HANOVER

RETAIL MARKET ANALYSIS AND DEVELOPMENT POTENTIAL

Prepared for

Hanover Economic Development Authority

Prepared by

McCOMB GROUP, Ltd.
REAL ESTATE AND RETAIL CONSULTANTS

and

SRF Consulting Group, Inc.

April 2012

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INTRODUCTION

McComb Group, Ltd. and SRF Consulting Group, Inc. were engaged by Hennepin County and the Hanover Economic Development Authority (EDA) to conduct a market analysis for two sites referenced as market study parcels on the City of Hanover CSAH 19 corridor aerial. Work tasks conducted as part of this engagement are summarized below.

- The study area was evaluated. Factors that were evaluated include, but were not limited to: site size and topography, current and future traffic counts, and relationship to adjacent uses.

- An overview of he CSAH 19 corridor study area was conducted to review and analyze the built environment.

  In addition, the Hennepin County Department of Transportation was contacted to verify any near to mid-term improvements slated for this segment of CSAH 19, including its intersection with Rosedale Avenue.

- Existing business establishments in Hanover were identified and categorized by type. Historic building permits from 1990 through 2010, and 2011 year-to-date was gathered and analyzed.

- Competitive shopping areas were identified and evaluated. Principal competitors were evaluated for anchor stores and detailed tenant mix.

- Owners of the southern and northern study area parcels were contacted to determine their future plans or interest in development.

- Owners and/or managers of representative business establishments and other institutions in Hanover were interviewed to obtain their input on strengths and weaknesses of Hanover for their business and the areas where their customers live.

- Residential and commercial realtors were interviewed to determine perceptions of the study area and potential for residential and commercial development.

- Residential building permit trends from 1990 to 2010 in Hanover and other trade area communities were evaluated to determine historic building trends. These building permit trends were compared with historic trends in the I-94 and Highway 55 growth corridors to identify changes in building activity and market share. Future estimates of household growth were prepared by year for the period 2012 to 2025. The results of this analysis were incorporated in trade area growth estimates in the trade area analysis.

- The trade area for Hanover was delineated based on arterial road patterns, competitive shopping areas, and McComb Group experience. The draw area of the public and private schools in Hanover were considered along with the service area of the proposed high school. The economy of the trade area was analyzed to identify those factors that generate support for retail and service establishments. Factors that were evaluated include, but were not limited to: employment, population, households, and household income. Retail and service purchasing power of trade area households was estimated using McComb Group's proprietary retail sales potential software that contains 120 retail, service and medical establishments for 2012, 2015, 2020, and 2025.

- Market demand for retail, food service, service, office services, and medical establishments in the study area were identified based on trade area population and household growth raking into consideration competitive impacts, trade area demographics, and purchasing power. Based on analysis of sales potential, estimated market share, competitive shopping areas, and retail trends, the demand for retail space was estimated by business type. Estimates of retail, food service, services, and medical space supportable by sales potential was prepared for target years 2015, 2020, and 2025. Sales potential of individual stores was converted to square feet of building gross leasable area by type of business. This section identifies the retail, food service, and services that are supportable in the study area for the period 2015, 2020, and 2025.

- Future estimates of household growth in Hanover were converted to residential development potential. Trend line estimates of residential development were allocated between single family, townhome, and multi-family for the period 2012 to 2025.

- Phasing recommendations were prepared based on market research findings. Implementation strategies were also prepared.

- The previously prepared concept plan for the south parcel was reviewed. Items to consider include future land use, proposed density, intended roadway access (both CSAH 19 and Rosedale Avenue), site configuration, and implications of the parcel's future development on adjacent parcels.

- Three concept level development plans were prepared for the northern development site. Existing aerial photography was used as the base mapping for the concept plan.

This report contains the primary information needed to support the principal conclusions. However, in a report of this nature, it is not possible to include all of the information that was developed and evaluated. Any additional information will be furnished upon request.

Report Purpose

This report was prepared in accordance with our proposal dated October 18, 2011. This report was prepared with the understanding that the results of our work will be used by the client to determine commercial and residential development potential in the CSAH 19 Corridor study area in Hanover. Our report was prepared for that purpose and is subject to the following qualifications:

- Our analysis did not ascertain the legal and regulatory requirements applicable to this project including zoning, other state, and local government regulations, permits, and licenses. No effort was made to determine the possible effect on the proposed project of present or future federal, state, or local legislation, or any environmental or ecological matters.

- Our report and analysis was based on estimates, assumptions and other information developed from research of the market, knowledge of the industry and discussions with the client. Some assumptions inevitably will not materialize and unanticipated events and circumstances may occur; therefore, actual results achieved will vary from the analysis.
- Our analysis did not evaluate management's effectiveness nor are we responsible for future marketing efforts and other management actions upon which actual results are dependent.

Our report is intended solely for the purpose described above and should not be used for any other purpose without our prior written permission. Permission for other use of the report will be granted only upon meeting company standards for the proposed use.

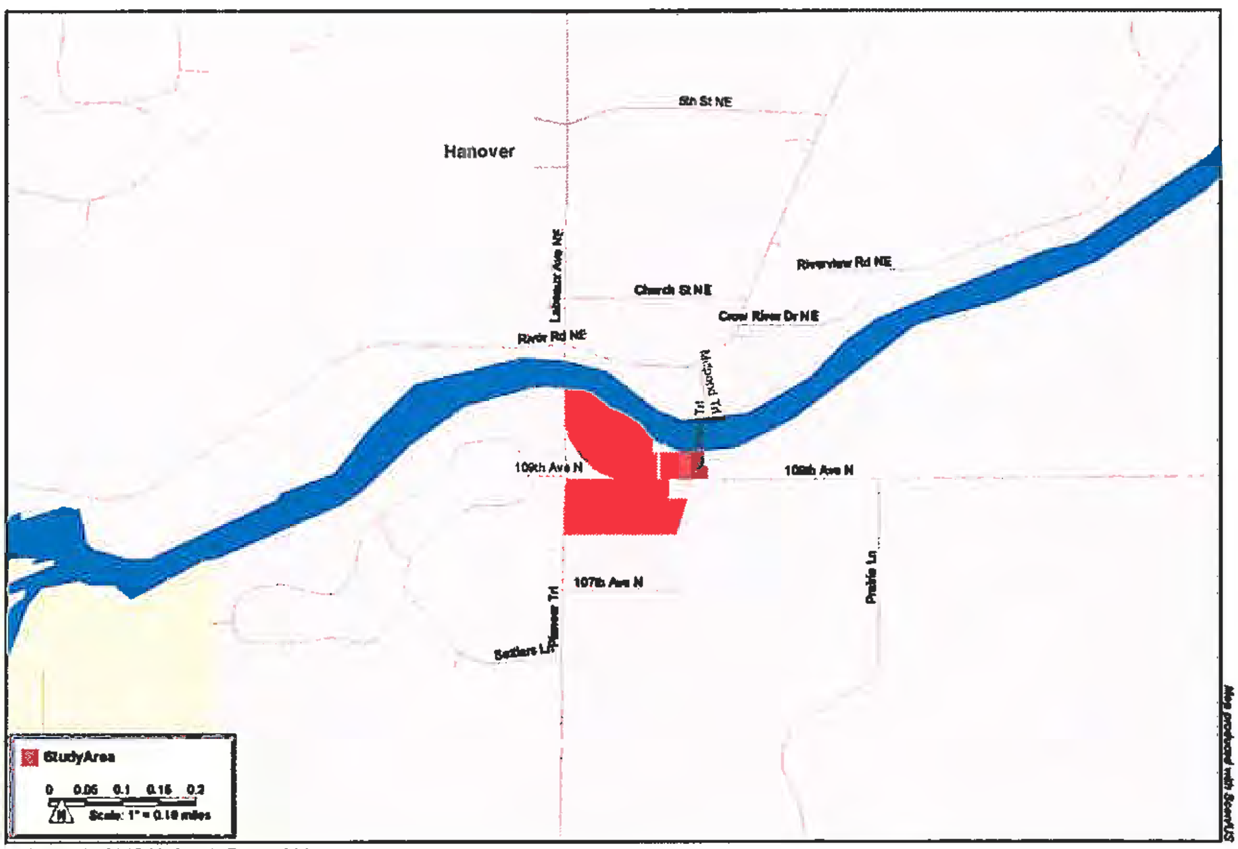
Chapter I

HANOVER STUDY AREA

The City of Hanover is located on the Crow River midway between I-94 and TH-55, approximately 5½ miles south of Albertville. Hanover is bisected by the Crow River, which is the boundary between Hennepin and Wright Counties. The study area is located in the portion of Hanover south of the Crow River on CSAH 19, as shown on Map 1. The study area, shown in red, is part of a larger planning area along CSAH 19 that extends east to the intersection with CSAH 117. The study area consists of two tracts of land that are being considered for future development. The south parcel is the proposed location of Mercantile Pass, a retail development. The north parcel has been proposed for several developments in the past. Both parcels are zoned B-1: Downtown River Commercial. Hilltop Bar & Grill is the only retail establishment in the vicinity.

Map 1

HANOVER STUDY AREA



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Hanover's existing commercial areas are located along River Road Northeast and CSAH 19 (LaBeaux Avenue). Hanover's traditional downtown area extends east along River Road NE from LaBeaux Avenue to Church Street and is generally bound by the Crow River on the south. Retail and service businesses are located on River Road Northeast, east of CSAH 19. Additional retail in a highway business area is located on LaBeaux Avenue, north of River Road Northeast between Church Street and Fifth Street Northeast.

Currently, Hanover has 16 retail and service establishments; six retail stores and 10 services. Food service, with three establishments, is the largest retail category, as shown in Table 1. Home improvement, personal services, and automotive services each have two establishments. Nine businesses are located in the downtown area and seven are located in the highway business area.

Table 1

HANOVER TENANT MIX

Merchandise Category	Hanover
FOOD SERVICE	
Full Service	3
CONVENIENCE/GAS	1
OTHER STORES	
Home Improvement	2
Total Retail	**6**
SERVICES	
Personal Services	2
Automotive Services	2
Financial	1
Other Services	5
Total Services	**10**
TOTAL	**16**

Source McComb Group, Ltd

Regional Access

Hanover is the crossroad location of five highways, which funnel traffic through the City's commercial area. CSAH 19 is the major regional route to and from Hanover. Hennepin CSAH 19 provides access from I-94 in Maple Grove by way of CSAH 30. These highways are a major commuter routes to and from the Twin Cities. Wright County CSAH 19 connects Hanover to I-94 in Albertville. CSAH 34 connects Hanover to TH-55 in Buffalo and serves as a portion of the commuter route from Maple Grove. CSAH 20 extends south to Rockford and TH-55. CSAH 123 serves the southern portion of Hanover's trade area.

Traffic Counts

Traffic counts in Hanover, in general, increased moderately between 2005 and 2010, as shown in Table 2. This table reinforces the commuter movements that pass through Hanover: CSAH 19 to CSAH 34 for east/west commuters, and CSAH 20 and CSAH 123 to Wright County CSAH 19. Significant increases in traffic are anticipated by 2030. Increasing traffic counts on CSAH 19 indicate growing support for retail establishments in Hanover. CSAH 123 will become more important when TH-610 is extended west.

Table 2

HANOVER AREA TRAFFIC COUNTS
2005, 2008, AND 2010 ACTUAL AND 2030 ESTIMATED

Location	2005	2008	2010	2030E
CSAH 19				
East of Site	8,600	8,500	8,500	
North of Site		10,400	10,400	14,200
North of Church Street	10,200	10,500	10,500	19,500
North of County 34	7,600	7,800	7,800	
CSAH 123				
South of Site	1,850	1,350	1,350	8,100
CSAH 20				
West of CSAH 19	3,150	3,300	3,300	
CSAH 34				
West of CSAH 19	4,050	4,350	4,350	

E: Estimated.
Source: Hennepin County and MnDOT.

Mercantile Pass

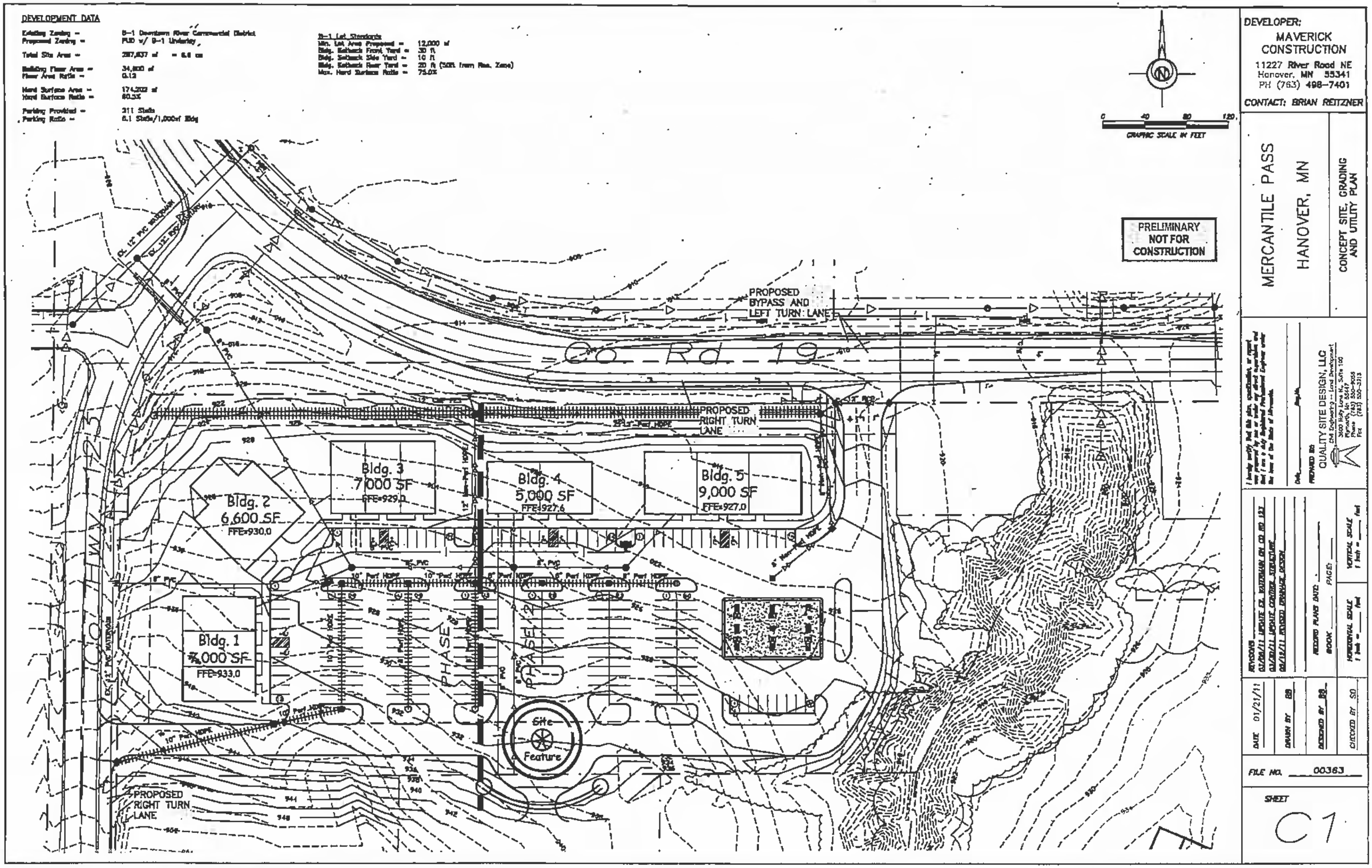
Mercantile Pass will be located in the southeast quadrant of the intersection of CSAH 19 and 123 with excellent visibility from the north, east, and south, as shown in Figure 1. The site slopes upward to the southwest enhancing visibility.

Two site access points are provided. The primary access will be from CSAH 19 at a signalized intersection at the east end of the site. This intersection will have left and right turn lanes. The shopping center service road will have one inbound lane, a left turn lane, and a through and right turn lane. A secondary access from CSAH 123 will have two lanes. This access is more than adequate for the proposed development.

The current Mercantile Pass development concept provides for 34,600 square feet of gross building area in five buildings of varying sizes. This site plan shows 211 parking spaces for a parking ratio of 6.1 stalls per 1,000 square feet of building area. This is more than adequate and provides for flexibility to increase the size of buildings should tenants desire larger spaces. The plan for a C-store with gasoline is appropriate. The five buildings have their backs to the adjacent highways, which may be troubling for some retailers. This can be alleviated by signage located on the back of the buildings facing the street. The concept of having five buildings instead of a typical strip center has several advantages. This provides visibility into the site similar to that provided by out parcel development at shopping centers. Buildings can be phased based on tenant demand and building size can be changed to meet tenant needs. Mercantile Pass is planned as a late 19th century themed development with unique building design creating a distinctive development that does not exist elsewhere.

Previous development concepts have envisioned development on the parcels to the south with a larger anchor store. This development, if it were to occur, would complement the existing site plan creating a unified development.

Figure 1
MERCANTILE PASS



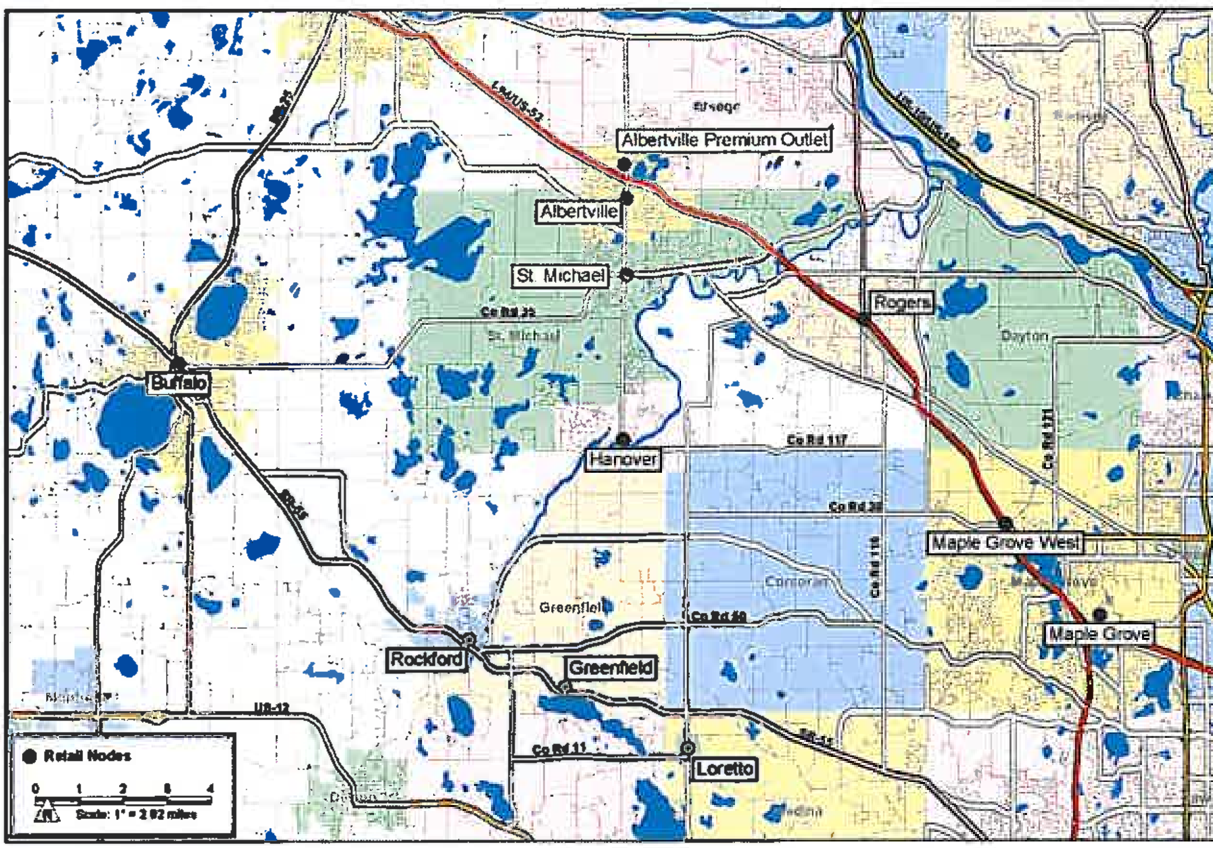
Chapter II

COMPETITIVE SHOPPING AREAS

Hanover retail and service establishments compete with a variety of other shopping areas in Hennepin and Wright Counties. Regional shopping options include large concentrations of retail and services in Maple Grove West and Albertville Premium Outlets located along I-94. Community scale competitors include Rogers and Buffalo; while St. Michael and Albertville, the most competitive nearby communities, represent neighborhood centers. Smaller nearby communities including Rockford, Greenfield and Loretto, provide convenience retail for area residents; however, are less competitive with Hanover retail areas. Competitive shopping areas are shown on Map 2 and summarized in Table 3 and the text below.

Map 2

COMPETITIVE SHOPPING AREAS



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Regional Shopping Influence

The nearest regional shopping concentrations are Maple Grove West and the Albertville Premium Outlets, located about 9.0 miles and 6.25 miles, respectively, from Hanover. While these regional shopping areas do not directly compete with the stores in Hanover, they do influence shopping habits because of the large number of retail stores that are not located in Hanover.

Table 3

SUMMARY OF HANOVER COMPETITIVE TENANT MIX BY AREA

	Regional		Community		Neighborhood		Convenience			
Merchandise Category	Maple Grove West	Albertville Outlet	Rogers	Buffalo	Albertville	St. Michael	Greenfield	Rockford	Loretto	Total
CONVENIENCE GOODS										
Food Stores	2		2	2	1	1				8
Specialty Food Stores		2	1	3	1	1		1		9
Other Convenience Goods	2	1	4	6	4	5	3	3	1	29
Subtotal	4	3	7	11	6	7	3	4	1	46
FOOD SERVICE										
Full Service			11	9	9	3	1	4	6	43
Limited Service	7	2	16	19	9	6	1	4		64
Snacks & Beverage Places	1	1	1	2	1					6
Cafeterias										0
Drinking Places			1		1	1		1		4
Subtotal	8	3	29	30	20	10	2	9	6	117
CONVENIENCE/GAS	2		5	4	7	3	2	2	1	26
SHOPPING GOODS										
General Merchandise	4		4	6				1		15
Clothing and Accessories		53	1	4	1			1		60
Shoes	1	19								20
Home Furnishings	1	7	1	4	1		1	1		16
Home Appliances/Music	1	1	2	3	3	2	1	1		14
Other Shopping Goods	4	13	21	35	4	3		3		83
Subtotal	11	93	29	52	9	5	2	7	0	208
OTHER STORES										
Building Materials/Garden	2		1	7	3	2				15
Motor Vehicles & Parts	1		17	15		3	1	2	7	46
Subtotal	3	0	18	22	3	5	1	2	7	61
Total Retail	**28**	**99**	**88**	**119**	**45**	**30**	**10**	**24**	**15**	**458**
SERVICES										
Personal Care	6	1	10	12	8	5		5	3	50
Dry Cleaning/Laundry			1	4	1			1	1	8
Personal Services	1		10	15	6	3		3		38
Rental/Leasing				1						1
Recreation/Entertainment	2		3	6	3	3		2	1	20
Household Goods Repair		1	1	1						3
Automotive Services	3		8	10	5	5	1	3	3	38
Other Services	5		14	10	4	8	1	2		44
Financial	9		24	44	8	16	1	7	2	111
Other Offices (Other than Financial)			22	30	5	7		3	10	77
Medical	22		28	37	10	15	1	4	1	118
Other	1		2	4		1	2	1		11
Community	1		4			3				8
Total Services	**50**	**2**	**127**	**174**	**50**	**66**	**6**	**31**	**21**	**527**
TOTAL	**78**	**101**	**215**	**293**	**95**	**96**	**16**	**55**	**36**	**985**

Source McComb Group, Ltd

- **Maple Grove** has a major shopping area adjacent to the I-94 and I-494 interchange. This regional shopping area is one of the largest retail concentrations in the state. Four major shopping centers--Fountains at Arbor Lakes, Shoppes at Arbor Lakes, Arbor Lakes Main Street, and Maple Grove Crossings--are located in this area and contain the northwest metro area's largest concentration of big box stores and specialty stores.

- **Maple Grove West**, located at I-94 and County Road 30, contains a concentration of big box retailers similar to a power center. This shopping area includes retailers such as Menards, Walmart, Sam's Club, and Rainbow Foods, along with many other large retailers and food service providers. Additionally, this area is home to the newly developed retail area named "The Grove" (538,000 square feet), located east of I-94 on Maple Grove Parkway. The Grove includes SuperTarget, Home Depot and Slumberland, along with many other retail and service providers. North Memorial Hospital and Medical Offices are also located near The Grove. Maple Grove West includes 28 retail stores and 50 service establishments.

- **Albertville Premium Outlets** is located about 6.25 miles north of Hanover on CSAH 19. This center, located on I-94 attracts heavy patronage from a large area, typically a one hour drive time. It contains over 100 retail stores including 72 apparel and accessories stores and 21 other shopping goods stores. This retail destination has also stimulated adjacent new development, including out lots. Although Albertville Premium Outlets are located in Albertville, it functions as a separate destination, pulling visitors from many Twin Cities and northern communities.

Community Shopping Areas

Community scale shopping areas, generally anchored by discount stores, superstores, and supermarkets, provide a varied selection of convenience and shopping goods. These community scale retail areas also affect the trade area for Hanover. Tenant mix for these shopping areas is summarized below.

- **Rogers** is approximately 6.5 miles northeast of Hanover, located at the intersection of I-94 and TH-101. Rogers has a rapidly changing retail area and is anchored by SuperTarget, Kohl's, Cabela's, Cub Foods, and Best Buy. This heavily traveled retail area has 215 business establishments, with more than half of them in the service category--predominately medical services, financial services, personal care, and auto services. This area also has approximately 29 food service options. Unanchored strip center development flourished during the early 2000's; however, much of this space remains vacant.

- **Buffalo** is located about 10.5 miles west of Hanover, and has two separate retail areas: downtown and highway strip commercial. Both areas offer a variety of goods and services for area consumers. While the highway area offers big box retail and a large number of medical services, downtown Buffalo has the area's largest concentration of specialty shops. Major retail establishments located in Buffalo include Walmart Supercenter, Target, Cub Foods, and Menards. Buffalo has 293 business establishments including 119 retail stores and 174 services.

Neighborhood Shopping Areas

Neighborhood scale shopping areas are generally anchored by supermarkets, drug, liquor, and hardware stores. These anchors are complemented by other retail stores, food services, and a wide variety of services.

- **Albertville**, located about 5.5 miles north of Hanover, has seen tremendous growth recently in both retail and service industries. Currently, Albertville has 45 retail stores and 50 service establishments. Convenience retail and food service are the largest categories in Albertville. This shopping area is anchored by Coborn's supermarket and DJ's Hardware. Services include personal care/personal service establishments and auto service establishments, along with a number of other services. Commercial development in Albertville was active in the early 2000's with several new developments. However, there are a large number of retail and office vacancies within Albertville at the present time.

- **St. Michael**, 3.5 miles north of Hanover, is an older community that experienced major commercial and infrastructure changes during the past 10 years. At the present time, the 96 business establishments include 30 retail stores and 66 services. Expansion of TH-241 has resulted in an increase of retail and service establishments to locations along the highway. Currently, the largest concentration of merchants is in the convenience retail and food service categories. Services are represented by financial, medical, and personal care/personal services categories being the most common. Marketplace Foods serves as an anchor to Town Center, which includes a bank, CVS, and the new library/City Hall. This convenience shopping area is 3.7 miles from Hanover. Downtown St. Michael has experienced some changes recently as Walgreens entered the market, Thrifty White closed, and the Cornerstone retail building increased its occupancy.

Convenience Retail Areas

Convenience retail areas in greater Minnesota serve small trade areas and are typically anchored by small supermarkets and other convenience retailers. Nearby convenience retail communities are described below.

- **Greenfield** is a small community located six miles south of Hanover. This community has approximately 16 retail and service establishments that provide convenience retail to area residents, including a hardware store, liquor store, and two convenience stores.

- **Rockford**, located on TH-55, about six miles southwest of Hanover, has 24 retail stores and 31 service establishments. Rockford's largest categories include food service, personal care/personal services, and financial services. These establishments meet the basic convenience retail needs of area residents.

- **Loretto** is located south of TH-55 about seven miles south of Hanover. This community has 36 retail and service establishments to serve its residents and TH-55 travelers. Convenience retail and services includes six food service options, three personal care establishments, and three automotive services.

New Retail Development

Typically, increased residential development stimulates increased commercial development. Over the last ten years, this has resulted in significant retail development in St. Michael, Rogers, and Albertville. However, current economic conditions have slowed residential development resulting in reduced tenant demand for retail space. Competitive communities' plans to develop additional retail include:

- St. Michael Station, owned by Hans Hagen, opened with a Kwik Trip convenience store in Fall of 2011 as part of a new 16-acre development at the intersection of I-94 and TH-241. Additional plans for this newly developed retail area include a hotel, restaurant, and up to 10 other retailers.

- Loretto continues to improve and enhance its downtown. Loretto has completed the first phase of their redevelopment plan which increased retail and office space downtown. Loretto is currently planning the second phase of redevelopment that includes office/retail space on five parcels adjacent to CSAH 19 in downtown.

Summary

Competition for Hanover retail and service establishments is largely provided by neighborhood centers anchored by convenience goods stores, and community centers anchored by discount stores and other big box retailers. These centers have located along major highways in surrounding communities, such as Albertville, St. Michael, Buffalo, and Rogers to provide easy access for area consumers. Communities such as Rockford, Greenfield, and Loretto grow their retail offerings slowly as their population increases. However, these communities currently only serve limited convenience needs of area consumers.

Chapter III

HANOVER MERCHANT INTERVIEWS SUMMARY

Interviews were conducted with seven Hanover area business owners. A list of the interview participants is included in Table 4. The primary purpose of these interviews was to determine opinions related to the strengths and weaknesses of Hanover and solicit ideas and opinions regarding changes to retail within Hanover. All responses are verbatim and reflect the respondents' personal opinions; they were not screened for accuracy.

Table 4

HANOVER INTERVIEW PARTICIPANTS

Establishments	
Airmist Steam & Sauna	Maverick Construction
Comfort Matters	River Inn
Hilltop Bar	Treehouse Child Care
Tom Thumb Marathon	

Additionally, St. Paul's Lutheran Church was contacted to gather information regarding the draw of their members and their insight into Hanover's retail environment.

Where Do Your Customers Live or What Areas Do They Come From

Hanover businesses that offer convenience retail or services tend to draw customers from the immediate area--Hanover, St. Michael, Albertville, Corcoran, and Rogers. Five other business owners stated that their customer draw was from a much broader geography, with statements such as:

- All over, from Hopkins, to Coon Rapids, to Maple Grove.
- Northwest Metro.
- Wide area as well as local.
- Our customers come from all over (2 respondents).

Other Businesses That Attract Customers

When asked, "Are there other businesses in Hanover that attract customers that shop at your store?", one-half of the respondents mentioned River Inn; while the rest of the respondents didn't feel other businesses attracted customers for them. One respondent didn't feel that their business was visible to visitors; and another respondent mentioned PHS and Cummings Mobility as businesses that attract customers.

Primary Strengths

When asked to describe the primary strengths of doing business in Hanover, three respondents felt that the small town charm was a strength for Hanover. Two of the businesses felt that the Crow River was a strength; and two respondents felt having a post office was a strength. Other responses include:

- The city is very helpful and supportive.
- The city has programs to offer young businesses.
- River Inn is big strength.
- Primary location is good because we are at a commuter crossroads. We are close to the city, but far enough away.
- We get commuters off the interstate.
- Good proximity to attractions like the Crow Hassan Park and Albertville Outlet Mall.
- I have good accessibility to my store.
- We are in Wright County.
- School in Hanover is close by.
- Nothing, I just like being in Hanover.

In general, these comments suggest that business owners have positive feelings about Hanover's retail area. They continue to see Hanover as a good location for them that has many strengths.

Primary Weaknesses

When asked to describe the weaknesses of doing business in Hanover, two respondents felt the lack of retail and other businesses was the biggest weakness. Three respondents mentioned Chops Bar & Grill as a detriment to the city because of its appearance. Two other respondents didn't have an opinion. Other respondents are concerned about various other issues; these verbatim responses are included below:

- Not enough employees.
- It's hard to create awareness for us. There is a lack of businesses that we can utilize.
- We lost the hardware store many years ago and it was a big loss.
- Some city rules are a little geared toward large town mentality. Some of those rules could price potential business owners out of this market.
- There is not enough foot traffic for me; however I think I will always have clients because of the nature of my business.
- The council has their own agenda and sometimes that is a little skewed. The council is changing now.
- Not very big (the town itself). There are conflicts being so rural in terms of development, it's hard to move forward. The city being split between two counties also makes it difficult. The Crow River is a barrier and makes development more challenging.
- We are farther out than a lot of people think. We were in Hamel, and it was a little more convenient for our customers, but we moved to downsize and have lower taxes, they were too high in Hennepin County.

There were a variety of issues and concerns from Hanover business owners; however, the lack of retail stores in Hanover and the appearance of Chops Bar & Grill were mentioned by more than one respondent.

New Businesses For Hanover

When asked "What types of business would you like to see in Hanover?" the following ideas were offered:

- Coffee shop (3 respondents)
- Restaurants (3 respondents)
- Sandwich shop (2 respondents)
- More commercial office (2 respondents)
- Hair/barber (2 respondents)
- Liquor store (2 respondents)
- Nicer competitor to Tom Thumb.
- Restaurant we can utilize for lunch.
- Nothing like a chain. Keep it local and small town, no strip malls.
- Haven't given it much thought, there are competitive issues with other communities.
- More industrial, anything with more employment.
- Someplace we can meet with our clients.
- Antique shop and drug store

Overall, survey respondents would like to see a variety of retail offerings within Hanover; with the main emphasis on restaurants or food service options.

Retail Sales Trends Since 2007

Four respondents have seen increases in sales since 2007. The sales increases have been more than 10 percent and the retailers attributed these increases to the following:

- How we treat our customers. We give our clients a good value and also offer a good work ethic. We also added a new service.
- We work hard to take care of our customers and keep them coming back.
- Marketing on our part.
- Our business model (2 respondents).

One half of the respondents, or three respondents, reported decreasing sales. Two of those respondents had experienced decreases less than 10 percent and one retailer saw a decrease in sales between 10 and 15 percent. All three of these retailers who saw decreases, felt the economy was the reason for the decrease in sales. One retailer felt that the lack of building going on brought fewer construction and blue collar workers to town.

Plans For Changes To Business Within Next Three Years

Five of the seven respondents did not have any plans for changes in the next three years. Two respondents are planning to grow their business, but did not have concrete plans.

In general, Hanover businesses are conducting business as normal and currently do not have plans to change their business. However, there are a few retailers that want to expand their business, which is encouraging.

Changes That Would Improve Their Business

When asked what could be done to improve their business, respondents had varying responses:

- Keep festivals and events happening. Offer incentives for new businesses.
- Reasonable rents.
- We work with what we have and go about our business.
- Not a whole lot of development in the area. Industrial growth, however, there are not a whole lot of choices of where they could go.
- Lower taxes, we need to draw more businesses here.
- Capitalize on the traffic on County Road 19. There is a lot of traffic, we just need to inform people of what Hanover has to offer.

Other Comments

As a final question, the business owners were asked if they had any further comments or questions. Respondent verbatim responses are reported below:

- We've learned that if you have a good operation, it doesn't matter where you are located within the city. We love this small town, it's wonderful. As business owners, we'd like to see more foot traffic.
- There's nothing that jumps out to attract people to Hanover.
- Hanover is a good town, with loyal people. We are happy to be here.
- We haven't been here too long, but we like it so far.

Summary

The purpose of this survey was to determine the respondents' opinions and perceptions of being a business owner in Hanover. In general, retailers enjoy their locations within Hanover; and each of these retailers has unique positives and negatives that are specific to their business. Retailers benefit from the small town charm of Hanover; however, they would like to see more retail and service offerings.

Five businesses have experienced increases in sales, while three businesses have experienced decreases in sales since 2007. Overwhelmingly, business respondents attributed the reasons for these decreases on the economy and they are waiting patiently for it to rebound. Most of the respondents are not planning to make changes to their business over the next three years, although two respondents have an agenda to grow their business as the economy allows. In general, respondents comments indicate that the City of Hanover should concentrate on attracting more retail and service businesses.

Chapter IV

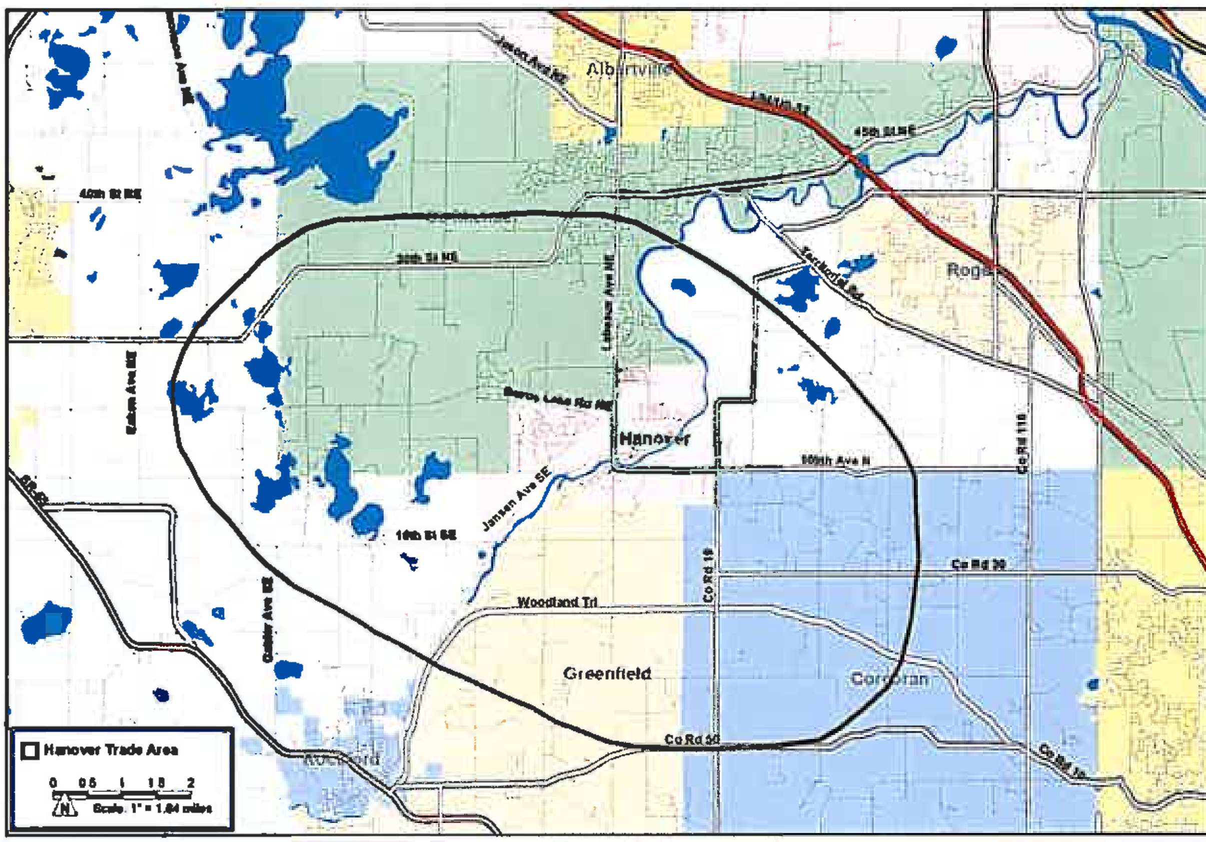
TRADE AREA

The trade area for Hanover was delineated by McComb Group based on the location of competitive retail concentrations, arterial road networks, natural boundaries, business owner comments, and previous experience.

The Hanover trade area, shown on Map 3, encompasses approximately 63 square miles and extends approximately 3.5 miles north into St. Michael, 4.5 miles east into Corcoran and Hassan Township, 4.0 miles south into Greenfield, and 6.0 miles west into Buffalo Township. The trade area includes the City of Hanover and portions of St. Michael, Corcoran, Greenfield, Rockford Township, and Buffalo Township.

Map 3

HANOVER TRADE AREA



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Population and Households

Population and household growth trends for the Hanover trade area, Hennepin County, and Minneapolis-St. Paul MSA are shown in Table 5. Trade area population and households have been growing more rapidly than population and households in both Hennepin County and the Minneapolis-St. Paul MSA. Between 1990 and 2000, Hanover trade area population increased by 1,767 or 2.49 percent annually. In 2000, trade area population totaled 8,097 and increased to

12,332 by 2011, an increase of 3.90 percent annually. Between 2011 and 2016, Hanover trade area population is estimated to increase by 2.10 percent annually to 13,680 people.

Households within the Hanover trade area totaled 2,538 in 2000, which represented an annual increase of 2.69 percent from 1990. Between 2000 and 2011, households increased by 1,478 households, or 4.26 percent annually to 4,016 in 2011. Households are estimated to increase slightly to 4,476 in 2016, and annual increase of 2.2 percent.

Table 5

HANOVER TRADE AREA, HENNEPIN COUNTY AND MINNEAPOLIS-ST. PAUL MSA
POPULATION AND HOUSEHOLDS
1990 AND 2000 CENSUS; 2011 AND 2016 ESTIMATED

	Trade Area	Hennepin County	Minneapolis-St. Paul MSA
Population			
1990	6,330	1,032,367	2,542,631
2000	8,097	1,116,200	2,968,806
2011E	12,332	1,159,772	3,314,929
2016E	13,680	1,189,054	3,455,173
Annual Growth Rate			
1990-2000	2.49 %	0.78 %	1.56 %
2000-2011E	3.90	0.35	1.01
2011E-2016E	2.10	0.50	0.83
Households			
1990	1,947	419,128	961,627
2000	2,538	456,129	1,136,615
2011E	4,016	479,172	1,285,939
2016E	4,476	492,164	1,338,939
Annual Growth Rate			
1990-2000	2.69 %	0.85 %	1.69 %
2000-2011E	4.26	0.45	1.13
2011E-2016E	2.19	0.54	0.81

E: Estimated.
Source: U.S. Census, Scan/US, Inc. and McComb Group, Ltd.

Hennepin County population grew at an annual rate of less than one percent between 1990 and 2000. In 2000, Hennepin County population was 1.12 million and increased slightly to 1.16 million by 2011, an annual growth rate of less than one percent. It is estimated that the Hennepin County population will, once again, increase at an annual rate of less than one percent, increasing the Hennepin County population to 1.19 million by 2016.

Households within Hennepin County have been increasing at similar rates. Between 1990 and 2000, Hennepin County households increased at an annual rate of less than one percent. From 2000 to 2011, households in Hennepin County increased slightly (by 0.45 percent annually), increasing households from 456,129 in 2000 to 479,172 in 2011. Households are expected to increase by less than one percent annually through 2016, for an estimated household count of 492,164.

Minneapolis-St. Paul MSA population and households have increased modestly since 2000. Population within the MSA increased by 1.01 percent annually between 2000 and 2011 and is estimated to increase by 0.83 percent annually from 2011 to 2016. Households within the MSA have been growing at about 1.13 percent annually since 2000 and are estimated to increase by less than one percent between 2011 and 2016.

Household Income

Average household income for Hanover trade area is higher than both Hennepin County and the Minneapolis-St. Paul MSA average household income, as shown in Table 6. Hanover trade area 2011 average household income was estimated at $103,811 and is estimated to increase to $111,408 by 2016. Average household income for Hennepin County was $80,803 in 2011; by 2016 it is expected to reach $87,686. Average household income in Minneapolis-St. Paul MSA was $78,944 in 2011 and is estimated to increase to $86,142 by 2016.

Table 6

HANOVER TRADE AREA, HENNEPIN COUNTY AND MINNEAPOLIS-ST. PAUL MSA
AVERAGE AND MEDIAN HOUSEHOLD INCOME
1990 AND 2000 CENSUS; 2011 AND 2016 ESTIMATED

	Trade Area	Hennepin County	Minneapolis-St. Paul MSA
Average Household Income			
1990	$ 47,663	$ 44,966	$ 43,703
2000	89,614	69,655	67,713
2011E	103,811	80,803	78,944
2016E	111,408	87,686	86,142
Median Household Income			
1990	$ 43,023	$ 37,664	$ 37,631
2000	74,118	52,204	54,734
2011E	83,672	59,255	62,514
2016E	89,069	62,160	66,520

E Estimated
Source McComb Group, Ltd

The proportion of households with incomes above $75,000, $100,000, and $150,000 are shown in Table 7. In 2011, over 60 percent, or 2,413 households, within the Hanover trade area had incomes above $75,000 and it's estimated that it will increase to 65.5 percent, or 2,931 households, by 2016. Households with incomes greater than $100,000 represented 35.7 percent (1,431 households) of the households in the Hanover trade area in 2011 and are estimated to increase to 40.4 percent, or 1,806 households, by 2016.

Hennepin County household income distribution proportions are lower than the Hanover trade area. In 2011, 38.7 percent of Hennepin County households had incomes above $75,000, which is estimated to increase to 41.4 percent by 2016. Households with incomes above $100,000 within Hennepin County were represented by 25.5 percent in 2011 and are estimated at 28.2 percent by 2016.

Minneapolis-St. Paul MSA percentage of households with incomes above $75,000 in 2011 was 40.6 percent and it is expected to increase to 44.3 percent by 2016. Households with incomes above $100,000 were 25.4 percent in 2011 and are estimated at 29.0 percent in 2016.

Table 7

HANOVER TRADE AREA, HENNEPIN COUNTY AND MINNEAPOLIS-ST. PAUL MSA
HOUSEHOLD INCOME DISTRIBUTION: 1990 AND 2000 CENSUS; 2011 AND 2016 ESTIMATED

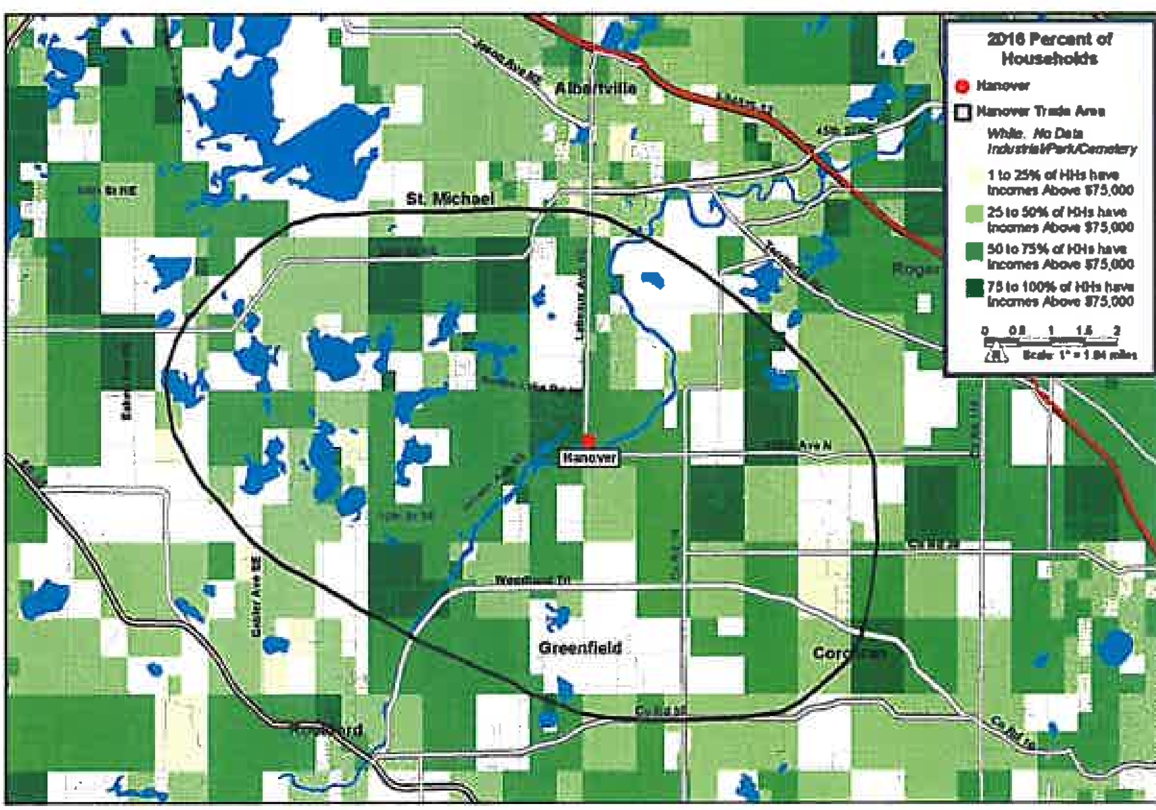
	Trade Area		Hennepin County		Minneapolis-St. Paul MSA	
	Number	Percent	Number	Percent	Number	Percent
Households above $75,000						
1990	237	12.3 %	53,175	12.7 %	107,842	11.2 %
2000	1,220	48.1	141,441	31.1	357,670	31.5
2011E	2,413	60.2	185,482	38.7	521,591	40.6
2016E	2,931	65.5	204,092	41.4	593,485	44.3
Households above $100,000						
1990	89	4.6 %	26,217	6.3 %	47,969	5.0 %
2000	606	23.9	81,891	18.0	192,041	16.9
2011E	1,431	35.7	122,211	25.5	326,699	25.4
2016E	1,806	40.4	139,033	28.2	388,379	29.0
Households above $150,000						
1990	28	1.4 %	10,317	2.5 %	17,264	1.8 %
2000	191	7.5	33,165	7.3	67,087	5.9
2011E	460	11.5	54,546	11.4	128,480	10.0
2016E	595	13.3	62,616	12.7	155,408	11.6

E: Estimated
Source: McComb Group, Ltd

Distribution of households with incomes above $75,000 is shown on Map 4. This map demonstrates that affluent households are distributed throughout the Hanover trade area.

Map 4

HANOVER TRADE AREA
ESTIMATED 2016 AVERAGE HOUSEHOLD INCOME: PERCENT ABOVE $75,000



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Demographic Characteristics

Demographic characteristics for Hanover trade area, Hennepin County, and Minneapolis-St. Paul MSA are summarized in the demographic snapshots contained in Tables 8, 9, and 10 at the end of the chapter. These snapshots contain census data for 1990 and 2000 as well as estimates for 2011 and 2016. These estimates were provided by Scan/US, Inc. Significant characteristics of the Hanover trade area include the following:

- Trade area median age was estimated at 35 in 2011 and is estimated to increase to 37 by 2016, which is very similar to Hennepin County at 38 and the same as Minneapolis-St. Paul MSA at 37 in 2016.
- Caucasians represented 95.6 percent of the trade area population in 2011 and an estimated 95.6 percent for 2016, which is higher than both Hennepin County with 74.2 percent in 2016 and Minneapolis-St. Paul MSA with 81.1 percent in 2016.
- Over 60 percent of trade area households had incomes above $75,000 in 2011 and almost 36 percent of households had incomes above $100,000. It is estimated that Hanover's trade area households with average income above $75,000 will reach 65.5 percent by 2016, with over 40 percent having incomes above $100,000.

Additional demographic characteristics for Hanover trade area, Hennepin County, and Minneapolis-St. Paul MSA are contained in Appendix A.

Future Household Estimates

Detailed demographic estimates are available for 2016, as shown in the previous pages. Household estimates from 2016 through 2025 are contained in the *Technical Memorandum: Residential Growth Estimates*. Residential growth estimates for the Hanover trade area are contained in Table 11 for 2011, 2015, 2020, and 2025. Trade area households are estimated to increase from 4,016 in 2011 to 5,465 in 2025. These household estimates were used in estimating future trade area purchasing power.

Table 11

HANOVER TRADE AREA
ESTIMATED HOUSEHOLDS

Year	Households	Growth Rate
2011	4,016	2.19 %
2015	4,357	2.06
2020	4,902	2.99
2025	5,465	1.78

Source: McComb Group, Ltd.

Purchasing Power

Retail sales potential for the Hanover trade area is based on estimated purchasing power and market share that can be achieved from the trade area. Retail sales from residents living outside the trade area are inflow sales. Purchasing power estimates of trade area residents are derived from retail sales by store type as reported by the Census of Retail Trade in 1997 and 2002.

Retail sales for 2003 through 2010 were estimated using information available from the U.S. Department of Commerce. Future purchasing power estimates are expressed in constant 2011 dollars and reflect projected household growth.

Purchasing power is based on the number of trade area households adjusted to reflect income characteristics. Purchasing power, for the purpose of this analysis, includes retail categories that are characteristic of tenants that could be located in Hanover. The estimated retail purchasing power summary table for the Hanover trade area for 2012, 2015, 2020, and 2025 is shown in Table 12. The purchasing power estimates used in this analysis are condensed from the full purchasing power tables, which are contained in a separate Appendix. These estimates represent the potential dollar sales for a broad range of retail stores generated by residents of each trade area.

Table 12

HANOVER TRADE AREA
RETAIL PURCHASING POWER; 2012, 2015, 2020, AND 2025
(In Thousands of Constant 2011 Dollars)

Merchandise Category	2012	2015	2020	2025
Shopping Goods	$ 53,718	$ 58,430	$ 66,622	$ 79,608
Food Service & Drinking	20,220	21,991	25,075	29,963
Convenience Goods	30,583	33,265	37,928	45,323
Gasoline Service Stations & Convenience	22,232	24,181	27,571	32,945
Other Stores	53,309	57,984	66,113	79,000
Total	$ 180,062	$ 195,851	$ 223,309	$ 266,839

Source McComb Group, Ltd

Total purchasing power for Hanover's trade area is estimated at approximately $180 million for 2012 and is expected to increase to over $195 million by 2015, an annual growth rate of 2.8 percent. Purchasing power for shopping goods in this trade area is expected to increase from $53.7 million in 2012 to $58.4 million in 2015. Convenience goods purchasing power for this trade area is estimated at $30.6 million for 2012, estimated to increase to $33.3 million by 2015.

Table 8

McComb Group, Ltd.

DEMOGRAPHIC AND INCOME SNAPSHOT

Hanover Trade Area 4/11/2012

SNAPSHOT	1990 Census	2000 Census	2011 Estimated	2016 Projected
Population	6,330	8,097	12,332	13,680
Households	1,947	2,538	4,016	4,476
Families	1,649	2,186	3,286	3,651
Per Capita Income	$ 14,929	$ 28,794	$ 29,527	$ 31,344
Median Household Income	$ 43,023	$ 74,118	$ 83,672	$ 89,069
Average Household Income	$ 47,663	$ 89,614	$ 103,811	$ 111,408
Average Household Size	3.25	3.19	3.07	3.06
Median Age	29	34	35	37

	Annual Percent Change		
TRENDS	1990 - 2000	2000 - 2011	2011 - 2016
Population	2.49 %	3.90 %	2.10 %
Households	2.69	4.26	2.19
Families	2.86	3.77	2.13
Median Household Income	5.59	1.11	1.26
Average Household Income	6.52	1.35	1.42

	1990 Census		2000 Census		2011 Estimated		2016 Projected	
HOUSEHOLDS BY INCOME	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Less than $15,000	178	9.2 %	65	2.6 %	171	4.3 %	163	3.6 %
$15,000 - $24,999	213	11.0	101	4.0	92	2.3	83	1.8
$25,000 - $34,999	315	16.4	109	4.3	164	4.1	135	3.0
$35,000 - $49,999	507	26.3	342	13.5	368	9.2	343	7.7
$50,000 - $74,999	478	24.8	699	27.5	807	20.1	820	18.3
$75,000 - $99,999	148	7.7	614	24.2	982	24.5	1,125	25.1
$100,000 - $149,999	61	3.2	415	16.4	971	24.2	1,211	27.1
$150,000 +	28	1.4	191	7.5	460	11.5	595	13.3

POPULATION BY AGE	Number	Percent	Number	Percent	Number	Percent	Number	Percent
<19	2,318	36.7 %	2,924	36.1 %	3,955	32.1 %	4,217	31.8 %
20-24	377	6.0	306	3.8	784	6.4	902	6.8
25-34	1,103	17.5	927	11.5	1,378	11.2	1,232	9.3
35-44	1,089	17.2	1,785	22.1	1,620	13.1	1,547	11.7
45-54	693	11.0	1,187	14.7	1,980	16.1	2,138	16.1
55-64	359	5.7	607	7.5	1,281	10.4	1,600	12.1
65-74	240	3.8	216	2.7	731	5.9	962	7.3
75-84	136	2.2	119	1.5	423	3.4	477	3.6
85+	NA	NA	24	0.3	179	1.4	172	1.3

RACE AND ETHNICITY	Number	Percent	Number	Percent	Number	Percent	Number	Percent
White	6,274	99.1 %	7,945	98.1 %	11,784	95.6 %	12,660	95.6 %
Black	6	0.1	7	0.1	80	0.6	91	0.7
Native American	18	0.3	12	0.1	24	0.2	30	0.2
Asian/Pacific Islander	24	0.4	58	0.7	228	1.8	238	1.8
Other Races	8	0.1	74	0.9	216	1.8	231	1.7
Hispanic (Any Race)	24	0.4	73	0.9	182	1.5	252	1.9

Source: U.S. Census, Scan/US, Inc. and McComb Group, Ltd.

Table 9

McComb Group, Ltd.

DEMOGRAPHIC AND INCOME SNAPSHOT

Hennepin County 4/11/2012

SNAPSHOT	1990 Census	2000 Census	2011 Estimated	2016 Projected
Population	1,032,367	1,116,200	1,159,772	1,189,054
Households	419,128	456,129	479,172	492,164
Families	257,266	267,303	275,149	280,730
Per Capita Income	$ 18,405	$ 29,356	$ 33,820	$ 36,777
Median Household Income	$ 37,664	$ 52,204	$ 59,255	$ 62,160
Average Household Income	$ 44,966	$ 69,655	$ 80,803	$ 87,686
Average Household Size	2.41	2.39	2.37	2.37
Median Age	34	35	36	38

TRENDS	Annual Percent Change 1990 - 2000	2000 - 2011	2011 - 2016
Population	0.78 %	0.35 %	0.50 %
Households	0.85	0.45	0.54
Families	0.38	0.26	0.40
Median Household Income	3.32	1.16	0.96
Average Household Income	4.47	1.36	1.65

	1990 Census		2000 Census		2011 Estimated		2016 Projected	
HOUSEHOLDS BY INCOME	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Less than $15,000	75,807	18.1 %	47,993	10.5 %	49,661	10.4 %	52,159	10.6 %
$15,000 - $24,999	65,794	15.7	46,671	10.2	42,416	8.9	41,200	8.4
$25,000 - $34,999	63,730	15.2	52,610	11.5	44,993	9.4	42,024	8.5
$35,000 - $49,999	83,246	19.9	71,348	15.6	65,483	13.7	63,409	12.9
$50,000 - $74,999	77,258	18.4	96,066	21.1	91,137	19.0	89,280	18.1
$75,000 - $99,999	26,958	6.4	59,550	13.1	63,271	13.2	65,059	13.2
$100,000 - $149,999	15,900	3.8	48,726	10.7	67,665	14.1	76,417	15.5
$150,000 +	10,317	2.5	33,165	7.3	54,546	11.4	62,616	12.7
POPULATION BY AGE	Number	Percent	Number	Percent	Number	Percent	Number	Percent
<19	264,830	25.7 %	296,905	26.6 %	295,092	25.4 %	302,085	25.4 %
20-24	83,089	8.0	79,364	7.1	75,847	6.5	71,102	6.0
25-34	217,046	21.0	183,860	16.5	185,511	16.0	166,953	14.0
35-44	170,241	16.5	191,872	17.2	166,536	14.4	174,018	14.6
45-54	101,685	9.9	156,068	14.0	173,498	15.0	168,307	14.2
55-64	78,401	7.6	85,773	7.7	130,549	11.3	153,508	12.9
65-74	64,502	6.2	59,737	5.4	67,413	5.8	88,621	7.5
75-84	52,525	5.1	44,942	4.0	42,555	3.7	42,323	3.6
85+	NA	NA	17,679	1.6	22,771	2.0	22,137	1.9
RACE AND ETHNICITY	Number	Percent	Number	Percent	Number	Percent	Number	Percent
White	922,239	89.3 %	898,921	80.5 %	862,059	74.3 %	882,869	74.2 %
Black	60,115	5.8	99,943	9.0	137,311	11.8	141,501	11.9
Native American	14,926	1.4	11,163	1.0	10,655	0.9	10,908	0.9
Asian/Pacific Islander	29,568	2.9	54,086	4.8	72,903	6.3	74,863	6.3
Other Races	5,519	0.5	52,087	4.7	76,844	6.6	78,913	6.6
Hispanic (Any Race)	14,024	1.4	45,439	4.1	81,960	7.1	99,060	8.3

Source: U.S. Census, Scan/US, Inc. and McComb Group, Ltd.

Table 10

McComb Group, Ltd.

DEMOGRAPHIC AND INCOME SNAPSHOT

Minneapolis-St. Paul MSA 4/11/2012

SNAPSHOT	1990 Census	2000 Census	2011 Estimated	2016 Projected
Population	2,542,631	2,968,806	3,314,929	3,455,173
Households	961,627	1,136,615	1,285,939	1,338,939
Families	649,907	744,303	827,409	853,514
Per Capita Income	$ 16,667	$ 26,641	$ 30,976	$ 33,765
Median Household Income	$ 37,631	$ 54,734	$ 62,514	$ 66,520
Average Household Income	$ 43,703	$ 67,713	$ 78,944	$ 86,142
Average Household Size	2.59	2.56	2.53	2.53
Median Age	32	34	36	37

	Annual Percent Change		
TRENDS	1990 - 2000	2000 - 2011	2011 - 2016
Population	1.56 %	1.01 %	0.83 %
Households	1.69	1.13	0.81
Families	1.37	0.97	0.62
Median Household Income	3.82	1.22	1.25
Average Household Income	4.48	1.40	1.76

	1990 Census		2000 Census		2011 Estimated		2016 Projected	
HOUSEHOLDS BY INCOME	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Less than $15,000	158,760	16.5 %	104,519	9.2 %	111,662	8.7 %	115,958	8.7 %
$15,000 - $24,999	145,590	15.2	104,638	9.2	100,008	7.8	96,976	7.2
$25,000 - $34,999	151,645	15.8	125,123	11.0	113,642	8.8	106,520	8.0
$35,000 - $49,999	206,924	21.6	179,335	15.8	174,035	13.5	168,367	12.6
$50,000 - $74,999	188,993	19.7	265,330	23.3	265,001	20.6	257,633	19.2
$75,000 - $99,999	59,873	6.2	165,629	14.6	194,892	15.2	205,106	15.3
$100,000 - $149,999	30,705	3.2	124,954	11.0	198,219	15.4	232,971	17.4
$150,000 +	17,264	1.8	67,087	5.9	128,480	10.0	155,408	11.6
POPULATION BY AGE	Number	Percent	Number	Percent	Number	Percent	Number	Percent
<19	738,155	29.0 %	873,680	29.4 %	915,753	27.6 %	944,248	27.3 %
20-24	193,055	7.6	193,790	6.5	219,087	6.6	224,573	6.5
25-34	511,549	20.1	457,105	15.4	475,975	14.4	455,546	13.2
35-44	415,664	16.3	528,024	17.8	483,451	14.6	470,632	13.6
45-54	253,035	10.0	405,724	13.7	507,168	15.3	504,649	14.6
55-64	180,490	7.1	225,540	7.6	361,901	10.9	437,134	12.7
65-74	139,086	5.5	145,808	4.9	188,446	5.7	247,941	7.2
75-84	111,458	4.4	100,485	3.4	109,683	3.3	116,318	3.4
85+	NA	NA	38,650	1.3	53,465	1.6	54,132	1.6
RACE AND ETHNICITY	Number	Percent	Number	Percent	Number	Percent	Number	Percent
White	2,347,622	92.3 %	2,556,851	86.1 %	2,685,735	81.0 %	2,802,332	81.1 %
Black	90,071	3.5	157,963	5.3	245,723	7.4	254,948	7.4
Native American	24,267	1.0	21,590	0.7	22,936	0.7	23,780	0.7
Asian/Pacific Islander	65,618	2.6	124,025	4.2	191,192	5.8	198,353	5.7
Other Races	15,053	0.6	108,377	3.7	169,343	5.1	175,760	5.1
Hispanic (Any Race)	37,942	1.5	99,121	3.3	189,272	5.7	241,178	7.0

Source: U.S. Census, Scan/US, Inc. and McComb Group, Ltd.

Chapter V

RETAIL SALES POTENTIAL

Future retail and service sales potential is based on market share that can be achieved by Hanover retail stores taking into consideration trade area households, future growth, and potential competitive developments. Market share estimates are based on analysis conducted as part of this engagement, and McComb Group's knowledge of the Twin Cities area retail market. Market share was estimated for each retail and service category taking into consideration trade area size, competitive store locations, and industry experience. Trade area market share and the portion of sales derived from Hanover's trade area by store type are contained in Table 13.

Table 13

CITY OF HANOVER
MARKET SHARE AND TRADE AREA SALES

Store Type	Market Share	Trade Area Sales
Convenience Goods		
Grocery Stores	15 %	85 %
Other Food Stores	25	85
Drug & Proprietary	35	85
Liquor	35	85
Hardware Stores	35	85
Other Convenience Stores	35	85
Food Service		
Full Service	25 %	65 %
Limited Service	25	75
Gasoline/Convenience Stores	30 %	65 %
Shopping Goods		
General Merchandise	35 %	75 %
Apparel & Accessories	20	75
Furniture & Home Furnishings	20	75
Electronics & Appliances Stores	20	75
Other Shopping Goods	20	75
Other Retail Stores		
Building Materials	45 %	85 %
Auto Parts & Accessories	15	85
Services	25 - 35 %	85 %
Health Care	25 %	85 %

Source: McComb Group, Ltd.

Using the convenience goods category as an example, market share is estimated at 15 to 35 percent with 85 percent of the sales derived from the trade area. Inflow sales, or purchases by customers living outside the trade area, represent the remaining 15 percent. Food service market share is estimated at 25 percent for full service and limited service restaurants with 65 to 75 percent of the sales being derived from the trade area. In the shopping goods category, market share ranges from 20 to 35 percent depending on store category. In the shopping goods category, stores are estimated to derive 75 percent of their sales from the trade area. Market share in services is estimated at 25 to 35 percent with 85 percent of the sales derived from the trade area. Health care market share is 25 percent with trade area sales estimated at 85 percent.

Sales Potential

Estimated retail and service space demand is a two-step process. Sales potential for each retail or service category is estimated first to determine if retail sales are sufficient to support a store. Next, store size is determined based on sales productivity and typical store size for each category. This methodology is illustrated for 2015 in Tables 14 and 15. These tables use convenience goods stores as an example to illustrate how supportable square footage of retail stores and services is determined.

Using grocery stores as an example, resident purchasing power in 2015 is estimated at $19.0 million in constant 2011 dollars, as shown in Table 14. Market share of 15.0 percent results in $2.8 million in trade area sales. Adding inflow sales of $503,000 results in total estimated sales of about $3.4 million. Grocery demand is complicated because groceries are also sold by superstores, discount stores, warehouse clubs, and drug stores. Grocery sales captured by these stores from Hanover trade area households is estimated at over $6.0 million increasing grocery purchasing power to $25.4 million. Trade area sales potential is estimated at $3.8 million. Adding inflow sales increases estimated sales potential to about $4.5 million. Estimated drug store sales potential is about $3.4 million and $1.3 million for liquor stores. The same approach is used for other retail and service categories. Sales potential for other retail stores and services is contained in the Appendix.

Table 14

HANOVER TRADE AREA
RETAIL PURCHASING POWER, MARKET SHARE, AND SALES POTENTIAL; 2015
BY MERCHANDISE CATEGORY
(In Thousands of 2011 Dollars)

Merchandise Category	Resident Purchasing Power	Estimated Market Share	Trade Area Sales	Trade Area Percent	Other Shoppers	Estimated Total Sales
Grocery Stores	$ 19,014	15.0 %	$ 2,852	85 %	$ 503	$ 3,355
Grocery in Other Stores	6,438	15.0	966	85	170	1,136
Total	$ 25,452		$ 3,818		$ 673	$ 4,491
Drug & Proprietary Stores	8,278	35.0	2,897	85	511	3,408
Hardware	1,268	35.0	444	85	78	522
Liquor	3,265	35.0	1,143	85	202	1,345
Florist	480	35.0	168	85	30	198

Source McComb Group, Ltd

Supportable gross leasable area (GLA) for grocery stores is based on sales potential of $3.3 million divided by $400 per square foot resulting in supportable square footage of about 8,400 square feet, as shown in Table 15. Grocery store sales potential from other stores is estimated at over $1.1 million, which will support 2,840 square feet. Total grocery store supportable space is about 11,200 square feet. This is below the low size range for supermarkets. Drug store supportable space is 7,400 square feet. This is smaller than the typical Walgreens or CVS pharmacy, which are over 13,000 square feet. Liquor store supportable space is about 3,600 square feet, which is above the median liquor store size. The last columns in this table contains the low, median, and high store size for each store type from *Dollars & Cents of Shopping Centers*, published by the Urban Land Institute. This indicates the typical size range for a store in each retail category. Median store size indicates a typical size for a store in each retail category. To the extent that supportable square footage is about the same as the median store size or larger, sales potential exists to support that store type. Complete tables showing supportable square footage by retail and service category for each target year are contained in the Appendix.

Table 15

HANOVER TRADE AREA
RETAIL SALES POTENITAL AND SUPPORTABLE SPACE; 2015
BY MERCHANDISE CATEGORY

Category	Estimated Sales Potential	Sales Sq. Ft.	Supportable Sq. Ft.	Store Size Low	Store Size Median	Store Size High
Grocery Stores	$ 3,355,000	$ 400	8,388	31,676	52,500	65,888
Grocery from Other Stores	1,136,000	400	2,840	1,188	2,400	6,000
Total	$ 4,491,000		11,228			
Drug & Proprietary Stores	3,408,000	460	7,409	8,280	11,700	23,714
Hardware	522,000	185	2,822	5,638	13,831	27,743
Liquor	1,345,000	375	3,587	1,305	2,856	7,210
Florist	198,000	190	1,042	766	1,600	5,396

Source: McComb Group, Ltd.

Retail GLA supported by estimated sales potential for each retail store category is based on estimated sales per square foot (in 2011 dollars) by store type. Sales per square foot estimates are derived from median store sales per square foot for each tenant type contained in *Dollars & Cents of Shopping Centers, 2008*. Supportable GLA is calculated by dividing sales potential by sales per square foot. This analysis was used to provide an estimate of the supportable square footage in each retail store category. The detailed tables resulting from these calculations are contained in the Appendix. The results of this analysis are summarized in Chapter VI.

Chapter VI
HANOVER RETAIL POTENTIAL

Hanover is a growing community spanning the Crow River. The CSAH 19 river crossing focuses north/south and east/west traffic on its commercial area. Factors that support retail development in Hanover include:

- Traffic counts on CSAH 19 south of the Crow River were 10,400 in 2010 and are estimated to increase to 14,200 in 2030. North of Church Street, 2010 traffic counts were 10,500 and are estimated to almost double to 19.500 in 2030.

- Trade area population and households have been growing at rates much faster than Hennepin County or the Minneapolis-St. Paul MSA.

- Between 2000 and 2011, households increased at an annual rate of 4.3 percent compared to 1.1 percent in the MSA. In the future, households are expected to increase at 2.2 percent annually, a rate that is almost three times greater than the MSA.

- Hanover's trade area household income is well above that of Hennepin County and the MSA. Average household income in 2011 was estimated at $103,811 and is expected to reach over $111,400 in 2016. MSA average household incomes for the same years are $78,944 and $86,142, respectively.

- In 2011, 36 percent of trade area households had household incomes in excess of $100,000 and 11.5 percent of the households exceeded $150,000.

Hanover's economic attributes, location, and attractive trade area demographics and incomes provide support for convenience and destination retail stores and services.

The categories of retail stores and services that are supportable in Hanover, based on sales potential, are summarized in Table 16 for 2015, 2020, and 2025. Sales potential analysis indicates that the most likely retail stores and services that could be attracted to Hanover over the short-term are convenience and destination businesses normally associated with a convenience shopping area. These stores generally include convenience stores, liquor stores, food service, personal services, and medical offices. Supportable square footage in these categories, shown in Table 16, will expand steadily as trade area households increase creating the opportunity for additional stores or larger stores.

Retail categories with sufficient market support at the present time include liquor stores, full service restaurants, limited service restaurants, convenience/gasoline, hair salon, physical fitness, professional offices, dentists, and chiropractors. Other categories, where there is not sufficient market potential to support a store could possibly be combined with other businesses to cater to the more affluent character of the Hanover trade area. The convenience/gasoline store could be expanded to include a broader selection of grocery items that could be purchased by residents and passing traffic. This would be more convenient than driving to a more distant shopping area. This could include some produce items, fast turning perishable items that would typically be found in a convenience market. Other concepts that could be considered would be a sandwich shop or hamburgers. It is common for convenience/gasoline stores to co-locate with other fast food franchises. A small floral department could be considered.

Table 16

HANOVER TRADE AREA SUPPORTABLE SPACE
BY MERCHANDISE AND SERVICE CATEGORY
(Gross Leasable Area)

Merchandise/Service Category	2015	2020	2025	Store Size Low	Store Size Median	Store Size High
RETAIL STORES						
Food Stores						
Grocery stores	11,228	12,803	15,300	31,676	52,500	65,888
Specialty food stores	990	1,130	1,345	1,188	2,400	6,000
Other Convenience Goods						
Drug & proprietary stores	7,409	8,450	10,096	8,280	11,700	23,714
Hardware	2,822	3,216	3,843	5,638	13,831	27,743
Liquor	3,587	4,088	4,885	1,305	2,856	7,210
Florist	1,042	1,184	1,416	766	1,600	5,396
Food Service						
Full-service restaurants	9,706	11,069	13,222	2,000	4,500	9,775
Limited service restaurants	5,763	6,570	7,850	1,335	3,000	3,400
Snack & beverage places	1,707	1,947	2,330	850	1,500	2,495
Gasoline Svs Stations/Conv.						
Gas/Convenience food stores	7,168	8,173	9,766	1,500	2,933	6,121
SERVICES						
Personal Care Services						
Beauty Shops/Nail Salons	2,742	3,216	3,932	900	1,400	3,480
Other Personal Services						
Child Day Care Services	7,040	8,250	10,110	3,059	5,050	7,495
Photographic Studios	513	604	742	990	1,866	2,550
Veteranarian Services	2,347	2,751	3,373	1,346	2,122	2,701
Recreation						
Physical Fitness Facilites	8,088	9,475	11,600	1,433	6,448	32,170
Professional Services						
Professional Offices	4,250	4,983	6,107	711	2,092	6,264
Automotive Repair and Maintenance						
General Automotive Repair	5,295	6,205	7,600	2,400	6,200	10,624
Automotive Exhaust System Repair	3,165	3,710	4,540	N/A	N/A	N/A
Health Care						
Offices of Dentists	5,829	6,829	8,368	1,090	1,700	3,970
Offices of Chiropractors	843	986	1,206	1,090	1,600	3,970

Source McComb Group, Ltd

The list of stores and services that are supportable in Hanover are contained in Table 16. In this table, supportable GLA includes both existing stores and new stores, so that the space occupied by existing stores needs to be taken into consideration. It is unlikely that all the store types contained in this table would choose to locate in Hanover; however, it does demonstrate the range of store types that can consider Hanover for a store.

Table 16 also contains the range of store sizes in square feet of GLA from *Dollars & Cents of Shopping Centers*. The median store size is bracketed by low and high square feet. Many retailers will want to have stores that are closer to the median store size. Complete tables showing supportable square footage by retail and service category for each target year are contained in Table 16A.

Retail GLA supported by estimated sales potential for each retail store category is based on estimated sales per square foot (in 2011 dollars) by store type. Sales per square foot estimates are derived from median store sales per square foot for each tenant type contained in *Dollars & Cents of Shopping Centers, 2008*. Supportable GLA is calculated by dividing sales potential by sales per square foot. This analysis was used to provide an estimate of the supportable square footage in each retail category. The detailed tables resulting from these calculations are contained in the Appendix.

Supportable Commercial Land

Land necessary to support future commercial growth through 2025 is 13 to 18 acres, as shown in Table 17. This estimate is based on the total square feet contained in Table 16 for each year. While this table includes supportable square feet for existing Hanover businesses, this provides an extra margin to accommodate future growth. The low land area demand assumes that each acre can support 10,000 square feet of GLA exclusive of water retention requirements. This is the typical average density of a shopping center. The range in supportable square feet and land area is to accommodate a future supermarket as Hanover's trade area population expands.

The Mercantile Pass development is about six acres with 34,600 square feet of GLA. This is about 5,800 square feet per acre, which is relatively low density, which is due to the amount of green space in the site plan. If the potential 180,000 square feet were to be developed at 6,000 square feet per acre, about 30 acres would be needed. Land cost may make this low level of density uneconomic.

Table 17

FUTURE COMMERCIAL LAND DEMAND; 2015 TO 2025

	GLA		10,000 Sq. Ft. Per Acre		6,000 Sq. Ft Per Acre	
Year	Low	High	Low	High	Low	High
2015	92,000	110,000	10	12	17	20
2020	106,000	150,000	11	15	18	25
2025	128,000	180,000	13	18	22	30

Source: McComb Group, Ltd.

The Mercantile Pass site still is about 360 feet deep. If 180,000 square feet of commercial development was developed at 6,000 square feet to the acre, was located on sites 360 feet deep, about 3,600 lineal feet of highway frontage would be needed. If this land was developed on both sides of the highway, about 1,800 lineal feet of frontage would be required. If on the other hand, the sites are 720 feet deep, the amount of frontage is reduced by 50 percent. This would provide for more compact development, and only about 1,800 lineal feet of frontage would be required. If this development was located on both sides of the highway, about 900 lineal feet of frontage would be required. This suggests that between 1,200 and 1,800 feet of frontage along CSAH 19 would be required to accommodate retail potential through 2025.

Table 16a

HANOVER TRADE AREA SUPPORTABLE SPACE
BY MERCHANDISE CATEGORY
(Gross Leasable Area)

Merchandise Category	2015	2020	2025	Store Size Low	Store Size Median	Store Size High
SHOPPING GOODS						
General Merchandise						
Department stores (Incl. leased depts.)						
Discount stores	19,756	22,524	26,912	57,720	94,788	141,986
Department Stores	7,169	8,178	9,773	89,641	148,796	243,167
Other general merchandise stores						
Warehouse Clubs and Supercenters	12,329	14,060	16,798	90,134	151,980	217,447
Dollar stores	1,059	1,205	1,441	2,726	8,000	13,788
Miscellaneous general mdse	2,148	2,452	2,932	3,200	8,400	11,212
Apparel & Accessories						
Clothing Stores						
Mens and boys	418	477	568	2,002	4,000	5,635
Womens clothing	2,045	2,335	2,795	2,074	4,200	8,740
Children's & infant	788	900	1,079	1,490	3,912	6,000
Family clothing	3,662	4,181	4,988	2,374	8,000	28,228
Clothing accessories stores	193	221	266	918	1,400	2,001
Other clothing stores	577	660	789	1,060	2,300	8,234
Shoe Stores						
Men's	38	45	52	903	1,640	2,186
Women's	74	85	100	1,309	2,384	3,158
Children's & infant	17	17	24	1,490	3,912	6,000
Family shoe stores	1,171	1,331	1,594	2,021	3,388	10,234
Athletic footwear	497	566	680	1,535	3,284	11,314
Furniture & Home Furnishings						
Furniture	3,112	3,550	4,242	3,108	7,927	36,712
Floor coverings	1,364	1,560	1,862	1,229	3,593	7,819
Window treatment stores	148	167	195	1,489	4,905	9,934
All other home furnishings stores	2,051	2,337	2,789	2,868	3,570	6,500
Electronics & Appliances Stores						
Household appliance stores	913	1,044	1,240	2,349	4,000	7,563
Radio, tv & electronics stores	3,450	3,933	4,697	1,208	3,406	10,451
Computers, Software, Music, & other electronics	529	605	722	997	3,388	25,600
Other Shopping Goods						
Sporting goods	3,380	3,855	4,605	2,238	7,500	44,116
General Line Sporting Gds.	1,380	1,580	1,885	3,765	5,850	28,128
Specialty Line Sporting Gds.	1,778	2,027	2,418	1,097	2,449	4,356
Book stores & newsdealers	1,181	1,350	1,619	2,428	4,542	29,974
Stationery Stores and Office Supply	669	765	909	585	1,033	2,247
Musical Instrument & Supplies	471	533	638	2,432	7,324	26,094
Jewelry stores	1,182	1,345	1,612	790	1,450	3,410
Hobby, toy & game	1,051	1,206	1,434	1,604	4,050	25,861
Camera & photographic supply	280	320	382	816	2,200	5,965
Gift, novelty & souvenirs	1,393	1,600	1,913	2,369	4,422	7,015
Luggage & leather goods	125	145	175	1,193	2,300	3,102
Sewing, needlework & piece goods	970	1,110	1,320	2,678	12,202	19,299
Pet stores	920	1,055	1,255	1,847	3,200	12,398
Art dealers	138	156	182	675	1,434	2,401
Optical goods stores	528	603	721	885	1,561	4,068
Pre-Recorded Tapes, Compact Discs	126	143	174	1,308	3,426	12,753
Cosmetics, beauty supplies & perfume	391	447	534	1,102	1,953	6,235
All other health & personal care	782	891	1,065	697	1,786	3,084

Table 16a (continued)

HANOVER TRADE AREA SUPPORTABLE SPACE
BY MERCHANDISE CATEGORY
(Gross Leasable Area)

Merchandise Category	2015	2020	2025	Store Size Low	Store Size Median	Store Size High
CONVENIENCE GOODS						
Food Stores						
Grocery stores	8,388	9,565	11,430	31,676	52,500	65,888
Supermarkets	8,220	9,370	11,198	31,245	52,419	69,462
Convenience food	377	430	513	1,349	2,085	5,323
Specialty food stores	990	1,130	1,345	1,188	2,400	6,000
Meat Markets	329	373	444	1,130	2,215	18,080
Fish & Seafood Markets	88	104	124	1,188	2,398	6,000
Fruit & Vegetable Markets	200	225	270	1,036	1,400	2,516
Other Specialty Food Stores	276	316	378	1,112	2,291	9,888
Baked Goods	72	80	96	1,191	1,834	3,285
Confectionery and Nut Stores	56	63	75	702	1,240	2,047
All Other Specialty Food Stores	140	160	195	1,069	2,200	8,007
Other Convenience Goods						
Drug & proprietary stores	7,409	8,450	10,096	8,280	11,700	23,714
Hardware	2,822	3,216	3,843	5,638	13,831	27,743
Liquor	3,587	4,088	4,885	1,305	2,856	7,210
Florist	1,042	1,184	1,416	766	1,600	5,396
Food/health supplement stores	316	364	432	1,200	1,234	1,968
Food Service						
Full-service restaurants	9,706	11,069	13,222	2,000	4,500	9,775
Limited service restaurants	5,763	6,570	7,850	1,335	3,000	3,400
Cafeterias	0	0	0	517	1,073	10,049
Snack & beverage places	1,707	1,947	2,330	850	1,500	2,495
Ice Cream & Soft Serve	197	225	271	902	1,148	1,570
Frozen Yogurt	35	40	45	1,031	1,282	1,700
Doughnut Shops	405	468	559	744	1,200	2,153
Bagel Shops	91	105	127	2,000	2,388	3,400
Coffee Shops	543	620	743	881	1,500	2,000
Cookie Shops	18	20	23	220	602	797
Other Snack Shops	286	325	389	850	1,578	2,495
Specialized food places	2,548	2,903	3,468	N/A	N/A	N/A
Gasoline Svs Stations/Conv.						
Gas/Convenience food stores	7,168	8,173	9,766	1,500	2,933	6,121
Other Gas Stations & Truck Stops	1,126	1,283	1,534	N/A	2,000	N/A
OTHER RETAIL STORES						
Building Materials & Garden Supplies						
Building materials & supplies stores						
Home centers	7,960	9,074	12,051	8,981	95,173	135,833
Paint, glass & wallpaper	1,302	1,484	1,773	2,348	3,533	5,028
Other building materials dealers	15,644	17,836	21,311	N/A	N/A	N/A
Lawn & garden equipment						
Outdoor power equipment	1,740	1,990	2,380	N/A	N/A	N/A
Retail nurseries, lawn & garden	7,440	8,480	10,130	N/A	15,000	N/A
Motor Vehicles & Parts Dealers						
Auto parts & accessories stores	1,460	1,660	1,990	2,232	6,500	13,000
Tire dealers	1,100	1,255	1,500	3,514	6,944	12,014

Source: McComb Group, Ltd.

Table 16a (continued)

HANOVER TRADE AREA SUPPORTABLE SPACE
BY SERVICES CATEGORY
(Gross Leasable Area)

Category	2015	2020	2025	Store Size Low	Store Size Median	Store Size High
Personal Care Services						
Barber Shops	20	20	25	455	788	1,422
Beauty Shops/Nail Salons	2,742	3,216	3,932	900	1,400	3,480
Nail Salons	345	409	491	773	1,200	1,807
Diet & Weight Reducing Services	227	267	320	1,223	1,856	3,130
Other Personal Care Services	429	503	611	703	1,488	4,128
Drycleaning & Laundry Services						
Coin-Operated Laundries & Drycleaners	583	683	817	1,222	2,024	3,734
Drycleaning & Laundry Services (except coin-op.)	747	873	1,067	1,038	1,608	2,731
Other Personal Services						
Child Day Care Services	7,040	8,250	10,110	3,059	5,050	7,495
Photographic Services	5,415	6,349	7,778	990	1,866	2,550
Photographic Studios	513	604	742	990	1,866	2,550
Veteranarian Services	2,347	2,751	3,373	1,346	2,122	2,701
Pet Care	800	947	1,160		1,200	
Rental and Leasing						
Formalwear and Costume Rental	77	90	110	763	1,046	1,773
Video Tape and Disc Rental	905	1,060	1,300	3,740	5,836	7,341
Home Health Equipment Rental	264	312	380	1,200	1,600	3,480
Recreation						
Bowling Centers	1,227	1,445	1,764	N/A	N/A	N/A
Physical Fitness Facilites	8,088	9,475	11,600	1,433	6,448	32,170
Golf Courses and Country Clubs	-	-	-			
Professional Services						
Professional Offices	4,250	4,983	6,107	711	2,092	6,264
Household Goods Repair						
Home & Garden Equipment & Appliance Repair &Maint.	309	366	451	N/A	N/A	N/A
Reupholstery & Furniture Repair	200	232	290	N/A	600	N/A
Footwear and Leather Goods Repair	39	45	52	405	648	742
Watch, Clock and Jewelry Repair	45	52	71	N/A	900	N/A
Garment Repair and Alteration Services	152	176	216	680	1,185	1,488
Computer & Office Machine Repair	1,413	1,653	2,033	N/A	1,200	N/A
Automotive Repair and Maintenance						
General Automotive Repair	5,295	6,205	7,600	2,400	6,200	10,624
Automotive Exhaust System Repair	75	90	105	N/A	N/A	N/A
Automotive Transmission Repair	280	330	400	N/A	N/A	N/A
Brake, Front End & Wheel Alignment	65	75	95	N/A	N/A	N/A
Electrical Repair Shops, Motor Vehicle	30	35	40	N/A	N/A	N/A
Paint or Body Repair Shops	3,165	3,710	4,540	N/A	N/A	N/A
Automotive Glass Replacement	625	735	900	N/A	N/A	N/A
Automotive Oil Change & Lubrication Shops	545	640	780	N/A	N/A	N/A
Carwashes	675	795	970	N/A	N/A	N/A
Health Care						
Offices of Physicians						
Offices of Physicians (except mental health specialists)	12,616	14,787	18,112	969	1,652	4,008
Offices of Physicians, Mental Health Specialists	115	134	165	969	1,800	4,008
Offices of Dentists	5,829	6,829	8,368	1,090	1,700	3,970
Offices of Other Health Practitioners						
Offices of Chiropractors	843	986	1,206	1,090	1,600	3,970
Offices of Optometrists	320	373	460	1,074	1,620	4,347
Offices of Mental Health Practitioners (except physicians)	432	507	620	1,090	1,800	3,970
Offices of Physical, Occup, & Speech Therapists & Audiologists						
Speech Therapist & Audiologists	46	55	64	1,090	1,600	3,970
Physical & Occupational Therapists	728	849	1,043	1,090	1,600	3,970
Offices of All Other Health Practitioners						
Offices of Podiatrists	70	78	98	1,090	1,800	3,970
Offices of All Other Misc. Health Practitioners	316	371	458	1,090	1,800	3,970
Outpatient Care Centers						
Outpatient Mental Health & Substance Abuse Centers	804	940	1,152	N/A	N/A	N/A
Other Outpatient Care Centers						
Kidney Dialysis Centers	716	835	1,025	N/A	N/A	N/A
All Other Outpatient Care Centers	1,361	1,596	1,958	N/A	N/A	N/A
Home Health Care Services	3,018	3,537	4,333	N/A	N/A	N/A

Source McComb Group, Ltd.

Chapter VII

NORTHERN SITE CONCEPT PLANS

Parcel Description

The northern site development parcel is located on the north side of CSAH 19 and is 7.36 acres in size. The parcel appears to fall under both a Shoreland Management Overlay District and a Floodplain Overlay District. The Shoreland Management Overlay District has three components to it that impact the developable acreage of the parcel:

- A 75-foot setback from ordinary high water mark of Crow River
- A 30-foot setback from the top of the river bluff
- Impervious surfaces may not exceed 30 percent of the lot area.

Based on available mapping, it appears that the Floodplain boundaries are close to the river and bluff setbacks. The lot is zoned as Downtown River Commercial, which requires a 30-foot front yard setback for principal structures. The zoning code states there shall be a front yard on each street side of a corner lot. With the curvature of CSAH 19 around this parcel, the zoning code was interpreted as a 30-foot setback along the entire CSAH 19 frontage. This front yard setback, along with the Shoreland Management Overlay District setbacks reduced the developable lot acreage to 3.03 acres and impervious surfaces were limited to 2.2 acres.

The parcel has limited access opportunities. Given the curvilinear alignment of CSAH 19 around the parcel, only two access locations appear viable. The first is at the intersection of CSAH 19 and CSAH 123 and the other is approximately 600 feet east of the CSAH 19/CSAH 123 intersection. An access point at the CSAH 19/CSAH 123 intersection would require signalization. Hennepin County traffic signal spacing guidelines state that signalized intersections should not be spaced closer than 0.25 miles. Unfortunately, an existing signal exists on CSAH 19 just north of the river at River Road, which eliminates the opportunity to signalize this intersection. Therefore, the remaining feasible access point to the parcel, as depicted in a Hennepin County concept layout dated April 2008, is at a location approximately 600 feet east of the CSAH 19/CSAH 123 intersection. This intersection will also serve the proposed Mercantile Pass development. This location poses several challenges as the drive is located towards the eastern edge of the parcel, away from the prime developable land. In addition, the lot is quite narrow at this location, posing challenges for vehicular turning movements.

Professional Office Park Scenario

This scenario (Figure 2) illustrates how the site could be configured to accommodate an assemblage of professional office buildings. Two to three individual offices would be located in each building, with all of the buildings sharing a common parking lot. This land use allows for phased implementation where buildings could be constructed when a demand exists. The parcel is zoned Downtown River Commercial, which calls for the placement of buildings out near the street and parking located either on the side or rear of the building. The layout of the professional office park as shown is not consistent with the City's zoning ordinances as the buildings are located at the back of the lot to take advantage of the scenic views of the Crow River. This site was deemed conducive to a professional office park because office tenant or owner would find it desirable to have direct river views from their office windows.

Figure 2

Scenario Information	
Building Square Footage	26,280 Sq.Ft.
Number of Units	15
Parking Stalls	97-122
Parking Stalls Required	82
Approx. Impervious Area	27% of site

Professional Office Park Scenario

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City of Hanover, MN

February 9, 2012

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This site can adequately accommodate the city required number of parking stalls for professional office buildings. The layout shown results in 27 percent of the site covered by impervious surfaces, which falls below the 30 percent maximum impervious requirement for the site. Stormwater treatment on this site would be located in areas that can capture runoff from impervious surfaces and respond to natural drainage patterns.

Restaurant Scenario

This scenario (Figure 3) depicts how the site could accommodate a traditional sit down restaurant and a fast food restaurant with a drive-thru lane. Similar to the professional office building scenario, this land use allows for phased implementation. Another similarity is that the layout is not consistent with the City's zoning ordinances as the buildings are not oriented out towards the roadway. The restaurant is located in the far northwest corner of the site as the narrow shape is not feasible for parking. This location also provides an opportunity to take advantage of scenic rivers views. An outdoor dining plaza is depicted between the restaurant and the river. A fast food restaurant is encircled with pavement in order to provide a drive-thru lane and is located nearest the parcel access drive to efficiently move vehicles in and out of the site. The parking lots include sidewalks in the medians to provide safe access to the restaurants. The sidewalk extends out from the fast food restaurant to the parcel entrance drive. From here, pedestrians would be able to connect to the future regional trail that is planned to cross into town over the existing pedestrian bridge or cross over CSAH 19 to access the proposed future commercial district on the south side of CSAH 19.

A primary challenge with this scenario is the large quantity of parking needed to support a restaurant land use. The buildable portion of the parcel is almost entirely covered with impervious service in order to obtain the required number of parking stalls and comfortable circulation. The layout shown results in 29 percent of the site covered by impervious surfaces, which is just below the 30 percent maximum impervious surface requirement for the site. Stormwater treatment would be scattered throughout the site to capture runoff from impervious surfaces in a manner that is responsive to natural drainage patterns.

Townhome Scenario

While the parcel is zoned as Downtown River Commercial, a multi-family scenario (Figure 4) was prepared as a possible use. If the parcel was developed consistent with the City's Multiple Family Residential District zoning ordinance, a 50-foot minimum front yard setback would be required from CSAH 19. This setback, along with the Shoreland Management Overlay District setbacks, reduces the developable lot acreage to 2.5 acres.

The townhome scenario illustrates how four townhome buildings could be configured on the parcel. The buildings, which provide approximately 22 housing units, could use a phased implementation approach to respond to demand. One row of buildings is oriented towards the scenic Crow River and the other is oriented towards the roadway. Unit entrances would be off of the central access drive. The access drive would be substantially screened from CSAH 19 by the buildings, with the exception of the visitor parking areas and the cul-de-sac that is needed for adequate turning movements for emergency vehicles and snow plows. The zoning code for a Multiple Family Residential District requires two enclosed parking spaces for each unit. While not required by the zoning ordinance, the layout includes additional surface parking for visitors.

Figure 3

Scenario Information	
Building Square Footage	7,200 Sq.Ft.
Number of Units	——
Parking Stalls	125
Parking Stalls Required	113
Approx. Impervious Area	29% of site

Restaurant Scenario

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Figure 4

Scenario Information	
Building Square Footage	46,200 Sq.Ft.
Number of Units	22
Parking Stalls	2 per unit +22 visitor spaces
Parking Stalls Required	2 per unit (enclosed)
Approx. Impervious Area	18% of site

Townhome Scenario
Hanover Market Study
City of Hanover, MN

February 9, 2012

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Site sidewalks provide access to the visitor parking lots and to the parcel access drive. From here, pedestrians could connect to the future regional trail planned to cross into town over the existing pedestrian bridge or cross over CSAH 19 to access the proposed future commercial district on the south side of CSAH 19.

The townhome scenario results in 18 percent of the site covered with impervious surfaces, well below the 30 percent maximum impervious surface requirement. Ample space exists on the site to treat stormwater runoff from the pervious surfaces in a manner that responds to the natural drainage patterns on the site.

Findings

The applicable zoning code requirements limit development to 3.03 acres of the site's 7.36 acres, almost a 60 percent reduction. In addition, the zoning code parking requirements prevent a developer from taking full advantage of the site's primary asset--Crow River.

Chapter VIII

RESIDENTIAL DEVELOPMENT POTENTIAL

Estimated household growth for the City of Hanover from 2012 to 2025 is contained in a *Technical Memorandum: Residential Growth Estimates*. For purposes of this analysis, household growth is the same as estimated future residential development. This chapter will allocate residential growth between single family homes, townhouses, and multi-family units.

Residential Development

Residential building permits in Hanover from 2000 through 2011 are contained in Table 18. Residential building permits increased from 65 in 2000 to 112 in 2002, declined slightly in 2003 and 2004 and recovered to 59 in 2005. Since then, residential building permits have decreased to three per year in 2009, 2010, and through November 2011.

Table 18

HANOVER
RESIDENTIAL BUILDING PERMITS; 2000 TO 2011

Year	Building Permits
2000	65
2001	83
2002	112
2003	51
2004	33
2005	59
2006	55
2007	28
2008	9
2009	3
2010	3
2011*	3
Total	504

*Through November 2011.
Source: U.S. Census and McComb Group, Ltd.

Hanover had 950 housing units in 2010 according to the U.S. Census. Owner-occupied was the largest category with 863 homes and 14 for sale or sold. Renter-occupied and for rent totaled 66 units. Seasonal occupancy and other vacant accounted for seven units. The rental inventory included two older apartment buildings with 16 units and about 50 single family homes were either renter-occupied or for rent. Existing multi-family units represent less than two percent of Hanover's housing stock.

Table 19

HANOVER HOUSING TENURE; 2010

Type	Units
Owner-Occupied	863
For Sale & Sold	14
Subtotal	877
Rental	
Renter-Occupied	63
For Rent	3
Subtotal	66
Seasonal Occupancy	2
Other Vacant	5
Total	950
Rental Inventory	66
Multi-Family	
98 Mill Pond Road	9
11279 River Road	7
Subtotal	16
Single Family (Estimated)	50

Source: U.S. Census, Wright County Assessor, and McComb Group, Ltd.

Owner and renter-occupied housing in Hanover, other Wright County cities, and Wright County are contained in Table 20. Owner-occupied housing, primarily single family, is the predominate form of housing in Hanover and other Wright County communities. Owner-occupied units range from 85.4 percent in Rogers to 88.3 percent in Albertville. Renter-occupied units range from 6.6 percent in Hanover to 10.8 percent in Rogers. Between 2000 and 2011, Rogers and St. Michael added 199 and 119 renter-occupied units, respectively. Some of these are likely to be single family homes that are being rented. Rogers, the closest city to the Twin Cities, increased its occupied housing by 1,132 units, 199 or 17.6 percent are renter-occupied. St. Michael increased its occupied housing by 2,400 units of which 119 or 5.0 percent are renter-occupied. Albertville increased occupied units by 1,079, of which 31 or 2.9 percent are renter-occupied. This demonstrates that renter-occupied units as a percent of new units decreases with distance from the Twin Cities. Hanover's distance from the Twin Cities suggests that for the foreseeable future single family homes are likely to be the housing of choice for developers and new residents.

Table 20

HANOVER, ROGERS, ST. MICHAEL, ALBERTVILLE AND WRIGHT COUNTY
OWNER- AND RENTER-OCCUPIED HOUSING
1990 AND 2000 CENSUS; 2011 ESTIMATED

	Hanover	Rogers	St. Michael	Albertville	Wright County
NUMBER OF UNITS					
Owner-Occupied					
1990	142	279	1,326	303	18,409
2000	445	1218	2,569	1,127	26,560
2011E	866	2151	4,850	2,175	38,219
Renter-Occupied					
1990	30	110	224	65	3,985
2000	28	72	357	160	4,905
2011E	63	271	476	191	6,951
PERCENT					
Owner-Occupied					
1990	81.1 %	68.6 %	82.8 %	81.2 %	71.6 %
2000	91.2	91.7	84.9	83.5	77.3
2011E	87.4	85.4	87.0	88.3	76.8
Renter-Occupied					
1990	17.1 %	27.0 %	14.0 %	17.4 %	15.5 %
2000	5.7	5.4	11.8	11.9	14.3
2011E	6.6	10.8	8.5	7.8	14.0

E Estimated
Source McComb Group, Ltd.

Future Residential Demand

Estimated future residential demand for Hanover takes into consideration Hanover's historic share of metro area housing, slowing growth and a growing preference for residents to live closer in due to increased commuting costs. Estimated annual residential demand is assumed to accelerate as the housing market recovers, stabilizing at 31 to 33 units after 2017. For sale single family homes are likely to be the predominant housing type in the foreseeable future based on past trends. For sale townhomes are a possibility, but in many cases, the sales price is not much lower than a similar sized or somewhat larger single family home. In these situations, buyers favor the single family home and its higher level of privacy. The same is true of quad homes and other similar building types.

Table 21

HANOVER
RESIDENTIAL DEVELOPMENT PROJECTIONS
2012 TO 2025

Year	Units
2012	10
2013	18
2014	25
2015	30
2016	34
2017	30
2018	31
2019	31
2020	31
2021	32
2022	32
2023	33
2024	33
2025	33
Total	403

Source: McComb Group, Ltd

The decline in home construction has increased the demand for apartments but, commuting cost is also influencing where multi-family units are built. All these factors suggest that apartment buildings are unlikely in Hanover for the foreseeable future. Potential market absorption is another consideration n that developers expect a building to be fully occupied within six months of completion. Developers also prefer to build multi-family buildings in economic size, about 36 to 48 units per building. This would be more than one year of estimated Hanover residential absorption.

Smaller types of rental homes, such as townhomes, are frequently built in markets with low annual absorption and may be possible in Hanover, but zoning code requirements for a 24 foot garage for each townhome cause the units to be larger than are typically built for rental or entry level for sale townhomes.

There is always demand for housing that has monthly rents that are below market rents. These have rents that affordable for households with incomes that are 50 to 80 percent of the median household income. These are typically related to low and moderate income housing and a newer category of workforce housing. These types of multi-family housing require some form of financial assistance.

Chapter IX

CSAH 19 CORRIDOR

The CSAH 19 corridor extends about 1.5 miles east from the intersection with Rosedale Avenue. This corridor is in gradual transition from agricultural to single family with varying size large lots. Some of the houses appear to be high value homes. This type of development is well established in the corridor. New development on the remaining agricultural parcels will depend on the owner's desires.

Commercial development is planned for the western portion of the corridor. The amount of frontage required to accommodate estimated future development was estimated at about 1,200 feet (one-quarter mile) to about 1,800 feet (three-eights of a mile). This is less than the distance from Rosedale Avenue to Prairie Lane. Natural features (rivers, ravines, and lakes) may limit developable site in this area. Planning should be conducted to determine how to accommodate future development taking into consideration site limitations imposed by natural features.

The portion of the CSAH 19 corridor that does not become commercial is likely to remain residential. The driving force for a change to some other use would be the ability of the new use to be able to support the land and building value of the current use.

Chapter X

RECOMMENDATIONS

Retail development potential in Hanover will increase as trade area population and households increase. This chapter contains recommendations and strategies to enhance retail development potential.

Mercantile Pass has an excellent location with high visibility and convenient access. Development timing will depend on tenant interest. Marketing efforts should be focused on those business types with sufficient sales potential to support a store. Phased development of the site is likely and is possible due to the site plan. This site plan should be viewed as flexible so that individual buildings can be sized to meet tenant needs. The gas/convenience store that would anchor this development should include a larger selection of grocery items typical of a convenience market. This building could also include a sandwich shop and/or coffee. Retail potential is discussed in Chapter VI. At some time in the future, a supermarket will be supportable in Hanover. A previous Mercantile Pass site plan included a supermarket to the south. This would be a good location for a supermarket and would complement and enhance Mercantile Pass.

Northern site development is impacted by its size, shape, and zoning requirements. This site should be the subject of a planning study to determine the best way to utilize the river amenity as a site enhancement. This may require zoning changes or variances.

Planning should be conducted to determine how additional retail potential could be accommodated along CSAH 19 taking into consideration natural features that will influence parcel size and shape. Extending the study area east along CSAH 19 could provide guidance to future development potential in that area.

Increasing residential development in Hanover will improve retail potential and accelerate retail development. The EDA should consider creating and implementing programs to increase home building in Hanover.

The Hanover Zoning Ordinance contains numerous provisions that may discourage the development that the ordinance appears to encourage. This was evident in the planning work that was conducted for the northern site. For example, the parcel's Downtown River Commercial land use designation requires urban building setbacks, which competes with the shore land and bluff setback requirements. This results in a site design that protects, but does not take advantage of, or celebrate, the natural feature that is preserved. Another example is the requirement for attached residential dwellings to have two enclosed parking spaces per unit. The cost of providing two enclosed stalls increases the unit selling prices above the area average for this housing type. The Hanover Zoning Ordinance should be reviewed to identify those provisions that complicate development that the City is attempting to encourage.

Hanover is an emerging retail market. As such, the cost of development influences the operating expenses of retailers. To the extent that development costs can be restrained, retail development potential will be enhanced.

Appendices

HANOVER

RETAIL MARKET ANALYSIS AND DEVELOPMENT POTENTIAL

Prepared for

Hanover Economic Development Authority

Prepared by

McCOMB GROUP, Ltd.
REAL ESTATE AND RETAIL CONSULTANTS

and

SRF
Consulting Group, Inc.

April 2012

Appendices

HANOVER

RETAIL MARKET ANALYSIS AND DEVELOPMENT POTENTIAL

Prepared for

Hanover Economic Development Authority

Prepared by

McComb Group, Ltd.
and
SRF Consulting Group, Inc.

April 2012

APPENDIX A

DEMOGRAPHIC CHARACTERISTICS

Table A-1

HANOVER TRADE AREA, HENNEPIN COUNTY AND MINNEAPOLIS-ST. PAUL MSA
POPULATION AND HOUSEHOLDS: 1990 AND 2000 CENSUS; 2011 AND 2016 ESTIMATED

	Population		Households	
Trade Area / Year	Number	Rate of Change	Number	Rate of Change
HANOVER TRADE AREA				
1990	6,330	N/A	1,947	N/A
2000	8,097	2.49 %	2,538	2.69 %
2011 E	12,332	4.30	4,016	4.70
2016 E	13,680	2.10	4,476	2.19
HENNEPIN COUNTY				
1990	1,032,367	N/A	419,128	N/A
2000	1,116,200	0.78 %	456,129	0.85 %
2011 E	1,159,772	0.38	479,172	0.49
2016 E	1,189,054	0.50	492,164	0.54
MINNEAPOLIS-ST. PAUL MSA				
1990	2,542,631	N/A	961,627	N/A
2000	2,968,806	1.56 %	1,136,615	1.69 %
2011 E	3,314,929	1.11	1,285,939	1.24
2016 E	3,455,173	0.83	1,338,939	0.81

N/A: Not Available.
E: Estimated.

Source: U.S. Census, Scan/US and McComb Group, Ltd.

Table A-2

HANOVER TRADE AREA, HENNEPIN COUNTY AND MINNEAPOLIS-ST. PAUL MSA
AVERAGE AND MEDIAN HOUSEHOLD INCOMES
1990 AND 2000 CENSUS; 2011 AND 2016 ESTIMATED

Income Type / Year	Hanover Trade Area	Hennepin County	Minneapolis-St. Paul MSA
Average Household Income			
1990	$ 47,663	$ 44,966	$ 43,703
2000	89,614	69,655	67,713
2011 E	103,811	80,803	78,944
2016 E	111,408	87,686	86,142
Median Household Income			
1990	$ 43,023	$ 37,664	$ 37,631
2000	74,118	52,204	54,734
2011 E	83,672	59,255	62,514
2016 E	89,069	62,160	66,520

E: Estimated.

Source: U.S. Census, Scan/US and McComb Group, Ltd.

Table A-3

HANOVER TRADE AREA, HENNEPIN COUNTY AND MINNEAPOLIS-ST. PAUL MSA
HOUSEHOLD INCOME: 1990 AND 2000 CENSUS; 2011 AND 2016 ESTIMATED

	1990		2000		2011 E		2016 E	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
HANOVER TRADE AREA								
Households	1,947	N/A	2,538	N/A	4,016	N/A	4,476	N/A
Average Size	3.25	N/A	3.16	N/A	3.06	N/A	3.18	N/A
Household Income								
Median	$ 43,023	N/A	$ 74,118	N/A	$ 83,672	N/A	$ 89,069	N/A
Average	$ 47,663	N/A	$ 89,614	N/A	$ 103,811	N/A	$ 111,408	N/A
Households Above $50,000	715	37.1 %	1,919	75.7 %	3,219	80.2 %	3,752	83.8 %
Households Above $75,000	237	12.3	1,220	48.1	2,412	60.1	2,932	65.5
Income Distribution								
Less than $15,000	178	9.2 %	65	2.6 %	171	4.3 %	163	3.6 %
$15,000 - $24,999	213	11.0	101	4.0	92	2.3	83	1.8
$25,000 - $34,999	315	16.4	109	4.3	164	4.1	135	3.0
$35,000 - $49,999	507	26.3	342	13.5	368	9.2	343	7.7
$50,000 - $74,999	478	24.8	699	27.5	807	20.1	820	18.3
$75,000 - $99,999	148	7.7	614	24.2	982	24.5	1,125	25.1
$100,000 - $149,999	61	3.2	415	16.4	971	24.2	1,211	27.1
$150,000 +	28	1.4	191	7.5	460	11.5	595	13.3
HENNEPIN COUNTY								
Households	419,128	N/A	456,129	N/A	479,172	N/A	492,164	N/A
Average Size	2.41	N/A	2.39	N/A	2.37	N/A	2.37	N/A
Household Income								
Median	$ 37,664	N/A	$ 52,204	N/A	$ 59,255	N/A	$ 62,160	N/A
Average	$ 44,966	N/A	$ 69,655	N/A	$ 80,803	N/A	$ 87,686	N/A
Households Above $50,000	130,432	31.1 %	237,507	52.1 %	276,619	57.7 %	293,372	59.6 %
Households Above $75,000	53,175	12.7	141,441	31.0	185,482	38.7	204,092	41.5
Income Distribution								
Less than $15,000	75,807	18.1 %	47,993	10.5 %	49,661	10.4 %	52,159	10.6 %
$15,000 - $24,999	65,794	15.7	46,671	10.2	42,416	8.9	41,200	8.4
$25,000 - $34,999	63,730	15.2	52,610	11.5	44,993	9.4	42,024	8.5
$35,000 - $49,999	83,246	19.9	71,348	15.6	65,483	13.7	63,409	12.9
$50,000 - $74,999	77,258	18.4	96,066	21.1	91,137	19.0	89,280	18.1
$75,000 - $99,999	26,958	6.4	59,550	13.1	63,271	13.2	65,059	13.2
$100,000 - $149,999	15,900	3.8	48,726	10.7	67,665	14.1	76,417	15.5
$150,000 +	10,317	2.5	33,165	7.3	54,546	11.4	62,616	12 7
MINNEAPOLIS-ST. PAUL MSA								
Households	961,627	N/A	1,136,615	N/A	1,285,939	N/A	1,338,939	N/A
Average Size	2.59	N/A	2.56	N/A	2.53	N/A	2.53	N/A
Household Income								
Median	$ 37,631	N/A	$ 54,734	N/A	$ 62,514	N/A	$ 66,520	N/A
Average	$ 43,703	N/A	$ 67,713	N/A	$ 78,944	N/A	$ 86,142	N/A
Households Above $50,000	296,835	30.9 %	623,000	54.8 %	786,592	61.2 %	851,118	63.6 %
Households Above $75,000	107,842	11.2	357,670	31.5	521,591	40.6	593,485	44.3
Income Distribution								
Less than $15,000	158,760	16.5 %	104,519	9.2 %	111,662	8.7 %	115,958	8.7 %
$15,000 - $24,999	145,590	15.2	104,638	9.2	100,008	7.8	96,976	7.2
$25,000 - $34,999	151,645	15.8	125,123	11.0	113,642	8.8	106,520	8.0
$35,000 - $49,999	206,924	21.6	179,335	15.8	174,035	13.5	168,367	12.6
$50,000 - $74,999	188,993	19.7	265,330	23.3	265,001	20.6	257,633	19.2
$75,000 - $99,999	59,873	6.2	165,629	14.6	194,892	15.2	205,106	15.3
$100,000 - $149,999	30,705	3.2	124,954	11.0	198,219	15.4	232,971	17.4
$150,000 +	17,264	1.8	67,087	5.9	128,480	10.0	155,408	11.6

N/A: Not Available or Not Applicable

E: Estimated.

Source: U.S Census, Scan/US and McComb Group, Ltd.

Table A-4

HANOVER TRADE AREA, HENNEPIN COUNTY AND MINNEAPOLIS-ST. PAUL MSA
HOUSEHOLDS, FAMILIES AND HOUSEHOLD SIZE; 1990 AND 2000 CENSUS; 2011 AND 2016 ESTIMATED

	1990		2000		2011 E		2016 E	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
HANOVER TRADE AREA								
Households	1,947		2,538		4,016		4,476	
Families	1,649		2,186		3,286		3,390	
As Percent of Households		84.7 %		86.1 %		81.8 %		75.7 %
Household Size								
1 Person	N/A	N/A %	257	10.1 %	515	12.8 %	584	13.0 %
2 Persons	N/A	N/A	811	32.0	1,204	30.0	1,194	26.7
3-4 Persons	N/A	N/A	1,049	41.3	1,692	42.1	1,933	43.2
5+ Persons	N/A	N/A	420	16.6	605	15.1	765	17.1
Average Household Size	3.25		3.16		3.06		3.18	
HENNEPIN COUNTY								
Households	419,128		456,129		479,172		492,164	
Families	257,266		267,303		275,149		280,730	
As Percent of Households		61.4 %		58.6 %		57.4 %		57.0 %
Household Size								
1 Person	N/A	N/A %	145,086	31.8 %	164,093	34.2 %	173,361	35.2 %
2 Persons	N/A	N/A	151,300	33.2	148,527	31.0	147,752	30.0
3-4 Persons	N/A	N/A	121,842	26.7	125,395	26.2	127,968	26.0
5 + Persons	N/A	N/A	37,901	8.3	41,157	8.6	43,083	8.8
Average Household Size	2.41		2.39		2.37		2.37	
MINNEAPOLIS-ST. PAUL MSA								
Households	961,627		1,136,615		1,285,939		1,338,939	
Families	649,907		744,303		827,409		853,514	
As Percent of Households		67.6 %		65.5 %		64.3 %		63.7 %
Household Size								
1 Person	N/A	N/A %	303,050	26.7 %	369,062	28.7 %	397,211	29.7 %
2 Persons	N/A	N/A	370,926	32.6	400,932	31.2	402,061	30.0
3-4 Persons	N/A	N/A	348,717	30.7	387,027	30.1	401,562	30.0
5 + Persons	N/A	N/A	113,922	10.0	128,918	10.0	138,105	10.3
Average Household Size	2.59		2.56		2.53		2.53	

N/A: Not Available or Not Applicable.

E: Estimated

Source: U.S. Census, Scan/US and McComb Group, Ltd.

Table A-5

HANOVER TRADE AREA, HENNEPIN COUNTY AND MINNEAPOLIS-ST. PAUL MSA
EDUCATIONAL ATTAINMENT: 1990 AND 2000 CENSUS; 2011 AND 2016 ESTIMATED

	1990		2000		2011 E		2016 E	
Attainment	Number	Percent	Number	Percent	Number	Percent	Number	Percent
HANOVER TRADE AREA								
No College	1,596	50.9 %	1,535	34.0 %	1,994	26.9 %	1,963	24.6 %
Some College/2 yr. Degree	1,054	33.6	1,929	42.7	2,714	36.6	2,882	36.1
College Graduate	378	12.0	833	18.5	2,076	28.0	2,412	30.2
Graduate School	111	3.6	217	4.8	627	8.5	726	9.1
HENNEPIN COUNTY								
No College	179,890	29.8 %	156,628	23.4 %	156,247	21.4 %	156,638	20.5 %
Some College/2 yr. Degree	207,249	34.4	224,836	33.5	217,614	29.7	216,066	28.3
College Graduate	155,028	25.7	199,525	29.7	237,957	32.5	256,845	33.6
Graduate School	61,025	10.1	89,701	13.4	119,662	16.4	134,024	17.6
MINNEAPOLIS-ST. PAUL MSA								
No College	494,213	35.2 %	482,956	28.0 %	521,399	25.7 %	528,720	24.6 %
Some College/2 yr. Degree	475,234	33.9	606,761	35.2	664,859	32.7	683,175	31.8
College Graduate	309,463	22.1	440,355	25.6	569,553	28.0	626,678	29.1
Graduate School	123,146	8.8	192,417	11.2	274,817	13.5	313,114	14.6

N/A: Not Available or Not Applicable
E. Estimated.

Source. U.S. Census, Scan/US and McComb Group, Ltd.

Table A-6

HANOVER TRADE AREA, HENNEPIN COUNTY AND MINNEAPOLIS-ST. PAUL MSA
GENDER AND MARITAL STATUS: 1990 AND 2000 CENSUS; 2011 AND 2016 ESTIMATED

	1990		2000		2011 E		2016 E	
Ethnicity	Number	Percent	Number	Percent	Number	Percent	Number	Percent
HANOVER TRADE AREA								
Gender								
Male	3,253	51.4 %	4,098	50.6 %	6,206	50.3 %	6,683	50.4 %
Female	3,077	48.6	3,998	49.4	6,126	49.7	6,566	49.6
Marital Status								
Single	1,415	31.4 %	70	3.2 %	70	2.1 %	82	2.4 %
Single With Children	N/A	N/A	111	5.1	291	8.9	323	9.5
Married	3,092	68.6	2,005	91.7	2,923	89.0	2,984	88.0
HENNEPIN COUNTY								
Gender								
Male	499,618	48.4 %	549,569	49.2 %	573,476	49.4 %	587,914	49.4 %
Female	532,749	51.6	566,631	50.8	586,296	50.6	601,140	50.6
Marital Status								
Single	407,182	49.3 %	21,057	7.9 %	21,552	7.8 %	21,749	7.7 %
Single With Children	N/A	N/A	39,759	14.9	44,154	16.0	46,402	16.5
Married	419,255	50.7	206,487	77.2	209,443	76.1	212,579	75.7
MINNEAPOLIS-ST. PAUL MSA								
Gender								
Male	1,243,912	48.9 %	1,466,277	49.4 %	1,645,687	49.6 %	1,715,575	49.7 %
Female	1,298,719	51.1	1,502,529	50.6	1,669,242	50.4	1,739,598	50.3
Marital Status								
Single	880,727	44.8 %	49,124	6.6 %	56,506	6.8 %	59,065	6.9 %
Single With Children	N/A	N/A	102,044	13.7	119,883	14.5	126,788	14.9
Married	1,085,734	55.2	593,135	79.7	651,020	78.7	667,661	78.2

N/A: Not Available or Not Applicable.
E. Estimated.

Source. U.S. Census, Scan/US and McComb Group, Ltd

Table A-7

HANOVER TRADE AREA, HENNEPIN COUNTY AND MINNEAPOLIS-ST. PAUL MSA
AGE DISTRIBUTION: 1990 AND 2000 CENSUS; 2011 AND 2016 ESTIMATED

	1990		2000		2011 E		2016 E	
Age Distribution	Number	Percent	Number	Percent	Number	Percent	Number	Percent
HANOVER TRADE AREA								
Under 5	606	9.6 %	651	8.0 %	1,107	9.0 %	1,195	8.7 %
5 - 9	644	10.2	752	9.3	967	7.8	1,105	8.1
10 - 14	596	9.4	853	10.5	958	7.8	1,042	7.6
15 - 19	473	7.5	667	8.2	923	7.5	1,012	7.4
20 - 24	377	6.0	306	3.8	784	6.4	931	6.8
25 - 34	1,103	17.5	927	11.5	1,378	11.2	1,272	9.3
35 - 44	1,089	17.2	1,785	22.1	1,620	13.1	1,598	11.7
45 - 54	693	11.0	1,187	14.7	1,980	16.1	2,208	16.1
55 - 64	359	5.7	607	7.5	1,281	10.4	1,652	12.1
65 - 74	240	3.8	216	2.7	731	5.9	993	7.3
75 +	136	2.2	142	1.8	601	4.9	670	4.9
25 - 64	3,244	51.4 %	4,505	55.7 %	6,259	50.8 %	6,731	49.2 %
65 and Over	376	6.0	358	4.4	1,333	10.8	1,663	12.2
HENNEPIN COUNTY								
Under 5	77,243	7.5 %	73,261	6.6 %	80,967	7.0 %	80,487	6.8 %
5 - 9	69,733	6.8	75,780	6.8	72,923	6.3	79,993	6.7
10 - 14	58,887	5.7	75,109	6.7	69,429	6.0	72,542	6.1
15 - 19	58,967	5.7	72,755	6.5	71,773	6.2	69,063	5.8
20 - 24	83,089	8.0	79,364	7.1	75,847	6.5	71,102	6.0
25 - 34	217,046	21.0	183,860	16.5	185,511	16.0	166,953	14.0
35 - 44	170,241	16.5	191,872	17.2	166,536	14.4	174,018	14.6
45 - 54	101,685	9.9	156,068	14.0	173,498	15.0	168,307	14.2
55 - 64	78,401	7.6	85,773	7.7	130,549	11.3	153,508	12.9
65 - 74	64,502	6.2	59,737	5.4	67,413	5.8	88,621	7.5
75 +	52,525	5.1	62,621	5.6	65,326	5.6	64,460	5.4
25 - 64	567,373	55.0 %	617,573	55.3 %	656,094	56.6 %	662,786	55.7 %
65 and Over	117,027	11.3	122,358	11.0	132,739	11.4	153,081	12.9
MINNEAPOLIS-ST. PAUL MSA								
Under 5	206,374	8.1 %	212,810	7.2 %	242,347	7.3 %	253,493	7.3 %
5 - 9	197,835	7.8	225,355	7.6	225,329	6.8	241,230	7.0
10 - 14	171,935	6.8	225,652	7.6	223,043	6.7	225,917	6.5
15 - 19	162,011	6.4	209,863	7.1	225,034	6.8	223,608	6.5
20 - 24	193,055	7.6	193,790	6.5	219,087	6.6	224,573	6.5
25 - 34	511,549	20.1	457,105	15.4	475,975	14.4	455,546	13.2
35 - 44	415,664	16.3	528,024	17.8	483,451	14.6	470,632	13.6
45 - 54	253,035	10.0	405,724	13.7	507,168	15.3	504,649	14.6
55 - 64	180,490	7.1	225,540	7.6	361,901	10.9	437,134	12.7
65 - 74	139,086	5.5	145,808	4.9	188,446	5.7	247,941	7.2
75 +	111,458	4.4	139,135	4.7	163,148	4.9	170,450	4.9
25 - 64	1,360,738	53.5 %	1,616,393	54.4 %	1,828,495	55.2 %	1,867,961	54.1 %
65 and Over	250,544	9.9	284,943	9.6	351,594	10.6	418,391	12.1

E: Estimated

Source: U.S. Census, Scan/US and McComb Group, Ltd.

Table A-8

HANOVER TRADE AREA, HENNEPIN COUNTY AND MINNEAPOLIS-ST. PAUL MSA
ETHNICITY: 1990 AND 2000 CENSUS; 2011 AND 2016 ESTIMATED

	1990			2000			2011 E			2016 E		
Ethnicity	Number	Percent		Number	Percent		Number	Percent		Number	Percent	
HANOVER TRADE AREA												
Caucasian	6,274	99.1	%	7,945	98.1	%	11,784	95.6	%	13,074	95.6	%
African-American	6	0.1		7	0.1		80	0.6		93	0.7	
Native American	18	0.3		12	0.1		24	0.2		31	0.2	
Asian/Pacific Islander	24	0.4		58	0.7		228	1.8		245	1.8	
Other	8	0.1		74	0.9		216	1.8		237	1.7	
Hispanic (any race)	24	0.4	%	73	0.9	%	182	1.5	%	260	1.9	%
HENNEPIN COUNTY												
Caucasian	922,239	89.3	%	898,921	80.5	%	862,059	74.3	%	882,869	74.2	%
African-American	60,115	5.8		99,943	9.0		137,311	11.8		141,501	11.9	
Native American	14,926	1.4		11,163	1.0		10,655	0.9		10,908	0.9	
Asian/Pacific Islander	29,568	2.9		54,086	4.8		72,903	6.3		74,863	6.3	
Other	5,519	0.5		52,087	4.7		76,844	6.6		78,913	6.6	
Hispanic (any race)	14,024	1.4	%	45,439	4.1	%	81,960	7.1	%	99,060	8.3	%
MINNEAPOLIS-ST. PAUL MSA												
Caucasian	2,347,622	92.3	%	2,556,851	86.1	%	2,685,735	81.0	%	2,802,332	81.1	%
African-American	90,071	3.5		157,963	5.3		245,723	7.4		254,948	7.4	
Native American	24,267	1.0		21,590	0.7		22,936	0.7		23,780	0.7	
Asian/Pacific Islander	65,618	2.6		124,025	4.2		191,192	5.8		198,353	5.7	
Other	15,053	0.6		108,377	3.7		169,343	5.1		175,760	5.1	
Hispanic (any race)	37,942	1.5	%	99,121	3.3	%	189,272	5.7	%	241,178	7.0	%

E Estimated.

Source: U.S. Census, Scan/US and McComb Group, Ltd.

Appendix B

RETAIL AND SERVICES PURCHASING POWER

Table B-1

HANOVER TRADE AREA TRADE AREA
RETAIL PURCHASING POWER, 2012 TO 2025
(In Thousands of Dollars)

Merchandise Category	2012	2015	2020	2025
General Merchandise	**$ 25,356**	**$ 27,580**	**$ 31,447**	**$ 37,576**
Department Stores (Incl. Leased Depts.)	12,908	14,040	16,008	19,128
Discount Stores	9,730	10,583	12,066	14,418
Department Stores	3,178	3,457	3,942	4,710
Other General Merchandise Stores	12,448	13,540	15,439	18,448
Warehouse Clubs & Supercenters	10,930	11,889	13,556	16,198
Variety Stores	459	499	569	680
Miscellaneous General Mdse.	1,059	1,152	1,314	1,570
Apparel and Accessories	$ 7,522	$ 8,183	$ 9,330	$ 11,148
Furniture & Home Furnishings	5,191	5,647	6,438	7,693
Electronics & Appliance	5,491	5,973	6,811	8,138
Other Shopping Goods	10,158	11,047	12,596	15,053
Total Shopping Goods	**$ 53,718**	**$ 58,430**	**$ 66,622**	**$ 79,608**
Food Service & Drinking	**$ 20,220**	**$ 21,991**	**$ 25,075**	**$ 29,963**
Convenience Goods	**$ 30,583**	**$ 33,265**	**$ 37,928**	**$ 45,323**
Food Stores	18,187	19,782	22,555	26,953
Drug & Proprietary Stores	7,611	8,278	9,439	11,278
Hardware Stores	1,165	1,268	1,445	1,727
Beer, Wine & Liquor Stores	3,002	3,265	3,723	4,449
Florists	441	480	547	654
Health Supplement Stores	177	192	219	262
Gasoline Service Stations & Conv.	**$ 22,232**	**$ 24,181**	**$ 27,571**	**$ 32,945**
Other Stores	**$ 53,309**	**$ 57,984**	**$ 66,113**	**$ 79,000**
Building Materials & Supply Stores	16,492	17,940	20,453	24,440
Lawn & Garden Equipment	2,048	2,228	2,541	3,036
Used Merchandise Stores	424	461	526	628
Motor Vehicles & Parts Dealers	34,345	37,355	42,593	50,896
Total	**$ 180,062**	**$ 195,851**	**$ 223,309**	**$ 266,839**

NA: Not Available.
Source: McComb Group, Ltd.

Table B-1 (continued)

HANOVER TRADE AREA TRADE AREA
RETAIL PURCHASING POWER, 2012 TO 2025
(In Thousands of Dollars)

Merchandise Category	2012	2015	2020	2025
Shopping Goods				
General Merchandise				
Department Stores (Incl. Leased Depts.)	**$ 12,908**	**$ 14,040**	**$ 16,008**	**$ 19,128**
Discount Stores	9,730	10,583	12,066	14,418
Department Stores	3,178	3,457	3,942	4,710
Other General Merchandise Stores	**12,448**	**13,540**	**15,439**	**18,448**
Warehouse Clubs and Supercenters	10,930	11,889	13,556	16,198
Variety Stores	459	499	569	680
Miscellaneous General Mdse.	1,059	1,152	1,314	1,570
Subtotal	$ 25,356	$ 27,580	$ 31,447	$ 37,576
Apparel and Accessories	$ 7,522	$ 8,183	$ 9,330	$ 11,148
Furniture & Home Furnishings	5,191	5,647	6,438	7,693
Electronics & Appliance	5,491	5,973	6,811	8,138
Other Shopping Goods	10,158	11,047	12,596	15,053
Total Shopping Goods	**$ 53,718**	**$ 58,430**	**$ 66,622**	**$ 79,608**
Food Service & Drinking Places				
Food Service	$ 19,196	$ 20,877	$ 23,805	$ 28,445
Drinking Places	1,024	1,114	1,270	1,518
Convenience Goods				
Food stores	$ 18,187	$ 19,782	$ 22,555	$ 26,953
Drug & Proprietary Stores	7,611	8,278	9,439	11,278
Liquor Stores	3,002	3,265	3,723	4,449
Hardware	1,165	1,268	1,445	1,727
Florists	441	480	547	654
Health Supplement Stores	1,059	192	219	1,570
Subtotal	$ 30,406	$ 33,073	$ 37,709	$ 45,061
TOTAL	**$ 104,344**	**$ 113,494**	**$ 129,406**	**$ 154,632**

Table B-1 (continued)

HANOVER TRADE AREA TRADE AREA
RETAIL PURCHASING POWER, 2012 TO 2025
(In Thousands of Dollars)

Merchandise Category	2012	2015	2020	2025
CONVENIENCE GOODS				
Food Stores	**$ 18,187**	**$ 19,782**	**$ 22,555**	**$ 26,953**
Grocery Stores	17,481	19,014	21,680	25,906
Supermarkets	17,128	18,630	21,242	25,383
Convenience Stores	353	384	438	523
Specialty Food Stores	618	672	766	916
Meat Markets	230	250	285	340
Fish & Seafood Markets	71	77	88	105
Fruit & Vegetable Markets	124	134	153	183
Other Specialty Food Stores	194	211	241	288
Baked Goods	53	58	66	79
Confectionery and Nut Stores	53	58	66	79
All Other Specialty Food Stores	88	96	109	131
Other Convenience Goods	**$ 12,396**	**$ 13,483**	**$ 15,373**	**$ 18,370**
Drug	7,611	8,278	9,439	11,278
Hardware	1,165	1,268	1,445	1,727
Liquor	3,002	3,265	3,723	4,449
Florist	441	480	547	654
Food/health Supplement Stores	177	192	219	262
Total Convenience Goods	**$ 30,583**	**$ 33,265**	**$ 37,928**	**$ 45,323**
Food Service & Drinking Places	**$ 20,220**	**$ 21,991**	**$ 25,075**	**$ 29,963**
Food Service	**20,610**	**22,413**	**25,558**	**30,539**
Full-Service Restaurants	8,352	9,085	10,358	12,377
Limited Service Restaurants	6,357	6,914	7,884	9,420
Cafeterias	265	288	328	393
Snack & Beverage Places	1,414	1,536	1,753	2,094
Ice Cream & Soft Serve	177	192	219	262
Frozen Yogurt	18	19	22	26
Doughnut Shops	247	269	307	366
Bagel Shops	71	77	88	105
Coffee Shops	600	653	745	890
Cookie Shops	18	19	22	26
Other Snack Shops	283	307	350	419
Specialized Food Places	2,808	3,054	3,482	4,161
Drinking Places	**$ 1,024**	**$ 1,114**	**$ 1,270**	**$ 1,518**
Gasoline Svs Stations/Conv.	**$ 22,232**	**$ 24,181**	**$ 27,571**	**$ 32,945**
Gas/Convenience Food Stores	19,989	21,742	24,790	29,622
Other Gas Stations & Truck Stops	2,243	2,439	2,781	3,323

Table B-1 (continued)

HANOVER TRADE AREA TRADE AREA
RETAIL PURCHASING POWER, 2012 TO 2025
(In Thousands of Dollars)

Merchandise Category	2012	2015	2020	2025
SHOPPING GOODS				
General Merchandise	**$ 25,356**	**$ 27,580**	**$ 31,447**	**$ 37,576**
Department stores (Incl. leased depts.)	**12,908**	**14,040**	**16,008**	**19,128**
Discount stores	9,730	10,583	12,066	14,418
Conventional	3,178	3,457	3,942	4,710
Other general merchandise stores	**12,448**	**13,540**	**15,439**	**18,448**
Warehouse clubs and Supercenters	10,930	11,889	13,556	16,198
Variety stores	459	499	569	680
Miscellaneous general mdse.	1,059	1,152	1,314	1,570
Apparel & Accessories	**$ 7,522**	**$ 8,183**	**$ 9,330**	**$ 11,148**
Clothing Stores	**6,392**	**6,953**	**7,927**	**9,472**
Mens and boys	318	346	394	471
Womens clothing	1,413	1,537	1,752	2,093
Children's & infant	653	711	810	968
Family clothing	3,284	3,572	4,073	4,867
Clothing accessories stores	194	211	241	288
Other clothing stores	530	576	657	785
Shoe Stores	**1,130**	**1,230**	**1,403**	**1,676**
Men's	38	42	48	57
Women's	68	74	85	101
Children's & infant	18	19	22	26
Family shoe stores	706	768	876	1,047
Athletic footwear	300	327	372	445
Furniture & Home Furnishings	**$ 5,191**	**$ 5,647**	**$ 6,438**	**$ 7,693**
Furniture	2,790	3,035	3,460	4,134
Home furnishings stores	2,401	2,612	2,978	3,559
Floor coverings	1,059	1,152	1,314	1,570
Window treatment stores	106	115	131	157
All other home furnishings stores	1,236	1,344	1,533	1,832
Electronics & Appliances Stores	**$ 5,491**	**$ 5,973**	**$ 6,811**	**$ 8,138**
Appliance, tv and other electronics	4,432	4,821	5,497	6,568
Household appliance stores	865	941	1,073	1,282
Radio, tv & electronics stores	3,567	3,880	4,424	5,286
Computers, Software, Music, & other electronics	1,059	1,152	1,314	1,570
Other Shopping Goods	**$ 9,981**	**$ 10,855**	**$ 12,377**	**$ 14,791**
Sporting goods	2,331	2,535	2,891	3,454
General Line Sporting Gds.	954	1,037	1,183	1,413
Specialty Line Sporting Gds.	1,377	1,498	1,708	2,041
Book stores & newsdealers	653	711	811	968
Stationery Stores and Office Supply	865	941	1,073	1,282
Musical Instrument & Supplies	388	423	482	576
Jewelry stores	1,324	1,440	1,642	1,963
Hobby, toy & game	636	691	788	942
Camera & photographic supply	265	288	328	393
Gift, novelty & souvenirs	724	787	898	1,073
Luggage & leather goods	88	96	109	131
Sewing, needlework & piece goods	336	365	416	497
Pet stores	636	691	788	942
Art dealers	106	115	131	157
Optical goods stores	530	576	657	785
Pre-Recorded Tapes, Compact Discs	101	110	125	149
Cosmetics, beauty supplies & perfume	433	471	537	642
All other health & personal care	565	615	701	837
Total Shopping Goods	**$ 53,541**	**$ 58,238**	**$ 66,403**	**$ 79,346**

Table B-1 (continued)

HANOVER TRADE AREA TRADE AREA
RETAIL PURCHASING POWER, 2012 TO 2025
(In Thousands of Dollars)

Merchandise Category	2012	2015	2020	2025
OTHER RETAIL STORES				
Building Materials & Garden Supplies	**$ 18,540**	**$ 20,168**	**$ 22,994**	**$ 27,476**
Building materials & supplies stores	16,492	17,940	20,453	24,440
Home centers	4,838	5,263	6,000	7,170
Paint, glass & wallpaper	653	711	810	968
Other building materials dealers	11,001	11,966	13,643	16,302
Lawn & garden equipment	2,048	2,228	2,541	3,036
Outdoor power equipment	388	423	482	576
Retail nurseries, lawn & garden	1,660	1,805	2,059	2,460
Used Merchandise Stores	**$ 424**	**$ 461**	**$ 526**	**$ 628**
Motor Vehicles & Parts Dealers	**$ 34,345**	**$ 37,355**	**$ 42,593**	**$ 50,896**
Automotive dealers	28,411	30,903	35,236	42,103
New and used car dealers	26,363	28,675	32,696	39,068
Used car dealers	2,048	2,228	2,540	3,035
Misc. auto dealers	3,267	3,552	4,051	4,842
Boat dealers	1,042	1,133	1,292	1,544
Recreational vehicle dealers	706	768	876	1,047
Motorcycle dealers	1,148	1,248	1,423	1,701
Automotive dealers, nec	371	403	460	550
Auto parts, accessories & tires	2,667	2,900	3,306	3,951
Auto parts & accessories stores	1,519	1,652	1,883	2,250
Tire dealers	1,148	1,248	1,423	1,701
Total Other Retail Stores	**$ 53,309**	**$ 57,984**	**$ 66,113**	**$ 79,000**

Table B-2

HANOVER TRADE AREA TRADE AREA
SERVICES PURCHASING POWER, 2012 TO 2025
(In Thousands of Dollars)

Services Category		2012		2015		2020		2025
PERSONAL SERVICES	**$**	**9,995**	**$**	**11,001**	**$**	**12,895**	**$**	**15,794**
Personal Care Services		2,069		2,277		2,670		3,270
Hair, Nail & Skin Care Services		1,738		1,913		2,242		2,746
Barber Shops		10		11		13		15
Beauty Shops		1,608		1,770		2,074		2,541
Nail Salons		117		129		151		185
Other Personal Care Services		335		368		432		529
Diet & Weight Reducing Services		104		114		134		164
Other Personal Care Services		231		254		298		364
Drycleaning & Laundry Services	**$**	**1,059**	**$**	**1,166**	**$**	**1,366**	**$**	**1,673**
Coin-Operated Laundries & Drycleaners		107		118		138		169
Drycleaning & Laundry Services (except coin-op.)		344		379		444		544
Other Personal Services	**$**	**6,867**	**$**	**7,558**	**$**	**8,859**	**$**	**10,851**
Child Day Care Services		1,553		1,709		2,003		2,453
Funeral Homes & Funeral Services		416		458		536		657
Photographic Services		3,287		3,618		4,241		5,194
Photographic Studios		312		343		402		493
Veteranarian Services		1,166		1,284		1,504		1,843
Pet Care		133		147		172		210
RENTAL AND LEASING			**$**	**508**	**$**	**595**	**$**	**729**
Formalwear & Costume Rental		62		68		80		98
Video Tape and Disk Rental		400		440		515		631
Home Health Equipment Rental		146		161		189		231
RECREATION			**$**	**3,086**	**$**	**3,617**	**$**	**4,429**
Bowling centers		299		329		386		472
Physical fitness facilites		1,426		1,570		1,840		2,253
Golf courses and country clubs		1,078		1,187		1,391		1,704
PROFESSIONAL SERVICES	**$**	**24,833**	**$**	**27,333**	**$**	**32,038**	**$**	**39,240**
Offices of Real Estate Agents & Brokers		3,940		4,337		5,083		6,226
Insurance Agencies		7,640		8,409		9,857		12,072
Offices of Lawyers		12,590		13,858		16,243		19,895
Tax Preparation Services		250		275		323		395
Interior Design		413		454		532		652

Source: McComb Group, Ltd.

Table B-2 (continued.)

HANOVER TRADE AREA TRADE AREA
SERVICES PURCHASING POWER, 2012 TO 2025
(In Thousands of Dollars)

Services Category	2012	2015	2020	2025
REPAIR SERVICES	**$ 4,941**	**$ 5,438**	**$ 6,374**	**$ 7,807**
General Automotive Repair	**2,335**	**2,571**	**3,013**	**3,690**
Automotive Exhaust System Repair	32	36	42	51
Automotive Transmission Repair	123	136	159	195
Brake, Front Fnd & Wheel Alignment	29	32	38	46
Electrical Repair Shops, Motor Vehicle	13	14	17	21
Paint or Body Repair Shops	1,397	1,537	1,802	2,207
Automotive Glass Replacement	276	304	356	436
Automotive Oil Change &Lubrication Shops	240	265	310	380
Carwashes	299	329	386	472
Personal & Household GoodsRepair &Maint.	**$ 338**	**$ 372**	**$ 436**	**$ 534**
Home & Garden Equipment & Appliance Repair &Maint.	120	132	155	190
Home & Garden Equipment Repair & Maint.	32	36	42	51
Appliance Repair & Maint.	84	93	109	133
Reupholstery & Furniture Repair	68	75	88	108
Footwear & Leather Goods Repair	13	14	17	21
Watch, Clock & Jewelry Repair	16	18	21	26
Garment Repair & Alteration Services	42	46	54	67

Source: McComb Group, Ltd.

Table B-2 (continued)

HANOVER TRADE AREA TRADE AREA
SERVICES PURCHASING POWER, 2012 TO 2025
(In Thousands of Dollars)

Services Category	2012	2015	2020	2025
HEALTH CARE				
Offices of Physicians	$ 14,042	$ 15,456	$ 18,117	$ 22,189
Offices of Physicians (except mental health specialists)	13,912	15,313	17,949	21,984
Offices of Physicians, mental health specialists	127	139	163	200
Offices of Dentists	6,211	6,836	8,013	9,814
Offices of Other Health Practitioners	3,001	3,304	3,872	4,743
Offices of Chiropractors	897	987	1,157	1,417
Offices of Optometrists	409	450	528	647
Offices of Mental Health Practitioners (except physicians)	461	508	595	729
Offices of Physical, Occup, & Speech Therapists & Audiologists	822	905	1,060	1,299
Speech Therapist & Audiologists	49	54	63	77
Physical & Occupational Therapists	773	851	997	1,222
Offices of All Other Health Practitioners	413	454	532	652
Offices of Podiatrists	75	82	96	118
Offices of All Other Misc. Health Practitioners	338	372	436	534
Outpatient Care Centers	**$ 8,565**	**$ 9,428**	**$ 11,051**	**$ 13,535**
Outpatient Mental Health & Substance Abuse Centers	620	683	800	980
Other Outpatient Care Centers	7,945	8,745	10,251	12,555
Kidney Dialysis Centers	627	690	809	991
All Other Outpatient Care Centers	1,199	1,319	1,546	1,894
Home Health Care Services	2,657	2,925	3,428	4,199
Subtotal - Health Care	**$ 34,476**	**$ 37,949**	**$ 44,481**	**$ 54,480**

Source. McComb Group, Ltd

Appendix C

RETAIL AND SERVICES PURCHASING POWER, MARKET SHARE AND SALES POTENTIAL

Table C-1

HANOVER TRADE AREA
RETAIL PURCHASING POWER, MARKET SHARE AND SALES POTENTIAL, 2015
BY MERCHANDISE CATEGORY
(In Thousands of Dollars)

Merchandise Category	Resident Purchasing Power	Estimated Market Share	Trade Area Sales	Trade Area Percent	Other Shoppers	Estimated Total Sales
SHOPPING GOODS						
General Merchandise						
Department stores (Incl. leased depts.)						
Discount stores	$ 10,583	35.0 %	$ 3,704	75 %	$ 1,235	$ 4,939
Department Stores	3,457	35.0	1,210	75	403	1,613
Other general merchandise stores						
Warehouse Clubs and Supercenters	$ 11,889	35.0 %	$ 4,161	75 %	$ 1,387	$ 5,548
Variety stores	499	35.0	175	75	58	233
Miscellaneous general mdse.	1,152	35.0	403	75	134	537
Apparel & Accessories						
Clothing Stores						
Mens and boys	$ 346	20.0 %	$ 69	75 %	$ 23	$ 92
Womens clothing	1,537	20.0	307	75	102	409
Children's & infant	711	20.0	142	75	47	189
Family clothing	3,572	20.0	714	75	238	952
Clothing accessories stores	211	20.0	42	75	14	56
Other clothing stores	576	20.0	115	75	38	153
Shoe Stores						
Men's	$ 42	20.0 %	$ 8	75 %	$ 3	$ 11
Women's	74	20.0	15	75	5	20
Children's & infant	19	20.0	4	75	1	5
Family shoe stores	768	20.0	154	75	51	205
Athletic footwear	327	20.0	65	75	22	87
Furniture & Home Furnishings						
Furniture	$ 3,035	20.0 %	$ 607	75 %	$ 202	$ 809
Floor coverings	1,152	20.0	230	75	77	307
Window treatment stores	115	20.0	23	75	8	31
All other home furnishings stores	1,344	20.0	269	75	90	359
Electronics & Appliances Stores						
Household appliance stores	$ 941	20.0 %	$ 188	75 %	$ 63	$ 251
Radio, tv & electronics stores	3,880	20.0	776	75	259	1,035
Computers, Software, Music, & other electronics	1,152	20.0	230	75	77	307
Other Shopping Goods						
Sporting goods	$ 2,535	20.0 %	$ 507	75 %	$ 169	$ 676
General Line Sporting Gds.	1,037	20.0	207	75	69	276
Specialty Line Sporting Gds.	1,498	20.0	300	75	100	400
Book stores & newsdealers	711	20.0	142	75	47	189
Stationery Stores and Office Supply	941	20.0	188	75	63	251
Musical Instrument & Supplies	423	20.0	85	75	28	113
Jewelry stores	1,440	20.0	288	75	96	384
Hobby, toy & game	691	20.0	138	75	46	184
Camera & photographic supply	288	20.0	58	75	19	77
Gift, novelty & souvenirs	787	20.0	157	75	52	209
Luggage & leather goods	96	20.0	19	75	6	25
Sewing, needlework & piece goods	365	20.0	73	75	24	97
Pet stores	691	20.0	138	75	46	184
Art dealers	115	20.0	23	75	8	31
Optical goods stores	576	20.0	115	75	38	153
Pre-Recorded Tapes, Compact Discs	110	20.0	22	75	7	29
Cosmetics, beauty supplies & perfume	471	20.0	94	75	31	125
All other health & personal care	807	20.0	161	75	54	215

Table C-1 (continued)

HANOVER TRADE AREA
RETAIL PURCHASING POWER, MARKET SHARE AND SALES POTENTIAL, 2015
BY MERCHANDISE CATEGORY
(In Thousands of Dollars)

Merchandise Category	Resident Purchasing Power	Estimated Market Share	Trade Area Sales	Trade Area Percent	Other Shoppers	Estimated Total Sales
CONVENIENCE GOODS						
Food Stores						
Grocery stores	$ 19,014	15.0 %	$ 2,852	85 %	$ 503	$ 3,355
Supermarkets	18,630	15.0	2,795	85	493	3,288
Convenience food	384	25.0	96	85	17	113
Specialty food stores	672	25.0	168	85	30	198
Meat Markets	250	25.0	63	85	11	74
Fish & Seafood Markets	77	25.0	19	85	3	22
Fruit & Vegetable Markets	134	25.0	34	85	6	40
Other Specialty Food Stores	211	25.0	53	85	9	62
Baked Goods	58	25.0	15	85	3	18
Confectionery and Nut Stores	58	25.0	15	85	3	18
All Other Specialty Food Stores	96	25.0	24	85	4	28
Other Convenience Goods						
Drug & proprietary stores	$ 8,278	35.0 %	2,897	85 %	$ 511	$ 3,408
Hardware	1,268	35.0	444	85	78	522
Liquor	3,265	35.0	1,143	85	202	1,345
Florist	480	35.0	168	85	30	198
Food/health supplement stores	192	35.0	67	85	12	79
Food Service & Drinking Places						
Food Service						
Full-service restaurants	$ 9,085	25.0 %	$ 2,271	65 %	$ 1,223	3,494
Limited service restaurants	6,914	25.0	1,729	75	576	2,305
Cafeterias	288	0.0	0	75	0	0
Snack & beverage places	1,536	25.0	384	75	128	512
Ice Cream & Soft Serve	192	25.0	48	75	16	64
Frozen Yogurt	19	25.0	5	75	2	7
Doughnut Shops	269	25.0	67	75	22	89
Bagel Shops	77	25.0	19	75	6	25
Coffee Shops	653	25.0	163	75	54	217
Cookie Shops	19	25.0	5	75	2	7
Other Snack Shops	307	25.0	77	75	26	103
Specialized food places	3,054	25.0	764	75	255	1,019
Drinking Places	$ 1,114	00.0 %	$ -	75 %	$ -	$ -
Gasoline Svs Stations/Conv.						
Gas/Convenience food stores	$ 21,742	30.0 %	$ 6,523	65 %	$ 3,512	$ 10,035
Other Gas Stations & Truck Stops	2,439	30.0	732	65	394	1,126
OTHER RETAIL STORES						
Building Materials & Garden Supplies						
Building materials & supplies stores						
Home centers	$ 5,263	45.0 %	$ 2,368	85 %	$ 418	$ 2,786
Paint, glass & wallpaper	711	35.0	249	85	44	293
Other building materials dealers	11,966	25.0	2,992	85	528	3,520
Lawn & garden equipment						
Outdoor power equipment	423	35.0	148	85	26	174
Retail nurseries, lawn & garden	1,805	35.0	632	85	112	744
Motor Vehicles & Parts Dealers						
Auto parts, accessories & tires						
Auto parts & accessories stores	$ 1,652	15.0 %	$ 248	85 %	$ 44	$ 292
Tire dealers	1,248	15.0	187	85	33	220

Source: McComb Group, Ltd.

Table C-1 (continued)

HANOVER TRADE AREA
RETAIL PURCHASING POWER, MARKET SHARE AND SALES POTENTIAL, 2020
BY MERCHANDISE CATEGORY
(In Thousands of Dollars)

Merchandise Category	Resident Purchasing Power	Estimated Market Share	Trade Area Sales	Trade Area Percent	Other Shoppers	Estimated Total Sales
SHOPPING GOODS						
General Merchandise						
Department stores (Incl. leased depts.)						
Discount stores	$ 12,066	35.0 %	$ 4,223	75 %	$ 1,408	$ 5,631
Department Stores	3,942	35.0	1,380	75	460	1,840
Other general merchandise stores						
Warehouse Clubs and Supercenters	$ 13,556	35.0 %	$ 4,745	75 %	$ 1,582	$ 6,327
Variety stores	569	35.0	199	75	66	265
Miscellaneous general mdse.	1,314	35.0	460	75	153	613
Apparel & Accessories						
Clothing Stores						
Mens and boys	$ 394	20.0 %	$ 79	75 %	$ 26	$ 105
Womens clothing	1,752	20.0	350	75	117	467
Children's & infant	810	20.0	162	75	54	216
Family clothing	4,073	20.0	815	75	272	1,087
Clothing accessories stores	241	20.0	48	75	16	64
Other clothing stores	657	20.0	131	75	44	175
Shoe Stores						
Men's	$ 48	20.0 %	$ 10	75 %	$ 3	$ 13
Women's	85	20.0	17	75	6	23
Children's & infant	22	20.0	4	75	1	5
Family shoe stores	876	20.0	175	75	58	233
Athletic footwear	372	20.0	74	75	25	99
Furniture & Home Furnishings						
Furniture	$ 3,460	20.0 %	$ 692	75 %	$ 231	$ 923
Floor coverings	1,314	20.0	263	75	88	351
Window treatment stores	131	20.0	26	75	9	35
All other home furnishings stores	1,533	20.0	307	75	102	409
Electronics & Appliances Stores						
Household appliance stores	$ 1,073	20.0 %	$ 215	75 %	$ 72	$ 287
Radio, tv & electronics stores	4,424	20.0	885	75	295	1,180
Computers, Software, Music, & other electronics	1,314	20.0	263	75	88	351
Other Shopping Goods						
Sporting goods	$ 2,891	20.0 %	$ 578	75 %	$ 193	$ 771
General Line Sporting Gds.	1,183	20.0	237	75	79	316
Specialty Line Sporting Gds.	1,708	20.0	342	75	114	456
Book stores & newsdealers	811	20.0	162	75	54	216
Stationery Stores and Office Supply	1,073	20.0	215	75	72	287
Musical Instrument & Supplies	482	20.0	96	75	32	128
Jewelry stores	1,642	20.0	328	75	109	437
Hobby, toy & game	788	20.0	158	75	53	211
Camera & photographic supply	328	20.0	66	75	22	88
Gift, novelty & souvenirs	898	20.0	180	75	60	240
Luggage & leather goods	109	20.0	22	75	7	29
Sewing, needlework & piece goods	416	20.0	83	75	28	111
Pet stores	788	20.0	158	75	53	211
Art dealers	131	20.0	26	75	9	35
Optical goods stores	657	20.0	131	75	44	175
Pre-Recorded Tapes, Compact Discs	125	20.0	25	75	8	33
Cosmetics, beauty supplies & perfume	537	20.0	107	75	36	143
All other health & personal care	920	20.0	184	75	61	245

Table C-1 (continued)

HANOVER TRADE AREA
RETAIL PURCHASING POWER, MARKET SHARE AND SALES POTENTIAL, 2020
BY MERCHANDISE CATEGORY
(In Thousands of Dollars)

Merchandise Category	Resident Purchasing Power	Estimated Market Share	Trade Area Sales	Trade Area Percent	Other Shoppers	Estimated Total Sales
CONVENIENCE GOODS						
Food Stores						
Grocery stores	$ 21,680	15.0 %	$ 3,252	85 %	$ 574	$ 3,826
Supermarkets	21,242	15.0	3,186	85	562	3,748
Convenience food	438	25.0	110	85	19	129
Specialty food stores	766	25.0	192	85	34	226
Meat Markets	285	25.0	71	85	13	84
Fish & Seafood Markets	88	25.0	22	85	4	26
Fruit & Vegetable Markets	153	25.0	38	85	7	45
Other Specialty Food Stores	241	25.0	60	85	11	71
Baked Goods	66	25.0	17	85	3	20
Confectionery and Nut Stores	66	25.0	17	85	3	20
All Other Specialty Food Stores	109	25.0	27	85	5	32
Other Convenience Goods						
Drug & proprietary stores	$ 9,439	35.0 %	$ 3,304	85 %	$ 583	$ 3,887
Hardware	1,445	35.0	506	85	89	595
Liquor	3,723	35.0	1,303	85	230	1,533
Florist	547	35.0	191	85	34	225
Food/health supplement stores	219	35.0	77	85	14	91
Food Service & Drinking Places						
Food Service						
Full-service restaurants	$ 10,358	25.0 %	$ 2,590	65 %	$ 1,395	$ 3,985
Limited service restaurants	7,884	25.0	1,971	75	657	2,628
Cafeterias	328	0.0	0	75	0	0
Snack & beverage places	1,753	25.0	438	75	146	584
Ice Cream & Soft Serve	219	25.0	55	75	18	73
Frozen Yogurt	22	25.0	6	75	2	8
Doughnut Shops	307	25.0	77	75	26	103
Bagel Shops	88	25.0	22	75	7	29
Coffee Shops	745	25.0	186	75	62	248
Cookie Shops	22	25.0	6	75	2	8
Other Snack Shops	350	25.0	88	75	29	117
Specialized food places	3,482	25.0	871	75	290	1,161
Drinking Places	$ 1,270	00.0 %	$ -	75 %	$ -	$ -
Gasoline Svs Stations/Conv.						
Gas/Convenience food stores	$ 24,790	30.0 %	$ 7,437	65 %	$ 4,005	$ 11,442
Other Gas Stations & Truck Stops	2,781	30.0	834	65	449	1,283
OTHER RETAIL STORES						
Building Materials & Garden Supplies						
Building materials & supplies stores						
Home centers	$ 6,000	45.0 %	$ 2,700	85 %	$ 476	$ 3,176
Paint, glass & wallpaper	810	35.0	284	85	50	334
Other building materials dealers	13,643	25.0	3,411	85	602	4,013
Lawn & garden equipment						
Outdoor power equipment	$ 482	35.0 %	$ 169	85 %	$ 30	$ 199
Retail nurseries, lawn & garden	2,059	35.0	721	85	127	848
Motor Vehicles & Parts Dealers						
Auto parts, accessories & tires						
Auto parts & accessories stores	$ 1,883	15.0 %	$ 282	85 %	$ 50	$ 332
Tire dealers	1,423	15.0	213	85	38	251

Source: McComb Group, Ltd.

Table C-1 (continued)

HANOVER TRADE AREA
RETAIL PURCHASING POWER, MARKET SHARE AND SALES POTENTIAL, 2025
BY MERCHANDISE CATEGORY
(In Thousands of Dollars)

Merchandise Category	Resident Purchasing Power	Estimated Market Share	Trade Area Sales	Trade Area Percent	Other Shoppers	Estimated Total Sales
SHOPPING GOODS						
General Merchandise						
Department stores (Incl. leased depts.)						
Discount stores	$ 14,418	35.0 %	$ 5,046	75 %	$ 1,682	$ 6,728
Department Stores	4,710	35.0	1,649	75	550	2,199
Other general merchandise stores						
Warehouse Clubs	$ 16,198	35.0 %	$ 5,669	75 %	$ 1,890	$ 7,559
Variety stores	680	35.0	238	75	79	317
Miscellaneous general mdse.	1,570	35.0	550	75	183	733
Apparel & Accessories						
Clothing Stores						
Mens and boys	$ 471	20.0 %	$ 94	75 %	$ 31	$ 125
Womens clothing	2,093	20.0	419	75	140	559
Children's & infant	968	20.0	194	75	65	259
Family clothing	4,867	20.0	973	75	324	1,297
Clothing accessories stores	288	20.0	58	75	19	77
Other clothing stores	785	20.0	157	75	52	209
Shoe Stores						
Men's	$ 57	20.0 %	$ 11	75 %	$ 4	$ 15
Women's	101	20.0	20	75	7	27
Children's & infant	26	20.0	5	75	2	7
Family shoe stores	1,047	20.0	209	75	70	279
Athletic footwear	445	20.0	89	75	30	119
Furniture & Home Furnishings						
Furniture	$ 4,134	20.0 %	$ 827	75 %	$ 276	$ 1,103
Floor coverings	1,570	20.0	314	75	105	419
Window treatment stores	157	20.0	31	75	10	41
All other home furnishings stores	1,832	20.0	366	75	122	488
Electronics & Appliances Stores						
Household appliance stores	$ 1,282	20.0 %	$ 256	75 %	$ 85	$ 341
Radio, tv & electronics stores	5,286	20.0	1,057	75	352	1,409
Computers, Software, Music, & other electronics	1,570	20.0	314	75	105	419
Other Shopping Goods						
Sporting goods	$ 3,454	20.0 %	$ 691	75 %	$ 230	$ 921
General Line Sporting Gds.	1,413	20.0	283	75	94	377
Specialty Line Sporting Gds.	2,041	20.0	408	75	136	544
Book stores & newsdealers	968	20.0	194	75	65	259
Stationery Stores and Office Supply	1,282	20.0	256	75	85	341
Musical Instrument & Supplies	576	20.0	115	75	38	153
Jewelry stores	1,963	20.0	393	75	131	524
Hobby, toy & game	942	20.0	188	75	63	251
Camera & photographic supply	393	20.0	79	75	26	105
Gift, novelty & souvenirs	1,073	20.0	215	75	72	287
Luggage & leather goods	131	20.0	26	75	9	35
Sewing, needlework & piece goods	497	20.0	99	75	33	132
Pet stores	942	20.0	188	75	63	251
Art dealers	157	20.0	31	75	10	41
Optical goods stores	785	20.0	157	75	52	209
Pre-Recorded Tapes, Compact Discs	149	20.0	30	75	10	40
Cosmetics, beauty supplies & perfume	642	20.0	128	75	43	171
All other health & personal care	1,099	20.0	220	75	73	293

Table C-1 (continued)

HANOVER TRADE AREA
RETAIL PURCHASING POWER, MARKET SHARE AND SALES POTENTIAL, 2025
BY MERCHANDISE CATEGORY
(In Thousands of Dollars)

Merchandise Category	Resident Purchasing Power	Estimated Market Share	Trade Area Sales	Trade Area Percent	Other Shoppers	Estimated Total Sales
CONVENIENCE GOODS						
Food Stores						
Grocery stores	$ 25,906	15.0 %	$ 3,886	85 %	$ 686	$ 4,572
Supermarkets	25,383	15.0	3,807	85	672	4,479
Convenience food	523	25.0	131	85	23	154
Specialty food stores	916	25.0	229	85	40	269
Meat Markets	340	25.0	85	85	15	100
Fish & Seafood Markets	105	25.0	26	85	5	31
Fruit & Vegetable Markets	183	25.0	46	85	8	54
Other Specialty Food Stores	288	25.0	72	85	13	85
Baked Goods	79	25.0	20	85	4	24
Confectionery and Nut Stores	79	25.0	20	85	4	24
All Other Specialty Food Stores	131	25.0	33	85	6	39
Other Convenience Goods						
Drug & proprietary stores	$ 11,278	35.0 %	$ 3,947	85 %	$ 697	$ 4,644
Hardware	1,727	35.0	604	85	107	711
Liquor	4,449	35.0	1,557	85	275	1,832
Florist	654	35.0	229	85	40	269
Food/health supplement stores	262	35.0	92	85	16	108
Food Service & Drinking Places						
Food Service						
Full-service restaurants	$ 12,377	25.0 %	$ 3,094	65 %	$ 1,666	$ 4,760
Limited service restaurants	9,420	25.0	2,355	75	785	3,140
Cafeterias	393	0.0	0	75	0	0
Snack & beverage places	2,094	25.0	524	75	175	699
Ice Cream & Soft Serve	262	25.0	66	75	22	88
Frozen Yogurt	26	25.0	7	75	2	9
Doughnut Shops	366	25.0	92	75	31	123
Bagel Shops	105	25.0	26	75	9	35
Coffee Shops	890	25.0	223	75	74	297
Cookie Shops	26	25.0	7	75	2	9
Other Snack Shops	419	25.0	105	75	35	140
Specialized food places	4,161	25.0	1,040	75	347	1,387
Drinking Places	$ 1,518	00.0 %	$ -	75 %	$ -	$ -
Gasoline Svs Stations/Conv.						
Gas/Convenience food stores	$ 29,622	30.0 %	$ 8,887	65 %	$ 4,785	$ 13,672
Other Gas Stations & Truck Stops	3,323	30.0	997	65	537	1,534
OTHER RETAIL STORES						
Building Materials & Garden Supplies						
Building materials & supplies stores						
Home centers	$ 7,170	50.0 %	$ 3,585	85 %	$ 633	$ 4,218
Paint, glass & wallpaper	968	35.0	339	85	60	399
Other building materials dealers	16,302	25.0	4,076	85	719	4,795
Lawn & garden equipment						
Outdoor power equipment	$ 576	35.0 %	$ 202	85 %	$ 36	$ 238
Retail nurseries, lawn & garden	2,460	35.0	861	85	152	1,013
Motor Vehicles & Parts Dealers						
Auto parts, accessories & tires						
Auto parts & accessories stores	$ 2,250	15.0 %	$ 338	85 %	$ 60	$ 398
Tire dealers	1,701	15.0	255	85	45	300

Source: McComb Group, Ltd

Table C-2

HANOVER TRADE AREA
SERVICES PURCHASING POWER, MARKET SHARE AND SALES POTENTIAL, 2015
BY SERVICES CATEGORY
(In Thousands of Dollars)

Category	Resident Purchasing Power	Estimated Market Share	Trade Area Sales	Trade Area Percent	Other Shoppers	Estimated Total Sales
Personal Care Services						
Barber Shops	$ 11	25.0 %	$ 3	85 %	$ 1	$ 4
Beauty Shops	1,770	25.0	443	85	78	521
Nail Salons	129	25.0	32	85	6	38
Diet & Weight Reducing Services	114	25.0	29	85	5	34
Other Personal Care Services	254	25.0	64	85	11	75
Drycleaning and Laundry Services						
Coin-Operated Laundries & Drycleaners	$ 118	25.0 %	$ 30	85 %	$ 5	$ 35
Drycleaning & Laundry Services (except coin-op.)	379	25.0	95	85	17	112
Other Personal Services						
Child Day Care Services	$ 1,709	35.0 %	$ 598	85 %	$ 106	$ 704
Funeral Homes & Funeral Services	458	35.0	160	85	28	188
Photographic Services	3,618	35.0	1,266	85	223	1,489
Photographic Studios	343	35.0	120	85	21	141
Veteranarian Services	1,284	35.0	449	85	79	528
Pet Care	147	35.0	51	85	9	60
Rental and Leasing						
Formalwear and Costume Rental	$ 68	35.0 %	$ 24	85 %	$ 4	$ 28
Video Tape and Disc Rental	440	35.0	154	85	27	181
Home Health Equipment Rental	161	35.0	56	85	10	66
Recreation						
Bowling Centers	$ 329	35.0 %	$ 115	85 %	$ 20	$ 135
Physical Fitness Facilites	1,570	35.0	550	85	97	647
Golf Courses and Country Clubs	1,187	35.0	415	85	73	488
Professional Services						
Offices of Real Estate Agents & Brokers	$ 4,337	25.0 %	$ 1,084	85 %	$ 191	$ 1,275
Insurance Agencies	8,409	25.0	2,102	85	371	2,473
Offices of Lawyers	13,858	25.0	3,465	85	611	4,076
Tax Preparation Services	275	25.0	69	85	12	81
Interior Design	454	25.0	114	85	20	134
Household Goods Repair						
Home & Garden Equipment & Appliance Repair &Maint.	$ 132	35.0 %	$ 46	85 %	$ 8	$ 54
Reupholstery & Furniture Repair	75	35.0	26	85	5	31
Footwear and Leather Goods Repair	14	35.0	5	85	1	6
Watch, Clock and Jewelry Repair	18	35.0	6	85	1	7
Garment Repair and Alteration Services	46	35.0	16	85	3	19
Computer & Office Machine Repair	515	35.0	180	85	32	212
Automotive Repair and Maintenance						
General Automotive Repair	$ 2,571	35.0 %	$ 900	85 %	$ 159	$ 1,059
Automotive Exhaust System Repair	36	35.0	13	85	2	15
Automotive Transmission Repair	136	35.0	48	85	8	56
Brake, Front End & Wheel Alignment	32	35.0	11	85	2	13
Electrical Repair Shops, Motor Vehicle	14	35.0	5	85	1	6
Paint or Body Repair Shops	1,537	35.0	538	85	95	633
Automotive Glass Replacement	304	35.0	106	85	19	125
Automotive Oil Change & Lubrication Shops	265	35.0	93	85	16	109
Carwashes	329	35.0	115	85	20	135

Table C-2 (continued)

HANOVER TRADE AREA
SERVICES PURCHASING POWER, MARKET SHARE AND SALES POTENTIAL, 2015
BY SERVICES CATEGORY
(In Thousands of Dollars)

Category	Resident Purchasing Power	Estimated Market Share	Trade Area Sales	Trade Area Percent	Other Shoppers	Estimated Total Sales
Health Care						
Offices of Physicians						
Offices of Physicians (except mental health specialists)	$ 15,313	25.0 %	$ 3,828	85 %	$ 676	$ 4,504
Offices of Physicians, Mental Health Specialists	139	25.0	35	85	6	41
Offices of Dentists	6,836	25.0	1,709	85	302	2,011
Offices of Other Health Practitioners						
Offices of Chiropractors	987	25.0	247	85	44	291
Offices of Optometrists	450	25.0	113	85	20	133
Offices of Mental Health Practitioners (except physicians)	508	25.0	127	85	22	149
Offices of Physical, Occup, & Speech Therapists & Audiologists						
Speech Therapist & Audiologists	54	25.0	14	85	2	16
Physical & Occupational Therapists	851	25.0	213	85	38	251
Offices of All Other Health Practitioners						
Offices of Podiatrists	82	25.0	21	85	4	25
Offices of All Other Misc. Health Practitioners	372	25.0	93	85	16	109
Outpatient Care Centers						
Outpatient Mental Health & Substance Abuse Centers	$ 683	25.0 %	$ 171	85 %	$ 30	$ 201
Other Outpatient Care Centers						
Kidney Dialysis Centers	690	25.0	173	85	31	204
All Other Outpatient Care Centers	1,319	25.0	330	85	58	388
Home Health Care Services	$ 2,925	25.0 %	$ 731	85 %	$ 129	$ 860

Source: McComb Group, Ltd

Table C-2 (continued)

HANOVER TRADE AREA
SERVICES PURCHASING POWER, MARKET SHARE AND SALES POTENTIAL, 2020
BY SERVICES CATEGORY
(In Thousands of Dollars)

Category	Resident Purchasing Power	Estimated Market Share	Trade Area Sales	Trade Area Percent	Other Shoppers	Estimated Total Sales
Personal Care Services						
Barber Shops	$ 13	25.0 %	$ 3	85 %	$ 1	$ 4
Beauty Shops	2,074	25.0	519	85	92	611
Nail Salons	151	25.0	38	85	7	45
Diet & Weight Reducing Services	134	25.0	34	85	6	40
Other Personal Care Services	298	25.0	75	85	13	88
Drycleaning and Laundry Services						
Coin-Operated Laundries & Drycleaners	$ 138	25.0 %	$ 35	85 %	$ 6	$ 41
Drycleaning & Laundry Services (except coin-op.)	444	25.0	111	85	20	131
Other Personal Services						
Child Day Care Services	$ 2,003	35.0 %	$ 701	85 %	$ 124	$ 825
Funeral Homes & Funeral Services	536	35.0	188	85	33	221
Photographic Services	4,241	35.0	1,484	85	262	1,746
Photographic Studios	402	35.0	141	85	25	166
Veteranarian Services	1,504	35.0	526	85	93	619
Pet Care	172	35.0	60	85	11	71
Rental and Leasing						
Formalwear and Costume Rental	$ 80	35.0 %	$ 28	85 %	$ 5	$ 33
Video Tape and Disc Rental	515	35.0	180	85	32	212
Home Health Equipment Rental	189	35.0	66	85	12	78
Recreation						
Bowling Centers	$ 386	35.0 %	$ 135	85 %	$ 24	$ 159
Physical Fitness Facilites	1,840	35.0	644	85	114	758
Golf Courses and Country Clubs	1,391	35.0	487	85	86	573
Professional Services						
Offices of Real Estate Agents & Brokers	$ 5,083	25.0 %	$ 1,271	85 %	$ 224	$ 1,495
Insurance Agencies	9,857	25.0	2,464	85	435	2,899
Offices of Lawyers	16,243	25.0	4,061	85	717	4,778
Tax Preparation Services	323	25.0	81	85	14	95
Interior Design	532	25.0	133	85	23	156
Household Goods Repair						
Home & Garden Equipment & Appliance Repair &Maint.	$ 155	35.0 %	$ 54	85 %	$ 10	$ 64
Reupholstery & Furniture Repair	88	35.0	31	85	5	36
Footwear and Leather Goods Repair	17	35.0	6	85	1	7
Watch, Clock and Jewelry Repair	21	35.0	7	85	1	8
Garment Repair and Alteration Services	54	35.0	19	85	3	22
Computer & Office Machine Repair	603	35.0	211	85	37	248
Automotive Repair and Maintenance						
General Automotive Repair	$ 3,013	35.0 %	$ 1,055	85 %	$ 186	$ 1,241
Automotive Exhaust System Repair	42	35.0	15	85	3	18
Automotive Transmission Repair	159	35.0	56	85	10	66
Brake, Front End & Wheel Alignment	38	35.0	13	85	2	15
Electrical Repair Shops, Motor Vehicle	17	35.0	6	85	1	7
Paint or Body Repair Shops	1,802	35.0	631	85	111	742
Automotive Glass Replacement	356	35.0	125	85	22	147
Automotive Oil Change & Lubrication Shops	310	35.0	109	85	19	128
Carwashes	386	35.0	135	85	24	159

Table C-2 (continued)

HANOVER TRADE AREA
SERVICES PURCHASING POWER, MARKET SHARE AND SALES POTENTIAL, 2020
BY SERVICES CATEGORY
(In Thousands of Dollars)

Category	Resident Purchasing Power	Estimated Market Share	Trade Area Sales	Trade Area Percent	Other Shoppers	Estimated Total Sales
Health Care						
Offices of Physicians						
Offices of Physicians (except mental health specialists)	$ 17,949	25.0 %	$ 4,487	85 %	$ 792	$ 5,279
Offices of Physicians, Mental Health Specialists	163	25.0	41	85	7	48
Offices of Dentists	8,013	25.0	2,003	85	353	2,356
Offices of Other Health Practitioners						
Offices of Chiropractors	1,157	25.0	289	85	51	340
Offices of Optometrists	528	25.0	132	85	23	155
Offices of Mental Health Practitioners (except physicians)	595	25.0	149	85	26	175
Offices of Physical, Occup, & Speech Therapists & Audiologists						
Speech Therapist & Audiologists	63	25.0	16	85	3	19
Physical & Occupational Therapists	997	25.0	249	85	44	293
Offices of All Other Health Practitioners						
Offices of Podiatrists	96	25.0	24	85	4	28
Offices of All Other Misc. Health Practitioners	436	25.0	109	85	19	128
Outpatient Care Centers						
Outpatient Mental Health & Substance Abuse Centers	$ 800	25.0 %	$ 200	85 %	$ 35	$ 235
Other Outpatient Care Centers						
Kidney Dialysis Centers	809	25.0	202	85	36	238
All Other Outpatient Care Centers	1,546	25.0	387	85	68	455
Home Health Care Services	$ 3,428	25.0 %	$ 857	85 %	$ 151	$ 1,008

Source: McComb Group, Ltd.

Table C-2 (continued)

HANOVER TRADE AREA
SERVICES PURCHASING POWER, MARKET SHARE AND SALES POTENTIAL, 2025
BY SERVICES CATEGORY
(In Thousands of Dollars)

Category	Resident Purchasing Power	Estimated Market Share	Trade Area Sales	Trade Area Percent	Other Shoppers	Estimated Total Sales
Personal Care Services						
Barber Shops	$ 15	25.0 %	$ 4	85 %	$ 1	$ 5
Beauty Shops	2,541	25.0	635	85	112	747
Nail Salons	185	25.0	46	85	8	54
Diet & Weight Reducing Services	164	25.0	41	85	7	48
Other Personal Care Services	364	25.0	91	85	16	107
Drycleaning and Laundry Services						
Coin-Operated Laundries & Drycleaners	$ 169	25.0 %	$ 42	85 %	$ 7	$ 49
Drycleaning & Laundry Services (except coin-op.)	544	25.0	136	85	24	160
Other Personal Services						
Child Day Care Services	$ 2,453	35.0 %	$ 859	85 %	$ 152	$ 1,011
Funeral Homes & Funeral Services	657	35.0	230	85	41	271
Photographic Services	5,194	35.0	1,818	85	321	2,139
Photographic Studios	493	35.0	173	85	31	204
Veteranarian Services	1,843	35.0	645	85	114	759
Pet Care	210	35.0	74	85	13	87
Rental and Leasing						
Formalwear and Costume Rental	$ 98	35.0 %	$ 34	85 %	$ 6	$ 40
Video Tape and Disc Rental	631	35.0	221	85	39	260
Home Health Equipment Rental	231	35.0	81	85	14	95
Recreation						
Bowling Centers	$ 472	35.0 %	$ 165	85 %	$ 29	$ 194
Physical Fitness Facilites	2,253	35.0	789	85	139	928
Golf Courses and Country Clubs	1,704	35.0	596	85	105	701
Professional Services						
Offices of Real Estate Agents & Brokers	$ 6,226	25.0 %	$ 1,557	85 %	$ 275	$ 1,832
Insurance Agencies	12,072	25.0	3,018	85	533	3,551
Offices of Lawyers	19,895	25.0	4,974	85	878	5,852
Tax Preparation Services	395	25.0	99	85	17	116
Interior Design	652	25.0	163	85	29	192
Household Goods Repair						
Home & Garden Equipment & Appliance Repair &Maint.	$ 190	35.0 %	$ 67	85 %	$ 12	$ 79
Reupholstery & Furniture Repair	108	35.0	38	85	7	45
Footwear and Leather Goods Repair	21	35.0	7	85	1	8
Watch, Clock and Jewelry Repair	26	35.0	9	85	2	11
Garment Repair and Alteration Services	67	35.0	23	85	4	27
Computer & Office Machine Repair	739	35.0	259	85	46	305
Automotive Repair and Maintenance						
General Automotive Repair	$ 3,690	35.0 %	$ 1,292	85 %	$ 228	$ 1,520
Automotive Exhaust System Repair	51	35.0	18	85	3	21
Automotive Transmission Repair	195	35.0	68	85	12	80
Brake, Front End & Wheel Alignment	46	35.0	16	85	3	19
Electrical Repair Shops, Motor Vehicle	21	35.0	7	85	1	8
Paint or Body Repair Shops	2,207	35.0	772	85	136	908
Automotive Glass Replacement	436	35.0	153	85	27	180
Automotive Oil Change & Lubrication Shops	380	35.0	133	85	23	156
Carwashes	472	35.0	165	85	29	194

Table C-2 (continued)

HANOVER TRADE AREA
SERVICES PURCHASING POWER, MARKET SHARE AND SALES POTENTIAL, 2025
BY SERVICES CATEGORY
(In Thousands of Dollars)

Category	Resident Purchasing Power	Estimated Market Share	Trade Area Sales	Trade Area Percent	Other Shoppers	Estimated Total Sales
Health Care						
Offices of Physicians						
Offices of Physicians (except mental health specialists)	$ 21,984	25.0 %	$ 5,496	85 %	$ 970	$ 6,466
Offices of Physicians, Mental Health Specialists	200	25.0	50	85	9	59
Offices of Dentists	9,814	25.0	2,454	85	433	2,887
Offices of Other Health Practitioners						
Offices of Chiropractors	1,417	25.0	354	85	62	416
Offices of Optometrists	647	25.0	162	85	29	191
Offices of Mental Health Practitioners (except physicians)	729	25.0	182	85	32	214
Offices of Physical, Occup, & Speech Therapists & Audiologists						
Speech Therapist & Audiologists	77	25.0	19	85	3	22
Physical & Occupational Therapists	1,222	25.0	306	85	54	360
Offices of All Other Health Practitioners						
Offices of Podiatrists	118	25.0	30	85	5	35
Offices of All Other Misc. Health Practitioners	534	25.0	134	85	24	158
Outpatient Care Centers						
Outpatient Mental Health & Substance Abuse Centers	$ 980	25.0 %	$ 245	85 %	$ 43	$ 288
Other Outpatient Care Centers						
Kidney Dialysis Centers	991	25.0	248	85	44	292
All Other Outpatient Care Centers	1,894	25.0	474	85	84	558
Home Health Care Services	$ 4,199	25.0 %	$ 1,050	85 %	$ 185	$ 1,235

Source McComb Group, Ltd.

Appendix D

RETAIL AND SERVICES SALES POTENTIAL AND SUPPORTABLE SPACE

Table D-1

HANOVER TRADE AREA
RETAIL SALES POTENTIAL AND SUPPORTABLE SPACE, 2015
BY MERCHANDISE CATEGORY

Category	Estimated Sales Potential	Sales Per Sq. Ft.	Supportable Square Feet	Store Size Low	Store Size Median	Store Size High
SHOPPING GOODS						
General Merchandise						
Department stores						
Discount stores	$ 4,939,000	$ 250	19,756	57,720	94,788	141,986
Department Stores	1,613,000	225	7,169	89,641	148,796	243,167
Other general merchandise stores						
Warehouse Clubs and Supercenters	$ 5,548,000	$ 450	12,329	90,134	151,980	217,447
Variety stores	233,000	220	1,059	2,726	8,000	13,788
Miscellaneous general mdse.	537,000	250	2,148	3,200	8,400	11,212
Apparel & Accessories						
Clothing Stores						
Mens and boys	$ 92,000	$ 220	418	2,002	4,000	5,635
Womens clothing	409,000	200	2,045	2,074	4,200	8,740
Children's & infant	189,000	240	788	1,490	3,912	6,000
Family clothing	952,000	260	3,662	2,374	8,000	28,228
Clothing accessories stores	56,000	290	193	918	1,400	2,001
Other clothing stores	153,000	265	577	1,060	2,300	8,234
Shoe Stores						
Men's	$ 11,000	$ 290	38	903	1,640	2,186
Women's	20,000	270	74	1,309	2,384	3,158
Children's & infant	5,000	290	17	1,490	3,912	6,000
Family shoe stores	205,000	175	1,171	2,021	3,388	10,234
Athletic footwear	87,000	175	497	1,535	3,284	11,314
Furniture & Home Furnishings						
Furniture	$ 809,000	$ 260	3,112	3,108	7,927	36,712
Floor coverings	307,000	225	1,364	1,229	3,593	7,819
Window treatment stores	31,000	210	148	1,489	4,905	9,934
All other home furnishings stores	359,000	175	2,051	2,868	3,570	6,500
Electronics & Appliances Stores						
Household appliance stores	$ 251,000	$ 275	913	2,349	4,000	7,563
Radio, tv & electronics stores	1,035,000	300	3,450	1,208	3,406	10,451
Computers, Software, Music, & other electronics	307,000	580	529	997	3,388	25,600
Other Shopping Goods						
Sporting goods	$ 676,000	$ 200	3,380	2,238	7,500	44,116
General Line Sporting Gds.	276,000	200	1,380	3,765	5,850	28,128
Specialty Line Sporting Gds.	400,000	225	1,778	1,097	2,449	4,356
Book stores & newsdealers	189,000	160	1,181	2,428	4,542	29,974
Stationery Stores and Office Supply	251,000	375	669	585	1,033	2,247
Musical Instrument & Supplies	113,000	240	471	2,432	7,324	26,094
Jewelry stores	384,000	325	1,182	790	1,450	3,410
Hobby, toy & game	184,000	175	1,051	1,604	4,050	25,861
Camera & photographic supply	77,000	275	280	816	2,200	5,965
Gift, novelty & souvenirs	209,000	150	1,393	2,369	4,422	7,015
Luggage & leather goods	25,000	200	125	1,193	2,300	3,102
Sewing, needlework & piece goods	97,000	100	970	2,678	12,202	19,299
Pet stores	184,000	200	920	1,847	3,200	12,398
Art dealers	31,000	225	138	675	1,434	2,401
Optical goods stores	153,000	290	528	885	1,561	4,068
Pre-Recorded Tapes, Compact Discs	29,000	230	126	1,308	3,426	12,753
Cosmetics, beauty supplies & perfume	125,000	320	391	1,102	1,953	6,235
All other health & personal care	215,000	275	782	697	1,786	3,084

Table D-1 (continued)

HANOVER TRADE AREA
RETAIL SALES POTENTIAL AND SUPPORTABLE SPACE, 2015
BY MERCHANDISE CATEGORY

Category	Estimated Sales Potential	Sales Per Sq. Ft.	Supportable Square Feet	Store Size Low	Store Size Median	Store Size High
CONVENIENCE GOODS						
Food Stores						
Grocery stores	$ 3,355,000	$ 400	8,388	31,676	52,500	65,888
Supermarkets	3,288,000	400	8,220	31,245	52,419	69,462
Convenience food	113,000	300	377	1,349	2,085	5,323
Specialty food stores	198,000	200	990	1,188	2,400	6,000
Meat Markets	74,000	225	329	1,130	2,215	18,080
Fish & Seafood Markets	22,000	250	88	1,188	2,398	6,000
Fruit & Vegetable Markets	40,000	200	200	1,036	1,400	2,516
Other Specialty Food Stores	62,000	225	276	1,112	2,291	9,888
Baked Goods	18,000	250	72	1,191	1,834	3,285
Confectionery and Nut Stores	18,000	320	56	702	1,240	2,047
All Other Specialty Food Stores	28,000	200	140	1,069	2,200	8,007
Other Convenience Goods						
Drug & proprietary stores	$ 3,408,000	$ 460	7,409	8,280	11,700	23,714
Hardware	522,000	185	2,822	5,638	13,831	27,743
Liquor	1,345,000	375	3,587	1,305	2,856	7,210
Florist	198,000	190	1,042	766	1,600	5,396
Food/health supplement stores	79,000	250	316	1,200	1,234	1,968
Food Service & Drinking Places						
Food Service						
Full-service restaurants	$ 3,494,000	$ 360	9,706	2,000	4,500	9,775
Limited service restaurants	2,305,000	400	5,763	1,335	3,000	3,400
Cafeterias	0	235	0	517	1,073	10,049
Snack & beverage places	512,000	300	1,707	850	1,500	2,495
Ice Cream & Soft Serve	64,000	325	197	902	1,148	1,570
Frozen Yogurt	7,000	200	35	1,031	1,282	1,700
Doughnut Shops	89,000	220	405	744	1,200	2,153
Bagel Shops	25,000	275	91	2,000	2,388	3,400
Coffee Shops	217,000	400	543	881	1,500	2,000
Cookie Shops	7,000	400	18	220	602	797
Other Snack Shops	103,000	360	286	850	1,578	2,495
Specialized food places	1,019,000	400	2,548		N/A	
Drinking Places	$ -	$ 250	0		2,243	
Gasoline Svs Stations/Conv.						
Gas/Convenience food stores	$ 10,035,000	$ 1,400	7,168	1,500	2,933	6,121
Other Gas Stations & Truck Stops	1,126,000	1,000	1,126		2,000	
OTHER RETAIL STORES						
Building Materials & Garden Supplies						
Building materials & supplies stores						
Home centers	$ 2,786,000	$ 350	7,960	8,981	95,173	135,833
Paint, glass & wallpaper	293,000	225	1,302	2,348	3,533	5,028
Other building materials dealers	3,520,000	225	15,644	N/A	N/A	N/A
Lawn & garden equipment						
Outdoor power equipment	174,000	100	1,740	N/A	N/A	N/A
Retail nurseries, lawn & garden	744,000	100	7,440	N/A	15,000	N/A
Motor Vehicles & Parts Dealers						
Auto parts, accessories & tires						
Auto parts & accessories stores	$ 292,000	$ 200	1,460	2,232	6,500	13,000
Tire dealers	220,000	200	1,100	3,514	6,944	12,014

Source: McComb Group, Ltd.

Table D-1 (continued)

HANOVER TRADE AREA
RETAIL SALES POTENTIAL AND SUPPORTABLE SPACE, 2020
BY MERCHANDISE CATEGORY

Category	Estimated Sales Potential	Sales Per Sq. Ft.	Supportable Square Feet	Store Size Low	Store Size Median	Store Size High
SHOPPING GOODS						
General Merchandise						
Department stores						
Discount stores	$ 5,631,000	$ 250	22,524	57,720	94,788	141,986
Department Stores	1,840,000	225	8,178	89,641	148,796	243,167
Other general merchandise stores						
Warehouse Clubs and Supercenters	$ 6,327,000	$ 450	14,060	90,134	151,980	217,447
Variety stores	265,000	220	1,205	2,726	8,000	13,788
Miscellaneous general mdse.	613,000	250	2,452	3,200	8,400	11,212
Apparel & Accessories						
Clothing Stores						
Mens and boys	$ 105,000	$ 220	477	2,002	4,000	5,635
Womens clothing	467,000	200	2,335	2,074	4,200	8,740
Children's & infant	216,000	240	900	1,490	3,912	6,000
Family clothing	1,087,000	260	4,181	2,374	8,000	28,228
Clothing accessories stores	64,000	290	221	918	1,400	2,001
Other clothing stores	175,000	265	660	1,060	2,300	8,234
Shoe Stores						
Men's	$ 13,000	$ 290	45	903	1,640	2,186
Women's	23,000	270	85	1,309	2,384	3,158
Children's & infant	5,000	290	17	1,490	3,912	6,000
Family shoe stores	233,000	175	1,331	2,021	3,388	10,234
Athletic footwear	99,000	175	566	1,535	3,284	11,314
Furniture & Home Furnishings						
Furniture	$ 923,000	$ 260	3,550	3,108	7,927	36,712
Floor coverings	351,000	225	1,560	1,229	3,593	7,819
Window treatment stores	35,000	210	167	1,489	4,905	9,934
All other home furnishings stores	409,000	175	2,337	2,868	3,570	6,500
Electronics & Appliances Stores						
Household appliance stores	$ 287,000	$ 275	1,044	2,349	4,000	7,563
Radio, tv & electronics stores	1,180,000	300	3,933	1,208	3,406	10,451
Computers, Software, Music, & other electronics	351,000	580	605	997	3,388	25,600
Other Shopping Goods						
Sporting goods	$ 771,000	$ 200	3,855	2,238	7,500	44,116
General Line Sporting Gds.	316,000	200	1,580	3,765	5,850	28,128
Specialty Line Sporting Gds.	456,000	225	2,027	1,097	2,449	4,356
Book stores & newsdealers	216,000	160	1,350	2,428	4,542	29,974
Stationery Stores and Office Supply	287,000	375	765	585	1,033	2,247
Musical Instrument & Supplies	128,000	240	533	2,432	7,324	26,094
Jewelry stores	437,000	325	1,345	790	1,450	3,410
Hobby, toy & game	211,000	175	1,206	1,604	4,050	25,861
Camera & photographic supply	88,000	275	320	816	2,200	5,965
Gift, novelty & souvenirs	240,000	150	1,600	2,369	4,422	7,015
Luggage & leather goods	29,000	200	145	1,193	2,300	3,102
Sewing, needlework & piece goods	111,000	100	1,110	2,678	12,202	19,299
Pet stores	211,000	200	1,055	1,847	3,200	12,398
Art dealers	35,000	225	156	675	1,434	2,401
Optical goods stores	175,000	290	603	885	1,561	4,068
Pre-Recorded Tapes, Compact Discs	33,000	230	143	1,308	3,426	12,753
Cosmetics, beauty supplies & perfume	143,000	320	447	1,102	1,953	6,235
All other health & personal care	245,000	275	891	697	1,786	3,084

Table D-1 (continued)

HANOVER TRADE AREA
RETAIL SALES POTENTIAL AND SUPPORTABLE SPACE, 2020
BY MERCHANDISE CATEGORY

Category	Estimated Sales Potential	Sales Per Sq. Ft.	Supportable Square Feet	Store Size Low	Store Size Median	Store Size High
CONVENIENCE GOODS						
Food Stores						
Grocery stores	$ 3,826,000	$ 400	9,565	31,676	52,500	65,888
Supermarkets	3,748,000	400	9,370	31,245	52,419	69,462
Convenience food	129,000	300	430	1,349	2,085	5,323
Specialty food stores	226,000	200	1,130	1,188	2,400	6,000
Meat Markets	84,000	225	373	1,130	2,215	18,080
Fish & Seafood Markets	26,000	250	104	1,188	2,398	6,000
Fruit & Vegetable Markets	45,000	200	225	1,036	1,400	2,516
Other Specialty Food Stores	71,000	225	316	1,112	2,291	9,888
Baked Goods	20,000	250	80	1,191	1,834	3,285
Confectionery and Nut Stores	20,000	320	63	702	1,240	2,047
All Other Specialty Food Stores	32,000	200	160	1,069	2,200	8,007
Other Convenience Goods						
Drug & proprietary stores	$ 3,887,000	$ 460	8,450	8,280	11,700	23,714
Hardware	595,000	185	3,216	5,638	13,831	27,743
Liquor	1,533,000	375	4,088	1,305	2,856	7,210
Florist	225,000	190	1,184	766	1,600	5,396
Food/health supplement stores	91,000	250	364	1,200	1,234	1,968
Food Service & Drinking Places						
Food Service						
Full-service restaurants	$ 3,985,000	$ 360	11,069	2,000	4,500	9,775
Limited service restaurants	2,628,000	400	6,570	1,335	3,000	3,400
Cafeterias	0	235	0	517	1,073	10,049
Snack & beverage places	584,000	300	1,947	850	1,500	2,495
Ice Cream & Soft Serve	73,000	325	225	902	1,148	1,570
Frozen Yogurt	8,000	200	40	1,031	1,282	1,700
Doughnut Shops	103,000	220	468	744	1,200	2,153
Bagel Shops	29,000	275	105	2,000	2,388	3,400
Coffee Shops	248,000	400	620	881	1,500	2,000
Cookie Shops	8,000	400	20	220	602	797
Other Snack Shops	117,000	360	325	850	1,578	2,495
Specialized food places	1,161,000	400	2,903		N/A	
Drinking Places	$ -	$ 250	0		2,243	
Gasoline Svs Stations/Conv.						
Gas/Convenience food stores	$ 11,442,000	$ 1,400	8,173	1,500	2,933	6,121
Other Gas Stations & Truck Stops	1,283,000	1,000	1,283		2,000	
OTHER RETAIL STORES						
Building Materials & Garden Supplies						
Building materials & supplies stores						
Home centers	$ 3,176,000	$ 350	9,074	8,981	95,173	135,833
Paint, glass & wallpaper	334,000	225	1,484	2,348	3,533	5,028
Other building materials dealers	4,013,000	225	17,836	N/A	N/A	N/A
Lawn & garden equipment						
Outdoor power equipment	$ 199,000	$ 100	1,990	N/A	N/A	N/A
Retail nurseries, lawn & garden	848,000	100	8,480	N/A	15,000	N/A
Motor Vehicles & Parts Dealers						
Auto parts, accessories & tires						
Auto parts & accessories stores	$ 332,000	$ 200	1,660	2,232	6,500	13,000
Tire dealers	251,000	200	1,255	3,514	6,944	12,014

Source: McComb Group, Ltd

Table D-1 (continued)

HANOVER TRADE AREA
RETAIL SALES POTENTIAL AND SUPPORTABLE SPACE, 2025
BY MERCHANDISE CATEGORY

Category	Estimated Sales Potential	Sales Per Sq. Ft.	Supportable Square Feet	Store Size Low	Store Size Median	Store Size High
SHOPPING GOODS						
General Merchandise						
Department stores						
Discount stores	$ 6,728,000	$ 250	26,912	57,720	94,788	141,986
Conventional	2,199,000	225	9,773	89,641	148,796	243,167
Other general merchandise stores						
Warehouse Clubs	$ 7,559,000	$ 450	16,798	90,134	151,980	217,447
Variety stores	317,000	220	1,441	2,726	8,000	13,788
Miscellaneous general mdse.	733,000	250	2,932	3,200	8,400	11,212
Apparel & Accessories						
Clothing Stores						
Mens and boys	$ 125,000	$ 220	568	2,002	4,000	5,635
Womens clothing	559,000	200	2,795	2,074	4,200	8,740
Children's & infant	259,000	240	1,079	1,490	3,912	6,000
Family clothing	1,297,000	260	4,988	2,374	8,000	28,228
Clothing accessories stores	77,000	290	266	918	1,400	2,001
Other clothing stores	209,000	265	789	1,060	2,300	8,234
Shoe Stores						
Men's	$ 15,000	$ 290	52	903	1,640	2,186
Women's	27,000	270	100	1,309	2,384	3,158
Children's & infant	7,000	290	24	1,490	3,912	6,000
Family shoe stores	279,000	175	1,594	2,021	3,388	10,234
Athletic footwear	119,000	175	680	1,535	3,284	11,314
Furniture & Home Furnishings						
Furniture	$ 1,103,000	$ 260	4,242	3,108	7,927	36,712
Floor coverings	419,000	225	1,862	1,229	3,593	7,819
Window treatment stores	41,000	210	195	1,489	4,905	9,934
All other home furnishings stores	488,000	175	2,789	2,868	3,570	6,500
Electronics & Appliances Stores						
Household appliance stores	$ 341,000	$ 275	1,240	2,349	4,000	7,563
Radio, tv & electronics stores	1,409,000	300	4,697	1,208	3,406	10,451
Computers, Software, Music, & other electronics	419,000	580	722	997	3,388	25,600
Other Shopping Goods						
Sporting goods	$ 921,000	$ 200	4,605	2,238	7,500	44,116
General Line Sporting Gds.	377,000	200	1,885	3,765	5,850	28,128
Specialty Line Sporting Gds.	544,000	225	2,418	1,097	2,449	4,356
Book stores & newsdealers	259,000	160	1,619	2,428	4,542	29,974
Stationery Stores and Office Supply	341,000	375	909	585	1,033	2,247
Musical Instrument & Supplies	153,000	240	638	2,432	7,324	26,094
Jewelry stores	524,000	325	1,612	790	1,450	3,410
Hobby, toy & game	251,000	175	1,434	1,604	4,050	25,861
Camera & photographic supply	105,000	275	382	816	2,200	5,965
Gift, novelty & souvenirs	287,000	150	1,913	2,369	4,422	7,015
Luggage & leather goods	35,000	200	175	1,193	2,300	3,102
Sewing, needlework & piece goods	132,000	100	1,320	2,678	12,202	19,299
Pet stores	251,000	200	1,255	1,847	3,200	12,398
Art dealers	41,000	225	182	675	1,434	2,401
Optical goods stores	209,000	290	721	885	1,561	4,068
Pre-Recorded Tapes, Compact Discs	40,000	230	174	1,308	3,426	12,753
Cosmetics, beauty supplies & perfume	171,000	320	534	1,102	1,953	6,235
All other health & personal care	293,000	275	1,065	697	1,786	3,084

Table D-1 (continued)

HANOVER TRADE AREA
RETAIL SALES POTENTIAL AND SUPPORTABLE SPACE, 2025
BY MERCHANDISE CATEGORY

Category	Estimated Sales Potential	Sales Per Sq. Ft.	Supportable Square Feet	Store Size Low	Store Size Median	Store Size High
CONVENIENCE GOODS						
Food Stores						
Grocery stores	$ 4,572,000	$ 400	11,430	31,676	52,500	65,888
Supermarkets	4,479,000	400	11,198	31,245	52,419	69,462
Convenience food	154,000	300	513	1,349	2,085	5,323
Specialty food stores	269,000	200	1,345	1,188	2,400	6,000
Meat Markets	100,000	225	444	1,130	2,215	18,080
Fish & Seafood Markets	31,000	250	124	1,188	2,398	6,000
Fruit & Vegetable Markets	54,000	200	270	1,036	1,400	2,516
Other Specialty Food Stores	85,000	225	378	1,112	2,291	9,888
Baked Goods	24,000	250	96	1,191	1,834	3,285
Confectionery and Nut Stores	24,000	320	75	702	1,240	2,047
All Other Specialty Food Stores	39,000	200	195	1,069	2,200	8,007
Other Convenience Goods						
Drug & proprietary stores	$ 4,644,000	$ 460	10,096	8,280	11,700	23,714
Hardware	711,000	185	3,843	5,638	13,831	27,743
Liquor	1,832,000	375	4,885	1,305	2,856	7,210
Florist	269,000	190	1,416	766	1,600	5,396
Food/health supplement stores	108,000	250	432	1,200	1,234	1,968
Food Service & Drinking Places						
Food Service						
Full-service restaurants	$ 4,760,000	$ 360	13,222	2,000	4,500	9,775
Limited service restaurants	3,140,000	400	7,850	1,335	3,000	3,400
Cafeterias	0	235	0	517	1,073	10,049
Snack & beverage places	699,000	300	2,330	850	1,500	2,495
Ice Cream & Soft Serve	88,000	325	271	902	1,148	1,570
Frozen Yogurt	9,000	200	45	1,031	1,282	1,700
Doughnut Shops	123,000	220	559	744	1,200	2,153
Bagel Shops	35,000	275	127	2,000	2,388	3,400
Coffee Shops	297,000	400	743	881	1,500	2,000
Cookie Shops	9,000	400	23	220	602	797
Other Snack Shops	140,000	360	389	850	1,578	2,495
Specialized food places	1,387,000	400	3,468		N/A	
Drinking Places	$ -	$ 250	0		2,243	
Gasoline Svs Stations/Conv.						
Gas/Convenience food stores	$ 13,672,000	$ 1,400	9,766	1,500	2,933	6,121
Other Gas Stations & Truck Stops	1,534,000	1,000	1,534		2,000	
OTHER RETAIL STORES						
Building Materials & Garden Supplies						
Building materials & supplies stores						
Home centers	$ 4,218,000	$ 350	12,051	8,981	95,173	135,833
Paint, glass & wallpaper	399,000	225	1,773	2,348	3,533	5,028
Other building materials dealers	4,795,000	225	21,311	N/A	N/A	N/A
Lawn & garden equipment						
Outdoor power equipment	$ 238,000	$ 100	2,380	N/A	N/A	N/A
Retail nurseries, lawn & garden	1,013,000	100	10,130	N/A	15,000	N/A
Motor Vehicles & Parts Dealers						
Auto parts, accessories & tires						
Auto parts & accessories stores	$ 398,000	$ 200	1,990	2,232	6,500	13,000
Tire dealers	300,000	200	1,500	3,514	6,944	12,014

Source: McComb Group, Ltd.

Table D-2

HANOVER TRADE AREA
SERVICES SALES POTENTIAL AND SUPPORTABLE SQUARE FEET, 2015
BY SERVICES CATEGORY

Category	Estimated Sales Potential	Sales Per Sq. Ft.	Supportable Square Feet	Store Size Low	Store Size Median	Store Size High
Personal Care Services						
Barber Shops	$ 4,000	$ 200	20	455	788	1,422
Beauty Shops	521,000	190	2,742	900	1,400	3,480
Nail Salons	38,000	110	345	773	1,200	1,807
Diet & Weight Reducing Services	34,000	150	227	1,223	1,856	3,130
Other Personal Care Services	75,000	175	429	703	1,488	4,128
Drycleaning & Laundry Services						
Coin-Operated Laundries & Drycleaners	$ 35,000	$ 60	583	1,222	2,024	3,734
Drycleaning & Laundry Services (except coin-op.)	112,000	150	747	1,038	1,608	2,731
Other Personal Services						
Child Day Care Services	$ 704,000	$ 100	7,040	3,059	5,050	7,495
Funeral Homes & Funeral Services	188,000	N/A	N/A	N/A	N/A	N/A
Photographic Services	1,489,000	275	5,415	990	1,866	2,550
Photographic Studios	141,000	275	513	990	1,866	2,550
Veteranarian Services	528,000	225	2,347	1,346	2,122	2,701
Pet Care	60,000	75	800		1,200	
Rental and Leasing						
Formalwear and Costume Rental	$ 28,000	$ 365	77	763	1,046	1,773
Video Tape and Disc Rental	181,000	200	905	3,740	5,836	7,341
Home Health Equipment Rental	66,000	250	264	1,200	1,600	3,480
Recreation						
Bowling Centers	$ 135,000	$ 110	1,227	N/A	N/A	N/A
Physical Fitness Facilites	647,000	80	8,088	1,433	6,448	32,170
Golf Courses and Country Clubs	488,000	N/A	-			
Professional Services						
Offices of Real Estate Agents & Brokers	$1,275,000	$ 300	4,250	711	2,092	6,264
Household Goods Repair						
Home & Garden Equipment & Appliance Repair &Maint.	$ 54,000	$ 175	309			
Reupholstery & Furniture Repair	31,000	155	200		600	
Footwear and Leather Goods Repair	6,000	155	39	405	648	742
Watch, Clock and Jewelry Repair	7,000	155	45		900	
Garment Repair and Alteration Services	19,000	125	152	680	1,185	1,488
Computer & Office Machine Repair	212,000	150	1,413		1,200	
Automotive Repair and Maintenance						
General Automotive Repair	$1,059,000	$ 200	5,295	2,400	6,200	10,624
Automotive Exhaust System Repair	15,000	200	75			
Automotive Transmission Repair	56,000	200	280			
Brake, Front End & Wheel Alignment	13,000	200	65			
Electrical Repair Shops, Motor Vehicle	6,000	200	30			
Paint or Body Repair Shops	633,000	200	3,165			
Automotive Glass Replacement	125,000	200	625			
Automotive Oil Change & Lubrication Shops	109,000	200	545			
Carwashes	135,000	200	675			

Table D-2 (continued)

HANOVER TRADE AREA
SERVICES SALES POTENTIAL AND SUPPORTABLE SQUARE FEET, 2015
BY SERVICES CATEGORY

Category	Estimated Sales Potential	Sales Per Sq. Ft.	Supportable Square Feet	Store Size Low	Store Size Median	Store Size High
Health Care						
Offices of Physicians						
Offices of Physicians (except mental health specialists)	$4,504,000	$ 357	12,616	969	1,652	4,008
Offices of Physicians, Mental Health Specialists	41,000	357	115	969	1,800	4,008
Offices of Dentists	2,011,000	345	5,829	1,090	1,700	3,970
Offices of Other Health Practitioners						
Offices of Chiropractors	291,000	345	843	1,090	1,600	3,970
Offices of Optometrists	133,000	415	320	1,074	1,620	4,347
Offices of Mental Health Practitioners (except physicians)	149,000	345	432	1,090	1,800	3,970
Offices of Physical, Occup, & Speech Therapists & Audiologists						
Speech Therapist & Audiologists	16,000	345	46	1,090	1,600	3,970
Physical & Occupational Therapists	251,000	345	728	1,090	1,600	3,970
Offices of All Other Health Practitioners						
Offices of Podiatrists	25,000	357	70	1,090	1,800	3,970
Offices of All Other Misc. Health Practitioners	109,000	345	316	1,090	1,800	3,970
Outpatient Care Centers						
Outpatient Mental Health & Substance Abuse Centers	$ 201,000	$ 250	804			
Other Outpatient Care Centers						
Kidney Dialysis Centers	204,000	285	716			
All Other Outpatient Care Centers	388,000	285	1,361			
Home Health Care Services	$ 860,000	$ 285	3,018			

Source: McComb Group, Ltd.

Table D-2 (continued)

HANOVER TRADE AREA
SERVICES SALES POTENTIAL AND SUPPORTABLE SQUARE FEET, 2020
BY SERVICES CATEGORY

Category	Estimated Sales Potential	Sales Per Sq. Ft.	Supportable Square Feet	Store Size Low	Store Size Median	Store Size High
Personal Care Services						
Barber Shops	$ 4,000	$ 200	20	455	788	1,422
Beauty Shops	611,000	190	3,216	900	1,400	3,480
Nail Salons	45,000	110	409	773	1,200	1,807
Diet & Weight Reducing Services	40,000	150	267	1,223	1,856	3,130
Other Personal Care Services	88,000	175	503	703	1,488	4,128
Drycleaning & Laundry Services						
Coin-Operated Laundries & Drycleaners	$ 41,000	$ 60	683	1,222	2,024	3,734
Drycleaning & Laundry Services (except coin-op.)	131,000	150	873	1,038	1,608	2,731
Other Personal Services						
Child Day Care Services	$ 825,000	$ 100	8,250	3,059	5,050	7,495
Funeral Homes & Funeral Services	221,000	N/A	N/A	N/A	N/A	N/A
Photographic Services	1,746,000	275	6,349	990	1,866	2,550
Photographic Studios	166,000	275	604	990	1,866	2,550
Veteranarian Services	619,000	225	2,751	1,346	2,122	2,701
Pet Care	71,000	75	947		1,200	
Rental and Leasing						
Formalwear and Costume Rental	$ 33,000	$ 365	90	763	1,046	1,773
Video Tape and Disc Rental	212,000	200	1,060	3,740	5,836	7,341
Home Health Equipment Rental	78,000	250	312	1,200	1,600	3,480
Recreation						
Bowling Centers	$ 159,000	$ 110	1,445	N/A	N/A	N/A
Physical Fitness Facilites	758,000	80	9,475	1,433	6,448	32,170
Golf Courses and Country Clubs	573,000	N/A	-			
Professional Services						
Offices of Real Estate Agents & Brokers	$1,495,000	$ 300	4,983	711	2,092	6,264
Household Goods Repair						
Home & Garden Equipment & Appliance Repair &Maint.	$ 64,000	$ 175	366			
Reupholstery & Furniture Repair	36,000	155	232		600	
Footwear and Leather Goods Repair	7,000	155	45	405	648	742
Watch, Clock and Jewelry Repair	8,000	155	52		900	
Garment Repair and Alteration Services	22,000	125	176	680	1,185	1,488
Computer & Office Machine Repair	248,000	150	1,653		1,200	
Automotive Repair and Maintenance						
General Automotive Repair	$1,241,000	$ 200	6,205	2,400	6,200	10,624
Automotive Exhaust System Repair	18,000	200	90			
Automotive Transmission Repair	66,000	200	330			
Brake, Front End & Wheel Alignment	15,000	200	75			
Electrical Repair Shops, Motor Vehicle	7,000	200	35			
Paint or Body Repair Shops	742,000	200	3,710			
Automotive Glass Replacement	147,000	200	735			
Automotive Oil Change & Lubrication Shops	128,000	200	640			
Carwashes	159,000	200	795			

Table D-2 (continued)

HANOVER TRADE AREA
SERVICES SALES POTENTIAL AND SUPPORTABLE SQUARE FEET, 2020
BY SERVICES CATEGORY

Category	Estimated Sales Potential	Sales Per Sq. Ft.	Supportable Square Feet	Store Size Low	Store Size Median	Store Size High
Health Care						
Offices of Physicians						
Offices of Physicians (except mental health specialists)	$5,279,000	$ 357	14,787	969	1,652	4,008
Offices of Physicians, Mental Health Specialists	48,000	357	134	969	1,800	4,008
Offices of Dentists	2,356,000	345	6,829	1,090	1,700	3,970
Offices of Other Health Practitioners						
Offices of Chiropractors	340,000	345	986	1,090	1,600	3,970
Offices of Optometrists	155,000	415	373	1,074	1,620	4,347
Offices of Mental Health Practitioners (except physicians)	175,000	345	507	1,090	1,800	3,970
Offices of Physical, Occup, & Speech Therapists & Audiologists						
Speech Therapist & Audiologists	19,000	345	55	1,090	1,600	3,970
Physical & Occupational Therapists	293,000	345	849	1,090	1,600	3,970
Offices of All Other Health Practitioners						
Offices of Podiatrists	28,000	357	78	1,090	1,800	3,970
Offices of All Other Misc. Health Practitioners	128,000	345	371	1,090	1,800	3,970
Outpatient Care Centers						
Outpatient Mental Health & Substance Abuse Centers	$ 235,000	$ 250	940			
Other Outpatient Care Centers						
Kidney Dialysis Centers	238,000	285	835			
All Other Outpatient Care Centers	455,000	285	1,596			
Home Health Care Services	$1,008,000	$ 285	3,537			

Source: McComb Group, Ltd.

Table D-2 (continued)

HANOVER TRADE AREA
SERVICES SALES POTENTIAL AND SUPPORTABLE SQUARE FEET, 2025
BY SERVICES CATEGORY

Category	Estimated Sales Potential	Sales Per Sq. Ft.	Supportable Square Feet	Store Size Low	Median	High
Personal Care Services						
Barber Shops	$ 5,000	$ 200	25	455	788	1,422
Beauty Shops	747,000	190	3,932	900	1,400	3,480
Nail Salons	54,000	110	491	773	1,200	1,807
Diet & Weight Reducing Services	48,000	150	320	1,223	1,856	3,130
Other Personal Care Services	107,000	175	611	703	1,488	4,128
Drycleaning & Laundry Services						
Coin-Operated Laundries & Drycleaners	$ 49,000	$ 60	817	1,222	2,024	3,734
Drycleaning & Laundry Services (except coin-op.)	160,000	150	1,067	1,038	1,608	2,731
Other Personal Services						
Child Day Care Services	$1,011,000	$ 100	10,110	3,059	5,050	7,495
Funeral Homes & Funeral Services	271,000	N/A	N/A	N/A	N/A	N/A
Photographic Services	2,139,000	275	7,778	990	1,866	2,550
Photographic Studios	204,000	275	742	990	1,866	2,550
Veteranarian Services	759,000	225	3,373	1,346	2,122	2,701
Pet Care	87,000	75	1,160		1,200	
Rental and Leasing						
Formalwear and Costume Rental	$ 40,000	$ 365	110	763	1,046	1,773
Video Tape and Disc Rental	260,000	200	1,300	3,740	5,836	7,341
Home Health Equipment Rental	95,000	250	380	1,200	1,600	3,480
Recreation						
Bowling Centers	$ 194,000	$ 110	1,764	N/A	N/A	N/A
Physical Fitness Facilites	928,000	80	11,600	1,433	6,448	32,170
Golf Courses and Country Clubs	701,000	N/A	-			
Professional Services						
Offices of Real Estate Agents & Brokers	$1,832,000	$ 300	6,107	711	2,092	6,264
Household Goods Repair						
Home & Garden Equipment & Appliance Repair &Maint.	$ 79,000	$ 175	451			
Reupholstery & Furniture Repair	45,000	155	290		600	
Footwear and Leather Goods Repair	8,000	155	52	405	648	742
Watch, Clock and Jewelry Repair	11,000	155	71		900	
Garment Repair and Alteration Services	27,000	125	216	680	1,185	1,488
Computer & Office Machine Repair	305,000	150	2,033		1,200	
Automotive Repair and Maintenance						
General Automotive Repair	$1,520,000	$ 200	7,600	2,400	6,200	10,624
Automotive Exhaust System Repair	21,000	200	105			
Automotive Transmission Repair	80,000	200	400			
Brake, Front End & Wheel Alignment	19,000	200	95			
Electrical Repair Shops, Motor Vehicle	8,000	200	40			
Paint or Body Repair Shops	908,000	200	4,540			
Automotive Glass Replacement	180,000	200	900			
Automotive Oil Change & Lubrication Shops	156,000	200	780			
Carwashes	194,000	200	970			

Table D-2 (continued)

HANOVER TRADE AREA
SERVICES SALES POTENTIAL AND SUPPORTABLE SQUARE FEET, 2025
BY SERVICES CATEGORY

Category	Estimated Sales Potential	Sales Per Sq. Ft.	Supportable Square Feet	Store Size Low	Store Size Median	Store Size High
Health Care						
Offices of Physicians						
Offices of Physicians (except mental health specialists)	$6,466,000	$ 357	18,112	969	1,652	4,008
Offices of Physicians, Mental Health Specialists	59,000	357	165	969	1,800	4,008
Offices of Dentists	2,887,000	345	8,368	1,090	1,700	3,970
Offices of Other Health Practitioners						
Offices of Chiropractors	416,000	345	1,206	1,090	1,600	3,970
Offices of Optometrists	191,000	415	460	1,074	1,620	4,347
Offices of Mental Health Practitioners (except physicians)	214,000	345	620	1,090	1,800	3,970
Offices of Physical, Occup, & Speech Therapists & Audiologists						
Speech Therapist & Audiologists	22,000	345	64	1,090	1,600	3,970
Physical & Occupational Therapists	360,000	345	1,043	1,090	1,600	3,970
Offices of All Other Health Practitioners						
Offices of Podiatrists	35,000	357	98	1,090	1,800	3,970
Offices of All Other Misc. Health Practitioners	158,000	345	458	1,090	1,800	3,970
Outpatient Care Centers						
Outpatient Mental Health & Substance Abuse Centers	$ 288,000	$ 250	1,152			
Other Outpatient Care Centers						
Kidney Dialysis Centers	292,000	285	1,025			
All Other Outpatient Care Centers	558,000	285	1,958			
Home Health Care Services	$1,235,000	$ 285	4,333			

Source McComb Group, Ltd