

DRAFT BUSINESS AND DEVELOPMENT PLAN

FOR

DOWNTOWN HAMLET, NC

February 2009



Prepared For:
City of Hamlet

Prepared By:
NC Main Street Program
Office of Urban Development
NC Department of Commerce
Division of Community Assistance

With Assistance of:
Hamlet Small Town Main Street Committee

DISCLAIMER

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THE SIX ECONOMIC FACTORS IN DOWNTOWN DEVELOPMENT

The Definition of Economic Development/Restructuring

The most basic definition of the word "economic" is "profitable". Although all "four points" of the Main Street approach are necessary in a successful downtown revitalization program, very little will be accomplished unless economic (profitable) activity occurs; for the ultimate goal of revitalization is the creation of economic value (profit) for the downtown and its investors; public and private.

And even though "profit" can come from improvements to the physical environment and quality of life, economic development is essentially "adding value", (creating profit) in the form of jobs, sales, taxes, and property value.

Economic restructuring is simply adapting economic activity to the current realities of the market place.

The Six Economic Factors

There are six basic factors that should be considered when undertaking economic activities. Without an understanding of these factors, it will be impossible to determine the direction that economic activity must take in order to bring about a successful effort. These factors are as follows:

FACTOR 1. MARKET CONDITIONS AND BUSINESS CLIMATE

Assessing this factor helps determine the status of the retail, residential and office markets and their potential in your downtown. Information gathered related to retail sales, occupancies and rents is used to develop recruitment materials for attracting new businesses to downtown.

FACTOR 2. RETAIL MIX

A market assessment and merchants' survey can provide information related to the number and types of businesses currently in the downtown area. From this information, the potential for success of additional or different retail businesses can be determined. Additionally, a personal observation should be made to determine the physical location of retail businesses by type, in order to determine the best locations to site additional businesses.

FACTOR 3. REAL ESTATE AVAILABILITY AND CONDITION

This factor addresses the ability to recruit development and business. If there are no available buildings or if they are overpriced or in poor condition, then it will be difficult to carry out the revitalization effort.

FACTOR 4. PHYSICAL ENVIRONMENT AND AMENITIES

The physical environment in which a business must function is critical to its success. Even the best businesses will not be successful if the surrounding environment is run down, has few amenities and is difficult to access.

FACTOR 5. AVAILABILITY OF CAPITAL/FINANCING

It is critical that adequate investment capital and attractive financing be available for downtown projects. In addition to public financing tools, local financial institutions must be actively involved and supportive of development and business downtown.

FACTOR 6. BUSINESS AND DEVELOPMENT ASSISTANCE

Business and investment decisions must be made based on complete and factual information. One of the most important services that can be offered to potential investors is the provision of professional business and development assistance, along with a coordinated promotional effort.

Hamlet Downtown Study Area



I. MARKET CONDITIONS/BUSINESS CLIMATE

1.1 RETAIL

1.1.1 Observations

Hamlet, NC is an incorporated city in Richmond County, with a 2007 estimated population of 5,870. Hamlet's population declined by 148 or 2.46% between 2000 and 2007. The city is situated approximately 6 miles east of Rockingham and 55 miles south of Fayetteville, NC. Per capita income within a five-mile radius of downtown Hamlet is approximately \$17,118 annually. There is a small strip shopping center and other free-standing retail establishments within a five-mile radius of the downtown core. Additional commercial development is occurring within a 10 mile radius, primarily in Rockingham near the US 74 interchange. The City of Hamlet captures approximately \$45 million in retail sales but experiences retail "leakage" (lost sales) in a number of retail categories.

Downtown Hamlet is impacted by significant rail lines that bisect the downtown business district, effectively creating two separate and distinct commercial areas. Downtown businesses also directly compete with the other shopping areas and free-standing stores within a five-mile radius and with other nearby communities, particularly with Rockingham. Our assessment of the market conditions in Hamlet based on available information from several sources, indicates that the downtown commercial district provides goods and services to a primary trade area of approximately 5 miles.

Limited merchant and consumer surveys indicate that the downtown primarily serves a local market with most shopping occurring outside the downtown area and/or in surrounding towns. Local information indicates that the typical downtown retail business produces sales in the range of \$125-150 per square foot of occupied space. The downtown business district loses a substantial amount of retail trade to other communities including Rockingham and Fayetteville which are larger metropolitan areas with more shopping choices.

A downtown business district typically functions much like a Community Shopping Center, providing general and specialty merchandise and services to the local market. However, Hamlet's few retail stores provide little shopping diversity for local residents and draw few outside shoppers to the community.

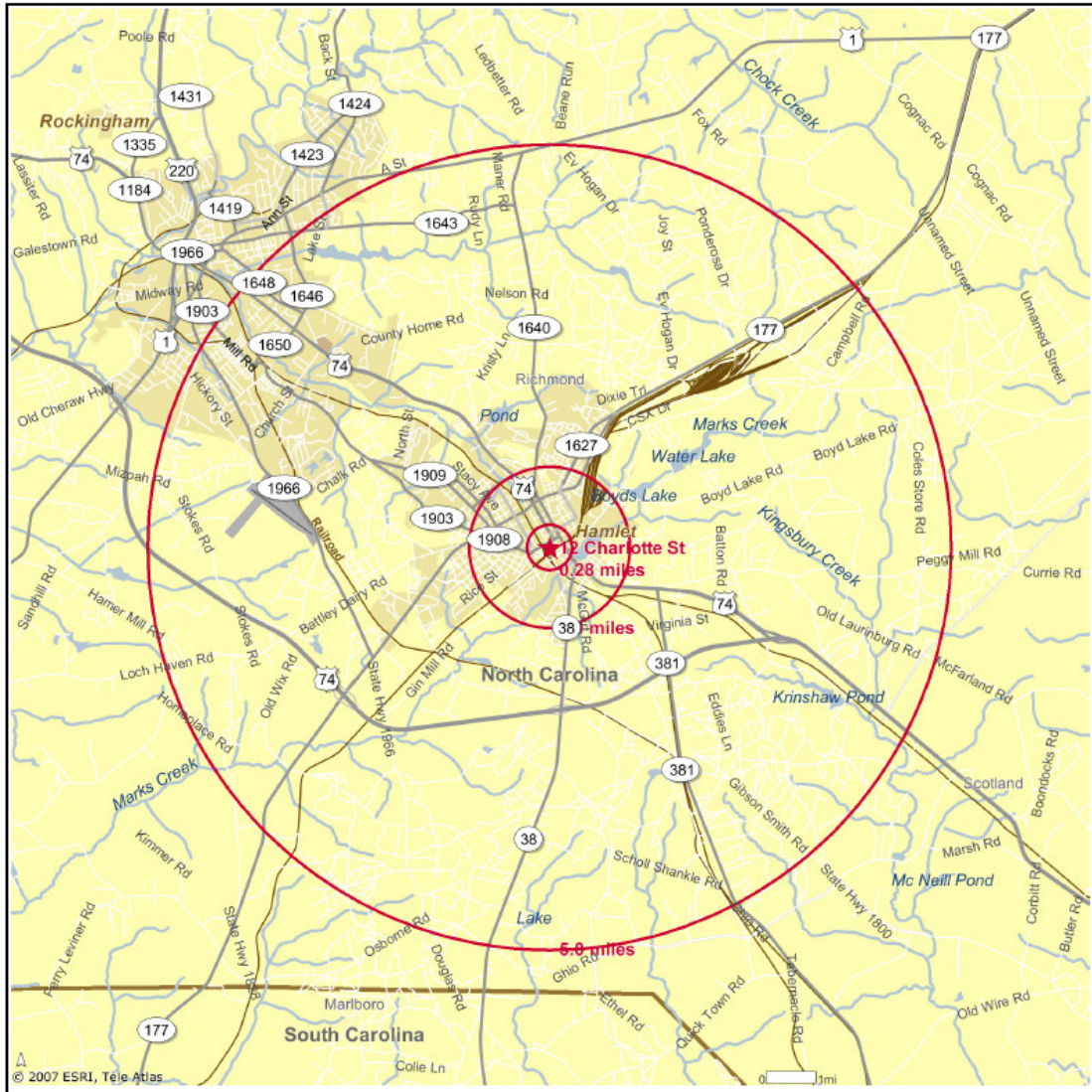
Downtown Hamlet currently captures about \$18 million or about 10% of the \$180 million in non-automobile retail sales within a five-mile radius of the downtown area (ESRIBIS©). Downtown sales are concentrated in **Lawn and Garden supplies, Health and Personal Care (drug store), Food and Beverage (groceries), General Merchandise, Gasoline and Food Services (restaurants)** categories. After adjusting for local competition there is a remaining \$13 million in potential non-automobile retail sales within five miles to be captured in several categories, notably in the categories of **General Merchandise (Department and Variety Stores) \$3.2 million, Furniture/Home Furnishings/Electronics and Appliances \$5.2 million, and Apparel \$960,000, Books/music \$1.1 million and Food Services/Drinking Places \$1.8 million.** Assuming the ability to capture 10-20% of these potential sales or \$1.3 to \$2.6 million, the downtown area could **possibly support an additional 10,000-20,000 square feet of retail space.** (see recommended retail potential chart on page 7)

Site Map

12 Charlotte St
Hamlet, NC 28345

Prepared by Town of Hamlet
November 18, 2008

Latitude: 34.885165
Longitude: -79.69794



Hamlet Primary Trade Area

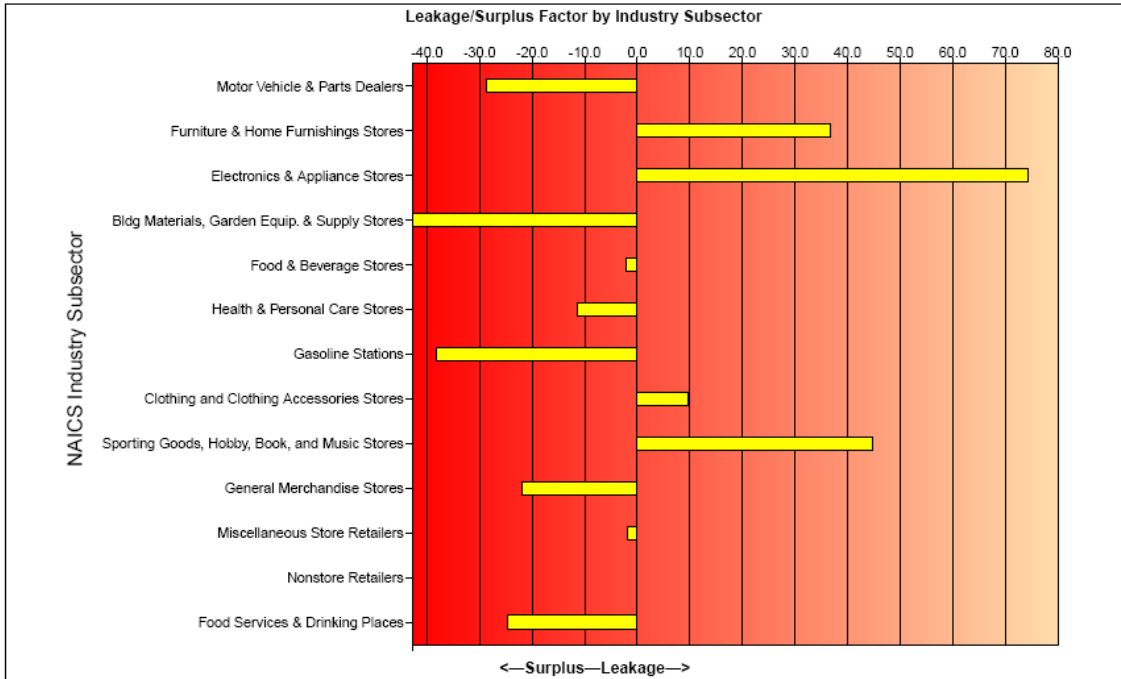
Retail Leakage/Downtown Potential

(-\$ = Lost Business/Leakage)

Column at far right indicates potential for new retail space in square feet for each type of business.

RETAIL LEAKAGE ANALYSIS		HAMLET, NC	Jan-09	DRAFT		
AREA/MILES/RADIUS		5.00				
NAICS	BUSINESS TYPE	LEAKAGE/LOST BUSINESS	DOWNTOWN POTENTIAL			
			Est. Capture 20%	Est. Sales/SF	Supportable SF	
442	Furniture/Home Furnishings	\$2,388,336	\$477,667	\$125	3,821	
443	Electronics/Appliances	\$2,892,958	\$578,592	\$125	4,629	
4481	Clothing Stores	\$961,712	\$192,342	\$125	1,539	
451	Sporting Goods/ Books/Music/	\$1,177,699	\$235,540	\$125	1,884	
453	Office supplies/stationery/gifts	\$430,786	\$86,157	\$125	689	
4521	Department Store Merchandise	\$3,264,399	\$652,880	\$125	5,223	
722	Food Services/Drinking Places	\$1,800,000	\$360,000	\$125	2,880	
SUBTOTAL		\$12,915,890	\$2,583,178		20,665	
SOURCES:		ESRIBIS ©	(Adjusted)			

Five Mile Radius Leakage



Source: ESRI and infoUSA®

OBSERVATIONS: Retail Survey

● Retail Sales	\$137/SF
● Store Size	1800 SF
● Stores with Increase	57%
● Years Open	5+
● Stores Renting	44%
● Avg Rent	\$363 (\$4/SF)
● Close/Relo	NO
● Best Months	Jan/May/June
● Customers	Residents/DT Employees

1.1.2 Recommendations

The downtown business district should attempt to capture a portion of the \$13 million in potential sales within the 5 mile radius of downtown with a goal of increasing annual downtown sales by \$1 million to \$2 million annually over the next 3-5 years. This can best be accomplished by increasing the availability and/or marketing of the identified retail opportunities including **Food Service (restaurants), General Merchandise (Department Stores), Furniture/Home Furnishings/ Electronics and Appliances, Sporting Goods/Books/Music and Apparel categories**; by adding stores offering these products, and/or expanding the offerings of existing businesses downtown.

Downtown businesses should understand their markets and focus their promotional efforts on the markets they are most likely to attract. Most downtown retail areas function in an “inside-out” manner, with much of the retail trade being available from nearby neighborhoods and employees. The identified markets in Hamlet in order of importance are:

- 1) 700 +/- Downtown employees
- 2) 4,200+- nearby residents within 1-mile
- 3) Visitors to other downtown businesses and downtown’s “magnets” (Town Hall, Financial Institutions, etc.)
- 4) 8,500+- Employees of local businesses and industries within 5 miles of downtown
- 5) 22,000 residents within five miles of the business district
- 6) other/outside/tourists and visitors at US 74 etc.

Niche Markets/Additional Potential

Tourism/other

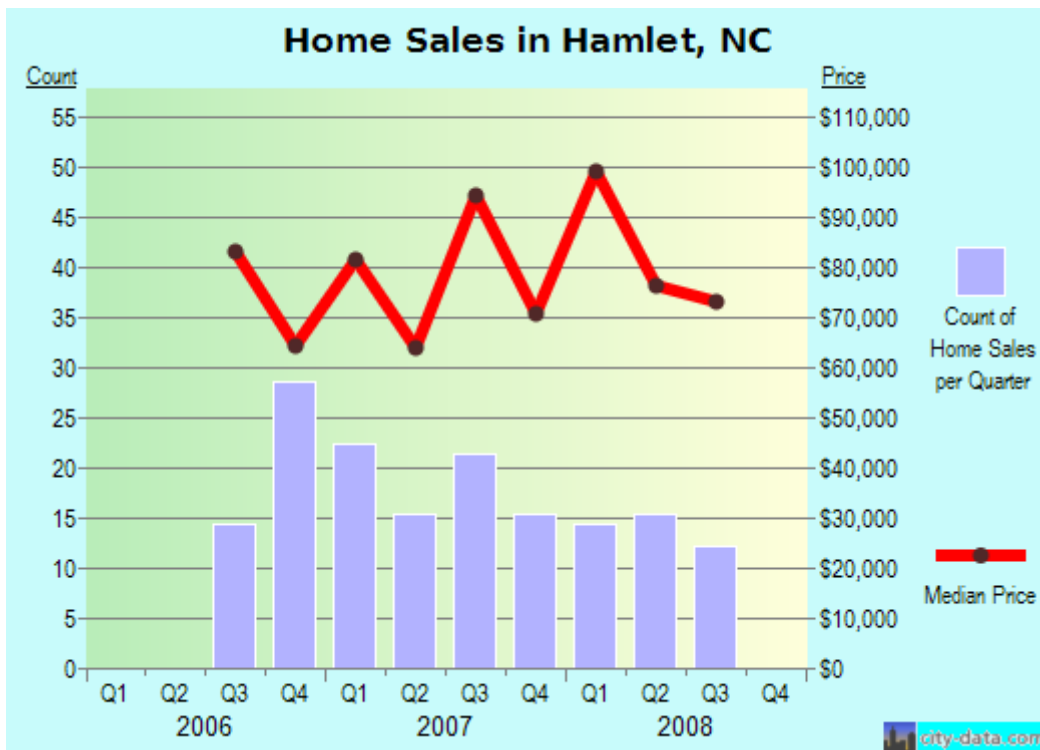
Additional “niche” markets could develop around the through-traffic on US 74 (future I-74). Efforts to inform these potential visitors to downtown about the availability of attractions, goods and services should be expanded.

1.2 RESIDENTIAL

1.2.1 Observations

There was a small decline (less than 3%) in the population within the City Limits of Hamlet between 2000 and 2007. Median housing prices in 2007 in the general area are in the range of \$75,000. Like most communities, the latter half of 2007 saw housing sales and values decrease. There is some evidence to support growth in the residential rental market in the general Hamlet area with rentals consuming approximately 36% of the total housing stock. Overall residential vacancy was at around 9%. Rentals that are available show an adjusted median range of \$502. There are no residents living “above the store” in the business district, and there are no occupied residential rentals in the downtown business district. The potential support for residential development “above the store” is unclear, but with a 9% overall rental vacancy rate in the area there appears to be some potential for downtown apartment rentals as well as for permanent residents. There are a few vacant upper floor development opportunities for existing buildings.

Hamlet’s current zoning ordinance allows residential units in the downtown business district; however a minimum lot size of 1,000 square feet per living unit and a special use permit requirement tends to constrain the development of upper floor housing.



SOURCE: City-Data.com

Mixed-use (commercial-residential) development with street levels reserved for commercial uses is a key to

a successful downtown. Mixed-use development offers the potential for “full-building” renovation, since finding uses for upper floors in multi-story buildings is often difficult. Downtown “loft” style apartments typically demand higher rents within the market.

Experience of other small to mid-size cities with successful residential development downtown, indicates that there is an increased chance of success for residential development in a commercial area if there is an established "real" residential neighborhood nearby, which is the case in Hamlet. The downtown business district in Hamlet needs the additional residents that these neighborhoods provide in order to support the downtown businesses as well as create this sense of neighborhood that is so important to upper floor housing downtown.

1.2.2 Recommendations

The residential areas adjacent to downtown are in reasonably good condition and should remain primarily as single-family residential zones. Efforts should be made to encourage the maintenance and/or renovation of these homes for residential use. Hamlet has an established residential and commercial historic district. Individual homes that can qualify as historic should be supported with the 30% North Carolina Historic Tax Credit. The business district is a National Register Historic District and most individual buildings are listed as contributing historic properties. The availability of tax credits for certified historic properties should be promoted so that owners of downtown commercial property can be made aware of and benefit from utilizing the 20% Federal and 20% State Historic Tax Credits.

Current zoning constraints should be removed, allowing upper floor residential development as a permitted use in the downtown business district without a minimum lot size. Those with vacant upper floor space should be identified and encouraged to develop upper floor housing. Developing and maintaining the quality of the residential projects can more likely attract a quality tenant target market and higher than market rents. Quality and management of residential projects are key ingredients.

1.3 OFFICE/OTHER

1.3.1 Observations

Office

There is some office occupancy in the downtown district and most of it occurs at street level. We were not able to identify the depth of the office market in the Hamlet area; however, there should be an adequate market for professional offices and services that can be attracted to downtown if adequate support services (parking, eating places, etc.) are available.

Service

There are a number of service businesses in downtown Hamlet. The service sector, which includes barber and beauty shops and other personal services, is an important component in every small downtown. These customer-oriented businesses provide employment for locals with special skills and offer a variety of necessary services for local citizens. They also produce traffic for retail businesses in downtown.

1.3.2 Recommendations

Office

New office tenants that can benefit from a downtown location and provide needed professional services to local citizens should be recruited. As additional retail tenants are identified and the retail market improves, offices now located at street level should be encouraged (and assisted as necessary) to move to upper floors and side streets, in order to free up this valuable retail space for its appropriate use. This should in no way be interpreted to mean that offices are not important to downtown...THEY ARE! Remember...office employees are retail customers!

Service

Smaller commercial spaces are often well-suited for service businesses. It will be important to identify available spaces suitable for small service businesses that are also located where they can provide the opportunity for cross shopping with retailers.

2. RETAIL MIX

2.1 Observations

The downtown business district contains approximately 18 retail businesses. As with any small town, the relatively small total number of retail businesses impacts the ability to draw a sizable number of customers to downtown for shopping.

2.2 Recommendations

New businesses and products of the types identified in this report should be added to the supply. There is room for some additional businesses of the same type, as well as those that carry complementary merchandise and different merchandise. "Cross-shopping" between stores should be encouraged by businesses simply REFERRING customers to other downtown businesses, whether a competitor or not. A downtown sale, even to your competitor, is better than a sale lost to another shopping area.

A successful business mix will contain businesses that are:

Market driven

- Provide products and services that meet local needs

Financially feasible

- Have sufficient investment and financing
- Business plan based on local market data

Located appropriately

- In or near a "*comparable cluster*" of businesses
 - Same customer base-different products
Example: High income; low income; retirees
- In or near a "*complementary cluster*" of businesses
 - Goods and services used in conjunction with each other
Example: Women's clothing/accessories; Convenience Items-groceries/drugs; Furniture/appliances
- In or near a "*comparative cluster*" of businesses
 - Same or similar products
Example: furniture stores; jewelry stores; antique stores
- Part of a "*critical mass*" of businesses
 - Sufficient number of businesses and business types to provide a destination for shopping

Successful business recruitment, retention and expansion:

Retention/expansion

- A successful plan keeps the existing quality businesses in the community.
 - Success of existing businesses helps in recruiting new businesses.
 - Visits with owners of existing businesses may identify problems, weaknesses that may need to be addressed by the recruitment committee.
 - Identify business opportunities that can be met by existing business expansions.

- Identify new businesses that are complementary and will attract customers for existing businesses as well.

Recruitment

- Identify and solicit new business “suspects” that are likely to succeed in your community.
- Conduct a community assessment.
 - Survey local citizens about what products or services they must go outside the downtown or community to purchase.
 - Ask why they may prefer going outside the community, even if those goods and services are available.
- Identify market potential for goods and services in order to add or expand the availability.
- Determine business feasibility for businesses identified.
 - Prepare business plans for each business type.
Review with local bankers and business development professionals.
- Prepare a list of similar businesses located in the suburbs, in nearby communities.
- Develop a recruitment package including the information gathered from the community assessment, market data, and business plans.
- Conduct recruitment effort:
 - Letters with market information on
 - available buildings
 - sources of assistance
 - financing options
 - Market Information
 - Follow-up phone calls
 - Personal visits to the prospect by committee
 - Invitations for prospects to visit the community
 - Maintain contact until decision made
 - Assist in establishing the business until open
 - Regular contact to retain

3. Real Estate Availability and Condition



Un-renovated buildings



Appropriately renovated building

3.1 Observations

Although both the Main Street and Hamlet Avenue areas have a number of businesses, there are a number of vacant, un-renovated or inappropriately renovated buildings in the downtown area. Some of the “occupied” space is underutilized and/or used for storage, or non-retail uses. There is a mix of occupancies with retail, service and government related businesses or firms.

Buildings in the general downtown area in generally poor to good condition, have vacant upper floors in poor to fair condition, and have reported average market values of around \$10.00 per square foot. Rents average between \$1.50 and \$4.00 per square foot. Reported renovation costs of around \$36-\$50.00 per square foot seem appropriate for the market.

Development projects based on the above building and renovation costs, market rents and other known local conditions indicate limited but reasonable feasibility, particularly if utilizing historic tax credits. (*see proforma on page15*)

With existing vacancy there is potential for growth in the business district, both ground floor and upper floor development. Vacant buildings should be developed /redeveloped first and new infill construction on

vacant parcels to follow. Redevelopment and new construction opportunities exist in the downtown area and encroachment on the nearby residential neighborhoods should be avoided.

3.2 Recommendations

The downtown committee should actively work to identify qualified potential tenants and /or buyers and match them with suitable available properties. A complete listing of currently available properties should be prepared and updated frequently. The available property list should be made available at City Hall, Chamber of Commerce and local and regional economic development organizations.

It will be important to work with property owners and non-retail users to educate property owners and businesses regarding the relationship between the appropriate mix of uses, renovation and development costs and retail sales and rent. If non-retail uses become dominant or development costs are too high and rents become too high in relation to retail sales, businesses will struggle to remain viable and property vacancy will rise. Zoning options may be explored to control and manage the desired mix of uses in downtown. The NC Rehab Code should be utilized to assist with renovation of properties wherever appropriate.

As retail occupancy grows and existing buildings are renovated, property values will increase and buildings will become more valuable as retail spaces. As vacancies are reduced, infill development on vacant parcels should be considered. Any new commercial development, particularly in the outlying suburban areas, should be assessed in relation to its economic impact on the core business district, and any new construction in downtown should be carefully designed for compatibility with the character of the downtown community.

EXAMPLE TAX CREDIT PROJECT (assumes full occupancy/no debt)	
– Acquisition	\$ 10.00/sf
– Renovation	\$ 50.00/sf
– Investment	\$ 60.00/sf
– Gross Income (rent)	\$ 4.00/sf
– Less Operating Expenses	\$ 1.20/sf
– Net Income	\$ 2.80/sf
– Return on Investment	4.6 %/yr
– Historic Tax Credits	\$ 2.00/sf/10 yrs
– Return on Investment	8%/ yr/10 yrs

4. PHYSICAL ENVIRONMENT AND AMENITIES



4.1 Observations

The physical environment in which a business must function is critical to its success.

Streetscapes

Substantial streetscape improvements have been made along Main Street and design issues relating to other needed improvements will be addressed separately. Additional streetscape improvements will need to be made on Hamlet Avenue and entranceways to downtown if downtown Hamlet is to offer an attractive business environment with adequate support facilities. Main Street-Hamlet Avenue linkage needs improvement.

Parking

Our assessment is that parking appears to be sufficient for the current level of activity.

Traffic and Circulation

Traffic and circulation appear to be adequate, although there is significant interruption by rail lines of connecting streets to downtown and between the Main Street and Hamlet Avenue business districts.

4.2 Recommendations

Streetscapes

Improvements to streetscapes, signage and buildings should be used to create a more attractive environment in order to improve business and development potential. Linkage between Hamlet Avenue and Main Street should be improved.

Parking

As in any downtown, it is critical that employees of downtown businesses park in off-street locations, freeing up valuable on-street spaces for customers and visitors to downtown. Information related to off-street parking availability for downtown employees should be made available to each downtown employer, and each employer should see that he and his employees are aware of this availability and that employees do not park in on-street spaces which are critical to the success of downtown businesses. Time limits and enforcement should be considered for the future.

Traffic and Circulation

Other than at the US 74/future I-74 interchange itself, additional commercial rezoning along the Business 74 corridor between the I-74 interchange and downtown should be disallowed. Design improvements should be made to better tie the Hamlet Avenue and Main Street retail areas together.

5. AVAILABILITY OF CAPITAL/FINANCING

5.1 Observations

Hamlet does not currently have a downtown development loan pool in place. However, some local financial institutions have demonstrated a commitment to assisting downtown projects.

The City does not currently have a facade grant program, available directly to property owners wishing to improve the exterior of their property. There are no other economic development incentives currently available to assist with downtown improvements.

The downtown business district has been designated as a National Register Historic District which enables property owners of contributing properties who carry out renovation projects certified by the National Park Service to be eligible for a 20% federal tax credit and a 20% state tax credit.

Some owners may have little or no existing debt on their properties, and can realize a benefit from providing owner financing to buyers over a term of years, possibly deferring some capital gains taxes. This is an excellent benefit for both buyers and sellers, and should be aggressively pursued as an option.

5.2 Recommendations

A downtown loan program should be established supported by local banks. The program does not need to be significantly different from those currently being offered to the entire community, but applicants for downtown projects should receive special consideration by lending officers, a longer amortization term should be offered and the program should be actively promoted as a downtown loan program.

The town should establish a façade grant program in order to assist with exterior improvements, particularly where they might provide an incentive to carry out a more extensive renovation than might otherwise be planned. Guidelines should be established for the appropriate design of these improvements, following local design guidelines and the Secretary of Interior's Standards where appropriate.

Other incentives, including commercial building rental assistance, special downtown upper floor housing incentive loans and full building renovation incentive loans should be considered.

6. BUSINESS AND DEVELOPMENT ASSISTANCE

6.1 Observations

Business decisions must be based on complete and factual information. Downtown development is currently coordinated by the City Manager and there is a chamber of commerce and downtown committee, but there

is no one specifically charged with downtown revitalization. There is incomplete information on the downtown market available and no one source offers a "one-stop" approach to the needs of either the business or development sector.

Marketing advice and assistance is another critical need in small downtowns. Few small businesses have a large enough advertising or promotion budget to create an impact in the marketplace.

6.2 Recommendations

Downtown organizations are formed for the specific purpose of providing for the needs of the downtown area in their communities. Although they must thoroughly understand and appreciate the economic conditions of the area at large, by the narrowness of their purpose they are not distracted by the need to provide economic development activities and other services to those areas. The coordinator of the Small Town Main Street effort, the City Manager and the Chamber of Commerce should help provide the information and serve as the source for assistance.

In the long run, it will be important to maintain the downtown committee as a cost-effective community-based organizational structure that addresses the needs of downtown constituents by filling the void between services offered by other agencies and those that need to be targeted specifically to downtown. The information contained in this report should be provided to current and prospective business and development prospects in order to assist them with decision-making.

In addition, a unified joint marketing effort that pools the resources of many businesses will be necessary in order to create the desired impact and bring new customers to downtown.

APPENDIX

SIX FACTORS OF ECONOMIC RESTRUCTURING®			DOWNTOWN	MARKET ASSESSMENT		(SEE INSTRUCTIONS)				
CITY	Hamlet	STATE	NC	ZIP CODE	RADIUS	CBD-1 Mile-5 Mile	BY:	ER Sub/RTM		
© 2007	Used Only By Permission	DATE:	Dec-08				SOURCES	Local/ESRI		
(1) Available Downtown Property Inventory			(Use separate form for each available property)					Totals		
a	Address			Owner			Listed By		Vac. Bldgs	
b	No. Floors						Phone		Vac. SF	
c	Size/SF	1st Floor		2nd Floor			3rd Floor +		Vac. %	
d	Occupied SF	1st Floor		2nd Floor			3rd Floor +			
e	Use (Ret,Off,Res,M)	1st Floor		2nd Floor			3rd Floor +			
f	Tax Parcel Number		Tax Value			Tax Rate	City	County		
g	Availability (circle)	Sale	Lease	Unk						
h	Sale Price									
i	Lease Price/SF	1st Floor		2nd Floor			3rd Floor +			
j	Condition (E,G,F,P)	1st Floor		2nd Floor			3rd Floor +			
(2) Average Sale Price per SF (from local realtor, etc.)			Downtown	Suburban						
k	Building and Land		\$10							
l	Land Only		\$3							
(3) Average Rent per SF (from local realtor,owner)			Downtown	Suburban						
m	Retail		\$1.50-\$4.00							
n	Office		\$5							
o	Residential			\$500/mo						
p	Other									
(4)Renovation Cost per SF (from local contractor)				Suburban						
q	Retail		\$36-50							
r	Office		\$36-50							
s	Residential		\$36-50							
(5) New Construction Cost per SF (from local contractor)			Downtown	Suburban						
t	Retail		\$120	\$120	RS Means					
u	Office		\$125	\$125	RS Means					
v	Residential		\$150	\$150	RS Means					
(6) Market	By Use (Downtown Only)	Number	Total SF	Sales/SF	Employees/residents					
w	Retail*	16			104	*total from section 7 below				
x	Office (pvt)	7			29					
y	Gov't/Institutional	16			231					
z	Residential				185					
aa	Service	29			104					
bb	Other	12			168					
cc	Vacant									
dd	TOTAL									
(7) Market by Retail NAICS (Downtown only)		Number	Total SF	Sales/SF	Employees/residents					
ee	441 Motor Vehicle and Parts Dealers	1			2				RENTS	
ff	442 Furniture and Home Furnishings	1			4					
gg	443 Electronics and Appliances	1			1				\$2.	
hh	444 Bldg Materials, Garden Equip	1			12					
ii	445 Food and Beverage/Groceries	1			15				\$6.	
jj	446 Health, Drug and Personal Care	2			8					
kk	447 Gasoline Stations/Conv. Stores	2			18					
ll	448 Clothing and Accessories	0								
mm	451 Sporting Goods, Books, Music	0							\$8.	
nn	452 Gen. Merchandise/Dept. Stores	0							\$4.	
oo	453 Florists/Off. Supply/Gifts/Used/Mis	2			5					
pp	454 Non-Store Retailers									
qq	722 Food Services/Drinking Places	4			34					
(8) Market Demographics (By Main Street)		CBD	1 Mile	5 Miles	Zip Code	County				
rr	Retail Sales	\$18,100,000	\$45,700,000	\$241,350,000		\$322,650,000				
ss	Retail Potential	\$893,200	\$30,300,000	\$154,200,000		\$349,900,000				
tt	Population	185	4,209	22,023		47,000				
uu	Per Capita Income	\$12,775	\$18,032	\$17,118		\$18,398				
(9) Physical Environment (Downtown Only)		Number/type	(Describe in space beside blank)							
vv	Parking/on-street (No. Spaces)	200	Public							
ww	Parking/off-street (No. Spaces)	483	Public and Private							
xx	Public Space/parks (No.)	1	Describe	Depot Park/train cars						
yy	Pub/Street/SW Improvements (No.)	1	Describe	lighting, landscaping on Main Street						
zz	1-way Streets		No							
aaa	Downtown (Business) Historic District	Yes								
(10) Available Financing		Type	Source	Interest	Amortization/term	Other	LTV			
bbb	Conventional/Banks,etc.			Prime +	30/5		80%			
ccc	Special									
(11) Business Assistance		Yes	No	Type		Provided By:	STMS			

CONSUMER SURVEY TOWN Hamlet Jan-09 28345		DOWNTOWN BUSINESS DISTRICT TOTAL RESPONSES 58				
	No.	%	No.	%	No.	%
How often do you shop in the downtown business district?						
Daily	2	3%				
At least weekly	25	43%				
At least monthly	13	22%				
Sometimes	18	31%				
What is the Main reason you visit the downtown business district?						
Shopping	8	14%				
Banking	13	22%				
Working	23	40%				
Eating	6	10%				
Personal Business	12	21%				
Other	1	2%				
What Other things do you do downtown?						
Shopping	24	41%				
Banking	29	50%				
Eating	34	59%				
Personal Business	25	43%				
Other	2	3%				
Where do you do most of your shopping?						
Downtown	9	16%				
Local Shopping Center	34	59%				
Nearby Town	15	26%	Rockingham, Fayetteville			
How would you rate the following about downtown?						
		GOOD	FAIR	POOR		
Parking	17	29%	30	52%	10	17%
Friendliness of salespeople	47	81%	10	17%		0%
Price of merchandise	30	52%	25	43%		0%
Variety of goods	9	16%	28	48%	18	31%
Quality of goods	29	50%	22	38%		0%
Attractiveness of area	16	28%	27	47%	15	26%
Attractiveness of buildings	10	17%	26	45%	18	31%
Business hours	25	43%	27	47%	3	5%
Safety	34	59%	19	33%	7	12%
How important are the following to improving the downtown area?						
		VERY	SOMEWHAT	NOT		
Historic Character	45	78%	10	17%	3	5%
Cleanliness and maintenance	47	81%	7	12%	2	3%
Focus on local customers	49	84%	9	16%	2	3%
Patronize local businesses	48	83%	8	14%	2	3%
Improve tourism	32	55%	19	33%	4	7%
More special events/ferstivals	38	66%	14	24%	2	3%
More jobs for locals	49	84%	4	7%	2	3%
Customer service	43	74%	10	17%	1	2%
Public improvements,streets, sidewalks, etc.	47	81%	7	12%	1	2%
More advertising	39	67%	14	24%	2	3%
Regular, convenient business hours	40	69%	13	22%	1	2%
Safety	42	72%	8	14%	2	3%
What types of stores or services would you personally use downtown?						
Restaurant	15		Grocery	2	Arts/Crafts	1
Clothing	20		Gen/Variet	4	Movies	2
books	2		Home	2		
Sporting go	3					
used	1					
Where do you live?						
In town	23	43%				
Between 1-3 miles	7	13%				
Between 3-5 miles	7	13%				
Between 5-10 miles	13	24%				
Other	4	7%				
What is your Zip Code?						
28345	22	69%				
28379	12	38%				
28363	2	6%				
28304	1	3%				
How do you find out about local businesses, shopping, etc.?						
Local Newspaper	43	74%				
Other newspaper		0%				
TV	3	5%				
Radio	10	17%				
Direct Mail	6	10%				
Word of mouth	43	74%				
Other	2	3%				
Respondent is						
Male	16	28%				
Female	39	67%				
Respondent's age is						
15-19		0%				
19-25	3	5%				
25-35	5	9%				
35-50	27	47%				
Over 50	19	33%				

ALL RESPONDENTS DID NOT ANSWER ALL QUESTIONS

