



**ROSE**  
ASSOCIATES

# Gibsonville, NC

Downtown Market Analysis & Development Strategy

EXECUTIVE SUMMARY

---

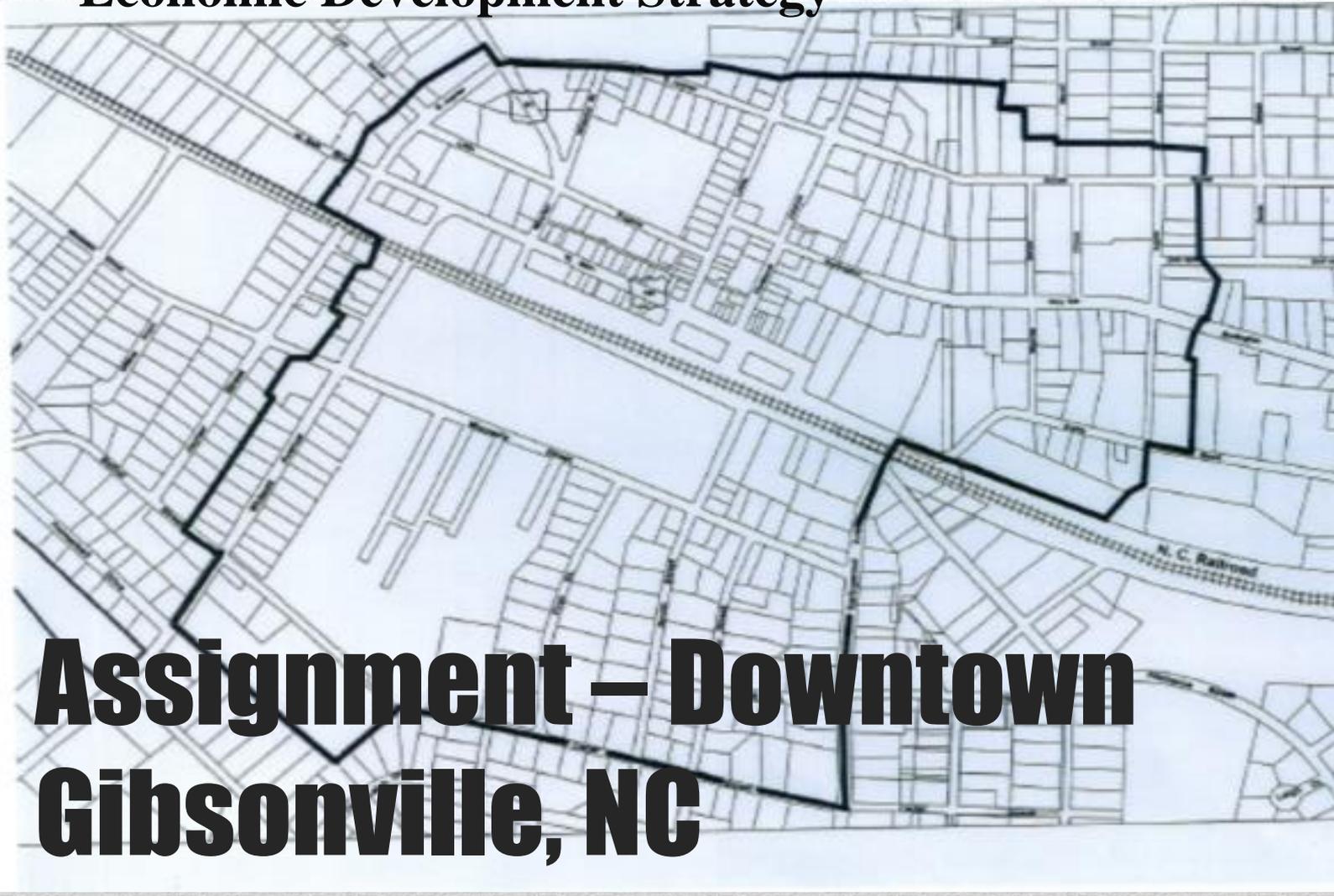
Market Analysis

Economic Development

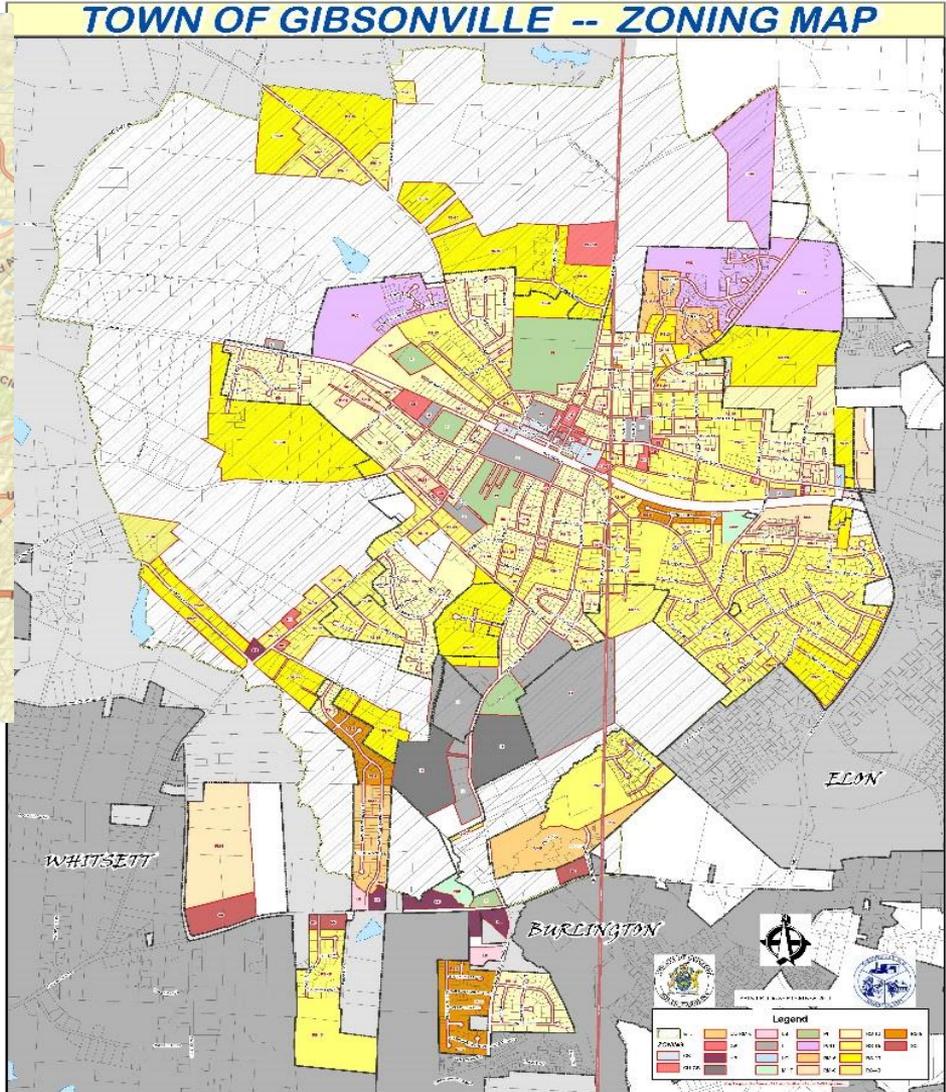
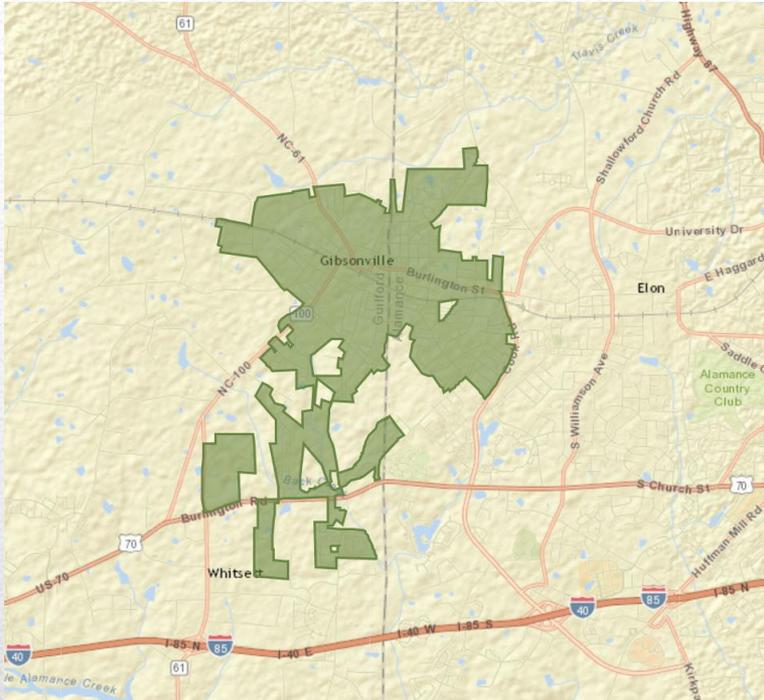
Land Planning

Implementation

- **Real Estate Market Analysis**
- **Economic Development Strategy**



# **Assignment – Downtown Gibsonville, NC**



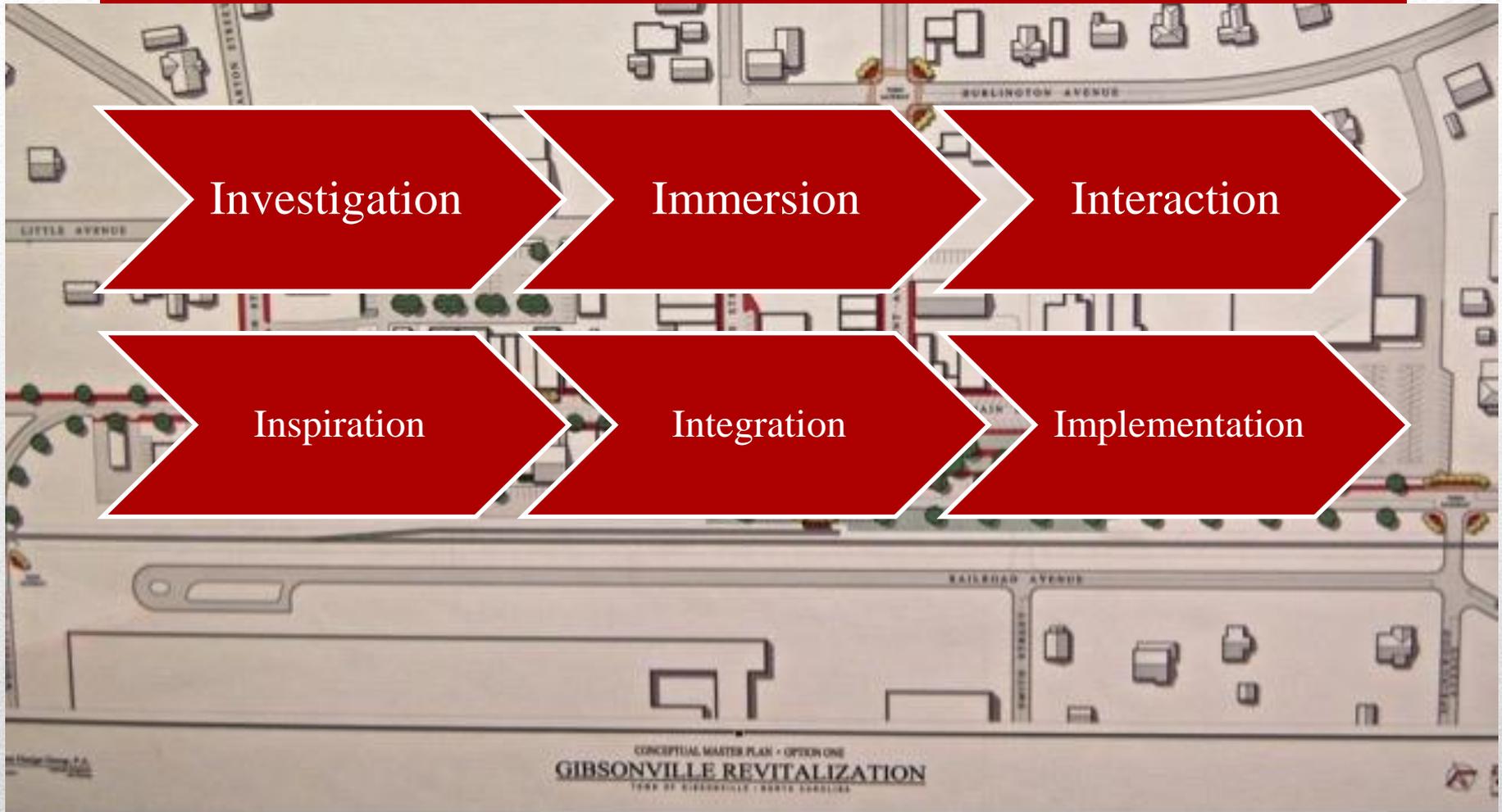
Market Analysis

Economic Development

Land Planning

Implementation





# Downtown Analysis Process

Market Analysis

Economic Development

Land Planning

Implementation

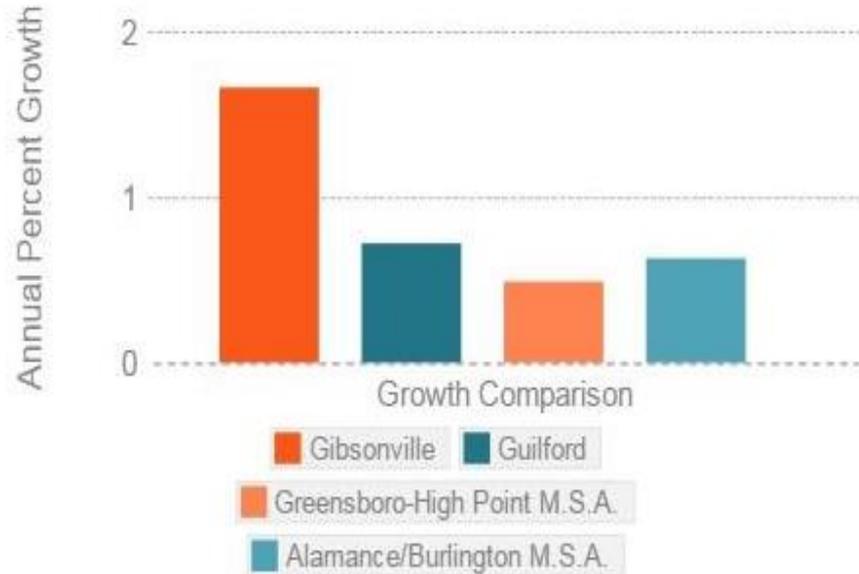




- **Maximize** existing assets & infrastructure;
- Collaborative **partnership** between town, businesses & property ownership;
- Measure performance & promote **accountability**

# Guiding Principles

---



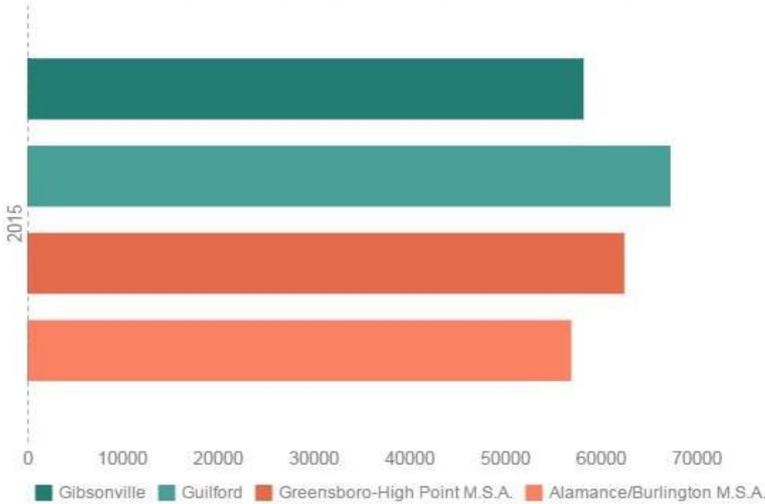
2010-2015 Population Growth

### 2015 Median Age



# Community At A Glance

2105 Average Household Income



Annual Percentage of Employment 2014

**Guilford and Alamance Counties**

1. Healthcare  
 Guilford-20.67  
 Alamance -14.35%  
 Total 35.02%



2. Manufacturing  
 Guilford-13.46%  
 Alamance-16.76%  
 Total 30.22%



3. Retail  
 Guilford-13.98%  
 Alamance-16.04%  
 Total 30.02%



# Community At A Glance



Jobs



Tourism



Lifestyle



# Market Analysis - Demand Drivers

Market Analysis

Economic Development

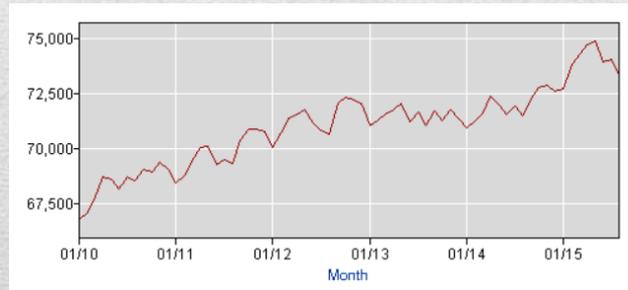
Land Planning

Implementation

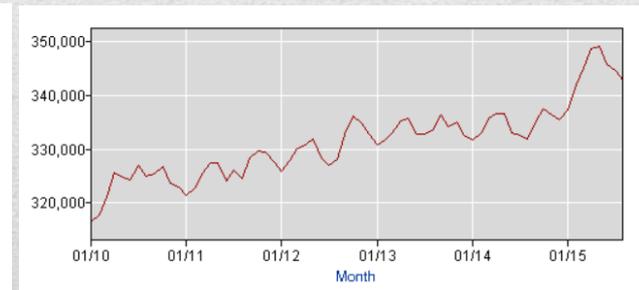


- Manufacturing
- Logistics
- Education
- Healthcare
- Professional/Administrative Services

Industry (2014 Average) Top Sectors	North Carolina	Alamance County	Guilford County
NAICS 55 Management of companies/enterprises	1.28	0.37	1.26
NAICS 31-33 Manufacturing	1.26	1.59	1.28
NAICS 56 Administrative/Waste Services	1.13	1.09	1.51
NAICS 44-45 - Retail Trade	1.05	1.21	0.92
NAICS 61 Educational Services	0.88	1.45	0.79
NAICS 62 Health Care/Social Assistance	0.92	1.33	0.93
NAICS 48-49 Transportation/Warehousing	0.87	0.45	1.61



Burlington MSA Employment



Greensboro MSA Employment

# Jobs

- 1/3 of new residents arrive first as visitors!
- They bring family & friends
- They bring business with them

1. All must work toward one goal.
2. Identify unique differentiators.
3. Gather data for insights.
4. Make marketing fit your message.

### The Catalytic Impacts of Destination Promotion



# Tourism

- Small Towns
- College Towns
- Urban Environment
- Access to Technology & Innovation
- Access to Education & Culture
- Affordability & Mobility



# Lifestyle Relocations



LifeMode Group: Cozy Country Living  
**Heartland Communities**

6F

Households: 2,864,000  
 Average Household Size: 2.38  
 Median Age: 41.5  
 Median Household Income: \$39,000



LifeMode Group: Family Landscapes  
**Soccer Moms**

4A

Households: 3,327,000  
 Average Household Size: 2.96  
 Median Age: 36.6  
 Median Household Income: \$84,000



LifeMode Group: GenXurban  
**Rustbelt Traditions**

5D

Households: 2,685,000  
 Average Household Size: 2.46  
 Median Age: 38.4  
 Median Household Income: \$49,000



**Dominant Tapestry Map**

Gibsonville, NC  
 Gibsonville town, NC (3725980)  
 Place

Prepared by Esri



# Lifestyle Segments

Rank	Tapestry Segment	2015 Households Cumulative	
		Percent	Percent
1	Heartland Communities (6F)	37.2%	37.2%
2	Soccer Moms (4A)	26.1%	63.3%
3	Rustbelt Traditions (5D)	20.0%	83.3%
4	Southern Satellites (10A)	9.4%	92.7%
5	Up and Coming Families (7A)	7.4%	100.1%
	<b>Subtotal</b>	<b>100.1%</b>	

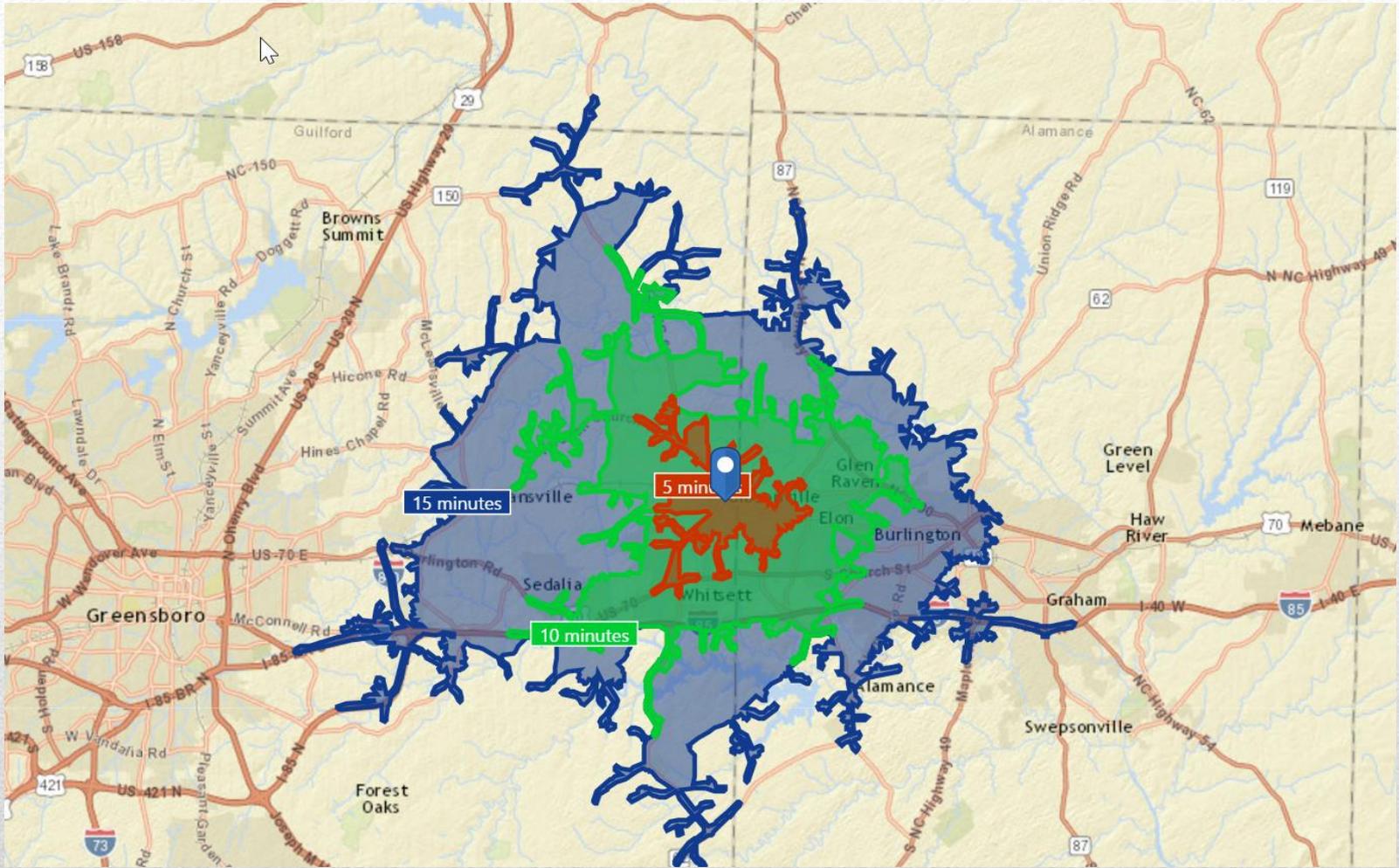
Market Analysis

Economic Development

Land Planning

Implementation





# Trade Areas

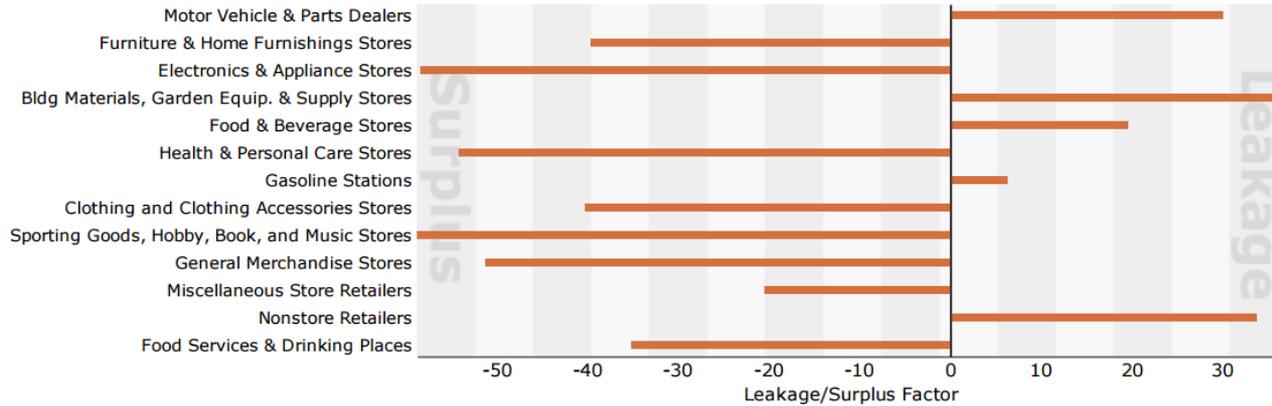
- Retail
- Entertainment
- Public/Civic



Downtown Traffic Counts (2011 ADT)

# Market Analysis

### Leakage/Surplus Factor by Industry Subsector



Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$61,790,462	\$33,187,665	\$28,602,797	30.1	9
Automobile Dealers	4411	\$53,533,514	\$31,512,859	\$22,020,655	25.9	2
Other Motor Vehicle Dealers	4412	\$3,581,579	\$681,648	\$2,899,931	68.0	2
Auto Parts, Accessories & Tire Stores	4413	\$4,675,369	\$993,157	\$3,682,212	65.0	5
Furniture & Home Furnishings Stores	442	\$7,008,238	\$16,248,421	-\$9,240,183	-39.7	18
Furniture Stores	4421	\$3,894,875	\$5,791,622	-\$1,896,747	-19.6	10
Home Furnishings Stores	4422	\$3,113,363	\$10,456,799	-\$7,343,436	-54.1	8
Electronics & Appliance Stores	443	\$8,065,213	\$30,730,640	-\$22,665,427	-58.4	6
Bldg Materials, Garden Equip. & Supply Stores	444	\$10,560,482	\$4,858,853	\$5,701,629	37.8	9
Bldg Material & Supplies Dealers	4441	\$8,964,050	\$4,458,995	\$4,505,055	33.6	7
Lawn & Garden Equip & Supply Stores	4442	\$1,596,432	\$399,858	\$1,196,574	59.9	2
Food & Beverage Stores	445	\$43,869,997	\$29,452,301	\$14,417,696	19.7	21
Grocery Stores	4451	\$41,427,555	\$28,235,247	\$13,192,308	18.9	13
Specialty Food Stores	4452	\$768,971	\$453,374	\$315,597	25.8	5
Beer, Wine & Liquor Stores	4453	\$1,673,471	\$763,680	\$909,791	37.3	2
Health & Personal Care Stores	446,4461	\$24,272,743	\$81,764,038	-\$57,491,295	-54.2	16
Gasoline Stations	447,4471	\$31,080,653	\$27,339,813	\$3,740,840	6.4	6

# Grocery store sales p.s.f. and store opening plans

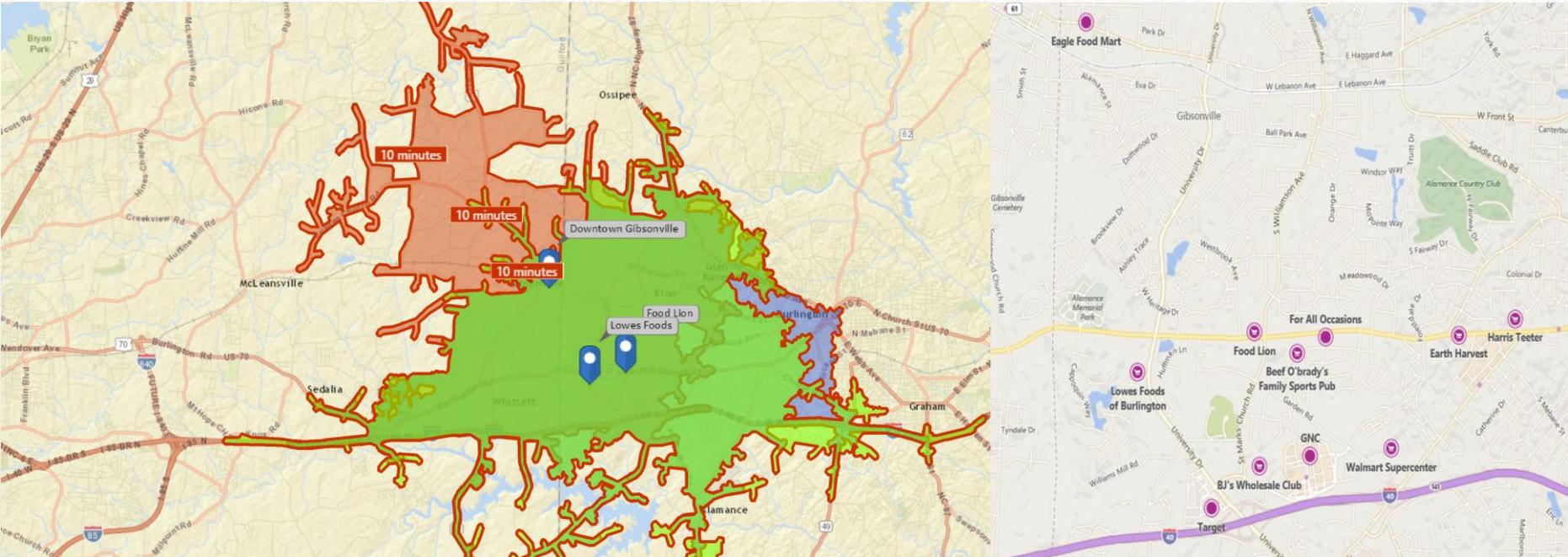


Gibsonville: \$170 - \$489

# Groceries & Food

Grocery channel definitions		
Category	Definition	Examples
Traditional Supermarket	<ul style="list-style-type: none"> <li>Offering a full line of groceries, meat and produce</li> <li>At least \$2 million in annual sales</li> <li>Carry between 15,000 and 60,000 SKUs</li> </ul>	
Fresh Format	<ul style="list-style-type: none"> <li>Emphasize perishables</li> <li>Offer ethnic, natural, organic items</li> </ul>	
Limited Assortment	<ul style="list-style-type: none"> <li>Low-priced grocery store</li> <li>Offer limited assortment of center-store and perishables</li> <li>Fewer than 2,000 SKUs</li> </ul>	
Convenience Stores	<ul style="list-style-type: none"> <li>Small high-margin store</li> <li>Edited selection of items</li> </ul>	
Wholesale Club	<ul style="list-style-type: none"> <li>Membership retail/wholesale hybrid</li> <li>Varied selection and limited variety</li> <li>Over 120,000 s.f.</li> </ul>	
Supercenters	<ul style="list-style-type: none"> <li>Hybrid of large traditional supermarket and mass merchandiser</li> <li>Offer wide variety of food and non-food items</li> <li>Average more than 170,000 s.f.</li> <li>Devote as much as 40.0% of space to grocery items</li> </ul>	
Dollar Stores	<ul style="list-style-type: none"> <li>Small store format selling food and consumables at aggressive price points</li> <li>Food between 20.0%-66.0% of sales volume</li> </ul>	
Drug Store	<ul style="list-style-type: none"> <li>Prescription-based drug store that generates 20.0% or more of sales from consumables, general merchandise and seasonal</li> </ul>	
E-commerce	<ul style="list-style-type: none"> <li>Food and consumables ordered using Internet via any device, regardless of payment or fulfillment method</li> </ul>	





Variables	Downtown Gibsonville (10 minutes)	Food Lion (10 minutes)	Lowes Foods (10 minutes)
2015 Per Capita Income	\$27,117	\$27,699	\$28,082
2015 Median Household Income	\$48,702	\$46,217	\$47,037
2015 Average Household Income	\$69,817	\$66,934	\$68,354
<hr/>			
Variables	Downtown Gibsonville (10 minutes)	Food Lion (10 minutes)	Lowes Foods (10 minutes)
2015 Total Population	29,770	49,239	44,715
2015 Household Population	26,768	46,139	41,686
2015 Family Population	20,247	34,771	31,587
<hr/>			
Variables	Downtown Gibsonville (10 minutes)	Food Lion (10 minutes)	Lowes Foods (10 minutes)
2015 Total Retail Sales Potential (including Food/Drink Sales)	\$323,673,917	\$540,312,526	\$498,331,975



# Competition

Market Analysis

Economic Development

Land Planning

Implementation



- Housing – add more
- Destination Tourism – capture more visitors
- Branding & Marketing – create a plan
- Small Business Focus – add more opportunities
- Partnerships – create and expand them
- Wayfinding Signage – create a plan and program

# Recommendations

---

**Annual Retail Space Demand Estimate - Alamance & Guilford County**

New Basic Employees (per year)	2014	1,443
Economic Base Multiplier		1.54
New Total Employees		2,222
Capture in Gibsonville		5%
New Total Employees in Gibsonville (per year)		111
Average # Retail Employees	12.3%	14
Average Retail Space per Employee (S.F.)		324
<b>Gibsonville New Retail Space Demand (S.F.)</b>		<b>4,421</b>

**Downtown Retail Target Segments**

Category	Type	5-min Gap	10-min Gap	Examples
Auto Parts, Tires	Convenience	\$901,310	\$3,682,212	NAPA, Local/Independent
Bldg Materials	Destination	\$1,017,813	\$4,505,055	Ace Hardware
Lawn/Garden	Convenience	\$360,903	\$1,196,574	Ace, Tractor Supply
Grocery	Convenience	\$4,577,707	\$13,192,308	Fresh Food, Local/Independent
Specialty Food	Destination	\$113,265	\$315,597	Local/Independent
Beer, Wine, Liquor	Convenience /Destination	\$1,947	\$909,791	Local/Independent (see below)
Drinking Places – Alcoholic Bev	Convenience	\$334,142	\$181,108	Local - Wine Bar, Brewery

# Retail

- **Single Family** ★
- **Multi-family** ★

- **Seniors**
- **Millennials**
- **Urban Farmers**
- **Creative Class**



# Housing



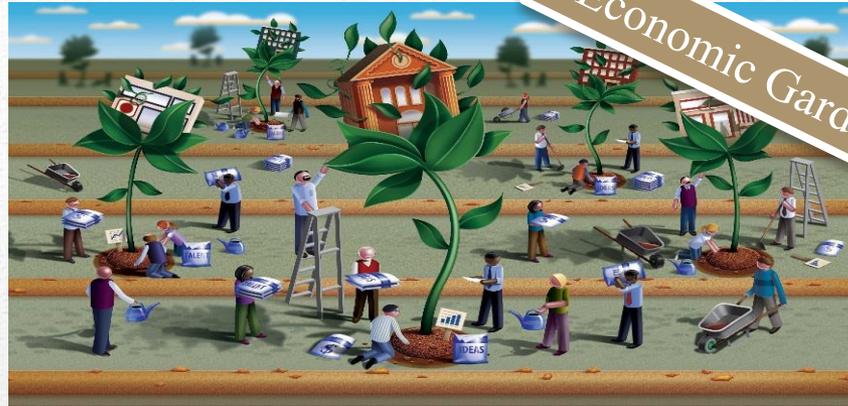
- Office
- Industrial
  - Flex/Innovation/Tech Space
  - Warehousing & Distribution



<b>Annual Office &amp; Industrial Demand Estimate - Alamance &amp; Guilford County</b>		
New Basic Employees (per year)	2013-2014	1,443
Economic Base Multiplier		1.54
New Total Employees		2,222
Capture in Gibsonville		5%
New Total Employees in Gibsonville (per year)		111
Average # Office Employees	26.7%	30
Average Office Space per Employee (S.F.)		150
<b>Gibsonville New Office Space Demand (S.F.)</b>		<b>4,453</b>
Average # Industrial Employees	30.6%	34
Average Industrial Space per Employee (S.F.)		560
<b>Gibsonville New Industrial Space Demand (S.F.)</b>		<b>19,040</b>
<p>Note: the balance (43%) of space demand in other sectors include retail, medical, education, government and other uses.</p>		

# Small Biz

## Economic Gardening



- Family/Youth Oriented Entertainment/Recreation
- Artisans, Craftsman & Tradesman
- Food & Dining
- Service & Professional Business

# Downtown Strategy Key Themes

Market Analysis

Economic Development

Land Planning

Implementation

Office & Industrial



Housing

Retail, Entertainment,  
Tourism

# Downtown Strategy Integration – Land Use

Market Analysis

Economic Development

Land Planning

Implementation

- Activate Committees (4) in Main Street Program;
- Implement Pedestrian Plan infrastructure in downtown;
- Engage & implement Way-Finding Signage to improve traffic through downtown;
- Incentivize Retail on Main Street (blocks between town hall and greens)

# Implementation Short Term

- Review/reconsider branding and marketing strategy based on history (rail/mills/farms) and future vision;
- Engage & implement (RFP) professional Branding & Marketing campaign;
- Create economic development program & staff to benchmark and track progress;
- Integrate Land Use Planning via Downtown Small Area Plan to include transportation issues;

# Implementation Long Term

- Tool box kit – included in report
- NC New Market Tax Credits
- NC Historic Tax Credits
- NC Rural Center Grants
- NC Certified Retirement Program
- Greensboro Partnership Entrepreneur Initiative
- Guilford County “Say Yes” program (education)

# Tools & Resources

---

- Final Report Document
- Identify Partners & Resources
- Commitment by all Stakeholders
- Implementation



# Questions & Next Steps