

**CALCULATE MARKET POTENTIAL**

Type of Retail	(A) Number of Households	x	(B) Average Support (sq. ft.)	x	(C) Capture	=	Total Supportable Space (sq. ft.)
<b>Segment 1</b>							
Convenience goods and services					90%		
Comparison goods					11.5%		
Restaurants and bars					25%		
Segment 1 Total							_____
<b>Segment 2</b>							
Convenience goods and services					90%		
Comparison goods					11.5%		
Restaurants and bars					25%		
Segment 2 Total							_____
<b>Segment 3</b>							
Convenience goods and services					90%		
Comparison goods					11.5%		
Restaurants and bars					25%		
Segment 3 Total							_____
<b>Segment 4</b>							
Convenience goods and services					90%		
Comparison goods					11.5%		
Restaurants and bars					25%		
Segment 4 Total							_____
<b>Segment 5</b>							
Convenience goods and services					90%		
Comparison goods					11.5%		
Restaurants and bars					25%		
Segment 5 Total							_____
<b>Segment 6</b>							
Convenience goods and services					90%		
Comparison goods					11.5%		
Restaurants and bars					25%		
Segment 6 Total							_____

**CALCULATE RETAIL SUPPLY**  
**Segment # \_\_\_\_\_**

Parcel	(A) Building Square Footage	x	(B) Percentage Supported by Corridor	=	Effective Building Square Footage
Parcel 1					
Parcel 2					
Parcel 3					
Parcel 4					
Parcel 5					
Parcel 6					
Parcel 7					
Parcel 8					
Parcel 9					
Parcel 10					
Parcel 11					
Parcel 12					
Parcel 13					
Parcel 14					
Parcel 15					
Parcel 16					
Parcel 17					
Parcel 18					
Parcel 19					
Parcel 20					
Parcel 21					
Parcel 22					
Parcel 23					
Parcel 24					
Parcel 25					
Parcel 26					
Parcel 27					
Parcel 28					
Parcel 29					
Parcel 30					
Parcel 31					

**Total Building SF:** \_\_\_\_\_ **Total Effective Building SF:** \_\_\_\_\_

CALCULATE MARKET DEMAND

Corridor Segment	(A) Total Supportable Space (#1)	-	(B) Effective Building Square Footage (#2)	=	Retail Gap or Surplus (sq. ft.)	/	(C) Total Retail Building Space (#2)	=	Retail Gap/Surplus (%)
Segment 1									
Segment 2									
Segment 3									
Segment 4									
Segment 5									
Segment 6									

Total:        /        =