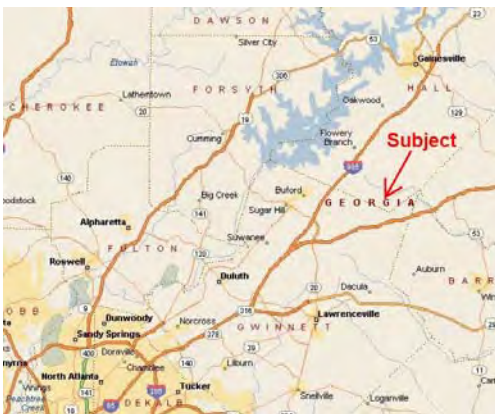


## 9 Publix Outparcels

Plus 11 Acres of Excess Land

Friendship Springs Village in Braselton, Georgia



- City of Braselton / Southeast Hall County
- Intersection of Friendship Road (SR 347) and Spout Springs Road (traffic light)
- All Parcels Zoned General Commercial
- Close Proximity to Buford, Flowery Branch and Braselton (Chateau Elan area)
- Anchored by Publix Grocery Store
- High Income / High Population Area
- Chase Bank is Now Open
- SunTrust Bank is Coming Soon
- All Utilities Available

### Location:

Friendship Springs Village is a grocery-anchored development located in Braselton, Georgia at the intersection of Spout Springs Road and Friendship Road, SR 347. The subject properties are situated in the southeast part of Hall County, Georgia, about .5 miles from the Gwinnett County line. For sale are 9 outparcels and 11 acres of land surrounding a new Publix grocery store. An existing Kroger shopping center sits directly across SR 347 with no retail pads available. Both Friendship Road and Spout Springs Road stretch between I-85 and I-985 and are scheduled to be widened to four lanes in the next few years.

### Zoning:

The property is zoned General Commercial in the City of Braselton, Georgia.

### Utilities:

Water, sewer, electricity and natural gas are available on site.

### Pricing:

See Site Plan on Page #16

**Stephen W. Storms**

(770) 614-8686 Office

(770) 653-8383 Cell

(678) 835-9016 Fax

sstorms@kwcommercial.com



**Josh W. Storms**

Office (770) 614-8685

Cell (678) 314-3434

Fax (678) 835-9016

jstorms@kwcommercial.com

# EXECUTIVE SUMMARY

## 9 OUTPARCELS AND 11 ACRES

**LOCATION:** The parcels and acreage are located in the Town of Braselton, at the northwest quadrant of the intersection of SR 347, Friendship Road, and Spout Springs Road in southeast Hall County, Georgia. The parcels surround a Publix shopping center and the acreage fronts a road behind Publix. SR 347 and Spout Springs Road stretch between I-985 and I-85 and they are currently being widened to four and six lanes.

**ZONING:** The parcels and acreage are zoned General Commercial.

**UTILITIES:** Water, sewer, electricity and natural gas are available on site.

**TOPOGRAPHY:** All parcels are graded.

**'10 TRAFFIC COUNTS:**

Friendship Road (SR 347)	6,640
Spout Springs Road	7,890
Thompson Mill Road	9,210

**PRICING:** Various prices – please see enclosed site plan for prices.

### DEMOGRAPHICS

	<b>1 MILE RADIUS</b>	<b>3 MILE RADIUS</b>	<b>5 MILE RADIUS</b>
<b>POPULATION: (2010 CENSUS)</b>	1,820	25,458	66,107
<b>POPULATION: (2015 EST.)</b>	2,236	31,107	79,677
<b>INCOME 2010: (AVG HH)</b>	\$92,531	\$97,646	\$98,489

## AREA INFORMATION

The 9 outparcels and the 11+ additional commercial acres at Friendship Springs Village are located on the northwest quadrant of the intersection of SR 347 (Friendship Road) and Spout Springs Road. Both roads are high growth and high income corridors and their intersection forms the retail center for this area with major residential developments in all directions.

The outparcels and commercial acreage surround a Publix grocery anchored retail center. Other important developments regarding Friendship Springs Village are that a Chase Bank has been built on the corner parcel, SunTrust has purchased the adjacent tract and a 2-story, 20,000 sf medical office building has been built on Spout Springs in front of the Publix shopping center.

The great growth in this area was also recently confirmed when The Gadberry Group, a Little Rock-based research firm, named Braselton first in the nation on its list of notable high-growth areas for 2009. This news was then followed by Bloomberg Business Week announcing their list of "America's Fastest-Growing Cities 2010", naming Braselton as the fastest-growing city in Georgia.

The Georgia Department of Transportation (GDOT) is currently realigning and widening SR 347, Friendship Road, from SR 211, near I-85, to Lake Lanier Islands, creating a major east/west connector between I-85 and I-985. GDOT has forecast that there will be nearly 30,000 cars per day travelling on GA 347 in front of Friendship Springs Village by 2015. GDOT's traffic projections for years 2015 and 2035 are shown in the table at the end of the next page; Friendship Springs Village section is highlighted.

Even with the recent economic downturn, this area has continued to experience a steady residential growth. There are many major residential developments in the area like the exclusive 2,000 acre Chateau Elan, John Wieland's Reunion, Newland Properties' Sterling On The Lake and The Village at Deaton Creek, Pulte's Del Webb active-retirement community. Since it opened, The Village at Deaton Creek has been one of the top-ranked communities based on sales in the entire metro Atlanta area. Also, Braselton recently approved 278 apartments to be built about ¼ mile from the site on Spout Springs Road.

The phenomenal residential growth around Friendship Springs Village is having a direct impact on commercial development. Northeast Georgia Health System has received a certificate-of-need from the state and has started work on River Place, a 119 acre "healthcare village" located 1.5 miles east of the site. The first phase, a 106,000 sf medical office building and an urgent care clinic has opened and construction is expected to begin soon on the second phase, a 110-bed hospital.

Many other medical office parks, clinics, pharmacies, assisted living centers and retirement communities are either under construction or are being planned. Nearby, The Oaks cv'Dtcugnqp."Senior Living, a 109,000 sf, 158 resident senior living facility, qr gpgf kp"Lwpg"qh'42340'

The retail sector in this market is also booming. About six miles northwest of Friendship Springs Village on Spout Springs Road, a 525,000 sf power center opened in 2008 with Target, Kohl's, Home Depot and many other national tenants. A Kroger anchored shopping center, located across Friendship Road on the southwest quadrant of the intersection, has been very successful since it opened.

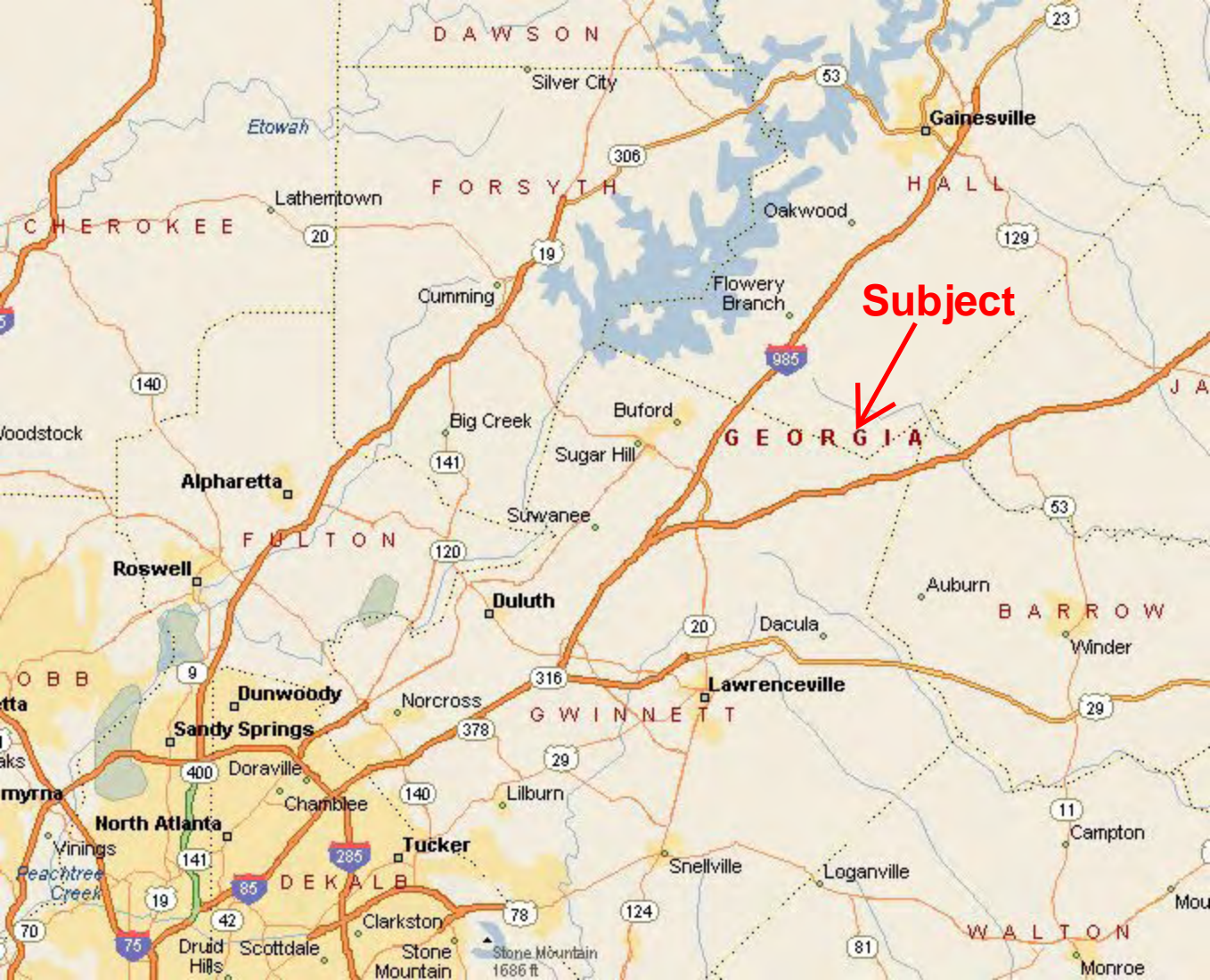
McDonald's and Sonic have located on Spout Springs and other restaurants have recently opened in the area. Several free-standing retailers and strip centers have also built in this area and many more office and retail developments have been approved. The rapidly growing population in this area has a high average household income which is creating a great demand for restaurants as well as other types of service oriented retail businesses.

Strategically located within this up-scale and high-growth market, the 9 outparcels and the 11+ acres represent incredible opportunities for fast food and sit-down restaurants, gas stations, retail businesses as well as for office and medical professionals. With the major road improvements that are both approved and planned for this area and the building of the nearby hospital, the properties at Friendship Springs Village are clearly at the center of retail growth in this area and the place to locate.

These are the forecasted traffic counts for SR 347 - Friendship Road for 2015 and 2035. Information was provided by Georgia Department of Transportation - District One office.

<u>SR 347</u>	<u>2015 Projections</u>	<u>2035 Projections</u>
I-985 to Hog Mountain Rd.	41,650	89,050
Hog Mountain Rd. to Williams Rd.	31,950	59,000
Williams Rd to Representative Way	30,000	56,100
<b>Representative Way to Reunion Way</b>	<b>29,500</b>	<b>55,600</b>
Reunion Way to Chateau Corners Dr.	26,100	50,150
Chateau Corners Dr. to Deaton Creek	26,000	50,300
Deaton Creek Pkwy to SR 211	18,300	31,650





**Subject**

DAWSON

FORSYTH

HALL

CHEROKEE

*Etowah*

Lathertown

Oakwood

Flowery Branch

Cumming

Big Creek

Buford

Sugar Hill

Alpharetta

FULTON

Suwanee

Duluth

Dacula

Auburn

BARROW

Winder

Dunwoody

Lawrenceville

GWINNETT

Sandy Springs

Norcross

COBB

myrna

North Atlanta

Tucker

Snellville

Loganville

Chamblee

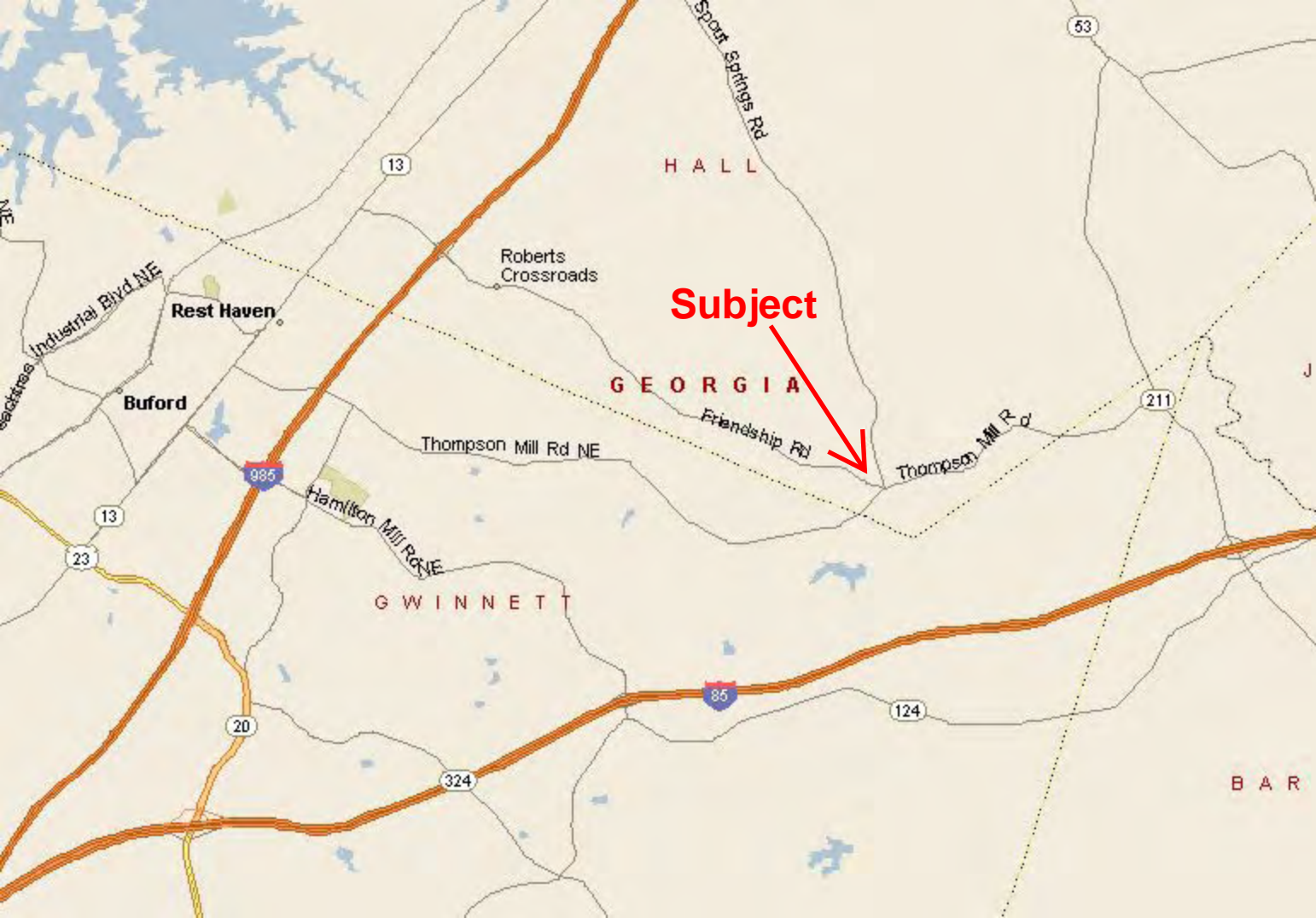
DEKALB

Clarkston

Stone Mountain  
1686 ft

WALTON

Monroe



**Subject**

GEORGIA

GWINNETT

HALL

BAR

Rest Haven

Buford

Roberts Crossroads

Thompson Mill Rd NE

Hamilton Mill Rd NE

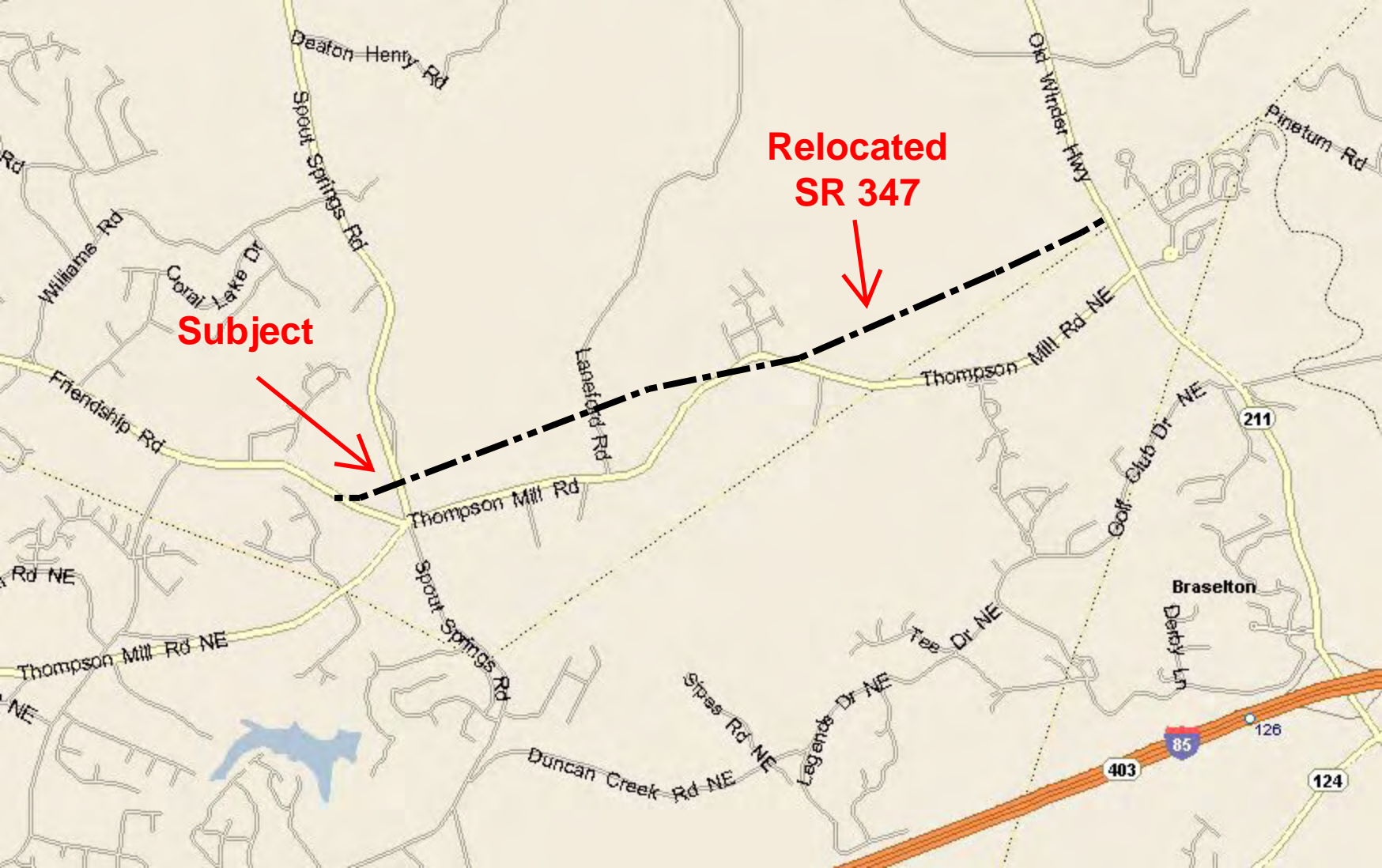
Friendship Rd

Thompson Mill Rd

Industrial Blvd NE

Sport Springs Rd





**Subject**

**Relocated  
SR 347**

Braselton

211

403

85

126

124

Deaton Henry Rd

Old Winder Hwy

Pinetum Rd

Williams Rd

Coral Lake Dr

Friendship Rd

Lanier Rd

Thompson Mill Rd NE

Thompson Mill Rd

Spot Springs Rd

Golf Club Dr NE

Thompson Mill Rd NE

Duncan Creek Rd NE

Spies Rd NE

Legends Dr NE

Tee Dr NE

Darcy Ln



Flowery Branch

Reunion  
850 Homes

Del Webb  
1250 Homes

North  
Georgia  
Medical  
Center

Braselton

**Subject**

Buford

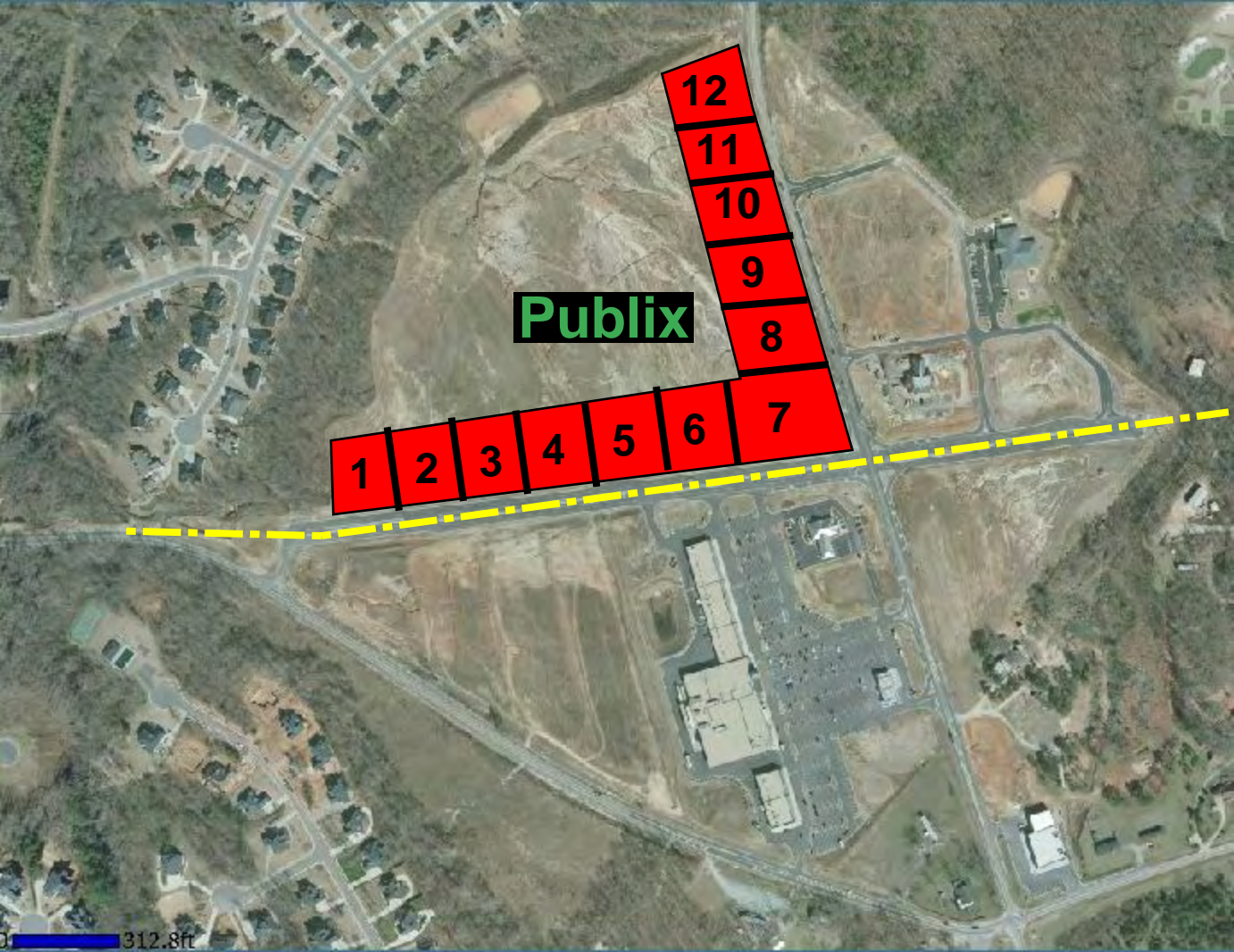
Relocated SR 347  
(Friendship Road)

Chateau  
Elan  
1500 Homes

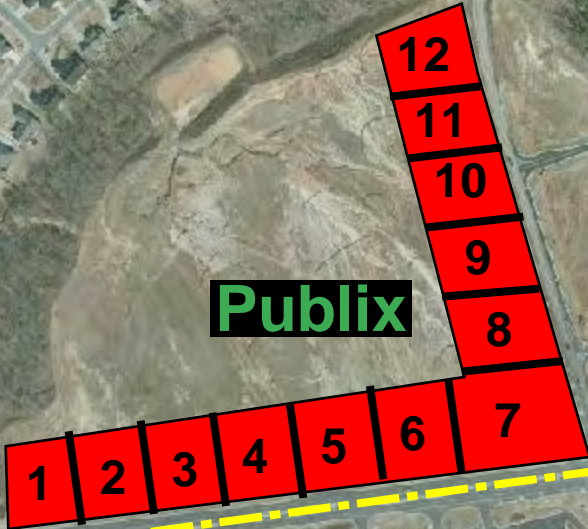
0.7 miles

© 2007 Microsoft Corporation Image courtesy of USGS





**Publix**



Elite  
Tire and  
Auto



Reece  
Strip  
Center



Publix

Subject



CVS



WAFLE  
HOUSE



AutoZone

Duncan  
Corners  
Strip Center

Liquor  
Store





*Friendship Springs Village*

01-04-10





*Friendship Springs Village*

01-04-10





*Friendship Springs Village*

02-01-10





*Friendship Springs Village*

02-01-10



LEGEND	
⊕	P.P. - POWER POLE
⊕	L.P. - LIGHT POLE
⊕	F.H. - FIRE HYDRANT
⊕	M.H. - SANITARY SEWER MANHOLE
⊕	W.M. - WATER METER
⊕	G.M. - GAS METER
○	RBS - REINFORCING BAR SET
○	RFB - REINFORCING BAR FOUND
○	CTF - CRIMP TOP PIPE FOUND
○	OTF - OPEN TOP PIPE FOUND
□	R/W MON. - RIGHT-OF-WAY MONUMENT
—X—	TYPE OF FENCE
○	J.B. - JUNCTION BOX
□	D.I. - DROP INLET / YARD INLET
□	C.B. - CATCH BASIN
=====	R.C.P. - REINFORCED CONCRETE PIPE
=====	C.M.P. - CORRUGATED METAL PIPE
—	F.F.E. - FINISHED FLOOR ELEVATION
⊕	WATER VALVE
—U.E.—	UNDERGROUND ELECTRIC
⊕	SOUTHERN BELL MANHOLE
—	GAS LINE
—O/H—	OVERHEAD POWER LINES
—	HW. - HEADWALL
—	W. - WATER LINE
⊕	POWERBOX

SITE ANALYSIS	
PUBLIC	45,600 S.F.
RETAIL	25,920 S.F.
TOTAL BUILDING AREA	71,520 S.F.
PARKING REQUIRED (5.0/MSF)	358 SPACES
TOTAL PARKING PROVIDED	378 SPACES
OUTPARCEL #1	1.00 ACRES
OUTPARCEL #2	1.02 ACRES
OUTPARCEL #3	1.34 ACRES
OUTPARCEL #4	1.00 ACRES
OUTPARCEL #5	1.00 ACRES
OUTPARCEL #6	1.05 ACRES
OUTPARCEL #7	1.40 ACRES
OUTPARCEL #8	1.02 ACRES
OUTPARCEL #9	1.01 ACRES
OUTPARCEL #10	1.52 ACRES
OUTPARCEL #11	1.10 ACRES
OUTPARCEL #12	1.17 ACRES
TOTAL OUTLOT AREA	13.63 ACRES
SHOPPING CENTER SITE (TRACT 4)	8.78 ACRES
STORMWATER DRAINAGE FACILITIES	3.89 ACRES
SELLER'S RETAINED LAND	11.22 ACRES
SHARED ACCESS ROAD	2.18 ACRES
	39.70 ACRES

Hall County, Georgia, Clerk Superior Court  
 Filed in office, this 2 day of DEC  
 20 09 at 11:50 AM, Recorded in Plat  
 Book 861 Page 184  
 Charles Baker, Superior Court Clerk

**OWNER'S CERTIFICATE**  
 STATE OF GEORGIA  
 COUNTY OF HALL  
 THE UNDERSIGNED CERTIFIES THAT HE OR SHE IS THE OWNER OF THE LAND KNOWN AS SHOPPING CENTER SITE (TRACT 4) SHOWN ON THIS PLAT. THE OWNER FURTHER ACKNOWLEDGES THIS PLAT AND ALLOTMENT TO BE THEIR FREE ACT AND DEED.

FRIENDSHIP SPRINGS VILLAGE, LLC,  
 A GEORGIA LIMITED LIABILITY COMPANY  
 BY: FRIENDSHIP ROAD, LLC, A FLORIDA LIMITED LIABILITY COMPANY, ITS MANAGER.  
 BY: HALVORSEN HOLDINGS, INC. A FLORIDA CORPORATION, ITS MANAGER.

JEFFREY S. HALVORSEN, AS PRESIDENT DATE  
 33 SE 4TH STREET, SUITE 100  
 BOCA RATON, FLORIDA 33432

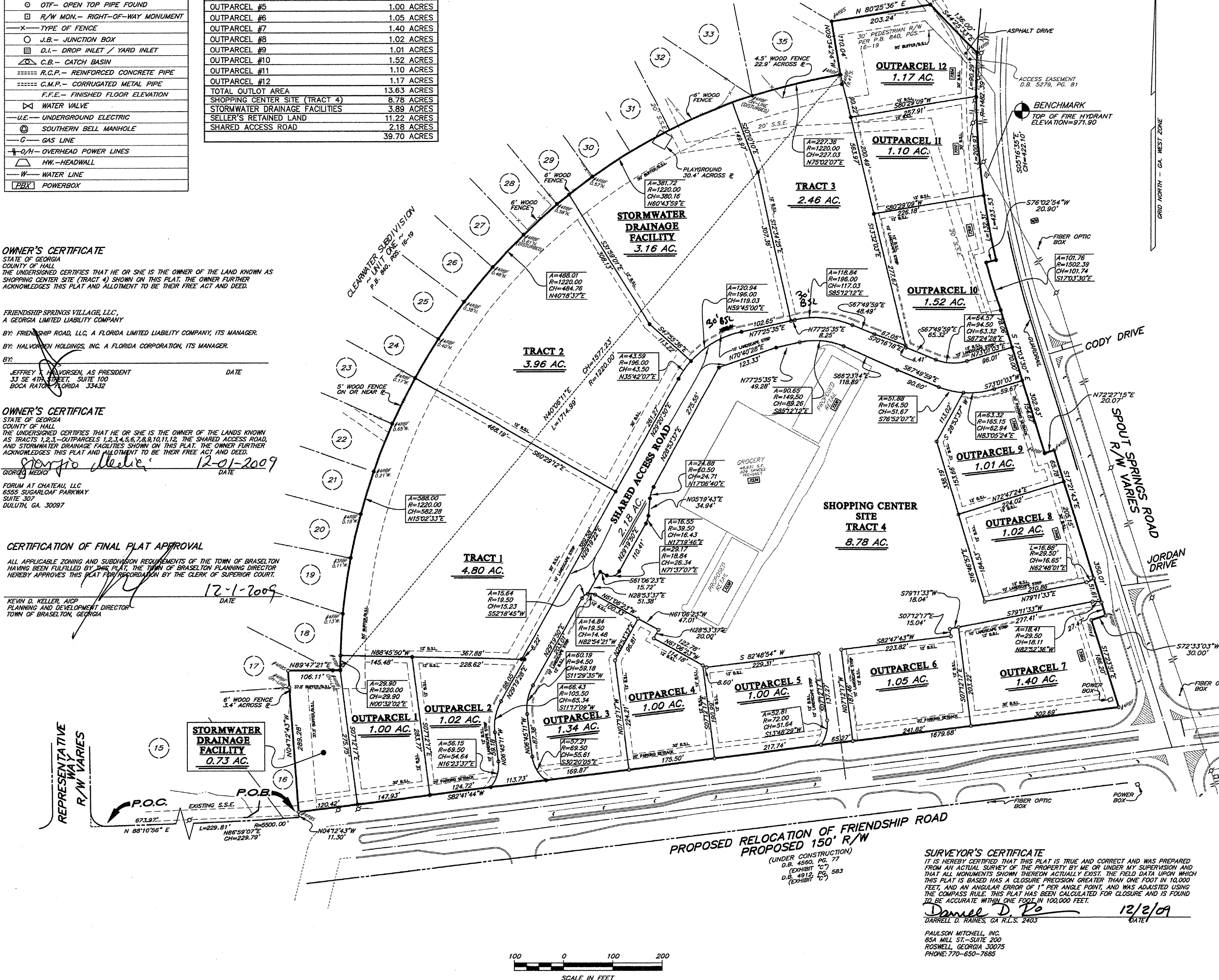
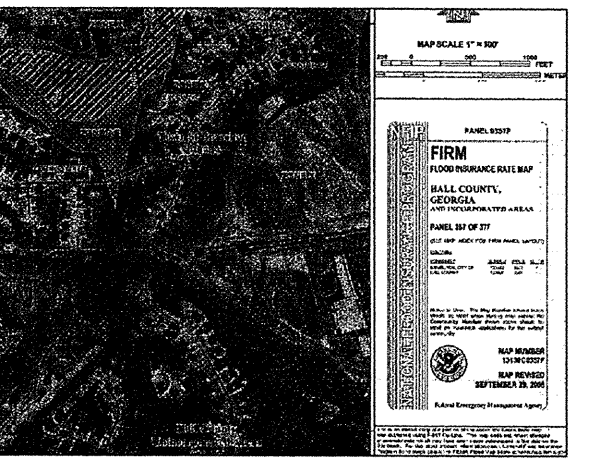
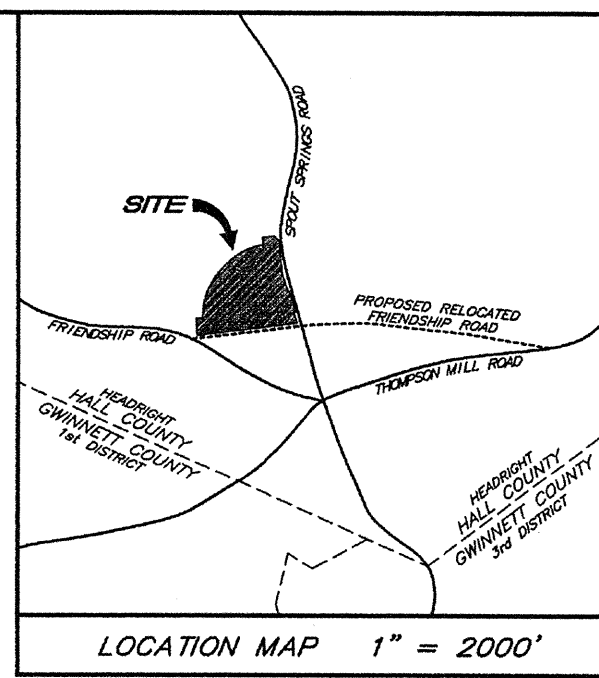
**OWNER'S CERTIFICATE**  
 STATE OF GEORGIA  
 COUNTY OF HALL  
 THE UNDERSIGNED CERTIFIES THAT HE OR SHE IS THE OWNER OF THE LANDS KNOWN AS TRACTS 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, THE SHARED ACCESS ROAD, AND STORMWATER DRAINAGE FACILITIES SHOWN ON THIS PLAT. THE OWNER FURTHER ACKNOWLEDGES THIS PLAT AND ALLOTMENT TO BE THEIR FREE ACT AND DEED.

GEORGIA MEDIC DATE  
 12-01-2009

FORUM AT CHATEAU, LLC  
 6555 SUGARLOAF PARKWAY  
 SUITE 307  
 DULUTH, GA. 30097

**CERTIFICATION OF FINAL PLAT APPROVAL**  
 ALL APPLICABLE ZONING AND SUBDIVISION REQUIREMENTS OF THE TOWN OF BRASELTON HAVING BEEN FULFILLED BY THIS PLAT, THE TOWN OF BRASELTON PLANNING DIRECTOR HEREBY APPROVES THIS PLAT FOR RECORDATION BY THE CLERK OF SUPERIOR COURT.

MEYH D. KELLER, AICP DATE  
 PLANNING AND DEVELOPMENT DIRECTOR  
 TOWN OF BRASELTON, GEORGIA  
 12-1-2009



**GENERAL NOTES:**

- THE FIELD DATA DATED (4-14-08) UPON WHICH THIS PLAT IS BASED HAS A CLOSURE PRECISION IN EXCESS OF 1 FOOT IN 20,000 FEET AND AN ANGULAR ERROR OF LESS THAN 1" SECOND PER ANGLE POINT AND WAS NOT ADJUSTED.
- THIS PARCEL OF LAND IS IN ZONE X AND NOT IN THE 100 YEAR FLOOD PLAIN ACCORDING TO F.E.M.A. (F.I.A.) COMMUNITY PANEL #131390357, DATED SEPTEMBER 29, 2006.
- THIS PLAT IS NOT VALID UNLESS IT BEARS THE ORIGINAL SIGNATURE OF THE REGISTRANT ACROSS THE REGISTRANT'S SEAL.
- VERTICAL DATUM OBTAINED BY TRIMBLE PRCISS ROVER AND RTK NETWORK BASED USING NAVD 88 AND GEOID 03.
- PROPERTY LINES TAKEN FROM CIVIL PLANS PREPARED BY PAULSON MITCHELL, INC. DATED JULY 2, 2008. LAST REVISED 10-02-08.
- DEVELOPER: HALVORSEN DEVELOPMENT CORPORATION, 33 SE 4TH STREET, SUITE 100, BOCA RATON, FL 33432, PHONE: (561)367-9200.
- ENGINEER/SURVEYOR: PAULSON MITCHELL, INC., 85A MILL ST., SUITE 200, ROSWELL, GA. 30075, CONTACT: MR. DANIEL S. MITCHELL, P.E., CONTACT: DARRELL D. RAINES, R.L.S., PHONE: (770)650-7685.
- THIS PROPERTY IS ZONED GC (GENERAL COMMERCIAL).
- THAT CERTAIN DECLARATION OF COVENANTS, OPERATIONS AND REPROFICIAL EASEMENTS (C.O.R.E.) BETWEEN FORUM AT CHATEAU, LLC AND FRIENDSHIP ROAD, LLC DATED APRIL 2, 2008, AS RECORDED ON APRIL 8, 2008 IN DEED BOOK 6308, PAGES 539-579 WITH THE CLERK OF SUPERIOR COURT, HALL COUNTY, GEORGIA, AS AMENDED BY CERTAIN FIRST AMENDMENT DECLARATION OF COVENANTS, OPERATIONS AND REPROFICIAL OPERATIONS AND REPROFICIAL EASEMENTS DATED JULY 21, 2008, AS RECORDED ON AUGUST 8, 2008 IN DEED BOOK 6382, PAGES 160-164 WITH THE CLERK OF SUPERIOR COURT, HALL COUNTY, GEORGIA.
- THE TOWN OF BRASELTON PERSONNEL AND/OR ITS AGENTS SHALL HAVE THE FREE RIGHT TO ACCESS OVER THE DRIVEWAYS AND ACCESSWAYS, AS THEY EXIST FROM TIME TO TIME, TO ALL EASEMENTS WHICH THE TOWN OF BRASELTON HAS THE RIGHT AND/OR OBLIGATION TO INSPECT AND/OR MAINTAIN.
- WATER SERVICE IS PROVIDED BY THE CITY OF GAINESVILLE.
- SANITARY SEWER SERVICE IS PROVIDED BY THE TOWN OF BRASELTON.
- ALL STORMWATER DRAINAGE PIPES AND STRUCTURES ARE TO BE OWNED AND MAINTAINED BY THE PROPERTY OWNERS IN PERPETUITY AND NO RESPONSIBILITY FOR REPAIR AND/OR MAINTENANCE OF THESE PIPES OR STRUCTURES LIES WITH THE TOWN OF BRASELTON.
- THE TOWN OF BRASELTON ASSUMES NO RESPONSIBILITY FOR STORM WATER FACILITIES AND/OR STORM PIPES AND/OR STORM STRUCTURES. ALL RESPONSIBILITY AND/OR MAINTENANCE IS STATED IN THE C.O.R.E. AGREEMENT.
- EACH OWNER TAKING TITLE TO ANY PROPERTY CONTAINED WITHIN THIS PLAT HEREBY REQUESTS THAT ANY AND ALL MEANS OF INGRESS AND EGRESS WITHIN THIS PLAT IS CONSIDERED TO BE PRIVATE FACILITIES NOT MAINTAINABLE BY ANY LOCAL GOVERNMENT. THEREFORE, EACH PROPERTY OWNER, THEIR SUCCESSORS AND/OR ASSIGNS, HEREBY AGREES THAT HE OR SHE WILL BE RESPONSIBLE FOR HIS OR HER SHARE OF THE UPKEEP AND MAINTENANCE OF SAID PRIVATE FACILITIES IN ACCORDANCE WITH THE TERMS AND CONDITIONS OF THAT CERTAIN DECLARATION OF COVENANTS, OPERATIONS AND REPROFICIAL EASEMENTS (C.O.R.E.) REFERENCED ABOVE IN ITEM 8. FURTHER EACH PROPERTY OWNER, THEIR SUCCESSORS AND/OR ASSIGNS HEREBY HOLD THE TOWN OF BRASELTON HARMLESS FROM ANY NECESSITY FOR SUCH UPKEEP AND MAINTENANCE OTHER THAN UTILITIES OR FACILITIES OWNED OR OPERATED BY THE TOWN OF BRASELTON THAT SERVE THE PROPERTY.
- THE TOWN OF BRASELTON SHALL HAVE RIGHTS OF ACCESS, INGRESS AND EGRESS OVER THE SHARED ACCESS ROAD, AS SHOWN ON THE PLAT AND DEFINED IN THE C.O.R.E. REFERENCED ABOVE, SUBJECT TO THE SAME CONDITIONS, OBLIGATIONS AND RESTRICTIONS SET FORTH IN THE C.O.R.E.

**SURVEYOR'S CERTIFICATE**  
 IT IS HEREBY CERTIFIED THAT THIS PLAT IS TRUE AND CORRECT AND WAS PREPARED FROM AN ACTUAL SURVEY OF THE PROPERTY BY ME OR UNDER MY SUPERVISION AND THAT ALL MONUMENTS SHOWN THEREON ACTUALLY EXIST. THE FIELD DATA UPON WHICH THIS PLAT IS BASED HAS A CLOSURE PRECISION GREATER THAN ONE FOOT IN 10,000 FEET, AND AN ANGULAR ERROR OF 1" PER ANGLE POINT, AND WAS ADJUSTED USING THE COMPASS RULE. THIS PLAT HAS BEEN CALCULATED FOR CLOSURE AND IS FOUND TO BE ACCURATE WITHIN ONE FOOT IN 100,000 FEET.

Darrell D. Raines, GA R.L.S. 2403 DATE 12/2/09

PAULSON MITCHELL, INC.  
 85A MILL ST. - SUITE 200  
 ROSWELL, GEORGIA 30075  
 PHONE: 770-650-7685

LAND PLANNERS  
 ENGINEERS SURVEYORS  
 TRANSPORTATION  
 LANDSCAPE ARCHITECTS

**PAULSON MITCHELL**  
 INCORPORATED

85-A MILL STREET  
 SUITE 200  
 ROSWELL, GEORGIA 30075  
 VOICE 770-650-7685  
 FAX 770-650-7684  
 www.paulsonmitchell.com

FINAL PLAT FOR  
**FRIENDSHIP SPRINGS VILLAGE**  
 G.M.D. 1270  
 HEADRIGHT DISTRICT  
 TOWN OF BRASELTON  
 HALL COUNTY, GEORGIA

**REVISIONS**

4-7-09	UPDATED SIGNATURE
	BLOCKS
4-9-09	OWNERS COMMENTS
4-20-09	ATTORNEY COMMENTS
4-27-09	ACREAGE CORRECTION
6-01-09	ACREAGE CORRECTION
6-22-09	ADDRESSED COMMENTS
6-30-09	CORRECTED OWNERS CERTIFICATE
8-12-09	MODIFY OUTPARCEL 5 AND TRACT 4 AT FRIENDSHIP ROAD
9-04-09	INSERT 'SITE' TO TRACT 4
9-11-09	MODIFY OWNERS CERTIFICATE
11-16-09	CORRECTED OF 50' BUFFER /BSL ALONG REAR PERIMETER

FIELD WORK DATE: 4-14-08  
 DRAFTING DATE: 3-31-09  
 SCALE: 1"=100'  
 DRAWN BY: KAB  
 CHECKED BY: DDR  
 PROJECT NO. 2007143.42  
 SHEET 1 OF 1  
 FP-CURRENT.DWG



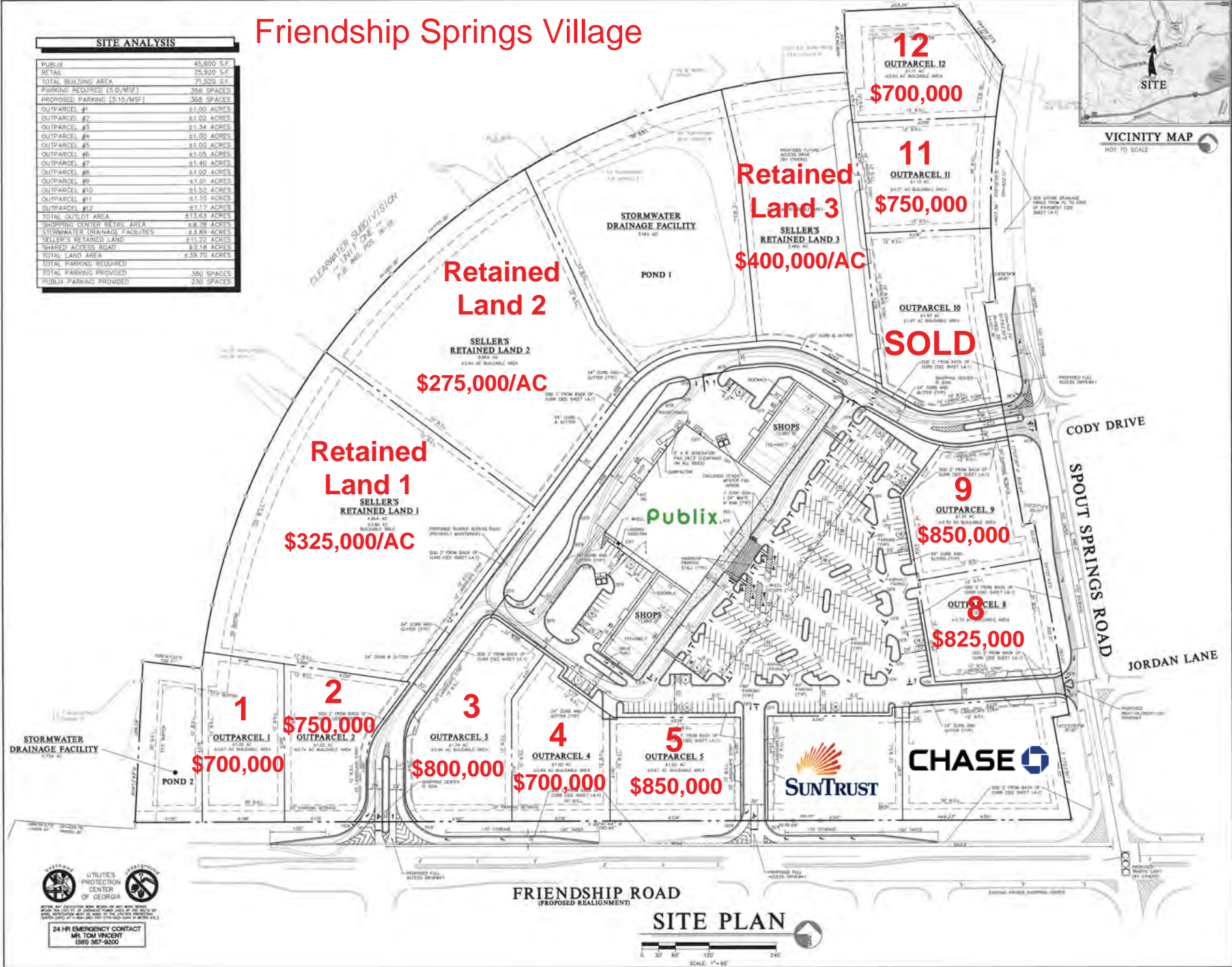
# Friendship Springs Village

SITE ANALYSIS	
PUBlix	45,600 S.F.
RETAIL	25,920 S.F.
TOTAL BUILDING AREA	71,520 S.F.
PARKING REQUIRED (5.0/M <sup>2</sup> )	358 SPACES
PROPOSED PARKING (2.15/M <sup>2</sup> )	308 SPACES
OUTPARCEL #1	±1.00 ACRES
OUTPARCEL #2	±1.34 ACRES
OUTPARCEL #3	±1.00 ACRES
OUTPARCEL #4	±1.00 ACRES
OUTPARCEL #5	±1.00 ACRES
OUTPARCEL #6	±1.00 ACRES
OUTPARCEL #7	±1.40 ACRES
OUTPARCEL #8	±1.00 ACRES
OUTPARCEL #9	±1.01 ACRES
OUTPARCEL #10	±1.52 ACRES
OUTPARCEL #11	±1.10 ACRES
OUTPARCEL #12	±1.17 ACRES
TOTAL OUTLOT AREA	±13.63 ACRES
SHOPPING CENTER RETAIL AREA	±8.78 ACRES
STORMWATER DRAINAGE FACILITIES	±2.89 ACRES
SELLER'S RETAINED LAND	±11.22 ACRES
SHARED ACCESS ROAD	±9.18 ACRES
TOTAL LAND AREA	±39.79 ACRES
TOTAL PARKING REQUIRED	350 SPACES
TOTAL PARKING PROVIDED	350 SPACES
PUBlix PARKING PROVIDED	230 SPACES



VICINITY MAP  
NOT TO SCALE

PAULSON MITCHELL  
INCORPORATED  
PROJECT: FRIENDSHIP COMMONS  
33 S.E. 4th STREET  
SUITE 100  
BOCA RATON, FLORIDA  
(561) 367-9200



**Retained Land 2**  
SELLER'S RETAINED LAND 2  
\$275,000/AC

**Retained Land 3**  
SELLER'S RETAINED LAND 3  
\$400,000/AC

**Retained Land 1**  
SELLER'S RETAINED LAND 1  
\$325,000/AC

FRIENDSHIP ROAD  
(PROPOSED REALIGNMENT)

SITE PLAN



UTILITIES PROTECTION CENTER OF GEORGIA  
24 HR EMERGENCY CONTACT  
MR. TOM VINCENT  
(860) 367-9200

REVISIONS

3007143c.dwg 06.13.08

SITE PLAN C.1



12

11

Spout Springs

Excess Land

Excess Land

PUBLIX

9

8

SOLD

1

2

3

4

5

Friendship

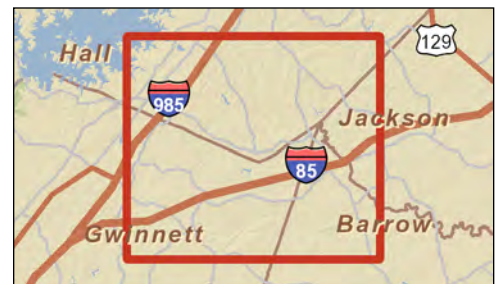
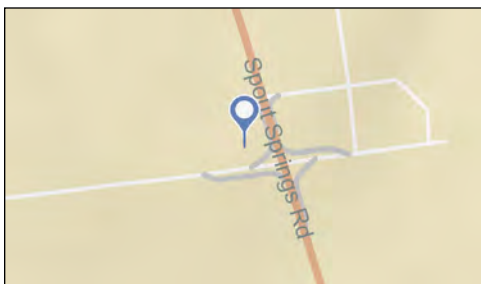
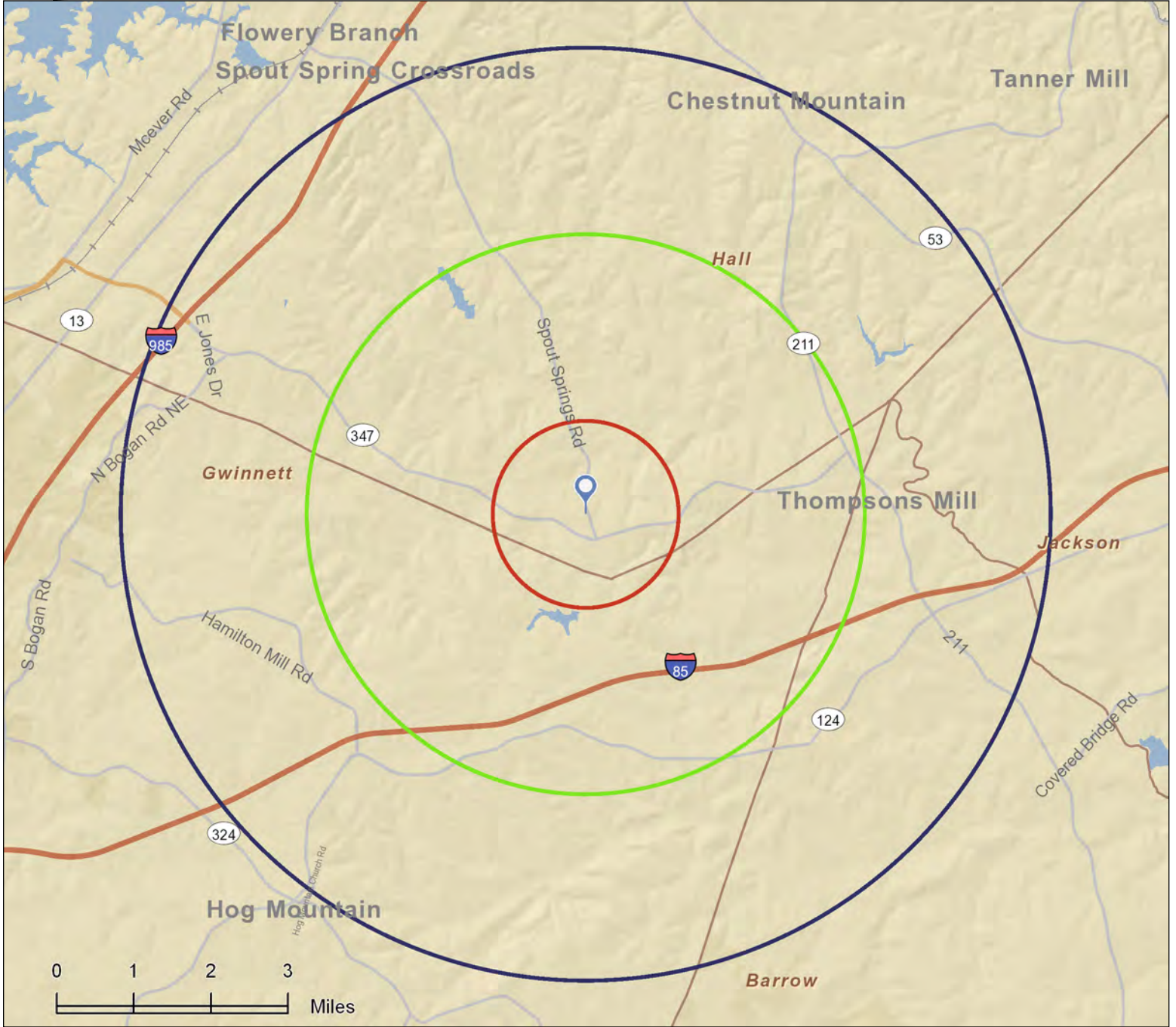




# Site Map

Lat: 34.109665, Lon: -83.874861  
Ring: 1, 3, 5 Miles

Prepared by Stephen Storms - Atlanta RSG  
Latitude: 34.109665  
Longitude: -83.874861





# Executive Summary

Prepared by Stephen Storms - Atlanta RSG

Lat: 34.109665, Lon: -83.874...

Latitude: 34.109665  
Longitude: -83.874861

Ring: 1, 3, 5 Miles

	1 mile radius	3 miles radius	5 miles radius
<b>2010 Population</b>			
Total Population	1,820	25,458	66,107
Male Population	51.4%	52.1%	50.9%
Female Population	48.6%	47.9%	49.1%
Median Age	32.5	32.7	33.3
<b>2010 Income</b>			
Median HH Income	\$80,524	\$81,352	\$80,898
Per Capita Income	\$29,654	\$31,853	\$32,625
Average HH Income	\$92,571	\$97,646	\$98,489
<b>2010 Households</b>			
Total Households	664	8,067	21,550
Average Household Size	2.69	3.04	3.00
<b>2010 Housing</b>			
Owner Occupied Housing Units	81.3%	84.6%	84.0%
Renter Occupied Housing Units	8.5%	7.9%	8.2%
Vacant Housing Units	10.1%	7.5%	7.8%
<b>Population</b>			
1990 Population	180	3,627	11,404
2000 Population	477	10,473	31,699
2010 Population	1,820	25,458	66,107
2015 Population	2,236	31,107	79,677
1990-2000 Annual Rate	10.24%	11.19%	10.76%
2000-2010 Annual Rate	13.96%	9.05%	7.43%
2010-2015 Annual Rate	4.2%	4.09%	3.8%

In the identified market area, the current year population is 66,107. In 2000, the Census count in the market area was 31,699. The rate of change since 2000 was 7.43 percent annually. The five-year projection for the population in the market area is 79,677, representing a change of 3.8 percent annually from 2010 to 2015. Currently, the population is 50.9 percent male and 49.1 percent female.

<b>Households</b>			
1990 Households	58	1,106	3,779
2000 Households	156	3,187	10,371
2010 Households	664	8,067	21,550
2015 Households	814	9,886	25,974
1990-2000 Annual Rate	10.4%	11.16%	10.62%
2000-2010 Annual Rate	15.18%	9.48%	7.4%
2010-2015 Annual Rate	4.16%	4.15%	3.81%

The household count in this market area has changed from 10,371 in 2000 to 21,550 in the current year, a change of 7.4 percent annually. The five-year projection of households is 25,974, a change of 3.81 percent annually from the current year total. Average household size is currently 3.00, compared to 2.95 in the year 2000. The number of families in the current year is 17,688 in the market area.

**Housing**

Currently, 84.0 percent of the 23,369 housing units in the market area are owner occupied; 8.2 percent, renter occupied; and 7.8 percent are vacant. In 2000, there were 10,904 housing units - 88.2 percent owner occupied, 7.0 percent renter occupied and 4.8 percent vacant. The rate of change in housing units since 2000 is 7.72 percent. Median home value in the market area is \$167,609, compared to a median home value of \$157,913 for the U.S. In five years, median home value is projected to change by 1.2 percent annually to \$177,900. From 2000 to the current year, median home value changed by 1.86 percent annually.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015. Esri converted 1990 Census data into 2000 geography.





# Executive Summary

Prepared by Stephen Storms - Atlanta RSG

Lat: 34.109665, Lon: -83.874...

Latitude: 34.109665  
Longitude: -83.874861

Ring: 1, 3, 5 Miles

	1 mile radius	3 miles radius	5 miles radius
<b>Median Household Income</b>			
1990 Median HH Income	\$32,500	\$37,287	\$35,548
2000 Median HH Income	\$58,566	\$62,320	\$62,944
2010 Median HH Income	\$80,524	\$81,352	\$80,898
2015 Median HH Income	\$85,680	\$89,924	\$90,143
1990-2000 Annual Rate	6.07%	5.27%	5.88%
2000-2010 Annual Rate	3.16%	2.63%	2.48%
2010-2015 Annual Rate	1.25%	2.02%	2.19%
<b>Per Capita Income</b>			
1990 Per Capita Income	\$12,555	\$13,593	\$13,687
2000 Per Capita Income	\$21,104	\$22,883	\$24,217
2010 Per Capita Income	\$29,654	\$31,853	\$32,625
2015 Per Capita Income	\$31,947	\$35,301	\$36,131
1990-2000 Annual Rate	5.33%	5.35%	5.87%
2000-2010 Annual Rate	3.37%	3.28%	2.95%
2010-2015 Annual Rate	1.5%	2.08%	2.06%
<b>Average Household Income</b>			
1990 Average Household Income	\$36,770	\$41,249	\$40,550
2000 Average Household Income	\$63,016	\$72,743	\$73,757
2010 Average HH Income	\$92,571	\$97,646	\$98,489
2015 Average HH Income	\$100,287	\$108,144	\$109,196
1990-2000 Annual Rate	5.53%	5.84%	6.16%
2000-2010 Annual Rate	3.82%	2.91%	2.86%
2010-2015 Annual Rate	1.61%	2.06%	2.09%
<b>Households by Income</b>			
Current median household income is \$80,898 in the market area, compared to \$54,442 for all U.S. households. Median household income is projected to be \$90,143 in five years. In 2000, median household income was \$62,944, compared to \$35,548 in 1990.			
Current average household income is \$98,489 in this market area, compared to \$70,173 for all U.S. households. Average household income is projected to be \$109,196 in five years. In 2000, average household income was \$73,757, compared to \$40,550 in 1990.			
Current per capita income is \$32,625 in the market area, compared to the U.S. per capita income of \$26,739. The per capita income is projected to be \$36,131 in five years. In 2000, the per capita income was \$24,217, compared to \$13,687 in 1990.			
<b>Population by Employment</b>			
Total Businesses	50	412	1,402
Total Employees	334	3,226	11,164

Currently, 92.7 percent of the civilian labor force in the identified market area is employed and 7.3 percent are unemployed. In comparison, 89.2 percent of the U.S. civilian labor force is employed, and 10.8 percent are unemployed. In five years the rate of employment in the market area will be 94.2 percent of the civilian labor force, and unemployment will be 5.8 percent. The percentage of the U.S. civilian labor force that will be employed in five years is 91.2 percent, and 8.8 percent will be unemployed. In 2000, 71.0 percent of the population aged 16 years or older in the market area participated in the labor force, and 0.0 percent were in the Armed Forces.

In the current year, the occupational distribution of the employed population is:

- 68.0 percent in white collar jobs (compared to 61.6 percent of U.S. employment)
- 13.1 percent in service jobs (compared to 17.3 percent of U.S. employment)
- 18.9 percent in blue collar jobs (compared to 21.1 percent of U.S. employment)

In 2000, 83.5 percent of the market area population drove alone to work, and 3.4 percent worked at home. The average travel time to work in 2000 was 33.2 minutes in the market area, compared to the U.S. average of 25.5 minutes.

### Population by Education

In 2010, the educational attainment of the population aged 25 years or older in the market area was distributed as follows:

- 12.1 percent had not earned a high school diploma (14.8 percent in the U.S.)
- 30.5 percent were high school graduates only (29.6 percent in the U.S.)
- 7.5 percent had completed an Associate degree (7.7 percent in the U.S.)
- 18.8 percent had a Bachelor's degree (17.7 percent in the U.S.)
- 7.3 percent had earned a Master's/Professional/Doctorate Degree (10.4 percent in the U.S.)

## Braselton tops US list for high-growth areas

From staff reports  
January 5, 2010.

The town of Braselton has been named at the top of a list denoting the nine most notable high-growth areas in the U.S. for 2009.

Braselton ranked No. 1 in the “9 from 2009” list, which is compiled by Arkansas-based Gadberry Group, a demographic research and location-based services firm.

The firm based its annual listing upon Braselton’s dramatic change in population and the presence of emerging census blocks, such as neighborhoods with less than 10 households in 2000 and more than 100 households in 2009. The census blocks include all of Braselton and stretched into southern Hall, northwestern Barrow and western Jackson counties.

Since 2000, Braselton has added 7,541 households, bringing its total number to 13,929 households, according to a news release from the Gadberry Group. Additionally, growth in household income also has grown since 2000 from \$68,102 to \$113,664.

“The No. 1 spot went to Braselton, Ga., whose impressive household growth was only surpassed by its economic strength,” said Larry Martin, Gadberry Group spokesman. “Braselton topped the list with an average household income increase of 67 percent from 2000 to 2009.”

Gadberry Group began announcing notable high growth areas in 2007. In addition to its analysis of census blocks, the firm uses key demographic variables such as ethnicity, household income, net worth, economic stability, length of residence and age in its national calculations.

In all, the firm employed a statistical ranking system in its evaluations of 17,000 census blocks nationwide.

“What a tribute to be on the list as we’re the only community in Georgia which meets the criteria for inclusion,” Mayor Pat Graham said. “We’re ahead of the curve setting a tone for high-quality growth, award-winning infrastructure and essential services without levying a property tax.”

Eight of the nine communities cited by The Gadberry Group are categorized as suburban. The other recipients included Atascocita, Texas; Spring Hill, Tenn.; Lincoln, Calif.; Katy, Texas; Wake Forest, N.C.; Mansfield, Texas; Wylie, Texas; and Buckeye, Ariz.



# BraseltonNewsTODAY

Covering Braselton, Hoschton, Chateau Elan, Mill Creek, West Jackson & Barrow County

## Braselton named top high-growth area in U.S.

Kerri Testement  
News, Top Stories  
January 5, 2010

Braselton, Georgia, was named the top high-growth area in the U.S. by Gadberry Group, a national real estate firm, in a report released today. The report ranked Braselton as the top high-growth area in the U.S. among 100 cities, based on household growth and economic strength.

Braselton was given the top spot in the U.S. above other cities that are suburbs of Houston, Nashville, Sacramento, Dallas, Phoenix and the Raleigh-Durham triangle.

"The number-one spot went to Braselton, Georgia, whose impressive household growth was only surpassed by its economic strength," said Gadberry Group principal Larry Martin in a statement. "Braselton topped the list with an average household income increase of 67% from 2000 to 2009.

Located northeast of Atlanta, Braselton has maintained strong growth since 2000, according to the firm. The area has added 7,541 households bringing its current household total to 13,929 – a 118% increase – and has 6 emerging blocks.

Gadberry Group said even more impressive is Braselton's growth in household income. Since 2000, average household income grew from \$68,102 to \$113,664, an average household increase of \$45,562. Average household net worth was second among the nine finalists, at \$532,628.

The firm identified the Braselton area through large portions of West Jackson, South Hall, Gwinnett and Barrow counties. The area includes Hoschton, and stretches to Hamilton Mill in Gwinnett, Martin Road in Hall, Gum Springs Church Road in Jackson and Dee Kennedy Road in Barrow.

"We're ahead of the curve, setting a tone for high quality growth, award winning infrastructure and essential services, without levying a property tax," said Braselton Mayor Pat Graham in a statement. "Our vibrant business community offers an array of amenities for small town living. What a tribute to be on this prestigious list."

The data bodes well for Boca Raton, Fla.-based Halvorsen Development Corporation, which has long eyed the I-85 corridor.

"We chose Braselton for the future development of a 237-acre retail and mixed-use project for several important reasons, including high disposable income, its proximity to the North and South Carolina state lines and the dynamic growth potential of the I-85 corridor," said president Thomas W. Vincent in a statement. "This location will enjoy a wonderful infrastructure connection with the existing world-class Chateau Elan Winery and Resort, a major tourism destination and includes an expansive golf community situated across the street from our site."

Jackson County Area Chamber of Commerce president Shane Short echoes those visionary sentiments.

"Braselton serves as a gateway into Jackson County stretching along the growing I-85 corridor from Atlanta," he said in a statement. "This growth placed Jackson County as one of the top 25 fastest growing counties in the nation according to the Census Bureau. The town plays a major role in our community because of its excellent employment opportunities, industrial growth, and high quality residential and retail developments."

Duke Realty's senior vice president, Chris Brown, said: "We identified Braselton as a prime growth area about ten years ago and invested over \$100 million over that time, attracting job-generating companies such as Sears Logistics, Tractor Supply, Mitsubishi and Progressive Lighting to the town. We enjoy the pro-business environment created by the Town and look forward to participating in Braselton's continued success."

Gadberry Group provides location intelligence services and data for the world's top retail brands.

The firm uses proprietary products to employ a statistical ranking system that evaluates the 17,000 Census places. Selection criteria and ranking methodology include percent change, absolute change and emerging Census blocks (those growing from less than 10 households in Census 2000 to over 100 in 2009). The analysis considers total growth from 2000 to 2009, as well as that from 2008 to 2009. Gadberry also weights the analysis using key demographic variables such as ethnicity, household income, net worth, economic stability, length of residence and age.

"Compiling the 2009 list was especially interesting as we anticipated the impact of current economic conditions," Martin said.

This year's list averaged household growth of 170% from 2000 to 2009, compared to last year's list average of 267% for the same period. Martin noted that, in light of current economic challenges, the 2009 list might well include the most resilient areas featured yet.

Gadberry Group's 9 from 2009 are:

- Braselton, Georgia (Atlanta suburb)
- Atascocita, Texas (Houston suburb)
- Spring Hill, Tennessee (Nashville suburb)
- Lincoln, California (Sacramento suburb)
- Katy, Texas (Houston suburb)
- Wake Forest, North Carolina (in the Raleigh-Durham triangle)
- Mansfield, Texas (Dallas suburb)
- Wylie, Texas (Dallas suburb)
- Buckeye, Arizona (Phoenix suburb)



## America's Fastest-Growing Cities 2010

By Venessa Wong

### Biggest Boomtowns by State

Even the housing crisis has not stopped suburban sprawl. Urban centers may be retaining their populations better than in the past decade, but growth is still occurring outside of city boundaries. Since the start of the recession, thousands of people have moved to communities near employment hubs where housing is more affordable and outdoor amenities are available.

To identify fast-growth areas in each state, *Bloomberg BusinessWeek* worked with Gadberry Group, a population data and location analysis company in Little Rock, Ark. We only considered areas with more than 10,000 occupied households, rented or owned, in the city limits and surrounding areas (see note below). We identified 50 areas—one per state—based on factors including the increase in number of households, income, and household net worth.

Among the final 50, Buckeye, Ariz.; Lincoln, Calif.; and Spring Hill, Tenn., showed the fastest rate of growth in 2009: 10% on a year-over-year basis, according to Gadberry's data. Sioux Falls, S.D., gained the greatest number of new households: 2,110. Commercial districts, industrial parks, chambers of commerce, and economic development organizations had been established in many of these areas as a way to lure investment. A few areas in states such as Vermont and Pennsylvania saw only nominal growth in the last decade.

These areas are on the rise, but they were not immune to the effects of the recession. Buckeye was hit by a wave of foreclosures and saw the median home value drop more than 10% since 2008, according to Trulia. In Spring Hill, [General Motors](#) closed its plant and laid off 1,700 workers in November.

Overall, growth slowed nationwide last year but Gadberry principal Larry Martin says even in the recession, "there may be something going on in places you aren't thinking of."

Read on to see the fastest-growing city in each state.



## Fastest-growing city in Georgia: Braselton

**Number of households:** 13,929

**Pct. Chg:** +8% since 2008 (+118% since 2000)

**Average household income:** \$113,664 (+67% since 2000)

**Why:** Gadberry Group noted Braselton, a suburb of Atlanta, as a remarkable high-growth area due to increases not only in population, but also average income and average household net worth (\$532,628). Companies operating here such as Sears Logistics, Tractor Supply, Mitsubishi, and Progressive Lighting have helped to generate jobs.

*Note: The area used in Gadberry's analysis and depicted in the maps is not intended to correspond to city or municipal boundaries. In most cases the area will include the city or town and surrounding areas contained within Census block groups associated with the city or place by the Census Bureau in 2000. As a result, the data and trends for the area may be different than those of the city, since growth often occurs beyond city boundaries.*

*All data provided by the [Gadberry Group](#) unless otherwise indicated.*





# Health-care industry adds staff, space

## Gainesville/Hall County Market Report

Leslie Williams Johnson, Contributing Writer

May 27, 2011

While the prognosis of new health-care reform legislation is still uncertain, Hall County's economy is getting a shot in the arm from new facilities and renovations, and from bringing on new talent.

The 2010 Gainesville Economic Development Report said that 150,000 square feet of new medical space had been added in Gainesville and Hall County over a 12-month period, and more than 50 new physicians in targeted specialties came to the area in 2009.

"We have a lot of growth and activity," said Carol Burrell, interim CEO and executive vice president and chief operating officer at Northeast Georgia Health System. "We are working diligently and working with medical staff to understand how we can improve our outcomes to best position us for whatever health-care reform might look like."

Northeast Georgia Health System has 500 physicians on its medical staff. It hired 951 new employees in 2010, including 47 doctors who joined the Northeast Georgia Physicians Group. Another 25 doctors joined the health system's community-based practices, spokeswoman Melissa Tymchuk said via e-mail.

**Northeast Georgia Health System is moving forward to build a \$200 million, 100-bed hospital on 119 acres in Braselton, expected to be operational in 2015.** With 4,000 employees, Northeast Georgia Medical Center, the health system's hospital, is Hall

County's largest employer. The health system also operates three urgent care centers and two long-term care centers among its facilities in Gainesville-Hall County.

"We are in constant mode of looking for highly skilled individuals," Burrell said.

All the signs point to the county's health-care industry being in a positive place despite an overall slow economic recovery, said Gale Hansen Starich, dean of the Sidney O. Smith Jr. Graduate School and College of Health & Science at Brenau University in Gainesville.

"We've continued to attract really good physicians," she said. "From an outsider's point of view, I think it's very healthy."

An independent group, The Longstreet Clinic, is the county's fifth-largest non-industrial employer. The group has 425 employees in addition to the 90 physicians and more than 40 midlevel providers on staff, and is owned and managed by physicians.

"We have seen in the last couple of years a statewide drop in the delivery rate. We're seeing some indicators that's changing," said Longstreet CEO Mimi Collins, citing a recent increase in new obstetric enrollment. "We're excited to see that."

Renovations to the first floor of Longstreet's main campus in Gainesville will bring the vascular and bariatric surgery practices, which are now located in other offices, on site. Longstreet has added three orthopedists within the past year — two of them within the last month. The bump in demand goes across the board, said Richard LoCicero, Longstreet Clinic president and an oncologist at Longstreet Cancer Center. "Throughout the community we're seeing an increased need for primary care physicians, orthopedic surgery, general surgery," he said.

Other expansion opportunities have come to Longstreet recently: the practice of Dr. Frank McDonald of Neurology Specialists of Georgia and Specialty Clinics of Georgia — Neurosurgery both merged with the clinic in 2010.

Gearing up for health-care reform changes is driving a lot of mergers, LoCicero said.

"I think we're having to think more creatively about ways we can work together with other groups as well as the hospitals," he said.



“If you look at any market in the state you would see some consolidation of practices, looking at — by merging together — can they be more efficient? Can they have a little more stable environment for their employees?” Collins said. “I think you’re seeing a lot of that consolidation.”

Job opportunities listed on The Longstreet Clinic’s website run from registered nurse to registration specialist to medical receptionist.

Among the openings at Northeast Georgia Health System: bariatric program coordinator, licensed practical nurses, medical lab technicians, paramedics and several specialists.

The Longstreet Clinic and Northeast Georgia Health System’s growth are just two indications of the importance of the health-care industry in the area.

For example, Brenau University’s new doctor of nursing program begins in the fall and its future program offerings include a Ph.D. in adult education in 2012 and a doctor of occupational therapy by 2013, according to the school.



## 2040 roads hearing sparks discussion about Hall's growth

Plan estimates Hall County could have 561,000 people by 2040

Jeff Gill

[jgill@gainesvilletimes.com](mailto:jgill@gainesvilletimes.com)

June 14, 2011

The third and final public hearing on Hall County's proposed long-range transportation plan Tuesday night turned into a lively discussion over projections concerning population and amount of traffic.

The 2040 Metropolitan Transportation Plan estimates that Hall County could have 561,000 people by 2040 and that, if little or no improvements are made between now and then, vehicles will be throttling nearly all of Hall's major roadways.

"Is it really possible that this area here could see a tripling of the number of housing units in 30 years?" asked one area resident, Mike Forster.

"The numbers that you're seeing — that's what all the jurisdictions and municipalities within Hall County are projecting," said Srikanth Yamala, the Gainesville-Hall Metropolitan Planning Organization's transportation planning manager.

"But is it realistic is my question," said Forster's wife, Annette. "Is the methodology they use realistic?"

Yamala said the predictions consider several factors, including the economic downturn.

"This (plan) gets updated every couple of years, so if we miss the mark, we're going to update it," said Jeff Carroll, the MPO's South Carolina-based consultant. "Are (the numbers) right? Do you think Gwinnett County thought 30 years ago they'd be where they are today? Probably not.

"We feel like these are reasonable assumptions," Carroll added. "We've worked with the planning directors and they've approved them, but the most important thing is we can update them."

Carroll said the "commute time" for Hall residents is going to increase because of the population growth.



"And our mobility options are very limited," he said. "While Hall Area Transit has increased over the last few years in its ridership and routes, it's still fairly limited in where it goes and the people it can serve.

"Roadway congestion is going to worsen, so we really need to look at expanding transit, express bus (service to Atlanta) and other types of options," such as carpooling and working from home, Carroll said.

The transportation plan must be completed every four years to comply with a federal requirement concerning air quality standards.

It features \$2.1 billion in transportation projects through 2040 with funding coming from federal, state and local sources.

The primary local source is the county's special purpose local option sales tax, or SPLOST, which has to be approved by voters.

Carroll has said that planners are allowed to consider SPLOST as a revenue source because it has had past success.

The road projects in the plan are divided into three time periods, or tiers — 2012-17, 2018-30 and 2031-40.

The 2012-17 tier features \$276 million in projects that have been deemed the closest to getting off the ground than any others in the county.

It includes the widening of Ga. 347/Friendship Road from Interstate 985 to Ga. 211/Old Winder Highway and the widening of Ga. 347/Lanier Islands Parkway from I-985 to McEver Road.

That tier also includes the construction of U.S. 129/Athens Highway from Ga. 323/Gillsville Highway to the Pendergrass Bypass in Jackson County.

Projects that have stirred public interest, such as the long-awaited Sardis Connector in northwest Hall and the widening of Spout Springs Road in South Hall, are in the plan, which features some \$1.8 billion in new roads.

The plan also includes funding for maintenance and public transit.

The door hasn't closed totally on public comments on the plan.

Residents can submit comments through July 13 to the MPO, which is shepherding the plan to its scheduled approval by that group's policy committee on Aug. 9. That meeting is set to start at 10 a.m. in the Georgia Mountains Center.



## Plans for South Hall hospital move forward

Medical Center will seek feedback from community on needs, CEO says

Shannon Casas  
scasas@gainesvilletimes.com  
July 2, 2011

As Carol Burrell takes the helm as CEO of Northeast Georgia Medical Center, moving forward on a 100-bed hospital in South Hall is near the top of her to-do list.

"There's a lot of activity going on now," she said Thursday.

Health system officials recently selected a project management firm and soon will send out requests for quotations to architectural firms for the River Place hospital planned in Braselton. By late August or early September, they hope to select an architect.

"We anticipate in fall that we will have our design team identified, between the project management firm, the architectural firm and the general contractor," Burrell said. "And then we'll begin at that point to start designing plans."

This all comes after a yearslong battle with Barrow Regional Medical Center, which operates a 56-bed hospital in Winder, over the need for another hospital in the area. Northeast Georgia Medical was granted the certificate of need late last year.

Officials also will be looking for feedback from residents on what they want in the new hospital. Plans will include an intensive care unit, emergency room and general surgery, but other services have not been determined.

"We've had such great support and such interest with the residents there, and so we will work very closely from a communications standpoint," Burrell said. "And (provide) opportunities and forums for their input into what they're looking for as well. So that's something that you're going to see a lot of activity really ramping up over the next several months and years."



The hospital is also looking to create an efficient facility using what Burrell called "lean principles." The idea is to eliminate unnecessary steps, ease patient flow and increase time spent between the patient and clinical staff.

"We're looking at it beyond a facility. This really is a community, if you will, of health care services," Burrell said. "And how do all those things come together? How do we integrate with the community."

They're also talking with others around the country who have built hospitals in recent years, looking to glean lessons from their experiences, Burrell said.

Another part of the plan is work on Ga. Highway 347. The hospital is working with the Georgia Department of Transportation on those plans, including road realignment and widening to provide better access to the new hospital.

"Our understanding is that that contract will be granted in December, and by February we'll be able to start working with whomever is chosen on the timing and the phasing of that project," Burrell said.

DOT spokeswoman Jill Goldberg confirmed that the contract is anticipated for December but cautioned that plans are still several months out.

Burrell said construction on the hospital could begin in late 2012 or 2013.



# Area housing construction is on the rise

## Market across Atlanta area still in distress

Jeff Gill

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August 10, 2011

The nation's economic recovery has been soft, to say the least, and another recession may be around the bend.

**But hard times haven't buried residential development in Hall County.**

**In fact, it appears to be on an upswing in several areas, as companies are resurrecting subdivisions left vacant by financially struggling developers.**

Mundy Mill and Cresswind at Lake Lanier, both in Gainesville, are a couple of prime examples where the resurgence is occurring.

"They were always good quality projects, were always very well located and master planned, and the (failing) economy just caught (up with) the various entities owning them," said Frank Norton Jr., president of real estate firm The Norton Agency and producer of an annual economic forecast, Native Intelligence.

"Good real estate is good real estate," he added.

The numbers are bearing out that housing starts are on the increase overall.

Gainesville, for example, has issued 41 single-family, residential new construction permits this year through Aug. 3, said Rusty Ligon, community development director.

By sharp contrast, the city only had one permit for a new home in all of 2010 and issued 18 permits for new homes in 2009.

In January 2010, Florida-based investment firm The Kolter Group LLC acquired the former Seasons on Lake Lanier, a sprawling active-adult community off Browns Bridge Road, and rebranded it as Cresswind at Lake Lanier.

It is building an \$8 million, 36,000-square-foot clubhouse and amenity center, as well as 20 homes.

"I think, generally, things have loosened up a bit," said Bob Rademacher, Kolter vice president. "I think there's lots of pent-up demand in the market and ... the last couple of years has kind of gotten people used to the kind of prices that now are selling."

Residents left stranded by the previous developer "did a fine job maintaining the property ... with the funds they had available to them," he said.

"What Kolter did was take it from regular television to (high definition), with regards to landscaping and all the common areas and just making sure the place looks top shelf and first-class," Rademacher said.

Since May 2010, Kolter has sold about 80 homes.

Steve McKibbon and Robbie Robison of Murrayville-based McKibbon-Robison have bought three former developments and are moving forward with plans to inject new life into them.

McKibbon took time to talk about his endeavors during a visit to The Gardens, which is at Wessel and Piedmont roads in Gainesville.

That development dates to 2005.

"Three banks owned it, nobody really knew what to do with it, and the city was caught in a situation of getting the roads paved," he said. "The original development had put up surety bonds and those bonds expired, and so the city was stuck with a half-finished subdivision.

"We stepped in took care of a lot of the things for the city."

When McKibbon-Robison bought the development in July 2010, "the market was still pretty bad," McKibbon said. "It still felt kind of risky. ... It's been a challenge (bringing it back)."



The company is selling lots in the subdivision, with plans to perhaps build one speculative home in the fall, he added.

On the southern end of Gainesville, Wendell Starke of Butler Property LLC is trying to revive Mundy Mill subdivision off Mundy Mill and Mountain View roads.

Plans for the mixed-use, 604-acre development, when approved in 2004, called for 1,148 single-family houses, 578 town houses, 460 apartments and more than 1 million square feet of office, retail and industrial space.

The property ended up owned by two banks over the ensuing years. Starke bought about 85 percent of the property in 2010.

The Maple Park section of the development is owned by a bank and an investment group, said John Schwartz, sales manager for Main & Main Realty, which is marketing Mundy Mill and Marina Bay on Lake Lanier.

Starke went before Gainesville City Council in December seeking permission to build 1,235 apartment units instead of 460 condominiums, saying he believed the change would address demand in the housing market.

Single-family homes are being built in Mundy Mill, however.

"Our plan is to offer affordable housing to this Oakwood corridor," Schwartz said, referring to Mundy Mill's general location.

"With the proximity to Interstate 985, Gainesville State College, all the shopping and (closeness) to Lake Lanier, location was the key factor in Butler Property's decision to consummate this project."

Farther south, in Flowery Branch, one developer has been able to maintain its project since 2001, when it was given the approval to build up to 1,788 homes on 900 acre in Sterling on the Lake.

Newland Communities, which is based nationally in San Diego and has an office in Duluth, later got approval for a 200-home expansion. And then, in March, the company got Flowery Branch City Council's OK to change plans for a 30-acre section.

In an area where 98 town homes and 93 single-family homes were planned, Sterling now is planning for 122 single-family homes and a 4 1/2-acre park.

And business is booming.

"We're seeing a 24 percent increase in traffic and just under 50 percent increase in sales from last year at the same time," said Patrick Clark, Newland vice president and general manager.

The housing market across the Atlanta area is "still in severe distress," he said.

"That being said, there are pockets of activity where people want to live, where there are still quality opportunities for builders and customers," Clark said.

"There's a volume of business that's out there, there's a certain number of new homebuyers that are still buying and coming into the area, that still need to move or can move," he said. "And they're finding these hot spots, these areas that are sustainable."



# South Hall growth SPRINGS UP

## Development rising along Spout Springs

By Jeff Gill [jgill@gainesvilletimes.com](mailto:jgill@gainesvilletimes.com)  
August 22, 2011

It is not robust or overflowing, but commercial development is taking place along some areas of Spout Springs Road in South Hall County.

Health-related business seems to be the trend, particularly in the Braselton side of Spout Springs, with the development of Spout Springs Professional Park and The Oaks at Braselton Senior Living.

But that's no surprise to some, as the Northeast Georgia Health System is moving toward planting a hospital off Thompson Mill Road, in the area of a planned, newly widened Ga. 347.

"I think that, even as the first real dig in the ground (takes place on the hospital), there'll be even more interest," said Kit Dunlap, Greater Hall Chamber of Commerce's president and CEO. "The word has spread."

Jennifer Dees, Braselton's town manager, said, "I think the closer we get (to the hospital opening), the more development we'll see in everything related to health care — drug stores, florists, gift shops, all those."

An orthodontic office closer to Flowery Branch also is in construction, as well as a single-story building at Williams Road leasing 1,250-12,500 square feet of space. In Braselton, a bank is being built near the new Publix-anchored shopping center off Friendship Road.

The Oaks Senior Living determined through a marketing analysis that Braselton was a good place to build its 86-unit center, which is just off Spout Springs and near the Duncan Corners intersection, said Linda Smith, vice president for sales and marketing.



Location was a key factor in the decision, as the development is close to interstates 85 and 985, shopping and health care.

"It's a great area," Smith said.

Dunlap said she believes that health care development should help spawn more retail growth.

"And, at some point in the future, more housing," she said.

The Spout Springs area, at one time, was a major residential area, with subdivisions lining much of the road, including the 1,000-acre Sterling on the Lake, which is experiencing some housing growth.

Flowery Branch and Braselton ends of the road then experienced a burst of commercial and retail growth, such as with Stonebridge Village near I-985.

That has slowed somewhat during the economic downturn, but new businesses continue to emerge.

Upcoming and future transportation projects focusing on the area also could keep it on developers' radar.

"Anytime you create a new transportation corridor, all the land along that corridor really does take on a whole new light for people looking to build," Dees said.

Hall County officials are pushing to widen Spout Springs from Hog Mountain Road in Flowery Branch to the Gwinnett County line.

They have contracted with STV/Ralph Whitehead Associates, which has offices nationwide, including Duluth, as the design consultant on the project. And a meeting was held last week to discuss the future of the project.

"It's an eight-year process ... on its current funding," Dees said.

The project is proposed to get funding under the state's 1 percent transportation tax, which goes to voters next year. If the referendum passes, "the time frame would speed up."

Also, the Georgia Department of Transportation could go out for bids in the spring on widening Ga. 347 between McEver Road and Ga. 211/Old Winder Highway, crossing Spout Springs Road.



SARA GUEVARA/The Times

**A Chase Bank was slated to open in the future on Spout Springs Road near Friendship Road in Braselton.**



SARA GUEVARA/The Times

**A professional park is under construction Monday on Spout Springs Road near Friendship Road in Braselton.**





## Hall's next big road project to go out to bid in Feb.

Contracts to be awarded for Lanier Islands Parkway, Friendship Road widening

**By Jeff Gill**

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October 19, 2011

A construction contract could be awarded in February for Hall County's next major road project, the widening of Ga. 347/Lanier Islands Parkway from Interstate 985 to McEver Road.

And the Georgia Department of Transportation is looking to award a contract on the second phase of Ga. 347 work, widening Friendship Road to Ga. 211/Old Winder Highway, in about April.

Robert Mahoney, engineer with the DOT, said Wednesday that the department has nearly all the right of way for the Lanier Islands Parkway stretch, which will be widened to four lanes.

But the DOT still has "a good bit" of property to buy for the Friendship Road segment.

"A lot of it has to do with settling the various parcels that have been foreclosed on and things like that, dealing with different banks and government agencies," Mahoney said at the quarterly meeting of the Gainesville-Hall Metropolitan Planning Organization's Technical Coordinating Committee.

The DOT has a public meeting scheduled for 4-7 p.m. Nov. 3 at Friendship Elementary School, focusing particularly on detours that will be required as part of the Friendship Road project.

"There will be some significant grade changes made on the side roads and ... we will have to close sections of county roads, as far as the entrances," Mahoney said.

"We will provide a detour route and we will hope to limit each of the (closings) to 30 days maximum."

Friendship Road is mostly two lanes and will be expanded to four- and six-lane segments, running by Friendship Elementary and a string of subdivisions. Its planned crossing at Spout Springs Road is heavily commercial.

The new four-lane will continue to run by more heavily residential areas, including the Village at Deaton Creek, before crossing in front of the Northeast Georgia Medical Center's planned South Hall hospital.

Ga. 211 leads to Chateau Elan, a resort featuring a winery, hotel and golf course, which also sits off I-85.

The estimated construction cost for the Friendship portion of the project is \$47.9 million, and the Lanier Islands Parkway work is expected to cost \$16.3 million, according to the MPO's 2012-2017 Transportation Improvement Program.

In updating an air and noise study based on new federal requirements, the DOT is looking at noise barrier walls along the corridor, Mahoney said.

"We're going to be discussing at this (Nov. 3) meeting, also," he added. "There will be some heated discussion about the sound walls, I believe."

The walls, built of varying materials and at different heights, typically separate private property from lanes of traffic.

## **County ramps up bond support for planned South Hall hospital**

Additional \$200 million in bonds will go toward construction

Jeff Gill

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November 11, 2011

The Hall County Board of Commissioners voted Thursday night to pledge up to \$200 million in bond support for Northeast Georgia Health System's future hospital in South Hall.

The move, an increase from an earlier commitment of \$100 million, provides a safety net for the hospital if it cannot pay debts on construction of the hospital.

The increased support will help hospital officials get a lower interest rate on construction loans.

That translates to about \$17 million to \$19 million in savings over the 33-year life of the debt, said Tony Herdener, chief financial officer for Northeast Georgia Medical Center.

"And that money, since you all are pretty much not-for-profit, is reinvested in the community, right?" asked Commissioner Craig Lutz, whose district includes the area where the hospital will be built.

"It needs to stay within Hall County, within the organization," Herdener said. "It stays on the balance sheet, to support the debt, to support the growth of the organization."

A couple of residents expressed some concerns about the financial pledge.

"I really would advise you all to have a special public meeting ... and let the hospital financial people come and let us ask questions and understand what we're talking about," said John Rogers.



"We don't need for this thing to get in trouble in South Hall or in Gainesville."

Phyllis Mercer said she believes "there are some clear advantages for the hospital, but there are no stated advantages for the county."

"The county doesn't even get revenue from the sewage of this facility, as that revenue will go to the city of Braselton, a right that was negotiated away," she said.

Commissioner Ashley Bell said he understands the questions and concerns of residents.

"It's key the public understands that many of us on this commission have had very similar questions from the outset of this process," he said.

"This (bond support) does not take us to our debt limit and looking at (the) books, this hospital has been well-run for a while," Bell said. "The only reason I will vote for this is I am certain that (the hospital) will continue to run well, and the bottom line and reserves are solid."

Commission Chairman Tom Oliver said a "contingency plan" has been developed in regards to the bond support.

"And about the hospital not being on Hall County sewer, they were too cheap for us — we took the medical buildings around them," he said.

Herdener has said it is unlikely that money will ever be needed.

"It's a self-supporting debt, so as the health system generates cash flow, that would be the first line of payment, and there's reserves on the balance sheet - that would be next," he said.

"And then there's a designated, trustee-held debt-service reserve fund that would be a year's worth of debt service. So there's plenty of moats, if you will, around the castle to protect the bondholders."

The South Hall hospital will be the first new hospital in the state in some 25 years, said Northeast Georgia Medical Center's Chief Executive Officer Carol Burrell.

"All eyes are on our community," she said.

Construction on the hospital off Ga. 347 is supposed to begin sometime next year.

Plans will include an intensive care unit, emergency room and general surgery, but other services have not been determined.

Once it is open, the hospital is expected to employ 500 people, Burrell said, as well as 50 physicians and 240 support staff for the physicians.



# South Hall hospital plans call for gardens, trails, retail

## Facility expected to employ 500 people

By Ashley Fielding

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November 17, 2011

It sounds more like a description for an idyllic community than a hospital.

But Carol Burrell, Northeast Georgia Medical Center's chief executive officer, says the facility slated for construction on Ga. 347 will be "far more than a hospital surrounded by parking lots."

Beyond its 100 beds, the South Hall hospital will have "neighborhood amenities" such as walking trails, retail shops and possibly even a farmer's market, Burrell said, speaking Thursday to the Greater Hall Chamber of Commerce's board of directors.

Also in the plans for the hospital is a "broad expanse of green spaces, complemented by intimate gardens" to surround the new facility as well as "breathtaking views of the lake and foothills."

Here, nature will be a part of the healing process.

"Sound futuristic? It's here. It's what we're about," Burrell said.

Hospital officials, in the midst of a yearlong planning process, have lofty technological plans for the new facility, too.

When it opens in March 2015, the South Hall hospital will be paperless: all medical records will be kept electronically, Burrell said.



Already, hospital officials have nailed down a construction manager and an architect.

Over the next six to eight weeks, officials will design the "patient experience" of the new hospital.

Hospital officials are seeking to use what Burrell called "lean principles" to eliminate unnecessary steps, ease patient flow and increase time spent between the patient and clinical staff.

The planning comes after a yearslong legal battle with Barrow Regional Medical Center, which operates a 56-bed hospital in Winder, over the need for another hospital in the area. Northeast Georgia Medical was granted the certificate of need in September of last year.

County taxpayers are backing the project by way of a \$200 million pledge of bond support should the hospital not be able to pay its construction bills.

The pledge helps to reduce the interest rates on the loans for construction of the hospital. Tony Herdener, chief financial officer for Northeast Georgia Medical Center, said it is unlikely that money will ever be needed.

"What this means is that our interest costs will be significantly less, which means that we will be able to reinvest \$17 (million) to \$18 million back into this community into technology and services that otherwise would be going somewhere else in this country," Burrell said.

"It also allows our own local folks to be able to invest in something that they feel a part of, and it will be very much theirs."

The hospital will be the first new hospital in the state in some 25 years. Once it is open, the hospital is expected to employ 500 people.



# South Hall gearing up for growth

## Road, sewer projects key to future development

By Jeff Gill [jgill@gainesvilletimes.com](mailto:jgill@gainesvilletimes.com)  
January 2, 2012

With the economy sluggish, South Hall hasn't seen much growth in recent years.

Oakwood and Flowery Branch officials say they have been focusing on roads, sewer and other internal needs to better position the area when the economy rebounds.

"I think we are postured really well for growth," said Oakwood City Manager Stan Brown.

The city plans in 2012 to recruit businesses that will help shore up weak areas in the city's commercial sector, he said.

Particularly, he would like to see Oakwood attract a "nighttime destination," such as a theater multiplex or family fun center, as well as a top-drawer, full-service hotel.

"We're not waiting for something to happen," Brown said. "We plan to go after businesses aggressively."

Before the economic downturn, South Hall was growing rapidly, with subdivisions springing up in the area. A new commercial center, including a hotel, took hold off Spout Springs Road at Interstate 985 in Flowery Branch.

**The Braselton end of Spout Springs Road also has redeveloped. Commercial growth in that area has remained steady, even through the recession.**

Buford, which is mostly in Gwinnett County, also has annexed land in South Hall, with much development taking place along Lanier Islands Parkway between I-985 and Ga. 13/Atlanta Highway.

Braselton, Flowery Branch, Oakwood and Buford have been working on regional planning, trying unsuccessfully to get federal money to bolster those efforts.

"The Hall County portion of Braselton is where we're seeing the most growth occur, so we want to be ready for whatever it brings," Town Manager Jennifer Dees said.

Bill Andrew, Flowery Branch's city manager, agreed.

"We don't have any funding now, but we still think that maybe there are some discussions that need to be had in working together on various issues," he said.

Transportation, for one, will be a key issue for years to come in the region.

In particular, the Georgia Department of Transportation expects to begin work on widening Ga. 347 between McEver Road in Buford to Ga. 211/Old Winder Highway in Braselton, a project it has divided into two phases.

A contract is set to be awarded in February for the widening of Lanier Islands Parkway between I-985 and McEver, with construction to begin in the spring.

The DOT nearly has all its right of way in hand, with construction estimated to cost \$14.1 million.

A contract is scheduled to be awarded in April for the widening of Ga. 347/Friendship Road between I-985 and Ga. 211.

Construction likely will begin this summer on the nearly 8-mile stretch, with the work starting at Spout Springs Road and running to Old Winder Highway in the area where Northeast Georgia Medical Center's new South Hall hospital will be built.

Also, area officials will be eyeing the July 31 vote on a 1 percent sales tax as proposed under 2010's Transportation Investment Act.

Voters statewide will decide whether to pay another penny per dollar on road work, with the issue being decided by districts throughout Georgia.

Hall falls in the 13-county Georgia Mountains district, with Hall and Forsyth counties the major players.

Several South Hall projects would get a bump in funding if the tax is approved, including the widening of Spout Springs Road and Ga. 211/Old Winder Highway from Ga. 53/Winder Highway to Ga. 124/Braselton Highway.



"I think Flowery Branch and South Hall will benefit greatly from that (sales tax approval), probably the most of any area in the (Georgia Mountains) region," Flowery Branch Mayor Mike Miller said.

The cities also have been working on sewer projects.

Oakwood has joined with Braselton on a line that eventually will connect the two cities, running along Winder Highway. Oakwood, which doesn't have a sewer system, would receive sewer capacity from Braselton once that project is completed.

The city also is running a sewer line up Winder Highway between the Walden at Oakwood apartment complex to Smokehouse Barbecue & Catering off Ga. 13/Atlanta Highway and Poplar Springs Road, a distance of about 2,100 feet.

Flowery Branch is moving forward on plans to eventually shut down a small sewer plant at Cinnamon Cove, a condominium complex off Gaines Ferry Road, and rerouting sewer from there to its main treatment plant off Atlanta Highway.

City officials hope the \$1.8 million project, which involves building two pump stations, will help spur development in the area.

"We're hoping to have that line completed, or largely completed, this year," Andrew said.

## Braselton council approves plans for apartments

*Kerri Testement*

Top Stories

February 16, 2012

Despite opposition from area residents, the Braselton Town Council approved a rezoning request on Monday that will include almost 300 apartments in a mixed-use project.

Spout Springs Partners, LLC, asked that its 17.89-acre property at the corner of Spout Springs Road and Thompson Mill Road in South Hall be rezoned from General Commercial (G-C) to Planned Unit Development (PUD).

Council members Tony Funari, Dudley Ray and Peggy Slappey voted in favor of the request, while Braselton Mayor Bill Orr and council member Richard Mayberry voted in opposition.

About 20 people attended a public hearing on Thursday, when the council took comments from the audience. An estimated 15 people attended Monday's brief council voting session.

Jeff Mahaffey, an attorney representing Spout Springs Partners, told the Braselton Town Council during Thursday's public hearing that the new zoning designation would allow the company to build a mixed-use development that would serve as a "transition" from a neighboring retirement center under construction to the nearby commercial developments.

He also said the proposal would provide diversity from other commercial projects in the area, while balancing the housing market.

But several nearby residents pointed to their concerns about the project's housing density and its affect on local roads.

"There are much better roads to put such a dense development on than a two-lane crossstreet," said Bruce Brown, a resident of Chateau Elan.

Spout Springs Partners plans to build a total of 278 apartments spread across nine buildings on its property. Thirty of those residential units will be located on the upper floors of two buildings along Thompson Mill Road. Those buildings will also have retail space on the lower levels.

Mahaffey said the residential units will all be leased by the same rental company for the one, two and three-bedroom apartments planned in the development. For a three-bedroom unit, the monthly rent will be \$1,200.

A market analysis showed the need for the complex in South Hall, he added.

“It will be a positive development, a quality development,” Mahaffey said.

Gary Amato — an architect who lives the Pemberton Point subdivision — said while the initial commercial plans for the property were “spot on,” the mixed-use plans didn’t fit the area.

“I think that diverting from that is the wrong choice,” he said.

Amato said that the site plan for the property showed buildings that appeared too close to the roadway of Thompson Mill Road — a design that seemed similar to more urbanized areas.

Brand Morgan, one of the owners of Spout Springs Partners, said the company wants to create an urbanized setting for the mixed-use development.

“We want individuals to live upstairs, walk downstairs, have a cup of coffee at a local retailer and maybe even walk down the street to the Publix grocery store,” he added.

Brown pointed to a traffic study of the busy intersection of Spout Springs Road and Thompson Mill Road that estimated that 111 vehicles from the development would travel in and out of it during peak times. Brown said he believed that figure was “grossly underestimated.”

Mahaffey later countered he believed that the figures were accurate, as they reflect traffic flow for one hour at a time. Residents in a development typically spread their commutes over several hours in a day, he added.

Spout Springs Partners spent \$985,000 to make improvements to the intersection of Spout Springs Road and Thompson Mill Road, including the installation of a traffic signal in 2010, according to Mahaffey.

He contended that a commercial development on the property — as initially planned — would add more vehicles to the roadway than residential units. Mahaffey explained that the intersection could handle the mixed-use development.

“That intersection was studied and designed with a commercial project in mind,” he said.

Phyllis Mercer, Hoschton, said she believed that there is a lack of planning infrastructure in the area for the development. She called the proposal “irresponsible” for not taking into account a closer location of a fire station with a ladder in Hall County to handle a potential fire in an apartment complex. The apartment buildings in the complex will be four stories.



“Should there be an emergency, can you honestly face the public and say, ‘Well, we had fire walls and we had an alarm system, but we saw no need for a fire truck equipped enough to fight a mid-rise blaze,’” Mercer said.

When later questioned by the town council about fire protection, Mahaffey said there’s fire equipment in the area to handle a potential blaze.

Town manager Jennifer Dees said the new hospital for Northeast Georgia Medical Center on Thompson Mill Road will be five stories. Council member Dudley Ray said a three-story building proposed for the area was once denied by a fire marshal.

Mercer also questioned that development’s potential impact on schools in Hall County. When later asked by the town council, Morgan said the company had not contacted the Hall County School System.

“On average, if you run the math on the residents at our other developments, we’ll have 38 kids — so that’s the number that we’d come up with,” said Morgan, while adding that company officials don’t believe that 38 kids would affect the school system.

The unnamed development will be a gated community featuring an amenity center with fitness center, a cyber café, and a pool for residents.

Besides the apartment buildings and two buildings along Thompson Mill Road for lower-level retail and upper-level residential space, the project will include two additional retail buildings.

Initial plans submitted to the town once showed that an Aldi was planned for the property, but Mahaffey later said that it is unlikely that the discount grocer will open on the site. A revised site plan later submitted to Braselton designated that building without the name of a potential tenant.

# BraseltonNewsTODAY

Covering Braselton, Hoschton, Chateau Elan, Mill Creek, West Jackson & Barrow County

## Master planning under way for Braselton hospital

Kerri Testement

Friday, June 1, 2012

Northeast Georgia Health System won't open its new hospital in Braselton until 2015 — but it's already laying the groundwork for the next 20-30 years for its healthcare campus in South Hall.

The Gainesville-based health system is putting the finishing touches on its master plan for its 119-acre property on Thompson Mill Road (Ga. Hwy. 347) that is being called River Place in Braselton.

A 100-bed hospital — with room to expand — will be the key piece on the property, which already includes a medical office building. A second medical office building is slated to be constructed before the hospital opens.

“Master planning — when you're looking at a site like this — involves two large tasks,” explained Anthony Williamson, vice president of service lines and Greater Braselton development for Northeast Georgia Health System. “That's where on the site that the buildings are going to go. And, also at a very high level, what are (the buildings) going to look like.”

The master planning process further includes plans for how patients will access the buildings and how Northeast Georgia could expand buildings in the future, he said. All of that planning is wrapping up this month.

By late summer or early fall, the health system may start moving dirt in preparation for construction of the hospital, Williamson said. Construction of the hospital is expected to start in January or February 2013, and finish in early 2015.

But for now, the health system's architects working on the Braselton plans are taking feedback from several public forums held during the winter into account in their designs.

“A lot of the feedback we got has carried forward,” Williamson said.

Many of those comments addressed concerns about accessing the property, parking and preservation of the site's natural beauty. The property runs along the Mulberry River.

Northeast Georgia plans to take advantage of the hilly topography of the property by possibly concealing large parking areas from view on Thompson Mill Road, Williamson said.

“We want to look at the potential for the site to be a destination — not only for when members of the community are experiencing an illness, but also for things like wellness and other reasons to come to the site,” Williamson said.

But when Northeast Georgia asked the public to suggest what those amenities could be, it got proposals that ranged from amphitheaters and barbecue pits to soccer fields and putting greens, he said.

“But, really, our focus is on wellness and healthcare,” Williamson said. “We also want to be good neighbors for the community.”

Walking trails may be included on the healthcare campus, which is located next to The Village at Deaton Creek — a large, active-adult community.

As part of the planning process, Northeast Georgia is also considering what types of medical services it will offer on its Braselton property and the surrounding area. The health system anticipates focusing on physician recruitment for the new hospital in a year, Williamson said.

The Braselton hospital for Northeast Georgia Medical Center will build on the strengths of its main campus in Gainesville, he explained. It will emphasize its most successful programs — such as cardiology, oncology, outpatient surgery, orthopedics and rehabilitation.

And while the plan is to bring those services to Braselton, some highly specialized care — such as heart surgery — will continue to be only offered in Gainesville.

“We’ll be operating these programs in Braselton with the thought that there would be connectivity back to Gainesville, if needed,” Williamson said.

The new facility also won’t initially offer obstetrics, such as the delivery of babies at the hospital. The 2006 state approval for the Braselton hospital didn’t include obstetrics, but that may be offered in the future, he added.

An area that the new Northeast Georgia Medical Center Braselton will focus on is outpatient surgery — a demand that has been growing in Gainesville, Williamson said.

“A lot of healthcare has been moving toward the ambulatory — or outpatient — environment,” he said.

That’s a major reason why Medical Plaza II — a new medical office building on the healthcare campus — will be built next to the estimated 240,000 square-foot hospital.



Meanwhile, the health system continues to work closely with the Georgia Department of Transportation on the widening and realignment of Ga. Hwy. 347, which is a critical part for the hospital project.

The DOT will widen and realign the state highway from Ga. Hwy. 211 in Braselton to Interstate 985 in Flowery Branch. The segment in front of the hospital (Thompson Mill Road, from Ga. Hwy. 211 to Spout Springs Road) will be constructed first. A contractor for the road project is expected to be named in June.

“There’s no alternative for Hwy. 347 not being in place,” Williamson said of any potential road construction delays. “Our project is very much contingent on that road realignment being completed.”

The DOT has given Northeast Georgia three access points from Thompson Mill Road to its property, he explained. It has been using a road from Deaton Creek to enter the existing Medical Plaza I.

But even before dirt starts turning for the new hospital, Williamson said Northeast Georgia has received plenty of interest from those who want to take part in the building process.

The health system’s general contractor — Turner Construction Company — recently held a subcontractor and vendor outreach fair in Gainesville to let workers know how to get involved in the project. More than 100 people packed a room to hear from the general contractor, Williamson said. A website — [www.ngmcproject.com](http://www.ngmcproject.com) — also includes details for potential vendors and subcontractors.

Northeast Georgia is encouraging local subcontractors and vendors to participate in the hospital project, Williamson said.

A study by the Enterprise Innovation Institute at Georgia Tech and the Greater Hall Chamber of Commerce estimated that the hospital project would produce 578 direct jobs with a compensation of \$70 million, and an incremental 792 indirect jobs, with a compensation of \$97.7 million.



## Friendship Road to be widened in late fall

From staff reports  
July 24, 2012

The widening of Friendship Road/Ga. 347 is set to begin late this fall after the Georgia Department of Transportation awarded the contract for the project Tuesday to E.R. Snell Contracting Inc. of Snellville for \$38.4 million.

The road is set to be widened from Interstate 985 to Ga. 211/ Old Winder Highway and include sidewalks. The completion date is set for July 31, 2015.

The contract had been deferred earlier this month pending the Georgia Environmental Protection Division's approval, DOT spokeswoman Teri Pope said.

## Ga. 347 construction finally under way

### New road segment to be added in front of planned hospital site

Jeff Gill

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August 26, 2012

Work has started on the long-awaited widening of Ga. 347/Lanier Islands Parkway, the first of three projects that ultimately will serve as a major east-west connector in South Hall.

Grading is under way near Atlanta Highway and silt fencing is up for most of the two-mile route.

The \$14 million project calls for a four-lane divided highway, including sidewalks, between McEver Road/Peachtree Industrial Boulevard and Interstate 985.

The roadway will split between numerous businesses, including restaurants, gas stations and strip shopping centers. Most of the road's commercial development is between Atlanta Highway and I-985.

The completion date on the project is Nov. 30, 2014, said Teri Pope, spokeswoman for the Georgia Department of Transportation's District 1, which includes Hall County.

Mack Burgess, new director of the proposed Lanier Islands Parkway Community Improvement District, a self-taxing area allowed under the state constitution, said Sunday that he believed the DOT's work along the road "will be good for our campaign."

The CID, which is trying to gain business support for the initiative, hopes to use revenues to pay for extras to the road.

"There's a huge aesthetic component (to a new road)," he said. "We want to clean up blighted areas along Lanier Islands Parkway. We'd love to dress it up a little bit."

Mike Williams, CEO at Lake Lanier Islands resort, has said the CID “would do the stuff that the DOT won’t fund — for example, streetlights, signage and landscaping.”

The DOT has awarded a contract for the second leg of the project, an eight-mile widening of Ga. 347 from I-985 — where Lanier Islands Parkway becomes Friendship Road — to Ga. 211/Old Winder Highway.

“We expect work to begin in September,” Pope said last week, noting that could change.

Friendship Road will be widened to six lanes between I-985 and Hog Mountain Road and to four lanes between Hog Mountain Road and Spout Springs Road.

The final link will be a six-lane segment between Spout Springs and Ga. 211 that is all new roadway and will run in front of the Northeast Georgia Health System’s planned new South Hall hospital.

Officials have said construction will take place there first to coincide with development of the 100-bed hospital, which is expected to open in the spring of 2015. The new lanes are set to be completed in October 2013, with the overall road project slated to wrap up in July 2015.

Thompson Mill Road, which now serves as Ga. 347 between Spout Springs and Ga. 211, “will become a local road and will remain open to traffic,” Pope said. However, “Thompson Mill will not be a continuous road from 211 to Spout Springs, as it is now.”

A third project calling for the widening of Ga. 347 from McEver Road to Lake Lanier Islands resort also is in the works.

The new 2.4-mile road would feature three lanes and sidewalks. Right-of-way acquisition is scheduled to begin before June 30 and construction is planned for 2014-15, Pope said.

The road projects combined are the biggest for Hall County since the reconstruction of I-985 at Exit 16 in Oakwood. That \$75 million project involved the widening of Mundy Mill Road and construction of a new interchange at Ga. 13/Atlanta Highway, or Exit 17.





## Eyes on the Road: Utilities work set to start in widening of Ga. 347

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September 24, 2012

Work could begin in early October on a utilities relocation project related to the widening of Ga. 347/Friendship Road in South Hall County.

The work includes the relocation and extension of water lines — some 10 miles' worth of ductile iron pipe ranging from 8 to 16 inches, said Matt Tarver of Gainesville Public Utilities.

The city approved a \$5.7 million contract to Layne Heavy Civil for the work, which also involves Thompson Mill Road.

The project is taking place in response to the Georgia Department of Transportation's plans to widen Ga. 347 from Interstate 985 to Ga. 211/Old Winder Highway. The road project, which is expected to start soon, calls for Friendship Road to be widened to six lanes between I-985 and Hog Mountain Road and to four lanes between Hog Mountain and Spout Springs roads.

Also, the work calls for a six-lane segment between Spout Springs and Ga. 211 that is all new roadway and will run in front of the Northeast Georgia Health System's planned new South Hall hospital.

Thompson Mill Road, which now serves as Ga. 347 between Spout Springs and Ga. 211, "will become a local road and will remain open to traffic," said Teri Pope, spokeswoman for the Department of Transportation's District 1, which includes Hall County.

# The Paper

of Flowery Branch

## Work on South Hall hospital has started New facility expected to be ready by spring 2015

From staff reports

Northeast Georgia Health System's \$200 million South Hall hospital continues development toward its anticipated opening by spring 2015. The new 100-bed hospital, Northeast Georgia Medical Center Braselton, will be located off Ga. 211/Old Winder Highway and the planned new extension of Ga. 347/Friendship Road.

Earlier reports of dirt being moved by this fall toward the development of the 119-acre Riverplace campus and healthcare village, have come to fruition as daily webcam images document progress. Construction is expected to continue for two years.

According to reports in The Times, the hospital is expected to be an acute care facility building its strengths in cardiology, orthopedics, neurosurgery, rehabilitation and women's and cancer services as well as a strong focus on outpatient services.

The existing Medical Plaza 1, 5875 Thompson Mill Road, in Hoschton, contains an urgent care center, imaging center, outpatient rehabilitation center, full service lab and private physician practices representing more than 20 medical specialties. Construction on a second medical office building, Medical Plaza 2, will also begin in late this year, with an estimated opening of early 2014.

The expansion and extension of Ga. 347, leading toward the complex will create a new six lane divided highway from Spout Springs Road to Ga. 211 and include sidewalks. All lanes of the new Ga. 347 from Spout Springs to Ga. 211, including new traffic signals, are required by contract to be open to traffic by Oct. 31, 2013.

The widening and extension is being completed by E.R. Snell Contracting of Snellville. Contract construction cost for the project is \$38,446,332.61 and the work is slated for completion on July 31, 2015.

To see daily progress on the project, the North Georgia Medical System webcam can be accessed by the following link: [www.nghs.com/ngmc-braselton-webcam](http://www.nghs.com/ngmc-braselton-webcam).

## Officials present update on Northeast Georgia Medical Center's new campus

BY LISA LASKEY

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The Greater Hall Chamber of Commerce's South Hall Business Coalition hosted a Northeast Georgia Medical Center Braselton update Dec. 18. Anthony Williamson, vice president of service lines and greater Braselton development, gave an overview of the hospital's construction timeline, environmental and economic impact to the area.

NGHS's second hospital has been in the planning for more than a decade and is considered the first new net hospital in the state in over 20 years, explained Williamson. A "net" hospital is one that is newly established and not a rebuilding or refurbishing of an existing facility.

According to Sukai Cook, senior project leader of the department of operational excellence, an extensive survey was taken of residents who would feel the impact from a new hospital in their area. Chad Bolton, director of planning, said that he received numerous personal calls in support of the project as well as over 1,000 letters saying the same. The only caveat noted was residents' request that the 119-acre complex retain a park-like integrity.

The hospital is intended to support the system's 14 county service area and is expected to deliver many of the same general acute services as that of the Gainesville hospital including cardiology, oncology and neuroscience. "There has been a strong focus on work flow during the design planning phase," said Dr. Sam Johnson, chief medical officer and vice president of medical affairs. "This will be a very appealing hospital for physicians," he said. There will also be a strong focus on connectivity between physician practices, in and outpatient services. Corporate-related services are expected to be retained solely at the Gainesville hospital to avoid duplication.

### Amenities

Williamson noted more expansive patient rooms in the 100-bed facility, than that of Gainesville and with beds expected to expand to 350 to 400 ultimately. The patient or "bed" tower was to be four floors and roughly 100,000 square feet but has been expanded to five stories and 125,000 square feet, Williamson said, "to give us a little more capacity for expansion in the future."

The towers will house roughly 24 beds on each story, plus or minus with four in the emergency room department. "The rooms are a little larger," said Williamson. "The (building) codes have changed a little bit. They now require more room around the beds." More medical treatment is now done in the rooms themselves and rooms need additional space for staff and equipment. "There is also a nice family area," he said.

The existing entrance to the hospital and medical complex along Thompson Mill Road will have a traffic light installed. A second entrance, off Ga. 211 will be undergoing a substantial elevation of grade to bring it level with the roadway there. As of Dec. 20, the entire site had been scraped and basin creation was underway. Simpson Grading Company of Gainesville was awarded the contract for site work.

The Braselton hospital, medical complex is expected to retain a marriage to the local environment, said planners, and is designed to be a retreat for patients and families. An existing wetlands and creeks are to be protected and construction is following environmentally-conscious development processes.

### **Economic Impact**

"Something that is very important, to us, is local participation," Williamson said. Four prospective vendor level tiers have been identified in the following order: Hall County; the system's 14-county service area; metro Atlanta and the state as a whole. "As of right now," he said, "72 percent of the money spent has been in tier one (Hall County). That number is most likely to go down, in all transparency, just because of the sheer nature of the work.

"Everything is being RFP'd," Williamson continued. "The important thing here is that we've got a strategy and we understand how important this is to the local community. We're leading this all the way through." At the height of construction, there will be 250 or so workers at the site plus or minus, said Williamson. "When we open the hospital, we're anticipating roughly 300 jobs. It's a little hard for us to predict right now. We're still putting that together."

Williamson said that as the hospital matures, employee numbers should increase to around 500 translating into roughly \$70 million in employee compensation. "More medical offices, more pharmacies, support services and all the businesses that come in to support them – restaurant, retail," Williamson said.

### **Timeline**

The new medical center's design development phase was completed the week prior to Christmas. According to Williamson there will be no more changes to design after this phase due to expense and potential for project delays.

The building's foundation is expected to pour in February 2013 and steel framework is slated for erection June 2013. "We're about three weeks ahead of schedule right now," Williamson said. The hospital's attached medical complex is expected to open for patients late 2014 with the hospital projected to open spring 2015.



## Eyes on the Road: South Hall to be focus of '13 road work

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Some road construction is planned in 2013 but not the kind of action that might take place in a couple of years.

The main thrust will take place on Ga. 347 in South Hall, as motorists and area residents and business owners have already seen.

Expect to see that hit high gear, especially on Ga. 347/Lanier Islands Parkway between McEver Road and Interstate 985 and Ga. 347/Friendship Road between Ga. 211/Old Winder Highway and Spout Springs Road.

The Lanier Islands Parkway project already has had an impact, as construction crews have shifted lanes, making access to businesses — such as to the QuikTrip gas station off Atlanta Highway — a little trickier.

Residents of Village at Deaton Creek off Thompson Mill Road certainly can see the footprint of the new Ga. 347 as it juts off Deaton Creek Parkway, the main entrance to the retirement community.

Work is well under way on what will be a six-lane road crossing in front of the planned Northeast Georgia Medical Center Braselton and the new Medical Plaza II.

That stretch of Ga. 347/Friendship Road is being built first as part of a project that stretches to I-985.

Elsewhere, construction could start in the spring on the \$8.5 million project to replace Clarks Bridge on Ga. 284/Clarks Bridge Road at Lake Lanier, near Clarks Bridge Park and the Olympic rowing and canoe and kayak venue.

The project is set for a January letting.

Motorists should see plenty of road surfacings throughout Hall, thanks to special purpose local option sales tax money and the Georgia Department of Transportation's Local Maintenance Improvement Grant program. Also planned is a makeover of McEver at Jim Crow Road/Gainesville Street in Flowery Branch.

Otherwise, for the most part, major construction is planned for future years.

Planning and right-of-way acquisition for big projects will continue in 2013, however.

The DOT could hold an open house by late spring on the widening of Ga. 60/Thompson Bridge Road from Ga. 136/Price Road to Yellow Creek Road in Murrayville. The estimated cost of that project is \$17.3 million.

### **Cul-de-sacs are planned on Thompson Mill Road**

Many of those who attended a December public hearing on the widening of Spout Springs Road had questions about the Friendship Road widening, said Teri Pope, spokeswoman for the DOT's District 1, which includes Hall County.

Among their concerns was what would happen to Thompson Mill Road, which now serves as the main connector between Spout Springs Road and Ga. 211.

When finished, the newly widened Ga. 347 will serve as the primary connection, but it will clip what is now a small stretch of Thompson Mill.

In that area, which is near Corners Drive, Thompson Mill will end in a cul-de-sac in both directions, or 1,000 feet west of Chateau Corners Drive and just west of Chateau Glen Drive.

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