

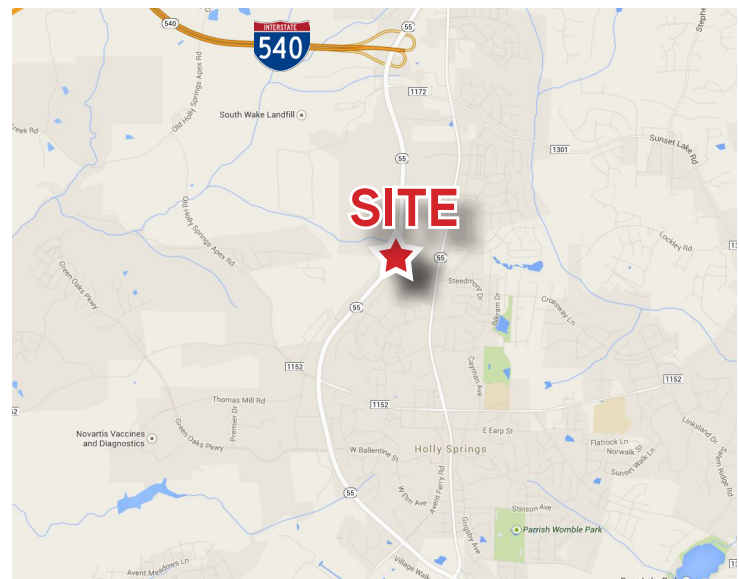
FOR SALE > LAND

Hwy 55 Land Development Opportunity

Holly Springs, NC



LOCATION	Hwy 55, 1220 North Main Street Holly Springs, NC 27540
ACREAGE	9.86 Acres (+/-) Subdividable Three Parcels: Parcel 1 3.22 Acres (+/-) Parcel 2 2.95 Acres (+/-) Parcel 3 3.69 Acres (+/-)
PRICE	Call Broker
BENEFITS	*Excellent Ownership Opportunity For Development
ZONING	Local Business



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SITE PLAN



SITE FEATURES

- Option to include entire block from Anchor Creek Way to Steedmont Drive (Over 1000 feet of Main Street Frontage plus two access roads).
- Site Requires Special Exception Use
- Excellent Visibility from stadium seats and from 55-Bypass.
- Highway Infrastructure Including Turn Lanes and Signalized Intersection Already in Place. Easy Access to Hwy-55 Bypass.
- Convenient Location:
 - 1/8 mi. to Hwy-55 Bypass
 - 1/2 mi. to Towne Center Regional Shopping Center
 - 1.25 mi. to Holly Springs Town Hall
 - 1.5 mi. to I-540 Interchange
- Inside City Limits, Water & Sewer, Zoned Commercial.
- Fiber Optic Cable - Gigabit Access to Internet Available.
- Ready for Immediate Hotel/Restaurant/Retail Development.
- Holly Springs Fastest Growing Town in NC, Among Top-10 Places to Live in U.S., Population Approaching 40,000.

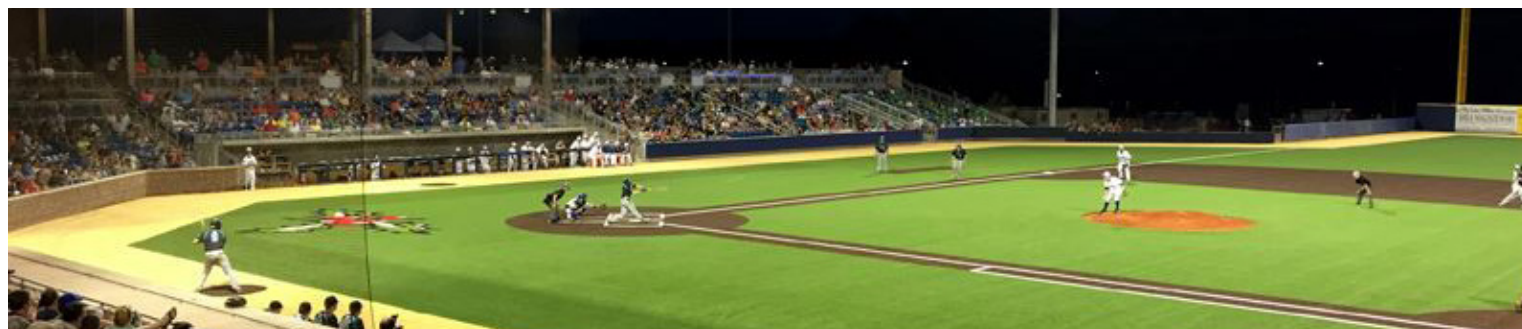
IDEAL LOCATION

The site is located across the street from the 1,800-seat stadium at the North Main Athletic Complex in Holly Springs. The complex is home to the new Holly Springs Salamanders. The Salamanders are the latest addition to the 15-team Coastal Plain League, which features collegiate players who use the 56-game summer schedule to hone their skills.

WHY A HOTEL/ RESTAURANT CLUSTER IS THE BEST USE FOR THIS SITE

Athletic Facility hosts multiple sports and many competitive events

- Facility includes regulation baseball field with 1700-seat lighted stadium, two soccer fields, 9 tennis courts, a junior baseball field, paved parking and various ancillary structures. All playing surfaces are artificial turf, which allows year-round play.
- Coastal Plain Baseball League Salamanders team based at this facility.
- Wake/Raleigh Futbol Club will host over 100 soccer games here.



WHY A HOTEL/ RESTAURANT CLUSTER IS THE BEST USE FOR THIS SITE

Athletic Facility hosts multiple sports and many competitive events

- Babe Ruth and Pop Warner Little League Playoffs can be held there.
- In combination with other Holly Springs athletic facilities, the venue will attract regional and national playoff competition. The combined capability gives Holly Springs the critical mass to attract major sports events.

Stadium can host large concerts

- 1700 permanent stadium seats plus 1500 infield seats can accommodate over 3000 attendees at a concert. Attractive venue with great lighting, sound system and seating will attract performers (and their fans) from a wide area. The facility will make Holly Springs a premium destination. Fans and performers will require overnight accommodations.
- The facility will be in addition to the performances already being held at the 167-seat Holly Springs Cultural Center, which attracts a large percentage of out-of-county and out-of-state visitors. The Cultural Center is already regarded as one of the best performance venues in Wake County.
- Versatile seating, lighting and layout facility can accommodate other large-crowd stadium type activities such as political rallies, car shows, horse shows, etc.
- The town of Holly Springs has a reputation for being a preferred venue for many sports and entertainment productions, even before the completion of the athletic complex. The town staff and citizens do their best to make visitors feel welcome and appreciated.

Other Holly Springs Parks and Recreation facilities attract overnight visitors

- Bass Lake Retreat Center hosts 35 weddings per year.
- The same venue also hosts large family reunions, which are becoming increasingly popular.
- Sugg Farm hosts festivals and other events that attract vendors from substantial distances to take advantage of 15,000-plus crowds attracted to these events. The critical mass provided by multiple venues within the same community can do much to attract much larger events than would normally be drawn to a small town.
- The Daniel Dher Action Sports Complex in Holly Springs hosts world class competitive events in extreme BMX bike sports and extreme skateboarding.
- Nearby towns such as Apex host sanctioned Championship Barbecue events that attract over a hundred competitors and thousands of visitors from all over the country. Barbecue is a big deal in this part of the world



WHY A HOTEL/ RESTAURANT CLUSTER IS THE BEST USE FOR THIS SITE

Increase in sports and entertainment related activities can trigger additional business activity

- Chick-fil-A reports being overwhelmed whenever a sporting event like Pop Warner Baseball comes to town.
- The local Hampton Inn reports getting sold out when events come to Holly Springs, Fuquay Varina or Lillington (home of Campbell University)
- The site directly across the street from the Athletic Complex is large enough to support a medium size hotel and several restaurants or standalone retail establishments. A sports apparel store would be an example of a synergistic retail outlet.
- The town of Holly Springs is the right size for a business suite hotel that provides comfortable and attractive working space for commercial guests staying a couple of days a week to a couple of days a month. The town may not yet big enough for a permanent office, but it offers too attractive an opportunity to allow it to get away.

The proposed site lends itself well to a premium commercial development

- The site features 800 feet of frontage on Main Street, and expensive infrastructure is already in place, including highway widening, right and left turn lanes and a traffic control signal. This reduces development time, expense and uncertainty.
- The land elevation offers an excellent line-of-sight view from a suggested hotel location directly into the baseball stadium.
- Visibility of an enterprise (hotel or restaurant) from Main Street and from the stadium seating area is excellent. Visibility from the road leading out of the complex is also excellent. Buildings on the site would be highly visible even from the Highway 55 Bypass on the opposite side of the stadium. Once spotted, direct access by traffic traveling in either direction is intuitive and easy.
- Access to the site by traffic exiting the athletic complex is extraordinarily easy and obvious. The confluence of visibility and easy access make this site a premium location, particularly for a cluster of restaurants and a hotel.
- The town of Holly Springs enthusiastically supports the use of this property as a hotel/restaurant complex, so the developer would likely find regulatory approvals simple and predictable.
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The Athletic Complex and Stadium serve as the Coastal Plain Baseball League Salamanders Team Home Field

- College teams come from North Carolina and surrounding states to play.
- Salamanders Team anticipates using the stadium 25% of the time.



WHY A HOTEL/ RESTAURANT CLUSTER IS THE BEST USE FOR THIS SITE

- Regular season schedule will involve other teams from outside of the local area that will require overnight stays.
- Parents and other relatives will visit area to see their kids/grandkids play.
- The Athletic Complex will host regional competition for division 2 & 3 teams. (Overnight stays required)
- The lighted 1700-seat stadium accommodates double- and triple-header game-days, and enhances attractiveness for playoff and championship competition.
- Synthetic turf on baseball fields minimizes rain event cancellations.
- The teams anticipate at least 100 baseball events per year.

Wake/Raleigh Futbol Club (Soccer)

- Will host teams from inside and outside the local area (Overnight stays anticipated)
- Multiple fields (Athletic Complex plus Womble Park) provide critical mass for division and regional playoff competition.
- Synthetic turf allows continuous back-to-back play pretty much regardless of weather. This enhances likelihood of regional and upper division playoff competition.
- League anticipates demand for 100 or more games per year based on requests already received.

Multiple Tennis Courts in Multiple Locations.

- Nine tennis courts at the Athletic Complex plus additional courts at Womble Park can accommodate fairly mid-size competitive tennis events that run for several days.
- The stadium can be readily configured for high-profile tennis matches for championship events.

Babe Ruth and Pop Warner Little League Playoffs

- Multiple fields can accommodate densely packed playoff schedules.
- Availability of “youth sized” fields attracts Little League events.
- Holly Springs is already a destination location for Little League playoff games.
- Playoff games attract hordes of family members, sponsors,

