

The logo for West Park is a square with a white background and a dark green border. Inside the square, the letters 'WP' are written in a large, gold, serif font. Below 'WP', the words 'WEST PARK' are written in a smaller, gold, serif font.

WP  
WEST PARK

A large green sign with gold lettering and a decorative archway. The sign is set against a backdrop of a golf course with a fountain and trees under a cloudy sky. The sign features the text 'KINGSPORT TENNESSEE' in large, gold, serif letters. Below it, in smaller gold letters, is 'SETTLED 1761, INC. 1917'. At the bottom of the sign, a small plaque reads 'POPULATION: 53,558'.

KINGSPORT  
TENNESSEE

SETTLED 1761, INC. 1917

POPULATION: 53,558



For Lease, Sale or Build to Suit

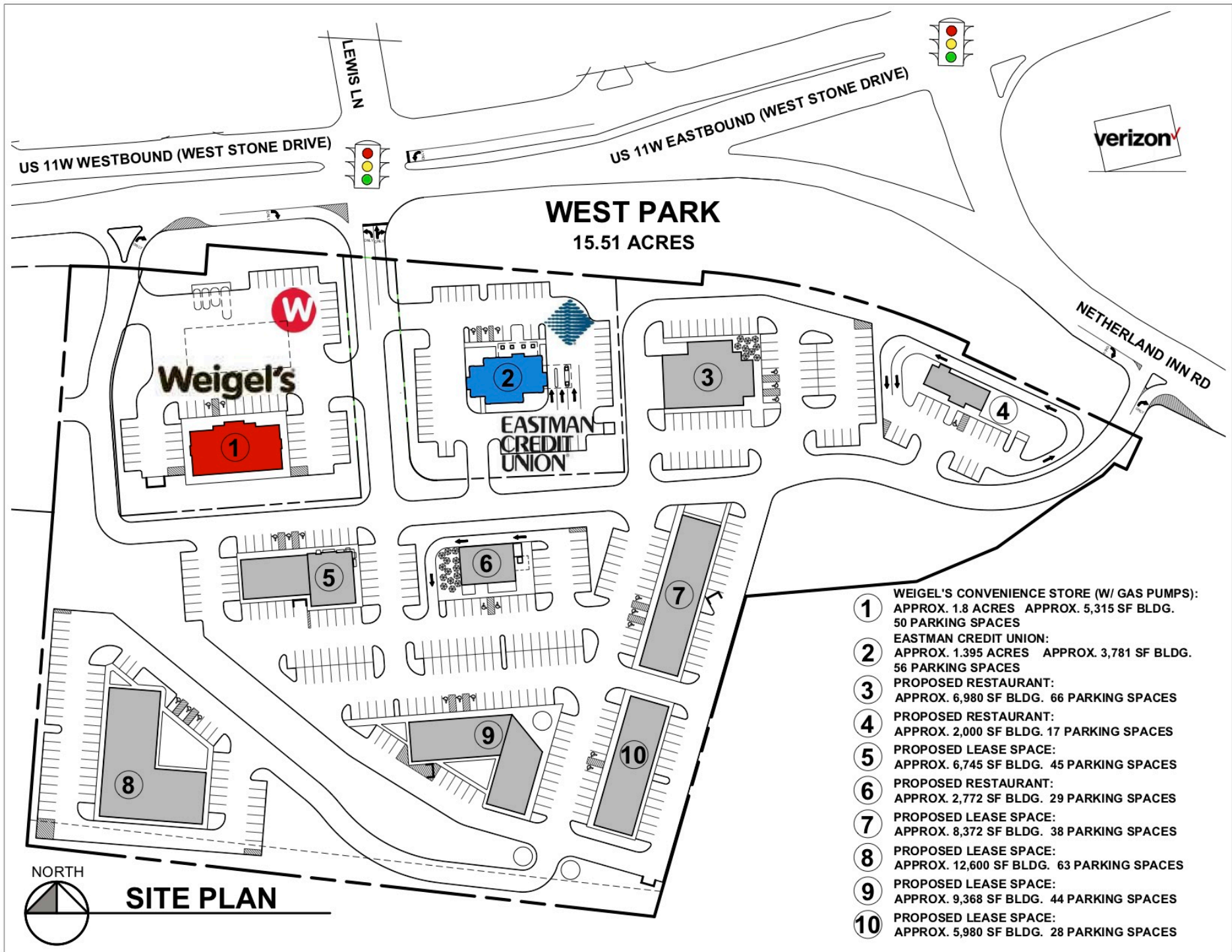
[WestParkTN.com](http://WestParkTN.com)

423.963.0161

[Carla@WestParkTN.com](mailto:Carla@WestParkTN.com)



Todd East and Carla Karst



**WEST PARK**  
15.51 ACRES

**Weigel's**

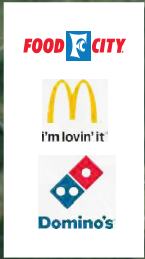
**EASTMAN CREDIT UNION**



**SITE PLAN**

- 1** WEIGEL'S CONVENIENCE STORE (W/ GAS PUMPS):  
APPROX. 1.8 ACRES APPROX. 5,315 SF BLDG.  
50 PARKING SPACES
- 2** EASTMAN CREDIT UNION:  
APPROX. 1.395 ACRES APPROX. 3,781 SF BLDG.  
56 PARKING SPACES
- 3** PROPOSED RESTAURANT:  
APPROX. 6,980 SF BLDG. 66 PARKING SPACES
- 4** PROPOSED RESTAURANT:  
APPROX. 2,000 SF BLDG. 17 PARKING SPACES
- 5** PROPOSED LEASE SPACE:  
APPROX. 6,745 SF BLDG. 45 PARKING SPACES
- 6** PROPOSED RESTAURANT:  
APPROX. 2,772 SF BLDG. 29 PARKING SPACES
- 7** PROPOSED LEASE SPACE:  
APPROX. 8,372 SF BLDG. 38 PARKING SPACES
- 8** PROPOSED LEASE SPACE:  
APPROX. 12,600 SF BLDG. 63 PARKING SPACES
- 9** PROPOSED LEASE SPACE:  
APPROX. 9,368 SF BLDG. 44 PARKING SPACES
- 10** PROPOSED LEASE SPACE:  
APPROX. 5,980 SF BLDG. 28 PARKING SPACES

# WHAT'S NEARBY?



Mt Carmel



Bays Mountain Park & Planetarium

Windmere



# MAJOR EMPLOYERS IN REGION





KINGSPORTTN.GOV

# KINGSPORT, TENNESSEE

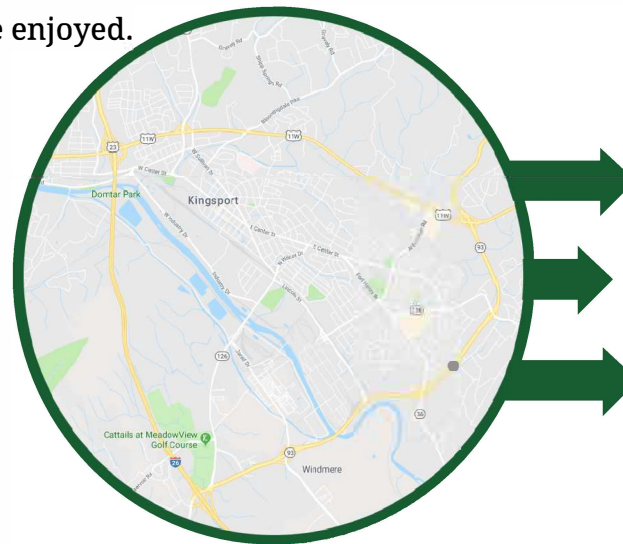
KINGSPORT is part of what is commonly known as the “Tri-Cities” region, which is also comprised of Johnson City and Bristol TN-VA. The name “Kingsport” is a simplification of “King’s Port”, originally referred to the area on the Holston River known as King’s Boot Yard, the head of navigation for the Tennessee Valley. Kingsport is part of the Mountain Empire and boasts several beautiful parks where the mountainous outdoors can be enjoyed.

CHARTERED

# 1822

## REGIONAL TRADE AREA

|                           |           |
|---------------------------|-----------|
| Population                | 704,798   |
| Household                 | 292,062   |
| Median Age                | 43.4      |
| Median HH Income          | \$38,593  |
| Average HH Income         | \$53,772  |
| Per Capita Income         | \$22,835  |
| Pop with Higher Education | 20%       |
| Median Home Value         | \$125,313 |



**173** Miles from Charlotte

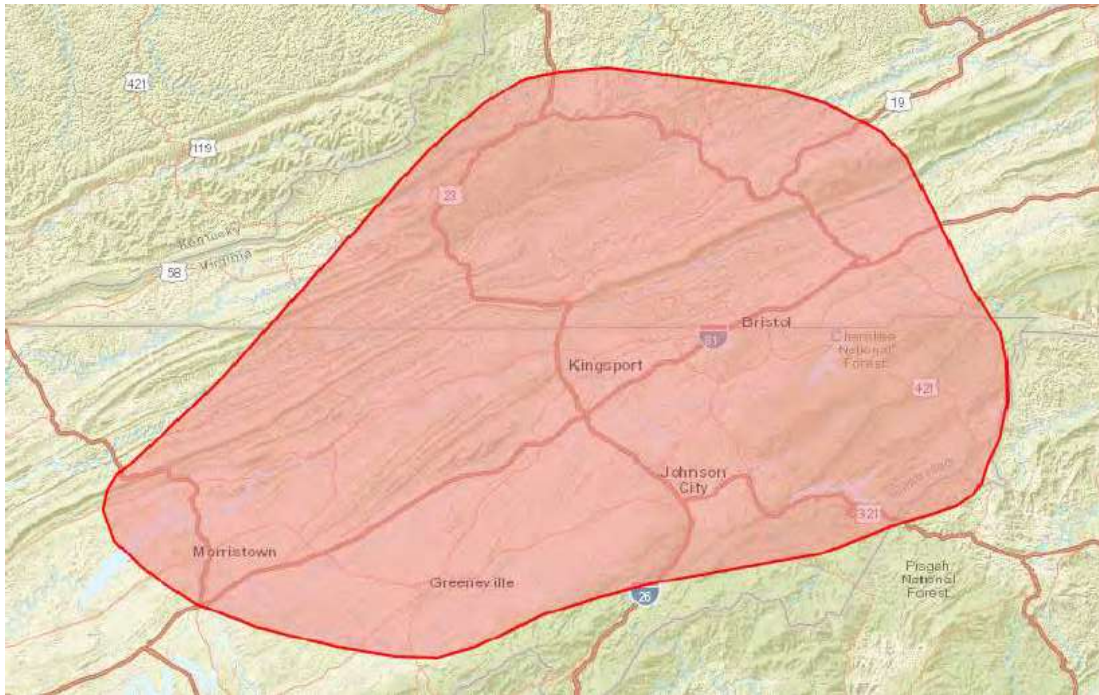
**99** Miles from Knoxville

**85** Miles from Asheville

(423) 963-0161  
Carla@WestParkTN.com



# REGIONAL RETAIL TRADE AREA



## REGIONAL RETAIL TRADE AREA

\*built using mobile tracking consumers

|                      |          |
|----------------------|----------|
| 2016 Population      | 704,798  |
| Total # of Employees | 329,923  |
| Median HH Income     | \$38,593 |
| Average HH Income    | \$53,772 |

## WEST KINGSFORT RETAIL TRADE AREA

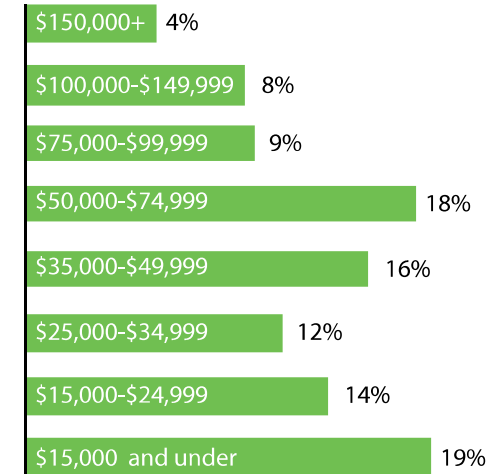
\*built using mobile tracking consumers

|                      |          |
|----------------------|----------|
| 2016 Population      | 28,333   |
| Total # of Employees | 11,909   |
| Median HH Income     | \$42,452 |
| Average HH Income    | \$56,574 |

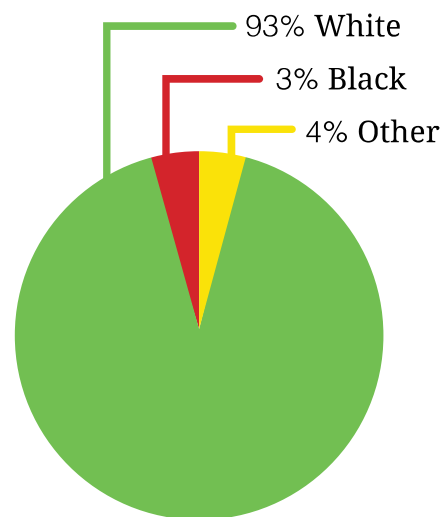
| CITY             | STATE     | POPULATION    | HOUSEHOLDS    | AVERAGE HOUSEHOLD INCOME |
|------------------|-----------|---------------|---------------|--------------------------|
| Decatur          | AL        | 57,074        | 23,654        | \$61,038                 |
| Valdosta         | GA        | 57,907        | 22,373        | \$46,846                 |
| Auburn           | AL        | 61,404        | 26,870        | \$61,755                 |
| <b>Kingsport</b> | <b>TN</b> | <b>53,521</b> | <b>23,863</b> | <b>\$57,166</b>          |
| Burlington       | NC        | 54,963        | 23,123        | \$54,881                 |
| Wilson           | NC        | 50,183        | 20,699        | \$54,028                 |

## RETAIL GROWTH OPPORTUNITIES- REGIONAL TRADE AREA LEAKAGE

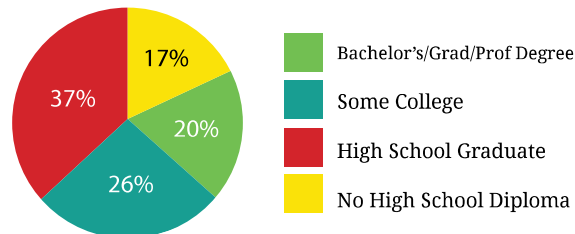
## HOUSEHOLD INCOME



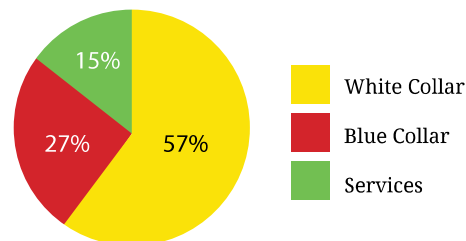
## ETHNICITY



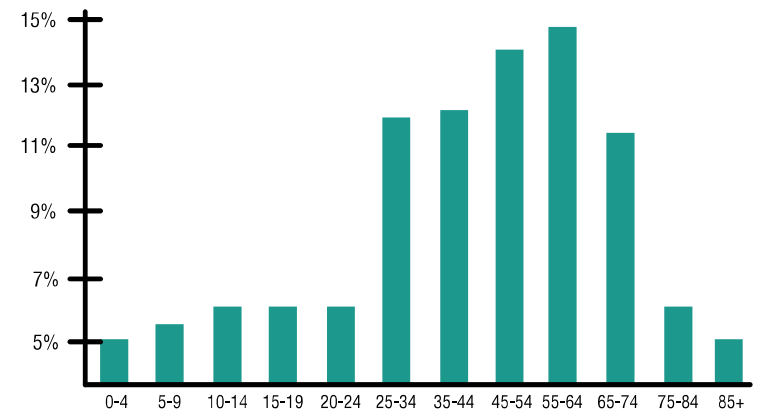
## EDUCATION



## EMPLOYMENT



## POPULATION BY AGE





# INTERMEDIATE RETAIL TRADE AREA

## RETAIL GROWTH OPPORTUNITIES



General Merchandise  
\$108 Million



Department Stores  
\$85 Million



Sporting Goods Stores  
\$19 Million

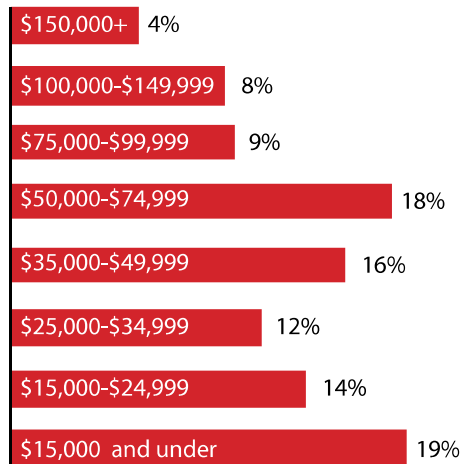


Home Furnishings  
\$17 Million

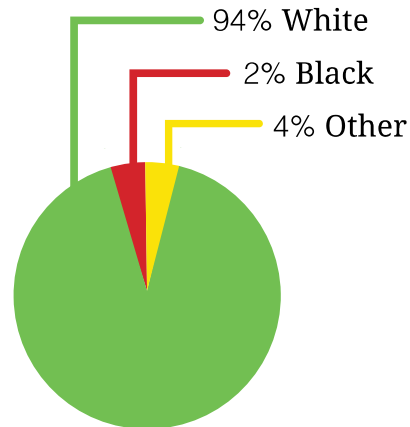


Nursery & Garden Centers  
\$17 Million

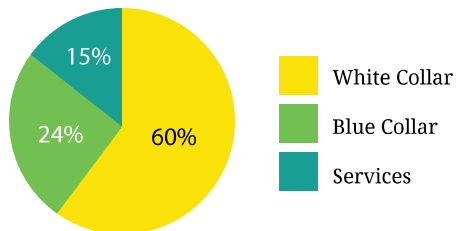
## HOUSEHOLD INCOME



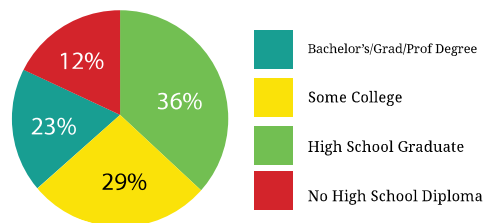
## ETHNICITY



## EMPLOYMENT



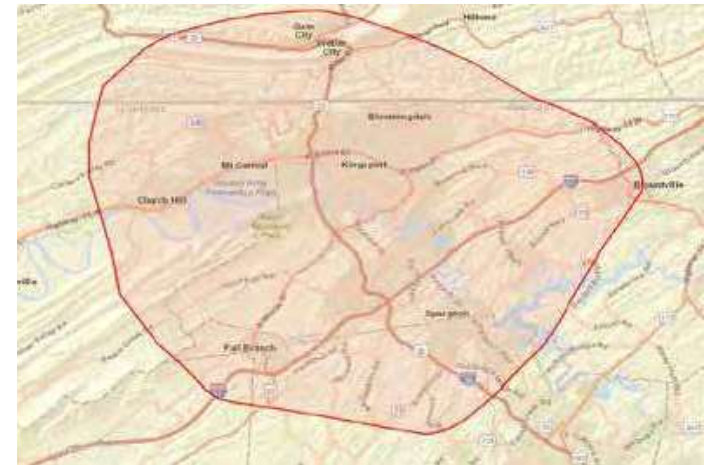
## EDUCATION



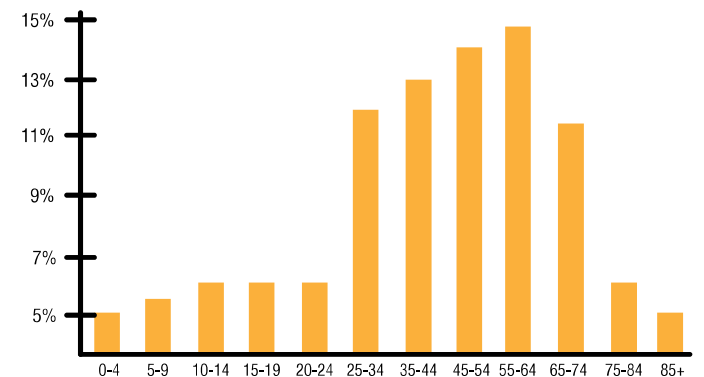
# IMMEDIATE RETAIL TRADE AREA

\*built using mobile tracking consumers

|                      |          |
|----------------------|----------|
| 2016 Population      | 146,954  |
| Total # of Employees | 70,128   |
| Median HH Income     | \$42,702 |
| Average HH Income    | \$58,877 |



## POPULATION BY AGE



## CONSUMER MARKET PROFILE



ROOTED RURAL



SMALL TOWN SIMPLICITY



SOUTHERN SATELLITES

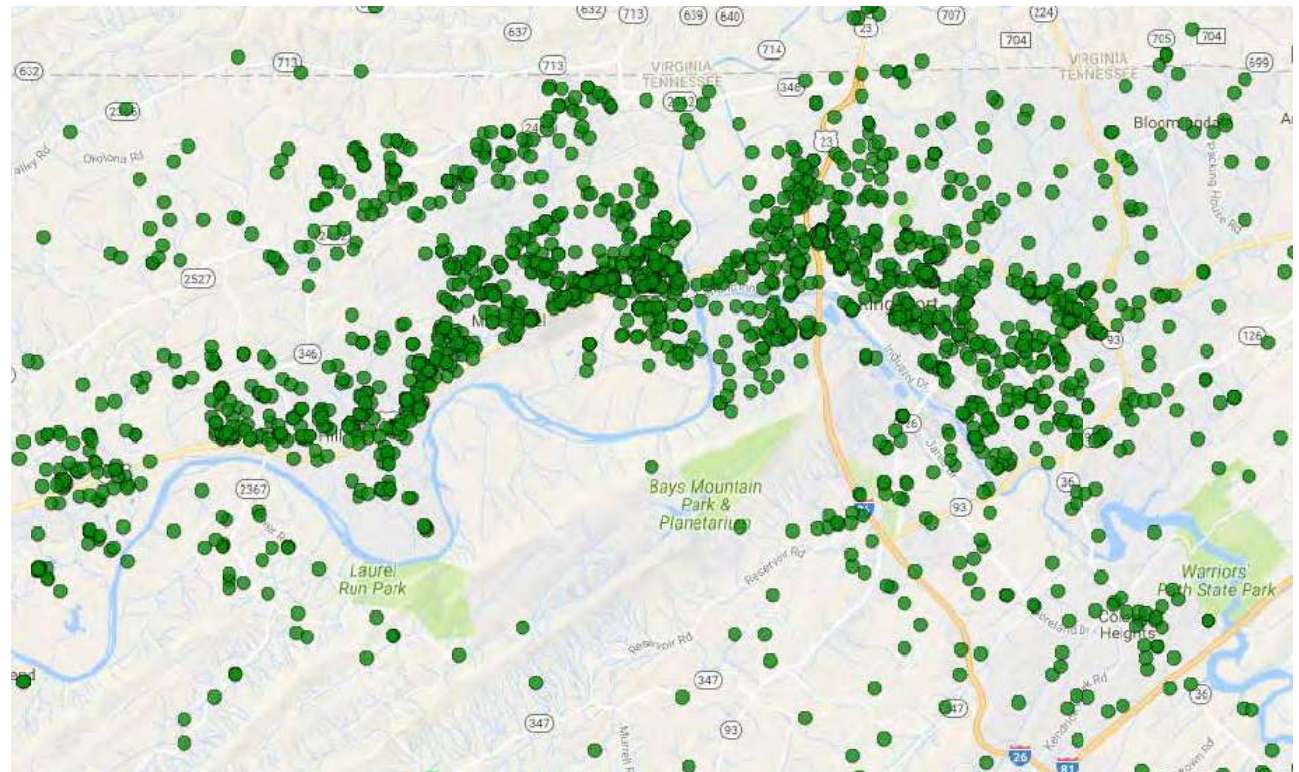


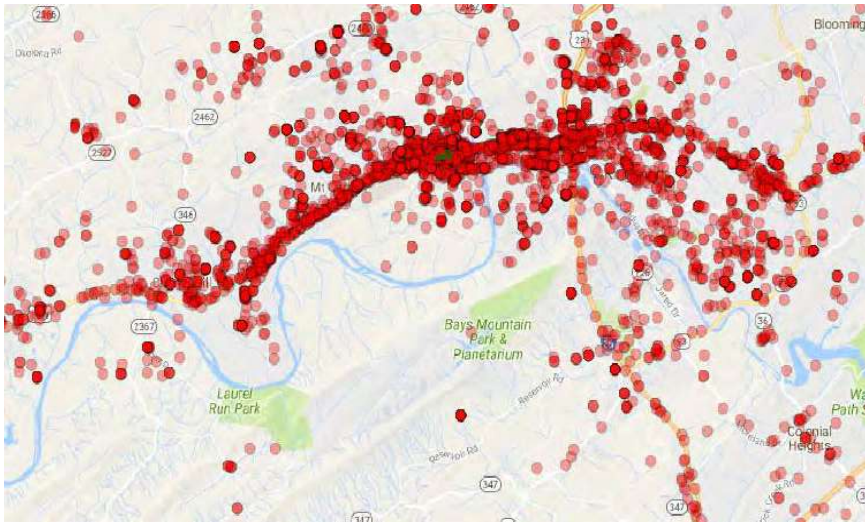
MIDLIFE CONSTANTS

- They use a satellite dish to watch CMT, the History Channel, and GSN (Game Show Network)
- DIY homebodies that spend on home improvement and gardening
- Pets are popular- dogs, cats, and birds
- Sociable, church-going residents belonging to fraternal orders, veterans' clubs, and charitable organizations and do volunteer work and fund-raising.
- Partial to eating at low-cost family restaurants and drive-ins.
- Leisure activities including scrapbooking, movies at home, reading, fishing, and golf.

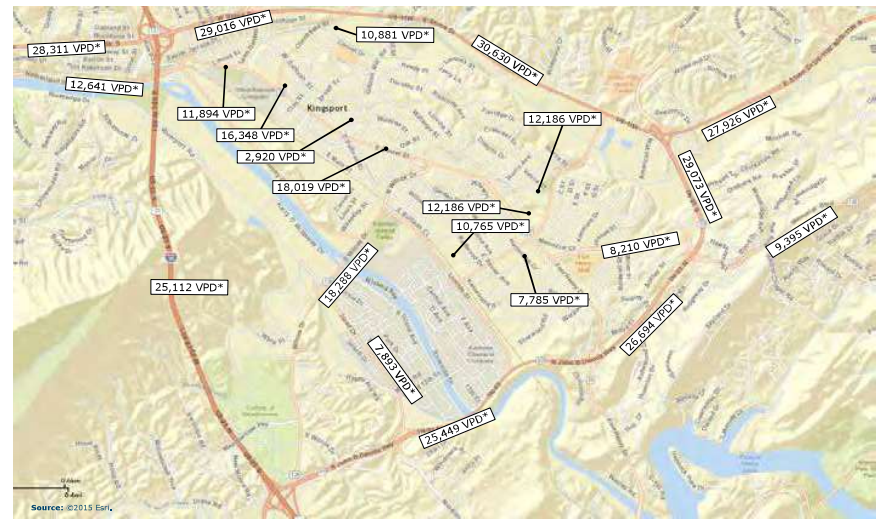
### UberMedia Retail™

UberRetail Mobile data gives us the ability to analyze the common evening, common daytime, and path-to-purchase locations of mobile devices in a given geography. By mapping these location datapoints, we are able to visualize the consumer travel pattern and distances consumers are willing to travel to a given shopping location, allowing us to more accurately define custom retail trade areas.

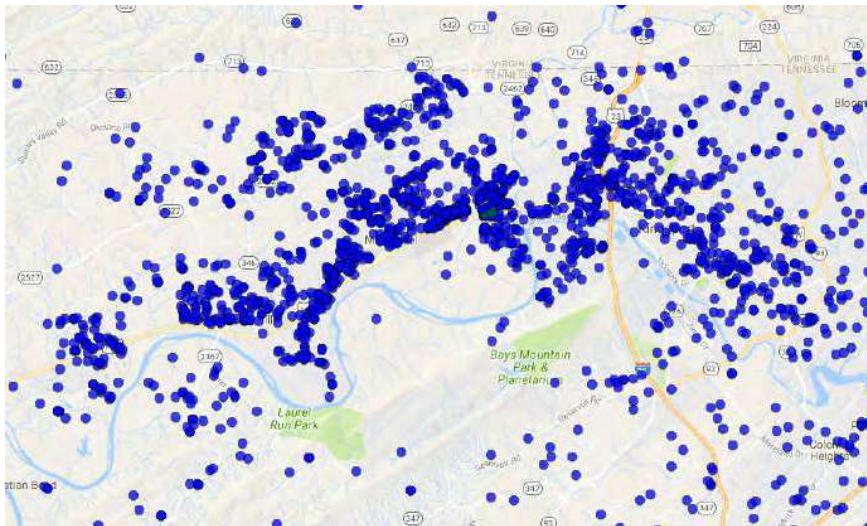




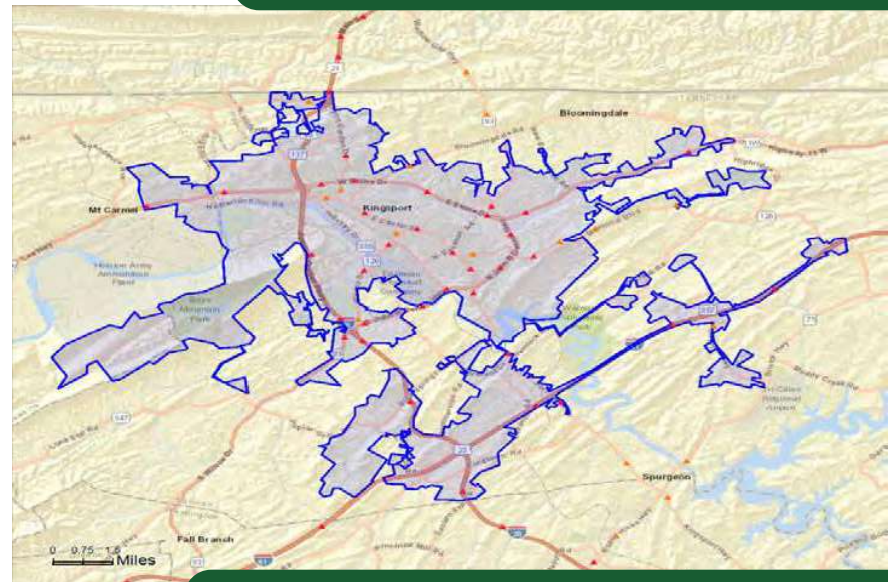
COMMON EVENING LOCATIONS



DOWNTOWN TRAFFIC COUNT



PATH-TO-PURCHASE



KINGSPORT TRAFFIC COUNT



## EXECUTIVE SUMMARY

4400 W Stone Dr, Kingsport, Tennessee, 37660  
 Rings: 3 mile radii

Prepared by Esri  
 Latitude: 36.55186  
 Longitude: -82.62537

|                                 | 3 miles  |
|---------------------------------|----------|
| <b>Median Household Income</b>  |          |
| 2016 Median Household Income    | \$41,395 |
| 2021 Median Household Income    | \$44,420 |
| 2016-2021 Annual Rate           | 1.42%    |
| <b>Average Household Income</b> |          |
| 2016 Average Household Income   | \$58,086 |
| 2021 Average Household Income   | \$63,062 |
| 2016-2021 Annual Rate           | 1.66%    |
| <b>Per Capita Income</b>        |          |
| 2016 Per Capita Income          | \$24,816 |
| 2021 Per Capita Income          | \$26,859 |
| 2016-2021 Annual Rate           | 1.59%    |

**Households by Income**

Current median household income is \$41,395 in the area, compared to \$54,149 for all U.S. households. Median household income is projected to be \$44,420 in five years, compared to \$59,476 for all U.S. households

Current average household income is \$58,086 in this area, compared to \$77,008 for all U.S. households. Average household income is projected to be \$63,062 in five years, compared to \$84,021 for all U.S. households

Current per capita income is \$24,816 in the area, compared to the U.S. per capita income of \$29,472. The per capita income is projected to be \$26,859 in five years, compared to \$32,025 for all U.S. households

| <b>Housing</b>                     |       |
|------------------------------------|-------|
| 2000 Total Housing Units           | 8,033 |
| 2000 Owner Occupied Housing Units  | 5,500 |
| 2000 Renter Occupied Housing Units | 1,888 |
| 2000 Vacant Housing Units          | 645   |
| 2010 Total Housing Units           | 8,508 |
| 2010 Owner Occupied Housing Units  | 5,499 |
| 2010 Renter Occupied Housing Units | 2,301 |
| 2010 Vacant Housing Units          | 708   |
| 2016 Total Housing Units           | 8,622 |
| 2016 Owner Occupied Housing Units  | 5,331 |
| 2016 Renter Occupied Housing Units | 2,547 |
| 2016 Vacant Housing Units          | 743   |
| 2021 Total Housing Units           | 8,690 |
| 2021 Owner Occupied Housing Units  | 5,356 |
| 2021 Renter Occupied Housing Units | 2,566 |
| 2021 Vacant Housing Units          | 768   |

Currently, 61.8% of the 8,622 housing units in the area are owner occupied; 29.5%, renter occupied; and 8.6% are vacant. Currently, in the U.S., 55.4% of the housing units in the area are owner occupied; 32.9% are renter occupied; and 11.7% are vacant. In 2010, there were 8,508 housing units in the area - 64.6% owner occupied, 27.0% renter occupied, and 8.3% vacant. The annual rate of change in housing units since 2010 is 0.59%. Median home value in the area is \$134,030, compared to a median home value of \$198,891 for the U.S. In five years, median value is projected to change by 4.55% annually to \$167,455.



## EXECUTIVE SUMMARY

4400 W Stone Dr, Kingsport, Tennessee, 37660  
Rings: 3 mile radii

Prepared by Esri  
Latitude: 36.55186  
Longitude: -82.62537

|                        | 3 miles |
|------------------------|---------|
| <b>Population</b>      |         |
| 2000 Population        | 17,733  |
| 2010 Population        | 18,235  |
| 2016 Population        | 18,514  |
| 2021 Population        | 18,663  |
| 2000-2010 Annual Rate  | 0.28%   |
| 2010-2016 Annual Rate  | 0.24%   |
| 2016-2021 Annual Rate  | 0.16%   |
| 2016 Male Population   | 47.6%   |
| 2016 Female Population | 52.4%   |
| 2016 Median Age        | 43.8    |

In the identified area, the current year population is 18,514. In 2010, the Census count in the area was 18,235. The rate of change since 2010 was 0.24% annually. The five-year projection for the population in the area is 18,663 representing a change of 0.16% annually from 2016 to 2021. Currently, the population is 47.6% male and 52.4% female.

### Median Age

The median age in this area is 43.8, compared to U.S. median age of 38.0.

### Race and Ethnicity

|  |       |
|--|-------|
| 2016 White Alone                         | 94.0% |
| 2016 Black Alone                         | 2.4%  |
| 2016 American Indian/Alaska Native Alone | 0.2%  |
| 2016 Asian Alone                         | 0.8%  |
| 2016 Pacific Islander Alone              | 0.0%  |
| 2016 Other Race                          | 0.7%  |
| 2016 Two or More Races                   | 1.8%  |
| 2016 Hispanic Origin (Any Race)          | 2.1%  |

Persons of Hispanic origin represent 2.1% of the population in the identified area compared to 17.9% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 15.2 in the identified area, compared to 63.5 for the U.S. as a whole.

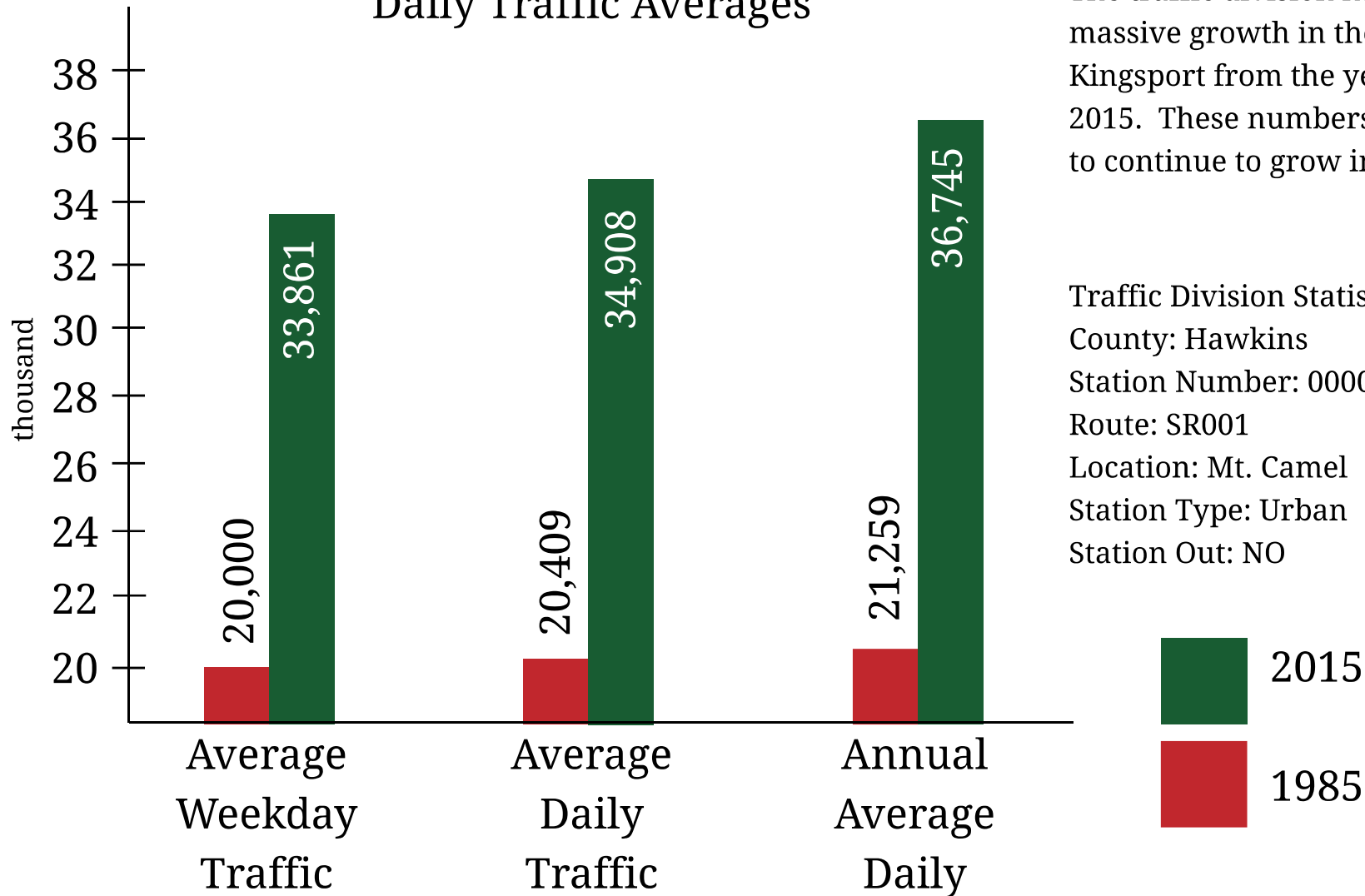
### Households

|                             |       |
|-----------------------------|-------|
| 2000 Households             | 7,388 |
| 2010 Households             | 7,800 |
| 2016 Total Households       | 7,879 |
| 2021 Total Households       | 7,922 |
| 2000-2010 Annual Rate       | 0.54% |
| 2010-2016 Annual Rate       | 0.16% |
| 2016-2021 Annual Rate       | 0.11% |
| 2016 Average Household Size | 2.34  |

The household count in this area has changed from 7,800 in 2010 to 7,879 in the current year, a change of 0.16% annually. The five-year projection of households is 7,922, a change of 0.11% annually from the current year total. Average household size is currently 2.34, compared to 2.33 in the year 2010. The number of families in the current year is 5,205 in the specified area.

# CITY OF KINGSPORT, TRAFFIC DIVISION

## Daily Traffic Averages



The traffic division has reported massive growth in the city of Kingsport from the years 1985 to 2015. These numbers are expected to continue to grow in future years.

### Traffic Division Statistic Info:

County: Hawkins

Station Number: 000062

Route: SR001

Location: Mt. Camel

Station Type: Urban

Station Out: NO



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KINGSPORT™  
Chamber

Proud member of the Kingsport  
Chamber of Commerce.