CONTEXT

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History

Anna, Texas is located on State Highway 5, Farm Road 455, and U.S. Highway 75 eleven miles northeast of McKinney in north central Collin County. The Houston and Texas Central Railway, at that time built between Dallas and Denison, passed through the area in 1873. By the time Anna was platted in 1883, it had a population of twenty, two stores, a steam gristmill, and a Baptist church. A post office also opened in that year. By 1890 the town had a population of 100 to 200. (Minor, 2014).

Anna was incorporated in 1913 with a mayor-council form of government. As the City grew and prospered, downtown became the City's commercial center and began to represent the heart and soul of the community. In the last 10 years, however, development has occurred around West White Street from Powell Parkway to U.S. 75 rather than the Downtown. Anna's Downtown has the potential to again attract substantial investment for both jobs and housing

Original Plat | Anna was originally platted as a 16-block grid centered along the railroad. A plat for the original town site showed seven east-west streets and with a large railroad right-of-way centered on the Houston and Texas Central Railroad (Image 1).

Rail Depot | There was a historic rail depot along the Houston and Texas Central Railway. The main part of the depot building was 20 ft. east/west by 32 ft. 8 inches north/south. There was a "bump out" on the southeast corner of the depot so the station agent would be able to see both north and south along the main line of the railroad. The "bump out" was 4 ft. east/west by 8 ft. 8 inches north/south. The roof eaves are wide enough to cover the "bump out", so the roof is a simple gabled style.

Source: Kline, 2000

Interurban Rail Line | Interuban rail lines existed between about 1900 and 1930. Following the Great Depression in the 1930s, cheaper cars, and more and better roads, put most interurban systems out of business, and those same forces were beginning to affect railroad passenger service as well. The interurbans were a type of electric railcar, slightly resembling a trolley car.

The Interuban rail line in Anna ran north-south, in the present day Interurban Street ROW, and connected Anna with Denison to the north, and McKinney to Dallas. The Interurban cars could travel

quite fast, and a publicity photo at the time depicted one besting a biplane in race while traveling at over 90 miles-per-hour.

Downtown Anna in the 1930s | Circa 1930, Anna featured two rail lines, the Interurban Line and the Houston and Texas Central Railway, a tall grain elevator. The following photos show Anna as it existed in the past (Images 2-6).

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Image 1: Original Anna, Texas, 16 Block Plat

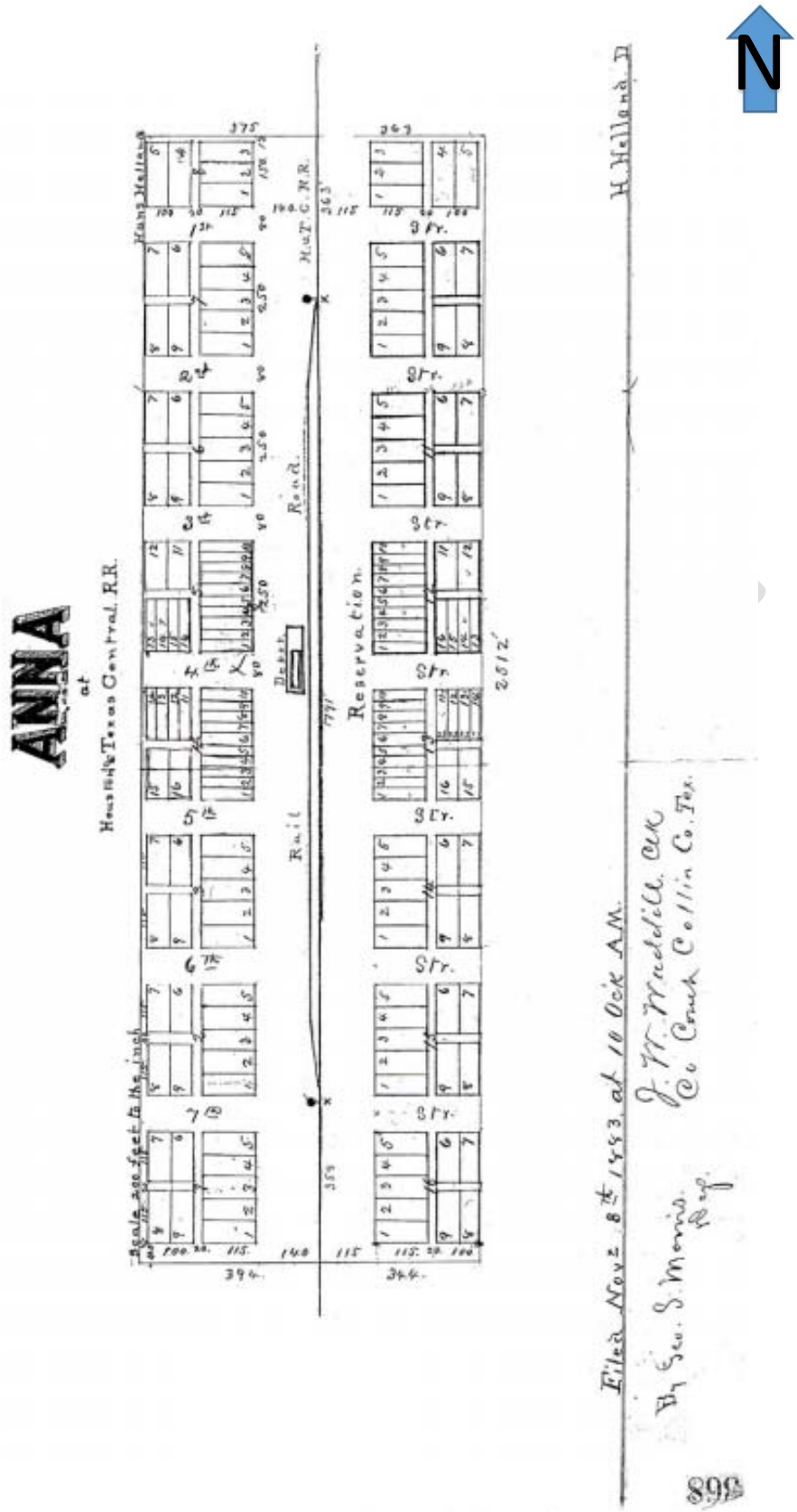

Image 2: Photos of Downtown Anna Interurban Line circa 1930s

Image 3: Aerial Photo of Central Anna circa 1950 (Looking South)

Image 4: Old Building Fronts along the Railroad, Circa 1900

Image 5: Model of Anna along Riggins Street and Houston and Texas Central Railway circa 1900; Courtesy Bert Wetherill

Image 6: Old Anna Rail Depot

Growth

The existing, past, and projected population levels for Anna are depicted in Table 1. The table includes nearby McKinney, Plano, and Collin County for reference. The population increased at a slow-but-steady rate during the second half of the 20th Century from 639 persons in 1960 to 1,225 persons in 2000. The population increased tremendously between 2000 and 2010, growing from 1,225 in 2000 to 8,249 in 2010 – an increase of over 500%. The 2013 estimated population by the North Central Texas Council of Governments (NCTCOG) was 9,360 persons, which represents a significant increase of 13.5% since the 2010 Census numbers. Currently (2014), the population is estimated to be 10,300 based on the latest housing counts. This estimate uses an average household population of 3.15 and an occupancy rate of 94%. In 2014 alone, the City of Anna processed over 300 new house building permits.

Table 1: Historical Population Change

	Anna	% Change	McKinney	% Change	Plano	% Change	Collin Co	% Change
1960	639		13,763		3,695		41,247	
1970	736	+15.2%	15,193	+10.4%	17,872	+383.7%	66,920	+62.2%
1980	855	+16.2%	16,249	+70.0%	72,331	+304.7%	144,576	+116.0%
1990	904	+5.7%	21,283	+31.0%	128,713	+77.9%	264,036	+82.2%
2000	1,225	+35.5%	54,369	+155.5%	222,030	+72.5%	491,675	+86.6%
2010	8,249	+573.4%	131,117	+141.2%	259,841	+17.0%	782,341	+59.1%
2014	10,300		149,082		266,857			
2020	15,458	+87.4%						

Sources: U.S. Census Bureau, City of Anna, City of McKinney, City of Plano, Collin County; future growth projection for Anna assumes a 7% per-year growth rate.

Market Analysis

In 2012, Anna contracted the Buxton Company to provide a market analysis report. It identified the psychographic profile of dominant consumer segments within primary and secondary trade areas of Anna, Texas. The primary trade area for Anna was determined to be within a ten-minute drive-time area of the City. The customers in the trade areas were profiled into segments based upon buying habits and lifestyle. The surplus and leakage for 11 major store types and 49 minor store types was determined for the trade areas. Retail leakage is the money consumers spend on goods or services outside of a

community or trade area. Total retail leakage was determined to be $103,430,308 in 2012 (Buxton, 2012). The number of households in the table exceeded the estimated number of households within Anna (2,576) according to the U.S. Census Bureau due to the retail trade area extending outside of the City limits into the extraterritorial jurisdiction (ETJ) (U.S. Census, 2008-2012). These lost dollars provide a powerful incentive to revitalize Anna's commercial core. Tables 2 - 4 provide an overview of retail leakage within Anna's trade area.

Table 2: Trade Area Retail Leakage

Trade Potential	Site
Estimated Household Count	6,011
Traffic Count	39,390
Total Demand	$185,884,163
Total Supply	$82,454,305
Total Leakage	$103,430,308

Source: Buxton 2012

Table 3: Retail Leakage by Major Store Type

Store Type	Potential	Actual Sales	Difference
Motor Vehicle Parts & Dealers	$43,828,650	$4,169,949	$39,658,701
Furniture & Home Furnishing Stores	$5,668,193	$3,487,063	$2,181,130
Electronics & Appliance Stores	$5,017,994	$248,631	$4,769,363
Building Material, Garden Equipment, & Supply Dealers	$24,933,826	$13,582,894	$11,350,932
Food & Beverage Stores	$26,503,768	$10,836,537	$15,667,231
Health & Personal Care Stores	$11,309,364	$9,971,934	$1,337,430
Clothing & Clothing Accessories Stores	$10,612,033	$471,247	$10,140,786
Sporting Goods, Hobby, Book, & Music Stores	$3,770,076	$249,833	$3,520,243
General Merchandise Stores	$26,767,295	$21,337,707	$5,429,588
Miscellaneous Store Retailers	$5,746,191	$3,366,687	$2,379,504
Total Retail Leakage by Major Store Type	$185,884,613	$82,454,305	$103,430,308

Source: Buxton 2012

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Table 4: Retail Leakage for Foodservice and Drinking Places

Store Type	Potential	Actual Sales	Difference
Expenditures at Full-service Restaurants	$27,772,086	$24,776,910	$2,995,176
Expenditures at Limited-service Eating Places	$24,776,489	$11,780,711	$12,995,778
Expenditures at Special Foodservices	$5,078,627	$554,799	$4,523,828
Expenditures at Drinking Places -Alcoholic Beverages	$2,815,038	$678,921	$2,136,117
Total Foodservice & Drinking Places	$60,442,240	$37,791,341	$22,650,899

Source: Buxton 2012

Employment

Table 5 provides an overview of household income, size, education, and commuting time. Compared with Texas and on average, Anna residents have slightly larger families, earn considerably more per household, and are slightly more educated. Of note, the mean travel time to work (minutes), for workers over the age of 16 for a period of 2008-2012 was 33 minutes, compared with a statewide average of 24.9 minutes (U.S. Census Bureau). This undoubtedly contributes to the reality that nearly approximately $0.60 of every dollar spent by someone living in Anna's Trade area is spent outside of Anna.

Table 5: Household Income Demographic Data (2008-2012)

Category	Anna	Texas
Median Household Income	$65,370	$51,563
Per Capita Income	$23,895	$25,809
Persons Below Poverty Level	11.4%	17.4%
Persons Per Household	3.14	2.80
Mean Travel Time to Work	33.0 min	24.9 min
Bachelor's Degree or Higher	27.7%	26.3%

Source: U.S. Census Bureau

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