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Transportation  
Summary

Housing  
Summary

Demographics

A joint venture of  
**CAROLINA HOLDINGS, INC. & CROSLAND, INC.**



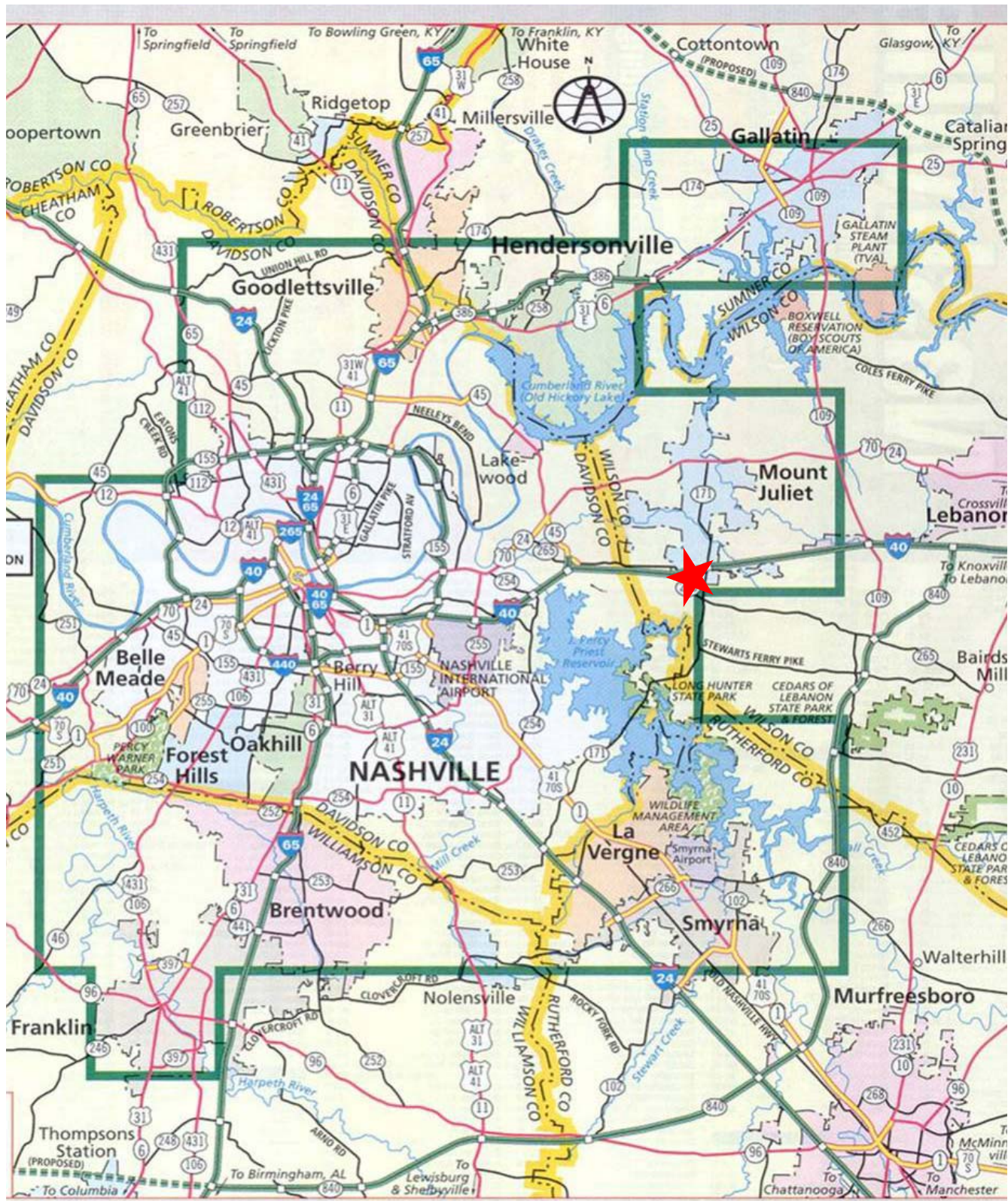
Leasing Information: Crosland, Inc.  
227 West Trade Street, Suite 800 ♦ Charlotte, NC 28202  
704.561.5222 ♦ Charles Thrift ♦ [cthrift@crosland.com](mailto:cthrift@crosland.com)

# East Nashville/Mt. Juliet Providence MarketPlace





# Nashville Metropolitan Area



## Other Crosland Projects



**Birkdale Village**  
Charlotte, NC



**Birkdale Village**  
Charlotte, NC



**Stonecrest**  
Charlotte, NC



**Sycamore Commons**  
Charlotte, NC

**Location:** 14 miles east of Nashville in the southeast quadrant of I-40 and Mt. Juliet Rd

**Area:** Mt. Juliet, Wilson County, Tennessee

**Size:** 103+/- acres

### 2010 Traffic Counts:

I-40 East of Mt. Juliet Rd	69,385
I-40 West of Mt. Juliet Rd	80,870
Mt. Juliet Rd North of I-40	29,665
Mt. Juliet Rd South of I-40	16,572

*Source: TN Dept. of Transportation*

### 2011 Primary Trade Area Summary:

Population	243,736
Avg HH Income	\$65,947
Growth 1990-2000	33%

*Source: Claritas, Inc.*

### 2011 Demographics (10-mile radius):

Population	211,058
Avg HH Income	\$69,606
Growth 1990-2000	34%

*Source: Claritas, Inc.*

## Demographic Summary





## Other CHI Projects



**Oakwood Square  
Greensboro, NC**



**Jackson Plaza  
Cookeville, TN**



**Barnes & Noble  
Greenville, SC**



**Wendover Square  
High Point, NC**

According to the 2000 census data, Mt. Juliet is the fastest growing city in the state of Tennessee. In a Special Census completed in 2006, statistics indicated Mt. Juliet's population had soared to 20,423 residents, up from 15,610 in 2003. The residents of Mt. Juliet have the second highest median family income in the state. The City of Mt. Juliet does not have a property tax, which further encourages growth within and the enlargement of the City's boundaries.

The eastern side of Nashville, Davidson County, as well as Wilson and Smith Counties are either under-served or not served by big box/category-dominant retailers, department stores, and restaurants. Because of the excellent road system, close proximity to the capitol and the Nashville International Airport, accessibility of recreational facilities and lakes, and convenience to manufacturing and medical facilities, the Mt. Juliet area has one of the highest growth rates. Eastgate Business Park is located between Mt. Juliet and Lebanon and is a major employment center for the region, employing nearly 5,000 people. It is home to many corporations such as Dell Computers, Nashville Auto Auction, Menlo, Falken Tire, Permobil, National Fulfillment, VLPS, and O'Neal Steel. Other major businesses in Wilson County include Bridgestone/Firestone, Genesco, Toshiba, Bax Global Logistics, Sydcor, APL Logistics, Eagle Global Logistics, and ALDI, along with headquarter locations for Cracker Barrel and Hartmann Luggage.

The area is suburban by nature with high family incomes and predominantly single-family housing with an average household size of 2.5 people. The average age in a 10 mile radius is 36.8 years. To the east and south of center are *The Villages of Mt. Juliet*, an existing single-family and multi-family neighborhood, and *Providence*, a mixed-use development which will include 3,200 residential units comprised of mostly single-family subdivisions and 760 multi-family units. Construction on Providence's Phase I infrastructure, containing eight new subdivisions, began in 2004 with new housing constructed in 2005 and 2006.

Providence MarketPlace is the 103-acre retail component of the 1,000 acre Providence community. The site comprises 830,000 square feet of retail space, including Regal's Providence Cinemas, Target, Belk, JCPenney, Kroger, Best Buy, PETsMART, Home Goods, TJ Maxx, Ross, Old Navy, Dick's Sporting Goods, JoAnn Fabrics, Books-A-Million, and Staples. Outparcels are also available. Strategically located at I-40 and Mt. Juliet Road (Highway 171), the site offers excellent access and visibility to I-40 (69,385 ADT). Mt. Juliet Road was widened to 5 lanes for almost six miles (from US 70 to just south of the site) and improvements were made to the I-40 interchange. Signalization for the development includes signals on Mt. Juliet Road and two signals at the Belinda Parkway entrance to the Shopping Center. A slip ramp was constructed from I-40 eastbound directly to the Shopping Center between the two Belinda entrances.

## Summary



# Providence MarketPlace Aerial

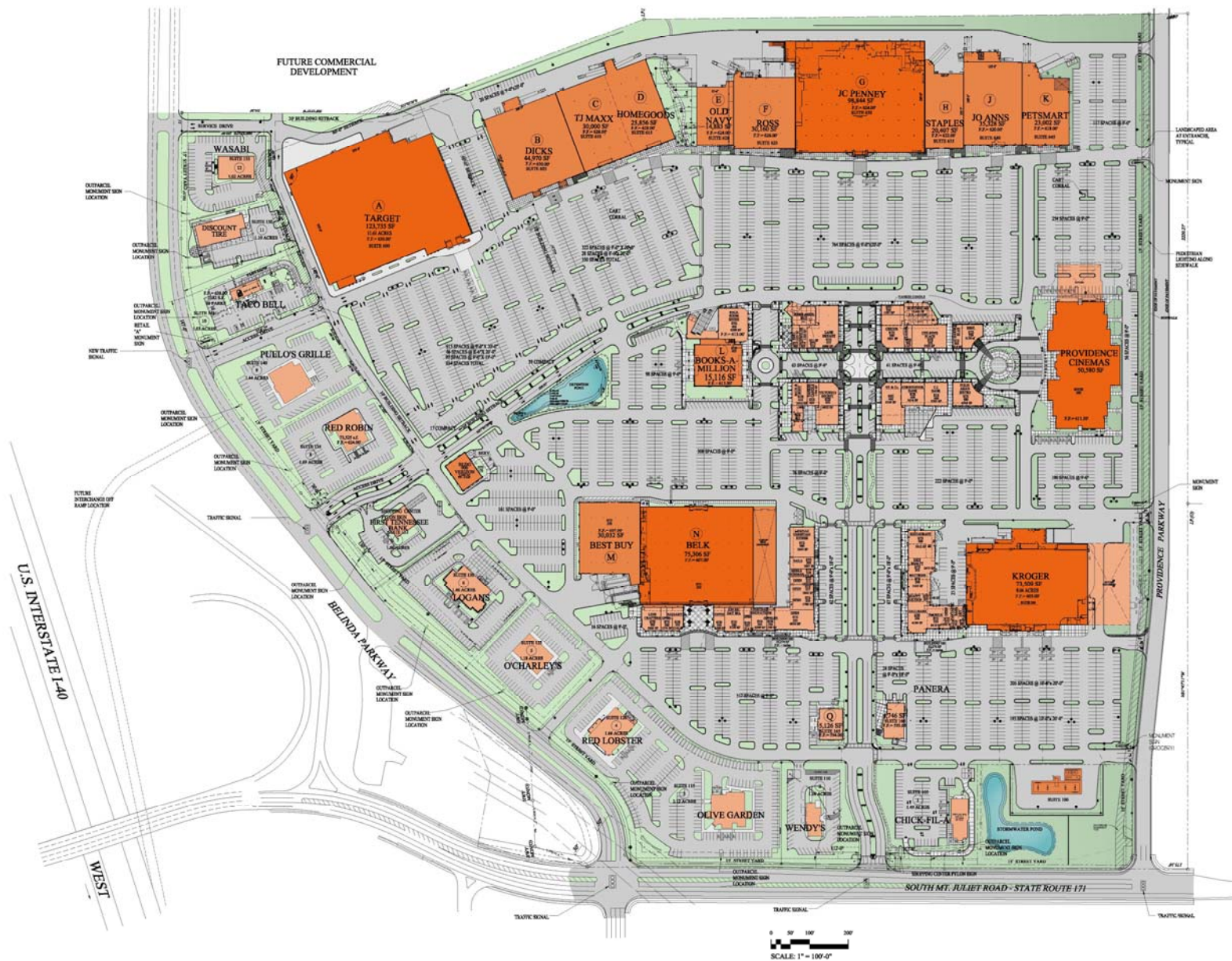




# Providence MarketPlace Site Plan



TN, Mt. Juliet



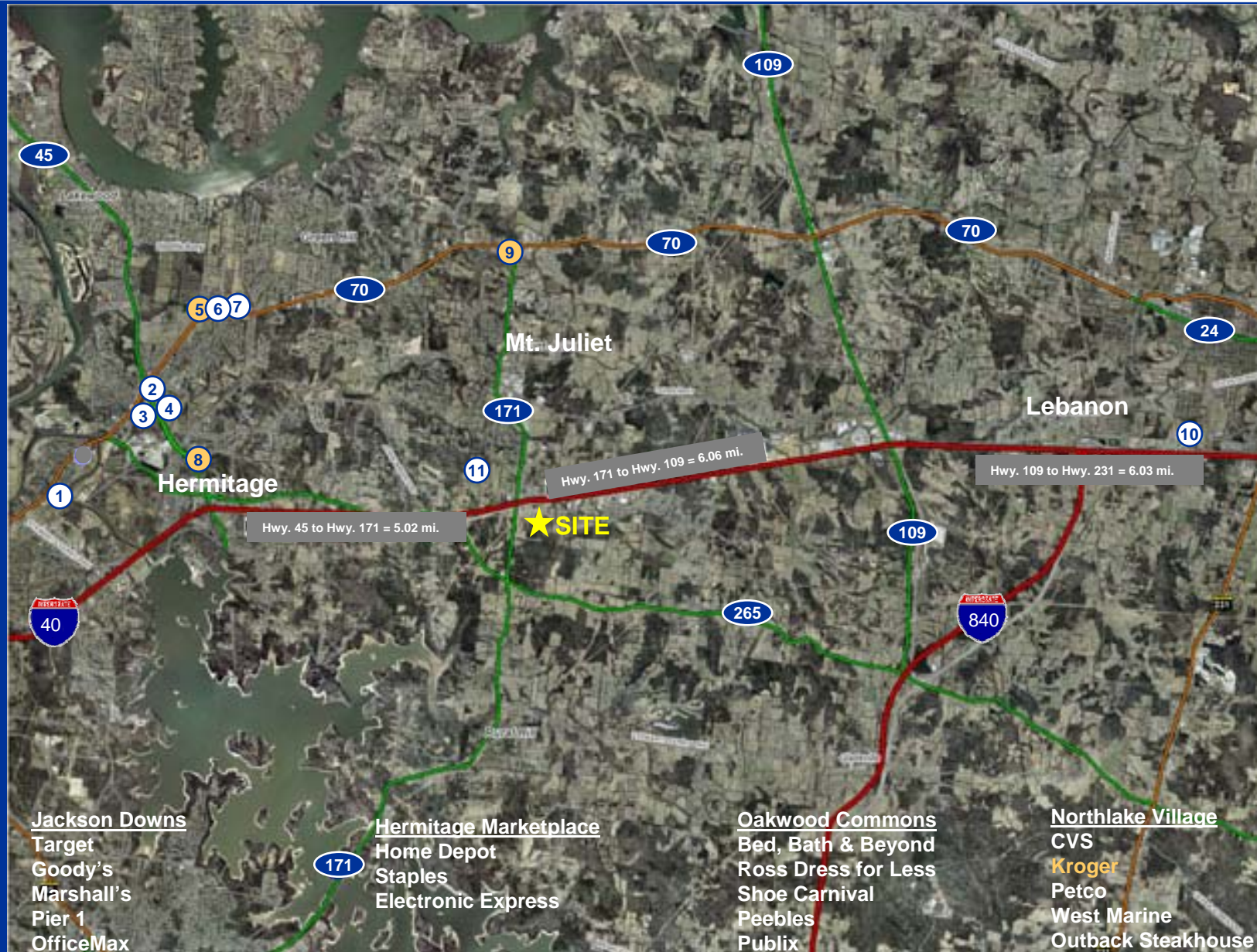


# Providence MarketPlace Photos





# Retail/Competition Proximity



① Jackson Downs

② Hobby Lobby, Big Lots

③ Lowe's

④ Hermitage Marketplace

⑤ Kroger, Freestanding CVS

⑥ Wal-Mart Supercenter

⑦ Oakwood Commons

⑧ Northlake Village

⑨ Kroger

⑩ Home Depot

⑪ Proposed Wal-Mart Supercenter, Lowe's





Aerial photo: June 2007

Providence MarketPlace



## Overhead Aerial View

- |               |               |                                 |
|---------------|---------------|---------------------------------|
| 1 – Target    | 6 – Ross      | 11 – Regal's Providence Cinemas |
| 2 – Dick's    | 7 – JCPenney  | 12 – Books-A-Million            |
| 3 – TJ Maxx   | 8 – Staples   | 13 – Best Buy                   |
| 4 – HomeGoods | 9 – JoAnn     | 14 – Belk                       |
| 5 – Old Navy  | 10 – PetSmart | 15 – Kroger                     |





Aerial photo: June 2007



## Aerial View to North





Aerial photo: June 2007



## Aerial View to South



Aerial photo: June 2007



## Aerial View to East





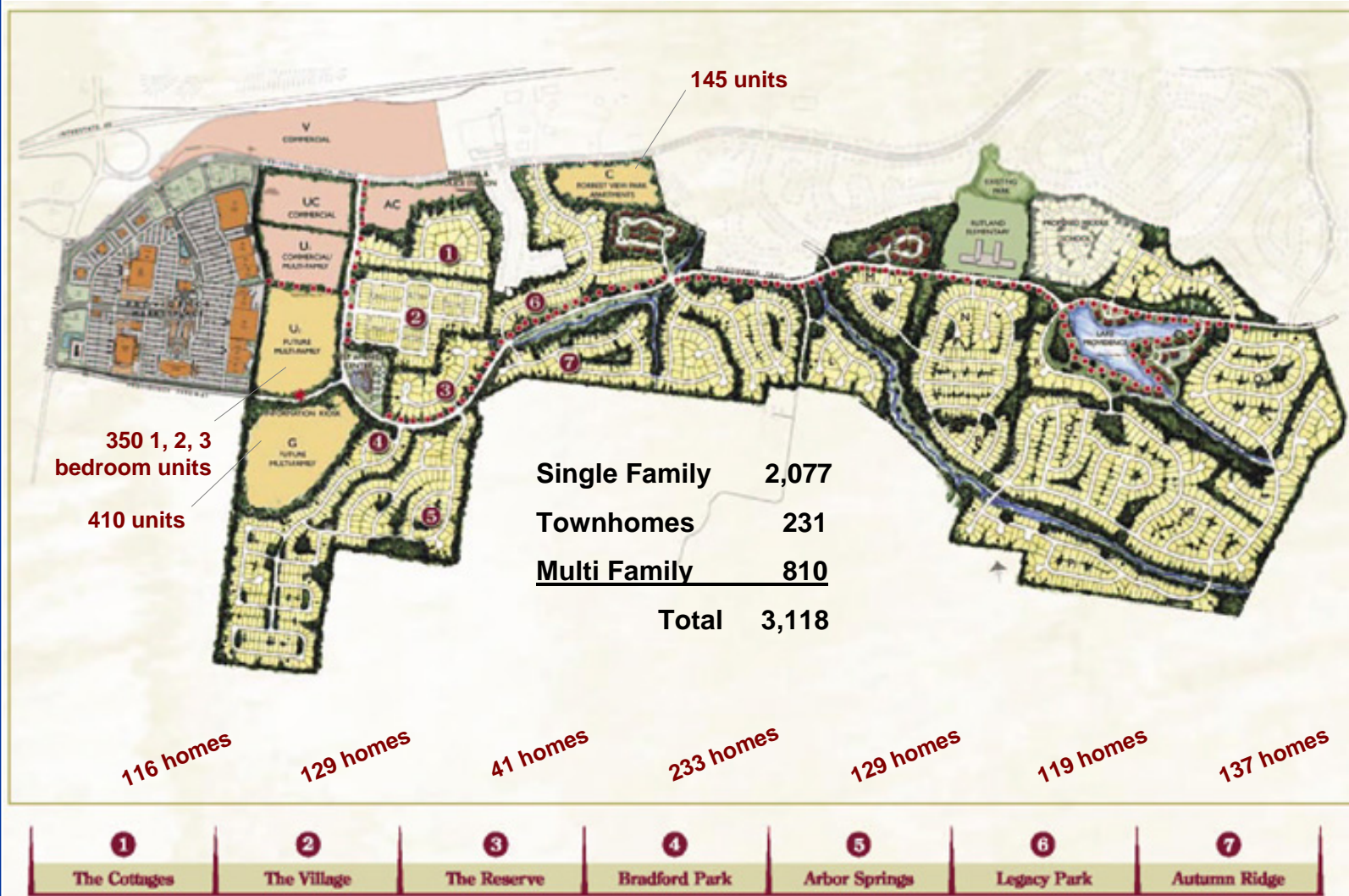
Aerial photo: June 2007



Aerial View to West



# Phase I



**1,000 Acre Multi-Use Development**





# The Neighborhoods of Providence



## THE NEIGHBORHOODS OF PROVIDENCE

### 1 THE COTTAGES

**ROCHFORD COMPANY – 615.383.1141**

*The Rochford Company is a local company based in Nashville. An active senior community, The Cottages offer low maintenance homes with the latest energy saving equipment on single story, level lots. The price range of these homes is \$150 to \$170.*

### 2 THE VILLAGE

**PARKSIDE HOMES – 615.771.0925**

*The Village at Providence offers open and diverse floor plans with a range of personalized options that allow for individual, creative expression. Drawing on lessons from the past, The Village assembles time-honored architecture, wide front porches, private courtyards, yard maintenance and parks. A special sense of entry is created with gated access. Homes are offered from 1,600 to 3,200 square feet with prices from the \$170s to \$300s.*

### 3 THE RESERVE

**EASTLAND CONSTRUCTION – 615.754.2128**

*Eastland Construction is one of three custom builders featured in The Reserve at Providence. These homes provide exceptional construction quality and strive to maintain an impeccable reputation for customer satisfaction before, during and after the sale. Custom plans starting in the \$280's from 2,800 square feet.*

**HOMES BY DESIGN – 615.207.2655**

*With the experience of 4 generations behind them, Homes By Design offers personalized homes tailored to fit your family's lifestyle. Features typically included in their homes are hardwood floors, gourmet kitchens with granite countertops, spacious master baths and much more. Homes sizes range from 2800 to 3600 square feet and are priced from \$269,000 to \$345,000.*

**NORWOOD HOMES – 615.255.6263**

*As an independent, custom homebuilder Norwood Homes offers consumers a unique and quality product ranging from the \$260s to the \$320s. Understanding that today's family has many different needs, Norwood Homes is able to customize your home with a simple option change or an entire redesign. The goal of Norwood Homes is to offer quality products to meet any homebuyer's request.*

### 4 BRADFORD PARK

**BEAZER HOMES – 615.846.HOME (4663)**

*Bradford Park features Beazer's Vintage Series homes starting in the \$130s. Each home has a charming, nostalgic look and thoroughly modern conveniences. Homes range from 1,377 to 1,833 square feet. Beazer Homes is a national homebuilder with over 50 years of experience producing quality homes in Middle Tennessee.*

### 5 ARBOR SPRINGS

**DREES HOMES – 615.376.9498**

*At Arbor Springs, you'll find exquisite attention to detail, styling and quality that has been the cornerstone of Drees Homes for more than 75 years. With plans ranging from 1,900 to 2,600 square feet, Drees offers distinct architectural appointments such as interior columns, unique niches and an abundance of windows for plenty of natural light. And Drees' one-stop Design Center allows you to conveniently create a home that's uniquely yours. Discover Drees Homes at Arbor Springs; prices start from the \$180s.*

### 6 LEGACY PARK

**CRAIG COMPANY – 615.771.9949**

*The Craig Company is one of Nashville's fastest growing privately held homebuilders. Utilizing a "more space, more style" approach to home building, The Craig Company provides the optimum balance between innovative open floor plan design and classic exterior styling. Legacy Park offers single-family detached homes in the 1,600 to 2,200 square foot range. These homes are predominantly two car garage style homes with a traditional design. Their prices begin in the \$150s and reach into the \$200s.*

### 7 AUTUMN RIDGE

**THE JONES COMPANY – 615.771.8806**

*The neighborhood of Autumn Ridge features homes built with the active family in mind. Starting in the \$190s these 2,600 to 3,200 square foot homes provide growing families with spacious homes at a terrific price. Characterized by large bedrooms, walk-in closets and standard bonus rooms, The Jones Company's mission is to allow families to "Live Larger for Less."*



## Lake Providence Begins to Take Shape

By Laurie Everett, Managing Editor, Mt. Juliet News

A new community in Mt. Juliet was established Thursday as developers broke ground for Del Webb's Lake Providence located on 344 acres adjoining the Providence residential development.

The ceremony took place near the edge of the future community's signature lake with area dignitaries, political figures and business owners gathered in a white tent to celebrate.

Lake Providence is greater Nashville's first resort lifestyle "55 and better" community and will bring 1,000-plus homes to the Providence master planned community in South Mt. Juliet. Pulte Homes with its Del Webb brand is the nation's largest building of active adult communities.

"Del Webb pioneered the active adult concept with its Sun City communities in Arizona," Pulte Homes of Tennessee President Chris Ryan said. "These new Del Webb communities offer the same resort-style lifestyle at a value filled priced in a smaller setting."

Dubbed a baby boomer's paradise, Lake Providence will have 115 acres of lake and green space along with a recreation-filled lifestyle in a gated community.

"Our research shows that there are plenty of folks in Middle Tennessee who fit our buyer profile and many have already expressed an interest in living the Del Webb recreation-filled lifestyle," Ryan said. "They don't want to move so far from their family, friends and church."

Center stage in the community will be a 21,000 square-foot community center overlooking a 15-acre lake. The center will sport indoor and outdoor pools, fitness and wellness centers, aerobic studio, locker room, meeting spaces and craft rooms. A library and computer center, plus game and billiard rooms will also be inside. Tennis courts and miles of walking trails are also planned.

"I call it a facilitated lifestyle," Ryan told *The Lebanon Democrat*. "We should see our first residents around April 2007."

Ryan explained the location was a perfect marriage with the adjoining Providence development with its easy access to all kinds of shopping.

"We celebrate the opening of this community," he said. "We are super excited to be here."

Ryan said about 70 percent of future residents will be local and 30 percent from "all over the country."

Mt. Juliet Linda Elam spoke about the six-year journey to this day, "discussing, arguing and finally kissing and making up" with Providence officials and planners.

"Now this is a great development," she said.

A special guest speaker at the groundbreaking was the governor's office Director of Homeland Security David Mitchell, who spoke about how Mt. Juliet was prospering and growing.

"Del Webb people are visionaries," he said. "They will have people lined up to buy lots here."

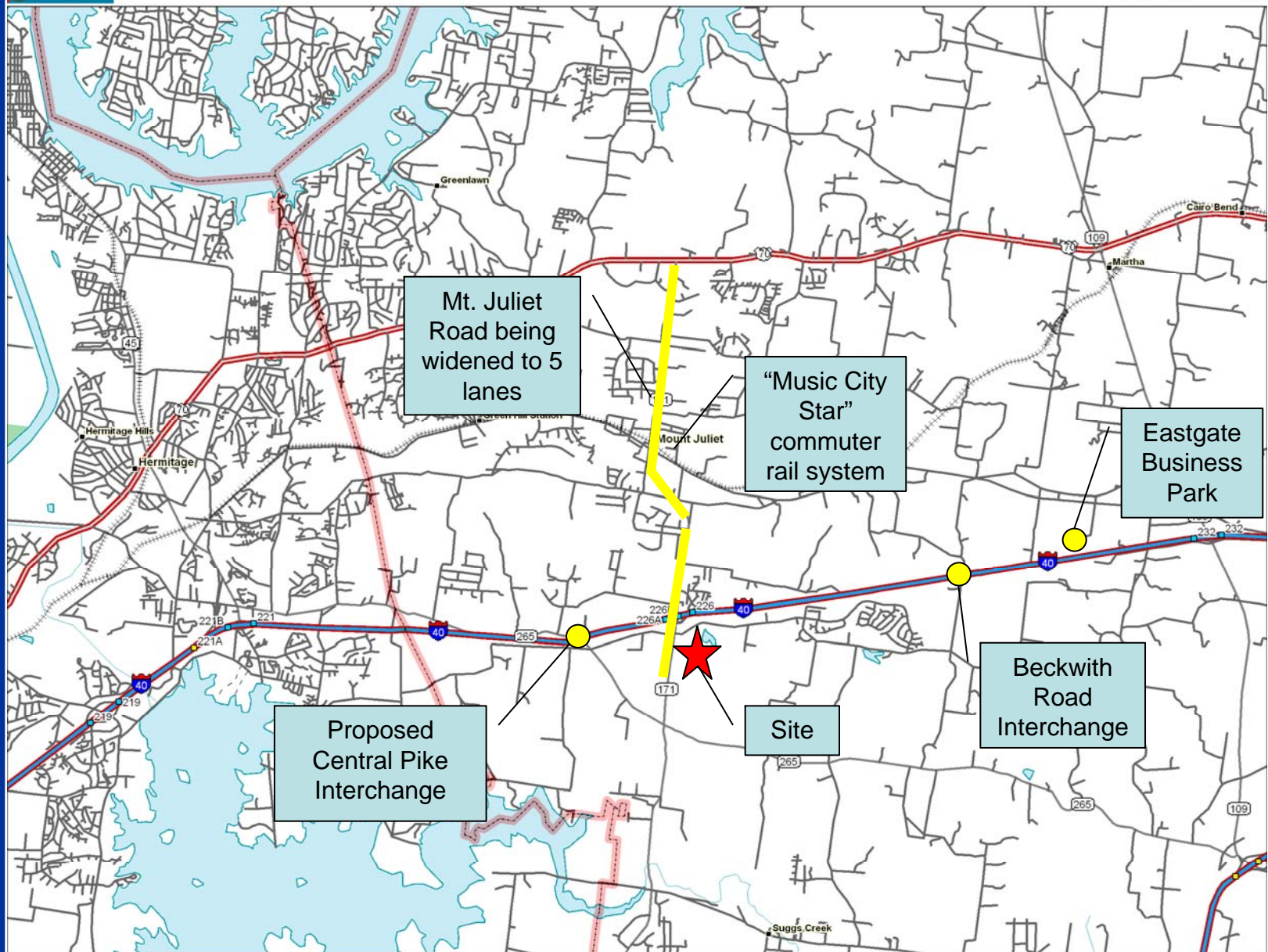
Also on hand were several city commissioners including Ed Hagerty, who saw the project through to approval as a member of the planning commission. CPS Land LLC – the Providence developer – Executive Vice President Dudley Smith noted the day was special.

"It feels exactly like it was meant to be," he said. "Today is an exciting milestone, and it's been a long journey. In 12 months, this place will look completely different. It plays into the master plan of Providence."

A couple with a keen interest in the ground breaking could not contain their excitement. Tom and Linda Holloman said they want to be the first ones to build at Lake Providence.

"We hope to be the first buyers," Linda Holloman said. "We've waited for this and are so excited. My husband wants to fish on the lake with his grandson."





# Road Improvements





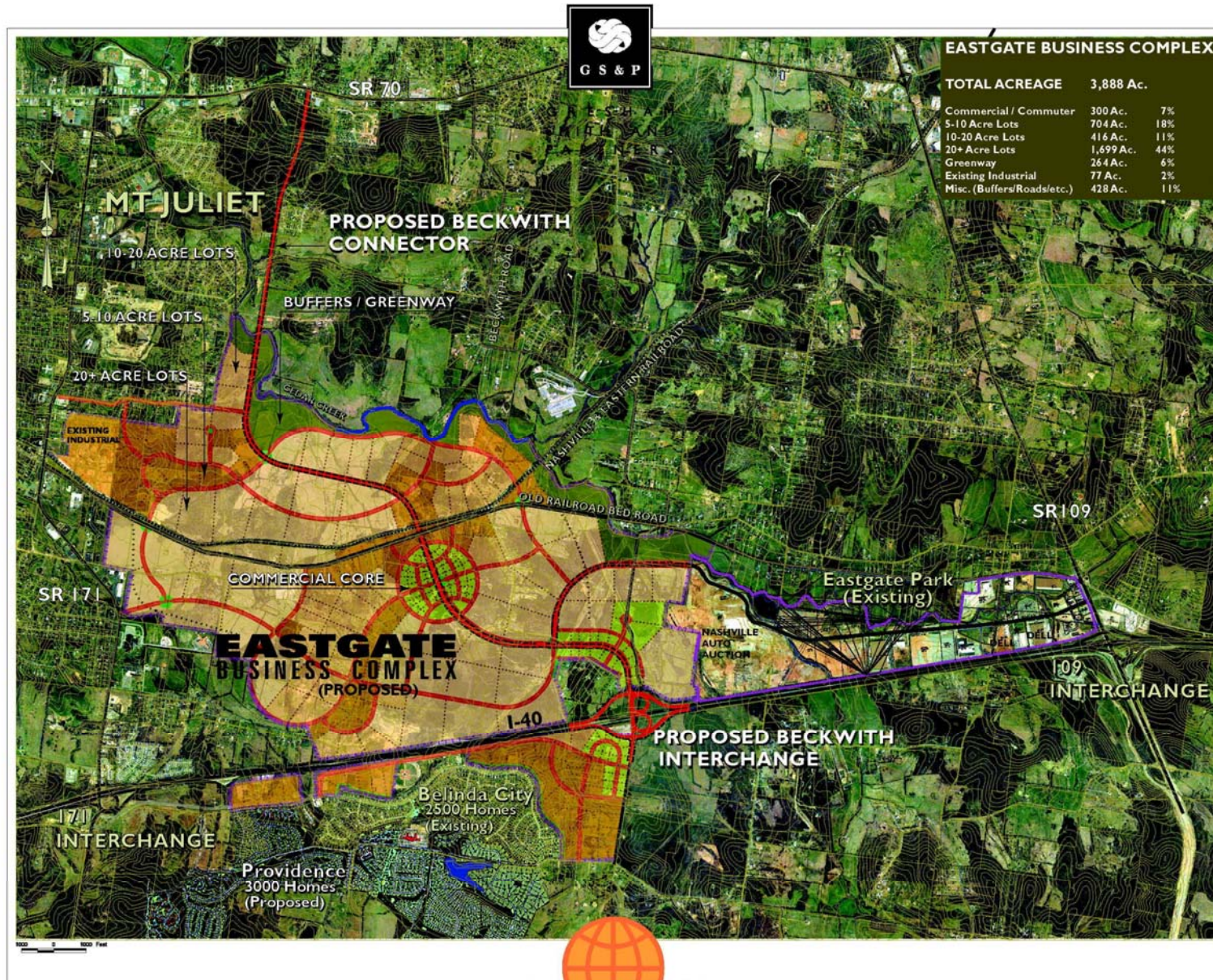
# Improvements to Mt. Juliet Road



Interstate 40 / Mt. Juliet Interchange Modification  
1" = 100'





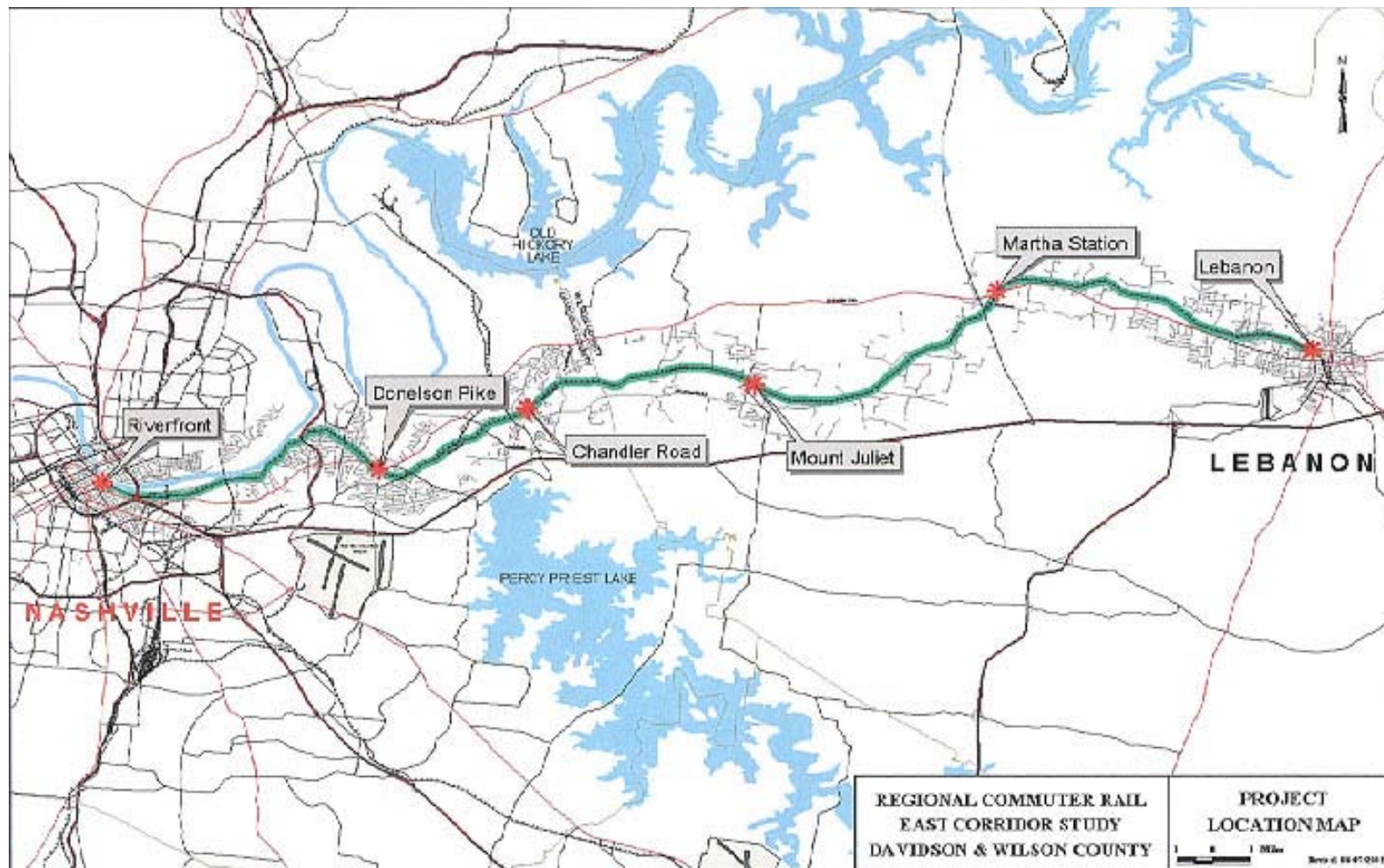


## Road Improvements (Beckwith Interchange/Connector)





# Commuter Rail System



The “Music City Star” Commuter Rail System adds another transportation corridor to this region. It is now complete and operational. It is the first light rail project in Tennessee linking downtown Nashville with outlying suburban development and communities to the east of Nashville.



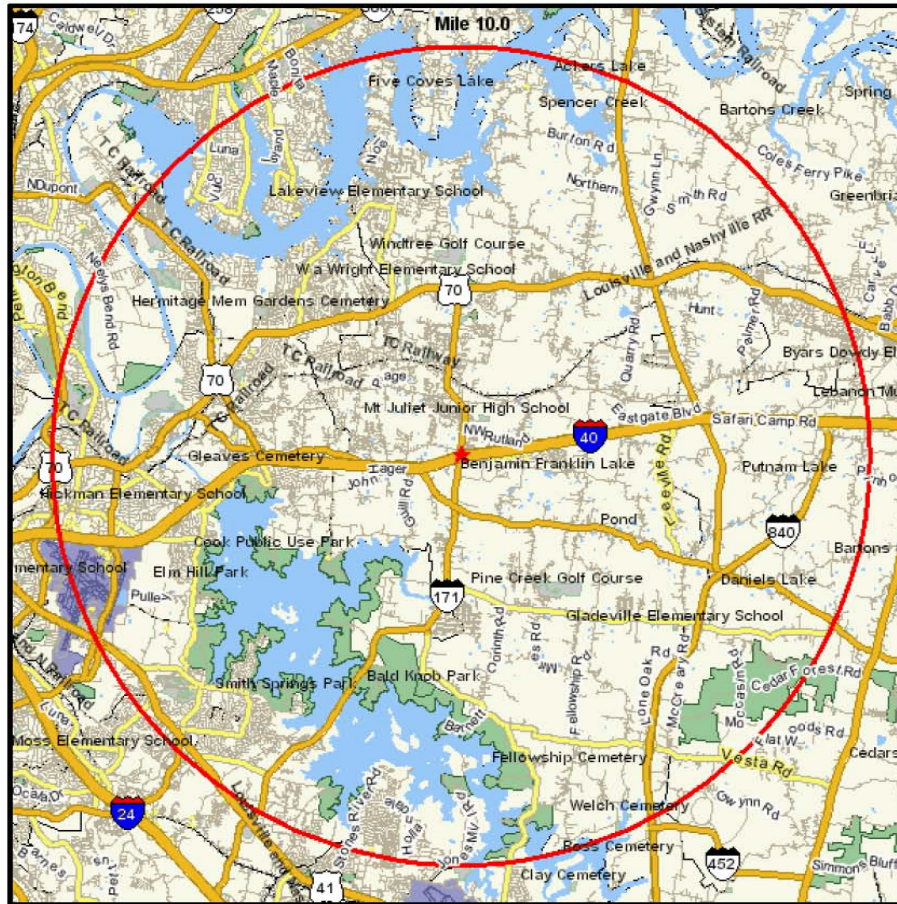


## Area Map

Prepared For:

Order #: 969916924

Site: 01



PROVIDENCE MARKETPLACE 10 MILE,

Coord: 36.171408, -86.512948

Radius - See Appendix for Details



0 miles 2.21 4.42



nielsen

Prepared on: May 3, 2011

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# Demographics – Radius Map



TN, Mt. Juliet

# Demographics – 5-7-10 Radius



TN, Mt. Juliet

## Pop-Facts: Demographic Quick Facts 2011 Report

**Radius 1: PROVIDENCE MARKETPLACE 10 MILE, N MOUNT JULIET RD AT 140, MOUNT JULIET, TN 3712, aggregat**

Description	0.00 - 10.00 miles Radius 1	%
<b>Population</b>		
2016 Projection	229,210	
2011 Estimate	211,058	
2000 Census	166,467	
1990 Census	129,285	
Growth 1990 - 2000	28.76%	
<b>Households</b>		
2016 Projection	91,418	
2011 Estimate	84,202	
2000 Census	65,591	
1990 Census	48,835	
Growth 1990 - 2000	34.31%	
<b>2011 Est. Population by Single Classification Race</b>		
White Alone	168,523	79.85
Black or African American Alone	29,132	13.80
American Indian and Alaska Native Alone	878	0.42
Asian Alone	3,804	1.80
Native Hawaiian and Other Pacific Islander Alone	138	0.07
Some Other Race Alone	4,655	2.21
Two or More Races	3,928	1.86
<b>2011 Est. Population Hispanic or Latino</b>		
Hispanic or Latino	10,851	5.14
Not Hispanic or Latino	200,206	94.86
<b>2011 Tenure of Occupied Housing Units</b>		
Owner Occupied	63,890	75.88
Renter Occupied	20,313	24.12
<b>2011 Average Household Size</b>		
	2.49	



Prepared On: Tues May 03, 2011 Page 1 Of 3

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Prepared For:

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# Demographics – 5-7-10 Radius



TN, Mt. Juliet

## Pop-Facts: Demographic Quick Facts 2011 Report

Radius 1: PROVIDENCE MARKETPLACE 10 MILE, N MOUNT JULIET RD AT I 40, MOUNT JULIET, TN 3712, aggregat

Description	0.00 - 10.00 miles Radius 1	%
<b>2011 Est. Households by Household Income</b>	84,202	
Income Less than \$15,000	5,383	6.39
Income \$15,000 - \$24,999	6,457	7.67
Income \$25,000 - \$34,999	8,899	10.57
Income \$35,000 - \$49,999	14,271	16.95
Income \$50,000 - \$74,999	20,977	24.91
Income \$75,000 - \$99,999	12,896	15.32
Income \$100,000 - \$124,999	7,364	8.75
Income \$125,000 - \$149,999	3,619	4.30
Income \$150,000 - \$199,999	2,383	2.83
Income \$200,000 - \$499,999	1,723	2.05
Income \$500,000 and over	231	0.27
<b>2011 Est. Average Household Income</b>	\$69,606	
<b>2011 Est. Median Household Income</b>	\$58,452	
<b>2011 Est. Per Capita Income</b>	\$27,866	
<b>2011 Median HH Inc by Single Race Class or Ethn</b>		
White Alone	59,908	
Black or African American Alone	50,932	
American Indian and Alaska Native Alone	52,310	
Asian Alone	62,279	
Native Hawaiian and Other Pacific Islander Alone	43,438	
Some Other Race Alone	44,873	
Two or More Races	51,832	
Hispanic or Latino	50,451	
Not Hispanic or Latino	58,805	



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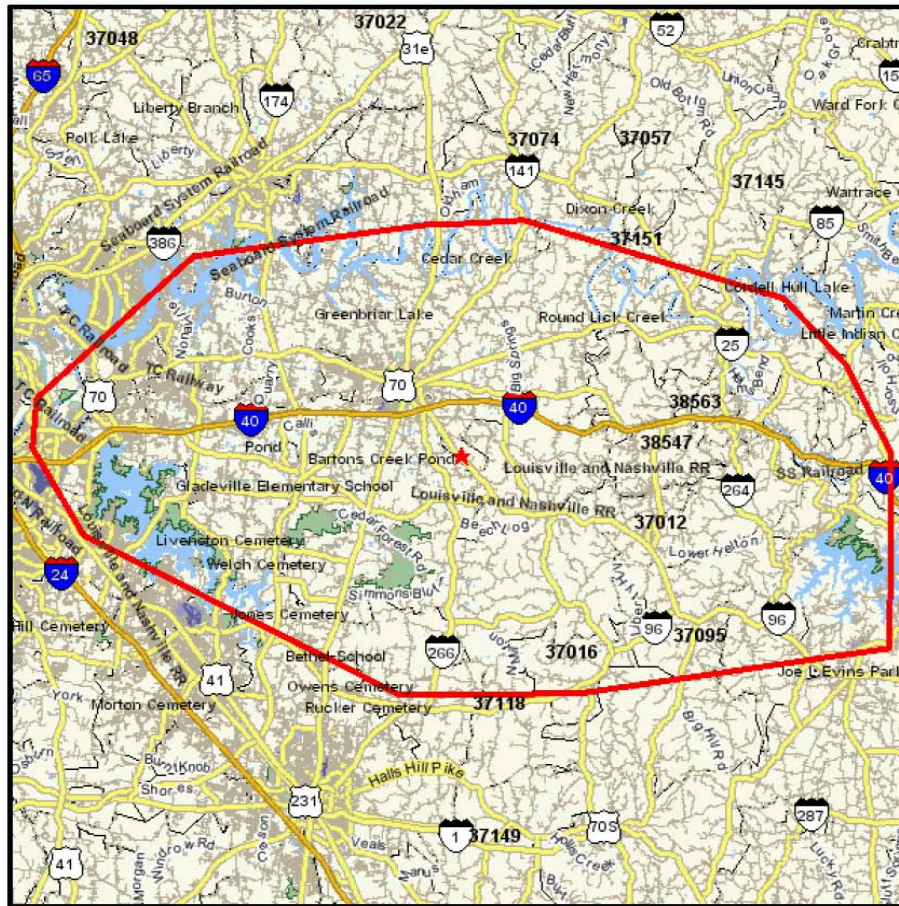
Prepared For:

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## Area Map

Prepared For:

Order #: 969916932  
Site: 01



PROVIDENCE MARKETPLACE  
POLYGON,

Coord: 36.145252, -86.232084  
Polygon - See Appendix for Points



0 miles 5.39 10.78



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# Demographics – Polygon Map



TN, Mt. Juliet



# Demographics – Polygon



TN, Mt. Juliet

## Pop-Facts: Demographic Quick Facts 2011 Report

Polygon 1: PROVIDENCE MARKETPLACE POLYGON, 36.145252/-86.232084, aggregate

Description	Polygon 1	%
<b>Population</b>		
2016 Projection	264,074	
2011 Estimate	243,736	
2000 Census	195,334	
1990 Census	152,818	
Growth 1990 - 2000	27.82%	
<b>Households</b>		
2016 Projection	105,401	
2011 Estimate	97,023	
2000 Census	76,495	
1990 Census	57,618	
Growth 1990 - 2000	32.76%	
<b>2011 Est. Population by Single Classification Race</b>		
	243,736	
White Alone	202,479	83.07
Black or African American Alone	28,199	11.57
American Indian and Alaska Native Alone	984	0.40
Asian Alone	3,175	1.30
Native Hawaiian and Other Pacific Islander Alone	112	0.05
Some Other Race Alone	4,599	1.89
Two or More Races	4,187	1.72
<b>2011 Est. Population Hispanic or Latino</b>		
	243,736	
Hispanic or Latino	10,689	4.39
Not Hispanic or Latino	233,046	95.61
<b>2011 Tenure of Occupied Housing Units</b>		
	97,023	
Owner Occupied	72,597	74.82
Renter Occupied	24,426	25.18
<b>2011 Average Household Size</b>		
	2.48	



Prepared On: Tues May 03, 2011 Page 1 Of 3

Prepared By:

Nielsen.Solution.Center.1.800.866.6511

Prepared For:

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# Demographics – Polygon

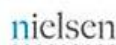


TN, Mt. Juliet

## Pop-Facts: Demographic Quick Facts 2011 Report

Polygon 1: PROVIDENCE MARKETPLACE POLYGON, 36.145252/-86.232084, aggregate

Description	Polygon 1	%
<b>2011 Est. Households by Household Income</b>	97,023	
Income Less than \$15,000	8,506	8.77
Income \$15,000 - \$24,999	8,422	8.68
Income \$25,000 - \$34,999	10,508	10.83
Income \$35,000 - \$49,999	16,352	16.85
Income \$50,000 - \$74,999	23,177	23.89
Income \$75,000 - \$99,999	14,016	14.45
Income \$100,000 - \$124,999	7,771	8.01
Income \$125,000 - \$149,999	3,795	3.91
Income \$150,000 - \$199,999	2,455	2.53
Income \$200,000 - \$499,999	1,767	1.82
Income \$500,000 and over	253	0.26
<b>2011 Est. Average Household Income</b>	\$65,947	
<b>2011 Est. Median Household Income</b>	\$55,095	
<b>2011 Est. Per Capita Income</b>	\$26,403	
<b>2011 Median HH Inc by Single Race Class or Ethn</b>		
White Alone	56,807	
Black or African American Alone	44,517	
American Indian and Alaska Native Alone	53,421	
Asian Alone	61,797	
Native Hawaiian and Other Pacific Islander Alone	32,727	
Some Other Race Alone	40,265	
Two or More Races	48,125	
Hispanic or Latino	46,832	
Not Hispanic or Latino	55,405	



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