The Urban Land Institute – Charlotte District Council
Technical Assistance Panel Report

Lake Norman Economic Development Corporation
Exit 27 Study

Cornelius, NC | June 2015

Urban Land Institute

Urban Land Institute
Charlotte

1300 Baxter Street, Suite 360
Charlotte, NC 28204
704-940-7388
charlotte@ulicharlotte.org
http://charlotte.uli.org

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Introduction

ULI - The Urban Land Institute

The Urban Land Institute (ULI) was established in 1936 and has more than 34,000 members from more than 80 countries. ULI is one of America's most respected sources of information and knowledge on urban planning, growth and development.

ULI is a nonprofit research and educational organization.

> *Our mission is to provide leadership in the responsible use of land and in creating and sustaining thriving communities worldwide.*

To encourage an open exchange of ideas and sharing of experiences, ULI membership crosses a variety of backgrounds and professions representing the entire spectrum of land use and development disciplines in private enterprise and public service. Among the members are developers, builders, property owners, investors, architects, public officials, planners, brokers, appraisers, attorneys, engineers, financiers, academics, and students.

ULI Charlotte

ULI Charlotte is a District Council of the Urban Land Institute. The District Council offers ULI services and benefits at a regional level. The mission of ULI Charlotte is to complete the ULI experience at a local and regional level through education, research and the exchange of ideas and experiences.

One of the services provided by ULI Charlotte is the Technical Assistance Panel (TAP) program. TAP panelists are volunteer members who seek to further the objectives of ULI and make authoritative information available to those seeking knowledge regarding the long-term use of urban land.

Client/Sponsor

ULI Charlotte was engaged by the Lake Norman Economic Development Corporation (LNEDC), which is responsible for the development and implementation of the economic development strategies for the towns of Cornelius, Davidson and Huntersville. These strategies are focused on improving the quality of life for the region's residents through the expansion of the tax base by attracting new capital investment and creating new, highly-skilled jobs for the regions residents.

ULI Urban Land Institute Charlotte

Technical Assistance Panel Program

Objective

The Technical Assistance Panel (TAP) program is offered by ULI Charlotte to provide local municipalities and community-based nonprofits objective and responsible advice on land-use planning, development and redevelopment issues.

Program Description

The District Council TAP is a service offered as part of ULI's National Advisory Services program. Since 1947, the Advisory Services program assists communities by bringing together real estate, planning and development experts to provide unbiased, pragmatic advice for addressing complex land-use planning and development issues.

The ULI Charlotte TAP program provides similar services to local governments, private developers, community development corporations, and many other organizations. Once a project is designated for a TAP, ULI Charlotte's District Council assembles a panel of volunteers with expertise in areas that are necessary to focus on the sponsor's particular problem or issues

Because of the District Council members' diverse expertise, a broad array of issues can be evaluated. Members' expertise is available on commercial retail, office, industrial, residential, and mixed land uses in a multiplicity of urban forms.

Under ideal circumstances, a TAP will focus on issues surrounding a particular site. The scope of the analysis is intended to benefit a specific site in a neighborhood or community. Analysis will typically be organized around defining site characteristics and limitations, identifying and assessing community and neighborhood goals, considering alternative land-use strategies in the context of preliminary feasibility analysis, and making recommendations for next steps.

The sponsoring organization is responsible for gathering the background information necessary to understand the project, and presenting it to the panel. TAP members typically spend a day and a half developing an understanding of the problem, coming up with recommendations, and presenting those findings and recommendations to the sponsoring organization.

Technical Assistance Panel Program

Acknowledgements

Committee Chair

ULI Charlotte's TAP Committee is chaired by Alysia Osborne, City of Charlotte Planning Department. The committee is responsible for the marketing, review and implementation of the Technical Assistance Panels.

TAP Panelists

Members of ULI were selected to provide a wide variety of experiences. The panelists for the Lake Norman Economic Development Corporation *Exit 27 Study* TAP included:

Panel Chair

Kathleen Rose, CCIM, CRE
Real Estate and Economic Development Consultant
President
Rose & Associates Southeast, Inc.

Panelists

Hal B. Kempson
Commercial Mortgage Broker
First Vice President
CBRE Capital Markets

Randy E. Goddard, PE
Traffic Engineer
Managing Principal
Design Resource Group.

Keith H. MacVean
Land Use Consultant
Land Use & Zoning Consultant
Moore & VanAllen

Ed McKinney
Planner
Interim Planning Director
Charlotte-Mecklenburg Planning Department

Program Support/Management

Theresa Salmen
Program Manager
District Council Executive Director
ULI Charlotte

C. Grant Jackson
Technical Writer
Principal
GrantJax Communications

Stakeholder Interviews

On June 3 and 4, 2015, the panel interviewed representatives of the sponsor and property owners and other stakeholders involved in the project. Invitations to stakeholders were extended and arranged through the sponsor. Of those invited, 17 individuals met with ULI panelists either in person or via conference call. Interviewees included government officials, property owners and representatives, economic development and tourism officials, business executives and community leaders. The following individuals participated in the interviews:

- **Sally Ashworth**
  Executive Director
  Visit Lake Norman
- **Joe Cooke**
  Property Owner
  Cooke Farms
- **Jim Duke**
  Commissioner
  Cornelius Board of Commissioners
- **Jeff Edge**
  Economic Developer
  Charlotte Chamber of Commerce
- **Brady Finklea**
  Consultant
  Kimley-Horn
- **Teresa Gresham**
  Consultant
  Kimley-Horn
- **Mike Griffin**
  Business Executive
  Griffin Brothers Companies
- **Leslie Hardwick**
  Economic Development Coordinator
  Lake Norman Economic Development Corporation
- **Scott Herr**
  Property Owners Representative
  M/I Homes representing Cooke Farms
- **Wayne Herron**
  Planning Director
  Town of Cornelius
- **Kevin Mahl**
  Business Executive
  Champion Tire & Wheel/Legacy Point Properties
- **Ryan McDaniels**
  Executive Director
  Lake Norman Economic Development Corporation
- **Skip Notte**
  Consultant
  Dewberry Engineering
- **Jamie Rolewicz**
  Business Executive
  Champion Tire & Wheel/Legacy Point Properties
- **Thurman Ross**
  Commissioner
  Cornelius Board of Commissioners
- **Laura Temple**
  Business Executive
  Champion Tire & Wheel/Legacy Point Properties
- **Bruce Trimbur**
  Commissioner
  Cornelius Board of Commissioners
- **Woody Washam**
  Mayor Pro-Tem
  Town of Cornelius
- **Marshall Williamson**
  Consultant
  Lincoln & Harris
- **Peter Zeiler**
  Economic Developer
  Mecklenburg County

Executive Summary

ULI Charlotte was engaged to provide a Technical Assistance Panel (TAP) to the Lake Norman Economic Development Corporation (LNEDC) to examine land use opportunities in the Town of Cornelius related to a proposed interchange on interstate 77 at Exit 27. The panel was charged with answering four questions:

1. What is the appropriate land use to justify the interchange at Westmoreland Road and what would the density of the sites need to be?
2. Would this site support a hotel and conference center?
3. How do the current transportation plans aide in the development of the site?
4. How does this affect the adjacent land uses(s)?

On June 3 and 4, 2015, a one-and-a-half day ULI TAP was conducted with a panel of experts that consisted of real estate and land use consultants, a professional land planner, traffic engineer, and a commercial mortgage banker. The team was briefed by LNEDC and Town of Cornelius officials, toured the study area, and interviewed relevant stakeholders before discussing and developing recommendations. At the end of the second day, the panel made a brief presentation on its findings.

Overall Thoughts and Observations of the Panel

The major challenge the panel faced was determining what comes first: the land use issue or the transportation issue. The first question posed by the sponsor, LNEDC, was:

What is the appropriate land use to justify the interchange at Westmoreland Road and would the density on the sites need to be?

After the sponsor's briefing, touring the study area and listening to stakeholders, the panel came to a pretty quick and clear understanding that the most critical issue to address was transportation. Without a plan for appropriate interstate access, the land use question could not be adequately addressed.

The sponsor requested a study of appropriate land use to justify a planned Exit 27 interchange at Westmoreland Road. However, the panelists concluded that while a new Exit 27 interchange is essential to unlocking the commercial development potential of the study area, a traditional single-point urban interchange at Westmoreland Road will not serve the best interests of all parties involved. The panel feels the Westmoreland Road interchange design and location presents a number of limitations and issues.

The panel wanted to create something better, in essence a "better mousetrap." The panel is suggesting, as a better alternative, the creation of the Cornelius "Square" Interchange or "Counterchange."

Executive Summary

Panel Recommendations

Transportation / Access

The panel proposed the evaluation of an alternative interchange design that maximizes the economic development vision of the Town while strengthening regional connectivity and access. This interchange concept creates a square design formed by the on/off ramps and new streets that connect to a new bridge over I-77. The on/off ramps would be located as far north as possible, to maximize the distance from the Sam Furr Interchange to the south. Ramps would terminate in roundabouts that allow free-flowing access to and from the interstate while seamlessly connecting to the existing (and future) local street network. The design provides access to Westmoreland Road without concentrating traffic on this existing corridor. It also connects a new bridge with a realignment of Bailey Road creating a valuable east-west corridor.

The Cornelius "Square" Interchange or "Counterchange" could create a signature gateway to the community.

A similar design was used in 2011 in Gloucester Township, N.J., for an interchange on N.J. State Route 42, a limited access highway that runs from Philadelphia to Atlantic City (see Appendix).

Land Use and Development

Solving the transportation access issue goes directly to the concept of land use. The new interchange would present opportunities to maximize land use in the study area to meet Cornelius' goals for creating significant economic development impact in a manner consistent with the town's vision and goals. Based on the new interchange recommendation, the panel foresees the development of an east/west village anchored by employment with opportunities to include large office headquarters with potential for expansion with structured parking facilities, a full-service hotel with expansion capabilities, supportive retail (restaurants, small scale retail shops, entertainment) and housing.

Office

The panel feels that with the new interchange at Exit 27, the study area could support an additional 1.2 million square feet of headquarters office space. At 200 square feet per employee this equates to 6,000 new daytime employees.

Hotel/Conference Center

The panel is confident that new office development will in turn drive demand for a desired full-service hotel and conference center with 20,000 square feet of meeting space (expandable) and 225+ sleeping rooms. But a hotel market study to test feasibility of a full-service hotel conference center for underwriting, should be undertaken.

Retail

The expansion of daytime population as a result of the panel's recommendations will add some 6,000 employees to the current daytime population of 86,265 employees within a 15 -minute drive-time. This, together with the added visitors as a result of a hotel/conference center component, begins to make the argument for additional retail space totaling approximately 150,000 - 200,000 square feet, to include shopping, restaurants and entertainment.

Housing

Additional job growth will also result in demand for additional housing. Based upon this growth, an estimated 450-550 additional housing units could be considered. This includes a variety of housing options to serve the expanding workforce.

Key Issues and Assignment

The ULI Charlotte District Council was asked by the Lake Norman Economic Development Corporation, to study the land area around US 21/Statesville Road and Westmoreland Road in Cornelius, NC, for the development of a potential Exit 27 interchange off I-77 at Westmoreland Road. The timing of the project is critical with the expansion of I-77 by an additional two lanes on the north and south corridors set to take place in the near future. In addition, the Town of Cornelius has received bonus allocation money for the widening of US 21/Statesville Road. The road, a major north-south corridor, will be widened to four lanes.

The study area, which encompasses 339 acres within the boundaries of the Town of Cornelius, is accessible from US 21/ Statesville Road on the east and from Westmoreland Road on the west. I-77 runs through the middle of the study area.

The largest tracts of undeveloped land are south of Westmoreland Road on either side of I-77:

- **Former Augustalee Site –** This 104-acre tract is located east of I-77. Access to the site is available from Statesville Road. The site is owned by local business owners in the Town of Cornelius.
- **Cooke Site –** This tract is approximately 81 acres. The land is located to the west of I-77. The site is landlocked, bordered largely by residential developments. The property is owned by the Cooke Family of Union, NC.

Aerial view of the TAP study area looking south: US 21/Statesville Road and Westmoreland Road in Cornelius, NC

The panel was asked by Lake Norman Economic Development Corporation to address four questions:

1. What is the appropriate land use to justify the interchange at Westmoreland Road and what would the density of the sites need to be?
2. Would this site support a hotel and conference center?
3. How do the current transportation plans aide in the development of the site?
4. How does this affect the adjacent land uses(s)?

The Panel Process

Sponsor Presentation

The TAP panelists assembled at Town Hall in Cornelius on Wednesday, June 3, 2015, for a presentation by the TAP sponsor. The presentation was made by the Lake Norman Economic Development Corporation Executive Director Ryan McDaniels, Town of Cornelius Planning Director Wayne Herron, and the Lake Norman Economic Development Corporation Economic Development Coordinator Leslie Hardwick.

Tour of Study Area

Following the sponsor presentation, TAP panelists toured the 339-acre study area, including the former Augustalee and Cooke Family Sites, as well as two areas of interest – 69 acres of old farm land to the north of Westmoreland Road near the Cooke Site and 89 acres in the Bailey Road area to the southeast of the study area.

Stakeholder Interviews

On the morning of June 4, panelists met with community stakeholders including elected officials, business and property owners, tourism officials and developers.

Panel Deliberations

After a follow-up session with the TAP sponsor, the panel held an afternoon working session during which panelists reviewed the significant findings, addressed the focus areas, identified opportunities and challenges, developed recommendations and prepared a PowerPoint presentation that addressed the questions posed by the sponsor, the Lake Norman Economic Development Corporation.

Presentation

The panel presented an overview of its findings and recommendations on Thursday, June 4, in an open session to the TAP sponsor and interested stakeholders in the Cornelius Town Hall. Panelists then took questions and comments.

Report Preparation and Release

The TAP report was prepared, under the leadership of ULI Charlotte, and offers a summary of the activities during the program key findings and panel recommendations.

Background/ Profile

Located just 15 minutes from Uptown Charlotte, North Carolina's Lake Norman region is a high-growth area of North Mecklenburg County lying along Interstate 77 and encompassing the towns of Huntersville, Cornelius and Davidson. The 32,500-acre hydroelectric Lake Norman, created in the 1960's, is a huge regional draw and has driven residential development in the area creating a live, work, play atmosphere. The Lake Norman Economic Development Corporation (LNEDC) was formed to lead development and the implementation of economic development strategy for the towns of Cornelius, Davidson and Huntersville. LNEDC is charged with developing strategies that "will result in improving the quality of life for the region's residents through the expansion of the tax base by attracting new capital investment and creating new, highly skilled jobs for the region's residents."

Officials acknowledge that Huntersville has become the dominant economic draw for the region, but efforts are underway to do more for Cornelius. However, those efforts are hampered by the lack of available product. Using a marketing analogy, one stakeholder said, "We have a lot of people coming through our store, but our shelves are bare. So we need buildings, we need quality products to help market." The study area is viewed as important for the future growth of the entire corridor, especially to the Town of Cornelius. Like the Town of Davidson, Cornelius only has one exit off the interstate and stakeholders feel now is the time to consider options for additional access from 1-77.

Cornelius experienced tremendous growth between 2000 and 2010, more than doubling in population from 11,969 to 24,866, according to the US Census Bureau. With growth continuing, the NC Office of State Budget and Management estimated that as of July 1, 2013, the population had grown to 27,655.

But Cornelius has experienced relatively little non-residential growth over the years. According to officials, Cornelius has a $5-billion tax base, which is good for a town of just 15 square miles, but an estimated 80% of that tax base is residential. While Cornelius is an affluent town, there are limited opportunities for non-residential growth.

The lack of taxable commercial property makes the study area vitally important for non-residential growth. According to estimates, only about 600 acres of developable land remains inside the town's boundaries. The study area accounts for more than half of that acreage.

Both the former Augustalee and the Cooke Sites have been studied previously and proposed for development. There are current approved master plans for both sites (see Appendix).

The former Augustalee Site is approximately 104 acres to the east of Interstate 77 along US 21/Statesville Road, and is accessible from the interstate. The undeveloped site was once envisioned as a $515-million development with residential, retail, office and hotel possibilities, but went into foreclosure in 2009. It was purchased by a group of businessmen who live in the region and is again being considered for development. But access via a new Exit 27 off I-77 at Westmoreland Road has always been considered key to its success. The Town of Cornelius and the new owners have engaged design consulting firm Kimley-Horn to do an Interchange Justification Report (IJR) for the proposed new exit.

The Cooke Site, approximately 81 acres to the west of I-77, has also been studied and marketed by the Cooke Family for commercial use as a business campus but without success and the area remains undeveloped. The site is landlocked with current access through a residential area and is bordered by other existing residential areas, a park and an existing greenway. The Cooke Family is currently studying, developing and marketing the property for additional single-family residential development. The family has been told by developers that without interstate access, the property is not viable for commercial development.

Interstate access is key for commercial development of both the former Augustalee and the Cooke Sites. In addition, access is also an issue for the two "areas of interest" included in the study: 69 acres of old farm land to the north of Westmoreland Road and 89 acres in the Bailey Road area to the southeast of the study area.

Site, real estate and demographic data were reviewed to inform the panel members of the dynamics of this study area (see Appendix).

Key Issues

Following a briefing by LNEDC and a tour of the study area, the panel interviewed key stakeholders during two sessions. The panelists identified several key issues with direct relevance to the questions posed for the TAP.

Roads/Connectivity

The issue of roads and connectivity was of paramount importance to nearly all the stakeholders interviewed. Key in the discussion was the creation of a new Exit 27 interchange off I-77 at Westmoreland Road. Public stakeholders were unanimous in their desire for the interchange.

The interchange was viewed by several stakeholders as not only key to accessing the former Augustalee and the Cooke Sites, but also important to opening up other potential commercial corridors, including the 89 acres in the Bailey Road Area of Interest. One stakeholder noted the "importance of getting the Bailey Road connection right."

Stakeholders connected to the Cooke Site said that lack of access to the interstate had been cited as a reason why the site did not have great potential for commercial development. One stakeholder expressed the opinion that even with an interchange at Westmoreland Road, the site would not be attractive to commercial developers.

Roads/Connectivity Key Points:

- Create better direct access to I-77
- Provide access to the Cooke and former Augustalee Sites
- Address support/objections to interchange at Westmoreland
- Consider traffic impacts on auxiliary roads
- Improve connectivity to Bailey Road
- Address concerns of a super-street network on Catawba Avenue

Economic Development

Economic developers and town officials are concerned about Cornelius' imbalance between commercial and residential growth and the impact on the town's tax base. Officials want to see greater commercial growth to lighten the residential tax load, as well as provide opportunities for jobs. Because of the small amount of developable land available, doing development right on both the former Augustalee and the Cooke Sites is critical. One stakeholder said, "We need to make sure we get the most bang for the buck." Another said, "We want to create the best tax base for our community."

An economic development stakeholder said, "We need product up here. One of the challenges we have in trying to convince companies to come up here is there is just nothing. There is land, but that land isn't ready for development."

Economic Development Key Points:

- Create product for economic developers
- Increase employment opportunities in the area
- Optimize the remaining 600 ± acres of contiguous land available in Cornelius
- Balance the town's tax base

Key Issues

Properties/Uses

Given that an estimated 80% of Cornelius' tax base is residential, public officials are eager to maximize commercial development in the area. The town's goal is to have live, work and play, but one official said, "We don't have the work yet."

The former Augustalee Site was viewed by stakeholders as the best hope for significant commercial development, but several stakeholders also would like to see commercial on the Cooke Site. Some stakeholders did express concern over the Cooke Site's proximity to residential development, Robbins Park and a municipal greenway as well as a stream and adjacent protected wetlands.

One of the principal uses that the panel was asked to consider was whether property in the study area could support development of a hotel/ convention center. Stakeholders noted that the area currently has 1,600 sleeping room in the three Lake Norman communities, but there is not a full-service conference hotel, much less a convention center. Officials say they do receive calls and requests for a full-service hotel with meeting space, and the area is seeing an increase in both occupancy and room rates.

Properties/Uses Key Points:

- Consider wetlands when addressing the Cooke Site
- Determine the viability of the Cooke Site for commercial uses
- Maximize commercial use
- Create Class A office products
- Ponder market demand for full-service hotel and conference center
- Incorporate greenway connectivity
- Create a live/work community – sense of place important
- Incorporate a town center concept

Panel Observations & Recommendations

Transportation / Access

The major challenge the panel faced was determining which comes first: the land use or transportation. The first question posed by the sponsor, LNEDC was:

> *" What is the appropriate land use to justify the interchange at Westmoreland Road and what would the density on the sites need to be?"*

The dominate issue is how to maximize land use, which really speaks to the transportation side of the two-sided coin. The panel came to a pretty quick and clear understanding that the most critical issue to address first was transportation. Without a plan for appropriate interstate access the land use question could not be adequately addressed.

While the sponsor requested a study of appropriate land use to justify a planned Exit 27 Westmoreland single-point urban interchange (SPUI), the panel does not believe a traditional interchange at Westmoreland is the answer to maximizing land use in the study area. The panel wanted to create something better; in essence, a "better mousetrap." The panel is suggesting the Cornelius "Square" Interchange or Counterchange.

Westmoreland Road "SPUI" Interchange

Following the sponsor's briefing, a tour of the study area, input from stakeholders and deliberations, panelists concluded that while a new Exit 27 interchange is essential to unlocking the commercial development potential of the study area, a traditional interchange at Westmoreland Road will not serve the best interests of all parties involved.

The panel feels the Westmoreland Road interchange design and location presents a number of limitations and issues. This interchange would:

- Impact McDowell Creek and limit the extension of the McDowell Creek Greenway north of Westmoreland Road.
- Concentrate traffic on Westmoreland Road, significantly impacting the Statesville Road/ Westmoreland intersection and Washam Potts Road.
- Provide development potential only to the east, concentrated along Statesville Road south.
- Foster long-term redevelopment of existing low density commercial uses along Westmoreland Road between the interchange and Statesville Road.

Cross section of Westmoreland Road

Panel Observations & Recommendations

RECOMMENDATION #1: Create the Cornelius "Square" Interchange or Counterchange

The panel proposes the evaluation of an alternative interchange design that maximizes the economic development vision of the Town of Cornelius while strengthening regional connectivity and access. This interchange concept creates a square design formed by the on/off ramps and new streets that connect to a new bridge over I-77. The on/off ramps would be located as far north as possible to maximize the distance from the Sam Furr Interchange to the south. Ramps would terminate in roundabouts that allow free-flowing access to and from the interstate while seamlessly connecting to the existing (and future) local street network. The design provides access to Westmoreland Road without concentrating traffic on this existing corridor. It also connects a new bridge with a realignment of Bailey Road, creating a valuable east-west corridor.

The Cornelius "Square" Interchange or Counterchange could create a signature gateway to the community. A similar design was used in 2011 in Gloucester Township, N.J., for an interchange on N.J. State Route 42, a limited access highway that runs from Philadelphia to Atlantic City. (See the Appendix for images)

Rendering of the Cornelius "Square" Interchange or Counterchange (see Appendix for larger image)

Panel Observations & Recommendations

Rationale:

- Creates a new vision for the developments that is not hampered by present land uses along Westmoreland, creating a new and desirable address for businesses.
- Differentiates the interchange from others along the North Mecklenburg/I-77 corridor.
- Incorporates better distribution of traffic for east/west access.
- Creates better east/west connectivity.
- Develops a better sense of place.
- Maximizes greenway and I-77 frontage.
- Makes a unique statement for both sides of the interstate.
- Reduces backups on ramps on I-77.
- Creates a sense of "arrival."
- Gives both the east and west ramp/roundabouts identity.
- Requires minimal right-of-way.
- Requires significantly less funding than the present STIP cost estimate.

Benefits:

Connectivity:

- Provides access to Westmoreland Road without concentrating traffic on this existing corridor.
- Provides a new east-west bridge that improves connectivity while still separated from the interchange ramps.
- Connects a new bridge with a realignment of Bailey Road creating a valuable east-west corridor from West Catawba Avenue to Old Statesville Road that parallels Westmoreland Road.
- Connects new ramps directly to (2) north-south corridors (Statesville Road & future Northcross Drive) which maximizes traffic distribution.

Constructability & Cost:

- Avoids environmental impacts to McDowell Creek.
- Does not require rebuilding the existing Westmoreland Road Bridge, avoiding maintenance-of-traffic issues during construction and the cost of replacing an existing bridge.
- Utilizes a new, smaller bridge (no ramps, signals, turn lanes, etc.) built in a undeveloped location making it easier and less costly to construct.
- Creates a significant potential to negotiate the dedication of necessary rights-of-way (and even interchange cost) with large landowners on each side due to the impact of increased development value of the interchange.

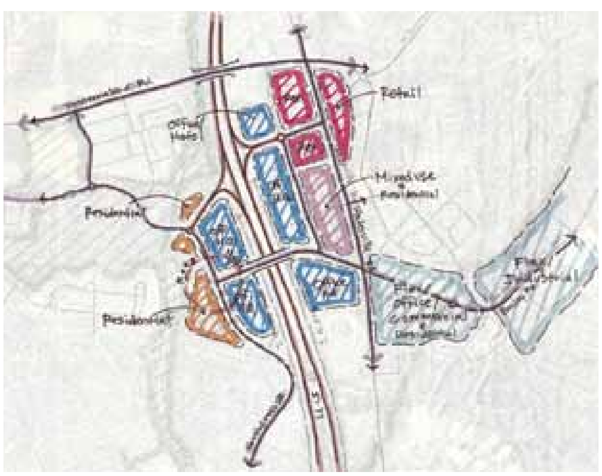
Panel Observations & Recommendations

Land Use and Development

Solving the transportation access issue goes directly to the concept of land use. The new interchange would present opportunities to maximize land use in the study area to meet Cornelius' goals for creating significant economic development impact in a manner consistent with the town's vision and goals.

RECOMMENDATION #2: Rethink land use around new interchange

Overall, the interchange design and block structure creates a series of flexible development blocks. This block structure could be maximized and development "street-oriented" with parking (both surface lots and potential parking structures) located in the middle of the block. The resulting development form will create a uniquely walkable place with significant regional transportation access.



Rendering of the potential land use with the Cornelius "Square" Interchange design
(see Appendix for larger image)

Benefits:

Land Use & Development:
The Cornelius "Square" Interchange design opens up the development potential on both sides of the interstate with shared access to the interchange.

- Ramp design integrated into development sites allows future development to create a unique and controlled development "address."
- Overall design allows development to be organized on a regular pattern of streets and blocks that provide vehicular access to the interchange while ensuring a walkable scale to the street design and block structure.
- New bridge and extension of Bailey Road creates a valuable multi-modal connection between the McDowell Greenway/Westmoreland Regional Park (on the west) and Caldwell Station Creek Greenway (on the east). The new bridge and Bailey Road extension should be designed with ample pedestrian and bicycle facilities that could incorporate a multi-use trail.

Interstate Frontage:

- Development blocks along I-77 would provide valuable office locations with high interstate visibility and access.
- Office development on both sides of the interstate would create a signature employment address appropriate for potential headquarter locations.
- A frontage road parallel to the interstate would provide vehicular and services access to development sites and could connect directly to potential lower-level parking structures. The new east-west bridge should be designed to allow the frontage road to pass under the bridge and maximize access to the higher intensity office uses.

Panel Observations & Recommendations

Cooke Site:

- Extension of Northcross Drive should be located through the middle of the site in order to maximize access and connect with the extension of Bailey Road (via new east-west bridge).
- Development west of Northcross Drive should include a mix of single family and multi-family residential that can take advantage of the McDowell Greenway access and frontage.
- Development east of Northcross Drive should include office development that can take advantage of interstate access and visibility.
- Development at the intersection of Northcross Drive and Bailey Road extension should include a potential mixed-use retail node linking the residential and office development with retail services that can serve future residents and employees.

Former Augustalee Site:

- Provides a central north-south street that connects from Westmoreland Road to the interchange roundabout and the extension of Bailey Road with office development oriented along the interstate.
- Extends the interchange ramps to Statesville Road to create the site's signature address with office and hotel development potential along the interstate, transitioning to a retail node centered on the block between the roundabout and Statesville Road.
- Allows for mixed-use development oriented along Statesville Road to include a mix of multi-family residential and commercial development that transitions to the single-family neighborhoods to the east.

Bailey Road Corridor:

- Extension of Bailey Road provides interstate access and east-west connectivity to West Catawba Avenue, opening up development potential on Bailey Road east of Statesville Road.
- Development at Bailey Road and Statesville Road should include a mix of residential, office, and commercial uses.
- Farther east on Bailey Road development should include additional industrial and flex office uses.

RECOMMENDATION #3: Consider and evaluate development potential

Based on the new interchange recommendation, the panel foresees the development of an east/west village anchored by employment with the following land use opportunities:

- On the east side, a village center anchored by employment uses including:
  - » Large office headquarters with potential for expansion with structured parking facilities
  - » Full-service hotel with expansion capabilities
  - » Supportive retail uses (restaurants, small scale retail shops, entertainment)
  - » Housing multi-family, townhomes and small lot single-family

- On the west side, land uses would also include a Village Center with:
  - » Office
  - » Retail
  - » Residential (single-family, multifamily) uses (as determined by parcel configuration)

  Rationale:
  Commercial uses on both sides of I-77 are:
  - Maximized
  - More Saleable
  - More Financially Feasible
  - Easier to Visualize and Implement

Office

The panel feels that with the new interchange at Exit 27, the study area could support an additional 1.2-million square feet of headquarters office space. At 200 square feet per employee this equates to 6,000 new daytime employees.

Considerations should include:
- 3-4 story buildings
- Surface parking
- Flex and medical office buildings

Commercial uses on both sides of I-77 would create visibility, which would be a plus in attracting corporate users. In addition, new entrances to both the former Augustalee and Cooke Sites would allow developers to create their own entrances into the property.

More importantly, a new entrance could also accommodate additional commercial uses for the Cooke family property, unlocking its potential.

Hotel/Conference Center

The panel is confident that new office development will, in turn, drive demand for a desired full-service hotel and conference center with 20,000 square feet of meeting space (expandable) and 225+ sleeping rooms. However, a hotel market study to test feasibility of a full-service hotel conference center for underwriting, should be undertaken.

Panel Observations & Recommendations

Retail

The expansion of daytime population as a result of the panel's recommendations will add some 6,000 employees to the current daytime population of 86,265 employees within a 15-minute drive-time. This, together with the added visitors as a result of a hotel/conference center component, begins to make the argument for additional retail space totaling approximately 150,000 – 200,000 square feet, to include shopping, restaurants and entertainment.

The demand for retail is driven by population and income growth, resulting from a strong job market (office/industrial). The current population within a 15-minute drive-time of the Westmoreland/US 21 interchange, appears to offer limited opportunities for any substantial addition of retail inventory. The 2015 estimated population within this drive time is 128,626 serving 50,350 households, creating $1,985,937,670 in total retail demand. Current estimates grow this to 144,857 serving 56,945 households by 2020, a 13% increase.

The existing retail supply along the I-77 corridor, includes primary regional shopping centers at Exit 25 – both east and west -- with Birkdale Village and Northcross Shopping Center, totaling more than 1 million square feet, and local shopping centers along Catawba Avenue, including new grocery anchored centers at Antiquity to the east and the expansion/renovation of Publix to the west. Together the current supply results in approximately $2,168,859,070 of total retail sales – which suggests a negative retail gap. However, this also indicates retail sales being driven by customers visiting or coming from outside the area. Retail vacancy in the north submarket is currently 5.5%, according to Colliers International 1st quarter 2015 report, which points to an improving trend and recovery of retail in the Lake Norman area.

Retail Key Points

- 2015 estimated population within a 15-minute drive time is 128,626 for 2015 and 144,857 for 2020
- Expansion of daytime population will add an estimated 6,000 employees
- Annual retail sales are $2,168,859,070
- Negative retail gap driven by oversupply and customers coming from outside the trade area
- Vacancy in the north submarket is 5.5%
- Existing supply totals over 1 million square feet

Panel Observations & Recommendations

Housing

Additional job growth will also result in demand for additional housing. Based upon this growth, an estimated 450-550 additional housing units could be considered. This includes a variety of housing options to serve the expanding workforce.

The primary generational cohort within the current drive-time is Millennials (18-36), which is also the primary workforce for the next decade. The next group, Generation X (37-49), includes families. Demand for housing is directly reflected in these groups' lifestyle choices with a preference for walkable, mixed-use environments. The ULI Report: *America in 2015* highlights the annual survey of views on housing, transportation and community. The report suggests that Millennials enjoy a more urban lifestyle, including rental and ownership of multifamily housing. Generation X, with growing families, enjoys an active lifestyle and prefers single family home ownership. Tapestry segmentation combines demographics with social and lifestyle issues to understand how and where people choose to live, work, shop and recreate. The primary tapestry segments within a 15-minute drive time include Bright Young Professionals and Boomburbs, who together make up nearly 23% of the households- which includes both affluent and middle income categories. (See Appendix)

Housing Key Points

- Additional job growth will result in demand for more housing
- Primary generational cohorts within 15-minute drive-time:
  - Millennials (18-36) the primary workforce for the next decade
  - Generation X (37-49) with growing families, who enjoy an active lifestyle and prefer single family homeownership.

Summary & Conclusion

The ULI Charlotte District Council was asked by Lake Norman Economic Development Corporation to study the land area around US 21/Statesville Road and Westmoreland Road in Cornelius, NC, for the development of a new Exit 27 interchange off I-77 at Westmoreland Road.

The timing of the project is critical with the expansion of I-77 by an additional two lanes on the north and south corridors, set to take place in the near future. Planning for an Exit 27 interchange at Westmoreland is already underway with land planning consultant Kimley-Horn's Charlotte office undertaking an Interchange Justification Report. In addition, US 21/Statesville Road, a major north-south corridor, is to be widened to four lanes.

The Lake Norman Economic Development Corporation asked ULI Charlotte to answer four questions:

1. **What is the appropriate land use to justify the interchange at Westmoreland Road and what does the density of the sites need to be?**

   The panel believes that a traditional interchange at Westmoreland Road would not maximize the development potential of the study area. The panel recommends evaluation of a new Cornelius "Square" Interchange design. This new design, detailed elsewhere in this report, would create greater accessibility, visibility and marketability for the major development sites – the Cooke and former Augustalee Sites – on both sides of the interstate, and address many traffic concerns.

The Exit 27 Study Panelists

Next Steps:

- The Town of Cornelius should incorporate and evaluate the Cornelius "Square" Interchange/Counterchange design as part of the current Interchange Justification Report analysis, including conceptual engineering and cost estimation.
- Coordinate and follow-up with key land owners of the former Augustalee and Cooke Sites to identify development strategies that protect the ability to incorporate the new interchange recommendation, while allowing initial development phases to occur (like residential away from the interstate).
- Consider alternative funding strategies and fiscal impact analysis. Is Tax Increment Financing (TIF) an opportunity?

Summary & Conclusion

2. **Would this site support a hotel and conference center?**

   The panel believes that with the new interchange concept the site could support a full-service, conference center hotel. New office development will drive demand for a full-service hotel and conference center with 20,000 square feet of meeting space (expandable) and 225+ sleeping rooms.

   Next Step:

   » A full hotel market study should be undertaken to test the feasibility of a hotel and conference center. Financing institutions generally require an independently prepared market and financial feasibility study for the development of a new property. Companies that have done work with panelists in the past include.
      * TR Engel Group, LLC (Boston, MA) – www.trengelgroup.com
      * CBRE Research/PKF Hospitality Research (Atlanta, GA) – www.PKFC.com

3. **How do the current transportation plans aide in the development of the site?**

   The panel believes that the current plans for the Westmoreland Interchange really do not aide in development of the principal sites in the study area. The panel agrees with the 2014 report of The Mayors Institute on City Design that said don't build the interchange as currently designed. The panel believes that the new interchange design can be coupled with a network of streets, including Catawba, to create a better alternative. This new design, creates greater accessibility, visibility and marketability for the major development sites and addresses many traffic concerns.

4. **How does this affect the adjacent land uses(s)?**

   The panel believes the new interchange option opens up and reestablishes the possibility for the Cooke Site to be used for commercial development. The current interchange (as currently designed) limits access for commercial use, particularly for the Cooke Site, which would otherwise be limited to predominately residential development. On the east side of the interstate, the plan creates a development package for the former Augustalee Site.

Final Observation

The panel believes the new interchange could afford a significant branding opportunity for Cornelius. The plan provides the best chance to do something really exciting and visually compelling and to create significant development spaces. This is the best chance for Cornelius to get it right.

Appendix

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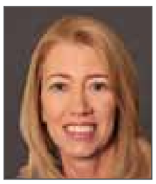
Appendix

Panelist Biographical Sketches

Kathleen Rose, CCIM, CRE

President
Rose & Associates Southeast Inc.
Panel Chair



Kathleen Rose is president of Rose & Associates Southeast, Inc. in Davidson, NC, where she has combined decades of experience as a development expert and real estate analyst to build a unique consulting practice, serving public, private and institutional clients and managing the analysis, planning and development of a wide range of real estate and economic development projects throughout the eastern United States.

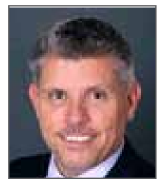
Rose holds the Certified Commercial Investment Member (CCIM) designation of the Commercial Investment Real Estate Institute of the National Association of Realtors. She has served on the Institute's faculty and as chair on a number of regional and national executive committees. She also holds the designation of Counselor of Real Estate (CRE), and is also a member of the International Economic Development Council (IEDC).

Rose serves on Advisory Services Panels for the Urban Land Institute (ULI), including the Daniel Rose Center for Public Policy and on the CRE Consulting Corp, publishing in numerous project documents. She is also a member of the International City/Council Management Association (ICMA), and its affiliate the Alliance for Innovation.

Her work in real estate, community and economic development resulted in recognition by Business Today as a top business woman in the Lake Norman region in 2010 and the Charlotte Business Journal as among the top 25 businesswomen in 2011.

Randy E. Goddard, PE

Managing Principal
Design Resource Group



Randy Goddard has more than 30 years of traffic engineering experience in both the public and private sectors. Goddard is a principal and manager of the traffic studio for Design Resource Group in Charlotte, NC.

Prior to joining Design Resource Group, Goddard was the principal and office director for Kubilins Transportation Group in Charlotte. While at Kubilins he was responsible for managing the engineering staff and has overseen the completion of more than 2,900 projects. Prior to joining Kubilins, Goddard was the manager of the Land Development/Special Projects Unit with the City of Charlotte Department of Transportation (CDOT).

As a managing principal at Design Resource Group, Goddard is responsible for overall project management and quality assurance. He specializes in traffic impact analysis, parking studies, transportation facility permitting, preliminary access and driveway design (including roundabouts), driveway permitting, access evaluation, site plan review, and preliminary design of interchanges, roadways and parking structures. Goddard also regularly represents the firm's clients at public hearings, presentations and community meetings.

In addition to being a member of the Urban Land Institute, he is also a Fellow of the Institute of Transportation Engineers (ITE) and a member of the Congress for New Urbanism (CNU). He holds a degree in civil engineering from the University of Colorado and is a registered engineer in North and South Carolina.

Hal Kempson

First Vice President
CBRE

For the past 17 years Hal Kempson has been employed in the mortgage banking industry, the last 10 with CBRE in Charlotte. He is currently first vice president at CBRE and a member of the CBRE Structured Finance Team. His responsibilities include loan origination, negotiation and structuring of debt and equity investments. Since 1994, Kempson has originated more than $1.6 billion in construction, permanent, mezzanine, and joint venture equity.

Prior to mortgage banking, Kempson was employed by First Union and a confidential financial services client in a structured finance capacity.

A member and candidate for the CCIM designation, Kempson is a licensed real estate broker and member of the Mortgage Bankers Association. He has served as an instructor for the Charlotte Region Commercial Board of Realtors in commercial real estate finance. Kempson is Regional Development Chair for the Urban Land Institute's Charlotte District Council.

Keith H. MacVean

Land Use & Zoning Consultant
Moore & Van Allen

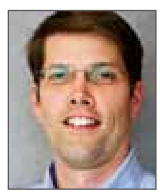
Keith MacVean joined the Charlotte office of Moore & Van Allen as a Land Use and Zoning Consultant in 2013. His primary role is to help clients navigate various regulatory environments associated with entitlement and permitting processes, including rezoning efforts, subdivision compliance, land use ordinance and planning projects and transportation and master planning matters.

Before joining MVA, MacVean spent five years at King & Spalding assisting clients on entitlement, land use and real estate matters.

MacVean was employed for 24 years in the City of Charlotte Planning Department. While at the Planning Commission, he led and developed a wide variety of city and county planning initiatives. He oversaw the rezoning process and worked extensively with every aspect of the city/county zoning regulations, including the creation of new zoning districts and the development of new land use plans for the fast growing Charlotte region. He also played a significant role in the interpretation of zoning regulations and assisted internal and external groups with the resolution of a variety of issues associated with the zoning regulations. MacVean also served as interim zoning administrator for one year.

Ed McKinney

Interim Planning Director
Charlotte-Mecklenburg Planning Department



Ed McKinney is the Interim Planning Director for the City of Charlotte. McKinney is an experienced planner, urban designer and collaborator. He spent the first half of his career in the private sector building a transportation & urban design practice with the consulting firm Glatting Jackson. That practice assisted communities in answering complex planning and transportation questions though inclusive and multi-disciplinary problem solving.

McKinney has managed and directed a range of projects: transit station area planning, corridor and downtown redevelopment, and large-scale private land development strategies. At the City of Charlotte, he currently directs a number of strategic planning initiatives including a comprehensive update of the City's zoning ordinance.

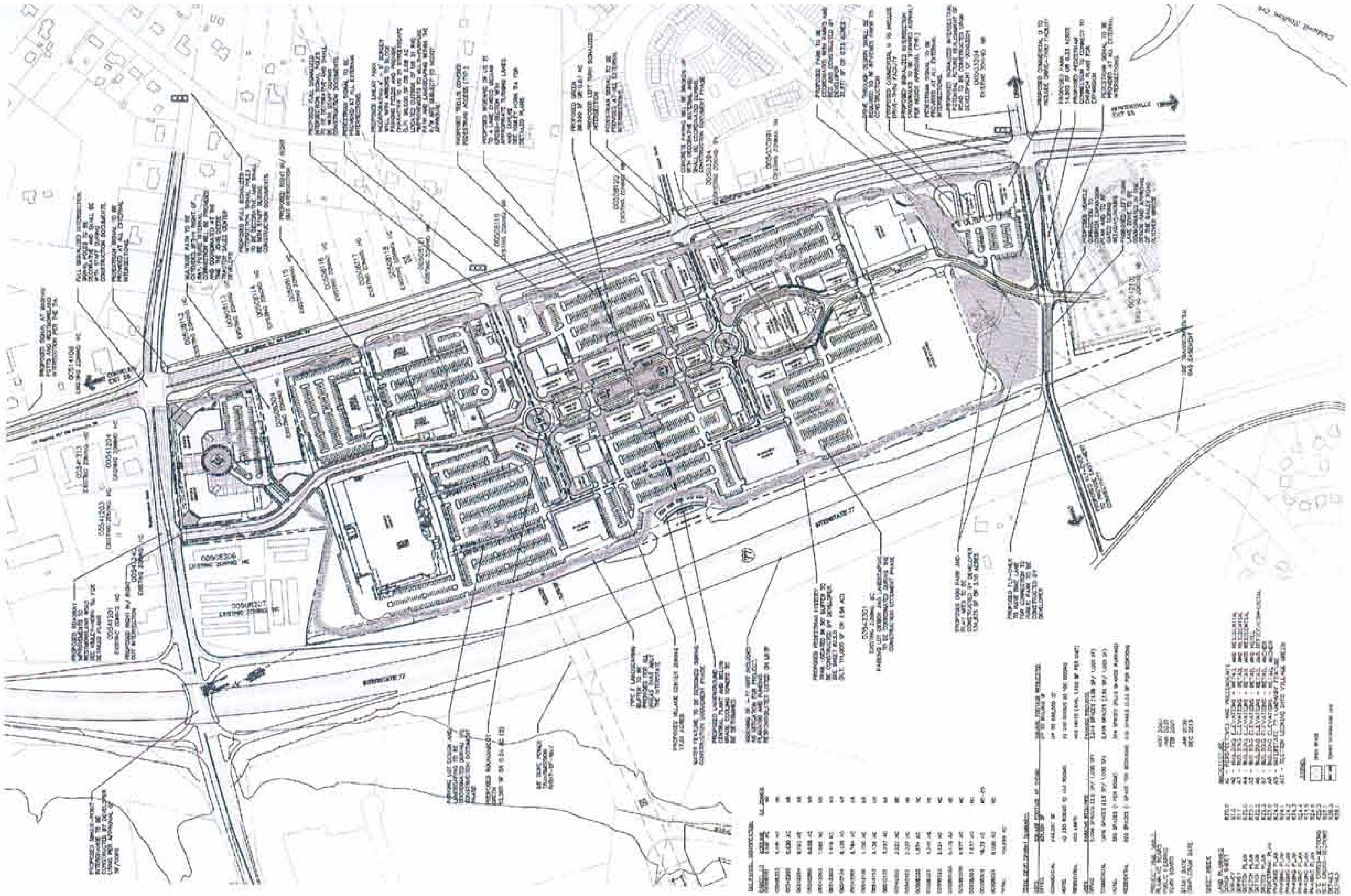
He holds graduate degrees in architecture and city planning from the Georgia Institute of Technology and has served as an urban design studio instructor at Georgia Tech. He has an undergraduate degree in architecture from the University of Wisconsin – Milwaukee.

Renderings and Photographs

ULI Study Area

Renderings and Photographs

Former Augustalee Site Plan

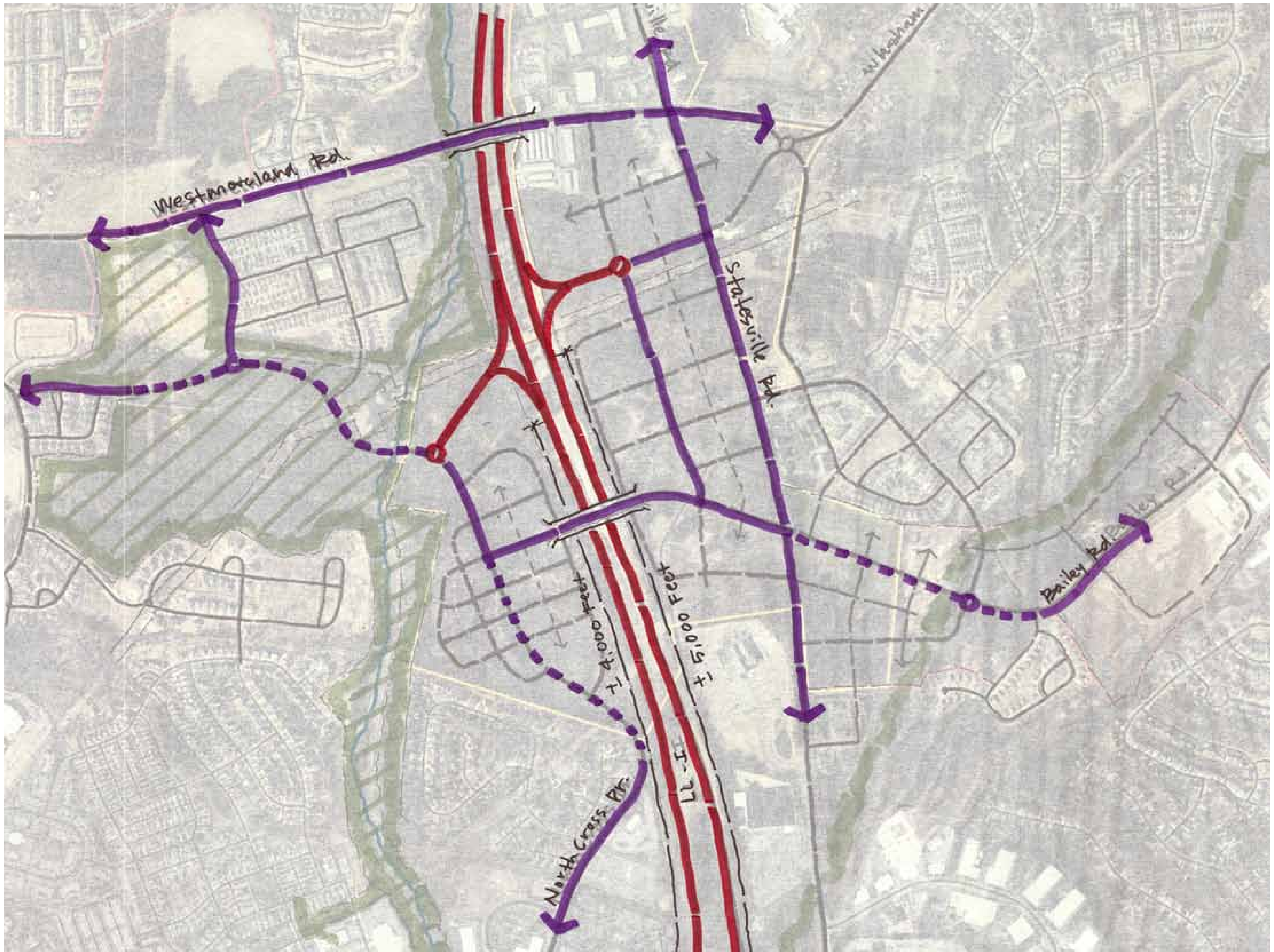


Renderings and Photographs

Cooke Site Plan

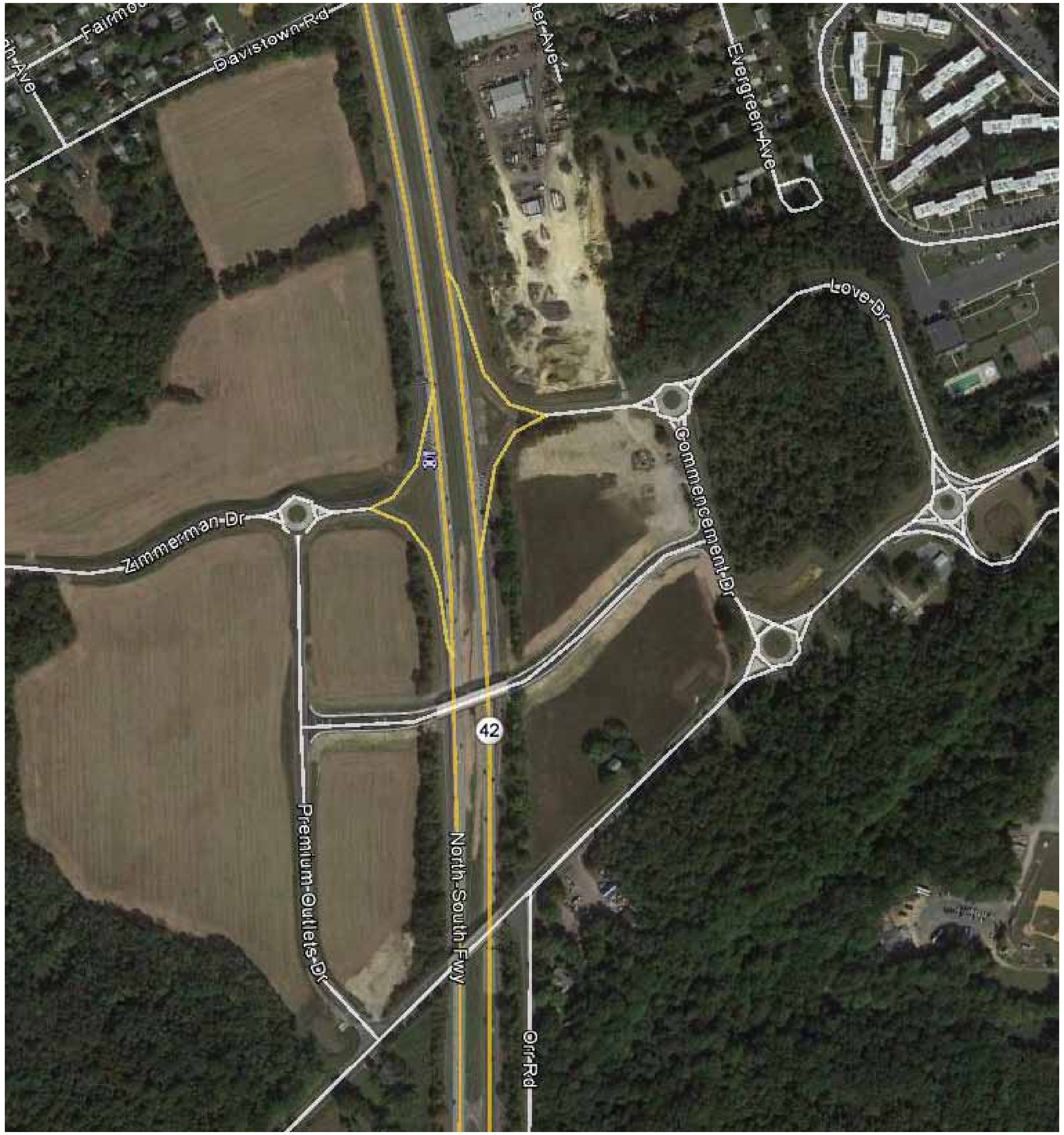
Renderings and Photographs

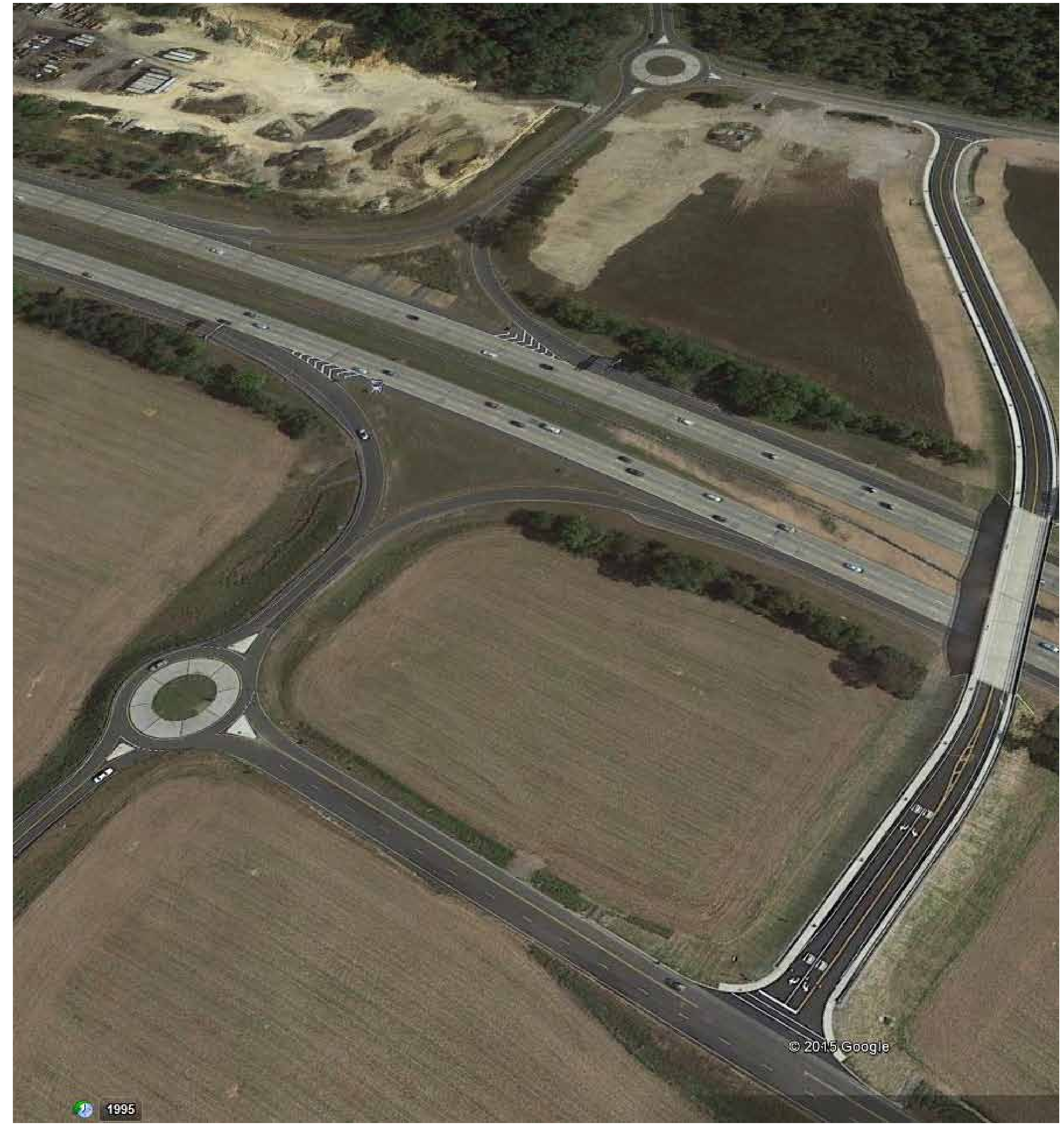
Proposed Cornelius "Square" Interchange or Counterchange



Renderings and Photographs

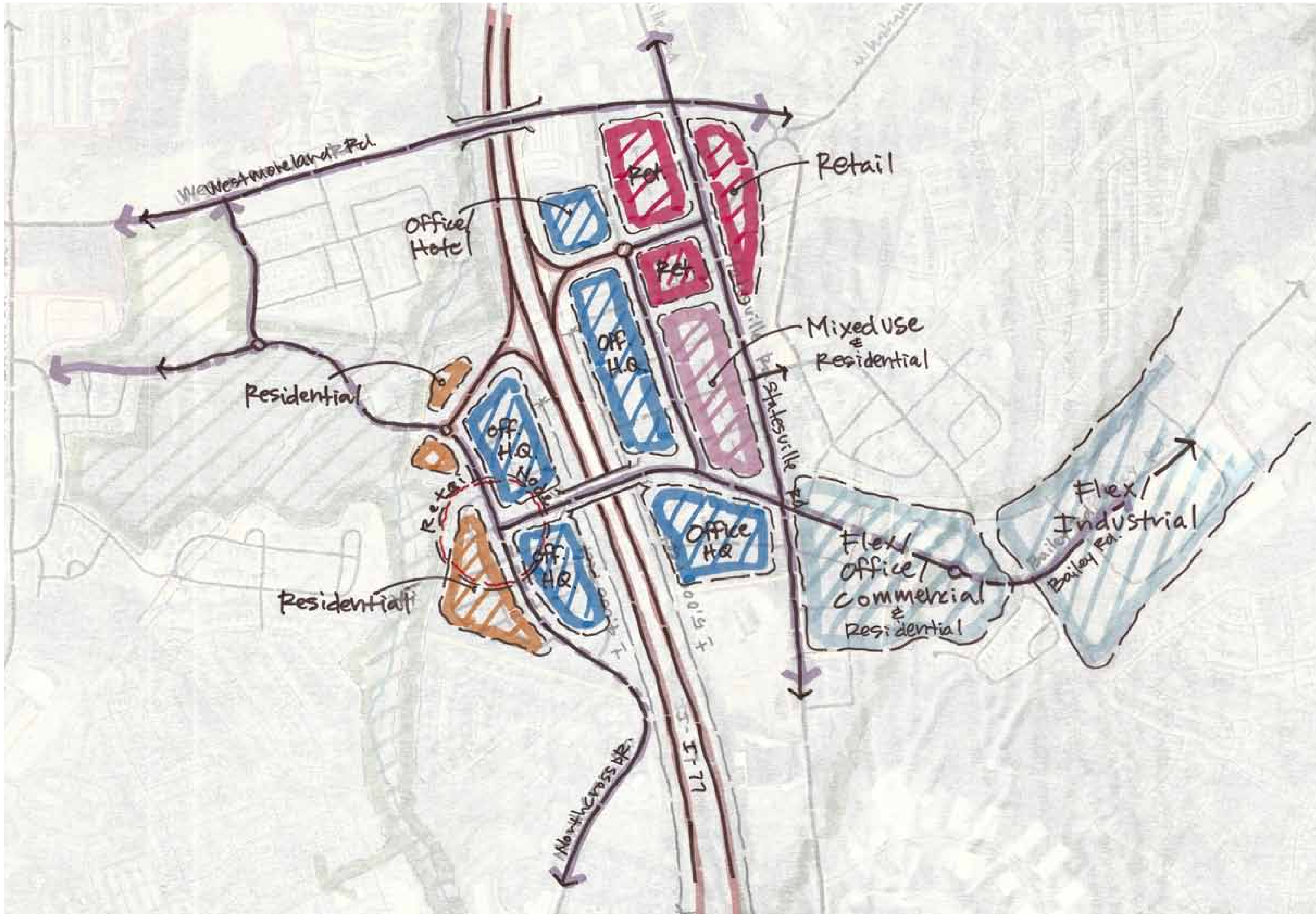
New Jersey Interchange (NJ Route 42 Interchange)





Renderings and Photographs

Potential Land Use with Cornelius "Square" Interchange Design



Executive Summary

Cornelius - ULI TAP
18336 Statesville Rd, Cornelius, North Carolina, 28031 Latitude: 35.46413
Drive Times: 5, 10, 15 minute radii Longitude: -80.87102

	5 minutes	10 minutes	15 minutes
Population			
2000 Population	8,207	32,694	66,758
2010 Population	17,562	55,025	114,501
2015 Population	19,531	61,290	128,626
2020 Population	22,137	69,331	144,857
2000-2010 Annual Rate	7.90%	5.34%	5.54%
2010-2015 Annual Rate	2.04%	2.08%	2.24%
2015-2020 Annual Rate	2.54%	2.50%	2.41%
2015 Male Population	48.7%	48.9%	49.2%
2015 Female Population	51.3%	51.1%	50.8%
2015 Median Age	36.1	38.1	36.9

In the identified area, the current year population is 128,626. In 2010, the Census count in the area was 114,501. The rate of change since 2010 was 2.24% annually. The five-year projection for the population in the area is 144,857 representing a change of 2.41% annually from 2015 to 2020. Currently, the population is 49.2% male and 50.8% female.

Median Age

The median age in this area is 36.1, compared to U.S. median age of 37.9.

	5 minutes	10 minutes	15 minutes
Race and Ethnicity			
2015 White Alone	83.3%	83.9%	80.5%
2015 Black Alone	8.2%	8.0%	10.5%
2015 American Indian/Alaska Native Alone	0.3%	0.3%	0.3%
2015 Asian Alone	3.3%	3.2%	3.7%
2015 Pacific Islander Alone	0.0%	0.0%	0.0%
2015 Other Race	2.6%	2.4%	2.6%
2015 Two or More Races	2.2%	2.1%	2.3%
2015 Hispanic Origin (Any Race)	7.7%	7.0%	7.2%

Persons of Hispanic origin represent 7.2% of the population in the identified area compared to 17.6% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 42.7 in the identified area, compared to 63.0 for the U.S. as a whole.

	5 minutes	10 minutes	15 minutes
Households			
2000 Households	3,684	13,245	25,139
2010 Households	8,153	22,832	44,585
2015 Total Households	9,115	25,529	50,350
2020 Total Households	10,360	28,962	56,945
2000-2010 Annual Rate	8.27%	5.60%	5.90%
2010-2015 Annual Rate	2.15%	2.15%	2.34%
2015-2020 Annual Rate	2.59%	2.56%	2.49%
2015 Average Household Size	2.14	2.38	2.51

The household count in this area has changed from 44,585 in 2010 to 50,350 in the current year, a change of 2.34% annually. The five-year projection of households is 56,945, a change of 2.49% annually from the current year total. Average household size is currently 2.51, compared to 2.52 in the year 2010. The number of families in the current year is 33,397 in the specified area.

Data Note: Income is expressed in current dollars
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

June 02, 2015

Executive Summary

Cornelius - ULI TAP
18336 Statesville Rd, Cornelius, North Carolina, 28031 — Latitude: 35.46413
Drive Times: 5, 10, 15 minute radii — Longitude: -80.87102

	5 minutes	10 minutes	15 minutes
Median Household Income			
2015 Median Household Income	$69,859	$79,201	$77,270
2020 Median Household Income	$76,661	$85,410	$83,599
2015-2020 Annual Rate	1.88%	1.52%	1.59%
Average Household Income			
2015 Average Household Income	$86,274	$106,882	$102,630
2020 Average Household Income	$94,869	$118,938	$114,692
2015-2020 Annual Rate	1.92%	2.16%	2.25%
Per Capita Income			
2015 Per Capita Income	$39,206	$44,272	$40,204
2020 Per Capita Income	$43,283	$49,415	$45,101
2015-2020 Annual Rate	2.00%	2.22%	2.33%

Households by Income

Current median household income is $77,270 in the area, compared to $53,217 for all U.S. households. Median household income is projected to be $83,599 in five years, compared to $60,683 for all U.S. households

Current average household income is $102,630 in this area, compared to $74,699 for all U.S. households. Average household income is projected to be $114,692 in five years, compared to $84,910 for all U.S. households

Current per capita income is $40,204 in the area, compared to the U.S. per capita income of $28,597. The per capita income is projected to be $45,101 in five years, compared to $32,501 for all U.S. households

	5 minutes	10 minutes	15 minutes
Housing			
2000 Total Housing Units	4,188	14,739	27,522
2000 Owner Occupied Housing Units	2,489	9,719	19,515
2000 Renter Occupied Housing Units	1,195	3,526	5,624
2000 Vacant Housing Units	504	1,494	2,383
2010 Total Housing Units	8,994	25,142	48,728
2010 Owner Occupied Housing Units	4,823	15,514	31,739
2010 Renter Occupied Housing Units	3,330	7,318	12,846
2010 Vacant Housing Units	841	2,310	4,143
2015 Total Housing Units	9,919	27,911	54,532
2015 Owner Occupied Housing Units	5,086	16,682	34,338
2015 Renter Occupied Housing Units	4,029	8,848	16,012
2015 Vacant Housing Units	804	2,382	4,182
2020 Total Housing Units	11,081	31,296	60,999
2020 Owner Occupied Housing Units	5,769	18,983	38,671
2020 Renter Occupied Housing Units	4,591	9,979	18,274
2020 Vacant Housing Units	721	2,334	4,054

Currently, 63.0% of the 54,532 housing units in the area are owner occupied; 29.4%, renter occupied; and 7.7% are vacant. Currently, in the U.S., 55.7% of the housing units in the area are owner occupied; 32.8% are renter occupied; and 11.6% are vacant. In 2010, there were 48,728 housing units in the area - 65.1% owner occupied, 26.4% renter occupied, and 8.5% vacant. The annual rate of change in housing units since 2010 is 5.13%. Median home value in the area is $293,847, compared to a median home value of $200,006 for the U.S. In five years, median value is projected to change by 1.81% annually to $321,439.

Data Note: Income is expressed in current dollars
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

June 02, 2015

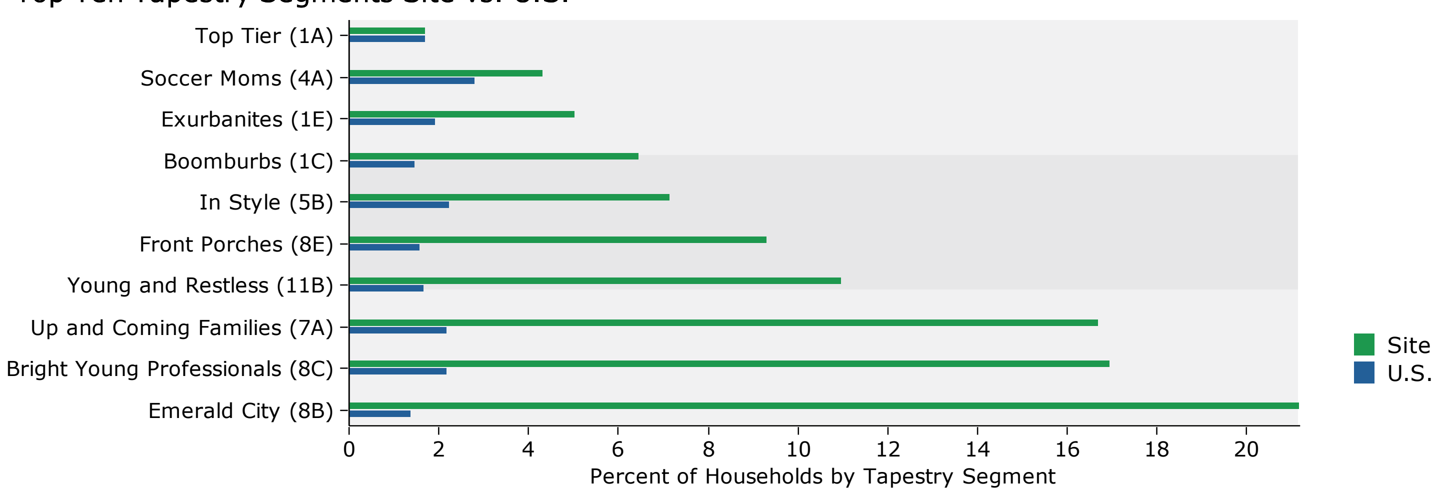
Tapestry Segmentation Area Profile

Cornelius - ULI TAP
18336 Statesville Rd, Cornelius, North Carolina, 28031 — Latitude: 35.46413
Drive Time: 5 minute radius — Longitude: -80.87102

Top Twenty Tapestry Segments

		2015 Households		2015 U.S. Households		
			Cumulative		Cumulative	
Rank	**Tapestry Segment**	**Percent**	**Percent**	**Percent**	**Percent**	**Index**
1	Emerald City (8B)	21.2%	21.2%	1.4%	1.4%	1502
2	Bright Young Professionals (8C)	17.0%	38.2%	2.2%	3.6%	772
3	Up and Coming Families (7A)	16.7%	54.9%	2.2%	5.8%	759
4	Young and Restless (11B)	11.0%	65.9%	1.7%	7.5%	650
5	Front Porches (8E)	9.3%	75.2%	1.6%	9.1%	583
	Subtotal	**75.2%**		**9.1%**		
6	In Style (5B)	7.2%	82.4%	2.3%	11.4%	318
7	Boomburbs (1C)	6.5%	88.9%	1.5%	12.9%	441
8	Exurbanites (1E)	5.1%	94.0%	2.0%	14.9%	259
9	Soccer Moms (4A)	4.3%	98.3%	2.8%	17.7%	154
10	Top Tier (1A)	1.7%	100.0%	1.7%	19.4%	100
	Subtotal	**24.8%**		**10.3%**		
11	Urban Chic (2A)	0.1%	100.1%	1.3%	20.7%	7
	Subtotal	**0.1%**		**1.3%**		
	Total	**100.0%**		**20.6%**		**485**

Top Ten Tapestry Segments Site vs. U.S.



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.
Source: Esri

June 02, 2015

Tapestry Segmentation Area Profile

Cornelius - ULI TAP
18336 Statesville Rd, Cornelius, North Carolina, 28031 | Latitude: 35.46413
Drive Time: 5 minute radius | Longitude: -80.87102

Tapestry LifeMode Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	9,114	100.0%		19,531	100.0%	
1. Affluent Estates	**1,208**	**13.3%**	**137**	**2,770**	**14.2%**	**134**
Top Tier (1A)	157	1.7%	100	319	1.6%	88
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	590	6.5%	441	1,524	7.8%	433
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	461	5.1%	259	927	4.7%	255
2. Upscale Avenues	**9**	**0.1%**	**2**	**20**	**0.1%**	**2**
Urban Chic (2A)	9	0.1%	7	20	0.1%	8
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
3. Uptown Individuals	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
4. Family Landscapes	**394**	**4.3%**	**59**	**1,123**	**5.7%**	**72**
Soccer Moms (4A)	394	4.3%	154	1,123	5.7%	182
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	0	0.0%	0	0	0.0%	0
5. GenXurban	**653**	**7.2%**	**62**	**1,073**	**5.5%**	**51**
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
In Style (5B)	653	7.2%	318	1,073	5.5%	271
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
6. Cozy Country Living	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
7. Ethnic Enclaves	**1,522**	**16.7%**	**243**	**3,792**	**19.4%**	**222**
Up and Coming Families (7A)	1,522	16.7%	759	3,792	19.4%	745
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.
Source: Esri

June 02, 2015

Tapestry Segmentation Area Profile

Cornelius - ULI TAP
18336 Statesville Rd, Cornelius, North Carolina, 28031
Drive Time: 5 minute radius

Latitude: 35.46413
Longitude: -80.87102

Tapestry LifeMode Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	9,114	100.0%		19,531	100.0%	
8. Middle Ground	**4,327**	**47.5%**	**435**	**9,058**	**46.4%**	**460**
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	1,931	21.2%	1,502	3,825	19.6%	1,752
Bright Young Professionals (8C)	1,547	17.0%	772	3,173	16.2%	808
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	849	9.3%	583	2,060	10.5%	673
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
9. Senior Styles	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
10. Rustic Outposts	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	**1,001**	**11.0%**	**178**	**1,695**	**8.7%**	**154**
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	1,001	11.0%	650	1,695	8.7%	661
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
12. Hometown	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
13. Next Wave	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
14. Scholars and Patriots	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

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Source: Esri

June 02, 2015

Tapestry Segmentation Area Profile

Cornelius - ULI TAP
18336 Statesville Rd, Cornelius, North Carolina, 28031
Drive Time: 5 minute radius

Latitude: 35.46413
Longitude: -80.87102

Tapestry Urbanization Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	9,114	100.0%		19,531	100.0%	
1. Principal Urban Center	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
2. Urban Periphery	**1,547**	**17.0%**	**101**	**3,173**	**16.2%**	**87**
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	1,547	17.0%	772	3,173	16.2%	808
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
3. Metro Cities	**4,434**	**48.7%**	**267**	**8,653**	**44.3%**	**284**
In Style (5B)	653	7.2%	318	1,073	5.5%	271
Emerald City (8B)	1,931	21.2%	1,502	3,825	19.6%	1,752
Front Porches (8E)	849	9.3%	583	2,060	10.5%	673
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	1,001	11.0%	650	1,695	8.7%	661
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

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Source: Esri

June 02, 2015

Tapestry Segmentation Area Profile

Cornelius - ULI TAP
18336 Statesville Rd, Cornelius, North Carolina, 28031
Drive Time: 5 minute radius

Latitude: 35.46413
Longitude: -80.87102

Tapestry Urbanization Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	9,114	100.0%		19,531	100.0%	
4. Suburban Periphery	**3,133**	**34.4%**	**109**	**7,705**	**39.5%**	**122**
Top Tier (1A)	157	1.7%	100	319	1.6%	88
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	590	6.5%	441	1,524	7.8%	433
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	461	5.1%	259	927	4.7%	255
Urban Chic (2A)	9	0.1%	7	20	0.1%	8
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
Soccer Moms (4A)	394	4.3%	154	1,123	5.7%	182
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	1,522	16.7%	759	3,792	19.4%	745
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Middleburg (4C)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
6. Rural	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.
Source: Esri

June 02, 2015

Tapestry Segmentation Area Profile

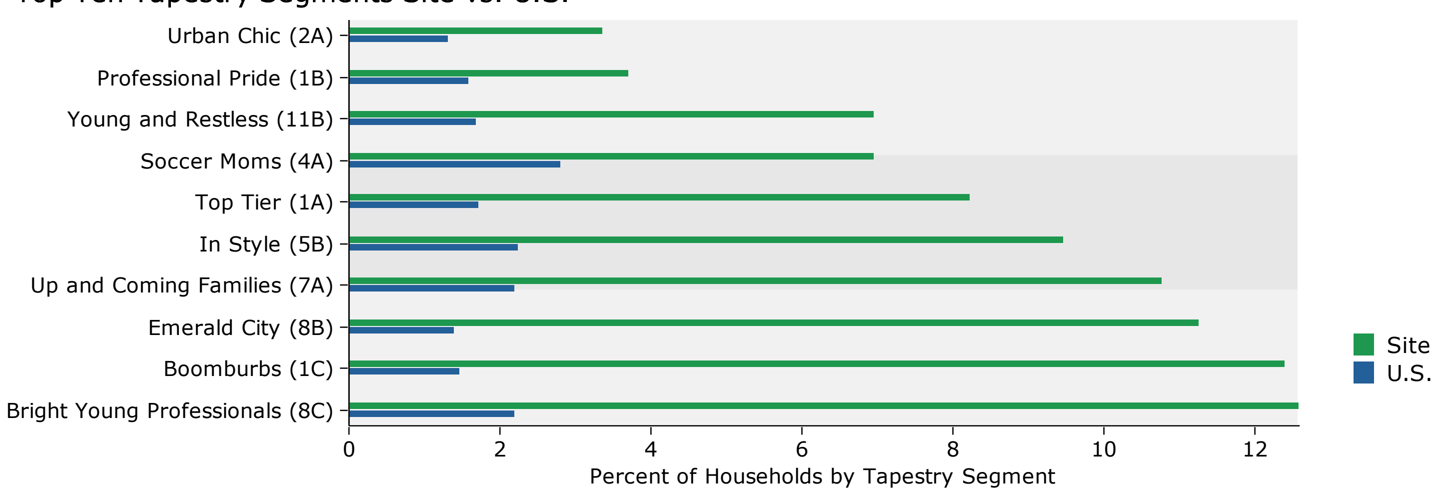
Cornelius - ULI TAP
18336 Statesville Rd, Cornelius, North Carolina, 28031
Drive Time: 10 minute radius

Latitude: 35.46413
Longitude: -80.87102

Top Twenty Tapestry Segments

		2015 Households		2015 U.S. Households		
			Cumulative		Cumulative	
Rank	**Tapestry Segment**	**Percent**	**Percent**	**Percent**	**Percent**	**Index**
1	Bright Young Professionals (8C)	12.6%	12.6%	2.2%	2.2%	573
2	Boomburbs (1C)	12.4%	25.0%	1.5%	3.7%	844
3	Emerald City (8B)	11.3%	36.3%	1.4%	5.1%	799
4	Up and Coming Families (7A)	10.8%	47.1%	2.2%	7.3%	490
5	In Style (5B)	9.5%	56.6%	2.3%	9.6%	421
	Subtotal	**56.6%**		**9.6%**		
6	Top Tier (1A)	8.2%	64.8%	1.7%	11.3%	478
7	Soccer Moms (4A)	7.0%	71.8%	2.8%	14.1%	248
8	Young and Restless (11B)	7.0%	78.8%	1.7%	15.8%	412
9	Professional Pride (1B)	3.7%	82.5%	1.6%	17.4%	233
10	Urban Chic (2A)	3.4%	85.9%	1.3%	18.7%	255
	Subtotal	**29.3%**		**9.1%**		
11	Front Porches (8E)	3.3%	89.2%	1.6%	20.3%	208
12	Middleburg (4C)	3.2%	92.4%	2.8%	23.1%	113
13	Exurbanites (1E)	3.0%	95.4%	2.0%	25.1%	151
14	Savvy Suburbanites (1D)	1.8%	97.2%	3.0%	28.1%	59
15	Southern Satellites (10A)	1.5%	98.7%	3.2%	31.3%	47
	Subtotal	**12.8%**		**12.6%**		
16	Green Acres (6A)	0.9%	99.6%	3.2%	34.5%	29
17	Down the Road (10D)	0.6%	100.2%	1.1%	35.6%	55
	Subtotal	**1.5%**		**4.3%**		
	Total	**100.0%**		**35.5%**		**282**

Top Ten Tapestry Segments Site vs. U.S.



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Source: Esri

June 02, 2015

Tapestry Segmentation Area Profile

Cornelius - ULI TAP
18336 Statesville Rd, Cornelius, North Carolina, 28031 Latitude: 35.46413
Drive Time: 10 minute radius Longitude: -80.87102

Tapestry LifeMode Groups	**2015 Households**			**2015 Population**		
	Number	**Percent**	**Index**	**Number**	**Percent**	**Index**
Total:	25,530	100.0%		61,289	100.0%	
1. Affluent Estates	**7,420**	**29.1%**	**299**	**20,697**	**33.8%**	**318**
Top Tier (1A)	2,101	8.2%	478	5,935	9.7%	520
Professional Pride (1B)	946	3.7%	233	2,890	4.7%	251
Boomburbs (1C)	3,167	12.4%	844	9,115	14.9%	825
Savvy Suburbanites (1D)	452	1.8%	59	1,124	1.8%	57
Exurbanites (1E)	754	3.0%	151	1,633	2.7%	143
2. Upscale Avenues	**861**	**3.4%**	**60**	**1,957**	**3.2%**	**55**
Urban Chic (2A)	861	3.4%	255	1,957	3.2%	263
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
3. Uptown Individuals	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
4. Family Landscapes	**2,591**	**10.1%**	**138**	**6,519**	**10.6%**	**134**
Soccer Moms (4A)	1,780	7.0%	248	4,541	7.4%	235
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	811	3.2%	113	1,978	3.2%	110
5. GenXurban	**2,417**	**9.5%**	**82**	**4,976**	**8.1%**	**76**
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
In Style (5B)	2,417	9.5%	421	4,976	8.1%	400
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
6. Cozy Country Living	**236**	**0.9%**	**8**	**634**	**1.0%**	**9**
Green Acres (6A)	236	0.9%	29	634	1.0%	32
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
7. Ethnic Enclaves	**2,750**	**10.8%**	**157**	**7,191**	**11.7%**	**134**
Up and Coming Families (7A)	2,750	10.8%	490	7,191	11.7%	450
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0

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Source: Esri

Tapestry Segmentation Area Profile

Cornelius - ULI TAP
18336 Statesville Rd, Cornelius, North Carolina, 28031
Drive Time: 10 minute radius

Latitude: 35.46413
Longitude: -80.87102

Tapestry LifeMode Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	25,530	100.0%		61,289	100.0%	
8. Middle Ground	**6,940**	**27.2%**	**249**	**14,928**	**24.4%**	**242**
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	2,876	11.3%	799	5,864	9.6%	856
Bright Young Professionals (8C)	3,215	12.6%	573	7,004	11.4%	569
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	849	3.3%	208	2,060	3.4%	214
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
9. Senior Styles	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
10. Rustic Outposts	**538**	**2.1%**	**25**	**1,288**	**2.1%**	**25**
Southern Satellites (10A)	378	1.5%	47	881	1.4%	45
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	160	0.6%	55	407	0.7%	55
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	**1,777**	**7.0%**	**113**	**3,099**	**5.1%**	**90**
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	1,777	7.0%	412	3,099	5.1%	385
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
12. Hometown	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
13. Next Wave	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
14. Scholars and Patriots	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

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June 02, 2015

Tapestry Segmentation Area Profile

Cornelius - ULI TAP
18336 Statesville Rd, Cornelius, North Carolina, 28031 — Latitude: 35.46413
Drive Time: 10 minute radius — Longitude: -80.87102

Tapestry Urbanization Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	25,530	100.0%		61,289	100.0%	
1. Principal Urban Center	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
2. Urban Periphery	**3,215**	**12.6%**	**75**	**7,004**	**11.4%**	**61**
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	3,215	12.6%	573	7,004	11.4%	569
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
3. Metro Cities	**7,919**	**31.0%**	**170**	**15,999**	**26.1%**	**167**
In Style (5B)	2,417	9.5%	421	4,976	8.1%	400
Emerald City (8B)	2,876	11.3%	799	5,864	9.6%	856
Front Porches (8E)	849	3.3%	208	2,060	3.4%	214
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	1,777	7.0%	412	3,099	5.1%	385
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

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Source: Esri

June 02, 2015

Tapestry Segmentation Area Profile

Cornelius - ULI TAP
18336 Statesville Rd, Cornelius, North Carolina, 28031 Latitude: 35.46413
Drive Time: 10 minute radius Longitude: -80.87102

Tapestry Urbanization Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	25,530	100.0%		61,289	100.0%	
4. Suburban Periphery	**12,811**	**50.2%**	**160**	**34,386**	**56.1%**	**174**
Top Tier (1A)	2,101	8.2%	478	5,935	9.7%	520
Professional Pride (1B)	946	3.7%	233	2,890	4.7%	251
Boomburbs (1C)	3,167	12.4%	844	9,115	14.9%	825
Savvy Suburbanites (1D)	452	1.8%	59	1,124	1.8%	57
Exurbanites (1E)	754	3.0%	151	1,633	2.7%	143
Urban Chic (2A)	861	3.4%	255	1,957	3.2%	263
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
Soccer Moms (4A)	1,780	7.0%	248	4,541	7.4%	235
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	2,750	10.8%	490	7,191	11.7%	450
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	**971**	**3.8%**	**40**	**2,385**	**3.9%**	**42**
Middleburg (4C)	811	3.2%	113	1,978	3.2%	110
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	160	0.6%	55	407	0.7%	55
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
6. Rural	**614**	**2.4%**	**14**	**1,515**	**2.5%**	**15**
Green Acres (6A)	236	0.9%	29	634	1.0%	32
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	378	1.5%	47	881	1.4%	45
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

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Source: Esri

June 02, 2015

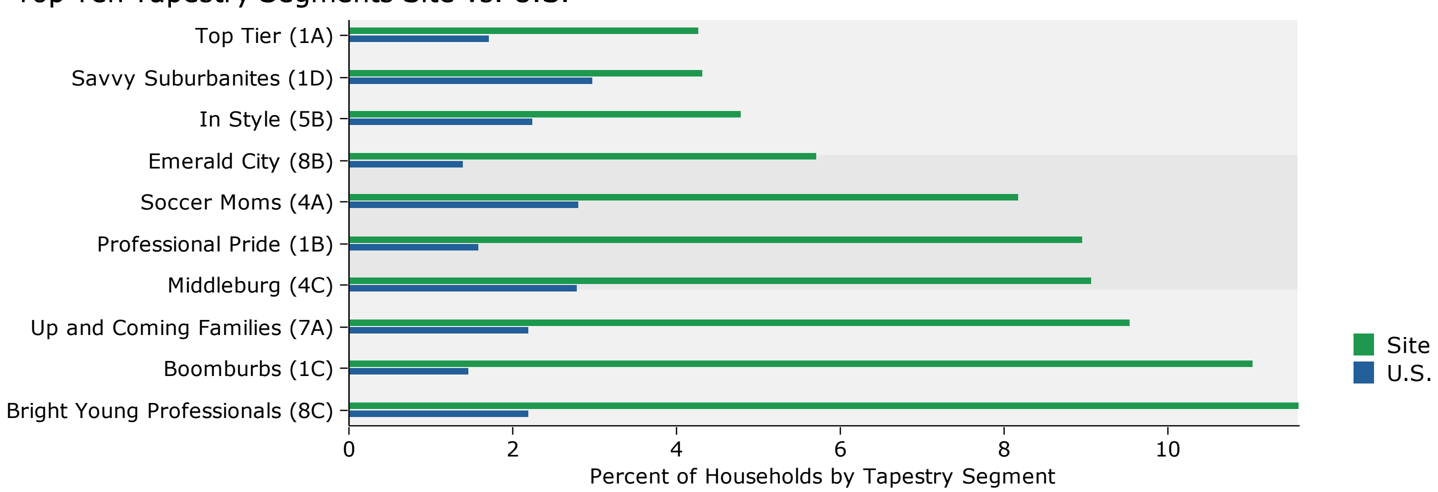
Cornelius - ULI TAP
18336 Statesville Rd, Cornelius, North Carolina, 28031
Drive Time: 15 minute radius

Latitude: 35.46413
Longitude: -80.87102

Top Twenty Tapestry Segments

		2015 Households		2015 U.S. Households		
			Cumulative		Cumulative	
Rank	**Tapestry Segment**	**Percent**	**Percent**	**Percent**	**Percent**	**Index**
1	Bright Young Professionals (8C)	11.6%	11.6%	2.2%	2.2%	527
2	Boomburbs (1C)	11.0%	22.6%	1.5%	3.7%	751
3	Up and Coming Families (7A)	9.5%	32.1%	2.2%	5.9%	433
4	Middleburg (4C)	9.1%	41.2%	2.8%	8.7%	324
5	Professional Pride (1B)	9.0%	50.2%	1.6%	10.3%	564
	Subtotal	**50.2%**		**10.3%**		
6	Soccer Moms (4A)	8.2%	58.4%	2.8%	13.1%	291
7	Emerald City (8B)	5.7%	64.1%	1.4%	14.5%	405
8	In Style (5B)	4.8%	68.9%	2.3%	16.8%	213
9	Savvy Suburbanites (1D)	4.3%	73.2%	3.0%	19.8%	145
10	Top Tier (1A)	4.3%	77.5%	1.7%	21.5%	248
	Subtotal	**27.3%**		**11.2%**		
11	Young and Restless (11B)	3.5%	81.0%	1.7%	23.2%	209
12	Front Porches (8E)	3.2%	84.2%	1.6%	24.8%	197
13	Metro Renters (3B)	3.1%	87.3%	1.5%	26.3%	207
14	Enterprising Professionals (2D)	3.0%	90.3%	1.4%	27.7%	215
15	Green Acres (6A)	2.4%	92.7%	3.2%	30.9%	74
	Subtotal	**15.2%**		**9.4%**		
16	Urban Chic (2A)	1.8%	94.5%	1.3%	32.2%	140
17	Southern Satellites (10A)	1.7%	96.2%	3.2%	35.4%	54
18	Exurbanites (1E)	1.6%	97.8%	2.0%	37.4%	84
19	Down the Road (10D)	1.5%	99.3%	1.1%	38.5%	130
20	Traditional Living (12B)	0.6%	99.9%	2.0%	40.5%	32
	Subtotal	**7.2%**		**9.6%**		
	Total	**99.9%**		**40.3%**		**248**

Top Ten Tapestry Segments Site vs. U.S.



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Source: Esri

June 02, 2015

Tapestry Segmentation Area Profile

Cornelius - ULI TAP
18336 Statesville Rd, Cornelius, North Carolina, 28031
Drive Time: 15 minute radius

Latitude: 35.46413
Longitude: -80.87102

Tapestry LifeMode Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	50,352	100.0%		128,626	100.0%	
1. Affluent Estates	**15,225**	**30.2%**	**311**	**43,973**	**34.2%**	**322**
Top Tier (1A)	2,153	4.3%	248	6,073	4.7%	253
Professional Pride (1B)	4,509	9.0%	564	13,698	10.6%	568
Boomburbs (1C)	5,557	11.0%	751	16,586	12.9%	716
Savvy Suburbanites (1D)	2,180	4.3%	145	5,823	4.5%	141
Exurbanites (1E)	826	1.6%	84	1,793	1.4%	75
2. Upscale Avenues	**2,419**	**4.8%**	**85**	**7,276**	**5.7%**	**97**
Urban Chic (2A)	931	1.8%	140	3,613	2.8%	232
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	1,488	3.0%	215	3,663	2.8%	221
3. Uptown Individuals	**1,545**	**3.1%**	**85**	**2,652**	**2.1%**	**79**
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	1,545	3.1%	207	2,652	2.1%	209
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
4. Family Landscapes	**8,684**	**17.2%**	**235**	**22,724**	**17.7%**	**222**
Soccer Moms (4A)	4,120	8.2%	291	11,010	8.6%	271
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	4,564	9.1%	324	11,714	9.1%	312
5. GenXurban	**2,417**	**4.8%**	**42**	**4,976**	**3.9%**	**36**
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
In Style (5B)	2,417	4.8%	213	4,976	3.9%	191
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
6. Cozy Country Living	**1,204**	**2.4%**	**20**	**3,417**	**2.7%**	**23**
Green Acres (6A)	1,194	2.4%	74	3,389	2.6%	80
Salt of the Earth (6B)	10	0.0%	1	28	0.0%	1
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
7. Ethnic Enclaves	**4,800**	**9.5%**	**139**	**12,821**	**10.0%**	**114**
Up and Coming Families (7A)	4,800	9.5%	433	12,821	10.0%	383
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0

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Source: Esri

June 02, 2015

Tapestry Segmentation Area Profile

Cornelius - ULI TAP
18336 Statesville Rd, Cornelius, North Carolina, 28031
Drive Time: 15 minute radius

Latitude: 35.46413
Longitude: -80.87102

Tapestry LifeMode Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	50,352	100.0%		128,626	100.0%	
8. Middle Ground	**10,337**	**20.5%**	**188**	**22,738**	**17.7%**	**175**
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	2,876	5.7%	405	5,864	4.6%	408
Bright Young Professionals (8C)	5,841	11.6%	527	12,790	9.9%	495
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	1,589	3.2%	197	4,000	3.1%	198
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hardscrabble Road (8G)	31	0.1%	5	84	0.1%	5
9. Senior Styles	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
10. Rustic Outposts	**1,604**	**3.2%**	**38**	**4,039**	**3.1%**	**37**
Southern Satellites (10A)	860	1.7%	54	2,093	1.6%	51
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	744	1.5%	130	1,946	1.5%	126
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	**1,777**	**3.5%**	**57**	**3,099**	**2.4%**	**43**
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	1,777	3.5%	209	3,099	2.4%	183
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
12. Hometown	**320**	**0.6%**	**10**	**848**	**0.7%**	**12**
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	320	0.6%	32	848	0.7%	35
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
13. Next Wave	**20**	**0.0%**	**1**	**63**	**0.0%**	**1**
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	20	0.0%	5	63	0.0%	5
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
14. Scholars and Patriots	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

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Source: Esri

June 02, 2015

Tapestry Segmentation Area Profile

Cornelius - ULI TAP
18336 Statesville Rd, Cornelius, North Carolina, 28031 — Latitude: 35.46413
Drive Time: 15 minute radius — Longitude: -80.87102

Tapestry Urbanization Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	50,352	100.0%		128,626	100.0%	
1. Principal Urban Center	**1,565**	**3.1%**	**45**	**2,715**	**2.1%**	**33**
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	1,545	3.1%	207	2,652	2.1%	209
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	20	0.0%	5	63	0.0%	5
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
2. Urban Periphery	**5,841**	**11.6%**	**69**	**12,790**	**9.9%**	**53**
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	5,841	11.6%	527	12,790	9.9%	495
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
3. Metro Cities	**9,010**	**17.9%**	**98**	**18,871**	**14.7%**	**94**
In Style (5B)	2,417	4.8%	213	4,976	3.9%	191
Emerald City (8B)	2,876	5.7%	405	5,864	4.6%	408
Front Porches (8E)	1,589	3.2%	197	4,000	3.1%	198
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hardscrabble Road (8G)	31	0.1%	5	84	0.1%	5
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	1,777	3.5%	209	3,099	2.4%	183
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	320	0.6%	32	848	0.7%	35
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

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Source: Esri

June 02, 2015

Tapestry Segmentation Area Profile

Cornelius - ULI TAP
18336 Statesville Rd, Cornelius, North Carolina, 28031 — Latitude: 35.46413
Drive Time: 15 minute radius — Longitude: -80.87102

Tapestry Urbanization Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	50,352	100.0%		128,626	100.0%	
4. Suburban Periphery	**26,564**	**52.8%**	**168**	**75,080**	**58.4%**	**181**
Top Tier (1A)	2,153	4.3%	248	6,073	4.7%	253
Professional Pride (1B)	4,509	9.0%	564	13,698	10.6%	568
Boomburbs (1C)	5,557	11.0%	751	16,586	12.9%	716
Savvy Suburbanites (1D)	2,180	4.3%	145	5,823	4.5%	141
Exurbanites (1E)	826	1.6%	84	1,793	1.4%	75
Urban Chic (2A)	931	1.8%	140	3,613	2.8%	232
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	1,488	3.0%	215	3,663	2.8%	221
Soccer Moms (4A)	4,120	8.2%	291	11,010	8.6%	271
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	4,800	9.5%	433	12,821	10.0%	383
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	**5,308**	**10.5%**	**112**	**13,660**	**10.6%**	**116**
Middleburg (4C)	4,564	9.1%	324	11,714	9.1%	312
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	744	1.5%	130	1,946	1.5%	126
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
6. Rural	**2,064**	**4.1%**	**24**	**5,510**	**4.3%**	**25**
Green Acres (6A)	1,194	2.4%	74	3,389	2.6%	80
Salt of the Earth (6B)	10	0.0%	1	28	0.0%	1
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	860	1.7%	54	2,093	1.6%	51
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.
Source: Esri

June 02, 2015

Retail MarketPlace Profile

Cornelius - ULI TAP
18336 Statesville Rd, Cornelius, North Carolina, 28031
Drive Time: 5 minute radius

Latitude: 35.46413
Longitude: -80.87102

Summary Demographics	
2015 Population	19,531
2015 Households	9,115
2015 Median Disposable Income	$52,491
2015 Per Capita Income	$39,206

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	$307,998,379	$435,396,270	-$127,397,891	-17.1	261
Total Retail Trade	44-45	$273,951,337	$381,363,677	-$107,412,340	-16.4	210
Total Food & Drink	722	$34,047,042	$54,032,593	-$19,985,551	-22.7	51

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	$57,959,617	$168,469,182	-$110,509,565	-48.8	18
Automobile Dealers	4411	$50,300,533	$151,793,166	-$101,492,633	-50.2	6
Other Motor Vehicle Dealers	4412	$3,164,802	$4,380,372	-$1,215,570	-16.1	5
Auto Parts, Accessories & Tire Stores	4413	$4,494,281	$12,295,644	-$7,801,363	-46.5	7
Furniture & Home Furnishings Stores	442	$6,764,834	$13,215,885	-$6,451,051	-32.3	19
Furniture Stores	4421	$3,822,492	$8,206,620	-$4,384,128	-36.4	12
Home Furnishings Stores	4422	$2,942,342	$5,009,265	-$2,066,923	-26.0	8
Electronics & Appliance Stores	443	$7,861,015	$2,388,088	$5,472,927	53.4	8
Bldg Materials, Garden Equip. & Supply Stores	444	$9,598,978	$13,084,542	-$3,485,564	-15.4	11
Bldg Material & Supplies Dealers	4441	$8,304,729	$11,055,584	-$2,750,855	-14.2	9
Lawn & Garden Equip & Supply Stores	4442	$1,294,249	$2,028,958	-$734,709	-22.1	2
Food & Beverage Stores	445	$42,040,751	$52,375,209	-$10,334,458	-10.9	22
Grocery Stores	4451	$39,662,067	$35,551,882	$4,110,185	5.5	15
Specialty Food Stores	4452	$738,244	$766,894	-$28,650	-1.9	5
Beer, Wine & Liquor Stores	4453	$1,640,440	$16,056,432	-$14,415,992	-81.5	2
Health & Personal Care Stores	446,4461	$21,907,752	$23,522,533	-$1,614,781	-3.6	17
Gasoline Stations	447,4471	$29,331,370	$8,832,780	$20,498,590	53.7	3
Clothing & Clothing Accessories Stores	448	$18,225,392	$45,472,212	-$27,246,820	-42.8	38
Clothing Stores	4481	$12,951,424	$43,443,730	-$30,492,306	-54.1	30
Shoe Stores	4482	$2,511,728	$1,156,800	$1,354,928	36.9	3
Jewelry, Luggage & Leather Goods Stores	4483	$2,762,240	$871,683	$1,890,557	52.0	4
Sporting Goods, Hobby, Book & Music Stores	451	$6,326,367	$22,827,464	-$16,501,097	-56.6	20
Sporting Goods/Hobby/Musical Instr Stores	4511	$4,616,870	$20,597,077	-$15,980,207	-63.4	16
Book, Periodical & Music Stores	4512	$1,709,497	$2,230,387	-$520,890	-13.2	3
General Merchandise Stores	452	$52,445,017	$22,680,267	$29,764,750	39.6	7
Department Stores Excluding Leased Depts.	4521	$17,949,880	$16,514,228	$1,435,652	4.2	4
Other General Merchandise Stores	4529	$34,495,137	$6,166,039	$28,329,098	69.7	4
Miscellaneous Store Retailers	453	$6,817,829	$7,451,569	-$633,740	-4.4	37
Florists	4531	$256,915	$309,505	-$52,590	-9.3	2
Office Supplies, Stationery & Gift Stores	4532	$1,986,972	$3,592,996	-$1,606,024	-28.8	6
Used Merchandise Stores	4533	$921,023	$1,564,636	-$643,613	-25.9	7
Other Miscellaneous Store Retailers	4539	$3,652,919	$1,984,432	$1,668,487	29.6	22
Nonstore Retailers	454	$14,672,415	$1,043,945	$13,628,470	86.7	9
Electronic Shopping & Mail-Order Houses	4541	$11,662,780	$0	$11,662,780	100.0	0
Vending Machine Operators	4542	$653,995	$450,452	$203,543	18.4	3
Direct Selling Establishments	4543	$2,355,640	$470,787	$1,884,853	66.7	6
Food Services & Drinking Places	722	$34,047,042	$54,032,593	-$19,985,551	-22.7	51
Full-Service Restaurants	7221	$12,533,481	$21,531,766	-$8,998,285	-26.4	18
Limited-Service Eating Places	7222	$18,054,252	$26,202,574	-$8,148,322	-18.4	20
Special Food Services	7223	$746,807	$2,417,333	-$1,670,526	-52.8	2
Drinking Places - Alcoholic Beverages	7224	$2,712,502	$3,880,919	-$1,168,417	-17.7	11

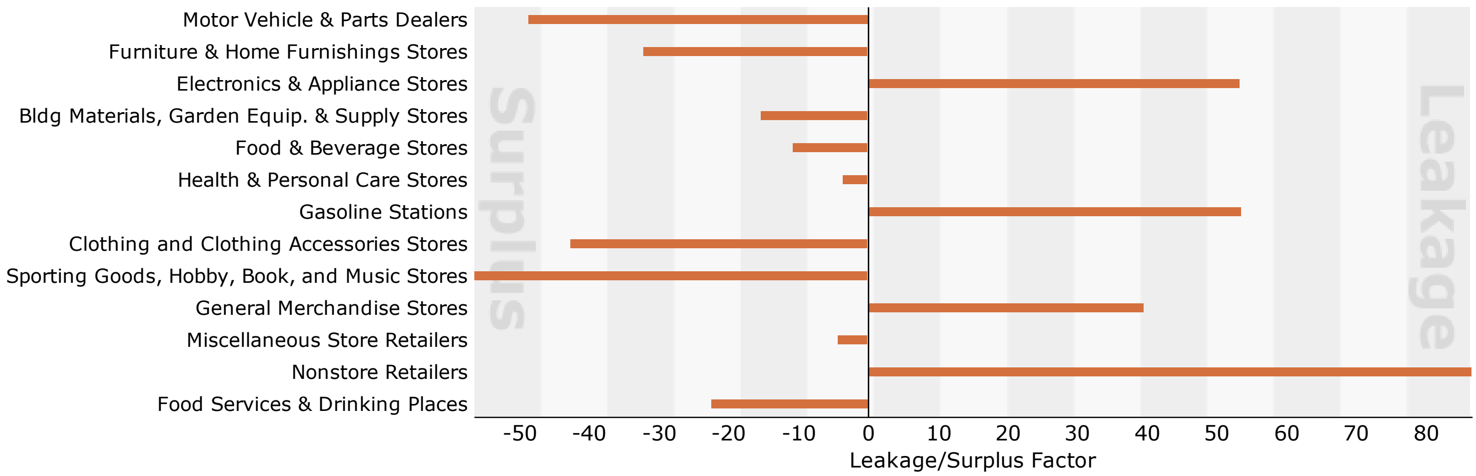
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please view the methodology statement at http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf.

June 02, 2015

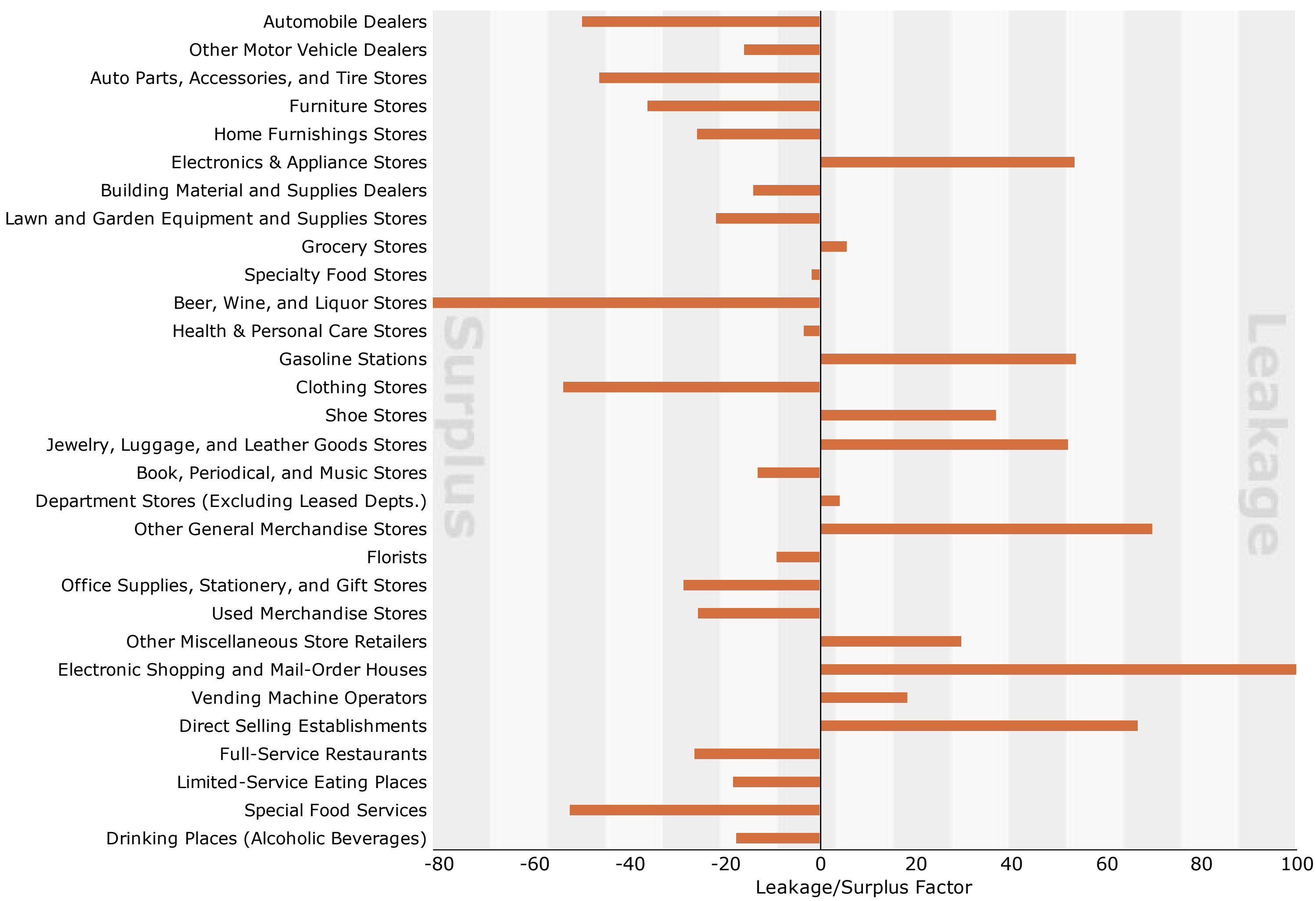
Cornelius - ULI TAP
18336 Statesville Rd, Cornelius, North Carolina, 28031
Drive Time: 5 minute radius

Latitude: 35.46413
Longitude: -80.87102

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



Source: Esri and Dun & Bradstreet.

June 02, 2015

Retail MarketPlace Profile

Cornelius - ULI TAP
18336 Statesville Rd, Cornelius, North Carolina, 28031 — Latitude: 35.46413
Drive Time: 10 minute radius — Longitude: -80.87102

Summary Demographics	
2015 Population	61,290
2015 Households	25,529
2015 Median Disposable Income	$57,803
2015 Per Capita Income	$44,272

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	$1,037,885,047	$867,887,849	$169,997,198	8.9	585
Total Retail Trade	44-45	$923,085,242	$752,503,995	$170,581,247	10.2	475
Total Food & Drink	722	$114,799,805	$115,383,854	-$584,049	-0.3	110

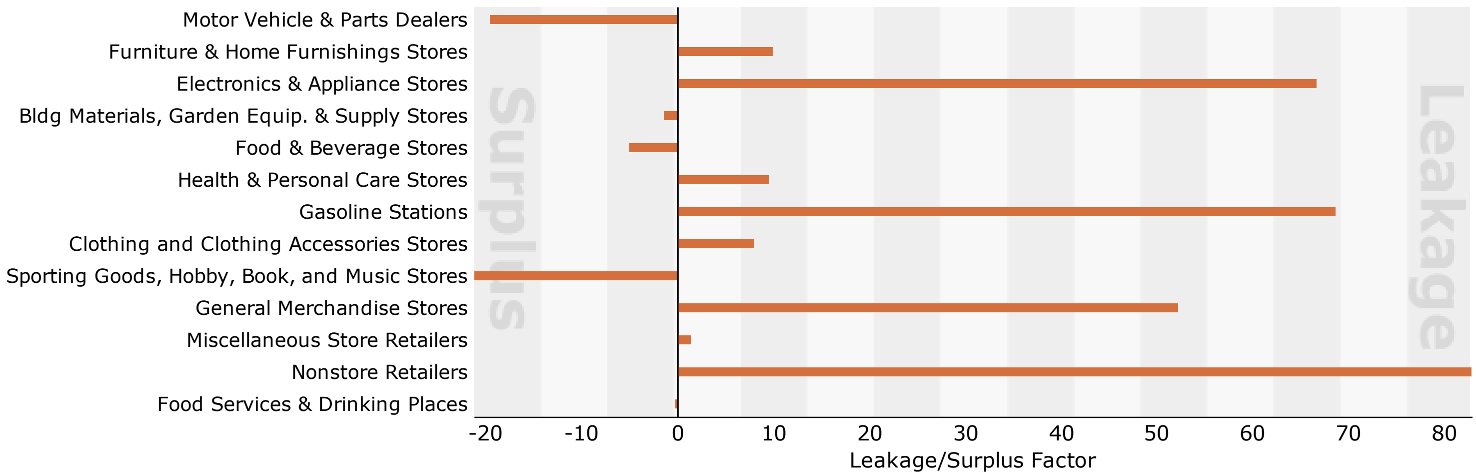
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	$195,899,531	$291,512,784	-$95,613,253	-19.6	45
Automobile Dealers	4411	$169,412,721	$257,073,415	-$87,660,694	-20.6	12
Other Motor Vehicle Dealers	4412	$11,284,557	$11,472,710	-$188,153	-0.8	14
Auto Parts, Accessories & Tire Stores	4413	$15,202,253	$22,966,659	-$7,764,406	-20.3	20
Furniture & Home Furnishings Stores	442	$23,255,852	$19,027,426	$4,228,426	10.0	39
Furniture Stores	4421	$12,968,492	$10,959,197	$2,009,295	8.4	21
Home Furnishings Stores	4422	$10,287,360	$8,068,229	$2,219,131	12.1	19
Electronics & Appliance Stores	443	$26,553,468	$5,288,121	$21,265,347	66.8	19
Bldg Materials, Garden Equip. & Supply Stores	444	$34,430,947	$35,495,343	-$1,064,396	-1.5	32
Bldg Material & Supplies Dealers	4441	$29,791,742	$30,262,798	-$471,056	-0.8	28
Lawn & Garden Equip & Supply Stores	4442	$4,639,204	$5,232,545	-$593,341	-6.0	3
Food & Beverage Stores	445	$139,708,686	$154,361,236	-$14,652,550	-5.0	63
Grocery Stores	4451	$131,688,908	$135,103,648	-$3,414,740	-1.3	41
Specialty Food Stores	4452	$2,456,670	$2,362,961	$93,709	1.9	18
Beer, Wine & Liquor Stores	4453	$5,563,108	$16,894,627	-$11,331,519	-50.5	4
Health & Personal Care Stores	446,4461	$74,564,298	$61,529,447	$13,034,851	9.6	41
Gasoline Stations	447,4471	$97,025,951	$18,032,726	$78,993,225	68.7	6
Clothing & Clothing Accessories Stores	448	$61,574,541	$52,492,158	$9,082,383	8.0	63
Clothing Stores	4481	$43,731,030	$48,363,629	-$4,632,599	-5.0	48
Shoe Stores	4482	$8,361,137	$2,130,248	$6,230,889	59.4	6
Jewelry, Luggage & Leather Goods Stores	4483	$9,482,374	$1,998,280	$7,484,094	65.2	9
Sporting Goods, Hobby, Book & Music Stores	451	$21,374,459	$32,883,054	-$11,508,595	-21.2	43
Sporting Goods/Hobby/Musical Instr Stores	4511	$15,673,723	$28,541,812	-$12,868,089	-29.1	35
Book, Periodical & Music Stores	4512	$5,700,736	$4,341,242	$1,359,494	13.5	8
General Merchandise Stores	452	$175,442,551	$54,924,216	$120,518,335	52.3	13
Department Stores Excluding Leased Depts.	4521	$60,552,853	$47,388,049	$13,164,804	12.2	6
Other General Merchandise Stores	4529	$114,889,698	$7,536,167	$107,353,531	87.7	7
Miscellaneous Store Retailers	453	$22,946,398	$22,254,136	$692,262	1.5	89
Florists	4531	$924,380	$404,466	$519,914	39.1	4
Office Supplies, Stationery & Gift Stores	4532	$6,733,997	$12,048,162	-$5,314,165	-28.3	22
Used Merchandise Stores	4533	$3,088,969	$3,148,824	-$59,855	-1.0	16
Other Miscellaneous Store Retailers	4539	$12,199,052	$6,652,683	$5,546,369	29.4	46
Nonstore Retailers	454	$50,308,561	$4,703,348	$45,605,213	82.9	24
Electronic Shopping & Mail-Order Houses	4541	$39,516,541	$1,364,586	$38,151,955	93.3	3
Vending Machine Operators	4542	$2,174,354	$727,266	$1,447,088	49.9	6
Direct Selling Establishments	4543	$8,617,666	$2,611,496	$6,006,170	53.5	14
Food Services & Drinking Places	722	$114,799,805	$115,383,854	-$584,049	-0.3	110
Full-Service Restaurants	7221	$42,110,933	$56,024,298	-$13,913,365	-14.2	40
Limited-Service Eating Places	7222	$60,643,677	$47,626,611	$13,017,066	12.0	44
Special Food Services	7223	$2,618,402	$5,404,726	-$2,786,324	-34.7	5
Drinking Places - Alcoholic Beverages	7224	$9,426,794	$6,328,220	$3,098,574	19.7	21

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please view the methodology statement at http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf.

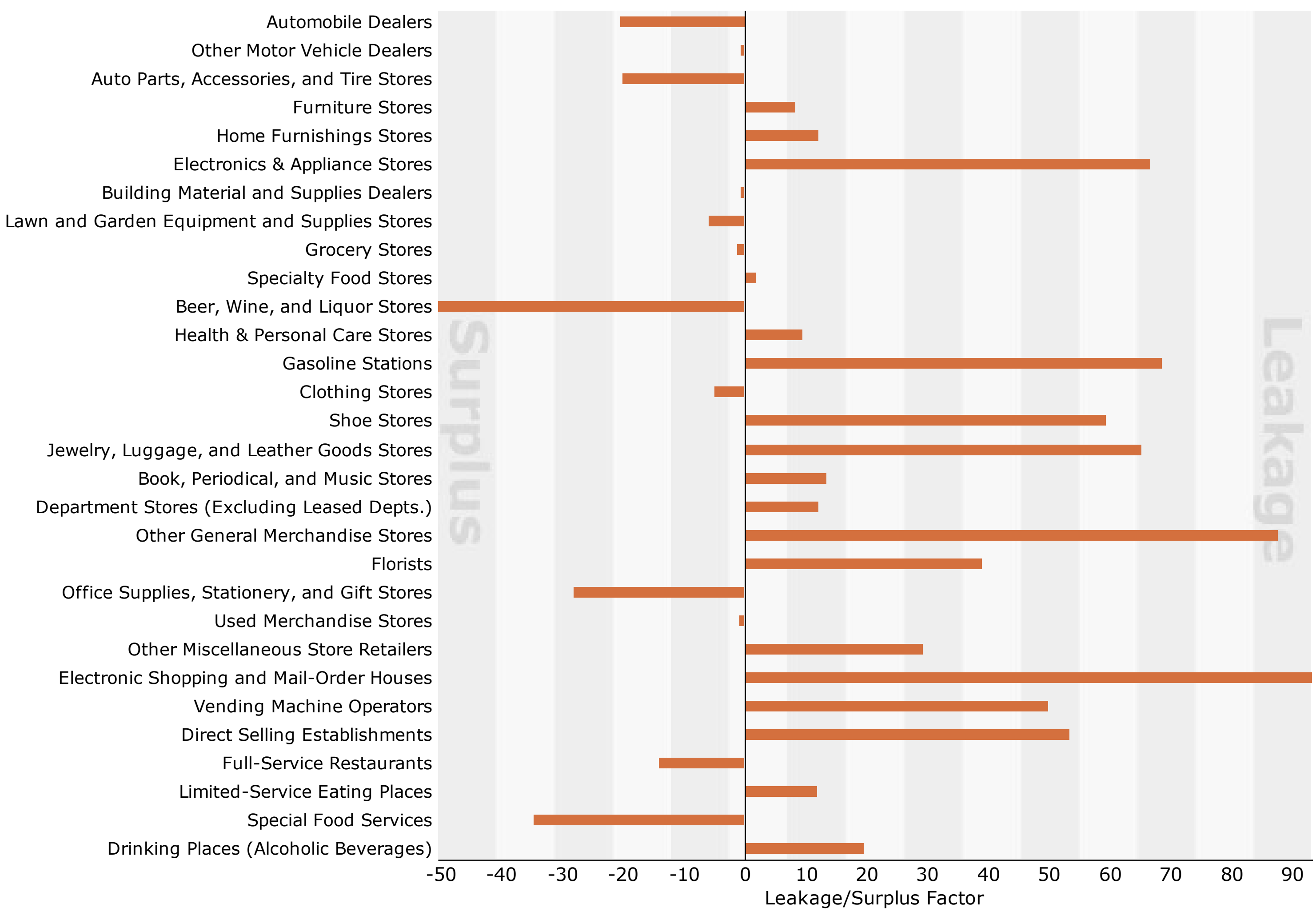
Source: Esri and Dun & Bradstreet.

June 02, 2015

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



Source: Esri and Dun & Bradstreet.

June 02, 2015

Retail MarketPlace Profile

Cornelius - ULI TAP
18336 Statesville Rd, Cornelius, North Carolina, 28031
Drive Time: 15 minute radius

Latitude: 35.46413
Longitude: -80.87102

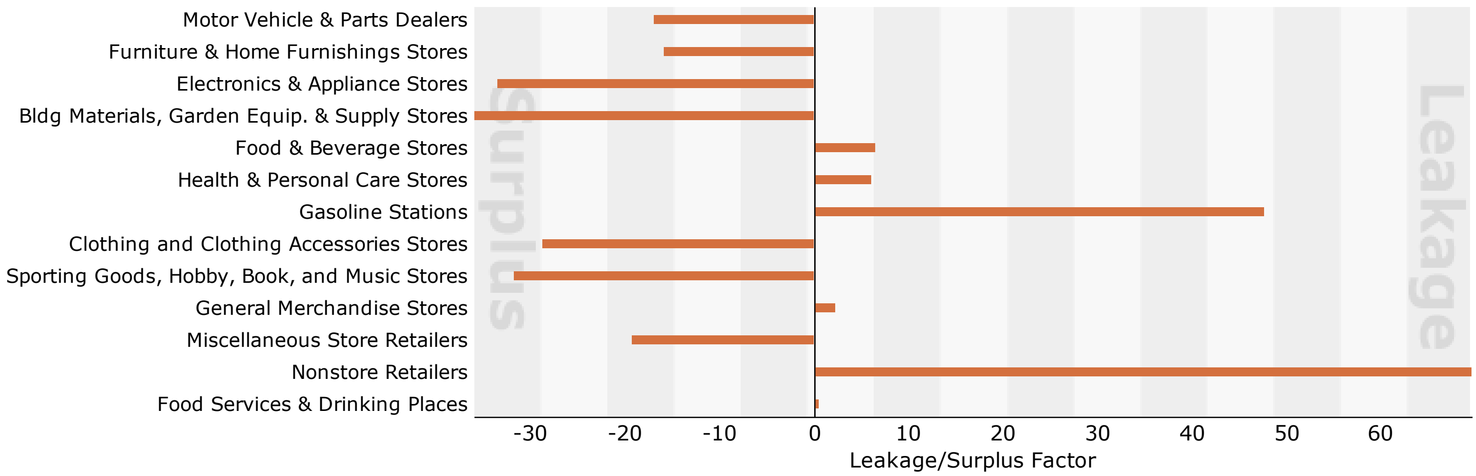
Summary Demographics						
2015 Population						128,626
2015 Households						50,350
2015 Median Disposable Income						$56,771
2015 Per Capita Income						$40,204
	NAICS	**Demand**	**Supply**	**Retail Gap**	**Leakage/Surplus**	**Number of**
Industry Summary		(Retail Potential)	(Retail Sales)		**Factor**	**Businesses**
Total Retail Trade and Food & Drink	44-45,722	$1,985,937,670	$2,168,859,070	-$182,921,400	-4.4	1,280
Total Retail Trade	44-45	$1,766,594,131	$1,952,171,704	-$185,577,573	-5.0	1,056
Total Food & Drink	722	$219,343,539	$216,687,366	$2,656,173	0.6	224
	NAICS	**Demand**	**Supply**	**Retail Gap**	**Leakage/Surplus**	**Number of**
Industry Group		(Retail Potential)	(Retail Sales)		**Factor**	**Businesses**
Motor Vehicle & Parts Dealers	441	$376,332,821	$530,849,621	-$154,516,800	-17.0	115
Automobile Dealers	4411	$325,825,864	$445,950,872	-$120,125,008	-15.6	26
Other Motor Vehicle Dealers	4412	$21,553,274	$33,809,946	-$12,256,672	-22.1	39
Auto Parts, Accessories & Tire Stores	4413	$28,953,684	$51,088,803	-$22,135,119	-27.7	50
Furniture & Home Furnishings Stores	442	$44,456,217	$61,363,864	-$16,907,647	-16.0	78
Furniture Stores	4421	$24,867,630	$41,435,321	-$16,567,691	-25.0	38
Home Furnishings Stores	4422	$19,588,586	$19,928,544	-$339,958	-0.9	40
Electronics & Appliance Stores	443	$50,655,383	$101,782,326	-$51,126,943	-33.5	42
Bldg Materials, Garden Equip. & Supply Stores	444	$64,855,438	$137,875,665	-$73,020,227	-36.0	76
Bldg Material & Supplies Dealers	4441	$55,928,890	$129,639,455	-$73,710,565	-39.7	69
Lawn & Garden Equip & Supply Stores	4442	$8,926,548	$8,236,209	$690,339	4.0	7
Food & Beverage Stores	445	$267,336,729	$234,272,813	$33,063,916	6.6	116
Grocery Stores	4451	$252,051,262	$210,283,057	$41,768,205	9.0	74
Specialty Food Stores	4452	$4,703,871	$3,913,208	$790,663	9.2	36
Beer, Wine & Liquor Stores	4453	$10,581,596	$20,076,548	-$9,494,952	-31.0	7
Health & Personal Care Stores	446,4461	$142,776,298	$126,020,761	$16,755,537	6.2	82
Gasoline Stations	447,4471	$186,340,937	$65,950,146	$120,390,791	47.7	17
Clothing & Clothing Accessories Stores	448	$117,340,557	$212,140,310	-$94,799,753	-28.8	166
Clothing Stores	4481	$83,401,853	$156,487,837	-$73,085,984	-30.5	121
Shoe Stores	4482	$15,933,963	$25,365,156	-$9,431,193	-22.8	18
Jewelry, Luggage & Leather Goods Stores	4483	$18,004,740	$30,287,317	-$12,282,577	-25.4	28
Sporting Goods, Hobby, Book & Music Stores	451	$40,807,037	$78,912,985	-$38,105,948	-31.8	86
Sporting Goods/Hobby/Musical Instr Stores	4511	$29,943,276	$71,751,626	-$41,808,350	-41.1	72
Book, Periodical & Music Stores	4512	$10,863,761	$7,161,360	$3,702,401	20.5	14
General Merchandise Stores	452	$335,818,353	$320,888,016	$14,930,337	2.3	30
Department Stores Excluding Leased Depts.	4521	$115,855,135	$119,425,038	-$3,569,903	-1.5	15
Other General Merchandise Stores	4529	$219,963,218	$201,462,978	$18,500,240	4.4	15
Miscellaneous Store Retailers	453	$43,929,871	$64,967,001	-$21,037,130	-19.3	197
Florists	4531	$1,776,680	$1,074,183	$702,497	24.6	11
Office Supplies, Stationery & Gift Stores	4532	$12,865,567	$25,254,041	-$12,388,474	-32.5	48
Used Merchandise Stores	4533	$5,883,559	$4,642,542	$1,241,017	11.8	24
Other Miscellaneous Store Retailers	4539	$23,404,065	$33,996,236	-$10,592,171	-18.5	115
Nonstore Retailers	454	$95,944,488	$17,148,197	$78,796,291	69.7	52
Electronic Shopping & Mail-Order Houses	4541	$75,440,522	$5,542,309	$69,898,213	86.3	9
Vending Machine Operators	4542	$4,162,052	$6,315,424	-$2,153,372	-20.6	13
Direct Selling Establishments	4543	$16,341,915	$5,290,464	$11,051,451	51.1	30
Food Services & Drinking Places	722	$219,343,539	$216,687,366	$2,656,173	0.6	224
Full-Service Restaurants	7221	$80,460,060	$108,837,011	-$28,376,951	-15.0	84
Limited-Service Eating Places	7222	$115,943,620	$87,960,544	$27,983,076	13.7	93
Special Food Services	7223	$5,054,790	$9,715,963	-$4,661,173	-31.6	14
Drinking Places - Alcoholic Beverages	7224	$17,885,069	$10,173,848	$7,711,221	27.5	34

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please view the methodology statement at http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf.

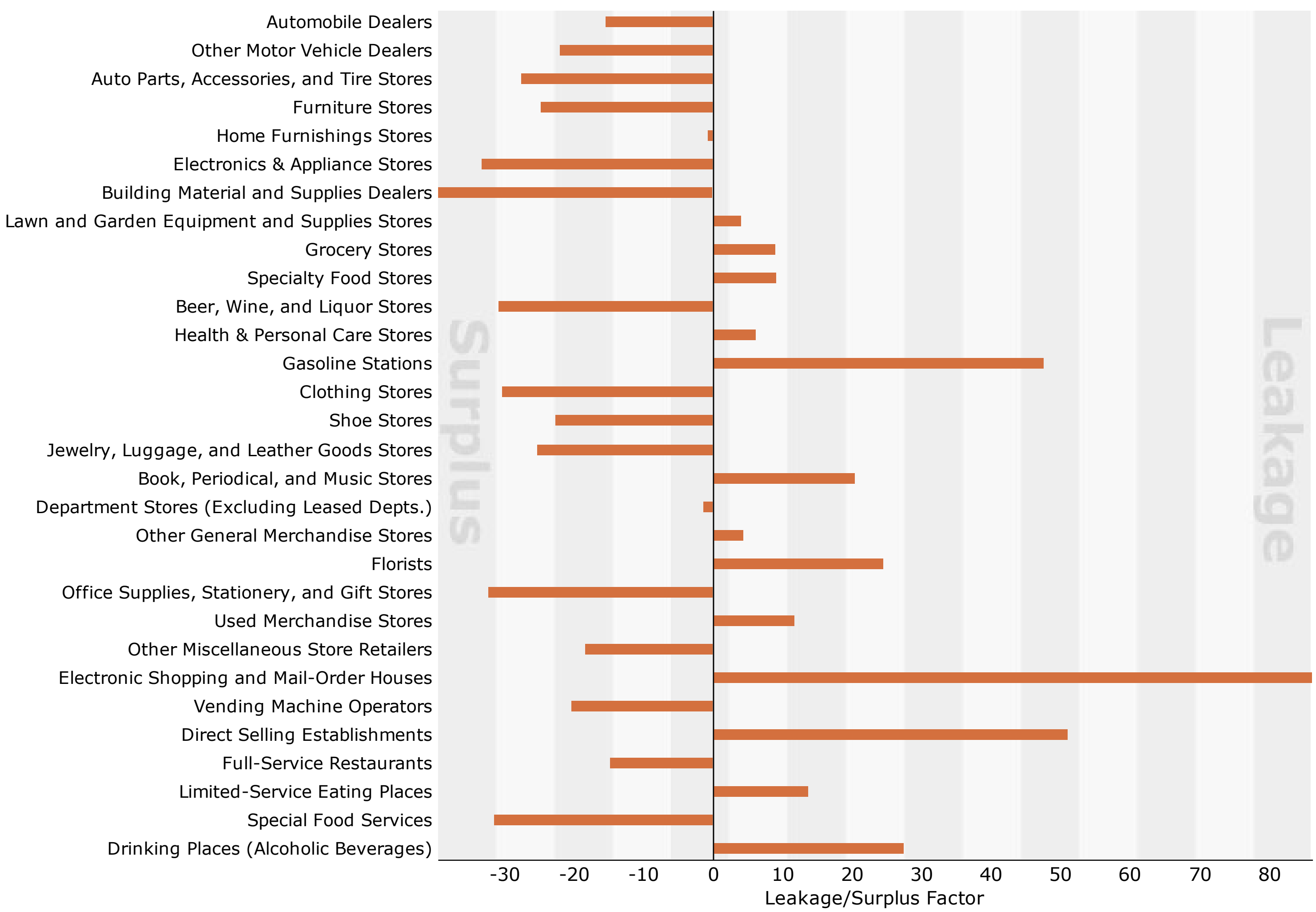
Source: Esri and Dun & Bradstreet.

June 02, 2015

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



LifeMode Group: Affluent Estates

Boomburbs

1C

Households: 1,695,000

Average Household Size: 3.22

Median Age: 33.6

Median Household Income: $105,000

WHO ARE WE?

This is the new growth market, with a profile similar to the original: young professionals with families that have opted to trade up to the newest housing in the suburbs. The original *Boomburbs* neighborhoods began growing in the 1990s and continued through the peak of the housing boom. Most of those neighborhoods are fully developed now. This is an affluent market but with a higher proportion of mortgages. Rapid growth still distinguishes the *Boomburbs* neighborhoods, although the boom is more subdued now than it was 10 years ago. So is the housing market. Residents are well-educated professionals with a running start on prosperity.

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OUR NEIGHBORHOOD

- Growth markets are in the suburban periphery of large metropolitan areas.
- Young families are married with children (Index 221); average household size is 3.22.
- Home ownership is 84% (Index 133), with the highest rate of mortgages, 78% (Index 173).
- Primarily single-family homes, in new neighborhoods, 72% built since 2000 (Index 521).
- Median home value is $293,000 (Index 165).
- Lower housing vacancy rate at 5.3%.
- The cost of affordable new housing comes at the expense of one of the longest commutes to work, over 30 minutes average, including a disproportionate number (34.5%) commuting across county lines (Index 146).

SOCIOECONOMIC TRAITS

- Well educated young professionals, 52% are college graduates (Index 185).
- Unemployment is low at 5.2% (Index 60); high labor force participation at 72% (Index 115); most households have more than two workers (Index 123).
- Longer commute times from the suburban growth corridors (Index 121) have created more home workers (Index 154).
- They are well connected: own the latest devices and understand how to use them efficiently; biggest complaints—too many devices and too many intrusions on personal time.
- Financial planning is well under way for these professionals.

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.

1C LifeMode Group: Affluent Estates
Boomburbs

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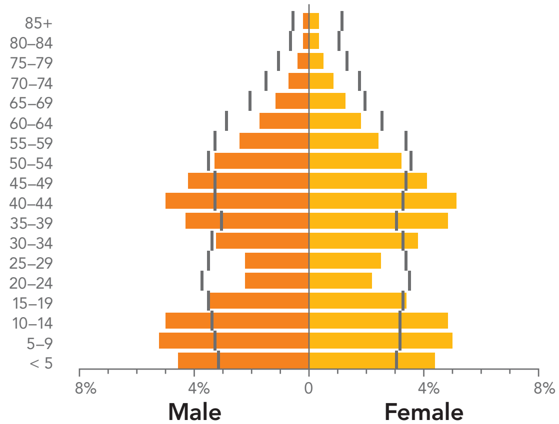
AGE BY SEX (Esri data)

Median Age: 33.6 US: 37.6

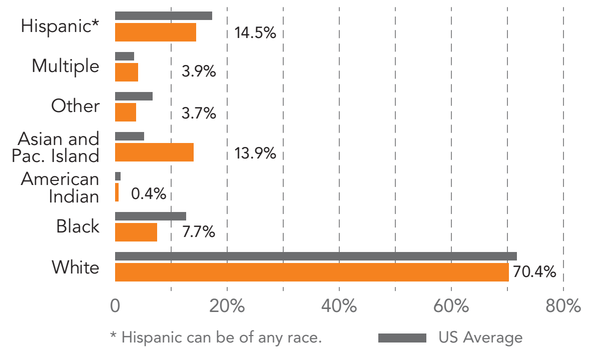
| Indicates US



RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

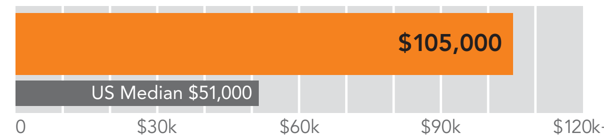
Diversity Index: 60.9 US: 62.1



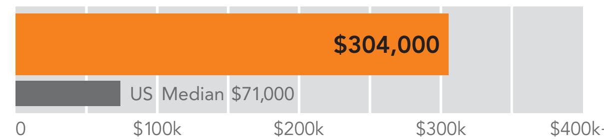
INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

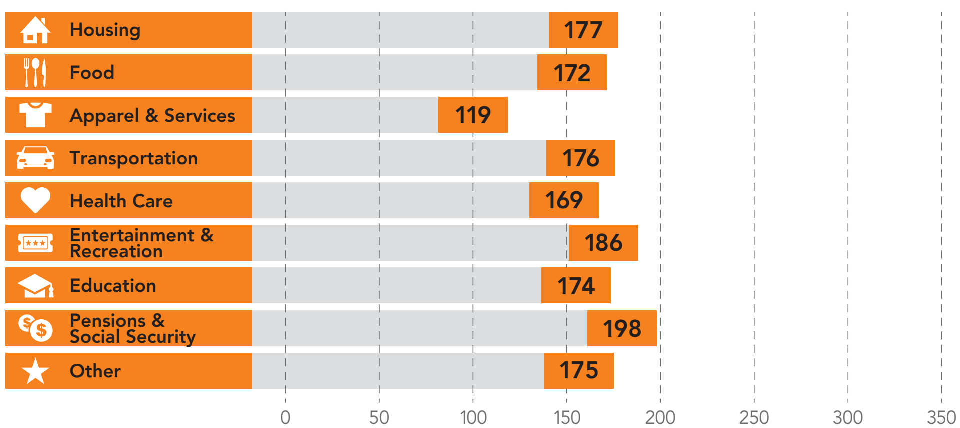


Median Net Worth



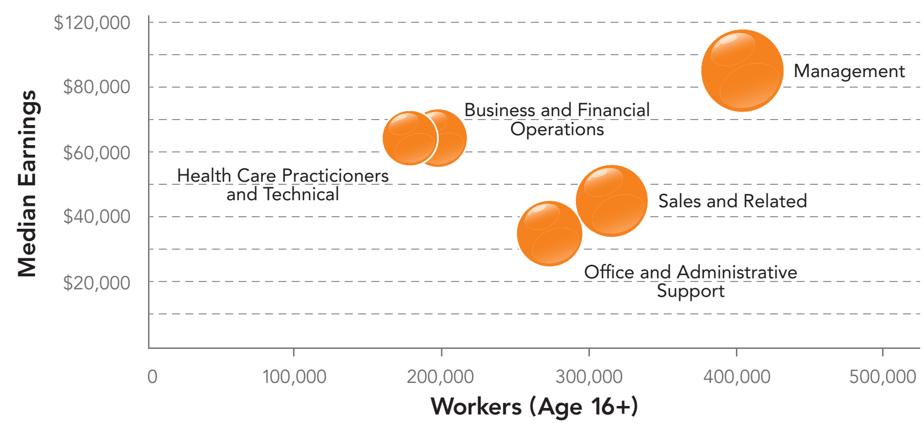
AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.



LifeMode Group: Affluent Estates

1C Boomburbs

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MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- *Boomburbs* residents prefer late model imports, primarily SUVs, and also luxury cars and minivans.
- This is one of the top markets for the latest in technology, from smartphones to tablets to Internet connectable televisions.
- Style matters in the *Boomburbs*, from personal appearance to their homes. These consumers are still furnishing their new homes and already remodeling.
- They like to garden but more often contract for home services.
- Physical fitness is a priority, including club memberships and home equipment.
- Leisure includes a range of activities from sports (hiking, bicycling, swimming, golf) to visits to theme parks or water parks.
- Residents are generous supporters of charitable organizations.

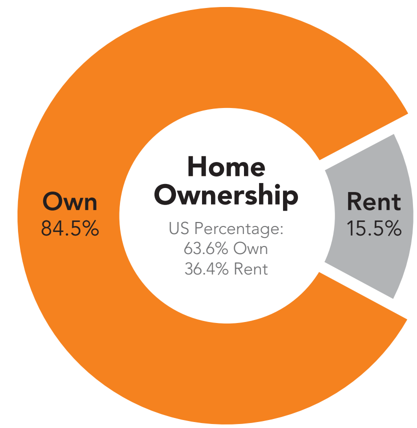
HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.

Typical Housing:
Single Family

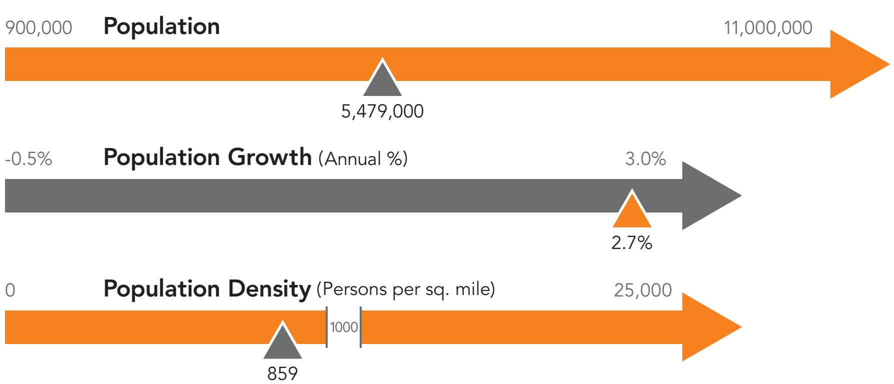
Median Value:
$293,000

US Median: $177,000



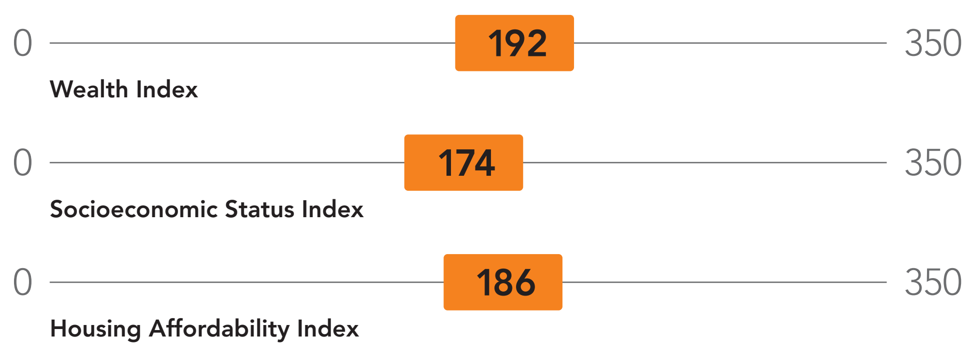
POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.



LifeMode Group: Middle Ground

Bright Young Professionals

8C

Households: 2,613,000

Average Household Size: 2.40

Median Age: 32.2

Median Household Income: $50,000

WHO ARE WE?

Bright Young Professionals is a large market, primarily located in urban outskirts of large metropolitan areas. These communities are home to young, educated, working professionals. One out of three householders is under the age of 35. Slightly more diverse couples dominate this market, with more renters than homeowners. More than two-fifths of the households live in single-family homes; over a third live in 5+ unit buildings. Labor force participation is high, generally white-collar work, with a mix of food service and part-time jobs (among the college students). Median household income, median home value, and average rent are close to the US values. Residents of this segment are physically active and up on the latest technology.

OUR NEIGHBORHOOD

- Approximately 56% of the households rent; 44% own their homes.
- Household type is primarily couples, married (or unmarried), with above average concentrations of both single-parent (Index 125) and single-person (Index 115) households.
- Multiunit buildings or row housing make up 55% of the housing stock (row housing (Index 182), buildings with 5–19 units (Index 277)); 44% built 1980–99.
- Average rent is slightly higher than the US (Index 102).
- Lower vacancy rate is at 8.9%.

SOCIOECONOMIC TRAITS

- Education completed: 36% with some college or an associate's degree, 30% with a bachelor's degree or higher. Education in progress is 10% (Index 127).
- Unemployment rate is lower at 7.1%, and labor force participation rate of 73% is higher than the US rate.
- These consumers are up on the latest technology.
- They get most of their information from the Internet.
- Concern about the environment, impacts their purchasing decisions.

TAPESTRY™ SEGMENTATION
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Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100.
Consumer preferences are estimated from data by GfK MRI.

LifeMode Group: Middle Ground

8C Bright Young Professionals

TAPESTRY SEGMENTATION
esri.com/tapestry

AGE BY SEX (Esri data)

Median Age: 32.2 US: 37.6

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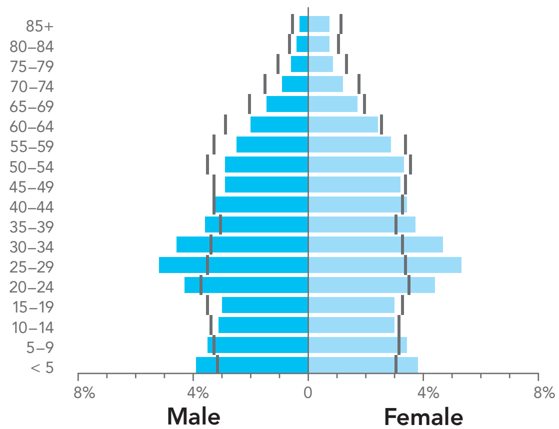

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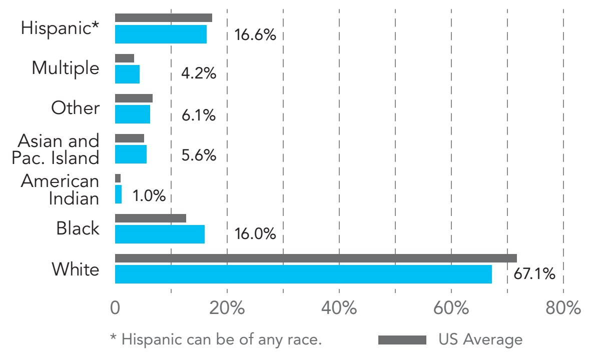

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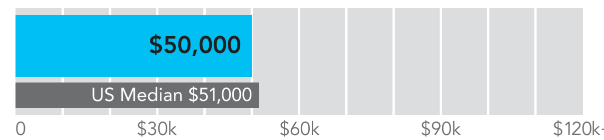
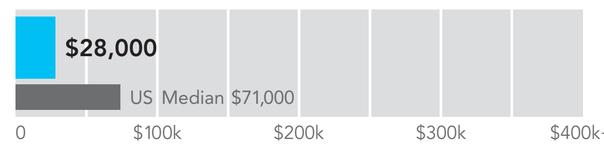


Median Net Worth



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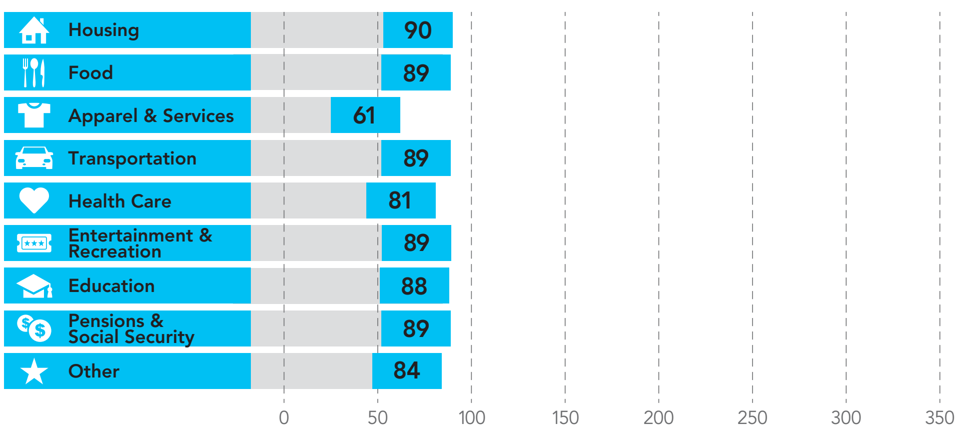

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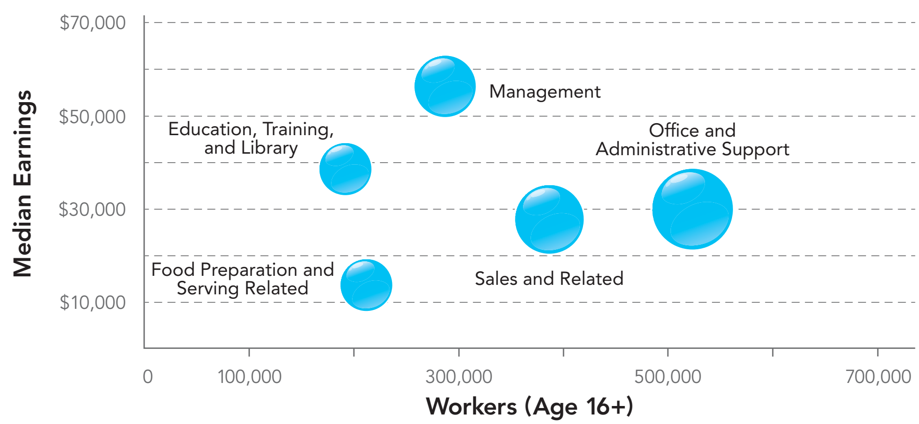

8C

LifeMode Group: Middle Ground

Bright Young Professionals

TAPESTRY SEGMENTATION
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MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

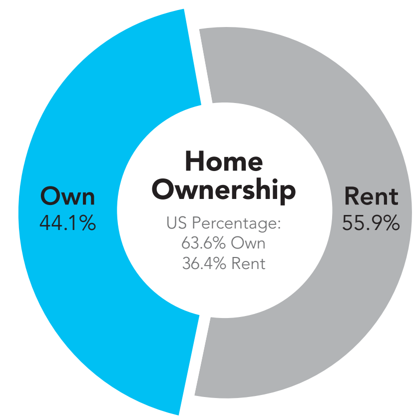
- Own US savings bonds.
- Own newer computers (desktop, laptop, or both), iPods, and 2+ TVs.
- Go online to do banking, access YouTube or Facebook, visit blogs, and play games.
- Use cell phones to text, redeem mobile coupons, listen to music, and check for news and financial information.
- Find leisure going to bars/clubs, attending concerts, going to the zoo, and renting DVDs from Redbox or Netflix.
- Read sports magazines and participate in a variety of sports, including backpacking, basketball, football, bowling, Pilates, weight lifting, and yoga.
- Eat out often at fast-food and family restaurants.

HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.

Typical Housing:
Single Family;
Multiunits

Average Rent:
$1,000
US Average: $990



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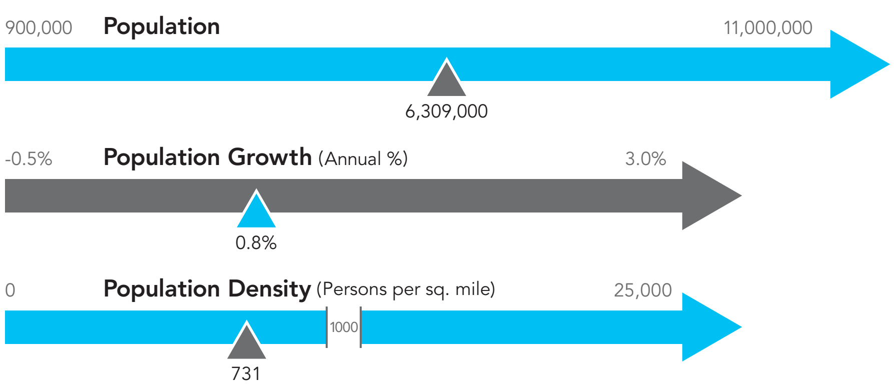

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