



Appendix A: Market Data



DEMOGRAPHIC CHARACTERISTICS
NORTHSIDE MARKET AREA, CITY OF ATLANTA, ATLANTA MSA

	<u>Northside Market Area</u>		<u>City of Atlanta</u>		<u>Atlanta MSA</u>	
	<u>Number</u>	<u>%</u>	<u>Number</u>	<u>%</u>	<u>Number</u>	<u>%</u>
POPULATION						
1990	36,055		394,092		2,959,936	
2000	38,706		416,474		4,112,198	
2004	41,031		429,515		4,556,413	
2009	44,116		443,928		5,098,709	
CAGR 1990-00	2,651	0.7%	22,382	0.6%	1,152,262	3.3%
CAGR 2000-04	2,325	1.5%	13,041	0.8%	444,215	2.6%
CAGR 2004-09	3,085	1.5%	14,413	0.7%	542,296	2.3%
Racial Composition-2004						
White	14,600	35.6%	150,242	35.0%	2,785,437	61.1%
African-American	21,889	53.3%	250,814	58.4%	1,327,141	29.1%
Other	3,365	8.2%	4,510	1.1%	60,671	1.3%
Hispanic or Latino	1,177	2.9%	23,949	5.6%	383,164	8.4%
Age Composition-2004						
0-17	5,693	13.9%	96,286	22.4%	1,206,796	26.5%
18-24	17,234	42.0%	51,098	11.9%	421,733	9.3%
25-34	7,059	17.2%	82,109	19.1%	765,545	16.8%
35-49	5,868	14.3%	94,797	22.1%	1,128,902	24.8%
50-59	2,540	6.2%	47,431	11.0%	522,317	11.5%
60-64	770	1.9%	16,087	3.8%	156,671	3.4%
65-74	247	0.6%	20,936	4.9%	197,477	4.3%
75-84	1,573	3.8%	13,947	3.3%	114,332	2.5%
85+	293	0.7%	6,824	1.6%	42,640	0.9%
Median Age - 2004		33.21		34.70		33.49
Population 25+ Educational Attainment - 2000						
Less than High School Graduate	4,382	26.0%	61,952	23.1%	421,317	16.0%
High School Graduate	3,941	23.4%	59,876	22.3%	641,817	24.4%
Some College	2,896	17.2%	53,489	19.9%	724,503	27.5%
Bachelor's Degree	3,380	20.1%	55,982	20.9%	568,478	21.6%
Post-Graduate	2,247	13.3%	36,947	13.8%	274,683	10.4%
Total	16,846		268,246		2,630,798	
Occupation of Civilian Employed 16+ - 2000						
Management, Business, Finance	1,738	14.2%	31,520	17.2%	361,269	17.3%
Professional	2,998	24.4%	42,682	23.3%	423,249	20.2%
Service	2,312	18.8%	29,960	16.4%	253,204	12.1%
Sales and Office	3,232	26.3%	46,865	25.6%	600,954	28.7%
Construction, Extraction, Maintenance	687	5.6%	11,014	6.0%	208,271	10.0%
Production, Transportation, etc.	1,218	9.9%	20,486	11.2%	242,576	11.6%
Farming, Fishing, Forestry	91	0.7%	409	0.2%	3,471	0.2%
Total	12,276		182,936		2,092,994	

Note: Northside Market Area is defined as roughly 1 mile east and west of Northside Drive

Source: Claritas



DEMOGRAPHIC CHARACTERISTICS (Continued)
NORTHSIDE MARKET AREA, CITY OF ATLANTA, ATLANTA MSA

	<u>Northside Market Area</u>		<u>City of Atlanta</u>		<u>Atlanta MSA</u>	
	<u>Number</u>	<u>%</u>	<u>Number</u>	<u>%</u>	<u>Number</u>	<u>%</u>
HOUSEHOLDS						
1990	11,478		155,770		1,102,573	
2000	11,535		168,147		1,504,871	
2004	11,781		172,589		1,657,155	
2009	12,069		177,267		1,841,920	
CAGR 1990-00	57	0.05%	12,377	0.8%	402,298	3.2%
CAGR 2000-04	246	0.5%	4,442	0.7%	152,284	2.4%
CAGR 2004-09	288	0.5%	4,678	0.5%	184,765	2.1%
Households by Size - 2004						
One Person	5,065	43.0%	67,049	38.8%	382,824	23.1%
Two Person	3,439	29.2%	50,102	29.0%	516,484	31.2%
Three/Four Person	2,407	20.4%	39,466	22.9%	567,450	34.2%
Five+ Person	870	7.4%	15,972	9.3%	190,397	11.5%
Average Household Size	2.15		2.3	93%	2.70	80%
Group Quarters Population	15,759		32,557		86,556	
Household Type - 2004						
Single Person	5,064	43.0%	67,049	38.9%	382,824	23.1%
Married Couple, Own Children	663	5.6%	15,649	9.1%	433,625	26.2%
Married Couple, No Children	1,150	9.8%	26,112	15.1%	426,196	25.7%
Other Family (Single Parent, Grandparent)	2,848	24.2%	35,471	24.8%	288,913	17.4%
Non-Family (Unrelated Individuals)	2,057	17.5%	20,921	12.1%	125,597	7.6%
Household Income - 2004						
Less Than \$15,000	4,153	35.3%	39,401	22.8%	164,448	9.9%
\$15,000-24,999	1,806	15.3%	20,562	11.9%	133,897	8.1%
\$25,000-34,999	1,442	12.2%	19,766	11.5%	171,379	10.3%
\$35,000-49,999	1,248	10.6%	21,643	12.5%	244,336	14.7%
\$50,000-74,999	1,290	10.9%	24,204	14.0%	347,042	20.9%
\$75,000-99,999	631	5.4%	15,224	8.8%	235,980	14.2%
\$100,000-149,999	605	5.1%	14,308	8.3%	210,753	12.7%
\$150,000-249,000	397	3.4%	9,472	5.5%	104,915	6.3%
\$250,000+	209	1.8%	8,009	4.6%	44,405	2.7%
Average HH Income - 2004	\$45,340		\$70,435	55.0%	\$76,078	60%
Median HH Income - 2004	\$24,618		\$39,550		\$58,250	
Per Capita Income - 2004	\$14,478		\$28,957		\$27,938	
Average Minutes Commuting - 2000	26		30		34	
Housing Tenure - 2000						
Owner	2,545	22.1%	73,473	43.7%	999,564	66.4%
Renter	8,991	78.0%	94,674	56.3%	505,307	33.6%

Note: Northside Market Area is defined as roughly 1 mile east and west of Northside Drive
Source: Claritas



DEMOGRAPHIC CHARACTERISTICS (Continued)
NORTHSIDE MARKET AREA, CITY OF ATLANTA, ATLANTA MSA

	Northside Market Area		City of Atlanta		Atlanta MSA	
	Number	%	Number	%	Number	%
HOUSING						
Units in Structure - 2000						
Single-Family Attached	427	3.2%	7,362	3.9%	56,954	3.6%
Single-Family Detached	3,455	26.1%	79,803	42.7%	1,037,566	65.3%
2 Units	922	7.0%	7,871	4.2%	32,400	2.0%
3-19 Units	5,657	42.7%	51,513	27.6%	287,162	18.1%
20-49 Units	945	7.1%	9,796	5.2%	41,560	2.6%
50 Units or more	1,811	13.7%	29,723	15.9%	72,379	4.6%
Other	38	0.28%	930	0.5%	61,547	3.9%
Units by Year Built - 2000						
1999-2004	213	1.6%	3,436	1.8%	72,090	4.5%
1995-1998	993	7.5%	8,893	4.8%	221,325	13.9%
1990-1994	826	6.2%	8,570	4.6%	196,675	12.4%
1980-1989	1,010	7.6%	17,182	9.2%	391,440	24.6%
1970-1979	1,566	11.8%	25,805	13.8%	286,397	18.0%
Before 1970	8,647	65.2%	123,112	65.9%	421,641	26.5%
Value of Owner-Occupied Units - 2000						
Less than \$40,000	225	9.0%	3,125	4.3%	35,969	3.6%
\$40,000-\$59,999	307	12.2%	6,947	9.5%	37,154	3.7%
\$60,000-\$79,999	257	10.2%	10,234	13.9%	81,020	8.1%
\$80,000-\$99,999	170	6.8%	9,228	12.6%	151,378	15.1%
\$100,000-\$149,999	206	8.2%	8,151	11.1%	291,000	29.1%
\$150,000-\$199,000	412	16.4%	7,795	10.6%	164,389	16.4%
\$200,000-\$299,999	372	14.8%	9,580	13.0%	138,447	13.8%
\$300,000-\$499,999	383	15.3%	10,376	14.1%	72,473	7.2%
\$500,000-\$749,999	115	4.6%	4,191	5.7%	17,300	1.7%
\$750,000 and above	64	2.6%	3,848	5.2%	10,517	1.1%
Median Owner-Occupied Housing Value - 2000		\$161,017		\$144,185		\$133,385

Source: Claritas



Figure A-1. Market Analysis Area



Northside Drive Corridor Study: Office Development							
Map Key	Zone	Project	Status *	Address	SQ FT Avail	Ave Sqft	Year Built
O-1	Deering	Atlanta Technology Center	EX	1575 Northside Drive	197,669	\$12-\$18	1986
O-2	Deering	Beta Building	EX	2 Northside 75 NW	101,728	\$15-\$16	1974
O-3	Deering	445 Bishop Street NW	EX	445 Bishop Street NW	5,000	\$12	
O-4	Deering	500 Bishop Street	EX	500 Bishop Street NW	61,000	\$9-\$13.75	
O-5	Deering	Buckhead West	EX	1888-1900 Emery Street	105,350	\$17.5	1974
O-6	Deering	Commerce Office Park	EX	1731 Commerce Drive NW	19,141	\$14	1967
O-7	Deering	1670 DeFoor Avenue	EX	1670 DeFoor Avenue	50,283	\$9.5-\$11.5	1948
O-8	Deering	2195 Defoor Avenue	EX	2195 Defoor Avenue	41,417	\$8-\$9	1963
O-9	Deering	1250 Logan Circle	EX	1250 Logan Circle	29,040		1967
O-10	Deering	The Lumber Yard Office Lofts	EX	1425 Ellsworth Industrial Blvd	67,808	\$13.25-\$14.25	1961
O-11	Deering	2310 Marietta Boulevard NW	EX	2310 Marietta Boulevard NW	24,010	\$8	1967
O-12	Deering	Northside Summit	EX	1465 Northside Drive	36,000	\$12.85	1988
O-13	10th Street	Atlantic Station	R/D	17th and Northside	515,000	\$19.5-\$35	2004
O-14	10th Street	Atlantic Station	U/D	17th and Northside	5,055,000		
O-15	10th Street	197 14th Street	R/D	197 14th Street	15,000	\$23	2004
O-16	10th Street	14th Street Building	EX	450 14th Street	8,400	\$15	1969
O-17	10th Street	360 14th Street	EX	360 14th Street	5,100	\$28-\$47	1991
O-18	10th Street	962 Howell Mill Road	EX	962 Howell Mill Road	3,500		1940
O-19	10th Street	1170 Howell Mill Road	EX	1170 Howell Mill Road	210,000	\$4	1930
O-20	10th Street	870 Northside Drive	EX	870 Northside Drive	27,000	\$12-\$14	1961
O-21	10th Street	Puritan Mill	R/D	950 Joseph E. Lowery Blvd	29,577	\$15.50-\$16.50	
O-22	10th Street	993 Marietta Street	EX	993 Marietta Street	20,000	\$7.95	1955
O-23	10th Street	Puritan Mill	U/C	960 Joseph E. Lowery Blvd.	30,000	\$17.50-\$19.50	2005
O-24	10th Street	Atlantic Station	U/C	17th Street	430,000		2006
O-25	North Ave	Northyards Complex	R/D	North Ave and Northside Drive	264,076	\$12-\$15	
O-26	North Ave	The Block Candy Company Building	R/D	512 Means Street NW	42,000	\$16-\$19	
O-27	North Ave	Brickworks	R/D	980-1050 Marietta Street	63,848	\$8.5-\$19	
O-28	North Ave	Carriage Works	R/D	530 Means Street	65,000	\$16-\$18	
O-29	North Ave	710 Marietta Street NW	EX	710 Marietta Street NW	7,990	\$10-\$25	1996
O-30	North Ave	590 Means Street	EX	590 Means Street	35,000	\$17-\$18	1917
O-31	North Ave	600 Means Street	EX	600 Means Street	40,000	\$18	1957
Total Square Footage					7,604,937		
Source: Key Advisors/Bleakly Advisory Group * Note R/D - Recently Developed U/C - Under Construction P/D - Planned Development F/D - Future Development EX - Existing							



Northside Drive Corridor Study: Residential Development

Corridor Map Key Zone	Project	Developer	Type	Status*	Address	Total Units			Year Built
						Avail	Unit Mix	Rent/Cost	
H-1	Deering Berkeley Heights	Coro Realty Advisors	Apartments	P/D	1700 Northside Drive NW	180	U/D	N/A	2006
H-2	Deering Castlegate Mall	Selig Enterprises, Inc.	Apartments	P/D	I-75 and Northside	285	U/D	N/A	2006
H-3	10th Street Atlantic Station	Lane Company	Apartments	R/D	401 16th Street NW	250	1, 2	\$725-\$2315	2005
H-4	10th Street Atlantic Station	Lane Company	Condos	R/D	200 16th Street	350	1, 2, 3	\$160,000-\$350,000	2004
H-5	10th Street Unnamed	Weaver & Woodbury	Condos	P/D	10th and Howell Mill	76		N/A	
H-6	10th Street 10th and Northside	Fairfield REIT	Condos	U/C	10th and Northside	380		N/A	2005
H-7	10th Street Atlantic Station	Lane Company	Condos	U/C	17th and Northside	750		N/A	
H-8	10th Street Atlantic Station	Lane Company	Apartments	U/C	17th and Northside	300		N/A	
H-9	10th Street Atlantic Station	Beazer Homes/Lane Company	Residential Units	F/D	17th and Northside	3260	U/D	N/A	
H-10	10th Street Atlantic Station	Beazer Homes	Single Family/Townhome	R/D	17th and Northside	90	2, 3	\$414,990-\$444,990	2004
H-11	10th Street M West	Winter Properties	Townhomes	U/C	Marietta Street	183	1, 2, 3	\$195,000-\$250,000	2004
H-12	North Ave M Street Apartments	Julian LeCraw & Co.	Apartments	U/C	950 Marietta Street, 30318	308	S, 1, 2, 3	\$740-\$1555	2004
H-13	North Ave 1016 Lofts (formerly Alta West)	Wood Partners and AEW Capital Mgt	Apartments	R/D	1016 Howell Mill Road, 30308	265	S, 1, 2,	\$700-\$2100	2003
H-14	North Ave Gateway Apartments/Northside Village	Southeast Capital Partners, Bethesda Development, Inc.	Apartments	R/D	370 Northside Drive SW	261	S, 1, 2, 2, 3	\$660-\$1100	2004
H-15	North Ave Unnamed	Julian LeCraw & Co.	Condos	P/D	Marietta St (across from M St)	123		N/A	2006
H-16	North Ave Antioch Baptist Development	Antioch Baptist Church	Condos	F/D		100	U/D	TBD	2010
H-17	North Ave Metropointe	Kim King Associates, Inc.	Apartments	U/C	800 West Marietta Street	368	2, 3, 4	\$650 month (1BD)	2005
H-18	North Ave Antioch Baptist Development	Antioch Baptist Church	Apartments	F/D		150	U/D	TBD	2010
H-19	North Ave Antioch Baptist Development	Antioch Baptist Church	Townhomes	F/D		40	U/D	TBD	2010
H-20	Vine City College Town	Integral Properties, Atlanta Housing Authority	Mixed Use	U/C		619			
H-21	McDaniel Legacy Lofts	HJ Russell	Apartments	R/D	180 Northside Drive	17	S, 1, 2,	\$1,250-\$1,755	2002
H-22	McDaniel Intown Apartments & Lofts	HJ Russell	Apartments	R/D	170 Northside Drive	87	S, 1, 2,	\$900-\$1575	2002
H-23	McDaniel Stonewall Lofts	HJ Russell	Apartments	R/D	450 Stonewall Street, 30313	38	S, 1, 2, 3	\$728 - \$2250	2004
H-24	McDaniel University Homes Relocation	Atlanta Housing Authority	Apartments	F/D		-	U/D	N/A	
H-25	McDaniel Toby Sexton		Apartments	R/D	470 Glenn Street	201		TBD	
H-26	McDaniel Columbia Peoplestown	Columbia Residential, AHA	Apartments	R/D	222 Tuskegee Street 30315	99		TBD	
H-27	McDaniel Century Lofts		Apartments	R/D	505 Whitehall	28	Lofts	TBD	2002
H-28	McDaniel Legacy Senior Housing	HJ Russell	Apartments	P/D		100		TBD	2005+
H-29	McDaniel Centennial Station	Ultima Holdings, LLC	Condos	U/C	Chapel/Mangum Street	58	1, 2	\$160,000-\$299,000	2005
H-30	McDaniel Historic Westside Village	The Integral Group LLC	Residential Units	P/D	MLK and Lowery Boulevard	445		TBD	
H-31	McDaniel UCDC Townhomes	University Community Development Corp	Townhomes	P/D	Atlanta University Center	12		TBD	
H-32	McDaniel Legacy Phase II	HJ Russell	Townhomes	P/D		50		TBD	2005+

Total Units 9008

Source: Key Advisors/Bleakly Advisory Group

* Note
R/D - Recently Developed; U/C - Under Construction; P/D - Planned Development; F/D - Future Development



Northside Drive Corridor Study: Retail Development						
Map Key Zone	Project	Status *	Address	SQ FT Avail	Year Built	
R-1	10th Street	Atlantic Station	U/C	17th and Northside	1,200,000	2005
R-2	11th Street	Atlantic Station	P/D	17th and Northside	500,000	
R-3	Deering	Castlegate Mall	P/D	I-75 and Northside	290,000	
R-4	McDaniel	Westside Village	R/D	MLK and Lowery Boulevard	195,000	2000
R-5	McDaniel	College Town	P/D		30,000	
R-6	Deering	Berkeley Heights	P/D	1700 Northside Drive NW	21,000	2006
R-7	Vine City	Northside Village	U/C	370 Northside Drive SW	8,500	2005
R-8	Vine City	Antioch Development	P/D		U/D	
R-9	McDaniel	Legacy, Phase II	P/D		55,000	
R-10	Deering	M West	U/C	Marietta Street	10,000	2005
R-11	10th Street	310 14th Street	P/D	310 14th Street	13,500	
R-12	North Ave	M Street Phase II	P/D	Marietta Street	4,500	2006
R-13	North Ave	The Brickworks	U/C	1000 Marietta Street	138,028	2005
Total Square Footage					2,465,528	
Source: Key Advisors / Bleakly Advisory Group						
* Note						
R/D - Recently Developed; U/C - Under Construction; P/D - Planned Development; F/D - Future Development						