

New Holland Market Gainesville, GA

Site
Summary

Area Maps

Aerial Views

Site Plan

Demographics



Leasing Information

Mike McNicholas or Bill Misiaveg

Carolina Holdings, Inc.

40 West Broad Street, Suite 410

Greenville, SC 29601

800-763-8088

864-272-0088



Other CHI Projects



Providence MarketPlace
Mt. Juliet, TN



Richmond Centre
Richmond, KY



Birkdale Commons
Charlotte, NC



Jackson Plaza
Cookeville, TN

Location: The property is located in Gainesville, GA off Exit 24 of I – 985 at the intersection of Jesse Jewel and Limestone Parkway as well as White Sulphur Road and Jesse Jewel. **Gainesville serves as the regional hub of commerce, government and medical activities for 12 counties in northeast Georgia.**

Development: The total development plan calls for approximately 400,000 square feet of gross leasable area comprised of anchors, juniors, shop space and associated outparcels.

Zoning: Zoning entitlements are in process to support the intended plan.

Access: The property has easy access to I-985/ US 23 which connects Atlanta and Northern Georgia. Both Jesse Jewel Parkway (GA 369) and Limestone Parkway (US 129/ GA 11) are major arterials serving Gainesville. Limestone Parkway also serves as the main arterial for much of Northern Georgia to Gainesville.

2009 Traffic Counts:

I – 985/ US 23	31,340 AADT
Jesse Jewel Parkway (GA 369)	23,210 AADT
Limestone Parkway (US 129/ GA 11)	14,600 AADT
White Sulphur Road	4,600 AADT

Source: GA Department of Transportation

2012 Demographics (Trade Area Polygon):

Population	310,837
Avg. Household Income	\$55,820
No. of Households	111,057
Household Growth 1990 - 2000	33%

**90% of trade
area lives
within a 35
minute drive**

2012 Demographics (10-mile radius):

Population	140,306
Avg. Household Income	\$61,663
No. of Households	46,270
Household Growth 1990 - 2000	30%
City of Gainesville Daytime Population ¹	100,000

Source: Claritas, ¹Gainesville Chamber of Commerce

Demographic Summary



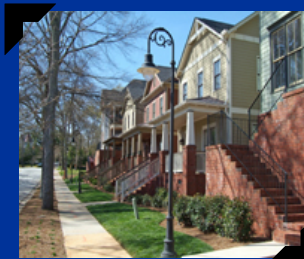
Other CHI Projects



**Barnes & Noble
Greenville, SC**



**Verizon Wireless
Mt. Juliet, TN**



**Hampton Townes
Greenville, SC**



**CVS
Greenville, SC**

Retail:

The closest area retailers are located on Dawsonville HWY, 3 miles to the West of the Gainesville CBD and approximately 5 miles from the site. They include Best Buy, Kohl's, Bed Bath and Beyond, Belk, JCPenney, Target, Home Depot, Lowe's, Publix and WalMart.

Dining:

Casual dining chains include Applebee's, Panera Bread, Wild Wings, Outback, Texas Roadhouse, and Red Lobster. QSR chains include Chick-fil-A, Starbucks, Moe's, Wendy's, and El Pollo Loco.

Area Information:

Gainesville is an hour north of Atlanta and considered part of the Metro Atlanta advertising market, 9th largest in the U.S. Gainesville is located in Hall County and is designated as an MSA, and serves as the regional hub for Northeast Georgia (12 counties).

The Gainesville MSA was ranked as the 9th **fastest growing MSA** in the United States from 2000 – 2009, **number one in GA**.

Gainesville is ranked second in the nation in the highest year-over-year home value gain and first in the nation in the number of single family home sales from 2009 to 2010.

**Hall County
had \$2.8 billion
in retail sales in
2008**

Hall County had **\$2.8 billion** in retail sales in 2008 (excluding auto sales), accounting for **39% of the total retail sales** for Northeast Georgia.

Healthcare accounts for 9,700 jobs in the Gainesville area, or 10% of the workforce. The large concentration of medical jobs allows the area economy to maintain steady growth.

Gainesville was named one of the best areas in the U.S. to practice medicine by Medical Economics.

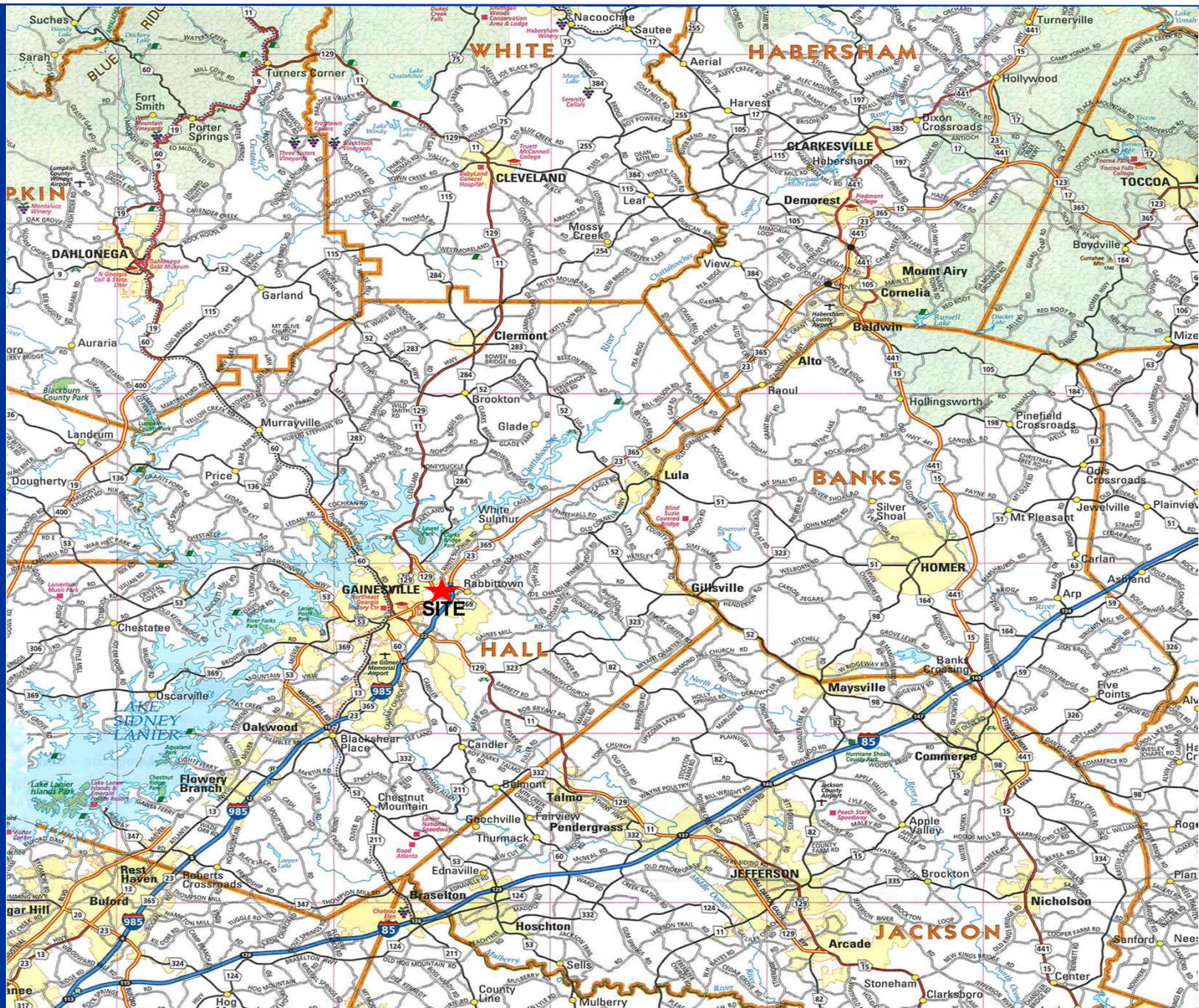
The Northeast Georgia Healthcare System's main campus is located in downtown Gainesville. NGHS employs over 4,000, including 450 physicians.

Gainesville is home to the 38,000 acre Lake Lanier, which attracts nearly **8 million visitors** each year. Lake Lanier's economic impact is estimated at **\$5.5 billion annually**.

Source: Gainesville Chamber of Commerce, Georgia DOR, US Census Bureau

Market Data

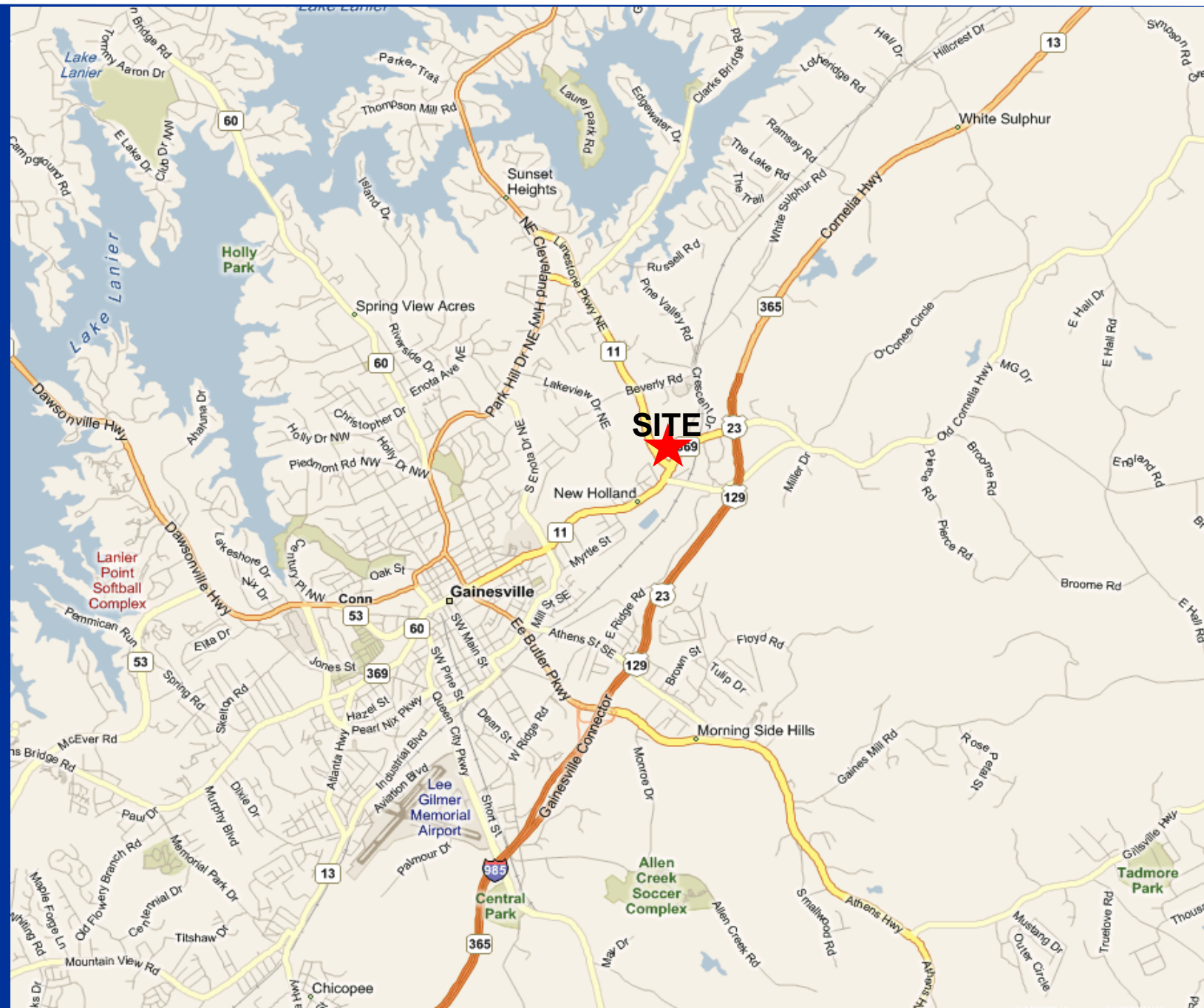




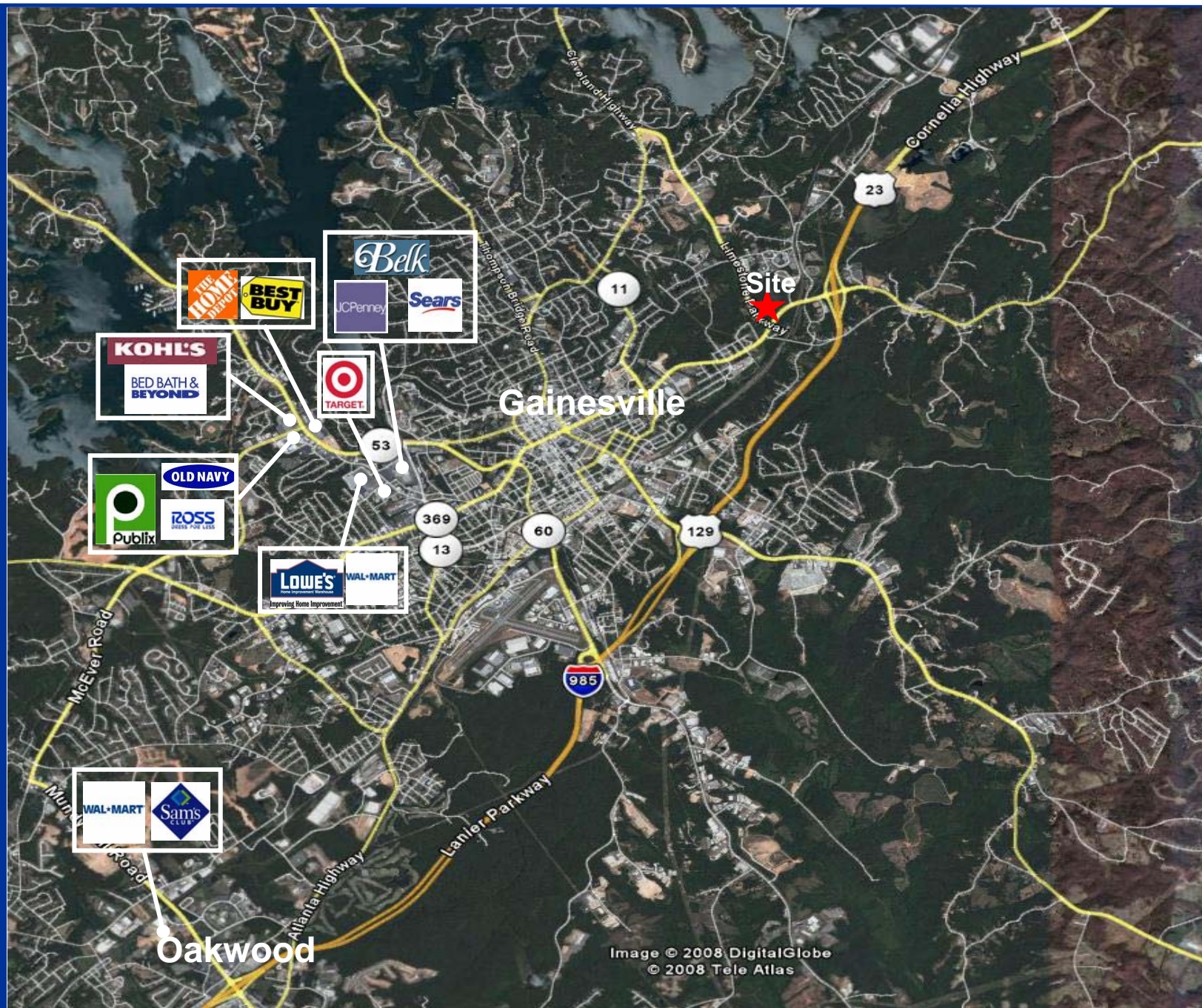
Regional Map



Street Map



Retail Map – Gainesville





Overhead Aerial View





Aerial View to North





Aerial View to South





Aerial View to West

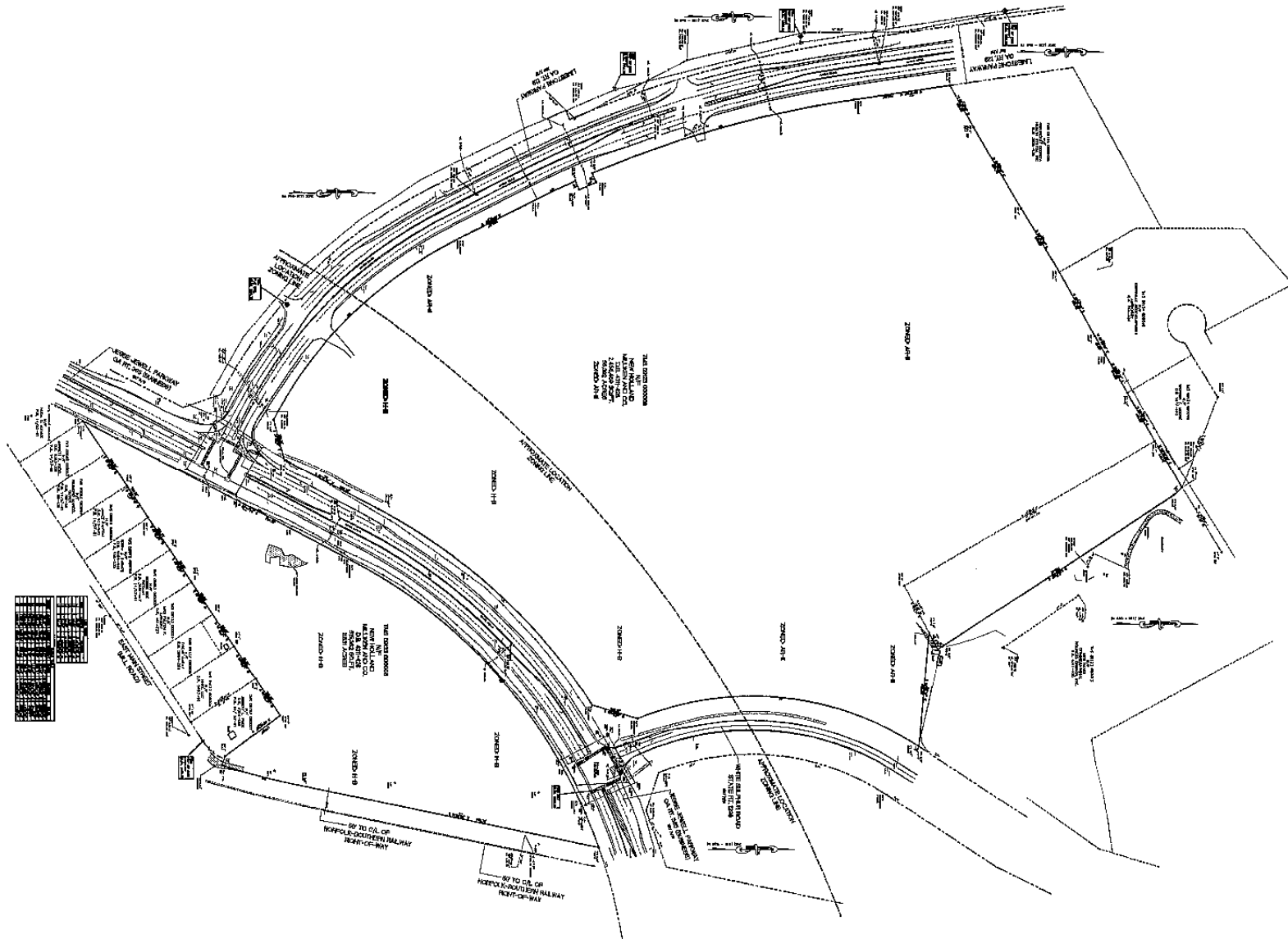




Aerial View to East



Survey



Master Plan



mcmillan | padan | smith
architects

POND ECOS
DESIGNWORKSHOP

New Holland Master Plan
Gainesville, GA
December 22, 2011

Site Plan

scale: 1" = 200'



Elevations



 mcmillan | pazdan | smith
architecture


NEW HOLLAND
MARKET
Gainesville, GA
19 March 2012

Retail Concept Elevation


CAROLINA
HOLDINGS, INC.



Medical

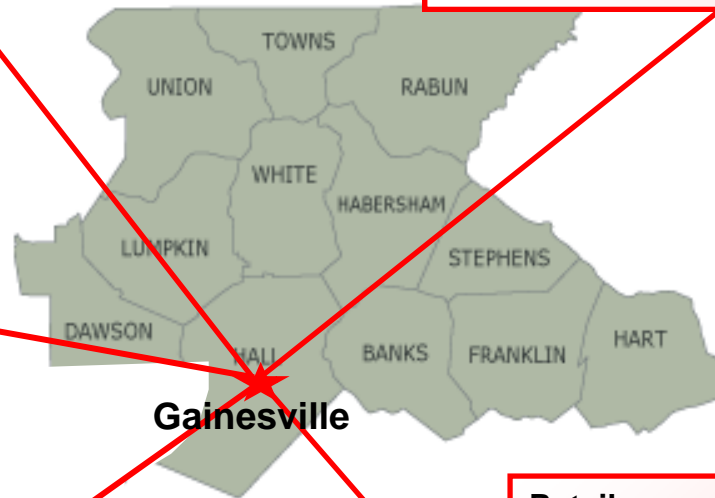
- 9,700 medical professionals
- Northeast Georgia Health System Headquarters
- Longstreet Clinic Headquarters (3rd largest private physician practice in Georgia)

Financial

- 18 financial institutions with 60 locations
- **\$2.6 billion** in deposits
- Nine corporate bank headquarters and four regional bank headquarters

Education

- Brenau University – 2,200 students
- Gainesville Community College – 8,500 students
- Lanier Technical College – 3,300 students



Gainesville

Arts/Entertainment

- Lake Lanier – 8 Million visitors annually
- Gainesville Symphony Orchestra
- Quinlan Visual Arts Center
- Gainesville Ballet Company
- John Burd Performing Arts Center
- Brenau University Galleries

Retail

- **\$2.8 Billion** in Retail sales for 2008
- \$7.1 billion in retail sales for Northeast Georgia (12 county trade area)
- Hall County accounts for 39% of Northeast Georgia's total retail sales
- Lakeshore Mall (JCPenney, Belk, Sears, Books-a-Million), only regional mall serving trade area

Gainesville-Hall MSA was the **#1 fastest growing MSA in Georgia from 2000 – 2009**. It was the **9th fastest growing MSA in the U.S. from 2000-2009 with 33% growth in population**. The population of Gainesville-Hall County is estimated at 187,743 and is anticipated to double by 2031. The daytime population in the county seat, Gainesville, exceeds 100,000 people.

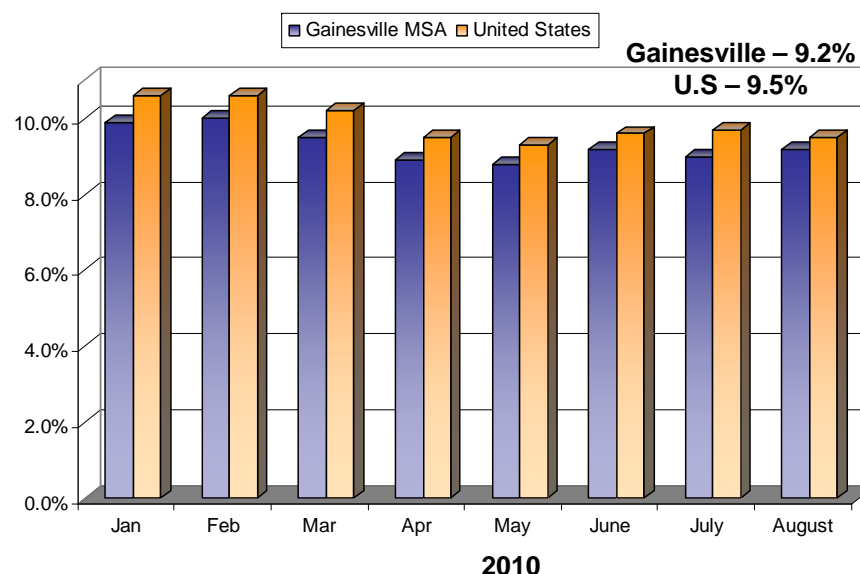
Home to 50 Fortune 500 firms, more than 300 manufacturing and processing concerns, and 36 international companies.

Known as the “poultry capital of the world”.

Top 20 Employers 2010

Northeast Georgia Medical Center	3,330
Fieldale Farms	2,410
Hall County School System	1,610
Pilgrims Pride	1,600
Hall County Government	1,390
Mar-Jac, Inc.	1,100
Coleman Natural Foods	850
Wrigley Manufacturing Company	850
Gainesville City School System	810
Gainesville City Government	730
Kubota Manufacturing of America	610
Gainesville State College	530
Koch Foods, Inc.	520
GDOT District 1 Office	460
The Longstreet Clinic	440
PFG Milton's Institutional Foods	420
Lake Lanier Islands Resort	650
Wal-Mart Super Centers (2)	760
Mansfield Oil Company	365
Beaulieu of America	360

Gainesville MSA Unemployment



Source: Georgia Department of Labor and
U.S. Bureau of Labor Statistics

In 2010, 18 new and expanded industries are adding 510 new jobs, retaining 460 existing jobs and generating **\$156 million in new capital investment**. Collectively, these businesses absorbed over **one million square feet of commercial real estate** with a range from 5,000 square feet to 476,000 square feet. Expanding companies include ZF, Yazaki, GMI, Elring Klinger and Kubota.

Source: Gainesville/Hall County Chamber of Commerce



Northeast GA Medical Center & Health System

- Northeast GA Medical Center and Health System serves **700,000 people in 13 counties** across Northeast Georgia through two campuses in Gainesville, GA.
- NGHS employs over 4,000 people at its two facilities in Gainesville.
- NGHS currently is constructing a **\$240 million expansion** of its Main Campus (picture below). Completion is slated for 2009.
- NGHS is constructing a **\$190 million North Tower** which will contain 32 ICU beds, 96 medical/surgical beds, a new chapel, and a new imaging center.
- The expansion includes a **\$50 million Women's and Children's Pavilion**, which will increase capacity from the current 4,000 births annually to the estimated need of 4,600 by 2010.
- NGHS is building a **new \$200 million** facility to serve the Braselton community. Riverplace is a 119-acre campus which will house a hospital and other medical/office buildings.



Frances Meadows Aquatics Center

- Frances Meadows Aquatics Center is a **\$16 million** aquatic and meeting facility located east of the Pacolet site.
- The center will contain a 10-lane competitive pool, 4-lane therapy pool, a 34,000 SF outdoor facility including zero-entry pool, and a 10,400 SF meeting facility.

Gainesville Middle School

- Adjacent to the Aquatic Center is the new Gainesville Middle School.
- This new **\$25 million** school was completed in 2009.



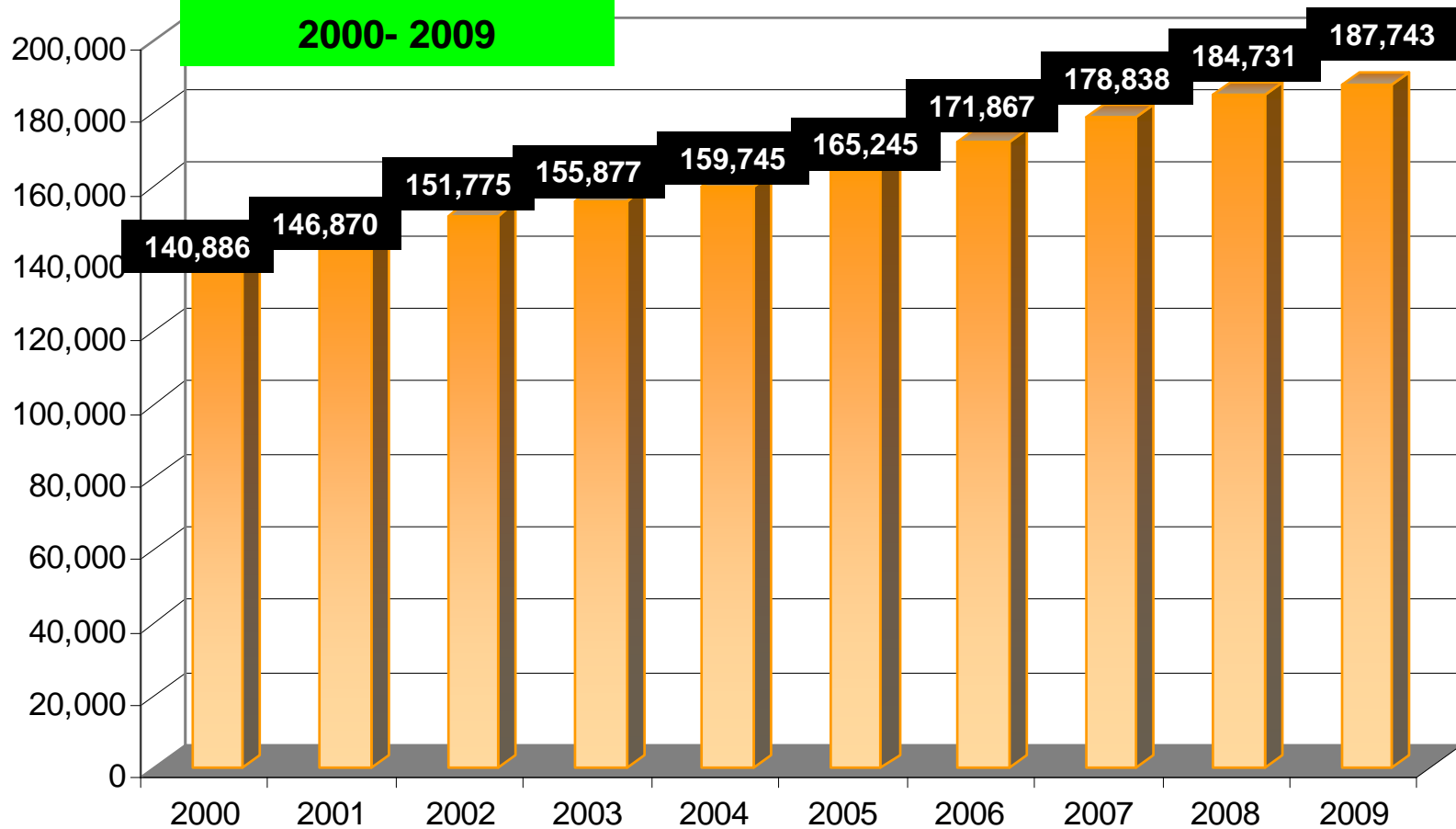
Source: Gainesville - Hall County Chamber of Commerce, Institute Study for Hall County Medical, Northeast Georgia Medical Center



Gainesville MSA Population 2000 - 2009

**#1 Fastest Growing
MSA in the GA
2000- 2009**

**33% Growth
2000 - 2008**



Source: United States Census Bureau



Distance from the Site to:

•Toccoa	39 miles
•Oakwood	10 miles
•Braselton	17 miles
•Dahlonega, Cleveland & Cornelia	22 miles
•Clarkesville	27 miles

Distance from Mall of GA (Buford, GA):

•Site	24 miles
•Oakwood	16 miles
•Braselton	15 miles



JESSE JEWELL PKWY NE AT LIMESTONE
PKWY
GAINESVILLE, GA 30501
Coord: 34.312027, -83.796679
Polygon - See Appendix for Points



0 miles 5.71 11.43



**90% of the trade area
lives within a 35 minute
drive**

Demographics – Polygon



Pop-Facts: Demographic Quick Facts 2012 Report

Polygon 1: , aggregate

Description	Polygon 1	%
Population		
2017 Projection	333,016	
2012 Estimate	310,837	
2000 Census	247,366	
1990 Census	181,801	
Growth 1990 - 2000	36.06%	
Households		
2017 Projection	118,721	
2012 Estimate	111,057	
2000 Census	89,340	
1990 Census	66,980	
Growth 1990 - 2000	33.38%	
2012 Est. Population by Single Classification Race		
	310,837	
White Alone	251,699	80.97
Black or African American Alone	16,539	5.32
American Indian and Alaska Native Alone	1,413	0.45
Asian Alone	4,347	1.40
Native Hawaiian and Other Pacific Islander Alone	286	0.09
Some Other Race Alone	30,141	9.70
Two or More Races	6,413	2.06
2012 Est. Population Hispanic or Latino		
	310,837	
Hispanic or Latino	56,465	18.17
Not Hispanic or Latino	254,372	81.83
2012 Tenure of Occupied Housing Units		
	111,057	
Owner Occupied	77,867	70.11
Renter Occupied	33,190	29.89
2012 Average Household Size		
	2.72	



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Pop-Facts: Demographic Quick Facts 2012 Report

Polygon 1: , aggregate

Description	Polygon 1	%
2012 Est. Households by Household Income	111,057	
Income Less than \$15,000	16,462	14.82
Income \$15,000 - \$24,999	13,759	12.39
Income \$25,000 - \$34,999	14,771	13.30
Income \$35,000 - \$49,999	19,659	17.70
Income \$50,000 - \$74,999	23,070	20.77
Income \$75,000 - \$99,999	10,861	9.78
Income \$100,000 - \$124,999	5,467	4.92
Income \$125,000 - \$149,999	2,581	2.32
Income \$150,000 - \$199,999	1,922	1.73
Income \$200,000 - \$499,999	2,107	1.90
Income \$500,000 and over	399	0.36
2012 Est. Average Household Income	\$55,820	
2012 Est. Median Household Income	\$43,040	
2012 Est. Per Capita Income	\$20,388	
2012 Median HH Inc by Single Race Class or Ethn		
White Alone	44,119	
Black or African American Alone	28,865	
American Indian and Alaska Native Alone	47,910	
Asian Alone	47,873	
Native Hawaiian and Other Pacific Islander Alone	70,096	
Some Other Race Alone	40,240	
Two or More Races	38,988	
Hispanic or Latino	38,910	
Not Hispanic or Latino	43,607	



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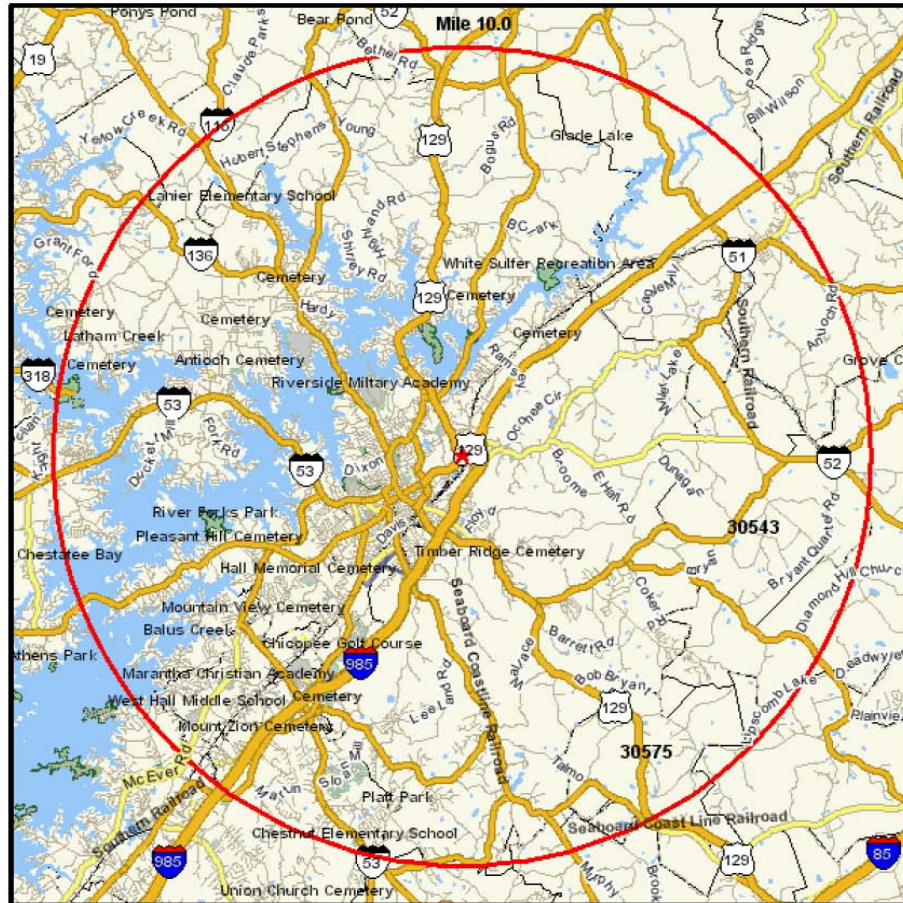
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Area Map



GAINESVILLE - 10 MILE RADIUS,

Coord: 34.312027, -83.796679
Radius - See Appendix for Details



0 miles 2.21 4.42



Demographics – Radius

nielsen

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Demographics – Radius



Pop-Facts: Demographic Quick Facts 2012 Report

Radius 1: GAINESVILLE - 10 MILE RADIUS, JESSE JEWELL PKWY NE AT LIMESTONE PKWY, GAINESVILLE, aggreg

Description	0.00 - 10.00 miles Radius 1	%
Population		
2017 Projection	149,993	
2012 Estimate	140,306	
2000 Census	112,185	
1990 Census	79,844	
Growth 1990 - 2000	40.51%	
Households		
2017 Projection	49,330	
2012 Estimate	46,270	
2000 Census	37,649	
1990 Census	29,063	
Growth 1990 - 2000	29.54%	
2012 Est. Population by Single Classification Race	140,306	
White Alone	96,345	68.67
Black or African American Alone	11,644	8.30
American Indian and Alaska Native Alone	684	0.49
Asian Alone	2,578	1.84
Native Hawaiian and Other Pacific Islander Alone	160	0.11
Some Other Race Alone	25,339	18.06
Two or More Races	3,556	2.53
2012 Est. Population Hispanic or Latino	140,306	
Hispanic or Latino	45,938	32.74
Not Hispanic or Latino	94,368	67.26
2012 Tenure of Occupied Housing Units	46,270	
Owner Occupied	29,503	63.76
Renter Occupied	16,767	36.24
2012 Average Household Size	2.97	



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Pop-Facts: Demographic Quick Facts 2012 Report

Radius 1: GAINESVILLE - 10 MILE RADIUS, JESSE JEWELL PKWY NE AT LIMESTONE PKWY, GAINESVILLE, aggreg

Description	0.00 - 10.00 miles Radius 1	%
2012 Est. Households by Household Income	46,270	
Income Less than \$15,000	6,055	13.09
Income \$15,000 - \$24,999	5,059	10.93
Income \$25,000 - \$34,999	5,465	11.81
Income \$35,000 - \$49,999	8,214	17.75
Income \$50,000 - \$74,999	9,836	21.26
Income \$75,000 - \$99,999	5,221	11.28
Income \$100,000 - \$124,999	2,809	6.07
Income \$125,000 - \$149,999	1,293	2.79
Income \$150,000 - \$199,999	897	1.94
Income \$200,000 - \$499,999	1,188	2.57
Income \$500,000 and over	234	0.51
2012 Est. Average Household Income	\$61,663	
2012 Est. Median Household Income	\$46,972	
2012 Est. Per Capita Income	\$20,924	
2012 Median HH Inc by Single Race Class or Ethn		
White Alone	50,123	
Black or African American Alone	31,030	
American Indian and Alaska Native Alone	43,704	
Asian Alone	49,346	
Native Hawaiian and Other Pacific Islander Alone	66,518	
Some Other Race Alone	42,174	
Two or More Races	40,380	
Hispanic or Latino	40,683	
Not Hispanic or Latino	48,956	



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