retail strategies

ROCKWOOD, TENNESSEE
Market Guide

City Contact Information

Roane ALLIANCE.
A Unified Drive. A United Force.

1868 - 2018
ROCKWOOD
Celebrating
150
Y E A R S

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roanealliance.org

Focus Properties

Retail Strategies has a catalogue of retail commercial real estate properties in this market.

For more information, please contact the Portfolio Director and/or Retail Development Director listed on the front of this guide.

There's a lot of potential here.

Demographics (10 Minute Drive Time)

Population	Average Age	Household Income (Median)	Number of Households	Household Income (Average)
11,576	**43.3**	**$33,663**	**4,840**	**$45,762**

DEMOGRAPHIC PROFILE

	3 Mile Radius	5 Mile Radius	7 Mile Radius
2018 Estimated Population	6,468	13,162	23,935
Daytime Population	13,109	20,032	28,211
Median HH Income	$33,041	$35,241	$37,719
Number of Households	2,556	5,411	9,909

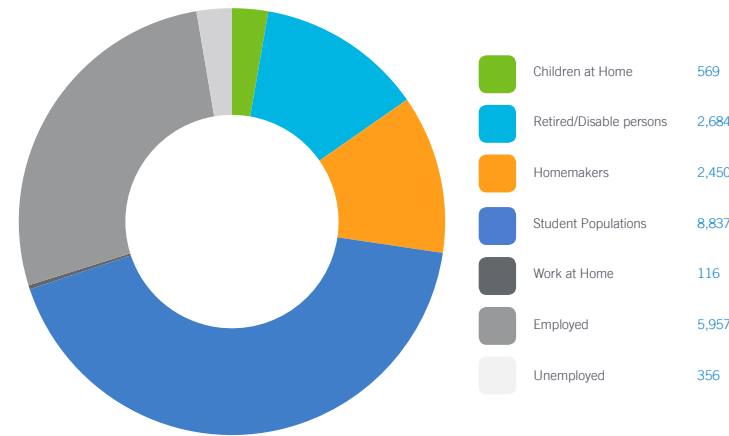|	3 Minute DT	5 Minute DT	10 Minute DT
2018 Estimated Population	687	3,117	11,576
Daytime Population	5,267	10,155	20,968
Median HH Income	$18,414	$28,064	$33,663
Number of Households	221	1,212	4,840

Source: STI PopStats

Peer Analysis

The Peer Analysis, built by Retail Strategies along with our analytics partner (Tetrad), identifies analogue retail nodes within a similar demographic and retail makeup. The Peer Analysis is derived from a 5 or 10 minute drive time from major comparable retail corridors throughout the country. The variables used are population, income, daytime population, market supply and gross leasable area. The following are retail areas that most resemble this core city:

Peer Trade Areas

Amory, MS	*1515 Highway 278 E*
Paris, TN	*1210 Mineral Wells Ave*
Clanton, AL	*1415 7th Street S*
Fort Payne, AL	*2001 Glenn Blvd SW*
Hartwell, GA	*1572 Anderson Hwy*
Walterboro, SC	*2110 Bells Hwy*

Daytime Population **20,968** (10 Minute Drive Time)

Children at Home	569
Retired/Disable persons	2,684
Homemakers	2,450
Student Populations	8,837
Work at Home	116
Employed	5,957
Unemployed	356

Focus Categories

The top categories for focused growth in the municipality are pulled from a combination of leakage reports, peer analysis, retail trends and real estate intuition. Although these are the top categories, Retail Strategies' efforts are inclusive beyond the defined list. *Let us know how we can help you find a site!*
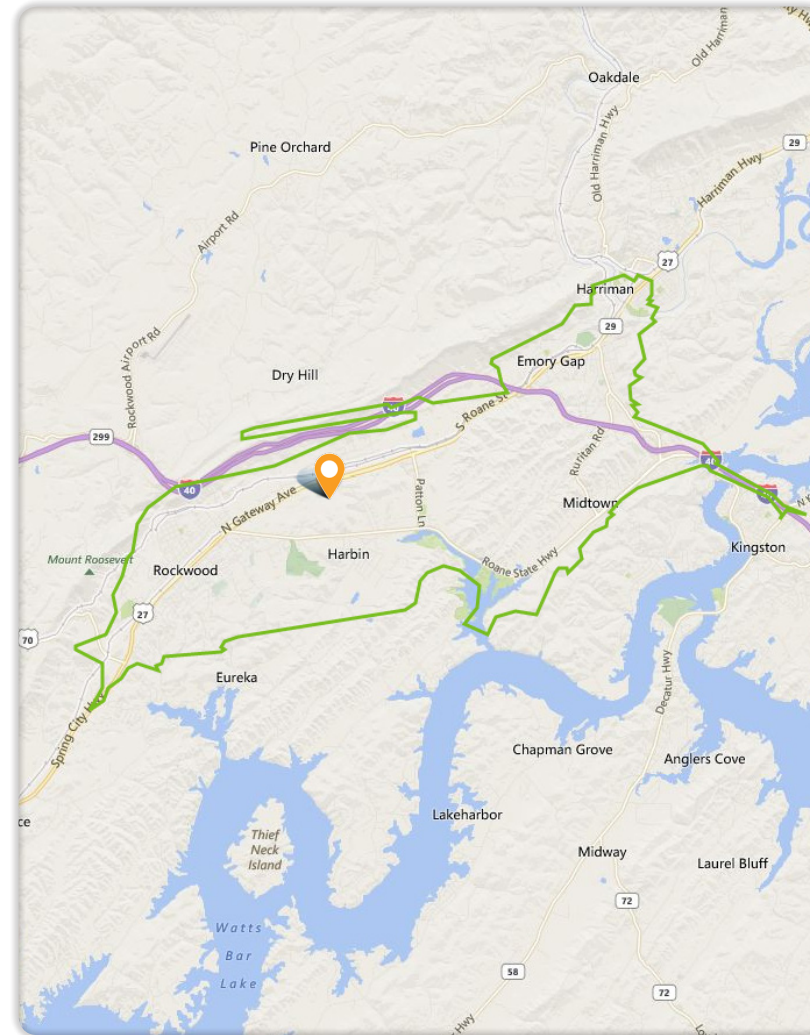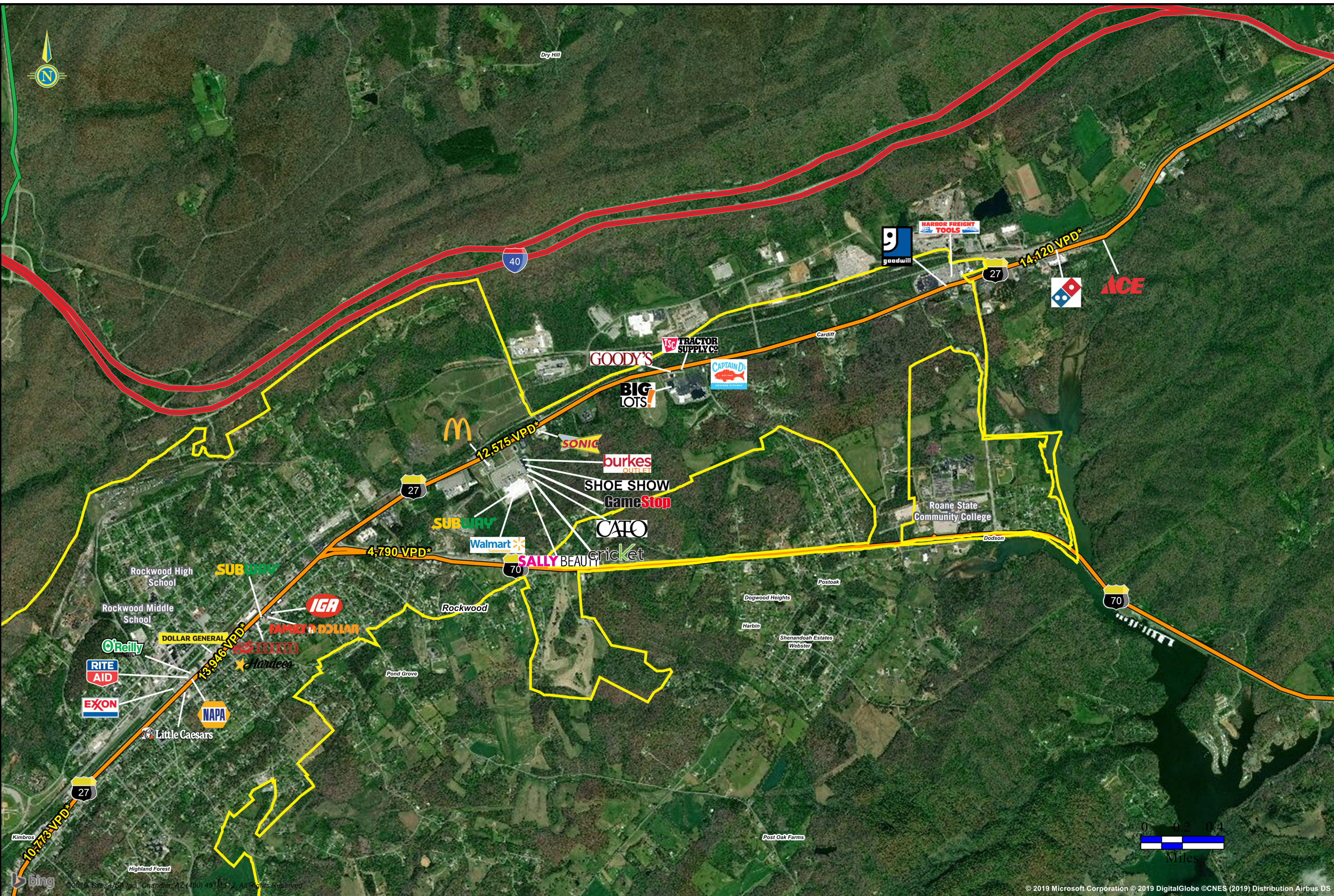
Grocery
Pharmacy
Home Improvement
Sporting Goods

Rockwood, TN

There's a lot of potential here.

N

Dry Hill

40

HARBOR FREIGHT TOOLS
goodwill
27
14,120 VPD*
ACE

TSC TRACTOR SUPPLY CO
GOODY'S
Cardiff
CAPTAIN D'S
BIG LOTS

McDonald's
SONIC
12,575 VPD*
burkes OUTLET
SHOE SHOW
GameStop
27
CATO
cricket
SUBWAY
Walmart
4,790 VPD*
70
SALLY BEAUTY

Roane State Community College
Dodson

Rockwood High School
SUBWAY
Rockwood Middle School
IGA
DOLLAR GENERAL
FAMILY DOLLAR
13,946 VPD*
O'Reilly
Hardee's
RITE AID
EXXON
NAPA
Little Caesars

Rockwood
Pond Grove
Postoak
Dogwood Heights
Harbin
Shenandoah Estates
Webster
Post Oak Farms

70

27
10,773 VPD*
Kimbros
Highland Forest

0   0.2   0.4
Miles

bing

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