



STRUCTURE

COMMERCIAL REAL ESTATE
&
PROPERTY MANAGEMENT

RETAIL LEASE OPPORTUNITY

THE COLLEGIATE

2121 W. TENNESSEE ST, TALLAHASSEE, FL 32304



THE COLLEGIATE

DANIEL H. WAGNON, SIOR

Principal

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Broker Associate

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GEORGE BANKS

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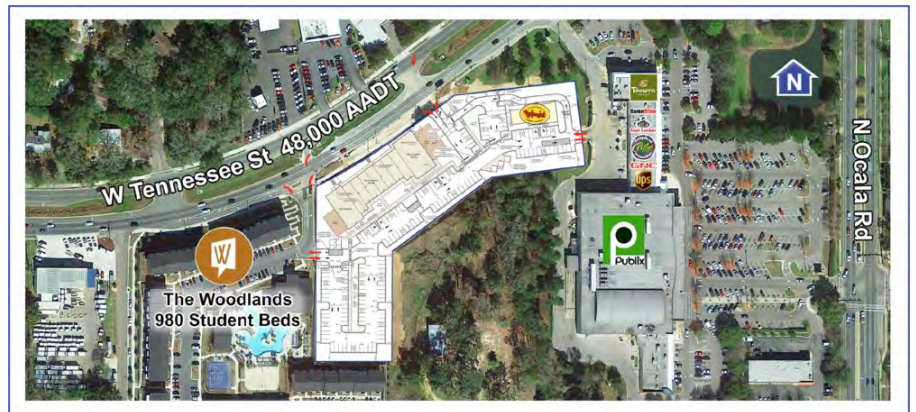
STRUCTURE Commercial Real Estate

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EXECUTIVE SUMMARY

PROPERTY DETAILS

LEASE PRICE:	\$28.00 - 32.00 SF/yr
LEASE TYPE:	NNN
BUILDING SIZE:	16,800 SF
UNIT SIZES:	1,200 to 4,600 SF
YEAR BUILT:	2018
PARKING RATIO (PER 1000 SF):	7.2
# PARKING SPACES:	121
NO. UNITS:	10
TRAFFIC COUNT:	43,500
SHELL DELIVERY:	4Q 2018
UNIT SIZES:	1200 SF - 4600 SF
ADT TRAFFIC CT:	43,500
TAPESTRY	Dorms to Diplomas
MARKET:	(14C) and College Town (14B)



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PROPERTY DESCRIPTION

LEASE DESCRIPTION

Now pre-leasing retail and restaurant spaces ranging from 1,200 SF to 4,600 SF
Direct signage and frontage on W. Tennessee Street
> 7.2:1000 Parking Ratio
> 43,500 ADT

PROPERTY HIGHLIGHTS

- Proximity to the capitol & three major universities and colleges:
- Within 1.2 miles of FSU (41,173 students & 2,417 faculty/staff)
- 4.2 miles from Florida A&M University (11,000 students)
- Tallahassee Community College (12,445 students & 1468 faculty/staff)
- Interior/cross access to a high-volume Publix and The Woodlands student apartments
- More than 10,000 student beds surrounding property:
- Adjacent to The Woodlands, a 980-bed student apartments
- Within 1/2 mile from The Forum, a 780-bed student apartments
- Both 100% leased
- Two (2) End cap restaurant spaces available with outdoor patio seating

LOCATION DESCRIPTION

The Collegiate is a new development under construction near the intersection of W. Tennessee Street & Ocala Road. Slated for a Fall 2018 delivery. Signage and ingress/egress from both west and east bound W. Tennessee Street traffic flow.



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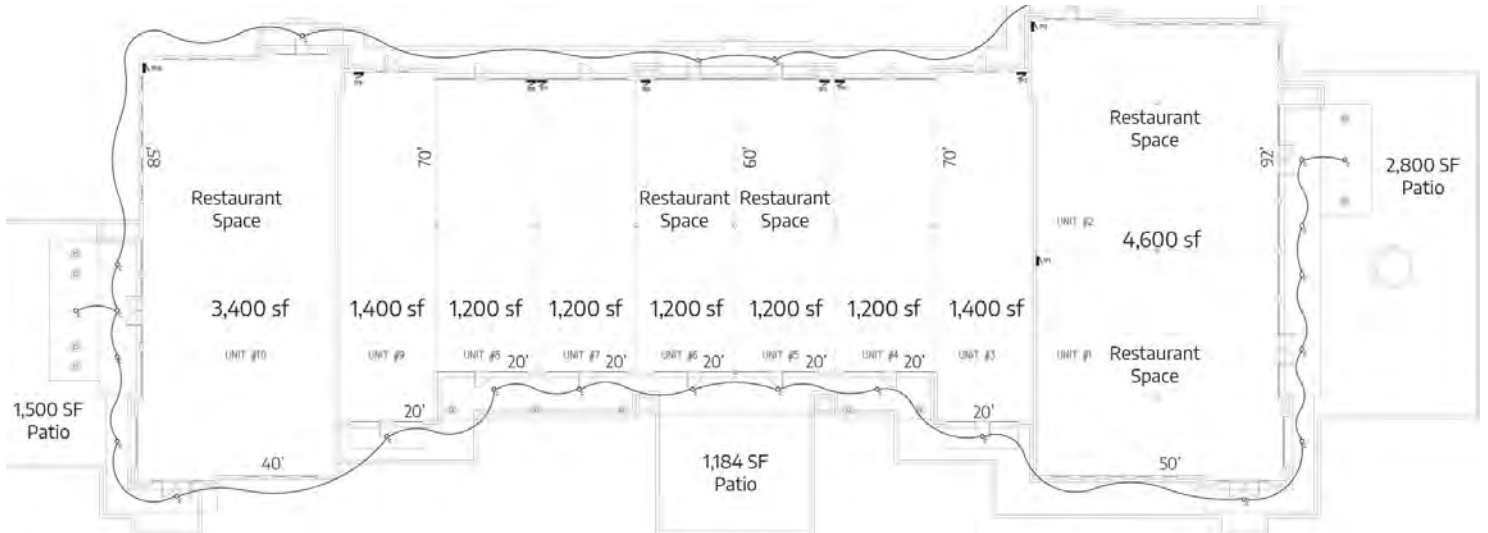
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AVAILABLE SPACES

LEASE TYPE	NNN
TOTAL SPACE	1,200 - 4,600 SF
LEASE TERM	Negotiable
LEASE RATE	\$30.00 SF/yr



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AVAILABLE SPACES

SUITE	TENANT	SIZE (SF)	LEASE TYPE	LEASE RATE
Unit #1	Available	2,300 - 4,600 SF	NNN	\$30.00 - \$32.00 SF/yr
Unit #2	Available	2,300 - 4,600 SF	NNN	\$28.00 - \$30.00 SF/yr
Unit #3	Available	1,400 SF	NNN	\$29.00 - \$30.00 SF/yr
Unit #4	Available	1,200 SF	NNN	\$28.00 - \$30.00 SF/yr
Unit #5	Available	1,200 - 2,400 SF	NNN	\$28.00 - \$30.00 SF/yr
Unit #6	Available	1,200 - 2,400 SF	NNN	\$28.00 - \$30.00 SF/yr
Unit #7	Available	1,200 SF	NNN	\$28.00 - \$30.00 SF/yr
Unit #8	Available	1,200 SF	NNN	\$28.00 - \$30.00 SF/yr
Unit #9	Available	1,400 SF	NNN	\$28.00 - \$30.00 SF/yr
Unit #10	Available	3,400 SF	NNN	\$30.00 - \$32.00 SF/yr

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ADDITIONAL PHOTOS



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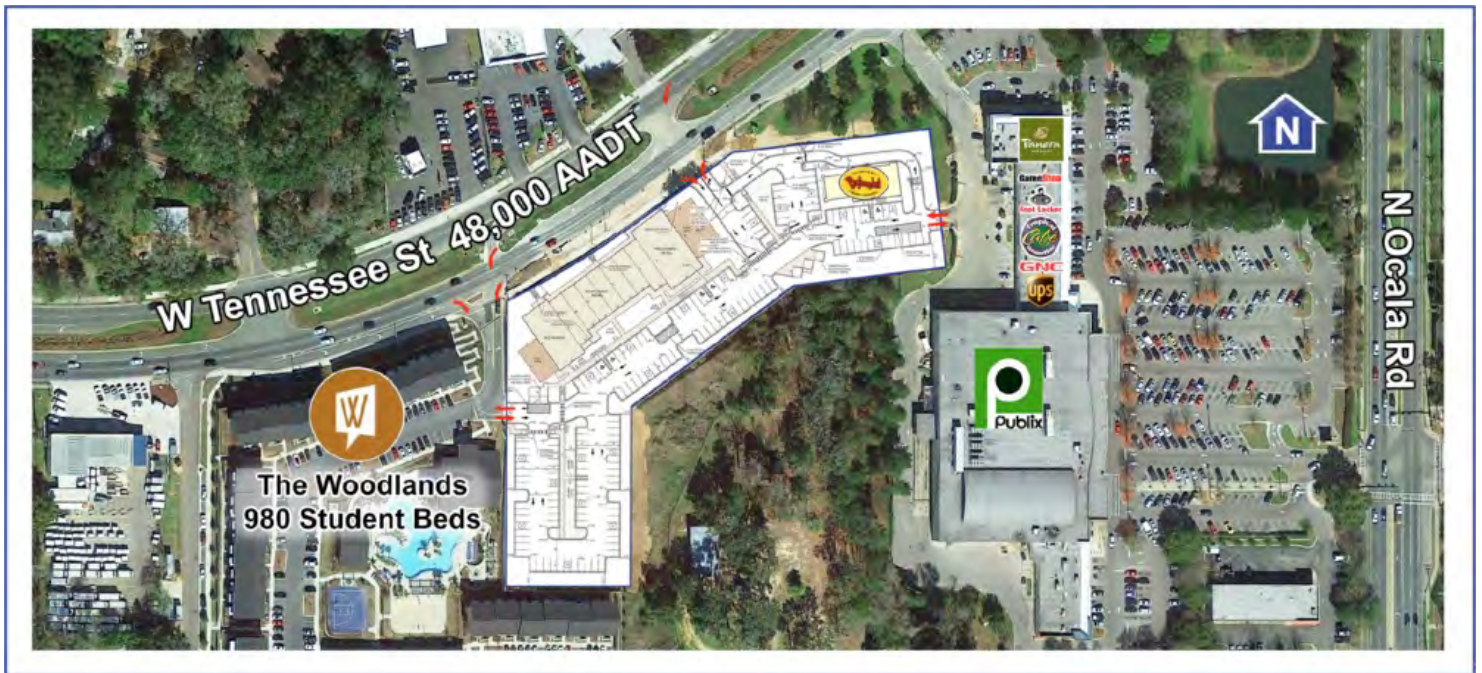
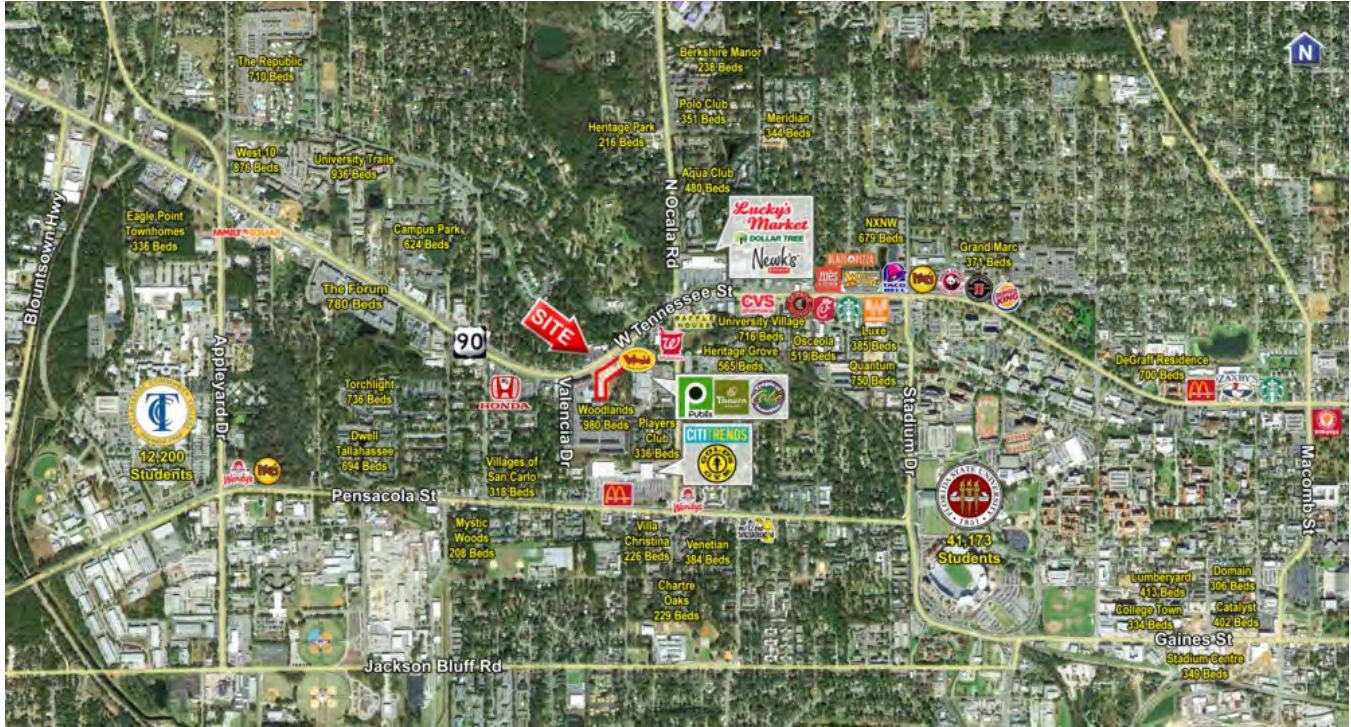
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LOCATION MAPS



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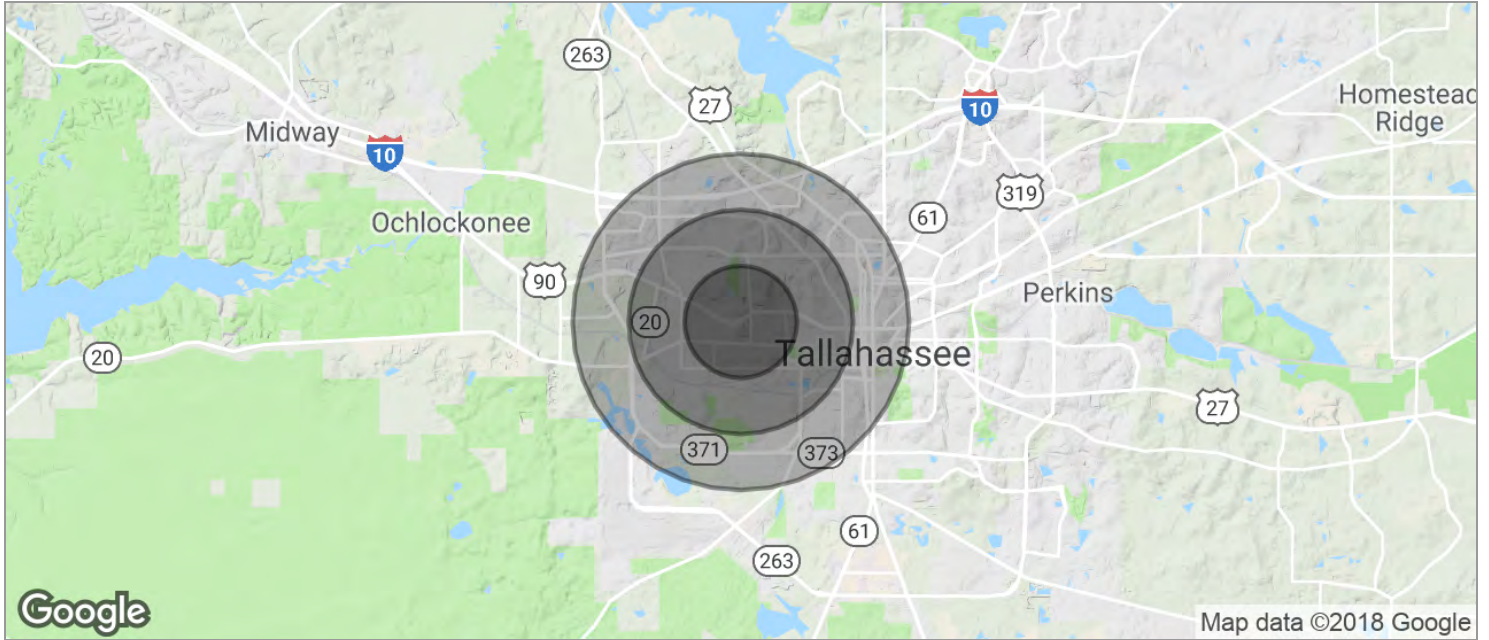
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DEMOGRAPHICS MAP



POPULATION	1 MILE	2 MILES	3 MILES
TOTAL POPULATION	21,540	60,083	95,008
MEDIAN AGE	21.7	23.1	24.5
MEDIAN AGE (MALE)	21.8	23.5	24.7
MEDIAN AGE (FEMALE)	21.6	22.5	24.3
HOUSEHOLDS & INCOME	1 MILE	2 MILES	3 MILES
TOTAL HOUSEHOLDS	9,066	21,986	35,610
# OF PERSONS PER HH	2.4	2.7	2.7
AVERAGE HH INCOME	\$22,631	\$27,185	\$31,808
AVERAGE HOUSE VALUE	\$135,363	\$149,342	\$155,314

* Demographic data derived from 2010 US Census

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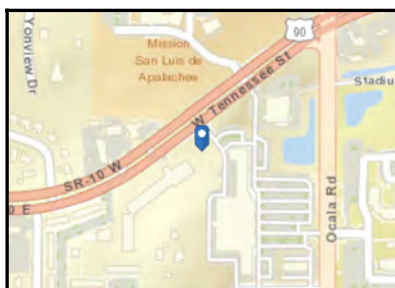
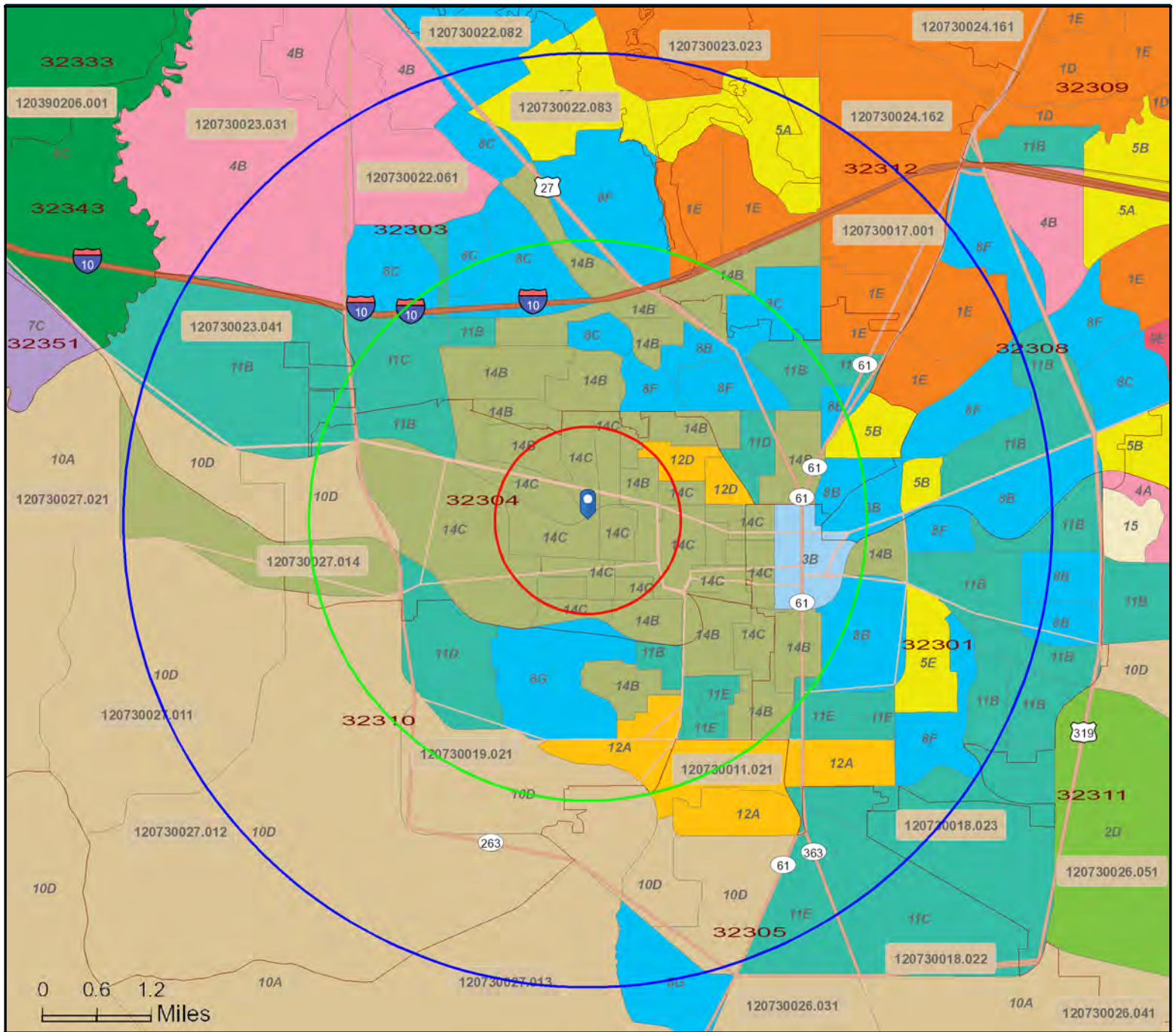
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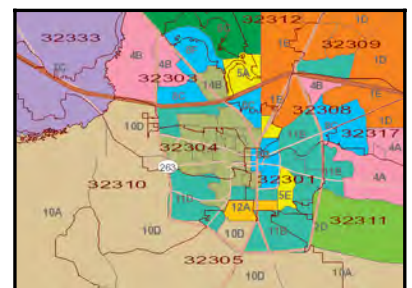
2121 W Tennessee St, Tallahassee, FL
 2079-2113 W Tennessee St, Tallahassee, Florida, 32304
 Ring Bands: 0-1, 1-3, 3-5 mile radii

Prepared by Esri
 Latitude: 30.44666
 Longitude: -84.31934



Tapestry LifeMode

- | | |
|------------------------|----------------------------|
| L1: Affluent Estates | L8: Middle Ground |
| L2: Upscale Avenues | L9: Senior Styles |
| L3: Uptown Individuals | L10: Rustic Outposts |
| L4: Family Landscapes | L11: Midtown Singles |
| L5: GenXurban | L12: Hometown |
| L6: Cozy Country | L13: Next Wave |
| L7: Ethnic Enclaves | L14: Scholars and Patriots |



Source: Esri



LifeMode Group: Scholars and Patriots

College Towns

14B

Households: 1,176,200

Average Household Size: 2.14

Median Age: 24.5

Median Household Income: \$32,200

WHO ARE WE?

About half the residents of *College Towns* are enrolled in college, while the rest work for a college or the services that support it. Students have busy schedules, but make time between studying and part-time jobs for socializing and sports. Students that are new to managing their own finances tend to make impulse buys and splurge on the latest fashions. This digitally engaged group uses computers and cell phones for all aspects of life including shopping, school work, news, social media, and entertainment. *College Towns* are all about new experiences, and residents seek out variety and adventure in their lives.

OUR NEIGHBORHOOD

- These are nonfamily households with many students living alone or with roommates for the first time.
- This segment is a mix of densely developed student housing and dorms with local residences.
- Off-campus, low rent apartments comprise half of the housing stock.
- Over three-quarters of the households are renter occupied, with one in ten remaining vacant.
- One-third of homes are single family; mostly occupied by local residents who own their homes.
- This market is bike and pedestrian friendly.

SOCIOECONOMIC TRAITS

- Their limited incomes result in thrifty purchases.
- They do not eat the healthiest foods, nor do they see a doctor regularly.
- They dress to impress with the latest fashions of the season.
- They prefer environmentally friendly products and vehicles that get good gas mileage.
- They're heavily influenced by celebrity endorsements and trends in magazines.
- They feel anything that can be done online is easier than in person.
- They have liberal political views.



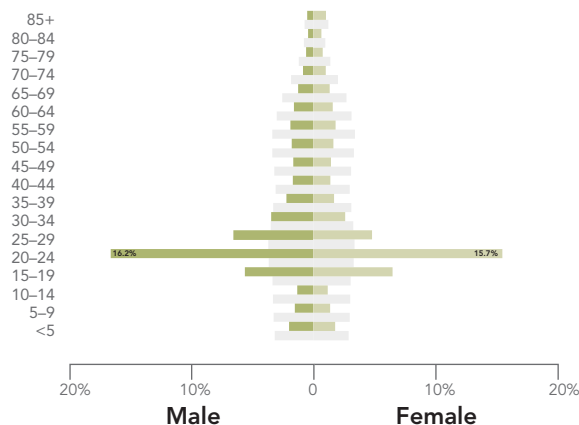
Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.



AGE BY SEX (Esri data)

Median Age: 24.5 US: 38.2

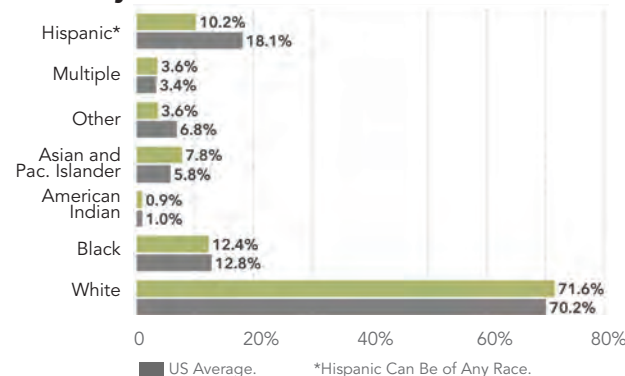
■ Indicates US



RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: 56.3 US: 64.0



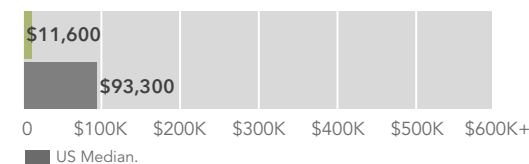
INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

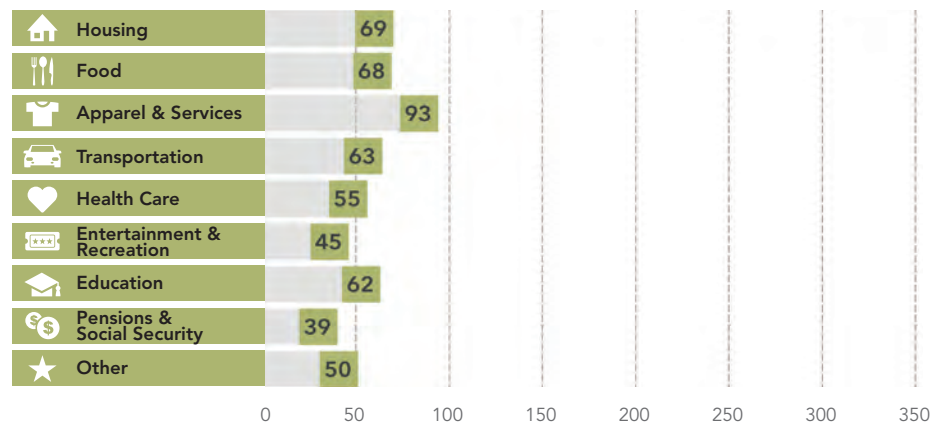


Median Net Worth



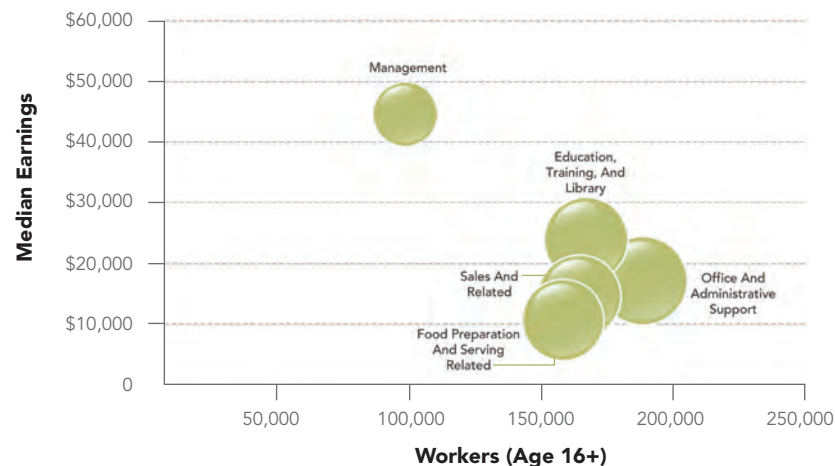
AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.





MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- Own laptops/notebooks, portable MP3 players, and video game systems.
- Prefer to watch movies and TV programs online; but do watch some TV like MTV2, ESPNNews, ESPN2, and Comedy Central.
- Use the Internet for social media connections, blogging, paying bills, downloading music, and searching for jobs.
- Have cell phones only (no landlines) and enjoy customizing them.
- Popular activities: backpacking, Pilates, and Frisbee.
- Go out to the movies and out for drinks.

HOUSING

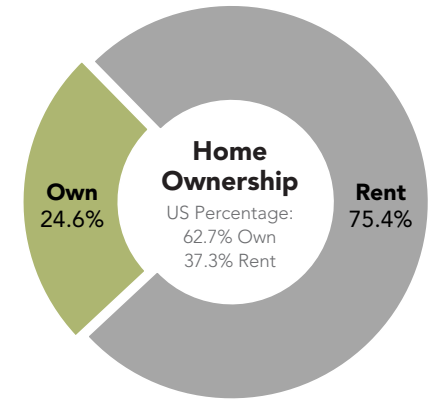
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



Typical Housing:
Multi-Unit Rentals;
Single Family

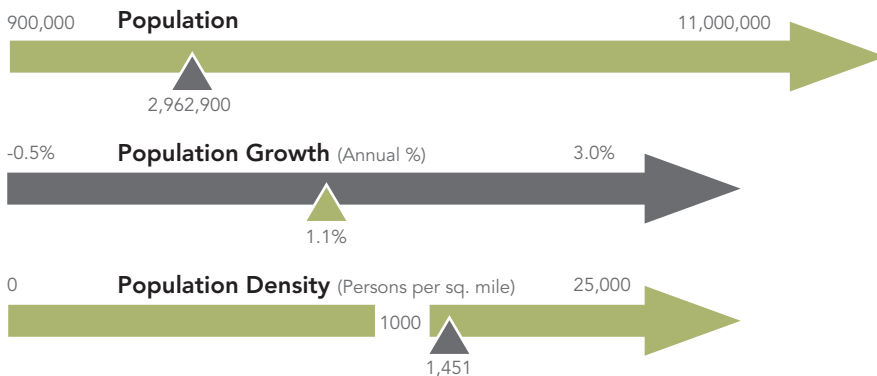
Average Rent:
\$927

US Average: \$1,038



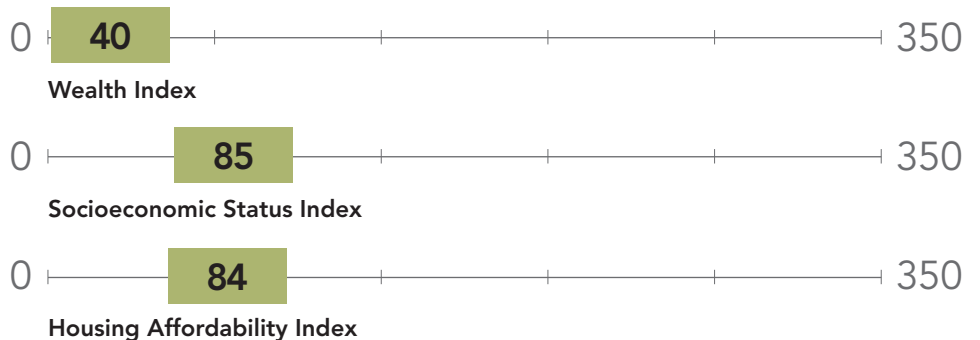
POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.





14C

LifeMode Group: Scholars and Patriots

Dorms to Diplomas

Households: 630,300**Average Household Size:** 2.22**Median Age:** 21.6**Median Household Income:** \$16,800

WHO ARE WE?

On their own for the first time, *Dorms to Diplomas* residents are just learning about finance and cooking. Frozen dinners and fast food are common options. Shopping trips are sporadic, and preferences for products are still being established. Many carry a balance on their credit card so they can buy what they want now. Although school and part-time work take up many hours of the day, the remainder is usually filled with socializing and having fun with friends. They are looking to learn life lessons inside and outside of the classroom. This is the first online generation, having had lifelong use of computers, the Internet, cell phones, and MP3 players.

OUR NEIGHBORHOOD

- Mix of dorms, on-campus and off-campus housing cater to young renters.
- Off-campus householders are commonly students living alone or with roommates; average household size is 2.22.
- More than 80% of the housing are apartments; many older homes in town have been converted into multifamily living units.
- With limited parking on campus, many walk, bike, or car pool to class.
- Less than one in ten homes are owner occupied.

SOCIOECONOMIC TRAITS

- They're the youngest market with half of the population aged 20–24.
- They're impulse buyers who experiment with different brands.
- They buy trendy clothes on a budget.
- Vehicles are just a means of transportation—economy and environmental impact are factors in purchases; used, imported subcompact cars are a popular choice.
- They value socializing, having fun, and learning new things.
- They're always connected; their cell phone is never out of reach.



Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.

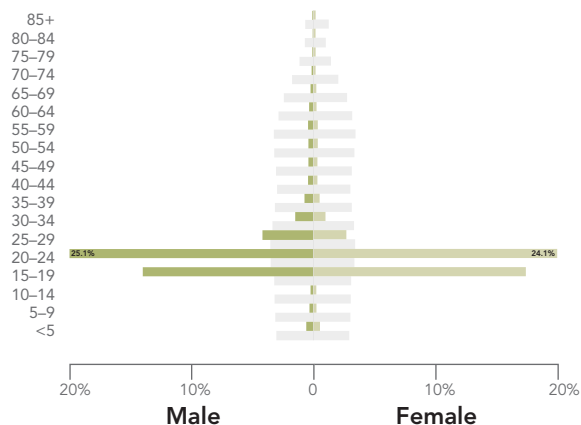
Dorms to Diplomas



AGE BY SEX (Esri data)

Median Age: **21.6** US: 38.2

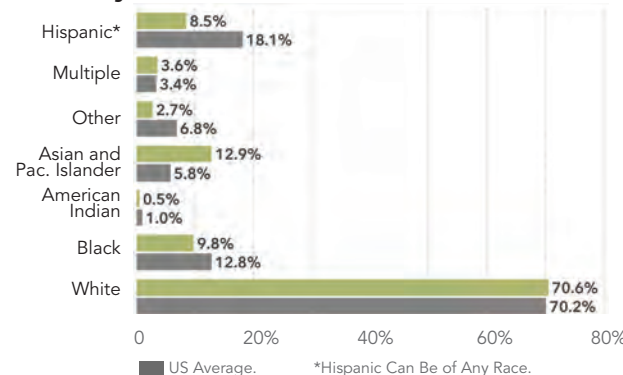
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Diversity Index: **55.8** US: 64.0



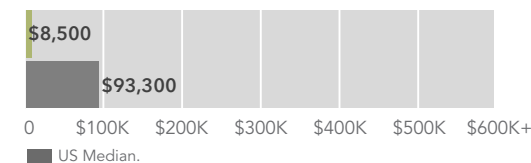
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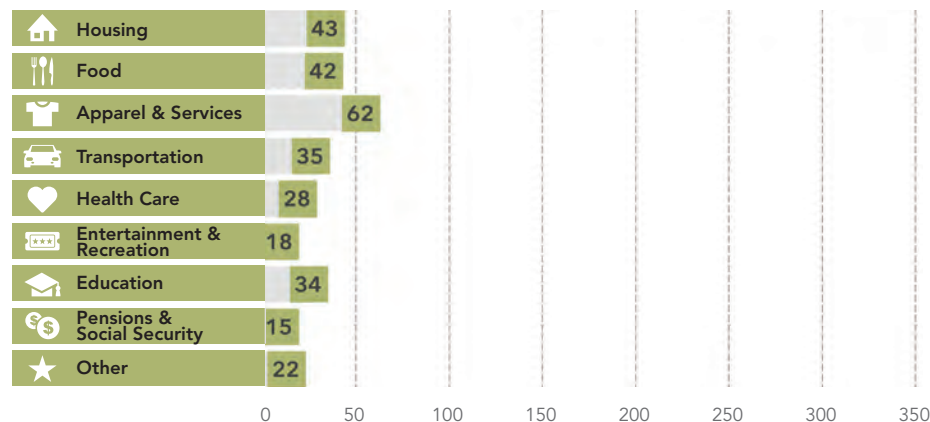


Median Net Worth



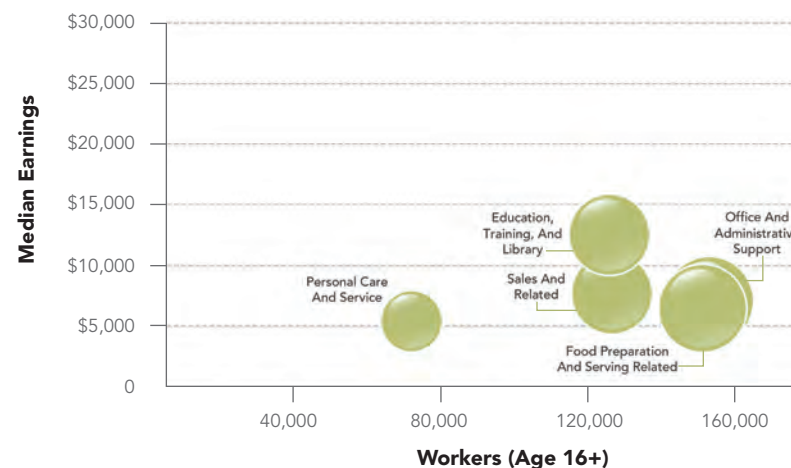
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MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- They enjoy going to the movies, out to bars for drinks and maybe a game of billiards.
- With little experience cooking, fast food and frozen dinners are the “go-to” choices.
- Rely on Internet shopping to express appearance and fashion preferences; hair color and teeth whiteners are commonplace.
- They listen to all the latest music on their mobile devices.
- They’re very active on and off campus, participating in many sports and activities like frisbee, bowling, weight lifting, jogging, and yoga.
- Use a computer for just about everything including news, entertainment, shopping, blogging, social media, TV, movies, and homework.

HOUSING

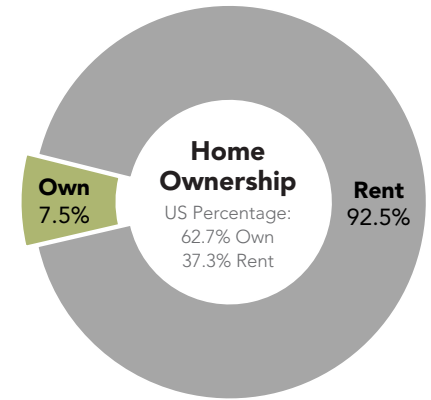
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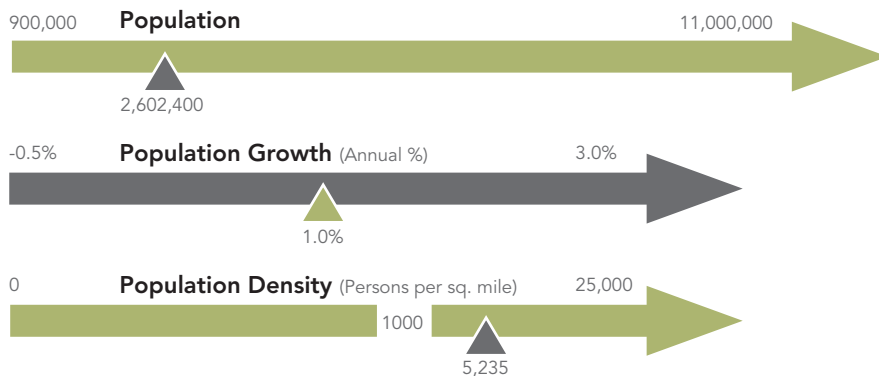
Average Rent:
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US Average: \$1,038



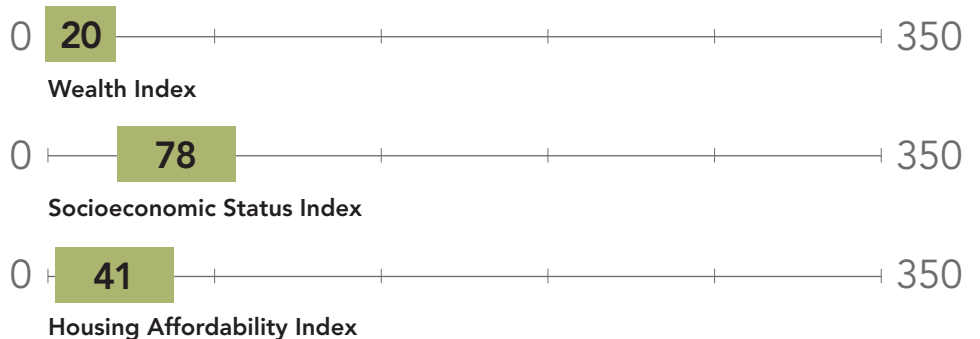
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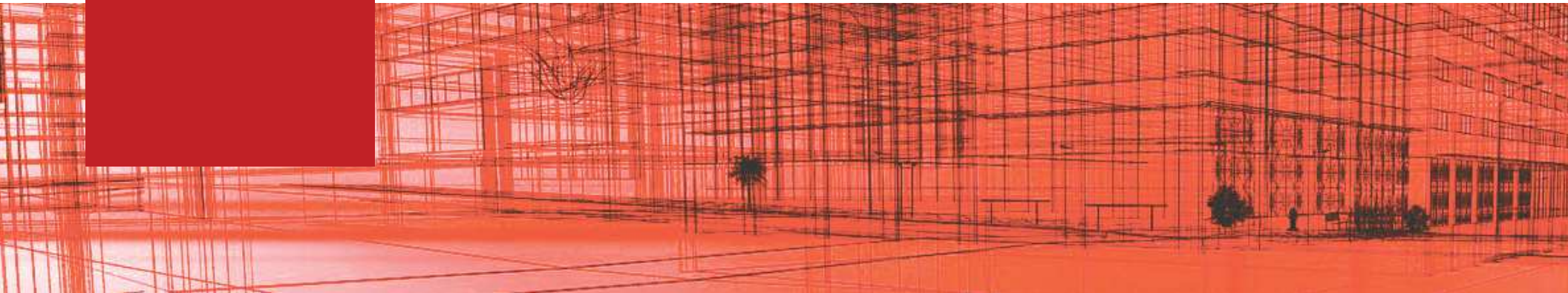
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A B O U T

Our firm provides the professional services of Commercial Real Estate brokerage & leasing, and Commercial Property Management. Created on a foundation of *knowledge* and *integrity*, STRUCTURE's focus is providing *customized strategic, brokerage, and management solutions* for our private and institutional clients. Our structured services platform allows our clients to *focus* on their own business operations, knowing that STRUCTURE's team of real estate experts is taking care of all of the strategic and operational real estate details. The end result is *custom-tailored real estate solutions* that fulfill your business objectives and maximize your cost-savings.





STRUCTURE

COMMERCIAL REAL ESTATE
&
PROPERTY MANAGEMENT

A REAL ESTATE **IQ** FIRM

