

FORSYTH / GA 400 MARKET



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The property is located just East of GA 400 at Exit 13 in Forsyth County. Hwy 141 is a major artery connecting North Forsyth and GA 20 to Highway 400 and upscale John's Creek to the SE.

Forsyth County also boasts the highest average new home price in the entire State of Georgia!



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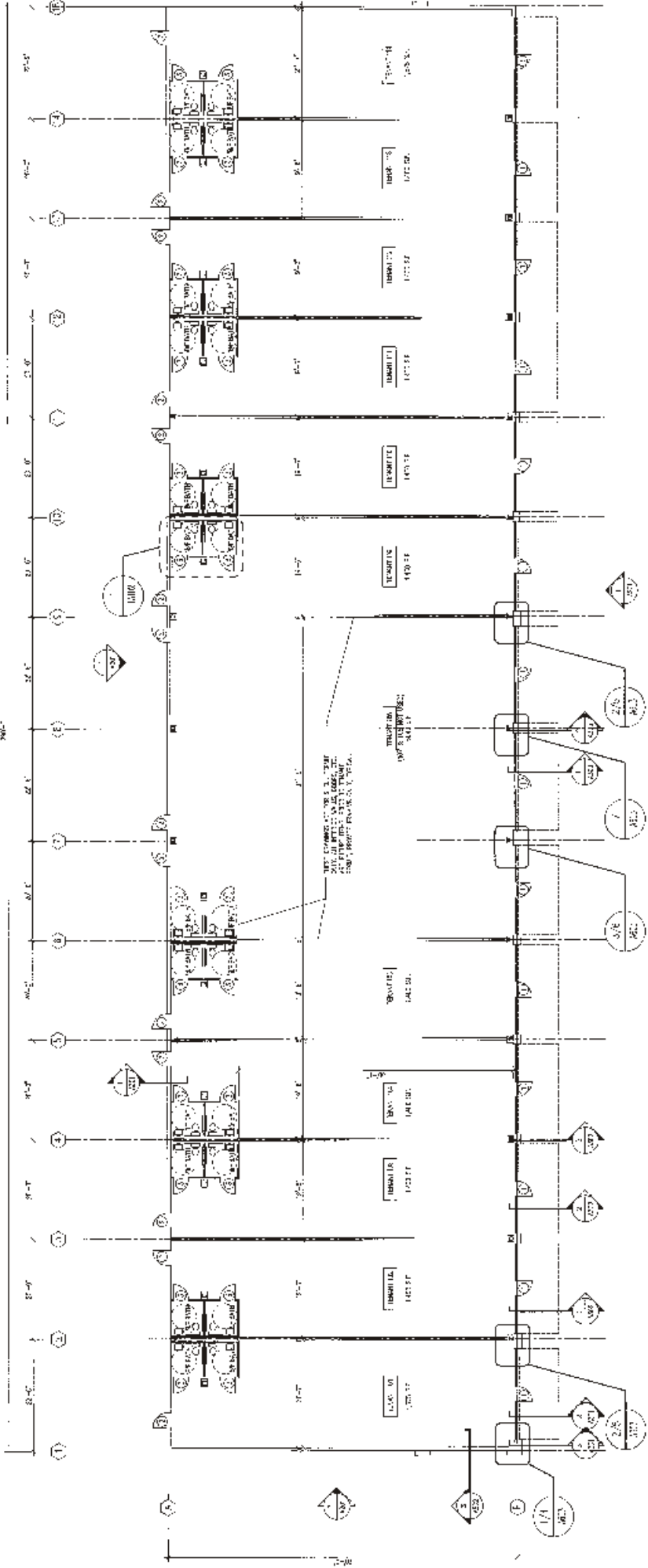
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FLOOR PLAN
 SCALE: 1/8" = 1'-0"

Forsyth may get new 'Pill Hill'

By **Urvaqsh Karkaria**
STAFF WRITER

Children's Healthcare of Atlanta has acquired 28 acres in Forsyth County — real estate it plans to develop into a medical campus, in what some say could become the demographic center of metro Atlanta.

The development, at the intersection of Georgia 400 and Peachtree Parkway, will cost up to \$100 million and employ as many as 500. The campus would include outpatient

► See **FORSYTH, 18A**



Northside-Forsyth: It and Emory Johns Creek could flank a new Children's site.

Forsyth may get new 'Pill Hill'

Continued from 1A

imaging and diagnostic services, doctor's offices, rehabilitation services and a hospital of up to 100 beds.

The facility, flanked by Northside Hospital-Forsyth to the north and Emory Johns Creek Hospital to the south, would be the latest addition to the growing medical corridor along Georgia 400.

"The region could resolve into a 'new Pill Hill,' hospital lobbyist Jimmy Lewis said, referring to the cluster of multiple hospital systems and medical facilities in the Dunwoody area.

"The area is becoming the demographic center of Atlanta," Lewis said. "This is where the youth is of the city. The affluence and the youth leads to pediatric need."

Indeed, Forsyth County's population spiked 53 percent between 2001 and 2006, according to the U.S. census. Georgia's population grew 14 percent during that period.

The proposed medical campus would bestow a sheen of credibility to the region's reputation as a burgeoning medical hub.

Children's is the dominant pediatric health-care system of North Georgia, said John Fox, CEO of Emory Healthcare.

"When they drop anchor," Fox said, "it will have an immediate effect of credibility and certainly new capability that there wasn't before."

Northside plans to open a women's center at its Forsyth campus in August, said Drake Hoops, senior property manager with Meadows & Ohlg's LLC, a health-care real estate firm.

If Children's builds its hospital, Hoops said, "it's gonna really make that corridor a medical mecca" for health-care services for women and children.

Feeding demand

The Forsyth outpost would solidify Children's brand in fast-growing suburbs, while talking some pressure off the health system's crowded Scottish Rite and Eggleston hospitals.

"We're looking at where's the kids, where's the growth," said Dennis Hyland, Children's CEO.

About 11,000, or nearly 2 percent, of patient visits to Children's last year were by kids who live in Forsyth County.

Children's has three outpatient centers in the Alpharetta area, said Armand Balsano, a director at Swansea-based **EthosPartners Healthcare Management Group Inc.**

"They already know elements of that market," Balsano said. "They kind of have a little bit of a foothold in that market."



Balsano
EmoryPartners
Healthcare
Inc. is

New hospital campus

Background: Children's Healthcare of Atlanta is mapping a 28-acre medical campus that could include outpatient imaging and diagnostic services, doctor's offices and a hospital of up to 100 beds.

Cost: Up to \$100 million

Location: Intersection of Georgia 400 and Peachtree Parkway in Forsyth County

Employment: Up to 500

Photo: Children's Healthcare of Atlanta

The campus would serve the affluent Cumming, Alpharetta and Suwanee areas. The median annual household income in Alpharetta is about \$78,000, Balsano said, compared with a Georgia statewide average of about \$45,000.

Staving off competition?

Building in Forsyth County could be a defensive move by Children's to block another health system from building a community pediatric hospital in a fast-growing suburb, said David Smith, president of **Kearney Street Consulting Inc.**, an Alpharetta-based managed-care firm.

"For Northside to open up a community children's hospital isn't a stretch," Smith said.

"You can find enough pediatricians, you can find enough pediatric surgeons to make a go of it."

Emory's Fox disagrees, citing mobility and other factors involved in edging into the highly specialized pediatric hospital business.

"Many people in the adult side of the health-care industry," he said, "grossly underestimate what it takes in terms of money and all other resources to create your first pediatric hospital."

Ripple effect

While it's unclear what services the new hospital might offer, Balsano is betting it won't mirror Children's current hospitals.

The facility will likely offer general medicine, general surgery, oncology and cardiology services, Balsano said.

"I don't think they would want to duplicate their cardiac surgery program [or their transplant program]," he said.

Regardless of the services offered, the Forsyth hospital will trigger a flurry of medical development in the community. Anytime a new hospital is built, an ecosystem of businesses — outpatient physical therapy services, surgical centers and doctors' offices — sprout up in its shadow to feed off the business generated by the new facility.

Meadows & Ohlg's Hoops expects hospital developments in the area to boost medical office building construction on Roswell Roagan Boulevard that runs along Ga. 400.

"There'll be more demand," Hoops said, "for space for pediatric sub-specialties."

Photo: Atlanta at atlanta.chc.org/atlanta.com

2008 Demographics

Population	1-mi.	3-mi.	5-mi.
2008 Male Population	628	16,318	43,042
2008 Female Population	567	15,157	41,308
% 2008 Male Population	52.55%	51.84%	51.03%
% 2008 Female Population	47.45%	48.16%	48.97%
2008 Total Adult Population	880	23,185	61,630
2008 Total Daytime Population	4,038	28,606	98,342
2008 Total Daytime Work Population	2,313	16,186	57,622
2008 Median Age Total Population	36	36	36
2008 Median Age Adult Population	43	43	43
2008 Age 0-5	118	3,091	8,647
2008 Age 6-13	141	3,704	10,104
2008 Age 14-17	56	1,495	3,968
2008 Age 18-20	41	1,079	2,642
2008 Age 21-24	53	1,441	3,194
2008 Age 25-29	68	1,843	4,251
2008 Age 30-34	84	2,232	5,777
2008 Age 35-39	106	2,747	7,668
2008 Age 40-44	118	3,053	8,551
2008 Age 45-49	116	2,948	8,032
2008 Age 50-54	85	2,104	5,919
2008 Age 55-59	65	1,644	4,722
2008 Age 60-64	53	1,370	3,780
2008 Age 65-69	41	1,069	2,756
2008 Age 70-74	22	622	1,686
2008 Age 75-79	13	406	1,108
2008 Age 80-84	7	265	664
2008 Age 85+	7	361	881
% 2008 Age 0-5	9.88%	9.82%	10.25%
% 2008 Age 6-13	11.81%	11.77%	11.98%
% 2008 Age 14-17	4.69%	4.75%	4.70%
% 2008 Age 18-20	3.43%	3.43%	3.13%
% 2008 Age 21-24	4.44%	4.58%	3.79%
% 2008 Age 25-29	5.70%	5.86%	5.04%
% 2008 Age 30-34	7.04%	7.09%	6.85%
% 2008 Age 35-39	8.88%	8.73%	9.09%
% 2008 Age 40-44	9.88%	9.70%	10.14%
% 2008 Age 45-49	9.72%	9.37%	9.52%
% 2008 Age 50-54	7.12%	6.68%	7.02%
% 2008 Age 55-59	5.44%	5.22%	5.60%
% 2008 Age 60-64	4.44%	4.35%	4.48%
% 2008 Age 65-69	3.43%	3.40%	3.27%
% 2008 Age 70-74	1.84%	1.98%	2.00%
% 2008 Age 75-79	1.09%	1.29%	1.31%
% 2008 Age 80-84	0.59%	0.84%	0.79%
% 2008 Age 85+	0.59%	1.15%	1.04%
2008 White Population	1,005	26,204	71,941
2008 Black Population	32	886	2,508
2008 Asian/Hawaiian/Pacific Islander	37	980	3,570
2008 American Indian/Alaska Native	3	91	173
2008 Other Population (Incl 2+ Races)	119	3,315	6,157
2008 Hispanic Population	179	4,829	8,915
2008 Non-Hispanic Population	1,017	26,647	75,435
% 2008 White Population	84.03%	83.25%	85.29%
% 2008 Black Population	2.68%	2.81%	2.97%
% 2008 Asian/Hawaiian/Pacific Islander	3.09%	3.11%	4.23%
% 2008 American Indian/Alaska Native	0.25%	0.29%	0.21%
% 2008 Other Population (Incl 2+ Races)	9.95%	10.53%	7.30%
% 2008 Hispanic Population	14.97%	15.34%	10.57%
% 2008 Non-Hispanic Population	85.03%	84.66%	89.43%
2000 Non-Hispanic White	543	13,565	43,287
2000 Non-Hispanic Black	3	71	293
2000 Non-Hispanic Amer Indian/Alaska Native	2	85	284
2000 Non-Hispanic Asian	5	125	575
2000 Non-Hispanic Hawaiian/Pacific Islander	n/a	n/a	n/a
2000 Non-Hispanic Some Other Race	1	16	20
2000 Non-Hispanic Two or More Races	3	65	251
% 2000 Non-Hispanic White	97.49%	97.40%	96.82%
% 2000 Non-Hispanic Black	0.54%	0.51%	0.66%
% 2000 Non-Hispanic Amer Indian/Alaska Native	0.36%	0.61%	0.64%

% 2000 Non-Hispanic Asian	0.90%	0.90%	1.29%
% 2000 Non-Hispanic Hawaiian/Pacific Islander	0.00%	0.00%	0.00%
% 2000 Non-Hispanic Some Other Race	0.18%	0.11%	0.04%
% 2000 Non-Hispanic Two or More Races	0.54%	0.47%	0.56%

Population Change

	1-mi.	3-mi.	5-mi.
Total Employees	n/a	n/a	n/a
Total Establishments	n/a	n/a	n/a
2008 Total Population	1,195	31,475	84,349
2008 Total Households	372	10,550	28,264
Population Change 1990-2008	899	24,106	66,179
Household Change 1990-2008	275	7,947	21,829
% Population Change 1990-2008	303.72%	327.13%	364.22%
% Household Change 1990-2008	283.51%	305.30%	339.22%
Population Change 2000-2008	575	15,881	36,126
Household Change 2000-2008	178	5,249	11,885
% Population Change 2000-2008	92.74%	101.84%	74.91%
% Households Change 2000-2008	91.75%	99.02%	72.56%

Housing

	1-mi.	3-mi.	5-mi.
2000 Total Housing Units	206	5,539	17,083
2000 Occupied Housing Units	198	5,318	16,426
2000 Owner Occupied Housing Units	179	4,655	14,525
2000 Renter Occupied Housing Units	20	663	1,902
2000 Vacant Housing Units	7	221	657
% 2000 Occupied Housing Units	96.12%	96.01%	96.15%
% 2000 Owner Occupied Housing Units	86.89%	84.04%	85.02%
% 2000 Renter Occupied Housing Units	9.71%	11.97%	11.13%
% 2000 Vacant Housing Units	3.40%	3.99%	3.85%

Income

	1-mi.	3-mi.	5-mi.
2008 Median Household Income	\$70,041	\$65,373	\$79,846
2008 Per Capita Income	\$26,816	\$27,877	\$32,932
2008 Average Household Income	\$86,142	\$83,169	\$98,279
2008 Household Income < \$10,000	12	425	1,000
2008 Household Income \$10,000-\$14,999	10	382	754
2008 Household Income \$15,000-\$19,999	13	408	829
2008 Household Income \$20,000-\$24,999	9	320	698
2008 Household Income \$25,000-\$29,999	11	404	807
2008 Household Income \$30,000-\$34,999	8	286	619
2008 Household Income \$35,000-\$39,999	9	378	708
2008 Household Income \$40,000-\$44,999	12	404	825
2008 Household Income \$45,000-\$49,999	21	606	1,130
2008 Household Income \$50,000-\$59,999	42	1,150	2,225
2008 Household Income \$60,000-\$74,999	59	1,429	3,192
2008 Household Income \$75,000-\$99,999	105	2,582	6,937
2008 Household Income \$100,000-\$124,999	32	885	4,223
2008 Household Income \$125,000-\$149,999	18	497	2,584
2008 Household Income \$150,000-\$199,999	7	205	1,044
2008 Household Income \$200,000-\$249,999	1	35	165
2008 Household Income \$250,000-\$499,999	4	151	507
2008 Household Income \$500,000+	n/a	3	17
2008 Household Income \$200,000+	5	189	689
% 2008 Household Income < \$10,000	3.22%	4.03%	3.54%
% 2008 Household Income \$10,000-\$14,999	2.68%	3.62%	2.67%
% 2008 Household Income \$15,000-\$19,999	3.49%	3.87%	2.93%
% 2008 Household Income \$20,000-\$24,999	2.41%	3.03%	2.47%
% 2008 Household Income \$25,000-\$29,999	2.95%	3.83%	2.86%
% 2008 Household Income \$30,000-\$34,999	2.14%	2.71%	2.19%
% 2008 Household Income \$35,000-\$39,999	2.41%	3.58%	2.50%
% 2008 Household Income \$40,000-\$44,999	3.22%	3.83%	2.92%
% 2008 Household Income \$45,000-\$49,999	5.63%	5.74%	4.00%
% 2008 Household Income \$50,000-\$59,999	11.26%	10.90%	7.87%
% 2008 Household Income \$60,000-\$74,999	15.82%	13.55%	11.29%
% 2008 Household Income \$75,000-\$99,999	28.15%	24.47%	24.54%
% 2008 Household Income \$100,000-\$124,999	8.58%	8.39%	14.94%
% 2008 Household Income \$125,000-\$149,999	4.83%	4.71%	9.14%

% 2008 Household Income \$150,000-\$199,999	1.88%	1.94%	3.69%
% 2008 Household Income \$200,000-\$249,999	0.27%	0.33%	0.58%
% 2008 Household Income \$250,000-\$499,999	1.07%	1.43%	1.79%
% 2008 Household Income \$500,000+	0.00%	0.03%	0.06%
% 2008 Household Income \$200,000+	1.34%	1.79%	2.44%

Retail Sales Volume

	1-mi.	3-mi.	5-mi.
2008 Children/Infants Clothing Stores	\$168,573	\$4,664,209	\$13,670,768
2008 Jewelry Stores	\$128,395	\$3,541,738	\$9,913,513
2008 Mens Clothing Stores	\$242,249	\$6,779,783	\$19,587,877
2008 Shoe Stores	\$220,108	\$6,159,649	\$18,468,676
2008 Womens Clothing Stores	\$406,959	\$11,503,145	\$32,987,343
2008 Automobile Dealers	\$2,746,989	\$75,826,080	\$217,772,849
2008 Automotive Parts/Acc/Repair Stores	\$351,930	\$9,780,835	\$28,161,829
2008 Other Motor Vehicle Dealers	\$108,253	\$3,025,657	\$8,974,030
2008 Tire Dealers	\$97,832	\$2,704,274	\$7,564,694
2008 Hardware Stores	\$46,276	\$1,282,007	\$5,870,616
2008 Home Centers	\$241,386	\$6,842,862	\$22,775,854
2008 Nursery/Garden Centers	\$103,822	\$2,853,810	\$7,977,581
2008 Outdoor Power Equipment Stores	\$28,194	\$767,926	\$2,188,212
2008 Paint/Wallpaper Stores	\$9,093	\$255,989	\$780,361
2008 Appliance/TV/Other Electronics Stores	\$284,664	\$7,931,187	\$22,714,675
2008 Camera/Photographic Supplies Stores	\$43,629	\$1,217,621	\$3,619,584
2008 Computer/Software Stores	\$126,924	\$3,564,470	\$10,416,199
2008 Beer/Wine/Liquor Stores	\$179,758	\$4,989,927	\$14,801,994
2008 Convenience/Specialty Food Stores	\$317,700	\$8,808,276	\$39,481,959
2008 Restaurant Expenditures	\$1,808,240	\$50,711,464	\$240,722,491
2008 Supermarkets/Other Grocery excl Conv	\$1,880,943	\$52,517,029	\$156,158,844
2008 Furniture Stores	\$277,726	\$7,728,517	\$22,334,344
2008 Home Furnishings Stores	\$188,545	\$5,251,418	\$15,684,859
2008 Gen Merch/Appliance/Furniture Stores	\$2,464,011	\$68,796,991	\$200,496,975
2008 Gasoline Stations w/ Convenience Stores	\$1,548,596	\$43,683,104	\$142,903,808
2008 Other Gasoline Stations	\$1,230,896	\$34,874,827	\$103,421,846
2008 Department Stores excl Leased Depts	\$2,748,675	\$76,728,179	\$223,211,653
2008 General Merchandise Stores	\$2,186,284	\$61,068,476	\$178,162,633
2008 Other Health/Personal Care Stores	\$174,033	\$4,829,966	\$13,980,527
2008 Pharmacies/Drug Stores	\$902,903	\$25,209,614	\$74,306,091
2008 Pet/Pet Supplies Stores	\$124,869	\$3,519,453	\$10,587,005
2008 Book/Periodical/Music Stores	\$44,279	\$1,337,691	\$3,450,146
2008 Hobby/Toy/Game Stores	\$23,347	\$662,087	\$2,212,788
2008 Musical Instrument/Supplies Stores	\$25,102	\$695,326	\$1,994,569
2008 Sewing/Needlework/Piece Goods Stores	\$7,984	\$233,325	\$699,370
2008 Sporting Goods Stores	\$198,558	\$5,505,110	\$16,704,922
2008 Video Tape Stores - Retail	\$22,647	\$630,049	\$1,822,088