

# FEASIBILITY ANALYSIS

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# GROCERY STORE

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Flint & Genesee Chamber of Commerce | June 2016



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# PROJECT CONTRACTOR, Streetsense

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Bethesda, Maryland

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# Streetsense WORK

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## Existing Clients

- University of Pennsylvania
- Johns Hopkins University
- DC Office of Planning
- City of Pittsburgh
- City of Ann Arbor
- City of Durham, NC
- City of Orlando, FL
- Marriott Hotels
- Hyatt Hotels
- Ritz Carlton
- Starbucks
- Jos. A. Banks
- The JBG Companies
- Hines Corporation
- Chapman Development
- Peterson Companies
- Winn Companies



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# PURPOSE OF THE STUDY

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What is the best method to improve access to full-service grocery stores on the north end while also reinforcing the residents' sense of pride, hope, and community?

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# FLINT FOOD DESERT

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- **DEFINITION:** an area where access to fresh produce and protein is limited, compromised, or non-existent within reasonable means.
- Grocery stores over 10,000 square feet are large enough to be a “food oasis.”
- Flint’s northend has been a “food desert” since the Kroger left Pierson Road in July, 2014.

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# FLINT GROCERY STUDY PROCESS

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# UNCOVERING THE SOLUTION

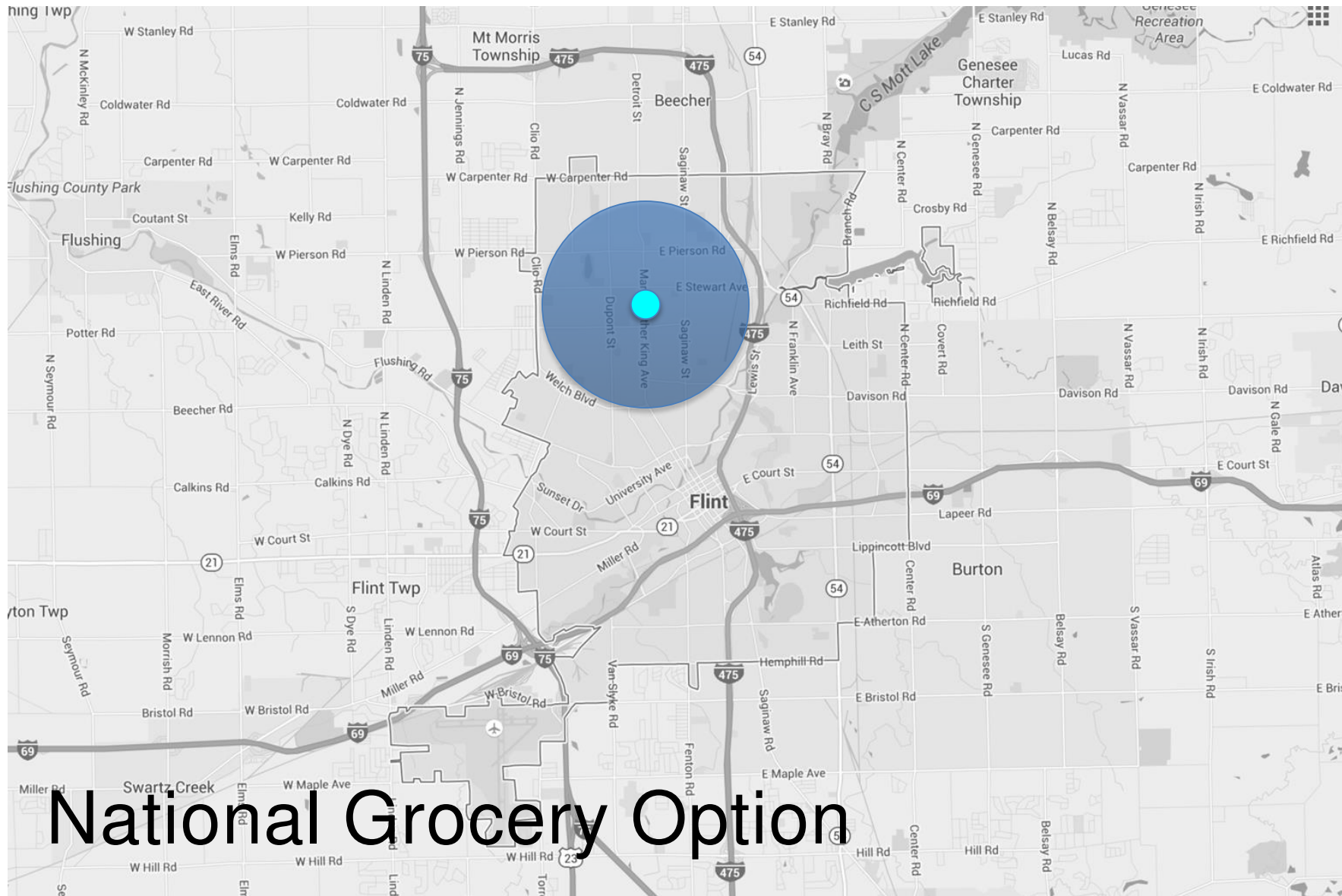
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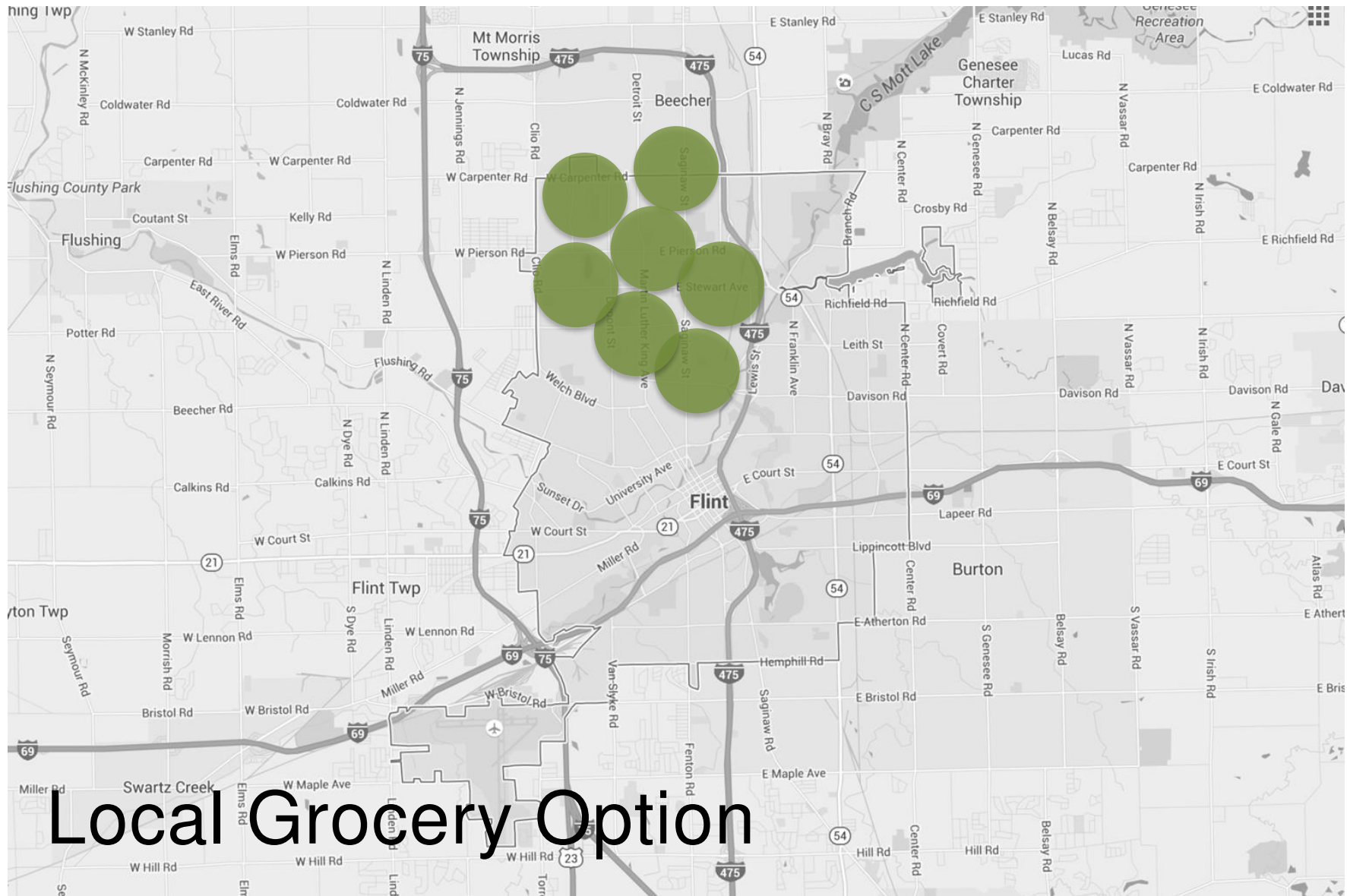
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# UNCOVERING THE SOLUTION

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# MARKET POTENTIAL



# MARKET POTENTIAL

\$4-\$8 million in sales

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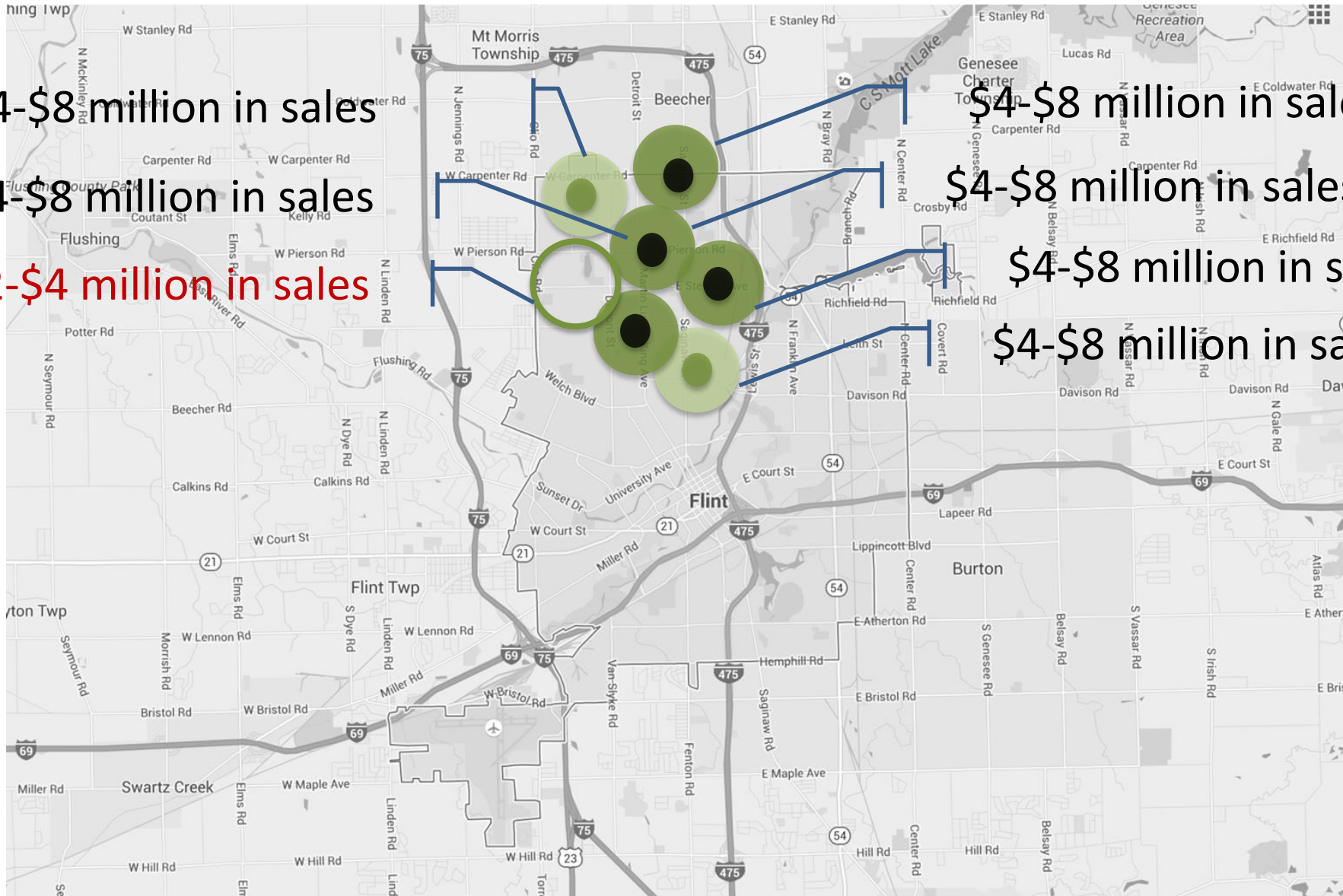
\$2-\$4 million in sales

\$4-\$8 million in sales

\$4-\$8 million in sales

\$4-\$8 million in sales

\$4-\$8 million in sales



# FINDINGS & RECOMMENDATIONS

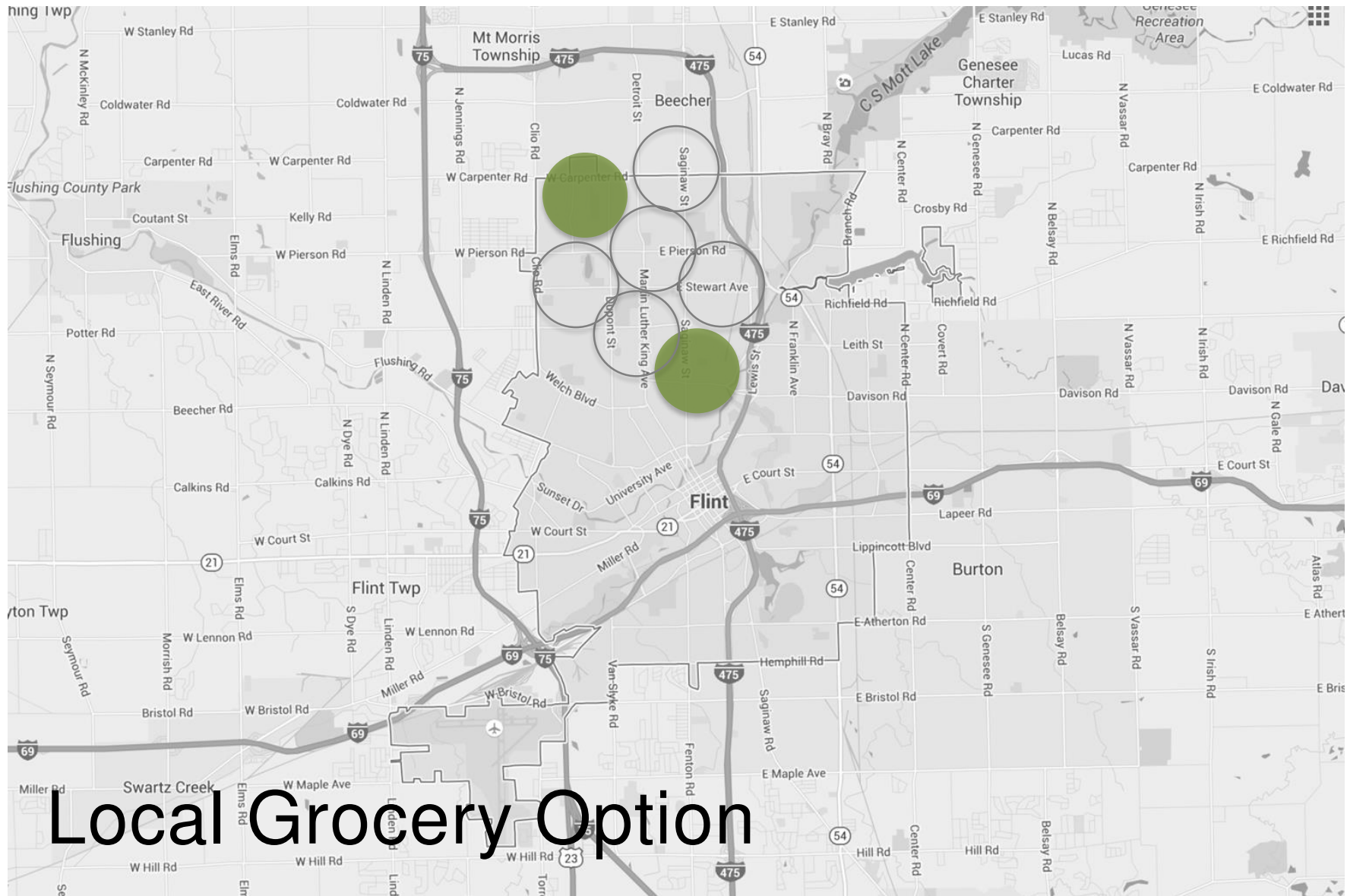
## EVALUATION MATRIX

	NATIONAL GROCERY CHAIN	REGIONAL GROCERY - PIERSON ROAD
Facility Size	50,000 square feet	22,000 square feet
Total Estimated Sales	\$19 million	\$8 million
Sales/Square Feet	\$525	\$350
Supportable Square Feet	18,546 square feet	27,819 square feet
Parking Requirements	200	88
Construction-Period Jobs Created	76 direct; 119 total jobs	44 direct; 69 total jobs
Permanent Jobs Created	111 direct; 168 total jobs	49 direct; 74 total jobs
Total Development Costs**	\$11.6 - \$14.1 million	\$6.6 - \$8.1 million
Initial Capital Subsidy	\$8.8 - \$10.8 million	\$4.1 - \$5.0 million
Operating Subsidy with Market-Rate Financing	\$749,900 - \$916,500	\$0
Operating Subsidy with 2% Financing	\$511,400 - \$625,000	\$0

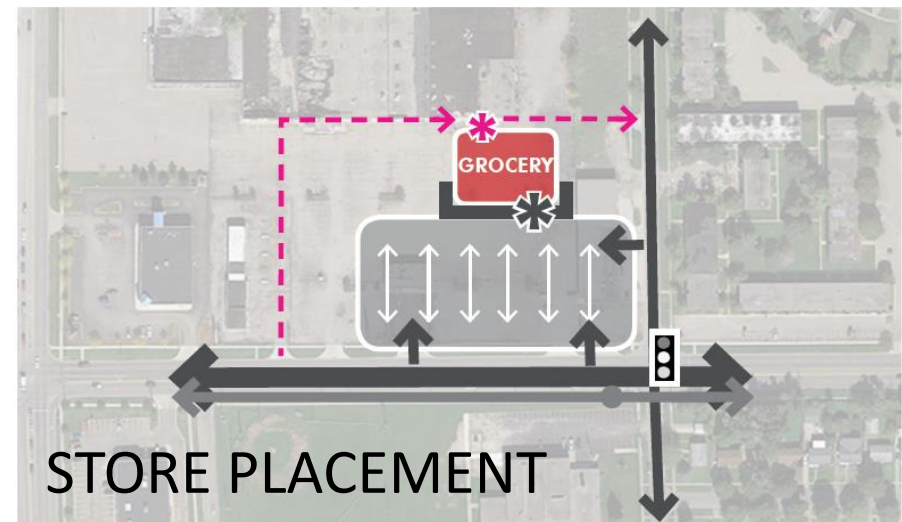
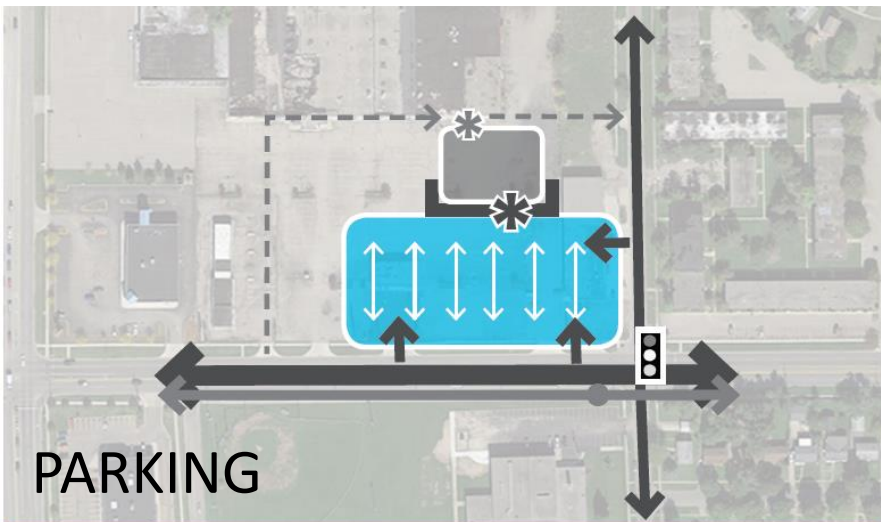
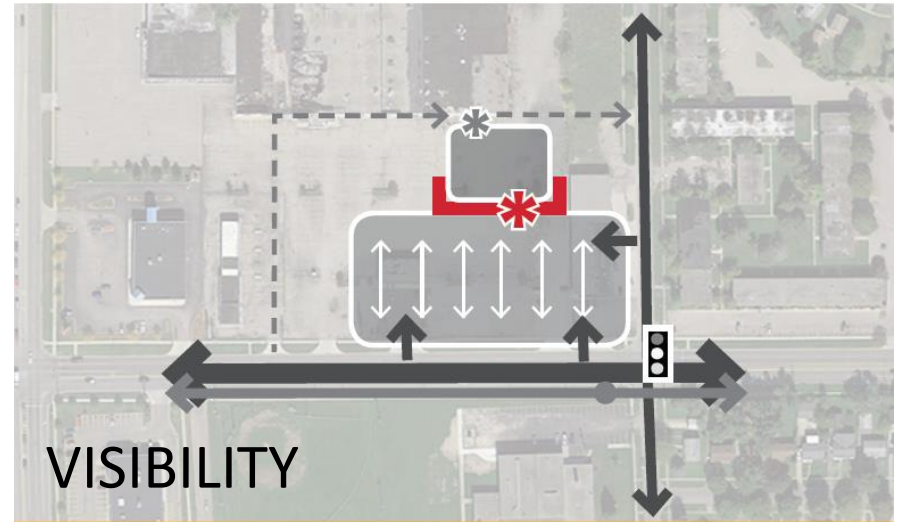
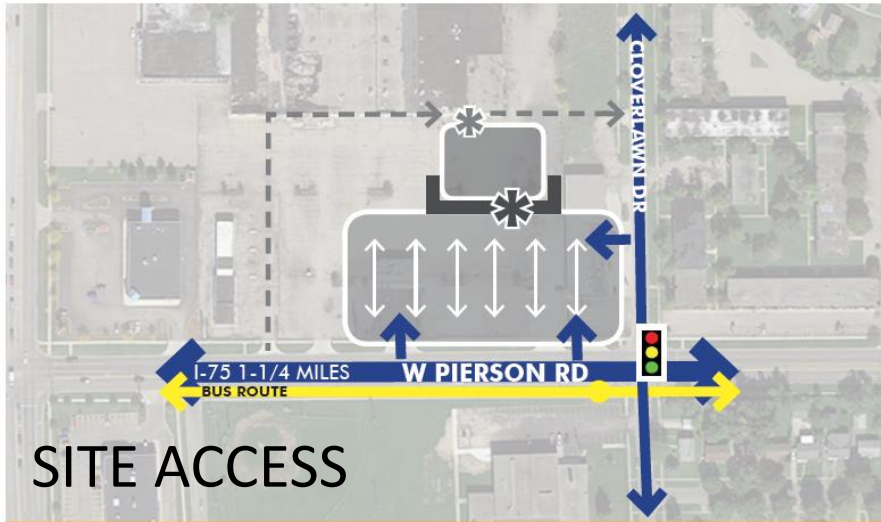
\* These costs are for the development of specifically a grocery store.

\*\* Development costs are subject to review and revision pending confirmation from local experts. These values are the costs of developing just the grocery store.

# MARKET POTENTIAL



# NEW GROCERY SITES

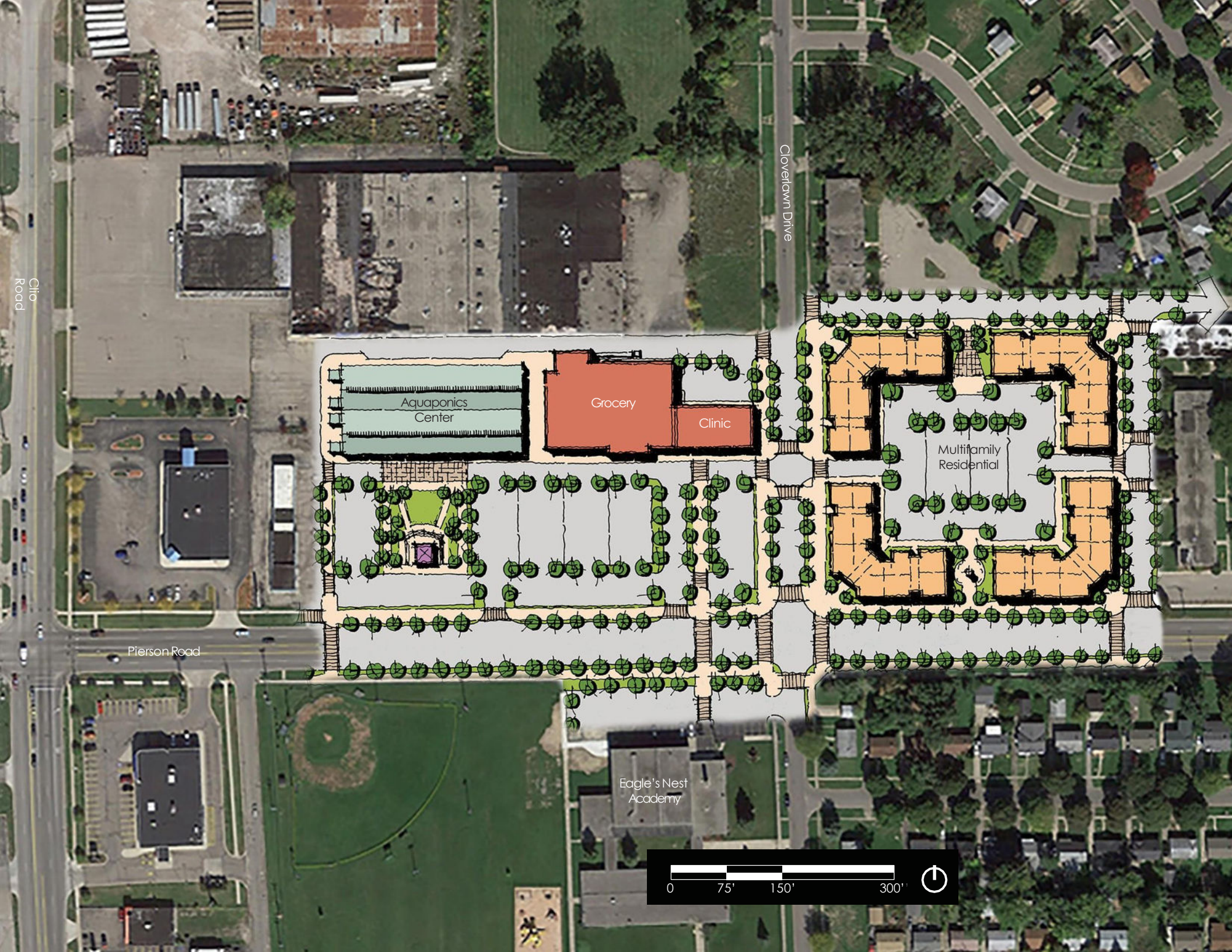


# Pierson Road Site

## Site Program Details

Community Grocery	±22,000 sf
Clinic / Neighborhood Retail	±7,500 sf
Aquaponics Center	±30,000 sf
Multifamily Residential	±120 units
Community Open Space	±1/2 acre





Clilo Road

Clovertown Drive

Pierson Road

Aquaponics Center

Grocery

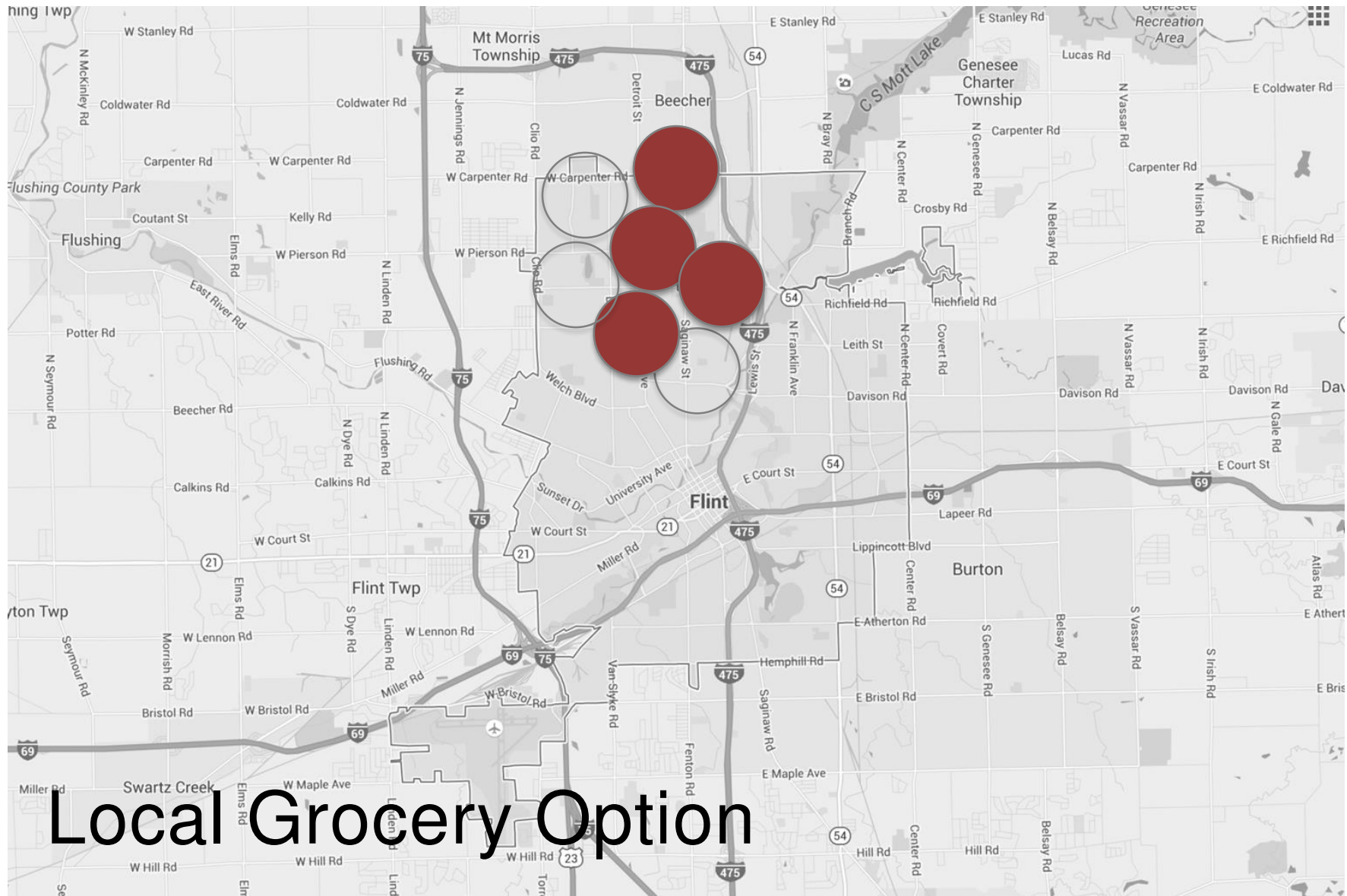
Clinic

Multifamily Residential

Eagle's Nest Academy



# MARKET POTENTIAL



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# EXISTING RENOVATIONS

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# AUDIT MATRIX

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## Market Conditions

Competitive Analysis

Density

Demand

## Operations

Purchasing & Distribution

Compliance

Day-to-Day Considerations

## Design: Exterior

Site Access & Parking

Visibility & Signage

Store Placement

## Management

Training

Collaboration

Marketing

## Design: Interior

Aisles

Cash Wrap

Storage/Office

## Social

Civic Use

Complementary Uses

Community Relations

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# SAMPLE AUDIT

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## Market Conditions

Competitive Analysis \$12K

Density

Demand

## Operations

Purchasing & Distribution

Compliance \$22K

Day-to-Day Considerations \$8K

## Design: Exterior

Site Access & Parking

Visibility & Signage \$74K

Store Placement \$12K

## Management

Training \$6K

Collaboration \$25K

Marketing

## Design: Interior

Aisles \$80K

Cash Wrap

Storage/Office

## Social

Civic Use

Complementary Uses

Community Relations \$12K

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COMPLEMENTARY NOT  
COMPETITIVE

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SHARED SERVICES  
&  
COLLECTIVE BUYING

# FEASIBILITY ANALYSIS

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# GROCERY STORE

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