

Table 3 Niche Analysis for Grab and Go Oasis at Jennings and Harvard Roads, Cleveland, Ohio										
Total PMA Income (dollars) ¹	Store Type	Percent of Income ²	Capture Rate	Potential Sales (dollars) ³	Average Sales Per SF (dollars) ⁴	Gross Supportable SF ⁵	Existing SF ⁶	Net Supportable SF ⁷	Typical SF ⁸	Number of Stores Needed ⁹
473,420,221	Refreshment Places/Fast Food	0.028	0.65	8,493,159	259.93	32,675	18000	14,675	2,500	5.87
473,420,221	Restaurants with liquor	0.020	0.65	6,277,552	278.13	22,571	20000	2,571	3,800	0.68
473,420,221	Beauty Shops	0.004	0.65	1,169,348	215.30	5,431	2700	2,731	1,250	2.19
473,420,221	Women's Clothing and Specialty Stores	0.008	0.40	1,533,882	262.30	5,848	2000	3,848	2,000	1.92
473,420,221	Other Laundry and Cleaning Services	0.004	0.40	700,662	170.25	4,116	2000	2,116	1,800	1.18
473,420,221	Florists	0.002	0.65	461,585	149.94	3,078	2000	1,078	1,350	0.80
473,420,221	Cafeterias/restaurants without liquor	0.006	0.65	1,698,632	244.84	6,938	5000	1,938	3,300	0.59
473,420,221	Liquor Stores	0.004	0.65	1,261,665	319.40	3,950	2500	1,450	3,000	0.48
473,420,221	Supermarkets and Other Grocery Stores	0.091	0.65	28,002,806	458.50	61,075	90000	(28,925)	42,000	(0.69)
473,420,221	Jewelry Stores	0.003	0.40	624,915	423.03	1,477	0	1,477	1,250	1.18
473,420,221	Furniture Stores	0.008	0.40	1,477,071	201.79	7,320	10000	(2,680)	6,200	(0.43)
473,420,221	Optical Goods Stores	0.001	0.65	400,040	232.07	1,724	3000	(1,276)	1,500	(0.85)
473,420,221	Shoe Stores	0.004	0.40	795,346	305.11	2,607	5000	(2,393)	2,450	(0.98)
473,420,221	Photo/Portrait Studios	0.001	0.65	400,040	191.17	2,093	0	2,093	2,000	1.05
473,420,221	Hardware Stores	0.003	0.65	984,714	138.26	7,122	0	7,122	7,500	0.95
473,420,221	Floor Covering Stores	0.003	0.40	473,420	201.79	2,346	0	2,346	2,750	0.85
473,420,221	Used Merchandise Stores	0.001	0.40	189,368	32.75	5,782	5000	782	5,000	0.16
473,420,221	Video Tape Rentals	0.001	0.65	400,040	139.66	2,864	0	2,864	3,500	0.82
473,420,221	Family Clothing Stores	0.005	0.40	852,156	270.52	3,150	0	3,150	4,400	0.72
473,420,221	Radio, Television, and Electronics Stores	0.005	0.40	984,714	245.85	4,005	0	4,005	4,000	1.00
473,420,221	Sporting Goods Stores	0.003	0.40	549,167	243.46	2,256	0	2,256	3,500	0.64
473,420,221	Book Stores	0.002	0.40	340,863	240.39	1,418	0	1,418	2,250	0.63
473,420,221	Men's and Boys' Clothing and Accessory Stores	0.002	0.40	397,673	239.97	1,657	0	1,657	2,800	0.59
473,420,221	Computer and Software Stores	0.003	0.40	492,357	435.38	1,131	0	1,131	2,000	0.57
473,420,221	Pet Shops	0.001	0.65	215,406	181.04	1,190	0	1,190	2,200	0.54
473,420,221	Miscellaneous Homefurnishings Stores	0.002	0.40	321,926	209.18	1,539	0	1,539	3,000	0.51
473,420,221	Specialty Food Store	0.002	0.65	461,585	243.82	1,893	1700	193	1,700	0.11
473,420,221	Candy, Nut, and Confectionery Stores	0.000	0.65	123,089	401.14	307	0	307	800	0.38
473,420,221	Record and Pre-recorded Tape Stores	0.001	0.65	400,040	335.24	1,193	1000	193	3,250	0.06
473,420,221	Household Appliance Stores	0.001	0.40	265,115	270.21	981	0	981	4,000	0.25
473,420,221	Musical Instrument Stores	0.001	0.40	113,621	262.18	433	2000	(1,567)	2,000	(0.78)
473,420,221	Motion Picture Theaters	0.001	0.40	227,242	88.27	2,574	0	2,574	15,000	0.17
473,420,221	Auto Parts, Tires, and Accessories Stores	0.006	0.40	1,174,082	205.28	5,720	0	5,720	5,400	1.06
473,420,221	Art Dealers	0.000	0.40	37,874	184.17	206	0	206	1,650	0.12
473,420,221	Lumber and Other Materials	0.017	0.40	3,200,321	235.66	13,580	0	13,580	80,000	0.17
473,420,221	Tobacco Stores and Stands	0.000	0.65	30,772	518.18	59	975	(916)	975	(0.94)
473,420,221	Coin Operated Laundry and Drycleaning	0.001	0.65	184,634	94.79	1,948	3600	(1,652)	1,800	(0.92)
473,420,221	Drinking Places/Bars	0.003	0.65	1,046,259	188.22	5,559	10000	(4,441)	3,000	(1.48)
473,420,221	Other Amusement and Recreation Services	0.006	0.65	1,907,883	139.76	13,651	0	13,651	3,550	3.85
473,420,221	Drapery, Curtain, and Upholstery Stores	0.000	0.40	37,874	328.53	115	0	115	2,000	0.06
473,420,221	Miscellaneous Food Stores	0.001	0.65	212,329	437.29	486	0	486	2,000	0.24
473,420,221	Drug and Proprietary Stores	0.022	0.65	6,892,998	313.82	21,965	0	21,965	8,500	2.58
473,420,221	Dept. Store/Misc. General Merchandise	0.062	0.40	11,778,695	211.34	55,733	150000	(94,267)	95,000	(0.99)
473,420,221	Barber Shops	0.001	0.65	153,862	147.99	1,040	1500	(460)	750	(0.61)
473,420,221	Paint Glass and Wall Paper	0.001	0.40	265,115	262.54	1,010	3000	(1,990)	3,000	(0.66)
473,420,221	Retail Bakeries	0.001	0.65	424,658	370.99	1,145	0	1,145	1,500	0.76
473,420,221	Convenience Food Stores	0.010	0.65	3,149,546	599.21	5,256	5000	256	2,500	0.10
473,420,221	Gasoline Service Stations/ Auto Repair	0.050	0.65	15,447,702	517.45	29,854	20000	9,854	2,325	4.24

1. Based on 2000 Census Block Group data inflated to 2006 dollars by using the Consumer Price Index
2. Percentage based on retail and service industry sales in Ohio, 1990
3. Percentage of Income multiplied by PMA income and the projected capture rate.
4. Urban Land Institute (1995) Dollars and Cents of Shopping Centers (inflated by the CPI to 2006 dollars)
5. Potential sales divided by average sales per square foot.
6. Steeple Commons is coming online in the next several years and will have an impact on existing retail space.
7. Gross Supportable Square Feet less Existing and Available Square Feet
8. Projected size of store.
9. Net Supportable Square Footage divided by Probable Square Footage

Capstone Seminar
Big Creek Redevelopment
May 4th, 2006