



BRASELTON PUBLIX OUTPARCEL
HIGHWAY 211 NW, BRASELTON, GA 30517

**GROUND LEASE
OFFERING
MEMORANDUM**

03

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PROPERTY OVERVIEW

Land Acreage:

+/- 1.08 AC Outparcel Pad Site

Zoning:

PUD (Planned Unit Development)

Property Information:

- Graded and flat topography
- Multiple ingresses/egresses from Old Winder Hwy (Hwy 211)
- All civil work has been completed
- Outparcel Anchored by Vineyards at Chateau Elan
 - » Tenants include Publix, GEICO, Papa Johns, The UPS Store, Your CBD Store, Animal Emergency Care of Brasleton, and several others
- Approved for up to 5,000 SF Retail Building
- Located less than half a mile from Chateau Elan Winery & Resort





Purpose

The Town finds that the 211 Corridor and Business District directly impacts the health, safety, and welfare of the Town as such area accounts for a disproportionate amount of the Town's tax digest and economic viability and provides a necessary compliment of land uses for a residential community. This area comprises the City's largest commercial node including restaurants, hotels, retail stores, offices, banks, and other establishments. Moreover, it serves as the gateway to the Town along with the Counties of Barrow and Hall from Interstate 85. In order to maintain this area's viability, infrastructure demands, and to prevent blight and decreased property values, the Town believes that unique regulations may be warranted to address this area unlike those of other parts of the Town.

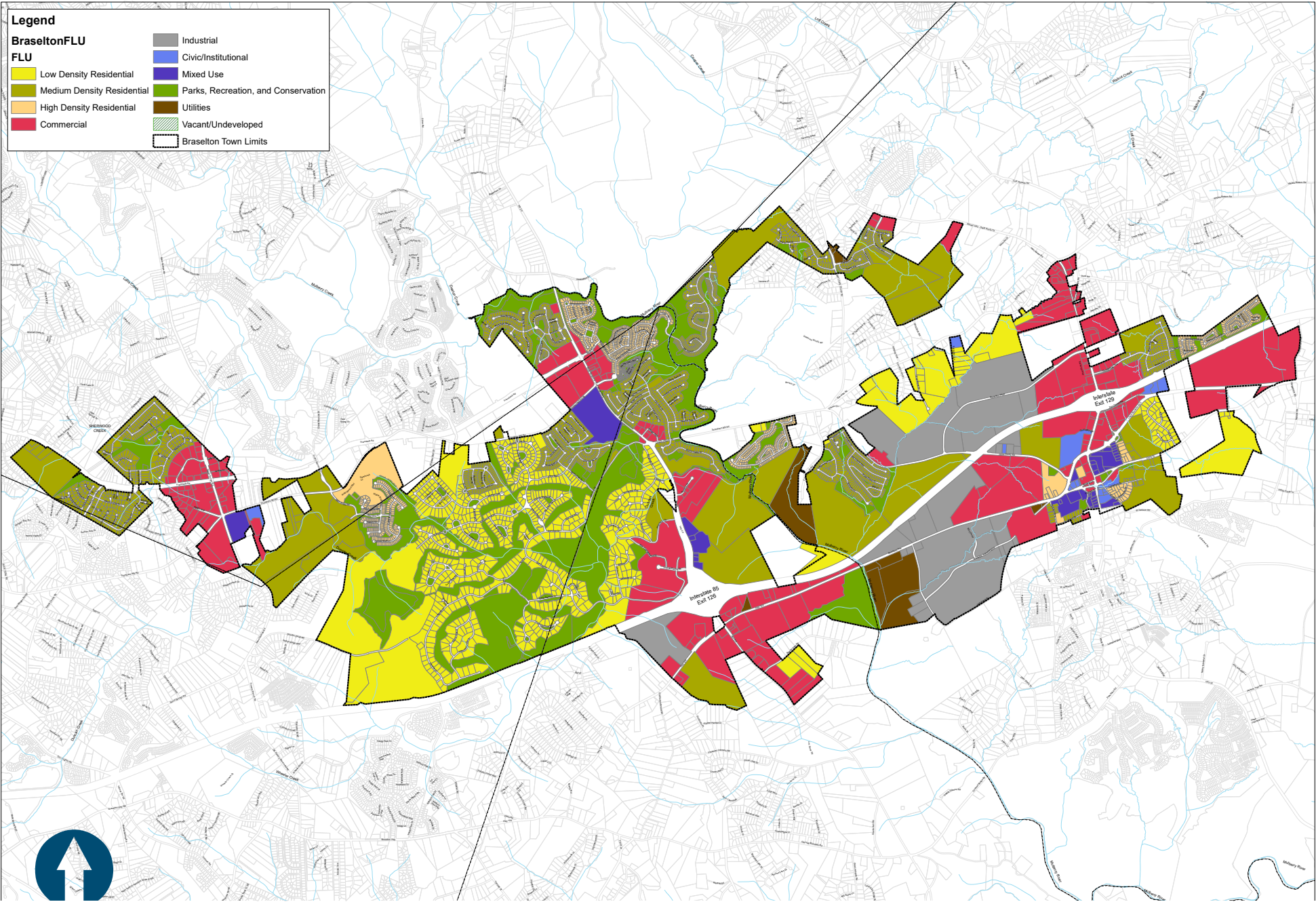
Prohibited Usages

- Mini-warehouse
- Junk yards
- Adult bookstore
- Adult entertainment outlet
- Sexually-oriented adult use
- Pawnbroker
- Boarding houses
- Automobile sales and service
- Car Wash
- Drive-thru
- Any 24/7 concepts

Conditional Usages

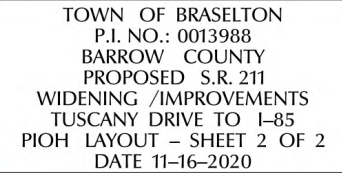
- Restaurant, Drive In
- Automobile Service Station
- Convenience Gas Station
- Commercial Outdoor Recreation
- Car Wash
- Outdoor Storage

HWY. 211 OVERLAY DISTRICT MAP

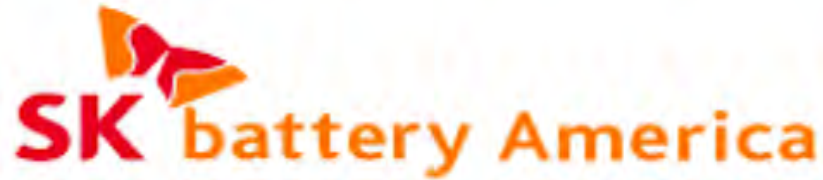


PROPERTY PHOTOS





Located entirely within the Town of Braselton, the proposed SR 211 widening will increase the roadway to four lanes and include the addition of a five-and-a-half foot sidewalk along the east side of the SR 211 bridge. The project will also create two new multilane roundabouts at the SR 211 intersections (I-85 southbound ramps and Braselton Parkway Extension /Tour de France Drive) to improve traffic flow. The project is expected to be completed on October 31, 2025.



- This project is one of the largest job-creating initiatives in Georgia's history, and the largest in more than a decade - with plans to employ over 3,000 workers by end of 2023.
- Since 2019, the company has invested \$2.6 Billion to build two battery manufacturing facilities in Jackson county, creating 2,600 high-skilled jobs.
- More than 300,000 new electric vehicles a year will be on the road.

Northeast Georgia Medical Center Hospital Expansion



- 235,000 SF, 284 bed Hospital - Northeast Georgia Medical Center.
- \$565 Million Dollar hospital expansion
- Housing 26 specialized treatment services
- Adding an additional 200 parking spaces
- First new Hospital to be built in 20-years.

Braselton Village Community



- D.R. Horton developing mixed-use project with up to 457 single-family residential community (with pool, playground, tennis and pickleball courts)
- Halvorsen Development Corp. constructing 193,342 SF of commercial space housing
- Located at signalized intersection off of Hwy 211 and Pinot Noir Drive. Directly across from 3,500 acre Chateau Elan Golf, Spa & Wine Resort.
- Lowe's and multiple other national retailers.

Reveille: Live, Work, Play Community



- Pedestrian trails and open/ green space in addition to 50-acre community lake.
- 508-acre Live, Work, Play mixed use development across from Union Church Road is currently under construction.
- Including assisted living, 120,000 SF of office, 100,000 SF of retail space, apartments, townhomes, cottage homes, 175-room hotel, and an event facility to be located in the South Hall.

AREA DEMOGRAPHICS

	1 MILE	3 MILES	5 MILES
POPULATION			
2028 Projection	2,319	27,038	62,668
2023 Estimate	2,119	24,712	58,273
2010 Census	1,383	14,66	39,658
Growth 2023 - 2028	9.44%	9.41%	7.54%
Growth 2010 - 2023	53.22%	68.46%	46.94%
HOUSEHOLDS & GROWTH			
2028 Projection	776	9,134	20,806
2023 Estimate	711	8,365	19,356
2010 Census	465	5,011	13,130
Growth 2023 - 2028	9.14%	9.19%	7.49%
Growth 2010 - 2023	52.90%	66.93%	47.42%
2022 HOUSEHOLDS BY HH INCOME			
Income: <\$25,000	93 13.10%	818 9.78%	1,872 9.67%
Income: \$25,000 - \$50,000	53 7.46%	799 9.55%	2,311 11.94%
Income: \$50,000 - \$75,000	88 12.39%	1,051 12.56%	2,555 13.20%
Income: \$75,000 - \$100,000	138 19.44%	1,460 17.45%	3,142 16.23%
Income: \$100,000 - \$125,000	145 20.42%	1,176 14.06%	2,744 14.18%
Income: \$125,000 - \$150,000	74 10.42%	935 11.18%	2,086 10.78%
Income: \$150,000 - \$200,000	37 5.21%	878 0.50%	2,131 11.01%
Income: \$200,000+	82 11.55%	1,248 14.92%	2,514 12.99%
2023 AVG HOUSEHOLD INCOME	\$111,773	\$123,917	\$118,715
2023 MED HOUSEHOLD INCOME	\$96,919	\$101,159	\$98,388





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