

Ashley PLAZA

GOLDSBORO, NC

SUPER REGIONAL COMMUNITY SHOPPING CENTER ANCHORED BY
HOBBY LOBBY, HARBOR FREIGHT, & PLANET FITNESS





PROPERTY OVERVIEW

ADDRESS	201 North Berkeley Blvd Goldsboro, NC 27534
LOT SIZE	15.49 AC
OCCUPANCY	99%
GLA	163,856 SF
YEAR BUILT	1984 / 2018
PARKING	626 Spaces (3.82 per 1,000 SF)
TRAFFIC COUNTS	23,500 VPD (North Berkeley Blvd)
YEAR 1 NOI	\$1,415,372

DEMOGRAPHICS

	1-Mile	3-Mile	5-Mile
POPULATION			
2024	6,407	32,560	45,438
2029 Estimate	8,148	34,732	48,200
Projected Increase (2024-2029)	27%	7%	6%
AVERAGE HOUSEHOLD INCOME			
2024	\$74,710	\$75,215	\$75,492
2029 Estimate	\$75,484	\$77,267	\$77,556
Projected Increase (2024-2029)	1%	3%	3%
HOUSEHOLDS			
2024	2,534	13,660	18,798
2029 Estimate	3,080	14,358	19,708
Projected Increase (2024-2029)	22%	5%	5%

Investment HIGHLIGHTS



LOCATED ALONG GOLDSBORO'S PREMIER RETAIL CORRIDOR

- Located at the intersection of N. Berkeley Blvd and Ash St (combined 38K VPD)
- High visibility with easy access from key roadways



ACHIEVABLE NOI GROWTH VIA MARK-TO-MARKET POTENTIAL

- Mark-to-Market opportunity - potential to increase base rental revenue by \$150K+



PRODUCTIVE ANCHOR LINEUP

- Anchored by Hobby Lobby, Ashley Furniture, Planet Fitness, and Harbor Freight Tools - Drawing Over 1 Million Visits Annually



RECENTLY RENOVATED (2018)

- Limited capital expense exposure in near-term future



IDEALLY SITUATED BETWEEN TWO MAJOR ECONOMIC ANCHORS

- UNC Health Wayne Hospital and Seymour Johnson Air Force Base
- The combined economic impact exceeds \$1.5 Billion with total employment of over 6,500 people

SITE PLAN

SUITE	TENANT	SIZE(SF)
101	East Coast Wings (OP)	5,000
103	AutoMed	3,500
105	Harbor Freight	21,416
107	Hobby Lobby	50,000
201	Planet Fitness	20,131
203	Buddy's Home Furnishings	4,000
205	Available	1,575
209	Chuck E. Cheese	11,400
211	Ashley Home Store	17,920
211A	Citi Trends	14,880
213/214	City Gear	6,564
219	Super Star Nails	1,400
221	Happy Smoke	3,070
225	T-Mobile (OP)	3,000



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YRS AVERAGE TENURE

2.2%

5-YEAR CAGR

99%

OCCUPANCY

163,856

TOTAL GLA

Value-Add UPSIDE

VIA MARK-TO-MARKET POTENTIAL &
CONTRACTUAL RENEWAL OPTIONS

74%

OF GLA IS UNDER MARKET

=

\$150K+

OF POTENTIAL VALUE CREATION

TENANTS	SF	% OF GLA	EXPIRES	IN-PLACE RENT	POTENTIAL RENT	POTENTIAL GAIN	% INCREASE
FY 2026 EXPIRATIONS							
T-Mobile	3,000	1.83%	Jul-26	\$35.00	\$40.00	\$15,000	14%
FY 2027 EXPIRATIONS							
Super Star Nails	1,400	0.85%	Dec-27	\$28.98	\$29.85	\$1,218	3%
FY 2028 EXPIRATIONS							
Ashley HomeStore	17,920	10.94%	Aug-28	\$9.45	\$9.92	\$8,422	5%
Happy Smoke	3,070	1.87%	Oct-28	\$21.38	\$22.03	\$1,996	3%
Citi Trends	14,880	9.08%	Dec-28	\$7.65	\$11.67	\$59,818	53%
FY 2029 EXPIRATIONS							
Hobby Lobby	50,000	30.51%	Mar-29	\$5.25	\$5.50	\$12,500	5%
FY 2030 EXPIRATIONS							
Buddy's Home Furnishings	4,000	2.44%	Jan-30	\$11.75	\$19.67	\$31,680	67%
Planet Fitness	20,131	12.29%	Apr-30	\$9.00	\$9.50	\$10,066	6%
FY 2031 EXPIRATIONS							
City Gear	6,564	4.01%	Oct-31	\$18.70	\$20.57	\$12,275	10%
TOTALS/ AVERAGE	120,965	74%				\$152,974	18%



INVESTMENT ADVISORS

TOM KOLARCZYK
Senior Director
704.526.2813
tom.kolarczyk@jll.com

ANDREW JOMANTAS
Director
704.804.5753
andrew.jomantas@jll.com

ANALYSTS

STEELE BURKETT
Associate
980.819.3852
steele.burkett@jll.com

DEBT + STRUCTURED FINANCE

WARREN JOHNSON
Senior Director
704.526.2839
warren.johnson@jll.com

ALEXIS KAISER
Senior Director
704.526.2867
alexis.kaiser@jll.com

WARD SMITH
Director
919.424.8465
ward.smith@jll.com



650 S TRYON ST SUITE 600, CHARLOTTE, NC 28202
4509 CREEDMOOR RD SUITE 300, RALEIGH, NC 27612