

State of Holly Springs



Town Manager Carl Dean says Holly Springs leaders will help hospital executives set up shop in the town.

STEVE WILSON

Medical Care High on Agenda

State will decide, but hospitals see opportunity in Holly Springs

By James Gallagher

HOLLY SPRINGS – Holly Springs could be the prime location for a new hospital as the state looks to grant permission for the opening of 102 hospital rooms in 2011.

The burgeoning Wake County suburb has been in the spotlight over the past couple of years as various health care providers have sought to locate medical facilities there. While Winston-Salem-based Novant Health was unsuccessful in its request to build a \$100-million, 41-bed hospital in Holly Springs, it did get state approval to construct an outpatient surgical center with three operating rooms. Also, Rex Hospital broke ground in mid-November on a physician's office building and urgent care center that should open in late 2011.

There could be continued expansion of health care services in the area in the coming years.

"Holly Springs is growing faster than Wake County," says Steve Burriss, Rex's vice president for ambulatory services. "These communities are large enough to support substantial medical facilities on their own."

Holly Springs Town Manager Carl Dean says town leaders welcome and support any efforts to expand health care options in the area. Right now, residents have to drive 30 to 40 minutes to get care, which can prove problematic in emergencies. "You've got to have a health care foundation in a community if it is going to grow," he says.

But the decision to build new hospitals, operating rooms and urgent care centers isn't up to Dean, and it's not even in the hands of the health care providers. Rather, the state Department of Health and Human Services' Division of Health Service Regulation, which issues certificates of need, or CONs, for health care facilities and major equipment, is responsible for making such decisions.

The CON process is intended to constrain health care cost

growth by regulating and limiting the purchase of high-end medical equipment and construction of medical facilities.

Location of the facilities is just one of many factors CON analysts consider when reviewing applications for health care facilities, says Sandra Greene, a professor at UNC-Chapel Hill's Gillings School of Global Public Health and a member of the North Carolina State Health Coordinating Council, the body that determines what medical facilities will be needed in North Carolina.

CON analysts also must consider how many patients would use a facility, what type of patients would go there, what the charges for care would be, and whether doctors are willing to provide services there, she says.

When Novant proposed its Holly Springs hospital, CON analysts determined there was greater need in north Raleigh and gave the beds to WakeMed Health & Hospitals to expand its WakeMed HealthPlex North into a full-fledged women's hospital.

One of the issues working against health care expansion in Holly Springs is the number of doctors in the area. Dean says that in 2001, when he moved to Holly Springs, there was not a single doctor's office.

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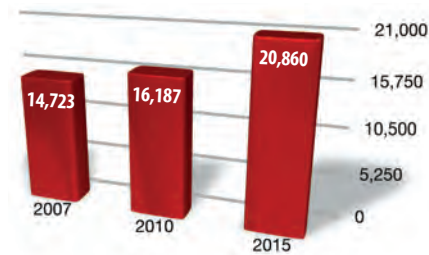


Shops such as these are generating increased sales in Holly Springs.

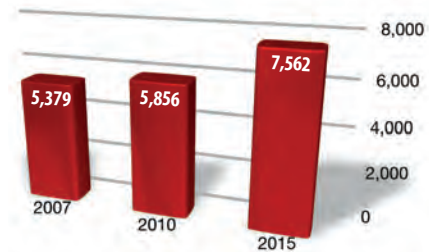
STEVE WILSON

Holly Springs By the Numbers

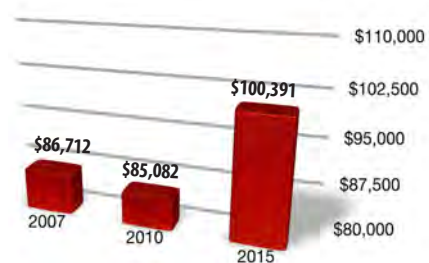
Total Population



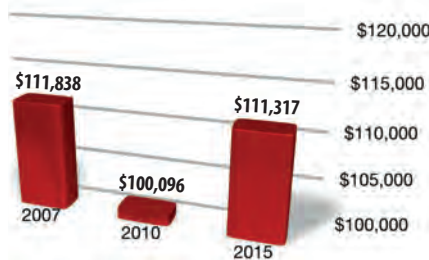
Total Households



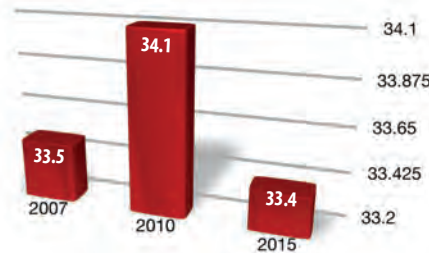
Median Household Income



Average Household Income



Median Age



Sales by Business

	2007	2010
Construction	\$74,709	\$80,407
Manufacturing	\$59,326	\$58,233
Wholesale Trade	\$83,260	\$45,165
Retail Trade	\$79,693	\$153,706
Motor Vehicle/Parts	\$4,355	\$4,082
Furniture/Home Furnishings	\$962	\$380
Electronics/Appliances	\$13,519	\$20,052
Building Material/Supplies	\$9,813	\$2,100
Food and Beverage Stores	\$37,861	\$102,765
Health/Personal Care	\$4,575	\$13,405

SOURCE: ESRI

Cultural center brings sweet music to residents

By Amanda Jones Hoyle

HOLLY SPRINGS – When an informal group of musicians living in Holly Springs decided to start a big band jazz group five years ago, their only real option for rehearsal space was the cafeteria of an old elementary school building.

The Route 55 Jazz Orchestra, though, didn't have to wait long for the town to open a new cultural center. Since December 2006, the Holly Springs Cultural Center has become one of the premiere performance facilities in southern Wake County.

"We love being a part of the Cultural Center family, and are immensely grateful that we have such a fabulous resource and place to call home," says David Reitmeyer, the pianist for the band.

The \$5 million Cultural Center also helped foster the creation of the Holly Springs Community Band, which started playing together in 2005 and has grown to about 30 members, says Karin Nielson, a flautist with the band. Nielson says that the musical performances and services offered through the cultural center were a big part of the reason she and her family moved to Holly Springs from Apex in 2008.

"It was a big selling point," she says. "I have a strong musical background ... and I wanted to live in a place that supports the local arts."

The 20,000-square-foot Holly Springs Cultural Center building in the center of town features a 196-seat theater with a decked-out performance stage and dressing room and conference center-type classrooms.

The building is also home to the Holly Springs Library, which attracts more than 450,000 library visits a year, says Don Briscar, manager of the Cultural Center.

The Cultural Center and the library share a joint 2,000-square-foot lobby that is also used for library displays, cultural center ticket sales and a coffee bar and concession stand.

The building and its services are jointly funded by the Holly Springs town government and the Wake County public libraries system. The town is paying about \$340,000 a year on the building's debt service, and the cultural center has an operating budget of almost \$500,000 in 2010-11, according to town budget documents.

On a recent Saturday, the library hosted a viewing of the 1980s classic movie "E.T." in the Cultural Center's theater room, while



STEVE WILSON

Don Briscar oversees the Holly Springs Cultural Center.

a group of local physicians held sessions in one of the meeting rooms offering two hours of free medical advice to whomever stopped by.

When Novartis was still building its new vaccine production plant in Holly Springs, its managers often utilized the Cultural Cen-

ter's theater and meeting rooms for video conference meetings with executives at the company's headquarters in Switzerland.

Mark Delacourt has been the center's event coordinator since it opened in 2006 and says the facility keeps a busy calendar between the various performance and library events. "We are lucky to have (the library), and they are lucky to have us," he says. "It's been a win-win for the town and the county."

When Holly Springs leaders were putting together their plans for the center, they recruited Bob Klaus, who is now general manager of the Durham Performing Arts Center, to serve as the Cultural Center's first manager and to advise the town on the equipment it would need. Under Klaus' advisement, Delacourt says the Cultural Center has been outfitted with some of the most advanced lighting and sound equipment on the market. "A lot of the performers who come here are surprised with what we have," he says.

Briscar says the Cultural Center has events booked for about 200 nights a year between the theater and the meeting rooms, he says.

"It's a juggling act," he says.

Town's downtown incentive plan geared for jobs

By Amanda Jones Hoyle

HOLLY SPRINGS – Standing with an aura of pride in the center of Holly Springs' downtown village district is the historic Leslie-Alford-Mims House, which serves as both a nod to the town's past and its hope for the future.

Built in 1840, the landmark home's image is part of the town's official seal. Now, the owner is making plans to convert the 7,600-square-foot structure into office space.

Cary insurance agent Brian Barber purchased the Mims House in late 2006 for about \$350,000 with a plan to convert it into a space for weddings and events. However, when the recession hit, Barber says, he had to delay those plans.

Now, he's taking the advice of some town leaders and renovating the building to offer space for lease to business professionals. Barber is considering opening a satellite office of his company in the house. A rezoning request is being considered, and Barber says he should have final approvals in the spring.

"Because it's a marquee symbol for Holly Springs, it's also the anchor point to revive the downtown community," Barber says.

It is the type of commercial expansion that Holly Springs Mayor Dick Sears and others in the town have been trying to build on since Sears took office in 2001 with a goal of attracting more commercial business.

When Novartis began discussions about building a \$600 million flu vaccine plant in the town's industrial park, Holly Springs government officials agreed to invest about \$17.4 million to help pay for the land for the Novartis plant, as well as the land grading services and utility infrastructure needed to get started.

Sears says he and other town leaders took some heat for offering the company economic incentives, but he says the bill has already been paid off through property tax collections. "It was the best thing we ever did," he says. Novartis finished construction of the plant in November 2009 and expects to employ 400 people by 2013 when production gets ramped up.

For most retail and commercial projects proposed in the town, though, Sears says that monetary incentives are frowned upon. He'd rather incentivize a company to open operations in Holly Springs through other means, such as fast-tracking the site plan review or waiving permit fees where appropriate.

"That's bending over backward to help businesses establish in Holly Springs," he says.

In 2008, the town adopted a Downtown Development Incentives policy to encourage more businesses to move into the downtown district. However, no developer or business owner has yet received approval for incentives under the downtown development policy.

"We want Holly Springs to be a town where people don't have to drive out of town to get everything," Sears says. "The bottom line is it's an attitude thing. Attitude is what will build our downtown."

Attention to Holly Springs' downtown district has become a focal point since the new Town Hall building and the Mims Towne Square office and retail complex were built in 2003 on Main Street. The town's Cultural Center and library opened in 2006.

Before that, Holly Springs didn't have much of an established downtown area, Sears says, and town employees worked out of a collection of converted homes and



PHOTO C/O NOVARTIS

Town granted incentives to land Novartis plant, shown here, but mayor says the move is paying off.

double-wide trailers.

Of course, Holly Springs' population in 1990 was fewer than 2,000 people. Sears es-

timates the town will have about 26,000 residents when the 2010 census is complete.

In 2005, the town council adopted a "vil-

lage district area plan" that was developed by a consultant team that included Land-Design, Warren & Associates and Kimley-Horn & Associates.

The plan set guidelines for transportation access, streetscape needs, infill development and redevelopment opportunities and zoning regulations for the areas of town that stretch along Main Street and Avert Ferry Road from the Holly Springs Road intersection to the north to the U.S. 55 Bypass intersection on the south.

Green shoots of development have begun to appear.

Michele Sowell opened Shelly Lane Gifts in a building across from Town Hall in May 2007 because of all the new activity in downtown. "It's a hot corner," she says.

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HOLLY SPRINGS: Town has attracted physicians' offices, operating rooms and urgent care center in its borders

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While the number of physicians has grown over the last 10 years, the numbers are still small, making it more difficult to justify the construction of a large hospital.

Rex, however, believes that the addition of its new physicians office building will increase the number of doctors in the area, justifying additional health care facilities. CON analysts likely agree, since they approved Novant's application to construct operating rooms in Holly Springs despite competing applications from WakeMed, Rex and Duke Raleigh Hospital that would have put the rooms farther north in Wake County.

Rex had also sought to construct an ambulatory surgical center in Holly Springs, though CON analysts selected Novant's application.

“WE’LL BE MORE THAN WILLING TO HELP OUT” ANY ORGANIZATION WANTING TO BUILD A HOSPITAL IN TOWN.

CARL DEAN
HOLLY SPRINGS TOWN MANAGER

Novant spokeswoman Kati Everett says her company became interested in Holly Springs after talking with representatives from the town about building a hospital there. “It’s a great community,” she says, adding that Novant has developed relationships with physicians who want to work in Holly Springs.

However, the health system is not ready to commit to another attempt at a hospital there. “Right now our focus is on building the surgery center,” says Everett.

Nonetheless, now that Holly Springs has an urgent care center, physicians’ office building and operating rooms in the works, a hospital could be next.

So far, health care officials say it is too early to say whether they will seek the 102 beds available in 2011 or how they would use them. But others in the area have used freestanding emergency departments and operating rooms as the foundation for a hospital, with WakeMed’s North Healthplex the most recent example.

Dean says its not up to the town to recruit a hospital to the area, but if Novant or Rex wants to construct a hospital in Holly Springs, “We’ll be more than willing to help out.”



Meet Holly Springs’ Newest Neighbor: Rex Healthcare



Rex Healthcare, rated as one of the nation's best, is building a new campus in Holly Springs to provide an excellent range of services in southern Wake county.

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Building A Better Community

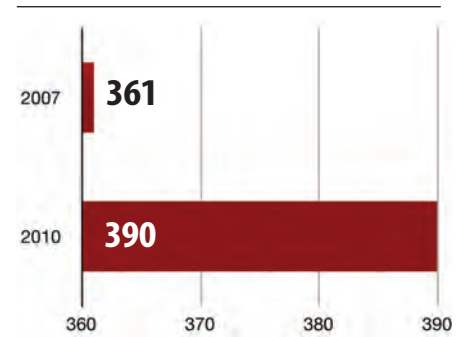
Our commitment to the community goes beyond just medical care. We are proud to support Holly Springs with a variety of community sponsorships, including the Rex Soccer Field of Holly Springs. And, dozens of Wake County businesses will be involved in the building of our new campus.

Please visit rexhealth.com for more information.

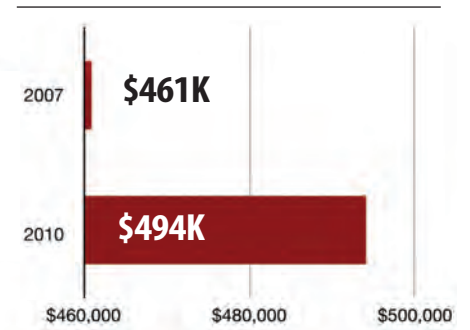


Holly Springs By the Numbers

Total Businesses



Total Sales



Employees by Industry

	2007	2010
Construction	220	287
Manufacturing	221	246
Wholesale Trade	31	37
Retail Trade	182	531
Motor Vehicle/Parts	11	20
Furniture/Home Furnishings	4	2
Electronics/Appliances	30	49
Building Material/Supplies	7	6
Food and Beverage Stores	76	343
Health/Personal Care	25	65

Businesses by Industry

	2007	2010
Construction	46	43
Manufacturing	14	16
Wholesale Trade	10	14
Retail Trade	40	43
Motor Vehicle/Parts	3	3
Furniture/Home Furnishings	2	1
Electronics/Appliances	8	9
Building Material/Supplies	4	1
Food and Beverage Stores	8	7
Health/Personal Care	1	5

SOURCE: ESRI



STEVE WILSON

Holly Springs town hall.