
**1211 Moreland Ave -
Sunshine Plaza**

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1211 Moreland Ave SE, Atlanta, GA 30316

Building Type: **General Retail**
 Secondary: **Restaurant**
 GLA: **1,874 SF**
 Year Built: **1969**
 Total Available: **0 SF**
 % Leased: **0%**
 Rent/SF/Yr: -



| 2023 Annual Spending (\$000s) | 1 Mile | 2 Mile | 3 Mile |
|--|------------------|------------------|--------------------|
| Total Specified Consumer Spending | \$143,765 | \$587,175 | \$1,302,812 |
| Total Apparel | \$7,797 | \$32,926 | \$73,539 |
| Women's Apparel | 3,095 | 12,768 | 28,607 |
| Men's Apparel | 1,657 | 6,977 | 15,235 |
| Girl's Apparel | 539 | 2,325 | 5,220 |
| Boy's Apparel | 378 | 1,648 | 3,754 |
| Infant Apparel | 337 | 1,511 | 3,592 |
| Footwear | 1,792 | 7,696 | 17,132 |
| Total Entertainment & Hobbies | \$21,592 | \$88,813 | \$199,097 |
| Entertainment | 1,987 | 7,420 | 16,442 |
| Audio & Visual Equipment/Service | 4,922 | 20,856 | 48,139 |
| Reading Materials | 273 | 1,077 | 2,295 |
| Pets, Toys, & Hobbies | 3,584 | 14,279 | 31,140 |
| Personal Items | 10,826 | 45,181 | 101,082 |
| Total Food and Alcohol | \$36,676 | \$152,300 | \$340,468 |
| Food At Home | 17,511 | 74,643 | 168,270 |
| Food Away From Home | 16,453 | 66,717 | 148,415 |
| Alcoholic Beverages | 2,711 | 10,940 | 23,783 |
| Total Household | \$26,000 | \$105,093 | \$231,274 |
| House Maintenance & Repair | 5,158 | 19,879 | 41,656 |
| Household Equip & Furnishings | 9,711 | 39,568 | 88,156 |
| Household Operations | 7,646 | 31,537 | 70,506 |
| Housing Costs | 3,485 | 14,108 | 30,956 |

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| 2023 Annual Spending (000s) | 1 Mile | 2 Mile | 3 Mile |
|------------------------------------|-----------------|------------------|------------------|
| Total Transportation/Maint. | \$34,695 | \$139,703 | \$310,530 |
| Vehicle Purchases | 16,072 | 62,977 | 137,772 |
| Gasoline | 8,874 | 37,073 | 84,052 |
| Vehicle Expenses | 1,080 | 4,344 | 9,970 |
| Transportation | 4,473 | 18,126 | 40,323 |
| Automotive Repair & Maintenance | 4,197 | 17,183 | 38,412 |
| Total Health Care | \$5,783 | \$23,441 | \$51,303 |
| Medical Services | 3,325 | 13,384 | 29,105 |
| Prescription Drugs | 1,742 | 7,136 | 15,685 |
| Medical Supplies | 716 | 2,922 | 6,512 |
| Total Education/Day Care | \$11,223 | \$44,898 | \$96,601 |
| Education | 7,304 | 29,205 | 62,656 |
| Fees & Admissions | 3,919 | 15,693 | 33,945 |

Daytime Employment Report

1 Mile Radius

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| Business Employment by Type | # of Businesses | # Employees | #Emp/Bus |
|----------------------------------|-----------------|--------------|-----------|
| Total Businesses | 234 | 3,291 | 14 |
| Retail & Wholesale Trade | 46 | 532 | 12 |
| Hospitality & Food Service | 26 | 293 | 11 |
| Real Estate, Renting, Leasing | 13 | 50 | 4 |
| Finance & Insurance | 25 | 106 | 4 |
| Information | 6 | 35 | 6 |
| Scientific & Technology Services | 22 | 64 | 3 |
| Management of Companies | 1 | 3 | 3 |
| Health Care & Social Assistance | 22 | 116 | 5 |
| Educational Services | 6 | 150 | 25 |
| Public Administration & Sales | 10 | 1,628 | 163 |
| Arts, Entertainment, Recreation | 3 | 6 | 2 |
| Utilities & Waste Management | 5 | 131 | 26 |
| Construction | 10 | 36 | 4 |
| Manufacturing | 9 | 73 | 8 |
| Agriculture, Mining, Fishing | 0 | 0 | 0 |
| Other Services | 30 | 68 | 2 |

Demographic Summary Report

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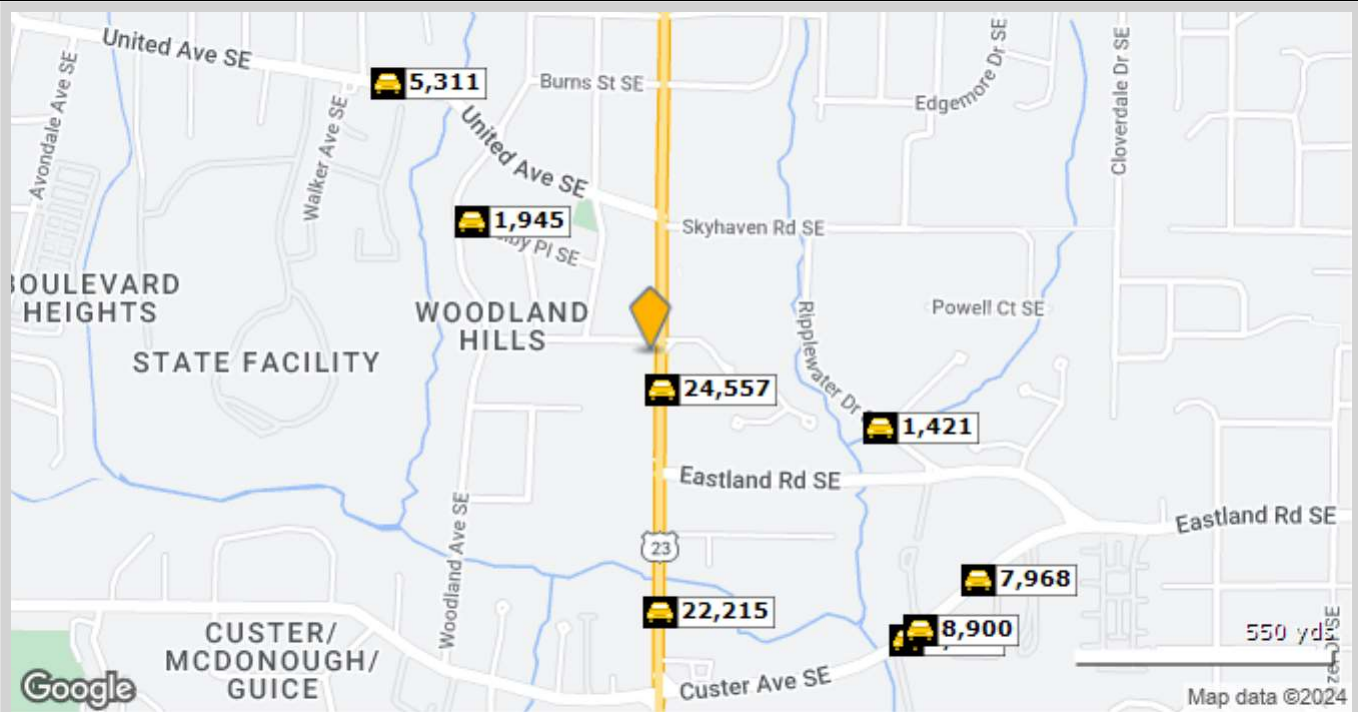


| Radius | 1 Mile | 2 Mile | 3 Mile |
|---|--------------|---------------|---------------|
| Population | | | |
| 2028 Projection | 9,927 | 46,558 | 106,075 |
| 2023 Estimate | 9,823 | 45,911 | 104,838 |
| 2010 Census | 8,562 | 39,115 | 90,511 |
| Growth 2023 - 2028 | 1.06% | 1.41% | 1.18% |
| Growth 2010 - 2023 | 14.73% | 17.37% | 15.83% |
| 2023 Population by Hispanic Origin | 834 | 2,809 | 4,739 |
| 2023 Population | 9,823 | 45,911 | 104,838 |
| White | 4,204 42.80% | 16,456 35.84% | 32,697 31.19% |
| Black | 5,212 53.06% | 27,588 60.09% | 67,488 64.37% |
| Am. Indian & Alaskan | 42 0.43% | 145 0.32% | 274 0.26% |
| Asian | 127 1.29% | 733 1.60% | 1,948 1.86% |
| Hawaiian & Pacific Island | 10 0.10% | 25 0.05% | 43 0.04% |
| Other | 226 2.30% | 965 2.10% | 2,387 2.28% |
| U.S. Armed Forces | 8 | 13 | 64 |
| Households | | | |
| 2028 Projection | 3,977 | 17,899 | 43,377 |
| 2023 Estimate | 3,954 | 17,682 | 42,928 |
| 2010 Census | 3,558 | 15,199 | 37,323 |
| Growth 2023 - 2028 | 0.58% | 1.23% | 1.05% |
| Growth 2010 - 2023 | 11.13% | 16.34% | 15.02% |
| Owner Occupied | 2,698 68.23% | 10,281 58.14% | 21,424 49.91% |
| Renter Occupied | 1,256 31.77% | 7,401 41.86% | 21,503 50.09% |
| 2023 Households by HH Income | 3,956 | 17,683 | 42,928 |
| Income: <\$25,000 | 478 12.08% | 3,035 17.16% | 9,289 21.64% |
| Income: \$25,000 - \$50,000 | 561 14.18% | 3,109 17.58% | 7,584 17.67% |
| Income: \$50,000 - \$75,000 | 389 9.83% | 1,970 11.14% | 5,020 11.69% |
| Income: \$75,000 - \$100,000 | 386 9.76% | 1,427 8.07% | 3,843 8.95% |
| Income: \$100,000 - \$125,000 | 298 7.53% | 1,296 7.33% | 3,548 8.27% |
| Income: \$125,000 - \$150,000 | 414 10.47% | 1,622 9.17% | 3,202 7.46% |
| Income: \$150,000 - \$200,000 | 680 17.19% | 2,467 13.95% | 4,341 10.11% |
| Income: \$200,000+ | 750 18.96% | 2,757 15.59% | 6,101 14.21% |
| 2023 Avg Household Income | \$133,091 | \$116,304 | \$105,631 |
| 2023 Med Household Income | \$113,758 | \$87,745 | \$72,907 |

Traffic Count Report

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| Street | Cross Street | Cross Str Dist | Count Year | Avg Daily Volume | Volume Type | Miles from Subject Prop |
|---------------------------|--------------------|----------------|------------|------------------|-------------|-------------------------|
| 1 Aus Hwy 23 | Village Creek Lndg | 0.03 N | 2022 | 24,557 | MPSI | .05 |
| 2 Shelby PI SE | Woodland Ave SE | 0.02 W | 2022 | 1,945 | MPSI | .27 |
| 3 Ripplewater Dr SE | Kickerello Way | 0.01 SE | 2022 | 1,421 | MPSI | .30 |
| 4 Aus Hwy 23 | Custer Ave SE | 0.10 S | 2015 | 22,215 | MPSI | .32 |
| 5 E Confederate Ave SE | Alloway PI SE | 0.03 W | 2022 | 4,944 | MPSI | .46 |
| 6 E Confederate Ave SE | Alloway PI SE | 0.03 W | 2020 | 5,311 | MPSI | .46 |
| 7 Custer Ave SE | Donzi Ln SE | 0.02 SW | 2022 | 8,270 | MPSI | .47 |
| 8 Custer Avenue Southeast | Donzi Ln SE | 0.02 SW | 2020 | 8,355 | MPSI | .47 |
| 9 Custer Avenue Southeast | Donzi Ln SE | 0.02 SW | 2019 | 8,900 | AADT | .48 |
| 10 Custer Ave SE | Jandras Ln | 0.09 SW | 2022 | 7,968 | MPSI | .49 |