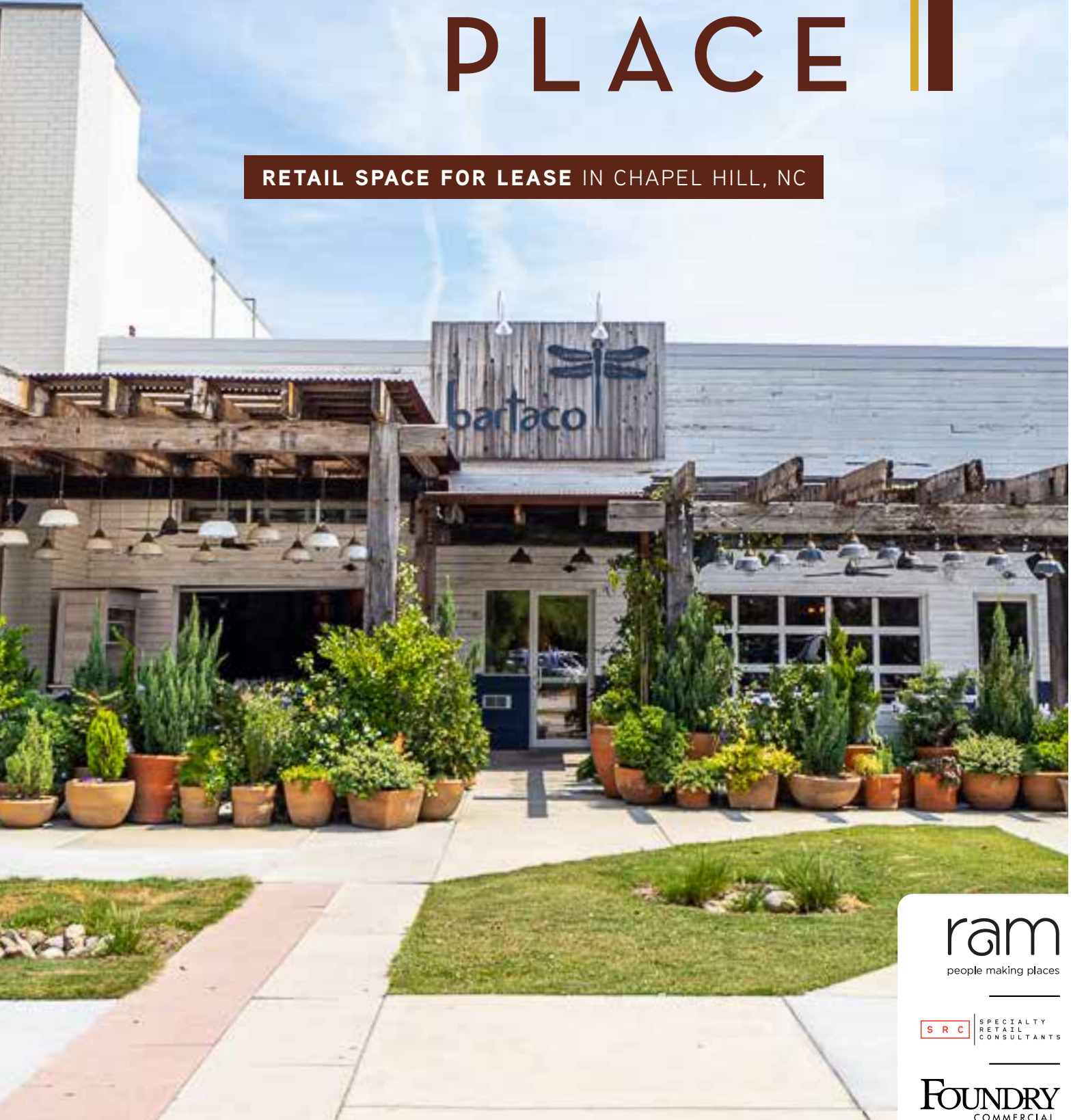


# UNIVERSITY PLACE

RETAIL SPACE FOR LEASE IN CHAPEL HILL, NC



ram  
people making places

S R C | SPECIALTY  
RETAIL  
CONSULTANTS

FOUNDRY  
COMMERCIAL

# MERCHANTS

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Bath & Body Works®



WILLIAM TRAVIS  
JEWELRY

Wentworth & Sloan  
Jewelers



**University Place** is located in the heart of Chapel Hill and the vibrant Triangle region. Outstanding dining opportunities, combined with anchors Harris Teeter and Silverspot Cinema, deliver an award-winning shopping experience. With a unique mix of national and best-in-class local retailers, **University Place** is Chapel Hill's premier shopping destination.

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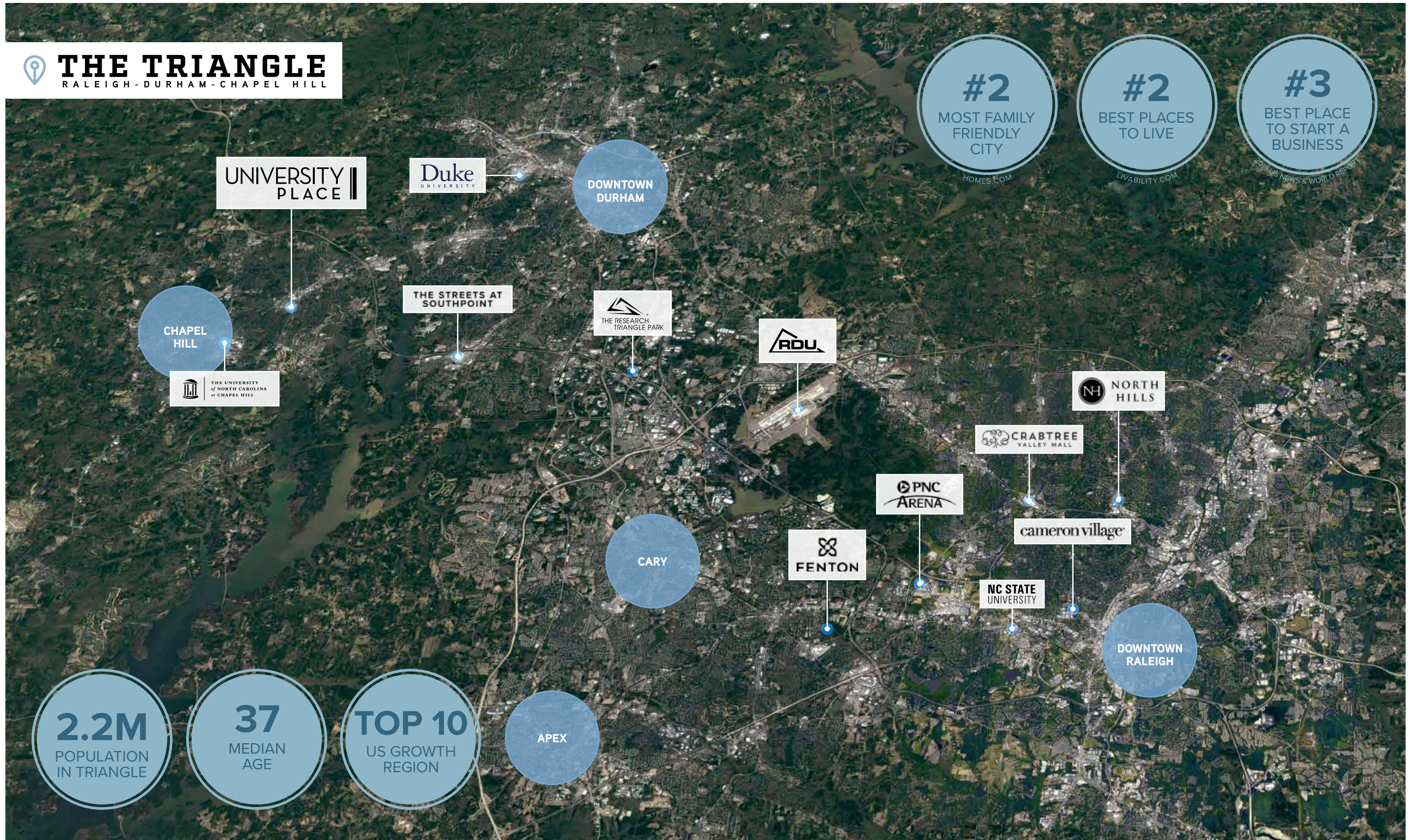
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*Greetings from*

# A LOOK AT THE AREA

FROM RALEIGH-DURHAM TO CHAPEL HILL



# AREA SHOPPING CENTERS



NAME	University Place	The Streets at Southpoint	Fenton	Crabtree Valley Mall	Cameron Village	North Hills
DISTANCE FROM UNIVERSITY PLACE	N/A	7 miles	24 miles	25 miles	26 miles	29 miles
CITY	Chapel Hill, NC	Durham, NC	Cary, NC	Raleigh, NC (Glenwood Avenue)	Raleigh, NC (Inside the Beltline)	Raleigh, NC (Midtown)
RETAIL SIZE	±370,000 SF (current) ±600,000 SF (at full build-out)	1,300,000 SF	440,000 SF	1,350,000 SF	558,000 SF	600,000 SF
RETAIL ANCHORS	Harris Teeter, Silverspot Cinema, Planet Fitness	Nordstrom, AMC Theatres, Belk	Wegmans, Cinebistro	Belk, Macy's, Dillard's	Harris Teeter, The Fresh Market, Crunch Fitness	Harris Teeter, Target, Regal Cinemas
DESCRIPTION	Centrally located in the heart of Chapel Hill, NC	Top regional mall with unique open air component	Proposed 2.5M SF mixed-use development	Enclosed mall in the heart of Raleigh	Retail center inside the Beltline	Premier mixed-use project with office, retail, residential, restaurants, and hotels
ESTIMATED AVERAGE HH INCOME (1 MILE)	\$148,135	\$101,081	\$69,575	\$97,727	\$105,884	\$112,278
ESTIMATED MEDIAN HH INCOME (1 MILE)	\$97,202	\$79,679	\$58,918	\$79,743	\$68,618	\$91,728
ESTIMATED POPULATION (1 MILE)	7,236	6,027	12,114	11,353	19,054	10,008
ESTIMATED AVERAGE HH INCOME (5 MILE)	\$116,447	\$103,704	\$103,822	\$102,555	\$89,578	\$95,243
ESTIMATED MEDIAN HH INCOME (5 MILE)	\$82,485	\$76,630	\$81,450	\$77,147	\$66,911	\$71,615
ESTIMATED POPULATION (5 MILE)	129,671	118,201	192,129	228,433	232,991	263,439

**CHAPEL HILL**



**EASTGATE CROSSING**

- Trader Joe's
- Petco
- Lilly Pulitzer
- Massage Envy
- Chipotle
- Chopt
- Guglhupf Bakery

**ELLIOTT SQUARE**

- Clean Juice
- Winestore
- Great Outdoor Provision Co.
- Club Pilates
- Starbucks
- Ulta

**ELLIOTT SQUARE**

- Trek Bikes
- Noire Nail Bar
- Burn Boot Camp
- Spenga

**RAMS PLAZA**

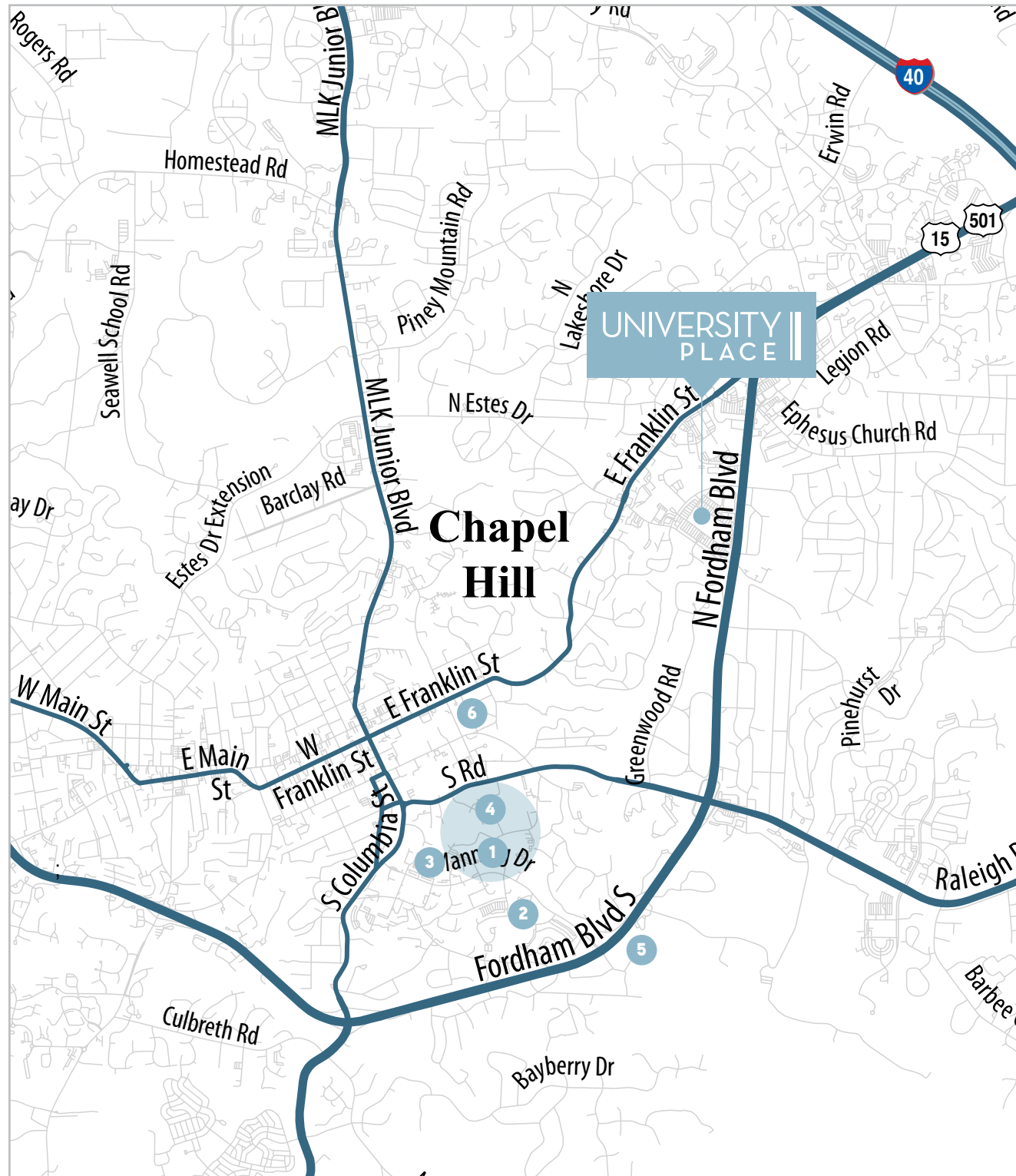
- CVS
- SOLA
- Food Lion
- Firehouse Subs
- The Joint

**VILLAGE PLAZA**

- Whole Foods
- CAVA
- Hollywood Feed
- ETF Fitness
- Flowcorps
- L.A. Bikini
- Just Salad

**#4**  
MOST EDUCATED US CITIES  
2019 COLLEGE HUB RANKINGS

**#5**  
WEALTHIEST ZIPCODE IN NC  
2019 ZIP DATA MAPS







- 1** UNC CHAPEL HILL
- 2** DEAN E. SMITH CENTER
- 3** UNC HEALTH CARE
- 4** KENAN MEMORIAL STADIUM
- 5** NC BOTANICAL GARDEN
- 6** MOREHEAD PLANETARIUM

## DEMOGRAPHICS



UNC CHAPEL HILL CAMPUS | JON GARDINER

### UNC CHAPEL HILL STATISTICS

-   
**+18K**  
 Undergraduate Students
-   
**+11K**  
 Graduate Students
-   
**+11K**  
 Staff + Faculty
-   
**3RD**  
 Best Public University

### CHAPEL HILL DEMOGRAPHICS

	1 MILE	3 MILE	5 MILE	TRADE AREA
2020 ESTIMATED POPULATION	7,236	68,323	129,671	55,299
2025 PROJECTED POPULATION	7,771	72,873	138,836	58,752
2020 TOTAL BUSINESSES	846	4,620	7,012	3,930
2020 TOTAL EMPLOYEES	6,905	56,005	76,263	49,677
AVERAGE HH INCOME	\$148,135	\$110,679	\$116,447	\$109,040
MEDIAN HH INCOME	\$97,202	\$77,650	\$82,485	\$76,516
INCOME OVER \$75,000	6.1%	9.4%	9.8%	9.1%
INCOME OVER \$100,000	6.6%	8.1%	8.2%	7.5%
DAYTIME POPULATION	9,049	78,880	114,316	69,286
ANY COLLEGE (SOME COLLEGE OR HIGHER)	88.8%	88.3%	86.2%	87.8%
COLLEGE DEGREE+ (BACHELOR DEGREE OR HIGHER)	73.6%	73.2%	70.3%	73.3%



A grayscale photograph of a woman with long hair, wearing a patterned dress and a necklace, looking down at a large display of jewelry. She is wearing a ring on her finger. The jewelry includes necklaces with tassels and various bracelets. The background is blurred with bokeh lights.

# CUSTOMER PROFILES

WHO IS OUR CORE SHOPPER?

02

# CUSTOMER PROFILES



## SCHOLARS

- Nonfamily households with many students living alone or with roommates
- Median age 24.5
- Highly social, go out to the movies and to eat and drink
- Shop impulsively
- Purchases aimed at fitness, fashion, technology, and the necessities of moving



## URBAN CHIC

- Highly educated, sophisticated, and financially stable
- Busy and well connected professionals, tech savvy
- Avid readers and movie goers, environmentally active
- Family size averages 2.39 people



## EMERALD CITY

- Single person and nonfamily types make up over half of all households
- Well educated and research products before making purchases
- Liberal segment that contributes to NPR and PBS
- Attend venues like art galleries, museums and concerts



## AFFLUENT ESTATES

- Educated, well-traveled married couples
- 90% homeowners
- Have children ranging from grade school to college
- Expect quality; invest in time-saving services
- Active in sports and enthusiastic travelers

# SITE OVERVIEW

A LOOK AT UNIVERSITY PLACE



# ◆ SITE PLAN



1 Harris Teeter
 2 SILVERSPOT CINEMA
 3 planet fitness
 4 AVEDA

# ◆ LEASING PLAN



AVAILABLE	
100B	3,812 SF
E-02	2,250-3,500 SF
E-01	2,250-5,300 SF
200C	1,843 SF
400E	3,600SF
A5	2,100 SF
A6	2,125 SF

■ AVAILABLE  
■ FUTURE AVAILABLE

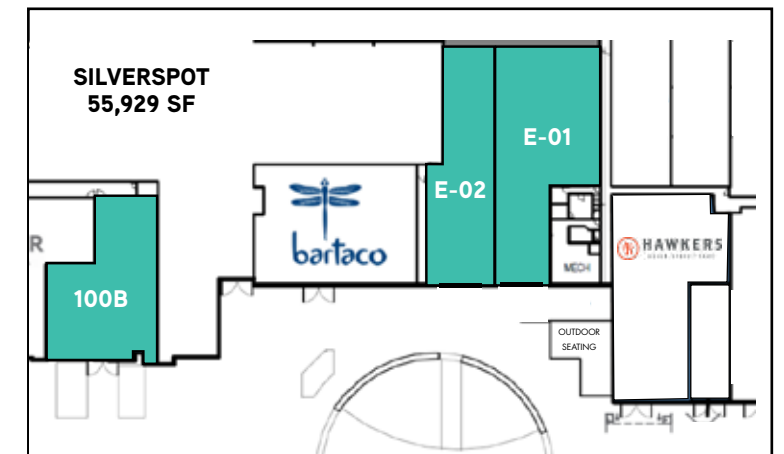
# ◆ MAINSTREET RENDERINGS



**BUILDING 100**  
AVAILABLE SPACES



AVAILABLE	
100B	3,812 SF
E-02	2,250-3,500 SF
E-01	2,250-5,300 SF



**BUILDING 400**  
AVAILABLE SPACES

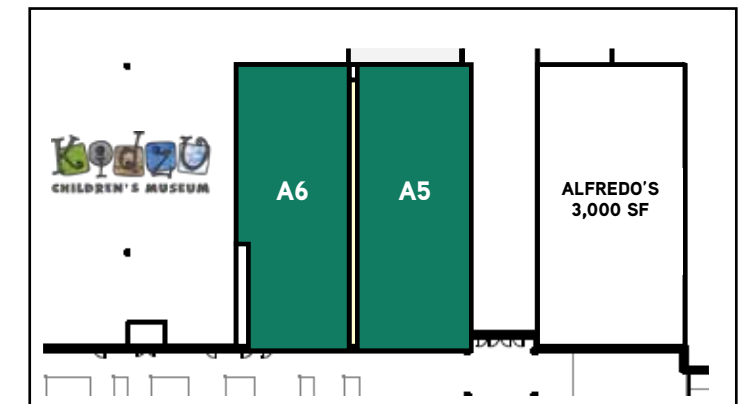


**AVAILABLE**  
400E 3,600 SF





FUTURE AVAILABLE	
A5	2,100 SF
A6	2,125 SF





# A CLOSER LOOK AT UNIVERSITY PLACE

MERCHANT PROFILES



## HAWKERS



Prominent in the streets of Asia, “Hawkers” are Asian street vendors who depend on locally grown ingredients to create dishes sold from mobile carts and stands. The most successful recipes are typically passed down from one generation to the next. The founders hand-picked the best and most popular street foods and put them in the menu, including many of their own recipes handed down to them that are still served on the streets of Asia today. Menu items include dumplings with bounce, spicy curries, crisp pork belly, and the list goes on. From day one, the goal was to build a restaurant that would tell the story of Hawkers in a subtle and design-conscious way and pair great drinks with great food. Hawkers is a place of high energy that is approachable in a t-shirt or a sports coat. Needless to say, Hawkers is one of the most highly anticipated restaurants coming to the Triangle.

## BARTACO



Bartaco is inspired by the beach culture of Brazil, Uruguay, and Southern California. Best known for serving upscale street food, fresh squeezed juices, and specialty cocktails with a coastal vibe in a relaxed environment. As a neighborhood drop in place for lunch, a casual supper, or anything in between, Bartaco is a fan favorite throughout the community. With a white washed interior, inspiring photography on the walls, woven basket light fixtures, and a sprawling bar in the center, Bartaco evokes a visit to a stylish beach resort and creates a truly unforgettable experience.

## SILVERSPOT



Silverspot Cinema is a sophisticated high end boutique movie theatre that offers movie-goers an unforgettable experience. To differentiate themselves from the competition, Silverspot has set out to be customer-centric from the moment you walk in to the moment you leave. Silverspot doubles as a bar and a restaurant where customers arrive in advance to enjoy a cocktail, reserve their seats, and order refreshments ahead of time. The menu offerings are atypical of a movie theatre, offering lobster rolls, sliders, and an extensive cocktail list as well. The architecturally hip environment offers an intimate setting with luxury recliners where all screens feature a laser digital projection.

## HARRIS TEETER



Founded in 1960 in Matthews, NC Harris Teeter has grown its footprint to over 250 locations making it the premier grocery destination in the Carolinas and the Southeast. At its core, Harris Teeter is a premium brand of community involvement. They are well known for their passion in preserving its hometown spirit by highlighting the extensive number of locally produced products on a regular basis. For decades, Harris Teeter has made financial contributions and has spearheaded countless fundraising activities to support local causes, including over \$25 million contributed to local schools through their "Together in Education" program. Harris Teeter was received national accolades and awards including being ranked #34 in Supermarket News' "Top 75 Retailers and Wholesalers" in the country.

ram  
people making places

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S R C | SPECIALTY  
RETAIL  
CONSULTANTS

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*for foundry commercial*

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