

Internally, it is proposed that a private road system be used. Road widths are proposed to be 24 feet in width with curbs and gutters. Two points of access to Pelham Road is proposed offering convenient linkage from the site to the road system. Site distance and relationships to intersecting streets pose no problems.

MARKET ANALYSIS

Prior to engaging in any development project it is imperative to understand the market forces which dictate the buying habits of the public. Any project, no matter how well conceived and planned, will not be successful if the buying public will not purchase the goods. In today's economic condition with fluctuating interest rates and the impact of inflationary trends, this fact becomes even more important particularly in the real estate market.

Prior to engaging in the purchase of the subject site, extensive marketing research was performed to determine the feasibility of the subject project. Based on our findings, we feel there is a strong market for the types of housing which we propose. We base this opinion on the following analysis of the Greenville Housing Market.

Recent national publications have pointed to Greenville as one of the fastest growing areas in the nation. High quality industrial growth has become the norm. Coupled with the tremendous industrial growth, which according to the Greenville County Economic Base Study will continue through the

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