

U.S. Hwy 19 (Tara Blvd) and Lovejoy Road

SIGHT DISTANCE 335 LF

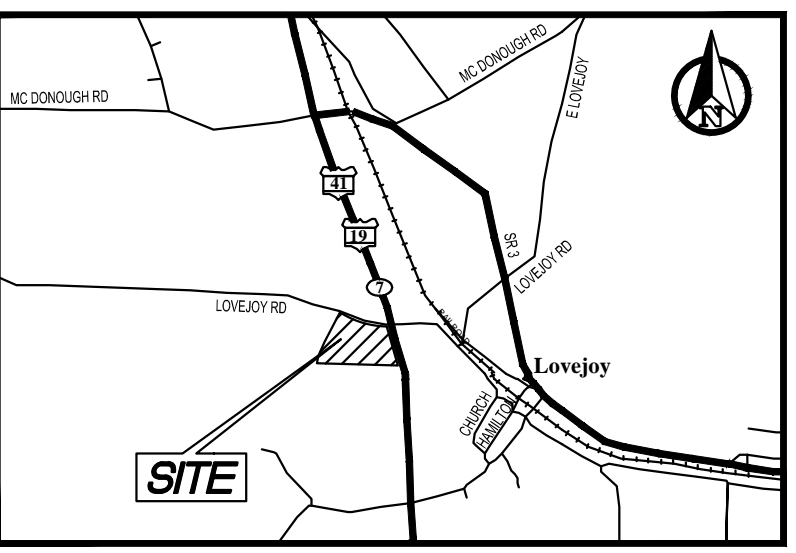
1.76 acres

.871 acres

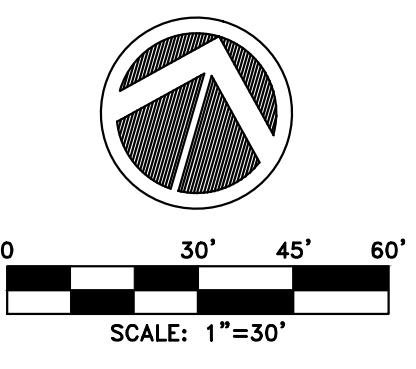
Zoned BG

19,100 traffic count ('14)

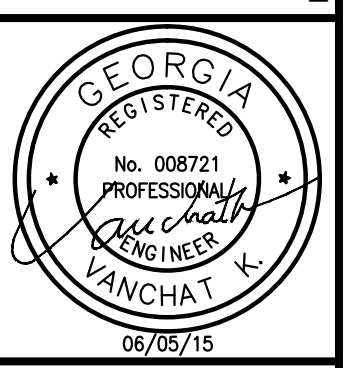
O'REILLY AUTO PARTS
7,225 SF
FFE = 972.50



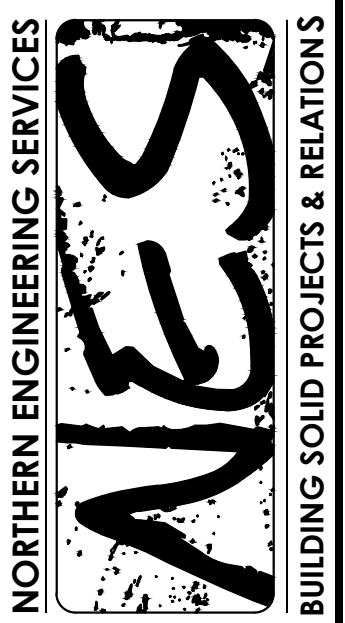
VICINITY MAP
N.T.S.



U.S. HIGHWAY 19 (TARA BOULEVARD) AND LOVEJOY ROAD
PREPARED FOR:
G & H LOVEJOY, LLC.
CLAYTON COUNTY, GEORGIA
LAND LOT 157, 6TH DISTRICT, CITY OF LOVEJOY



NORTHERN ENGINEERING SERVICES
SUITE 2404 - 3395 SIXES ROAD
CANTON, GA 30114
PHONE: 770.891.4515
WWW.NE-SERVICES.COM
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SITE LEGEND

- EXISTING R.O.W.
- PROPOSED R.O.W.
- EXIST. PROPERTY LINE
- PROP. PROPERTY LINE
- SETBACK LINE
- CONCRETE CURB AND GUTTER (SEE DETAIL)
- STOP BAR (PAVEMENT MARKING)
- TRAFFIC FLOW ARROW (PAVEMENT MARKING)
- PROPOSED SIGNAGE (REFER TO PLAN)
- HANDICAP STALL AND DESIGNATED VAN STALL
- CONCRETE SIDEWALK (SEE DETAIL)
- A.D.A. STD HANDICAP RAMP(S)
- STEEL BOLLARDS
- PARKING SPACE COUNT 9.0'x18'
- STORM SEWER CATCH BASINS
- SANITARY SEWER MANHOLE
- JUNCTION BOX
- FIRE HYDRANT
- HEAVY DUTY PAVING (REFER TO DETAIL SHEET)
- HEAVY DUTY CONCRETE PAVING (REFER TO DETAIL SHEET)
- AREAS TO RECEIVE STAMPED HEAVY DUTY CONCRETE PAVEMENT AS PER OVERLAY DISTRICT REGULATIONS
- PARKING SPACES TO RECEIVE PERVIOUS PAVEMENT
- RIGHT OF WAY TO BE DEDICATED TO COWETA COUNTY
- PEDESTRIAN LIGHT FIXTURE (SEE DETAIL ON SHEET C25)
- STREET LIGHT FIXTURE (SEE DETAIL ON SHEET C25)

REVISIONS

DATE:	DESCRIPTION:

SITE PLAN
PROJECT NUMBER: 15-0005
DATE: AUGUST 31, 2015
C02B

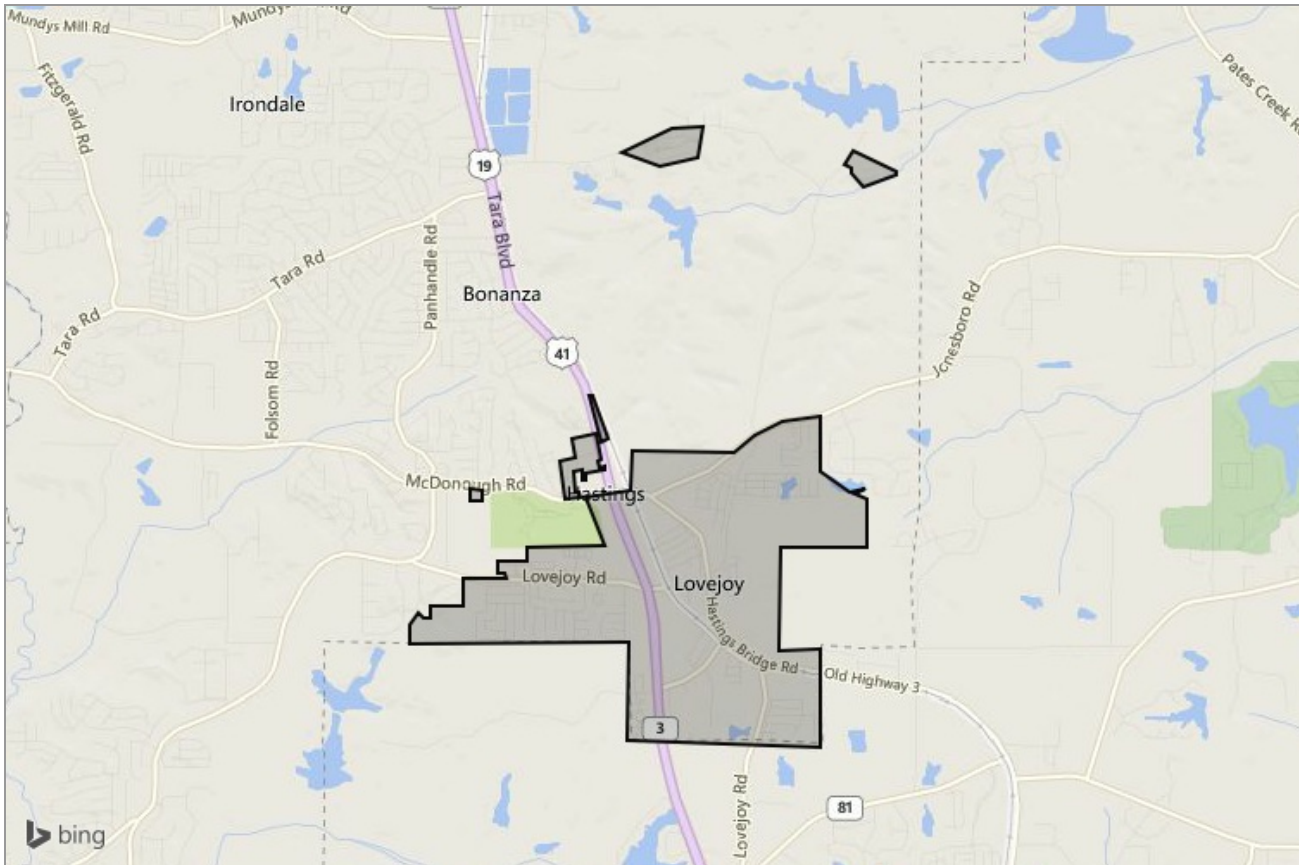


24-HR EMERGENCY CONTACT: NICK SAWKA 770-891-4515



COMMERCIAL TRADE AREA REPORT

Lovejoy, Georgia



Presented by
Michael Wendt



Work: (770) 873-1770

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www.WendtCRS.com

Wendt CRS, Inc.
2870 Peachtree Road, NW
Suite 207
Atlanta, GA 30305

Criteria Used for Analysis

Income:
Median Household Income
\$52,646

Age:
Median Age
33.7

Population Stats:
Total Population
6,573

Segmentation:
1st Dominant Segment
Middleburg

Consumer Segmentation

Life Mode

What are the people like that live in this area?

Family Landscapes

Successful younger families in newer housing

Urbanization

Where do people like this usually live?

Semirural

Small town living, families with affordable homes

Top Tapestry Segments

	Middleburg	Traditional Living	American Dreamers	Southern Satellites
% of Households	983 (48.3%)	471 (23.1%)	343 (16.8%)	239 (11.7%)
% of Clayton County	5,830 (6.3%)	7,092 (7.7%)	20,174 (21.9%)	583 (0.6%)
Lifestyle Group	Family Landscapes	Hometown	Ethnic Enclaves	Rustic Outposts
Urbanization Group	Semirural	Metro Cities	Urban Periphery	Rural
Residence Type	Single Family	Single Family	Single Family	Single Family or Mobile Homes
Household Type	Married Couples	Singles	Married Couples	Married Couples
Average Household Size	2.73	2.5	3.16	2.65
Median Age	35.3	34.8	31.8	39.7
Diversity Index	46.3	53.1	83.3	38.6
Median Household Income	\$55,000	\$37,000	\$48,000	\$44,000
Median Net Worth	\$89,000	\$29,000	\$53,000	\$70,000
Median Home Value	\$158,000	\$79,000	\$130,000	\$119,000
Homeownership	74.3 %	60.1 %	65 %	78.6 %
Employment	Professional or Services	Services, Administration or Professional	Services or Administration	Services, Professional or Administration
Education	College Degree	High School Graduate; Some College	High School Graduate	High School Graduate
Preferred Activities	Buy children's toys and clothes. Go hunting, bowling, target shooting.	Go camping; visit the zoo. Eat fast food.	Own feature-rich cell phones. Pay bills, socialize online.	Go hunting, fishing. Own a pet dog.
Financial	Carry some debt; invest for future	Carry credit card balances, student loans	Spend money carefully; buy necessities	Shop at Walmart
Media	Watch country, Christian TV channels	Watch QVC, CMT, Game Show Network	Listen to urban or Hispanic radio	Listen to country music; watch CMT
Vehicle	Own trucks, SUVs	Own 1-2 vehicles	One or two vehicles	Own, maintain truck

About this segment Middleburg

This is the
#1
dominant segment
for this area

In this area
48.3%
of households fall
into this segment

In the United States
2.8%
of households fall
into this segment

An overview of who makes up this segment across the United States

Who We Are

Middleburg neighborhoods transformed from the easy pace of country living to semi-rural subdivisions in the last decade, when the housing boom reached out. Residents are conservative, family-oriented consumers. Still more country than rock and roll, they are thrifty but willing to carry some debt and are already investing in their futures. They rely on their smartphones and mobile devices to stay in touch and pride themselves on their expertise. They prefer to buy American and travel in the U.S. This market is younger but growing in size and assets.

Our Neighborhood

- Semi-rural locales within metropolitan areas.
- Neighborhoods changed rapidly in the previous decade with the addition of new single-family homes.
- Include a number of mobile homes.
- Affordable housing, median value of \$158,000 with a low vacancy rate.
- Young couples, many with children; average household size is 2.73.

Socioeconomic Traits

- Education: 66% with a high school diploma or some college.
- Unemployment rate lower at 7.4%.
- Labor force participation typical of a younger population at 66.7%.
- Traditional values are the norm here—faith, country and family.
- Prefer to buy American and for a good price.
- Comfortable with the latest in technology, for convenience (online banking or saving money on landlines) and entertainment.

Market Profile

- Residents are partial to trucks, SUVs, and occasionally, convertibles or motorcycles.
- Entertainment is primarily family-oriented, TV and movie rentals or theme parks and family restaurants.
- Spending priorities also focus on family (children's toys and apparel) or home DIY projects.
- Sports include hunting, target shooting, bowling and baseball.
- TV and magazines provide entertainment and information.
- Media preferences include country and Christian channels.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2015. Update Frequency: Annually.

About this segment

Traditional Living

This is the
#2
dominant segment
for this area

In this area
23.1%
of households fall
into this segment

In the United States
2.0%
of households fall
into this segment

An overview of who makes up this segment across the United States

Who We Are

Residents in the Traditional Living segment reside primarily in low-density, settled neighborhoods in the Midwest. The households are a mix of married-couple families and singles. Many families encompass two generations who have lived and worked in the community; their children are likely to follow suit. The manufacturing, retail trade and health-care sectors are the primary sources of employment for these residents. This is a younger market—beginning householders who are juggling the responsibilities of living on their own or a new marriage, while retaining their youthful interests in style and fun.

Our Neighborhood

- Married couples are the dominant household type, but fewer than expected from the younger age profile and fewer with children; however, there are higher proportions of single-parent and single-person households.
- Average household size is slightly lower at 2.50.
- Homes are primarily single family or duplexes in older neighborhoods, built before 1940.
- Most neighborhoods are located in lower-density urban clusters of metro areas throughout the Midwest and South.
- Average commuting time to work is slightly shorter.
- Households have one or two vehicles.

Socioeconomic Traits

- Over 70% have completed high school or some college.
- Unemployment is higher at 10.9%; labor force participation is also a bit higher at 64.6%.
- Over three quarters of households derive income from wages and salaries, augmented by Supplemental Security Income and public assistance.
- Cost-conscious consumers that are comfortable with brand loyalty, unless the price is too high.
- Connected and comfortable with the Internet, they are more likely to participate in online gaming or to access dating websites.
- TV is seen as the most trusted media.

Market Profile

- They shop for groceries at discount stores such as Walmart supercenters; Kmart is also a favorite for apparel and sundry household and personal care products.
- Convenience stores are commonly used for fuel or picking up incidentals like lottery tickets.
- They tend to carry credit card balances, have student loans and pay bills in person.
- Half of households have abandoned landlines for cell phones only.
- They watch their favorite channels including QVC, CMT and Game Show Network.
- They're fast-food devotees.
- They enjoy outdoor activities such as camping and taking trips to the zoo.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2015. Update Frequency: Annually.

About this segment

American Dreamers

This is the

#3

dominant segment for this area

In this area

16.8%

of households fall into this segment

In the United States

1.5%

of households fall into this segment

An overview of who makes up this segment across the United States

Who We Are

Located throughout the South and West, most American Dreamers residents own their own homes, primarily single-family housing—farther out of the city, where housing is more affordable. Median household income is slightly below average. The majority of households include younger married-couple families with children and, frequently, grandparents. Diversity is high; many residents are foreign born, of Hispanic origin. Hard work and sacrifice have improved their economic circumstance as they pursue a better life for themselves and their family. Spending is focused more on the members of the household than the home. Entertainment includes multiple televisions, movie rentals and video games at home or visits to theme parks and zoos. This market is connected and adept at accessing what they want from the Internet.

Our Neighborhood

- American Dreamers residents are family-centric and diverse. Most are married couples with children of all ages or single parents; multigenerational homes are common.
- Average household size is higher than U.S. average at 3.16.
- Residents tend to live further out from urban centers—more affordable single-family homes and more elbow room.
- Tenure is slightly above average with 65% owner occupancy; primarily single-family homes with more mortgages and slightly higher monthly costs.
- Three quarters of all housing were built since 1970.
- Many neighborhoods are located in the urban periphery of the largest metropolitan areas across the South and West.
- Most households have one or two vehicles available and a longer commute to work.

Socioeconomic Traits

- While nearly 16% have earned a college degree, the majority, or 63%, hold a high school diploma only or spent some time at a college or university.
- Unemployment is higher at 10.7%; labor force participation is also higher at 67%.
- Most American Dreamers residents derive income from wages or salaries, but the rate of poverty is a bit higher in this market.
- They tend to spend money carefully and focus more on necessities.
- They are captivated by new technology, particularly feature-rich smartphones.
- Connected: They use the Internet primarily for socializing but also for convenience, like paying bills online.

Market Profile

- When dining out, these residents favor fast-food dining places such as Taco Bell or Wendy's, as well as family-friendly restaurants like Olive Garden, Denny's or IHOP.
- Cell phones are preferred over landlines.
- Favorite channels include Animal Planet, MTV, Cartoon Network, and Disney, as well as programming on Spanish TV.
- Residents listen to urban or Hispanic radio.
- During the summer, family outings to theme parks are especially popular.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2015. Update Frequency: Annually.

About this segment

Southern Satellites

This is the
#4
dominant segment
for this area

In this area
11.7%
of households fall
into this segment

In the United States
3.2%
of households fall
into this segment

An overview of who makes up this segment across the United States

Who We Are

Southern Satellites is the second largest market found in rural settlements, typically within metropolitan areas located primarily in the South. This market is generally non-diverse, slightly older, settled married-couple families, who own their homes. Almost two-thirds of the homes are single-family structures; a third are mobile homes. Median household income and home value are below average. Workers are employed in a variety of industries, such as manufacturing, health care, retail trade and construction, with higher proportions in mining and agriculture than the U.S. Residents enjoy country living, preferring outdoor activities and DIY home projects.

Our Neighborhood

- About 79% of households are owned.
- Married couples with no children are the dominant household type, with a number of multi-generational households.
- Most are single-family homes (65%), with a number of mobile homes.
- Most housing units were built in 1970 or later.
- Most households own 1 or 2 vehicles, but owning 3+ vehicles is common

Socioeconomic Traits

- Education: almost 40% have a high school diploma only; 41% have college education.
- Unemployment rate is 9.2%, slightly higher than the U.S. rate.
- Labor force participation rate is 59.7%, slightly lower than the U.S.
- These consumers are more concerned about cost rather than quality or brand loyalty.
- They tend to be somewhat late in adapting to technology.
- They obtain a disproportionate amount of their information from TV, compared to other media.

Market Profile

- Usually own a truck, likely to service it themselves.
- Frequent the convenience store, usually to fill up a vehicle with gas.
- Typical household has a satellite dish.
- Work on home improvement and remodeling projects.
- Own a pet, commonly a dog.
- Participate in fishing and hunting.
- Prefer to listen to country music and watch Country Music Television (CMT).
- Read fishing/hunting and home service magazines.
- Partial to eating at low-cost family restaurants and drive-ins.
- Use Walmart for all their shopping needs (groceries, clothing, pharmacy, etc.).

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2015. Update Frequency: Annually.

Lovejoy, Georgia: Population Comparison

Total Population

This chart shows the total population in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2015

Update Frequency: Annually

2015
2020 (Projected)



Population Density

This chart shows the number of people per square mile in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2015

Update Frequency: Annually

2015
2020 (Projected)



Population Change Since 2010

This chart shows the percentage change in area's population from 2010 to 2015, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2015

Update Frequency: Annually

2015
2020 (Projected)



Average Household Size

This chart shows the average household size in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2015

Update Frequency: Annually

2015
2020 (Projected)



Population Living in Family Households

This chart shows the percentage of an area's population that lives in a household with one or more individuals related by birth, marriage or adoption, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2015

Update Frequency: Annually

- 2015
- 2020 (Projected)



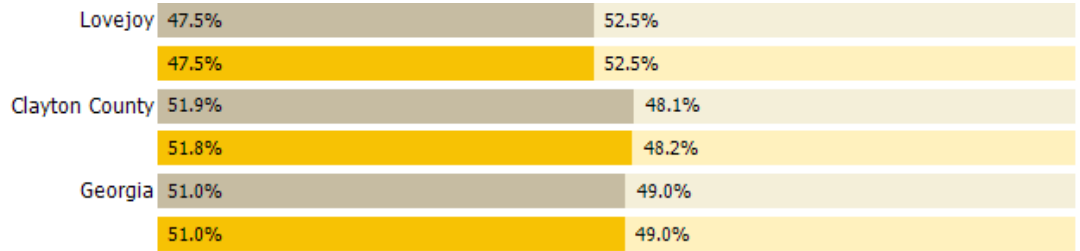
Female / Male Ratio

This chart shows the ratio of females to males in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2015

Update Frequency: Annually

- Women 2015
- Men 2015
- Women 2020 (Projected)
- Men 2020 (Projected)



Lovejoy, Georgia: Age Comparison

Median Age

This chart shows the median age in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2015

Update Frequency: Annually

■ 2015
■ 2020 (Projected)



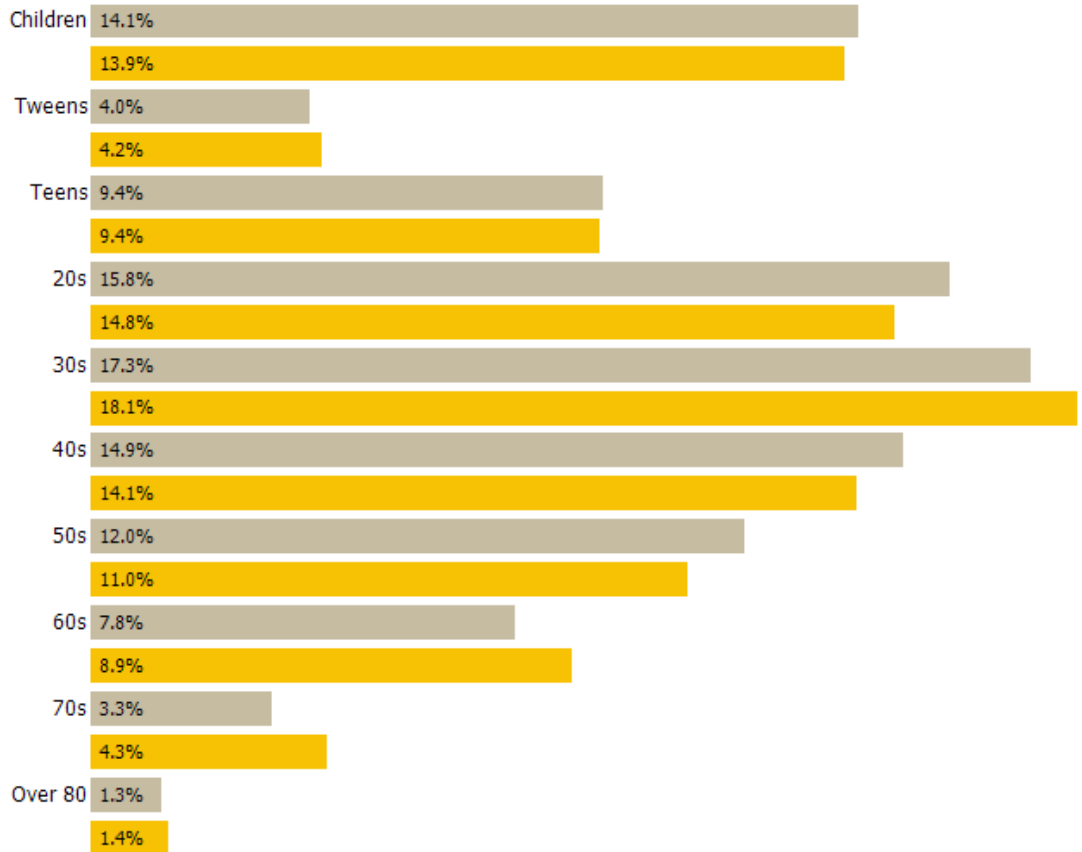
Population by Age

This chart breaks down the population of an area by age group.

Data Source: U.S. Census American Community Survey via Esri, 2015

Update Frequency: Annually

■ 2015
■ 2020 (Projected)



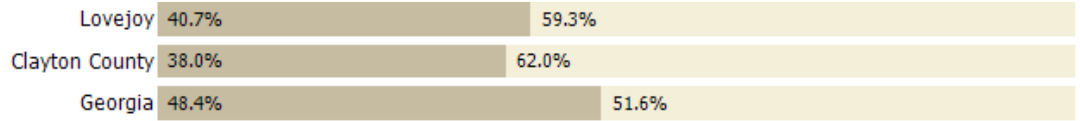
Lovejoy, Georgia: Marital Status Comparison

Married / Unmarried Adults Ratio

This chart shows the ratio of married to unmarried adults in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2015

Update Frequency: Annually



Married

This chart shows the number of people in an area who are married, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2015

Update Frequency: Annually



Never Married

This chart shows the number of people in an area who have never been married, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2015

Update Frequency: Annually



Widowed

This chart shows the number of people in an area who are widowed, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2015

Update Frequency: Annually



Divorced

This chart shows the number of people in an area who are divorced, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2015

Update Frequency: Annually



Lovejoy, Georgia: Economic Comparison

Average Household Income

This chart shows the average household income in an area, compared with other geographies

Data Source: U.S. Census American Community Survey via Esri, 2015

Update Frequency: Annually

2015
2020 (Projected)



Median Household Income

This chart shows the median household income in an area, compared with other geographies

Data Source: U.S. Census American Community Survey via Esri, 2015

Update Frequency: Annually

2015
2020 (Projected)



Per Capita Income

This chart shows per capita income in an area, compared with other geographies

Data Source: U.S. Census American Community Survey via Esri, 2015

Update Frequency: Annually

2015
2020 (Projected)



Average Disposable Income

This chart shows the average disposable income in an area, compared with other geographies

Data Source: U.S. Census American Community Survey via Esri, 2015

Update Frequency: Annually



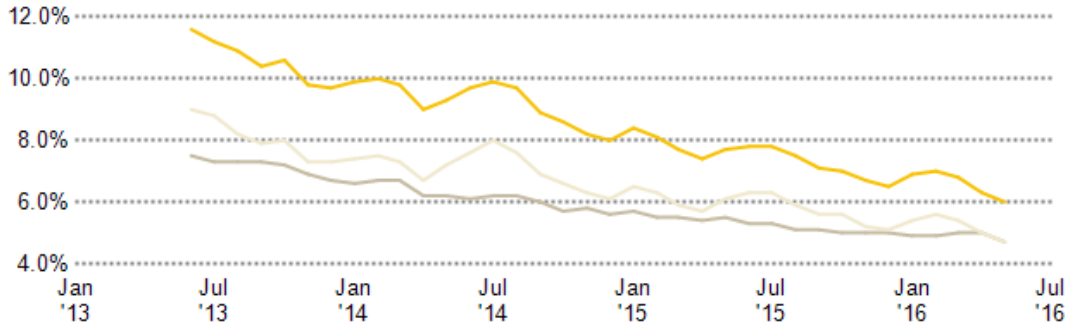
Unemployment Rate

This chart shows the unemployment trend in an area, compared with other geographies

Data Source: Bureau of Labor Statistics via 3DL

Update Frequency: Monthly

- Clayton County
- Georgia
- USA

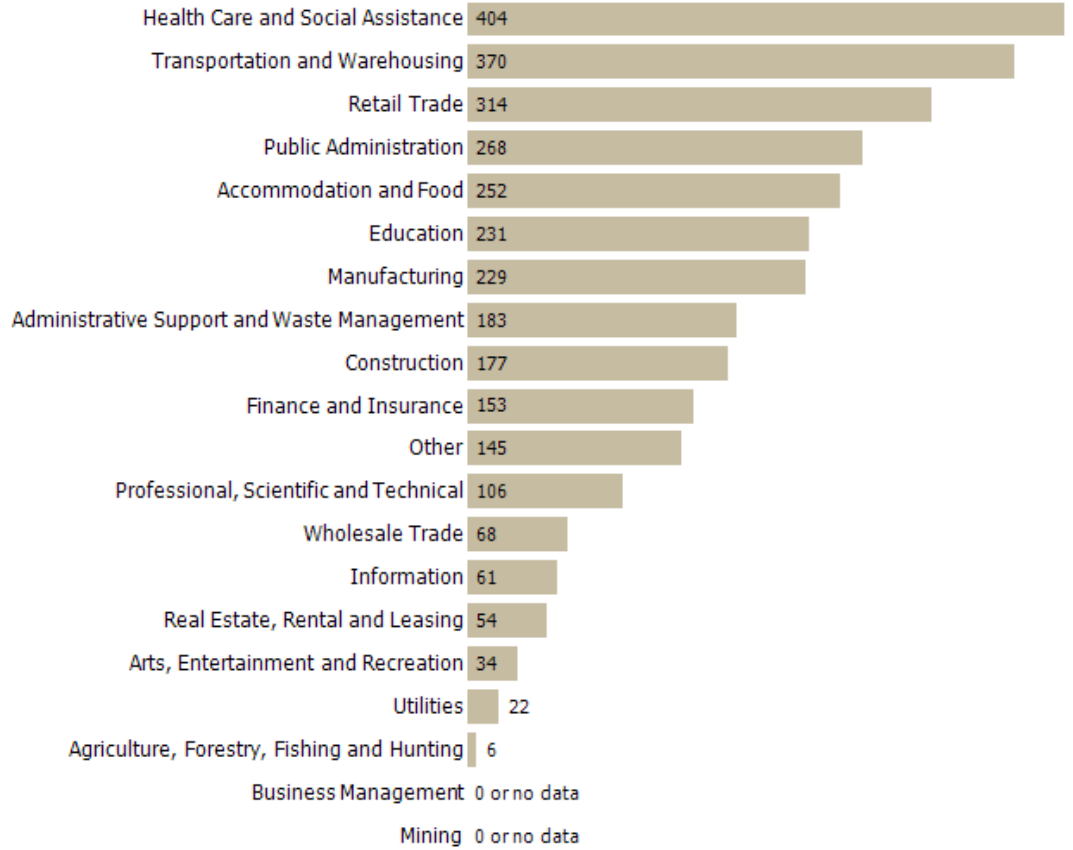


Employment Count by Industry

This chart shows industries in an area and the number of people employed in each category.

Data Source: Bureau of Labor Statistics via Esri, 2015

Update Frequency: Annually



Lovejoy, Georgia: Education Comparison

Less than 9th Grade

This chart shows the percentage of people in an area who have less than a ninth grade education, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2015

Update Frequency: Annually



Some High School

This chart shows the percentage of people in an area whose highest educational achievement is some high school, without graduating or passing a high school GED test, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2015

Update Frequency: Annually



High School GED

This chart shows the percentage of people in an area whose highest educational achievement is passing a high school GED test, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2015

Update Frequency: Annually



High School Graduate

This chart shows the percentage of people in an area whose highest educational achievement is high school, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2015

Update Frequency: Annually



Some College

This chart shows the percentage of people in an area whose highest educational achievement is some college, without receiving a degree, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2015

Update Frequency: Annually



Associate Degree

This chart shows the percentage of people in an area whose highest educational achievement is an associate degree, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2015

Update Frequency: Annually



Bachelor's Degree

This chart shows the percentage of people in an area whose highest educational achievement is a bachelor's degree, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2015

Update Frequency: Annually



Grad/Professional Degree

This chart shows the percentage of people in an area whose highest educational achievement is a graduate or professional degree, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2015

Update Frequency: Annually



Lovejoy, Georgia: Home Value Comparison

Median Estimated Home Value

This chart displays property estimates for an area and a subject property, where one has been selected. Estimated home values are generated by a valuation model and are not formal appraisals.

Data Source: Valuation calculations based on public records and MLS sources where licensed

Update Frequency: Monthly



12-Month Change in Median Estimated Home Value

This chart shows the 12-month change in the estimated value of all homes in this area, the county and the state. Estimated home values are generated by a valuation model and are not formal appraisals.

Data Source: Valuation calculations based on public records and MLS sources where licensed

Update Frequency: Monthly



Median Listing Price

This chart displays the median listing price for homes in this area, the county and the state.

Data Source: On- and off-market listings sources

Update Frequency: Monthly



12-Month Change in Median Listing Price

This chart displays the 12-month change in the median listing price of homes in this area, and compares it to the county and state.

Data Source: On- and off-market listings sources

Update Frequency: Monthly



Best Retail Businesses

This chart shows the types of businesses that consumers are leaving an area to find. The business types represented by blue bars are relatively scarce in the area, so consumers go elsewhere to have their needs met. The orange business types are relatively plentiful in the area, meaning there are existing competitors for the dollars that consumers spend in these categories.

Data Source: Retail Marketplace via Esri, 2015

Update Frequency: Annually

