

# RAINBOW SQUARE SHOPPING CENTER REDEVELOPMENT



NOVEMBER 15, 2016



## ABOUT MORGUARD

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# Real Estate Potential. Realized.

North America,  
Office, Industrial, Retail,  
Residential, Hotel

Investment Management,  
Asset Management, Property  
Management, Ownership

Performance, Growth,  
Governance, Risk Management,  
Sustainability, Community

- Morguard is a fully integrated real estate company. We own, manage and invest in high-quality, well-located, geographically diversified assets across North America.
- We built our business with strong leadership and a proven management platform that together have generated substantial, risk-adjusted returns – and significant long-term growth for investors.
- Morguard employs more than 1,500 professionals in 11 offices across North America.

# ABOUT PUBLIX

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- Founded in 1930 in Winter Haven, Florida, by George W. Jenkins, Publix Super Markets is the largest employee-owned grocery chain in the U.S. with 1,132 store locations in six states.
- Publix retail sales in 2015 reached \$32.4 billion and currently employ over 187,500 people.

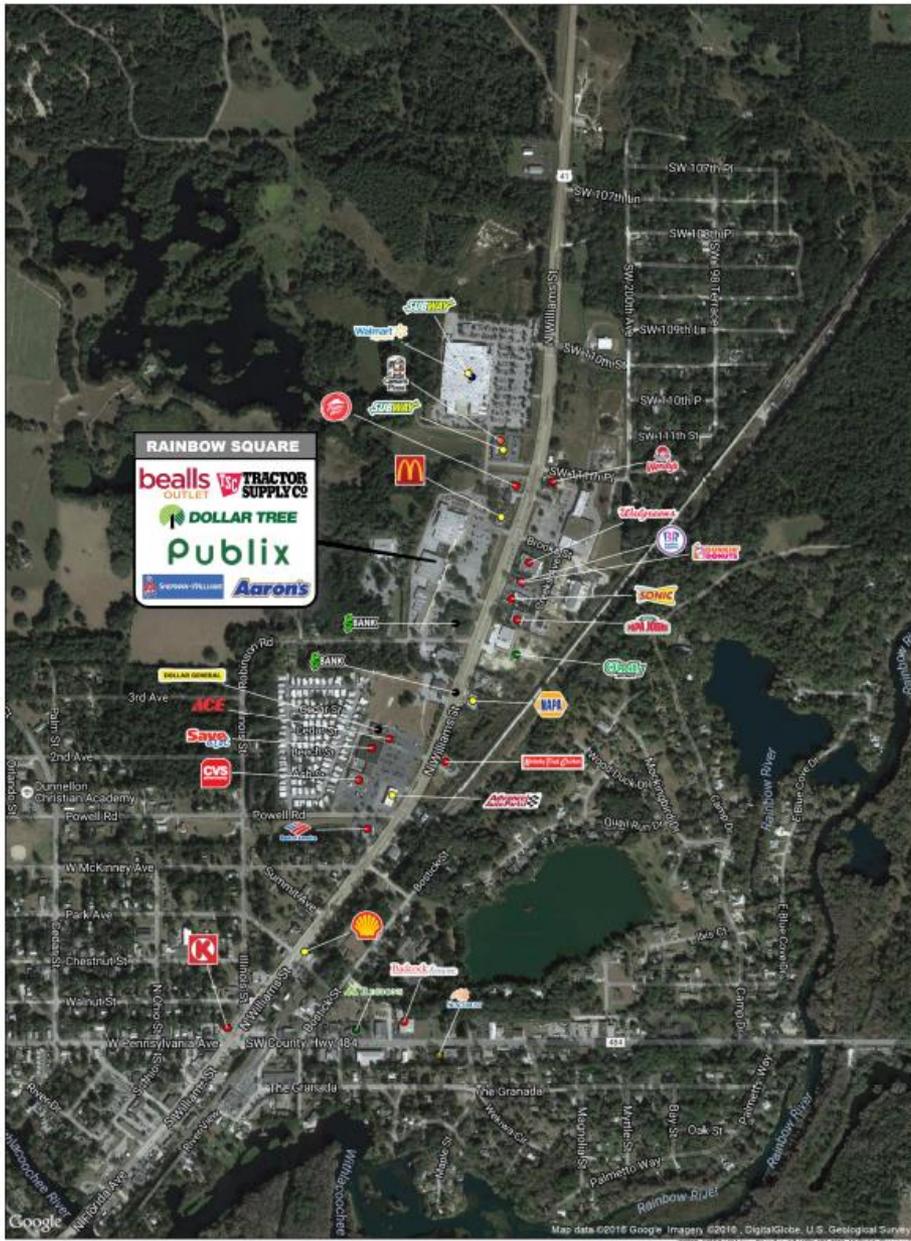


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# DUNNELLO RETAIL AND COMPETING PUBLIC LOCATIONS

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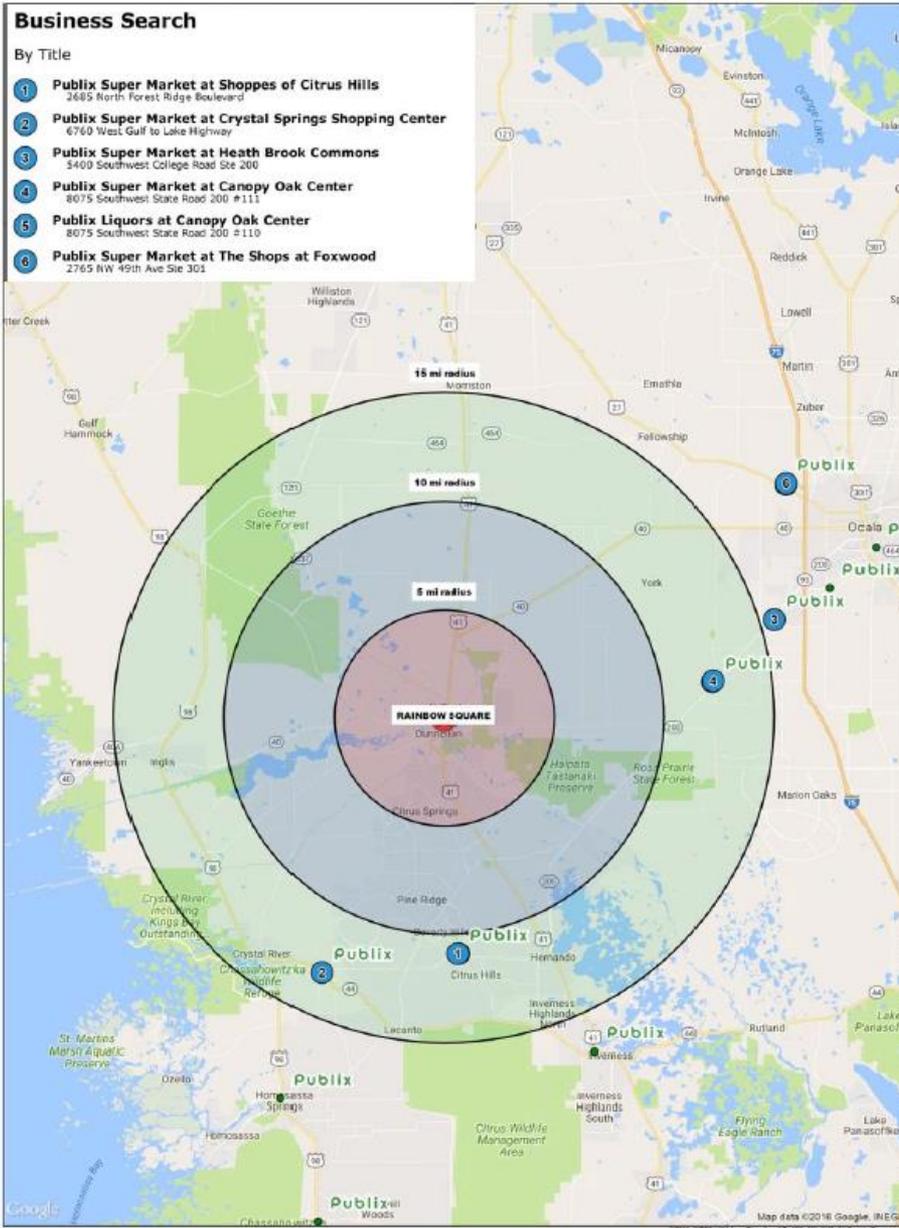




## Rainbow Square Shopping Center

11352 N Williams St  
Dunnellon, FL 33432

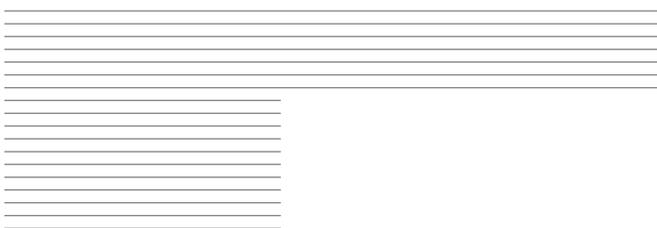
*November 2016*



## Rainbow Square vs. surrounding Publix locations

11352 N Williams St  
Dunnellon, FL 33432

November 2016



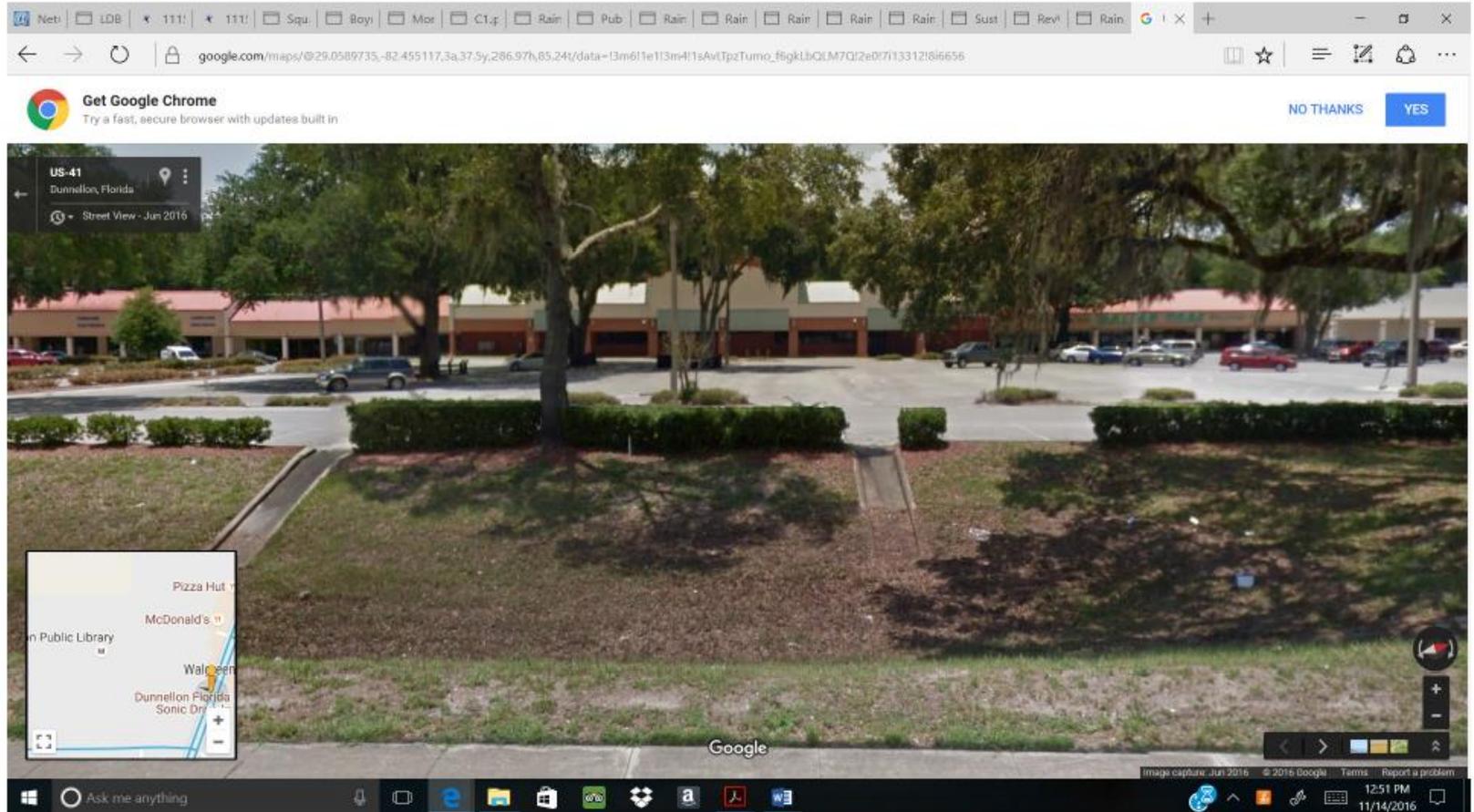
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# CURRENT STREET VIEW AND AERIALS

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# VIEW FROM ROUTE 41 / WILLIAMS STREET



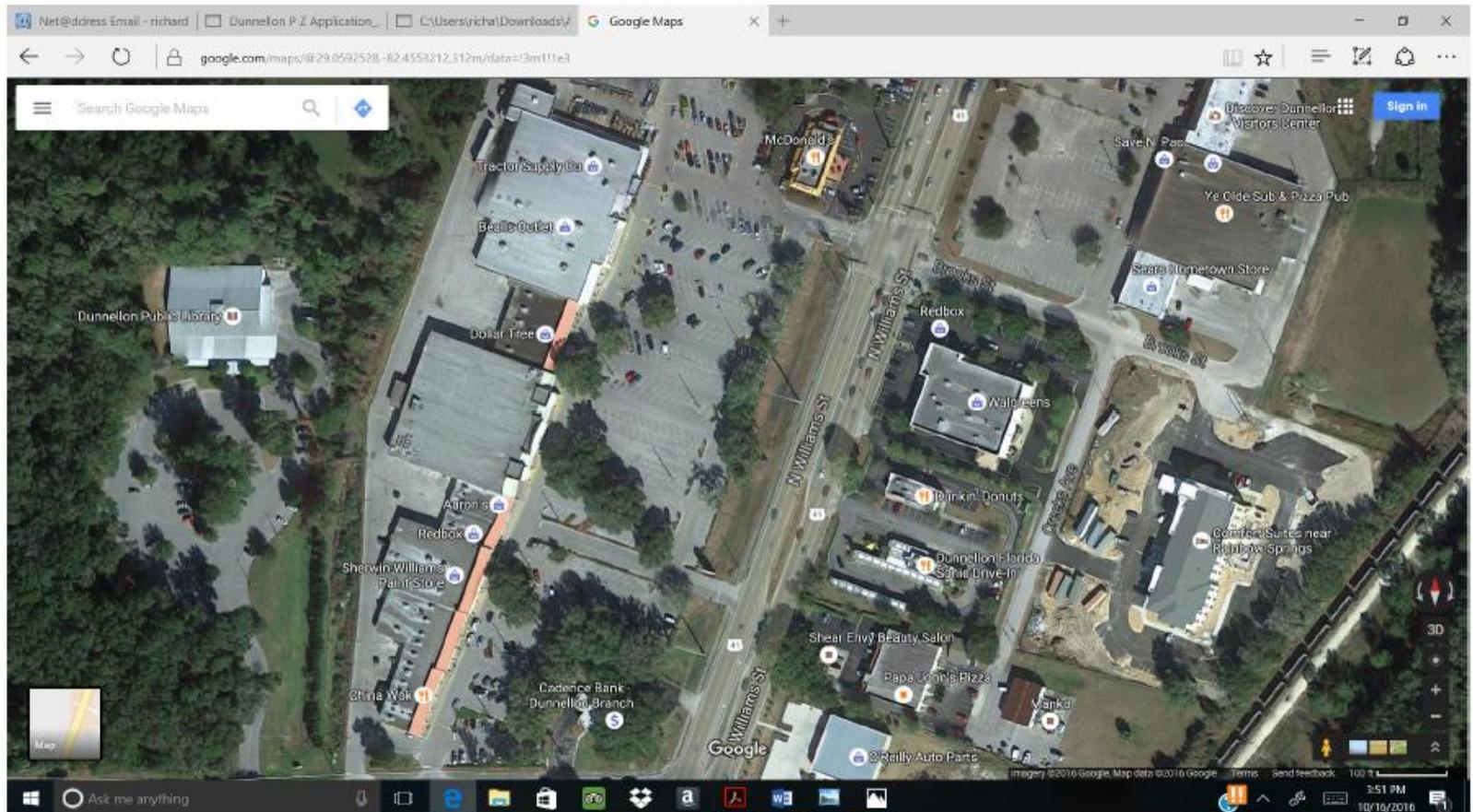
# VIEW OF SOUTH ENTRANCE AND CADENCE BANK



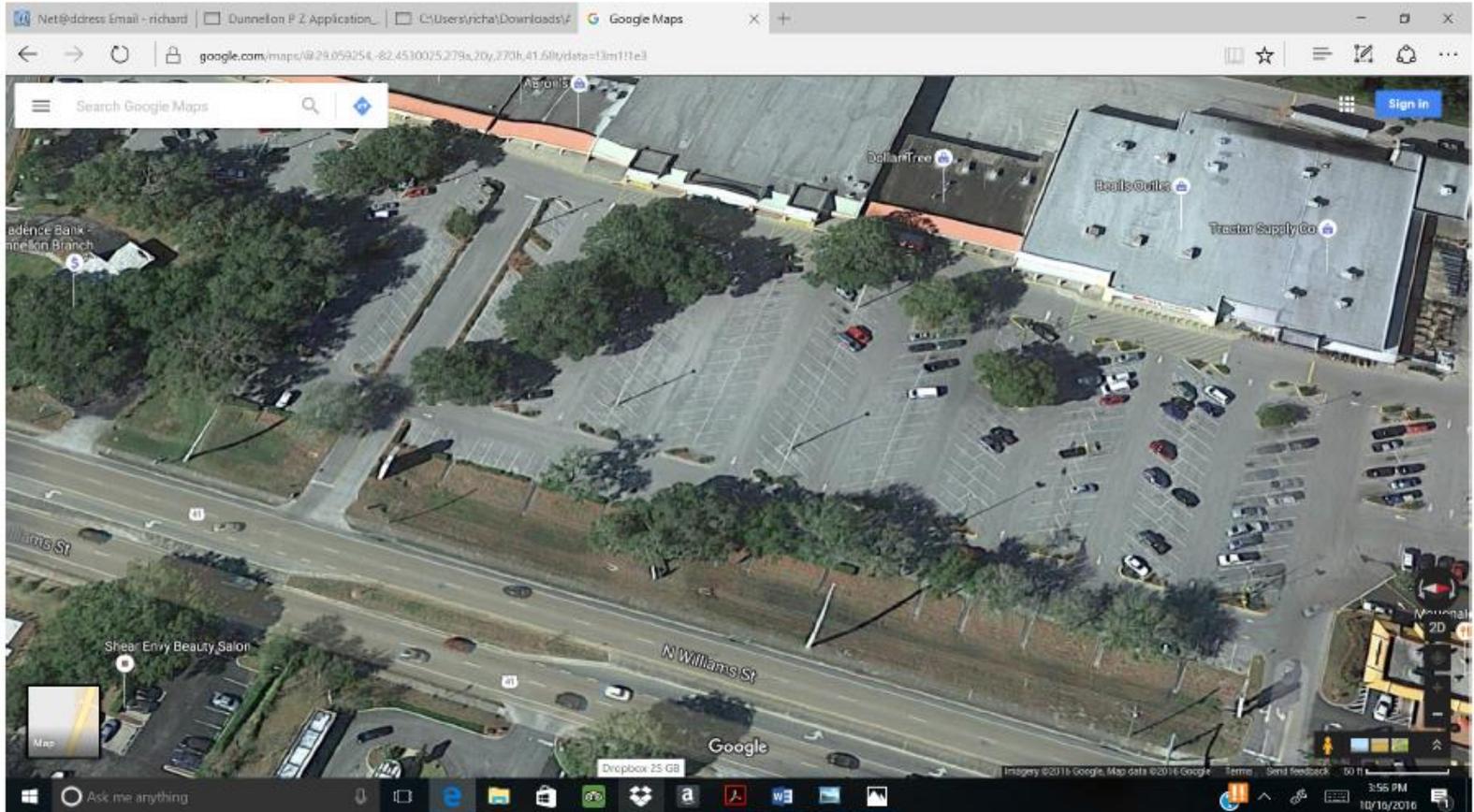
# UNDERGROUND VAULT SYSTEM TO BE INSTALLED OVER EXISTING SWALE TO ACHIEVE PUBLIX PARKING REQUIREMENTS



# SATELLITE SHOTS OF RAINBOW SQUARE SHOPPING CENTER – VIEW 1



# SATELLITE SHOTS OF RAINBOW SQUARE SHOPPING CENTER – VIEW 2





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# PROPOSED REDEVELOPMENT SITE PLAN AND RENDERINGS

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## RAINBOW SQUARE, Dunnellon, FL



Morguard (MRC) Corporation, the owner of Rainbow Square Shopping Center, will begin a \$7MM redevelopment plan for the property in early 2017. The anchor tenant will be a 45,600 SF Publix Supermarket which will include a pharmacy, bakery and Liquor Store. It is anticipated the economic impact will be significant for Dunnellon by creating over 100 full time local jobs and attracting new business to Dunnellon. In addition to the new anchor, the balance of the shopping center will get a new façade, enhanced parking and new landscaping plan. The projected completion date is May 1, 2018.

### PUBLIX CORPORATE INFORMATION

Store Locations	1,132 store locations in 6 states
Age	Founded in 1930
Employment	187,500 company wide employees
Total Sales	\$32.4 billion in 2015

### Publix at Rainbow Square

**Publix**  
45,600 sf Store

Traffic location along  
N Williams Street



24,000  
VPD

Publix has committed to  
a long term presence  
in Dunnellon.

**Publix**  
Liquor



**RENOVATED**  
Shopping Center

130 fulltime  
**EMPLOYEES**



Delivered by

**Morguard**

Real Estate Potential. Realized.  
MORGUARD.COM

Significant  
portion will be  
new hires

Opening 2018





# RAINBOW SQUARE PUBLIX RENDERING



## RAINBOW SQUARE PUBLIX

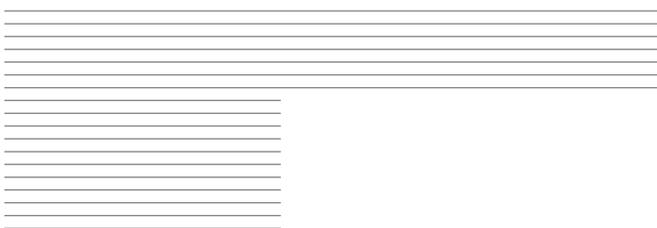


# RAINBOW SQUARE RETAIL SHOPS RENDERING



## RAINBOW SQUARE RETAIL SHOPS





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# PROPOSED LANDSCAPE PLAN

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EXISTING PROJECT AREA  
AERIAL VIEW

# RAINBOW SQUARE VARIANCE





**EXISTING PROJECT AREA STREET  
VIEW FROM U.S. HIGHWAY 41**

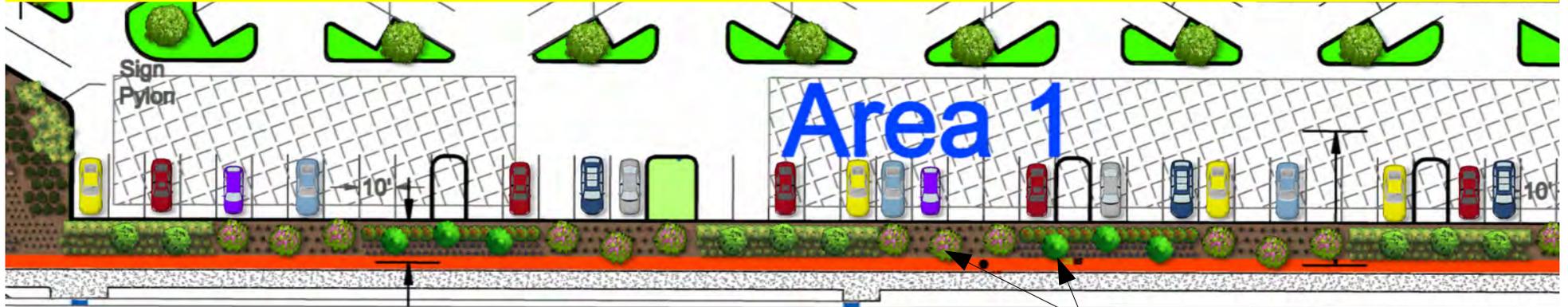




PROPOSED LANDSCAPE  
VARIANCE AREA "1"

**PROPOSED DESIGN STANDARDS:**

- 1) Understory trees spaced an average of 15' on center (6.6 trees per 100 linear feet)
- 2) All understory trees shall have a minimum height of 10 feet and a caliper of 2.5 inches measured four feet above the ground upon planting)
- 3) Shrubs shall be spaced 3' on center to form a continuous hedge or landscape buffer adjacent to parking spaces. The shrubs proposed to form this continuous hedge shall be installed at a minimum of 24" in height.
- 4) Smaller shrubs and ground cover plantings shall be installed in front of this hedge so that the entire 10 foot width buffer area is fully landscaped.

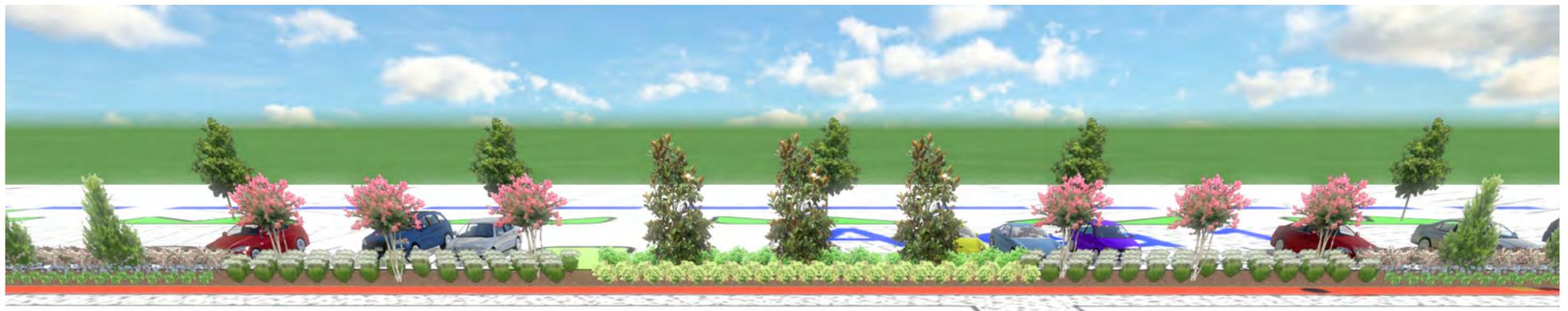


10' LSB Proposed

**CONCEPTUAL LANDSCAPE IMPROVEMENT PLAN**

VARIETY OF SMALLER UNDERSTORY TREES, SHRUBS AND GROUND COVER PROPOSED WITHIN POWER LINE EASEMENT

# U.S. HIGHWAY NO. 41

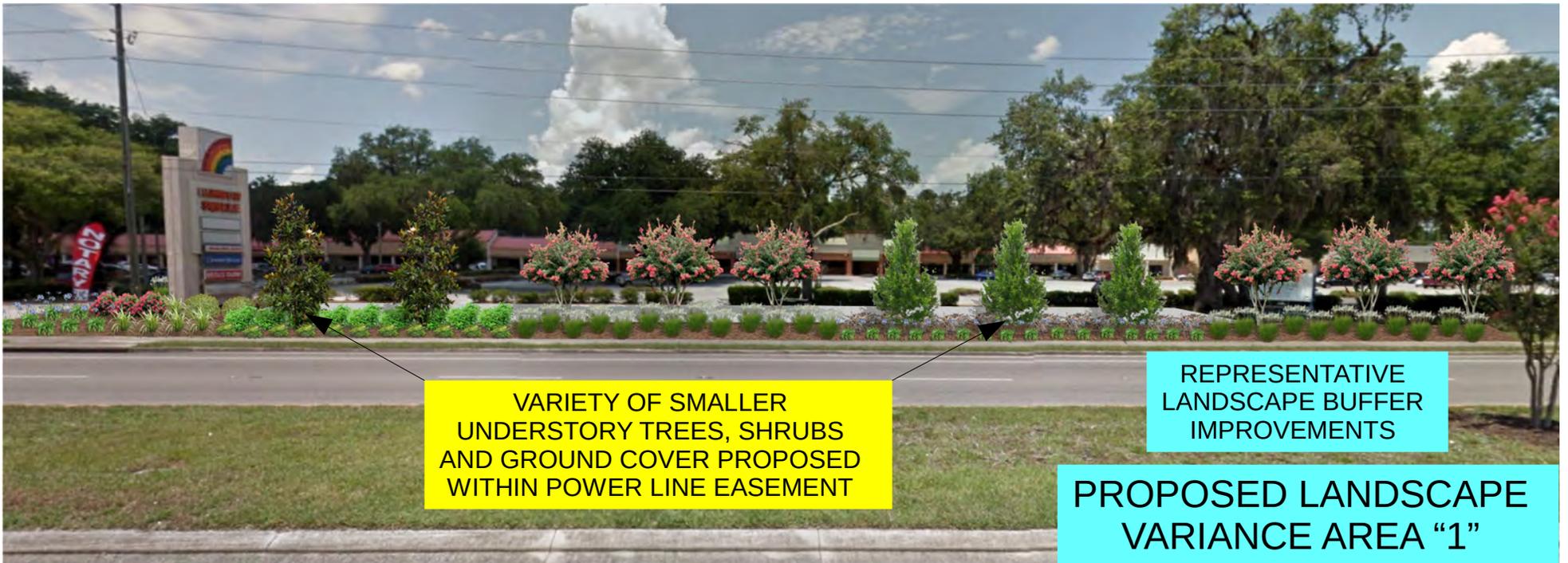


**ELEVATION VIEW**

**PROPOSED LANDSCAPE VARIANCE AREA "1"**



EXISTING VIEW FROM U.S. HIGHWAY 41



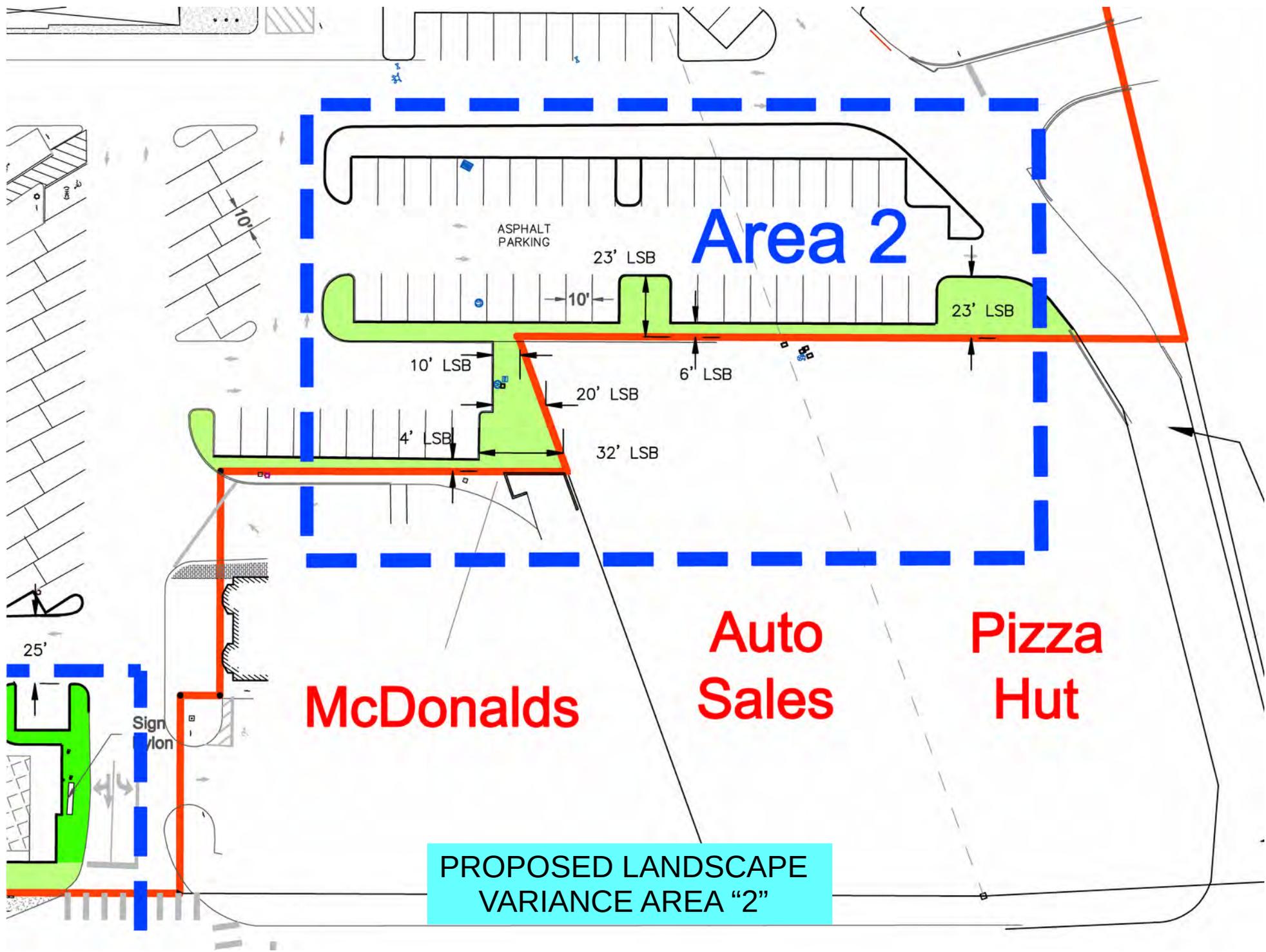
VARIETY OF SMALLER UNDERSTORY TREES, SHRUBS AND GROUND COVER PROPOSED WITHIN POWER LINE EASEMENT

REPRESENTATIVE LANDSCAPE BUFFER IMPROVEMENTS

PROPOSED LANDSCAPE VARIANCE AREA "1"



PROPOSED LANDSCAPE  
VARIANCE AREA "2"



**Area 2**

**McDonalds**

**Auto  
Sales**

**Pizza  
Hut**

**PROPOSED LANDSCAPE  
VARIANCE AREA "2"**

**PROPOSED DESIGN STANDARDS:**

- 1) Understory trees spaced an average of 15' on center (6.6 trees per 100 linear feet)
- 2) All understory trees shall have a minimum height of 10 feet and a caliper of 2.5 inches measured four feet above the ground upon planting)
- 3) Shrubs shall be spaced 3' on center to form a continuous hedge or landscape buffer adjacent to parking spaces. The shrubs proposed to form this continuous hedge shall be installed at a minimum of 24" in height.





PROPOSED LANDSCAPE  
VARIANCE AREA "3"

# Area 3



**PROPOSED LANDSCAPE  
VARIANCE AREA "3"**

# Area 3



## PROPOSED DESIGN STANDARDS:

- 1) Understory trees spaced an average of 15' on center (6.6 trees per 100 linear feet)
- 2) All understory trees shall have a minimum height of 10 feet and a caliper of 2.5 inches measured four feet above the ground upon planting)
- 3) Shrubs shall be spaced 3' on center to form a continuous hedge or landscape buffer adjacent to parking spaces. The shrubs proposed to form this continuous hedge shall be installed at a minimum of 24" in height.
- 4) Smaller shrubs and ground cover plantings shall be installed where the landscape buffer is wider.

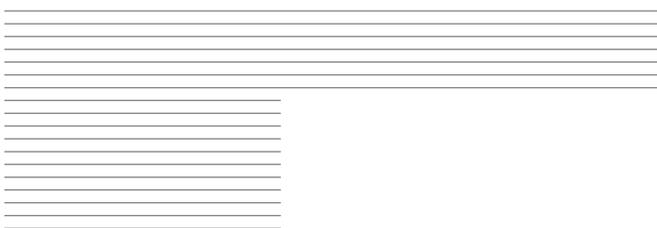
## AREA 3 LANDSCAPE IMPROVEMENTS SHALL INCLUDE:

- SMALLER UNDERSTORY TREES DUE TO OVERHEAD UTILITIES
- HEDGE ADJACENT TO PARKING
- SHRUBS & GROUND COVER



VIEW FROM ROBINSON ROAD

PROPOSED LANDSCAPE VARIANCE AREA "3"  
CONCEPTUAL LANDSCAPE IMPROVEMENT PLAN



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# PUBLIX SUSTAINABILITY MEASURES

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# PUBLIX SUSTAINABILITY

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## Site:

- Varies depending on location and availability of resources

## Water:

- Prototype meets 50% reduction in potable water use for building utilizing low-flow fixtures in the restrooms
- Safe waste system to prime floor drains (Reduces the need for domestic water trap primers)

## Efficiency:

- Publix uses a commissioning authority to start up our stores
- Meets ASHRAE Advance Energy Guide for retail buildings
- Publix provide measurement and verification plan for monitoring energy use
- Publix utilized high efficiency roof top units.
- Use of LED lamps in the store room, canopy and site lighting
- Automatic lighting control throughout the building through the use of local occupancy sensors or our building Energy Management System
- Utilize full cut-off luminaires and flat lens luminaires for our exterior lighting needs
- Use LED lamps in our track heads where many other retailers use Halogen or std. Metal Halide lamps
- Motion controlled LED lighting many of its refrigerated cases

## Indoor Environmental Quality:

- Publix does not use CFC refrigerants
- Publix uses mostly water based adhesive and sealants
- Publix uses a low VOC interior paint, by Sherwin Williams
- Publix complies with ASHRAE standard for 55-2004
- Secondary medium temperature refrigeration system minimizes refrigerant volume
- Polypropylene domestic water piping pre-consumer 100% recycle content
- Refrigeration desuperheating heat exchanger to produce potable hot water and hydronic hot water for space heating
- Hot water recirculating system
- Adiabatic condensers for the refrigeration systems.
- Dedicated outside air treatment for ventilation and building pressurization
- Variable volume grease hood exhaust and make up air fans.
- Adiabatic condensers for the refrigeration racks.

## Material and resources:

- Depending on location, construction debris are recycled
- Recycled content of 10% of building materials
- Publix uses rapidly renewable materials (bamboo).
- Storage and collection of recyclables, Publix recycles cardboard, plastic bags, paper, plastic, and aluminum.

David Rubin, Architect LEED AP  
Manager of New Store Design  
Publix Super Markets Inc.