

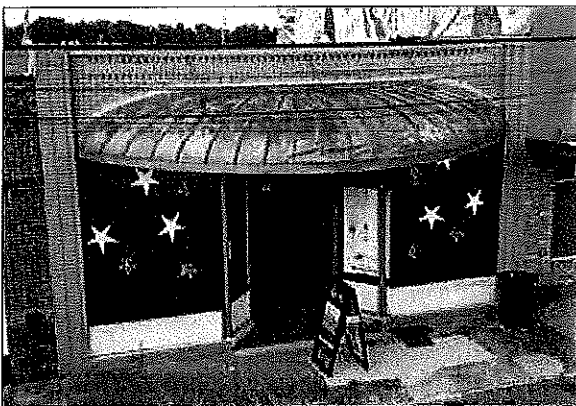
## **5. Appendix**

*Appendix*

## Case Study: Academy Theatre Hapeville, Georgia

In mid-2013, the City of Hapeville approached the Academy Theatre about moving their operations from another Metro Atlanta community into a city-owned building in downtown Hapeville. The Academy organization moved into this former retail space in October 2013 and created a “black box” theater with seating for 65 to 90 patrons (depending on the configuration and setup for the event). In their first year in the space, the Academy Theatre presented 78 performances with a total attendance of 3,686. Since the opening of the theater, new businesses have opened in the surrounding block including the Corner Tavern restaurant, Mami’s La Cubana restaurant, and Beer Girl, a craft beer growler shop and tasting room. The theater has also become one of the anchors of downtown Hapeville’s new arts district and a participant in downtown programming such as the Hapeville Gallery Crawls. The City of Hapeville has a fairly small population base, so these events often attract several hundred people to the downtown area on what would otherwise be quiet Saturday evenings.

Because of its positive impact on downtown and the overall community, the City of Hapeville has recently approved a budget of almost \$1.5 million to construct a 120-seat proscenium theater adjacent to the current black box theater. Construction on this building is expected to begin in late 2018 with an opening in 2019.



## Market Resources : Full RLeakage Report

### Retail Market Power 2017 | Retail Stores Opportunity

Trade Area: Hogansville, GA (city)

Benchmark: USA

Retail Store Types	Hogansville, GA (city)		
	Estimated 2017 Demand (Consumer Expenditures) Aggregate Dollars (\$)	Estimated 2017 Supply (Retail Sales) Aggregate Dollars (\$)	Estimated 2017 Opportunity Gap/Surplus Aggregate Dollars (\$)
<b>Demand by Store Type</b>			
Total Retail Sales (incl. Food/Drink)	46,298,000	34,301,000	11,997,000
Total Retail Sales	41,296,000	32,140,000	9,156,000
<b>Motor Vehicle &amp; Parts Dealers</b>			
Motor Vehicle & Parts Dealers - 441	8,522,000	1,215,000	7,308,000
Automotive Dealers - 4411	7,376,000	561,000	6,815,000
Other Motor Vehicle Dealers - 4412	349,000	0	349,000
Automotive Parts, Accessories, & Tire Stores - 4413	797,000	653,000	144,000
<b>Furniture &amp; Home Furnishings Stores</b>			
Furniture & Home Furnishings Stores - 442	832,000	0	832,000
Furniture Stores - 4421	445,000	0	445,000
Home Furnishing Stores - 4422	387,000	0	387,000
<b>Electronics &amp; Appliance Stores</b>			
Electronics & Appliance Stores - 443	704,000	0	704,000
Household Appliances Stores - 443141	108,000	0	108,000
Electronics Stores - 443142	596,000	0	596,000
<b>Building Material &amp; Garden Equipment &amp; Supply Dealers</b>			
Building Material & Garden Equipment & Supply Dealers - 444	4,740,000	2,359,000	2,381,000
Building Material & Supply Dealers - 4441	4,347,000	2,359,000	1,988,000
Lawn and Garden Equipment and Supplies Stores - 4442	393,000	0	393,000
<b>Building Material &amp; Supply Dealers</b>			
Home Centers - 44411	1,770,000	0	1,770,000
Paint and Wallpaper Stores - 44412	77,000	0	77,000
Hardware Stores - 44413	461,000	2,080,000	-1,619,000
Other Building Materials Dealers - 44419	2,039,000	280,000	1,759,000
Building Material Dealers, Lumberyards - 444191	793,000	104,000	689,000
Outdoor Power Equipment Stores - 44421	65,000	0	65,000
Nursery and Garden Centers - 44422	329,000	0	329,000
<b>Food &amp; Beverage Stores</b>			
Food & Beverage Stores - 445	6,451,000	20,678,000	-14,227,000
Grocery Stores - 4451	5,898,000	20,678,000	-14,780,000
Supermarkets and Other Grocery (except Convenience) Stores - 44512	5,495,000	20,678,000	-15,183,000
Convenience Stores - 44512	403,000	0	403,000
Specialty Food Stores - 4452	217,000	0	217,000
Beer, Wine, & Liquor Stores - 4453	336,000	0	336,000
<b>Health &amp; Personal Care Stores</b>			
Health & Personal Care Stores - 446	3,032,000	2,522,000	510,000
Pharmacies and Drug Stores - 44611	2,511,000	2,520,000	-9,000
Cosmetics, Beauty Supplies and Perfume Stores - 44612	254,000	0	254,000
Optical Goods Stores - 44613	80,000	0	80,000
Other Health and Personal Care Stores - 44619	187,000	2,000	185,000
<b>Gasoline Stations</b>			
Gasoline Stations - 447	2,903,000	3,931,000	-1,028,000
Gasoline Stations with Convenience Stores - 44711	1,452,000	0	1,452,000
Other Gasoline Stations - 44719	1,441,000	3,931,000	-2,490,000

## Appendix

Retail Store Types	Estimated 2017 Demand (Consumer Expenditures) Aggregate Dollars (\$)	Estimated 2017 Supply (Retail Sales) Aggregate Dollars (\$)	Estimated 2017 Opportunity Gap/Surplus Aggregate Dollars (\$)
<b>Demand by Store Type</b>			
<b>Clothing &amp; Clothing Accessories Stores</b>			
Clothing & Clothing Accessories Stores - 448	1,916,000	0	1,916,000
Clothing Stores - 4481	1,487,000	0	1,487,000
Men's Clothing Stores - 44811	60,000	0	60,000
Women's Clothing Stores - 44812	324,000	0	324,000
Children's and Infants' Clothing Stores - 44813	97,000	0	97,000
Family Clothing Stores - 44814	806,000	0	806,000
Clothing Accessories Stores - 44816	72,000	0	72,000
Other Clothing Stores - 44819	128,000	0	128,000
Shoe Stores - 4482	295,000	0	295,000
Jewelry, Luggage, & Leather Goods Stores - 4483	134,000	0	134,000
Jewelry Stores - 44831	111,000	0	111,000
Luggage, & Leather Goods Stores - 44832	22,000	0	22,000
<b>Sporting Goods, Hobby, Book, &amp; Music Stores</b>			
Sporting Goods, Hobby, Book, & Music Stores - 451	747,000	0	747,000
Sporting Goods, Hobby, & Musical Instrument Stores - 4511	635,000	0	635,000
Sporting Goods Stores - 45111	425,000	0	425,000
Hobby, Toys and Games Stores - 45112	151,000	0	151,000
Sew/Needlework/Piece Goods Stores - 45113	26,000	0	26,000
Musical Instrument and Supplies Stores - 45114	34,000	0	34,000
Book, Periodical, & Music Stores - 4512	112,000	0	112,000
Book Stores and News Dealers - 45121	112,000	0	112,000
Book Stores - 451211	92,000	0	92,000
News Dealers and Newsstands - 451212	20,000	0	20,000
<b>General Merchandise Stores</b>			
General Merchandise Stores - 452	5,678,000	1,337,000	4,242,000
Department Stores excluding leased depts - 4521	2,896,000	0	2,896,000
Other General Merchandise Stores - 4529	2,682,000	1,337,000	1,346,000
<b>Miscellaneous Store Retailers</b>			
Miscellaneous Store Retailers - 453	1,417,000	50,000	1,367,000
Florists - 4531	56,000	21,000	35,000
Office Supplies, Stationery, & Gift Stores - 4532	442,000	0	442,000
Office Supplies and Stationery Stores - 45321	247,000	0	247,000
Gift, Novelty, and Souvenir Stores - 45322	195,000	0	195,000
Used Merchandise Stores - 4533	148,000	28,000	120,000
Other Miscellaneous Store Retailers - 4539	770,000	0	770,000
<b>Non-store Retailers</b>			
Non-store Retailers - 454	4,452,000	50,000	4,403,000
<b>Foodservice &amp; Drinking Places</b>			
Foodservice & Drinking Places - 722	5,002,000	2,160,000	2,842,000
Special Foodservices - 7223	379,000	34,000	345,000
Drinking Places - Alcoholic Beverages - 7224	156,000	0	156,000
Full-Service Restaurants - 722511	2,443,000	1,789,000	654,000
Limited-Service Eating Places - 722513	1,736,000	0	1,736,000
Cafeterias, Grill Buffets, and Buffets - 722514	46,000	0	46,000
Snack and Non-alcoholic Beverage Bars - 722515	241,000	337,000	-96,000
<b>GAFO</b>			
GAFO (General merchandise, Apparel, Furniture & Other) - (452,	10,220,000	1,337,000	8,883,000

## Market Resources : Full Demographic Report

## Pop Facts Demographics | Demographic Quick Facts

Benchmark: USA

	City of Hogansville		Primary Retail Trade Area 10-Minute Drive		Regional Retail Trade Area 40-Minute Drive	
	Total	%	Total	%	Total	%
<b>Population</b>						
2000 Census	2,783	100.00	4,300	100.00	199,998	100.00
2010 Census	3,080	100.00	4,931	100.00	252,337	100.00
2017 Estimate	3,203	100.00	5,034	100.00	271,474	100.00
2022 Projection	3,264	100.00	5,172	100.00	286,432	100.00
<b>Population Growth</b>						
Percent Change: 2000 to 2010	--	9.95	--	14.67	--	26.17
Percent Change: 2010 to 2017	--	4.67	--	2.09	--	7.58
Percent Change: 2017 to 2022	--	1.90	--	2.74	--	5.51
<b>Households</b>						
2000 Census	1,096	100.00	1,663	100.00	73,067	100.00
2010 Census	1,139	100.00	1,823	100.00	92,902	100.00
2017 Estimate	1,180	100.00	1,842	100.00	100,067	100.00
2022 Projection	1,197	100.00	1,882	100.00	105,619	100.00
<b>Household Growth</b>						
Percent Change: 2000 to 2010	--	3.92	--	9.62	--	27.15
Percent Change: 2010 to 2017	--	3.60	--	1.04	--	7.71
Percent Change: 2017 to 2022	--	1.44	--	2.17	--	5.55
<b>2017 Est. Population by Single-Classification Race</b>						
White Alone	2,181	68.09	3,415	67.84	176,772	65.12
Black/African American Alone	892	27.85	1,403	27.87	75,286	27.73
American Indian/Alaskan Native Alone	10	0.31	16	0.32	847	0.31
Asian Alone	18	0.56	32	0.64	5,371	1.98
Native Hawaiian/Pacific Islander Alone	1	0.03	2	0.04	221	0.08
Some Other Race Alone	42	1.31	64	1.27	7,189	2.65
Two or More Races	59	1.84	102	2.03	5,788	2.13
<b>2017 Est. Population by Ethnicity (Hispanic or Latino)</b>						
Hispanic/Latino	129	4.03	192	3.81	15,776	5.81
Not Hispanic/Latino	3,074	95.97	4,842	96.19	255,698	94.19
<b>2017 Occupied Housing Units by Tenure</b>						
Owner-Occupied	755	63.98	1,218	66.12	68,972	68.93
Renter-Occupied	425	36.02	624	33.88	31,095	31.07
<b>2017 Average Household Size</b>						
Average Household Size	--	2.71	--	2.72	--	2.68
<b>2017 Est. Households by Household Income</b>						
Income < \$15,000	211	17.88	321	17.43	13,268	13.26
Income \$15,000 - \$24,999	220	18.64	310	16.83	10,538	10.53
Income \$25,000 - \$34,999	145	12.29	218	11.84	9,864	9.86
Income \$35,000 - \$49,999	204	17.29	324	17.59	14,313	14.30
Income \$50,000 - \$74,999	197	16.70	327	17.75	18,343	18.33
Income \$75,000 - \$99,999	81	6.86	142	7.71	12,162	12.15
Income \$100,000 - \$124,999	43	3.64	70	3.80	7,876	7.87
Income \$125,000 - \$149,999	24	2.03	39	2.12	5,169	5.17
Income \$150,000 - \$199,999	14	1.19	28	1.52	4,550	4.55
Income \$200,000 - \$249,999	9	0.76	13	0.71	1,751	1.75
Income \$250,000 - \$499,999	18	1.52	27	1.47	1,825	1.62
Income \$500,000+	14	1.19	22	1.19	607	0.61
Average Household Income	--	\$55,242.00	--	\$56,903.00	--	\$71,079.00
Median Household Income	--	\$35,963.25	--	\$38,178.46	--	\$52,400.01

Source: Environics Analytics

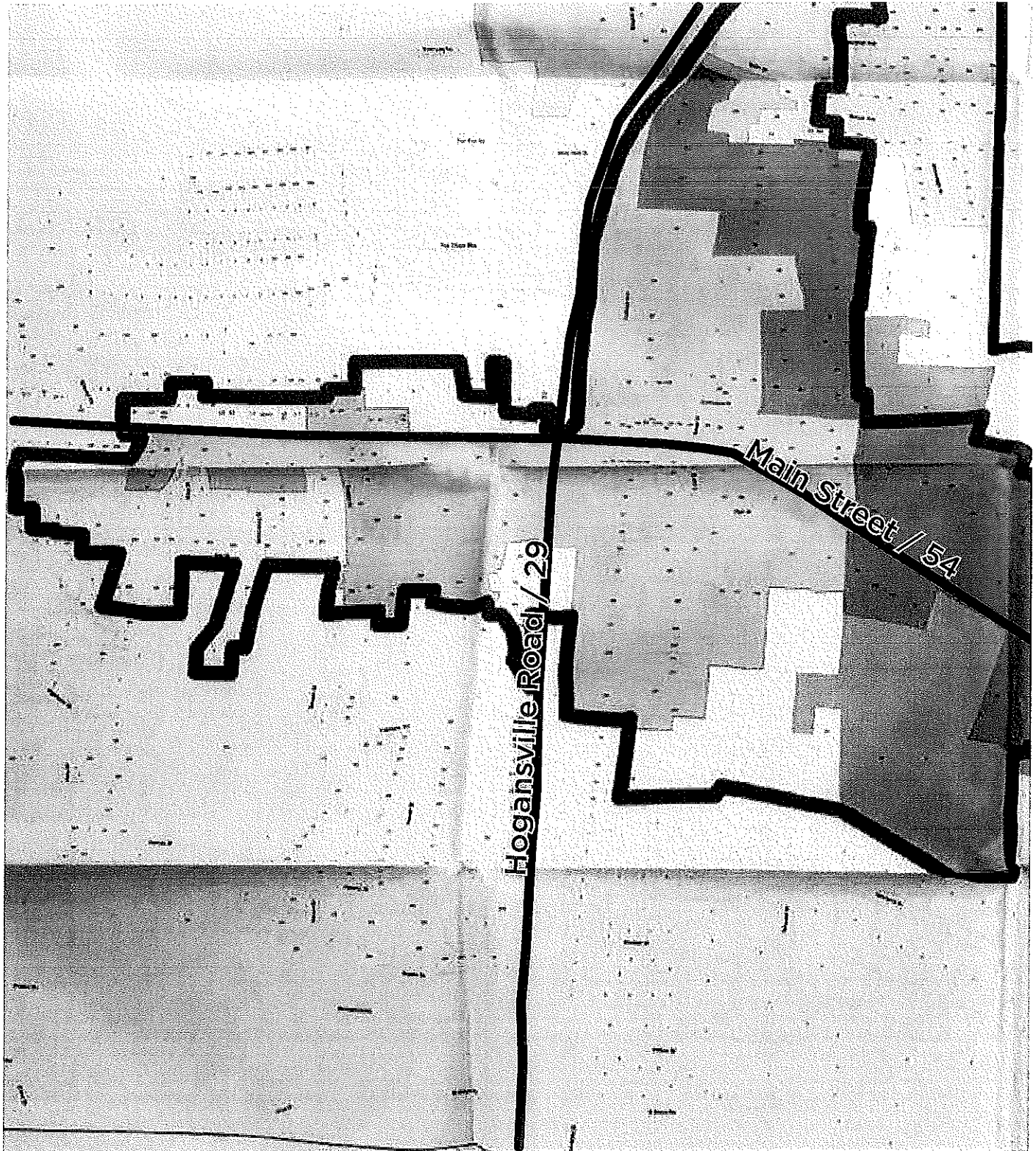
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# Downtown Zoning Districts



# Appendix

-  1. Survey Area
-  2. Hogansville Local Historic District
-  3. Stark Mill and Mill Village National Register District
-  4. East Main Street & Johnson Street National Register District
-  5. Overlap of #2 & #4.

Stark Mill and Mill Village National Register District

