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**SUPERMARKET RETAIL POTENTIAL
SIERRA VISTA SPECIFIC PLAN (SVSP) PARCEL WB-42 & WB-41
SWC WESTBROOK BLVD/PLEASANT GROVE BLVD (WB-42)
VERSUS
SEC SANTUCCI BLVD/PLEASANT GROVE BLVD (WB-41)
ROSEVILLE, CALIFORNIA**

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SIERRA VISTA SPECIFIC PLAN (SVSP) PARCEL WB-42 & WB-41**

**SWC WESTBROOK BLVD/PLEASANT GROVE BLVD (WB-42)
VERSUS
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ROSEVILLE, CALIFORNIA**

PREPARED FOR:

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**INTALYTICS
MAY 2021**



BACKGROUND:

Westpark Communities engaged Intalytics to prepare an analysis of the market viability two commercial properties located within the Westbrook portion of the Sierra Vista Specific Plan (SVSP). The subject properties are WB-41, an approximately 10-acre site located at the southeast corner of Pleasant Grove Blvd. and Santucci Blvd., and WB-42 an approximately 14.5-acre site located at the southwest corner of Pleasant Grove Blvd. and Westbrook Blvd. The scope of this analysis is to evaluate both properties as grocery anchored retail centers, considering the impact of development of competitive sites, namely the approximately 8-acre site located at the northeast corner of Pleasant Grove Blvd. and Fiddymment Road, and the relative timing of development given certain market conditions and entry of new stores. Our supermarket deployment experience for major California chains including Ralphs, Safeway, Raley's, Save Mart, PaqInc (Stockton), Stater Bros, and others, justifies Intalytics ability to quantify the major strategic and geographical differences at both locations.

SITES

WB-41 is an approximately 10-acre parcel zoned for Community Commercial, which allows a variety of uses including grocery stores. The site is on the western boundary of the city limits and is bounded on the north by Pleasant Grove Blvd and future multi-family zoned properties, on the east by the Heritage at Solaire community for residents 55 years and older, on the south by single family homes and on the west by Santucci Blvd and agricultural lands. Santucci Blvd is expected to be a major north-south arterial, however, we were not able to determine a timeline for its completion from the south and could not identify any plans for an extension of the roadway to the north. A portion of the area to the west has been approved by Placer County for urban development and a future private university. This area is known as the Regional University Specific Plan. The other portion to the west is identified in the County's General Plan as a special planning area known as Curry Creek. In our visit to the site we noticed that much of the Curry Creek area has recently been planted as orchards of nut trees. We understand the remaining portions of Curry Creek are being planned for a utility scale solar

energy project. Given these observations we conclude that development within Curry Creek is many years, and likely decades from occurring.

WB-42 is an approximately 14.5-acre parcel zoned as Community Commercial and like WB-41 allows for various retail uses including a grocery store. The site is bounded on the north by Pleasant Grove Blvd and the residential master planned community of Westpark, on the east by Westbrook Boulevard and single family homes, and on the south and west by the Heritage at Solaire community for people 55 years and older. The larger area to the south of this site is the majority of the SVSP including the communities of Solaire, Sierra Vista and Sierra West. Westbrook Blvd, a major north-south arterial from Baseline Rd (a major commuting corridor) to Blue Oaks Blvd, a major arterial in the City of Roseville providing access to CA Highway 65. Westbrook Blvd is expected to be extended south to Baseline Road by 2023.

GENERAL GROCER SITE CRITERIA

Decades of experience working internally, and consulting for with major grocery chains has taught Intalytics there are numerous factors including, but not limited, to site characteristics, competition and total food-at-home grocery potential, that all weigh in when modeling supermarket forecasts. Analysts can easily generate sales forecast without having to know and understand the mechanics of a real estate deal or construction costs, which is left to those respective experts. The final sales forecasts only serve as one tool to help orchestrate the deployment of a store. A site might have excellent site characteristics to go along with their central 'ground zero' location but rents and construction costs remain the other variables that combine establish the viability of a new grocery store at a specific site. Out-year sales projections count, but more importantly, they also act to discern and help point out which site is more positive in revenue than others tested. **In this case, WB-42 is superior to that of WB-41 as illustrated by our sales projections.**

COMPETITION

Seven grocery operators, including two superstores, WinCo and Walmart, currently serve portions of the defined trade area and collectively capture an estimated 80.8% share of market from within the defined trade area. The respective superstores at Map Keys 5 and 6, are proximate to Highway 65 and unlike the other five conventional grocery stores, have a much wider reach and more regional influence. Of the conventional operators, Safeway (features a fuel center), Nugget and Raley's predominately serve trade area residents, while Save Mart and Bel Air at Map Keys 3 and 4 are more distant and garner minimal market share from within the defined trading area.

The supermarket gravity model calculated 'leakage' sales at 19.1% from within the trade area. Leakage sales are those trade area grocery expenditures that are not otherwise captured by the competition cited in this report, but rather at club membership operators like Costco and Sam's Club as well as from more distant specialty stores including Trader Joe's at Roseville Square and are not likely to relinquish their shopper base originating from within the trade area. Accordingly, this leakage portion of supermarket potential is deemed a constant throughout our analysis. Note that leakage sales can range from as low as 10% to as high as 30% in dense urban areas.

ANALYSIS:

To estimate and compare the market opportunities for the two properties, sales forecasts were prepared for a number of like scenarios at Sites WB-42 and WB-41 assuming comparable store opening dates in 2023. Supermarket gravity models, a universal tool employed by supermarkets nationwide to evaluate the feasibility of selected formats in all US marketing areas, was utilized for this comparison.

Per the recently completed Westpark Communities Study #520-003, a variety of supermarket operators were evaluated under a combination of competitor scenarios for both WB-42 and WB-41. Refer to the attached Trade Area and Competition Map for operator locations.

Specifically, Intalytics evaluated the long range (thru 2028) sales potential for three different California supermarket operators; Sprouts, Nugget and Walmart Neighborhood , deployed at both WB-42 and WB-41 to better understand the difference in their viability as supermarket locations from which to serve the Westpark and SVSP neighborhoods. We evaluated each site with and without a store on the other site. We also ran the same models assuming that Safeway elects to build a store on the site at Fiddymment Road and Pleasant Grove Blvd (Site 60 on the Trade Area and Competition Map). Each scenario was run looking at gross sales per week after 1 year of operation, 3 years of operation and then at 5 years.

Intalytics also compared each location against one another (summarized on the following table) assuming comparable 40,000 square foot grocers opening simultaneously at either site to determine if there is a difference in sales potential between WB-41 and WB-42. For the purposes of this survey, we assumed store opening dates in 2023, and thus first (2024), third (2026) and fifth (2028) full year sales estimates were prepared to compare their viability against one another. In this scenario, WB-42 (central location) is 20% more effective than WB-41 (perimeter location).

The primary trading area delineated for these two locations is illustrated on the attached Trade Area and Competition map and includes all the urbanized and future growth areas situated west of Fiddymment Road, the trade area's eastern boundary limit. Existing and future (Raley's O-N-E at Map Key 50) supermarket locations were considered in each of these sales forecast scenarios. Moreover, Intalytics assumed that both Westbrook and Santucci Boulevard are completed from Baseline Road to Pleasant Grove Boulevard will have been completed by 2023.

In our evaluation of the each of the sites without a competing store on the other location, WB-42 outperformed WB-41 with nearly 15% greater sales per week in each year evaluated. By 2028 (Year 5), WB-42 reaches the gross sales per week target of over \$500,000 per week, a level that WB-41 never reaches. Therefore, WB-41 would not be considered a viable site by any of the local and regional grocery stores.

A comparison of each site with a competing store on the other was preformed, however it is a theoretical exercise, and it is most unlikely that two stores would not be developed in such close proximity to one another. If a grocer deployed a store on WB-42 first, the likely next store along Pleasant Grove Blvd would be further west and close to the 2-mile ring from WB-42.

Considering this, WB-42 again outperforms WB-41 by a margin of about 18% greater sales. In this evaluation, neither store reaches the target gross sales per week and a decision to locate a store on one of these sites would have to be based on other business strategies beyond gross sales. We found that WB-42 had at least 15% greater weekly sales than would the same operator at WB-41. These findings reflect the limited trade area for WB-41 (180 degrees), its location on the edge of the trade area, and poor access with no known plans for roadway extension to major commuter roads. Long term for WB-41, grocers will see better located sites within the trade area, any of which will make development of WB-41 as an anchored neighborhood center unlikely. The attributes of WB-41 are not conducive to its viability as a major grocery retail location.

SAFeway MARKET AT PLEASANT GROVE BOULEVARD AND FIDDYMENT ROAD

With the understanding that Safeway controls its future site at Map Key 60, (the northeast corner of the above noted intersection) Intalytics modeled a variety of scenarios which include the following:

- Specialty market at WB-42 with possible Safeway, and no market at WB-41
- Specialty market at WB-41 with possible Safeway, and no market at WB-42, and
- Specialty markets at both WB-42 and WB-41, with possible Safeway at Map Key 60

The second Summary Table attached clearly demonstrates that in either “with Safeway” scenario, WB-42 still remains 24% greater in sales over another market deployed at WB-41. Accordingly, it will be obvious to any major supermarket chain assessing both respective

locations, that WB-42 has far more greater potential than the more westerly WB-41. The WB-41 location is not feasible for a supermarket deployment in this decade.

CONCLUSION:

Intalytics has evaluated Westpark Communities' neighborhood serving retail parcels WB-41 and WB-42 in the Westbrook portion of the SVSP and their ability to meet the metrics used by the major grocery retailers in this part of California. Our projected sales volume greatly favored WB-42 over the more perimeter WB-41 for the following reasons:

- WB-42 is more centrally located within the SVSP and thus strategically situated to service the entire Westpark community through 2028. This is compared to WB41 at Santucci Boulevard, which is relegated to a half, or a 180-degree trade area draw as it is well removed from the major intersection of Pleasant Grove and Westbrook Boulevards now serving this entire defined region.
- WB-42 is located on two major commute corridors, Pleasant Grove Blvd and Westbrook Blvd. Pleasant Grove Blvd provides access to the east to CA Highway 65 with access to Interstate 80. Westbrook Blvd, by 2023, will be connected to the south to Baseline Road a major east-west commute corridor to CA Highway 99, Interstate 5 and to the downtown Sacramento area. To the north, Westbrook Blvd currently connects to Blue Oaks Blvd, another option to those seeking access to CA Highway 65.
- WB-41 has no major direct north/south delivery arterial that traverses the entire trade area, unlike Westbrook Boulevard. It is unknown when Santucci Blvd will be connected to the south. There are no available plans by Placer County or the City of Roseville showing a planned extension of the roadway to the north.

- Once a supermarket chain elects to deploy a store at WB-42, the chances for any neighborhood center at WB-41 is, in our opinion, is not feasible as shown in the forecast model.
- Under any scenario studied, WB-41 does not reach the metric of \$500,000 in gross sales per week.

Accordingly, it is our opinion that any future viability of WB-41 to support any retail operations would require the development of both the Regional University Specific Plan, Curry Creek and the extension of Santucci Blvd to intersect with a major arterial to the north.

MARKET PLACE AS IS

PROPOSED SALES SURVEY
ROSEVILLE, CA (WESTPARK COMMUNITY)

APRIL 20, 2021

STORE NAME	STORE NO.	SALES VOLUME	STORE SIZE	SALES/ S.F.	PEXP	T.A. VOLUME	CURVE	IMAGE
RALEY'S	1	580000	52200	11.11	40	232000	70	87
SAFEWAY	2	730000	55300	13.20	40	292000	70	104
SAVEMART	3	390000	53000	7.36	5	19500	75	75
BEL AIR	4	500000	50000	10.00	5	25000	75	94
WINCO ROSEVL	5	1500000	95000	15.79	15	225000	60	115
WALMART SUPR	6	1050000	60000	17.50	15	157500	60	119
NUGGET	7	570000	40000	14.25	30	171000	70	105
AVERAGE		760000	57929	13.12				100
TOTAL POPULATION		25391						
TOTAL POTENTIAL		\$1386349						
AVERAGE PCW		\$54.60						
AVERAGE LEAKAGE		19.07%						

SECTOR REPORT

SECTOR NUMBER	---POPULATION LEVELS---			CURRENT PCW	CURRENT POTENTIAL	--CURRENT LEAKAGE--	
	CURRENT	1ST YR	5TH YR			PERCENT	DOLLARS
1	3080	3980	4130	54.60	168168	19.14	32195
2	450	3360	7280	54.60	24570	19.16	4708
3	985	2975	4020	54.60	53781	19.04	10239
4	4621	4821	5021	54.60	252307	19.20	48446
5	2580	2715	2800	54.60	140868	19.04	26821
6	2710	2820	2910	54.60	147966	18.98	28080
7	3574	3580	3590	54.60	195140	19.01	37100
8	850	875	920	54.60	46410	18.99	8815
9	1100	1120	1130	54.60	60060	19.02	11424
10	5290	6752	7370	54.60	288834	19.02	54939
11	150	1575	3495	54.60	8190	19.19	1572
12	1	300	1200	54.60	55	19.15	10
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TOTALS AVERAGES	25391	34873	43866	\$54.60	\$1386349	19.07%	\$264349

TOTAL MARKET SHARE

PROPOSED SALES SURVEY
ROSEVILLE, CA (WESTPARK COMMUNITY)

APRIL 20, 2021

STORE NAME	STORE NO.	ACTUAL VOLUME	ACTUAL M.S.	EST. VOLUME	EST. M.S.
RALEY'S	1	580000	16.7	580000	16.7
SAFEWAY	2	730000	21.1	730000	21.1
SAVEMART	3	390000	1.4	390000	1.4
BEL AIR	4	500000	1.8	500000	1.8
WINCO ROSEVL	5	1500000	16.2	1500000	16.2
WALMART SUPR	6	1050000	11.4	1050000	11.4
NUGGET	7	570000	12.3	570000	12.3
LEAKAGE		ACTUAL -	19.1	ESTIMATED -	19.1

**SUPERMARKET RETAIL POTENTIAL
SIERRA VISTA SPECIFIC PLAN (SVSP) PARCEL WB-42 & WB-41**

**SWC WESTBROOK BLVD/PLEASANT GROVE BLVD (WB-42)
VERSUS
SEC SANTUCCI BLVD/PLEASANT GROVE BLVD (WB-41)
ROSEVILLE, CALIFORNIA**

<u>PROPOSAL</u>		<u>EXISTING</u>	
PROPOSED SIZE:	40,000 GSF AT EACH SITE	STORES AFFECTING TRADE AREA:	7 GROCERY STORES
OPPORTUNITY:	IN-FILL/HIGH GROWTH	AVERAGE SALES SQUARE FOOT:	\$13.12
TIMING:	2023	AVERAGE PCW:	\$54.60
PROPOSED OPERATOR:	CONVENTIONAL/SPECIALTY	TOTAL POTENTIAL:	\$1,386,349 WEEKLY
FORMAT:	CONVENTIONAL/SPECIALTY	AVERAGE LEAKAGE:	19.1%
PRICING STRUCTURE:	CONVENTIONAL/SPECIALTY	TOTAL POPULATION:	25,391 (2021)
		POPULATION TREND:	11% ANNUAL COMPOUNDED RATE PER ABSORPTION DATA
		DEMOGRAPHICS:	STRONG AVERAGE HOUSEHOLD INCOME AND EDUCATION
		FUTURE COMPETITION CONSIDERED :	RALEY'S O-N-E AT MK 50

SITE CHARACTERISTIC SUMMARY
WB-42 SWC WESTBROOK BLVD/PLEASANT GROVE BLVD
ROSEVILLE, CALIFORNIA

	ExInt	Above Avg	Avg	Below Avg	Poor
STREET NETWORK	X				
INGRESS/EGRESS	X				
SITE LOCATION RELATIVE TO OTHER SHOPPING NODES	NA				
TRAFFIC FLOW (FUTURE)*	X				
LOCATION RELATIVE TO POPULATION	X				
PARKING (AVAILABILITY/ARRANGEMENT)	X				
VISIBILITY OF SITE: NORTH	X				
SOUTH	X				
EAST	X				
WEST	X				

SITE CHARACTERISTIC SUMMARY
WB-41 SEC SANTUCCI BOULEVARD/PLEASANT GROVE BOULEVARD
ROSEVILLE, CALIFORNIA

	ExInt	Above Avg	Avg	Below Avg	Poor
STREET NETWORK			X		
INGRESS/EGRESS	X				
SITE LOCATION RELATIVE TO OTHER SHOPPING NODES	NA				
TRAFFIC FLOW (FUTURE)*			X		
LOCATION RELATIVE TO POPULATION				X	
PARKING (AVAILABILITY/ARRANGEMENT)	X				
VISIBILITY OF SITE: NORTH	X				
SOUTH	X				
EAST	X				
WEST	X				

>SALES SUMMARY<

SPECIALTY MARKET AT WB-42 (SITE 100) WITHOUT ANY GROCER
AT WB-41 AT 40,000 GROSS SQUARE FEET

	<u>2024</u>	(GROSS \$PSF)	<u>2026</u>	(GROSS \$PSF)	<u>2028</u>	(GROSS \$PSF)
WEEKLY SALES:	\$370,300	(\$9.26)	\$468,500	(\$11.71)	\$533,900	(\$13.35)
ANNUAL SALES:	\$19,255,600		\$24,362,000		\$27,762,800	

SPECIALTY MARKET AT WB-41 (SITE 200) WITHOUT ANY GROCER
AT WB-42 AT 40,000 GROSS SQUARE FEET

	<u>2024</u>	(GROSS \$PSF)	<u>2026</u>	(GROSS \$PSF)	<u>2028</u>	(GROSS \$PSF)
WEEKLY SALES:	\$321,300	(\$8.03)	\$408,200	(\$10.21)	\$466,200	(\$11.66)
ANNUAL SALES:	\$16,707,600		\$21,226,400		\$24,242,400	

SPECIALTY STORE AT WB-42 (SITE 100) WITH SPECIALTY STORE
AT WB-41 AT 40,000 GROSS SQUARE FEET

	<u>2024</u>	(GROSS \$PSF)	<u>2026</u>	(GROSS \$PSF)	<u>2028</u>	(GROSS \$PSF)
WEEKLY SALES:	\$303,800	(\$7.60)	\$382,800	(\$9.57)	\$435,400	(\$10.89)
ANNUAL SALES:	\$15,797,600		\$19,905,600		\$22,640,800	

SPECIALTY STORE AT WB-41 (SITE 200) WITH SPECIALTY STORE
AT WB-42 AT 40,000 GROSS SQUARE FEET

	<u>2024</u>	(GROSS \$PSF)	<u>2026</u>	(GROSS \$PSF)	<u>2028</u>	(GROSS \$PSF)
WEEKLY SALES:	\$250,300	(\$6.26)	\$317,000	(\$7.93)	\$361,400	(\$9.04)
ANNUAL SALES:	\$13,015,600		\$16,484,000		\$18,792,800	

ALL SALES IN 2021 DOLLARS

PROJECTED MARKET PLACE

SPECIALTY MARKET AT WB-4 2 WITHOUT GROCER AT WB-41 AT 40,000 GROSS SQUARE FT
 SWC WESTBROOK BOULEVARD/PLEASANT GROVE BOULEVARD
 ROSEVILLE, CA (WESTPARK COMMUNITY)

APRIL 20, 2021

STORE NAME	STORE NO.	SALES VOLUME	STORE SIZE	SALES/ S.F.	PEXP	T.A. VOLUME	T.A. CHANGE	CURVE	IMAGE
RALEY'S	1		52200		40	129802	-102198	75	87
SAFEWAY	2		55300		40	173735	-118265	70	104
SAVEMART	3		53000		5	11898	-7602	75	75
BEL AIR	4		50000		5	15168	-9832	75	94
WINCO ROSEVL	5		95000		15	167663	-57337	60	115
WALMART SUPR	6		60000		15	110477	-47023	60	119
NUGGET	7		40000		30	90105	-80895	80	105
RALEYS O-N-E	50		40000		60	176210	176210	78	100
>SPECIALTY	100		40000		85	246943	246943	74	120
AVERAGE		448776	53944	8.32				0	102
TOTAL POPULATION		25391							
TOTAL POTENTIAL		\$1386349							
AVERAGE PCW		\$54.60							
AVERAGE LEAKAGE		19.07%							

SALES FORECAST

SPECIALTY MARKET AT WB-42 WITHOUT GROCER AT WB-41 AT 40,000 GROSS SQUARE FT
 SWC WESTBROOK BOULEVARD/PLEASANT GROVE BOULEVARD
 ROSEVILLE, CA (WESTPARK COMMUNITY)

SECTOR	DISTANCE (MILES)	MATURE M.S.	EST. PCW	FIRST YEAR END EST. POP.	YEAR END EST. SALES	FIFTH YEAR END EST. POP.	YEAR END EST. SALES
1	0.04	25.1	54.60	3980	49136	4130	56653
2	0.32	26.3	54.60	3360	43454	7280	104613
3	0.60	17.4	54.60	2975	25441	4020	38197
4	0.32	24.6	54.60	4821	58222	5021	67374
5	0.37	18.6	54.60	2715	24848	2800	28473
6	0.53	15.2	54.60	2820	21042	2910	24127
7	0.42	16.7	54.60	3580	29387	3590	32744
8	0.55	14.6	54.60	875	6263	920	7316
9	0.60	14.3	54.60	1120	7882	1130	8836
10	1.11	10.0	54.60	6752	33109	7370	40155
11	0.90	16.6	54.60	1575	12883	3495	31763
12	0.76	20.7	54.60	300	3057	1200	13586
TOTAL TRADE AREA				-----	-----	-----	-----
17.8%				34873	\$314724	43866	\$453837
BEYOND TRADE AREA (15 PERCENT)					55540		80089
GRAND TOTAL					-----	-----	-----
					\$370264		\$533926

PROJECTED MARKET PLACE

SPECIALTY MARKET AT WB-41 (SITE 200) WITHOUT GROCER AT WB-42 AT 40,000 GSF
 SEC SANTUCCI BOULEVARD AND PLEASANT GROVE BOULEVARD
 ROSEVILL, CA

APRIL 20/ 2021

STORE NAME	STORE NO.	SALES VOLUME	STORE SIZE	SALES/ S.F.	PEXP	T.A. VOLUME	T.A. CHANGE	CURVE	IMAGE
RALEY'S	1		52200		40	133796	-98204	75	87
SAFEWAY	2		55300		40	178821	-11 3179	70	104
SAVEMART	3		53000		5	12329	-7171	75	75
BEL AIR	4		50000		5	15712	-92 88	75	94
WINCO ROSEVL	5		95000		15	172598	-5 2402	60	115
WALMART SUPR	6		60000		15	113748	-43752	60	119
NUGGET	7		40000		30	88460	-82540	80	105
RALEYS O-N-E	50		40000		60	181193	181193	78	100
>SPECIALTY	200		40000		90	225343	225343	74	120
AVERAGE		455397	53944	8.44				0	102
TOTAL POPULATION		25391							
TOTAL POTENTIAL		\$1386349							
AVERAGE PCW		\$54.60							
AVERAGE LEAKAGE		19.07%							

SALES FORECAST

SPECIALTY MARKET AT WB-41 (SITE 200) WITHOUT GROCER AT WB-42 AT 40,000 GSF
 SEC SANTUCCI BOULEVARD AND PLEASANT GROVE BOULEVARD
 ROSEVILL, CA

SECTOR	DISTANCE (MILES)	MATURE M.S.	EST. PCW	FIRST EST. POP.	YEAR END EST. SALES	FIFTH EST. POP.	YEAR END EST. SALES
1	0.29	24.6	54.60	3980	48088	4130	55445
2	0.43	25.6	54.60	3360	42329	7280	101902
3	0.81	15.0	54.60	2975	21914	4020	32902
4	0.31	24.6	54.60	4821	58239	5021	67395
5	0.62	16.1	54.60	2715	21469	2800	24602
6	0.79	12.7	54.60	2820	17584	2910	20162
7	0.67	14.2	54.60	3580	25047	3590	27908
8	0.78	12.3	54.60	875	5304	920	6196
9	0.80	12.3	54.60	1120	6783	1130	7604
10	1.27	8.3	54.60	6752	27529	7370	33388
11	0.94	15.6	54.60	1575	12071	3495	29763
12	0.88	18.8	54.60	300	2776	1200	12336
TOTAL TRADE AREA		16.3%	\$54.60	34873	\$289133	43866	\$419603
BEYOND TRADE AREA (10 PERCENT)					32126		46623
GRAND TOTAL					\$321259		\$466226

PROJECTED MARKET PLACE

SPECIALTY STORE AT WB-42 (SITE 100) WITH SPECIALTY UNIT AT WB-4 1 (SITE 200)
 AT 40,000 GROSS SQUARE FEET
 ROSEVILLE, CA

APRIL 20, 2021

STORE NAME	STORE WO.	SALES VOLUME	STORE SIZE	SALES/S.F.	PEXP	T.A. VOLUME	T.A. CHANGE	CURVE	IMAGE
RALEY'S	1		52200		40	109389	-122611	75	87
SAFWAY	2		55300		40	147496	-144504	70	104
SAVEMART	3		53000		5	10144	-9356	75	75
BEL AIR	4		50000		5	12877	-12123	75	94
WINCO ROSEVL	5		95000		15	141762	-83238	60	115
WALMART SUPR	6		60000		15	93588	-63912	60	119
NUGGET	7		40000		30	77130	-93870	80	105
RALEYS O-N-E	50		40000		60	149194	149194	78	100
>SPECIALTY	100		40000		85	203886	203886	74	120
>SPECIALTY	200		40000		90	176535	176535	74	120
AVERAGE		361340	52550	6.88				0	104
TOTAL POPULATION		25391							
TOTAL POTENTIAL		\$1386349							
AVERAGE PCW		\$54.60							
AVERAGE LEAKAGE		19.07%							

SALES FORECAST

SPECIALTY STORE AT WB-42 (SITE 100) WITH SPECIALTY UNIT AT WB-41 (SITE 200)
 AT 40,000 GROSS SQUARE FEET
 ROSEVILLE, CA

SECTOR	DISTANCE (MILES)	MATURE M.S.	EST. PCW	FIRST YEAR END EST. POP.	YEAR END EST. SALES	FIFTH YEAR END EST. POP.	YEAR END EST. SALES
1	0.04	19.4	54.60	3980	37848	4130	43638
2	0.32	20.1	54.60	3360	33206	7280	79941
3	0.60	14.9	54.60	2975	21711	4020	32598
4	0.32	18.9	54.60	4821	44803	5021	51846
5	0.37	15.7	54.60	2715	20957	2800	24015
6	0.53	13.3	54.60	2820	18369	2910	21061
7	0.42	14.3	54.60	3580	25242	3590	28125
8	0.55	12.8	54.60	875	5483	920	6406
9	0.60	12.5	54.60	1120	6899	1130	7734
10	1.11	9.1	54.60	6752	30265	7370	36705
11	0.90	14.1	54.60	1575	10905	3495	26888
12	0.76	17.0	54.60	300	2513	1200	11169
TOTAL TRADE AREA				34873	\$258201	43866	\$370126
BEYOND TRADE AREA (15 PERCENT)					45565		65316
GRAND TOTAL					\$303766		\$435442

>SALES SUMMARY<

SPECIALTY MARKET AT WB-42 (SITE 100) AT 40,000 GROSS SQUARE FEET
WITH SAFEWAY AT MAP KEY 60 AND NO MARKET AT WB-41 (SITE 200)
40,000

	<u>2024</u>	(GROSS \$PSF)	<u>2026</u>	(GROSS \$PSF)	<u>2028</u>	(GROSS \$PSF)
WEEKLY SALES:	\$317,700	(\$7.94)	\$401,700	(\$10.04)	\$456,700	(\$11.42)
ANNUAL SALES:	\$16,520,400		\$20,888,400		\$23,748,400	

SPECIALTY MARKET AT WB-41 (SITE 200) AT 40,000 GROSS SQUARE FEET
WITH SAFEWAY AT MAP KEY 60 AND NO MARKET AT WB-42 (SITE 100)
40,000

	<u>2024</u>	(GROSS \$PSF)	<u>2026</u>	(GROSS \$PSF)	<u>2028</u>	(GROSS \$PSF)
WEEKLY SALES:	\$254,000	(\$6.35)	\$322,000	(\$8.05)	\$367,600	(\$9.19)
ANNUAL SALES:	\$13,208,000		\$16,744,000		\$19,115,200	

SPECIALTY MARKET AT WB-42 (SITE 100) AT 40,000 GROSS SQUARE FEET
WITH WB-41 (SITE 200) & SAFEWAY AT MAP KEY 60
40,000

	<u>2024</u>	(GROSS \$PSF)	<u>2026</u>	(GROSS \$PSF)	<u>2028</u>	(GROSS \$PSF)
WEEKLY SALES:	\$244,700	(\$6.12)	\$308,200	(\$7.71)	\$350,400	(\$8.76)
ANNUAL SALES:	\$12,724,400		\$16,026,400		\$18,220,800	

SPECIALTY MARKET AT WB-41 (SITE 200) AT 40,000 GROSS SQUARE FEET
WITH WB-42 (SITE 100) & SAFEWAY AT MAP KEY 60
40,000

	<u>2024</u>	(GROSS \$PSF)	<u>2026</u>	(GROSS \$PSF)	<u>2028</u>	(GROSS \$PSF)
WEEKLY SALES:	\$195,900	(\$4.90)	\$248,000	(\$6.20)	\$282,700	(\$7.07)
ANNUAL SALES:	\$10,186,800		\$12,896,000		\$14,700,400	

SALES IN 2021 DOLLARS

PROJECTED MARKET PLACE

SPECIALTY MARKET AT WB-42 (SITE 100) WITH SAFEWAY AT MAP KEY 60
 AND NO MARKET AT WB-41 (SITE 200) AT 40 , 000 GROSS SQUARE FEET
 ROSEVILLE, CA

APRIL 20, 2021

STORE NAME	STORE NO.	SALES VOLUME	STORE SIZE	SALES/ S.F.	PEXP	T.A. VOLUME	T.A. CHANGE	CURVE	IMAGE
RALEY'S	1		52200		40	103504	-128496	75	87
SAFEWAY	2		55300		40	140280	-151720	70	104
SAVEMART	3		53000		5	9377	-10123	75	75
BEL AIR	4		50000		5	11925	-13075	75	94
WINCO ROSEVL	5		95000		15	134770	-90230	60	115
WALMART SUPR	6		60000		15	88898	-68602	60	119
NUGGET	7		40000		30	73022	-97978	80	105
RALEYS O-N-E	50		40000		60	142490	142490	78	100
>SAFEWAY	60		55000		90	217526	217526	70	115
>SPECIALTY	100		40000		80	200208	200208	74	120
AVERAGE		349946	54050	6.47			0		103
TOTAL POPULATION		25391							
TOTAL POTENTIAL		\$1386349							
AVERAGE PCW		\$54.60							
AVERAGE LEAKAGE		19.07 %							

SALES FORECAST

SPECIALTY MARKET AT WB-42 (SITE 100) WITH SAFEWAY AT MAP KEY 60
 AND NO MARKET AT WB-41 (SITE 200) AT 40,000 GROSS SQUARE FEET
 ROSEVILLE, CA

SECTOR	DISTANCE (MILES)	MATURE M.S.	EST. PCW	FIRST YEAR END EST. POP.	YEAR END EST. SALES	FIFTH EST. POP.	YEAR END EST. SALES
1	0.04	19.7	54.60	3980	38601	4130	44506
2	0.32	20.4	54.60	3360	33617	7280	80929
3	0.60	13.4	54.60	2975	19579	4020	29396
4	0.32	20.0	54.60	4821	47291	5021	54725
5	0.37	14.4	54.60	2715	19271	2800	22082
6	0.53	11.9	54.60	2820	16525	2910	18947
7	0.42	13.3	54.60	3580	23409	3590	26083
8	0.55	12.0	54.60	875	5175	920	6045
9	0.60	12.1	54.60	1120	6654	1130	7459
10	1.11	9.2	54.60	6752	30368	7370	36830
11	0.90	14.6	54.60	1575	11309	3495	27884
12	0.76	16.0	54.60	300	2361	1200	10491
TOTAL TRADE AREA		14.4%	\$54.60	34873	\$254160	43866	\$365377
BEYOND TRADE AREA (20 PERCENT)					63540		91344
GRAND TOTAL					\$317700		\$456721

PROJECTED MARKET PLACE

SPECIALTY MARKET AT WB-41 (SITE 200) AT 40,000 SQUARE FEET WITH SAFEWAY AT
 MAP KEY 60 AND NO MARKET AT WB-42
 ROSEVILLE, CA

APRIL 20, 2021

STORE NAME	STORE NO.	SALES VOLUME	STORE SIZE	SALES/ S.F.	PEXP	T.A. VOLUME	T.A. CHANGE	CURVE	IMAGE
RALEY'S	1		52200		40	106331	-125669	75	87
SAFEWAY	2		55300		40	144054	-147946	70	104
SAVEMART	3		53000		5	9670	-9830	75	75
BEL AIR	4		50000		5	12292	-12708	75	94
WINCO ROSEVL	5		95000		15	138373	-86627	60	115
WALMART SUPR	6		60000		15	91295	-66205	60	119
NUGGET	7		40000		30	71569	-99431	80	105
RALEYS O-N-E	50		40000		60	146219	146219	78	100
>SAFEWAY	60		55000		50	223265	223265	70	115
>SPECIALTY	200		40000		90	178933	178933	74	120
AVERAGE		372393	54050	6.89				0	103
TOTAL POPULATION		25391							
TOTAL POTENTIAL		\$1386349							
AVERAGE PCW		\$54.60							
AVERAGE LEAKAGE		19.07%							

SALES FORECAST

SPECIALTY MARKET AT WB-41 (SITE 200) AT 40,000 SQUARE FEET WITH SAFEWAY AT
 MAP KEY 60 AND NO MARKET AT WB-42
 ROSEVILLE, CA

SECTOR	DISTANCE (MILES)	MATURE M.S.	EST. PCW	FIRST YEAR END EST. POP.	YEAR END EST. SALES	FIFTH EST. POP.	YEAR END EST. SALES
1	0.29	19.3	54.60	3980	37650	4130	43410
2	0.43	19.7	54.60	3360	32487	7280	78210
3	0.81	11.2	54.60	2975	16345	4020	24541
4	0.31	19.8	54.60	4821	46849	5021	54214
5	0.62	12.2	54.60	2715	16296	2800	18674
6	0.79	9.7	54.60	2820	13433	2910	15401
7	0.67	11.1	54.60	3580	19514	3590	21743
8	0.78	9.9	54.60	875	4269	920	4988
9	0.80	10.1	54.60	1120	5573	1130	6248
10	1.27	7.2	54.60	6752	23945	7370	29040
11	0.94	13.2	54.60	1575	10199	3495	25147
12	0.88	14.0	54.60	300	2066	1200	9182
TOTAL TRADE AREA				34873	\$228626	43866	\$330798
BEYOND TRADE AREA (10 PERCENT)					25403		36755
GRAND TOTAL					\$254029		\$367553

PROJECTED MARKET PLACE

SPECIALTY STORES BOTH AT WB-42 AND WB-41 AT 40,000 GROSS SQUARE FEET
 WITH SAFEWAY AT MAP KEY 60
 ROSEVILLE, CA (WESTPARK COMMUNITY)

APRIL 20, 2021

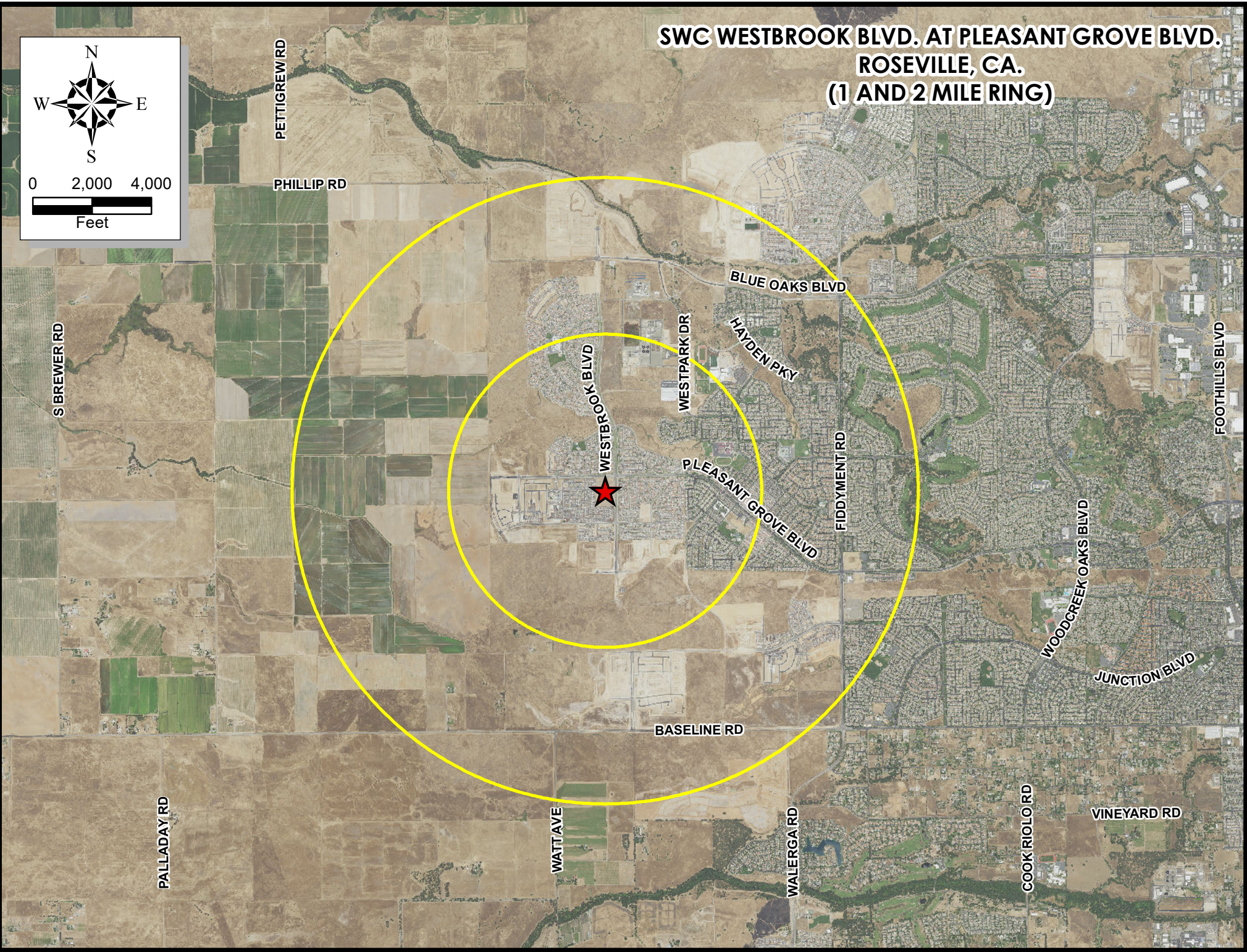
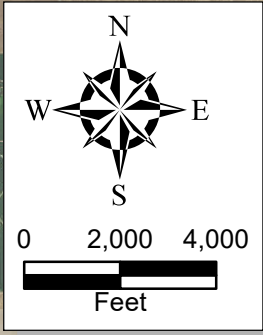
STORE NAME	STORE NO.	SALES VOLUME	STORE SIZE	SALES/S.F.	PEXP	T.A. VOLUME	T.A. CHANGE	CURVE	IMAGE
RALEY'S	1		52200		40	91741	-140259	75	87
SAFEWAY	2		55300		40	125197	-166803	70	104
SAVEMART	3		53000		5	8402	-11098	75	75
BEL AIR	4		50000		5	10644	-14356	75	94
WINCO ROSEVL	5		95000		15	119837	-105163	60	115
WALMART SUPR	6		60000		15	79185	-78315	60	119
NUGGET	7		40000		30	65660	-105340	80	105
RALEYS O-N-E	50		40000		60	126853	126853	78	100
>SAFEWAY	60		55000		50	191434	191434	70	115
>SPECIALTY	100		40000		85	164623	164623	74	120
>SPECIALTY	200		40000		90	138424	138424	74	120
AVERAGE		310065	52773	5.88				0	105
TOTAL POPULATION		25391							
TOTAL POTENTIAL		\$1386349							
AVERAGE PCW		\$54.60							
AVERAGE LEAKAGE		19.07%							

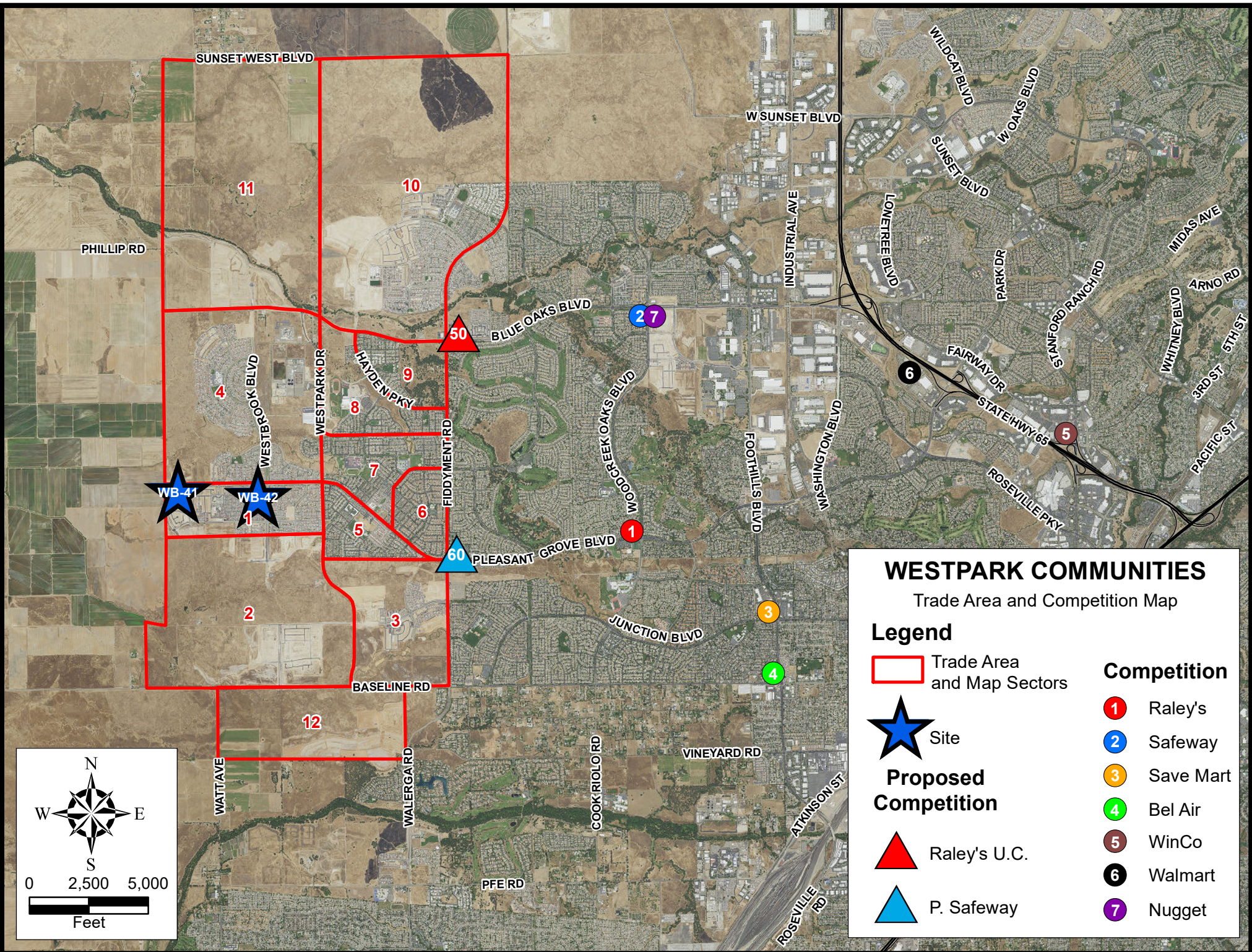
SALES FORECAST

SPECIALTY STORES BOTH AT WB-42 AND WB-41 AT 40,000 GROSS SQUARE FEET
 WITH SAFEWAY AT MAP KEY 60
 ROSEVILLE, CA (WESTPARK COMMUNITY)

SECTOR	DISTANCE (MILES)	MATURE M.S.	EST. PCW	FIRST EST. POP.	YEAR END EST. SALES	FIFTH EST. POP.	YEAR END EST. SALES
1	0.04	16.0	54.60	3980	31346	4130	36142
2	0.32	16.3	54.60	3360	26974	7280	64937
3	0.60	11.2	54.60	2975	16434	4020	24674
4	0.32	15.7	54.60	4821	37293	5021	43155
5	0.37	12.3	54.60	2715	16449	2800	18849
6	0.53	10.2	54.60	2820	14185	2910	16264
7	0.42	11.4	54.60	3580	20089	3590	22383
8	0.55	10.3	54.60	875	4417	920	5161
9	0.60	10.2	54.60	1120	5632	1130	6313
10	1.11	7.4	54.60	6752	24388	7370	29578
11	0.90	11.5	54.60	1575	8928	3495	22013
12	0.76	12.8	54.60	300	1891	1200	8404
TOTAL TRADE AREA				-----	-----	-----	-----
		11.9%	\$54.60	34873	\$208026	43866	\$297873
BEYOND TRADE AREA (15 PERCENT)					36710		52566
GRAND TOTAL					-----	-----	-----
					\$244736		\$350439

**SWC WESTBROOK BLVD. AT PLEASANT GROVE BLVD.
ROSEVILLE, CA.
(1 AND 2 MILE RING)**





WESTPARK COMMUNITIES

Trade Area and Competition Map

Legend

Trade Area and Map Sectors

Site

Proposed Competition

Raley's U.C.

P. Safeway

Competition

Raley's

Safeway

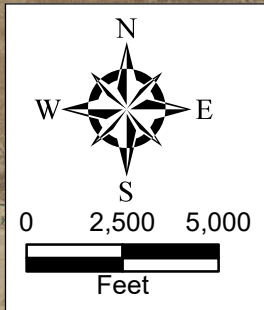
Save Mart

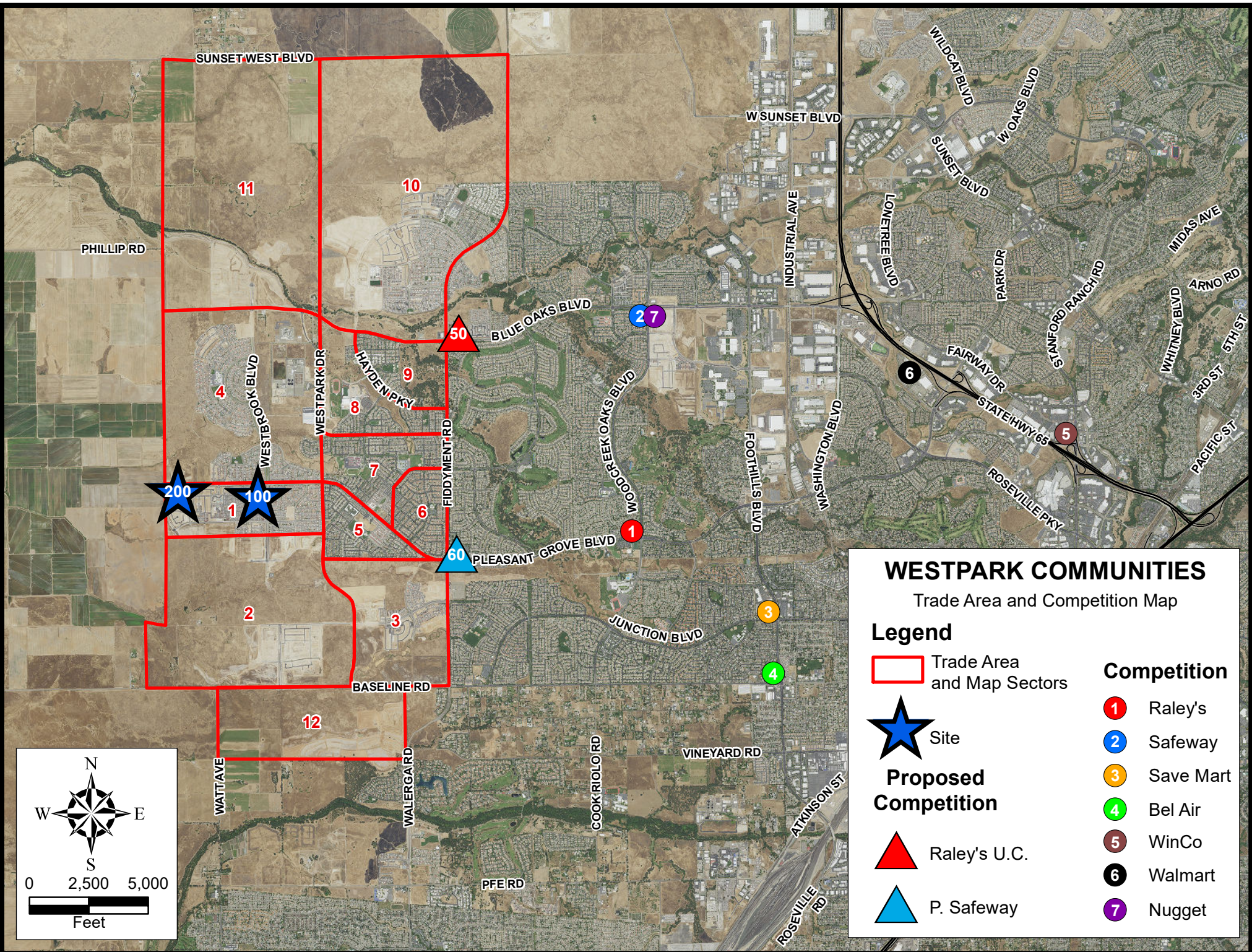
Bel Air

WinCo

Walmart

Nugget






WESTPARK COMMUNITIES

Trade Area and Competition Map

Legend

 Trade Area and Map Sectors

 Site


Proposed Competition

 Raley's U.C.


 P. Safeway

Competition

 1 Raley's

 2 Safeway

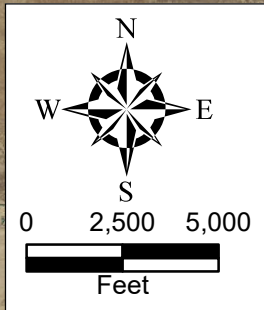
 3 Save Mart

 4 Bel Air

 5 WinCo

 6 Walmart

 7 Nugget





SUBJECT SITE MAP KEY 100



PERIMETER SITE 200



MAP KEY 1



MAP KEY 2



MAP KEY 3



MAP KEY 4



MAP KEY 5



MAP KEY 6



MAP KEY 7



MAP KEY 50 (2021)



MAP SECTOR 11 UNDERWAY



MAP SECTOR 1 DEVELOPMENT