

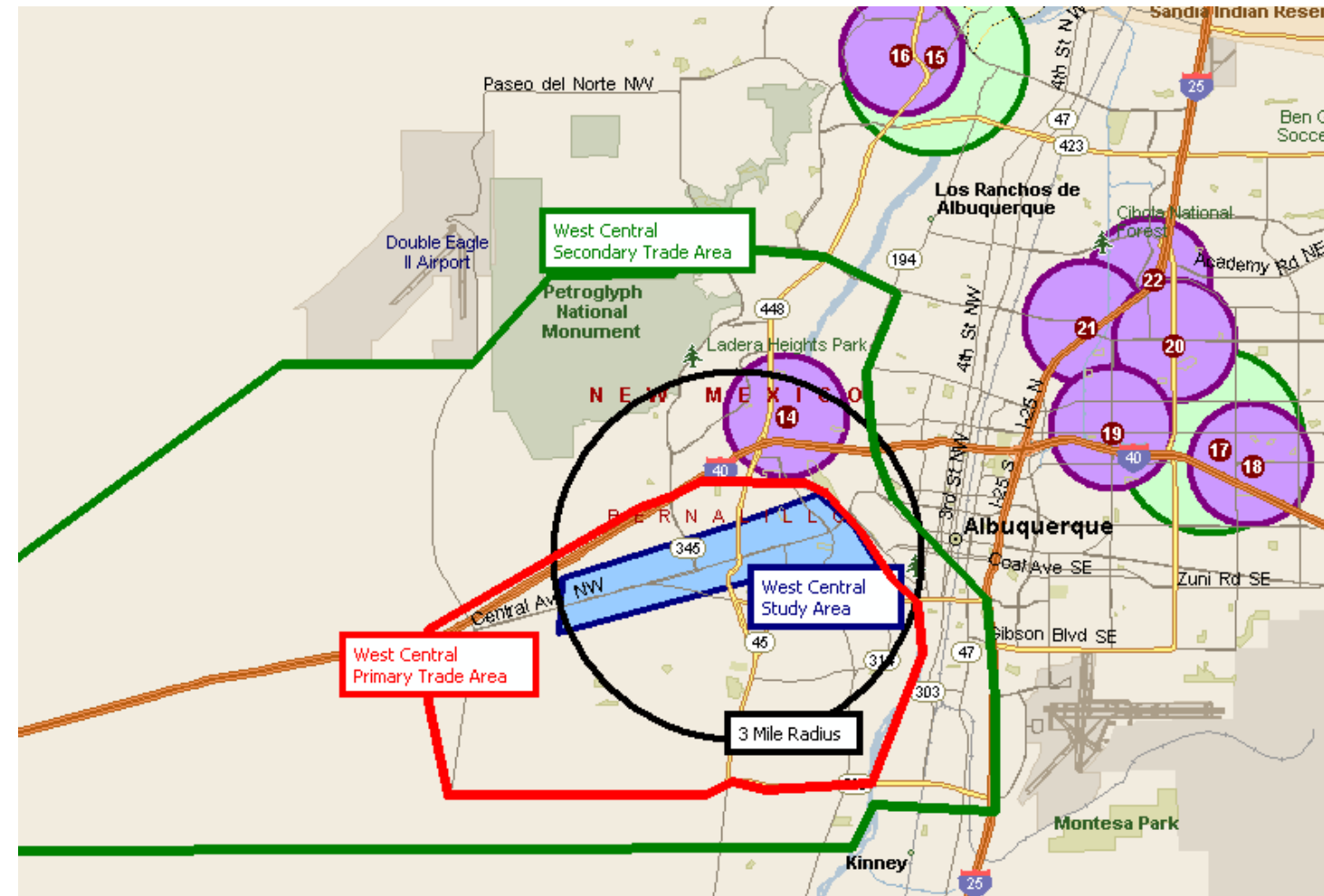
## WEST ROUTE 66 SECTOR DEVELOPMENT PLAN: MARKET STUDY OF RETAIL OPPORTUNITIES

The following summary is based on the results of a market study completed by Gibbs Planning Group, commissioned in 2010, to analyze the retail and commercial opportunities within the existing West Route 66 Sector Development Plan area (WR66 SDP).

### FINDINGS

The study finds that a total of 217,900 square feet of additional retail space is currently supportable in the entire study area. Of this amount, 161,700 square feet of additional retail space is currently supportable in the existing WR66 SDP area. This new retail can potentially capture an additional \$38.9 million of expenditure in 2010, growing to 49.8 million by 2015. In addition, there is 56,200 square feet of additional retail space currently supportable in the newly added plan area east of the bridge.

PRIMARY TRADE AREAS - Current and Future Demographic Data		
	2010	2015
<b>People:</b>		
Population		
WR66	98,575	112,501
Newly Added Area (East River)	10,160	
% Hispanic Ethnicity	80.7% (high)	81.6%
Median age	29.6 (younger)	
<b>Jobs:</b>		
Employed	36,016	
Employees/jobs in trade area	13,121	
<b>Income:</b>		
Per Capita Income		\$19,348
WR66	\$17,792	
Newly Added Area	\$22,250	
% hh w/incomes greater \$75,000	20.9% (below)	23.9%
<b>Families:</b>		
Households		
WR66	32,661	37,538
Newly Added Area	4,840	
Average Household Size	3.01	2.99
Average Household incomes	\$53,614 (below)	57,910
Median Household income	\$45,790	53,144
Owner occupied households	68.7%	68.2%
<b>Note:</b> 1) The data pertains mostly to the primary trade area of the WR66 SDP area. In limited instances, information is also provided for the newly added portion of the study area east of the Rio Grande River. 2) The annual population growth rate is projected to be 2.68% between 2010 and 2015 for the primary trade area of WR66 SDP area.		



**Regional and Community Retail Location Map.** Community Centers are marked with purple rings; regional centers are indicated with green rings.

2010 Supportable Retail by Type		
	WR66 SDP area (sq.ft.)	Area East of the Bridge (sq.ft.)
Department and Discount Department Stores	66,500	30,000
Electronics, Appliances & Computer retail	16,300	5,000
Food & Restaurant	15,300	
Sporting Goods, Hobby, Books and Music	12,900	1,200
Health Care & Personal Services	12,200	NA
Apparel, Shoes, and Accessories	11,700	1,200
Hardware, Lawn and Garden Stores	11,300	2,000
Miscellaneous Retail	7,700	NA
Home Furnishings	6,200	6,800
Food and Beverage Stores	1,600	NA
Grocery Stores	NA	10,000
<b>TOTAL</b>	<b>161,700</b>	<b>56,200</b>
<b>ADDITIONAL REVENUE</b>	<b>38.9M</b>	<b>NA</b>
<b>Note:</b> The 2010 potential retail of the entire study area is 217,900 square feet. This quantity can be compared to square footage at the Albuquerque Uptown Lifestyle Center having 220,000 square feet of retail development.		