



**Agenda
Planning Board
Monday, March 28, 2021
7:00 PM**

ITEM	TOPIC
1.	Call to Order
2.	Pledge of Allegiance
3.	Invocation
4.	Approve February Planning Board meeting minutes
5.	Oath of Office <ul style="list-style-type: none">a) Renorda Pryorb) Mike Moss
6.	Commercial Growth Feasibility Study Draft Report
7.	Planning Director's Report
8.	Town Attorney's Report
9.	Other Business
10.	Adjournment

The Town of Rolesville is committed to providing accessible facilities, programs and services for all people in compliance with the American with Disabilities Act. Should you need assistance or a particular accommodation for this meeting please contact the ADA Coordinator.



**Planning Board Meeting
February 28, 2022- 7:00 PM
502 Southtown Circle, Rolesville, NC 27571**

MINUTES

PRESENT: Mark Powers, Chairman
Mike Moss, Board Member
Hill, Board Member
Dave Neil, Town Attorney
Michael Elabarger, Senior Planner
Donnie Lawrence, Board Member
Renorda Pryor, Board Member
Michelle Medley, Commissioner
Meredith Gruber, Planning Director
James Carter, Planner I

ABSENT:

1. CALL TO ORDER

Chairman Mark Powers called the meeting to order at 7:00 p.m.

2. PLEDGE OF ALLEGIANCE

The Board collectively recited the Pledge of Allegiance.

3. INVOCATION

Board Member Moss delivered the invocation.

4. APPROVAL OF MINUTES

***Correction noted** by Board Member Mike Moss to change the meeting minutes to reflect his question about swearing-in of members for the new terms.

Moved by Board Member Mike Moss and second by Board Member Donnie Lawrence. The motion to approve the minutes of January 24, 2022, with minor correction, carried by unanimous vote.

5. Joint Work Session

Planning Director Meredith Gruber informed the Planning Board about the Joint Work Session with the Town Board and Planning Board on March 15.

6. Volunteer Appreciation Dinner, April 26, 2022

Planning Director Meredith Gruber informed the Planning Board about the appreciation dinner that will be held for all of the voluntary boards as a thank you for their service to the Rolesville Community.

7. Planning Board Training Needs

Mrs. Gruber asked the Board about training that the board had received in the past. Mark Powers mentioned that the Town Attorney would deliver training during regularly scheduled meetings. Dave Neil mentioned that the work session could assign the Planning board with new duties, which may guide training efforts.

8. SUP 21-01 Wait Ave Pulte Subdivision (FKA Thales Academy)

Senior Planner Michael Elabarger presented SUP 21-01 Case. It is 93.73 acres located at 98/wait and Averett Ridge. The Applicant is requesting to amend SUP 18-01 known as Thales Academy through proposed conditions.

Matthew Carpenter, Chris Raughley, and Riyad Baroudi represented the applicants and provided more clarifying information to the board about the project.

Conditions:

1. Use restrictions (Single-family Units, Townhomes, Non-Residential)
 - a. Max density 4 dwelling units per acre
 - b. Non-residential Maximum 200,000 SF
2. Residential development shall/may occur before Non-residential
3. Improvements per the TIA
4. 30% Open Space minimum of Residential portion
5. Residential architectural commitments
6. UDO Deviation-
 - a. SFD Front Setback encroachment of 5 ft
 - b. SFD Frnt Facing garages throughout; 5 ft front setback encroachment
 - c. SFD Required parking in driveways
 - d. TH – 20 ft building separation
7. Architectural and Design commitments
 - a. Crawl space or stem wall foundation
 - b. Front Facades must include two of-
 - i. Covered porch or stoop
 - ii. Two or more building materials
 - iii. Decorate gable, shake, trim, or cornice
 - iv. Balcony, column, or dormer

- c. Minimum of 3 color families of siding and Varied trim, shutter, and accent color
- d. Garage doors shall have windows, decorative details, or carriage-style adornments

Board Member Donnie Lawrence recommended approval of SUP 21-01 Wait Ave Pulte Subdivision, second by Board member Renorda Pryor, carried by unanimous vote df

9. Planning Director's Report

- a. The planning staff is continuing to clear the backlog of development review applications.
- b. The Planning staff will host a virtual open house for the newly implemented development submittal process on March 23, 2022, from 1:00 pm to 3:00 pm.

10. Town Attorney Report

Dave Neil asked if the board had a hard copy of the LDO, and all members said that they did not have a physical copy of the LDO.

11. Other Business

Steve Hill asked about the Development Report, Meredith Gruber noted that there is a 2021 Year-end report, and January 2022 Development report in the agenda packet.

12. ADJOURN

There being no more business before the board, upon a motion by Board Member Mike Moss and second by Board Member Donnie Lawrence, the motion to adjourn carried by unanimous vote. The meeting adjourned at 7:52 p.m.

ATTEST:

Mark Powers, Planning Board Chairman

James Carter, Planner I

ROLESVILLE

COMMERCIAL GROWTH FEASIBILITY STUDY

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TOWN OF ROLESVILLE, NC
02.07.2022



ACKNOWLEDGEMENTS

O'BRIEN ATKINS ASSOCIATES - LEAD PLANNER
CREATIVE ECONOMIC DEVELOPMENT - MARKET ANALYSIS
ECS - STREAMS AND WETLANDS ANALYSIS
NV 5 - UTILITY ANALYSIS

01

PLANNING ASSIGNMENT

02

MARKET ANALYSIS

03

SITE ANALYSIS

04

LANDOWNER ENGAGEMENT

05

CONCEPT PLAN

06

NEXT STEPS – ACTIONS

07

APPENDIX

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01

PLANNING ASSIGNMENT

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Planning Assignment

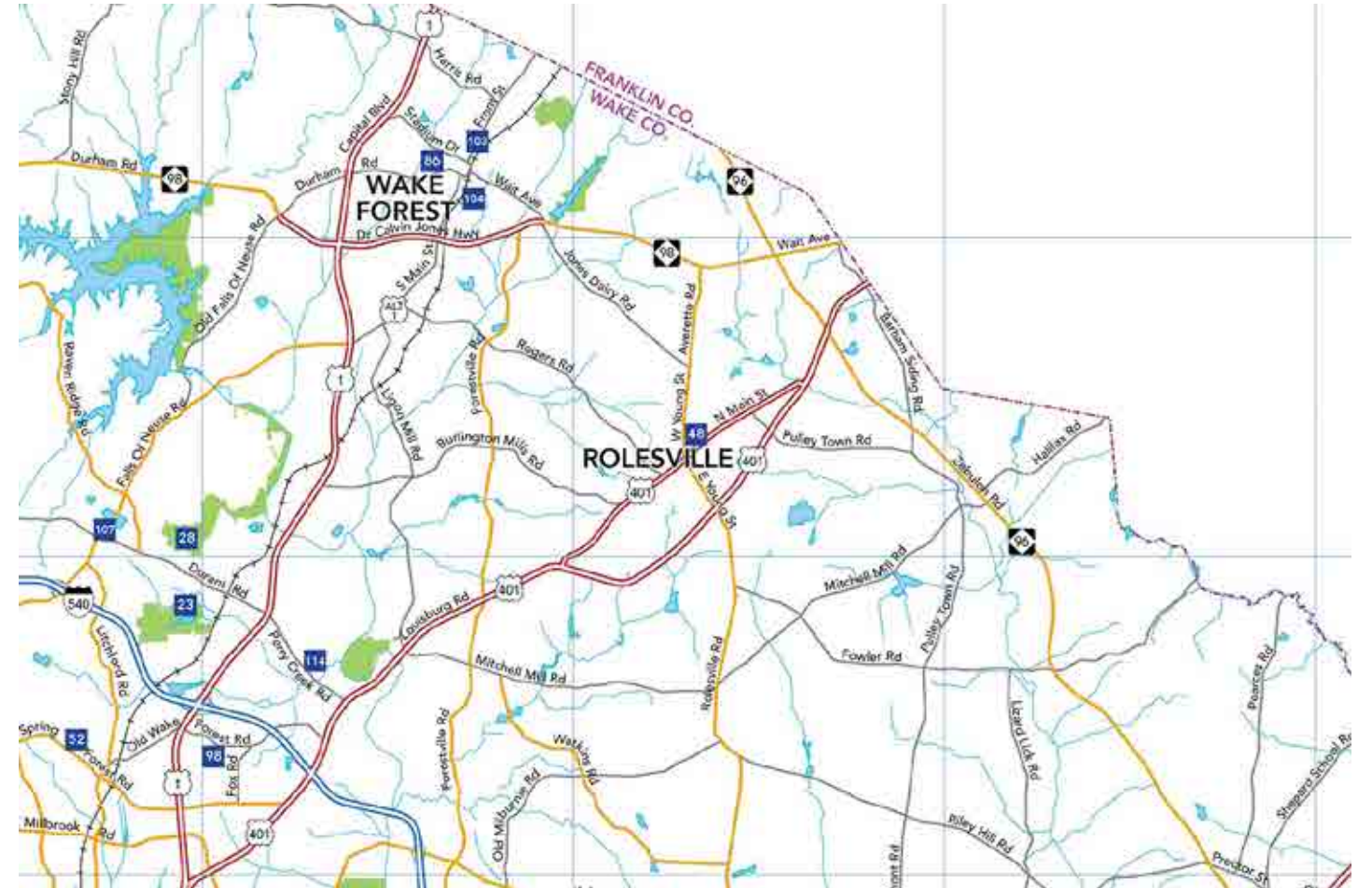
The Town of Rolesville has become the fastest growing community in the Triangle region and is experiencing accelerated growth in a county that is consistently one of the fastest growing counties in North Carolina. Rolesville is a community of approximately 8,500, situated in the greater Research Triangle Region adjacent to Raleigh and Wake Forest, with a population of over 22,000 within a three-mile radius.

Over the last several years, Rolesville's growth has primarily been Residential. Their current tax base ratio is 92% Residential and 8% Commercial. Rolesville realized they need to diversify their tax base and this current ratio was unsustainable. The Town's leaders identified the importance of targeting and reserving undeveloped land for non-residential use by preparing large tracts of land to attract non-residential development. The primary goal of the planning assignment is: **Grow Commercial and Industrial Uses in Rolesville.**

A secondary goal of the planning assignment was the Town's desire to create more job opportunities for current and future residents as the majority of the Town's residents work outside of town limits.

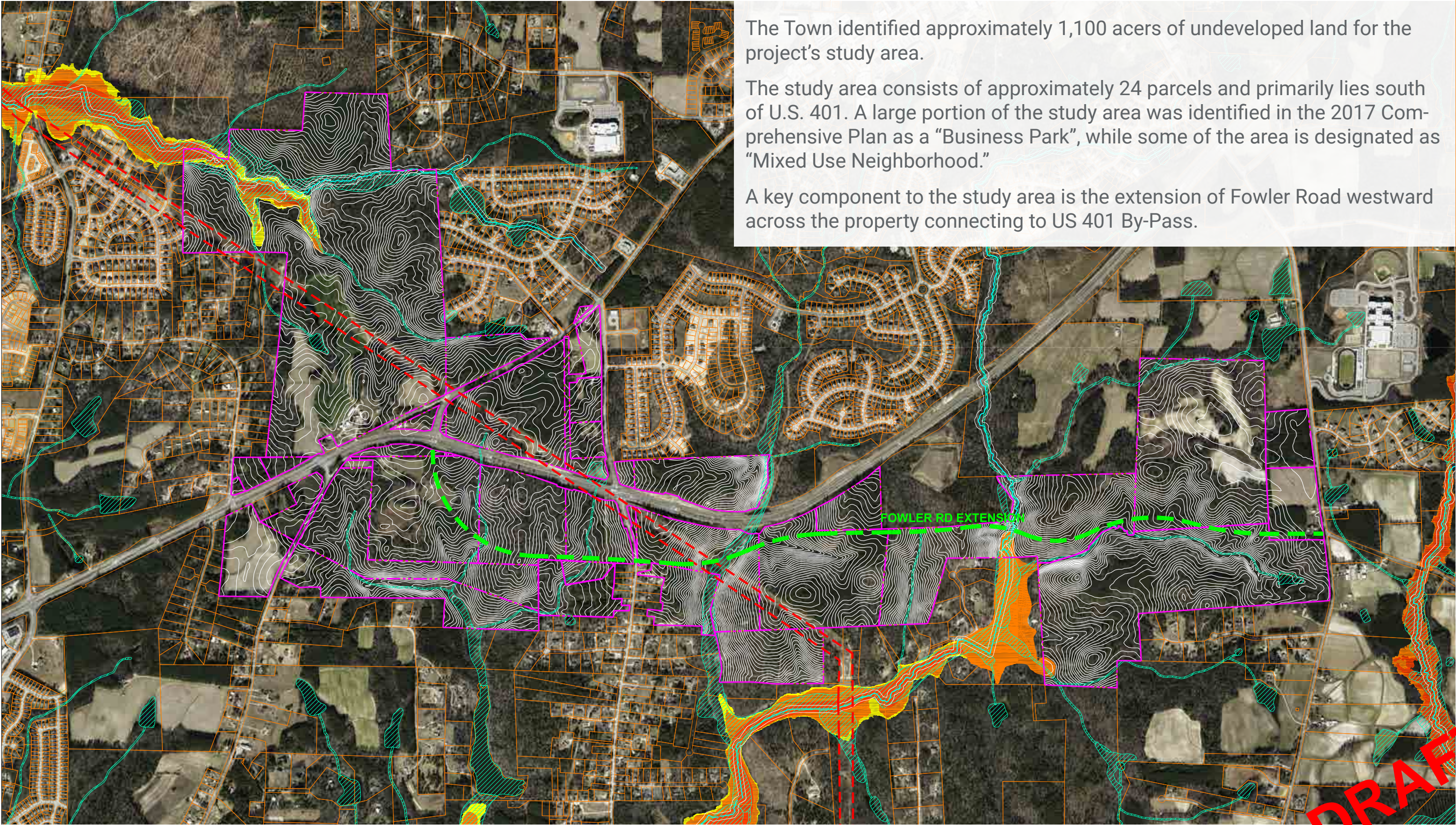
The assignment was organized into four basic parts:

1. Market Analysis of the area's ability to support Industrial and Commercial land uses.
2. Site Analysis of the property's natural features and status of utilities.
3. Conceptual Master Plan illustrating a long-term vision of growth.
4. Action Plan for initiating and sustaining the development of the master plan



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Study Area



The Town identified approximately 1,100 acers of undeveloped land for the project’s study area.

The study area consists of approximately 24 parcels and primarily lies south of U.S. 401. A large portion of the study area was identified in the 2017 Comprehensive Plan as a “Business Park”, while some of the area is designated as “Mixed Use Neighborhood.”

A key component to the study area is the extension of Fowler Road westward across the property connecting to US 401 By-Pass.

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02

MARKET ANALYSIS

MARKET ANALYSIS

BUSINESS SURVEY SUMMARY

RECOMMENDED TARGET SECTORS

NEXT STEPS

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Market Analysis

Rolesville will be an attractive location to companies seeking skilled, educated, and talented people. Talent is driving business location decisions and talent is Rolesville's number one asset. The town has a fast-growing population of young, educated, and skilled people. They are attracted to Rolesville because it is more affordable than other towns in the Raleigh metro area, and it has quality schools. The development of the commercial growth corridor will provide space for technology and life sciences companies seeking to leverage local and regional talent.

Technology and life sciences companies will come to Rolesville because of the workforce; however, commercial businesses such as retail, restaurants, services, and entertainment will come because of the growing market. Rolesville grew an astounding 150% between 2010 and 2020, faster than neighboring towns. Retail leakage shows there is opportunity for more grocery and general retail. As Rolesville's population continues to grow, so will the commercial opportunities.

The commercial corridor development will provide space to attract new employers and business. It will reduce out-commuting of the workforce and keep more retail spending local. The development aligns with Rolesville's strategic plan. Goal 10 under "Mindful Growth" is to "create a diverse mix of commercial, industrial, and residential development." It also aligns with the 2018 Economic Development Strategic Plan, specifically the goal of "Build for the Future" and strategy to "designate targeted growth areas for economic development and incentives." The corridor is envisioned as a mix of commercial and industrial development with residential development adjacent. The development will provide important property tax revenue that supports further amenity and government services development.

In order to implement the vision, Rolesville will need to team with strategic partner Wake County Economic Development to market the business sites; engage with landowners to secure the property for mixed use development; invest in infrastructure and site development; and be patient as development of this magnitude takes time.

Market Assessment Highlights

- Fast growing population within a fast-growing metro area
- Young population and workforce
- High educational attainment, one-third have bachelor's degrees
- Higher per capita (\$39,915) and household incomes (\$101,829)
- Based on the average household income in Rolesville, housing is more affordable than the U.S. average and more affordable than in Wake County
- Business base is predominantly services and retail, and most residents work in services and retail
- Retail leakage shows opportunity in grocery, general merchandise
- Most spending potential in home furnishings, entertainment/recreation, personal care products and services, health care, apparel and services, food away from home, education, and food at home



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Business Survey Summary

An online survey was used to gather information from businesses to inform the planning process of the commercial district. The survey asked questions about the business climate, future plans, resources needed, and the types of businesses that would complement and fill gaps in the current business mix. The Town of Rolesville sent the survey to a database of businesses. The survey was also sent to members of the Rolesville Chamber of Commerce and posted on the town’s website and social media. There were 24 responses to the survey. Full survey results can be found in Appendix B.

The respondent profile is a small business owner with 65% reporting having five or less employees. Most are health care, financial services, and business and professional services businesses. The majority of respondents have owned or operated a business in Rolesville for more than six years.

65% Have
<5 Employees

For most respondents, their future plan is to stay in Rolesville and stay about the same size. Approximately 19% have plans to expand at a new location. Only about 5% plan to expand at their current location.

Approximately 27% of people located their business in Rolesville because they retired there. The same percentage are there because of location. Other location factors include quality of life, they have a home-based business, and they have a personal or hometown connection. Since most report personal reasons for locating a business in Rolesville, the town’s marketing approach for small business should include personal stories and connections and quality of life messaging.

57% Plan to Stay
in Rolesville as
Long as They Can

Businesses are most satisfied with the school system, internet access, and utilities. They are least satisfied with available business locations, quality of life amenities, and local regulatory environment. The town should leverage the quality of the schools, internet service, and utilities in business attraction messages.

Respondents cite a wide range of drawbacks to operating a business in Rolesville including lack of space, low concentration of businesses, traffic, and access to labor. They also cite the pandemic and scaling up as challenges to growth. The work done to develop the commercial corridor will address two of the drawbacks by creating more space for business and developing a stronger business base.

When asked what kinds of businesses should be recruited to Rolesville, most cite retail, restaurants, and entertainment. This is reinforced by the retail leakage analysis.

Want More Retail,
Restaurants,
Entertainment

Businesses want to see Rolesville develop a commercial district, be more pro-business, and rebrand the town. Survey respondents are supportive of more business development. One respondent noted that “businesses pay most of the taxes that support the town, so the town should be more pro-business.”



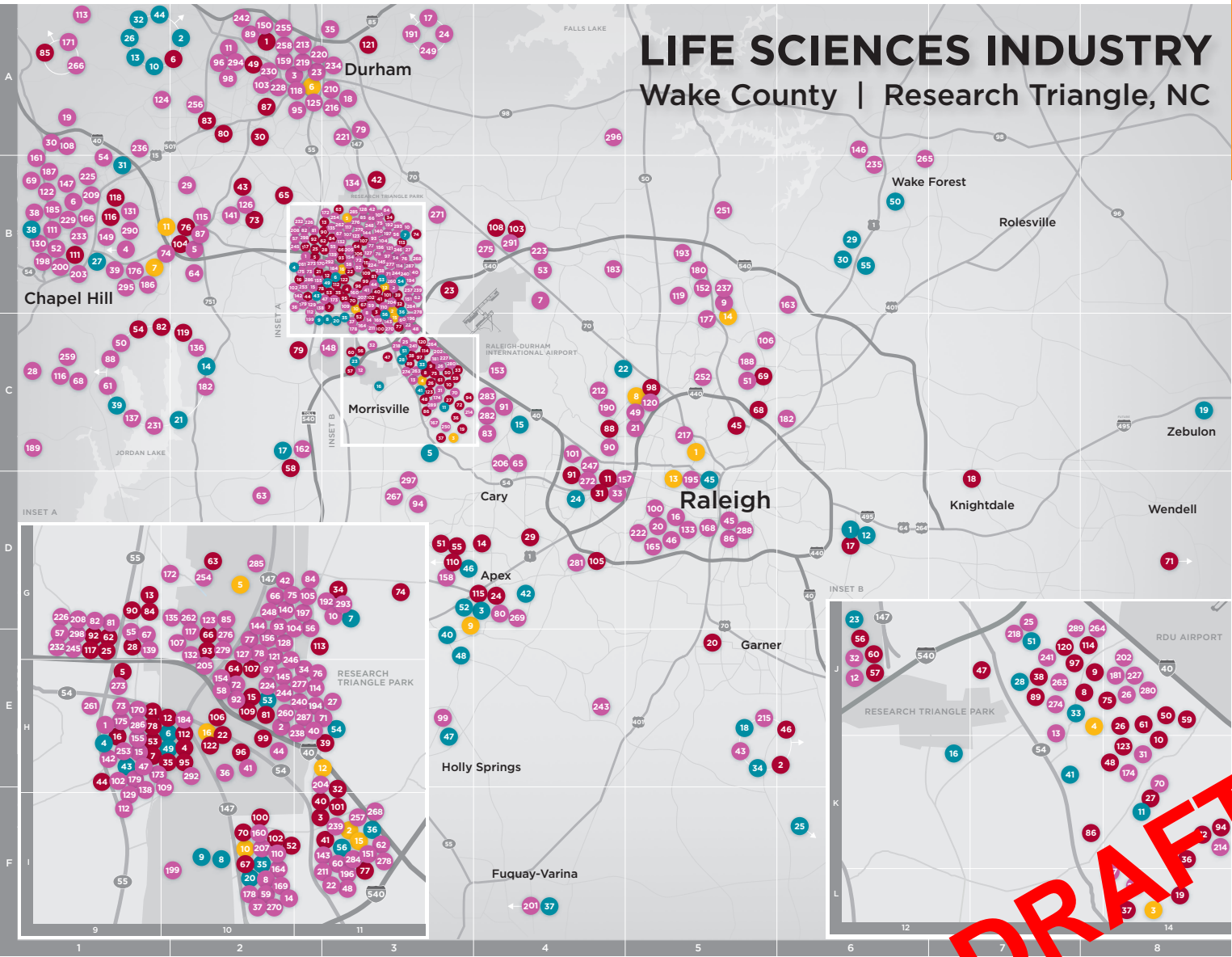
Recommended Target Sectors

Rolesville’s economic development opportunities are closely aligned with those of Wake County. Wake County Economic Development is the lead business recruitment organization for Wake County and its municipalities. Rolesville depends on the county’s external marketing program to generate leads for new business development. The town’s economic development strategic plan recommends “recruiting new 2nd stage or more mature companies in partnership with the Wake County Economic Development Corporation (WCED).”

Wake County’s economic development program targets life sciences, advanced manufacturing, IT and technology, and cleantech/smart grid sectors. The organization implements marketing campaigns, leads sales trips and trade missions, and participates in industry trade shows and conferences for these sectors.

-  Advanced Manufacturing - production activities that depend on information, automation, computation, software, sensing, and networking
-  IT & Technology - software and services, technology hardware and equipment, and semiconductors and semiconductor equipment
-  Cleantech/Smart Grid - companies that directly enable the efficient use of natural resources and reduce the ecological impact of production
-  Life Sciences - research, development and manufacturing of pharmaceuticals, biotechnology-based food and medicines, medical devices, biomedical technologies, nutraceuticals, cosmeceuticals, food processing, and other products

Based on Rolesville’s highly educated, professional workforce and the land development opportunities of the new commercial corridor, we recommend Rolesville target IT & Technology and the Life Sciences sectors. Land development opportunities emerging in the commercial corridor include space for class A business parks and sites that will have easy access to a highly skilled labor force. The other two sectors, Advanced Manufacturing and Cleantech/Smart Grid could also find Rolesville attractive; however, we believe the best opportunities lie in technology and life sciences.



Next Steps

The recommended next steps can be done in tandem. Development is not a linear process. It often takes twists and turns. Working on several steps at one time can advance the development process. A development of the magnitude of the commercial corridor will take years to realize. Get started by taking one step at a time.

Rolesville should continue landowner engagement to ensure the corridor remains available for mixed use development. The town may consider optioning key tracts best suited for a business park development. An option would provide a high level of control on development.

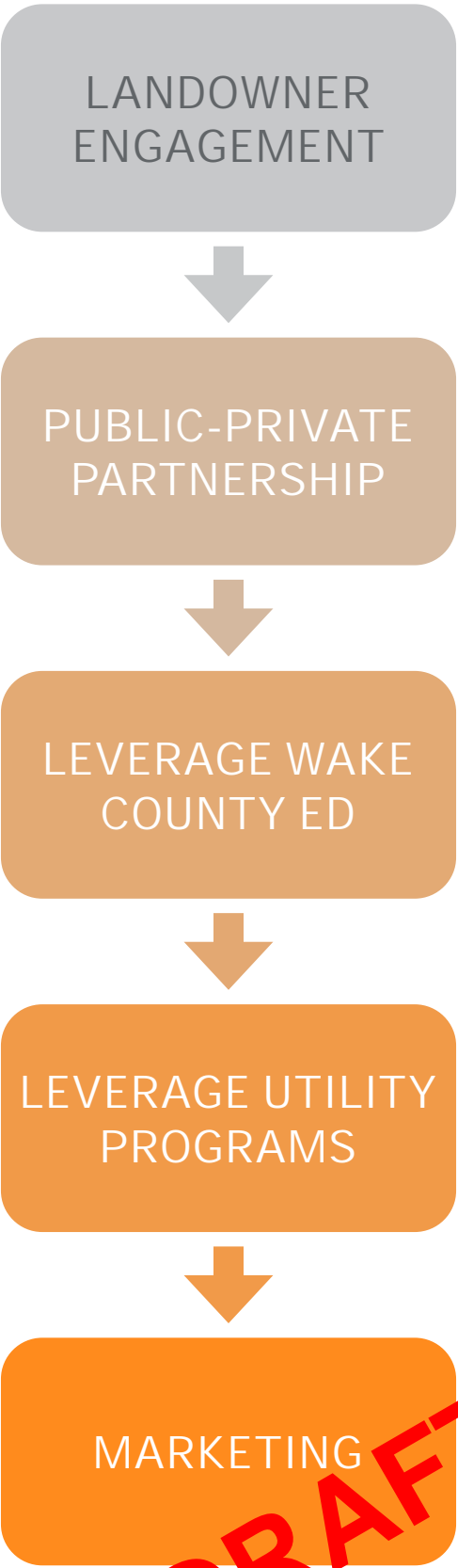
Seek private partners in the development. Public-private partnerships take many forms. Rolesville could fund due diligence and site certification as a loan to private landowners. The town could invest in site preparation to entice a speculative building by a private entity. A good example of a public-private partnership is in Catawba County where multiple spec buildings have been built through a city-county-developer partnership. In this partnership, the city and county waived some development fees, provided a grant equal to property taxes for up to three years, and paid electricity, insurance, and other carrying costs for up to three years. If the building sells within three years, the governments are repaid.

Keep Wake County Economic Development informed of the evolving development vision, available properties, and desire to site life sciences and technology companies. These economic development allies will help Rolesville communicate the opportunity to other strategic partners such as the Economic Development Partnership of NC.

Rolesville should leverage utility-sponsored site development programs. The Duke Energy Site Readiness Program provides assessments and evaluations to help a community better prepare a site. For coop-served properties, NC Electric Cooperatives recently launched a site certification program that sponsors due diligence on sites.

Rolesville can promote development opportunities in the corridor on its website and in social media. Be sure to make existing businesses aware of the sites as some may consider expanding into the corridor. Realtors are another group you will want to make aware of the development plan. Realtors can be allies in promoting the sites.

Beyond development steps, Rolesville can continue to improve business friendliness. Some best practices from other communities include annual business retention and expansion visits, business advisory council to provide input into town policies, business appreciation day/week of events, and regular e-communications on town updates and events.



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03

SITE ANALYSIS

EXISTING CONDITIONS

HYDROLOGY

VEGETATION

SOILS

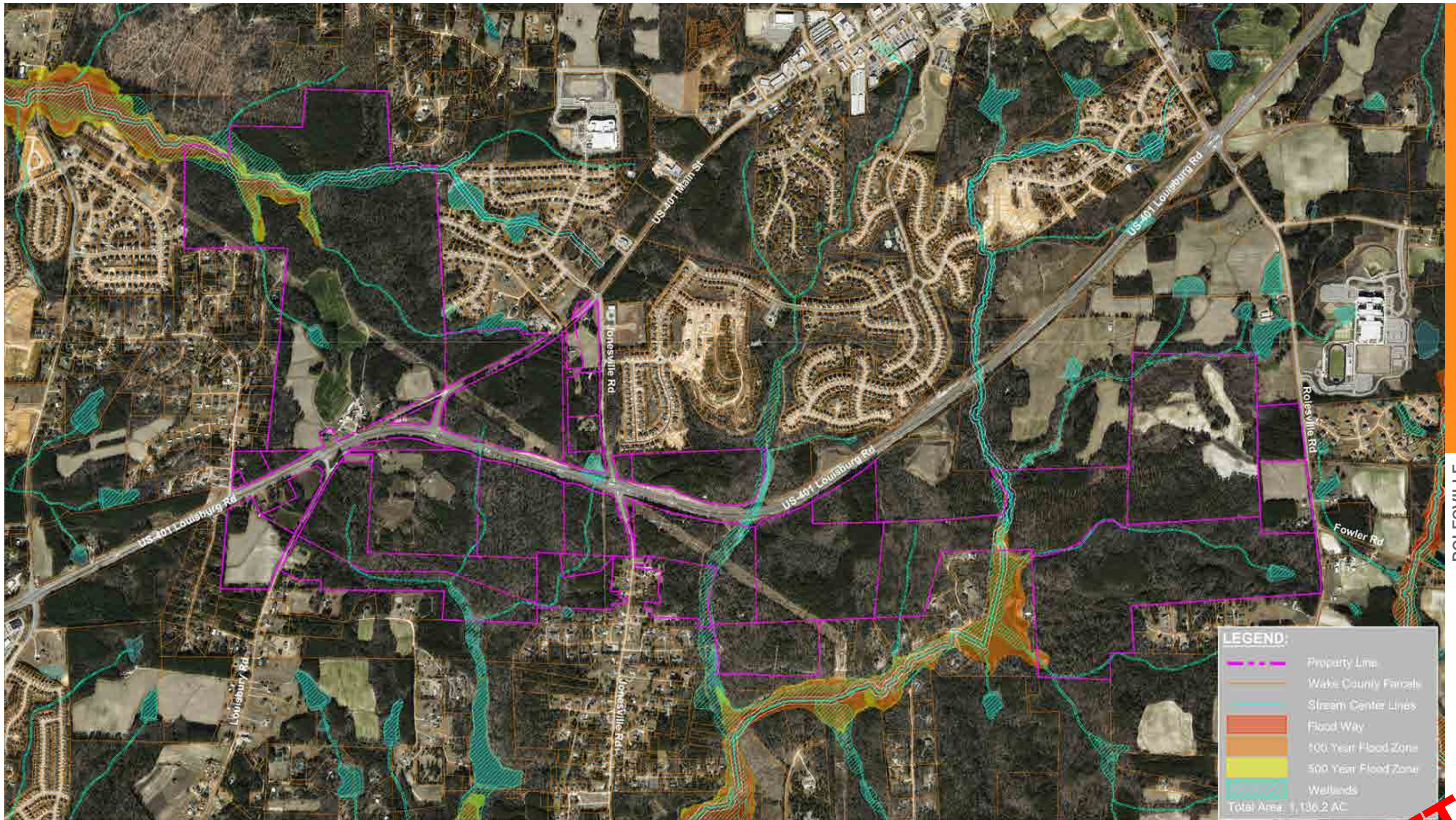
TOPOGRAPHY

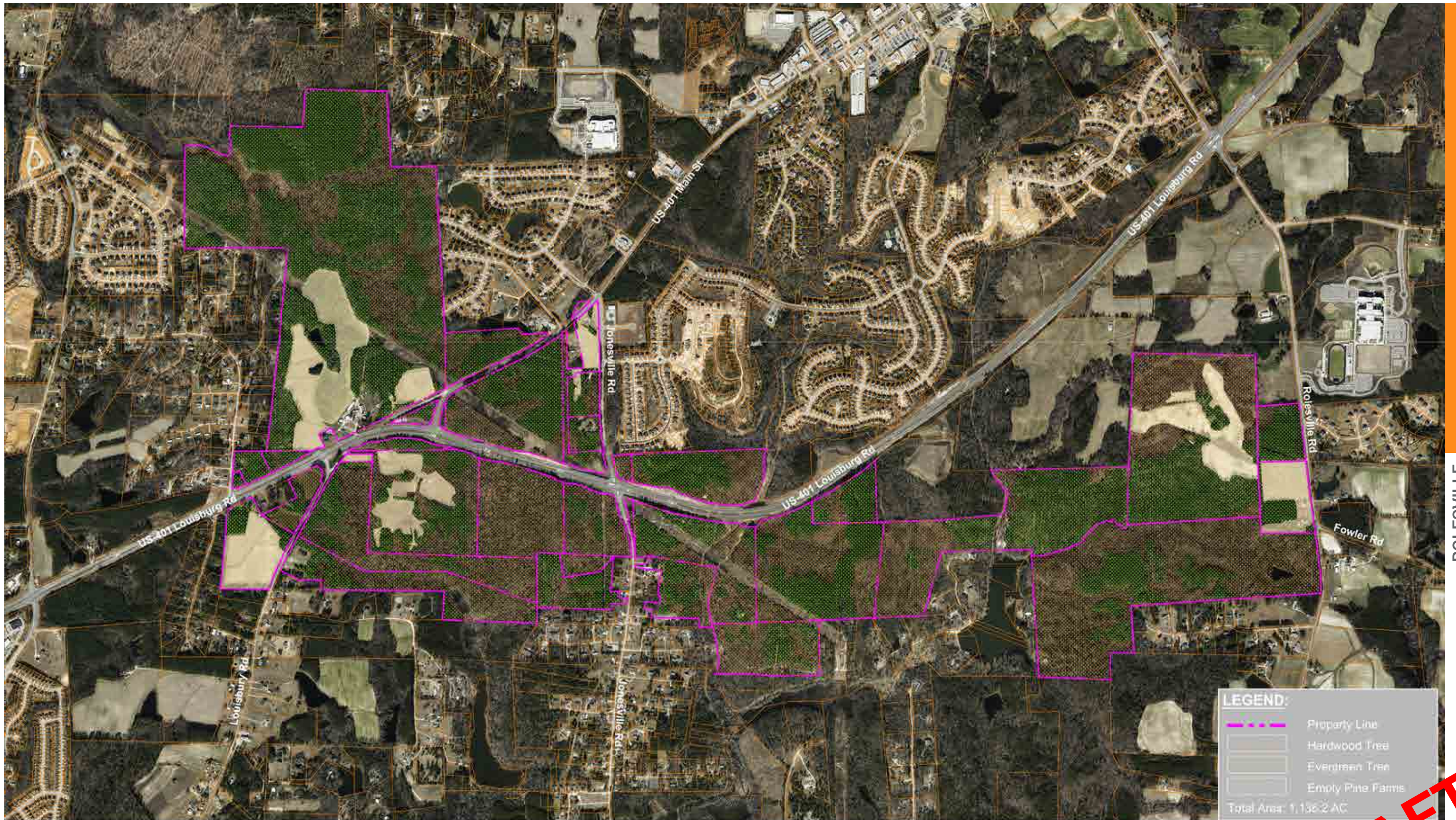
UTILITIES

BUILDABLE AREA

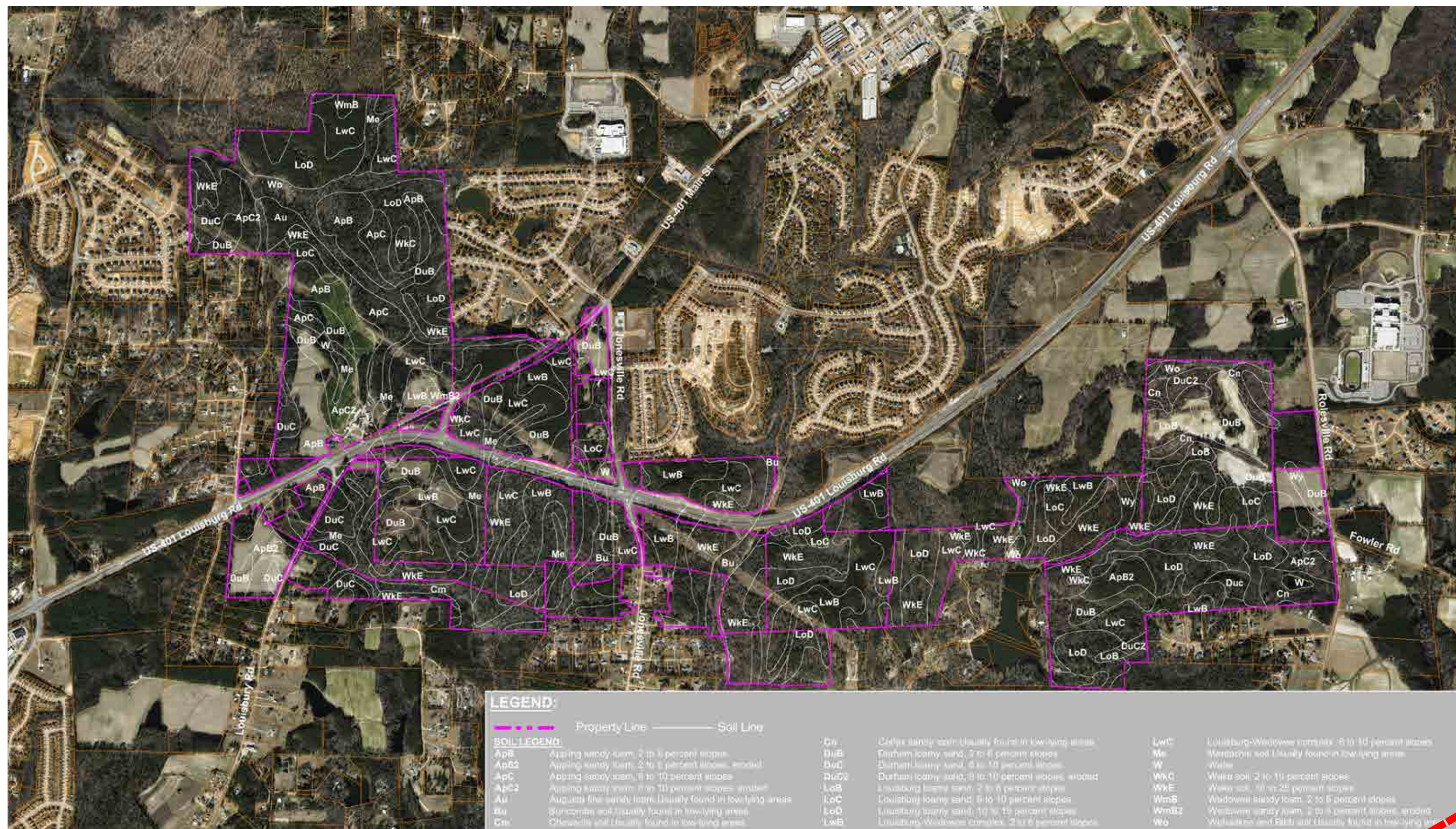
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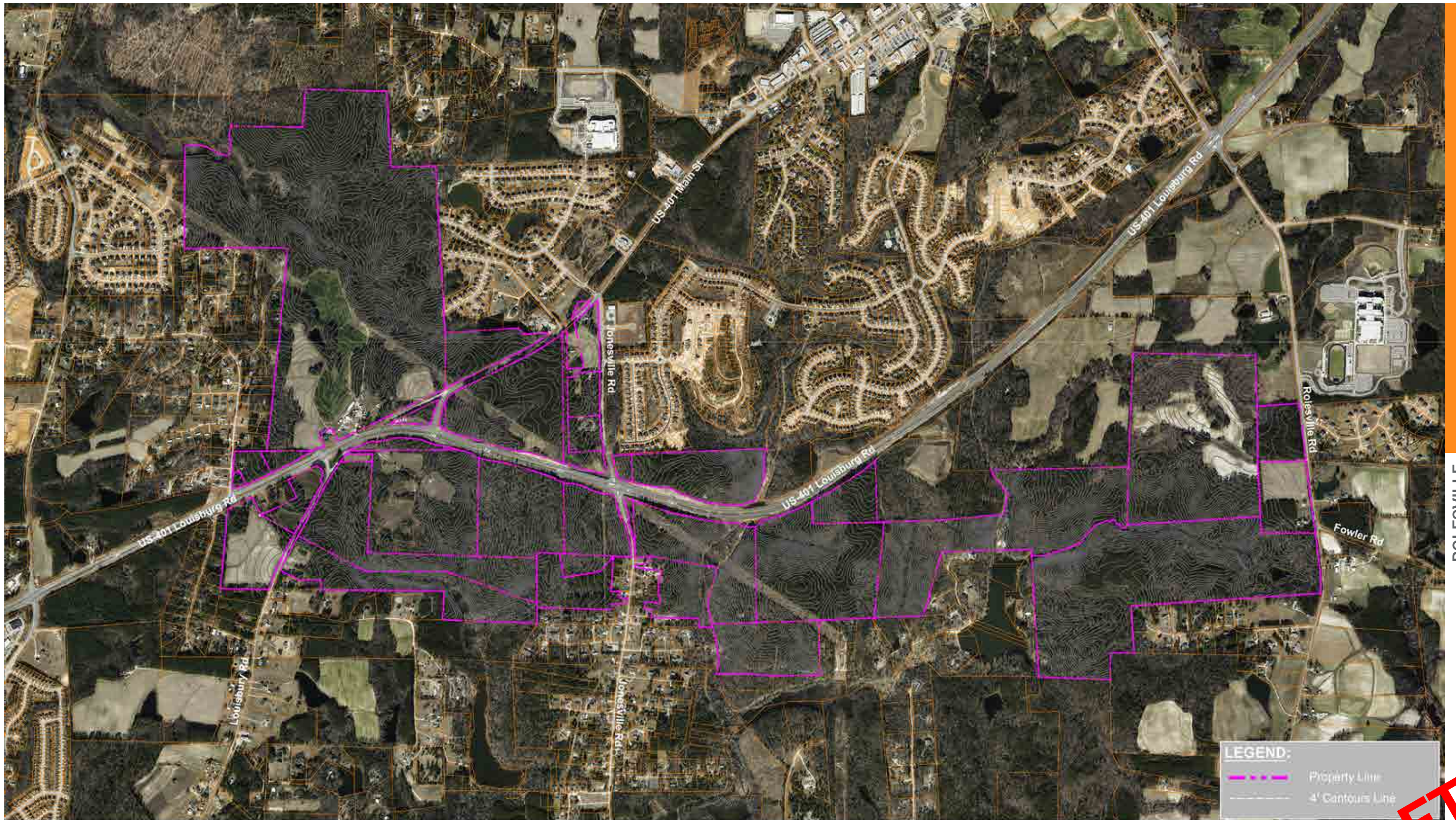






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Public Utility Analysis

Potable Water

The potable water system which would serve the area included in the Feasibility Study is operated and maintained by the City of Raleigh. Currently there is an existing 16-inch Potable Water Main located in US Hwy 401 that extends from west to east. This existing main crosses through the proposed Feasibility Study Area. There is also an existing 12-inch Potable Water Main located in Forestville Road which is adjacent to the Feasibility Study Area. Finally, there is an existing 12-inch Potable Water Main located in E. Young Street that extends to the south of the high school and stops just short of the proposed Feasibility Study Area.

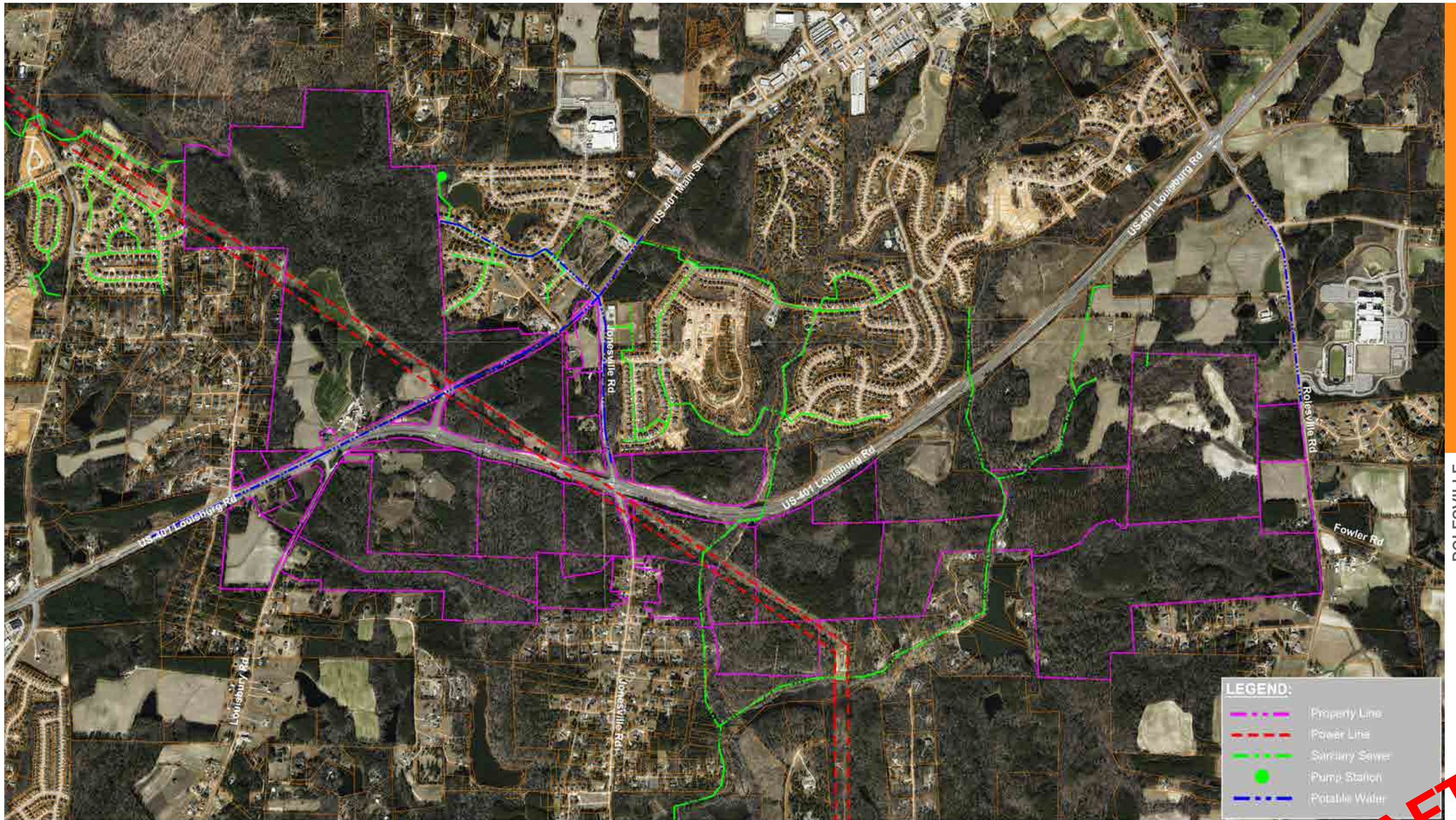
Water Main extensions to the proposed Feasibility Study Area will be extended from the existing mains identified above. All proposed water main extensions will be reviewed and permitted by the City of Raleigh and must be designed in accordance with their details and standard specifications. The water mains will be required to be placed in a public right-of-way; the City of Raleigh discourages the use of easements for water mains. All proposed potable water extensions will be constructed utilizing Ductile Iron Pipe with fire hydrants located as required by the City. All individual buildings will require individual water meters and backflow preventers.

Sanitary Sewer

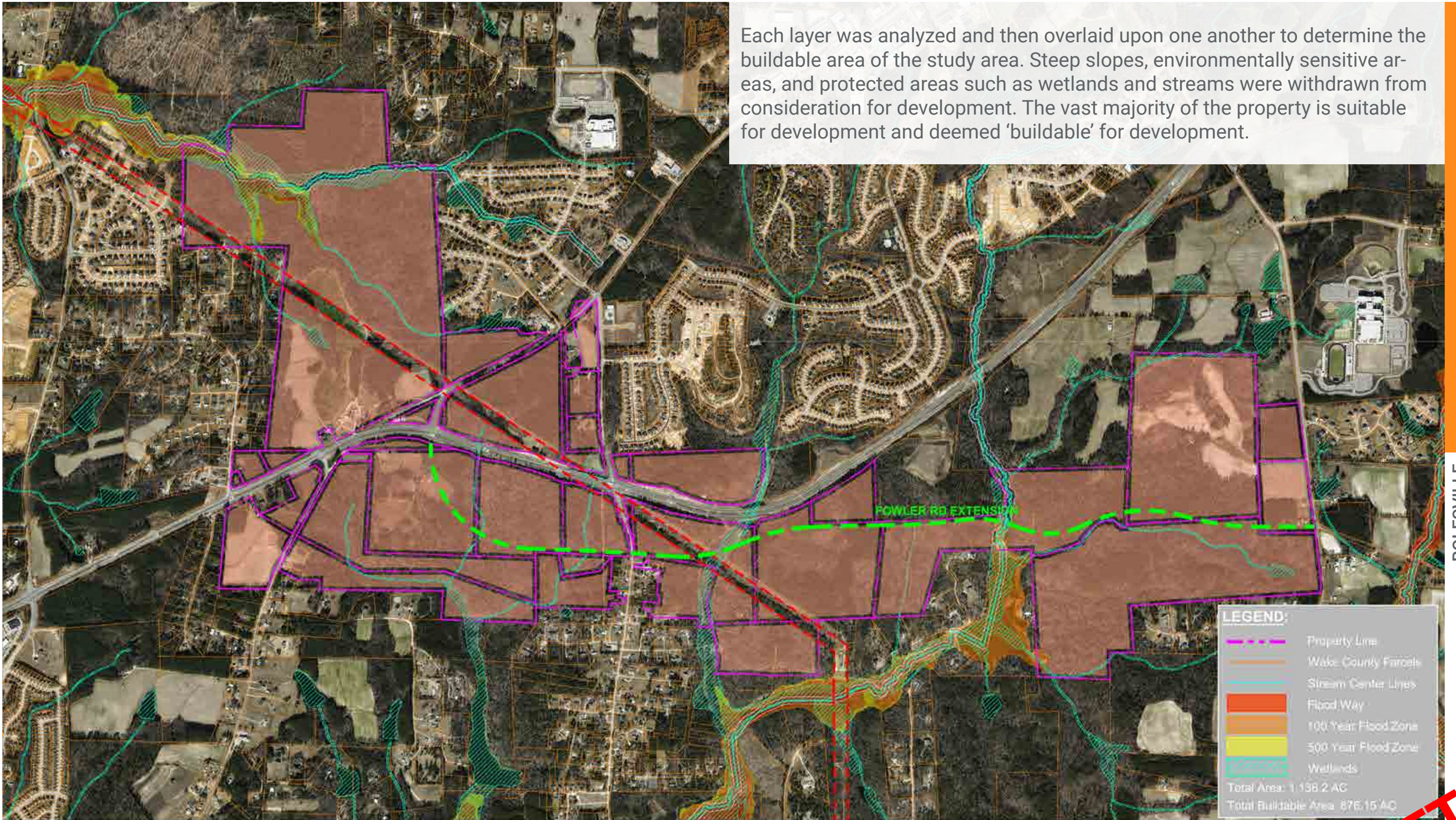
The sanitary sewer system which would serve the area included in the Feasibility Study is operated and maintained by the City of Raleigh. Currently there is an existing 8-inch sanitary sewer located to the west of the Feasibility Study Area in the Drayton Reserve Subdivision. No elevations for the existing sanitary sewer were available but based on the existing topography, the Feasibility Study Area north of US Hwy 401 should be able to drain by gravity sewer to this existing system. There is another existing sanitary sewer outfall located to the east of the westernmost Feasibility Study Area in the Hampton Pointe Subdivision. However based on the existing topography, it does not appear that this system could be utilized. The City of Raleigh has a 15-inch sanitary sewer outfall that extends north parallel to Jonesville Road and crosses under US Hwy 401. The majority of the Feasibility Study Area would connect to this outfall. However based on topography, a pump station will be required to collect the wastewater from the study area and pump it to the sanitary sewer outfall. The pump station would be designed in accordance with the City of Raleigh specifications and will be owned and operated by the City. From the existing 15-inch sanitary sewer outfall, a 10-inch outfall extends to the northeast to Rolesville High School and would allow the remainder of the proposed Feasibility Study to connect. There is one small section within the Feasibility Study Area adjacent to Rolesville Road and south of the Fowler Road intersection that will require a small pump station to transport the collected wastewater to the gravity sewer outfall.

All proposed sanitary sewer extensions will be reviewed and permitted by the City of Raleigh and must be designed in accordance with their details and standard specifications. The minimum pipe size for a gravity sewer would be 8 inches and manholes will be required at every change in direction and at least every 400 LF. A combination of PVC and Ductile Iron Pipe would be utilized. Public Sanitary Sewer lines now located in a public right-of-way will require an easement. The depth of the proposed sanitary sewer will determine the size of the required easement.

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04

LANDOWNER ENGAGEMENT

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Early in the planning process, landowners in the study area were invited to an information session to orient them to planning study and its goals. Landowners were encouraged to keep in touch with the Town’s economic development office. A follow up meeting with the landowners occurred at the completion of the project where they were shown the master plan concept.



05

CONCEPT PLAN

CONCEPTUAL DIAGRAM

LAND USE PLAN

SUBDIVISION TRACTS

PRELIMINARY SITE PLAN

PRELIMINARY UTILITY PLAN
SANITARY SEWER

PRELIMINARY UTILITY PLAN
POTABLE WATER

NORTH VIEW
INDUSTRIAL BUSINESS PARK

SOUTH VIEW
ACTIVITY ZONE

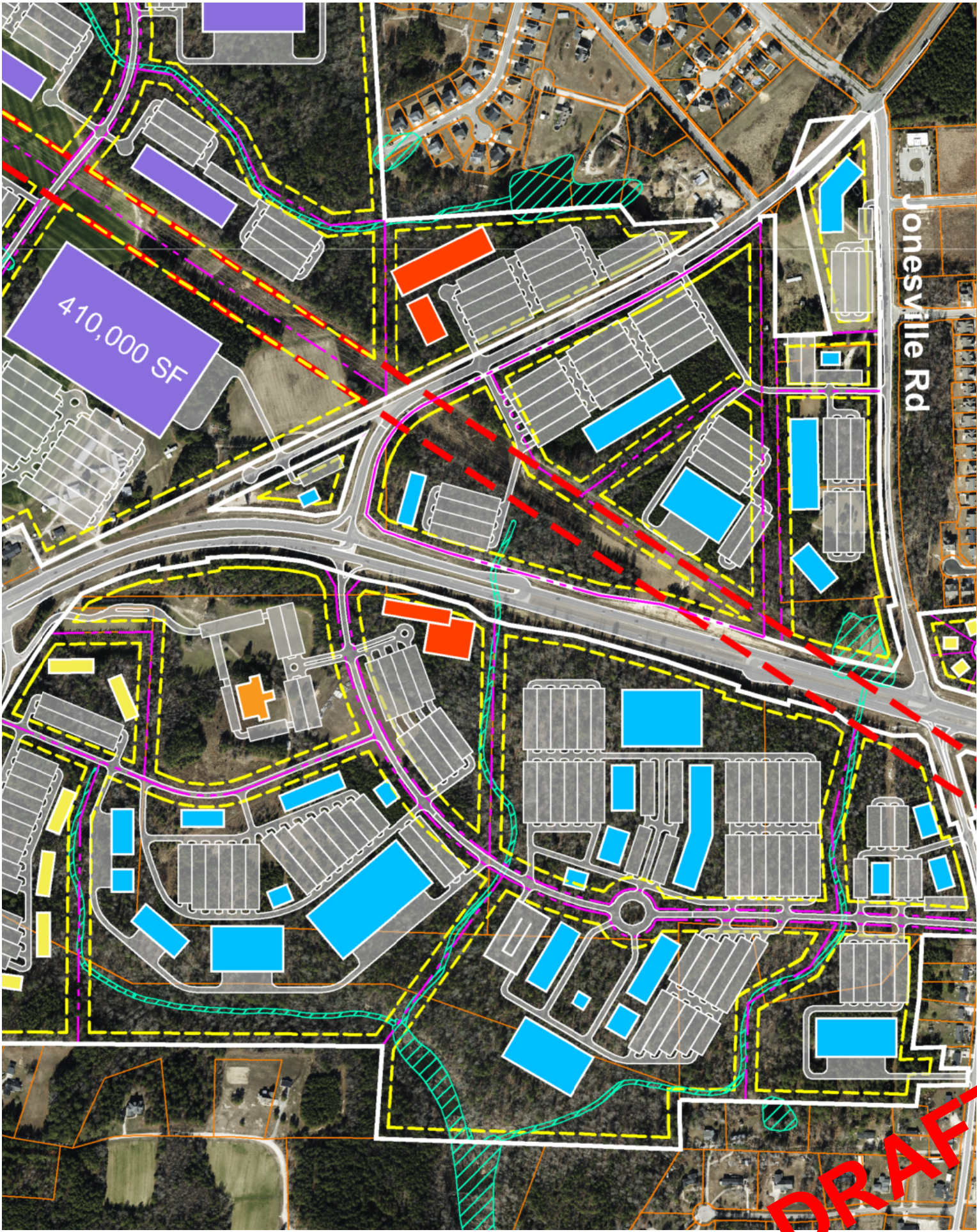
NORTH VIEW
ACTIVITY ZONE

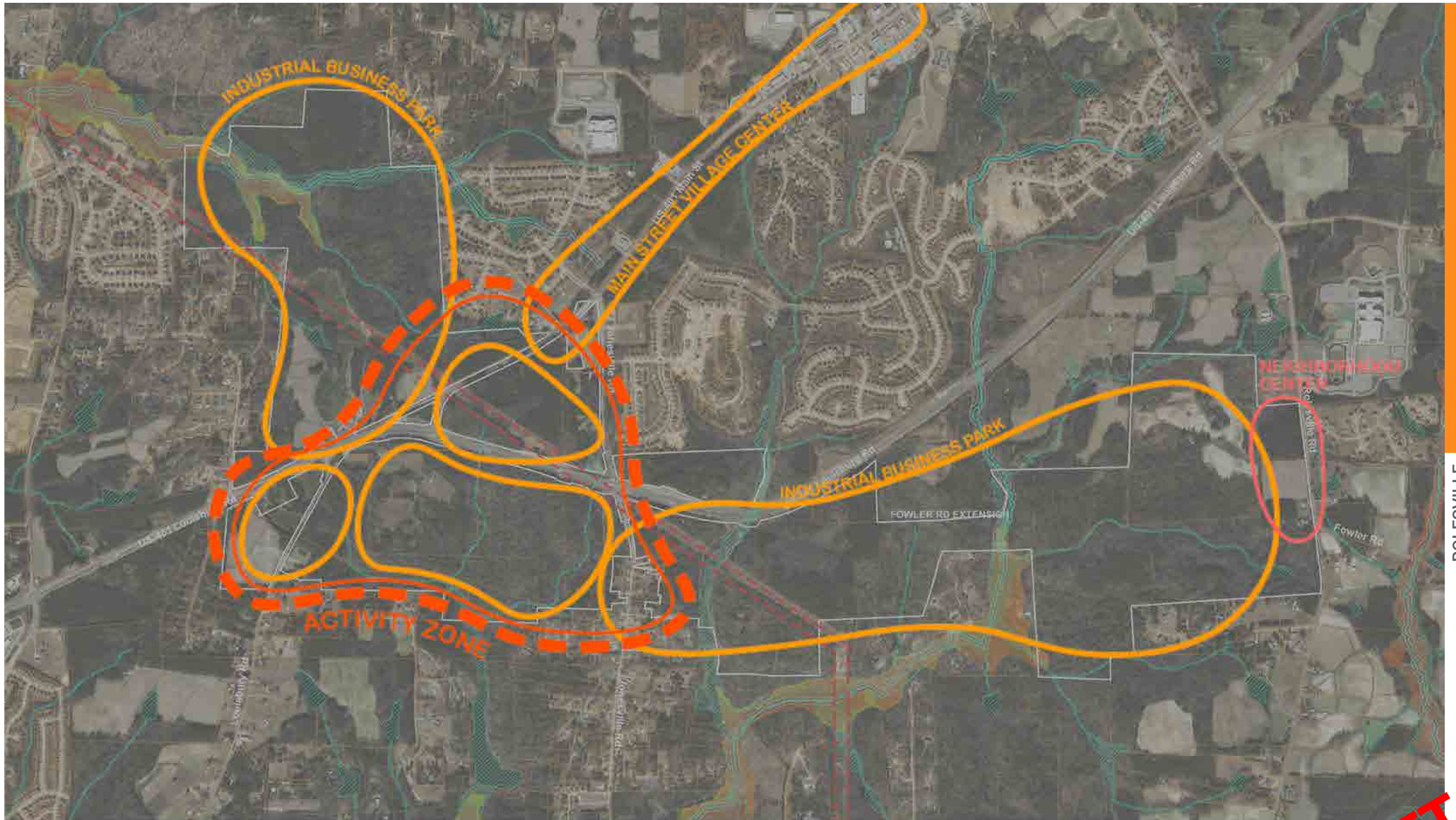
EAST VIEW
INDUSTRIAL BUSINESS PARK

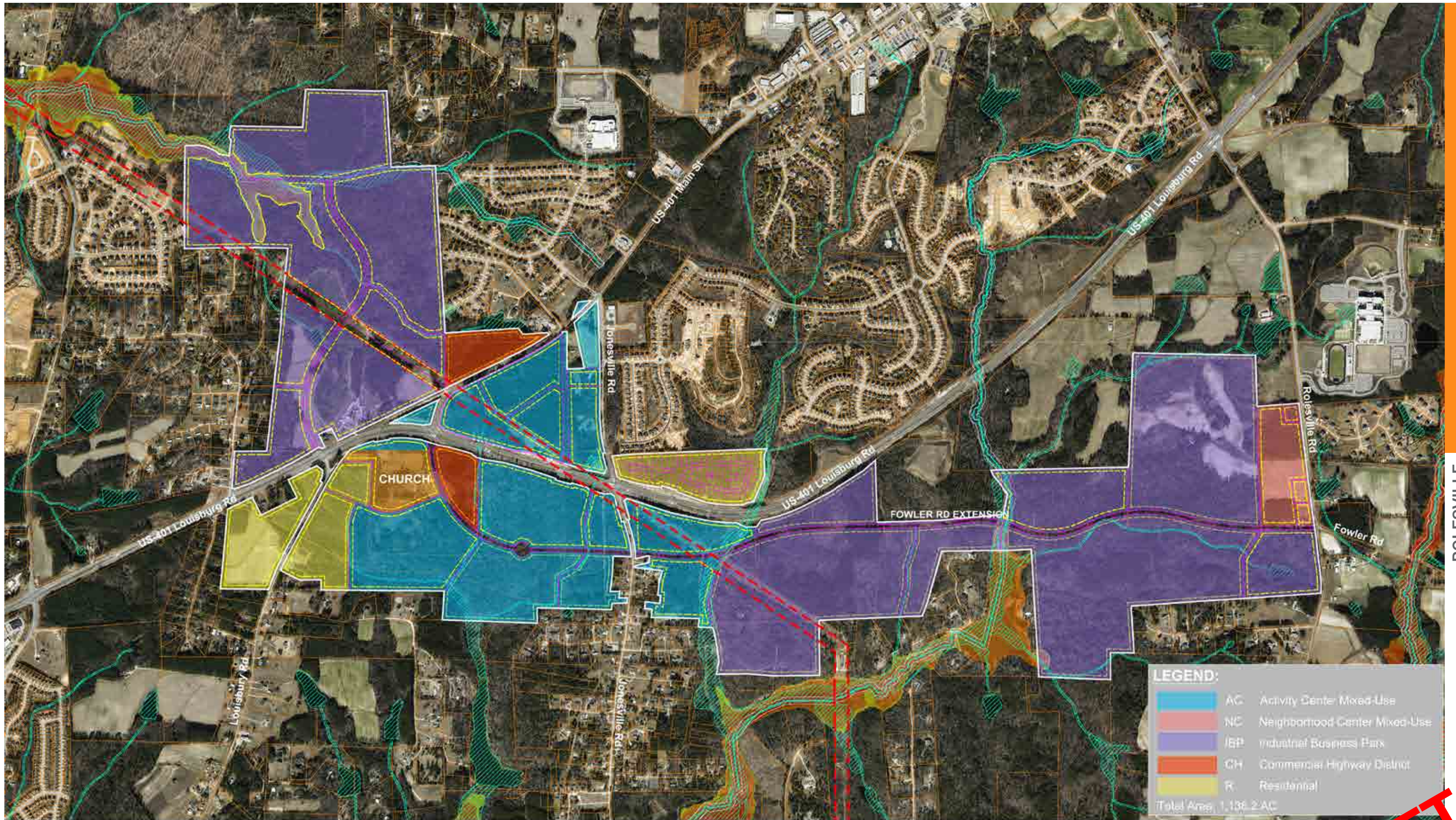
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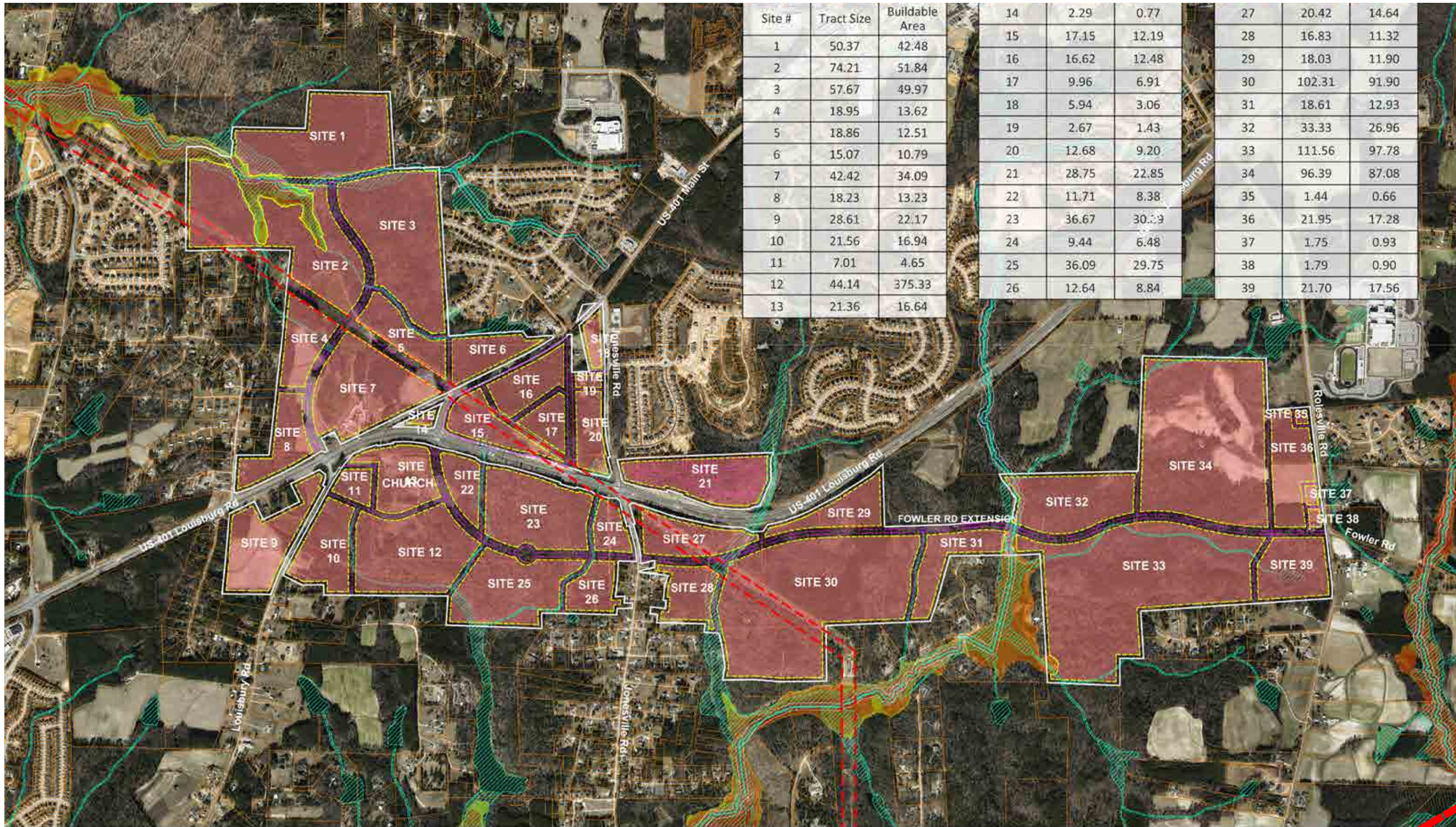
After careful examination of the analysis plans, and an understanding of the buildable area, a conceptual master plan has been created. This plan focuses on creating commercial and industrial land uses while also allowing for important activity zones to be prominent. This master plan brings forth one vision of possibilities for the land assemblage. It is quite natural for revisions to occur and alter the plan. Any number of revisions are reasonable as long as they do not stray too far from the primary goal of creating commercial and industrial land uses.

This planning conclusion is certain that the property examined and assembled by Rolesville is highly suitable for commercial and industrial growth.

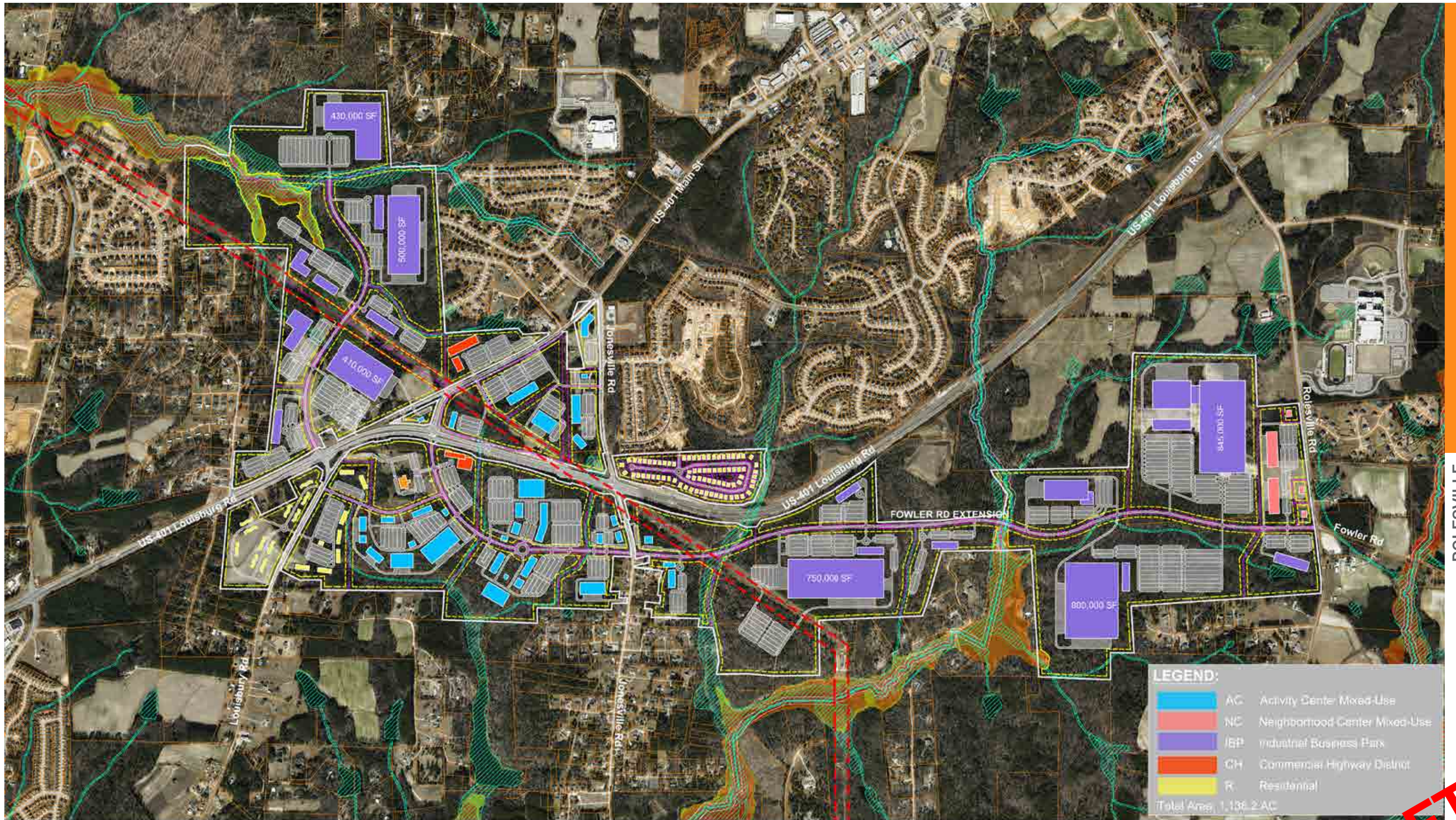


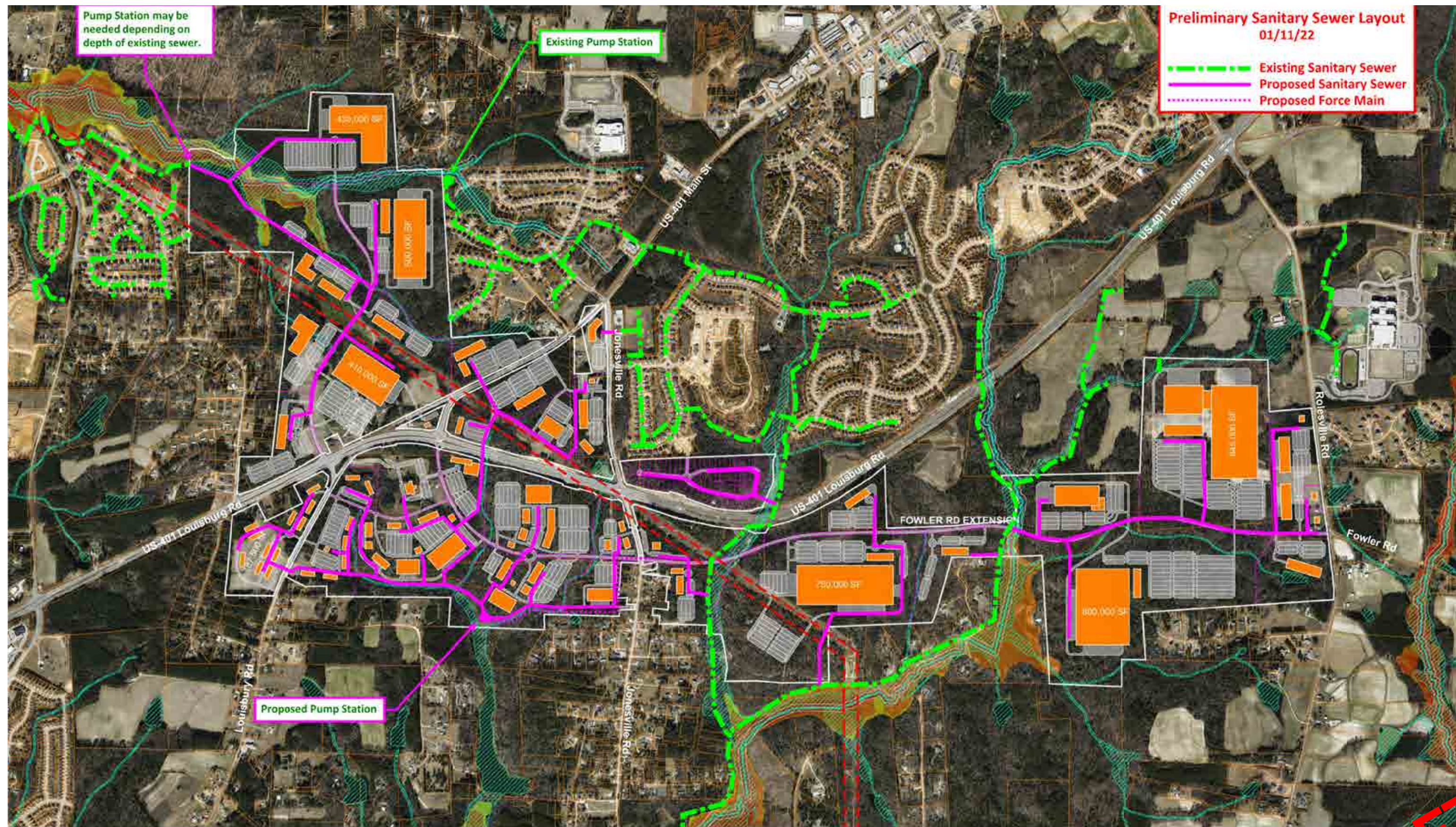


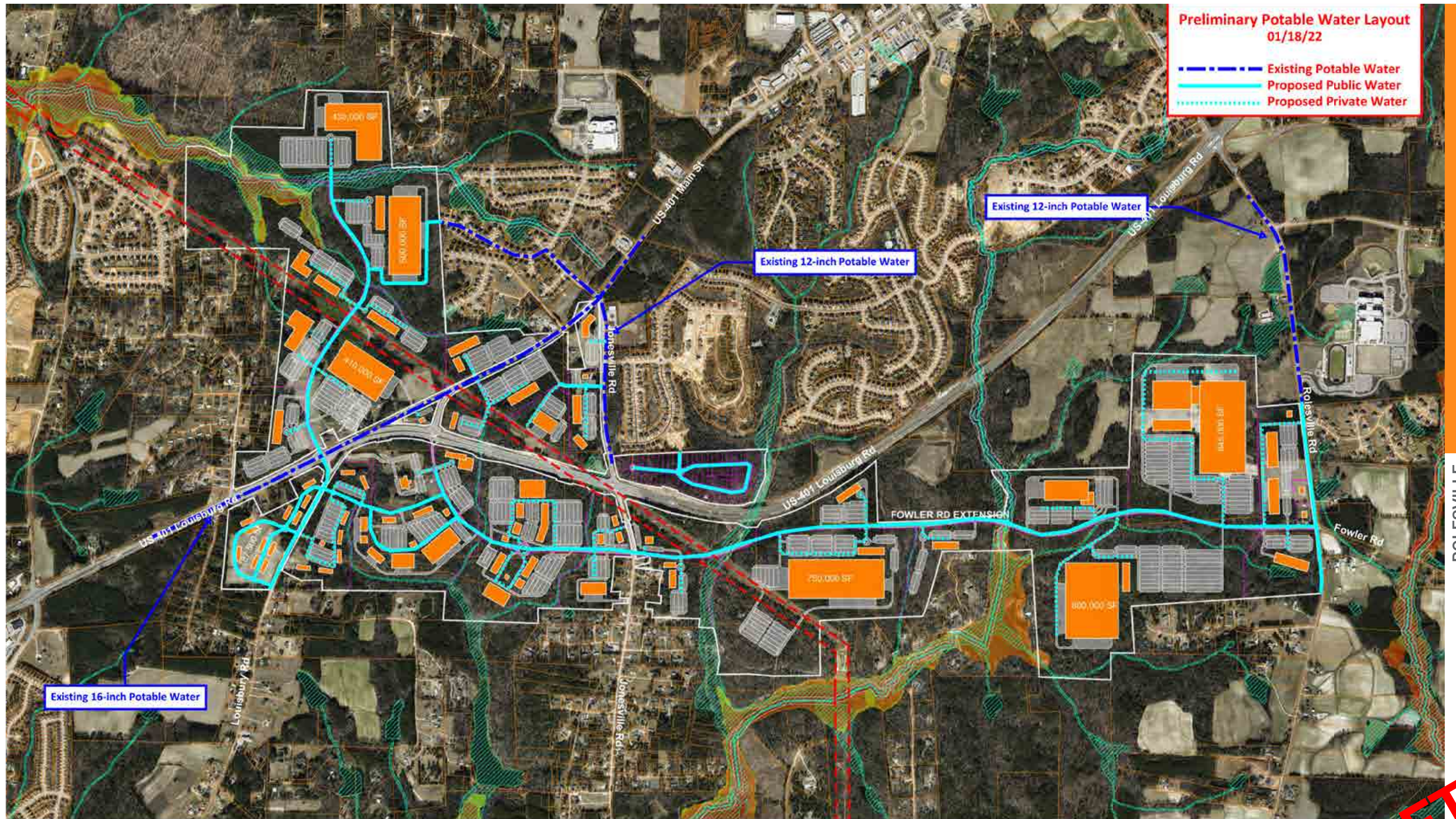




Site #	Tract Size	Buildable Area							
1	50.37	42.48	14	2.29	0.77	27	20.42	14.64	
2	74.21	51.84	15	17.15	12.19	28	16.83	11.32	
3	57.67	49.97	16	16.62	12.48	29	18.03	11.90	
4	18.95	13.62	17	9.96	6.91	30	102.31	91.90	
5	18.86	12.51	18	5.94	3.06	31	18.61	12.93	
6	15.07	10.79	19	2.67	1.43	32	33.33	26.96	
7	42.42	34.09	20	12.68	9.20	33	111.56	97.78	
8	18.23	13.23	21	28.75	22.85	34	96.39	87.08	
9	28.61	22.17	22	11.71	8.38	35	1.44	0.66	
10	21.56	16.94	23	36.67	30.29	36	21.95	17.28	
11	7.01	4.65	24	9.44	6.48	37	1.75	0.93	
12	44.14	375.33	25	36.09	29.75	38	1.79	0.90	
13	21.36	16.64	26	12.64	8.84	39	21.70	17.56	







Preliminary Potable Water Layout
01/18/22

- Existing Potable Water
- Proposed Public Water
- Proposed Private Water

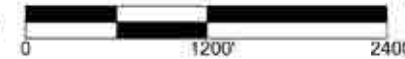
CONCEPT PLAN

ROLESVILLE
COMMERCIAL GROWTH FEASIBILITY STUDY



Rolesville -- Commercial Growth Feasibility Study
Wake County, NC

1" = 1200'



Preliminary
Utility Plan
Potable Water









ROLESVILLE
COMMERCIAL GROWTH FEASIBILITY STUDY

CONCEPT PLAN



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06

NEXT STEPS - ACTIONS

PHYSICAL PLANNING

ECONOMIC DEVELOPMENT

LEADERSHIP

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The Town has several 'fronts' to move on to bring the master plan to fruition. We have organized these into three categories: Leadership, Physical Planning and Economic Development. The steps laid out below are not meant to be sequential but worked on simultaneously and in tandem with one another.

Physical Planning

- Update Future Land Use Map to reflect the Commercial Growth Feasibility Study area
- Prepare preliminary Traffic Impact Analysis (TIA) of the study area
- Prepare a Infrastructure Plan for key utilities – Water and Sewer
- Prepare a Phasing Strategy Plan
- ROM cost estimates for implementation

Economic Development

- Prioritize sites for certification based on costs and Return On Investment
- Meet with key landowners to secure sales commitment and price
- Identify partners and funding sources for site certifications
- Initiate the site certification process for key tracts
- Consider a not-for-profit entity to help option sites if needed
- Craft an incentives package based on quality of jobs and investments
- Develop an accelerated schedule for rezoning and permitting
- Work with Wake County EDC on joint marketing efforts
- Prepare preliminary conceptual site plan option for prospects as they come forward

Leadership

- Stay goal focused – Grow Commercial and Industrial Uses in Rolesville
- Consistent messaging - Everyone on the same page
- Keep Town Commissioners informed - Use closed sessions and retreats to strategize
- Stay close to the key landowners of large properties
- Work closely with Wake County Economic Development Commission
- Resist & discourage residential land use proposals – update Future Land Use Plan
- Certify large key sites
- Be Patient – stay focused on the goal



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07

APPENDIX

APPENDIX A
ECONOMIC & DEMOGRAPHIC PROFILE

APPENDIX B
BUSINESS SURVEY RESULTS

APPENDIX C
ESRI REPORTS

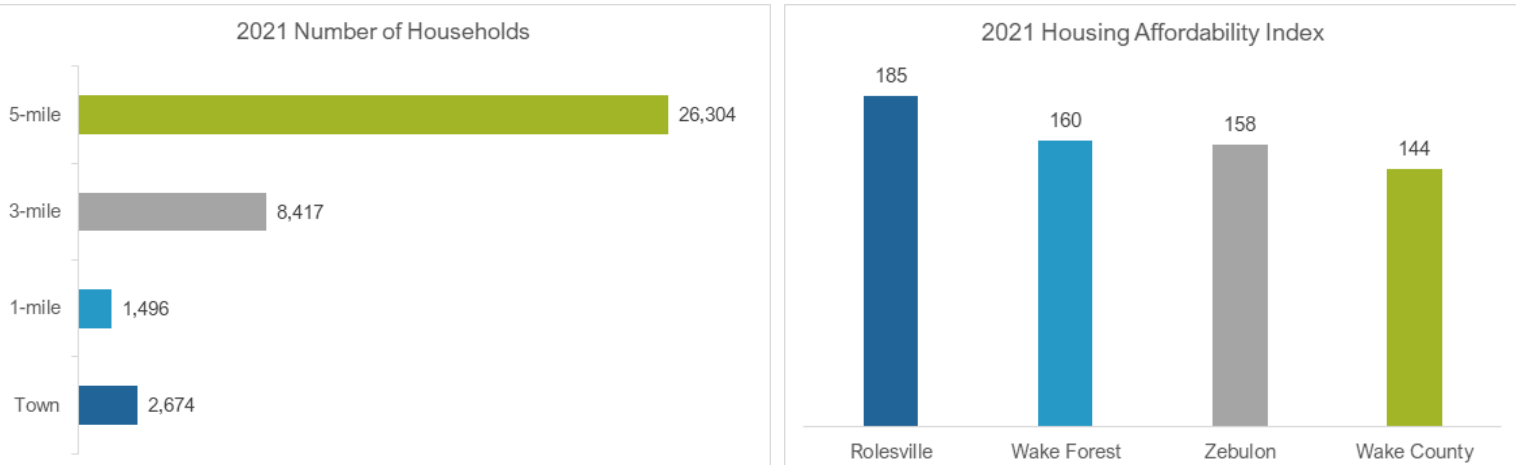
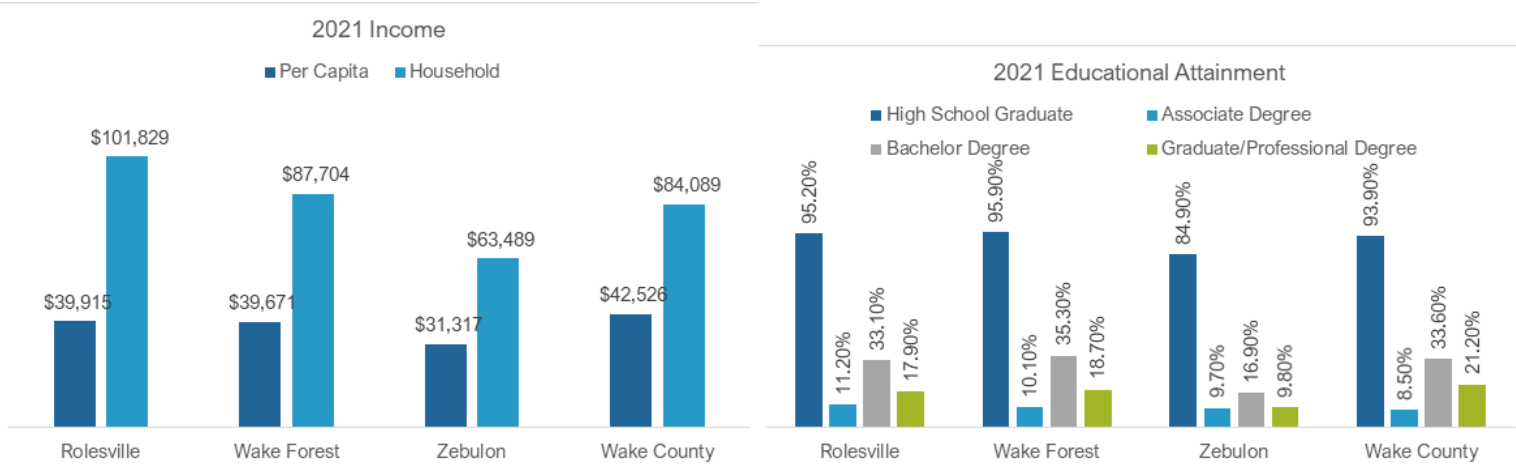
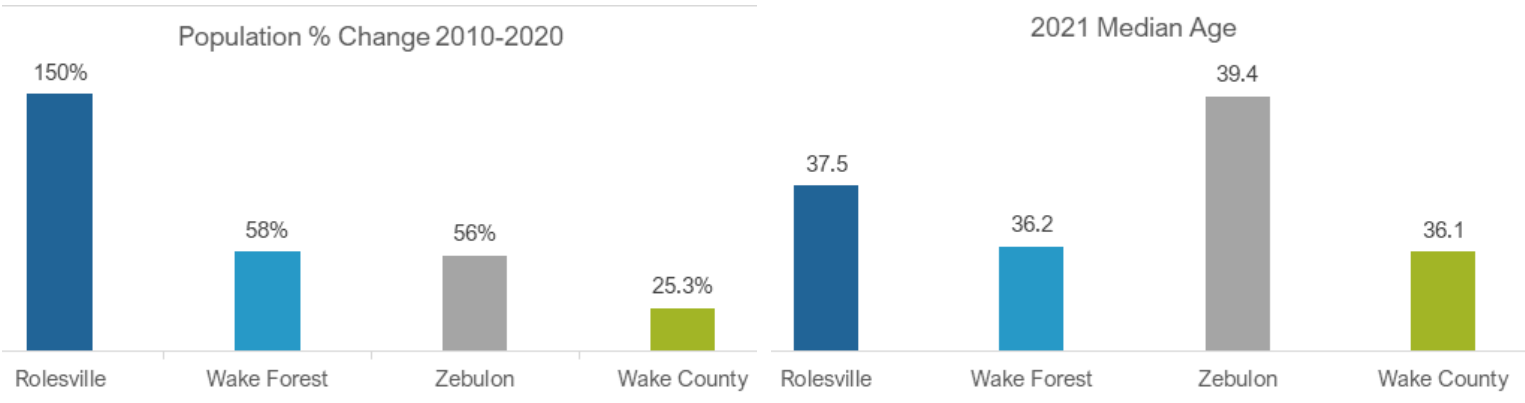
APPENDIX D
ECS WETLANDS & STREAMS HYDROLOGY REPORT

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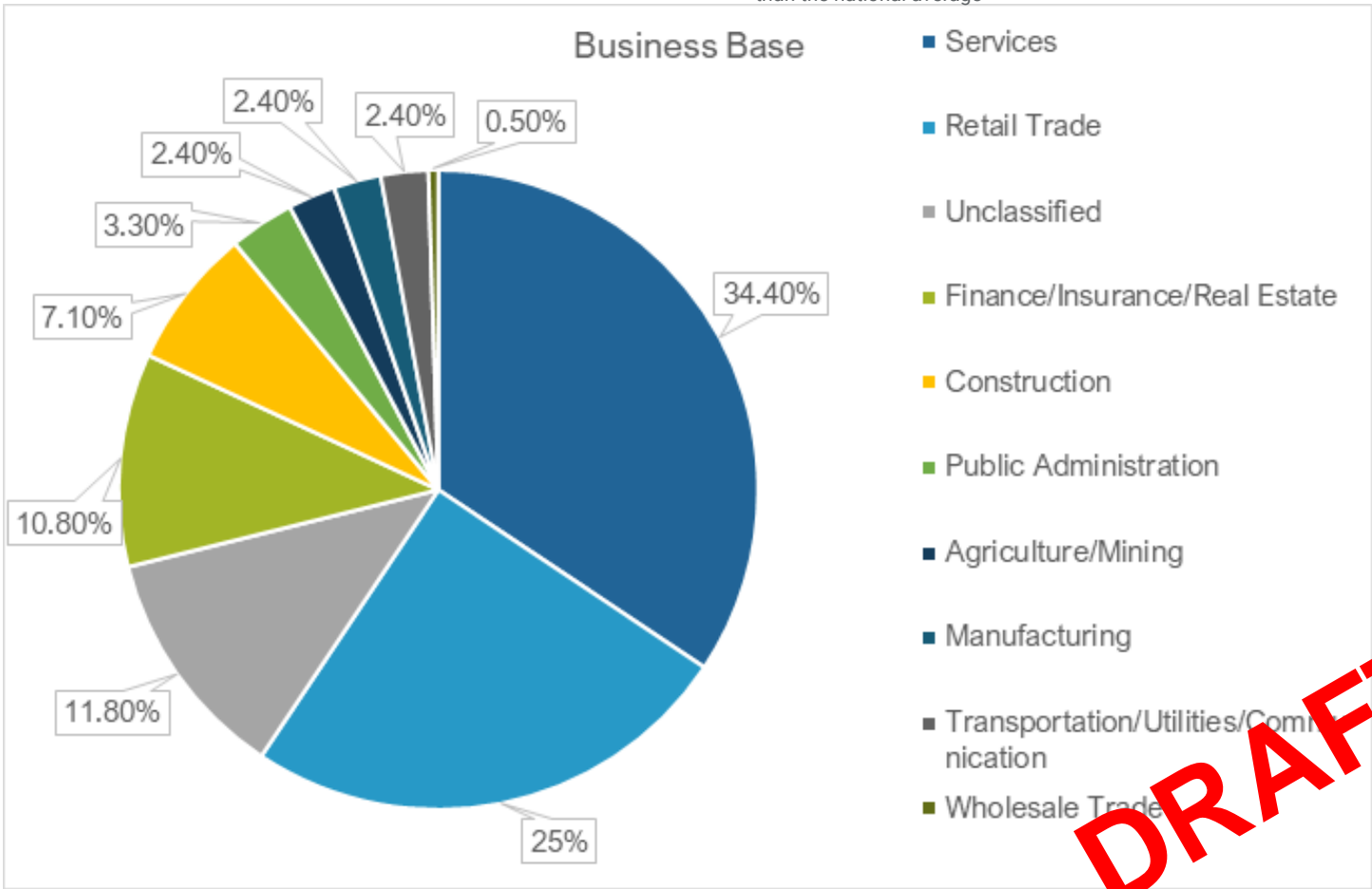
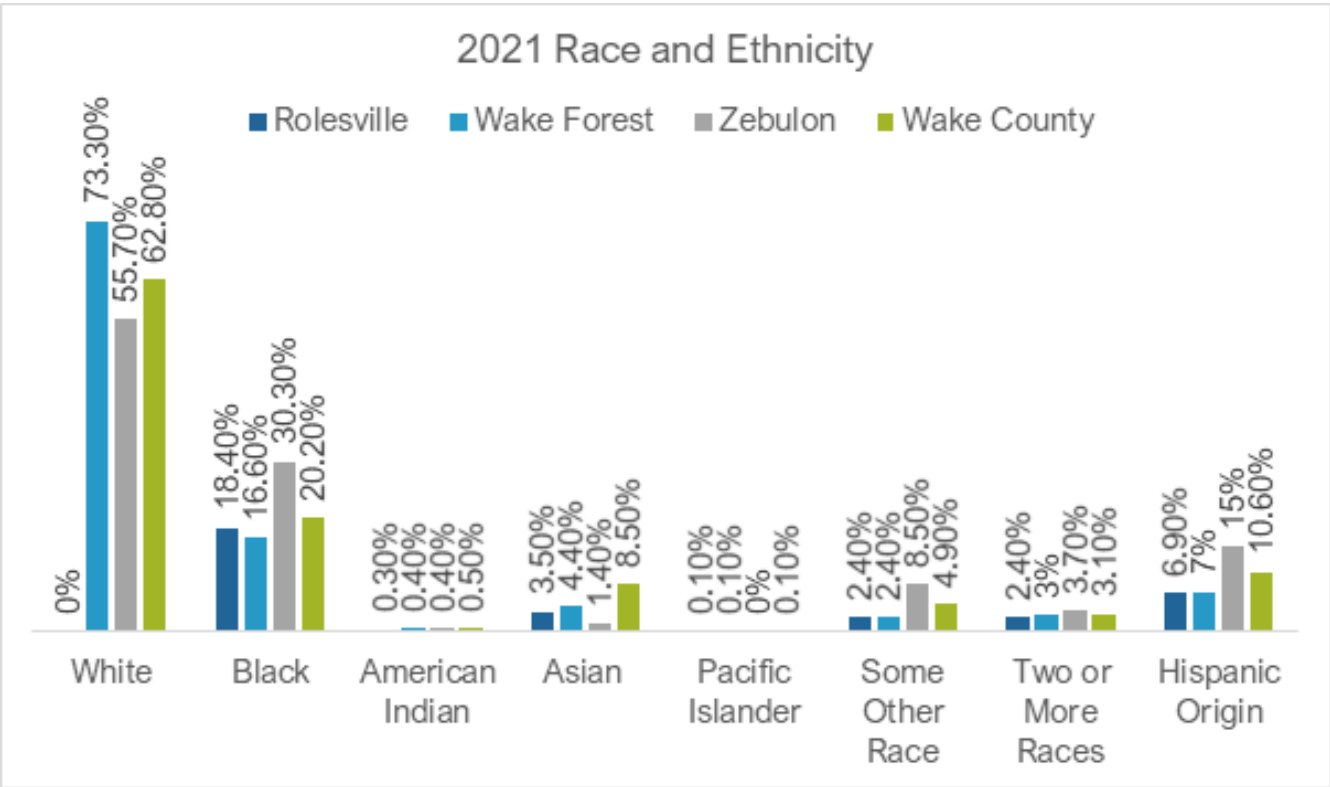
Appendix A

Economic and Demographic Profile

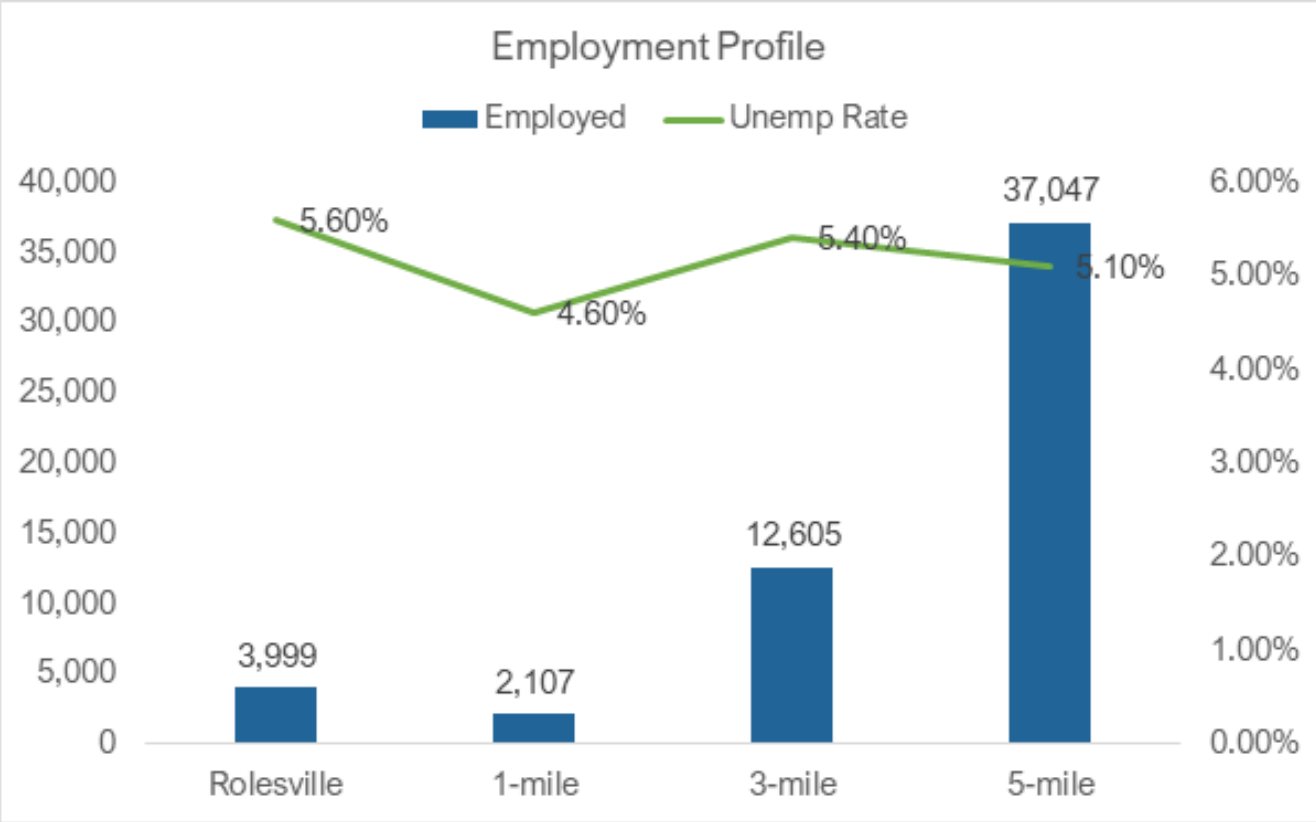
Market research was performed on the Town of Rolesville, nearby towns of Wake Forest and Zebulon, Wake County, and in some cases 1, 3, and 5-mile radii from the center of town. The data source is ESRI.



Note: 100 is the U.S. average. Numbers above 100 are more affordable than the national average

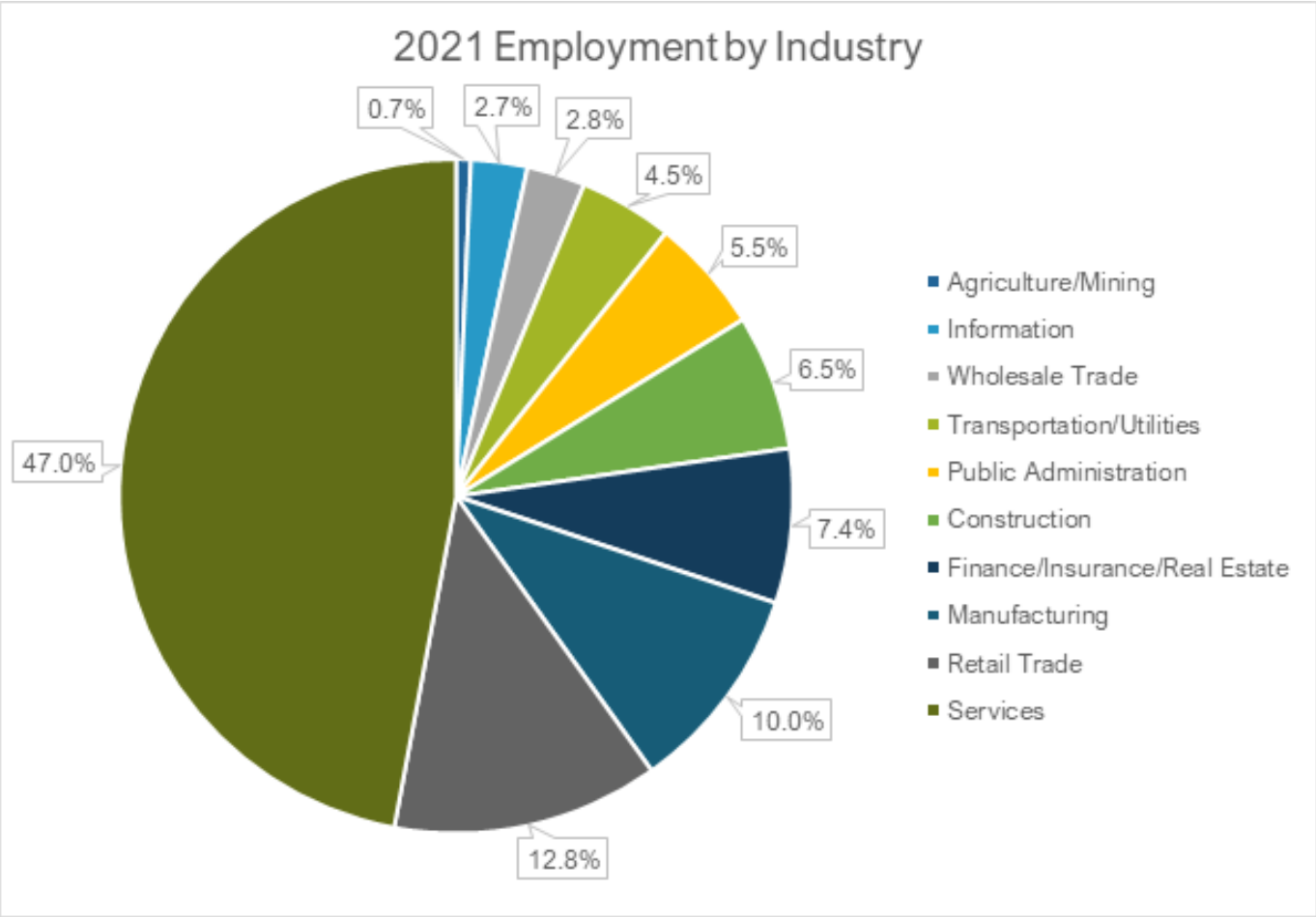


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Retail Leakage Summary (refer to full ESRI reports attached)

Town of Rolesville	1-mile	3-mile	5-mile
Grocery (\$18M)	Grocery (\$13M)	Grocery (\$16M)	Grocery (\$16M)
General Merchandise (\$15M)	General Merchandise (\$8M)	General Merchandise (\$51M)	General Merchandise (\$47M)
	Gasoline Stations (\$5M)		Automobile Dealers (\$10M)

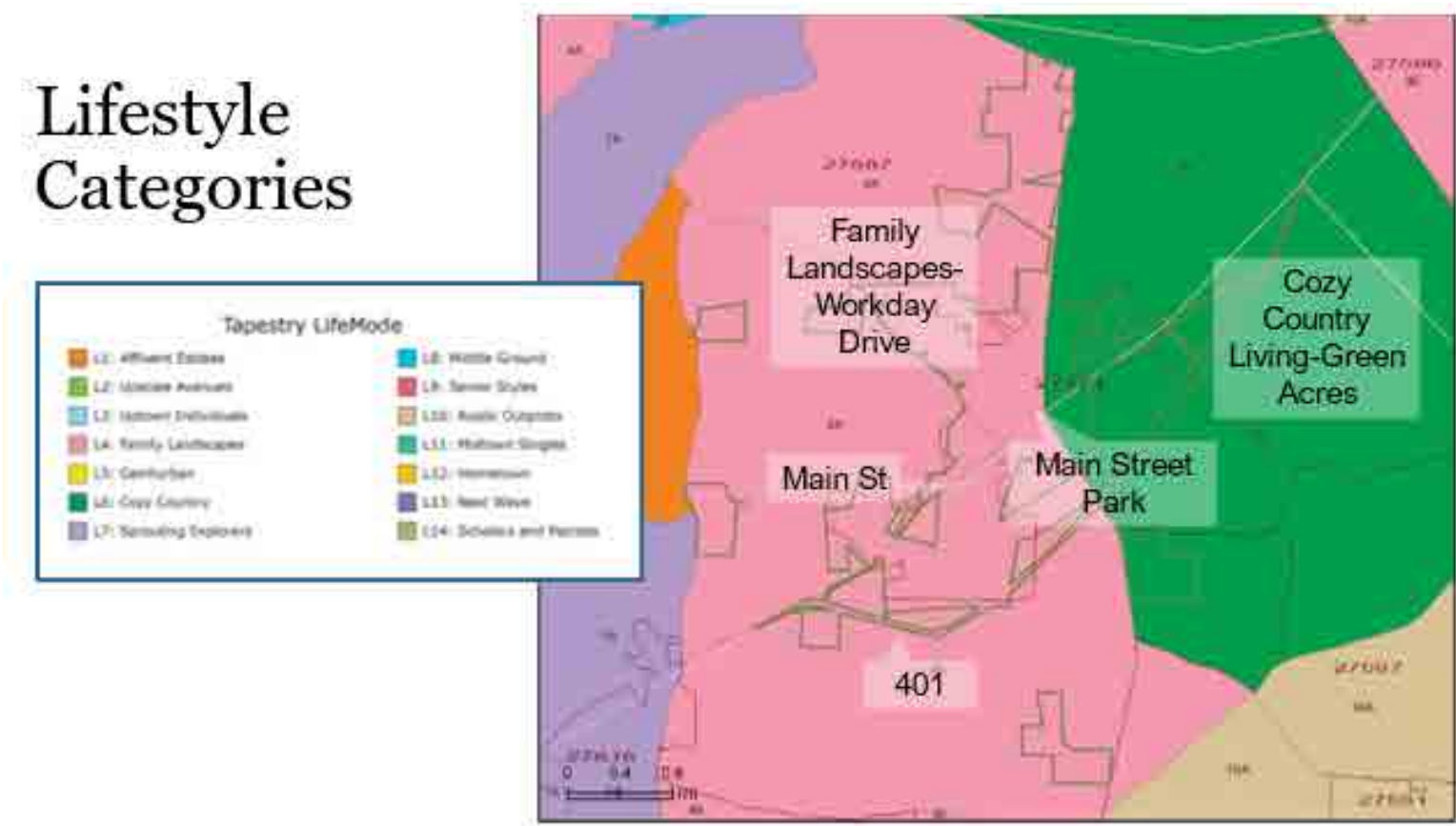


Spending Potential Ranked (refer to full ESRI reports attached)

Home Furnishings
Entertainment/Recreation
Personal Care Products and Services
Health Care
Apparel & Services
Food Away from Home
Education
Food at Home

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ESRI Lifestyle Tapestries



Family Landscapes-Workday Drive - Workday Drive is an affluent, family-oriented market with a country flavor. Residents are partial to new housing away from the bustle of the city but close enough to commute to professional job centers. Life in this suburban wilderness offsets the hectic pace of two working parents with growing children. They favor time-saving devices, like banking online or housekeeping services, and family-oriented pursuits.

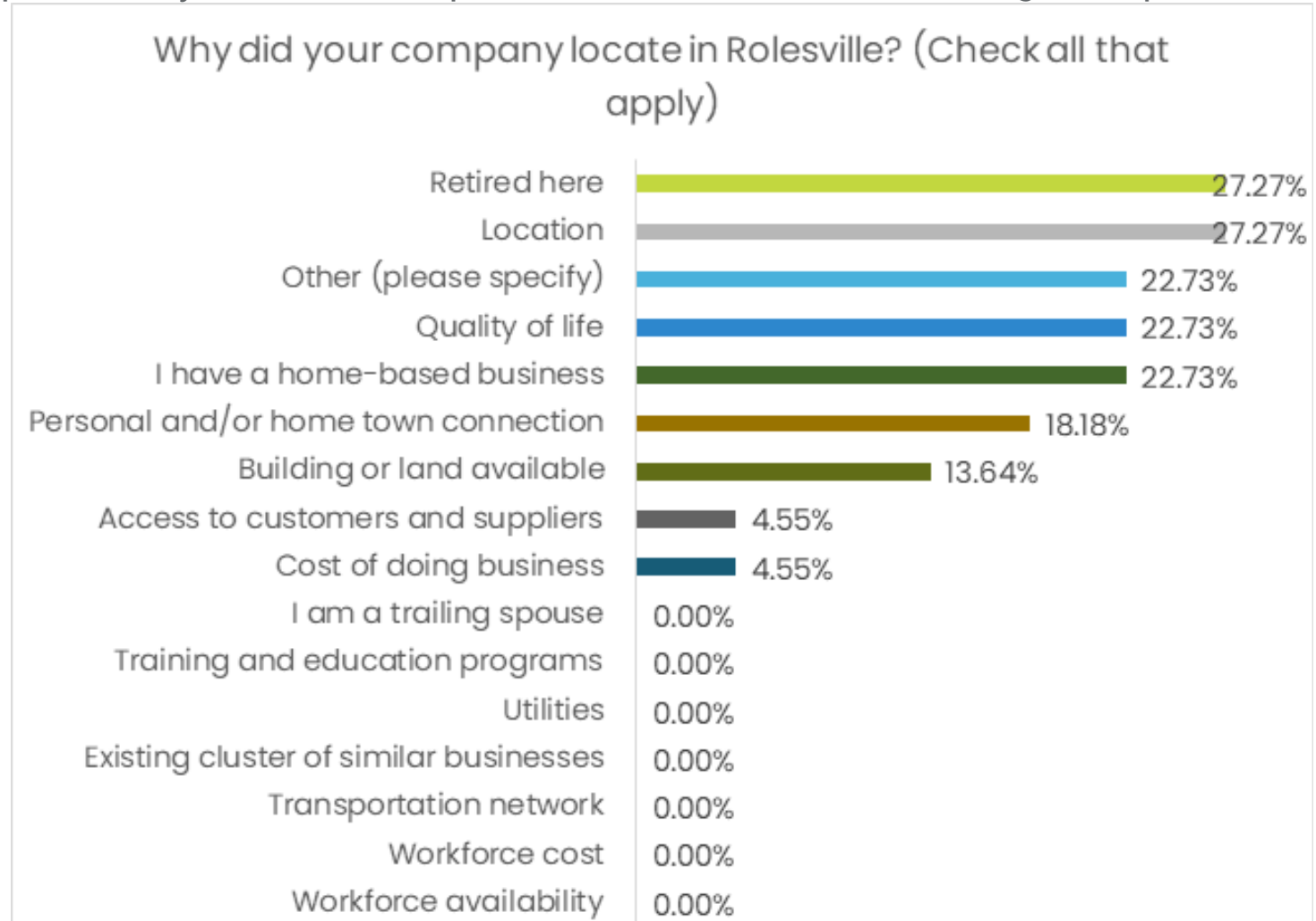
Cozy Country Living-Green Acres - The Green Acres lifestyle features country living and self-reliance. Avid do-it-yourselfers, they maintain and remodel their homes, with all the necessary power tools to accomplish the jobs. Gardening, especially growing vegetables, is a priority, again with the right tools, tillers, tractors, and riding mowers. Outdoor living features a variety of sports: hunting and fishing, motorcycling, hiking and camping, and even golf.

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Appendix B

Business Survey Results

The Town of Rolesville sent an online survey to a database of businesses. The survey was also sent to members of the Rolesville Chamber of Commerce and posted on the town’s website and social media. There were 24 responses to the survey. The respondent profile is a small business owner in health care, financial activities, and business and professional services. The majority of respondents have owned a business in Rolesville for more than six years and plan to stay here. Most respondents do not have immediate growth plans.

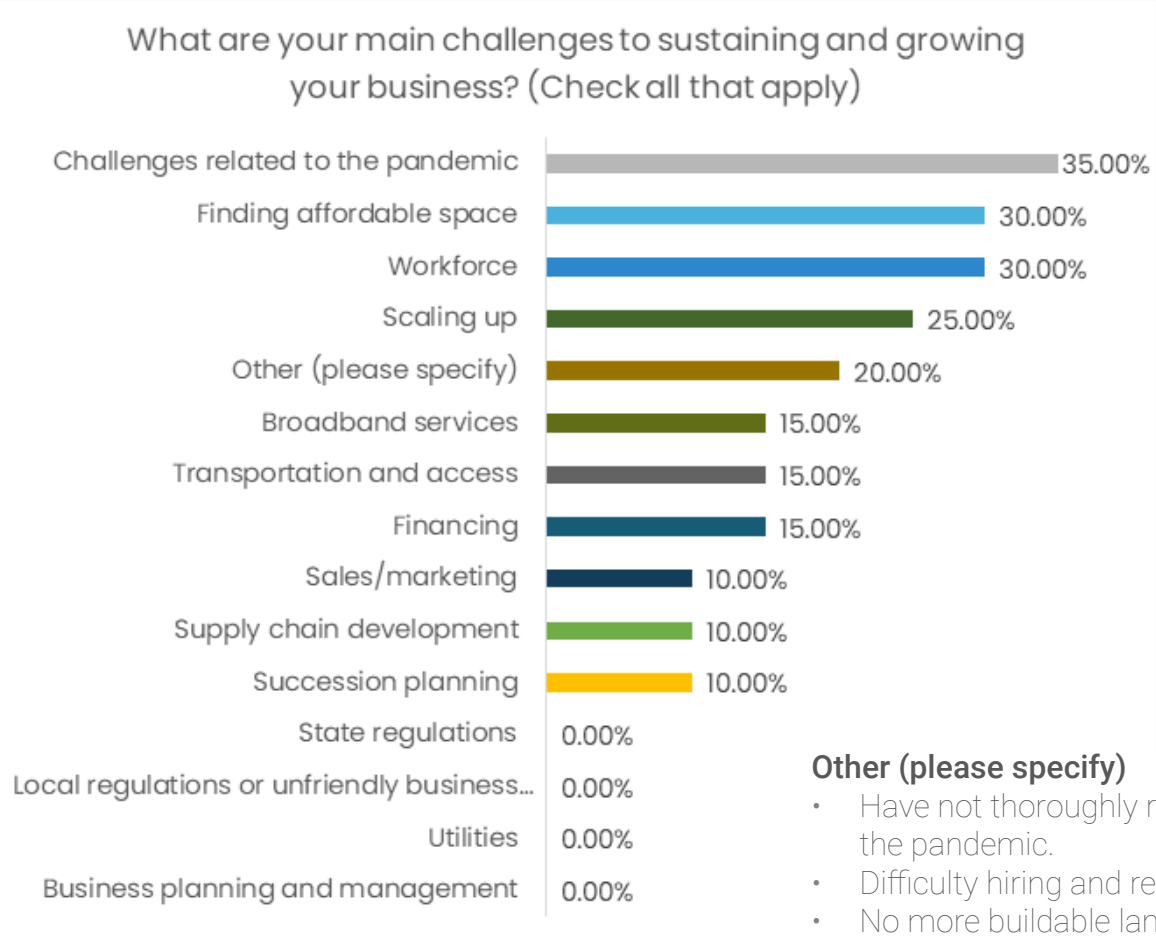
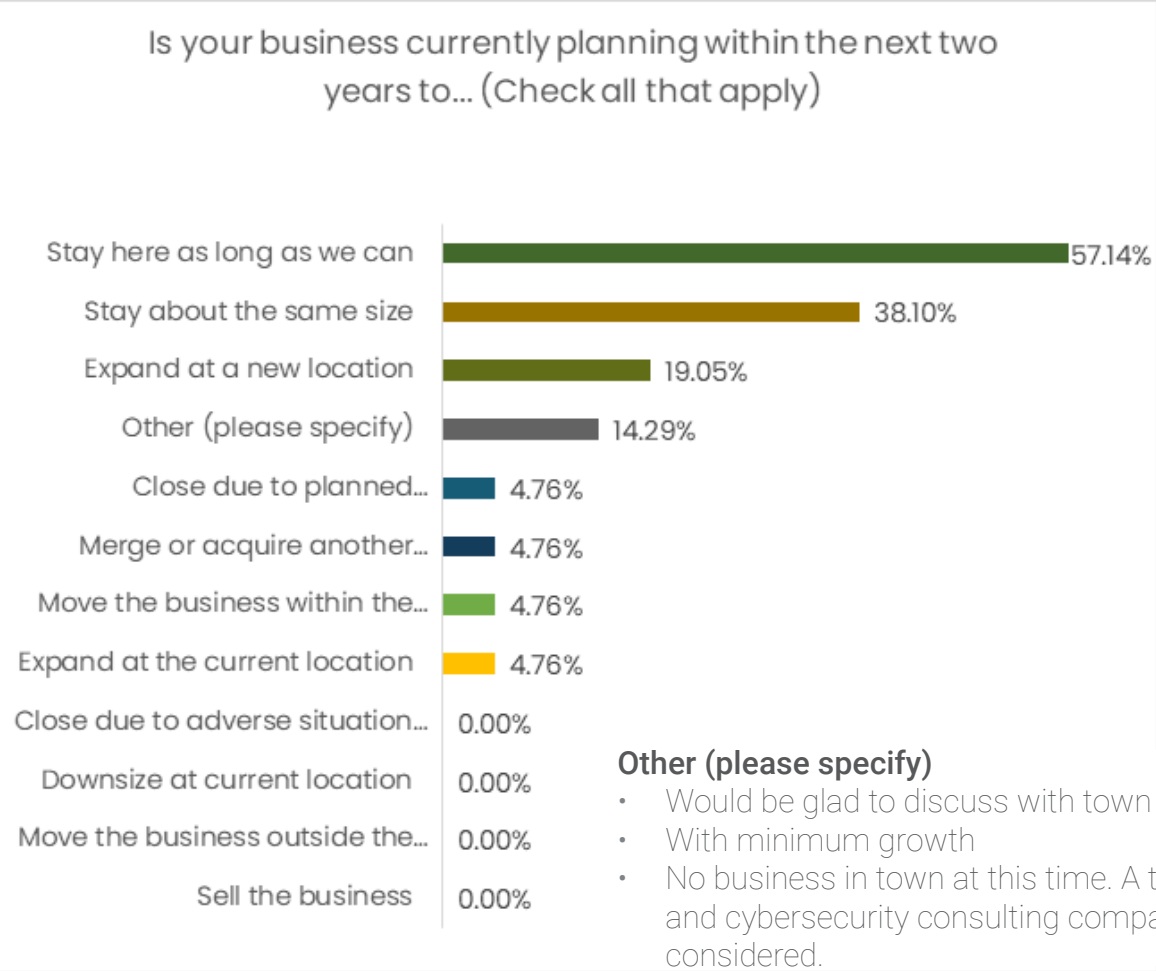


- Other (please specify)
- That's where I was appointed
 - Small town feel no traffic or public transportation
 - Opportunity to be part of growth at an early stage
 - Commerce and education opportunities
 - Rogers and Mitchell families located here in the 1700's.

What makes Rolesville attractive to business?
Centralized location to my clients
Right now, only houses and demographics
The amount of growth expected
Central to a large population base
Right now, I would say Rolesville is not very attractive to business. The town is small, there are precious few amenities, and the "Town" has not been very user friendly. We are here because of the potential opportunities that will become apparent as Rolesville grows.
No public transit
Growing population
Opportunity to be a rapidly growing area in the early stages
It depends on the business. The location of being neighbors with Wake Forest and Raleigh help with buying power, a necessity with small businesses in a small town.
Small town feel with close access to a variety of businesses.
Growing community.
Growing community
Proximity to large local population, transportation corridors, and reasonable taxes and laws.
Not certain. MH&C has been in business since January 1973; we knew all of our customers then, and we were and are trusted.
Small town atmosphere
Simplicity of life
Small town. Not crowded
Close to everything
Nice town
It's not.
Small town feel and we are the only business of our type here
Families with children support my business
Small business atmosphere
What is biggest hurdle operating in Rolesville?
Finding a location for needed expansion
Not many other businesses. Still somewhat sleepy.
Rolesville Residents do not support Rolesville Businesses
There really are none
The amount of time it takes to get things approved by the Town.
Too many apartment buildings
Lack of nightlife
Watershed and overcoming negative stigma about Rolesville around wake county
Not sure, I don't have any hurdles. Perhaps the cost of sq ft for a brick-and-mortar store front compared to sales. We tend to be a service industry town.
Rising property taxes.
Supplies
Access to highly skilled labor; need for local road improvements; and clientele diversity.
Little known area
Not enough commercial establishments
Traffic
Distance to airport
Downtown area's traffic is one way each direction.
Getting my business name out to clients
Underground rock.
Not enough businesses or restaurants

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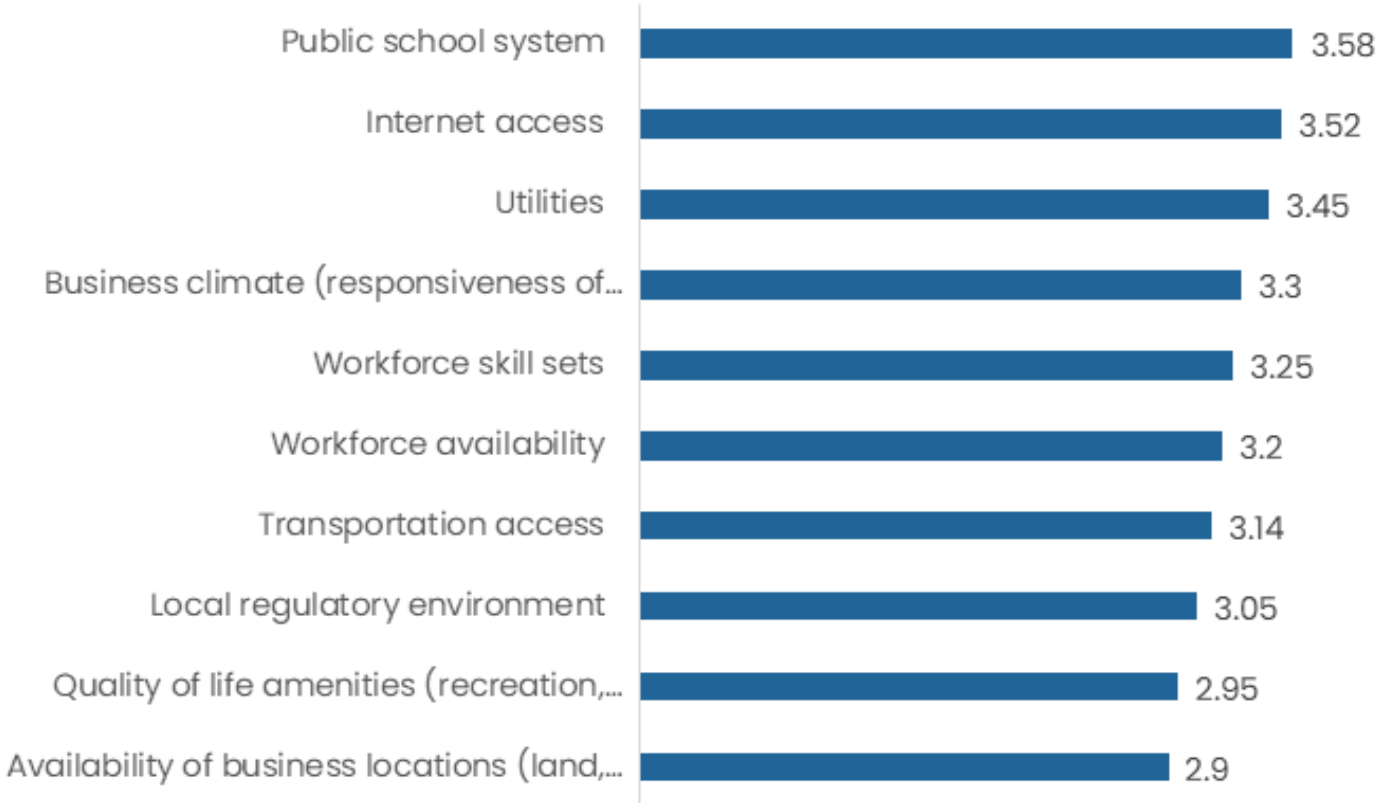
What type of business(es) should be recruited to Rolesville? Think of businesses that complement yours, would fill a market gap, etc.
Retail and restaurants
Restaurants, bars, boutique hotel, youth sports facilities, kids play areas or gyms,
Locally owned restaurants and grocery stores
Entertainment / performance space; movie theater
Restaurants, restaurants, restaurants. If you want to attract consumers, we need restaurants.
Pharmaceutical
Skating rink, place to have cocktails
Restaurants, retail shopping, entertainment / lifestyle places for kids and adults
I'm not sure, however, we have had small businesses come and go because of the lack of buying power (population) to sustain a retail business. The only ones to be able to do that are franchise businesses because of their advertising reach.
Commercial shopping and restaurants.
Restaurants
Dry good stores and full-service restaurants
Higher end grocery and natural food stores (like Trader Joe's or Whole Foods), diverse restaurants (Greek, Thai, Indian, Mediterranean), indoor recreation (trampolines, rock climbing, golf and batting cages, pickle ball courts)
Nice restaurant! No more fast-food eateries.
Restaurants (not fast food)
Costco, upscale restaurants, desert shoppes
Keep it limited but up scale. Doesn't need to be another Wake Forest, Holly springs or Cary.
A German restaurant
We need "sit down" restaurants and more than one grocery store.
Retailers restaurants contractors



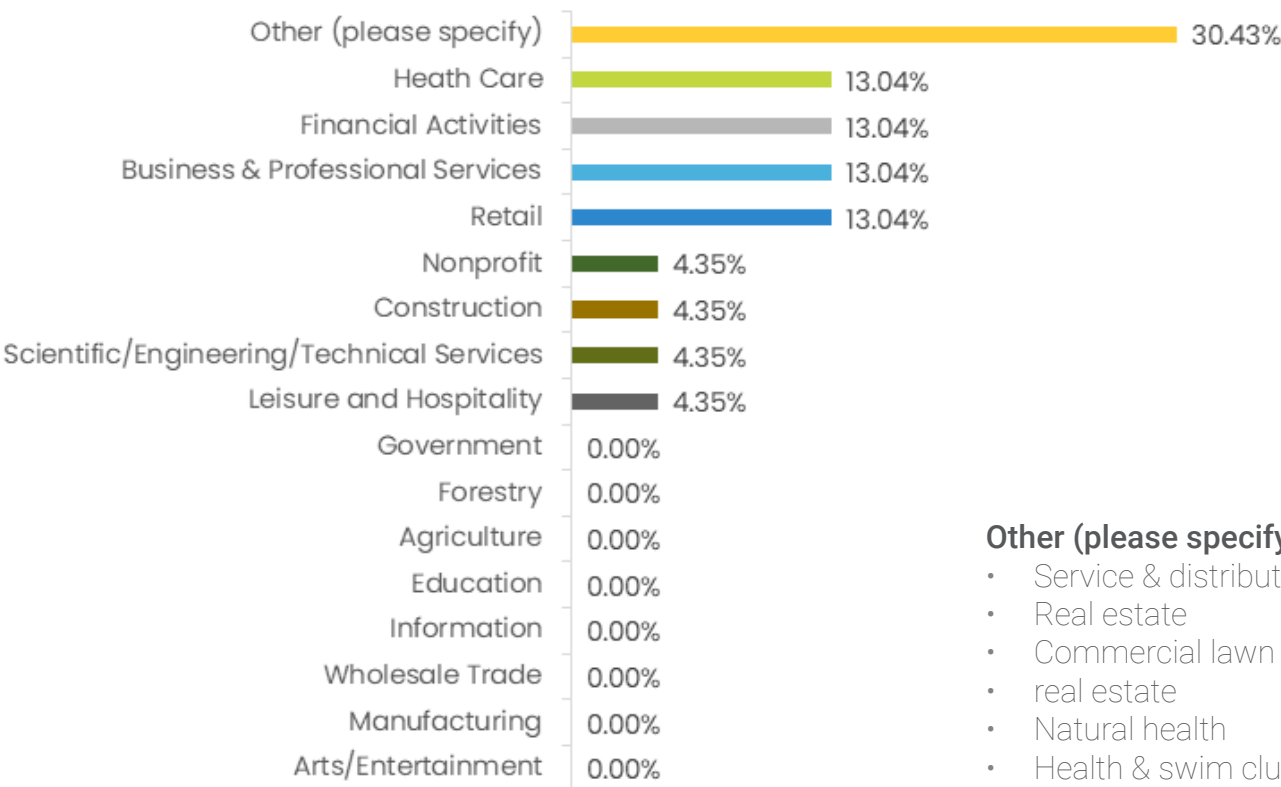
What can Rolesville do to better support your businesses?
Develop commercial business part
Keep growing, don't listen to the naysayers
Show the residents the lack of support they give to local businesses
Businesses can pay most of the taxes that support the town. So, the town should be more pro-business.
Make it safe, becoming too urban
Work on RE-Branding - most people I talk to don't know what a great place Rolesville is - they have no clue how high our median income is - make in town homeowners attend Rolesville schools (Stonewater, Perry Farms etc.) - Heritage is a great example of how marketing has really grown an area (people want to attend the schools, people want to live there, businesses want a Heritage location etc.)- Rolesville needs an awesome PR to draw widespread attention to what all of us insiders already know!
Bring more retail spaces in.
Continue to evolve in a manner that offers diversity and incentives for large and small businesses. This includes roads, schools, recreation, and attractive downtown area.
Better working relationship with the Rolesville Chamber of Commerce
Local marketing
Quit bringing in a ton of other businesses. People want the low key, small town, local feel
Continue to provide me the right for my members to park on the street along Granite Falls Blvd

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How satisfied are you with the following in Rolesville?

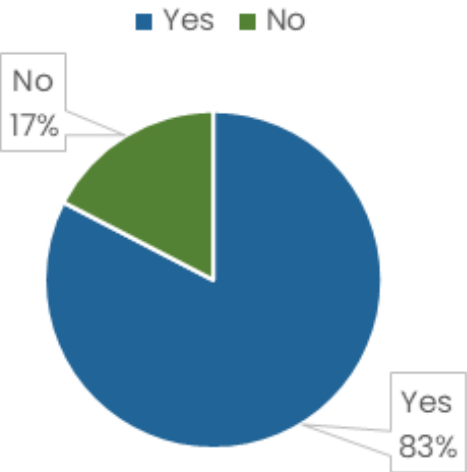


What business sector most closely matches your business or the business you work for?

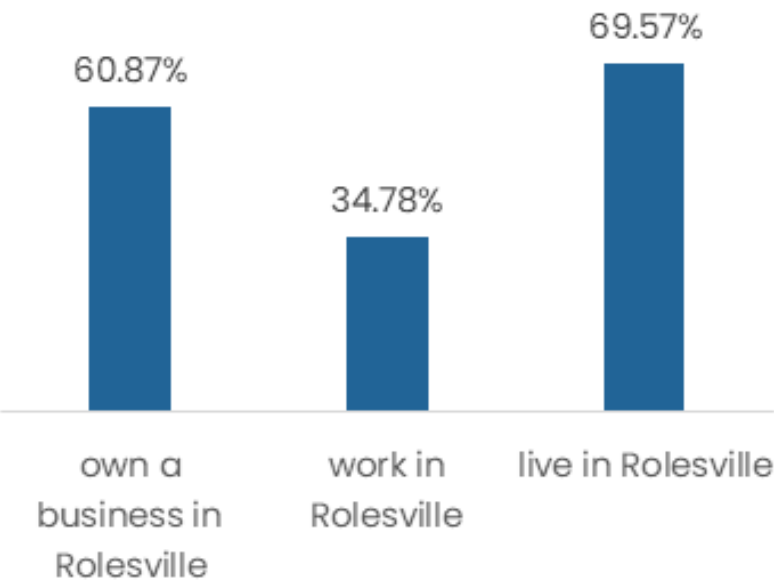


- Other (please specify)
- Service & distribution
 - Real estate
 - Commercial lawn maintenance.
 - real estate
 - Natural health
 - Health & swim club
 - Advertising

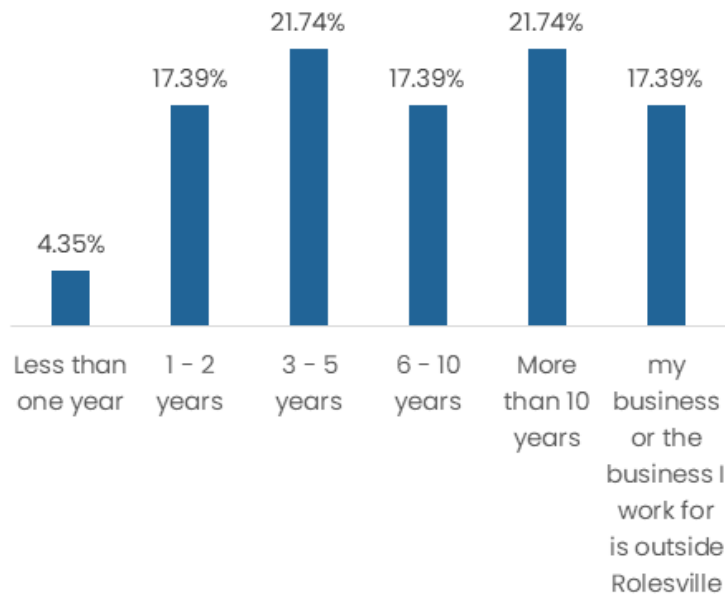
Have you heard about the Main Street and Burlington Mills Road Grant Project?



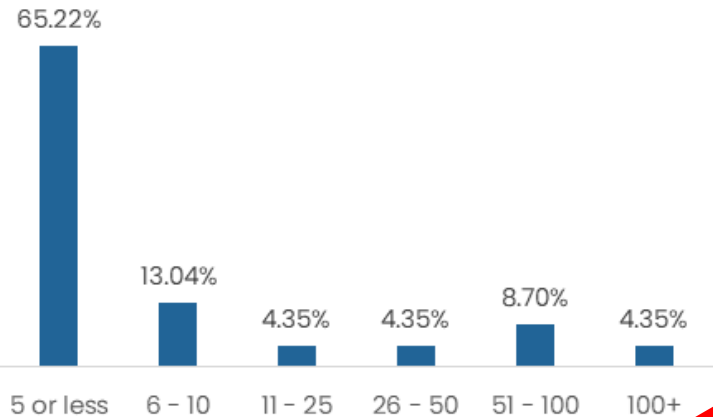
I... (check all that apply)



How many years has your business or the business you work for been in operation in Rolesville?



How many employees, full-time equivalents, are employed in your business?



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Please share any additional information that will aid Rolesville's planning efforts. Thank you!
All types of businesses are important to community growth
Rolesville residents do not support Rolesville businesses because they don't want the growth or change. The newer residential housing we build the better it will be for current and new businesses.
We are in Rolesville because it is our home. We opened our business to be on the ground floor as Rolesville grows and develops. We believe we can contribute to this growth and development. We just encourage the Town to be open to helping businesses thrive-to be an asset, not a liability. Thank you.
Continue to grow
Keep the trees as much as possible, or replant wherever possible.
Continue to evolve Rolesville into a town that embraces positive change while learning from mistakes made by other small towns (thinking environment, pollution, and compromising our future for more immediate gratification).
Too many residential houses!
Please don't over build. The allure of Rolesville isn't because it is like every other town around Raleigh. It's because it is small and quaint. Growth should be very selective and minimal. Make it different than every other Raleigh suburb. Small but beautiful. Not overcrowded and the same as everywhere else. Less is more.
Looking for affordable leasing
Work to attract more industry.

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Appendix C
ESRI Reports



Market Profile

Rolesville Town, NC 2
Rolesville Town, NC (3757640)
Geography: Place

Prepared by Esri

	Rolesville to...
Population Summary	
2000 Total Population	1,610
2010 Total Population	3,788
2021 Total Population	8,164
2021 Group Quarters	0
2026 Total Population	9,150
2021-2026 Annual Rate	2.31%
2021 Total Daytime Population	7,158
Workers	2,967
Residents	4,191
Household Summary	
2000 Households	556
2000 Average Household Size	2.90
2010 Households	1,238
2010 Average Household Size	3.06
2021 Households	2,674
2021 Average Household Size	3.05
2026 Households	2,993
2026 Average Household Size	3.06
2021-2026 Annual Rate	2.28%
2010 Families	1,058
2010 Average Family Size	3.32
2021 Families	2,154
2021 Average Family Size	3.42
2026 Families	2,404
2026 Average Family Size	3.43
2021-2026 Annual Rate	2.22%
Housing Unit Summary	
2000 Housing Units	600
Owner Occupied Housing Units	77.5%
Renter Occupied Housing Units	15.2%
Vacant Housing Units	7.3%
2010 Housing Units	1,343
Owner Occupied Housing Units	80.6%
Renter Occupied Housing Units	11.5%
Vacant Housing Units	7.8%
2021 Housing Units	2,858
Owner Occupied Housing Units	84.9%
Renter Occupied Housing Units	8.7%
Vacant Housing Units	6.4%
2026 Housing Units	3,179
Owner Occupied Housing Units	85.8%
Renter Occupied Housing Units	8.3%
Vacant Housing Units	5.9%
Median Household Income	
2021	\$101,829
2026	\$108,556
Median Home Value	
2021	\$345,489
2026	\$370,825
Per Capita Income	
2021	\$39,915
2026	\$44,432
Median Age	
2010	35.2
2021	37.5
2026	38.1

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

October 25, 2021



Market Profile

Rolesville Town, NC 2
Rolesville Town, NC (3757640)
Geography: Place

Prepared by Esri

	Rolesville to...
2021 Households by Income	
Household Income Base	2,674
<\$15,000	2.2%
\$15,000 - \$24,999	2.8%
\$25,000 - \$34,999	4.7%
\$35,000 - \$49,999	8.8%
\$50,000 - \$74,999	13.3%
\$75,000 - \$99,999	16.3%
\$100,000 - \$149,999	29.1%
\$150,000 - \$199,999	12.2%
\$200,000+	10.6%
Average Household Income	\$116,857
2026 Households by Income	
Household Income Base	2,992
<\$15,000	1.7%
\$15,000 - \$24,999	2.2%
\$25,000 - \$34,999	3.8%
\$35,000 - \$49,999	7.0%
\$50,000 - \$74,999	11.5%
\$75,000 - \$99,999	15.3%
\$100,000 - \$149,999	31.7%
\$150,000 - \$199,999	14.8%
\$200,000+	12.0%
Average Household Income	\$130,248
2021 Owner Occupied Housing Units by Value	
Total	2,426
<\$50,000	1.3%
\$50,000 - \$99,999	1.0%
\$100,000 - \$149,999	1.2%
\$150,000 - \$199,999	6.8%
\$200,000 - \$249,999	11.1%
\$250,000 - \$299,999	13.7%
\$300,000 - \$399,999	32.9%
\$400,000 - \$499,999	21.8%
\$500,000 - \$749,999	8.2%
\$750,000 - \$999,999	0.8%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.8%
\$2,000,000 +	0.5%
Average Home Value	\$373,073
2026 Owner Occupied Housing Units by Value	
Total	2,729
<\$50,000	0.4%
\$50,000 - \$99,999	0.3%
\$100,000 - \$149,999	0.3%
\$150,000 - \$199,999	2.8%
\$200,000 - \$249,999	7.8%
\$250,000 - \$299,999	12.3%
\$300,000 - \$399,999	36.9%
\$400,000 - \$499,999	27.5%
\$500,000 - \$749,999	9.9%
\$750,000 - \$999,999	0.7%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.8%
\$2,000,000 +	0.4%
Average Home Value	\$410,678

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net capital gains, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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Market Profile

Rolesville Town, NC 2
Rolesville Town, NC (3757640)
Geography: Place

Prepared by Esri

Rolesville to...	
2010 Population by Age	
Total	3,788
0 - 4	8.7%
5 - 9	10.1%
10 - 14	9.2%
15 - 24	9.8%
25 - 34	11.7%
35 - 44	22.1%
45 - 54	12.9%
55 - 64	8.1%
65 - 74	4.8%
75 - 84	1.9%
85 +	0.5%
18 +	66.7%
2021 Population by Age	
Total	8,165
0 - 4	6.9%
5 - 9	8.3%
10 - 14	8.5%
15 - 24	11.1%
25 - 34	11.4%
35 - 44	16.1%
45 - 54	14.2%
55 - 64	11.8%
65 - 74	7.8%
75 - 84	3.1%
85 +	0.9%
18 +	71.7%
2026 Population by Age	
Total	9,151
0 - 4	6.7%
5 - 9	7.7%
10 - 14	8.0%
15 - 24	10.7%
25 - 34	12.0%
35 - 44	15.2%
45 - 54	13.7%
55 - 64	12.0%
65 - 74	8.7%
75 - 84	4.2%
85 +	1.1%
18 +	73.0%
2010 Population by Sex	
Males	1,912
Females	1,876
2021 Population by Sex	
Males	4,044
Females	4,121
2026 Population by Sex	
Males	4,546
Females	4,605

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

October 25, 2021



Market Profile

Rolesville Town, NC 2
Rolesville Town, NC (3757640)
Geography: Place

Prepared by Esri

Rolesville to...	
2010 Population by Race/Ethnicity	
Total	3,788
White Alone	74.1%
Black Alone	17.8%
American Indian Alone	0.4%
Asian Alone	3.1%
Pacific Islander Alone	0.0%
Some Other Race Alone	2.5%
Two or More Races	2.1%
Hispanic Origin	6.2%
Diversity Index	48.5
2021 Population by Race/Ethnicity	
Total	8,165
White Alone	73.0%
Black Alone	18.4%
American Indian Alone	0.3%
Asian Alone	3.5%
Pacific Islander Alone	0.1%
Some Other Race Alone	2.4%
Two or More Races	2.4%
Hispanic Origin	6.9%
Diversity Index	50.4
2026 Population by Race/Ethnicity	
Total	9,150
White Alone	71.1%
Black Alone	19.2%
American Indian Alone	0.3%
Asian Alone	3.9%
Pacific Islander Alone	0.1%
Some Other Race Alone	2.7%
Two or More Races	2.8%
Hispanic Origin	7.7%
Diversity Index	53.3
2010 Population by Relationship and Household Type	
Total	3,788
In Households	100.0%
In Family Households	94.2%
Householder	27.9%
Spouse	24.3%
Child	37.8%
Other relative	2.7%
Nonrelative	1.5%
In Nonfamily Households	5.8%
In Group Quarters	0.0%
Institutionalized Population	0.0%
Noninstitutionalized Population	0.0%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

October 25, 2021

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Market Profile

Rolesville Town, NC 2
Rolesville Town, NC (3757640)
Geography: Place

Prepared by Esri

Rolesville to...	
2021 Population 25+ by Educational Attainment	
Total	5,330
Less than 9th Grade	2.4%
9th - 12th Grade, No Diploma	2.4%
High School Graduate	13.8%
GED/Alternative Credential	2.3%
Some College, No Degree	16.9%
Associate Degree	11.2%
Bachelor's Degree	33.1%
Graduate/Professional Degree	17.9%
2021 Population 15+ by Marital Status	
Total	6,234
Never Married	23.6%
Married	66.9%
Widowed	2.1%
Divorced	7.3%
2021 Civilian Population 16+ in Labor Force	
Civilian Population 16+	4,237
Population 16+ Employed	94.4%
Population 16+ Unemployment rate	5.6%
Population 16-24 Employed	8.2%
Population 16-24 Unemployment rate	17.5%
Population 25-54 Employed	70.3%
Population 25-54 Unemployment rate	5.1%
Population 55-64 Employed	18.1%
Population 55-64 Unemployment rate	1.4%
Population 65+ Employed	3.5%
Population 65+ Unemployment rate	3.5%
2021 Employed Population 16+ by Industry	
Total	3,999
Agriculture/Mining	0.7%
Construction	6.5%
Manufacturing	10.0%
Wholesale Trade	2.8%
Retail Trade	12.8%
Transportation/Utilities	4.5%
Information	2.7%
Finance/Insurance/Real Estate	7.4%
Services	47.0%
Public Administration	5.5%
2021 Employed Population 16+ by Occupation	
Total	4,001
White Collar	77.9%
Management/Business/Financial	22.5%
Professional	35.4%
Sales	11.0%
Administrative Support	9.0%
Services	10.5%
Blue Collar	11.5%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	2.8%
Installation/Maintenance/Repair	1.7%
Production	2.0%
Transportation/Material Moving	5.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

October 25, 2021



Market Profile

Rolesville Town, NC 2
Rolesville Town, NC (3757640)
Geography: Place

Prepared by Esri

Rolesville to...	
2010 Households by Type	
Total	1,238
Households with 1 Person	11.8%
Households with 2+ People	88.2%
Family Households	85.5%
Husband-wife Families	74.2%
With Related Children	47.2%
Other Family (No Spouse Present)	11.2%
Other Family with Male Householder	3.4%
With Related Children	2.5%
Other Family with Female Householder	7.8%
With Related Children	4.6%
Nonfamily Households	2.7%
All Households with Children	54.6%
Multigenerational Households	3.8%
Unmarried Partner Households	4.3%
Male-female	3.7%
Same-sex	0.6%
2010 Households by Size	
Total	1,238
1 Person Household	11.8%
2 Person Household	28.4%
3 Person Household	21.6%
4 Person Household	25.2%
5 Person Household	8.1%
6 Person Household	3.4%
7 + Person Household	1.5%
2010 Households by Tenure and Mortgage Status	
Total	1,238
Owner Occupied	87.5%
Owned with a Mortgage/Loan	79.3%
Owned Free and Clear	8.2%
Renter Occupied	12.5%
2021 Affordability, Mortgage and Wealth	
Housing Affordability Index	185
Percent of Income for Mortgage	14.3%
Wealth Index	140
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	1,343
Housing Units Inside Urbanized Area	88.2%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	11.8%
2010 Population By Urban/ Rural Status	
Total Population	3,788
Population Inside Urbanized Area	90.5%
Population Inside Urbanized Cluster	0.0%
Rural Population	9.5%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

October 25, 2021

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Market Profile

Rolesville Town, NC 2
Rolesville Town, NC (3757640)
Geography: Place

Prepared by Esri

		Rolesville to...
Top 3 Tapestry Segments		
1.		Workday Drive (4A)
2.		Green Acres (6A)
3.		
2021 Consumer Spending		
Apparel & Services: Total \$		\$7,024,147
Average Spent		\$2,626.83
Spending Potential Index		124
Education: Total \$		\$5,620,557
Average Spent		\$2,101.93
Spending Potential Index		122
Entertainment/Recreation: Total \$		\$10,841,937
Average Spent		\$4,054.58
Spending Potential Index		126
Food at Home: Total \$		\$17,437,619
Average Spent		\$6,521.17
Spending Potential Index		120
Food Away from Home: Total \$		\$12,499,591
Average Spent		\$4,674.49
Spending Potential Index		123
Health Care: Total \$		\$20,693,524
Average Spent		\$7,738.79
Spending Potential Index		124
HH Furnishings & Equipment: Total \$		\$7,826,303
Average Spent		\$2,926.81
Spending Potential Index		130
Personal Care Products & Services: Total \$		\$2,997,253
Average Spent		\$1,120.89
Spending Potential Index		125
Shelter: Total \$		\$65,524,086
Average Spent		\$24,504.15
Spending Potential Index		122
Support Payments/Cash Contributions/Gifts in Kind: Total \$		\$8,449,173
Average Spent		\$3,159.75
Spending Potential Index		132
Travel: Total \$		\$8,940,810
Average Spent		\$3,343.61
Spending Potential Index		132
Vehicle Maintenance & Repairs: Total \$		\$3,683,794
Average Spent		\$1,377.63
Spending Potential Index		124

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

October 25, 2021

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Business Summary

Rolesville Town, NC 2
Rolesville Town, NC (3757640)
Geography: Place

Prepared by Esri

Data for all businesses in area		Rolesville to...			
Total Businesses:		212			
Total Employees:		1,682			
Total Residential Population:		8,164			
Employee/Residential Population Ratio (per 100 Residents)		21			
by SIC Codes		Businesses		Employees	
		Number	Percent	Number	Percent
Agriculture & Mining		5	2.4%	89	5.3%
Construction		15	7.1%	116	6.9%
Manufacturing		5	2.4%	34	2.0%
Transportation		4	1.9%	14	0.8%
Communication		1	0.5%	6	0.4%
Utility		0	0.0%	0	0.0%
Wholesale Trade		1	0.5%	15	0.9%
Retail Trade Summary		53	25.0%	419	24.9%
Home Improvement		3	1.4%	22	1.3%
General Merchandise Stores		1	0.5%	8	0.5%
Food Stores		5	2.4%	69	4.1%
Auto Dealers, Gas Stations, Auto Aftermarket		6	2.8%	36	2.1%
Apparel & Accessory Stores		3	1.4%	7	0.4%
Furniture & Home Furnishings		4	1.9%	22	1.3%
Eating & Drinking Places		14	6.6%	193	11.5%
Miscellaneous Retail		17	8.0%	62	3.7%
Finance, Insurance, Real Estate Summary		23	10.8%	125	7.4%
Banks, Savings & Lending Institutions		3	1.4%	25	1.5%
Securities Brokers		3	1.4%	7	0.4%
Insurance Carriers & Agents		8	3.8%	25	1.5%
Real Estate, Holding, Other Investment Offices		9	4.2%	68	4.0%
Services Summary		73	34.4%	725	43.1%
Hotels & Lodging		2	0.9%	5	0.3%
Automotive Services		7	3.3%	22	1.3%
Motion Pictures & Amusements		7	3.3%	159	9.5%
Health Services		12	5.7%	83	4.9%
Legal Services		2	0.9%	6	0.4%
Education Institutions & Libraries		4	1.9%	270	16.1%
Other Services		39	18.4%	180	10.7%
Government		7	3.3%	98	5.8%
Unclassified Establishments		25	11.8%	41	2.4%
Totals		212	100.0%	1,682	100.0%

Source: Copyright 2021 Data Axle, Inc. All rights reserved. Esri Total Residential Population forecasts for 2021.

Date Note: Data on the Business Summary report is calculated using **Esri's Data allocation method** which uses census block groups to allocate business summary data to custom areas.

October 25, 2021

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Business Summary

Rolesville Town, NC 2
Rolesville Town, NC (3757640)
Geography: Place

Prepared by Esri

by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	2	0.9%	6	0.4%
Mining	0	0.0%	0	0.0%
Utilities	0	0.0%	0	0.0%
Construction	17	8.0%	123	7.3%
Manufacturing	5	2.4%	37	2.2%
Wholesale Trade	1	0.5%	15	0.9%
Retail Trade	38	17.9%	221	13.1%
Motor Vehicle & Parts Dealers	4	1.9%	24	1.4%
Furniture & Home Furnishings Stores	3	1.4%	19	1.1%
Electronics & Appliance Stores	1	0.5%	3	0.2%
Bldg Material & Garden Equipment & Supplies Dealers	3	1.4%	22	1.3%
Food & Beverage Stores	5	2.4%	68	4.0%
Health & Personal Care Stores	2	0.9%	19	1.1%
Gasoline Stations	2	0.9%	12	0.7%
Clothing & Clothing Accessories Stores	3	1.4%	7	0.4%
Sport Goods, Hobby, Book, & Music Stores	2	0.9%	6	0.4%
General Merchandise Stores	1	0.5%	8	0.5%
Miscellaneous Store Retailers	7	3.3%	25	1.5%
Nonstore Retailers	5	2.4%	8	0.5%
Transportation & Warehousing	3	1.4%	12	0.7%
Information	2	0.9%	8	0.5%
Finance & Insurance	14	6.6%	57	3.4%
Central Bank/Credit Intermediation & Related Activities	3	1.4%	25	1.5%
Securities, Commodity Contracts & Other Financial	3	1.4%	7	0.4%
Insurance Carriers & Related Activities; Funds, Trusts &	8	3.8%	25	1.5%
Real Estate, Rental & Leasing	12	5.7%	72	4.3%
Professional, Scientific & Tech Services	17	8.0%	120	7.1%
Legal Services	2	0.9%	6	0.4%
Management of Companies & Enterprises	0	0.0%	0	0.0%
Administrative & Support & Waste Management & Remediation	3	1.4%	26	1.5%
Educational Services	6	2.8%	279	16.6%
Health Care & Social Assistance	14	6.6%	136	8.1%
Arts, Entertainment & Recreation	5	2.4%	157	9.3%
Accommodation & Food Services	16	7.5%	198	11.8%
Accommodation	2	0.9%	5	0.3%
Food Services & Drinking Places	14	6.6%	193	11.5%
Other Services (except Public Administration)	25	11.8%	76	4.5%
Automotive Repair & Maintenance	5	2.4%	17	1.0%
Public Administration	7	3.3%	98	5.8%
Unclassified Establishments	25	11.8%	41	2.4%
Total	212	100.0%	1,682	100.0%

Source: Copyright 2021 Data Axle, Inc. All rights reserved. Esri Total Residential Population forecasts for 2021.

Date Note: Data on the Business Summary report is calculated using **Esri's Data allocation method** which uses census block groups to allocate business summary data to custom areas.

October 25, 2021

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Retail MarketPlace Profile

Rolesville Town, NC 2
Rolesville Town, NC (3757640)
Geography: Place

Prepared by Esri

Summary Demographics

2021 Population	8,164
2021 Households	2,674
2021 Median Disposable Income	\$78,203
2021 Per Capita Income	\$39,915

NOTE: This database is in mature status. While the data are presented in current year geography, all supply- and demand-related estimates remain vintage 2017.

2017 Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$103,232,227	\$89,580,094	\$13,652,133	7.1	43
Total Retail Trade	44-45	\$92,826,273	\$82,275,322	\$10,550,951	6.0	30
Total Food & Drink	722	\$10,405,954	\$7,304,772	\$3,101,182	17.5	13
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$19,656,981	\$6,534,769	\$13,122,212	50.1	5
Automobile Dealers	4411	\$16,067,512	\$3,641,178	\$12,426,334	63.1	1
Other Motor Vehicle Dealers	4412	\$1,613,604	\$817,050	\$796,554	32.8	2
Auto Parts, Accessories & Tire Stores	4413	\$1,975,865	\$2,076,541	-\$100,676	-2.5	2
Furniture & Home Furnishings Stores	442	\$3,809,120	\$954,116	\$2,855,004	59.9	3
Furniture Stores	4421	\$2,270,671	\$132,234	\$2,138,437	89.0	1
Home Furnishings Stores	4422	\$1,538,449	\$821,882	\$716,567	30.4	2
Electronics & Appliance Stores	443	\$2,890,100	\$0	\$2,890,100	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$6,901,972	\$3,103,429	\$3,798,543	38.0	2
Bldg Material & Supplies Dealers	4441	\$6,485,591	\$3,103,429	\$3,382,162	35.3	2
Lawn & Garden Equip & Supply Stores	4442	\$416,381	\$0	\$416,381	100.0	0
Food & Beverage Stores	445	\$15,883,472	\$33,548,593	-\$17,665,121	-35.7	3
Grocery Stores	4451	\$14,706,224	\$33,505,653	-\$18,799,429	-39.0	2
Specialty Food Stores	4452	\$582,836	\$0	\$582,836	100.0	0
Beer, Wine & Liquor Stores	4453	\$594,412	\$42,940	\$551,472	86.5	1
Health & Personal Care Stores	446,4461	\$5,658,797	\$3,937,143	\$1,721,654	17.9	2
Gasoline Stations	447,4471	\$9,588,963	\$11,908,195	-\$2,319,232	-10.8	3
Clothing & Clothing Accessories Stores	448	\$4,669,571	\$462,347	\$4,207,224	82.0	2
Clothing Stores	4481	\$3,026,420	\$239,816	\$2,786,604	85.3	1
Shoe Stores	4482	\$746,665	\$0	\$746,665	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$896,486	\$222,531	\$673,955	60.2	1
Sporting Goods, Hobby, Book & Music Stores	451	\$2,575,460	\$751,847	\$1,823,613	54.8	1
Sporting Goods/Hobby/Musical Instr Stores	4511	\$2,181,732	\$751,847	\$1,429,885	48.7	1
Book, Periodical & Music Stores	4512	\$393,728	\$0	\$393,728	100.0	0
General Merchandise Stores	452	\$15,722,036	\$19,349,814	-\$3,627,778	-10.3	2
Department Stores Excluding Leased Depts.	4521	\$11,486,101	\$0	\$11,486,101	100.0	0
Other General Merchandise Stores	4529	\$4,235,935	\$19,349,814	-\$15,113,879	-64.1	2
Miscellaneous Store Retailers	453	\$3,906,659	\$1,327,624	\$2,579,035	49.3	6
Florists	4531	\$148,743	\$87,925	\$60,818	25.7	1
Office Supplies, Stationery & Gift Stores	4532	\$884,706	\$0	\$884,706	100.0	0
Used Merchandise Stores	4533	\$498,893	\$49,357	\$449,536	82.0	1
Other Miscellaneous Store Retailers	4539	\$2,374,317	\$1,190,342	\$1,183,975	33.2	4
Nonstore Retailers	454	\$1,563,142	\$397,445	\$1,165,697	59.5	1
Electronic Shopping & Mail-Order Houses	4541	\$1,164,569	\$0	\$1,164,569	100.0	0
Vending Machine Operators	4542	\$87,056	\$0	\$87,056	100.0	0
Direct Selling Establishments	4543	\$311,517	\$397,445	-\$85,928	-12.1	1
Food Services & Drinking Places	722	\$10,405,954	\$7,304,772	\$3,101,182	17.5	13
Special Food Services	7223	\$97,786	\$0	\$97,786	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$752,617	\$0	\$752,617	100.0	0
Restaurants/Other Eating Places	7225	\$9,555,551	\$7,304,772	\$2,250,779	13.3	13

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement.
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>
Source: Esri and Data Axle. Esri 2021 Updated Demographics. Esri 2017 Retail MarketPlace. ©2021 Esri. ©2017 Data Axle, Inc. All rights reserved.

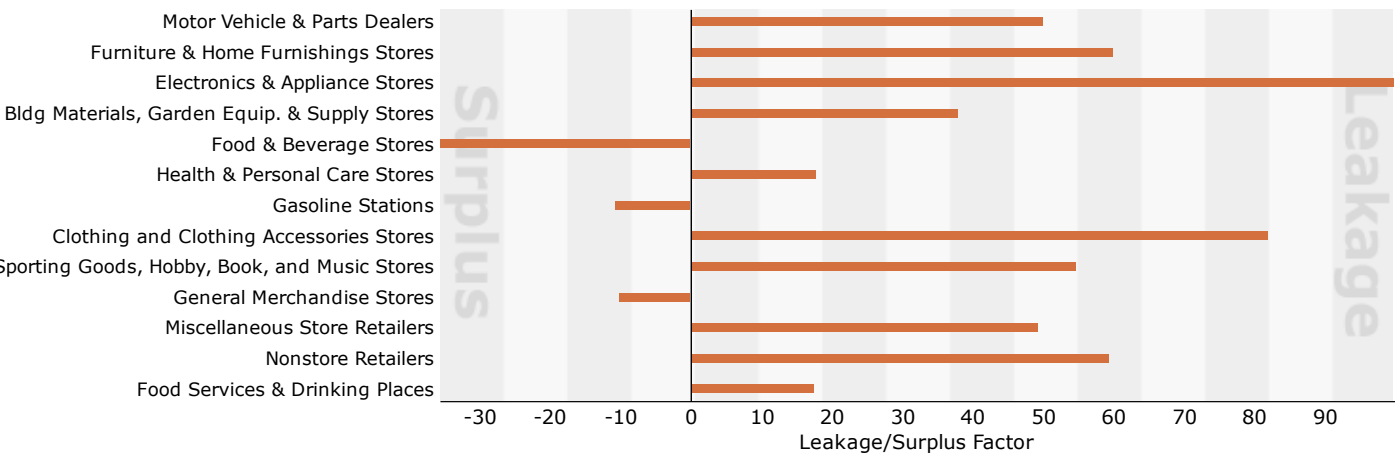


Retail MarketPlace Profile

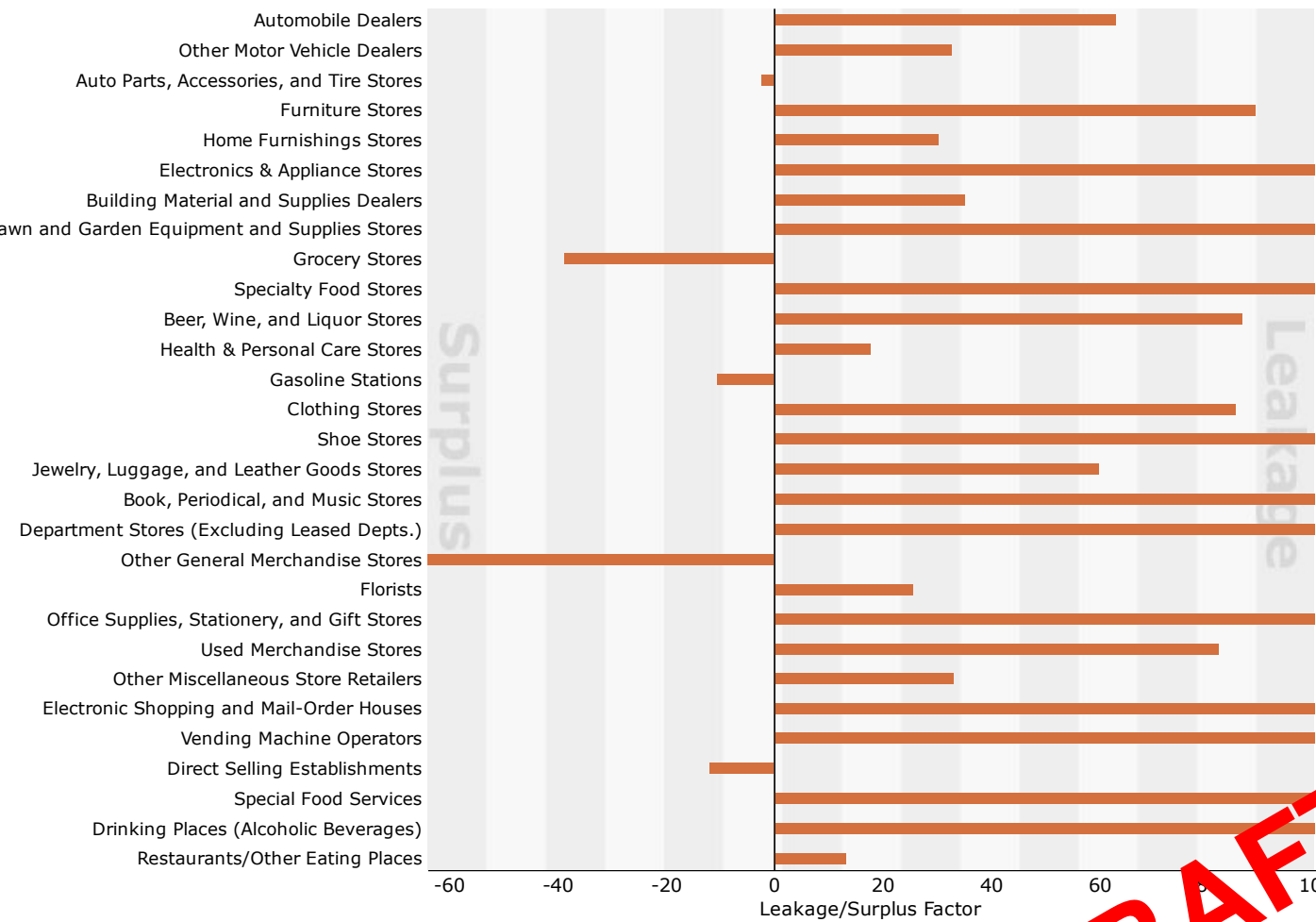
Rolesville Town, NC 2
Rolesville Town, NC (3757640)
Geography: Place

Prepared by Esri

2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



Source: Esri and Data Axle. Esri 2021 Updated Demographics. Esri 2017 Retail MarketPlace. ©2021 Esri. ©2017 Data Axle, Inc. All rights reserved.

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Housing Profile

Rolesville Town, NC 2
Rolesville Town, NC (3757640)
Geography: Place

Prepared by Esri

Population		Households	
2010 Total Population	3,788	2021 Median Household Income	\$101,829
2021 Total Population	8,164	2026 Median Household Income	\$108,556
2026 Total Population	9,150	2021-2026 Annual Rate	1.29%
2021-2026 Annual Rate	2.31%		

Housing Units by Occupancy Status and Tenure	Census 2010		2021		2026	
	Number	Percent	Number	Percent	Number	Percent
Total Housing Units	1,343	100.0%	2,858	100.0%	3,179	100.0%
Occupied	1,238	92.2%	2,674	93.6%	2,993	94.1%
Owner	1,083	80.6%	2,426	84.9%	2,728	85.8%
Renter	155	11.5%	248	8.7%	265	8.3%
Vacant	105	7.8%	184	6.4%	186	5.9%

Owner Occupied Housing Units by Value	2021		2026	
	Number	Percent	Number	Percent
Total	2,426	100.0%	2,729	100.0%
<\$50,000	31	1.3%	10	0.4%
\$50,000-\$99,999	25	1.0%	7	0.3%
\$100,000-\$149,999	29	1.2%	8	0.3%
\$150,000-\$199,999	164	6.8%	77	2.8%
\$200,000-\$249,999	269	11.1%	213	7.8%
\$250,000-\$299,999	332	13.7%	337	12.3%
\$300,000-\$399,999	798	32.9%	1,006	36.9%
\$400,000-\$499,999	528	21.8%	750	27.5%
\$500,000-\$749,999	200	8.2%	269	9.9%
\$750,000-\$999,999	19	0.8%	19	0.7%
\$1,000,000-\$1,499,999	0	0.0%	0	0.0%
\$1,500,000-\$1,999,999	20	0.8%	22	0.8%
\$2,000,000+	11	0.5%	11	0.4%
Median Value	\$345,489		\$370,825	
Average Value	\$373,073		\$400,678	

Census 2010 Housing Units	Number	Percent
Total	1,343	100.0%
In Urbanized Areas	1,184	88.2%
In Urban Clusters	0	0.0%
Rural Housing Units	159	11.8%

Data Note: Persons of Hispanic Origin may be of any race.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026.



Housing Profile

Rolesville Town, NC 2
Rolesville Town, NC (3757640)
Geography: Place

Prepared by Esri

Census 2010 Owner Occupied Housing Units by Mortgage Status	Number	Percent
Total	1,083	100.0%
Owned with a Mortgage/Loan	982	90.7%
Owned Free and Clear	101	9.3%

Census 2010 Vacant Housing Units by Status	Number	Percent
Total	105	100.0%
For Rent	17	16.2%
Rented- Not Occupied	0	0.0%
For Sale Only	51	48.6%
Sold - Not Occupied	4	3.8%
Seasonal/Recreational/Occasional Use	8	7.6%
For Migrant Workers	0	0.0%
Other Vacant	25	23.8%

Census 2010 Occupied Housing Units by Age of Householder and Home Ownership		Owner Occupied Units	
	Occupied Units	Number	% of Occupied
Total	1,238	1,083	87.5%
15-24	11	2	18.2%
25-34	187	149	79.7%
35-44	432	391	90.5%
45-54	274	242	88.3%
55-64	171	156	91.2%
65-74	106	98	92.5%
75-84	44	38	86.4%
85+	13	7	53.8%

Census 2010 Occupied Housing Units by Race/Ethnicity of Householder and Home Ownership		Owner Occupied Units	
	Occupied Units	Number	% of Occupied
Total	1,238	1,083	87.5%
White Alone	953	838	87.9%
Black/African American Alone	215	189	87.9%
American Indian/Alaska Native	5	4	80.0%
Asian Alone	26	25	96.2%
Pacific Islander Alone	0	0	0.0%
Other Race Alone	21	12	57.1%
Two or More Races	18	15	83.3%
Hispanic Origin	58	41	70.7%

Census 2010 Occupied Housing Units by Size and Home Ownership		Owner Occupied Units	
	Occupied Units	Number	% of Occupied
Total	1,238	1,083	87.5%
1-Person	146	117	80.1%
2-Person	352	322	91.5%
3-Person	268	228	85.1%
4-Person	312	285	91.3%
5-Person	100	83	83.0%
6-Person	42	35	83.3%
7+ Person	18	13	72.2%

2021 Housing Affordability	
Housing Affordability Index	185
Percent of Income for Mortgage	14.3%

Data Note: Persons of Hispanic Origin may be of any race.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026.

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Retail Demand Outlook

Rolesville Town, NC 2
Rolesville Town, NC (3757640)
Geography: Place

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2021	2026
Workday Drive (4A)	90.5%	Population	8,164	9,150
Green Acres (6A)	9.5%	Households	2,674	2,993
	0.0%	Families	2,154	2,404
	0.0%	Median Age	37.5	38.1
	0.0%	Median Household Income	\$101,829	\$108,556
		2021 Consumer Spending	2026 Forecasted Demand	Projected Spending Growth
Apparel and Services		\$7,024,147	\$8,763,175	\$1,739,028
Men's		\$1,335,798	\$1,666,593	\$330,795
Women's		\$2,466,674	\$3,077,214	\$610,540
Children's		\$1,088,564	\$1,358,259	\$269,695
Footwear		\$1,603,405	\$2,000,284	\$396,879
Watches & Jewelry		\$423,495	\$528,318	\$104,823
Apparel Products and Services (1)		\$168,469	\$210,167	\$41,698
Computer				
Computers and Hardware for Home Use		\$559,713	\$698,370	\$138,657
Portable Memory		\$14,433	\$18,005	\$3,572
Computer Software		\$29,968	\$37,387	\$7,419
Computer Accessories		\$63,343	\$79,027	\$15,684
Entertainment & Recreation		\$10,841,937	\$13,525,426	\$2,683,489
Fees and Admissions		\$2,709,213	\$3,380,098	\$670,885
Membership Fees for Clubs (2)		\$894,915	\$1,116,468	\$221,553
Fees for Participant Sports, excl. Trips		\$447,372	\$558,199	\$110,827
Tickets to Theatre/Operas/Concerts		\$275,799	\$344,035	\$68,236
Tickets to Movies		\$195,116	\$243,468	\$48,352
Tickets to Parks or Museums		\$121,388	\$151,465	\$30,077
Admission to Sporting Events, excl. Trips		\$247,199	\$308,380	\$61,181
Fees for Recreational Lessons		\$524,299	\$654,185	\$129,886
Dating Services		\$3,125	\$3,898	\$773
TV/Video/Audio		\$3,758,849	\$4,689,020	\$930,171
Cable and Satellite Television Services		\$2,505,621	\$3,125,413	\$619,792
Televisions		\$386,084	\$481,703	\$95,619
Satellite Dishes		\$5,877	\$7,334	\$1,457
VCRs, Video Cameras, and DVD Players		\$16,903	\$21,087	\$4,184
Miscellaneous Video Equipment		\$51,098	\$63,736	\$12,638
Video Cassettes and DVDs		\$25,563	\$31,893	\$6,330
Video Game Hardware/Accessories		\$90,915	\$113,430	\$22,515
Video Game Software		\$50,412	\$62,898	\$12,486
Rental/Streaming/Downloaded Video		\$244,027	\$304,475	\$60,448
Installation of Televisions		\$2,470	\$3,082	\$612
Audio (3)		\$373,197	\$465,636	\$92,439
Rental and Repair of TV/Radio/Sound Equipment		\$6,681	\$8,333	\$1,652
Pets		\$2,353,645	\$2,935,972	\$582,327
Toys/Games/Crafts/Hobbies (4)		\$398,360	\$497,002	\$98,642
Recreational Vehicles and Fees (5)		\$406,446	\$506,980	\$100,534
Sports/Recreation/Exercise Equipment (6)		\$628,458	\$784,120	\$155,662
Photo Equipment and Supplies (7)		\$163,438	\$203,921	\$40,483
Reading (8)		\$334,173	\$416,846	\$82,673
Catered Affairs (9)		\$89,978	\$112,246	\$22,268
Food		\$29,937,211	\$37,348,339	\$7,411,128
Food at Home		\$17,437,619	\$21,753,822	\$4,316,203
Bakery and Cereal Products		\$2,232,035	\$2,784,473	\$552,438
Meats, Poultry, Fish, and Eggs		\$3,730,913	\$4,654,290	\$923,377
Dairy Products		\$1,747,458	\$2,179,969	\$432,511
Fruits and Vegetables		\$3,378,326	\$4,214,604	\$836,278
Snacks and Other Food at Home (10)		\$6,348,887	\$7,920,488	\$1,571,601
Food Away from Home		\$12,499,591	\$15,594,517	\$3,094,926
Alcoholic Beverages		\$2,102,301	\$2,622,564	\$520,263

Data Note: The Consumer Spending data is household-based and represents the amount spent for a product or service by all households in an area. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.
Source: Esri forecasts for 2021 and 2026; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.



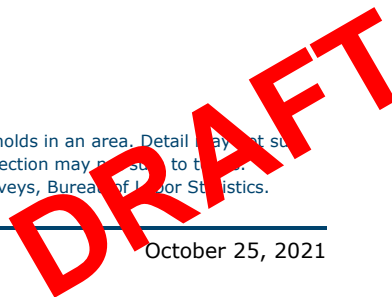
Retail Demand Outlook

Rolesville Town, NC 2
Rolesville Town, NC (3757640)
Geography: Place

Prepared by Esri

	2021 Consumer Spending	2026 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$103,396,304	\$128,991,584	\$25,595,280
Value of Retirement Plans	\$384,917,973	\$480,143,740	\$95,225,767
Value of Other Financial Assets	\$28,515,181	\$35,567,215	\$7,052,034
Vehicle Loan Amount excluding Interest	\$9,927,405	\$12,386,208	\$2,458,803
Value of Credit Card Debt	\$9,460,425	\$11,801,863	\$2,341,438
Health			
Nonprescription Drugs	\$486,545	\$606,897	\$120,352
Prescription Drugs	\$1,050,814	\$1,310,629	\$259,815
Eyeglasses and Contact Lenses	\$327,001	\$407,905	\$80,904
Home			
Mortgage Payment and Basics (11)	\$40,490,051	\$50,513,316	\$10,023,265
Maintenance and Remodeling Services	\$10,626,098	\$13,256,560	\$2,630,462
Maintenance and Remodeling Materials (12)	\$2,241,864	\$2,796,850	\$554,986
Utilities, Fuel, and Public Services	\$15,927,148	\$19,868,779	\$3,941,631
Household Furnishings and Equipment			
Household Textiles (13)	\$334,810	\$417,707	\$82,897
Furniture	\$2,193,352	\$2,736,397	\$543,045
Rugs	\$111,733	\$139,389	\$27,656
Major Appliances (14)	\$1,369,267	\$1,708,273	\$339,006
Housewares (15)	\$294,501	\$367,404	\$72,903
Small Appliances	\$169,079	\$210,936	\$41,857
Luggage	\$57,421	\$71,645	\$14,224
Telephones and Accessories	\$338,997	\$422,824	\$83,827
Household Operations			
Child Care	\$2,047,544	\$2,555,053	\$507,509
Lawn and Garden (16)	\$1,741,161	\$2,171,892	\$430,731
Moving/Storage/Freight Express	\$221,780	\$276,738	\$54,958
Housekeeping Supplies (17)	\$2,542,308	\$3,171,565	\$629,257
Insurance			
Owners and Renters Insurance	\$2,212,494	\$2,759,905	\$547,411
Vehicle Insurance	\$5,992,365	\$7,476,015	\$1,483,650
Life/Other Insurance	\$2,156,797	\$2,690,444	\$533,647
Health Insurance	\$13,677,026	\$17,061,075	\$3,384,049
Personal Care Products (18)	\$1,618,609	\$2,019,306	\$400,697
School Books and Supplies (19)	\$429,667	\$536,087	\$106,420
Smoking Products	\$1,051,158	\$1,311,028	\$259,870
Transportation			
Payments on Vehicles excluding Leases	\$9,031,042	\$11,267,212	\$2,236,170
Gasoline and Motor Oil	\$7,739,730	\$9,655,930	\$1,916,200
Vehicle Maintenance and Repairs	\$3,683,794	\$4,595,675	\$911,881
Travel			
Airline Fares	\$2,200,591	\$2,745,574	\$544,983
Lodging on Trips	\$2,549,404	\$3,180,449	\$631,045
Auto/Truck Rental on Trips	\$194,641	\$242,857	\$48,216
Food and Drink on Trips	\$2,083,854	\$2,599,757	\$515,903

Data Note: The Consumer Spending data is household-based and represents the amount spent for a product or service by all households in an area. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.
Source: Esri forecasts for 2021 and 2026; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.





Retail Demand Outlook

Rolesville Town, NC 2
Rolesville Town, NC (3757640)
Geography: Place

Prepared by Esri

- (1) **Apparel Products and Services** includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) **Membership Fees for Clubs** includes membership fees for social, recreational, and health clubs.
- (3) **Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.
- (4) **Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.
- (5) **Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.
- (6) **Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) **Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) **Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (9) **Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) **Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) **Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.
- (12) **Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) **Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.
- (14) **Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) **Housewares** includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.
- (16) **Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) **Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) **Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, other miscellaneous care products and personal care appliances.
- (19) **School Books and Supplies** includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.

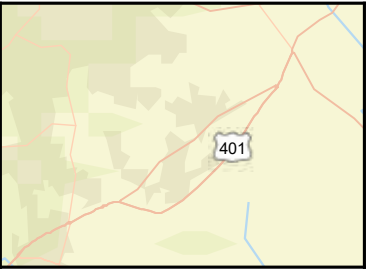
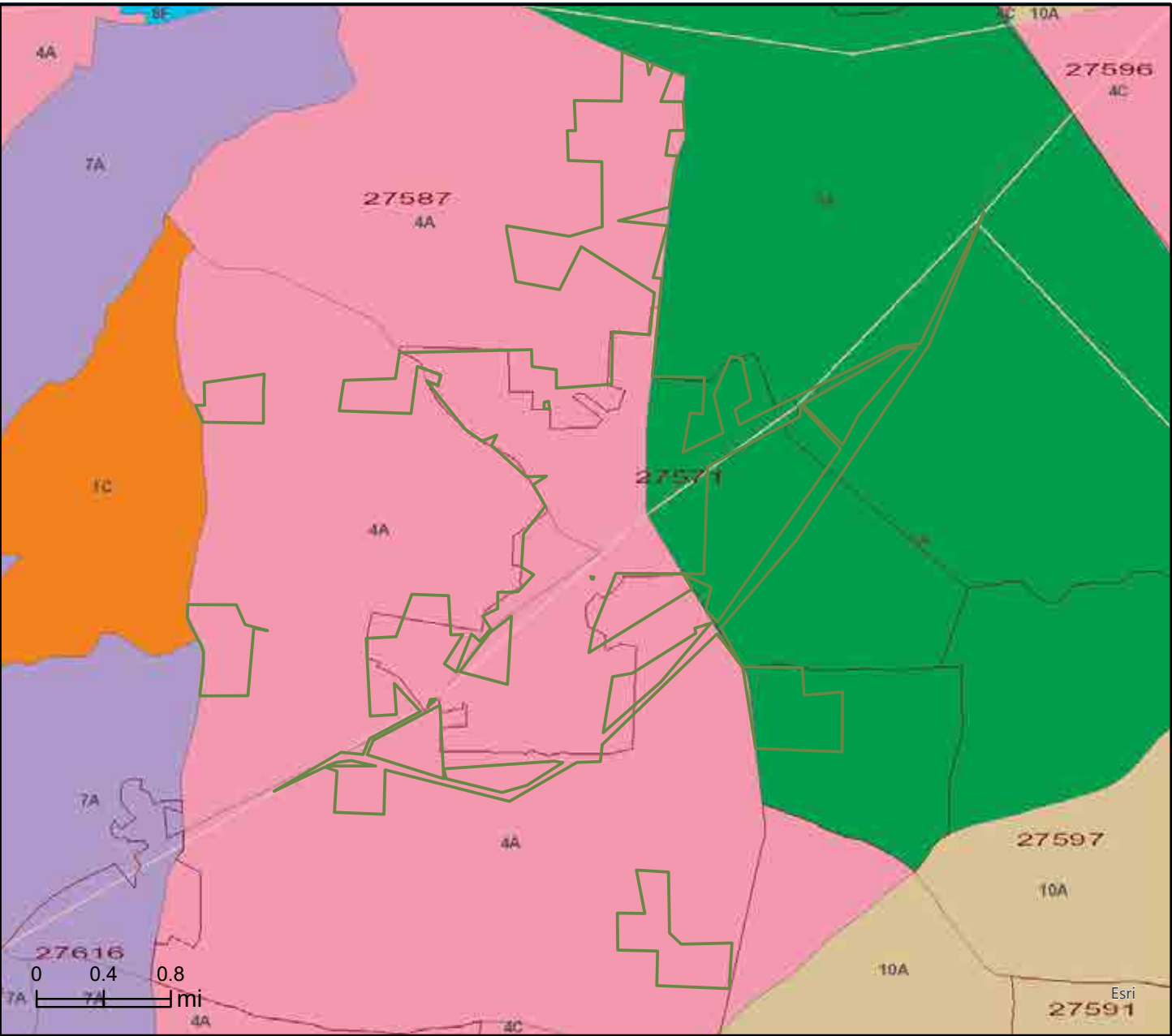
Data Note: The Consumer Spending data is household-based and represents the amount spent for a product or service by all households in an area. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.
Source: Esri forecasts for 2021 and 2026; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Dominant Tapestry Map

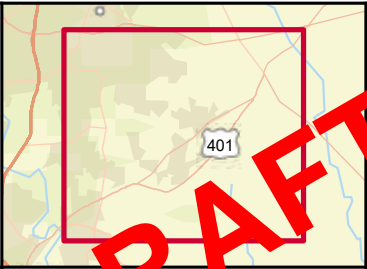
Rolesville Town, NC 2
Rolesville Town, NC (3757640)
Geography: Place

Prepared by Esri



Source: Esri

- Tapestry LifeMode**
- L1: Affluent Estates
 - L2: Upscale Avenues
 - L3: Uptown Individuals
 - L4: Family Landscapes
 - L5: GenXurban
 - L6: Cozy Country
 - L7: Sprouting Explorers
 - L8: Middle Ground
 - L9: Senior Styles
 - L10: Rustic Outposts
 - L11: Midtown Singles
 - L12: Hometown
 - L13: Next Wave
 - L14: Scholars and Patriots



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Dominant Tapestry Map

Rolesville Town, NC 2
Rolesville Town, NC (3757640)
Geography: Place

Prepared by Esri

Tapestry Segmentation

Tapestry Segmentation represents the latest generation of market segmentation systems that began over 30 years ago. The 68-segment Tapestry Segmentation system classifies U.S. neighborhoods based on their socioeconomic and demographic composition. Each segment is identified by its two-digit Segment Code. Match the two-digit segment labels on the map to the list below. Click each segment below for a detailed description.

- Segment 1A (Top Tier)

Segment 1B (Professional Pride)

Segment 1C (Boomburbs)

Segment 1D (Savvy Suburbanites)

Segment 1E (Exurbanites)

Segment 2A (Urban Chic)

Segment 2B (Pleasantville)

Segment 2C (Pacific Heights)

Segment 2D (Enterprising Professionals)

Segment 3A (Laptops and Lattes)

Segment 3B (Metro Renters)

Segment 3C (Trendsetters)

Segment 4A (Workday Drive)

Segment 4B (Home Improvement)

Segment 4C (Middleburg)

Segment 5A (Comfortable Empty Nesters)

Segment 5B (In Style)

Segment 5C (Parks and Rec)

Segment 5D (Rustbelt Traditions)

Segment 5E (Midlife Constants)

Segment 6A (Green Acres)

Segment 6B (Salt of the Earth)

Segment 6C (The Great Outdoors)

Segment 6D (Prairie Living)

Segment 6E (Rural Resort Dwellers)

Segment 6F (Heartland Communities)

Segment 7A (Up and Coming Families)

Segment 7B (Urban Villages)

Segment 7C (Urban Edge Families)

Segment 7D (Forging Opportunity)

Segment 7E (Farm to Table)

Segment 7F (Southwestern Families)

Segment 8A (City Lights)

Segment 8B (Emerald City)
- Segment 8C (Bright Young Professionals)

Segment 8D (Downtown Melting Pot)

Segment 8E (Front Porches)

Segment 8F (Old and Newcomers)

Segment 8G (Hometown Heritage)

Segment 9A (Silver & Gold)

Segment 9B (Golden Years)

Segment 9C (The Elders)

Segment 9D (Senior Escapes)

Segment 9E (Retirement Communities)

Segment 9F (Social Security Set)

Segment 10A (Southern Satellites)

Segment 10B (Rooted Rural)

Segment 10C (Economic BedRock)

Segment 10D (Down the Road)

Segment 10E (Rural Bypasses)

Segment 11A (City Strivers)

Segment 11B (Young and Restless)

Segment 11C (Metro Fusion)

Segment 11D (Set to Impress)

Segment 11E (City Commons)

Segment 12A (Family Foundations)

Segment 12B (Traditional Living)

Segment 12C (Small Town Simplicity)

Segment 12D (Modest Income Homes)

Segment 13A (Diverse Convergence)

Segment 13B (Family Extensions)

Segment 13C (NeWest Residents)

Segment 13D (Fresh Ambitions)

Segment 13E (High Rise Renters)

Segment 14A (Military Proximity)

Segment 14B (College Towns)

Segment 14C (Dorms to Diplomas)

Segment 15 (Unclassified)



Housing Profile

403 S Main St, Rolesville, North Carolina, 27571
Ring: 1 mile radius

Prepared by Esri
Latitude: 35.91812
Longitude: -78.46488

Population		Households	
2010 Total Population	2,332	2021 Median Household Income	\$93,539
2021 Total Population	4,258	2026 Median Household Income	\$102,701
2026 Total Population	4,848	2021-2026 Annual Rate	1.89%
2021-2026 Annual Rate	2.63%		

Housing Units by Occupancy Status and Tenure	Census 2010		2021		2026	
	Number	Percent	Number	Percent	Number	Percent
Total Housing Units	861	100.0%	1,599	100.0%	1,811	100.0%
Occupied	790	91.8%	1,496	93.6%	1,696	93.6%
Owner	682	79.2%	1,356	84.8%	1,545	85.3%
Renter	108	12.5%	140	8.8%	151	8.3%
Vacant	71	8.2%	103	6.4%	115	6.4%

Owner Occupied Housing Units by Value	2021		2026	
	Number	Percent	Number	Percent
Total	1,356	100.0%	1,545	100.0%
<\$50,000	24	1.8%	8	0.5%
\$50,000-\$99,999	16	1.2%	5	0.3%
\$100,000-\$149,999	20	1.5%	6	0.4%
\$150,000-\$199,999	116	8.6%	57	3.7%
\$200,000-\$249,999	199	14.7%	165	10.7%
\$250,000-\$299,999	185	13.6%	202	13.1%
\$300,000-\$399,999	456	33.6%	616	39.9%
\$400,000-\$499,999	244	18.0%	363	23.5%
\$500,000-\$749,999	67	4.9%	91	5.9%
\$750,000-\$999,999	6	0.4%	6	0.4%
\$1,000,000-\$1,499,999	0	0.0%	0	0.0%
\$1,500,000-\$1,999,999	19	1.4%	22	1.4%
\$2,000,000+	4	0.3%	4	0.3%

Median Value	\$325,877	\$353,490
Average Value	\$353,263	\$383,528

Census 2010 Housing Units	Number	Percent
Total	861	100.0%
In Urbanized Areas	535	62.1%
In Urban Clusters	0	0.0%
Rural Housing Units	326	37.9%

Data Note: Persons of Hispanic Origin may be of any race.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026.

Source: Esri

October 25, 2021

DRAFT

November 04, 2021



Housing Profile

403 S Main St, Rolesville, North Carolina, 27571
Ring: 1 mile radius

Prepared by Esri
Latitude: 35.91812
Longitude: -78.46488

Census 2010 Owner Occupied Housing Units by Mortgage Status				Number	Percent
Total				682	100.0%
Owned with a Mortgage/Loan				581	85.2%
Owned Free and Clear				101	14.8%
Census 2010 Vacant Housing Units by Status				Number	Percent
Total				59	100.0%
For Rent				6	10.2%
Rented- Not Occupied				0	0.0%
For Sale Only				22	37.3%
Sold - Not Occupied				3	5.1%
Seasonal/Recreational/Occasional Use				7	11.9%
For Migrant Workers				0	0.0%
Other Vacant				21	35.6%
Census 2010 Occupied Housing Units by Age of Householder and Home Ownership					
		Occupied Units	Owner Occupied Units		
			Number	% of Occupied	
Total		791	682	86.2%	
15-24		10	4	40.0%	
25-34		118	97	82.2%	
35-44		224	197	87.9%	
45-54		195	170	87.2%	
55-64		124	109	87.9%	
65-74		73	64	87.7%	
75-84		37	33	89.2%	
85+		10	8	80.0%	
Census 2010 Occupied Housing Units by Race/Ethnicity of Householder and Home Ownership					
		Occupied Units	Owner Occupied Units		
			Number	% of Occupied	
Total		791	682	86.2%	
White Alone		586	511	87.2%	
Black/African American Alone		170	144	84.7%	
American Indian/Alaska Native		2	1	50.0%	
Asian Alone		13	12	92.3%	
Pacific Islander Alone		0	0	0.0%	
Other Race Alone		13	8	61.5%	
Two or More Races		7	6	85.7%	
Hispanic Origin		37	27	73.0%	
Census 2010 Occupied Housing Units by Size and Home Ownership					
		Occupied Units	Owner Occupied Units		
			Number	% of Occupied	
Total		789	681	86.3%	
1-Person		115	88	76.5%	
2-Person		249	223	89.6%	
3-Person		166	139	83.7%	
4-Person		170	156	91.8%	
5-Person		54	47	87.0%	
6-Person		26	21	80.8%	
7+ Person		9	7	77.8%	
2021 Housing Affordability					
Housing Affordability Index		158			
Percent of Income for Mortgage		14.6%			

Data Note: Persons of Hispanic Origin may be of any race.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026.



Housing Profile

403 S Main St, Rolesville, North Carolina, 27571
Ring: 3 mile radius

Prepared by Esri
Latitude: 35.91812
Longitude: -78.46488

Population		Households					
2010 Total Population	15,037	2021 Median Household Income	\$105,576				
2021 Total Population	25,373	2026 Median Household Income	\$113,030				
2026 Total Population	28,561	2021-2026 Annual Rate	1.37%				
2021-2026 Annual Rate	2.40%						
Housing Units by Occupancy Status and Tenure	Census 2010		2021		2026		
	Number	Percent	Number	Percent	Number	Percent	
	Total Housing Units	5,429	100.0%	8,939	100.0%	9,994	100.0%
	Occupied	5,079	93.6%	8,418	94.2%	9,457	94.6%
	Owner	4,389	80.8%	7,684	86.0%	8,675	86.8%
	Renter	690	12.7%	734	8.2%	782	7.8%
	Vacant	350	6.4%	522	5.8%	537	5.4%
Owner Occupied Housing Units by Value			2021		2026		
			Number	Percent	Number	Percent	
	Total		7,684	100.0%	8,676	100.0%	
	<\$50,000		92	1.2%	32	0.4%	
	\$50,000-\$99,999		63	0.8%	16	0.2%	
	\$100,000-\$149,999		112	1.5%	33	0.4%	
	\$150,000-\$199,999		440	5.7%	205	2.4%	
	\$200,000-\$249,999		720	9.4%	572	6.6%	
	\$250,000-\$299,999		1,189	15.5%	1,207	13.9%	
	\$300,000-\$399,999		2,482	32.3%	3,073	35.4%	
	\$400,000-\$499,999		1,708	22.2%	2,381	27.4%	
	\$500,000-\$749,999		722	9.4%	992	11.4%	
	\$750,000-\$999,999		83	1.1%	88	1.0%	
	\$1,000,000-\$1,499,999		5	0.1%	5	0.1%	
	\$1,500,000-\$1,999,999		36	0.5%	40	0.5%	
	\$2,000,000+		32	0.4%	32	0.4%	
	Median Value		\$349,396		\$373,967		
Average Value		\$376,031		\$402,821			
Census 2010 Housing Units				Number	Percent		
Total				5,429	100.0%		
In Urbanized Areas				3,934	72.5%		
In Urban Clusters				0	0.0%		
Rural Housing Units				1,495	27.5%		

Data Note: Persons of Hispanic Origin may be of any race.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026.

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Housing Profile

403 S Main St, Rolesville, North Carolina, 27571
Ring: 3 mile radius

Prepared by Esri
Latitude: 35.91812
Longitude: -78.46488

Census 2010 Owner Occupied Housing Units by Mortgage Status				Number	Percent
Total				4,389	100.0%
Owned with a Mortgage/Loan				3,783	86.2%
Owned Free and Clear				606	13.8%
Census 2010 Vacant Housing Units by Status				Number	Percent
Total				335	100.0%
For Rent				45	13.4%
Rented- Not Occupied				5	1.5%
For Sale Only				126	37.6%
Sold - Not Occupied				11	3.3%
Seasonal/Recreational/Occasional Use				47	14.0%
For Migrant Workers				2	0.6%
Other Vacant				99	29.6%
Census 2010 Occupied Housing Units by Age of Householder and Home Ownership				Owner Occupied Units	
				Occupied Units	% of Occupied
Total				5,079	86.4%
15-24				71	39.4%
25-34				683	77.9%
35-44				1,532	87.5%
45-54				1,312	89.1%
55-64				777	89.8%
65-74				475	89.7%
75-84				181	87.8%
85+				48	75.0%
Census 2010 Occupied Housing Units by Race/Ethnicity of Householder and Home Ownership				Owner Occupied Units	
				Occupied Units	% of Occupied
Total				5,079	86.4%
White Alone				4,034	87.6%
Black/African American Alone				814	83.5%
American Indian/Alaska Native				15	73.3%
Asian Alone				91	89.0%
Pacific Islander Alone				2	100.0%
Other Race Alone				69	55.1%
Two or More Races				54	77.8%
Hispanic Origin				219	68.5%
Census 2010 Occupied Housing Units by Size and Home Ownership				Owner Occupied Units	
				Occupied Units	% of Occupied
Total				5,079	86.4%
1-Person				738	74.8%
2-Person				1,562	88.6%
3-Person				1,008	85.7%
4-Person				1,146	91.0%
5-Person				421	89.3%
6-Person				154	85.7%
7+ Person				50	74.0%
2021 Housing Affordability					
Housing Affordability Index				165	
Percent of Income for Mortgage				13.9%	

Data Note: Persons of Hispanic Origin may be of any race.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026.



Housing Profile

403 S Main St, Rolesville, North Carolina, 27571
Ring: 5 mile radius

Prepared by Esri
Latitude: 35.91812
Longitude: -78.46488

Population		Households					
2010 Total Population	50,533	2021 Median Household Income		\$92,723			
2021 Total Population	74,751	2026 Median Household Income		\$103,125			
2026 Total Population	84,400	2021-2026 Annual Rate		2.15%			
2021-2026 Annual Rate	2.46%						
Housing Units by Occupancy Status and Tenure	Census 2010		2021		2026		
	Number	Percent	Number	Percent	Number	Percent	
	Total Housing Units	18,973	100.0%	27,943	100.0%	31,480	100.0%
	Occupied	17,741	93.5%	26,303	94.1%	29,675	94.3%
	Owner	14,194	74.8%	21,819	78.1%	24,808	78.8%
	Renter	3,547	18.7%	4,484	16.0%	4,867	15.5%
	Vacant	1,232	6.5%	1,639	5.9%	1,806	5.7%
Owner Occupied Housing Units by Value			2021		2026		
			Number	Percent	Number	Percent	
	Total		21,820	100.0%	24,807	100.0%	
	<\$50,000		280	1.3%	105	0.4%	
	\$50,000-\$99,999		182	0.8%	55	0.2%	
	\$100,000-\$149,999		592	2.7%	210	0.8%	
	\$150,000-\$199,999		2,006	9.2%	1,068	4.3%	
	\$200,000-\$249,999		3,032	13.9%	2,675	10.8%	
	\$250,000-\$299,999		4,357	20.0%	5,020	20.2%	
	\$300,000-\$399,999		6,143	28.2%	8,151	32.9%	
	\$400,000-\$499,999		3,089	14.2%	4,489	18.1%	
	\$500,000-\$749,999		1,816	8.3%	2,670	10.8%	
	\$750,000-\$999,999		204	0.9%	241	1.0%	
	\$1,000,000-\$1,499,999		20	0.1%	21	0.1%	
	\$1,500,000-\$1,999,999		48	0.2%	52	0.2%	
	\$2,000,000+		51	0.2%	50	0.2%	
	Median Value		\$307,504		\$340,124		
Average Value		\$339,295		\$370,240			
Census 2010 Housing Units				Number	Percent		
Total				18,973	100.0%		
In Urbanized Areas				15,465	81.5%		
In Urban Clusters				0	0.0%		
Rural Housing Units				3,508	18.5%		

Data Note: Persons of Hispanic Origin may be of any race.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026.

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Housing Profile

403 S Main St, Rolesville, North Carolina, 27571
Ring: 5 mile radius

Prepared by Esri
Latitude: 35.91812
Longitude: -78.46488

Census 2010 Owner Occupied Housing Units by Mortgage Status			Number	Percent	
Total			14,194	100.0%	
Owned with a Mortgage/Loan			12,435	87.6%	
Owned Free and Clear			1,759	12.4%	
Census 2010 Vacant Housing Units by Status			Number	Percent	
Total			1,220	100.0%	
For Rent			316	25.9%	
Rented- Not Occupied			26	2.1%	
For Sale Only			375	30.7%	
Sold - Not Occupied			45	3.7%	
Seasonal/Recreational/Occasional Use			108	8.9%	
For Migrant Workers			6	0.5%	
Other Vacant			344	28.2%	
Census 2010 Occupied Housing Units by Age of Householder and Home Ownership					
			Owner Occupied Units		
			Number	% of Occupied	
Total			17,741	14,194	80.0%
15-24			343	112	32.7%
25-34			2,994	2,134	71.3%
35-44			5,187	4,341	83.7%
45-54			4,239	3,600	84.9%
55-64			2,581	2,193	85.0%
65-74			1,479	1,219	82.4%
75-84			698	489	70.1%
85+			220	106	48.2%
Census 2010 Occupied Housing Units by Race/Ethnicity of Householder and Home Ownership					
			Owner Occupied Units		
			Number	% of Occupied	
Total			17,741	14,194	80.0%
White Alone			13,036	10,816	83.0%
Black/African American Alone			3,661	2,618	71.5%
American Indian/Alaska Native			66	43	65.2%
Asian Alone			420	359	85.5%
Pacific Islander Alone			5	4	80.0%
Other Race Alone			317	185	58.4%
Two or More Races			236	169	71.6%
Hispanic Origin			913	625	68.5%
Census 2010 Occupied Housing Units by Size and Home Ownership					
			Owner Occupied Units		
			Number	% of Occupied	
Total			17,741	14,194	80.0%
1-Person			3,300	2,194	66.5%
2-Person			5,452	4,530	83.1%
3-Person			3,424	2,784	81.3%
4-Person			3,479	3,011	86.5%
5-Person			1,409	1,169	83.0%
6-Person			474	369	77.8%
7+ Person			203	137	67.5%
2021 Housing Affordability					
Housing Affordability Index			165		
Percent of Income for Mortgage			13.9%		

Data Note: Persons of Hispanic Origin may be of any race.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026.



Market Profile

403 S Main St, Rolesville, North Carolina, 27571
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 35.91812
Longitude: -78.46488

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	955	6,390	24,267
2010 Total Population	2,332	15,037	50,533
2021 Total Population	4,258	25,373	74,751
2021 Group Quarters	0	5	254
2026 Total Population	4,848	28,561	84,400
2021-2026 Annual Rate	2.63%	2.40%	2.46%
2021 Total Daytime Population	3,952	21,122	65,889
Workers	1,788	8,260	27,945
Residents	2,164	12,862	37,944
Household Summary			
2000 Households	346	2,235	8,684
2000 Average Household Size	2.76	2.86	2.77
2010 Households	790	5,079	17,741
2010 Average Household Size	2.95	2.96	2.83
2021 Households	1,496	8,417	26,304
2021 Average Household Size	2.85	3.01	2.83
2026 Households	1,696	9,457	29,674
2026 Average Household Size	2.86	3.02	2.84
2021-2026 Annual Rate	2.54%	2.36%	2.44%
2010 Families	646	4,179	13,695
2010 Average Family Size	3.27	3.29	3.25
2021 Families	1,206	6,819	19,942
2021 Average Family Size	3.17	3.37	3.28
2026 Families	1,364	7,640	22,401
2026 Average Family Size	3.19	3.38	3.29
2021-2026 Annual Rate	2.49%	2.30%	2.35%
Housing Unit Summary			
2000 Housing Units	378	2,390	9,366
Owner Occupied Housing Units	75.4%	79.7%	75.5%
Renter Occupied Housing Units	16.1%	13.8%	17.3%
Vacant Housing Units	8.5%	6.5%	7.3%
2010 Housing Units	861	5,429	18,973
Owner Occupied Housing Units	79.2%	80.8%	74.8%
Renter Occupied Housing Units	12.5%	12.7%	18.7%
Vacant Housing Units	8.2%	6.4%	6.5%
2021 Housing Units	1,599	8,939	27,943
Owner Occupied Housing Units	84.8%	86.0%	78.1%
Renter Occupied Housing Units	8.8%	8.2%	16.0%
Vacant Housing Units	6.4%	5.8%	5.9%
2026 Housing Units	1,811	9,994	31,480
Owner Occupied Housing Units	85.3%	86.8%	78.8%
Renter Occupied Housing Units	8.3%	7.8%	15.5%
Vacant Housing Units	6.4%	5.4%	5.7%
Median Household Income			
2021	\$93,539	\$105,576	\$92,723
2026	\$102,701	\$113,030	\$103,125
Median Home Value			
2021	\$325,877	\$349,396	\$307,504
2026	\$353,490	\$373,967	\$340,124
Per Capita Income			
2021	\$36,697	\$41,809	\$38,858
2026	\$41,005	\$46,615	\$43,706
Median Age			
2010	36.3	36.4	35.4
2021	37.8	37.4	36.8
2026	38.3	38.0	37.1

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geographic areas.

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Market Profile

403 S Main St, Rolesville, North Carolina, 27571
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 35.91812
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	1 mile	3 miles	5 miles
2021 Households by Income			
Household Income Base	1,496	8,417	26,304
<\$15,000	2.2%	2.1%	3.7%
\$15,000 - \$24,999	3.2%	2.5%	4.3%
\$25,000 - \$34,999	5.3%	5.0%	5.9%
\$35,000 - \$49,999	10.4%	7.6%	9.3%
\$50,000 - \$74,999	13.8%	13.2%	14.9%
\$75,000 - \$99,999	19.0%	14.4%	15.6%
\$100,000 - \$149,999	27.5%	28.8%	24.2%
\$150,000 - \$199,999	9.8%	14.4%	12.8%
\$200,000+	8.8%	12.1%	9.3%
Average Household Income	\$108,743	\$122,453	\$109,383
2026 Households by Income			
Household Income Base	1,696	9,457	29,674
<\$15,000	1.8%	1.7%	3.0%
\$15,000 - \$24,999	2.5%	1.9%	3.3%
\$25,000 - \$34,999	4.3%	4.0%	4.7%
\$35,000 - \$49,999	8.4%	6.1%	7.7%
\$50,000 - \$74,999	12.1%	11.4%	13.7%
\$75,000 - \$99,999	18.1%	13.3%	14.9%
\$100,000 - \$149,999	30.6%	31.0%	26.4%
\$150,000 - \$199,999	12.3%	17.0%	15.6%
\$200,000+	10.0%	13.7%	10.8%
Average Household Income	\$121,679	\$136,623	\$123,069
2021 Owner Occupied Housing Units by Value			
Total	1,356	7,684	21,819
<\$50,000	1.8%	1.2%	1.3%
\$50,000 - \$99,999	1.2%	0.8%	0.8%
\$100,000 - \$149,999	1.5%	1.5%	2.7%
\$150,000 - \$199,999	8.6%	5.7%	9.2%
\$200,000 - \$249,999	14.7%	9.4%	13.9%
\$250,000 - \$299,999	13.6%	15.5%	20.0%
\$300,000 - \$399,999	33.6%	32.3%	28.2%
\$400,000 - \$499,999	18.0%	22.2%	14.2%
\$500,000 - \$749,999	4.9%	9.4%	8.3%
\$750,000 - \$999,999	0.4%	1.1%	0.9%
\$1,000,000 - \$1,499,999	0.0%	0.1%	0.1%
\$1,500,000 - \$1,999,999	1.4%	0.5%	0.2%
\$2,000,000 +	0.3%	0.4%	0.2%
Average Home Value	\$353,263	\$376,031	\$339,295
2026 Owner Occupied Housing Units by Value			
Total	1,545	8,675	24,808
<\$50,000	0.5%	0.4%	0.4%
\$50,000 - \$99,999	0.3%	0.2%	0.2%
\$100,000 - \$149,999	0.4%	0.4%	0.8%
\$150,000 - \$199,999	3.7%	2.4%	4.3%
\$200,000 - \$249,999	10.7%	6.6%	10.8%
\$250,000 - \$299,999	13.1%	13.9%	20.2%
\$300,000 - \$399,999	39.9%	35.4%	32.9%
\$400,000 - \$499,999	23.5%	27.4%	18.1%
\$500,000 - \$749,999	5.9%	11.4%	10.8%
\$750,000 - \$999,999	0.4%	1.0%	1.0%
\$1,000,000 - \$1,499,999	0.0%	0.1%	0.1%
\$1,500,000 - \$1,999,999	1.4%	0.5%	0.2%
\$2,000,000 +	0.3%	0.4%	0.2%
Average Home Value	\$383,528	\$402,821	\$370,240

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

November 04, 2021



Market Profile

403 S Main St, Rolesville, North Carolina, 27571
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 35.91812
Longitude: -78.46488

	1 mile	3 miles	5 miles
2010 Population by Age			
Total	2,331	15,036	50,533
0 - 4	8.1%	8.0%	8.5%
5 - 9	9.3%	9.9%	9.4%
10 - 14	7.7%	8.9%	8.3%
15 - 24	10.3%	9.8%	10.1%
25 - 34	12.2%	10.7%	13.0%
35 - 44	18.8%	19.9%	19.2%
45 - 54	15.1%	15.8%	14.7%
55 - 64	9.7%	9.2%	8.9%
65 - 74	5.5%	5.3%	4.8%
75 - 84	2.7%	2.0%	2.3%
85 +	0.7%	0.6%	0.9%
18 +	69.9%	68.3%	69.2%
2021 Population by Age			
Total	4,257	25,375	74,753
0 - 4	6.8%	7.0%	7.3%
5 - 9	7.8%	8.6%	8.3%
10 - 14	8.3%	8.6%	8.1%
15 - 24	11.7%	10.8%	11.2%
25 - 34	11.9%	11.0%	12.3%
35 - 44	14.5%	16.7%	16.3%
45 - 54	15.1%	14.4%	14.1%
55 - 64	12.2%	11.7%	11.2%
65 - 74	7.6%	7.6%	7.3%
75 - 84	3.3%	2.9%	3.0%
85 +	1.0%	0.8%	1.0%
18 +	72.7%	71.1%	71.8%
2026 Population by Age			
Total	4,848	28,562	84,400
0 - 4	6.5%	6.9%	7.3%
5 - 9	7.1%	8.1%	8.0%
10 - 14	7.8%	8.2%	7.8%
15 - 24	11.5%	10.4%	10.8%
25 - 34	12.7%	11.4%	12.7%
35 - 44	12.8%	16.5%	16.2%
45 - 54	14.6%	13.8%	13.4%
55 - 64	12.7%	11.5%	10.8%
65 - 74	8.5%	8.5%	8.1%
75 - 84	4.5%	3.8%	3.8%
85 +	1.2%	0.9%	1.1%
18 +	74.1%	72.2%	72.5%
2010 Population by Sex			
Males	1,166	7,436	24,432
Females	1,166	7,601	26,101
2021 Population by Sex			
Males	2,121	12,495	36,150
Females	2,137	12,879	38,601
2026 Population by Sex			
Males	2,422	14,093	40,875
Females	2,426	14,468	43,526

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

November 04, 2021

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Market Profile

403 S Main St, Rolesville, North Carolina, 27571
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 35.91812
Longitude: -78.46488

	1 mile	3 miles	5 miles
2010 Population by Race/Ethnicity			
Total	2,334	15,037	50,533
White Alone	70.9%	77.3%	70.8%
Black Alone	22.3%	16.0%	20.7%
American Indian Alone	0.3%	0.3%	0.4%
Asian Alone	2.4%	2.3%	3.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.3%	2.0%	2.6%
Two or More Races	1.8%	2.0%	2.3%
Hispanic Origin	6.4%	6.0%	7.3%
Diversity Index	51.3	44.6	52.8
2021 Population by Race/Ethnicity			
Total	4,257	25,373	74,750
White Alone	68.1%	73.4%	68.5%
Black Alone	22.8%	17.3%	20.5%
American Indian Alone	0.3%	0.3%	0.4%
Asian Alone	3.8%	3.9%	4.7%
Pacific Islander Alone	0.0%	0.1%	0.0%
Some Other Race Alone	2.6%	2.3%	2.9%
Two or More Races	2.3%	2.7%	2.9%
Hispanic Origin	7.3%	7.0%	8.2%
Diversity Index	55.3	50.4	56.4
2026 Population by Race/Ethnicity			
Total	4,850	28,560	84,401
White Alone	66.2%	71.4%	66.6%
Black Alone	23.5%	18.2%	21.1%
American Indian Alone	0.3%	0.3%	0.4%
Asian Alone	4.2%	4.3%	5.3%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	3.0%	2.7%	3.3%
Two or More Races	2.7%	3.1%	3.3%
Hispanic Origin	8.2%	7.9%	9.1%
Diversity Index	57.9	53.5	59.0
2010 Population by Relationship and Household Type			
Total	2,332	15,037	50,533
In Households	100.0%	100.0%	99.5%
In Family Households	92.1%	92.7%	89.6%
Householder	28.3%	28.1%	27.3%
Spouse	23.8%	23.9%	22.1%
Child	35.8%	36.7%	35.7%
Other relative	2.8%	2.6%	3.0%
Nonrelative	1.5%	1.3%	1.5%
In Nonfamily Households	7.8%	7.3%	9.9%
In Group Quarters	0.0%	0.0%	0.5%
Institutionalized Population	0.0%	0.0%	0.4%
Noninstitutionalized Population	0.0%	0.0%	0.1%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



Market Profile

403 S Main St, Rolesville, North Carolina, 27571
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	1 mile	3 miles	5 miles
2021 Population 25+ by Educational Attainment			
Total	2,790	16,489	48,693
Less than 9th Grade	3.9%	1.7%	2.4%
9th - 12th Grade, No Diploma	2.6%	2.2%	3.0%
High School Graduate	14.6%	13.4%	14.4%
GED/Alternative Credential	1.4%	2.7%	2.2%
Some College, No Degree	19.2%	15.7%	16.8%
Associate Degree	11.8%	10.6%	10.8%
Bachelor's Degree	30.4%	35.3%	32.8%
Graduate/Professional Degree	16.2%	18.4%	17.6%
2021 Population 15+ by Marital Status			
Total	3,286	19,235	57,054
Never Married	24.7%	23.7%	27.2%
Married	65.4%	65.6%	60.0%
Widowed	1.9%	2.4%	3.4%
Divorced	7.9%	8.3%	9.4%
2021 Civilian Population 16+ in Labor Force			
Civilian Population 16+	2,218	13,325	39,038
Population 16+ Employed	95.0%	94.6%	94.9%
Population 16+ Unemployment rate	4.9%	5.4%	5.1%
Population 16-24 Employed	10.0%	7.8%	8.1%
Population 16-24 Unemployment rate	9.1%	19.9%	18.5%
Population 25-54 Employed	69.2%	70.9%	72.0%
Population 25-54 Unemployment rate	5.1%	4.6%	3.9%
Population 55-64 Employed	17.6%	17.9%	16.6%
Population 55-64 Unemployment rate	1.9%	1.5%	2.8%
Population 65+ Employed	3.3%	3.3%	3.3%
Population 65+ Unemployment rate	5.5%	3.2%	6.1%
2021 Employed Population 16+ by Industry			
Total	2,108	12,599	37,030
Agriculture/Mining	1.1%	0.5%	0.6%
Construction	6.6%	6.5%	5.8%
Manufacturing	8.5%	10.2%	9.5%
Wholesale Trade	2.1%	2.9%	2.9%
Retail Trade	14.3%	10.6%	10.3%
Transportation/Utilities	5.8%	3.6%	4.1%
Information	3.2%	2.3%	2.4%
Finance/Insurance/Real Estate	5.5%	8.7%	9.2%
Services	46.7%	49.1%	49.3%
Public Administration	6.3%	5.5%	5.9%
2021 Employed Population 16+ by Occupation			
Total	2,108	12,600	37,033
White Collar	73.7%	78.9%	76.2%
Management/Business/Financial	18.3%	24.7%	24.4%
Professional	36.2%	34.3%	31.0%
Sales	9.7%	11.0%	11.1%
Administrative Support	9.4%	8.9%	9.7%
Services	12.4%	9.9%	11.3%
Blue Collar	13.9%	11.2%	12.5%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	3.4%	2.6%	2.8%
Installation/Maintenance/Repair	2.0%	2.0%	2.2%
Production	2.4%	1.9%	2.4%
Transportation/Material Moving	6.1%	4.7%	5.1%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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Market Profile

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Prepared by Esri
Latitude: 35.91812
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	1 mile	3 miles	5 miles
2010 Households by Type			
Total	790	5,078	17,740
Households with 1 Person	14.6%	14.5%	18.6%
Households with 2+ People	85.4%	85.5%	81.4%
Family Households	81.8%	82.3%	77.2%
Husband-wife Families	68.9%	70.1%	62.3%
With Related Children	39.4%	41.2%	36.1%
Other Family (No Spouse Present)	12.9%	12.2%	14.9%
Other Family with Male Householder	3.2%	3.4%	3.5%
With Related Children	2.3%	2.3%	2.4%
Other Family with Female Householder	9.7%	8.8%	11.4%
With Related Children	6.1%	6.0%	8.2%
Nonfamily Households	3.7%	3.2%	4.2%
All Households with Children	48.2%	49.8%	47.1%
Multigenerational Households	3.9%	3.6%	3.5%
Unmarried Partner Households	4.7%	3.9%	4.5%
Male-female	4.1%	3.3%	3.8%
Same-sex	0.6%	0.6%	0.6%
2010 Households by Size			
Total	791	5,077	17,741
1 Person Household	14.5%	14.5%	18.6%
2 Person Household	31.5%	30.8%	30.7%
3 Person Household	21.1%	19.9%	19.3%
4 Person Household	21.5%	22.6%	19.6%
5 Person Household	7.0%	8.3%	7.9%
6 Person Household	3.3%	3.0%	2.7%
7 + Person Household	1.1%	1.0%	1.1%
2010 Households by Tenure and Mortgage Status			
Total	790	5,079	17,741
Owner Occupied	86.3%	86.4%	80.0%
Owned with a Mortgage/Loan	73.5%	74.5%	70.1%
Owned Free and Clear	12.8%	11.9%	9.9%
Renter Occupied	13.7%	13.6%	20.0%
2021 Affordability, Mortgage and Wealth			
Housing Affordability Index	158	165	165
Percent of Income for Mortgage	14.6%	13.9%	13.9%
Wealth Index	123	148	118
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	861	5,429	18,973
Housing Units Inside Urbanized Area	62.1%	72.5%	81.5%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	37.9%	27.5%	18.5%
2010 Population By Urban/ Rural Status			
Total Population	2,332	15,037	50,533
Population Inside Urbanized Area	65.4%	75.2%	83.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	34.6%	24.8%	17.0%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



Market Profile

403 S Main St, Rolesville, North Carolina, 27571
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	1 mile	3 miles	5 miles
Top 3 Tapestry Segments			
1.	Workday Drive (4A)	Workday Drive (4A)	Workday Drive (4A)
2.	Green Acres (6A)	Boomburbs (1C)	Up and Coming Families (7A)
3.		Up and Coming Families (7A)	Green Acres (6A)
2021 Consumer Spending			
Apparel & Services: Total \$	\$3,654,629	\$23,218,916	\$65,698,730
Average Spent	\$2,442.93	\$2,758.57	\$2,497.67
Spending Potential Index	115	130	118
Education: Total \$	\$2,923,779	\$18,292,789	\$49,062,080
Average Spent	\$1,954.40	\$2,173.31	\$1,865.19
Spending Potential Index	113	126	108
Entertainment/Recreation: Total \$	\$5,639,789	\$35,655,648	\$99,685,332
Average Spent	\$3,769.91	\$4,236.15	\$3,789.74
Spending Potential Index	117	131	117
Food at Home: Total \$	\$9,071,103	\$57,522,627	\$163,695,376
Average Spent	\$6,063.57	\$6,834.10	\$6,223.21
Spending Potential Index	111	125	114
Food Away from Home: Total \$	\$6,503,960	\$41,478,683	\$117,969,716
Average Spent	\$4,347.57	\$4,927.97	\$4,484.86
Spending Potential Index	115	130	118
Health Care: Total \$	\$10,761,567	\$67,907,683	\$191,688,841
Average Spent	\$7,193.56	\$8,067.92	\$7,287.44
Spending Potential Index	115	129	117
HH Furnishings & Equipment: Total \$	\$4,071,937	\$25,834,361	\$72,688,461
Average Spent	\$2,721.88	\$3,069.31	\$2,763.40
Spending Potential Index	121	136	123
Personal Care Products & Services: Total \$	\$1,559,308	\$9,897,709	\$27,929,748
Average Spent	\$1,042.32	\$1,175.92	\$1,061.81
Spending Potential Index	116	131	118
Shelter: Total \$	\$34,092,062	\$216,742,213	\$608,898,632
Average Spent	\$22,788.81	\$25,750.53	\$23,148.52
Spending Potential Index	113	128	115
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$4,396,380	\$28,193,522	\$80,471,078
Average Spent	\$2,938.76	\$3,349.59	\$3,059.27
Spending Potential Index	123	140	128
Travel: Total \$	\$4,651,902	\$29,407,088	\$80,795,288
Average Spent	\$3,109.56	\$3,493.77	\$3,071.60
Spending Potential Index	123	138	122
Vehicle Maintenance & Repairs: Total \$	\$1,916,417	\$12,192,402	\$35,020,489
Average Spent	\$1,281.03	\$1,448.54	\$1,331.38
Spending Potential Index	116	131	120

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown in broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household are not annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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Retail Demand Outlook

403 S Main St, Rolesville, North Carolina, 27571
Ring: 1 mile radius

Prepared by Esri
Latitude: 35.91812
Longitude: -78.46488

Top Tapestry Segments	Percent	Demographic Summary	2021	2026
Workday Drive (4A)	91.2%	Population	4,258	4,848
Green Acres (6A)	8.8%	Households	1,496	1,696
	0.0%	Families	1,206	1,364
	0.0%	Median Age	37.8	38.3
	0.0%	Median Household Income	\$93,539	\$102,701
		2021	2026	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$3,654,629	\$4,636,581	\$981,952
Men's		\$695,141	\$881,995	\$186,854
Women's		\$1,283,144	\$1,627,757	\$344,613
Children's		\$566,687	\$719,133	\$152,446
Footwear		\$834,096	\$1,058,119	\$224,023
Watches & Jewelry		\$220,302	\$279,470	\$59,168
Apparel Products and Services (1)		\$87,635	\$111,170	\$23,535
Computer				
Computers and Hardware for Home Use		\$291,355	\$369,720	\$78,365
Portable Memory		\$7,507	\$9,522	\$2,015
Computer Software		\$15,592	\$19,782	\$4,190
Computer Accessories		\$32,959	\$41,815	\$8,856
Entertainment & Recreation		\$5,639,789	\$7,154,408	\$1,514,619
Fees and Admissions		\$1,409,824	\$1,788,765	\$378,941
Membership Fees for Clubs (2)		\$465,606	\$590,701	\$125,095
Fees for Participant Sports, excl. Trips		\$232,877	\$295,515	\$62,638
Tickets to Theatre/Operas/Concerts		\$143,420	\$181,910	\$38,490
Tickets to Movies		\$101,592	\$128,933	\$27,341
Tickets to Parks or Museums		\$63,197	\$80,200	\$17,003
Admission to Sporting Events, excl. Trips		\$128,584	\$163,113	\$34,529
Fees for Recreational Lessons		\$272,922	\$346,331	\$73,409
Dating Services		\$1,626	\$2,062	\$436
TV/Video/Audio		\$1,954,989	\$2,479,843	\$524,854
Cable and Satellite Television Services		\$1,302,767	\$1,652,273	\$349,506
Televisions		\$200,932	\$254,952	\$54,020
Satellite Dishes		\$3,060	\$3,884	\$824
VCRs, Video Cameras, and DVD Players		\$8,793	\$11,155	\$2,362
Miscellaneous Video Equipment		\$26,566	\$33,692	\$7,126
Video Cassettes and DVDs		\$13,302	\$16,877	\$3,575
Video Game Hardware/Accessories		\$47,313	\$60,031	\$12,718
Video Game Software		\$26,236	\$33,289	\$7,053
Rental/Streaming/Downloaded Video		\$127,020	\$161,181	\$34,161
Installation of Televisions		\$1,286	\$1,632	\$346
Audio (3)		\$194,243	\$246,475	\$52,232
Rental and Repair of TV/Radio/Sound Equipment		\$3,472	\$4,401	\$929
Pets		\$1,223,958	\$1,552,447	\$328,489
Toys/Games/Crafts/Hobbies (4)		\$207,292	\$263,004	\$55,712
Recreational Vehicles and Fees (5)		\$211,318	\$268,004	\$56,686
Sports/Recreation/Exercise Equipment (6)		\$327,096	\$415,050	\$87,954
Photo Equipment and Supplies (7)		\$85,067	\$107,942	\$22,875
Reading (8)		\$173,769	\$220,399	\$46,630
Catered Affairs (9)		\$46,801	\$59,367	\$12,566
Food		\$15,575,064	\$19,759,225	\$4,184,161
Food at Home		\$9,071,103	\$11,507,445	\$2,436,342
Bakery and Cereal Products		\$1,161,044	\$1,472,840	\$311,796
Meats, Poultry, Fish, and Eggs		\$1,940,655	\$2,461,775	\$521,120
Dairy Products		\$908,993	\$1,153,109	\$244,116
Fruits and Vegetables		\$1,757,524	\$2,229,628	\$472,104
Snacks and Other Food at Home (10)		\$3,302,889	\$4,190,093	\$887,204
Food Away from Home		\$6,503,960	\$8,251,780	\$1,747,820
Alcoholic Beverages		\$1,093,453	\$1,387,034	\$293,581

Data Note: The Consumer Spending data is household-based and represents the amount spent for a product or service by all households in an area. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.
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Retail Demand Outlook

403 S Main St, Rolesville, North Carolina, 27571
Ring: 1 mile radius

Prepared by Esri
Latitude: 35.91812
Longitude: -78.46488

	2021	2026	Projected
	Consumer Spending	Forecasted Demand	Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$53,790,966	\$68,240,593	\$14,449,627
Value of Retirement Plans	\$200,153,322	\$253,862,316	\$53,708,994
Value of Other Financial Assets	\$14,823,649	\$18,799,076	\$3,975,427
Vehicle Loan Amount excluding Interest	\$5,166,805	\$6,556,024	\$1,389,219
Value of Credit Card Debt	\$4,920,965	\$6,242,428	\$1,321,463
Health			
Nonprescription Drugs	\$252,974	\$320,842	\$67,868
Prescription Drugs	\$546,169	\$692,584	\$146,415
Eyeglasses and Contact Lenses	\$170,049	\$215,686	\$45,637
Home			
Mortgage Payment and Basics (11)	\$21,064,801	\$26,723,479	\$5,658,678
Maintenance and Remodeling Services	\$5,528,161	\$7,013,185	\$1,485,024
Maintenance and Remodeling Materials (12)	\$1,166,346	\$1,479,679	\$313,333
Utilities, Fuel, and Public Services	\$8,284,211	\$10,508,530	\$2,224,319
Household Furnishings and Equipment			
Household Textiles (13)	\$174,208	\$221,021	\$46,813
Furniture	\$1,141,220	\$1,447,869	\$306,649
Rugs	\$58,124	\$73,735	\$15,611
Major Appliances (14)	\$712,431	\$903,857	\$191,426
Housewares (15)	\$153,213	\$194,371	\$41,158
Small Appliances	\$87,965	\$111,596	\$23,631
Luggage	\$29,889	\$37,928	\$8,039
Telephones and Accessories	\$176,212	\$223,459	\$47,247
Household Operations			
Child Care	\$1,066,280	\$1,353,340	\$287,060
Lawn and Garden (16)	\$905,354	\$1,148,278	\$242,924
Moving/Storage/Freight Express	\$115,473	\$146,547	\$31,074
Housekeeping Supplies (17)	\$1,322,481	\$1,677,655	\$355,174
Insurance			
Owners and Renters Insurance	\$1,150,568	\$1,459,366	\$308,798
Vehicle Insurance	\$3,117,912	\$3,955,724	\$837,812
Life/Other Insurance	\$1,121,630	\$1,422,677	\$301,047
Health Insurance	\$7,112,662	\$9,021,714	\$1,909,052
Personal Care Products (18)	\$842,095	\$1,068,320	\$226,225
School Books and Supplies (19)	\$223,624	\$283,752	\$60,128
Smoking Products	\$546,298	\$692,718	\$146,420
Transportation			
Payments on Vehicles excluding Leases	\$4,699,262	\$5,962,166	\$1,262,904
Gasoline and Motor Oil	\$4,026,958	\$5,108,959	\$1,082,001
Vehicle Maintenance and Repairs	\$1,916,417	\$2,431,190	\$514,773
Travel			
Airline Fares	\$1,145,227	\$1,453,095	\$307,868
Lodging on Trips	\$1,326,225	\$1,682,436	\$356,211
Auto/Truck Rental on Trips	\$101,315	\$128,563	\$27,248
Food and Drink on Trips	\$1,084,196	\$1,375,491	\$291,296

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Retail Demand Outlook

403 S Main St, Rolesville, North Carolina, 27571
Ring: 1 mile radius
Prepared by Esri
Latitude: 35.91812
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- (1) **Apparel Products and Services** includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) **Membership Fees for Clubs** includes membership fees for social, recreational, and health clubs.
- (3) **Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.
- (4) **Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.
- (5) **Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.
- (6) **Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) **Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) **Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (9) **Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) **Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) **Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.
- (12) **Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) **Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.
- (14) **Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) **Housewares** includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.
- (16) **Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) **Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) **Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, other miscellaneous care products and personal care appliances.
- (19) **School Books and Supplies** includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.

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Retail Demand Outlook

403 S Main St, Rolesville, North Carolina, 27571
Ring: 3 mile radius
Prepared by Esri
Latitude: 35.91812
Longitude: -78.46488

Top Tapestry Segments	Percent	Demographic Summary	2021	2026
Workday Drive (4A)	72.4%	Population	25,373	28,561
Boomburbs (1C)	9.4%	Households	8,417	9,457
Up and Coming Families (7A)	9.1%	Families	6,819	7,640
Green Acres (6A)	9.0%	Median Age	37.4	38.0
Middleburg (4C)	0.1%	Median Household Income	\$105,576	\$113,030
			2021 Consumer Spending	2026 Forecasted Demand Projected Spending Growth
Apparel and Services				
Men's			\$4,434,133	\$5,560,359
Women's			\$8,100,164	\$10,152,787
Children's			\$3,666,429	\$4,601,299
Footwear			\$5,285,297	\$6,626,917
Watches & Jewelry			\$1,392,841	\$1,745,511
Apparel Products and Services (1)			\$545,382	\$683,142
Computer				
Computers and Hardware for Home Use			\$1,866,865	\$2,341,489
Portable Memory			\$47,792	\$59,918
Computer Software			\$99,141	\$124,318
Computer Accessories			\$208,936	\$262,068
Entertainment & Recreation				
Fees and Admissions			\$8,928,225	\$11,190,284
Membership Fees for Clubs (2)			\$2,922,150	\$3,661,197
Fees for Participant Sports, excl. Trips			\$1,479,505	\$1,854,864
Tickets to Theatre/Operas/Concerts			\$894,512	\$1,120,507
Tickets to Movies			\$662,533	\$831,681
Tickets to Parks or Museums			\$407,992	\$511,961
Admission to Sporting Events, excl. Trips			\$806,033	\$1,009,442
Fees for Recreational Lessons			\$1,745,570	\$2,188,197
Dating Services			\$9,930	\$12,435
TV/Video/Audio			\$12,374,324	\$15,514,627
Cable and Satellite Television Services			\$8,182,641	\$10,255,550
Televisions			\$1,291,471	\$1,620,397
Satellite Dishes			\$19,496	\$24,455
VCRs, Video Cameras, and DVD Players			\$55,846	\$70,030
Miscellaneous Video Equipment			\$166,831	\$209,116
Video Cassettes and DVDs			\$86,314	\$108,356
Video Game Hardware/Accessories			\$305,464	\$383,344
Video Game Software			\$169,260	\$212,473
Rental/Streaming/Downloaded Video			\$818,588	\$1,027,314
Installation of Televisions			\$8,342	\$10,467
Audio (3)			\$1,248,332	\$1,565,884
Rental and Repair of TV/Radio/Sound Equipment			\$21,738	\$27,240
Pets			\$7,680,562	\$9,623,723
Toys/Games/Crafts/Hobbies (4)			\$1,331,906	\$1,671,071
Recreational Vehicles and Fees (5)			\$1,308,097	\$1,637,713
Sports/Recreation/Exercise Equipment (6)			\$2,109,738	\$2,646,433
Photo Equipment and Supplies (7)			\$545,689	\$684,358
Reading (8)			\$1,085,494	\$1,360,031
Catered Affairs (9)			\$293,676	\$367,796
Food				
Food at Home			\$99,001,310	\$124,136,310
Bakery and Cereal Products			\$57,522,627	\$72,222,086
Meats, Poultry, Fish, and Eggs			\$7,355,723	\$9,722,005
Dairy Products			\$12,277,162	\$15,341,291
Fruits and Vegetables			\$5,757,511	\$7,228,288
Snacks and Other Food at Home (10)			\$11,144,673	\$13,973,276
Food Away from Home			\$20,987,558	\$26,317,735
Alcoholic Beverages			\$41,478,683	\$52,013,289
			\$6,842,098	\$8,571,297

Data Note: The Consumer Spending data is household-based and represents the amount spent for a product or service by all households in an area. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.
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Retail Demand Outlook

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Latitude: 35.91812
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	2021 Consumer Spending	2026 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$334,222,001	\$418,486,232	\$84,264,231
Value of Retirement Plans	\$1,233,748,558	\$1,544,544,248	\$310,795,690
Value of Other Financial Assets	\$89,686,091	\$112,214,225	\$22,528,134
Vehicle Loan Amount excluding Interest	\$33,166,190	\$41,612,906	\$8,446,716
Value of Credit Card Debt	\$30,868,348	\$38,685,608	\$7,817,260
Health			
Nonprescription Drugs	\$1,591,741	\$1,995,128	\$403,387
Prescription Drugs	\$3,425,434	\$4,292,912	\$867,478
Eyeglasses and Contact Lenses	\$1,067,185	\$1,337,367	\$270,182
Home			
Mortgage Payment and Basics (11)	\$133,216,880	\$166,945,396	\$33,728,516
Maintenance and Remodeling Services	\$34,793,514	\$43,593,496	\$8,799,982
Maintenance and Remodeling Materials (12)	\$7,391,442	\$9,265,788	\$1,874,346
Utilities, Fuel, and Public Services	\$52,593,496	\$65,951,109	\$13,357,613
Household Furnishings and Equipment			
Household Textiles (13)	\$1,109,671	\$1,391,454	\$281,783
Furniture	\$7,255,132	\$9,098,237	\$1,843,105
Rugs	\$365,720	\$458,279	\$92,559
Major Appliances (14)	\$4,510,620	\$5,655,609	\$1,144,989
Housewares (15)	\$973,035	\$1,220,088	\$247,053
Small Appliances	\$561,157	\$703,748	\$142,591
Luggage	\$191,945	\$240,803	\$48,858
Telephones and Accessories	\$1,095,269	\$1,372,043	\$276,774
Household Operations			
Child Care	\$6,843,002	\$8,580,818	\$1,737,816
Lawn and Garden (16)	\$5,678,909	\$7,114,581	\$1,435,672
Moving/Storage/Freight Express	\$751,646	\$943,309	\$191,663
Housekeeping Supplies (17)	\$8,392,799	\$10,523,464	\$2,130,665
Insurance			
Owners and Renters Insurance	\$7,265,190	\$9,106,250	\$1,841,060
Vehicle Insurance	\$20,003,857	\$25,097,692	\$5,093,835
Life/Other Insurance	\$7,008,438	\$8,779,702	\$1,771,264
Health Insurance	\$44,791,577	\$56,142,488	\$11,350,911
Personal Care Products (18)	\$5,376,580	\$6,742,570	\$1,365,990
School Books and Supplies (19)	\$1,434,556	\$1,799,520	\$364,964
Smoking Products	\$3,417,329	\$4,283,435	\$866,106
Transportation			
Payments on Vehicles excluding Leases	\$30,194,189	\$37,880,381	\$7,686,192
Gasoline and Motor Oil	\$25,768,377	\$32,323,250	\$6,554,873
Vehicle Maintenance and Repairs	\$12,192,402	\$15,290,905	\$3,098,503
Travel			
Airline Fares	\$7,274,687	\$9,118,719	\$1,844,032
Lodging on Trips	\$8,340,688	\$10,450,873	\$2,110,185
Auto/Truck Rental on Trips	\$644,227	\$807,704	\$163,477
Food and Drink on Trips	\$6,850,448	\$8,586,365	\$1,735,917

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- (1) Apparel Products and Services** includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and health clubs.
- (3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, other miscellaneous care products and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.

Data Note: The Consumer Spending data is household-based and represents the amount spent for a product or service by all households in an area. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.
Source: Esri forecasts for 2021 and 2026; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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Retail Demand Outlook

403 S Main St, Rolesville, North Carolina, 27571
Ring: 5 mile radius

Prepared by Esri
Latitude: 35.91812
Longitude: -78.46488

Top Tapestry Segments	Percent	Demographic Summary	2021	2026
Workday Drive (4A)	38.9%	Population	74,751	84,400
Up and Coming Families (7A)	35.7%	Households	26,304	29,674
Green Acres (6A)	7.3%	Families	19,942	22,401
Boomburbs (1C)	6.0%	Median Age	36.8	37.1
Old and Newcomers (8F)	4.2%	Median Household Income	\$92,723	\$103,125
		2021	2026	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services				
Men's		\$12,603,119	\$16,006,725	\$3,403,606
Women's		\$22,613,178	\$28,695,902	\$6,082,724
Children's		\$10,661,095	\$13,558,947	\$2,897,852
Footwear		\$15,042,468	\$19,100,721	\$4,058,253
Watches & Jewelry		\$3,861,557	\$4,898,806	\$1,037,249
Apparel Products and Services (1)		\$1,474,134	\$1,868,272	\$394,138
Computer				
Computers and Hardware for Home Use		\$5,309,857	\$6,746,393	\$1,436,536
Portable Memory		\$135,526	\$172,076	\$36,550
Computer Software		\$282,599	\$358,976	\$76,377
Computer Accessories		\$598,471	\$760,361	\$161,890
Entertainment & Recreation				
Fees and Admissions		\$99,685,332	\$126,503,177	\$26,817,845
Membership Fees for Clubs (2)		\$24,335,163	\$30,887,023	\$6,551,860
Fees for Participant Sports, excl. Trips		\$7,883,221	\$9,998,316	\$2,115,095
Tickets to Theatre/Operas/Concerts		\$4,056,767	\$5,150,953	\$1,094,186
Tickets to Movies		\$2,407,857	\$3,053,033	\$645,176
Tickets to Parks or Museums		\$1,943,930	\$2,473,739	\$529,809
Admission to Sporting Events, excl. Trips		\$1,172,821	\$1,491,343	\$318,522
Fees for Recreational Lessons		\$2,121,899	\$2,689,269	\$567,370
Dating Services		\$4,721,473	\$5,995,926	\$1,274,453
TV/Video/Audio		\$27,195	\$34,444	\$7,249
Cable and Satellite Television Services		\$35,351,504	\$44,874,304	\$9,522,800
Televisions		\$23,164,791	\$29,382,740	\$6,217,949
Satellite Dishes		\$3,756,185	\$4,774,955	\$1,018,770
VCRs, Video Cameras, and DVD Players		\$55,613	\$70,657	\$15,044
Miscellaneous Video Equipment		\$159,217	\$202,221	\$43,004
Video Cassettes and DVDs		\$468,897	\$595,091	\$126,194
Video Game Hardware/Accessories		\$259,252	\$329,853	\$70,601
Video Game Software		\$909,436	\$1,156,490	\$247,054
Rental/Streaming/Downloaded Video		\$511,833	\$651,120	\$139,287
Installation of Televisions		\$2,407,973	\$3,062,309	\$654,336
Audio (3)		\$23,767	\$30,225	\$6,458
Rental and Repair of TV/Radio/Sound Equipment		\$3,569,176	\$4,535,834	\$966,658
Pets		\$65,363	\$82,809	\$17,446
Toys/Games/Crafts/Hobbies (4)		\$21,321,331	\$27,033,247	\$5,711,916
Recreational Vehicles and Fees (5)		\$3,871,941	\$4,921,810	\$1,049,869
Sports/Recreation/Exercise Equipment (6)		\$3,422,096	\$4,333,214	\$911,118
Photo Equipment and Supplies (7)		\$6,057,315	\$7,696,395	\$1,639,080
Reading (8)		\$1,544,507	\$1,962,413	\$417,906
Catered Affairs (9)		\$2,996,507	\$3,799,802	\$803,295
Food				
Food at Home		\$790,876	\$1,002,472	\$211,596
Bakery and Cereal Products		\$281,665,093	\$357,649,652	\$75,984,559
Meats, Poultry, Fish, and Eggs		\$163,695,376	\$207,825,869	\$44,130,493
Dairy Products		\$20,905,987	\$26,540,435	\$5,634,448
Fruits and Vegetables		\$34,802,401	\$44,173,880	\$9,371,479
Snacks and Other Food at Home (10)		\$16,306,563	\$20,700,474	\$4,393,911
Food Away from Home		\$31,619,103	\$40,144,453	\$8,525,350
Alcoholic Beverages		\$60,061,322	\$76,266,627	\$16,205,305
		\$117,969,716	\$149,823,783	\$31,854,067
		\$18,606,547	\$23,591,163	\$4,984,616

Data Note: The Consumer Spending data is household-based and represents the amount spent for a product or service by all households in an area. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.
Source: Esri forecasts for 2021 and 2026; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Retail Demand Outlook

403 S Main St, Rolesville, North Carolina, 27571
Ring: 5 mile radius

Prepared by Esri
Latitude: 35.91812
Longitude: -78.46488

	2021	2026	Projected
	Consumer Spending	Forecasted Demand	Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$873,698,320	\$1,106,517,135	\$232,818,815
Value of Retirement Plans	\$3,198,510,865	\$4,049,944,270	\$851,433,405
Value of Other Financial Assets	\$230,331,318	\$291,174,595	\$60,843,277
Vehicle Loan Amount excluding Interest	\$96,734,524	\$122,943,721	\$26,209,197
Value of Credit Card Debt	\$85,348,790	\$108,279,888	\$22,931,098
Health			
Nonprescription Drugs	\$4,535,688	\$5,753,715	\$1,218,027
Prescription Drugs	\$9,763,135	\$12,379,899	\$2,616,764
Eyeglasses and Contact Lenses	\$2,956,174	\$3,749,844	\$793,670
Home			
Mortgage Payment and Basics (11)	\$359,725,617	\$456,404,534	\$96,678,917
Maintenance and Remodeling Services	\$93,456,582	\$118,505,302	\$25,048,720
Maintenance and Remodeling Materials (12)	\$20,429,529	\$25,926,071	\$5,496,542
Utilities, Fuel, and Public Services	\$151,146,903	\$191,914,354	\$40,767,451
Household Furnishings and Equipment			
Household Textiles (13)	\$3,150,294	\$4,000,602	\$850,308
Furniture	\$20,600,535	\$26,163,867	\$5,563,332
Rugs	\$999,504	\$1,267,643	\$268,139
Major Appliances (14)	\$12,617,262	\$16,017,920	\$3,400,658
Housewares (15)	\$2,761,189	\$3,506,302	\$745,113
Small Appliances	\$1,614,475	\$2,050,711	\$436,236
Luggage	\$552,471	\$702,231	\$149,760
Telephones and Accessories	\$2,977,552	\$3,775,806	\$798,254
Household Operations			
Child Care	\$18,826,185	\$23,917,289	\$5,091,104
Lawn and Garden (16)	\$15,503,762	\$19,652,275	\$4,148,513
Moving/Storage/Freight Express	\$2,231,666	\$2,837,854	\$606,188
Housekeeping Supplies (17)	\$23,910,182	\$30,355,853	\$6,445,671
Insurance			
Owners and Renters Insurance	\$20,267,991	\$25,712,368	\$5,444,377
Vehicle Insurance	\$58,678,705	\$74,573,612	\$15,894,907
Life/Other Insurance	\$18,970,895	\$24,046,437	\$5,075,542
Health Insurance	\$125,894,234	\$159,723,563	\$33,829,329
Personal Care Products (18)	\$15,410,259	\$19,572,762	\$4,162,503
School Books and Supplies (19)	\$4,135,683	\$5,255,507	\$1,119,824
Smoking Products	\$10,063,406	\$12,762,372	\$2,698,966
Transportation			
Payments on Vehicles excluding Leases	\$87,662,033	\$111,398,541	\$23,736,508
Gasoline and Motor Oil	\$74,806,221	\$95,039,460	\$20,233,239
Vehicle Maintenance and Repairs	\$35,020,489	\$44,479,082	\$9,458,593
Travel			
Airline Fares	\$20,013,990	\$25,405,975	\$5,391,985
Lodging on Trips	\$22,635,888	\$28,710,173	\$6,074,284
Auto/Truck Rental on Trips	\$1,788,519	\$2,277,969	\$482,450
Food and Drink on Trips	\$18,921,194	\$24,011,232	\$5,091,028

Data Note: The Consumer Spending data is household-based and represents the amount spent for a product or service by all households in an area. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.
Source: Esri forecasts for 2021 and 2026; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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Retail Demand Outlook

403 S Main St, Rolesville, North Carolina, 27571
Ring: 5 mile radius

Prepared by Esri
Latitude: 35.91812
Longitude: -78.46488

- (1) **Apparel Products and Services** includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) **Membership Fees for Clubs** includes membership fees for social, recreational, and health clubs.
- (3) **Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.
- (4) **Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.
- (5) **Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.
- (6) **Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) **Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) **Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (9) **Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) **Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) **Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.
- (12) **Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) **Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.
- (14) **Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) **Housewares** includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.
- (16) **Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) **Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) **Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, other miscellaneous care products and personal care appliances.
- (19) **School Books and Supplies** includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.

Data Note: The Consumer Spending data is household-based and represents the amount spent for a product or service by all households in an area. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.
Source: Esri forecasts for 2021 and 2026; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Retail MarketPlace Profile

403 S Main St, Rolesville, North Carolina, 27571
Ring: 1 mile radius

Prepared by Esri
Latitude: 35.91812
Longitude: -78.46488

Summary Demographics	
2021 Population	4,258
2021 Households	1,496
2021 Median Disposable Income	\$72,234
2021 Per Capita Income	\$36,697

NOTE: This database is in mature status. While the data are presented in current year geography, all supply- and demand-related estimates remain vintage 2017.

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
2017 Industry Summary						
Total Retail Trade and Food & Drink	44-45,722	\$55,965,631	\$56,961,602	-\$995,971	-0.9	29
Total Retail Trade	44-45	\$50,322,400	\$52,241,016	-\$1,918,616	-1.9	20
Total Food & Drink	722	\$5,643,231	\$4,720,585	\$922,646	8.9	8
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
2017 Industry Group						
Motor Vehicle & Parts Dealers	441	\$10,656,155	\$4,258,019	\$6,398,136	42.9	3
Automobile Dealers	4411	\$8,710,468	\$2,693,059	\$6,017,409	52.8	2
Other Motor Vehicle Dealers	4412	\$874,633	\$444,048	\$430,585	32.7	1
Auto Parts, Accessories & Tire Stores	4413	\$1,071,054	\$1,120,912	-\$49,858	-2.3	1
Furniture & Home Furnishings Stores	442	\$2,065,703	\$513,513	\$1,552,190	60.2	1
Furniture Stores	4421	\$1,231,481	\$0	\$1,231,481	100.0	0
Home Furnishings Stores	4422	\$834,222	\$444,642	\$389,580	30.5	1
Electronics & Appliance Stores	443	\$1,567,384	\$0	\$1,567,384	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$3,740,752	\$2,556,011	\$1,184,741	18.8	3
Bldg Material & Supplies Dealers	4441	\$3,515,338	\$2,438,041	\$1,077,297	18.1	2
Lawn & Garden Equip & Supply Stores	4442	\$225,414	\$0	\$225,414	100.0	0
Food & Beverage Stores	445	\$8,610,224	\$20,762,769	-\$12,152,545	-41.4	4
Grocery Stores	4451	\$7,972,000	\$20,726,361	-\$12,754,361	-44.4	3
Specialty Food Stores	4452	\$315,958	\$0	\$315,958	100.0	0
Beer, Wine & Liquor Stores	4453	\$322,266	\$36,408	\$285,858	79.7	1
Health & Personal Care Stores	446,4461	\$3,066,281	\$2,127,718	\$938,563	18.1	1
Gasoline Stations	447,4471	\$5,198,216	\$9,984,227	-\$4,786,011	-31.5	3
Clothing & Clothing Accessories Stores	448	\$2,532,406	\$319,012	\$2,213,394	77.6	1
Clothing Stores	4481	\$1,641,175	\$0	\$1,641,175	100.0	0
Shoe Stores	4482	\$405,031	\$0	\$405,031	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$486,200	\$188,677	\$297,523	44.1	1
Sporting Goods, Hobby, Book & Music Stores	451	\$1,396,519	\$0	\$1,396,519	100.0	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,183,007	\$0	\$1,183,007	100.0	0
Book, Periodical & Music Stores	4512	\$213,512	\$0	\$213,512	100.0	0
General Merchandise Stores	452	\$8,524,504	\$10,193,922	-\$1,669,418	-8.9	1
Department Stores Excluding Leased Depts.	4521	\$6,228,169	\$0	\$6,228,169	100.0	0
Other General Merchandise Stores	4529	\$2,296,335	\$10,193,922	-\$7,897,587	-63.2	1
Miscellaneous Store Retailers	453	\$2,117,418	\$827,247	\$1,290,171	43.8	3
Florists	4531	\$80,562	\$0	\$80,562	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$479,732	\$0	\$479,732	100.0	0
Used Merchandise Stores	4533	\$270,574	\$0	\$270,574	100.0	0
Other Miscellaneous Store Retailers	4539	\$1,286,550	\$706,900	\$579,650	29.1	2
Nonstore Retailers	454	\$846,840	\$0	\$846,840	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$631,352	\$0	\$631,352	100.0	0
Vending Machine Operators	4542	\$47,196	\$0	\$47,196	100.0	0
Direct Selling Establishments	4543	\$168,292	\$0	\$168,292	100.0	0
Food Services & Drinking Places	722	\$5,643,231	\$4,720,585	\$922,646	8.9	8
Special Food Services	7223	\$53,019	\$0	\$53,019	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$408,101	\$0	\$408,101	100.0	0
Restaurants/Other Eating Places	7225	\$5,182,111	\$4,720,585	\$461,526	4.7	8

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the retail trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement.

<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

Source: Esri and Data Axle. Esri 2021 Updated Demographics. Esri 2017 Retail MarketPlace. ©2021 Esri. ©2017 Data Axle, Inc. All rights reserved.

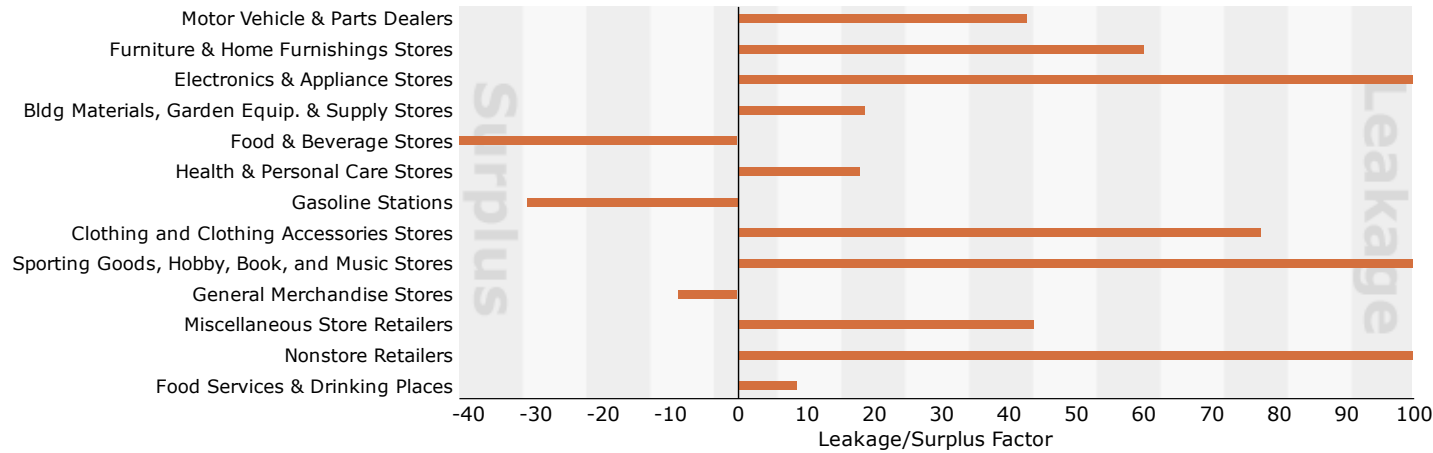


Retail MarketPlace Profile

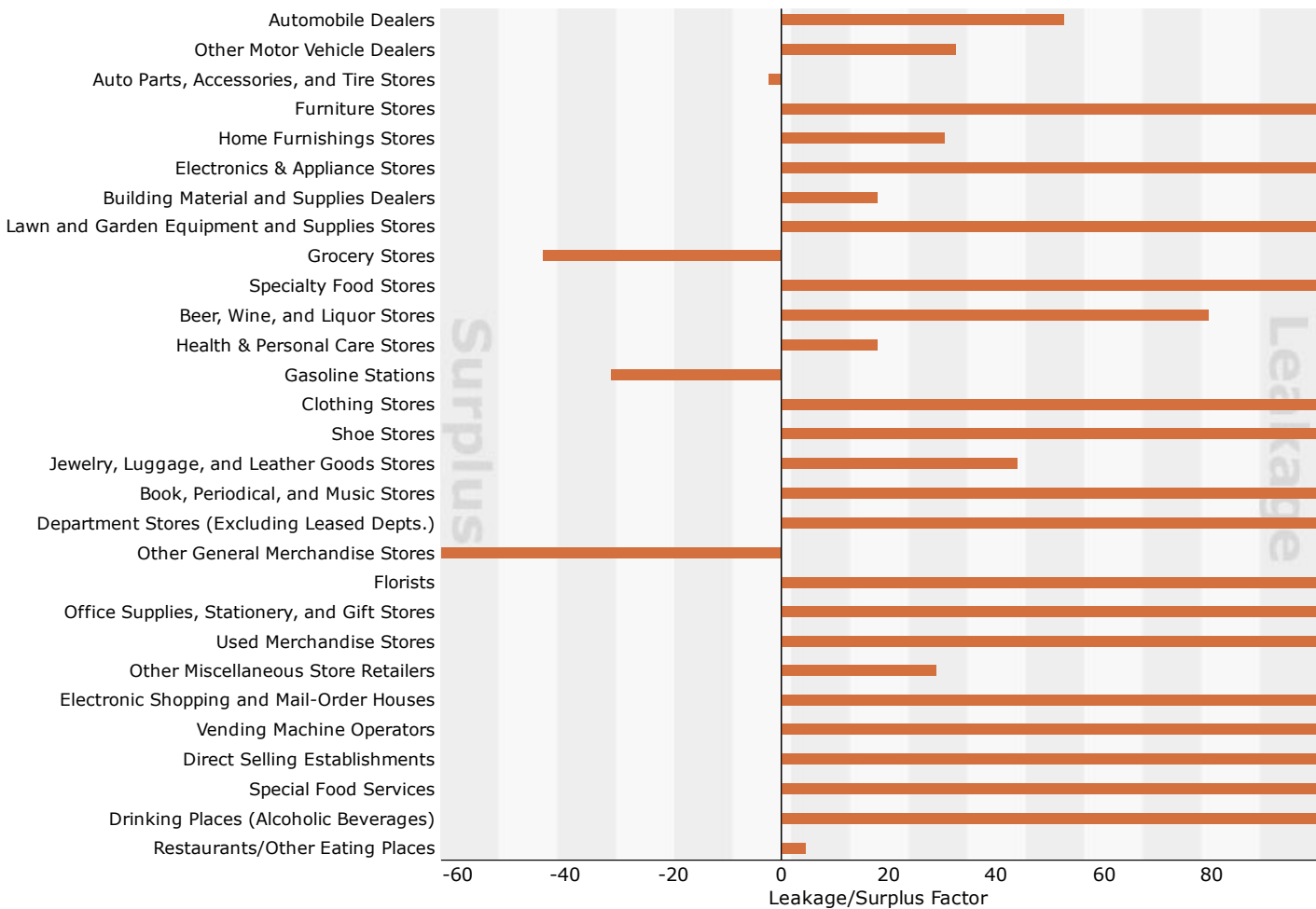
403 S Main St, Rolesville, North Carolina, 27571
Ring: 1 mile radius

Prepared by Esri
Latitude: 35.91812
Longitude: -78.46488

2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



Source: Esri and Data Axle. Esri 2021 Updated Demographics. Esri 2017 Retail MarketPlace. ©2021 Esri. ©2017 Data Axle, Inc. All rights reserved.

November 04, 2021



Retail MarketPlace Profile

403 S Main St, Rolesville, North Carolina, 27571
Ring: 3 mile radius

Prepared by Esri
Latitude: 35.91812
Longitude: -78.46488

Summary Demographics

2021 Population	25,373
2021 Households	8,417
2021 Median Disposable Income	\$81,512
2021 Per Capita Income	\$41,809

NOTE: This database is in mature status. While the data are presented in current year geography, all supply- and demand-related estimates remain vintage 2017.

2017 Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$349,477,399	\$186,831,349	\$162,646,050	30.3	67
Total Retail Trade	44-45	\$314,101,091	\$175,230,152	\$138,870,939	28.4	47
Total Food & Drink	722	\$35,376,308	\$11,601,197	\$23,775,111	50.6	20

2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$66,574,404	\$9,047,346	\$57,527,058	76.1	8
Automobile Dealers	4411	\$54,435,753	\$4,544,339	\$49,891,414	84.6	3
Other Motor Vehicle Dealers	4412	\$5,467,823	\$1,134,791	\$4,333,032	65.6	2
Auto Parts, Accessories & Tire Stores	4413	\$6,670,828	\$3,368,215	\$3,302,613	32.9	3
Furniture & Home Furnishings Stores	442	\$12,927,588	\$1,735,072	\$11,192,516	76.3	3
Furniture Stores	4421	\$7,731,764	\$399,455	\$7,332,309	90.2	1
Home Furnishings Stores	4422	\$5,195,824	\$1,335,617	\$3,860,207	59.1	2
Electronics & Appliance Stores	443	\$9,855,016	\$752,758	\$9,102,258	85.8	1
Bldg Materials, Garden Equip. & Supply Stores	444	\$23,196,174	\$4,756,299	\$18,439,875	66.0	6
Bldg Material & Supplies Dealers	4441	\$21,835,733	\$4,072,068	\$17,763,665	68.6	5
Lawn & Garden Equip & Supply Stores	4442	\$1,360,441	\$684,231	\$676,210	33.1	1
Food & Beverage Stores	445	\$53,706,383	\$65,827,222	-\$12,120,839	-10.1	9
Grocery Stores	4451	\$49,727,048	\$65,770,939	-\$16,043,891	-13.9	8
Specialty Food Stores	4452	\$1,972,098	\$0	\$1,972,098	100.0	0
Beer, Wine & Liquor Stores	4453	\$2,007,238	\$56,284	\$1,950,954	94.5	1
Health & Personal Care Stores	446,4461	\$18,955,762	\$8,597,463	\$10,358,299	37.6	4
Gasoline Stations	447,4471	\$32,525,483	\$14,571,903	\$17,953,580	38.1	4
Clothing & Clothing Accessories Stores	448	\$15,885,193	\$807,056	\$15,078,137	90.3	2
Clothing Stores	4481	\$10,291,879	\$546,628	\$9,745,251	89.9	1
Shoe Stores	4482	\$2,549,264	\$0	\$2,549,264	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$3,044,051	\$260,428	\$2,783,623	84.2	1
Sporting Goods, Hobby, Book & Music Stores	451	\$8,751,746	\$1,044,232	\$7,707,514	78.7	1
Sporting Goods/Hobby/Musical Instr Stores	4511	\$7,410,770	\$1,044,232	\$6,366,538	75.3	1
Book, Periodical & Music Stores	4512	\$1,340,977	\$0	\$1,340,977	100.0	0
General Merchandise Stores	452	\$53,322,894	\$65,663,485	-\$12,340,591	-10.4	2
Department Stores Excluding Leased Depts.	4521	\$38,991,138	\$0	\$38,991,138	100.0	0
Other General Merchandise Stores	4529	\$14,331,756	\$65,663,485	-\$51,331,729	-64.2	2
Miscellaneous Store Retailers	453	\$13,167,053	\$1,875,311	\$11,291,742	75.1	6
Florists	4531	\$486,815	\$122,118	\$364,697	59.9	1
Office Supplies, Stationery & Gift Stores	4532	\$2,997,316	\$121,107	\$2,876,209	92.2	1
Used Merchandise Stores	4533	\$1,702,886	\$173,244	\$1,529,642	81.5	1
Other Miscellaneous Store Retailers	4539	\$7,980,036	\$1,458,842	\$6,521,194	69.1	4
Nonstore Retailers	454	\$5,233,395	\$552,006	\$4,681,389	80.9	1
Electronic Shopping & Mail-Order Houses	4541	\$3,938,285	\$0	\$3,938,285	100.0	0
Vending Machine Operators	4542	\$294,918	\$0	\$294,918	100.0	0
Direct Selling Establishments	4543	\$1,000,191	\$552,006	\$448,185	28.9	1
Food Services & Drinking Places	722	\$35,376,308	\$11,601,197	\$23,775,111	50.6	20
Special Food Services	7223	\$330,630	\$0	\$330,630	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$2,541,817	\$0	\$2,541,817	100.0	0
Restaurants/Other Eating Places	7225	\$32,503,860	\$11,601,197	\$20,902,663	47.4	20

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as into industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement.

<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

Source: Esri and Data Axle. Esri 2021 Updated Demographics. Esri 2017 Retail MarketPlace. ©2021 Esri. ©2017 Data Axle, Inc. All rights reserved.

November 04, 2021

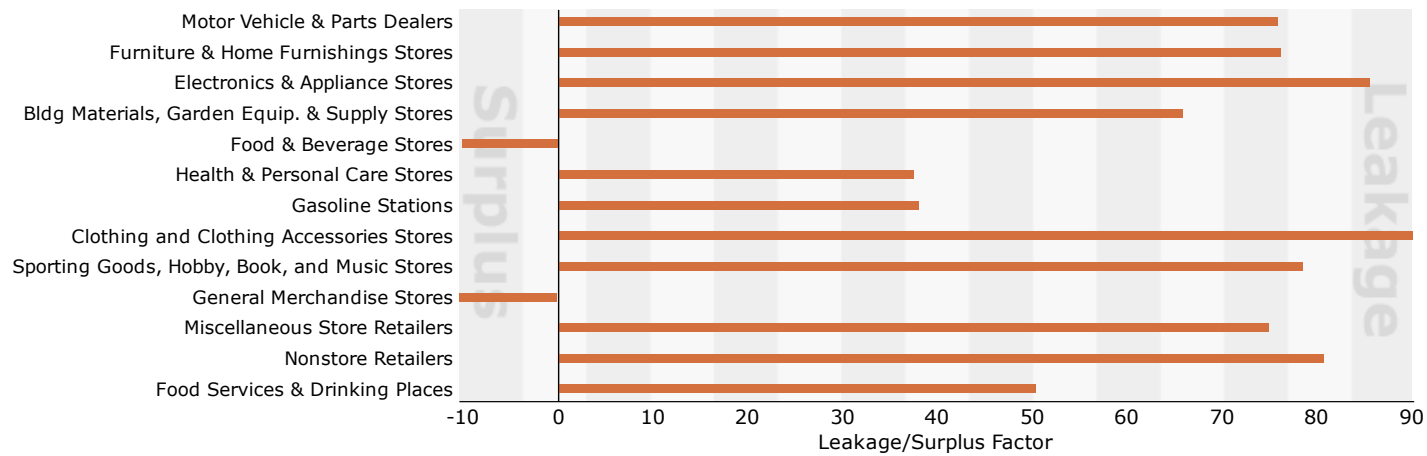


Retail MarketPlace Profile

403 S Main St, Rolesville, North Carolina, 27571
Ring: 3 mile radius

Prepared by Esri
Latitude: 35.91812
Longitude: -78.46488

2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



Source: Esri and Data Axle. Esri 2021 Updated Demographics. Esri 2017 Retail MarketPlace. ©2021 Esri. ©2017 Data Axle, Inc. All rights reserved.

November 04, 2021



Retail MarketPlace Profile

403 S Main St, Rolesville, North Carolina, 27571
Ring: 5 mile radius

Prepared by Esri
Latitude: 35.91812
Longitude: -78.46488

Summary Demographics

2021 Population	74,751
2021 Households	26,304
2021 Median Disposable Income	\$71,590
2021 Per Capita Income	\$38,858

NOTE: This database is in mature status. While the data are presented in current year geography, all supply- and demand-related estimates remain vintage 2017.

2017 Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$976,685,356	\$763,250,996	\$213,434,360	12.3	310
Total Retail Trade	44-45	\$878,103,655	\$691,125,747	\$186,977,908	11.9	213
Total Food & Drink	722	\$98,581,701	\$72,125,249	\$26,456,452	15.5	97

2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$186,860,556	\$185,216,335	\$1,644,221	0.4	36
Automobile Dealers	4411	\$153,021,254	\$163,446,166	-\$10,424,912	-3.3	17
Other Motor Vehicle Dealers	4412	\$15,227,254	\$3,871,431	\$11,355,823	59.5	4
Auto Parts, Accessories & Tire Stores	4413	\$18,612,048	\$17,898,738	\$713,310	2.0	15
Furniture & Home Furnishings Stores	442	\$35,858,039	\$6,542,927	\$29,315,112	69.1	10
Furniture Stores	4421	\$21,608,494	\$1,854,566	\$19,753,928	84.2	3
Home Furnishings Stores	4422	\$14,249,544	\$4,688,361	\$9,561,183	50.5	7
Electronics & Appliance Stores	443	\$27,582,720	\$12,947,138	\$14,635,582	36.1	8
Bldg Materials, Garden Equip. & Supply Stores	444	\$63,674,932	\$43,124,478	\$20,550,454	19.2	23
Bldg Material & Supplies Dealers	4441	\$60,079,034	\$39,088,094	\$20,990,940	21.2	18
Lawn & Garden Equip & Supply Stores	4442	\$3,595,897	\$4,036,384	-\$440,487	-5.8	6
Food & Beverage Stores	445	\$150,623,049	\$161,230,227	-\$10,607,178	-3.4	33
Grocery Stores	4451	\$139,579,007	\$156,197,363	-\$16,618,356	-5.6	22
Specialty Food Stores	4452	\$5,532,369	\$4,800,484	\$731,885	7.1	5
Beer, Wine & Liquor Stores	4453	\$5,511,673	\$232,380	\$5,279,293	91.9	6
Health & Personal Care Stores	446,4461	\$52,585,003	\$48,546,054	\$4,038,949	4.0	21
Gasoline Stations	447,4471	\$92,449,806	\$54,471,797	\$37,978,009	25.8	16
Clothing & Clothing Accessories Stores	448	\$44,096,981	\$5,249,816	\$38,847,165	78.7	15
Clothing Stores	4481	\$28,631,911	\$3,464,139	\$25,167,772	78.4	10
Shoe Stores	4482	\$7,116,140	\$512,016	\$6,604,124	86.6	1
Jewelry, Luggage & Leather Goods Stores	4483	\$8,348,930	\$1,273,661	\$7,075,269	73.5	4
Sporting Goods, Hobby, Book & Music Stores	451	\$24,335,164	\$6,993,936	\$17,341,228	55.4	9
Sporting Goods/Hobby/Musical Instr Stores	4511	\$20,576,595	\$6,859,098	\$13,717,497	50.0	8
Book, Periodical & Music Stores	4512	\$3,758,568	\$134,838	\$3,623,730	93.1	1
General Merchandise Stores	452	\$148,890,852	\$154,140,326	-\$5,249,474	-1.7	8
Department Stores Excluding Leased Depts.	4521	\$108,699,090	\$66,243,627	\$42,455,463	24.3	1
Other General Merchandise Stores	4529	\$40,191,762	\$87,896,698	-\$47,704,936	-37.2	7
Miscellaneous Store Retailers	453	\$36,754,398	\$11,633,088	\$25,121,310	51.9	31
Florists	4531	\$1,275,968	\$1,018,868	\$257,100	11.2	4
Office Supplies, Stationery & Gift Stores	4532	\$8,336,243	\$1,127,653	\$7,208,590	76.2	4
Used Merchandise Stores	4533	\$4,751,942	\$1,771,452	\$2,980,490	45.7	5
Other Miscellaneous Store Retailers	4539	\$22,390,246	\$7,715,116	\$14,675,130	48.7	18
Nonstore Retailers	454	\$14,392,156	\$1,029,624	\$13,362,532	86.6	3
Electronic Shopping & Mail-Order Houses	4541	\$10,922,160	\$0	\$10,922,160	100.0	0
Vending Machine Operators	4542	\$828,920	\$64,909	\$764,011	85.5	1
Direct Selling Establishments	4543	\$2,641,075	\$964,716	\$1,676,359	46.5	2
Food Services & Drinking Places	722	\$98,581,701	\$72,125,249	\$26,456,452	15.5	97
Special Food Services	7223	\$909,152	\$432,383	\$476,769	35	1
Drinking Places - Alcoholic Beverages	7224	\$6,930,873	\$3,019,797	\$3,911,076	39	4
Restaurants/Other Eating Places	7225	\$90,741,677	\$68,673,069	\$22,068,608	13.8	93

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where consumers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement.

<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

Source: Esri and Data Axle. Esri 2021 Updated Demographics. Esri 2017 Retail MarketPlace. ©2021 Esri. ©2017 Data Axle, Inc. All rights reserved.

November 04, 2021

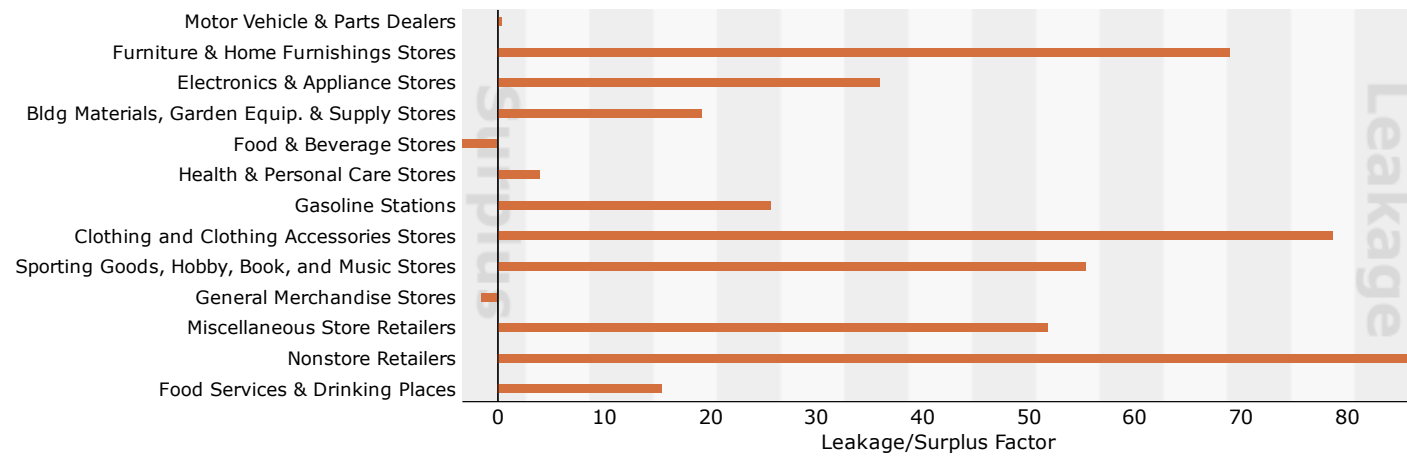


Retail MarketPlace Profile

403 S Main St, Rolesville, North Carolina, 27571
Ring: 5 mile radius

Prepared by Esri
Latitude: 35.91812
Longitude: -78.46488

2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



Source: Esri and Data Axle. Esri 2021 Updated Demographics. Esri 2017 Retail MarketPlace. ©2021 Esri. ©2017 Data Axle, Inc. All rights reserved.

November 04, 2021



Market Profile

Wake Forest Town, NC
Wake Forest Town, NC (3770540)
Geography: Place

Prepared by Esri

Wake Forest t...	
Population Summary	
2000 Total Population	15,972
2010 Total Population	30,331
2021 Total Population	46,518
2021 Group Quarters	321
2026 Total Population	52,907
2021-2026 Annual Rate	2.61%
2021 Total Daytime Population	44,422
Workers	20,261
Residents	24,161
Household Summary	
2000 Households	5,729
2000 Average Household Size	2.74
2010 Households	10,597
2010 Average Household Size	2.83
2021 Households	16,324
2021 Average Household Size	2.83
2026 Households	18,552
2026 Average Household Size	2.83
2021-2026 Annual Rate	2.59%
2010 Families	8,129
2010 Average Family Size	3.28
2021 Families	11,934
2021 Average Family Size	3.35
2026 Families	13,485
2026 Average Family Size	3.36
2021-2026 Annual Rate	2.47%
Housing Unit Summary	
2000 Housing Units	6,235
Owner Occupied Housing Units	65.1%
Renter Occupied Housing Units	26.7%
Vacant Housing Units	8.1%
2010 Housing Units	11,460
Owner Occupied Housing Units	67.4%
Renter Occupied Housing Units	25.1%
Vacant Housing Units	7.5%
2021 Housing Units	17,468
Owner Occupied Housing Units	70.3%
Renter Occupied Housing Units	23.2%
Vacant Housing Units	6.5%
2026 Housing Units	19,840
Owner Occupied Housing Units	70.9%
Renter Occupied Housing Units	22.6%
Vacant Housing Units	6.5%
Median Household Income	
2021	\$87,704
2026	\$100,236
Median Home Value	
2021	\$321,472
2026	\$348,129
Per Capita Income	
2021	\$38,671
2026	\$43,436
Median Age	
2010	34.1
2021	36.2
2026	36.6

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

November 11, 2021



Market Profile

Wake Forest Town, NC
Wake Forest Town, NC (3770540)
Geography: Place

Prepared by Esri

Wake Forest t...	
2021 Households by Income	
Household Income Base	16,324
<\$15,000	4.8%
\$15,000 - \$24,999	6.0%
\$25,000 - \$34,999	6.3%
\$35,000 - \$49,999	10.1%
\$50,000 - \$74,999	15.5%
\$75,000 - \$99,999	12.8%
\$100,000 - \$149,999	21.2%
\$150,000 - \$199,999	14.0%
\$200,000+	9.4%
Average Household Income	\$107,120
2026 Households by Income	
Household Income Base	18,551
<\$15,000	3.8%
\$15,000 - \$24,999	4.7%
\$25,000 - \$34,999	5.4%
\$35,000 - \$49,999	9.0%
\$50,000 - \$74,999	14.7%
\$75,000 - \$99,999	12.2%
\$100,000 - \$149,999	22.7%
\$150,000 - \$199,999	16.6%
\$200,000+	10.9%
Average Household Income	\$120,344
2021 Owner Occupied Housing Units by Value	
Total	12,275
<\$50,000	1.1%
\$50,000 - \$99,999	0.8%
\$100,000 - \$149,999	2.8%
\$150,000 - \$199,999	8.3%
\$200,000 - \$249,999	12.1%
\$250,000 - \$299,999	18.1%
\$300,000 - \$399,999	31.8%
\$400,000 - \$499,999	16.0%
\$500,000 - \$749,999	7.4%
\$750,000 - \$999,999	1.2%
\$1,000,000 - \$1,499,999	0.2%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.3%
Average Home Value	\$343,664
2026 Owner Occupied Housing Units by Value	
Total	14,074
<\$50,000	0.4%
\$50,000 - \$99,999	0.2%
\$100,000 - \$149,999	0.9%
\$150,000 - \$199,999	3.9%
\$200,000 - \$249,999	9.4%
\$250,000 - \$299,999	17.6%
\$300,000 - \$399,999	36.6%
\$400,000 - \$499,999	20.3%
\$500,000 - \$749,999	9.1%
\$750,000 - \$999,999	1.3%
\$1,000,000 - \$1,499,999	0.1%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.2%
Average Home Value	\$371,659

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



Market Profile

Wake Forest Town, NC
Wake Forest Town, NC (3770540)
Geography: Place

Prepared by Esri

Wake Forest t...	
2010 Population by Age	
Total	30,331
0 - 4	9.1%
5 - 9	10.3%
10 - 14	8.6%
15 - 24	10.4%
25 - 34	12.9%
35 - 44	19.0%
45 - 54	13.4%
55 - 64	8.1%
65 - 74	4.8%
75 - 84	2.4%
85 +	1.0%
18 +	67.6%
2021 Population by Age	
Total	46,519
0 - 4	7.2%
5 - 9	8.2%
10 - 14	7.8%
15 - 24	12.0%
25 - 34	12.8%
35 - 44	16.1%
45 - 54	13.2%
55 - 64	10.8%
65 - 74	7.5%
75 - 84	3.2%
85 +	1.2%
18 +	72.3%
2026 Population by Age	
Total	52,906
0 - 4	7.2%
5 - 9	7.8%
10 - 14	7.5%
15 - 24	11.5%
25 - 34	13.2%
35 - 44	16.1%
45 - 54	12.6%
55 - 64	10.4%
65 - 74	8.3%
75 - 84	4.1%
85 +	1.2%
18 +	73.2%
2010 Population by Sex	
Males	14,595
Females	15,736
2021 Population by Sex	
Males	22,357
Females	24,162
2026 Population by Sex	
Males	27,428
Females	25,478

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

DRAFT



Market Profile

Wake Forest Town, NC
Wake Forest Town, NC (3770540)
Geography: Place

Prepared by Esri

Wake Forest t...	
2010 Population by Race/Ethnicity	
Total	30,331
White Alone	77.4%
Black Alone	15.2%
American Indian Alone	0.4%
Asian Alone	3.0%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.6%
Two or More Races	2.4%
Hispanic Origin	5.6%
Diversity Index	44.3
2021 Population by Race/Ethnicity	
Total	46,518
White Alone	73.3%
Black Alone	16.6%
American Indian Alone	0.4%
Asian Alone	4.4%
Pacific Islander Alone	0.1%
Some Other Race Alone	2.4%
Two or More Races	3.0%
Hispanic Origin	7.0%
Diversity Index	50.8
2026 Population by Race/Ethnicity	
Total	52,908
White Alone	71.2%
Black Alone	17.3%
American Indian Alone	0.4%
Asian Alone	4.9%
Pacific Islander Alone	0.1%
Some Other Race Alone	2.7%
Two or More Races	3.5%
Hispanic Origin	7.9%
Diversity Index	53.9
2010 Population by Relationship and Household Type	
Total	30,331
In Households	99.0%
In Family Households	88.9%
Householder	26.8%
Spouse	22.2%
Child	36.6%
Other relative	2.2%
Nonrelative	1.0%
In Nonfamily Households	10.1%
In Group Quarters	1.0%
Institutionalized Population	0.5%
Noninstitutionalized Population	0.5%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



Market Profile

Wake Forest Town, NC
Wake Forest Town, NC (3770540)
Geography: Place

Prepared by Esri

Wake Forest t...	
2021 Population 25+ by Educational Attainment	
Total	30,124
Less than 9th Grade	1.2%
9th - 12th Grade, No Diploma	2.9%
High School Graduate	13.5%
GED/Alternative Credential	2.0%
Some College, No Degree	16.3%
Associate Degree	10.1%
Bachelor's Degree	35.3%
Graduate/Professional Degree	18.7%
2021 Population 15+ by Marital Status	
Total	35,699
Never Married	28.0%
Married	58.7%
Widowed	3.9%
Divorced	9.3%
2021 Civilian Population 16+ in Labor Force	
Civilian Population 16+	23,626
Population 16+ Employed	95.2%
Population 16+ Unemployment rate	4.8%
Population 16-24 Employed	9.2%
Population 16-24 Unemployment rate	17.7%
Population 25-54 Employed	71.7%
Population 25-54 Unemployment rate	3.3%
Population 55-64 Employed	15.9%
Population 55-64 Unemployment rate	3.3%
Population 65+ Employed	3.2%
Population 65+ Unemployment rate	2.8%
2021 Employed Population 16+ by Industry	
Total	22,486
Agriculture/Mining	0.5%
Construction	5.5%
Manufacturing	8.8%
Wholesale Trade	2.8%
Retail Trade	9.9%
Transportation/Utilities	3.0%
Information	1.8%
Finance/Insurance/Real Estate	8.3%
Services	53.9%
Public Administration	5.6%
2021 Employed Population 16+ by Occupation	
Total	22,491
White Collar	8.2%
Management/Business/Financial	2.1%
Professional	32.0%
Sales	10.9%
Administrative Support	10.1%
Services	11.5%
Blue Collar	10.2%
Farming/Forestry/Fishing	0.1%
Construction/Extraction	2.8%
Installation/Maintenance/Repair	2.1%
Production	1.8%
Transportation/Material Moving	3.6%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

DRAFT



Market Profile

Wake Forest Town, NC
Wake Forest Town, NC (3770540)
Geography: Place

Prepared by Esri

Wake Forest t...	
2010 Households by Type	
Total	10,597
Households with 1 Person	18.9%
Households with 2+ People	81.1%
Family Households	76.7%
Husband-wife Families	63.6%
With Related Children	38.9%
Other Family (No Spouse Present)	13.1%
Other Family with Male Householder	2.7%
With Related Children	1.9%
Other Family with Female Householder	10.4%
With Related Children	7.8%
Nonfamily Households	4.4%
All Households with Children	48.8%
Multigenerational Households	3.2%
Unmarried Partner Households	4.0%
Male-female	3.4%
Same-sex	0.6%
2010 Households by Size	
Total	10,597
1 Person Household	18.9%
2 Person Household	29.7%
3 Person Household	18.1%
4 Person Household	20.8%
5 Person Household	9.0%
6 Person Household	2.5%
7 + Person Household	1.0%
2010 Households by Tenure and Mortgage Status	
Total	10,597
Owner Occupied	72.9%
Owned with a Mortgage/Loan	65.2%
Owned Free and Clear	7.7%
Renter Occupied	27.1%
2021 Affordability, Mortgage and Wealth	
Housing Affordability Index	160
Percent of Income for Mortgage	15.4%
Wealth Index	113
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	11,460
Housing Units Inside Urbanized Area	99.0%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	1.0%
2010 Population By Urban/ Rural Status	
Total Population	30,331
Population Inside Urbanized Area	99.0%
Population Inside Urbanized Cluster	0.0%
Rural Population	1.0%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



Market Profile

Wake Forest Town, NC
Wake Forest Town, NC (3770540)
Geography: Place

Prepared by Esri

Wake Forest t...	
Top 3 Tapestry Segments	
1.	Workday Drive (4A)
2.	Up and Coming Families (7A)
3.	Bright Young Professionals (8C)
2021 Consumer Spending	
Apparel & Services: Total \$	\$40,178,808
Average Spent	\$2,461.33
Spending Potential Index	116
Education: Total \$	\$30,421,649
Average Spent	\$1,863.61
Spending Potential Index	108
Entertainment/Recreation: Total \$	\$60,513,468
Average Spent	\$3,707.02
Spending Potential Index	115
Food at Home: Total \$	\$99,913,451
Average Spent	\$6,120.65
Spending Potential Index	112
Food Away from Home: Total \$	\$72,064,424
Average Spent	\$4,414.63
Spending Potential Index	116
Health Care: Total \$	\$115,807,993
Average Spent	\$7,094.34
Spending Potential Index	114
HH Furnishings & Equipment: Total \$	\$43,864,980
Average Spent	\$2,687.15
Spending Potential Index	119
Personal Care Products & Services: Total \$	\$17,022,205
Average Spent	\$1,042.77
Spending Potential Index	116
Shelter: Total \$	\$372,866,894
Average Spent	\$22,841.64
Spending Potential Index	113
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$48,069,990
Average Spent	\$2,944.74
Spending Potential Index	123
Travel: Total \$	\$48,913,059
Average Spent	\$2,996.39
Spending Potential Index	119
Vehicle Maintenance & Repairs: Total \$	\$21,242,199
Average Spent	\$1,301.29
Spending Potential Index	117

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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Market Profile

Zebulon Town, NC 2
Zebulon Town, NC (3776220)
Geography: Place

Prepared by Esri

Zebulon town,...	
Population Summary	
2000 Total Population	3,875
2010 Total Population	4,467
2021 Total Population	6,605
2021 Group Quarters	85
2026 Total Population	7,220
2021-2026 Annual Rate	1.80%
2021 Total Daytime Population	7,986
Workers	4,495
Residents	3,491
Household Summary	
2000 Households	1,502
2000 Average Household Size	2.55
2010 Households	1,667
2010 Average Household Size	2.62
2021 Households	2,444
2021 Average Household Size	2.67
2026 Households	2,666
2026 Average Household Size	2.68
2021-2026 Annual Rate	1.75%
2010 Families	1,149
2010 Average Family Size	3.15
2021 Families	1,753
2021 Average Family Size	3.14
2026 Families	1,905
2026 Average Family Size	3.16
2021-2026 Annual Rate	1.68%
Housing Unit Summary	
2000 Housing Units	1,630
Owner Occupied Housing Units	64.0%
Renter Occupied Housing Units	28.2%
Vacant Housing Units	7.9%
2010 Housing Units	1,874
Owner Occupied Housing Units	50.0%
Renter Occupied Housing Units	39.0%
Vacant Housing Units	11.0%
2021 Housing Units	2,691
Owner Occupied Housing Units	63.3%
Renter Occupied Housing Units	27.5%
Vacant Housing Units	9.2%
2026 Housing Units	2,917
Owner Occupied Housing Units	65.2%
Renter Occupied Housing Units	26.2%
Vacant Housing Units	8.6%
Median Household Income	
2021	\$63,489
2026	\$75,000
Median Home Value	
2021	\$241,964
2026	\$303,615
Per Capita Income	
2021	\$31,317
2026	\$36,115
Median Age	
2010	35.3
2021	39.4
2026	40.2

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



Market Profile

Zebulon Town, NC 2
Zebulon Town, NC (3776220)
Geography: Place

Prepared by Esri

Zebulon town,...	
2021 Households by Income	
Household Income Base	2,443
<\$15,000	7.9%
\$15,000 - \$24,999	10.1%
\$25,000 - \$34,999	7.2%
\$35,000 - \$49,999	13.2%
\$50,000 - \$74,999	18.4%
\$75,000 - \$99,999	10.7%
\$100,000 - \$149,999	17.8%
\$150,000 - \$199,999	9.7%
\$200,000+	5.0%
Average Household Income	\$84,993
2026 Households by Income	
Household Income Base	2,666
<\$15,000	6.9%
\$15,000 - \$24,999	9.3%
\$25,000 - \$34,999	4.8%
\$35,000 - \$49,999	10.1%
\$50,000 - \$74,999	18.9%
\$75,000 - \$99,999	11.3%
\$100,000 - \$149,999	20.0%
\$150,000 - \$199,999	12.7%
\$200,000+	6.0%
Average Household Income	\$98,044
2021 Owner Occupied Housing Units by Value	
Total	1,705
<\$50,000	0.9%
\$50,000 - \$99,999	7.0%
\$100,000 - \$149,999	14.6%
\$150,000 - \$199,999	12.3%
\$200,000 - \$249,999	18.1%
\$250,000 - \$299,999	11.6%
\$300,000 - \$399,999	23.2%
\$400,000 - \$499,999	5.6%
\$500,000 - \$749,999	4.5%
\$750,000 - \$999,999	1.0%
\$1,000,000 - \$1,499,999	0.6%
\$1,500,000 - \$1,999,999	0.4%
\$2,000,000 +	0.2%
Average Home Value	\$280,044
2026 Owner Occupied Housing Units by Value	
Total	1,901
<\$50,000	0.5%
\$50,000 - \$99,999	2.4%
\$100,000 - \$149,999	6.4%
\$150,000 - \$199,999	7.5%
\$200,000 - \$249,999	11.8%
\$250,000 - \$299,999	15.8%
\$300,000 - \$399,999	34.2%
\$400,000 - \$499,999	8.1%
\$500,000 - \$749,999	6.7%
\$750,000 - \$999,999	1.0%
\$1,000,000 - \$1,499,999	0.6%
\$1,500,000 - \$1,999,999	0.5%
\$2,000,000 +	0.2%
Average Home Value	\$329,471

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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Market Profile

Zebulon Town, NC 2
Zebulon Town, NC (3776220)
Geography: Place

Prepared by Esri

Zebulon town,...	
2010 Population by Age	
Total	4,467
0 - 4	7.8%
5 - 9	7.5%
10 - 14	7.6%
15 - 24	12.9%
25 - 34	13.8%
35 - 44	13.0%
45 - 54	13.8%
55 - 64	10.5%
65 - 74	6.9%
75 - 84	4.2%
85 +	2.1%
18 +	71.9%
2021 Population by Age	
Total	6,609
0 - 4	5.9%
5 - 9	6.5%
10 - 14	7.0%
15 - 24	11.7%
25 - 34	13.2%
35 - 44	13.0%
45 - 54	12.4%
55 - 64	13.6%
65 - 74	10.5%
75 - 84	4.5%
85 +	1.7%
18 +	76.3%
2026 Population by Age	
Total	7,217
0 - 4	5.8%
5 - 9	6.4%
10 - 14	7.0%
15 - 24	11.3%
25 - 34	12.9%
35 - 44	12.6%
45 - 54	12.6%
55 - 64	12.7%
65 - 74	11.3%
75 - 84	5.7%
85 +	1.7%
18 +	76.5%
2010 Population by Sex	
Males	2,050
Females	2,417
2021 Population by Sex	
Males	3,188
Females	3,421
2026 Population by Sex	
Males	3,497
Females	3,720

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

November 11, 2021



Market Profile

Zebulon Town, NC 2
Zebulon Town, NC (3776220)
Geography: Place

Prepared by Esri

Zebulon town,...	
2010 Population by Race/Ethnicity	
Total	4,467
White Alone	47.6%
Black Alone	38.4%
American Indian Alone	0.5%
Asian Alone	1.0%
Pacific Islander Alone	0.0%
Some Other Race Alone	8.9%
Two or More Races	3.6%
Hispanic Origin	15.9%
Diversity Index	72.6
2021 Population by Race/Ethnicity	
Total	6,604
White Alone	55.7%
Black Alone	30.3%
American Indian Alone	0.4%
Asian Alone	1.4%
Pacific Islander Alone	0.0%
Some Other Race Alone	8.5%
Two or More Races	3.7%
Hispanic Origin	15.0%
Diversity Index	70.1
2026 Population by Race/Ethnicity	
Total	7,220
White Alone	54.1%
Black Alone	30.4%
American Indian Alone	0.4%
Asian Alone	1.6%
Pacific Islander Alone	0.0%
Some Other Race Alone	9.4%
Two or More Races	4.1%
Hispanic Origin	16.5%
Diversity Index	72.1
2010 Population by Relationship and Household Type	
Total	4,467
In Households	97.9%
In Family Households	83.9%
Householder	25.7%
Spouse	15.2%
Child	34.9%
Other relative	5.2%
Nonrelative	2.8%
In Nonfamily Households	14.1%
In Group Quarters	2.1%
Institutionalized Population	3%
Noninstitutionalized Population	0.9%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

November 11, 2021

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Market Profile

Zebulon Town, NC 2
Zebulon Town, NC (3776220)
Geography: Place

Prepared by Esri

Zebulon town,...	
2021 Population 25+ by Educational Attainment	
Total	4,547
Less than 9th Grade	6.7%
9th - 12th Grade, No Diploma	8.4%
High School Graduate	21.0%
GED/Alternative Credential	1.7%
Some College, No Degree	25.7%
Associate Degree	9.7%
Bachelor's Degree	16.9%
Graduate/Professional Degree	9.8%
2021 Population 15+ by Marital Status	
Total	5,317
Never Married	28.3%
Married	54.7%
Widowed	6.3%
Divorced	10.7%
2021 Civilian Population 16+ in Labor Force	
Civilian Population 16+	3,315
Population 16+ Employed	94.2%
Population 16+ Unemployment rate	5.8%
Population 16-24 Employed	10.1%
Population 16-24 Unemployment rate	7.3%
Population 25-54 Employed	64.1%
Population 25-54 Unemployment rate	4.8%
Population 55-64 Employed	19.8%
Population 55-64 Unemployment rate	1.3%
Population 65+ Employed	6.0%
Population 65+ Unemployment rate	24.1%
2021 Employed Population 16+ by Industry	
Total	3,122
Agriculture/Mining	0.4%
Construction	13.8%
Manufacturing	10.1%
Wholesale Trade	2.0%
Retail Trade	12.4%
Transportation/Utilities	4.6%
Information	0.0%
Finance/Insurance/Real Estate	4.6%
Services	46.8%
Public Administration	5.2%
2021 Employed Population 16+ by Occupation	
Total	3,122
White Collar	60.2%
Management/Business/Financial	17.0%
Professional	24.9%
Sales	8.2%
Administrative Support	10.1%
Services	19.1%
Blue Collar	20.8%
Farming/Forestry/Fishing	0.1%
Construction/Extraction	7.5%
Installation/Maintenance/Repair	3.1%
Production	4.6%
Transportation/Material Moving	5.5%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



Market Profile

Zebulon Town, NC 2
Zebulon Town, NC (3776220)
Geography: Place

Prepared by Esri

Zebulon town,...	
2010 Households by Type	
Total	1,667
Households with 1 Person	26.0%
Households with 2+ People	74.0%
Family Households	68.9%
Husband-wife Families	40.7%
With Related Children	19.3%
Other Family (No Spouse Present)	28.3%
Other Family with Male Householder	5.5%
With Related Children	3.1%
Other Family with Female Householder	22.7%
With Related Children	15.8%
Nonfamily Households	5.0%
All Households with Children	38.5%
Multigenerational Households	5.3%
Unmarried Partner Households	6.7%
Male-female	6.3%
Same-sex	0.4%
2010 Households by Size	
Total	1,667
1 Person Household	26.0%
2 Person Household	30.4%
3 Person Household	19.3%
4 Person Household	11.9%
5 Person Household	7.6%
6 Person Household	2.9%
7 + Person Household	1.9%
2010 Households by Tenure and Mortgage Status	
Total	1,667
Owner Occupied	56.2%
Owned with a Mortgage/Loan	42.7%
Owned Free and Clear	13.6%
Renter Occupied	43.8%
2021 Affordability, Mortgage and Wealth	
Housing Affordability Index	158
Percent of Income for Mortgage	16.0%
Wealth Index	87
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	1,874
Housing Units Inside Urbanized Area	0.0%
Housing Units Inside Urbanized Cluster	4.5%
Rural Housing Units	5%
2010 Population By Urban/ Rural Status	
Total Population	4,467
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	94.3%
Rural Population	5.7%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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Market Profile

Zebulon Town, NC 2
Zebulon Town, NC (3776220)
Geography: Place

Prepared by Esri

Zebulon town,...	
Top 3 Tapestry Segments	
1.	Southern Satellites (10A)
2.	Middleburg (4C)
3.	Urban Edge Families (7C)
2021 Consumer Spending	
Apparel & Services: Total \$	\$4,770,463
Average Spent	\$1,951.91
Spending Potential Index	92
Education: Total \$	\$3,354,348
Average Spent	\$1,372.48
Spending Potential Index	80
Entertainment/Recreation: Total \$	\$7,394,721
Average Spent	\$3,025.66
Spending Potential Index	94
Food at Home: Total \$	\$12,545,598
Average Spent	\$5,133.22
Spending Potential Index	94
Food Away from Home: Total \$	\$8,694,032
Average Spent	\$3,557.30
Spending Potential Index	94
Health Care: Total \$	\$14,951,565
Average Spent	\$6,117.66
Spending Potential Index	98
HH Furnishings & Equipment: Total \$	\$5,251,877
Average Spent	\$2,148.89
Spending Potential Index	95
Personal Care Products & Services: Total \$	\$2,030,379
Average Spent	\$830.76
Spending Potential Index	93
Shelter: Total \$	\$42,922,414
Average Spent	\$17,562.36
Spending Potential Index	87
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$5,695,690
Average Spent	\$2,330.48
Spending Potential Index	97
Travel: Total \$	\$5,596,370
Average Spent	\$2,289.84
Spending Potential Index	91
Vehicle Maintenance & Repairs: Total \$	\$2,633,926
Average Spent	\$1,077.71
Spending Potential Index	97

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.
Source: Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



Medical Expenditures

403 S Main St, Rolesville, North Carolina, 27571
Ring: 1 mile radius

Prepared by Esri
Latitude: 35.91812
Longitude: -78.46488

Demographic Summary		2021	2026
Population		4,258	4,848
Households		1,496	1,696
Families		1,206	1,364
Median Household Income		\$93,539	\$102,701
Males per 100 Females		99.3	99.8
Population by Age			
Population <5 Years		6.8%	6.5%
Population 65+ Years		11.9%	14.3%
Median Age		37.8	38.3
	Spending Potential Index	Average Amount Spent	Total
Health Care	115	\$7,193.56	\$10,761,567
Medical Care	116	\$2,439.11	\$3,648,905
Physician Services	125	\$317.86	\$475,523
Dental Services	116	\$464.88	\$695,461
Eyecare Services	122	\$83.72	\$125,246
Lab Tests, X-rays	124	\$85.49	\$127,890
Hospital Room and Hospital Services	124	\$247.73	\$370,608
Convalescent or Nursing Home Care	93	\$31.29	\$46,811
Other Medical Services (1)	124	\$190.83	\$285,478
Nonprescription Drugs	109	\$169.10	\$252,974
Prescription Drugs	109	\$365.09	\$546,169
Nonprescription Vitamins	116	\$113.82	\$170,269
Medicare Prescription Drug Premium	97	\$115.88	\$173,362
Eyeglasses and Contact Lenses	117	\$113.67	\$170,049
Hearing Aids	119	\$48.84	\$73,061
Medical Equipment for General Use	115	\$7.12	\$10,658
Other Medical Supplies/Equipment (2)	112	\$83.79	\$125,347
Health Insurance	115	\$4,754.45	\$7,112,662
Blue Cross/Blue Shield	124	\$1,343.15	\$2,009,350
Fee for Service Health Plan	130	\$1,092.34	\$1,634,143
HMO	114	\$839.15	\$1,255,373
Medicare Payments	94	\$777.76	\$1,163,535
Long Term Care Insurance	114	\$56.77	\$84,924
Dental Care Insurance	128	\$196.97	\$294,663
Vision Care Insurance	128	\$44.77	\$66,969
Prescription Drug Insurance	103	\$7.92	\$11,849
Other Single Service Insurance (3)	100	\$18.95	\$28,349
Medicaid Premiums	72	\$7.25	\$10,840
Tricare/Military Premiums	123	\$9.47	\$14,163
Children's Health Ins Program Premiums	84	\$2.17	\$3,251

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.
(1) Other Medical Services includes Services by Medical Professionals other than Physicians, Outpatient Hospital Care, Blood Donation, Ambulance, Dialysis, Emergency Room, Oxygen or Rescue Services.
(2) Other Medical Supplies/Equipment includes Topicals, Dressings, Supportive and Convalescent Medical Equipment, Rental Medical Equipment for General Use, and Rental of Supportive and Convalescent Medical Equipment.
(3) Other Single Service Insurance Other Single Service Insurance includes health insurance coverage that provides for only one type of service, other than dental care, vision care, prescriptions, and long-term care
Source: Esri forecasts for 2021 and 2026; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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Medical Expenditures

403 S Main St, Rolesville, North Carolina, 27571
Ring: 3 mile radius

Prepared by Esri
Latitude: 35.91812
Longitude: -78.46488

Demographic Summary			
Population		2021	2026
Households		25,373	28,561
Families		8,417	9,457
Median Household Income		6,819	7,640
Males per 100 Females		\$105,576	\$113,030
		97.0	97.4
Population by Age			
Population <5 Years		7.0%	6.9%
Population 65+ Years		11.2%	13.2%
Median Age		37.4	38.0
	Spending Potential Index	Average Amount Spent	Total
Health Care	129	\$8,067.92	\$67,907,683
Medical Care	130	\$2,746.36	\$23,116,107
Physician Services	141	\$357.89	\$3,012,383
Dental Services	131	\$528.02	\$4,444,310
Eyecare Services	136	\$93.80	\$789,498
Lab Tests, X-rays	140	\$96.18	\$809,544
Hospital Room and Hospital Services	144	\$287.45	\$2,419,427
Convalescent or Nursing Home Care	103	\$34.71	\$292,138
Other Medical Services (1)	140	\$214.83	\$1,808,235
Nonprescription Drugs	122	\$189.11	\$1,591,741
Prescription Drugs	122	\$406.97	\$3,425,434
Nonprescription Vitamins	130	\$127.80	\$1,075,701
Medicare Prescription Drug Premium	107	\$127.34	\$1,071,800
Eyeglasses and Contact Lenses	131	\$126.79	\$1,067,185
Hearing Aids	132	\$54.07	\$455,100
Medical Equipment for General Use	133	\$8.24	\$69,351
Other Medical Supplies/Equipment (2)	125	\$93.18	\$784,258
Health Insurance	129	\$5,321.56	\$44,791,577
Blue Cross/Blue Shield	139	\$1,501.93	\$12,641,720
Fee for Service Health Plan	147	\$1,235.91	\$10,402,618
HMO	129	\$948.72	\$7,985,368
Medicare Payments	103	\$856.17	\$7,206,380
Long Term Care Insurance	123	\$61.17	\$514,838
Dental Care Insurance	144	\$221.27	\$1,862,429
Vision Care Insurance	145	\$50.75	\$427,143
Prescription Drug Insurance	116	\$8.86	\$74,577
Other Single Service Insurance (3)	111	\$20.96	\$176,423
Medicaid Premiums	79	\$7.96	\$66,962
Tricare/Military Premiums	138	\$10.59	\$89,120
Children's Health Ins Program Premiums	94	\$2.43	\$20,414

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

(1) Other Medical Services includes Services by Medical Professionals other than Physicians, Outpatient Hospital Care, Blood Donation, and Ambulance, Dialysis, Emergency Room, Oxygen or Rescue Services.

(2) Other Medical Supplies/Equipment includes Topicals, Dressings, Supportive and Convalescent Medical Equipment, Rental of Medical Equipment for General Use, and Rental of Supportive and Convalescent Medical Equipment.

(3) Other Single Service Insurance Other Single Service Insurance includes health insurance coverage that provides for only one type of service, other than dental care, vision care, prescriptions, and long-term care

Source: Esri forecasts for 2021 and 2026; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Medical Expenditures

403 S Main St, Rolesville, North Carolina, 27571
Ring: 5 mile radius

Prepared by Esri
Latitude: 35.91812
Longitude: -78.46488

Demographic Summary			
Population		2021	2026
Households		74,751	84,400
Families		26,304	29,674
Median Household Income		19,942	22,401
Males per 100 Females		\$92,723	\$103,125
		93.7	93.9
Population by Age			
Population <5 Years		7.3%	7.3%
Population 65+ Years		11.3%	13.0%
Median Age		36.8	37.1
	Spending Potential Index	Average Amount Spent	Total
Health Care	117	\$7,287.44	\$191,688,841
Medical Care	119	\$2,501.32	\$65,794,607
Physician Services	128	\$323.18	\$8,500,908
Dental Services	120	\$484.61	\$12,747,183
Eyecare Services	122	\$84.25	\$2,215,998
Lab Tests, X-rays	127	\$87.05	\$2,289,697
Hospital Room and Hospital Services	137	\$273.96	\$7,206,305
Convalescent or Nursing Home Care	93	\$31.17	\$819,870
Other Medical Services (1)	125	\$191.75	\$5,043,689
Nonprescription Drugs	111	\$172.43	\$4,535,688
Prescription Drugs	111	\$371.17	\$9,763,135
Nonprescription Vitamins	117	\$114.87	\$3,021,613
Medicare Prescription Drug Premium	97	\$115.62	\$3,041,173
Eyeglasses and Contact Lenses	116	\$112.38	\$2,956,174
Hearing Aids	117	\$47.71	\$1,254,983
Medical Equipment for General Use	128	\$7.94	\$208,859
Other Medical Supplies/Equipment (2)	111	\$83.23	\$2,189,333
Health Insurance	116	\$4,786.13	\$125,894,234
Blue Cross/Blue Shield	123	\$1,331.92	\$35,034,892
Fee for Service Health Plan	133	\$1,114.42	\$29,313,636
HMO	117	\$854.78	\$22,484,210
Medicare Payments	94	\$782.78	\$20,590,242
Long Term Care Insurance	104	\$51.80	\$1,362,612
Dental Care Insurance	129	\$197.77	\$5,202,096
Vision Care Insurance	133	\$46.46	\$1,222,074
Prescription Drug Insurance	104	\$7.98	\$209,779
Other Single Service Insurance (3)	99	\$18.73	\$492,628
Medicaid Premiums	74	\$7.42	\$195,268
Tricare/Military Premiums	133	\$10.17	\$267,386
Children's Health Ins Program Premiums	93	\$2.42	\$63,562

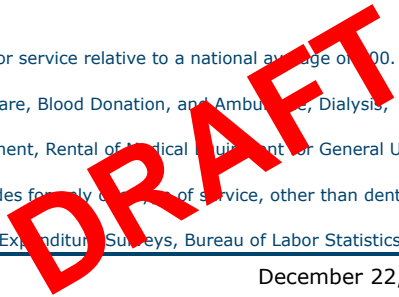
Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

(1) Other Medical Services includes Services by Medical Professionals other than Physicians, Outpatient Hospital Care, Blood Donation, and Ambulance, Dialysis, Emergency Room, Oxygen or Rescue Services.

(2) Other Medical Supplies/Equipment includes Topicals, Dressings, Supportive and Convalescent Medical Equipment, Rental of Medical Equipment for General Use, and Rental of Supportive and Convalescent Medical Equipment.

(3) Other Single Service Insurance Other Single Service Insurance includes health insurance coverage that provides for only one type of service, other than dental care, vision care, prescriptions, and long-term care

Source: Esri forecasts for 2021 and 2026; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Appendix D Wetland And Stream Determination Screening

ROLESVILLE FEASIBILITY STUDY: WETLAND AND STREAM DETERMINATION SCREENING



ROLESVILLE SMALL AREA PLAN
ROLESVILLE BYPASS ROAD
ROLESVILLE, WAKE COUNTY, NORTH CAROLINA

ECS PROJECT NO. 49:15690

FOR O'BRIEN ATKINS ASSOCIATES

DECEMBER 14, 2021



ECS Southeast, LLP

"Setting the Standard for Service"

Geotechnical • Construction Materials • Environmental • Facilities

December 14, 2021

Mr. Jay Smith
O'Brien Atkins Associates
PO Box 12037
Research Triangle Park, NC 27709

ECS Project No. 49:15690

Reference: Wetland and Stream Determination Screening Report, Rolesville Small Area Plan, Rolesville Bypass Road, Rolesville, Wake County North Carolina

Dear Mr. Smith:

ECS Southeast, LLP (ECS) is pleased submit this report of the Waters of the US services for the above-referenced site. ECS services were provided in general accordance with ECS Proposal No. 49:25747 authorized on November 11, 2021. **Based on our desktop screening, potentially jurisdictional Waters of the US (WOUS) are present within the Rolesville Small Area Plan Area.**

If there are questions regarding this report, or a need for further information, please contact the undersigned.

ECS Southeast, LLP

Michelle Measday

Michelle Measday, CFM, PWS
Environmental Senior Project Manager
MMeasday@ecslimited.com
919-861-9910

W. Brandon Fulton

Brandon Fulton, LSS, PSC, PWS
Environmental Principal
BFulton@ecslimited.com
704-525-5152

DRAFT

1.0 INTRODUCTION

This report presents the findings of a desktop study of wetlands and streams within the Rolesville Small Area Plan Project Study Area conducted by ECS Southeast, LLP (ECS) for O'Brien Atkins Associates at the Rolesville Small Area Plan located in the vicinity of the Rolesville Bypass Road, Rolesville, Wake County, North Carolina (35.901665, -78.486887), and is identified by the Wake County GIS website as Parcel Nos. 1758067247, 1748928776, 1748922028, 1758114564, 1758027535, 1758037335, 1758126725, 1758238570, 1758430100, 1758527755, 1758712719, 1758726794, 1758928330, 1768216907, 1768236815, and 1768328863. The project study area includes sixteen separate sites that collectively make up approximately 1,000 acres-acres, as shown on the Site Location Map (Appendix I, Figure 1). The sixteen sites consist predominantly of undeveloped wooded land and cleared area. The purpose of this study was to preliminarily identify potential jurisdictional Waters of the U.S. (WOUS) within the sixteen sites of the project study area (PSA).

Wetlands are defined by the United States Army Corps of Engineers (USACE) and the United States Environmental Protection Agency (EPA) as "those areas that are inundated or saturated by surface or groundwater at a frequency and duration sufficient to support, and under normal circumstances, do support a prevalence of vegetation typically adapted for life in saturated soil conditions." In order for an area to be classified as wetland, hydrophytic vegetation, hydric soils, and wetland hydrology indicators must be present described in the 1987 "Corps of Engineers Wetlands Delineation Manual" and the Appropriate Regional Supplement.

2.0 METHODOLOGY

ECS completed the following tasks to identify and delineate potentially jurisdictional WOUS boundaries onsite:

2.1 Literature Review

ECS wetland scientists reviewed the US Geological Survey (USGS) Topographic Map, US Department of Agriculture Natural Resource Conservation Service (USDA-NRCS) Soil Survey of Wake County, the USDA NRCS 2015 National Hydric Soils List for Wake County, the Federal Emergency Management Agency (FEMA) Floodplain Mapping Service, US Fish & Wildlife Service (USFWS) National Wetlands Inventory (NWI) Wetlands Mapper, NOAA lidar imagery, and available aerial photographs to identify potentially jurisdictional Waters of the US (i.e., streams, wetlands, natural ponds, lakes), and available watershed information.

3.0 FINDINGS

3.1 Literature Review Summary

The following is a summary of the available desktop information that was reviewed as part of this desktop review:

- According to the USGS Topographic Map, Rolesville, North Carolina Quadrangle dated 2019 (Figure 2), the PSA overall ranges from and approximate elevation of 350 feet at the tops of knolls through the PSA to approximately 250 feet along stream corridors through the



PSA. According to the USGS Topographic Map, streams are depicted on PSA Sites 1, 4, 5, 7, 8, 9, 10, 13, 14, and 15.

- The FEMA Flood Insurance Rate Maps (FIRMs), Panels 3720175800J, 3720176800J and 3720176600J, dated May 2, 2006 (Figure 3) indicates the PSA Sites 2 through 16 are located in unshaded Zone X. These areas are determined to be outside the 0.2% Annual Chance Floodplain. Site 1 contains areas subject to the 100 year flood associated with Toms Creek located in the northern portions of the site.
- The US Fish and Wildlife NWI map (Figure 5) does identify wetlands on the PSA within Sites 1, 4, 5, 7, 8, 9, 10, 13, 14 and 15. The NWI classifications include of PFO1A (Palustrine Broad-Leaved Deciduous Temporarily Flooded), PSS1Fb (Palustrine Scrub-Shrub Broad-Leaved Deciduous Semi-permanently Flooded beaver), PUBHh (Palustrine Unconsolidated Bottom Permanently Flooded Diked/Impounded), R4SBC (Riverine Intermittent Streambed Seasonally Flooded) and R5SUBH (Riverine Unknown Perennial Unconsolidated Bottom Permanently Flooded).
- The site is located within the Neuse watershed and is identified as Hydrologic Unit Code (HUC) 03020201.

4.0 REGULATORY DISCUSSION

The WOUS are regulated by Sections 401 and 404 of the Clean Water Act. State and Federal law dictates that any disturbance to WOUS must be permitted through the appropriate agencies.

5.0 WATERSHED CLASSIFICATION/BUFFER REQUIREMENTS

5.1 State Riparian Buffer Requirements

According to the NC DWR, the site occurs in the Neuse River Basin, which is designated as Class C, NSW (nutrient sensitive waters). In addition streams that are mapped on the USGS Topographic Map or the 1970 Wake County Soil Survey Map are subject to State mandated riparian buffers.

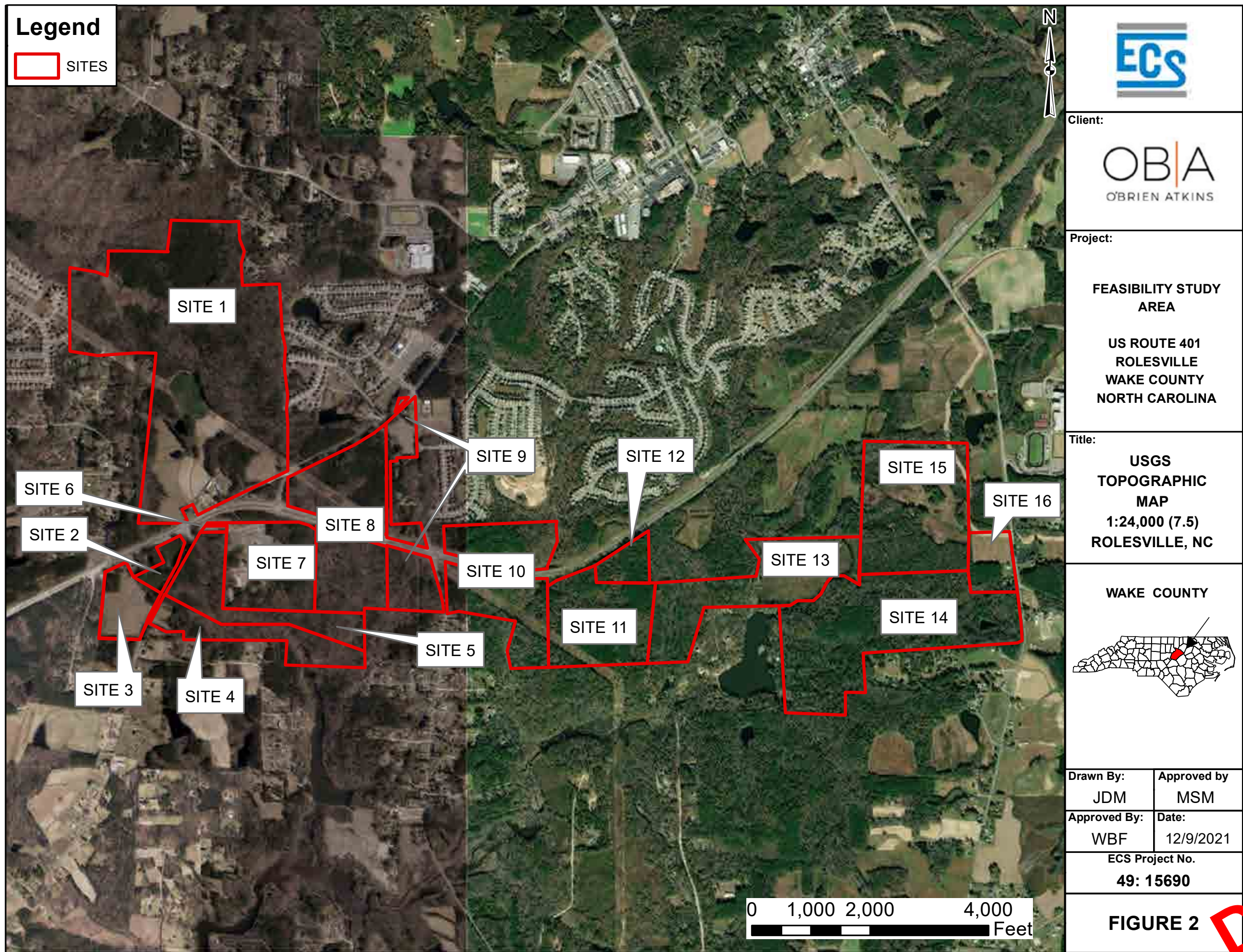
5.2 Local Buffer Requirements

According to the Rolesville Unified Development Ordinance, a 100 foot wide riparian buffer shall be mandated on each side of a stream shown as a blue line on the most recent edition of the USGS 1:24,000 (7.5) minute scale topographic map.

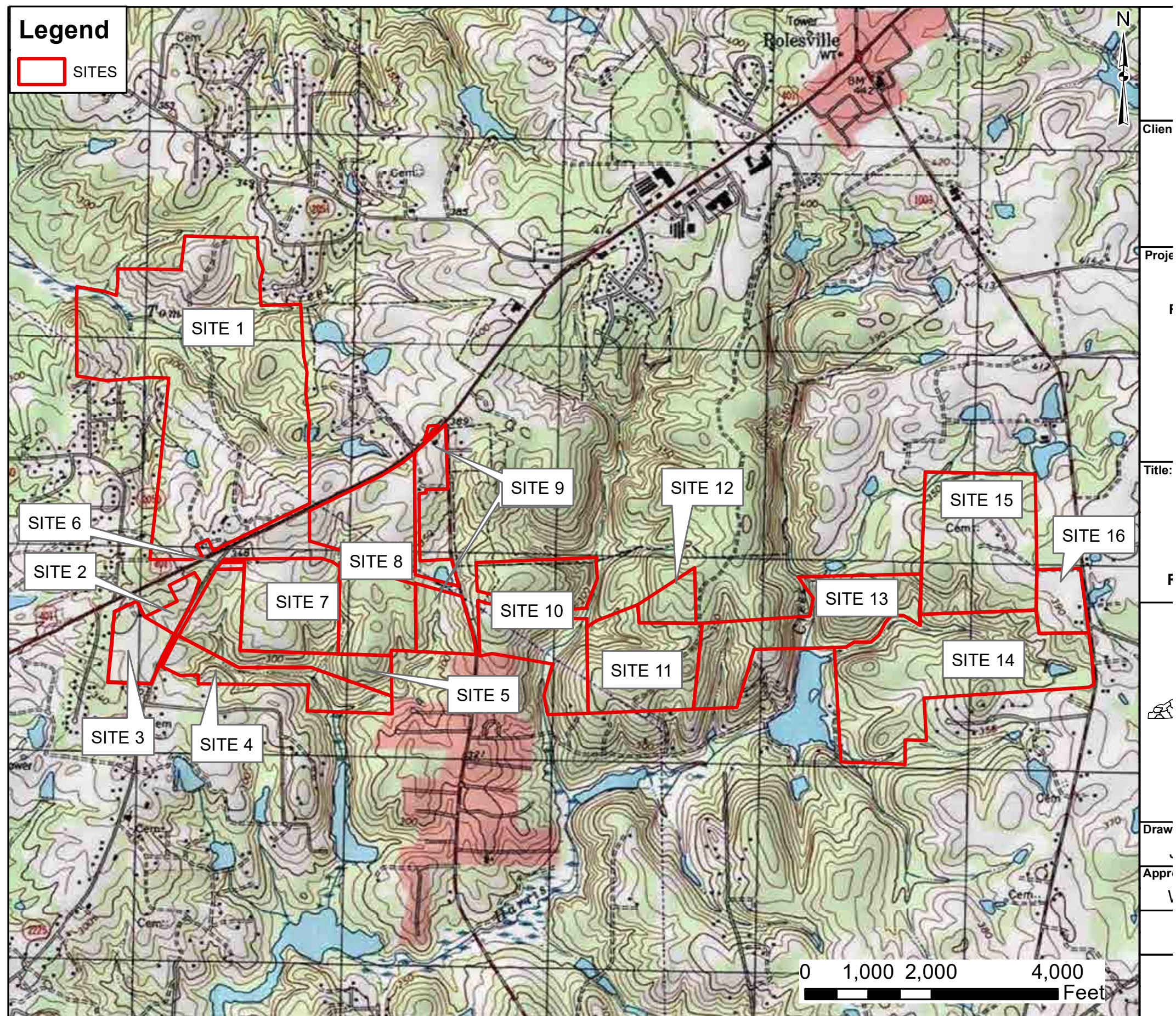
6.0 CONCLUSIONS

According to the ECS screening of the 16 sites with the PSA, Sites 1, 4, 5, 7, 8, 9, 10, 13, 14 and 15 potentially contain jurisdictional wetland areas and/or jurisdictional streams. These conclusions are based upon a screening of available online resources listed within this document and cannot be used for site design purposes. A site reconnaissance and/or detailed delineation of Waters of the US is recommended to define boundaries of jurisdictional Waters for the sites within the PSA.





DRAFT



DRAFT

Legend

SITE 2

POTENTIAL WETLAND



Client:	
Project:	
SITE 2	
US ROUTE 401 ROLESVILLE WAKE COUNTY NORTH CAROLINA	
Title:	
POTENTIAL REGULATED FEATURES MAP	
NOTES:	
1. NO FIELD DELINEATION WAS PERFORMED ONSITE.	
2. FEATURES DEPICTED ON THIS MAP HAVE NOT BEEN VERIFIED BY THE USACE AND NCDWR AND ARE SUBJECT TO CHANGE.	
3. THIS MAP SHOULD BE USED FOR PRELIMINARY PLANNING PURPOSES.	
Drawn By:	Approved by:
JDM	MSM
Approved By:	Date:
WBF	12/9/2021
ECS Project No.	
49: 15690	
SITE 2	

DRAFT

Legend


SITE 1

POTENTIAL STREAM


POTENTIAL WETLAND

POND





Client:



Project:

SITE 1

US ROUTE 401

ROLESVILLE

WAKE COUNTY

NORTH CAROLINA

Title:

POTENTIAL

REGULATED

FEATURES MAP

NOTES:

1. NO FIELD DELINEATION WAS PERFORMED ONSITE.
2. FEATURES DEPICTED ON THIS MAP HAVE NOT BEEN VERIFIED BY THE USACE AND NCDWR.
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Drawn By: JDM	Approved by MSM
Approved By: WBF	Date: 12/9/2021
ECS Project No. 49: 15690	
SITE 1	

DRAFT



Legend

SITE 3

	
Client:	
	
Project:	
SITE 3 US ROUTE 401 ROLESVILLE WAKE COUNTY NORTH CAROLINA	
Title:	
POTENTIAL REGULATED FEATURES MAP	
NOTES:	
1. NO POTENTIAL WATERS OF THE US IDENTIFIED ONSITE.	
Drawn By:	Approved by:
JDM	MSM
Approved By:	Date:
WBF	12/9/2021
ECS Project No.	
49: 15690	
SITE 3	

DRAFT

Legend

SITE 4

POTENTIAL STREAM

POTENTIAL WETLAND





Client:



Project:

SITE 4

US ROUTE 401

ROLESVILLE

WAKE COUNTY

NORTH CAROLINA

Title:

**POTENTIAL
REGULATED
FEATURES MAP**

NOTES:

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Drawn By: JDM	Approved by MSM
Approved By: WBF	Date: 12/9/2021

ECS Project No.

49: 15690

SITE 4

DRAFT


Legend

SITE_5


POTENTIAL STREAM

POTENTIAL WETLAND





Client:



Project:

SITE 5

US ROUTE 401

ROLESVILLE

WAKE COUNTY

NORTH CAROLINA

Title:

**POTENTIAL
REGULATED
FEATURES MAP**

NOTES:

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Drawn By: JDM	Approved by MSM
Approved By: WBF	Date: 12/9/2021
ECS Project No. 49: 15690	
SITE 5	

DRAFT

Legend

SITE 6

POTENTIAL STREAM

POTENTIAL WETLAND



Client:

Project:

SITE 6

US ROUTE 401

ROLESVILLE

WAKE COUNTY

NORTH CAROLINA

Title:

POTENTIAL
REGULATED
FEATURES MAP

NOTES:

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Drawn By:	Approved by:
JDM	MSM
Approved By:	Date:
WBF	12/9/2021

ECS Project No.

49: 15690

SITE 6

DRAFT


Legend

SITE 7


POTENTIAL STREAM

POTENTIAL WETLAND





Client:



Project:

SITE 7

US ROUTE 401

ROLESVILLE

WAKE COUNTY

NORTH CAROLINA

Title:

**POTENTIAL
REGULATED
FEATURES MAP**

NOTES:

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Drawn By: JDM	Approved by: MSM
Approved By: WBF	Date: 12/9/2021

ECS Project No.

49: 15690

SITE 7

DRAFT


Legend

SITE 8


POTENTIAL STREAM

POTENTIAL WETLAND





Client:



Project:

SITE 8

US ROUTE 401

ROLESVILLE

WAKE COUNTY

NORTH CAROLINA

Title:

**POTENTIAL
REGULATED
FEATURES MAP**

NOTES:

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Drawn By: JDM	Approved by: MSM
Approved By: WBF	Date: 12/9/2021

ECS Project No.

49: 15690

SITE 8

DRAFT


Legend

SITE 9


POTENTIAL STREAM

POTENTIAL POND





Client:



Project:

SITE 9

US ROUTE 401

ROLESVILLE

WAKE COUNTY

NORTH CAROLINA

Title:

**POTENTIAL
REGULATED
FEATURES MAP**

NOTES:

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2. FEATURES DEPICTED ON THIS MAP HAVE NOT BEEN VERIFIED BY THE USACE AND NCDWR AND ARE SUBJECT TO CHANGE.

3. THIS MAP SHOULD BE USED FOR PRELIMINARY PLANNING PURPOSES.

Drawn By: JDM	Approved by: MSM
Approved By: WBF	Date: 12/9/2021
ECS Project No. 49: 15690	
SITE 9	

DRAFT

Legend

SITE 10

POTENTIAL STREAM

POTENTIAL WETLAND

POTENTIAL POND



Client:

Project:

SITE 10

US ROUTE 401
ROLESVILLE
WAKE COUNTY
NORTH CAROLINA

Title:

POTENTIAL
REGULATED
FEATURES MAP

NOTES:

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Drawn By: JDM	Approved by: MSM
Approved By: WBF	Date: 12/9/2021
ECS Project No. 49: 15690	
SITE 10	

DRAFT


Legend

SITE 11


POTENTIAL STREAM

POTENTIAL WETLAND





Client:



Project:

SITE 11

US ROUTE 401
ROLESVILLE
WAKE COUNTY
NORTH CAROLINA

Title:

**POTENTIAL
REGULATED
FEATURES MAP**

NOTES:

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Drawn By:	Approved by:
AMC	MSM
Approved By:	Date:
WBF	2/23/2021
ECS Project No.	
49: 15690	

SITE 11

DRAFT



Legend

 SITE 12



Client:



Project:

SITE 12
US ROUTE 401
ROLESVILLE
WAKE COUNTY
NORTH CAROLINA

Title:

**POTENTIAL
REGULATED
FEATURES MAP**

NOTES:
1. POTENTIALLY NO WATERS OF
THE US ONSITE.

Drawn By:	Approved by:
AMC	MSM

Approved By:	Date:
WBF	12/13/2021


ECS Project No.
49: 15690


SITE 12


0 250 500 1,000
Feet

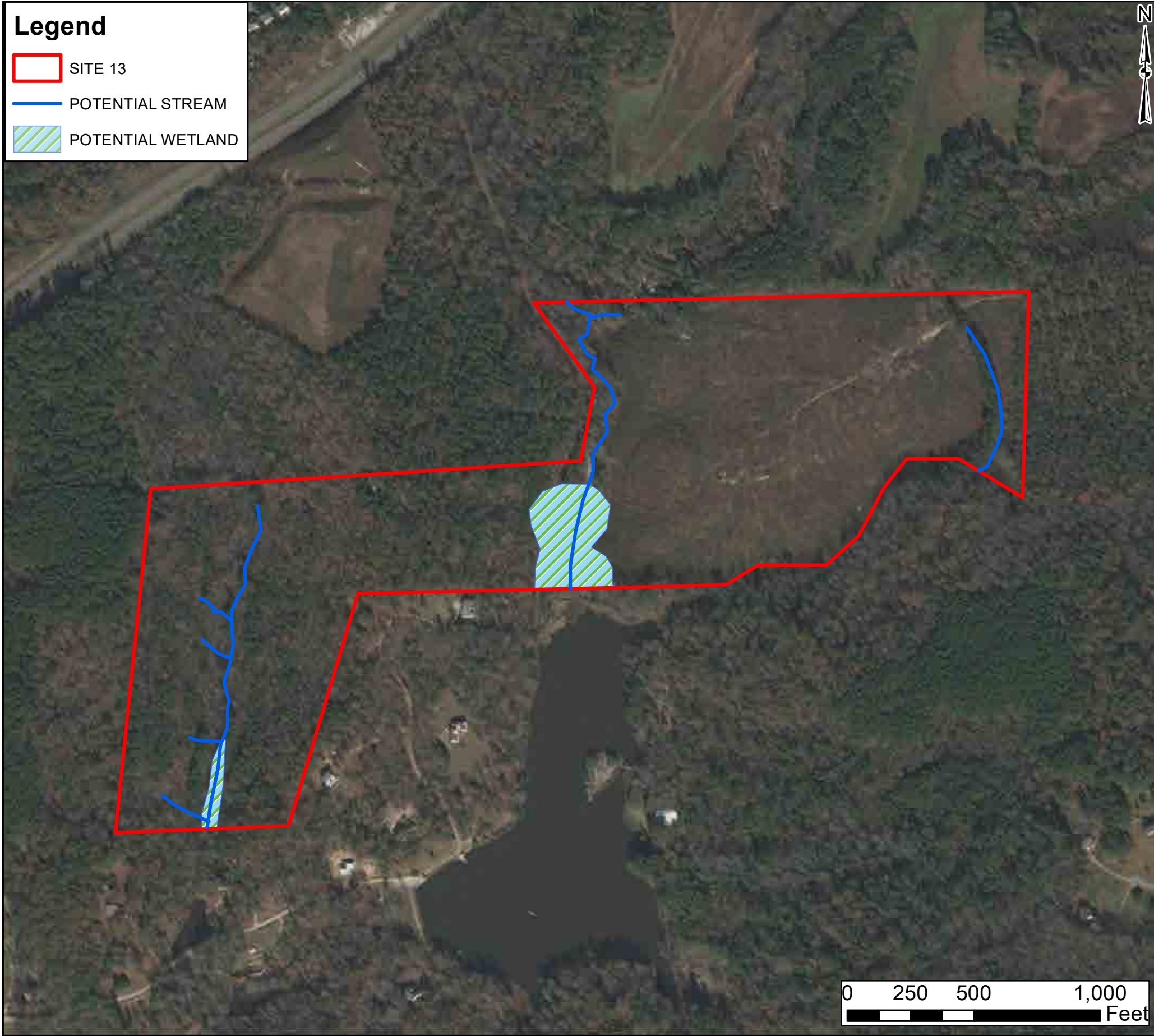
DRAFT

Legend

 SITE 13

 POTENTIAL STREAM

 POTENTIAL WETLAND





Client:



O'BRIEN ATKINS

Project:

SITE 13

US ROUTE 401

ROLESVILLE

WAKE COUNTY

NORTH CAROLINA

Title:

**POTENTIAL
REGULATED
FEATURES MAP**

NOTES:

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3. THIS MAP SHOULD BE USED FOR PRELIMINARY PLANNING PURPOSES.

Drawn By:	Approved By:
AMC	MSM
Approved By:	Date:
WBF	12/13/2021

ECS Project No.

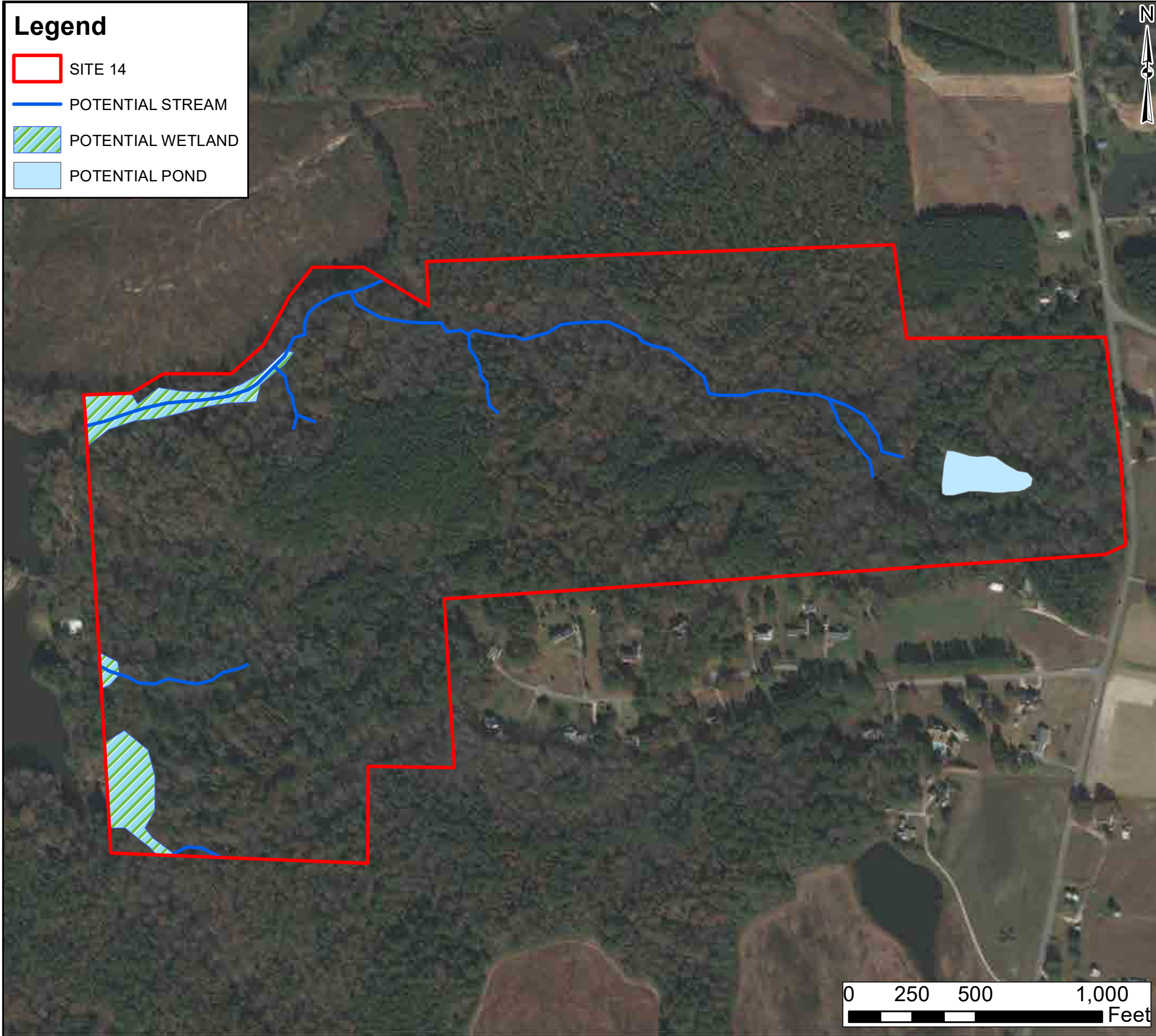
49: 15690

SITE 13

DRAFT

Legend

- SITE 14
- POTENTIAL STREAM
- POTENTIAL WETLAND
- POTENTIAL POND



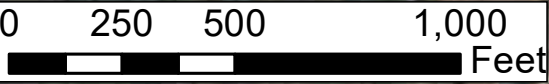
Client: <div style="text-align: center;"> O'BRIEN ATKINS </div>	
Project: <div style="text-align: center;"> SITE 14 US ROUTE 401 ROLESVILLE WAKE COUNTY NORTH CAROLINA </div>	
Title: <div style="text-align: center;"> POTENTIAL REGULATED FEATURES MAP </div>	
NOTES: 1. NO FIELD DELINEATION WAS PERFORMED ONSITE. 2. FEATURES DEPICTED ON THIS MAP HAVE NOT BEEN VERIFIED BY THE USACE AND NCDWR AND ARE SUBJECT TO CHANGE. 3. THIS MAP SHOULD BE USED FOR PRELIMINARY PLANNING PURPOSES.	
Drawn By: AMC	Approved by: MSM
Approved By: WBF	Date: 11/13/2021
ECS Project # <div style="text-align: center;">49: 15690</div>	
SITE 14	


DRAFT

Legend


SITE 15

POTENTIAL STREAM





Client:



Project:

SITE 15

US ROUTE 401

ROLESVILLE

WAKE COUNTY

NORTH CAROLINA

Title:

**POTENTIAL
REGULATED
FEATURES MAP**

NOTES:

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Drawn By:	Approved by
AMC	MSM
Approved By:	Date
WBF	12/13/2021

ECS Project No.

49: 15690

SITE 15

DRAFT

Legend

SITE 16



Client:	
 O'BRIEN ATKINS	
Project:	
SITE 16	
US ROUTE 401 ROLESVILLE WAKE COUNTY NORTH CAROLINA	
Title:	
POTENTIAL REGULATED FEATURES MAP	
NOTES:	
1. NO POTENTIAL WATERS OF THE US IDENTIFIED ONSITE.	
Drawn By:	Approved by
AMC	MSM
Approved By:	Date:
WBF	12/13/2021
ECS Project No.	
49: 15690	
SITE 16	

DRAFT

Planning

FEBRUARY 2022 DEVELOPMENT REPORT

HIGHLIGHTS



The walls are up! Triangle Family Dentistry will be located on the corner of Redford Place and Main Street.

For more information or assistance,
Please contact:
Shelly Raby, Development Specialist
Phone: 919-554-6517
shelly.raby@rolesville.nc.gov

The Town of Rolesville is committed to providing accessible facilities, programs and services for all people in compliance with the Americans with Disabilities Act. Should you need assistance or a particular accommodation please contact the ADA Coordinator.

Developments

CURRENT RESIDENTIAL PERMITS ISSUED Summary of Activity

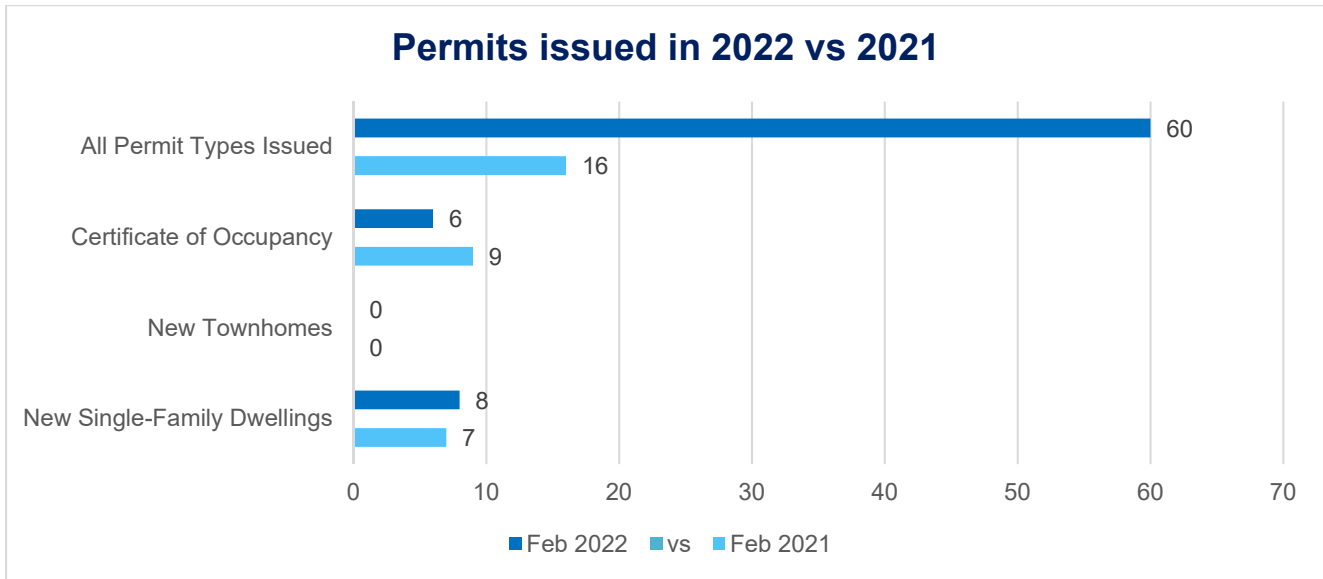
Subdivision	Total Buildable Lots	Total Permits Issued Per Development	Un-permitted Lots Remaining	Permits Issued in February	Permits Issued YTD
Carlton Pointe	301	297	04	02	07
Chandler's Ridge	40	37	03	01	27
Elizabeth Springs	51	50	01	0	0
Perry Farms	113	77	36	03	04
Stonewater	208	206	02	01	01
TOTAL	713	667	46	07	39

Eliz. Springs Townhomes	54	27	27	16	16
TOTAL	54	27	27	0	16

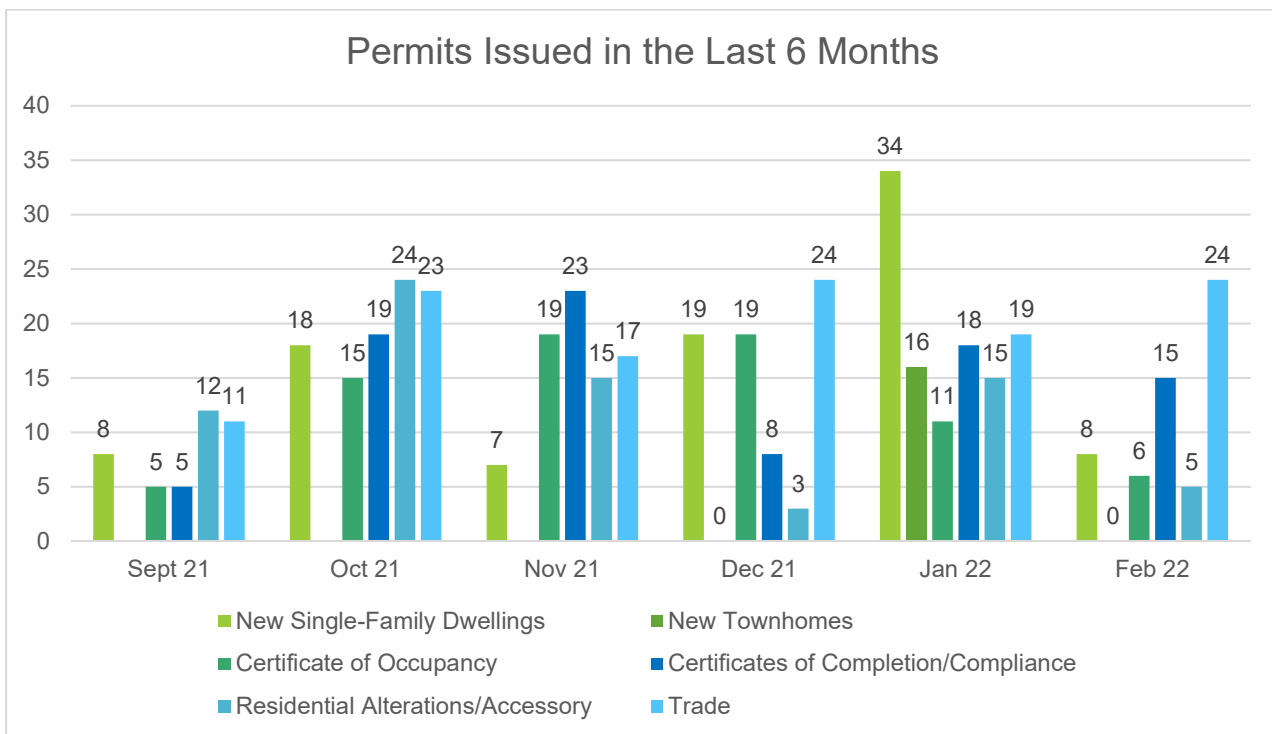
ETJ/ Non-Sub					
				01	03

Total Residential Permits Issued		694	73	08	58
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Permitting Activity



The Town of Rolesville has experienced an overall **increase** in permitting activity compared to this time last year.



Detailed information regarding these projects can be found by clicking on the link provided <https://www.rolesvillenc.gov/planning/development-projects>

Commercial/ Other

Development Projects Summary

Triangle Medical Group

Carolina Legacy Volleyball

Cobblestone

Wallbrook

Residential

A-Master Team- 47 New Townhomes

Broughton Townhomes- 57 New Townhomes

Chandlers Ridge- 90 New Single-Family Homes

Cobblestone- 176 New Apartments

Elizabeth Springs- 89 New Single-Family Homes & 98 New Townhomes

Granite Crest Phase 3- 19 New Single-Family Homes

Kalas Falls- 484 New Single-Family Homes & 108 New Townhomes

Perry Farms Phase 2- 33 New Single-Family Homes

Preserve at Jones Dairy Road Central- 261 New Single-Family Homes & 173 New TH's

Preserve at Jones Dairy Road North- 141 New Single-Family Homes & 65 New Townhomes

Preserve at Jones Dairy Road South- 221 New Single-Family Homes

Preserve at Moody Farm- 82 New Single-Family Homes

Regency at Heritage- 27 New Single-Family Homes

Rolesville Crossing – 177 New Single-Family Homes & 120 New Townhomes

The Point- 483 New Single-Family Homes & 324 New Townhomes

The Townes at Carlton Pointe- 53 New Townhomes

Wallbrook- 155 New Townhomes

