Christine Thompson

From: Brandon Olsen <brandon@johnbrandonolsen.com>
Sent: Tuesday, January 27, 2026 10:39 AM
To: Mark Biberdorf
Cc: fletcherabcstore@gmail.com; Brently Sproles; Preston Blakely; Amber McKinney; Keith Reed; Jim Player; Trevor Lance; Christine Thompson; john@spakerealestate.com
Subject: Request for Adding Discussion Item to Upcoming Agenda Rd: Potential Annexation of Commercial Parcel Henderson County PIN: 9652315316
Attachments: Mobile_Data_Query_Standard_942.pdf; Sales+Gap+Analysis+by+Store+Type+with+Total_37+Rockwood+Rd,+Fletcher,+NC+28732,+USA.pdf; Ingles Commercial Outparcel - ABC Board.png; Ingles Outparcel Property Summary.pdf

Good morning Mark,

Following from the Fletcher ABC Board update and request to council on June 2nd, 2025 regarding a potential expansion to a second store, we would like to request a follow-up discussion item on the February town council meeting agenda .

We have identified a commercial property adjoining the new Ingles development at the intersection of Butler Bridge Rd. and Asheville Hwy./Hendersonville Rd. The outparcel on the property has a 3600 sgft. space we are considering leasing. Because our statutory ability to operate requires our stores to be located within the local board jurisdiction (NCGS 18B-801 (b)), the parcel would need to be annexed by the Town of Fletcher for us to proceed.

Our management staff met with representatives from the ABC Commission yesterday and those representatives indicated that we need, at minimum, indication that the town would be willing to move forward with annexation of the property for our petition to the Commission to be considered. The property owner has indicated that they are willing to accept voluntary annexation to make the tenancy of a Fletcher ABC store possible. John Spake of Spake Real Estate has agreed to join us at any presentation to attest to his client's willingness to have the property annexed.

Following our June 2nd presentation to council we engaged Retail Strategies to conduct a market evaluation to determine the feasibility and possible impacts of opening a second store in Fletcher. Those results were favorable indicating "consistent unmet demand across all trade areas, indicating local spending exceeds what existing stores capture. This leakage becomes more pronounced as the trade area expands, confirming alcohol demand is regional rather than purely local. Even after accounting for nearby competitors, total demand materially outpaces supply, signaling capacity for additional sales or locations, not market saturation." Those reports have been attached to this email.

If you have any questions, please give me a call.

Thank you,

--



John Brandon Olsen

(828) 490-9152

www.johnbrandonolsen.com

Henderson County Property Record Card

Property Summary

Tax Year: 2026

REID	10011304	**PIN**	9652-31-5316	**Property Owner**	COMMERCE DRIVE HOLDINGS, LLC
Location Address	5628 ASHEVILLE HWY	**Property Description**	EASEMENT SURVEY LO:1 TR: PH: SE: BL: PL:2025-16637 UN:	**Owner's Mailing Address**	2913 US HIGHWAY 70 WEST BLACK MOUNTAIN NC 28711

Administrative Data

Plat Book & Page	2025-16637
Old Map #	
Market Area	C106G
Township	NA
Planning Jurisdiction	COUNTY
City	
Fire District	FLETCHER
Spec District	
Land Class	COMMERCIAL
History REID 1	
History REID 2	
Acreage	0.96
Permit Date	
Permit #	

Transfer Information

Deed Date	10/2/2023
Deed Book	004091
Deed Page	00478
Revenue Stamps	
Package Sale Date	
Package Sale Price	
Land Sale Date	
Land Sale Price	

Improvement Summary

Total Buildings	1
Total Units	0
Total Living Area	0
Total Gross Leasable Area	9,856

Property Value

Total Appraised Land Value	$334,500
Total Appraised Building Value	$386,400
Total Appraised Misc Improvements Value	$9,000
Total Cost Value	$729,900
Total Appraised Value - Valued By Cost	$729,900
Other Exemptions	
Exemption Desc	
Use Value Deferred	
Historic Value Deferred	
Total Deferred Value	
Total Taxable Value	$729,900

Building Summary

Card 1 5628 ASHEVILLE HWY

Building Details

Bldg Name	Fletcher Commons
Primary Occupancy Type	SHOPPING CENTERS
Primary Occupancy	STRIP SHOPPING CTR
Primary Class	C
Primary Quality	GRADE C+
Year Built	2024
Effective Year	2025
Physical Depreciation (Rating)	AVERAGE
Physical Depreciation (% Bad)	1
Economic Depreciation (% Bad)	0
Functional Depreciation (% Bad)	0
Gross Leasable Area (SQFT)	9,856
Remodeled Year	0
Total Stories	1

Building Total & Improvement Details

Total Adjusted Replacement Cost New	$390,298
Physical Depreciation (% Bad)	AVERAGE 1
Depreciated Value	$386,395
Economic Depreciation (% Bad)	0
Functional Depreciation (% Bad)	0
Total Depreciated Value	$386,395
Market Area Factor	1
Building Value	$386,400
Misc Improvements Value	$9,000
Total Improvement Value	$395,400
Assessed Land Value	$334,500
Assessed Total Value	$729,900

Section 1 Details

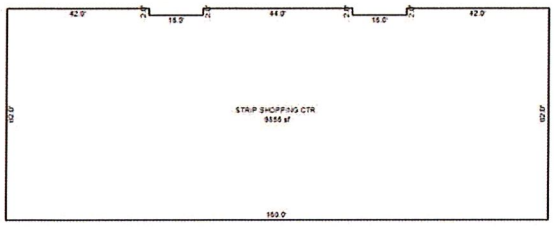
Occupancy Type	SHOPPING CENTERS
Air Conditioning	100% CENTRAL A/C

Baths	ADEQUATE
Class	C
Depreciation	1%
Depreciation	AVERAGE
Heat	100% CENTRAL
Occupancy	STRIP SHOPPING CTR
Quality	GRADE C+
Units	8

Addition Summary

Story	Type	Code	Area

Building Sketch



Photograph



Misc Improvements Summary

Card #	Unit Quantity	Measure	Type	Base Price	Size Adj Factor	Eff Year	Phys Depr (% Bad)	Econ Depr (% Bad)	Funct Depr (% Bad)	Common Interest (% Good)	Value
1	5848	SIZE	ASPHALT PAVING UP TO 10000 SF	$1.55		2025	1	0	0		$9,000

Total Misc Improvements Value Assessed: $9,000

Land Summary

Land Class: COMMERCIAL Deeded Acres: 0.96 Calculated Acres: 0.96

Zoning	Soil Class	Description	Size	Rate	Size Adj. Factor	Land Adjustment	Land Value
RC		COMMERCIAL PRIMARY	41817.60 SQUARE FOOT PRICED	$8			$334,500

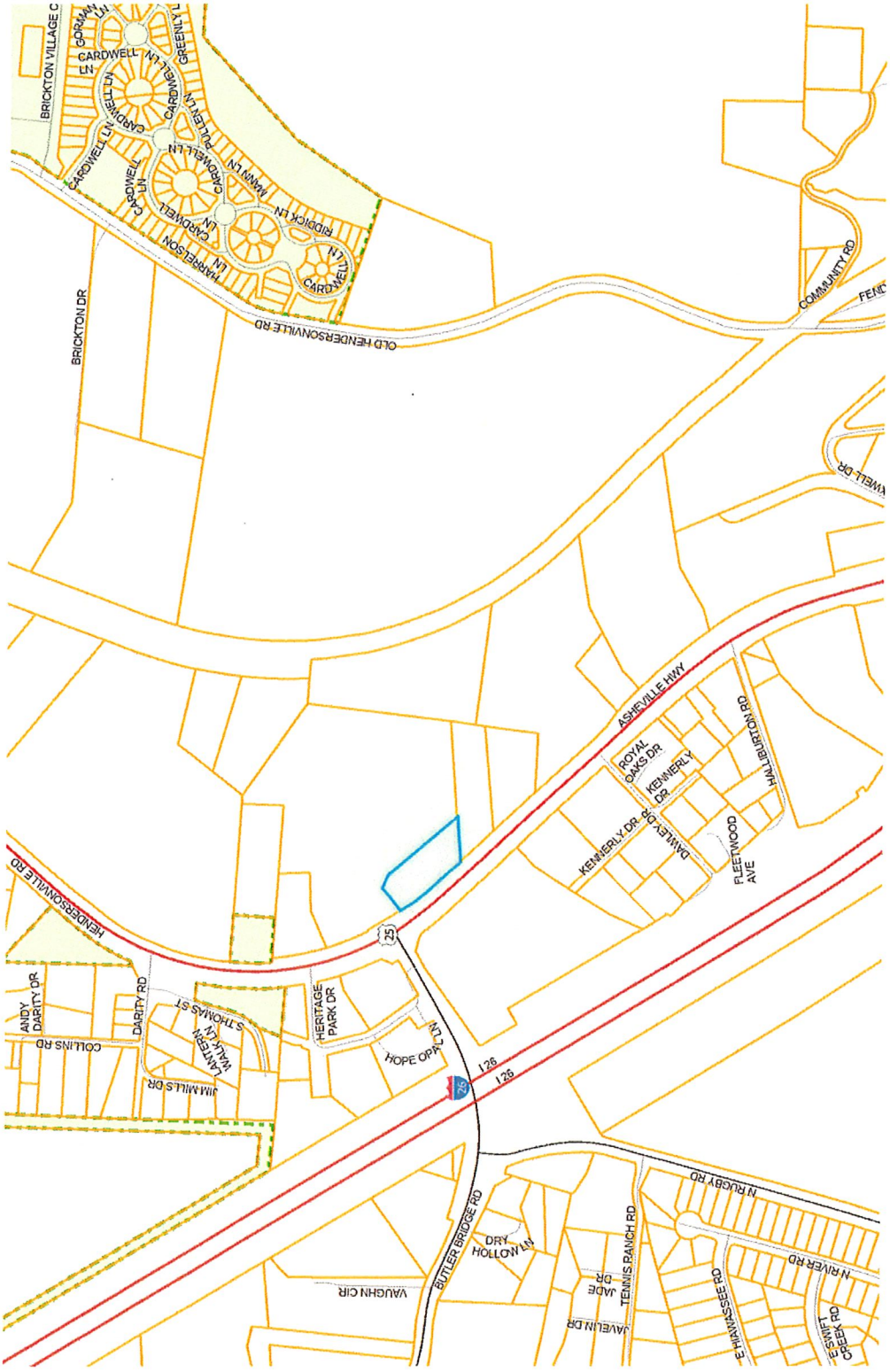
Total Land Value Assessed: $334,500

Ownership History

	Owner Name	Deed Type	% Ownership	Stamps	Sale Price	Book	Page	Deed Date
Current	COMMERCE DRIVE HOLDINGS, LLC	SWD	100	0		004091	00478	10/2/2023

Notes Summary

Building Card	Date	Line	Notes
No Data			


BRICKTON VILLAGE C
GORMAN LN
CARDWELL LN
GREENLY L
CARDWELL LN
CARDWELL LN
CARDWELL LN
CARDWELL LN
CARDWELL LN
CARDWELL LN
CARDWELL LN
PULLEY LN
MANN LN
RIDDICK LN
HARRELSON LN
CARDWELL LN
BRICKTON DR
OLD HENDERSONVILLE RD
COMMUNITY RD
ASHEVILLE HWY
ROYAL OAKS DR
KENNERLY DR
HALLIBURTON RD
KENNERLY DR
DAMLEY DR
FLEETWOOD AVE
HENDERSONVILLE RD
25
ANDY DARITY DR
DARITY RD
COLLINS RD
S THOMAS ST
LANTERN WALK LN
JIM MILLS DR
HERITAGE PARK DR
HOPE OPAL LN
I-26
I-26
N RUGBY RD
BUTLER BRIDGE RD
DRY HOLLOW LN
VAUGHN CIR
TENNIS RANCH RD
JADE DR
JAVELIN DR
E HANNASSEE RD
N RIVER RD
E SWIFT CREEK RD

Sales Gap Analysis by Store Type with Total

2024: Demand - Supply in annual dollars
Calculated using KLI Retrieval

Jan 9, 2026 Latitude: 35.442610 Longitude: -82.531858

	37 Rockwood Rd, Fletcher, NC 28732, USA	3 Mile Radius	5 Mile Radius	5 Minute Drive Time	10 Minute Drive Time
Total Unmet Demand (Demand - Supply)	Total Demand - Total	$613,127,515	$1,350,406,610	$157,074,921	$878,393,175
	Total Supply - Total	$716,066,173	$1,146,669,006	$302,853,360	$985,689,229
	Unmet Demand (Demand - Supply) - Total	($102,938,657)	$203,737,604	($145,778,439)	($107,296,053)
Motor Vehicle and Parts Dealers	Total Demand - Automobile dealers	$110,575,843	$245,556,811	$27,842,150	$159,149,628
	Total Supply - Automobile dealers	$113,960,861	$213,328,268	$53,843,788	$181,866,658
	Unmet Demand (Demand - Supply) - Automobile dealers	($3,385,018)	$32,228,543	($26,001,638)	($22,717,030)
	Total Demand - Other motor vehicle dealers	$6,519,661	$14,505,566	$1,647,834	$9,373,475
	Total Supply - Other motor vehicle dealers	$21,329,100	$27,873,542	$2,339,959	$25,472,162
	Unmet Demand (Demand - Supply) - Other motor vehicle dealers	($14,809,439)	($13,367,976)	($692,125)	($16,098,688)
	Total Demand - Automotive parts, accessories, & tire stores	$11,286,093	$24,829,098	$2,904,720	$16,157,986
	Total Supply - Automotive parts, accessories, & tire stores	$19,457,227	$27,216,376	$5,849,317	$24,168,400
	Unmet Demand (Demand - Supply) - Automotive parts, accessories, & tire stores	($8,171,134)	($2,387,278)	($2,944,598)	($8,010,415)
	Unmet Demand (Demand - Supply) - Motor Vehicle and Parts Dealers Total	($26,365,591)	$16,473,289	($29,638,361)	($46,826,132)
Furniture and Home Furnishings	Total Demand - Furniture stores	$7,868,022	$17,795,466	$1,920,935	$11,448,900
	Total Supply - Furniture stores	$22,618,018	$27,298,607	$11,394,451	$27,096,375
	Unmet Demand (Demand - Supply) - Furniture stores	($14,749,996)	($9,503,140)	($9,473,516)	($15,647,474)
	Total Demand - Home furnishings stores	$5,864,829	$13,054,629	$1,480,949	$8,433,771
	Total Supply - Home furnishings stores	$8,055,501	$12,299,526	$4,010,287	$10,656,609
	Unmet Demand (Demand - Supply) - Home furnishings stores	($2,190,672)	$755,103	($2,529,338)	($2,222,838)
	Unmet Demand (Demand - Supply) - Furniture and Home Total	($16,940,668)	($8,748,037)	($12,002,854)	($17,870,312)

This report was produced using data from private and government sources deemed to be reliable and is herein provided without representation or warranty.

Sales Gap Analysis by Store Type with Total

2024: Demand - Supply in annual dollars
Calculated using KLI Retrieval

Jan 9, 2026 Latitude: 35.442610 Longitude: -82.531858

	37 Rockwood Rd, Fletcher, NC 28732, USA	3 Mile Radius	5 Mile Radius	5 Minute Drive Time	10 Minute Drive Time
Building Material, Garden, Supply Stores	Total Demand - Building material & supplies dealers	$36,111,300	$79,747,231	$9,238,166	$51,743,141
	Total Supply - Building material & supplies dealers	$89,188,334	$120,505,882	$40,747,642	$108,558,645
	Unmet Demand (Demand - Supply) - Building material & supplies dealers	($53,077,035)	($40,758,651)	($31,509,476)	($56,815,504)
	Total Demand - Lawn & garden equipment & supplies stores	$6,619,978	$14,677,967	$1,680,014	$9,501,762
	Total Supply - Lawn & garden equipment & supplies stores	$9,611,347	$26,417,547	$5,209,200	$14,011,055
	Unmet Demand (Demand - Supply) - Lawn & garden equipment & supplies stores	($2,991,369)	($11,739,581)	($3,529,186)	($4,509,293)
	Unmet Demand (Demand - Supply) - Building Material, Garden, Supply Stores Total	($56,068,403)	($52,498,232)	($35,038,662)	($61,324,797)
Food and Beverage Stores	Total Demand - Grocery stores	$81,112,811	$178,321,615	$20,954,440	$115,906,703
	Total Supply - Grocery stores	$65,092,289	$82,591,323	$16,541,007	$79,833,726
	Unmet Demand (Demand - Supply) - Grocery stores	$16,020,522	$95,730,292	$4,413,433	$36,072,977
	Total Demand - Specialty food stores	$1,420,589	$3,118,738	$368,396	$2,027,609
	Total Supply - Specialty food stores	$1,070,140	$1,761,114	$381,821	$1,527,868
	Unmet Demand (Demand - Supply) - Specialty food stores	$350,450	$1,357,624	($13,425)	$499,740
	Total Demand - Beer, wine, & liquor stores	$3,934,556	$8,588,426	$1,024,049	$5,609,548
	Total Supply - Beer, wine, & liquor stores	$16,159,737	$20,293,824	$7,962,749	$18,273,602
	Unmet Demand (Demand - Supply) - Beer, wine, & liquor stores	($12,225,181)	($11,705,397)	($6,938,701)	($12,664,054)
	Unmet Demand (Demand - Supply) - Food and Beverage Stores Total	$4,145,791	$85,382,519	($2,538,692)	$23,908,663
Health	Total Demand - Health & personal care stores	$34,272,363	$75,665,880	$8,800,866	$49,101,080
	Total Supply - Health & personal care stores	$40,443,033	$63,260,528	$12,336,578	$49,917,050
	Unmet Demand (Demand - Supply) - Health & personal care stores	($6,170,670)	$12,405,352	($3,535,713)	($815,970)
Gasoline	Total Demand - Gasoline stations	$53,971,306	$118,037,716	$13,923,110	$77,112,300
	Total Supply - Gasoline stations	$72,311,291	$115,177,435	$45,247,268	$98,828,229
	Unmet Demand (Demand - Supply) - Gasoline stations	($18,339,985)	$2,860,282	($31,324,158)	($21,715,929)

This report was produced using data from private and government sources deemed to be reliable and is herein provided without representation or warranty.

Sales Gap Analysis by Store Type with Total

2024: Demand - Supply in annual dollars
Calculated using KLI Retrieval

Jan 9, 2026 Latitude: 35.442610 Longitude: -82.531858

	37 Rockwood Rd, Fletcher, NC 28732, USA	3 Mile Radius	5 Mile Radius	5 Minute Drive Time	10 Minute Drive Time
Clothing and Accessories	Total Demand - Department stores	$11,521,819	$25,592,083	$2,921,257	$16,567,914
	Total Supply - Department stores	$8,648,107	$12,919,975	$5,960,376	$9,346,529
	Unmet Demand (Demand - Supply) - Department stores	$2,873,712	$12,672,108	($3,039,119)	$7,221,385
	Total Demand - Other general merchandise stores	$68,570,137	$151,629,480	$17,524,523	$98,300,200
	Total Supply - Other general merchandise stores	$88,609,887	$130,475,386	$27,366,082	$109,991,797
	Unmet Demand (Demand - Supply) - Other general merchandise stores	($20,039,750)	$21,154,094	($9,841,560)	($11,691,597)
	Total Demand - Clothing stores	$13,751,889	$30,518,997	$3,494,223	$19,773,943
	Total Supply - Clothing stores	$10,354,042	$19,854,679	$2,609,453	$16,359,789
	Unmet Demand (Demand - Supply) - Clothing stores	$3,397,847	$10,664,318	$884,770	$3,414,154
	Total Demand - Shoe stores	$3,646,368	$8,033,488	$932,349	$5,235,202
	Total Supply - Shoe stores	$4,827,346	$8,213,712	$3,687,212	$7,793,988
	Unmet Demand (Demand - Supply) - Shoe stores	($1,180,978)	($180,224)	($2,754,863)	($2,558,786)
	Total Demand - Jewelry, luggage, & leather goods stores	$2,382,628	$5,331,314	$592,990	$3,445,754
	Total Supply - Jewelry, luggage, & leather goods stores	$3,493,853	$6,534,971	$536,072	$5,145,765
	Unmet Demand (Demand - Supply) - Jewelry, luggage, & leather goods stores	($1,111,225)	($1,203,657)	$56,918	($1,700,011)
	Unmet Demand (Demand - Supply) - Clothing and Accessories Total	($16,060,394)	$43,106,639	($14,693,854)	($5,314,854)
Specialty Retail	Total Demand - Electronics & appliance stores	$8,570,879	$17,583,012	$2,394,573	$11,969,407
	Total Supply - Electronics & appliance stores	$12,412,612	$17,174,517	$4,392,134	$14,027,044
	Unmet Demand (Demand - Supply) - Electronics & appliance stores	($3,841,734)	$408,495	($1,997,561)	($2,057,637)
	Total Demand - Sporting goods, hobby, & musical instrument stores	$7,942,975	$17,684,618	$2,001,596	$11,440,481
	Total Supply - Sporting goods, hobby, & musical instrument stores	$9,783,996	$15,864,613	$4,148,852	$14,011,015
	Unmet Demand (Demand - Supply) - Sporting goods, hobby, & musical instrument stores	($1,841,022)	$1,820,006	($2,147,256)	($2,570,534)
	Total Demand - Book, periodical, & music stores	$1,088,261	$2,410,391	$278,355	$1,561,508
	Total Supply - Book, periodical, & music stores	$222,349	$1,692,254	0	$1,671,459
	Unmet Demand (Demand - Supply) - Book, periodical, & music stores	$865,911	$718,136	$278,355	($109,952)
	Total Demand - Florists and miscellaneous store retailers	$763,676	$1,691,379	$194,281	$1,096,017
	Total Supply - Florists and miscellaneous store retailers	$940,795	$1,619,961	$31,410	$1,511,500
	Unmet Demand (Demand - Supply) - Florists and miscellaneous store retailers	($177,119)	$71,418	$162,872	($415,483)
	Total Demand - Office supplies, stationery, & gift stores	$2,387,855	$5,295,124	$606,373	$3,428,793
	Total Supply - Office supplies, stationery, & gift stores	$2,852,048	$3,074,227	$1,258,688	$2,695,118
	Unmet Demand (Demand - Supply) - Office supplies, stationery, & gift stores	($464,193)	$2,220,897	($652,315)	$733,675

This report was produced using data from private and government sources deemed to be reliable and is herein provided without representation or warranty.

Sales Gap Analysis by Store Type with Total

2024: Demand - Supply in annual dollars
Calculated using KLI Retrieval

Jan 9, 2026 Latitude: 35.442610 Longitude: -82.531858

	37 Rockwood Rd, Fletcher, NC 28732, USA	3 Mile Radius	5 Mile Radius	5 Minute Drive Time	10 Minute Drive Time
Specialty Retail	Total Demand - Electronic shopping & mail-order houses	$31,093,975	$68,658,209	$7,949,376	$44,578,265
	Total Supply - Electronic shopping & mail-order houses	$37,714,256	$78,881,129	$18,281,181	$74,837,695
	Unmet Demand (Demand - Supply) - Electronic shopping & mail-order houses	($6,620,281)	($10,222,920)	($10,331,805)	($30,259,430)
	Total Demand - Used merchandise stores	$1,971,077	$4,385,479	$498,166	$2,833,927
	Total Supply - Used merchandise stores	$1,231,980	$2,177,379	$424,291	$2,076,395
	Unmet Demand (Demand - Supply) - Used merchandise stores	$739,097	$2,208,100	$73,874	$757,532
	Unmet Demand (Demand - Supply) - Specialty Retail Total	($11,339,339)	($2,775,868)	($14,613,837)	($33,921,829)
Restaurants & Bars	Total Demand - Full-service restaurants	$36,784,271	$80,084,801	$9,551,212	$52,499,875
	Total Supply - Full-service restaurants	$17,007,864	$38,004,551	$8,858,899	$29,045,053
	Unmet Demand (Demand - Supply) - Full-service restaurants	$19,776,408	$42,080,249	$692,313	$23,454,822
	Total Demand - Limited-service eating places	$41,095,833	$90,782,482	$10,450,610	$58,994,899
	Total Supply - Limited-service eating places	$20,357,684	$41,646,761	$10,394,559	$32,605,178
	Unmet Demand (Demand - Supply) - Limited-service eating places	$20,738,149	$49,135,721	$56,051	$26,389,721
	Total Demand - Special food services	$6,007,061	$13,361,015	$1,518,654	$8,635,936
	Total Supply - Special food services	$2,937,461	$6,162,233	$1,416,285	$4,812,922
	Unmet Demand (Demand - Supply) - Special food services	$3,069,600	$7,198,782	$102,369	$3,823,014
	Total Demand - Bars/Drinking places (alcoholic beverages)	$4,520,838	$8,013,455	$1,473,134	$5,989,745
	Total Supply - Bars/Drinking places (alcoholic beverages)	$913,506	$1,361,342	$709,444	$1,105,871
	Unmet Demand (Demand - Supply) - Bars/Drinking places (alcoholic beverages)	$3,607,332	$6,652,113	$763,690	$4,883,874
	Unmet Demand (Demand - Supply) - Restaurants & Bars Total	$47,191,488	$105,066,866	$1,614,423	$58,551,431
Miscellaneous	Total Demand - Other miscellaneous store retailers	$8,492,873	$18,845,770	$2,151,556	$12,199,277
	Total Supply - Other miscellaneous store retailers	$11,167,098	$16,913,665	$5,000,433	$13,575,186
	Unmet Demand (Demand - Supply) - Other miscellaneous store retailers	($2,674,225)	$1,932,106	($2,848,877)	($1,375,909)
	Total Demand - Direct selling establishments	$2,977,748	$6,606,368	$756,065	$4,276,130
	Total Supply - Direct selling establishments	$3,294,410	$6,073,680	$1,913,919	$4,866,545
	Unmet Demand (Demand - Supply) - Direct selling establishments	($316,662)	$532,688	($1,157,854)	($590,415)
	Unmet Demand (Demand - Supply) - Miscellaneous Total	($2,990,887)	$2,464,794	($4,006,731)	($1,966,323)

This report was produced using data from private and government sources deemed to be reliable and is herein provided without representation or warranty.

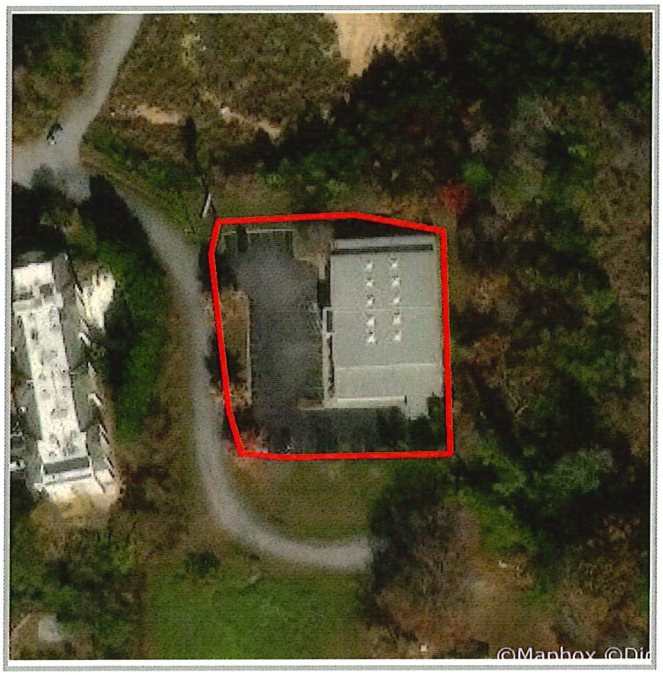
Fletcher NC ABC Store 1 Year

35.442513, -82.531973
28704 Arden, North Carolina
Greenville-Spartanburg SC-Asheville NC-Anderson SC DMA
Asheville, NC Metro CBSA

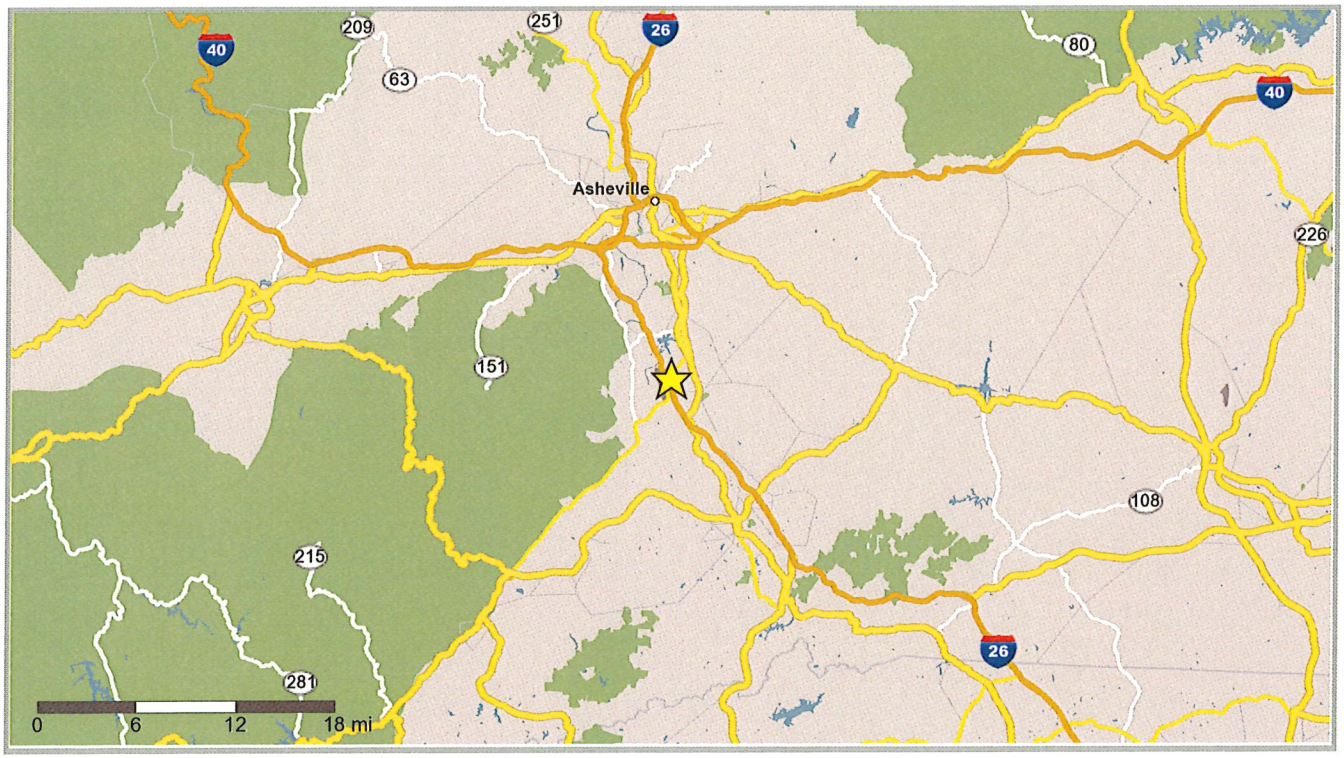
Area = 35,695 square feet
Date Range = 2025-01-01 to 2026-01-01
Days Studied = Mon,Tue,Wed,Thu,Fri,Sat,Sun
Time Range = 00:00:00 to 23:59:00 (D)

Study Area:

Up to 1,000 device pings will be shown on the map (selected at random).







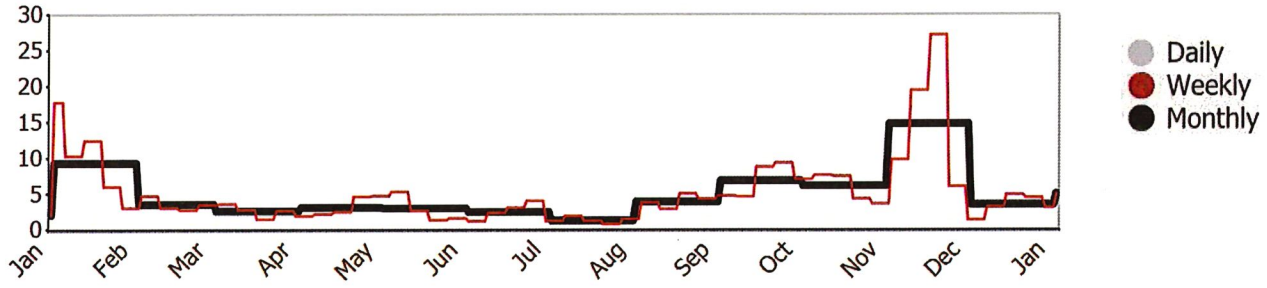
Fletcher NC ABC Store 1 Year

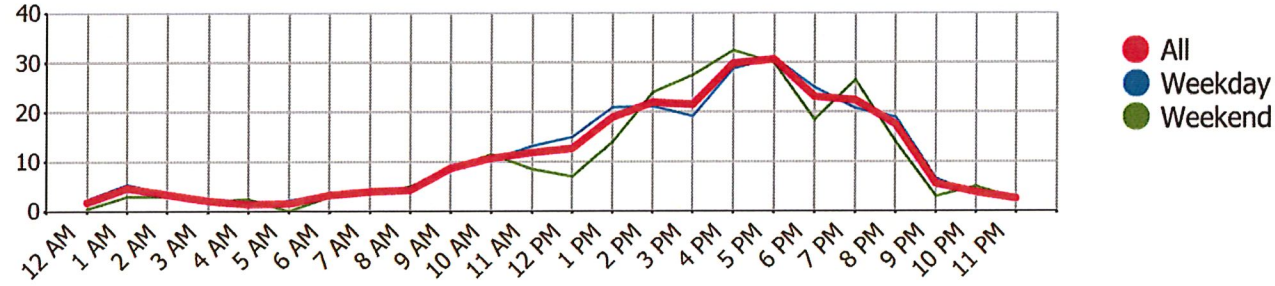
35.442513, -82.531973
28704 Arden, North Carolina
Greenville-Spartanburg SC-Asheville NC-Anderson SC DMA
Asheville, NC Metro CBSA

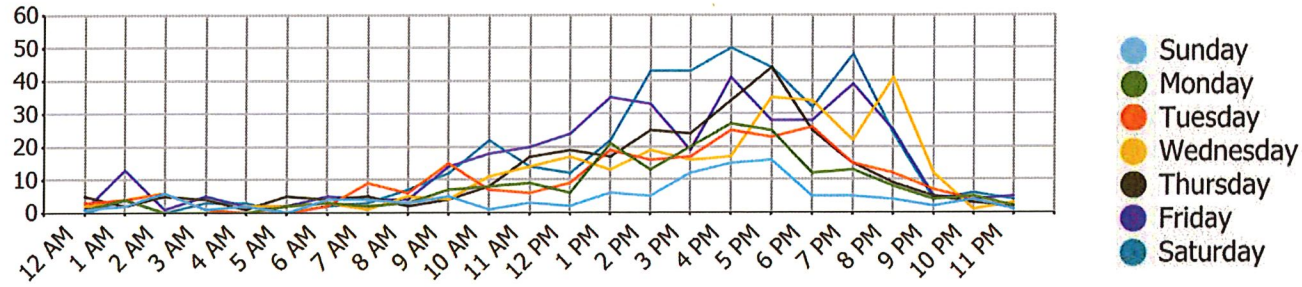
Area = 35,695 square feet
Date Range = 2025-01-01 to 2026-01-01
Days Studied = Mon,Tue,Wed,Thu,Fri,Sat,Sun
Time Range = 00:00:00 to 23:59:00 (D)

Boundary Activity Summary:

During the study period, 1,273 unique devices were observed in the study area, comprising 1,826 unique visits.
The data presented in the charts below have had corrective adjustments applied to normalize for growth in total device counts.







Fletcher NC ABC Store 1 Year

35.442513, -82.531973
28704 Arden, North Carolina
Greenville-Spartanburg SC-Asheville NC-Anderson SC DMA
Asheville, NC Metro CBSA

Area = 35,695 square feet
Date Range = 2025-01-01 to 2026-01-01
Days Studied = Mon,Tue,Wed,Thu,Fri,Sat,Sun
Time Range = 00:00:00 to 23:59:00 (D)

Boundary Activity Summary:

During the study period, 1,273 unique devices were observed in the study area, comprising 1,826 unique visits.
The data presented in the charts below represent the start time of each unique visit, regardless of duration. User settings for days of week and times of day in study range will affect results.

Visit Start Time	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Total
12:00 AM	0.05%	0.16%	0.11%	0.27%	0.05%		0.05%	**0.71%**
1:00 AM	0.22%	0.16%	0.22%	0.11%	0.71%	0.22%	0.11%	**1.75%**
2:00 AM		0.16%	0.33%	0.27%			0.33%	**1.10%**
3:00 AM		0.05%	0.05%	0.22%	0.27%	0.16%	0.05%	**0.82%**
4:00 AM			0.11%	0.05%	0.11%	0.16%	0.11%	**0.55%**
5:00 AM	0.11%		0.05%	0.27%	0.11%			**0.55%**
6:00 AM	0.16%	0.11%	0.16%	0.22%	0.27%	0.11%	0.22%	**1.26%**
7:00 AM	0.05%	0.49%	0.05%	0.27%	0.16%	0.16%	0.22%	**1.42%**
8:00 AM	0.16%	0.27%	0.27%	0.11%	0.16%	0.38%	0.16%	**1.53%**
9:00 AM	0.38%	0.82%	0.16%	0.22%	0.77%	0.66%	0.27%	**3.29%**
10:00 AM	0.44%	0.38%	0.55%	0.44%	0.99%	1.20%	0.05%	**4.05%**
11:00 AM	0.49%	0.33%	0.77%	0.93%	1.10%	0.77%	0.16%	**4.55%**
12:00 PM	0.33%	0.44%	0.93%	1.04%	1.26%	0.66%	0.11%	**4.76%**
1:00 PM	1.10%	1.04%	0.71%	0.93%	1.92%	1.20%	0.33%	**7.23%**
2:00 PM	0.66%	0.88%	0.99%	1.31%	1.75%	2.30%	0.27%	**8.16%**
3:00 PM	1.10%	0.88%	0.88%	1.31%	0.99%	2.30%	0.66%	**8.11%**
4:00 PM	1.42%	1.31%	0.93%	1.86%	2.25%	2.68%	0.82%	**11.28%**
5:00 PM	1.37%	1.20%	1.86%	2.35%	1.53%	2.30%	0.77%	**11.39%**
6:00 PM	0.66%	1.31%	1.86%	1.31%	1.37%	1.75%	0.27%	**8.54%**
7:00 PM	0.71%	0.82%	1.20%	0.82%	2.08%	2.63%	0.22%	**8.49%**
8:00 PM	0.44%	0.55%	2.19%	0.49%	1.31%	1.26%	0.22%	**6.46%**
9:00 PM	0.22%	0.33%	0.60%	0.27%	0.27%	0.16%	0.11%	**1.97%**
10:00 PM	0.16%	0.16%		0.16%	0.22%	0.33%	0.22%	**1.26%**
11:00 PM	0.05%	0.05%	0.16%	0.11%	0.16%	0.16%	0.05%	**0.77%**
Total	**10.30%**	**11.94%**	**15.17%**	**15.39%**	**19.82%**	**21.58%**	**5.81%**	**100.00%**

Visit Start Time	Weekday	Weekend	Total
6:00 AM - 10:59 AM	8.11%	3.45%	**11.56%**
11:00 AM - 1:59 PM	13.31%	3.23%	**16.54%**
2:00 PM - 4:59 PM	18.51%	9.04%	**27.55%**
5:00 PM - 7:59 PM	20.48%	7.94%	**28.42%**
8:00 PM - 11:59 PM	7.94%	2.52%	**10.46%**
12:00 AM - 5:59 AM	4.27%	1.20%	**5.48%**
Total	**72.62%**	**27.38%**	**100.00%**

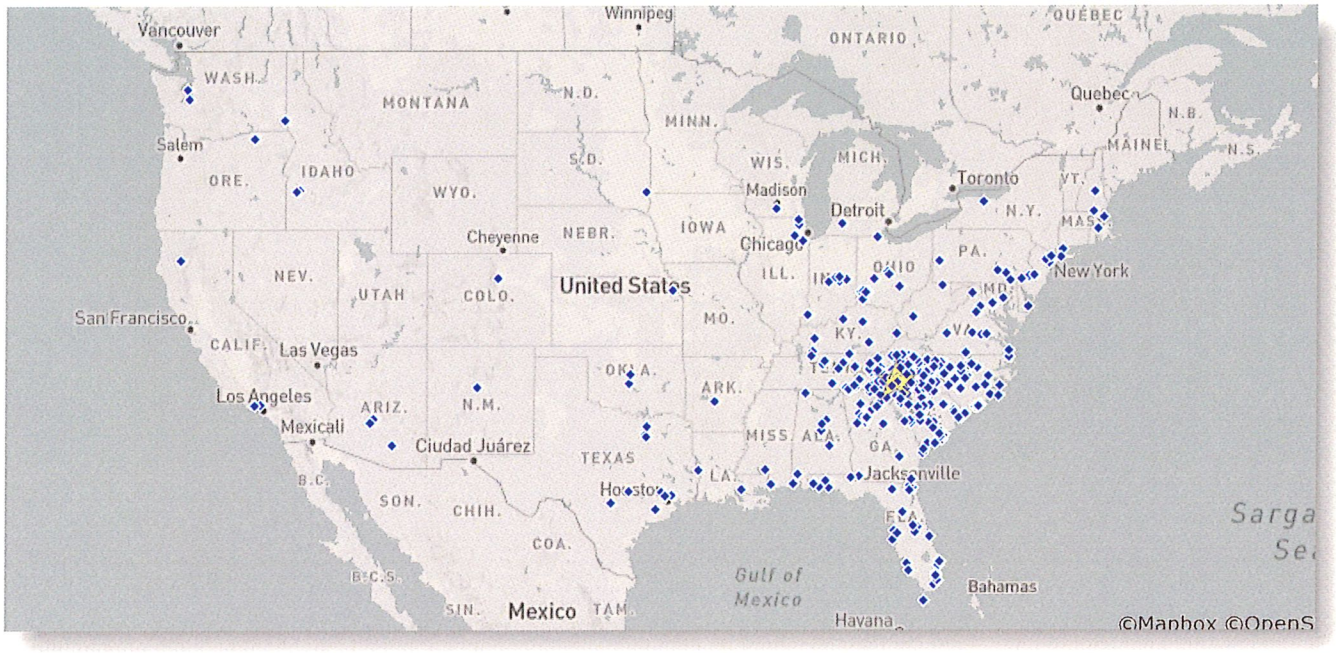
Fletcher NC ABC Store 1 Year

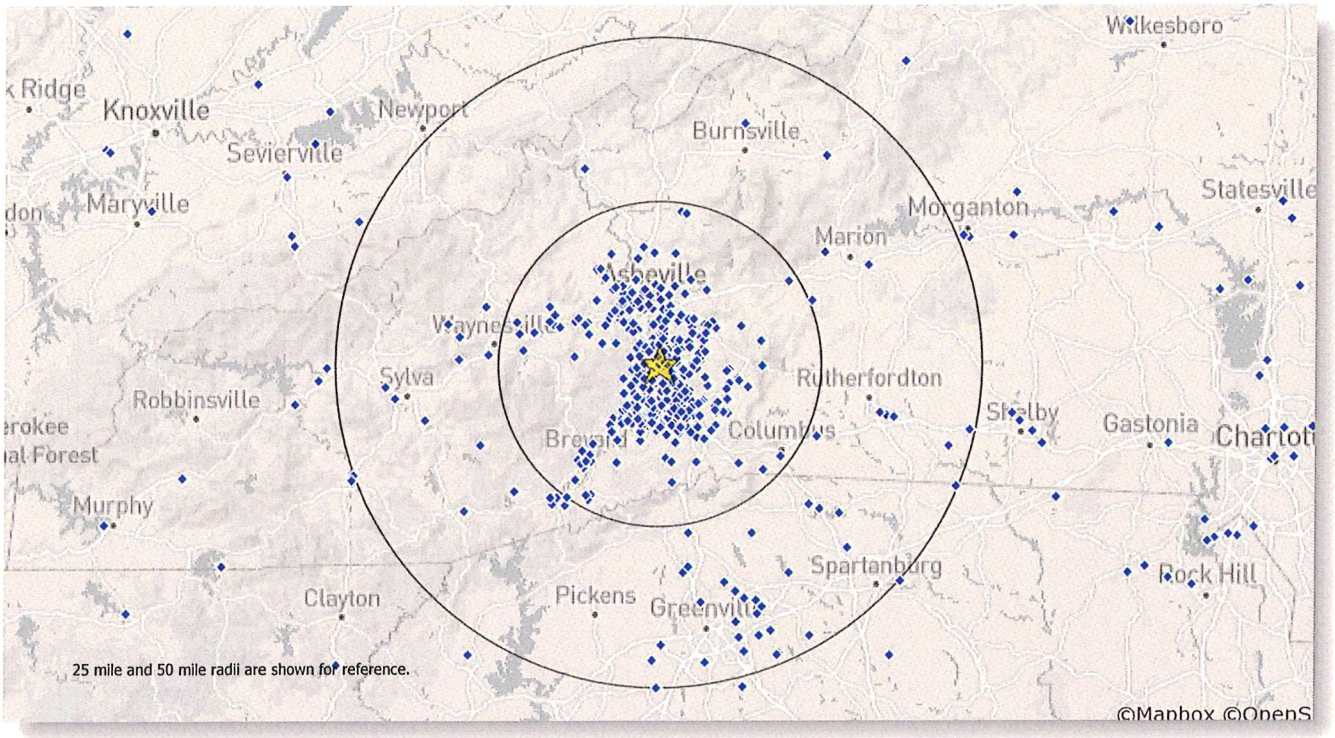
35.442513, -82.531973
28704 Arden, North Carolina
Greenville-Spartanburg SC-Asheville NC-Anderson SC DMA
Asheville, NC Metro CBSA

Area = 35,695 square feet
Date Range = 2025-01-01 to 2026-01-01
Days Studied = Mon,Tue,Wed,Thu,Fri,Sat,Sun
Time Range = 00:00:00 to 23:59:00 (D)

Device Home Analysis - Device Night Locations:

Device residences are shown across the country and within a large area (25 and 50 miles).





Fletcher NC ABC Store 1 Year

35.442513, -82.531973
28704 Arden, North Carolina
Greenville-Spartanburg SC-Asheville NC-Anderson SC DMA
Asheville, NC Metro CBSA

Area = 35,695 square feet
Date Range = 2025-01-01 to 2026-01-01
Days Studied = Mon,Tue,Wed,Thu,Fri,Sat,Sun
Time Range = 00:00:00 to 23:59:00 (D)

Device Home Analysis - Home Market:

The top 45 markets with at least 0.1% of devices are shown.

DMA	% of Devices
Greenville-Spartanburg SC-Asheville NC-Anderson SC	72.3%
Charlotte NC	4.4%
Atlanta GA	1.6%
Raleigh-Durham (Fayetteville) NC	1.6%
Greensboro-High Point-Winston Salem NC	1.5%
Columbia SC	1.2%
Knoxville TN	1.1%
Charleston SC	0.7%
Chattanooga TN	0.7%
Myrtle Beach-Florence SC	0.7%
Nashville TN	0.7%
Jacksonville FL	0.6%
Miami-Ft. Lauderdale FL	0.6%
Mobile AL-Pensacola (Ft. Walton Beach) FL	0.6%
Tri-Cities TN-VA	0.6%
Cincinnati OH	0.5%
Greenville-New Bern-Washington NC	0.5%
Orlando-Daytona Beach-Melbourne FL	0.5%
Augusta GA	0.4%
Houston TX	0.4%
Indianapolis IN	0.4%
New York NY	0.4%
Washington DC (Hagerstown MD)	0.4%
Wilmington NC	0.4%
Chicago IL	0.3%
Savannah GA	0.3%
West Palm Beach-Fort Pierce FL	0.3%
Birmingham (Anniston & Tuscaloosa) AL	0.3%
Boston MA (Manchester NH)	0.3%
Columbus OH	0.3%
Dallas-Ft.Worth TX	0.3%
Harrisburg-Lancaster-Lebanon-York PA	0.3%
Philadelphia PA	0.3%
Richmond-Petersburg VA	0.3%
Tampa-St.Petersburg (Sarasota) FL	0.3%
Boise ID	0.2%
Charleston-Huntington WV	0.2%
Evansville IN	0.2%
Ft. Myers-Naples FL	0.2%
Lexington KY	0.2%
Los Angeles CA	0.2%
Norfolk-Portsmouth-Newport News VA	0.2%
Oklahoma City OK	0.2%
Panama City FL	0.2%
Phoenix (Prescott) AZ	0.2%

State	% of Devices
North Carolina	77.0%
South Carolina	6.9%
Florida	2.8%
Tennessee	2.7%
Georgia	2.2%
Texas	0.9%
Virginia	0.9%
Ohio	0.8%
Alabama	0.6%
Kentucky	0.6%
Indiana	0.5%
Pennsylvania	0.5%
Illinois	0.3%
New York	0.3%
Arizona	0.3%
California	0.3%
Washington	0.3%
Idaho	0.2%
Massachusetts	0.2%
Mississippi	0.2%
New Hampshire	0.2%
New Jersey	0.2%
Oklahoma	0.2%
West Virginia	0.2%

Fletcher NC ABC Store 1 Year

35.442513, -82.531973
28704 Arden, North Carolina
Greenville-Spartanburg SC-Asheville NC-Anderson SC DMA
Asheville, NC Metro CBSA

Area = 35,695 square feet
Date Range = 2025-01-01 to 2026-01-01
Days Studied = Mon,Tue,Wed,Thu,Fri,Sat,Sun
Time Range = 00:00:00 to 23:59:00 (D)

Device Home Analysis - Home ZIP/City:

The top 45 ZIP codes and cities with at least 0.1% of devices are shown.

ZIP	% of Devices
28704 Arden	13.3%
28732 Fletcher	12.9%
28759 Mills River	8.0%
28792 Hendersonville	4.8%
28791 Hendersonville	3.6%
28803 Asheville	3.6%
28739 Hendersonville	3.1%
28806 Asheville	3.0%
28742 Horse Shoe	2.8%
28712 Brevard	1.8%
28730 Fairview	1.5%
28805 Asheville	1.5%
28715 Candler	1.0%
28729 Etowah	1.0%
28768 Pisgah Forest	0.8%
28716 Canton	0.5%
28748 Leicester	0.5%
28801 Asheville	0.5%
28786 Waynesville	0.4%
28025 Concord	0.3%
28790 Zirconia	0.3%
28804 Asheville	0.3%
29708 Fort Mill	0.3%
28043 Forest City	0.3%
28150 Shelby	0.3%
28713 Bryson City	0.3%
28731 Flat Rock	0.3%
28782 Tryon	0.3%
28787 Weaverville	0.3%
29016 Blythewood	0.3%
29650 Greer	0.3%
29687 Taylors	0.3%
29690 Travelers Rest	0.3%
37738 Gatlinburg	0.3%
27006 Advance	0.2%
27330 Sanford	0.2%
27587 Wake Forest	0.2%
28078 Huntersville	0.2%
28152 Shelby	0.2%
28202 Charlotte	0.2%
28411 Wilmington	0.2%
28621 Elkin	0.2%
28625 Statesville	0.2%
28655 Morganton	0.2%
28698 Zionville	0.2%

City	% of Devices
Arden, NC	13.3%
Fletcher, NC	12.9%
Hendersonville, NC	11.5%
Asheville, NC	8.9%
Mills River, NC	8.0%
Horse Shoe, NC	2.8%
Brevard, NC	1.8%
Fairview, NC	1.5%
Candler, NC	1.0%
Etowah, NC	1.0%
Pisgah Forest, NC	0.8%
Charlotte, NC	0.7%
Canton, NC	0.5%
Greenville, SC	0.5%
Leicester, NC	0.5%
Waynesville, NC	0.5%
Fort Mill, SC	0.4%
Greer, SC	0.4%
Shelby, NC	0.4%
Concord, NC	0.3%
Jacksonville, FL	0.3%
Wilmington, NC	0.3%
Zirconia, NC	0.3%
Aiken, SC	0.3%
Atlanta, GA	0.3%
Blythewood, SC	0.3%
Bryson City, NC	0.3%
Fayetteville, NC	0.3%
Flat Rock, NC	0.3%
Forest City, NC	0.3%
Gatlinburg, TN	0.3%
Simpsonville, SC	0.3%
Taylors, SC	0.3%
Travelers Rest, SC	0.3%
Tryon, NC	0.3%
Weaverville, NC	0.3%
Advance, NC	0.2%
Alexandria, VA	0.2%
Apex, NC	0.2%
Augusta, GA	0.2%
Barnardsville, NC	0.2%
Camden, SC	0.2%
Charleston, SC	0.2%
Chattanooga, TN	0.2%
Cleveland, TN	0.2%

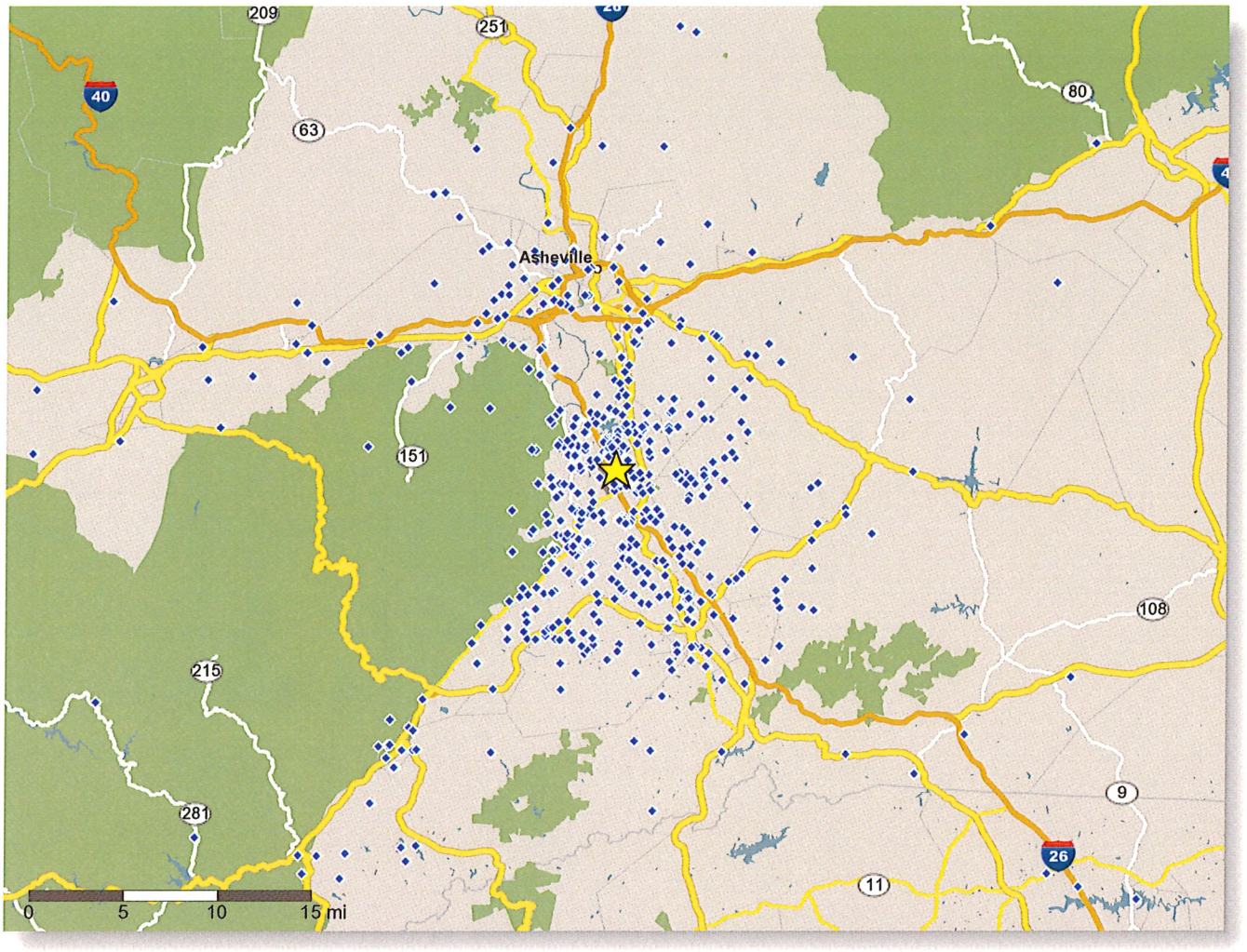
Fletcher NC ABC Store 1 Year

35.442513, -82.531973
28704 Arden, North Carolina
Greenville-Spartanburg SC-Asheville NC-Anderson SC DMA
Asheville, NC Metro CBSA

Area = 35,695 square feet
Date Range = 2025-01-01 to 2026-01-01
Days Studied = Mon,Tue,Wed,Thu,Fri,Sat,Sun
Time Range = 00:00:00 to 23:59:00 (D)

Device Home Analysis - Device Night Locations:

The map is scaled to show at least 60-80% of device locations.
Up to 5,000 device locations will be shown on the map (selected at random).



Cumulative Capture Rates (Miles):

Cumulative %	Distance
5%	
10%	0.75
15%	1.36
20%	2.39
25%	2.84
30%	3.51

Cumulative %	Distance
35%	4.6
40%	5.7
45%	6.9
50%	8.5
55%	9.6
60%	11.4

Cumulative %	Distance
65%	16.1
70%	33.3
75%	63.8
80%	111.4
85%	186.1
90%	287.2

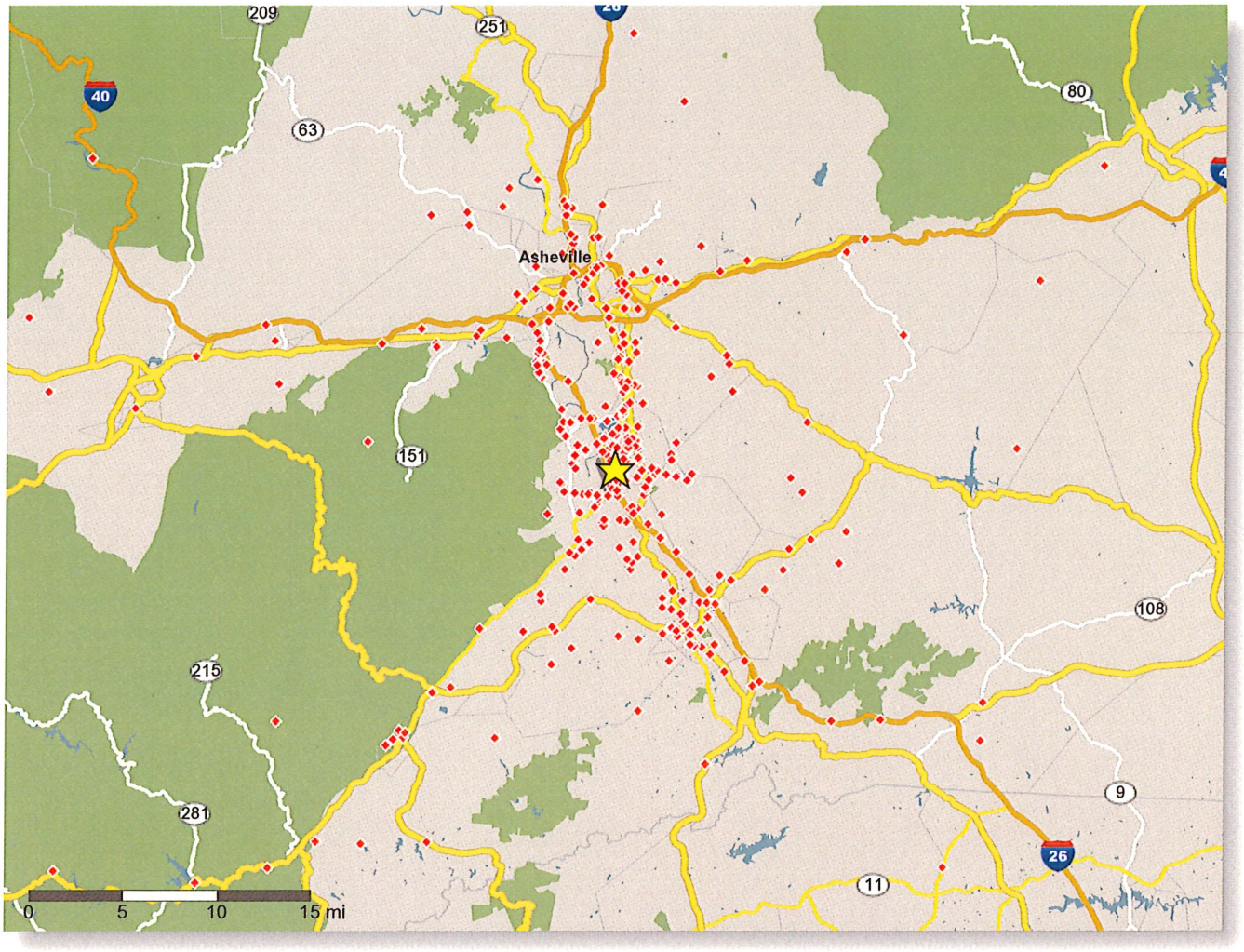
Fletcher NC ABC Store 1 Year

35.442513, -82.531973
28704 Arden, North Carolina
Greenville-Spartanburg SC-Asheville NC-Anderson SC DMA
Asheville, NC Metro CBSA

Area = 35,695 square feet
Date Range = 2025-01-01 to 2026-01-01
Days Studied = Mon,Tue,Wed,Thu,Fri,Sat,Sun
Time Range = 00:00:00 to 23:59:00 (D)

Device Home Analysis - Device Daytime Locations:

The map below shows the most prominent locations where visitor devices are found during the daytime. This could include home/night location, workplaces, schools, residences of friends/family, and more.



Cumulative Capture Rates (Miles):

Cumulative %	Distance
5%	0.31
10%	1.06
15%	1.82
20%	2.32
25%	3.37
30%	4.51

Cumulative %	Distance
35%	6.5
40%	8.2
45%	9.2
50%	10.4
55%	12.1
60%	15.3

Cumulative %	Distance
65%	24.7
70%	49.0
75%	89.6
80%	126.8
85%	210.5
90%	313.6

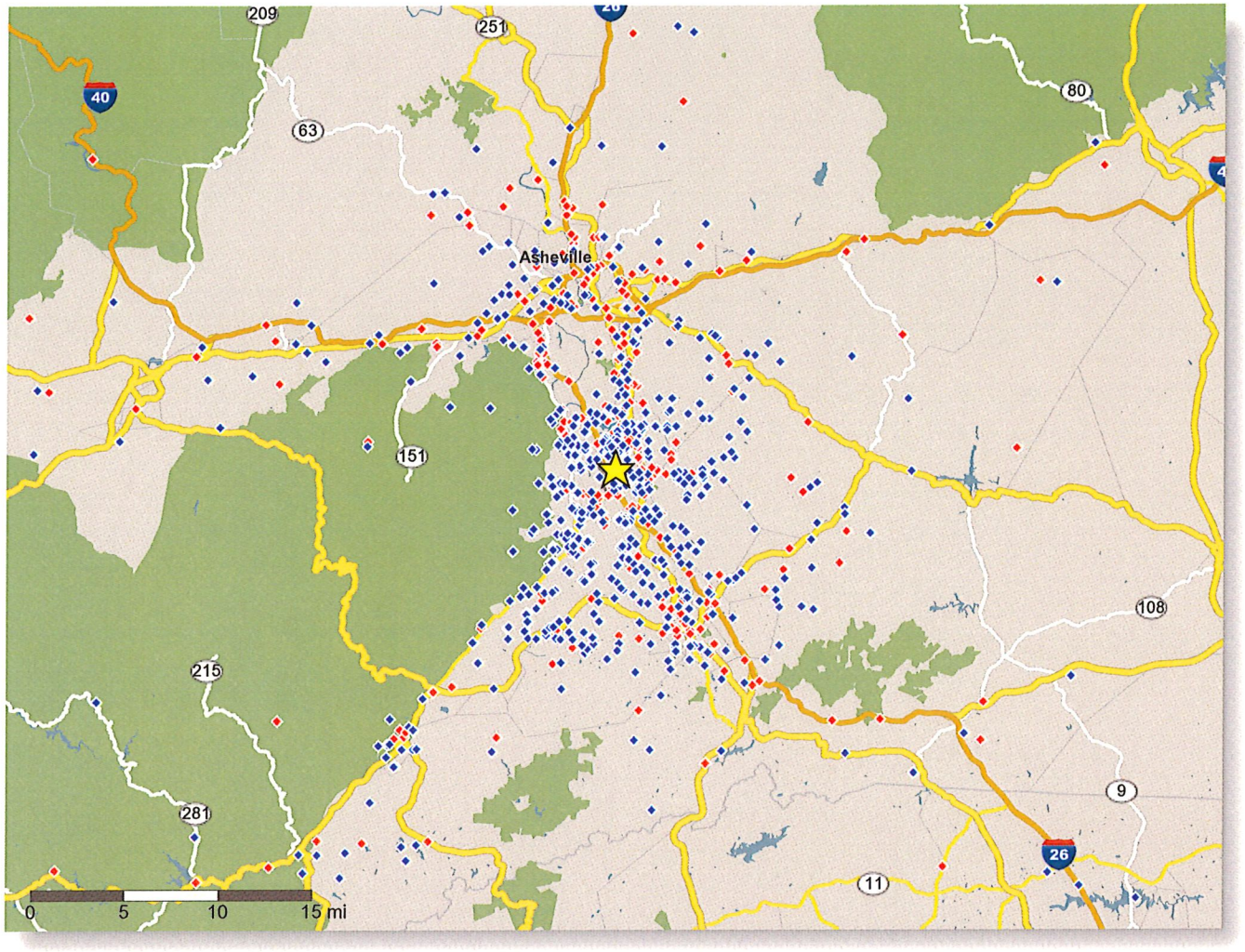
Fletcher NC ABC Store 1 Year

35.442513, -82.531973
28704 Arden, North Carolina
Greenville-Spartanburg SC-Asheville NC-Anderson SC DMA
Asheville, NC Metro CBSA

Area = 35,695 square feet
Date Range = 2025-01-01 to 2026-01-01
Days Studied = Mon,Tue,Wed,Thu,Fri,Sat,Sun
Time Range = 00:00:00 to 23:59:00 (D)

Device Home Analysis - Device Night and Daytime Locations:

The map below combines the locations where deviceholders likely reside (**blue**/nighttime) and the locations where those devices are found during the daytime (**red**/daytime).



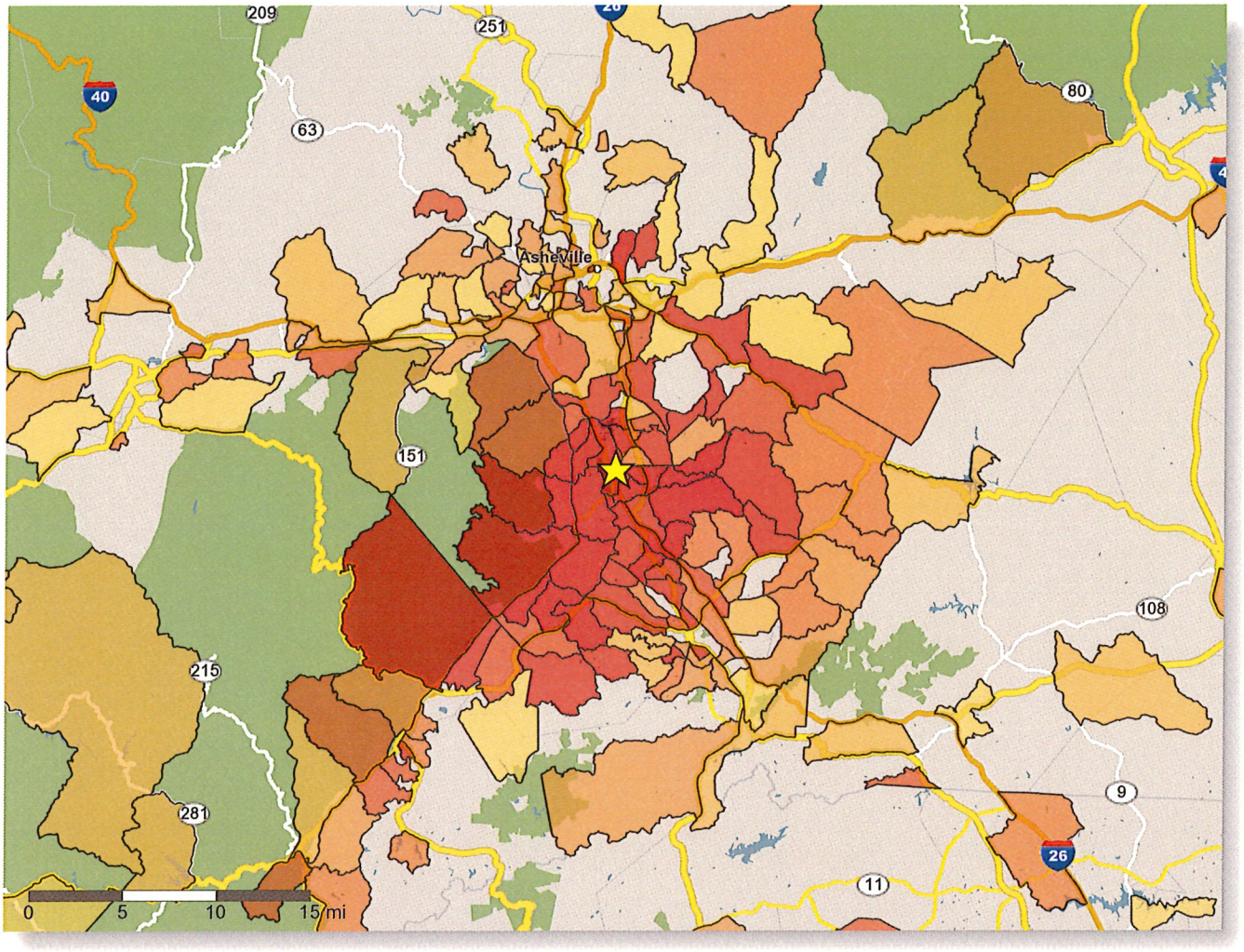
Fletcher NC ABC Store 1 Year

35.442513, -82.531973
28704 Arden, North Carolina
Greenville-Spartanburg SC-Asheville NC-Anderson SC DMA
Asheville, NC Metro CBSA

Area = 35,695 square feet
Date Range = 2025-01-01 to 2026-01-01
Days Studied = Mon,Tue,Wed,Thu,Fri,Sat,Sun
Time Range = 00:00:00 to 23:59:00 (D)

Device Home Analysis - Visit Penetration:

The map below shows the relative penetration rate of block groups in the area surrounding the store. Each neighborhood is shaded based on its visits per resident (population count), indexed against areas in the map view.



- 1.58 +
- 0.93 - 1.57
- 0.57 - 0.92
- 0.37 - 0.56
- 0.23 - 0.36
- 0.14 - 0.22
- 0.08 - 0.13
- 0.01 - 0.07

An index of 1.00 indicates average penetration for the map area. Geographies not represented among device holder home/night locations have an index of 0.00, and are not shown on the map or included in the indexing calculations.

Relative penetration index =

(visits from geography / population in geography)
(visits from map area / population in map area)

Fletcher NC ABC Store 1 Year

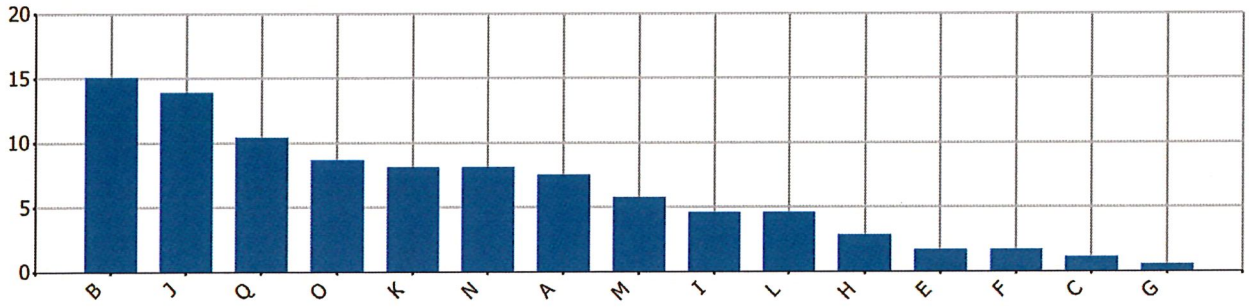
35.442513, -82.531973
28704 Arden, North Carolina
Greenville-Spartanburg SC-Asheville NC-Anderson SC DMA
Asheville, NC Metro CBSA

Area = 35,695 square feet
Date Range = 2025-01-01 to 2026-01-01
Days Studied = Mon,Tue,Wed,Thu,Fri,Sat,Sun
Time Range = 00:00:00 to 23:59:00 (D)

Device Home Analysis - Top Persona Live Groups:

Data and descriptions © Spatial AI, Inc. • All rights reserved.
All groups with 0.1% or higher representation are shown.

Group	Name	Description	Devices
B	Wealthy Suburban Families	Wealthy and diverse suburban families living children-driven lifestyles.	15.1%
J	Sunset Boomers	Well-off boomers near or at retirement age living in picturesque locations.	14.0%
Q	Urban Low Income	Low income housholds in dense urban areas.	10.5%
O	Small Town Low Income	Lower income households in or orbiting small towns.	8.7%
K	Budget Boomers	Empty-nesters near or at retirement age living on savings.	8.1%
N	Rural Low Income	Lower-income ruralites in mostly farm or blue-collar professions.	8.1%
A	Ultra Wealthy Families	The nation's wealthiest families.	7.6%
M	Rural Average Income	Ruralites living in areas with low population making average incomes.	5.8%
I	Young Urban Singles	Singles starting their career in trade and service jobs.	4.7%
L	Rural High Income	Prosperous ruralites enjoying the outdoors and working in white-collar, farm, and blue-collar jobs.	4.7%
H	Young Professionals	Well-educated young professionals starting their careers in white-collar or technical jobs.	2.9%
E	Near-Urban Diverse Families	Middle-class diverse families living in urban or near-urban areas.	1.7%
F	Blue Collar Suburbs	Working-class singles and families in mainly blue-collar professions.	1.7%
C	Upper Suburban Diverse Families	Upper-middle-class suburbanites working white-collar jobs from a range of ethnic backgrounds.	1.2%
G	Educated Urbanites	Well educated young singles living in dense urban areas working relatively high paying jobs.	0.6%



Fletcher NC ABC Store 1 Year

35.442513, -82.531973
28704 Arden, North Carolina
Greenville-Spartanburg SC-Asheville NC-Anderson SC DMA
Asheville, NC Metro CBSA

Area = 35,695 square feet
Date Range = 2025-01-01 to 2026-01-01
Days Studied = Mon,Tue,Wed,Thu,Fri,Sat,Sun
Time Range = 00:00:00 to 23:59:00 (D)

Device Home Analysis - Top PersonaLive Segments:

Data and descriptions © Spatial AI, Inc. • All rights reserved.

The top 30 segments with 0.1% or higher representation are shown.

Segment	Name	Description	Devices
B03	Backyard Bliss	Outdoor-loving upper-income families straddling the suburban rural divide.	11.0%
K01	Rural Retirement	Retired couples living on a shoestring budget in remote communities with easy access to outdoor recreation.	8.1%
O03	Starting Line	Blue collar renters starting out in small towns and urban clusters making meager wages.	7.6%
J05	Scenic Seniors	Older, upper middle class retirees living in beachfront and mountain communities.	7.0%
A05	Suburb Chic	Affluent families living in higher-priced suburbs not too far from the city center.	6.4%
M02	John Deere Country	Families and couples with average income working blue-collar jobs.	5.2%
N02	Southern Cross	Lower-income couples and single parents crossing white and black rural cultures, meeting at the intersection of worship and sports.	5.2%
J03	Couples Coasting In	Empty-nesters living active healthy lives in upscale suburbs	4.7%
Q06	Blue Collar Grit	Single white renters stretching incomes in towns and urban areas.	4.1%
L03	Cracker Barrel Barons	Middle-aged and older rural couples in blue-collar jobs living iconic country lives.	3.5%
P01	La Vida Rural	Households in Latin-influenced rural communities working farm, service, and blue-collar jobs.	3.5%
B04	Babies Burbs & Blessings	Younger, upper-middle-class suburban families that take parenting and faith seriously.	2.9%
N04	Merica	White semi-rural households with little education or earnings following high school and college sports closely.	2.9%
J02	Destination Retirees	Older, wealthy, and often retired empty-nesters living out their golden years on the beach, or occasionally the mountains.	2.3%
Q05	Diesel Blues	Blue-collar mixed black and white neighborhoods with low education and income.	2.3%
I03	Rust Renters	Young, lower-income renters scattered across 2nd and 3rd tier cities.	1.7%
I04	Adulting	Single, diverse renters working service jobs and transitioning to independent lives.	1.7%
B01	Fusion Families	Family-centered, suburban high-income households who still visit the mall.	1.2%
C03	Flourishing Fusion	Families with children living in diverse white and black exurbs.	1.2%
F02	Latin Engines	Working-class Hispanic and Black households with low-priced homes and lots of kids.	1.2%
H02	Rising Professionals	Well-educated college graduates renting in the trendiest parts of town.	1.2%
L04	Pension Pastures	Older couples in farm and blue-collar professions enjoying the outdoors.	1.2%
O02	Main Street USA	Moderate income, young, blue-collar workers living near main streets in small-town America.	1.2%
P05	Reggaeton Roads	Afro-Latino renters in near-suburbs working blue-collar and service jobs making meager earnings.	1.2%
Q03	Urban Determined	Young, mostly African American singles renting low price neighborhoods surrounding city centers.	1.2%
Q04	Soul & Spirit	Renters in African American neighborhoods with low income and a high percentage of female householders.	1.2%
A01	Midas Might	Extremely wealthy families living in large estate homes.	0.6%
A03	Exclusive Exburbs	High-income families living in wealthy enclaves on the outskirts of major cities.	0.6%
E02	Urban Fashion	Upper-middle-class African American families near major urban areas.	0.6%
E03	Familias	Large Hispanic families working service and blue-collar jobs in dense urban areas	0.6%

Fletcher NC ABC Store 1 Year

35.442513, -82.531973
28704 Arden, North Carolina
Greenville-Spartanburg SC-Asheville NC-Anderson SC DMA
Asheville, NC Metro CBSA

Area = 35,695 square feet
Date Range = 2025-01-01 to 2026-01-01
Days Studied = Mon,Tue,Wed,Thu,Fri,Sat,Sun
Time Range = 00:00:00 to 23:59:00 (D)

Device Home Analysis - Demographic Summary:

Data © Applied Geographic Solutions, Inc. • All rights reserved.

Category	Variable	Devices
Age		
	Under 5 years	4.7%
	5-14 years	10.5%
	15-19 years	5.7%
	20-24 years	5.0%
	25-34 years	12.0%
	35-44 years	13.1%
	45-54 years	12.7%
	55-64 years	13.7%
	65-74 years	12.9%
	75+ years	9.6%
	Median age	43.9
Ethnicity		
	Caucasian	78.5%
	African-American	8.0%
	Asian	1.8%
	Other	2.6%
	Hispanic	9.1%
Household Size		
	1 Person	34.2%
	2 Persons	41.3%
	3 Persons	11.0%
	4 Persons	8.0%
	5 Persons	3.5%
	6+ Persons	1.9%
	Average Persons per Household	2.4
Household Composition		
	Family, one or more children present	25.4%
	Family, no children present	28.0%
	Non-family	39.2%
	One-person	6.8%
Group Quarters Population		
	College Dorms	0.3%
	Military Quarters	0.0%
Educational Attainment		
	Less than 9th grade	2.7%
	9th grade to 12th grade	5.1%
	High school graduate	24.2%
	Some college	19.0%
	Associate's degree	9.6%
	Bachelor's degree	24.6%
	Graduate or Professional degree	14.9%

Fletcher NC ABC Store 1 Year

35.442513, -82.531973
28704 Arden, North Carolina
Greenville-Spartanburg SC-Asheville NC-Anderson SC DMA
Asheville, NC Metro CBSA

Area = 35,695 square feet
Date Range = 2025-01-01 to 2026-01-01
Days Studied = Mon,Tue,Wed,Thu,Fri,Sat,Sun
Time Range = 00:00:00 to 23:59:00 (D)

Device Home Analysis - Demographic Summary:

Data © Applied Geographic Solutions, Inc. • All rights reserved.

Category	Variable	Devices
Occupation		
	Managerial/executive	17.4%
	Professional/specialty	16.3%
	Healthcare support	10.6%
	Protective services	1.5%
	Food preparation serving	5.3%
	Building maintenance and cleaning	5.4%
	Personal care	2.5%
	Sales	10.7%
	Office administrative	10.3%
	Farming, fishing & forestry	0.4%
	Construction	7.9%
	Production/transportation	11.7%
Household Income		
	Under $10,000	3.7%
	$10,000 - $25,000	10.5%
	$25,000 - $34,999	6.8%
	$35,000 - $49,999	10.8%
	$50,000 - $69,999	13.5%
	$70,000 - $99,999	16.7%
	$100,000 - $124,999	9.7%
	$125,000 - $149,999	8.4%
	$150,000 - $199,999	8.5%
	$200,000 - $249,999	4.4%
	$250,000 - $499,999	5.3%
	$500,000+	1.8%
	Median household income	$82,447
Housing Tenure		
	Owner-occupied	63.5%
	Renter-occupied	25.6%
Housing Value		
	Under $25,000	2.7%
	$25,000 - $49,999	2.6%
	$50,000 - $69,999	1.6%
	$70,000 - $99,999	2.6%
	$100,000 - $149,999	6.0%
	$150,000 - $199,999	7.2%
	$200,000 - $299,999	21.1%
	$300,000 - $499,999	33.9%
	$500,000 - $749,999	12.1%
	$750,000 - $999,999	5.3%
	$1,000,000+	4.9%
	Median housing value	$352,747