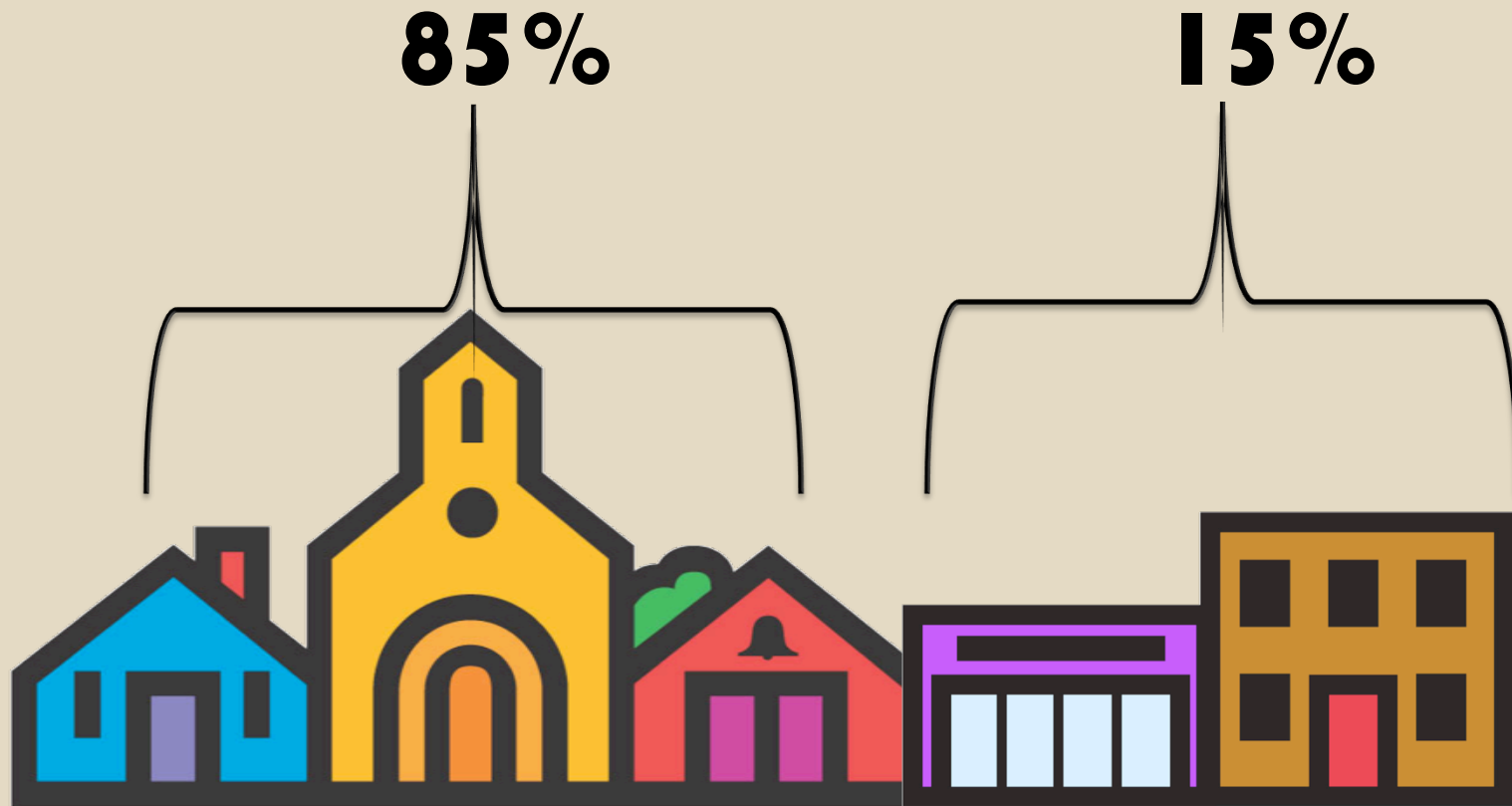




November 4, 2010

# The New Main Street

Lakey Broderius Boyd, AICP, CEcD  
Market + Main, Inc.



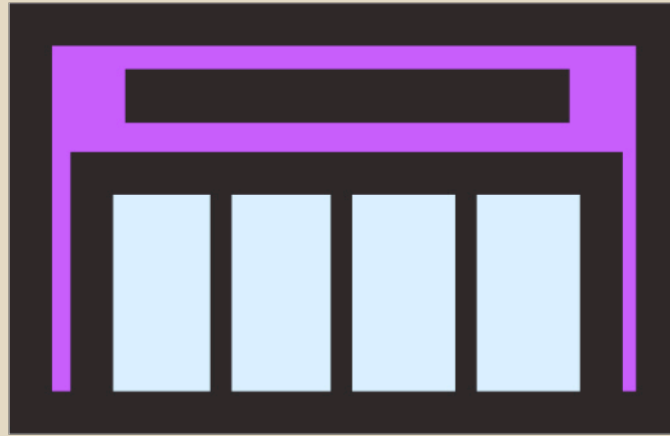
# Role of Business



Serve  
Consumer



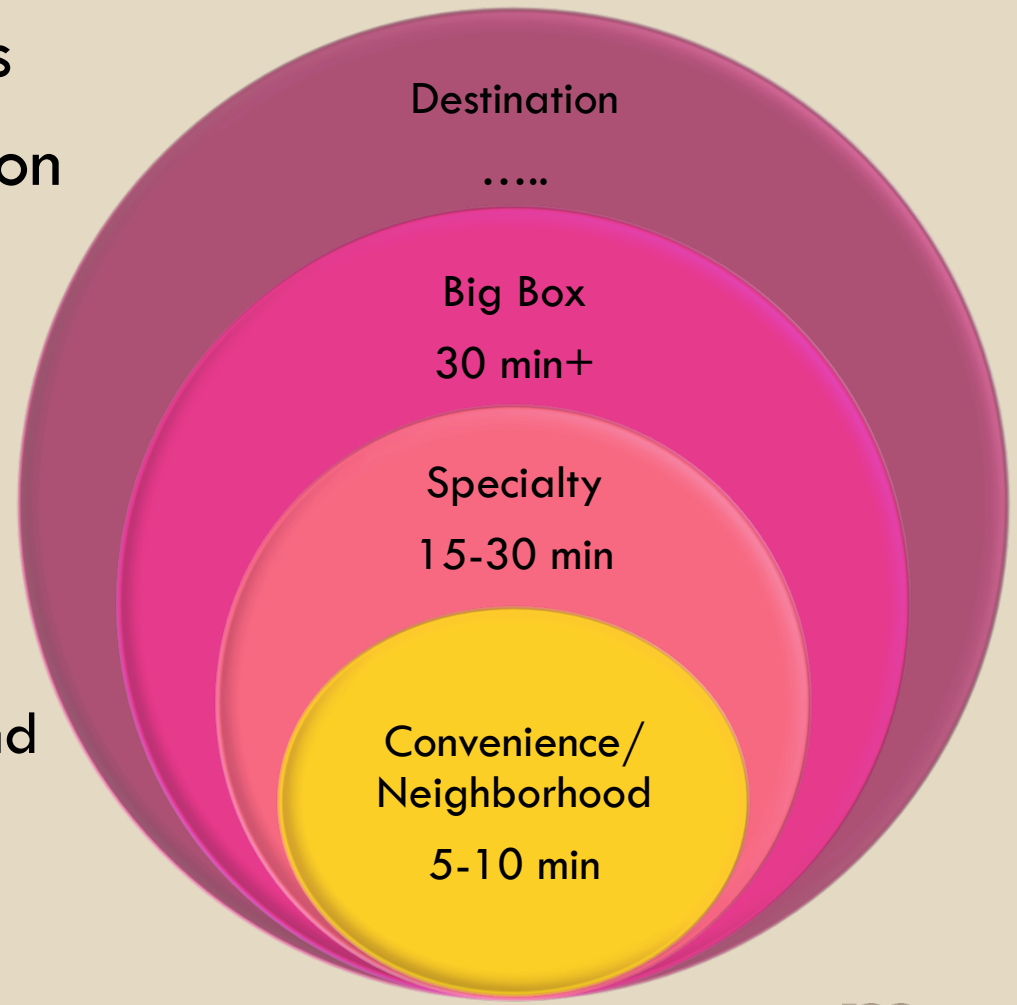
Work  
Employee



Serve  
Consumer

# Fundamentals of Retail

- Retailers follow rooftops
- Location, location, location
- Clustering/Critical mass
- Basic questions retailers ask:
  - do you have enough people?
  - do you have the right kind of people?
  - do you have the right space?



# Urban Retail Market Dynamics

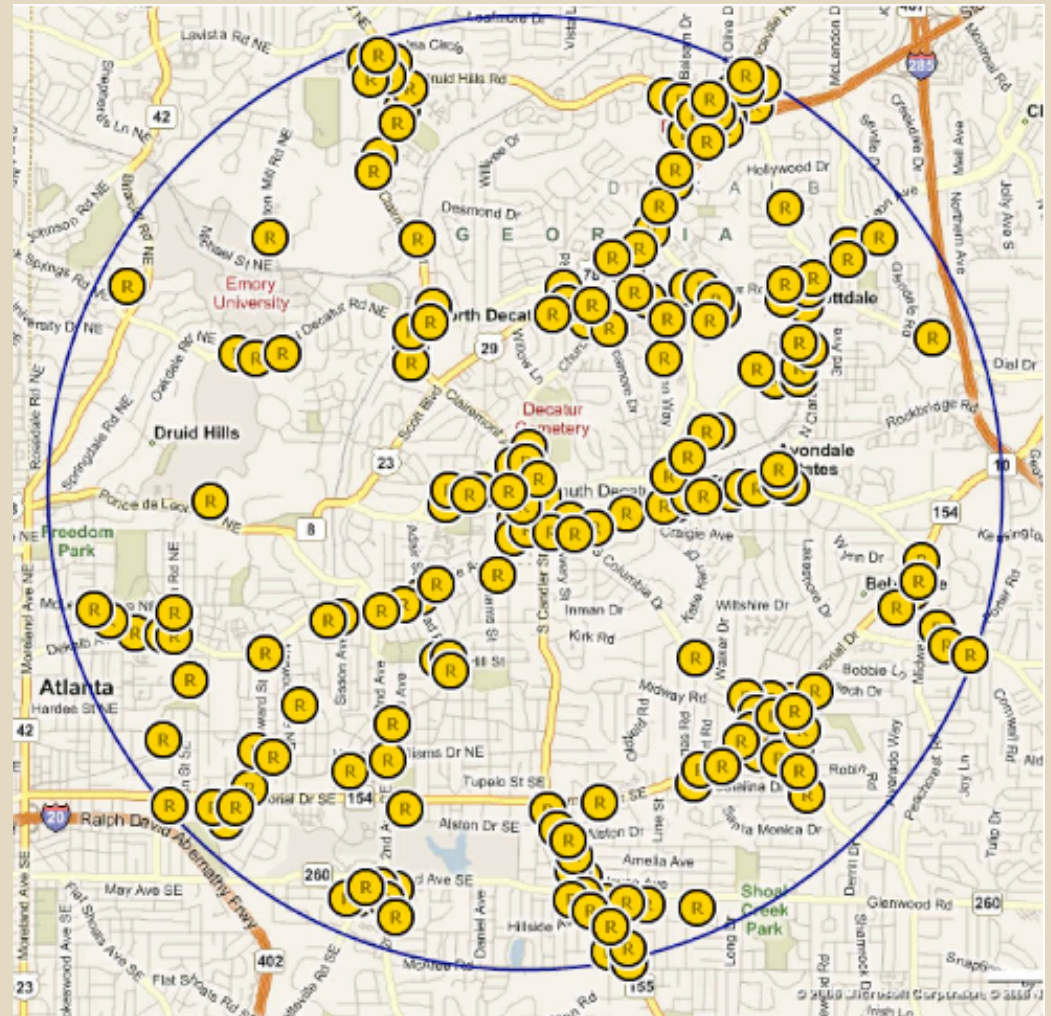
- Urban retail usually works best as additional layer/enhancement
- Retailers want the urban core to already be:
  - employment center
  - destination for dining
  - destination for entertainment

# Urban Retail Market Dynamics



# Decatur Retail Market

- Performing OK
- Retailers struggling to varying degrees
- Landlords being flexible to keep occupancy levels up
- “Feels” underserved, but really about individual consumer preferences





# Example: Trader Joe's

	<b>Decatur (Church &amp; E Ponce)</b>	<b>TJ Buckhead</b>	<b>TJ Midtown</b>	<b>TJ East Cobb</b>	<b>TJ Peachtree Corners</b>	<b>TJ Roswell- Alpharetta</b>	<b>TJ Sandy Springs</b>
Resid Pop	<b>113,663</b>	121,130	183,702	62,616	63,095	54,649	69,758
Daytime Pop	<b>56,288</b>	71,746	98,686	34,294	33,538	28,246	40,816
Avg HH Income	<b>\$73,366</b>	\$123,473	\$86,411	\$146,426	\$115,019	\$138,727	\$118,984
Median HH Income	<b>\$50,879</b>	\$79,978	\$57,052	\$115,320	\$79,222	\$111,118	\$80,578
00-10 Pop Change	<b>9.3%</b>	27.9%	35.3%	2.8%	15.1%	16.1%	5.8%
10-15 Pop Change	<b>4.0%</b>	10.5%	11.3%	2.1%	9.3%	8.0%	3.9%

Urban: 3-Mile Radius

# Example: Trader Joe's

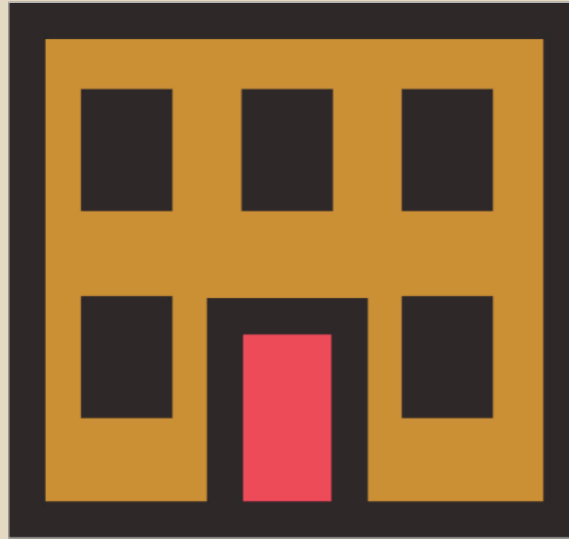
	<b>Decatur (Church &amp; E Ponce)</b>	<b>TJ Buckhead</b>	<b>TJ Midtown</b>	<b>TJ East Cobb</b>	<b>TJ Peachtree Corners</b>	<b>TJ Roswell- Alpharetta</b>	<b>TJ Sandy Springs</b>
Resid Pop	<b>507,875</b>	417,883	532,055	276,011	317,767	212,610	283,776
Daytime Pop	<b>267,368</b>	234,379	254,407	156,812	171,355	118,494	162,316
Avg HH Income	<b>\$75,957</b>	\$104,033	\$82,117	\$109,679	\$102,225	\$121,097	\$118,467
Median HH Income	<b>\$53,331</b>	\$68,138	\$51,471	\$79,668	\$70,415	\$92,293	\$80,867
00-10 Pop Change	<b>14.5%</b>	22.2%	24.3%	3.7%	15.8%	14.7%	7.7%
10-15 Pop Change	<b>5.8%</b>	8.4%	9.1%	2.8%	8.8%	7.2%	4.1%

Suburban: 6-Mile Radius

---

# Decision Point: Retail

More People?



Work

Employee

# Office Market Dynamics

- One of more difficult sectors to recruit
- Decision factors:
  - access/location
  - communications infrastructure
  - building space
  - workforce
  - regulations/taxes
  - financial incentives
  - quality of life

# Decatur Office Market

---

- Basically static market
- Courthouse is market driver
- Unlikely to evolve into major office center
- Access/Location are primary obstacles
- Type of space is limiting

# Decision Point: Office

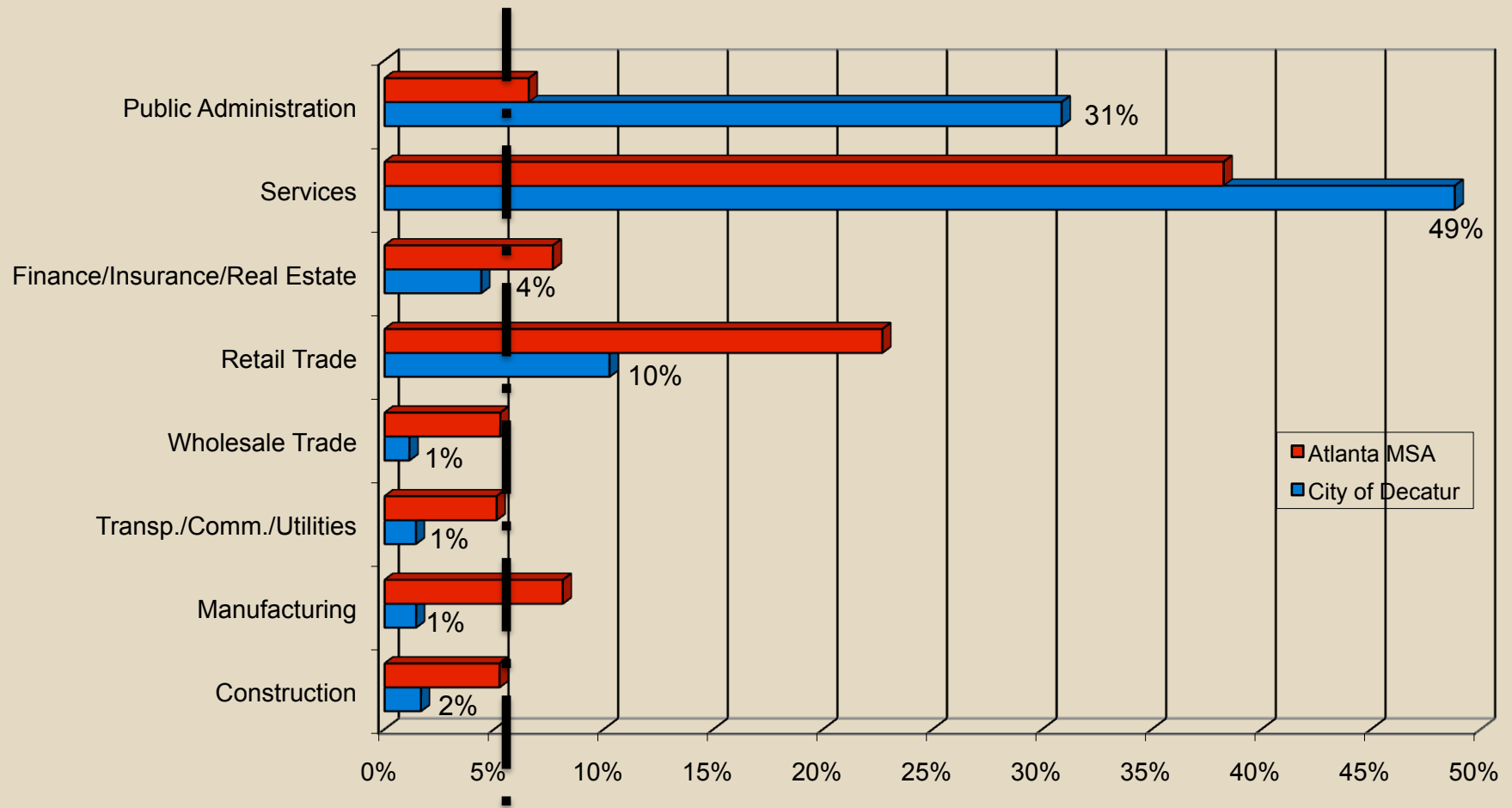
Attract/Recruit?

# Economic Base

## Employment & Earnings

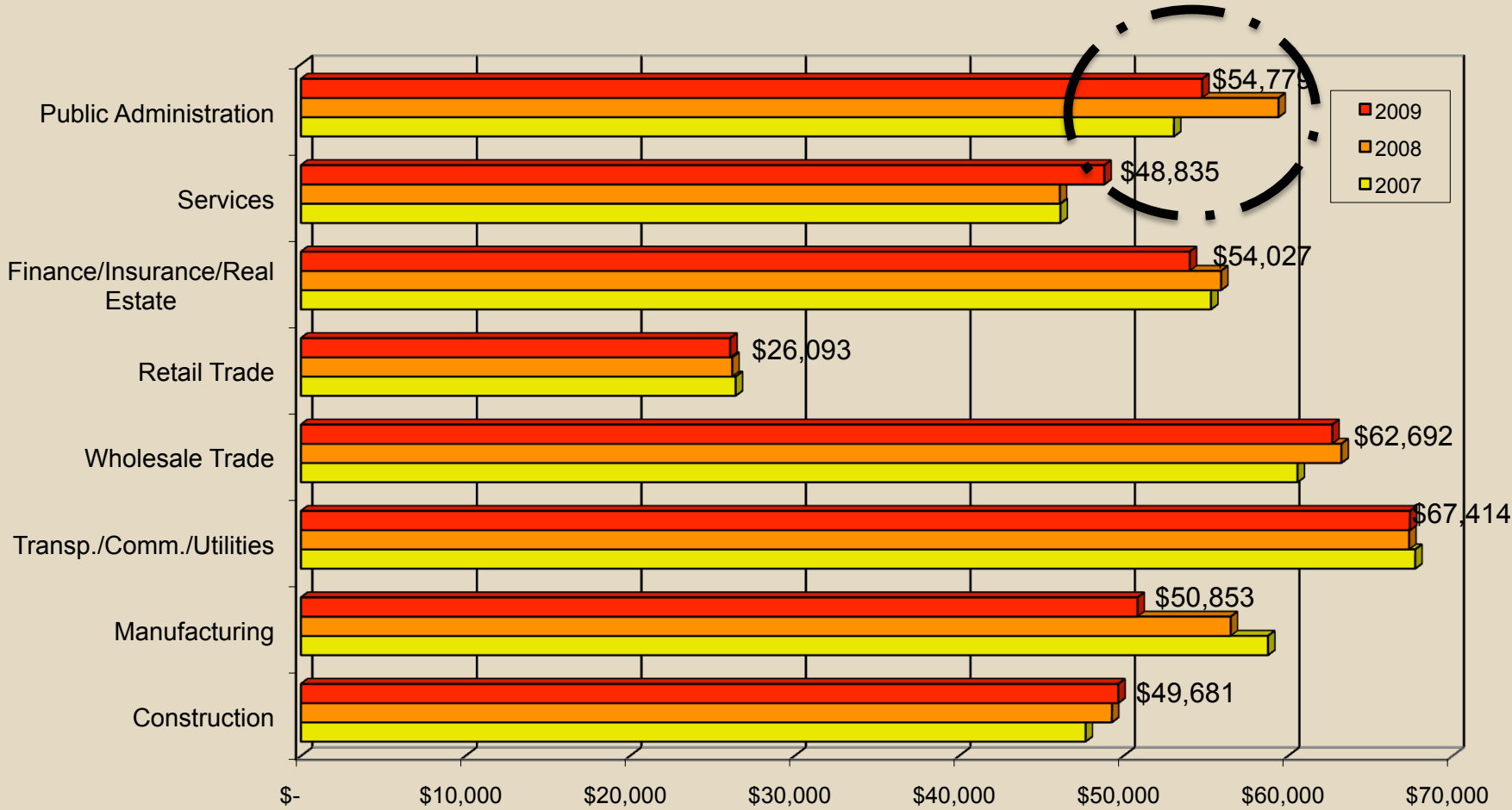


## Sector Employment Comparison, City of Decatur and Atlanta MSA, 2009



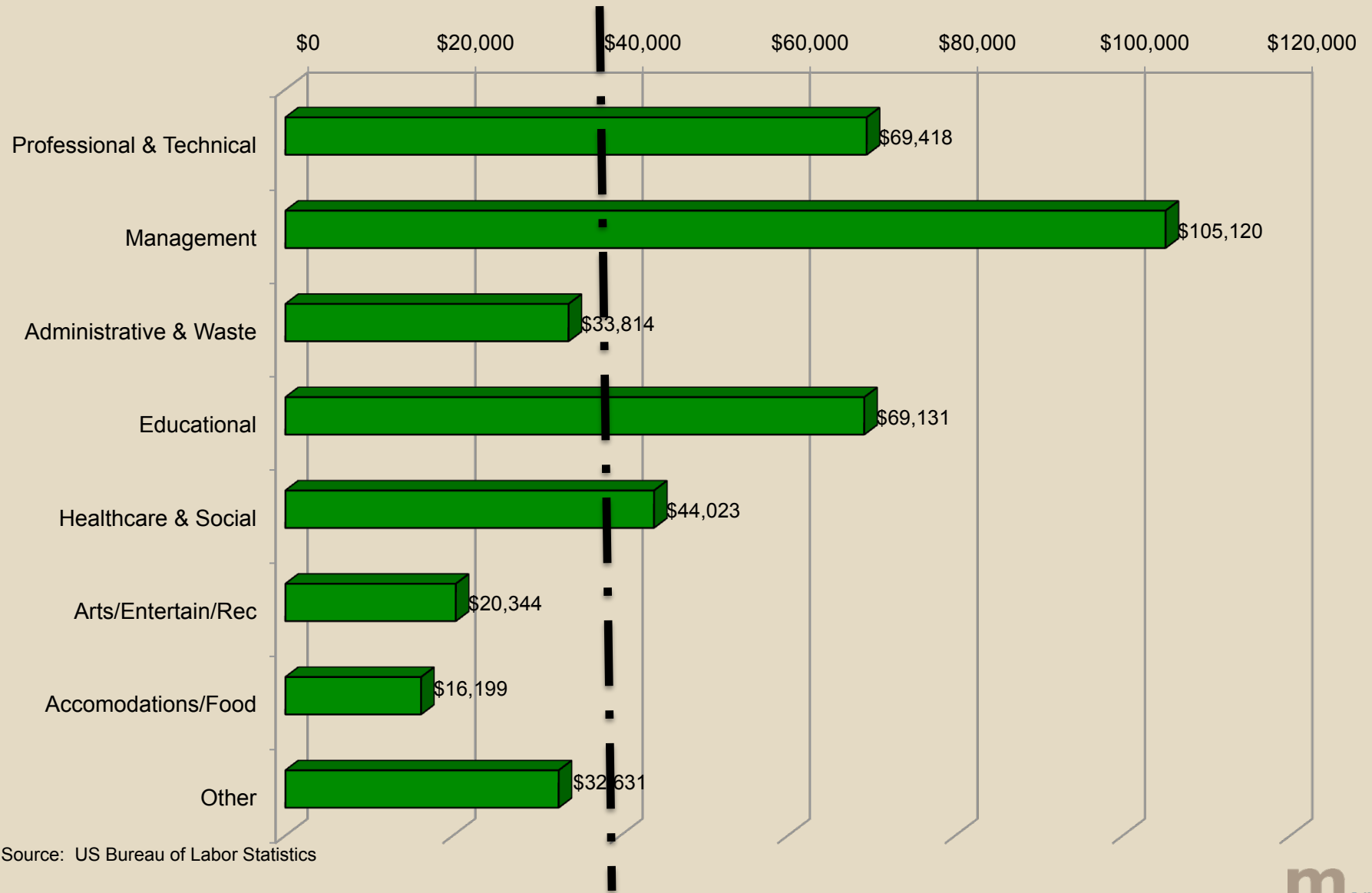
Source: Claritas

# Wages by Industry Sector, DeKalb County, 2007-2009



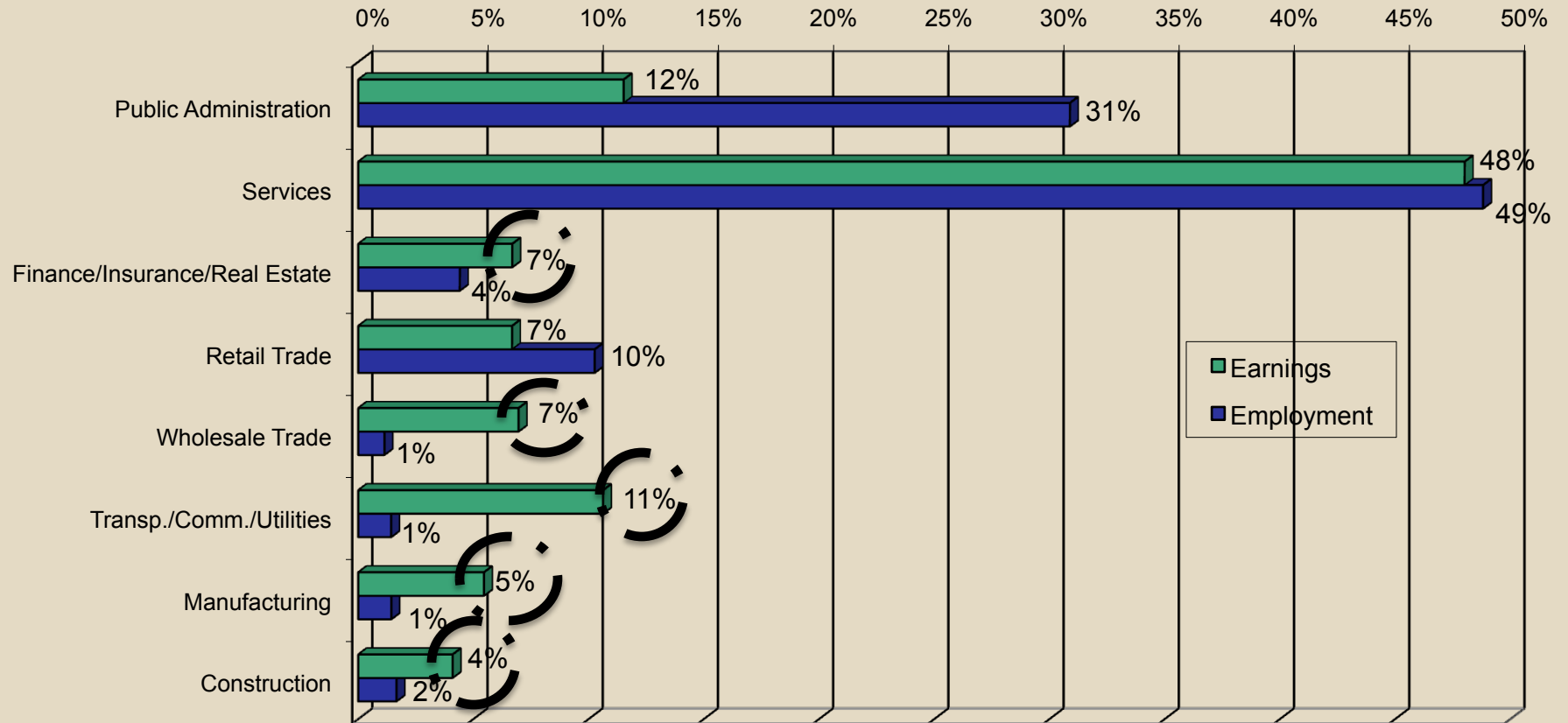
Source: US Bureau of Labor Statistics

## Services Sector Wages Breakdown, DeKalb County, 2009



Source: US Bureau of Labor Statistics

## Proportion of Employment vs. Earnings by Industry Sector, City of Decatur and DeKalb County, 2009



Source: Claritas, US Bureau of Labor Statistics, Market + Main, Inc.

# Economic Base Findings

- 80% of employment is concentrated in two sectors:  
Public Administration & Services
- 10% of employment is made up by 5 of 8 sectors
- Highest paying sectors are 5% of employment
- Unlikely to live and work in Decatur
  - at either end of income spectrum

# Decision Point: Economic Base

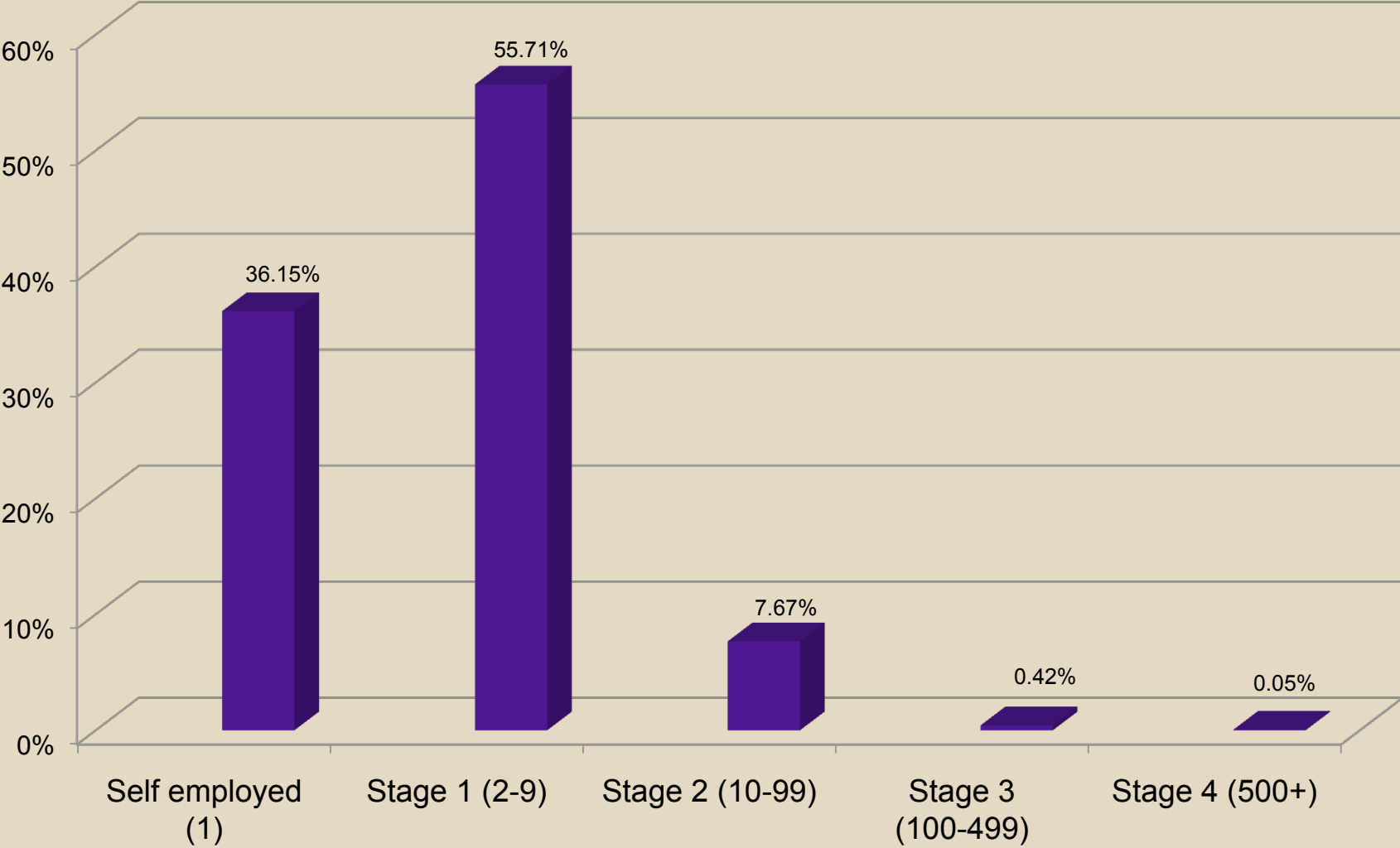
Live AND Work?

---

# Business Structure

## Potential Niche

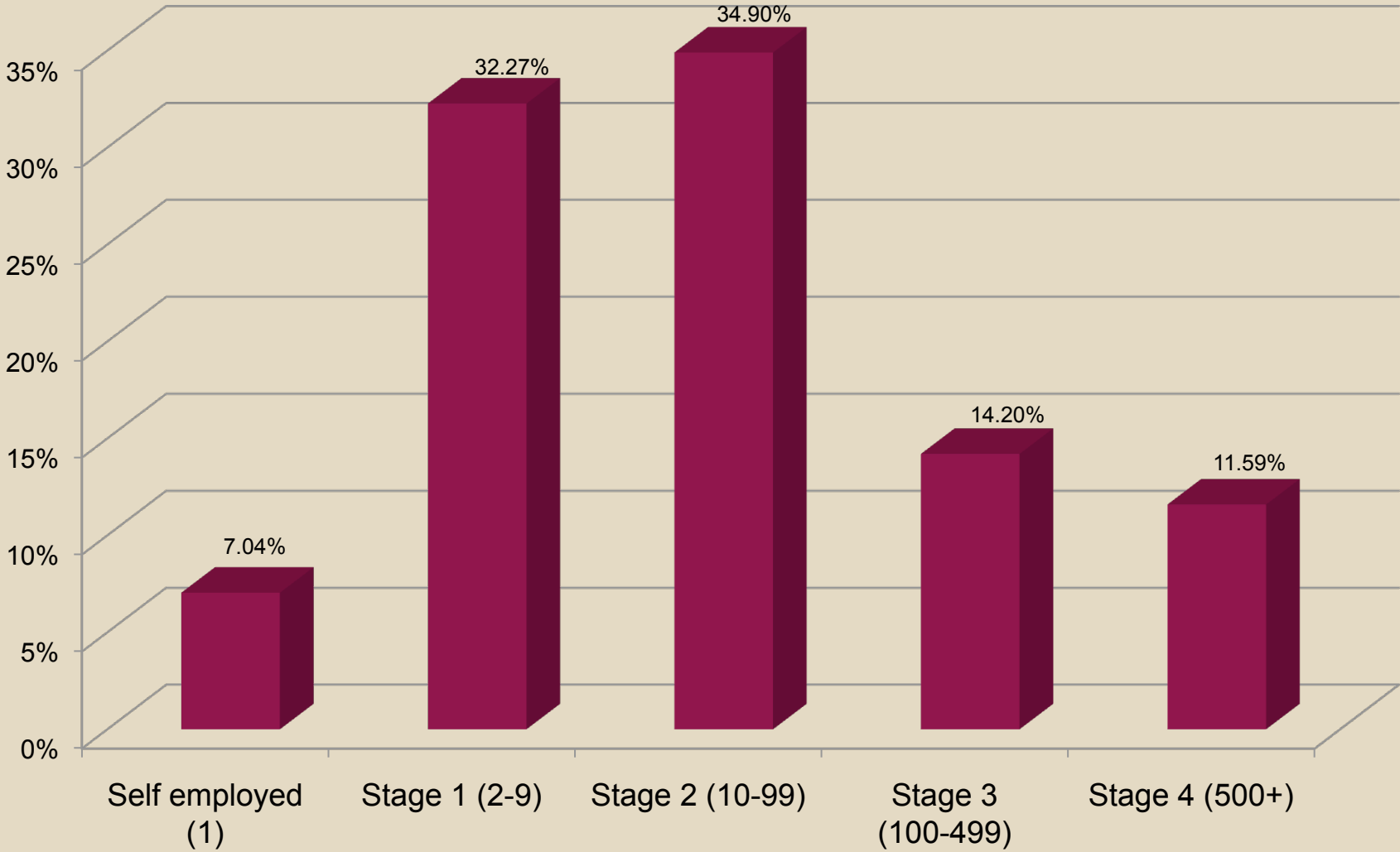
# US Businesses by Size, 2009



Source: National Establishment Time Series



# US Jobs by Business Size, 2009



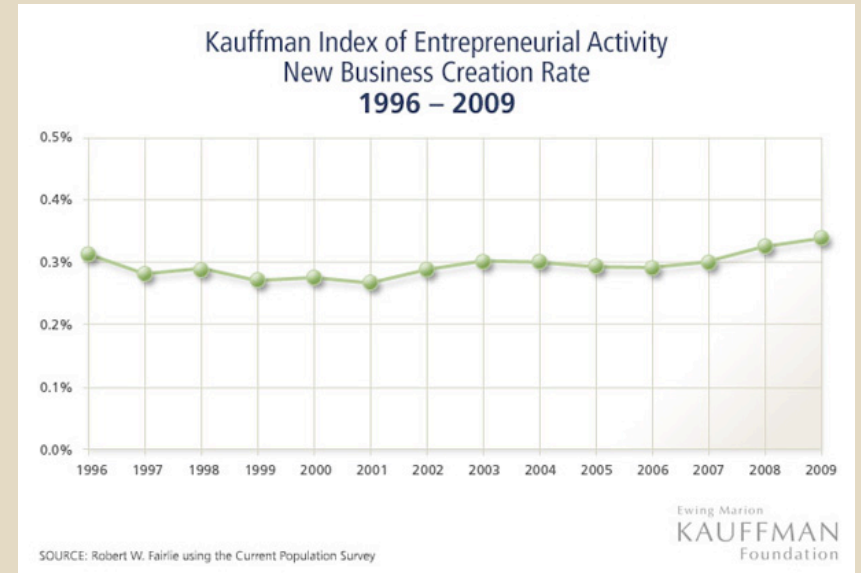
Source: National Establishment Time Series

Community Academy: The New Main Street

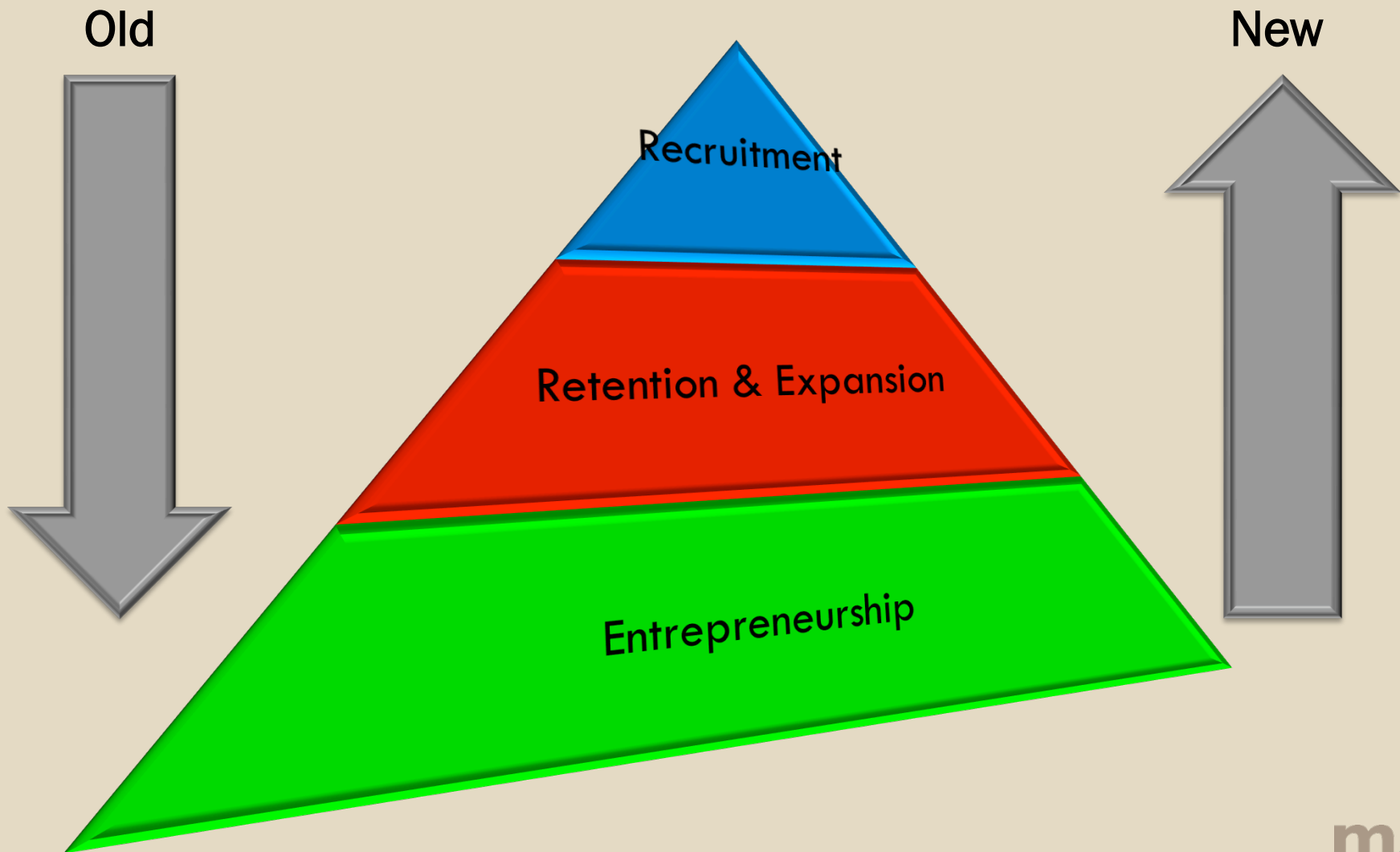


# Structural Shift

- US – 558,000 new businesses started per month
  - highest year ever on record
- Georgia higher than national average
  - ranked 6<sup>th</sup>
- Atlanta MSA higher than national & state averages
  - ranked 3<sup>rd</sup> of 15 largest MSAs



# ED Paradigm Shift



# Potential Niche for Decatur?

---

- Decatur's environment is what is wanted/desired -- quality of life
- Have done the work to develop product
- Can work in contrast to traditional office locational factors

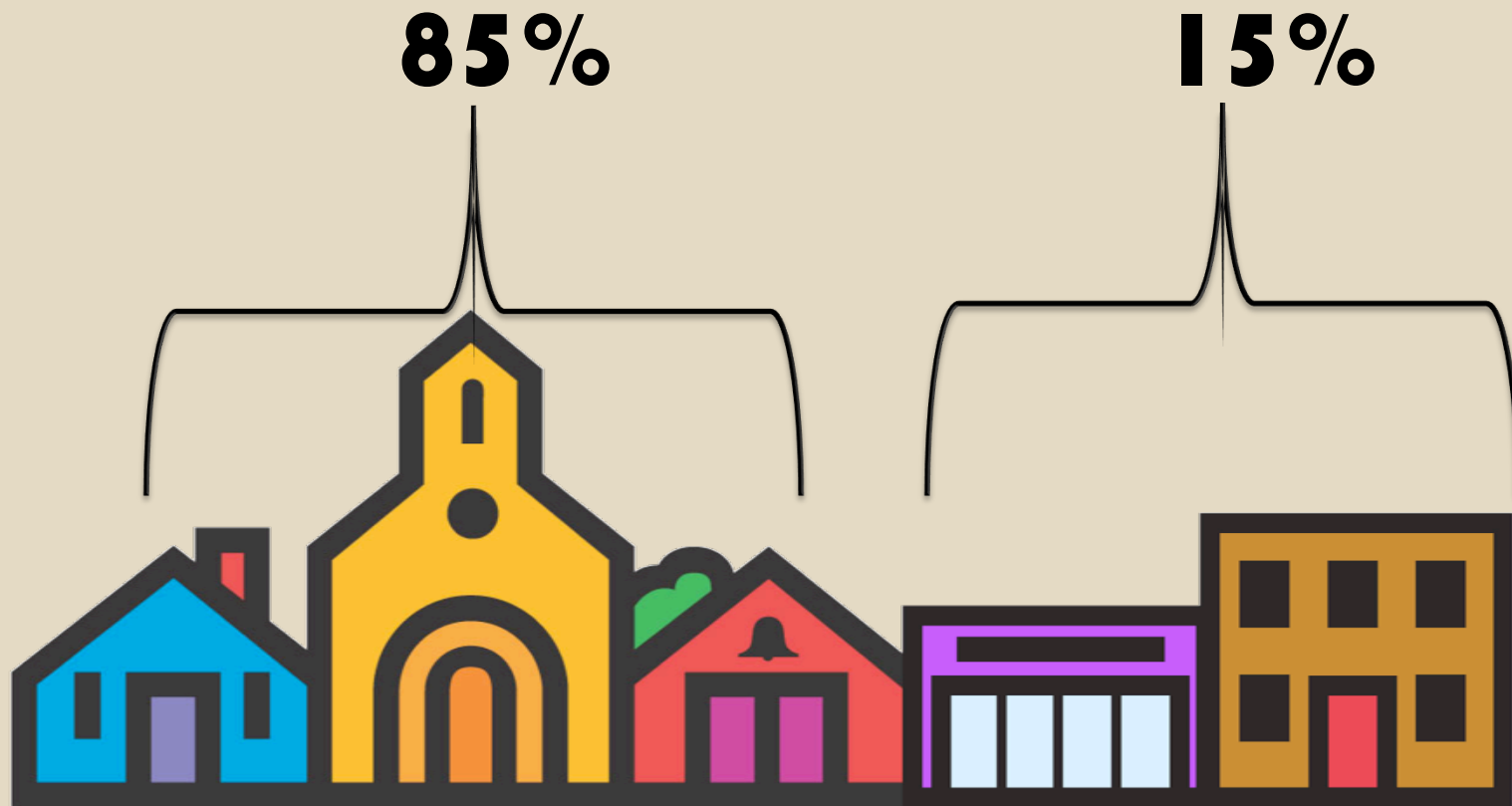
---

# Decision Point: Business Structure Entrepreneurs as a Focus?



Community Academy: The New Main Street

# Decatur Today



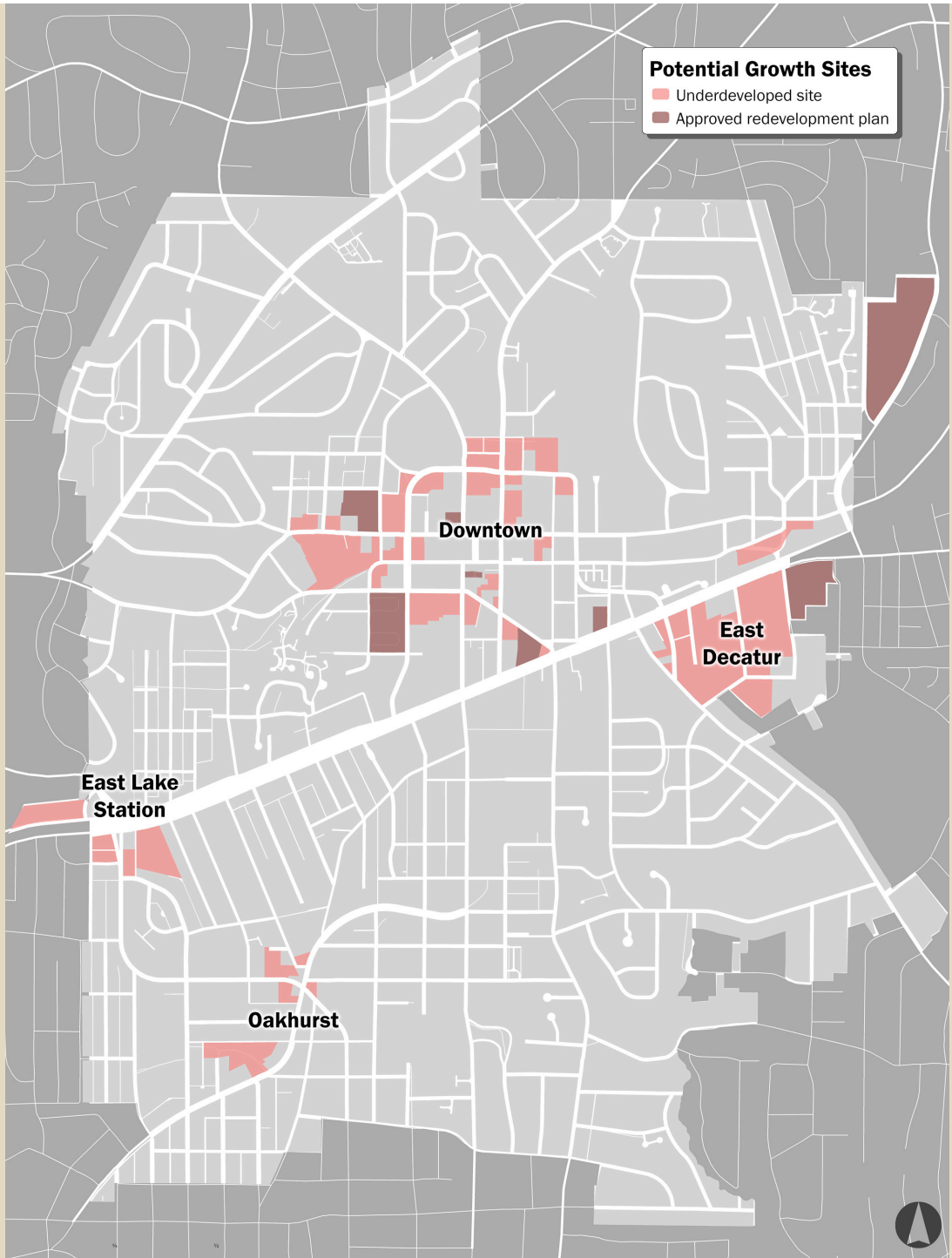
# Decatur in Future?





**Potential Growth Sites**

- Underdeveloped site
- Approved redevelopment plan



**Downtown**

**East  
Decatur**

**East Lake  
Station**

**Oakhurst**