	\$1,576,889	\$3,070,899	\$2,941,263	\$3,709,276	\$65,347	\$0	\$1,885,062	\$19,968,304
Sit Down Restaurants	60%		\$586,656	\$445,616	\$420,446	\$1,194,712	\$1,384,310	\$946,133	\$1,842,539	\$1,764,758	\$2,225,566	\$39,208	\$0	\$1,131,037	\$11,980,982
Fast Food	40%		\$391,104	\$297,078	\$280,298	\$796,474	\$922,874	\$630,756	\$1,228,360	\$1,176,505	\$1,483,711	\$26,139	\$0	\$754,025	\$7,987,322
Alcoholic beverages			\$286,685	\$139,026	\$122,248	\$144,533	\$302,347	\$230,840	\$373,208	\$280,151	n/a	n/a	\$0	\$302,057	\$2,181,097
Household Operations			\$326,308	\$264,150	\$411,860	\$823,697	\$795,446	\$550,585	\$973,334	\$1,217,455	n/a	n/a	\$0	n/a	\$5,362,837
Personal services	65%		\$212,100	\$171,698	\$267,709	\$535,403	\$517,040	\$357,881	\$632,667	\$791,346	n/a	n/a	\$0	n/a	\$3,485,844
Other household expenses			\$114,208	\$92,453	\$144,151	\$288,294	\$278,406	\$192,705	\$340,667	\$426,109	n/a	n/a	\$0	n/a	\$1,876,993
Laundry	25%		\$81,577	\$66,038	\$102,965	\$205,924	\$198,862	\$137,646	\$243,334	\$304,364	n/a	n/a	\$0	n/a	\$1,340,709
Dry Cleaners	10%		\$32,631	\$26,415	\$41,186	\$82,370	\$79,545	\$55,059	\$97,333	\$121,746	\$129,513	n/a	\$0	\$65,819	\$731,615
Housekeeping supplies															
Laundry and cleaning supplies			\$118,869	\$82,684	\$82,226	\$189,436	\$157,013	\$106,062	\$171,629	\$139,101	n/a	n/a	\$0	n/a	\$1,047,021
Other household products			\$151,500	\$117,075	\$130,980	\$369,050	\$358,146	\$228,501	\$388,182	\$378,952	n/a	n/a	\$0	n/a	\$2,122,385
Postage and stationery			\$52,442	\$68,050	\$69,128	\$141,726	\$124,572	\$86,565	\$168,174	\$143,651	\$203,625	n/a	\$0	\$103,483	\$1,161,416
Housekeeping furnishings and equipment			\$553,559	\$408,299	\$514,461	\$1,053,827	\$1,311,903	\$836,016	\$1,640,270	\$1,774,508	n/a	n/a	\$0	\$999,400	\$9,092,242
Household textiles <sup>7</sup>	10%		\$55,356	\$40,830	\$51,446	\$105,383	\$131,190	\$83,602	\$164,027	\$177,451	n/a	n/a	\$0	\$99,940	\$909,224
Furniture	10%		\$55,356	\$40,830	\$51,446	\$105,383	\$131,190	\$83,602	\$164,027	\$177,451	n/a	n/a	\$0	\$99,940	\$909,224
Floor coverings	10%		\$55,356	\$40,830	\$51,446	\$105,383	\$131,190	\$83,602	\$164,027	\$177,451	n/a	n/a	\$0	\$99,940	\$909,224
Major appliances	10%		\$55,356	\$40,830	\$51,446	\$105,383	\$131,190	\$83,602	\$164,027	\$177,451	n/a	n/a	\$0	\$99,940	\$909,224
Small appliances, miscellaneous housewares	30%		\$166,068	\$122,490	\$154,338	\$316,148	\$393,571	\$250,805	\$492,081	\$532,352	n/a	n/a	\$0	\$299,820	\$2,727,673
Miscellaneous household equipment			\$166,068	\$122,490	\$154,338	\$316,148	\$393,571	\$250,805	\$492,081	\$532,352	\$589,962	n/a	\$0	\$299,820	\$3,317,635
General Hardware	20%		\$110,712	\$81,660	\$102,892	\$210,765	\$262,381	\$167,203	\$328,054	\$354,902	\$393,308	n/a	\$0	\$199,880	\$2,211,756
Garden/Florist	10%		\$55,356	\$40,830	\$51,446	\$105,383	\$131,190	\$83,602	\$164,027	\$177,451	\$196,654	n/a	\$0	\$99,940	\$1,105,878
Apparel and services															
Men and boys	15%		\$153,831	\$232,686	\$104,784	\$286,259	\$360,741	\$228,501	\$397,397	\$418,602	\$537,497	\$9,469	\$0	\$273,157	\$3,002,924
Women and girls	40%		\$351,947	\$226,101	\$228,488	\$596,374	\$580,040	\$401,631	\$738,352	\$751,403	\$944,746	\$16,644	\$0	\$480,122	\$5,315,848
Children under 2	10%		\$52,442	\$50,489	\$41,477	\$110,855	\$94,727	\$67,068	\$101,365	\$82,550	\$157,763	\$2,779	\$0	\$80,176	\$841,693
Footwear	25%		\$254,054	\$181,466	\$99,690	\$338,179	\$343,872	\$221,482	\$387,030	\$299,001	\$520,986	\$9,178	\$0	\$264,766	\$2,919,706
Other Apparel Prod. & Services <sup>8</sup>	10%		\$116,539	\$103,904	\$84,409	\$183,823	\$211,513	\$122,439	\$226,919	\$301,601	\$288,010	\$5,074	\$0	\$146,367	\$1,790,600
Special Apparel	50%		\$58,269	\$51,952	\$42,205	\$91,912	\$105,757	\$61,219	\$113,460	\$150,801	\$144,005	\$2,537	\$0	\$73,184	\$895,300
Jewelry/Watches	50%		\$58,269	\$51,952	\$42,205	\$91,912	\$105,757	\$61,219	\$113,460	\$150,801	\$144,005	\$2,537	\$0	\$73,184	\$895,300



Category	Average Annual Expenditures			\$18,032	\$21,741	\$23,706	\$29,397	\$35,929	\$39,553	\$48,900	\$82,060	\$33,204	\$33,204	\$33,204	\$33,204	\$432,135
	Number of Households 2009*			518	424	538	1188	1254	882	1390	1026	2286	40	0	1162	10,708
	Total Expenditures			\$9,340,576	\$9,218,184	\$12,753,828	\$34,923,636	\$45,054,966	\$34,885,746	\$67,971,000	\$84,193,560	\$75,905,106	\$1,337,243	\$0	\$38,575,134	\$414,158,979
Transportation																
	Vehicle purchases (net outlay)			\$756,336	\$492,446	\$693,467	\$1,685,282	\$2,740,592	\$1,636,939	\$3,158,442	\$3,103,763	\$3,850,530	\$67,836	\$0	\$1,956,847	\$20,142,480
	Cars and trucks, new	30%		\$226,901	\$147,734	\$208,040	\$505,584	\$822,178	\$491,082	\$947,532	\$931,129	\$1,155,159	\$20,351	\$0	\$587,054	\$6,042,744
	Cars and trucks, used	60%		\$453,802	\$295,468	\$416,080	\$1,011,169	\$1,644,355	\$982,163	\$1,862,258	\$2,310,318	\$40,702	\$0	\$1,174,108	\$12,085,488	
	Other vehicles	10%		\$75,634	\$49,245	\$69,347	\$168,528	\$274,059	\$163,694	\$315,844	\$310,376	\$385,053	\$6,784	\$0	\$195,685	\$2,014,248
	Gasoline and motor oil			\$886,859	\$654,156	\$807,711	\$2,034,686	\$2,191,695	\$1,524,638	\$2,591,719	\$1,872,658	\$3,586,368	\$63,182	\$0	\$1,822,600	\$18,036,272
	Maintenance and Repairs			\$342,624	\$195,369	\$271,420	\$625,841	\$730,565	\$518,611	\$952,601	\$755,303	\$1,219,915	\$21,492	\$0	\$619,964	\$6,253,704
	Parts and Tires			\$342,624	\$195,369	\$271,420	\$625,841	\$730,565	\$518,611	\$952,601	\$755,303	\$1,219,915	n/a	\$0	\$619,964	\$6,232,213
Public transportation				\$134,019	\$110,489	\$154,993	\$275,033	\$319,217	\$214,463	\$471,117	\$631,153	\$504,476	\$8,888	\$0	\$256,376	\$3,080,225
Health care																
	Medical services			\$220,258	\$264,882	\$262,688	\$656,713	\$617,671	\$473,379	\$928,411	\$787,803	n/a	n/a	\$0	\$565,892	\$4,777,697
	Nursing home	15%		\$33,039	\$39,732	\$39,403	\$98,507	\$92,651	\$71,007	\$139,262	\$118,171	n/a	n/a	\$0	\$84,884	\$716,655
	Medical facility	85%		\$187,219	\$225,150	\$223,285	\$558,206	\$525,021	\$402,372	\$789,150	\$669,633	n/a	n/a	\$0	\$481,008	\$4,061,042
	Prescriptions, Drugs & Medical Supplies			\$341,458	\$244,394	\$329,633	\$771,778	\$678,660	\$487,416	\$753,326	\$520,652	\$1,146,537	\$20,199	\$0	\$582,673	\$5,876,726
Entertainment																
	Fees and admissions <sup>9</sup>			\$130,523	\$79,757	\$103,329	\$304,501	\$389,289	\$288,550	\$563,267	\$885,954	n/a	n/a	\$0	n/a	\$2,745,170
	Video Rental	25%		\$32,631	\$19,939	\$25,832	\$76,125	\$97,322	\$72,138	\$140,817	\$221,488	n/a	n/a	\$0	\$86,236	\$772,528
	Cinema	25%		\$32,631	\$19,939	\$25,832	\$76,125	\$97,322	\$72,138	\$140,817	\$221,488	n/a	n/a	\$0	n/a	\$686,293
	Sports/Recreation	25%		\$32,631	\$19,939	\$25,832	\$76,125	\$97,322	\$72,138	\$140,817	\$221,488	n/a	n/a	\$0	n/a	\$686,293
	Clubs/Community Center	25%		\$32,631	\$19,939	\$25,832	\$76,125	\$97,322	\$72,138	\$140,817	\$221,488	n/a	n/a	\$0	n/a	\$686,293
	Television, radios, sound equipment			\$517,432	\$385,615	\$421,319	\$992,085	\$1,112,068	\$694,861	\$1,181,824	\$920,404	n/a	n/a	\$0	\$830,658	\$7,056,266
	Other Entertainment, Equipment & Services			\$55,939	\$53,415	\$34,928	\$140,323	\$302,347	\$183,269	\$521,799	\$525,852	n/a	\$7,595	\$0	\$219,085	\$2,044,553
	Pets, toys, and playground equipment			\$269,204	\$191,710	\$227,032	\$674,955	\$752,625	\$399,291	\$739,504	\$744,903	n/a	\$16,547	\$0	\$477,325	\$4,493,097
Personal care products <sup>10</sup>				\$262,212	\$199,759	\$211,751	\$522,002	\$568,361	\$371,216	\$665,784	\$644,153	n/a	n/a	\$0	\$443,763	\$3,889,002
	Beauty	60%		\$157,327	\$119,855	\$127,051	\$313,201	\$341,017	\$222,730	\$399,470	\$386,492	n/a	n/a	\$0	\$266,258	\$2,333,401
	Barber	30%		\$78,664	\$59,928	\$63,525	\$156,601	\$170,508	\$111,365	\$199,735	\$193,246	n/a	n/a	\$0	\$133,129	\$1,166,701
	Products	10%		\$26,221	\$19,976	\$21,175	\$52,200	\$56,836	\$37,122	\$66,578	\$64,415	n/a	n/a	\$0	\$44,376	\$388,900
Reading				\$39,623	\$35,854	\$45,115	\$99,629	\$105,108	\$67,068	\$124,403	\$118,301	n/a	\$2,779	\$0	\$80,176	\$718,057
Education				\$590,851	\$272,931	\$181,189	\$425,179	\$722,779	\$343,921	\$753,326	\$1,467,056	n/a	n/a	\$0	\$411,134	\$5,168,367
Tobacco products and smoking supplies				\$293,677	\$222,442	\$256,867	\$616,019	\$525,540	\$297,129	\$502,218	\$241,151	\$698,929	\$12,313	\$0	\$355,197	\$4,021,482

\* Reflects a household multiplier of 2 to support the density it would take for a drugstore with 25% of households income leaking outside the trade area

1 This category includes the income data from Census income range from \$60,000 to \$74,999 in order to match the data range in the 2009 Consumer Expenditure Survey.

2 This category includes the income data from Census income range of \$75,000 or more in order to match the data range in the 2009 Consumer Expenditure Survey.

3 The number of commuters is derived from VDOT average annual daily traffic for Jefferson Davis Highway, between Route 288 and Chippenham Parkway of 39,000 commuters. A capture rate of 1% was used to determine the number of commuters who may potentially shop in the area. On Interstate 95, between Route 288 and Willis Road 79,000 commuters pass through. Along this stretch 7,900 commuters exit off at Willis Rd or Route 288. Assuming 1/4 of this this traffic that uses the exits stops and spends money on goods and services gives a capture rate of 2.4% Average Annual Expenditure is taken by averaging all household income ranges.

4 The number of visitors was derived from the sum of estimates of annual visitors to Bensley Park (126,900) and Drewry's Bluff (20,097), which was then divided by 365 to calculate the average daily number of visitors. A capture rate of 10% was then applied in relevant categories. Average Annual Expenditure is taken by averaging all household income ranges.

5 The number of group quarters was derived by taking the number of all group quarters within the trade area and dividing the total number by 2

6 The number of workers was derived by taking the number of employees in 2008 (4,647) from RRPDC's 2035 Socioeconomic Data Report and applying the Traffic Analysis Zones to the trade area, with a capture rate of 25% applied to relevant categories. Average Annual Expenditure is taken by averaging all household income ranges.

7 Household textiles includes towels, sheets, curtains, etc.

8 Other apparel products and services includes material, notions, and patterns used to make clothes, apparel alteration and repair, clothing rental, watches, jewelry, and watch/jewelry repair, laundry and dry cleaning services, and clothing storage.

9 Fees and Admissions includes fee for participant sports; admissions to sporting events, movies, concerts, plays, health, swimming, tennis, and country club organizations; recreational and fraternal organizations; recreational lessons or instruction; rental of movies and recreation expenses on trips

10 Personal care products and services include products for the hair, oral hygiene products, shaving needs, cosmetics and bath products, electric personal care appliances, other personal care products personal care services for males and females.

**Table 10: Estimated Expenditures and Development Potential, Trade Area 1 for Jefferson Davis Highway, 2011 Best Case Scenario (25% Leakage) to Support a Drugstore**

Category											
Primary Level	Secondary Level	Tertiary Level	Potential Expenditure	Real Total Market(1)	Median Sales per Square Foot(2)	Number of Supportable Square Feet(3)	Existing Stores(4)	Existing Square Feet(5)	Unmet Demand in Square Feet(6)	Median GLA(7)	Potential New Units(8)
<b>Food at Home</b>			\$25,545,725.42	\$25,698,999.77							
	Supermarket <sup>(8)***</sup>		\$15,621,909.96	\$15,715,641.42	\$485.75	32,353	0	0	32,353	27,500	1.2
	Convenience**		\$6,386,431.35	\$6,424,749.94	\$423.76	15,161	10	30,797	-15,636	2,400	-6.5
	Specialty		\$3,831,858.81	\$3,854,849.97	\$192.61	20,014	2	3,076	16,937	1,988	8.5
<b>Food away from home</b>			\$14,976,227.94	\$15,066,085.31							
	Sit Down Restaurants**		\$8,985,736.77	\$9,039,651.19	\$303.62	29,773	12	29,364	409	4,050	0.1
	Fast Food**		\$5,990,491.18	\$6,026,434.12	\$340.07	17,721	8	27,723	-10,002	2,007	-5.0
<b>Alcoholic beverages**</b>			\$1,635,822.47	\$1,645,637.41	\$396.27	4,153	0	0	4,153	3,074	1.4
<b>Household Operations</b>			\$4,022,127.73	\$4,046,260.49							
	Personal services**		\$2,614,383.02	\$2,630,069.32	\$202.91	12,962	7	29,057	-16,095	1,480	-10.9
	Other household expenses		\$1,407,744.70	\$1,416,191.17							
		Laundry	\$1,005,531.93	\$1,011,565.12	\$75.41	13,414	4	9,814	3,600	2,174	1.7
		Dry Cleaners	\$548,711.40	\$552,003.67	\$149.33	3,697	2	3,716	-19	1,500	0.0
<b>Housekeeping supplies</b>			\$0.00								
	Laundry and cleaning supplies <sup>(8)</sup>		\$785,265.88	\$789,977.48							
	Other household products**		\$1,739,026.20	\$1,749,460.36	\$178.79	9,785	7	26,583	-16,798	9,014	-1.9
	Postage and stationary**		\$871,062.37	\$876,288.75	\$196.22	4,466	0	0	4,466	9,662	0.5
<b>Housekeeping furnishings and equipment</b>			\$6,819,181.63	\$6,860,096.72							
	Household textiles**		\$681,918.16	\$686,009.67	\$146.89	4,670	1	2,450	2,221	21,054	0.1
	Furniture		\$681,918.16	\$686,009.67	\$156.40	4,386	2	26,753	-22,367	7,696	-2.9
	Floor coverings		\$681,918.16	\$686,009.67	\$451.33	1,520	0	0	1,520	3,310	0.5
	Major appliances**		\$681,918.16	\$686,009.67	\$55.12	12,446	0	0	12,446	4,000	3.1
	Small appliances, miscellaneous housewares**		\$2,045,754.49	\$2,058,029.02	\$317.84	6,475	0	0	6,475	4,701	1.4
	Miscellaneous household equipment		\$2,488,226.05	\$2,503,155.40					0		
		General Hardware**	\$1,658,817.36	\$1,668,770.27	\$321.70	5,187	3	38,338	-33,150	39,759	-0.8
		Garden/Florist**	\$829,408.68	\$834,385.13	\$235.34	3,545	1	947	2,598	1,814	1.4
<b>Apparel and services</b>			\$0.00						0		
	Men and boys (men's wear)		\$2,252,192.79	\$2,265,705.95	\$274.86	8,243	1	2,025	6,218	4,500	1.4
	Women and girls**		\$3,986,885.69	\$4,010,807.01	\$221.89	18,076	2	3,823	14,252	3,941	3.6
	Children under 2		\$631,269.49	\$635,057.11	\$240.37	2,642	0	0	2,642	3,280	0.8
	Footwear**		\$2,189,779.36	\$2,202,918.03	\$221.81	9,932	0	0	9,932	3,588	2.8
	Other Apparel Prod. & Service		\$1,342,949.99	\$1,351,007.69					0		
		Special Apparel	\$671,474.99	\$675,503.84	\$304.95	2,215	0	0	2,215	2,948	0.8
		Jewelry/Watches**	\$671,474.99	\$675,503.84	\$248.52	2,718	1	2,289	429	1,411	0.3
<b>Transportation</b>											
	Vehicle purchases (net outlay)		\$15,106,859.69	\$15,197,500.85							
		Cars and trucks, new**	\$4,532,057.91	\$4,559,250.26	\$1,665.58	2,737	0	0	2,737	6,653	0.4
		Cars and trucks, used**	\$9,064,115.82	\$9,118,500.51	\$1,665.58	5,475	16	58,483	-53,009	6,653	-8.0
		Other vehicles*	\$1,510,685.97	\$1,519,750.09	\$1,665.58	912	6	54,522	-53,610	6,653	-8.1
	Gasoline and motor oil		\$13,527,203.99	\$13,608,367.21	\$1,321.30	10,299	6	16,610	-6,311	3,175	-2.0
	Maintenance and repairs**		\$4,690,278.17	\$4,718,419.84	\$922.66	5,114	13	57,209	-52,095	2,760	-18.9
	Parts and tires		\$4,674,159.46	\$4,702,204.41	\$172.90	27,196	12	82,274	-55,078	6,944	-7.9
<b>Public transportation</b>			\$2,310,168.51	\$2,324,029.52	\$0.00					0	
<b>Health care</b>			\$0.00								
	Medical services		\$3,583,272.57	\$3,604,772.20							
		Nursing home	\$537,490.88	\$540,715.83	n/a		0	0	0	n/a	
		Medical facility**	\$3,045,781.68	\$3,064,056.37	\$326.80	9,376	0	0	9,376	1,751	5.4

Primary Level	Secondary Level	Tertiary Level	Potential Expenditure	Real Total Market(1)	Median Sales per Square Foot(2)	Number of Supportable Square Feet(3)	Existing Stores(4)	Existing Square Feet(5)	Unmet Demand in Square Feet(6)	Median GLA(7)	Potential New Units(8)
	Prescriptions, Drugs & Medical Supplies <sup>(8)*</sup>		\$4,554,781.96	\$4,582,110.65	\$429.07	10,679	8	0	10,679	10,990	1.0
Entertainment			\$0.00								
	Fees and admissions		\$2,058,877.85	\$2,071,231.12							
		Video Rental	\$579,396.11	\$582,872.49	\$165.63	3,519	0	0	3,519	5,100	0.7
		Cinema**	\$514,719.46	\$517,807.78	\$87.47	5,920	0	0	5,920	32,549	0.2
		Sports/Recreation**	\$514,719.46	\$517,807.78	<u>\$182.47</u>	2,838	0	0	2,838	<u>4,358</u>	0.7
		Clubs/Community Center**	\$514,719.46	\$517,807.78	\$342.64	1,511	0	0	1,511	1,912	0.8
	Television, radios, sound equipment**		\$5,292,199.35	\$5,323,952.54	<u>\$358.76</u>	14,840	2	6,580	8,260	<u>2,158</u>	3.8
	Other Entertainment, Equipment & Services**		\$1,533,414.41	\$1,542,614.90	<u>\$146.59</u>	10,523	0	0	10,523	<u>14,946</u>	0.7
	Pets, toys, and playground equipment**		\$3,369,822.47	\$3,390,041.40	<u>\$199.84</u>	16,964	1	1,889	15,075	<u>6,517</u>	2.3
Personal care products			\$2,916,751.61	\$2,934,252.12							
	Beauty**		\$1,750,050.97	\$1,760,551.27	<u>\$169.22</u>	10,404	2	2,716	7,688	<u>1,485</u>	5.2
	Barber		\$875,025.48	\$880,275.64	\$179.97	4,891	1	2,398	2,493	1,000	2.5
	Products**		\$291,675.16	\$293,425.21	\$297.60	986	0	0	986	1,600	0.6
Reading**			\$538,542.54	\$541,773.79	\$246.02	2,202	0	0	2,202	16,320	0.1
Education**			\$3,876,275.17	\$3,899,532.82	\$0.00		1	14,865	-14,865	0	
Tobacco products and smoking supplies (tobacco)			\$3,016,111.30	\$3,034,207.97	\$339.78	8,930	0	0	8,930	1,139	7.8

\* To support a drugstore in Trade Area 1 the density would need to increase by a factor of 2, for a total of 7,414 households.

\*\* For further explanation refer to category composition sheet

\*\*\* Median Gross Leasable Area (GLA) for supermarket was used based on conversation with local Food Lion developer.

(1) Real Market total is the potential expenditure adjusted to account for inflation from 2009 to 2011, using a multiplier of 1.05. Using the percentage change of the Consumer Price Index (CPI) for years 2009 (-0.4%) and 2010 (1.6%) published by Bureau of Labor Statistics which gives an average inflation rate of during this period of 0.6%.

(2) Median sales per square foot from Dollars and Cents of Shopping 2008 U.S. Super Community/Community Shopping Center tables, unless otherwise starred (\*) or noted in underlined italics. Star (\*) indicates data taken from Dollars and Cents shopping (2003). These numbers were adjusted to 2011 dollars (multiplier = 1.20). Underlined italics indicate that there were no median sales per square foot for the category, but instead for a series of subcategories. The data provided for these subcategories was averaged. For example: The Sit Down Restaurants category has a median sales per square foot of \$294.11. This number takes into account the average sales per square foot for a restaurant without liquor (\$232.83) and that for a restaurant with liquor (\$355.39).

(3) Supportable square feet calculated by real market total divided by median sales per square foot

(4) Existing stores were inventoried through a visual survey of the area within a five-minute drive and business licenses were also consulted and georeferenced.

(5) Existing square feet was calculated by building footprint layer provided by Chesterfield County.

(6) Unmet demand in square feet was calculated by subtracting existing square footage for each item from the number of supportable square feet

(7) Median Gross Leasable Area indicated by Dollars and Cents of Shopping Centers. For underlined italics see footnote (2).

(8) Potential Expenditures for laundry and cleaning supplies were inputted into grocery(50%), Prescription and drugs (25%) and Other Household Products(25%)

**Table 11: Convenience Trade Area 1, Estimated Annual Expenditures for Jefferson Davis Highway, 2011 Worst Case Scenario (50% Leakage) to Support a Drugstore**

	Household Income Range		\$5000 to \$9,999	\$10,000 to \$14,999	\$15,000 to \$19,999	\$20,000 to \$29,999	\$30000 to \$39,000	\$40,000 to 49,999	\$50,000 to 69,999 <sup>1</sup>	\$70,000 and over <sup>2</sup>	Commuters <sup>3</sup>	Visitors <sup>4</sup>	Group Quarters <sup>5</sup>	Workers <sup>6</sup>	Potential Expenditure
Category	Average Annual Expenditures		\$18,032	\$21,741	\$23,706	\$29,397	\$35,929	\$39,553	\$48,900	\$82,060	\$33,204	\$33,204	\$33,204	\$33,204	\$432,135
	Number of Households 2009*		907	742	942	2079	2195	1544	2433	1796	2286	40	0	1162	16,123
	Total Expenditures		\$16,346,008	\$16,131,822	\$22,319,199	\$61,116,363	\$78,846,191	\$61,050,056	\$118,949,250	\$147,338,730	\$75,905,106	\$1,337,243	\$0	\$38,575,134	\$637,915,101
Item															
Food at Home			\$4,460,227	\$3,450,965	\$3,037,102	\$7,357,145	\$6,719,446	\$4,588,342	\$7,569,259	\$5,955,975	\$6,167,452	\$108,654	\$0	\$3,134,312	\$52,548,879
Grocery	60%		\$2,676,136	\$2,070,579	\$1,822,261	\$4,414,287	\$4,031,667	\$2,753,005	\$4,541,556	\$3,573,585	\$3,700,471	\$65,192	\$0	\$1,880,587	\$31,529,328
Convenience	25%		\$1,115,057	\$862,741	\$759,276	\$1,839,286	\$1,679,861	\$1,147,085	\$1,892,315	\$1,488,994	\$1,541,863	\$27,163	\$0	\$783,578	\$13,137,220
Specialty (Deli, Bakery, Open Air Market...)	15%		\$669,034	\$517,645	\$455,565	\$1,103,572	\$1,007,917	\$688,251	\$1,135,389	\$893,396	\$925,118	\$16,298	\$0	\$470,147	\$7,882,332
Food away from home			\$1,711,079	\$1,299,714	\$1,226,302	\$3,484,576	\$4,037,572	\$2,759,556	\$5,374,073	\$5,147,210	\$3,709,276	\$65,347	\$0	\$1,885,062	\$30,699,767
Sit Down Restaurants	60%		\$1,026,648	\$779,829	\$735,781	\$2,090,745	\$2,422,543	\$1,655,734	\$3,224,444	\$3,088,326	\$2,225,566	\$39,208	\$0	\$1,131,037	\$18,419,860
Fast Food	40%		\$684,432	\$519,886	\$490,521	\$1,393,830	\$1,615,029	\$1,103,822	\$2,149,629	\$2,058,884	\$1,483,711	\$26,139	\$0	\$754,025	\$12,279,907
Alcoholic beverages			\$501,699	\$243,296	\$213,934	\$252,933	\$529,108	\$403,971	\$653,113	\$490,265	n/a	n/a	\$0	\$302,057	\$3,590,376
Household Operations			\$571,040	\$462,263	\$720,755	\$1,441,470	\$1,392,031	\$963,524	\$1,703,335	\$2,130,547	n/a	n/a	\$0	n/a	\$9,384,965
Personal services	65%		\$371,176	\$300,471	\$468,491	\$936,955	\$904,820	\$626,291	\$1,107,168	\$1,384,855	n/a	n/a	\$0	n/a	\$6,100,227
Other household expenses			\$199,864	\$161,792	\$252,264	\$504,514	\$487,211	\$337,234	\$596,167	\$745,691	n/a	n/a	\$0	n/a	\$3,284,738
Laundry	25%		\$142,760	\$115,566	\$180,189	\$360,367	\$348,008	\$240,881	\$425,834	\$532,637	n/a	n/a	\$0	n/a	\$2,346,241
Dry Cleaners	10%		\$57,104	\$46,226	\$72,075	\$144,147	\$139,203	\$96,352	\$170,334	\$213,055	\$129,513	n/a	\$0	\$65,819	\$1,133,828
Housekeeping supplies															
Laundry and cleaning supplies			\$208,022	\$144,697	\$143,896	\$331,514	\$274,773	\$185,608	\$300,351	\$243,426	n/a	n/a	\$0	n/a	\$1,832,287
Other household products			\$265,126	\$204,881	\$229,215	\$645,837	\$626,755	\$399,876	\$679,318	\$663,165	n/a	n/a	\$0	n/a	\$3,714,174
Postage and stationary			\$91,774	\$119,087	\$120,975	\$248,021	\$218,002	\$151,489	\$294,304	\$251,389	\$203,625	n/a	\$0	\$103,483	\$1,802,148
Housekeeping furnishings and equipment			\$968,728	\$714,523	\$900,307	\$1,844,198	\$2,295,830	\$1,463,029	\$2,870,473	\$3,105,388	n/a	n/a	\$0	\$999,400	\$15,161,874
Household textiles <sup>7</sup>	10%		\$96,873	\$71,452	\$90,031	\$184,420	\$229,583	\$146,303	\$287,047	\$310,539	n/a	n/a	\$0	\$99,940	\$1,516,187
Furniture	10%		\$96,873	\$71,452	\$90,031	\$184,420	\$229,583	\$146,303	\$287,047	\$310,539	n/a	n/a	\$0	\$99,940	\$1,516,187
Floor coverings	10%		\$96,873	\$71,452	\$90,031	\$184,420	\$229,583	\$146,303	\$287,047	\$310,539	n/a	n/a	\$0	\$99,940	\$1,516,187
Major appliances	10%		\$96,873	\$71,452	\$90,031	\$184,420	\$229,583	\$146,303	\$287,047	\$310,539	n/a	n/a	\$0	\$99,940	\$1,516,187
Small appliances, miscellaneous housewares	30%		\$290,618	\$214,357	\$270,092	\$553,259	\$688,749	\$438,909	\$861,142	\$931,616	n/a	n/a	\$0	\$299,820	\$4,548,562
Miscellaneous household equipment			\$290,618	\$214,357	\$270,092	\$553,259	\$688,749	\$438,909	\$861,142	\$931,616	\$589,962	n/a	\$0	\$299,820	\$5,138,524
General Hardware	20%		\$193,746	\$142,905	\$180,061	\$368,840	\$459,166	\$292,606	\$574,095	\$621,078	\$393,308	n/a	\$0	\$199,880	\$3,425,683
Garden/Florist	10%		\$96,873	\$71,452	\$90,031	\$184,420	\$229,583	\$146,303	\$287,047	\$310,539	\$196,654	n/a	\$0	\$99,940	\$1,712,841
Apparel and services															
Men and boys	15%		\$269,204	\$407,201	\$183,372	\$500,954	\$631,296	\$399,876	\$695,445	\$732,553	\$537,497	\$9,469	\$0	\$273,157	\$4,640,025
Women and girls	40%		\$615,907	\$395,677	\$399,853	\$1,043,654	\$1,015,070	\$702,854	\$1,292,116	\$1,314,956	\$944,746	\$16,644	\$0	\$480,122	\$8,221,599
Children under 2	10%		\$91,774	\$88,355	\$72,585	\$193,997	\$165,772	\$117,370	\$177,389	\$144,463	\$157,763	\$2,779	\$0	\$80,176	\$1,292,423
Footwear	25%		\$444,595	\$317,566	\$174,458	\$591,813	\$601,775	\$387,593	\$677,303	\$523,252	\$520,986	\$9,178	\$0	\$264,766	\$4,513,287
Other Apparel Prod. & Services <sup>8</sup>	10%		\$203,943	\$181,832	\$147,716	\$321,691	\$370,149	\$214,268	\$397,109	\$527,802	\$288,010	\$5,074	\$0	\$146,367	\$2,803,961
Special Apparel	50%		\$101,971	\$90,916	\$73,858	\$160,845	\$185,074	\$107,134	\$198,554	\$263,901	\$144,005	\$2,537	\$0	\$73,184	\$1,401,981
Jewelry/Watches	50%		\$101,971	\$90,916	\$73,858	\$160,845	\$185,074	\$107,134	\$198,554	\$263,901	\$144,005	\$2,537	\$0	\$73,184	\$1,401,981

Convenience Trade Area: Estimated Annual Expenditures, Jefferson Davis Highway(continued)		Household Income Range	0	\$5000 to \$9,999	\$10,000 to \$14,999	\$15,000 to \$19,999	\$20,000 to \$29,999	\$30000 to \$39,000	\$40,000 to 49,999	\$50,000 to 69,9991	\$70,000 and over	Commuters <sup>2</sup>	Visitors <sup>3</sup>	Group Quarters <sup>4</sup>	Workers <sup>5</sup>	Potential Expenditure without New Housing Units
Category	Average Annual Expenditures			\$18,032	\$21,741	\$23,706	\$29,397	\$35,929	\$39,553	\$48,900	\$82,060	\$33,204	\$33,204	\$33,204	\$33,204	\$432,135
	Number of Households 2009*			907	742	942	2079	2195	1544	2433	1796	2286	40	0	1162	16,123
	Total Expenditures			\$16,346,008	\$16,131,822	\$22,319,199	\$61,116,363	\$78,846,191	\$61,050,056	\$118,949,250	\$147,338,730	\$75,905,106	\$1,337,243	\$0	\$38,575,134	\$637,915,101
Transportation																
	Vehicle purchases (net outlay)			\$1,323,588	\$861,781	\$1,213,567	\$2,949,243	\$4,796,036	\$2,864,643	\$5,527,273	\$5,431,586	\$3,850,530	\$67,836	\$0	\$1,956,847	\$30,842,929
	Cars and trucks, new		30%	\$397,076	\$258,534	\$364,070	\$884,773	\$1,438,811	\$859,393	\$1,658,182	\$1,629,476	\$1,155,159	\$20,351	\$0	\$587,054	\$9,252,879
	Cars and trucks, used		60%	\$794,153	\$517,069	\$728,140	\$1,769,546	\$2,877,621	\$1,718,786	\$3,316,364	\$3,258,951	\$2,310,318	\$40,702	\$0	\$1,174,108	\$18,505,758
	Other vehicles		10%	\$132,359	\$86,178	\$121,357	\$294,924	\$479,604	\$286,464	\$552,727	\$543,159	\$385,053	\$6,784	\$0	\$195,685	\$3,084,293
	Gasoline and motor oil			\$1,552,004	\$1,144,773	\$1,413,494	\$3,560,701	\$3,835,466	\$2,668,117	\$4,535,508	\$3,277,152	\$3,586,368	\$63,182	\$0	\$1,822,600	\$27,459,364
	Maintenance and Repairs			\$599,592	\$341,895	\$474,985	\$1,095,223	\$1,278,489	\$907,569	\$1,667,051	\$1,321,781	\$1,219,915	\$21,492	\$0	\$619,964	\$9,547,954
	Parts and Tires			\$599,592	\$341,895	\$474,985	\$1,095,223	\$1,278,489	\$907,569	\$1,667,051	\$1,321,781	\$1,219,915	n/a	\$0	\$619,964	\$9,526,463
Public transportation				\$234,534	\$193,356	\$271,238	\$481,309	\$558,629	\$375,311	\$824,455	\$1,104,517	\$504,476	\$8,888	\$0	\$256,376	\$4,813,088
Health care																
	Medical services			\$385,452	\$463,543	\$459,704	\$1,149,247	\$1,080,925	\$828,413	\$1,624,720	\$1,378,656	n/a	n/a	\$0	\$565,892	\$7,936,551
	Nursing home		15%	\$57,818	\$69,532	\$68,956	\$172,387	\$162,139	\$124,262	\$243,708	\$206,798	n/a	n/a	\$0	\$84,884	\$1,190,483
	Medical facility		85%	\$327,634	\$394,012	\$390,748	\$976,860	\$918,786	\$704,151	\$1,381,012	\$1,171,858	n/a	n/a	\$0	\$481,008	\$6,746,068
	Prescriptions, Drugs & Medical Supplies			\$597,552	\$427,689	\$576,858	\$1,350,611	\$1,187,655	\$852,978	\$1,318,321	\$911,141	\$1,146,537	\$20,199	\$0	\$582,673	\$8,972,214
Entertainment																
	Fees and admissions <sup>9</sup>			\$228,416	\$139,575	\$180,825	\$532,877	\$681,255	\$504,963	\$985,717	\$1,550,419	n/a	n/a	\$0	n/a	\$4,804,048
	Video Rental		25%	\$57,104	\$34,894	\$45,206	\$133,219	\$170,314	\$126,241	\$246,429	\$387,605	n/a	n/a	\$0	\$86,236	\$1,287,248
	Cinema		25%	\$57,104	\$34,894	\$45,206	\$133,219	\$170,314	\$126,241	\$246,429	\$387,605	n/a	n/a	\$0	n/a	\$1,201,012
	Sports/Recreation		25%	\$57,104	\$34,894	\$45,206	\$133,219	\$170,314	\$126,241	\$246,429	\$387,605	n/a	n/a	\$0	n/a	\$1,201,012
	Clubs/Community Center		25%	\$57,104	\$34,894	\$45,206	\$133,219	\$170,314	\$126,241	\$246,429	\$387,605	n/a	n/a	\$0	n/a	\$1,201,012
	Television, radios, sound equipment			\$905,506	\$674,827	\$737,309	\$1,736,149	\$1,946,119	\$1,216,006	\$2,068,192	\$1,610,707	n/a	n/a	\$0	\$830,658	\$11,725,472
	Other Entertainment, Equipment & Services			\$97,892	\$93,477	\$61,124	\$245,566	\$529,108	\$320,720	\$913,149	\$920,241	n/a	\$7,595	\$0	\$219,085	\$3,407,957
	Pets, toys, and playground equipment			\$471,108	\$335,493	\$397,306	\$1,181,170	\$1,317,093	\$698,760	\$1,294,132	\$1,303,581	n/a	\$16,547	\$0	\$477,325	\$7,492,515
Personal care products <sup>10</sup>				\$458,871	\$349,578	\$370,565	\$913,504	\$994,632	\$649,628	\$1,165,122	\$1,127,267	n/a	n/a	\$0	\$443,763	\$6,472,931
	Beauty		60%	\$275,323	\$209,747	\$222,339	\$548,102	\$596,779	\$389,777	\$699,073	\$676,360	n/a	n/a	\$0	\$266,258	\$3,883,759
	Barber		30%	\$137,661	\$104,873	\$111,169	\$274,051	\$298,390	\$194,889	\$349,537	\$338,180	n/a	n/a	\$0	\$133,129	\$1,941,879
	Products		10%	\$45,887	\$34,958	\$37,056	\$91,350	\$99,463	\$64,963	\$116,512	\$112,727	n/a	n/a	\$0	\$44,376	\$647,293
Reading				\$69,341	\$62,745	\$78,952	\$174,352	\$183,939	\$117,370	\$217,704	\$207,026	n/a	\$2,779	\$0	\$80,176	\$1,194,383
Education				\$1,033,990	\$477,629	\$317,081	\$744,064	\$1,264,864	\$601,862	\$1,318,321	\$2,567,348	n/a	n/a	\$0	\$411,134	\$8,736,292
Tobacco products and smoking supplies				\$513,936	\$389,274	\$449,517	\$1,078,033	\$919,694	\$519,976	\$878,881	\$422,014	\$698,929	\$12,313	\$0	\$355,197	\$6,237,764

\* Reflects a household multiplier of 3.5 to support the density it would take for a drugstore with 50% of households income leaking outside the trade area

1 This category includes the income data from Census income range from \$60,000 to \$74,999 in order to match the data range in the 2009 Consumer Expenditure Survey.

2 This category includes the income data from Census income range of \$75,000 or more in order to match the data range in the 2009 Consumer Expenditure Survey.

3 The number of commuters is derived from VDOT average annual daily traffic for Jefferson Davis Highway, between Route 288 and Chippenham Parkway of 39,000 commuters. A capture rate of 1% was used to determine the number of commuters who may potentially shop in the area. On Interstate 95, between Route 288 and Willis Road 79,000 commuters pass through. Along this stretch 7,900 commuters exit off at Willis Rd or Route 288. Assuming 1/4 of this traffic that uses the exits stops and spends money on goods and services gives a capture rate of 2.4% Average Annual Expenditure is taken by averaging all household income ranges.

4 The number of visitors was derived from the sum of estimates of annual visitors to Bensley Park (126,900) and Drewry's Bluff (20,097), which was then divided by 365 to calculate the average daily number of visitors. A capture rate of 10% was then applied in relevant categories. Average Annual Expenditure is taken by averaging all household income ranges.

5 The number of group quarters was derived by taking the number of all group quarters within the trade area and dividing the total number by 2

6 The number of workers was derived by taking the number of employees in 2008 (4,647) from RRPDC's 2035 Socioeconomic Data Report and applying the Traffic Analysis Zones to the trade area, with a capture rate of 25% applied to relevant categories. Average Annual Expenditure is taken by averaging all household income ranges.

7 Household textiles includes towels, sheets, curtains, etc.

8 Other apparel products and services includes material, notions, and patterns used to make clothes, apparel alteration and repair, clothing rental, watches, jewelry, and watch/jewelry repair, laundry and dry cleaning services, and clothing storage.

9 Fees and Admissions includes fee for participant sports; admissions to sporting events, movies, concerts, plays, health, swimming, tennis, and country club organizations; recreational and fraternal organizations; recreational lessons or instruction; rental of movies and recreation expenses on trips

10 Personal care products and services include products for the hair, oral hygiene products, shaving needs, cosmetics and bath products, electric personal care appliances, other personal care products personal care services for males and females.

Table 12: Estimated Expenditures and Development Potential, Trade Area 1 for Jefferson Davis Highway, 2011 Worst Case Scenario (50% Leakage) to Support a Drugstore											
Category											
Primary Level	Secondary Level	Tertiary Level	Potential Expenditure	Real Total Market(1)	Median Sales per Square Foot(2)	Number of Supportable Square Feet(3)	Existing Stores(4)	Existing Square Feet(5)	Unmet Demand in Square Feet(6)	Median GLA(7)	Potential New Units(8)
<b>Food at Home</b>			\$26,274,439.71	\$26,432,086.35							
	Supermarket <sup>(8)***</sup>		\$15,993,699.71	\$16,089,661.91	\$485.75	33,123	0	0	33,123	27,500	1.2
	Convenience**		\$6,568,609.93	\$6,608,021.59	\$423.76	15,594	10	30,797	-15,204	2,400	-6.3
	Specialty		\$3,941,165.96	\$3,964,812.95	\$192.61	20,585	2	3,076	17,508	1,988	8.8
<b>Food away from home</b>			\$15,349,883.67	\$15,441,982.97							
	Sit Down Restaurants**		\$9,209,930.20	\$9,265,189.78	\$303.62	30,516	12	29,364	1,152	4,050	0.3
	Fast Food**		\$6,139,953.47	\$6,176,793.19	\$340.07	18,163	8	27,723	-9,560	2,007	-4.8
<b>Alcoholic beverages**</b>			\$1,795,188.01	\$1,805,959.14	\$396.27	4,557	0	0	4,557	3,074	1.5
<b>Household Operations</b>			\$4,692,482.35	\$4,720,637.24							
	Personal services**		\$3,050,113.53	\$3,068,414.21	\$202.91	15,122	7	29,057	-13,935	1,480	-9.4
	Other household expenses		\$1,642,368.82	\$1,652,223.03							
		Laundry	\$1,173,120.59	\$1,180,159.31	\$75.41	15,650	4	9,814	5,835	2,174	2.7
		Dry Cleaners	\$566,913.99	\$570,315.47	\$149.33	3,819	2	3,716	103	1,500	0.1
<b>Housekeeping supplies</b>			\$0.00								
	Laundry and cleaning supplies <sup>(8)</sup>		\$916,143.53	\$921,640.39							
	Other household products**		\$1,971,604.93	\$1,983,434.56	\$178.79	11,094	7	26,583	-15,489	9,014	-1.7
	Postage and stationary**		\$901,074.08	\$906,480.53	\$196.22	4,620	0	0	4,620	9,662	0.5
<b>Housekeeping furnishings and equipment</b>			\$7,580,936.94	\$7,626,422.57							
	Household textiles**		\$758,093.69	\$762,642.26	\$146.89	5,192	1	2,450	2,742	21,054	0.1
	Furniture		\$758,093.69	\$762,642.26	\$156.40	4,876	2	26,753	-21,877	7,696	-2.8
	Floor coverings		\$758,093.69	\$762,642.26	\$451.33	1,690	0	0	1,690	3,310	0.5
	Major appliances**		\$758,093.69	\$762,642.26	\$55.12	13,836	0	0	13,836	4,000	3.5
	Small appliances, miscellaneous housewares**		\$2,274,281.08	\$2,287,926.77	\$317.84	7,198	0	0	7,198	4,701	1.5
	Miscellaneous household equipment		\$2,569,262.12	\$2,584,677.69					0		
		General Hardware**	\$1,712,841.41	\$1,723,118.46	\$321.70	5,356	3	38,338	-32,981	39,759	-0.8
		Garden/Florist**	\$856,420.71	\$861,559.23	\$235.34	3,661	1	947	2,714	1,814	1.5
<b>Apparel and services</b>			\$0.00						0		
	Men and boys (men's wear)		\$2,320,012.26	\$2,333,932.34	\$274.86	8,491	1	2,025	6,466	4,500	1.4
	Women and girls**		\$4,110,799.45	\$4,135,464.24	\$221.89	18,637	2	3,823	14,814	3,941	3.8
	Children under 2		\$646,211.60	\$650,088.87	\$240.37	2,705	0	0	2,705	3,280	0.8
	Footwear**		\$2,256,643.39	\$2,270,183.25	\$221.81	10,235	0	0	10,235	3,588	2.9
	Other Apparel Prod. & Service		\$1,401,980.71	\$1,410,392.60					0		
		Special Apparel	\$700,990.36	\$705,196.30	\$304.95	2,312	0	0	2,312	2,948	0.8
		Jewelry/Watches**	\$700,990.36	\$705,196.30	\$248.52	2,838	1	2,289	549	1,411	0.4
<b>Transportation</b>											
	Vehicle purchases (net outlay)		\$15,421,464.71	\$15,513,993.50							
		Cars and trucks, new**	\$4,626,439.41	\$4,654,198.05	\$1,665.58	2,794	0	0	2,794	6,653	0.4
		Cars and trucks, used**	\$9,252,878.83	\$9,308,396.10	\$1,665.58	5,589	16	58,483	-52,895	6,653	-8.0
		Other vehicles**	\$1,542,146.47	\$1,551,399.35	\$1,665.58	931	6	54,522	-53,591	6,653	-8.1
	Gasoline and motor oil		\$13,729,681.94	\$13,812,060.04	\$1,321.30	10,453	6	16,610	-6,157	3,175	-1.9
	Maintenance and repairs**		\$4,773,977.25	\$4,802,621.11	\$922.66	5,205	13	57,209	-52,004	2,760	-18.8
	Parts and tires		\$4,763,231.44	\$4,791,810.83	\$172.90	27,714	12	82,274	-54,559	6,944	-7.9
<b>Public transportation</b>			\$2,406,544.21	\$2,420,983.48	\$0.00					0	
<b>Health care</b>			\$0.00								
	Medical services		\$3,968,275.33	\$3,992,084.98							
		Nursing home	\$595,241.30	\$598,812.75	n/a		0	0	0	n/a	



Primary Level	Secondary Level	Tertiary Level	Potential Expenditure	Real Total Market(1)	Median Sales per Square Foot(2)	Number of Supportable Square Feet(3)	Existing Stores(4)	Existing Square Feet(5)	Unmet Demand in Square Feet(6)	Median GLA(7)	Potential New Units(8)
	Prescriptions, Drugs & Medical Supplies <sup>(8)*</sup>	Medical facility**	\$3,373,034.03	\$3,393,272.24	<u>\$326.80</u>	10,383	0	0	10,383	<u>1,751</u>	5.9
			\$4,600,625.16	\$4,628,228.92	\$429.07	10,787	8	0	10,787	10,990	1.0
Entertainment			\$0.00								
	Fees and admissions		\$2,402,024.16	\$2,416,436.31							
		Video Rental	\$643,623.81	\$647,485.55	\$165.63	3,909	0	0	3,909	5,100	0.8
		Cinema**	\$600,506.04	\$604,109.08	\$87.47	6,906	0	0	6,906	32,549	0.2
		Sports/Recreation**	\$600,506.04	\$604,109.08	<u>\$182.47</u>	3,311	0	0	3,311	<u>4,358</u>	0.8
		Clubs/Community Center**	\$600,506.04	\$604,109.08	\$342.64	1,763	0	0	1,763	1,912	0.9
	Television, radios, sound equipment**		\$5,862,735.85	\$5,897,912.26	<u>\$358.76</u>	16,440	2	6,580	9,860	<u>2,158</u>	4.6
	Other Entertainment, Equipment & Services**		\$1,703,978.61	\$1,714,202.48	<u>\$146.59</u>	11,694	0	0	11,694	<u>14,946</u>	0.8
	Pets, toys, and playground equipment**		\$3,746,257.45	\$3,768,735.00	<u>\$199.84</u>	18,859	1	1,889	16,970	<u>6,517</u>	2.6
Personal care products			\$3,236,465.61	\$3,255,884.40							
	Beauty**		\$1,941,879.37	\$1,953,530.64	<u>\$169.22</u>	11,544	2	2,716	8,829	<u>1,485</u>	5.9
	Barber		\$970,939.68	\$976,765.32	\$179.97	5,427	1	2,398	3,030	1,000	3.0
	Products**		\$323,646.56	\$325,588.44	\$297.60	1,094	0	0	1,094	1,600	0.7
Reading**			\$597,191.46	\$600,774.61	\$246.02	2,442	0	0	2,442	16,320	0.1
Education**			\$4,368,145.89	\$4,394,354.76	\$0.00		1	14,865	-14,865	0	
Tobacco products and smoking supplies (tobacco)			\$3,118,881.76	\$3,137,595.05	\$339.78	9,234	0	0	9,234	1,139	8.1

\* To support a drugstore in Trade Area 1 the density would need to increase by a factor of 3.5, for a total of 12,975 households.

\*\* For further explanation refer to category composition sheet

\*\*\* Median Gross Leasable Area (GLA) for supermarket was used based on conversation with local Food Lion developer.

(1) Real Market total is the potential expenditure adjusted to account for inflation from 2009 to 2011, using a multiplier of 1.05. Using the percentage change of the Consumer Price Index (CPI) for years 2009 (-0.4%) and 2010 (1.6%) published by Bureau of Labor Statistics which gives an average inflation rate of during this period of 0.6%.

(2) Median sales per square foot from Dollars and Cents of Shopping 2008 U.S. Super Community/Community Shopping Center tables, unless otherwise starred (\*) or noted in underlined italics. Star (\*) indicates data taken from Dollars and Cents shopping (2003). These numbers were adjusted to 2011 dollars (multiplier = 1.20). Underlined italics indicate that there were no median sales per square foot for the category, but instead for a series of subcategories. The data provided for these subcategories was averaged. For example: The Sit Down Restaurants category has a median sales per square foot of \$294.11. This number takes into account the average sales per square foot for a restaurant without liquor (\$232.83) and that for a restaurant with liquor (\$355.39).

(3) Supportable square feet calculated by real market total divided by median sales per square foot

(4) Existing stores were inventoried through a visual survey of the area within a five-minute drive and business licenses were also consulted and georeferenced.

(5) Existing square feet was calculated by building footprint layer provided by Chesterfield County.

(6) Unmet demand in square feet was calculated by subtracting existing square footage for each item from the number of supportable square feet

(7) Median Gross Leasable Area indicated by Dollars and Cents of Shopping Centers. For underlined italics see footnote (2).

(8) Potential Expenditures for laundry and cleaning supplies were inputted into grocery(50%), Prescription and drugs (25%) and Other Household Products(25%)

**Table 13: Convenience Trade Area 1 Estimated Annual Expenditures for Jefferson Davis Highway, 2011 Best Case Scenario (25% Leakage) to Support a Grocery Store**

	Household Income Range		\$5000 to \$9,999	\$10,000 to \$14,999	\$15,000 to \$19,999	\$20,000 to \$29,999	\$30,000 to \$39,000	\$40,000 to 49,999	\$50,000 to 69,999 <sup>1</sup>	\$70,000 and over <sup>2</sup>	Commuters <sup>3</sup>	Visitors <sup>4</sup>	Group Quarters <sup>5</sup>	Workers <sup>6</sup>	Potential Expenditure
Category	Average Annual Expenditures		\$18,032	\$21,741	\$23,706	\$29,397	\$35,929	\$39,553	\$48,900	\$82,060	\$33,204	\$33,204	\$33,204	\$33,204	\$432,135
	Number of Households 2009*		414	339	430	950	1003	706	1112	821	2286	40	0	1162	9,264
	Total Expenditures		\$7,472,461	\$7,374,547	\$10,203,062	\$27,938,909	\$36,043,973	\$27,908,597	\$54,376,800	\$67,354,848	\$75,905,106	\$1,337,243	\$0	\$38,575,134	\$354,490,680
Item															
Food at Home			\$2,038,961	\$1,577,584	\$1,388,390	\$3,363,266	\$3,071,747	\$2,097,528	\$3,460,233	\$2,722,732	\$6,167,452	\$108,654	\$0	\$3,134,312	\$29,130,857
Grocery	60%		\$1,223,377	\$946,550	\$833,034	\$2,017,960	\$1,843,048	\$1,258,517	\$2,076,140	\$1,633,639	\$3,700,471	\$65,192	\$0	\$1,880,587	\$17,478,514
Convenience	25%		\$509,740	\$394,396	\$347,097	\$840,817	\$767,937	\$524,382	\$865,058	\$680,683	\$1,541,863	\$27,163	\$0	\$783,578	\$7,282,714
Specialty (Deli, Bakery, Open Air Market...)	15%		\$305,844	\$236,638	\$208,258	\$504,490	\$460,762	\$314,629	\$519,035	\$408,410	\$925,118	\$16,298	\$0	\$470,147	\$4,369,629
Food away from home			\$782,208	\$594,155	\$560,595	\$1,592,949	\$1,845,747	\$1,261,511	\$2,456,719	\$2,353,010	\$3,709,276	\$65,347	\$0	\$1,885,062	\$17,106,580
Sit Down Restaurants	60%		\$469,325	\$356,493	\$336,357	\$955,769	\$1,107,448	\$756,907	\$1,474,032	\$1,411,806	\$2,225,566	\$39,208	\$0	\$1,131,037	\$10,263,948
Fast Food	40%		\$312,883	\$237,662	\$224,238	\$637,180	\$738,299	\$504,604	\$982,688	\$941,204	\$1,483,711	\$26,139	\$0	\$754,025	\$6,842,632
Alcoholic beverages			\$229,348	\$111,221	\$97,799	\$115,626	\$241,878	\$184,672	\$298,566	\$224,121	n/a	n/a	\$0	\$302,057	\$1,805,289
Household Operations			\$261,047	\$211,320	\$329,488	\$658,958	\$636,357	\$440,468	\$778,668	\$973,964	n/a	n/a	\$0	n/a	\$4,290,270
Personal services	65%		\$169,680	\$137,358	\$214,167	\$428,323	\$413,632	\$286,304	\$506,134	\$633,077	n/a	n/a	\$0	n/a	\$2,788,675
Other household expenses			\$91,366	\$73,962	\$115,321	\$230,635	\$222,725	\$154,164	\$272,534	\$340,887	n/a	n/a	\$0	n/a	\$1,501,594
Laundry	25%		\$65,262	\$52,830	\$82,372	\$164,739	\$159,089	\$110,117	\$194,667	\$243,491	n/a	n/a	\$0	n/a	\$1,072,567
Dry Cleaners	10%		\$26,105	\$21,132	\$32,949	\$65,896	\$63,636	\$44,047	\$77,867	\$97,396	\$129,513	n/a	\$0	\$65,819	\$624,358
Housekeeping supplies															
Laundry and cleaning supplies			\$95,096	\$66,147	\$65,781	\$151,549	\$125,610	\$84,849	\$137,304	\$111,280	n/a	n/a	\$0	n/a	\$837,617
Other household products			\$121,200	\$93,660	\$104,784	\$295,240	\$286,516	\$182,801	\$310,546	\$303,161	n/a	n/a	\$0	n/a	\$1,697,908
Postage and stationary			\$41,954	\$54,440	\$55,303	\$113,381	\$99,658	\$69,252	\$134,539	\$114,920	\$203,625	n/a	\$0	\$103,483	\$990,555
Housekeeping furnishings and equipment			\$442,847	\$326,639	\$411,569	\$843,062	\$1,049,522	\$668,813	\$1,312,216	\$1,419,606	n/a	n/a	\$0	\$999,400	\$7,473,674
Household textiles <sup>7</sup>	10%		\$44,285	\$32,664	\$41,157	\$84,306	\$104,952	\$66,881	\$131,222	\$141,961	n/a	n/a	\$0	\$99,940	\$747,367
Furniture	10%		\$44,285	\$32,664	\$41,157	\$84,306	\$104,952	\$66,881	\$131,222	\$141,961	n/a	n/a	\$0	\$99,940	\$747,367
Floor coverings	10%		\$44,285	\$32,664	\$41,157	\$84,306	\$104,952	\$66,881	\$131,222	\$141,961	n/a	n/a	\$0	\$99,940	\$747,367
Major appliances	10%		\$44,285	\$32,664	\$41,157	\$84,306	\$104,952	\$66,881	\$131,222	\$141,961	n/a	n/a	\$0	\$99,940	\$747,367
Small appliances, miscellaneous housewares	30%		\$132,854	\$97,992	\$123,471	\$252,919	\$314,857	\$200,644	\$393,665	\$425,882	n/a	n/a	\$0	\$299,820	\$2,242,102
Miscellaneous household equipment			\$132,854	\$97,992	\$123,471	\$252,919	\$314,857	\$200,644	\$393,665	\$425,882	\$589,962	n/a	\$0	\$299,820	\$2,832,064
General Hardware	20%		\$88,569	\$65,328	\$82,314	\$168,612	\$209,904	\$133,763	\$262,443	\$283,921	\$393,308	n/a	\$0	\$199,880	\$1,888,043
Garden/Florist	10%		\$44,285	\$32,664	\$41,157	\$84,306	\$104,952	\$66,881	\$131,222	\$141,961	\$196,654	n/a	\$0	\$99,940	\$944,021
Apparel and services															
Men and boys	15%		\$123,065	\$186,149	\$83,827	\$229,007	\$288,593	\$182,801	\$317,918	\$334,881	\$537,497	\$9,469	\$0	\$273,157	\$2,566,364
Women and girls	40%		\$281,557	\$180,881	\$182,790	\$477,099	\$464,032	\$321,305	\$590,682	\$601,123	\$944,746	\$16,644	\$0	\$480,122	\$4,540,981
Children under 2	10%		\$41,954	\$40,391	\$33,182	\$88,684	\$75,782	\$53,655	\$81,092	\$66,040	\$157,763	\$2,779	\$0	\$80,176	\$721,498
Footwear	25%		\$203,243	\$145,173	\$79,752	\$270,543	\$275,097	\$177,186	\$309,624	\$239,201	\$520,986	\$9,178	\$0	\$264,766	\$2,494,751
Other Apparel Prod. & Services <sup>8</sup>	10%		\$93,231	\$83,123	\$67,528	\$147,059	\$169,211	\$97,951	\$181,536	\$241,281	\$288,010	\$5,074	\$0	\$146,367	\$1,520,370
Special Apparel	50%		\$46,615	\$41,562	\$33,764	\$73,529	\$84,605	\$48,976	\$90,768	\$120,641	\$144,005	\$2,537	\$0	\$73,184	\$760,185
Jewelry/Watches	50%		\$46,615	\$41,562	\$33,764	\$73,529	\$84,605	\$48,976	\$90,768	\$120,641	\$144,005	\$2,537	\$0	\$73,184	\$760,185



Convenience Trade Area: Estimated Annual Expenditures, Jefferson Davis Highway(continued)		Household Income Range	0	\$5000 to \$9,999	\$10,000 to \$14,999	\$15,000 to \$19,999	\$20,000 to \$29,999	\$30000 to \$39,000	\$40,000 to 49,999	\$50,000 to 69,9991	\$70,000 and over	Commuters <sup>2</sup>	Visitors <sup>3</sup>	Group Quarters <sup>4</sup>	Workers <sup>5</sup>	Potential Expenditure without New Housing Units
Category	Average Annual Expenditures			\$18,032	\$21,741	\$23,706	\$29,397	\$35,929	\$39,553	\$48,900	\$82,060	\$33,204	\$33,204	\$33,204	\$33,204	\$432,135
	Number of Households 2009*			414	339	430	950	1003	706	1112	821	2286	40	0	1162	9,264
	Total Expenditures			\$7,472,461	\$7,374,547	\$10,203,062	\$27,938,909	\$36,043,973	\$27,908,597	\$54,376,800	\$67,354,848	\$75,905,106	\$1,337,243	\$0	\$38,575,134	\$354,490,680
Transportation																
	Vehicle purchases (net outlay)			\$605,069	\$393,957	\$554,774	\$1,348,225	\$2,192,473	\$1,309,551	\$2,526,753	\$2,483,011	\$3,850,530	\$67,836	\$0	\$1,956,847	\$17,289,026
	Cars and trucks, new		30%	\$181,521	\$118,187	\$166,432	\$404,468	\$657,742	\$392,865	\$758,026	\$744,903	\$1,155,159	\$20,351	\$0	\$587,054	\$5,186,708
	Cars and trucks, used		60%	\$363,041	\$236,374	\$332,864	\$808,935	\$1,315,484	\$785,731	\$1,516,052	\$1,489,806	\$2,310,318	\$40,702	\$0	\$1,174,108	\$10,373,416
	Other vehicles		10%	\$60,507	\$39,396	\$55,477	\$134,823	\$219,247	\$130,955	\$252,675	\$248,301	\$385,053	\$6,784	\$0	\$195,685	\$1,728,903
	Gasoline and motor oil			\$709,488	\$523,325	\$646,169	\$1,627,749	\$1,753,356	\$1,219,710	\$2,073,375	\$1,498,126	\$3,586,368	\$63,182	\$0	\$1,822,600	\$15,523,447
	Maintenance and Repairs			\$274,099	\$156,295	\$217,136	\$500,673	\$584,452	\$414,889	\$762,081	\$604,243	\$1,219,915	\$21,492	\$0	\$619,964	\$5,375,237
	Parts and Tires			\$274,099	\$156,295	\$217,136	\$500,673	\$584,452	\$414,889	\$762,081	\$604,243	\$1,219,915	n/a	\$0	\$619,964	\$5,353,746
Public transportation				\$107,216	\$88,392	\$123,995	\$220,027	\$255,373	\$171,571	\$376,894	\$504,922	\$504,476	\$8,888	\$0	\$256,376	\$2,618,128
Health care																
	Medical services			\$176,206	\$211,906	\$210,150	\$525,370	\$494,137	\$378,703	\$742,729	\$630,243	n/a	n/a	\$0	\$565,892	\$3,935,336
	Nursing home		15%	\$26,431	\$31,786	\$31,523	\$78,806	\$74,121	\$56,805	\$111,409	\$94,536	n/a	n/a	\$0	\$84,884	\$590,300
	Medical facility		85%	\$149,776	\$180,120	\$178,628	\$446,565	\$420,016	\$321,897	\$631,320	\$535,706	n/a	n/a	\$0	\$481,008	\$3,345,035
	Prescriptions, Drugs & Medical Supplies			\$273,167	\$195,515	\$263,707	\$617,422	\$542,928	\$389,933	\$602,661	\$416,522	\$1,146,537	\$20,199	\$0	\$582,673	\$5,051,263
Entertainment																
	Fees and admissions <sup>9</sup>			\$104,419	\$63,806	\$82,663	\$243,601	\$311,431	\$230,840	\$450,614	\$708,763	n/a	n/a	\$0	n/a	\$2,196,136
	Video Rental		25%	\$26,105	\$15,951	\$20,666	\$60,900	\$77,858	\$57,710	\$112,653	\$177,191	n/a	n/a	\$0	\$86,236	\$635,270
	Cinema		25%	\$26,105	\$15,951	\$20,666	\$60,900	\$77,858	\$57,710	\$112,653	\$177,191	n/a	n/a	\$0	n/a	\$549,034
	Sports/Recreation		25%	\$26,105	\$15,951	\$20,666	\$60,900	\$77,858	\$57,710	\$112,653	\$177,191	n/a	n/a	\$0	n/a	\$549,034
	Clubs/Community Center		25%	\$26,105	\$15,951	\$20,666	\$60,900	\$77,858	\$57,710	\$112,653	\$177,191	n/a	n/a	\$0	n/a	\$549,034
	Television, radios, sound equipment			\$413,945	\$308,492	\$337,056	\$793,668	\$889,654	\$555,888	\$945,459	\$736,323	n/a	n/a	\$0	\$830,658	\$5,811,144
	Other Entertainment, Equipment & Services			\$44,751	\$42,732	\$27,942	\$112,259	\$241,878	\$146,615	\$417,440	\$420,682	n/a	\$7,595	\$0	\$219,085	\$1,680,978
	Pets, toys, and playground equipment			\$215,363	\$153,368	\$181,626	\$539,964	\$602,100	\$319,433	\$591,603	\$595,923	n/a	\$16,547	\$0	\$477,325	\$3,693,252
Personal care products <sup>10</sup>				\$209,770	\$159,807	\$169,401	\$417,602	\$454,689	\$296,973	\$532,627	\$515,322	n/a	n/a	\$0	\$443,763	\$3,199,954
	Beauty		60%	\$125,862	\$95,884	\$101,641	\$250,561	\$272,813	\$178,184	\$319,576	\$309,193	n/a	n/a	\$0	\$266,258	\$1,919,973
	Barber		30%	\$62,931	\$47,942	\$50,820	\$125,281	\$136,407	\$89,092	\$159,788	\$154,597	n/a	n/a	\$0	\$133,129	\$959,986
	Products		10%	\$20,977	\$15,981	\$16,940	\$41,760	\$45,469	\$29,697	\$53,263	\$51,532	n/a	n/a	\$0	\$44,376	\$319,995
Reading				\$31,699	\$28,683	\$36,092	\$79,704	\$84,086	\$53,655	\$99,522	\$94,640	n/a	\$2,779	\$0	\$80,176	\$591,036
Education				\$472,681	\$218,345	\$144,951	\$340,143	\$578,223	\$275,137	\$602,661	\$1,173,645	n/a	n/a	\$0	\$411,134	\$4,216,920
Tobacco products and smoking supplies				\$234,942	\$177,954	\$205,493	\$492,815	\$420,432	\$237,703	\$401,774	\$192,921	\$698,929	\$12,313	\$0	\$355,197	\$3,430,473

\* Reflects a household multiplier of 1.6 to support the density it would take for a grocery store with 25% of households income leaking outside the trade area

1 This category includes the income data from Census income range from \$60,000 to \$74,999 in order to match the data range in the 2009 Consumer Expenditure Survey.

2 This category includes the income data from Census income range of \$75,000 or more in order to match the data range in the 2009 Consumer Expenditure Survey.

3 The number of commuters is derived from VDOT average annual daily traffic for Jefferson Davis Highway, between Route 288 and Chippenham Parkway of 39,000 commuters. A capture rate of 1% was used to determine the number of commuters who may potentially shop in the area. On Interstate 95, between Route 288 and Willis Road 79,000 commuters pass through. Along this stretch 7,900 commuters exit off at Willis Rd or Route 288. Assuming 1/4 of this traffic that uses the exits stops and spends money on goods and services gives a capture rate of 2.4% Average Annual Expenditure is taken by averaging all household income ranges.

4 The number of visitors was derived from the sum of estimates of annual visitors to Bensley Park (126,900) and Drewry's Bluff (20,097), which was then divided by 365 to calculate the average daily number of visitors. A capture rate of 10% was then applied in relevant categories. Average Annual Expenditure is taken by averaging all household income ranges.

5 The number of group quarters was derived by taking the number of all group quarters within the trade area and dividing the total number by 2

6 The number of workers was derived by taking the number of employees in 2008 (4,647) from RRPDC's 2035 Socioeconomic Data Report and applying the Traffic Analysis Zones to the trade area, with a capture rate of 25% applied to relevant categories. Average Annual Expenditure is taken by averaging all household income ranges.

7 Household textiles includes towels, sheets, curtains, etc.

8 Other apparel products and services includes material, notions, and patterns used to make clothes, apparel alteration and repair, clothing rental, watches, jewelry, and watch/jewelry repair, laundry and dry cleaning services, and clothing storage.

9 Fees and Admissions includes fee for participant sports; admissions to sporting events, movies, concerts, plays, health, swimming, tennis, and country club organizations; recreational and fraternal organizations; recreational lessons or instruction; rental of movies and recreation expenses on trips

10 Personal care products and services include products for the hair, oral hygiene products, shaving needs, cosmetics and bath products, electric personal care appliances, other personal care products personal care services for males and females.

Table 14: Estimated Expenditures and Development Potential, Trade Area 1 for Jefferson Davis Highway, 2011 Best Case Scenario (25% Leakage) to Support a Grocery Store											
Category											
Primary Level	Secondary Level	Tertiary Level	Potential Expenditure	Real Total Market(1)	Median Sales per Square Foot(2)	Number of Supportable Square Feet(3)	Existing Stores(4)	Existing Square Feet(5)	Unmet Demand in Square Feet(6)	Median GLA(7)	Potential New Units(8)
<b>Food at Home</b>			\$21,848,142.98	\$21,979,231.83							
	*Supermarket <sup>(8)***</sup>		\$13,344,465.55	\$13,424,532.34	\$485.75	27,637	0	0	27,637	27,500	1.0
	Convenience**		\$5,462,035.74	\$5,494,807.96	\$423.76	12,967	10	30,797	-17,831	2,400	-7.4
	Specialty		\$3,277,221.45	\$3,296,884.78	\$192.61	17,117	2	3,076	14,041	1,988	7.1
<b>Food away from home</b>			\$12,829,935.26	\$12,906,914.87							
	Sit Down Restaurants**		\$7,697,961.16	\$7,744,148.92	\$303.62	25,506	12	29,364	-3,858	4,050	-1.0
	Fast Food**		\$5,131,974.10	\$5,162,765.95	\$340.07	15,181	8	27,723	-12,541	2,007	-6.2
<b>Alcoholic beverages**</b>			\$1,353,966.59	\$1,362,090.39	\$396.27	3,437	0	0	3,437	3,074	1.1
<b>Household Operations</b>			\$3,217,702.18	\$3,237,008.39							
	Personal services**		\$2,091,506.42	\$2,104,055.46	\$202.91	10,369	7	29,057	-18,687	1,480	-12.6
	Other household expenses		\$1,126,195.76	\$1,132,952.94							
		Laundry	\$804,425.55	\$809,252.10	\$75.41	10,731	4	9,814	917	2,174	0.4
		Dry Cleaners	\$468,268.85	\$471,078.46	\$149.33	3,155	2	3,716	-561	1,500	-0.4
<b>Housekeeping supplies</b>			\$0.00								
	Laundry and cleaning supplies <sup>(8)</sup>		\$628,212.71	\$631,981.98							
	Other household products**		\$1,391,220.96	\$1,399,568.29	\$178.79	7,828	7	26,583	-18,755	9,014	-2.1
	Postage and stationary**		\$742,916.04	\$747,373.54	\$196.22	3,809	0	0	3,809	9,662	0.4
<b>Housekeeping furnishings and equipment</b>			\$5,605,255.29	\$5,638,886.82							
	Household textiles**		\$560,525.53	\$563,888.68	\$146.89	3,839	1	2,450	1,389	21,054	0.1
	Furniture		\$560,525.53	\$563,888.68	\$156.40	3,605	2	26,753	-23,147	7,696	-3.0
	Floor coverings		\$560,525.53	\$563,888.68	\$451.33	1,249	0	0	1,249	3,310	0.4
	Major appliances**		\$560,525.53	\$563,888.68	\$55.12	10,230	0	0	10,230	4,000	2.6
	Small appliances, miscellaneous housewares**		\$1,681,576.59	\$1,691,666.05	\$317.84	5,322	0	0	5,322	4,701	1.1
	Miscellaneous household equipment		\$2,124,048.14	\$2,136,792.43					0		
		General Hardware**	\$1,416,032.10	\$1,424,528.29	\$321.70	4,428	3	38,338	-33,909	39,759	-0.9
		Garden/Florist**	\$708,016.05	\$712,264.14	\$235.34	3,027	1	947	2,079	1,814	1.1
<b>Apparel and services</b>			\$0.00						0		
	Men and boys (men's wear)		\$1,924,772.63	\$1,936,321.27	\$274.86	7,045	1	2,025	5,019	4,500	1.1
	Women and girls**		\$3,405,735.43	\$3,426,169.84	\$221.89	15,441	2	3,823	11,618	3,941	2.9
	Children under 2		\$541,123.38	\$544,370.12	\$240.37	2,265	0	0	2,265	3,280	0.7
	Footwear**		\$1,871,063.16	\$1,882,289.54	\$221.81	8,486	0	0	8,486	3,588	2.4
	Other Apparel Prod. & Service		\$1,140,277.70	\$1,147,119.36					0		
		Special Apparel	\$570,138.85	\$573,559.68	\$304.95	1,881	0	0	1,881	2,948	0.6
		Jewelry/Watches**	\$570,138.85	\$573,559.68	\$248.52	2,308	1	2,289	19	1,411	0.0
<b>Transportation</b>											
	Vehicle purchases (net outlay)		\$12,966,769.73	\$13,044,570.35							
		Cars and trucks, new**	\$3,890,030.92	\$3,913,371.10	\$1,665.58	2,350	0	0	2,350	6,653	0.4
		Cars and trucks, used**	\$7,780,061.84	\$7,826,742.21	\$1,665.58	4,699	16	58,483	-53,784	6,653	-8.1
		Other vehicles**	\$1,296,676.97	\$1,304,457.03	\$1,665.58	783	6	54,522	-53,739	6,653	-8.1
	Gasoline and motor oil		\$11,642,585.61	\$11,712,441.12	\$1,321.30	8,864	6	16,610	-7,746	3,175	-2.4
	Maintenance and repairs**		\$4,031,428.11	\$4,055,616.68	\$922.66	4,396	13	57,209	-52,814	2,760	-19.1
	Parts and tires		\$4,015,309.40	\$4,039,401.26	\$172.90	23,363	12	82,274	-58,911	6,944	-8.5
<b>Public transportation</b>			\$1,963,595.76	\$1,975,377.34	\$0.00					0	
<b>Health care</b>			\$0.00								
	Medical services		\$2,951,501.78	\$2,969,210.79							
		Nursing home	\$442,725.27	\$445,381.62	n/a		0	0	0	n/a	

Primary Level	Secondary Level	Tertiary Level	Potential Expenditure	Real Total Market(1)	Median Sales per Square Foot(2)	Number of Supportable Square Feet(3)	Existing Stores(4)	Existing Square Feet(5)	Unmet Demand in Square Feet(6)	Median GLA(7)	Potential New Units(8)
		Medical facility**	\$2,508,776.52	\$2,523,829.17	<u>\$326.80</u>	7,723	0	0	7,723	<u>1,751</u>	4.4
	Prescriptions, Drugs & Medical Supplies <sup>(8)</sup>		\$3,906,236.82	\$3,929,674.24	\$429.07	9,159	8	0	9,159	10,990	0.8
Entertainment			\$0.00								
	Fees and admissions		\$1,647,102.28	\$1,656,984.90							
		Video Rental	\$476,452.22	\$479,310.93	\$165.63	2,894	0	0	2,894	5,100	0.6
		Cinema**	\$411,775.57	\$414,246.22	\$87.47	4,736	0	0	4,736	32,549	0.1
		Sports/Recreation**	\$411,775.57	\$414,246.22	<u>\$182.47</u>	2,270	0	0	2,270	<u>4,358</u>	0.5
		Clubs/Community Center**	\$411,775.57	\$414,246.22	\$342.64	1,209	0	0	1,209	1,912	0.6
	Television, radios, sound equipment**		\$4,358,358.17	\$4,384,508.32	<u>\$358.76</u>	12,221	2	6,580	5,641	<u>2,158</u>	2.6
	Other Entertainment, Equipment & Services**		\$1,260,733.48	\$1,268,297.88	<u>\$146.59</u>	8,652	0	0	8,652	<u>14,946</u>	0.6
	Pets, toys, and playground equipment**		\$2,769,938.81	\$2,786,558.44	<u>\$199.84</u>	13,944	1	1,889	12,055	<u>6,517</u>	1.8
Personal care products			\$2,399,965.80	\$2,414,365.59							
	Beauty**		\$1,439,979.48	\$1,448,619.35	<u>\$169.22</u>	8,561	2	2,716	5,845	<u>1,485</u>	3.9
	Barber		\$719,989.74	\$724,309.68	\$179.97	4,025	1	2,398	1,627	1,000	1.6
	Products**		\$239,996.58	\$241,436.56	\$297.60	811	0	0	811	1,600	0.5
Reading**			\$443,277.29	\$445,936.96	\$246.02	1,813	0	0	1,813	16,320	0.1
Education**			\$3,162,690.19	\$3,181,666.34	\$0.00		1	14,865	-14,865	0	
Tobacco products and smoking supplies (tobacco)			\$2,572,854.95	\$2,588,292.08	\$339.78	7,618	0	0	7,618	1,139	6.7

\* To support a grocery store in Trade Area 1 the density would need to increase by a factor of 1.6, for a total of 5,931 households.

\*\* For further explanation refer to category composition sheet

\*\*\* Median Gross Leasable Area (GLA) for supermarket was used based on conversation with local Food Lion developer.

(1) Real Market total is the potential expenditure adjusted to account for inflation from 2009 to 2011, using a multiplier of 1.05. Using the percentage change of the Consumer Price Index (CPI) for years 2009 (-0.4%) and 2010 (1.6%) published by Bureau of Labor Statistics which gives an average inflation rate of during this period of 0.6%.

(2) Median sales per square foot from Dollars and Cents of Shopping 2008 U.S. Super Community/Community Shopping Center tables, unless otherwise starred (\*) or noted in underlined italics. Star (\*) indicates data taken from Dollars and Cents shopping (2003). These numbers were adjusted to 2011 dollars (multiplier = 1.20). Underlined italics indicate that there were no median sales per square foot for the category, but instead for a series of subcategories. The data provided for these subcategories was averaged. For example: The Sit Down Restaurants category has a median sales per square foot of \$294.11. This number takes into account the average sales per square foot for a restaurant without liquor (\$232.83) and that for a restaurant with liquor (\$355.39).

(3) Supportable square feet calculated by real market total divided by median sales per square foot

(4) Existing stores were inventoried through a visual survey of the area within a five-minute drive and business licenses were also consulted and georeferenced.

(5) Existing square feet was calculated by building footprint layer provided by Chesterfield County.

(6) Unmet demand in square feet was calculated by subtracting existing square footage for each item from the number of supportable square feet

(7) Median Gross Leasable Area indicated by Dollars and Cents of Shopping Centers. For underlined italics see footnote (2).

(8) Potential Expenditures for laundry and cleaning supplies were inputted into grocery(50%), Prescription and drugs (25%) and Other Household Products(25%)

**Table 15: Convenience Trade Area 1, Estimated Annual Expenditures for Jefferson Davis Highway, 2011 Worst Case Scenario (50% Leakage) to Support a Grocery Store**

	Household Income Range		\$5000 to \$9,999	\$10,000 to \$14,999	\$15,000 to \$19,999	\$20,000 to \$29,999	\$30000 to \$39,000	\$40,000 to 49,999	\$50,000 to 69,999 <sup>1</sup>	\$70,000 and over <sup>2</sup>	Commuters <sup>3</sup>	Visitors <sup>4</sup>	Group Quarters <sup>5</sup>	Workers <sup>6</sup>	Potential Expenditure
Category	Average Annual Expenditures		\$18,032	\$21,741	\$23,706	\$29,397	\$35,929	\$39,553	\$48,900	\$82,060	\$33,204	\$33,204	\$33,204	\$33,204	\$432,135
	Number of Households 2009*		725	594	753	1663	1756	1235	1946	1436	2286	40	0	1162	13,596
	Total Expenditures		\$13,076,806	\$12,905,458	\$17,855,359	\$48,893,090	\$63,076,952	\$48,840,044	\$95,159,400	\$117,870,984	\$75,905,106	\$1,337,243	\$0	\$38,575,134	\$533,495,578
Item															
Food at Home			\$3,568,182	\$2,760,772	\$2,429,682	\$5,885,716	\$5,375,557	\$3,670,673	\$6,055,408	\$4,764,780	\$6,167,452	\$108,654	\$0	\$3,134,312	\$43,921,187
Grocery	60%		\$2,140,909	\$1,656,463	\$1,457,809	\$3,531,430	\$3,225,334	\$2,202,404	\$3,633,245	\$2,858,868	\$3,700,471	\$65,192	\$0	\$1,880,587	\$26,352,712
Convenience	25%		\$892,045	\$690,193	\$607,420	\$1,471,429	\$1,343,889	\$917,668	\$1,513,852	\$1,191,195	\$1,541,863	\$27,163	\$0	\$783,578	\$10,980,297
Specialty (Deli, Bakery, Open Air Market...)	15%		\$535,227	\$414,116	\$364,452	\$882,857	\$806,333	\$550,601	\$908,311	\$714,717	\$925,118	\$16,298	\$0	\$470,147	\$6,588,178
Food away from home			\$1,368,863	\$1,039,771	\$981,041	\$2,787,661	\$3,230,057	\$2,207,645	\$4,299,259	\$4,117,768	\$3,709,276	\$65,347	\$0	\$1,885,062	\$25,691,751
Sit Down Restaurants	60%		\$821,318	\$623,863	\$588,625	\$1,672,596	\$1,938,034	\$1,324,587	\$2,579,555	\$2,470,661	\$2,225,566	\$39,208	\$0	\$1,131,037	\$15,415,051
Fast Food	40%		\$547,545	\$415,909	\$392,417	\$1,115,064	\$1,292,023	\$883,058	\$1,719,704	\$1,647,107	\$1,483,711	\$26,139	\$0	\$754,025	\$10,276,700
Alcoholic beverages			\$401,359	\$194,637	\$171,147	\$202,346	\$423,286	\$323,176	\$522,491	\$392,212	n/a	n/a	\$0	\$302,057	\$2,932,712
Household Operations			\$456,832	\$369,810	\$576,604	\$1,153,176	\$1,113,625	\$770,820	\$1,362,668	\$1,704,437	n/a	n/a	\$0	n/a	\$7,507,972
Personal services	65%		\$296,941	\$240,377	\$374,792	\$749,564	\$723,856	\$501,033	\$885,734	\$1,107,884	n/a	n/a	\$0	n/a	\$4,880,182
Other household expenses			\$159,891	\$129,434	\$201,811	\$403,612	\$389,769	\$269,787	\$476,934	\$596,553	n/a	n/a	\$0	n/a	\$2,627,790
Laundry	25%		\$114,208	\$92,453	\$144,151	\$288,294	\$278,406	\$192,705	\$340,667	\$426,109	n/a	n/a	\$0	n/a	\$1,876,993
Dry Cleaners	10%		\$45,683	\$36,981	\$57,660	\$115,318	\$111,362	\$77,082	\$136,267	\$170,444	\$129,513	n/a	\$0	\$65,819	\$946,129
Housekeeping supplies															
Laundry and cleaning supplies			\$166,417	\$115,758	\$115,117	\$265,211	\$219,818	\$148,486	\$240,281	\$194,741	n/a	n/a	\$0	n/a	\$1,465,830
Other household products			\$212,100	\$163,905	\$183,372	\$516,670	\$501,404	\$319,901	\$543,455	\$530,532	n/a	n/a	\$0	n/a	\$2,971,339
Postage and stationery			\$73,419	\$95,270	\$96,780	\$198,417	\$174,401	\$121,191	\$235,443	\$201,111	\$203,625	n/a	\$0	\$103,483	\$1,503,140
Housekeeping furnishings and equipment			\$774,982	\$571,618	\$720,245	\$1,475,358	\$1,836,664	\$1,170,423	\$2,296,378	\$2,484,311	n/a	n/a	\$0	\$999,400	\$12,329,379
Household textiles <sup>7</sup>	10%		\$77,498	\$57,162	\$72,025	\$147,536	\$183,666	\$117,042	\$229,638	\$248,431	n/a	n/a	\$0	\$99,940	\$1,232,938
Furniture	10%		\$77,498	\$57,162	\$72,025	\$147,536	\$183,666	\$117,042	\$229,638	\$248,431	n/a	n/a	\$0	\$99,940	\$1,232,938
Floor coverings	10%		\$77,498	\$57,162	\$72,025	\$147,536	\$183,666	\$117,042	\$229,638	\$248,431	n/a	n/a	\$0	\$99,940	\$1,232,938
Major appliances	10%		\$77,498	\$57,162	\$72,025	\$147,536	\$183,666	\$117,042	\$229,638	\$248,431	n/a	n/a	\$0	\$99,940	\$1,232,938
Small appliances, miscellaneous housewares	30%		\$232,495	\$171,485	\$216,074	\$442,607	\$550,999	\$351,127	\$688,913	\$745,293	n/a	n/a	\$0	\$299,820	\$3,698,814
Miscellaneous household equipment			\$232,495	\$171,485	\$216,074	\$442,607	\$550,999	\$351,127	\$688,913	\$745,293	\$589,962	n/a	\$0	\$299,820	\$4,288,776
General Hardware	20%		\$154,996	\$114,324	\$144,049	\$295,072	\$367,333	\$234,085	\$459,276	\$496,862	\$393,308	n/a	\$0	\$199,880	\$2,859,184
Garden/Florist	10%		\$77,498	\$57,162	\$72,025	\$147,536	\$183,666	\$117,042	\$229,638	\$248,431	\$196,654	n/a	\$0	\$99,940	\$1,429,592
Apparel and services															
Men and boys	15%		\$215,363	\$325,761	\$146,698	\$400,763	\$505,037	\$319,901	\$556,356	\$586,043	\$537,497	\$9,469	\$0	\$273,157	\$3,876,044
Women and girls	40%		\$492,726	\$316,541	\$319,883	\$834,923	\$812,056	\$562,283	\$1,033,693	\$1,051,964	\$944,746	\$16,644	\$0	\$480,122	\$6,865,582
Children under 2	10%		\$73,419	\$70,684	\$58,068	\$155,197	\$132,618	\$93,896	\$141,911	\$115,570	\$157,763	\$2,779	\$0	\$80,176	\$1,082,082
Footwear	25%		\$355,676	\$254,053	\$139,567	\$473,450	\$481,420	\$310,075	\$541,842	\$418,602	\$520,986	\$9,178	\$0	\$264,766	\$3,769,616
Other Apparel Prod. & Services <sup>8</sup>	10%		\$163,154	\$145,466	\$118,173	\$257,353	\$296,119	\$171,415	\$317,687	\$422,242	\$288,010	\$5,074	\$0	\$146,367	\$2,331,059
Special Apparel	50%		\$81,577	\$72,733	\$59,087	\$128,676	\$148,059	\$85,707	\$158,844	\$211,121	\$144,005	\$2,537	\$0	\$73,184	\$1,165,530
Jewelry/Watches	50%		\$81,577	\$72,733	\$59,087	\$128,676	\$148,059	\$85,707	\$158,844	\$211,121	\$144,005	\$2,537	\$0	\$73,184	\$1,165,530

Convenience Trade Area: Estimated Annual Expenditures, Jefferson Davis Highway(continued)		Household Income Range	0	\$5000 to \$9,999	\$10,000 to \$14,999	\$15,000 to \$19,999	\$20,000 to \$29,999	\$30000 to \$39,000	\$40,000 to 49,999	\$50,000 to 69,9991	\$70,000 and over	Commuters <sup>2</sup>	Visitors <sup>3</sup>	Group Quarters <sup>4</sup>	Workers <sup>5</sup>	Potential Expenditure without New Housing Units
Category	Average Annual Expenditures			\$18,032	\$21,741	\$23,706	\$29,397	\$35,929	\$39,553	\$48,900	\$82,060	\$33,204	\$33,204	\$33,204	\$33,204	\$432,135
	Number of Households 2009*			725	594	753	1663	1756	1235	1946	1436	2286	40	0	1162	13,596
	Total Expenditures			\$13,076,806	\$12,905,458	\$17,855,359	\$48,893,090	\$63,076,952	\$48,840,044	\$95,159,400	\$117,870,984	\$75,905,106	\$1,337,243	\$0	\$38,575,134	\$533,495,578
Transportation																
	Vehicle purchases (net outlay)			\$1,058,871	\$689,425	\$970,854	\$2,359,394	\$3,836,829	\$2,291,714	\$4,421,818	\$4,345,269	\$3,850,530	\$67,836	\$0	\$1,956,847	\$25,849,386
	Cars and trucks, new		30%	\$317,661	\$206,827	\$291,256	\$707,818	\$1,151,049	\$687,514	\$1,326,545	\$1,303,581	\$1,155,159	\$20,351	\$0	\$587,054	\$7,754,816
	Cars and trucks, used		60%	\$635,322	\$413,655	\$582,512	\$1,415,636	\$2,302,097	\$1,375,029	\$2,653,091	\$2,607,161	\$2,310,318	\$40,702	\$0	\$1,174,108	\$15,509,632
	Other vehicles		10%	\$105,887	\$68,942	\$97,085	\$235,939	\$383,683	\$229,171	\$442,182	\$434,527	\$385,053	\$6,784	\$0	\$195,685	\$2,584,939
	Gasoline and motor oil			\$1,241,603	\$915,818	\$1,130,795	\$2,848,561	\$3,068,373	\$2,134,493	\$3,628,407	\$2,621,721	\$3,586,368	\$63,182	\$0	\$1,822,600	\$23,061,921
	Maintenance and Repairs			\$479,673	\$273,516	\$379,988	\$876,178	\$1,022,791	\$726,055	\$1,333,641	\$1,057,425	\$1,219,915	\$21,492	\$0	\$619,964	\$8,010,638
	Parts and Tires			\$479,673	\$273,516	\$379,988	\$876,178	\$1,022,791	\$726,055	\$1,333,641	\$1,057,425	\$1,219,915	n/a	\$0	\$619,964	\$7,989,146
Public transportation				\$187,627	\$154,685	\$216,990	\$385,047	\$446,903	\$300,248	\$659,564	\$883,614	\$504,476	\$8,888	\$0	\$256,376	\$4,004,419
Health care																
	Medical services			\$308,361	\$370,835	\$367,763	\$919,398	\$864,740	\$662,730	\$1,299,776	\$1,102,925	n/a	n/a	\$0	\$565,892	\$6,462,419
	Nursing home		15%	\$46,254	\$55,625	\$55,164	\$137,910	\$129,711	\$99,410	\$194,966	\$165,439	n/a	n/a	\$0	\$84,884	\$969,363
	Medical facility		85%	\$262,107	\$315,210	\$312,599	\$781,488	\$735,029	\$563,321	\$1,104,810	\$937,486	n/a	n/a	\$0	\$481,008	\$5,493,056
	Prescriptions, Drugs & Medical Supplies			\$478,042	\$342,151	\$461,487	\$1,080,489	\$950,124	\$682,383	\$1,054,657	\$728,913	\$1,146,537	\$20,199	\$0	\$582,673	\$7,527,653
Entertainment																
	Fees and admissions <sup>9</sup>			\$182,733	\$111,660	\$144,660	\$426,302	\$545,004	\$403,971	\$788,574	\$1,240,335	n/a	n/a	\$0	n/a	\$3,843,239
	Video Rental		25%	\$45,683	\$27,915	\$36,165	\$106,575	\$136,251	\$100,993	\$197,143	\$310,084	n/a	n/a	\$0	\$86,236	\$1,047,045
	Cinema		25%	\$45,683	\$27,915	\$36,165	\$106,575	\$136,251	\$100,993	\$197,143	\$310,084	n/a	n/a	\$0	n/a	\$960,810
	Sports/Recreation		25%	\$45,683	\$27,915	\$36,165	\$106,575	\$136,251	\$100,993	\$197,143	\$310,084	n/a	n/a	\$0	n/a	\$960,810
	Clubs/Community Center		25%	\$45,683	\$27,915	\$36,165	\$106,575	\$136,251	\$100,993	\$197,143	\$310,084	n/a	n/a	\$0	n/a	\$960,810
	Television, radios, sound equipment			\$724,404	\$539,862	\$589,847	\$1,388,919	\$1,556,895	\$972,805	\$1,654,553	\$1,288,566	n/a	n/a	\$0	\$830,658	\$9,546,509
	Other Entertainment, Equipment & Services			\$78,314	\$74,782	\$48,899	\$196,452	\$423,286	\$256,576	\$730,519	\$736,193	n/a	\$7,595	\$0	\$219,085	\$2,771,702
	Pets, toys, and playground equipment			\$376,886	\$268,394	\$317,845	\$944,936	\$1,053,675	\$559,008	\$1,035,305	\$1,042,864	n/a	\$16,547	\$0	\$477,325	\$6,092,786
Personal care products <sup>10</sup>				\$367,097	\$279,663	\$296,452	\$730,803	\$795,706	\$519,703	\$932,097	\$901,814	n/a	n/a	\$0	\$443,763	\$5,267,098
	Beauty		60%	\$220,258	\$167,798	\$177,871	\$438,482	\$477,424	\$311,822	\$559,258	\$541,088	n/a	n/a	\$0	\$266,258	\$3,160,259
	Barber		30%	\$110,129	\$83,899	\$88,936	\$219,241	\$238,712	\$155,911	\$279,629	\$270,544	n/a	n/a	\$0	\$133,129	\$1,580,129
	Products		10%	\$36,710	\$27,966	\$29,645	\$73,080	\$79,571	\$51,970	\$93,210	\$90,181	n/a	n/a	\$0	\$44,376	\$526,710
Reading				\$55,472	\$50,196	\$63,162	\$139,481	\$147,151	\$93,896	\$174,164	\$165,621	n/a	\$2,779	\$0	\$80,176	\$972,097
Education				\$827,192	\$382,103	\$253,665	\$595,251	\$1,011,891	\$481,489	\$1,054,657	\$2,053,879	n/a	n/a	\$0	\$411,134	\$7,071,260
Tobacco products and smoking supplies				\$411,148	\$311,419	\$359,613	\$862,426	\$735,755	\$415,981	\$703,105	\$337,611	\$698,929	\$12,313	\$0	\$355,197	\$5,203,499

\* To support a grocery store in Trade Area 1 the density would need to increase by a factor of 2.8, for a total of 10,380 households.

1 This category includes the income data from Census income range from \$60,000 to \$74,999 in order to match the data range in the 2009 Consumer Expenditure Survey.

2 This category includes the income data from Census income range of \$75,000 or more in order to match the data range in the 2009 Consumer Expenditure Survey.

3 The number of commuters is derived from VDOT average annual daily traffic for Jefferson Davis Highway, between Route 288 and Chippenham Parkway of 39,000 commuters. A capture rate of 1% was used to determine the number of commuters who may potentially shop in the area. On Interstate 95, between Route 288 and Willis Road 79,000 commuters pass through. Along this stretch 7,900 commuters exit off at Willis Rd or Route 288. Assuming 1/4 of this traffic that uses the exits stops and spends money on goods and services gives a capture rate of 2.4% Average Annual Expenditure is taken by averaging all household income ranges.

4 The number of visitors was derived from the sum of estimates of annual visitors to Bensley Park (126,900) and Drewry's Bluff (20,097), which was then divided by 365 to calculate the average daily number of visitors. A capture rate of 10% was then applied in relevant categories. Average Annual Expenditure is taken by averaging all household income ranges.

5 The number of group quarters was derived by taking the number of all group quarters within the trade area and dividing the total number by 2

6 The number of workers was derived by taking the number of employees in 2008 (4,647) from RRPDC's 2035 Socioeconomic Data Report and applying the Traffic Analysis Zones to the trade area, with a capture rate of 25% applied to relevant categories. Average Annual Expenditure is taken by averaging all household income ranges.

7 Household textiles includes towels, sheets, curtains, etc.

8 Other apparel products and services includes material, notions, and patterns used to make clothes, apparel alteration and repair, clothing rental, watches, jewelry, and watch/jewelry repair, laundry and dry cleaning services, and clothing storage.

9 Fees and Admissions includes fee for participant sports; admissions to sporting events, movies, concerts, plays, health, swimming, tennis, and country club organizations; recreational and fraternal organizations; recreational lessons or instruction; rental of movies and recreation expenses on trips

10 Personal care products and services include products for the hair, oral hygiene products, shaving needs, cosmetics and bath products, electric personal care appliances, other personal care products personal care services for males and females.

**Table 16: Estimated Expenditures and Development Potential, Trade Area 1 for Jefferson Davis Highway, 2011 Worst Case Scenario (50% Leakage) to Support a Grocery Store**

Category											
Primary Level	Secondary Level	Tertiary Level	Potential Expenditure	Real Total Market(1)	Median Sales per Square Foot(2)	Number of Supportable Square Feet(3)	Existing Stores(4)	Existing Square Feet(5)	Unmet Demand in Square Feet(6)	Median GLA(7)	Potential New Units(8)
<b>Food at Home</b>			\$21,960,593.53	\$22,092,357.09							
	*Supermarket <sup>(8)***</sup>		\$13,359,584.82	\$13,439,742.33	\$485.75	27,668	0	0	27,668	27,500	1.0
	Convenience**		\$5,490,148.38	\$5,523,089.27	\$423.76	13,034	10	30,797	-17,764	2,400	-7.4
	Specialty		\$3,294,089.03	\$3,313,853.56	\$192.61	17,205	2	3,076	14,129	1,988	7.1
<b>Food away from home</b>			\$12,845,875.54	\$12,922,950.79							
	Sit Down Restaurants**		\$7,707,525.32	\$7,753,770.48	<u>\$303.62</u>	25,538	12	29,364	-3,826	<u>4,050</u>	-0.9
	Fast Food**		\$5,138,350.22	\$5,169,180.32	<u>\$340.07</u>	15,200	8	27,723	-12,523	<u>2,007</u>	-6.2
<b>Alcoholic beverages**</b>			\$1,466,356.15	\$1,475,154.29	\$396.27	3,723	0	0	3,723	3,074	1.2
<b>Household Operations</b>			\$3,753,985.88	\$3,776,509.79							
	Personal services**		\$2,440,090.82	\$2,454,731.37	<u>\$202.91</u>	12,098	7	29,057	-16,959	<u>1,480</u>	-11.5
	Other household expenses		\$1,313,895.06	\$1,321,778.43							
		Laundry	\$938,496.47	\$944,127.45	\$75.41	12,520	4	9,814	2,705	2,174	1.2
		Dry Cleaners	\$473,064.34	\$475,902.73	\$149.33	3,187	2	3,716	-529	1,500	-0.4
<b>Housekeeping supplies</b>			\$0.00								
	Laundry and cleaning supplies <sup>(8)</sup>		\$732,914.82	\$737,312.31							
	Other household products**		\$1,577,283.94	\$1,586,747.65	<u>\$178.79</u>	8,875	7	26,583	-17,708	<u>9,014</u>	-2.0
	Postage and stationary**		\$751,570.03	\$756,079.45	<u>\$196.22</u>	3,853	0	0	3,853	<u>9,662</u>	0.4
<b>Housekeeping furnishings and equipment</b>			\$6,164,689.54	\$6,201,677.68							
	Household textiles**		\$616,468.95	\$620,167.77	<u>\$146.89</u>	4,222	1	2,450	1,772	<u>21,054</u>	0.1
	Furniture		\$616,468.95	\$620,167.77	\$156.40	3,965	2	26,753	-22,788	7,696	-3.0
	Floor coverings		\$616,468.95	\$620,167.77	\$451.33	1,374	0	0	1,374	3,310	0.4
	Major appliances**		\$616,468.95	\$620,167.77	\$55.12	11,251	0	0	11,251	4,000	2.8
	Small appliances, miscellaneous housewares**		\$1,849,406.86	\$1,860,503.30	<u>\$317.84</u>	5,854	0	0	5,854	<u>4,701</u>	1.2
	Miscellaneous household equipment		\$2,144,387.90	\$2,157,254.23					0		
		General Hardware**	\$1,429,591.93	\$1,438,169.49	<u>\$321.70</u>	4,471	3	38,338	-33,867	<u>39,759</u>	-0.9
		Garden/Florist**	\$714,795.97	\$719,084.74	<u>\$235.34</u>	3,056	1	947	2,108	<u>1,814</u>	1.2
<b>Apparel and services</b>			\$0.00						0		
	Men and boys (men's wear)		\$1,938,022.08	\$1,949,650.21	\$274.86	7,093	1	2,025	5,068	4,500	1.1
	Women and girls**		\$3,432,790.81	\$3,453,387.55	<u>\$221.89</u>	15,564	2	3,823	11,740	<u>3,941</u>	3.0
	Children under 2		\$541,041.14	\$544,287.39	\$240.37	2,264	0	0	2,264	3,280	0.7
	Footwear**		\$1,884,807.83	\$1,896,116.68	<u>\$221.81</u>	8,548	0	0	8,548	<u>3,588</u>	2.4
	Other Apparel Prod. & Service		\$1,165,529.71	\$1,172,522.89					0		
		Special Apparel	\$582,764.86	\$586,261.44	\$304.95	1,922	0	0	1,922	2,948	0.7
		Jewelry/Watches**	\$582,764.86	\$586,261.44	<u>\$248.52</u>	2,359	1	2,289	70	<u>1,411</u>	0.0
<b>Transportation</b>											
	Vehicle purchases (net outlay)		\$12,924,693.09	\$13,002,241.24							
		Cars and trucks, new**	\$3,877,407.93	\$3,900,672.37	\$1,665.58	2,342	0	0	2,342	6,653	0.4
		Cars and trucks, used**	\$7,754,815.85	\$7,801,344.75	\$1,665.58	4,684	16	58,483	-53,799	6,653	-8.1
		Other vehicles**	\$1,292,469.31	\$1,300,224.12	\$1,665.58	781	6	54,522	-53,742	6,653	-8.1
	Gasoline and motor oil		\$11,530,960.50	\$11,600,146.26	\$1,321.30	8,779	6	16,610	-7,831	3,175	-2.5
	Maintenance and repairs**		\$4,005,318.85	\$4,029,350.76	\$922.66	4,367	13	57,209	-52,842	2,760	-19.1
	Parts and tires		\$3,994,573.04	\$4,018,540.48	\$172.90	23,242	12	82,274	-59,032	6,944	-8.5
<b>Public transportation</b>			\$2,002,209.34	\$2,014,222.60	\$0.00					0	
<b>Health care</b>			\$0.00								
	Medical services		\$3,231,209.42	\$3,250,596.68							
		Nursing home	\$484,681.41	\$487,589.50	n/a		0	0	0	n/a	



Primary Level	Secondary Level	Tertiary Level	Potential Expenditure	Real Total Market(1)	Median Sales per Square Foot(2)	Number of Supportable Square Feet(3)	Existing Stores(4)	Existing Square Feet(5)	Unmet Demand in Square Feet(6)	Median GLA(7)	Potential New Units(8)
		Medical facility**	\$2,746,528.01	\$2,763,007.17	<u>\$326.80</u>	8,455	0	0	8,455	<u>1,751</u>	4.8
	Prescriptions, Drugs & Medical Supplies <sup>(8)</sup>		\$3,855,440.97	\$3,878,573.62	\$429.07	9,039	8	0	9,039	10,990	0.8
Entertainment			\$0.00								
	Fees and admissions		\$1,921,619.33	\$1,933,149.05							
		Video Rental	\$523,522.60	\$526,663.73	\$165.63	3,180	0	0	3,180	5,100	0.6
		Cinema**	\$480,404.83	\$483,287.26	\$87.47	5,525	0	0	5,525	32,549	0.2
		Sports/Recreation**	\$480,404.83	\$483,287.26	<u>\$182.47</u>	2,649	0	0	2,649	<u>4,358</u>	0.6
		Clubs/Community Center**	\$480,404.83	\$483,287.26	\$342.64	1,410	0	0	1,410	1,912	0.7
	Television, radios, sound equipment**		\$4,773,254.47	\$4,801,894.00	<u>\$358.76</u>	13,385	2	6,580	6,805	<u>2,158</u>	3.2
	Other Entertainment, Equipment & Services**		\$1,385,850.86	\$1,394,165.96	<u>\$146.59</u>	9,511	0	0	9,511	<u>14,946</u>	0.6
	Pets, toys, and playground equipment**		\$3,046,393.19	\$3,064,671.54	<u>\$199.84</u>	15,336	1	1,889	13,446	<u>6,517</u>	2.1
Personal care products			\$2,633,548.83	\$2,649,350.12							
	Beauty**		\$1,580,129.30	\$1,589,610.07	<u>\$169.22</u>	9,394	2	2,716	6,678	<u>1,485</u>	4.5
	Barber		\$790,064.65	\$794,805.04	\$179.97	4,416	1	2,398	2,019	1,000	2.0
	Products**		\$263,354.88	\$264,935.01	\$297.60	890	0	0	890	1,600	0.6
Reading**			\$486,048.68	\$488,964.97	\$246.02	1,988	0	0	1,988	16,320	0.1
Education**			\$3,535,630.08	\$3,556,843.86	\$0.00		1	14,865	-14,865	0	
Tobacco products and smoking supplies (tobacco)			\$2,601,749.35	\$2,617,359.84	\$339.78	7,703	0	0	7,703	1,139	6.8

\* To support a grocery store in Trade Area 1 the density would need to increase by a factor of 2.8, for a total of 10,380 households.

\*\* For further explanation refer to category composition sheet

\*\*\* Median Gross Leasable Area (GLA) for supermarket was used based on conversation with local Food Lion developer.

(1) Real Market total is the potential expenditure adjusted to account for inflation from 2009 to 2011, using a multiplier of 1.05. Using the percentage change of the Consumer Price Index (CPI) for years 2009 (-0.4%) and 2010 (1.6%) published by Bureau of Labor Statistics which gives an average inflation rate of during this period of 0.6%.

(2) Median sales per square foot from Dollars and Cents of Shopping 2008 U.S. Super Community/Community Shopping Center tables, unless otherwise starred (\*) or noted in underlined italics. Star (\*\*) indicates data taken from Dollars and Cents shopping (2003). These numbers were adjusted to 2011 dollars (multiplier = 1.20). Underlined italics indicate that there were no median sales per square foot for the category, but instead for a series of subcategories. The data provided for these subcategories was averaged. For example: The Sit Down Restaurants category has a median sales per square foot of \$294.11. This number takes into account the average sales per square foot for a restaurant without liquor (\$232.83) and that for a restaurant with liquor (\$355.39).

(3) Supportable square feet calculated by real market total divided by median sales per square foot

(4) Existing stores were inventoried through a visual survey of the area within a five-minute drive and business licenses were also consulted and georeferenced.

(5) Existing square feet was calculated by building footprint layer provided by Chesterfield County.

(6) Unmet demand in square feet was calculated by subtracting existing square footage for each item from the number of supportable square feet

(7) Median Gross Leasable Area indicated by Dollars and Cents of Shopping Centers. For underlined italics see footnote (2).

(8) Potential Expenditures for laundry and cleaning supplies were inputted into grocery(50%), Prescription and drugs (25%) and Other Household Products(25%)

Table 17: Business Inventory, Convenience Trade Area 2			
Address	Name	Type	SQFT
5722 Hopkins Rd	ABC	Alcoholic Beverages	3,000
3900 Old Hopkins Rd	Dream Night Club	Alcoholic Beverages	12,717
3820 Jefferson Davis Hwy	Hull Street Outlet	Apparel and services/Other apparel products and services/Special apparel	21,023
5738 Hopkins Rd	Period Costumes	Apparel and services/Other apparel products and services/Special apparel	2,000
5744 Hopkins Rd	Prom Headquarters	Apparel and services/Other apparel products and services/Special apparel	3,500
7109 Jefferson Davis	Quality Uniform	Apparel and services/Other apparel products and services/Special apparel	2,025
7211 Jefferson Davis	Almacen la Centroalmevlcana	Apparel and services/Women and girls	2,338
6502 Jefferson Davis	Angel Boutique	Apparel and services/Women and girls	1,485
3821 Wamsley Blvd	Cutlas	Apparel and services/Women and girls	2,000
5712 Hopkins Rd	Triple Power Martial Arts Center	Entertainment/Fees and admissions/Sports/Recreation	3,000
3817 Jefferson Davis Hwy	Video Mart Corporation	Entertainment/Fees and admissions/Video rental	5,000
7221 Jefferson Davis	Little Gift Shop	Entertainment/Pets, toys, hobbies, and playground equipment	1,889
5748 Hopkins Rd	Radio Shack	Entertainment/Television, radios, sound equipment	2,500
4712 Jefferson Davis Hwy	Excel Wireless	Entertainment/Television, radios, sound equipment	800
4718 Jefferson Davis Hwy	7-11	Food at home/Convenience	2,878
4609 Jefferson Davis Hwy	Amigo's Supermart	Food at home/Convenience	2,157
4007 Jefferson Davis Hwy	R S's Express	Food at home/Convenience	3,261
3800 Jefferson Davis Hwy	Grab N Go	Food at home/Convenience	2,848
4626 Jefferson Davis Hwy	Variendades Latinos	Food at home/Convenience	1,880
3819 Jefferson Davis Hwy	La Tiendona	Food at home/Convenience	1,200
4700 Wamsley Blvd	7-11	Food at home/Convenience	3,270
3823 Wamsley Blvd	Little Grocery Store	Food at home/Convenience	2,785
5746 Hopkins Rd	Tienda Lizeth	Food at home/Convenience	2,500
1807 Broad Rock Rd	Hanguk Market	Food at home/Convenience	5,659
Jefferson Davis	Mexico Lindo Mini Mart & Resaurant	Food at Home/Convenience	3,864
Jefferson Davis	Woco Xpress	Food at Home/Convenience	1,027
7431 JEFFERSON DAVIS	Car Stop Food Market	Food at Home/Convenience	3,012
7933 Jefferson Davis	The Market Place	Food at Home/Convenience	2,235
7209 Jefferson Davis	Jays Food Mart su Tienda Latina	Food at Home/Convenience	2,489



Address	Name	Type	SQFT
2450 Sherbourne	Abogado	Food at Home/Convenience	1,761
Jefferson Davis	Nuevo Amanecer Latino Market	Food at Home/Convenience	3,824
Jefferson Davis	7 Eleven	Food at Home/Convenience	2,945
6500 Jefferson Davis	Richmond Food Mart	Food at Home/Convenience	2,809
6249 Jefferson Davis	Fast & Friendly Convenience Stores	Food at Home/Convenience	2,228
2601 Cogbill Rd.	Tienda Hispana El Sol	Food at Home/Convenience	6,685
4800 Jefferson Davis	Tienda El Tio	Food at Home/Convenience	2,500
4610 Jefferson Davis Hwy	Melissa Cake Coffee Shop	Food at Home/Specialty	2,160
7233 Jefferson Davis	Fresh Seafood	Food at Home/Specialty	1,002
Jefferson Davis	Food Lion	Food at Home/Supermarket	33,946
4700 Jefferson Davis Hwy	Burger King	Food away from home/Fast food	4,043
4507 Jefferson Davis Hwy	Wendy's	Food away from home/Fast food	3,222
4504 Jefferson Davis Hwy	KFC	Food away from home/Fast food	2,971
4110 Jefferson Davis Hwy	Roy's Big Burger	Food away from home/Fast food	1,293
3903 Jefferson Davis Hwy	Sun Deli	Food away from home/Fast food	4,286
4719 Wamsley Blvd	Little Caesars	Food away from home/Fast food	1,755
4727 Wamsley Blvd	Lucky Chinese	Food away from home/Fast food	1,755
5708 Hopkins Rd	Top's China	Food away from home/Fast food	2,500
5719 Hopkins Rd	Pizza Hut	Food away from home/Fast food	2,000
5620 Hopkins Rd	Wendy's	Food away from home/Fast food	4,352
8115 Jefferson Davis	Arbys	Food Away From Home/Fast Food	4,230
4801 Jefferson Davis	Hardees	Food Away From Home/Fast Food	3,473
5400 Jefferson Davis	Dunkin' Donuts	Food Away From Home/Fast Food	2,822
4607 Jefferson Davis Hwy	Captain D's	Food away from home/Sit Down Restaurants	3,981
4000 Jefferson Davis Hwy	Satellite Restaurant	Food away from home/Sit Down Restaurants	6,686
4003 Jefferson Davis Hwy	Comida Mixta	Food away from home/Sit Down Restaurants	1,642
4644 Jefferson Davis Hwy	Saber Latino Restaurant & Bar	Food away from home/Sit Down Restaurants	1,880
4400 Jefferson Davis Hwy	Tortilleria Lizbeth y Abarrotes	Food away from home/Sit Down Restaurants	4,320
4100 Jefferson Davis Hwy	Crab House	Food away from home/Sit Down Restaurants	1,352
4725 Wamsley Blvd	El Fogan Restaurant Bar & Grille	Food away from home/Sit Down Restaurants	1,755

Address	Name	Type	SQFT
4701 Wamsley Blvd	Planet Cheverismo Restaurant	Food away from home/Sit Down Restaurants	2,704
3825 Wamsley Blvd	Grandma's Soul Food #1	Food away from home/Sit Down Restaurants	1,400
5713 Hopkins Rd	Viva Mexico	Food away from home/Sit Down Restaurants	4,000
Jefferson Davis	El Tenampa Night Club & Restaurant	Food Away From Home/Sit Down Restaurants	2,887
7519 Jefferson Davis	La Libertad Night Club & Restaurant	Food Away From Home/Sit Down Restaurants	3,164
2454 Sherbourne Rd.	Mi Ranchito Restaurant	Food Away From Home/Sit Down Restaurants	1,780
Jefferson Davis	Al's Pizza, Subs & More	Food Away From Home/Sit Down Restaurants	2,288
Jefferson Davis	Hanks Pit Cooked Bar B Q	Food Away From Home/Sit Down Restaurants	2,034
4900 Jefferson Davis	Tropicabana	Food Away From Home/Sit Down Restaurants	6,037
Jefferson Davis	Patrick's Restaurant	Food Away From Home/Sit Down Restaurants	3,731
3805 Jefferson Davis Hwy	Sandra J. Smith D.D.S. Family Dentist	Healthcare/Medical services/Medical facility	1,644
4712 Jefferson Davis Hwy	Dr. Jarvandi DDS	Healthcare/Medical services/Medical facility	1,000
4222 Bonniebank Rd	W. L. Richardson DDS	Healthcare/Medical services/Medical facility	1,500
4715 Wamsley Blvd	CVS	Healthcare/Prescription and Drugs	11,406
4201 Jefferson Davis Hwy	Furniture Depot and Rental LLC	Household furnishings and equipment/Furniture	5,700
5140 Jefferson Davis	Ace Hardware	Household furnishings and equipment/Miscellaneous household equipment/General Hardware	16,609
6710 Jefferson Davis	AAPCO of Richmond	Household furnishings and equipment/Miscellaneous household equipment/General Hardware	8,413
7203 Jefferson Davis	Johnson Cleaners	Household Operations/Other household expenses/dry cleaners	1,139
6407 Jefferson Davis	Austins Cleaners and laundry	Household Operations/Other household expenses/dry cleaners	2,577
2606 Walmsley Blvd.	Jefferson Cleaners	Household Operations/Other household expenses/dry cleaners	3,239
4612 Jefferson Davis Hwy	Coin Laundry	Household Operations/Other household expenses/laundry	2,160
Jefferson Davis	Queen Laundry #1	Household Operations/Other household expenses/laundry	1,649
6245 Jefferson Davis	Falling Creek Coin Laundry	Household Operations/Other household expenses/laundry	2,999
6506 Jefferson Davis	Coin Laundry	Household Operations/Other household expenses/laundry	1,470
4708 Jefferson Davis Hwy	Check City	Household Operations/Personal Services	1,613
4648 Jefferson Davis Hwy	Jackson Hewitt Tax Service	Household Operations/Personal Services	3,221
4712 Jefferson Davis Hwy	Francisco's Tax Service	Household Operations/Personal Services	500

Address	Name	Type	SQFT
4632 Jefferson Davis Hwy	I & M Checks Cashed and More	Household Operations/Personal Services	1,880
4721 Wamsley Blvd	Allied Cash Advance	Household Operations/Personal Services	1,755
4710 Wamsley Blvd	BB&T	Household Operations/Personal Services	4,291
5630 Hopkins Rd	Wachovia	Household Operations/Personal Services	4,104
5714 Hopkins Rd	Liberty Tax Service	Household Operations/Personal Services	2,500
5715 Hopkins Rd	I & A Tax	Household Operations/Personal Services	2,400
5742 Hopkins Rd	People Bank of Virginia	Household Operations/Personal Services	5,000
5756 Hopkins Rd	BB&T	Household Operations/Personal Services	7,173
4222 Bonniebank Rd	Virginia Commonwealth Bank	Household Operations/Personal Services	1,500
4222 Bonniebank Rd	State Farm	Household Operations/Personal Services	1,500
4222 Bonniebank Rd	Donna M Cox Financial Services	Household Operations/Personal Services	1,500
4222 Bonniebank Rd	Kelly R. Millie Attorney at Law	Household Operations/Personal Services	1,500
8009 jefferson Davis	Jackson Hewitt	Household Operations/Personal Services	2,552
Jefferson Davis	Bellwood Federal Credit Union	Household Operations/Personal Services	4,076
7119 Jefferson Davis	Spruance Cellophane Credit Union	Household Operations/Personal Services	3,803
4830 Jefferson Davis	SunTrust Bank	Household Operations/Personal Services	3,306
4950 Jefferson Davis	EZ Income Tax Services	Household Operations/Personal Services	4,166
5403 Jefferson Davis	Dupont Fibers Credit Union	Household Operations/Personal Services	6,075
3808 Jefferson Davis Hwy	Thrift Center	Housekeeping Supplies/Other household products	21,600
5730 Hopkins Rd	Big Lots	Housekeeping Supplies/Other household products	16,000
5760 Hopkins Rd	Dollar General	Housekeeping Supplies/Other household products	10,000
6710 Jefferson Davis	AAPCO of Richmond	Housekeeping Supplies/Other household products	8,413
5700 Jefferson Davis	Flea Market	Housekeeping Supplies/Other household products	90,052
8101 Jefferson Davis	Executive Inn & Suites	non-retail or office	14,194
8310 Shell Rd.	Magellan Systems international	non-retail or office	52,488
2500 Bellwood Rd.	mcJunkin Red Man Corp.	non-retail or office	48,606
2510 Bellwood Rd.	Goodwyn & Sons	non-retail or office	91,371
2540 Bellwood Rd.	Industrial Chemicals Inc.	non-retail or office	41,280
2400 Elliham Ave.	Cockrell Distribution System	non-retail or office	70,560
2400 Elliham Ave.	Cockrell Distribution System	non-retail or office	75,702

Address	Name	Type	SQFT
2400 Elliham Ave.	Cockrell Distribution System	non-retail or office	30,594
2400 Elliham Ave.	Cockrell Distribution System	non-retail or office	101,507
8102 Shell Rd.	Blue Rhino	non-retail or office	10,386
8310 Shell Rd.	Fleet imports	non-retail or office	39,632
Jefferson Davis	Comm-Tronics of VA, Inc	non-retail or office	4,535
7511 Jefferson Davis	Family Motel	non-retail or office	682
7511 Jefferson Davis	Family Motel	non-retail or office	158
7511 Jefferson Davis	Family Motel	non-retail or office	225
7511 Jefferson Davis	Family Motel	non-retail or office	835
7511 Jefferson Davis	Family Motel	non-retail or office	361
7311 Jefferson Davis	Family Motel (Office)	non-retail or office	1,094
8011 Jefferson Davis	Bible Study	non-retail or office	4,199
Jefferson Davis	Motel Stratford	non-retail or office	7,899
7041 Jefferson Davis	BAPS Swaminarayan Sanstha	non-retail or office	26,861
2601 Swineford	Wilson Trucking Corp.	non-retail or office	60,084
6410 Jefferson Davis	new testament Christian Church	non-retail or office	3,035
6612 Jefferson Davis	Hensley Forklift Parts	non-retail or office	1,474
2460 Station Rd.	84 Lumber & Home Center	non-retail or office	24,684
Station Rd.	Ryder Transportation Services	non-retail or office	11,444
2220 Station Rd.	The Masa Corp	non-retail or office	68,500
Jefferson Davis	NEMF	non-retail or office	37,044
Station Rd.	Pella	non-retail or office	35,787
Jefferson Davis	Dibert Valve & Fitting Co.	non-retail or office	8,890
2211 Station Rd.	Sky building supply	non-retail or office	25,049
2210 Station Rd.	netkraft	non-retail or office	62,432
4911 Castlewood Rd.	Gibson Industrial	non-retail or office	70,008
4911 Castlewood Rd.	Gibson Industrial(office)	non-retail or office	7,312
3008 Falling Creek Ave.	L.S. Lee Inc	non-retail or office	3,087
3012 Falling Creek Ave.	Mid-Atlantic Turbo Chargers	non-retail or office	7,701
Jefferson Davis	Bensley-Bermuda Vol. Rescue Squad	non-retail or office	3,495

Address	Name	Type	SQFT
5801 Jefferson Davis	Motiva Enterprises LLC	non-retail or office	12,012
Jefferson Davis	WO Grubb Crane Rental	non-retail or office	14,282
2700-A Goolsby Ave.	Crane Testing Services Inc.	non-retail or office	4,527
3030 Goolsby Ave.	Lewis Brothers Industrial Floors	non-retail or office	6,379
3040 Goolsby Ave.	Elt Lail Millwork	non-retail or office	12,464
Jefferson Davis	Uhaul	non-retail or office	16,673
2621 Cogbill Rd.	Roof Services Corporation	non-retail or office	10,532
5424 Jefferson Davis	Associated Scaffolding	non-retail or office	11,731
5436 Jefferson Davis	Uriel Trucking	non-retail or office	17,322
5500 Jefferson Davis	Main Line Supply Company	non-retail or office	26,621
8219 JEFFERSON DAVIS HY	Public Storage	non-retail or office	7,658
4801 Jefferson Davis	Hardees(Office)	non-retail or office	4,608
2700 Goolsby Ave.	Atlantic Drive Improvement LLC	non-retail or office	4,002
4307 Jefferson Davis Hwy	Seibert's Car Wash	non-retail or office	2,223
4510 Jefferson Davis Hwy	Veterans Cab	non-retail or office	703
4820 Jefferson Davis	Canaan Printing	non-retail or office	5,794
4203 Jefferson Davis Hwy	Golden Goat III	pawn shop	11,353
5706 Hopkins Rd	Rikardo's Barber Shop	Personal Care Products and Services/Barber	2,000
7205 Jefferson Davis	Galo Barber Shop	Personal Care Products and Services/Barber	2,398
4712 Jefferson Davis Hwy	El O Ella Salon	Personal Care Products and Services/Beauty	800
4636 Jefferson Davis Hwy	Salon de Belleza	Personal Care Products and Services/Beauty	1,880
4218 Jefferson Davis Hwy	Ruth's Beauty Salon	Personal Care Products and Services/Beauty	2,417
4723 Wamsley Blvd	Mary's Beauty Salon & Barber Shop	Personal Care Products and Services/Beauty	1,755
3820 Wamsley Blvd	S&M Beauty Supply & Gift Store	Personal Care Products and Services/Beauty	2,000
6721 Jefferson Davis	Falling Creek Hair Stylist	Personal Care Products and Services/Beauty	1,061
2452 Sherbourne	Johanna's Salon	Personal Care Products and Services/Beauty	1,655
Goolsby Ave.	Arletha	Personal Care Products and Services/Beauty	1,743
5600 Jefferson Davis	Raceway	Transportation/Gasoline and motor oil	4,930
5324 Jefferson Davis	BP	Transportation/Gasoline and motor oil	2,119
4721 Jefferson Davis Hwy	Hess	Transportation/Gasoline and motor oil	2,000

Address	Name	Type	SQFT
4307 Jefferson Davis Hwy	Texaco	Transportation/Gasoline and motor oil	908
4300 Jefferson Davis Hwy	Chevron	Transportation/Gasoline and motor oil	2,029
5400 Jefferson Davis	Shell	Transportation/Gasoline and Motor Oil	1,750
4501 Jefferson Davis Hwy	One Stop Auto Sales & Repair	Transportation/Maintenance and repairs	1,283
4210 Jefferson Davis Hwy	Cotrachos Auto & Repair	Transportation/Maintenance and repairs	3,763
3445 Broad Rock Rd	El Salvadreno Motor	Transportation/Maintenance and repairs	2,926
5610 Hopkins Rd	Hancock's Service Center	Transportation/Maintenance and repairs	2,367
5628 Hopkins Rd	Firestone	Transportation/Maintenance and repairs	5,192
1701 Broad Rock Rd	Fatty's Auto	Transportation/Maintenance and repairs	2,877
1809 Broad Rock Rd	B&L Sales & Service	Transportation/Maintenance and repairs	1,538
1801 Broad Rock Rd	Cache Auto Mechanic Shop	Transportation/Maintenance and repairs	4,020
7207 Jefferson Davis	Garland's Auto Repair	Transportation/Maintenance and repairs	1,828
6601 Jefferson Davis	Auto Care Center	Transportation/Maintenance and repairs	3,163
5020 Jefferson Davis	J.D. Engine & Transmission Repair	Transportation/Maintenance and repairs	4,470
4215 Jefferson Davis Hwy	J B Auto Parts	Transportation/Parts and Tires	12,965
4200 Jefferson Davis Hwy	Jenkins Towing & Auto Repair	Transportation/Parts and Tires	4,998
3906 Jefferson Davis Hwy	Autozone	Transportation/Parts and Tires	6,560
4201 Jefferson Davis Hwy	Luchos Tires Wheels & Alignment	Transportation/Parts and Tires	3,431
3447 Broad Rock Rd	Brandin's Iron Auto Parts	Transportation/Parts and Tires	3,742
6305 Jefferson Davis	Auto Parts	Transportation/Parts and Tires	4,130
6441 Jefferson Davis	Mac Macdonald Tire and Auto	Transportation/Parts and Tires	5,677
4804 Jefferson Davis	Rob's Tire	Transportation/Parts and Tires	2,281
4808 Jefferson Davis	Robs Too	Transportation/Parts and Tires	2,322
4930 Jefferson Davis	NAPA Auto Parts	Transportation/Parts and Tires	6,812
Jefferson Davis	Mauricio's Tires	Transportation/Parts and Tires	2,965
4505 Jefferson Davis Hwy	MSN Auto Sales	Transportation/Vehicles purchases/cars and trucks, used	552
4405 Jefferson Davis Hwy	C & P Auto Sales	Transportation/Vehicles purchases/cars and trucks, used	1,215
2521 Sisco Ave	Richmond Auto Sales	Transportation/Vehicles purchases/cars and trucks, used	519
8001 Jefferson Davis	Select Cars Sales Office	Transportation/Vehicles purchases/cars and trucks, used	3,380
6641 Jefferson Davis	Falling Creek Auto Sales	Transportation/Vehicles purchases/cars and trucks, used	10,212

Address	Name	Type	SQFT
6129 Jefferson Davis	VA Auto	Transportation/Vehicles purchases/cars and trucks, used	605
5000 Jefferson Davis	Escro Motors	Transportation/Vehicles purchases/cars and trucks, used	5,599
8045 Jefferson Davis	Bruces Boat Supply n Service	Transportation/Vehicles purchases/Other vehicles	7,704
8075 Jefferson Davis	Pro Street Cycles	Transportation/Vehicles purchases/Other vehicles	3,146
7611 Jefferson Davis	Bellwood Campground & RV Sales	Transportation/Vehicles purchases/Other vehicles	1,277
7001 Jefferson Davis	Southern Recreational Vehicles	Transportation/Vehicles purchases/Other vehicles	16,615

**Table 18: Existing Supply of Business Establishments, Convenience Trade Area 2 for Jefferson Davis Highway 2011**

Category				
Primary Level	Secondary Level	Tertiary Level	Existing Stores	Existing Square Feet
<b>Food at Home</b>				
	Grocery (supermarket)		1	33,946
	Convenience <sup>(1)</sup>		22	63,816
	Specialty (Deli, Bakery, Open Air Market...)		2	3,162
<b>Food away from home</b>				
	Sit Down Restaurants		17	51,641
	Fast Food		13	38,701
<b>Alcoholic beverages</b>			2	15,717
<b>Household Operations</b>				
	Personal services		21	64,415
	Other household expenses			
		Laundry	4	8,278
		Dry Cleaners	3	6,954
<b>Housekeeping supplies</b>				
	Laundry and cleaning supplies		0	0
	Other household products		5	146,065
	Postage and stationary		0	0
<b>Housekeeping furnishings and equipment</b>				
	Household textiles		0	0
	Furniture		1	5,700
	Floor coverings		0	0
	Major appliances		0	0
	Small appliances, miscellaneous housewares		0	0
	Miscellaneous household equipment			
		General Hardware	2	25,022
		Garden/Florist	0	0
<b>Apparel and services</b>				
	Men and boys		0	0
	Women and girls		3	5,823



Primary Level	Secondary Level	Tertiary Level	Existing Stores	Existing Square Feet
	Children under 2		0	0
	Footwear		0	0
	Other Apparel Prod. & Service			
		Special Apparel	4	28,548
		Jewelry/Watches	0	0
<b>Transportation</b>				
	Vehicle purchases (net outlay)			
		Cars and trucks, new	0	0
		Cars and trucks, used	7	22,082
		Other vehicles	4	28,742
	Gasoline and motor oil		6	13,736
	Maintenance and repairs		11	33,427
	Parts & Tires		11	55,883
<b>Public transportation</b>				
<b>Health care</b>				
	Medical services			
		Nursing home	0	0
		Medical facility	3	4,144
	Prescriptions, Drugs & Medical Supplies		1	11,406
<b>Entertainment</b>				
	Fees and admissions			
		Video rental	1	5,000
		Sports/Recreation	1	3,000
		Cinema	0	0
		Clubs/Community Center	0	0
	Television, radios, sound equipment		2	3,300
	Other Entertainment, Equipment & Services		0	0
	Pets, toys, and playground equipment		1	1,889
<b>Personal care products</b>				
	Beauty		8	13,311
	Barber		2	4,398
	Products		0	0

Primary Level	Secondary Level	Tertiary Level	Existing Stores	Existing Square Feet
Reading			0	0
Education			0	0
Tobacco products and smoking supplies			0	0

Table 19: 2005-2009 5-Year American Community Survey Estimates, Convenience Trade Area 2																			
GEO_NAME	POP	HU	HH	LESS_10K	10K_15K	15K_20K	20K_25K	25K_30K	30K_35K	35K_40K	40K_45K	45K_50K	50K_60K	60K_75K	75K_100K	100K_125K	125K_150K	150K_200K	MORE_200K
Block Group 1, Census Tract 708.02, Richmond city, Virginia	721	367	346	0	46	15	19	25	30	53	25	30	0	41	23	0	0	9	0
Block Group 2, Census Tract 708.02, Richmond city, Virginia	1053	413	390	0	44	0	49	46	34	39	21	0	74	59	25	0	0	15	24
Block Group 3, Census Tract 708.02, Richmond city, Virginia	633	348	329	0	14	15	14	15	0	24	49	68	39	55	47	23	0	0	0
Block Group 2, Census Tract 709, Richmond city, Virginia	2041	807	762	14	20	97	71	12	111	51	19	19	129	62	105	25	0	0	0
Block Group 3, Census Tract 1008.04, Chesterfield County, Virginia	1298	511	482	37	8	10	14	29	5	0	50	11	60	31	64	109	34	11	0
Block Group 1, Census Tract 609, Richmond city, Virginia	1331	560	529	70	22	67	37	128	37	8	15	14	24	49	51	0	0	0	0
Block Group 3, Census Tract 709, Richmond city, Virginia	1391	555	524	176	108	29	50	23	50	21	24	0	0	57	6	0	0	2	11
Block Group 5, Census Tract 709, Richmond city, Virginia	1475	677	639	71	51	99	21	0	48	68	122	37	69	33	0	0	5	0	0
Block Group 1, Census Tract 1003, Chesterfield County, Virginia	1499	674	636	16	45	94	16	56	102	61	12	35	47	68	36	0	0	0	6
Block Group 2, Census Tract 1003, Chesterfield County, Virginia	683	369	348	0	19	20	50	47	24	15	14	17	31	59	32	12	0	0	0
Block Group 1, Census Tract 1004.04, Chesterfield County, Virginia	2154	1119	1056	127	55	144	71	172	107	45	16	24	106	47	57	34	12	0	0
Block Group 1, Census Tract 1004.05, Chesterfield County, Virginia	707	270	255	0	46	9	8	0	7	11	19	0	0	38	41	25	0	0	0
Block Group 2, Census Tract 1004.05, Chesterfield County, Virginia	1320	477	450	0	46	27	31	14	52	34	76	9	0	97	89	20	0	0	0
Block Group 1, Census Tract 1008.04, Chesterfield County, Virginia	1607	830	784	45	33	23	53	62	62	36	54	8	130	90	76	122	0	0	9
Block Group 2, Census Tract 1008.04, Chesterfield County, Virginia	1405	471	445	18	7	31	6	0	8	7	0	38	63	63	98	63	56	28	0
Total	19318	8448	7975	574	564	680	510	629	677	473	516	310	772	849	750	433	107	65	50

**Table 20: Convenience Trade Area 2, Estimated Annual Expenditures for Jefferson Davis Highway, 2011 Best Case (25% Dollar Leakage)**

	Household Income Range		\$5000 to \$9,999	\$10,000 to \$14,999	\$15,000 to \$19,999	\$20,000 to \$29,999	\$30,000 to \$39,000	\$40,000 to 49,999	\$50,000 to 69,999 <sup>1</sup>	\$70,000 and over <sup>2</sup>	Commuters <sup>3</sup>	Visitors <sup>4</sup>	Group Quarters <sup>5</sup>	Workers <sup>6</sup>	Potential Expenditure
Category	Average Annual Expenditures		\$18,032	\$21,741	\$23,706	\$29,397	\$35,929	\$39,553	\$48,900	\$82,060	\$33,204	\$33,204	\$33,204	\$33,204	\$432,135
	Number of Households 2009		574	564	680	1139	1150	826	1621	1405	1560	40	30	1685	11,274
	Total Expenditures		\$10,350,368	\$12,261,924	\$16,120,080	\$33,483,183	\$41,318,350	\$32,670,778	\$79,266,900	\$115,294,300	\$51,798,760	\$1,337,243	\$996,130	\$55,949,302	\$450,847,318
Item															
Food at Home			\$2,824,236	\$2,623,106	\$2,193,552	\$4,030,682	\$3,521,241	\$2,455,439	\$5,044,099	\$4,660,621	\$4,208,760	\$108,654	\$80,938	\$4,546,000	\$36,297,327
	Grocery	60%	\$1,694,542	\$1,573,863	\$1,316,131	\$2,418,409	\$2,112,744	\$1,473,263	\$3,026,459	\$2,796,373	\$2,525,256	\$65,192	\$48,563	\$2,727,600	\$21,778,396
	Convenience	25%	\$706,059	\$655,776	\$548,388	\$1,007,671	\$880,310	\$613,860	\$1,261,025	\$1,165,155	\$1,052,190	\$27,163	\$20,234	\$1,136,500	\$9,074,332
	Specialty (Deli, Bakery, Open Air Market...)	15%	\$423,635	\$393,466	\$329,033	\$604,602	\$528,186	\$368,316	\$756,615	\$699,093	\$631,314	\$16,298	\$12,141	\$681,900	\$5,444,599
Food away from home			\$1,083,463	\$987,923	\$885,698	\$1,909,058	\$2,115,838	\$1,476,769	\$3,581,243	\$4,027,752	\$2,531,265	\$65,347	\$48,678	\$2,734,091	\$21,447,126
	Sit Down Restaurants	60%	\$650,078	\$592,754	\$531,419	\$1,145,435	\$1,269,503	\$886,061	\$2,148,746	\$2,416,651	\$1,518,759	\$39,208	\$29,207	\$1,640,454	\$12,868,276
	Fast Food	40%	\$433,385	\$395,169	\$354,279	\$763,623	\$846,335	\$590,708	\$1,432,497	\$1,611,101	\$1,012,506	\$26,139	\$19,471	\$1,093,636	\$8,578,851
Alcoholic beverages			\$317,678	\$184,931	\$154,514	\$138,572	\$277,272	\$216,184	\$435,230	\$383,638	n/a	n/a	\$7,800	\$438,104	\$2,553,923
Household Operations			\$361,585	\$351,370	\$520,566	\$789,723	\$729,476	\$515,628	\$1,135,090	\$1,667,178	n/a	n/a	\$16,996	\$954,633	\$7,042,245
	Personal services	65%	\$235,030	\$228,390	\$338,368	\$513,320	\$474,160	\$335,158	\$737,809	\$1,083,666	n/a	n/a	\$11,048	\$620,511	\$4,577,459
	Other household expenses		\$126,555	\$122,979	\$182,198	\$276,403	\$255,317	\$180,470	\$397,282	\$583,512	n/a	n/a	\$5,949	\$334,122	\$2,464,786
	Laundry	25%	\$90,396	\$87,842	\$130,142	\$197,431	\$182,369	\$128,907	\$283,773	\$416,794	n/a	n/a	\$4,249	\$238,658	\$1,760,561
	Dry Cleaners	10%	\$36,158	\$35,137	\$52,057	\$78,972	\$72,948	\$51,563	\$113,509	\$166,718	\$88,381	n/a	\$1,700	\$95,463	\$792,606
Housekeeping supplies															
	Laundry and cleaning supplies		\$131,720	\$109,986	\$103,929	\$181,623	\$143,991	\$99,328	\$200,152	\$190,484	n/a	n/a	\$3,274	\$183,895	\$1,348,382
	Other household products		\$167,879	\$155,732	\$165,551	\$353,828	\$328,443	\$213,993	\$452,693	\$518,935	n/a	n/a	\$7,054	\$396,186	\$2,760,293
	Postage and stationery		\$58,112	\$90,519	\$87,374	\$135,881	\$114,241	\$81,069	\$196,122	\$196,715	\$138,957	n/a	\$2,672	\$150,091	\$1,251,752
Housekeeping furnishings and equipment			\$613,403	\$543,114	\$650,248	\$1,010,361	\$1,203,100	\$782,936	\$1,912,862	\$2,430,003	n/a	n/a	\$25,808	\$1,449,528	\$10,621,363
	Household textiles <sup>7</sup>	10%	\$61,340	\$54,311	\$65,025	\$101,036	\$120,310	\$78,294	\$191,286	\$243,000	n/a	n/a	\$2,581	\$144,953	\$1,062,136
	Furniture	10%	\$61,340	\$54,311	\$65,025	\$101,036	\$120,310	\$78,294	\$191,286	\$243,000	n/a	n/a	\$2,581	\$144,953	\$1,062,136
	Floor coverings	10%	\$61,340	\$54,311	\$65,025	\$101,036	\$120,310	\$78,294	\$191,286	\$243,000	n/a	n/a	\$2,581	\$144,953	\$1,062,136
	Major appliances	10%	\$61,340	\$54,311	\$65,025	\$101,036	\$120,310	\$78,294	\$191,286	\$243,000	n/a	n/a	\$2,581	\$144,953	\$1,062,136
	Small appliances, miscellaneous housewares	30%	\$184,021	\$162,934	\$195,074	\$303,108	\$360,930	\$234,881	\$573,859	\$729,001	n/a	n/a	\$7,742	\$434,858	\$3,186,409
	Miscellaneous household equipment		\$184,021	\$162,934	\$195,074	\$303,108	\$360,930	\$234,881	\$573,859	\$729,001	\$402,599	n/a	\$7,742	\$434,858	\$3,589,008
	General Hardware	20%	\$122,681	\$108,623	\$130,050	\$202,072	\$240,620	\$156,587	\$382,572	\$486,001	\$268,399	n/a	\$5,162	\$289,906	\$2,392,672
	Garden/Florist	10%	\$61,340	\$54,311	\$65,025	\$101,036	\$120,310	\$78,294	\$191,286	\$243,000	\$134,200	n/a	\$2,581	\$144,953	\$1,196,336
Apparel and services															
	Men and boys	15%	\$170,461	\$309,517	\$132,441	\$274,452	\$330,823	\$213,993	\$463,439	\$573,231	\$366,796	\$9,469	\$7,054	\$396,186	\$3,247,862
	Women and girls	40%	\$389,995	\$300,757	\$288,795	\$571,776	\$531,935	\$376,131	\$861,056	\$1,028,968	\$644,709	\$16,644	\$12,398	\$696,368	\$5,719,532
	Children under 2	10%	\$58,112	\$67,159	\$52,425	\$106,283	\$86,871	\$62,810	\$118,211	\$113,044	\$107,660	\$2,779	\$2,070	\$116,287	\$893,711
	Footwear	25%	\$281,520	\$241,384	\$126,003	\$324,230	\$315,353	\$207,420	\$451,349	\$409,451	\$355,529	\$9,178	\$6,837	\$384,017	\$3,112,271
	Other Apparel Prod. & Services <sup>8</sup>	10%	\$129,137	\$138,212	\$106,688	\$176,241	\$193,972	\$114,665	\$264,630	\$413,012	\$196,542	\$5,074	\$3,780	\$212,291	\$1,954,245
	Special Apparel	15%	\$19,371	\$20,732	\$16,003	\$26,436	\$29,096	\$17,200	\$39,695	\$61,952	\$29,481	\$761	\$567	\$31,844	\$293,137
	Jewelry/Watches	85%	\$109,767	\$117,480	\$90,685	\$149,805	\$164,876	\$97,465	\$224,936	\$351,060	\$167,061	\$4,313	\$3,213	\$180,447	\$1,661,108

Convenience Trade Area: Estimated Annual Expenditures, Jefferson Davis Highway(continued)		Household Income Range	0	\$5000 to \$9,999	\$10,000 to \$14,999	\$15,000 to \$19,999	\$20,000 to \$29,999	\$30000 to \$39,000	\$40,000 to 49,999	\$50,000 to 69,999	\$70,000 and over	Commuters <sup>2</sup>	Visitors <sup>3</sup>	Group Quarters <sup>4</sup>	Workers <sup>5</sup>	Potential Expenditure without New Housing Units
Category	Average Annual Expenditures			\$18,032	\$21,741	\$23,706	\$29,397	\$35,929	\$39,553	\$48,900	\$82,060	\$33,204	\$33,204	\$33,204	\$33,204	\$432,135
	Number of Households 2009			574	564	680	1139	1150	826	1621	1405	1560	40	30	1685	11,274
	Total Expenditures			\$10,350,368	\$12,261,924	\$16,120,080	\$33,483,183	\$41,318,350	\$32,670,778	\$79,266,900	\$115,294,300	\$51,798,760	\$1,337,243	\$996,130	\$55,949,302	\$450,847,318
Transportation																
	Vehicle purchases (net outlay)			\$838,102	\$655,046	\$876,501	\$1,615,771	\$2,513,302	\$1,533,006	\$3,683,334	\$4,250,280	\$2,627,658	\$67,836	\$50,532	\$2,838,208	\$21,549,576
	Cars and trucks, new		30%	\$251,431	\$196,514	\$262,950	\$484,731	\$753,991	\$459,902	\$1,105,000	\$1,275,084	\$788,297	\$20,351	\$15,160	\$851,462	\$6,464,873
	Cars and trucks, used		60%	\$502,861	\$393,028	\$525,901	\$969,462	\$1,507,981	\$919,804	\$2,210,000	\$2,550,168	\$1,576,595	\$40,702	\$30,319	\$1,702,925	\$12,929,746
	Other vehicles		10%	\$83,810	\$65,505	\$87,650	\$161,577	\$251,330	\$153,301	\$368,333	\$425,028	\$262,766	\$6,784	\$5,053	\$283,821	\$2,154,958
	Gasoline and motor oil			\$982,736	\$870,151	\$1,020,899	\$1,950,764	\$2,009,928	\$1,427,836	\$3,022,429	\$2,564,410	\$2,447,390	\$63,182	\$47,065	\$2,643,495	\$19,050,284
	Maintenance and Repairs			\$379,664	\$259,877	\$343,059	\$600,028	\$669,976	\$485,683	\$1,110,911	\$1,034,309	\$832,488	\$21,492	\$16,009	\$899,194	\$6,652,690
	Parts and Tires			\$379,664	\$259,877	\$343,059	\$600,028	\$669,976	\$485,683	\$1,110,911	\$1,034,309	\$832,488		\$16,009	\$899,194	\$6,631,198
Public transportation				\$148,508	\$146,972	\$195,902	\$263,689	\$292,743	\$200,846	\$549,410	\$864,298	\$344,262	\$8,888	\$6,620	\$371,847	\$3,393,986
Health care																
	Medical services			\$244,070	\$352,343	\$332,022	\$629,626	\$566,445	\$443,323	\$1,082,701	\$1,078,815	n/a	n/a	\$14,613	\$820,768	\$5,564,725
	Nursing home		15%	\$36,610	\$52,851	\$49,803	\$94,444	\$84,967	\$66,498	\$162,405	\$161,822	n/a	n/a	\$2,192	\$123,115	\$834,709
	Medical facility		85%	\$207,459	\$299,492	\$282,219	\$535,182	\$481,478	\$376,824	\$920,296	\$916,992	n/a	n/a	\$12,421	\$697,653	\$4,730,017
	Prescriptions, Drugs & Medical Supplies			\$266,023	\$325,090	\$416,637	\$739,945	\$622,375	\$456,469	\$878,519	\$712,979	\$782,414	\$20,199	\$15,046	\$845,107	\$6,080,804
Entertainment																
	Fees and admissions <sup>9</sup>			\$144,634	\$106,092	\$130,601	\$291,942	\$357,003	\$270,230	\$656,875	\$1,213,221	n/a	n/a	\$8,907	\$500,303	\$3,679,809
	Video Rental		25%	\$36,158	\$26,523	\$32,650	\$72,985	\$89,251	\$67,557	\$164,219	\$303,305	n/a	n/a	\$2,227	\$125,076	\$919,952
	Cinema		25%	\$36,158	\$26,523	\$32,650	\$72,985	\$89,251	\$67,557	\$164,219	\$303,305	n/a	n/a	\$2,227	\$125,076	\$919,952
	Sports/Recreation		25%	\$36,158	\$26,523	\$32,650	\$72,985	\$89,251	\$67,557	\$164,219	\$303,305	n/a	n/a	\$2,227	\$125,076	\$919,952
	Clubs/Community Center		25%	\$36,158	\$26,523	\$32,650	\$72,985	\$89,251	\$67,557	\$164,219	\$303,305	n/a	n/a	\$2,227	\$125,076	\$919,952
	Television, radios, sound equipment			\$573,370	\$512,941	\$532,523	\$951,166	\$1,019,839	\$650,742	\$1,378,228	\$1,260,397	n/a	n/a	\$21,450	\$1,204,785	\$8,105,441
	Other Entertainment, Equipment & Services			\$61,986	\$71,053	\$44,147	\$134,535	\$277,272	\$171,632	\$608,516	\$720,100	n/a	\$7,595	\$5,657	\$317,760	\$2,420,254
	Pets, toys, and playground equipment			\$298,308	\$255,011	\$286,955	\$647,116	\$690,206	\$373,940	\$862,400	\$1,020,067	n/a	\$16,547	\$12,326	\$692,312	\$5,155,186
Personal care products <sup>10</sup>				\$290,559	\$265,717	\$267,641	\$500,472	\$521,225	\$347,647	\$776,428	\$882,100	n/a	n/a	\$11,459	\$643,634	\$4,506,882
	Beauty		60%	\$174,336	\$159,430	\$160,585	\$300,283	\$312,735	\$208,588	\$465,857	\$529,260	n/a	n/a	\$6,876	\$386,180	\$2,704,129
	Barber		30%	\$87,168	\$79,715	\$80,292	\$150,142	\$156,367	\$104,294	\$232,929	\$264,630	n/a	n/a	\$3,438	\$193,090	\$1,352,065
	Products		10%	\$29,056	\$26,572	\$26,764	\$50,047	\$52,122	\$34,765	\$77,643	\$88,210	n/a	n/a	\$1,146	\$64,363	\$450,688
Reading				\$43,907	\$47,693	\$57,023	\$95,520	\$96,391	\$62,810	\$145,077	\$162,000	n/a	\$2,779	\$2,070	\$116,287	\$831,557
Education				\$654,727	\$363,050	\$229,012	\$407,642	\$662,836	\$322,085	\$878,519	\$2,008,981	n/a	n/a	\$10,617	\$596,308	\$6,133,776
Tobacco products and smoking supplies				\$325,426	\$295,890	\$324,664	\$590,611	\$481,954	\$278,264	\$585,680	\$330,231	\$476,959	\$12,313	\$9,172	\$515,177	\$4,226,342
<p>1 This category includes the income data from Census income range from \$60,000 to \$74,999 in order to match the data range in the 2009 Consumer Expenditure Survey.</p> <p>2 This category includes the income data from Census income range of \$75,000 or more in order to match the data range in the 2009 Consumer Expenditure Survey.</p> <p>3 The number of commuters is derived from VDOT average annual daily traffic for Jefferson Davis Highway, between Chester Rd and the City of Richmond line of 43,000 commuters. A capture rate of 1% was used to determine the number of commuters who may potentially shop in the area. A capture rate of 1% of the 113,000 daily commuters on Chippenham Pkwy, between Hopkins Rd and I-95. Average Annual Expenditure is taken by averaging all household income ranges.</p> <p>4 The number of visitors was derived from the sum of estimates of annual visitors to Bensley Park (126,900) and Drewry's Bluff (20,097), which was then divided by 365 to calculate the average daily number of visitors. A capture rate of 10% was then applied in relevant categories. Average Annual Expenditure is taken by averaging all household income ranges.</p> <p>5 The number of group quarters was derived by taking the number of all group quarters within the trade area and dividing the total number by 2</p> <p>6 The number of workers was derived by taking the number of employees in 2008 (6,740) from RRPDC's 2035 Socioeconomic Data Report and applying the Traffic Analysis Zones to the trade area, with a capture rate of 25%. Average Annual Expenditure is taken by averaging all household income ranges.</p> <p>7 Household textiles includes towels, sheets, curtains, etc.</p> <p>8 Other apparel products and services includes material, notions, and patterns used to make clothes, apparel alteration and repair, clothing rental, watches, jewelry, and watch/jewelry repair, laundry and dry cleaning services, and clothing storage.</p> <p>9 Fees and Admissions includes fee for participant sports; admissions to sporting events, movies, concerts, plays, health, swimming, tennis, and country club organizations; recreational and fraternal organizations; recreational lessons or instruction; rental of movies and recreation expenses on trips</p> <p>10 Personal care products and services include products for the hair, oral hygiene products, shaving needs, cosmetics and bath products, electric personal care appliances, other personal care products personal care services for males and females.</p>																

Table 21: Estimated Expenditures and Development Potential, Trade Area 2 for Jefferson Davis Highway, 2011 Best Case (25% Dollar Leakage)											
Category											
Primary Level	Secondary Level	Tertiary Level	Potential Expenditure	Real Total Market(1)	Median Sales per Square Foot(2)	Number of Supportable Square Feet(3)	Existing Stores(4)	Existing Square Feet(5)	Unmet Demand in Square Feet(6)	Median GLA(7)	Potential New Units(8)
<b>Food at Home</b>			\$27,222,995.59	\$27,386,333.57							
	Supermarket (8)***		\$16,713,029.79	\$16,813,307.97	\$485.75	34,613	1	33,946	668	27,500	0.0
	Convenience**		\$6,805,748.90	\$6,846,583.39	\$423.76	16,157	22	63,816	-47,659	2,400	-19.9
	Specialty		\$4,083,449.34	\$4,107,950.04	\$192.61	21,328	2	3,162	18,166	1,988	9.1
<b>Food away from home</b>			\$16,085,344.79	\$16,181,856.86							
	Sit Down Restaurants**		\$9,651,206.87	\$9,709,114.11	\$303.62	31,978	17	51,641	-19,663	4,050	-4.9
	Fast Food**		\$6,434,137.92	\$6,472,742.74	\$340.07	19,034	13	38,701	-19,668	2,007	-9.8
<b>Alcoholic beverages**</b>			\$1,915,442.18	\$1,926,934.83	\$396.27	4,863	2	15,717	-10,854	3,074	-3.5
<b>Household Operations</b>			\$5,281,683.98	\$5,313,374.08							
	Personal services		\$3,433,094.59	\$3,453,693.15	\$202.91	17,021	21	64,415	-47,394	1,480	-32.0
	Other household expenses		\$1,848,589.39	\$1,859,680.93							
		Laundry	\$1,320,420.99	\$1,328,343.52	\$75.41	17,615	4	8,278	9,337	2,174	4.3
		Dry Cleaners	\$594,454.49	\$598,021.21	\$149.33	4,005	3	6,954	-2,950	1,500	-2.0
<b>Housekeeping supplies</b>			\$0.00								
	Laundry and cleaning supplies(8)		\$1,011,286.49	\$1,017,354.21							
	Other household products**		\$2,259,835.81	\$2,273,394.83	\$178.79	12,715	5	146,065	-133,349	9,014	-14.8
	Postage and stationary**		\$938,814.29	\$944,447.17	\$196.22	4,813	0	0	4,813	9,662	0.5
<b>Housekeeping furnishings and equipment</b>			\$7,966,022.37	\$8,013,818.51							
	Household textiles**		\$796,602.24	\$801,381.85	\$146.89	5,456	0	0	5,456	21,054	0.3
	Furniture		\$796,602.24	\$801,381.85	\$156.40	5,124	1	5,700	-576	7,696	-0.1
	Floor coverings		\$796,602.24	\$801,381.85	\$451.33	1,776	0	0	1,776	3,310	0.5
	Major appliances**		\$796,602.24	\$801,381.85	\$55.12	14,539	0	0	14,539	4,000	3.6
	Small appliances, miscellaneous housewares**		\$2,389,806.71	\$2,404,145.55	\$317.84	7,564	0	0	7,564	4,701	1.6
	Miscellaneous household equipment		\$2,691,755.81	\$2,707,906.34					0		
		General Hardware**	\$1,794,503.87	\$1,805,270.89	\$321.70	5,612	2	25,022	-19,410	39,759	-0.5
		Garden/Florist**	\$897,251.94	\$902,635.45	\$235.34	3,835	0	0	3,835	1,814	2.1
<b>Apparel and services</b>			\$0.00						0		
	Men and boys (men's wear)		\$2,435,896.83	\$2,450,512.21	\$274.86	8,915	0	0	8,915	4,500	2.0
	Women and girls**		\$4,289,648.79	\$4,315,386.68	\$221.89	19,448	3	5,823	13,625	3,941	3.5
	Children under 2		\$670,283.16	\$674,304.86	\$240.37	2,805	0	0	2,805	3,280	0.9
	Footwear**		\$2,334,203.09	\$2,348,208.31	\$221.81	10,587	0	0	10,587	3,588	3.0
	Other Apparel Prod. & Service		\$1,465,683.64	\$1,474,477.74					0		
		Special Apparel	\$219,852.55	\$221,171.66	\$304.95	725	4	28,548	-27,823	2,948	-9.4
		Jewelry/Watches**	\$1,245,831.10	\$1,253,306.08	\$248.52	5,043	0	0	5,043	1,411	3.6
<b>Transportation</b>											
	Vehicle purchases (net outlay)		\$16,162,182.07	\$16,259,155.16							
		Cars and trucks, new**	\$4,848,654.62	\$4,877,746.55	\$1,665.58	2,929	0	0	2,929	6,653	0.4
		Cars and trucks, used**	\$9,697,309.24	\$9,755,493.10	\$1,665.58	5,857	7	22,082	-16,225	6,653	-2.4
		Other vehicles**	\$1,616,218.21	\$1,625,915.52	\$1,665.58	976	4	28,742	-27,766	6,653	-4.2
	Gasoline and motor oil		\$14,287,713.07	\$14,373,439.35	\$1,321.30	10,878	6	13,736	-2,858	3,175	-0.9
	Maintenance and repairs**		\$4,989,517.55	\$5,019,454.65	\$922.66	5,440	11	33,427	-27,987	2,760	-10.1
	Parts and tires		\$4,973,398.84	\$5,003,239.23	\$172.90	28,937	11	55,883	-26,946	6,944	-3.9
<b>Public transportation</b>			\$2,545,489.39	\$2,560,762.33	n/a					n/a	
<b>Health care</b>			\$0.00								
	Medical services		\$4,173,544.05	\$4,198,585.32							
		Nursing home	\$626,031.61	\$629,787.80	n/a				0	n/a	

Primary Level	Secondary Level	Tertiary Level	Potential Expenditure	Real Total Market(1)	Median Sales per Square Foot(2)	Number of Supportable Square Feet(3)	Existing Stores(4)	Existing Square Feet(5)	Unmet Demand in Square Feet(6)	Median GLA(7)	Potential New Units(8)
	Prescriptions, Drugs & Medical Supplies <sup>(8)</sup>	Medical facility**	\$3,547,512.45	\$3,568,797.52	<u>\$326.80</u>	10,920	3	4,144	6,776	<u>1,751</u>	3.9
			\$4,750,219.30	\$4,778,720.61	\$429.07	11,137	1	11,406	-269	10,990	0.0
Entertainment											
	Fees and admissions		\$2,759,856.92	\$2,776,416.06							
		Video Rental	\$689,964.23	\$694,104.02	\$165.63	4,191	1	5,000	-809	5,100	-0.2
		Cinema**	\$689,964.23	\$694,104.02	\$87.47	7,935	0	0	7,935	32,549	0.2
		Sports/Recreation**	\$689,964.23	\$694,104.02	<u>\$182.47</u>	3,804	1	3,000	804	<u>4,358</u>	0.2
		Clubs/Community Center**	\$689,964.23	\$694,104.02	\$342.64	2,026	0	0	2,026	1,912	1.1
	Television, radios, sound equipment**		\$6,079,080.86	\$6,115,555.34	<u>\$358.76</u>	17,046	2	3,300	13,746	<u>2,158</u>	6.4
	Other Entertainment, Equipment & Services**		\$1,815,190.41	\$1,826,081.55	<u>\$146.59</u>	12,457	0	0	12,457	<u>14,946</u>	0.8
	Pets, toys, and playground equipment**		\$3,866,389.70	\$3,889,588.04	<u>\$199.84</u>	19,464	1	1,889	17,574	<u>6,517</u>	2.7
Personal care products			\$3,380,161.68	\$3,400,442.65							
	Beauty**		\$2,028,097.01	\$2,040,265.59	<u>\$169.22</u>	12,057	8	13,311	-1,254	<u>1,485</u>	-0.8
	Barber		\$1,014,048.50	\$1,020,132.80	\$179.97	5,668	2	4,398	1,271	1,000	1.3
	Products**		\$338,016.17	\$340,044.27	\$297.60	1,143	0	0	1,143	1,600	0.7
Reading**			\$623,667.90	\$627,409.91	\$246.02	2,550	0	0	2,550	16,320	0.2
Education**			\$4,600,332.00	\$4,627,934.00	n/a		0	0	0	n/a	
Tobacco products and smoking supplies (tobacco)			\$3,169,756.67	\$3,188,775.21	\$339.78	9,385	0	0	9,385	1,139	8.2

\*\* For further explanation refer to category composition sheet

\*\*\* Median Gross Leasable Area (GLA) for supermarket was used based on conversation with local Food Lion developer.

(1) Real Market total is the potential expenditure adjusted to account for inflation from 2009 to 2011, using a multiplier of 1.05. Using the percentage change of the Consumer Price Index (CPI) for years 2009 (-0.4%) and 2010 (1.6%) published by Bureau of Labor Statistics which gives an average inflation rate of during this period of 0.6%.

(2) Median sales per square foot from Dollars and Cents of Shopping 2008 U.S. Super Community/Community Shopping Center tables, unless otherwise starred (\*) or noted in underlined italics. Star (\*) indicates data taken from Dollars and Cents shopping (2003). These numbers were adjusted to 2011 dollars (multiplier = 1.20). Underlined italics indicate that there were no median sales per square foot for the category, but instead for a series of subcategories. The data provided for these subcategories was averaged. For example: The Sit Down Restaurants category has a median sales per square foot of \$294.11. This number takes into account the average sales per square foot for a restaurant without liquor (\$232.83) and that for a restaurant with liquor (\$355.39).

(3) Supportable square feet calculated by real market total divided by median sales per square foot

(4) Existing stores were inventoried through a visual survey of the area within a five-minute drive and business licenses were also consulted and georeferenced.

(5) Existing square feet was calculated by building footprint layer provided by Chesterfield County.

(6) Unmet demand in square feet was calculated by subtracting existing square footage for each item from the number of supportable square feet

(7) Median Gross Leasable Area indicated by Dollars and Cents of Shopping Centers. For underlined italics see footnote (2).

(8) Potential Expenditures for laundry and cleaning supplies were inputted into grocery(50%), Prescription and drugs (25%) and Other Household Products(25%)

(9) Included in non-prescription is also an optician which could be prescription as well.

Table 22: Convenience Trade Area 2, Estimated Annual Expenditures for Jefferson Davis Highway, 2011 Worst Case (50% Dollar Leakage)															
	Household Income Range		\$5000 to \$9,999	\$10,000 to \$14,999	\$15,000 to \$19,999	\$20,000 to \$29,999	\$30000 to \$39,000	\$40,000 to 49,999	\$50,000 to 69,999 <sup>1</sup>	\$70,000 and over <sup>2</sup>	Commuters <sup>3</sup>	Visitors <sup>4</sup>	Group Quarters <sup>5</sup>	Workers <sup>6</sup>	Potential Expenditure
Category	Average Annual Expenditures		\$18,032	\$21,741	\$23,706	\$29,397	\$35,929	\$39,553	\$48,900	\$82,060	\$33,204	\$33,204	\$33,204	\$33,204	\$432,135
	Number of Households 2009		574	564	680	1139	1150	826	1621	1405	1560	40	30	1685	11,274
	Total Expenditures		\$10,350,368	\$12,261,924	\$16,120,080	\$33,483,183	\$41,318,350	\$32,670,778	\$79,266,900	\$115,294,300	\$51,798,760	\$1,337,243	\$996,130	\$55,949,302	\$450,847,318
Item															
Food at Home			\$2,824,236	\$2,623,106	\$2,193,552	\$4,030,682	\$3,521,241	\$2,455,439	\$5,044,099	\$4,660,621	\$4,208,760	\$108,654	\$80,938	\$4,546,000	\$36,297,327
	Grocery	60%	\$1,694,542	\$1,573,863	\$1,316,131	\$2,418,409	\$2,112,744	\$1,473,263	\$3,026,459	\$2,796,373	\$2,525,256	\$65,192	\$48,563	\$2,727,600	\$21,778,396
	Convenience	25%	\$706,059	\$655,776	\$548,388	\$1,007,671	\$880,310	\$613,860	\$1,261,025	\$1,165,155	\$1,052,190	\$27,163	\$20,234	\$1,136,500	\$9,074,332
	Specialty (Deli, Bakery, Open Air Market...)	15%	\$423,635	\$393,466	\$329,033	\$604,602	\$528,186	\$368,316	\$756,615	\$699,093	\$631,314	\$16,298	\$12,141	\$681,900	\$5,444,599
Food away from home			\$1,083,463	\$987,923	\$885,698	\$1,909,058	\$2,115,838	\$1,476,769	\$3,581,243	\$4,027,752	\$2,531,265	\$65,347	\$48,678	\$2,734,091	\$21,447,126
	Sit Down Restaurants	60%	\$650,078	\$592,754	\$531,419	\$1,145,435	\$1,269,503	\$886,061	\$2,148,746	\$2,416,651	\$1,518,759	\$39,208	\$29,207	\$1,640,454	\$12,868,276
	Fast Food	40%	\$433,385	\$395,169	\$354,279	\$763,623	\$846,335	\$590,708	\$1,432,497	\$1,611,101	\$1,012,506	\$26,139	\$19,471	\$1,093,636	\$8,578,851
Alcoholic beverages			\$317,678	\$184,931	\$154,514	\$138,572	\$277,272	\$216,184	\$435,230	\$383,638	n/a	n/a	\$7,800	\$438,104	\$2,553,923
Household Operations			\$361,585	\$351,370	\$520,566	\$789,723	\$729,476	\$515,628	\$1,135,090	\$1,667,178	n/a	n/a	\$16,996	\$954,633	\$7,042,245
	Personal services	65%	\$235,030	\$228,390	\$338,368	\$513,320	\$474,160	\$335,158	\$737,809	\$1,083,666	n/a	n/a	\$11,048	\$620,511	\$4,577,459
	Other household expenses		\$126,555	\$122,979	\$182,198	\$276,403	\$255,317	\$180,470	\$397,282	\$583,512	n/a	n/a	\$5,949	\$334,122	\$2,464,786
	Laundry	25%	\$90,396	\$87,842	\$130,142	\$197,431	\$182,369	\$128,907	\$283,773	\$416,794	n/a	n/a	\$4,249	\$238,658	\$1,760,561
	Dry Cleaners	10%	\$36,158	\$35,137	\$52,057	\$78,972	\$72,948	\$51,563	\$113,509	\$166,718	\$88,381	n/a	\$1,700	\$95,463	\$792,606
Housekeeping supplies															
	Laundry and cleaning supplies		\$131,720	\$109,986	\$103,929	\$181,623	\$143,991	\$99,328	\$200,152	\$190,484	n/a	n/a	\$3,274	\$183,895	\$1,348,382
	Other household products		\$167,879	\$155,732	\$165,551	\$353,828	\$328,443	\$213,993	\$452,693	\$518,935	n/a	n/a	\$7,054	\$396,186	\$2,760,293
	Postage and stationery		\$58,112	\$90,519	\$87,374	\$135,881	\$114,241	\$81,069	\$196,122	\$196,715	\$138,957	n/a	\$2,672	\$150,091	\$1,251,752
Housekeeping furnishings and equipment			\$613,403	\$543,114	\$650,248	\$1,010,361	\$1,203,100	\$782,936	\$1,912,862	\$2,430,003	n/a	n/a	\$25,808	\$1,449,528	\$10,621,363
	Household textiles <sup>7</sup>	10%	\$61,340	\$54,311	\$65,025	\$101,036	\$120,310	\$78,294	\$191,286	\$243,000	n/a	n/a	\$2,581	\$144,953	\$1,062,136
	Furniture	10%	\$61,340	\$54,311	\$65,025	\$101,036	\$120,310	\$78,294	\$191,286	\$243,000	n/a	n/a	\$2,581	\$144,953	\$1,062,136
	Floor coverings	10%	\$61,340	\$54,311	\$65,025	\$101,036	\$120,310	\$78,294	\$191,286	\$243,000	n/a	n/a	\$2,581	\$144,953	\$1,062,136
	Major appliances	10%	\$61,340	\$54,311	\$65,025	\$101,036	\$120,310	\$78,294	\$191,286	\$243,000	n/a	n/a	\$2,581	\$144,953	\$1,062,136
	Small appliances, miscellaneous housewares	30%	\$184,021	\$162,934	\$195,074	\$303,108	\$360,930	\$234,881	\$573,859	\$729,001	n/a	n/a	\$7,742	\$434,858	\$3,186,409
	Miscellaneous household equipment		\$184,021	\$162,934	\$195,074	\$303,108	\$360,930	\$234,881	\$573,859	\$729,001	\$402,599	n/a	\$7,742	\$434,858	\$3,589,008
	General Hardware	20%	\$122,681	\$108,623	\$130,050	\$202,072	\$240,620	\$156,587	\$382,572	\$486,001	\$268,399	n/a	\$5,162	\$289,906	\$2,392,672
	Garden/Florist	10%	\$61,340	\$54,311	\$65,025	\$101,036	\$120,310	\$78,294	\$191,286	\$243,000	\$134,200	n/a	\$2,581	\$144,953	\$1,196,336
Apparel and services															
	Men and boys	15%	\$170,461	\$309,517	\$132,441	\$274,452	\$330,823	\$213,993	\$463,439	\$573,231	\$366,796	\$9,469	\$7,054	\$396,186	\$3,247,862
	Women and girls	40%	\$389,995	\$300,757	\$288,795	\$571,776	\$531,935	\$376,131	\$861,056	\$1,028,968	\$644,709	\$16,644	\$12,398	\$696,368	\$5,719,532
	Children under 2	10%	\$58,112	\$67,159	\$52,425	\$106,283	\$86,871	\$62,810	\$118,211	\$113,044	\$107,660	\$2,779	\$2,070	\$116,287	\$893,711
	Footwear	25%	\$281,520	\$241,384	\$126,003	\$324,230	\$315,353	\$207,420	\$451,349	\$409,451	\$355,529	\$9,178	\$6,837	\$384,017	\$3,112,271
	Other Apparel Prod. & Services <sup>8</sup>	10%	\$129,137	\$138,212	\$106,688	\$176,241	\$193,972	\$114,665	\$264,630	\$413,012	\$196,542	\$5,074	\$3,780	\$212,291	\$1,954,245
	Special Apparel	15%	\$19,371	\$20,732	\$16,003	\$26,436	\$29,096	\$17,200	\$39,695	\$61,952	\$29,481	\$761	\$567	\$31,844	\$293,137
	Jewelry/Watches	85%	\$109,767	\$117,480	\$90,685	\$149,805	\$164,876	\$97,465	\$224,936	\$351,060	\$167,061	\$4,313	\$3,213	\$180,447	\$1,661,108



Convenience Trade Area: Estimated Annual Expenditures, Jefferson Davis Highway(continued)		Household Income Range	0	\$5000 to \$9,999	\$10,000 to \$14,999	\$15,000 to \$19,999	\$20,000 to \$29,999	\$30000 to \$39,000	\$40,000 to 49,999	\$50,000 to 69,9991	\$70,000 and over	Commuters <sup>2</sup>	Visitors <sup>3</sup>	Group Quarters <sup>4</sup>	Workers <sup>5</sup>	Potential Expenditure without New Housing Units
Category	Average Annual Expenditures			\$18,032	\$21,741	\$23,706	\$29,397	\$35,929	\$39,553	\$48,900	\$82,060	\$33,204	\$33,204	\$33,204	\$33,204	\$432,135
	Number of Households 2009			574	564	680	1139	1150	826	1621	1405	1560	40	30	1685	11,274
	Total Expenditures			\$10,350,368	\$12,261,924	\$16,120,080	\$33,483,183	\$41,318,350	\$32,670,778	\$79,266,900	\$115,294,300	\$51,798,760	\$1,337,243	\$996,130	\$55,949,302	\$450,847,318
Transportation																
	Vehicle purchases (net outlay)			\$838,102	\$655,046	\$876,501	\$1,615,771	\$2,513,302	\$1,533,006	\$3,683,334	\$4,250,280	\$2,627,658	\$67,836	\$50,532	\$2,838,208	\$21,549,576
	Cars and trucks, new		30%	\$251,431	\$196,514	\$262,950	\$484,731	\$753,991	\$459,902	\$1,105,000	\$1,275,084	\$788,297	\$20,351	\$15,160	\$851,462	\$6,464,873
	Cars and trucks, used		60%	\$502,861	\$393,028	\$525,901	\$969,462	\$1,507,981	\$919,804	\$2,210,000	\$2,550,168	\$1,576,595	\$40,702	\$30,319	\$1,702,925	\$12,929,746
	Other vehicles		10%	\$83,810	\$65,505	\$87,650	\$161,577	\$251,330	\$153,301	\$368,333	\$425,028	\$262,766	\$6,784	\$5,053	\$283,821	\$2,154,958
	Gasoline and motor oil			\$982,736	\$870,151	\$1,020,899	\$1,950,764	\$2,009,928	\$1,427,836	\$3,022,429	\$2,564,410	\$2,447,390	\$63,182	\$47,065	\$2,643,495	\$19,050,284
	Maintenance and Repairs			\$379,664	\$259,877	\$343,059	\$600,028	\$669,976	\$485,683	\$1,110,911	\$1,034,309	\$832,488	\$21,492	\$16,009	\$899,194	\$6,652,690
	Parts and Tires			\$379,664	\$259,877	\$343,059	\$600,028	\$669,976	\$485,683	\$1,110,911	\$1,034,309	\$832,488		\$16,009	\$899,194	\$6,631,198
Public transportation				\$148,508	\$146,972	\$195,902	\$263,689	\$292,743	\$200,846	\$549,410	\$864,298	\$344,262	\$8,888	\$6,620	\$371,847	\$3,393,986
Health care																
	Medical services			\$244,070	\$352,343	\$332,022	\$629,626	\$566,445	\$443,323	\$1,082,701	\$1,078,815	n/a	n/a	\$14,613	\$820,768	\$5,564,725
	Nursing home		15%	\$36,610	\$52,851	\$49,803	\$94,444	\$84,967	\$66,498	\$162,405	\$161,822	n/a	n/a	\$2,192	\$123,115	\$834,709
	Medical facility		85%	\$207,459	\$299,492	\$282,219	\$535,182	\$481,478	\$376,824	\$920,296	\$916,992	n/a	n/a	\$12,421	\$697,653	\$4,730,017
	Prescriptions, Drugs & Medical Supplies			\$266,023	\$325,090	\$416,637	\$739,945	\$622,375	\$456,469	\$878,519	\$712,979	\$782,414	\$20,199	\$15,046	\$845,107	\$6,080,804
Entertainment																
	Fees and admissions <sup>9</sup>			\$144,634	\$106,092	\$130,601	\$291,942	\$357,003	\$270,230	\$656,875	\$1,213,221	n/a	n/a	\$8,907	\$500,303	\$3,679,809
	Video Rental		25%	\$36,158	\$26,523	\$32,650	\$72,985	\$89,251	\$67,557	\$164,219	\$303,305	n/a	n/a	\$2,227	\$125,076	\$919,952
	Cinema		25%	\$36,158	\$26,523	\$32,650	\$72,985	\$89,251	\$67,557	\$164,219	\$303,305	n/a	n/a	\$2,227	\$125,076	\$919,952
	Sports/Recreation		25%	\$36,158	\$26,523	\$32,650	\$72,985	\$89,251	\$67,557	\$164,219	\$303,305	n/a	n/a	\$2,227	\$125,076	\$919,952
	Clubs/Community Center		25%	\$36,158	\$26,523	\$32,650	\$72,985	\$89,251	\$67,557	\$164,219	\$303,305	n/a	n/a	\$2,227	\$125,076	\$919,952
	Television, radios, sound equipment			\$573,370	\$512,941	\$532,523	\$951,166	\$1,019,839	\$650,742	\$1,378,228	\$1,260,397	n/a	n/a	\$21,450	\$1,204,785	\$8,105,441
	Other Entertainment, Equipment & Services			\$61,986	\$71,053	\$44,147	\$134,535	\$277,272	\$171,632	\$608,516	\$720,100	n/a	\$7,595	\$5,657	\$317,760	\$2,420,254
	Pets, toys, and playground equipment			\$298,308	\$255,011	\$286,955	\$647,116	\$690,206	\$373,940	\$862,400	\$1,020,067	n/a	\$16,547	\$12,326	\$692,312	\$5,155,186
Personal care products <sup>10</sup>				\$290,559	\$265,717	\$267,641	\$500,472	\$521,225	\$347,647	\$776,428	\$882,100	n/a	n/a	\$11,459	\$643,634	\$4,506,882
	Beauty		60%	\$174,336	\$159,430	\$160,585	\$300,283	\$312,735	\$208,588	\$465,857	\$529,260	n/a	n/a	\$6,876	\$386,180	\$2,704,129
	Barber		30%	\$87,168	\$79,715	\$80,292	\$150,142	\$156,367	\$104,294	\$232,929	\$264,630	n/a	n/a	\$3,438	\$193,090	\$1,352,065
	Products		10%	\$29,056	\$26,572	\$26,764	\$50,047	\$52,122	\$34,765	\$77,643	\$88,210	n/a	n/a	\$1,146	\$64,363	\$450,688
Reading				\$43,907	\$47,693	\$57,023	\$95,520	\$96,391	\$62,810	\$145,077	\$162,000	n/a	\$2,779	\$2,070	\$116,287	\$831,557
Education				\$654,727	\$363,050	\$229,012	\$407,642	\$662,836	\$322,085	\$878,519	\$2,008,981	n/a	n/a	\$10,617	\$596,308	\$6,133,776
Tobacco products and smoking supplies				\$325,426	\$295,890	\$324,664	\$590,611	\$481,954	\$278,264	\$585,680	\$330,231	\$476,959	\$12,313	\$9,172	\$515,177	\$4,226,342

1 This category includes the income data from Census income range from \$60,000 to \$74,999 in order to match the data range in the 2009 Consumer Expenditure Survey.

2 This category includes the income data from Census income range of \$75,000 or more in order to match the data range in the 2009 Consumer Expenditure Survey.

3 The number of commuters is derived from VDOT average annual daily traffic for Jefferson Davis Highway, between Chester Rd and the City of Richmond line of 43,000 commuters. A capture rate of 1% was used to determine the number of commuters who may potentially shop in the area. A capture rate of 1% of the 113,000 daily commuters on Chippenham Pkwy, between Hopkins Rd and I-95. Average Annual Expenditure is taken by averaging all household income ranges.

4 The number of visitors was derived from the sum of estimates of annual visitors to Bensley Park (126,900) and Drewry's Bluff (20,097), which was then divided by 365 to calculate the average daily number of visitors. A capture rate of 10% was then applied in relevant categories. Average Annual Expenditure is taken by averaging all household income ranges.

5 The number of group quarters was derived by taking the number of all group quarters within the trade area and dividing the total number by 2

6 The number of workers was derived by taking the number of employees in 2008 (6,740) from RRPDC's 2035 Socioeconomic Data Report and applying the Traffic Analysis Zones to the trade area, with a capture rate of 25%. Average Annual Expenditure is taken by averaging all household income ranges.

7 Household textiles includes towels, sheets, curtains, etc.

8 Other apparel products and services includes material, notions, and patterns used to make clothes, apparel alteration and repair, clothing rental, watches, jewelry, and watch/jewelry repair, laundry and dry cleaning services, and clothing storage.

9 Fees and Admissions includes fee for participant sports; admissions to sporting events, movies, concerts, plays, health, swimming, tennis, and country club organizations; recreational and fraternal organizations; recreational lessons or instruction; rental of movies and recreation expenses on trips

10 Personal care products and services include products for the hair, oral hygiene products, shaving needs, cosmetics and bath products, electric personal care appliances, other personal care products personal care services for males and females.

**Table 23: Estimated Expenditures and Development Potential, Trade Area 2 for Jefferson Davis Highway, 2011 Worst Case (50% Dollar Leakage)**

Category											
Primary Level	Secondary Level	Tertiary Level	Potential Expenditure	Real Total Market(1)	Median Sales per Square Foot(2)	Number of Supportable Square Feet(3)	Existing Stores(4)	Existing Square Feet(5)	Unmet Demand in Square Feet(6)	Median GLA(7)	Potential New Units(8)
<b>Food at Home</b>			\$18,148,663.73	\$18,257,555.71							
	Supermarket (8)***		\$11,057,745.99	\$11,124,092.46	\$485.75	22,901	1	33,946	-11,045	27,500	-0.4
	Convenience**		\$4,537,165.93	\$4,564,388.93	\$423.76	10,771	22	63,816	-53,045	2,400	-22.1
	Specialty		\$2,722,299.56	\$2,738,633.36	\$192.61	14,219	2	3,162	11,057	1,988	5.6
<b>Food away from home</b>			\$10,723,563.19	\$10,787,904.57							
	Sit Down Restaurants**		\$6,434,137.92	\$6,472,742.74	\$303.62	21,319	17	51,641	-30,322	4,050	-7.5
	Fast Food**		\$4,289,425.28	\$4,315,161.83	\$340.07	12,689	13	38,701	-26,012	2,007	-13.0
<b>Alcoholic beverages**</b>			\$1,276,961.45	\$1,284,623.22	\$396.27	3,242	2	15,717	-12,475	3,074	-4.1
<b>Household Operations</b>			\$3,521,122.65	\$3,542,249.39							
	Personal services		\$2,288,729.72	\$2,302,462.10	\$202.91	11,347	21	64,415	-53,068	1,480	-35.9
	Other household expenses		\$1,232,392.93	\$1,239,787.29							
		Laundry	\$880,280.66	\$885,562.35	\$75.41	11,743	4	8,278	3,465	2,174	1.6
		Dry Cleaners	\$396,302.99	\$398,680.81	\$149.33	2,670	3	6,954	-4,285	1,500	-2.9
<b>Housekeeping supplies</b>			\$0.00								
	Laundry and cleaning supplies(8)		\$674,190.99	\$678,236.14							
	Other household products**		\$1,464,420.27	\$1,473,206.79	\$178.79	8,240	5	146,065	-137,825	9,014	-15.3
	Postage and stationary**		\$625,876.19	\$629,631.45	\$196.22	3,209	0	0	3,209	9,662	0.3
<b>Housekeeping furnishings and equipment</b>			\$5,310,681.58	\$5,342,545.67							
	Household textiles**		\$531,068.16	\$534,254.57	\$146.89	3,637	0	0	3,637	21,054	0.2
	Furniture		\$531,068.16	\$534,254.57	\$156.40	3,416	1	5,700	-2,284	7,696	-0.3
	Floor coverings		\$531,068.16	\$534,254.57	\$451.33	1,184	0	0	1,184	3,310	0.4
	Major appliances**		\$531,068.16	\$534,254.57	\$55.12	9,693	0	0	9,693	4,000	2.4
	Small appliances, miscellaneous housewares**		\$1,593,204.47	\$1,602,763.70	\$317.84	5,043	0	0	5,043	4,701	1.1
	Miscellaneous household equipment		\$1,794,503.87	\$1,805,270.89					0		
		General Hardware**	\$1,196,335.91	\$1,203,513.93	\$321.70	3,741	2	25,022	-21,281	39,759	-0.5
		Garden/Florist**	\$598,167.96	\$601,756.96	\$235.34	2,557	0	0	2,557	1,814	1.4
<b>Apparel and services</b>			\$0.00						0		
	Men and boys (men's wear)		\$1,623,931.22	\$1,633,674.80	\$274.86	5,944	0	0	5,944	4,500	1.3
	Women and girls**		\$2,859,765.86	\$2,876,924.46	\$221.89	12,966	3	5,823	7,142	3,941	1.8
	Children under 2		\$446,855.44	\$449,536.57	\$240.37	1,870	0	0	1,870	3,280	0.6
	Footwear**		\$1,556,135.40	\$1,565,472.21	\$221.81	7,058	0	0	7,058	3,588	2.0
	Other Apparel Prod. & Service		\$977,122.43	\$982,985.16					0		
		Special Apparel	\$146,568.36	\$147,447.77	\$304.95	484	4	28,548	-28,065	2,948	-9.5
		Jewelry/Watches**	\$830,554.06	\$835,537.39	\$248.52	3,362	0	0	3,362	1,411	2.4
<b>Transportation</b>											
	Vehicle purchases (net outlay)		\$10,774,788.04	\$10,839,436.77							
		Cars and trucks, new**	\$3,232,436.41	\$3,251,831.03	\$1,665.58	1,952	0	0	1,952	6,653	0.3
		Cars and trucks, used**	\$6,464,872.83	\$6,503,662.06	\$1,665.58	3,905	7	22,082	-18,178	6,653	-2.7
		Other vehicles**	\$1,077,478.80	\$1,083,943.68	\$1,665.58	651	4	28,742	-28,091	6,653	-4.2
	Gasoline and motor oil		\$9,525,142.05	\$9,582,292.90	\$1,321.30	7,252	6	13,736	-6,484	3,175	-2.0
	Maintenance and repairs**		\$3,326,345.03	\$3,346,303.10	\$922.66	3,627	11	33,427	-29,800	2,760	-10.8
	Parts and tires		\$3,315,599.22	\$3,335,492.82	\$172.90	19,291	11	55,883	-36,591	6,944	-5.3
<b>Public transportation</b>			\$1,696,992.93	\$1,707,174.88	n/a					n/a	
<b>Health care</b>			\$0.00								
	Medical services		\$2,782,362.70	\$2,799,056.88							
		Nursing home	\$417,354.41	\$419,858.53	n/a				0	n/a	

Primary Level	Secondary Level	Tertiary Level	Potential Expenditure	Real Total Market(1)	Median Sales per Square Foot(2)	Number of Supportable Square Feet(3)	Existing Stores(4)	Existing Square Feet(5)	Unmet Demand in Square Feet(6)	Median GLA(7)	Potential New Units(8)
	Prescriptions, Drugs & Medical Supplies <sup>(8)</sup>	Medical facility**	\$2,365,008.30	\$2,379,198.35	<u>\$326.80</u>	7,280	3	4,144	3,136	<u>1,751</u>	1.8
			\$3,124,675.93	\$3,143,423.98	\$429.07	7,326	1	11,406	-4,080	10,990	-0.4
Entertainment											
	Fees and admissions		\$1,839,904.61	\$1,850,944.04							
		Video Rental	\$459,976.15	\$462,736.01	\$165.63	2,794	1	5,000	-2,206	5,100	-0.4
		Cinema**	\$459,976.15	\$462,736.01	\$87.47	5,290	0	0	5,290	32,549	0.2
		Sports/Recreation**	\$459,976.15	\$462,736.01	<u>\$182.47</u>	2,536	1	3,000	-464	<u>4,358</u>	-0.1
		Clubs/Community Center**	\$459,976.15	\$462,736.01	\$342.64	1,351	0	0	1,351	1,912	0.7
	Television, radios, sound equipment**		\$4,052,720.57	\$4,077,036.90	<u>\$358.76</u>	11,364	2	3,300	8,064	<u>2,158</u>	3.7
	Other Entertainment, Equipment & Services**		\$1,210,126.94	\$1,217,387.70	<u>\$146.59</u>	8,305	0	0	8,305	<u>14,946</u>	0.6
	Pets, toys, and playground equipment**		\$2,577,593.14	\$2,593,058.69	<u>\$199.84</u>	12,976	1	1,889	11,086	<u>6,517</u>	1.7
Personal care products			\$2,253,441.12	\$2,266,961.77							
	Beauty**		\$1,352,064.67	\$1,360,177.06	<u>\$169.22</u>	8,038	8	13,311	-5,273	<u>1,485</u>	-3.6
	Barber		\$676,032.34	\$680,088.53	\$179.97	3,779	2	4,398	-619	1,000	-0.6
	Products**		\$225,344.11	\$226,696.18	\$297.60	762	0	0	762	1,600	0.5
Reading**			\$415,778.60	\$418,273.27	\$246.02	1,700	0	0	1,700	16,320	0.1
Education**			\$3,066,888.00	\$3,085,289.33	n/a		0	0	0	n/a	
Tobacco products and smoking supplies (tobacco)			\$2,113,171.11	\$2,125,850.14	\$339.78	6,257	0	0	6,257	1,139	5.5

\*\* For further explanation refer to category composition sheet

\*\*\* Median Gross Leasable Area (GLA) for supermarket was used based on conversation with local Food Lion developer.

(1) Real Market total is the potential expenditure adjusted to account for inflation from 2009 to 2011, using a multiplier of 1.05. Using the percentage change of the Consumer Price Index (CPI) for years 2009 (-0.4%) and 2010 (1.6%) published by Bureau of Labor Statistics which gives an average inflation rate of during this period of 0.6%.

(2) Median sales per square foot from Dollars and Cents of Shopping 2008 U.S. Super Community/Community Shopping Center tables, unless otherwise starred (\*) or noted in underlined italics. Star (\*) indicates data taken from Dollars and Cents shopping (2003). These numbers were adjusted to 2011 dollars (multiplier = 1.20). Underlined italics indicate that there were no median sales per square foot for the category, but instead for a series of subcategories. The data provided for these subcategories was averaged. For example: The Sit Down Restaurants category has a median sales per square foot of \$294.11. This number takes into account the average sales per square foot for a restaurant without liquor (\$232.83) and that for a restaurant with liquor (\$355.39).

(3) Supportable square feet calculated by real market total divided by median sales per square foot

(4) Existing stores were inventoried through a visual survey of the area within a five-minute drive and business licenses were also consulted and georeferenced.

(5) Existing square feet was calculated by building footprint layer provided by Chesterfield County.

(6) Unmet demand in square feet was calculated by subtracting existing square footage for each item from the number of supportable square feet

(7) Median Gross Leasable Area indicated by Dollars and Cents of Shopping Centers. For underlined italics see footnote (2).

(8) Potential Expenditures for laundry and cleaning supplies were inputted into grocery(50%), Prescription and drugs (25%) and Other Household Products(25%)

(9) Included in non-prescription is also an optician which could be prescription as well.