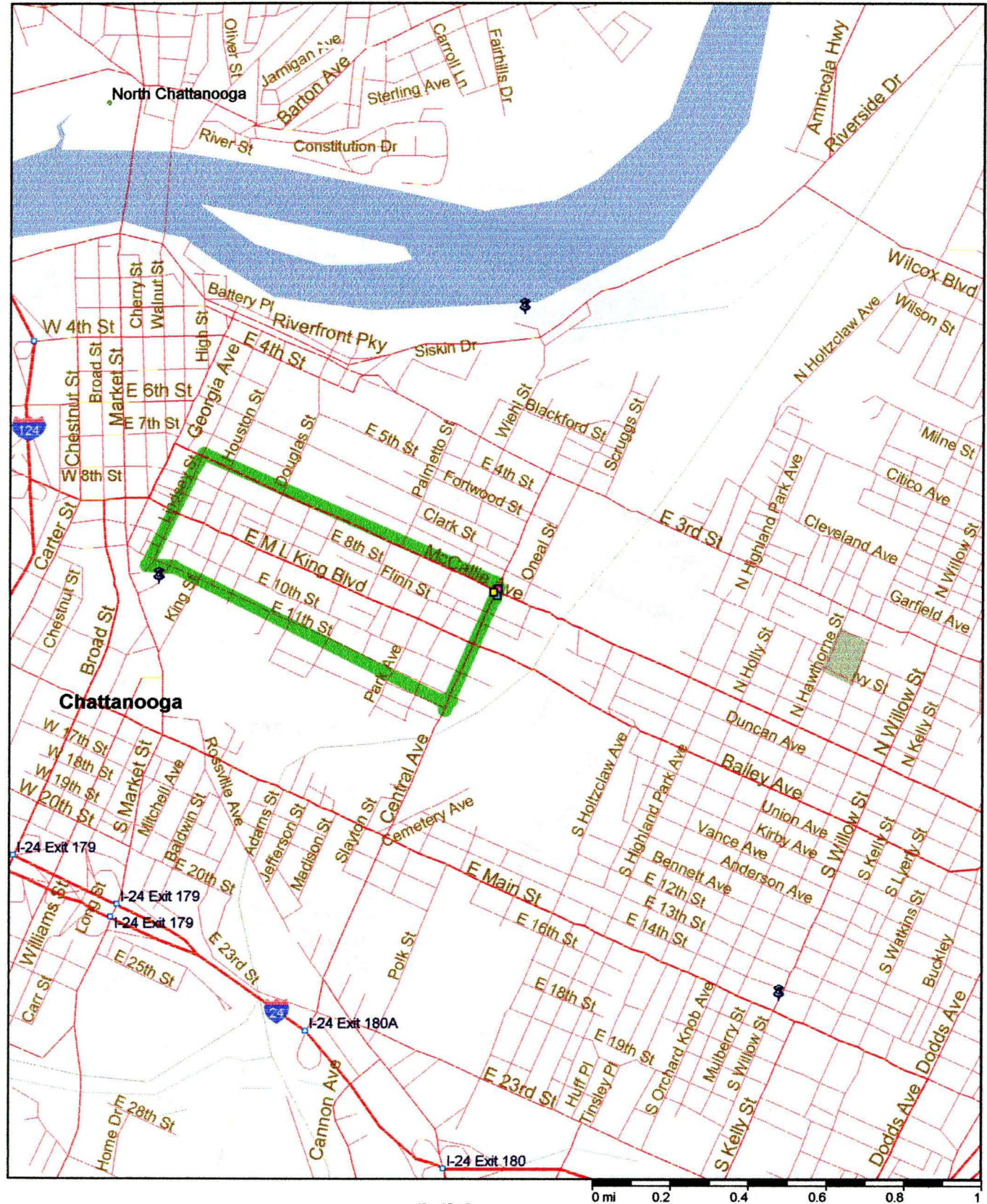


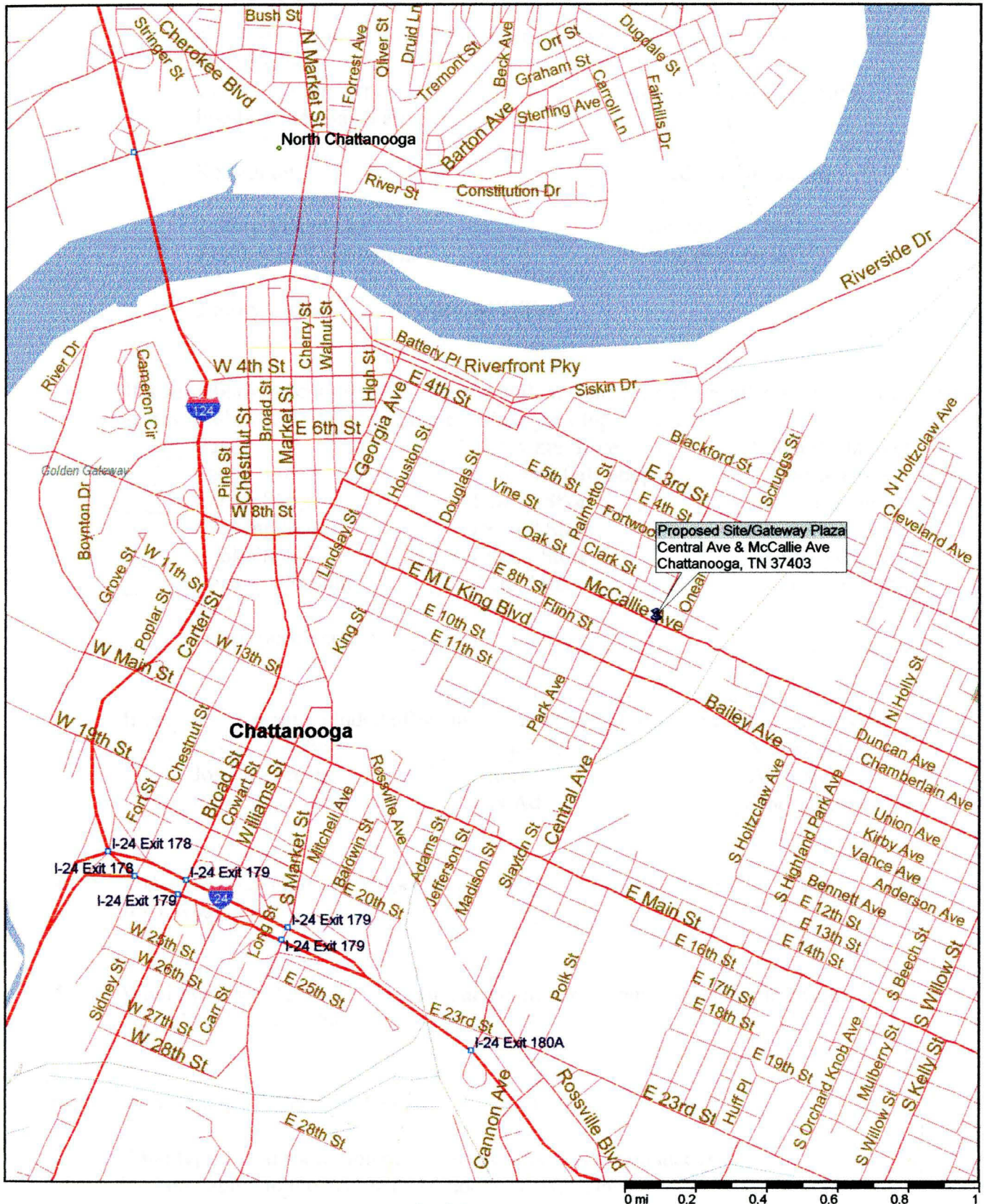
EXHIBITS

M. L. King District Map



Streets98

Central & McCallie Avenue



Microsoft Expedia

Streets98

M.L. King Neighborhood Survey

1. What type of development would you most like to see at the corner of Central and McCallie Avenues?

_____ Golden Gallon Type
_____ Food Market/Gas Station

_____ National Chain Drug Store

_____ Restaurant

_____ Assisted Living Facility

_____ 2 Story Mixed Use -
_____ Residential/Commercial

_____ 2 Story Mixed Use -
_____ Office/Commercial

_____ 2 Story Mixed Use - Residential/Office

2. If a neighborhood commercial center is built at Central and McCallie Avenues, what type stores would you prefer to see there? Mark your top 5 choices.

_____ Bakery	_____ Hardware Store	_____ Small Restaurant
_____ Shoe Store	_____ Card and Gift Shop	_____ Laundromat
_____ Barber Shop	_____ Beauty Shop	_____ Dry Cleaning
_____ Clothing Store	_____ Record Store	_____ Electronics Store
_____ Book Store	_____ Liquor Store	_____ Sporting Goods
_____ Variety Discount Store	_____ Auto Parts	_____ Convenience Store
_____ Other, please specify _____		

3. If the development included office uses, what type services would you most likely use?

_____ Doctor's Office	_____ Dental Office	_____ Veterinarian
_____ Job Placement	_____ Attorney	_____ Architect
_____ Elderly Services	_____ Tax Advisor	_____ Other, Please Specify

4. Would you be interested in operating a business at this location? _____ Yes _____ No
If so, what type? _____

5. Would you be interested in working at a commercial business at this location?

_____ Yes _____ No

6. Do you own or have use of a car? _____ Yes _____ No

7. What type of transportation do you most often use to conduct errands such as shopping, banking, going to the dry cleaners, doctor's office, etc.

_____ Car _____ Bus _____ Taxi _____ Walk _____ Bicycle

Demographic Information

What is your sex? ☐ Male ☐ Female

What is your age? ☐ Under 18 ☐ 18 to 24 ☐ 25 to 34
☐ 35 to 44 ☐ 45 to 54 ☐ 55 to 64 ☐ 65 and over

What is the total annual income for all the people in you household?

<input type="checkbox"/> Less than \$5,000	<input type="checkbox"/> \$5,000 to \$9,999	<input type="checkbox"/> \$10,000 to \$14,999
<input type="checkbox"/> \$15,000 to \$24,999	<input type="checkbox"/> \$25,000 to \$34,000	<input type="checkbox"/> \$35,000 to \$49,999
<input type="checkbox"/> Over \$50,000		

What is the highest educational level you have attained?

<input type="checkbox"/> Less than 9th grade	<input type="checkbox"/> 9th to 12th grade (no graduation)
<input type="checkbox"/> High School Graduate	<input type="checkbox"/> Some College (no degree)
<input type="checkbox"/> Associate Degree	<input type="checkbox"/> Bachelor's Degree
<input type="checkbox"/> Graduate or Professional Degree	

Please return this survey to the Inner City Development Corporation, 801 ½ Central Avenue, Chattanooga, TN 37403

Thank you for helping to improve the neighborhood.



Streets98

BUSINESSES IN PRIMARY & SECONDARY MARKETS

NAME

ADDRESS

Grocers

Buehler's Food Market	429 Market Street
Pruett Food Town	2108 E. 3 rd Street
Food Deals, Inc.	1308 E. Main Street
Park City Market	610 E. Main Street
Rogers Super Market	1400 E. Main Street
Bi-Lo Food Market	1600 E. 23 rd Street
Lee's Mini Market	1509 Central Avenue
A & J Food Market	756 E. M. L. King Blvd.
Fam Fuentes Tienda	304 E. Main Street
Citico Mini Market	1320 Citico Avenue
Zig Zag Grocery	1034 E. 8 th Street
M. L. King Blvd. Speed Mart	526 E. M. L. King Blvd.
Ace Food Market	2100 E. Main Street

Convenience Stores/Service Stations

BP Oil-A&S Inc.	1910 Market Street
BP Market	1135 E. 3 rd Street
Conoco	1221 E. Main Street
Conoco	1501 Market Street
Downtown Amoco Service Center*	1725 S. Market Street
We Pump*	Main & Dodds
Charlie's Quick Stop	2307 E. Main Street
H & K Market	2001 Market Street
Metro Market	324 McCallie Avenue
Winters Co. & BP Shop	1700 E. 23 rd Street
Favorite Market	1265 E. 3 rd Street

*gas only

Pharmacies

Eckerd Drugs	710 Market Street
Eckerd Drugs	2010 McCallie Avenue
S & J Discount Drugs & Hospital Supplies	2400 McCallie Avenue
Medical Arts Pharmacy	2337 McCallie Avenue
Moore & King Prescription	979 E. 3 rd Street
Moore & King Prescription	960 E 3 rd Street
Pulmonaire Service	821 McCallie Avenue

NAME**ADDRESS****USE*****Commercial Centers***

University Center
(8,675 square feet)

716 McCallie Avenue

Chiropractor
Pizza/Deli

Willow Plaza
(17,375 square feet)

Willow & 23rd Streets

Dollar General
Rentway
Variety Merchandise

Willow @3rd Street

North side of street

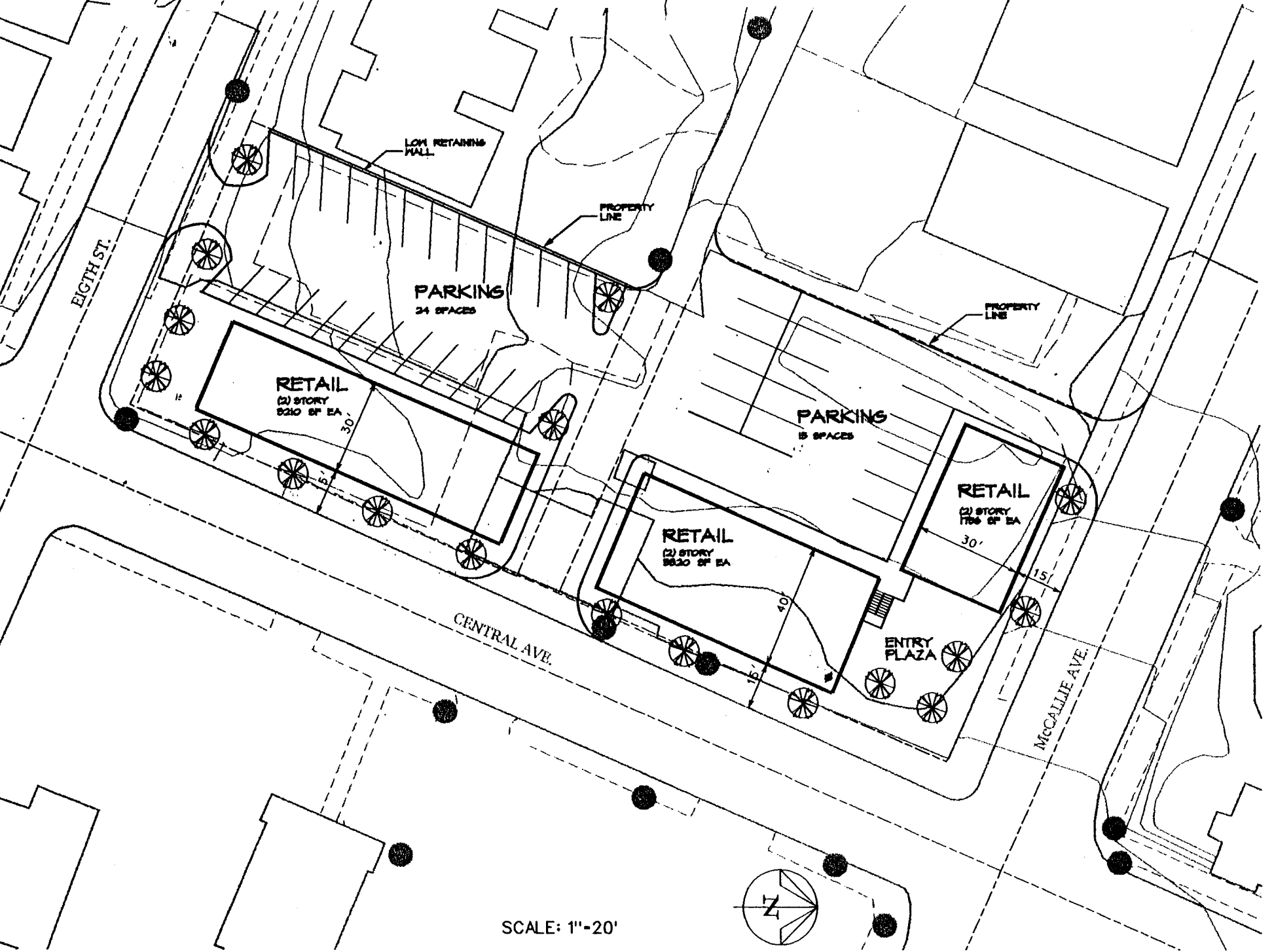
Payless Shoe Store
Auto Zone
Smoke Shop
Novelty and Sales
Pawn Shop

South side of street

Pruett's Grocery
Family Dollar



McCALLIE/CENTRAL RETAIL & OFFICE COMPLEX
INNER CITY DEVELOPMENT CORPORATION



COMO ST

5726 Worin Road, Franklin Bldg, Ste. 816
Chattanooga, TN 37411
Phone 423.510.9001 Fax 423.510.9009



SCALE: 1/8"=1'-0"

McCALLIE/CENTRAL RETAIL & OFFICE COMPLEX

EIGHTH ST.

SCREEN FENCE
RETAINING WALL

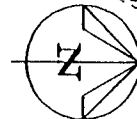
RETAIL/BUSINESS

(2) STORY
1500 SF EA

CENTRAL AVE.

MCCALLIE AVE.

SCALE: 1"=20'



PRESENTATION SLIDES

GATEWAY CENTER

A RETAIL DEVELOPMENT



Chattanooga, Tennessee

VICINITY MAP



PROBLEM STATEMENT

Unless initiatives are implemented to provide affordable housing, encourage business development, assist existing businesses, then the deteriorated neighborhood will negatively impact the City's redevelopment efforts and national fame.



INNER-CITY DEVELOPMENT CORPORATION

To stimulate the redevelopment of the M. L. King District by providing affording housing, encouraging business development, building human capacity, and attracting private investment.

Project Goal

To determine if there is a market to support retail development and if so what types of businesses are needed and wanted by the residents.



RETAIL DEVELOPMENT



PROPOSED SITE



OUTPUTS

- ✓ Survey of Target Population**
- ✓ Identification of Market Area**
- ✓ Calculation of Buying Power**
- ✓ Proposed Tenant Mix**
- ✓ Development of Construction Budget**
- ✓ Estimate of Operating Costs**

Survey Results

Type of Development

- **Convenience store/gas station – 35%**
- **Restaurant – 28%**
- **National Chain Drug Store – 16%**

Type of Stores

- **Convenience Store – 43%**
- **Small Restaurant – 42%**
- **Bakery – 39%**
- **Variety Discount – 36%**
- **Book Store – 29%**

Type of Offices

- **Doctor's Office – 43%**
- **Job Placement – 41%**
- **Dental Office – 27%**

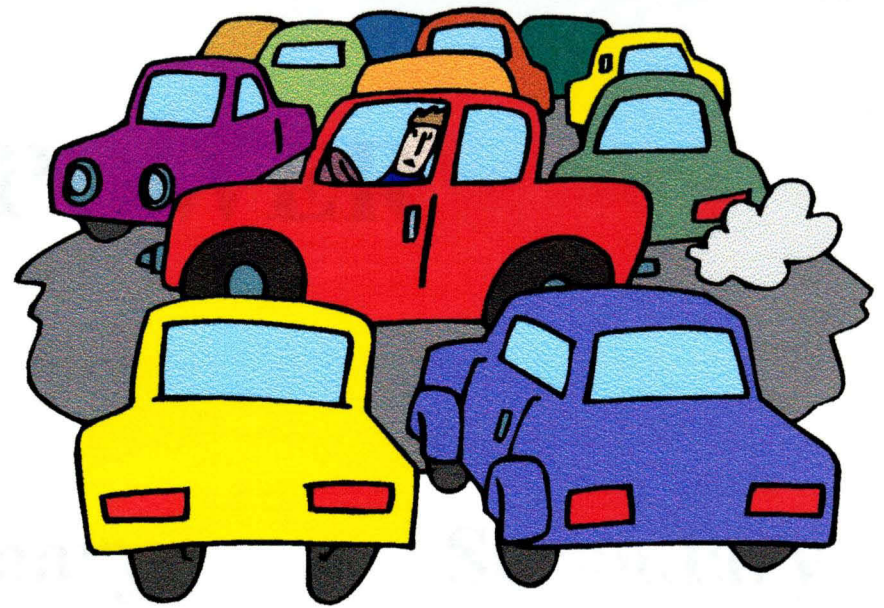
RETAIL TENANT MIX

• Variety Discount Store	10,000
• Used Book Store	2,500
• Bakery/Coffee Shop	2,500
• Laundromat/Dry Cleaner	1,100
Total Square Feet	16,500

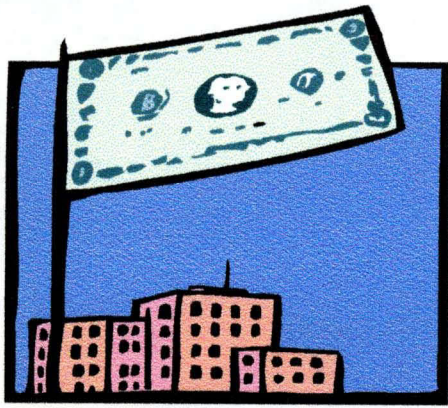
PROPOSED SITE



Daily Traffic Counts



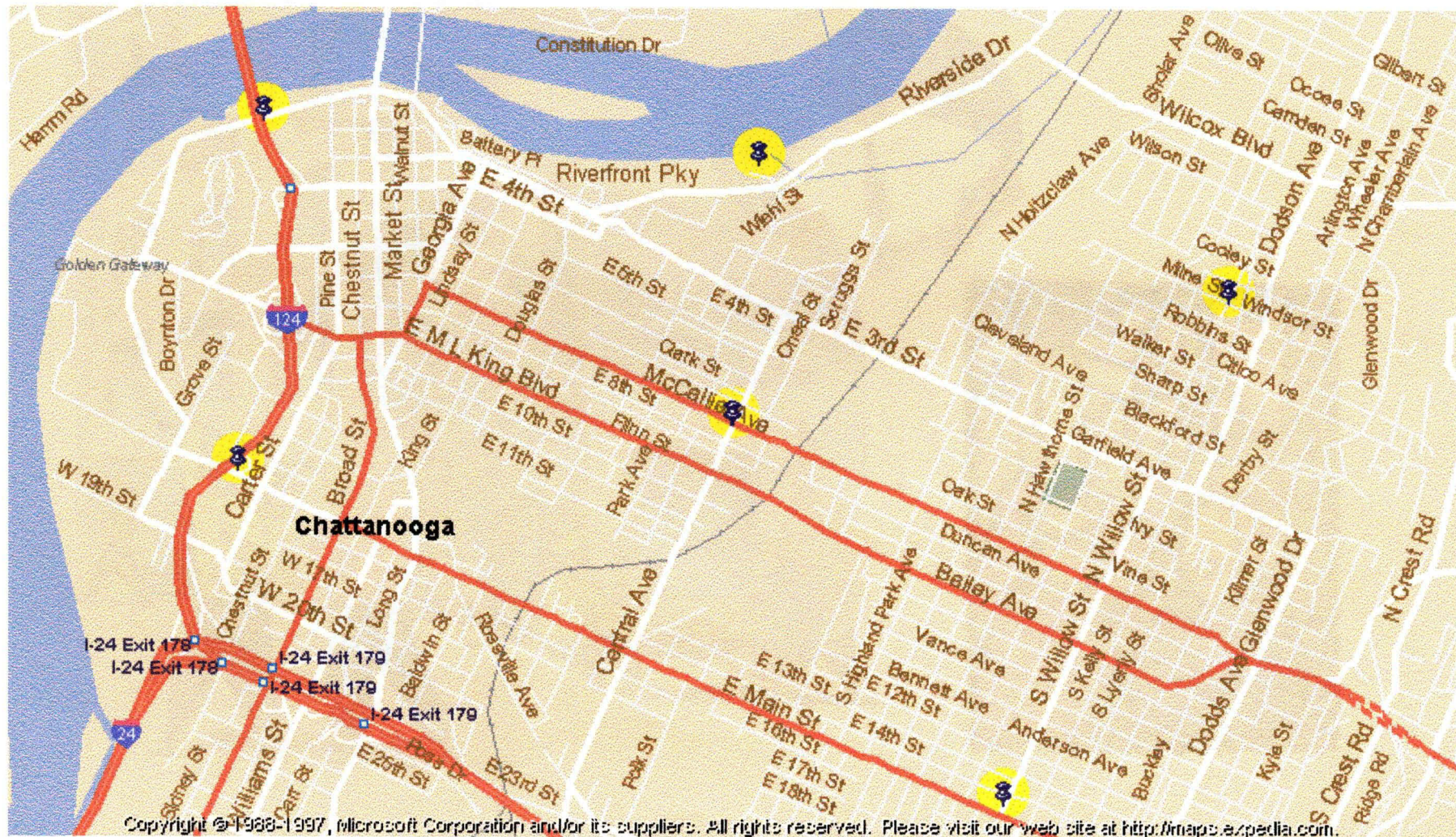
- Central Avenue/8th Street 11,632 autos
- McCallie/Central Avenue 16,208 autos
- Bailey Avenue/Spruce St 17,306 autos



BUYER POWER

Markets	Primary	Secondary
Avg HH Income	\$24,246	\$26,546
Avg Aggregate Income	\$28,174,536	\$118,846,442
Potential Retail Sales	\$10,706,324	\$45,161,648

Target Market



CONSTRUCTION BUDGET

\$1,281,442.00



OPERATING PERFORMA



Income:	109,725
Expenses:	46,906
Debt Service	56,244
Reserves	3,292
Net Cash Flow	3,283

CONCLUSION

- Offer quality goods/services to neighborhood residents
- Provide new business and job opportunities
- Develop a vacant under utilized parcel of land
- Improve the image of the neighborhood
- Encourage more public and private investment

COMING SOON GATEWAY CENTER

