

Carroll at Avenue

RETAIL &
RESTAURANT
OPPORTUNITIES



FOUNDRY
COMMERCIAL



Destination Wilmington

This vibrant coastal region has long been recognized for its mild and sunny climate, beautiful white sand beaches, and legendary southern hospitality.



Wilmington

With a robust and rapidly growing economy, sizable sea port, major colleges and universities, excellent climate and world class tourism, Wilmington continually ranks as one of the best places to live, work, and visit in the United States. Rivaling Savannah and Charleston in its charm and tradition, Wilmington affords the unique opportunity to enjoy an exciting area that is rich in shopping, dining, sports and a burgeoning cultural arts and entertainment scene.

Voted America's Best Riverfront, Wilmington serves as the portal to all the area has to offer. Whether you're an avid golfer, festival goer, foodie, shopper, beachcomber or all of the above, you'll find endless enjoyment and adventure.

Wilmington is truly a must see southern destination.

A man and a child are walking away from the camera on a beach at sunset. The man is on the left, wearing striped swim trunks, and the child is on the right, wearing a patterned swimsuit. They are holding hands. The sun is low on the horizon, creating a warm, golden glow over the ocean and beach. The background is a soft, hazy landscape of the beach and sea.

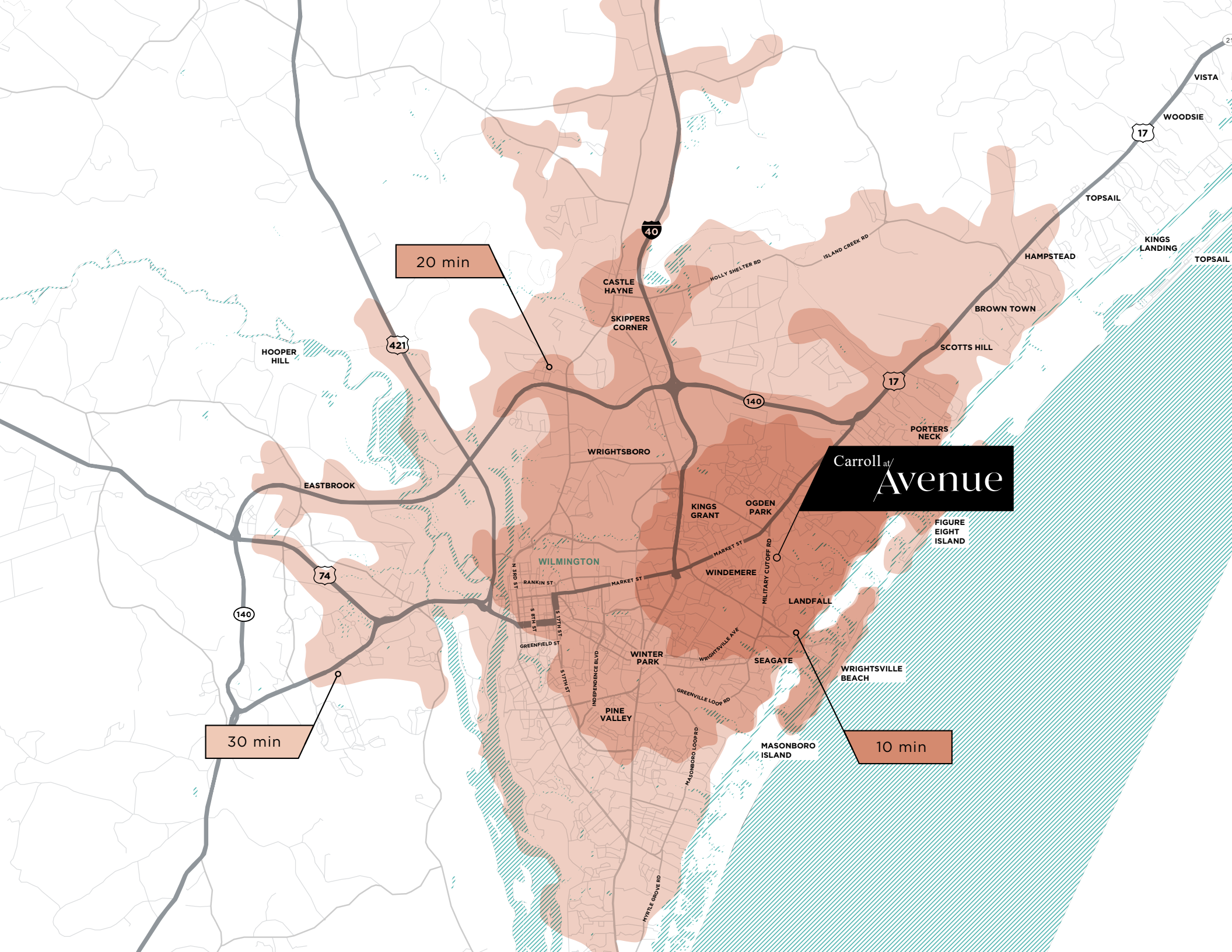
The Cape Fear Coast is a world of history, sports, island beaches and incredible natural beauty-just waiting to be discovered. Along the Cape Fear Coast you'll find endless enjoyment and adventure, whether you're an avid golfer, a beachcomber, a shopper, a history buff, a naturalist, or all of the above.

Coastal Lifestyle



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Avenue

- 1** NORTH TOPSAIL BEACH
- 2** WEST ONSLOW BEACH
- 3** SURF CITY
- 4** TOPSAIL BEACH
- 5** FIGURE EIGHT ISLAND
- 6** WRIGHTSVILLE BEACH
- 7** CAROLINA BEACH
- 8** KURE BEACH
- 9** HOLDEN BEACH
- 10** OCEAN ISLE BEACH
- 11** CHERRY GROVE
- 12** NORTH MYRTLE BEACH
- 13** CRESCENT BEACH
- 14** MYRTLE BEACH



20 min

30 min

10 min

Carroll at
Avenue

HOOPER HILL

EASTBROOK

CASTLE HAYNE

SKIPPERS CORNER

WRIGHTSBORO

WILMINGTON

US 02E N

RANKIN ST

US 11B S

GREENFIELD ST

US 117 S

INDEPENDENCE BLVD

US 117 S

WINTER PARK

PINE VALLEY

INDEPENDENCE BLVD

WRIGHTSBORO

WRIGHTSBORO LOOP RD

MYRTLE GROVE RD

WRIGHTSBORO

WRIGHTSBORO

WRIGHTSBORO

WRIGHTSBORO

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WRIGHTSBORO

HOLLY SHELTER RD

ISLAND CREEK RD

BROWN TOWN

SCOTTS HILL

PORTERS NECK

KINGS GRANT

OGDEN PARK

WINDEMERE

LANDFALL

SEAGATE

WRIGHTSVILLE BEACH

MASONBORO ISLAND

FIGURE EIGHT ISLAND

17

421

74

140

140

17

40

VISTA

WOODSIE

TOPSAIL

HAMPSTEAD

KINGS LANDING

TOPSAIL



Wilmington area overview

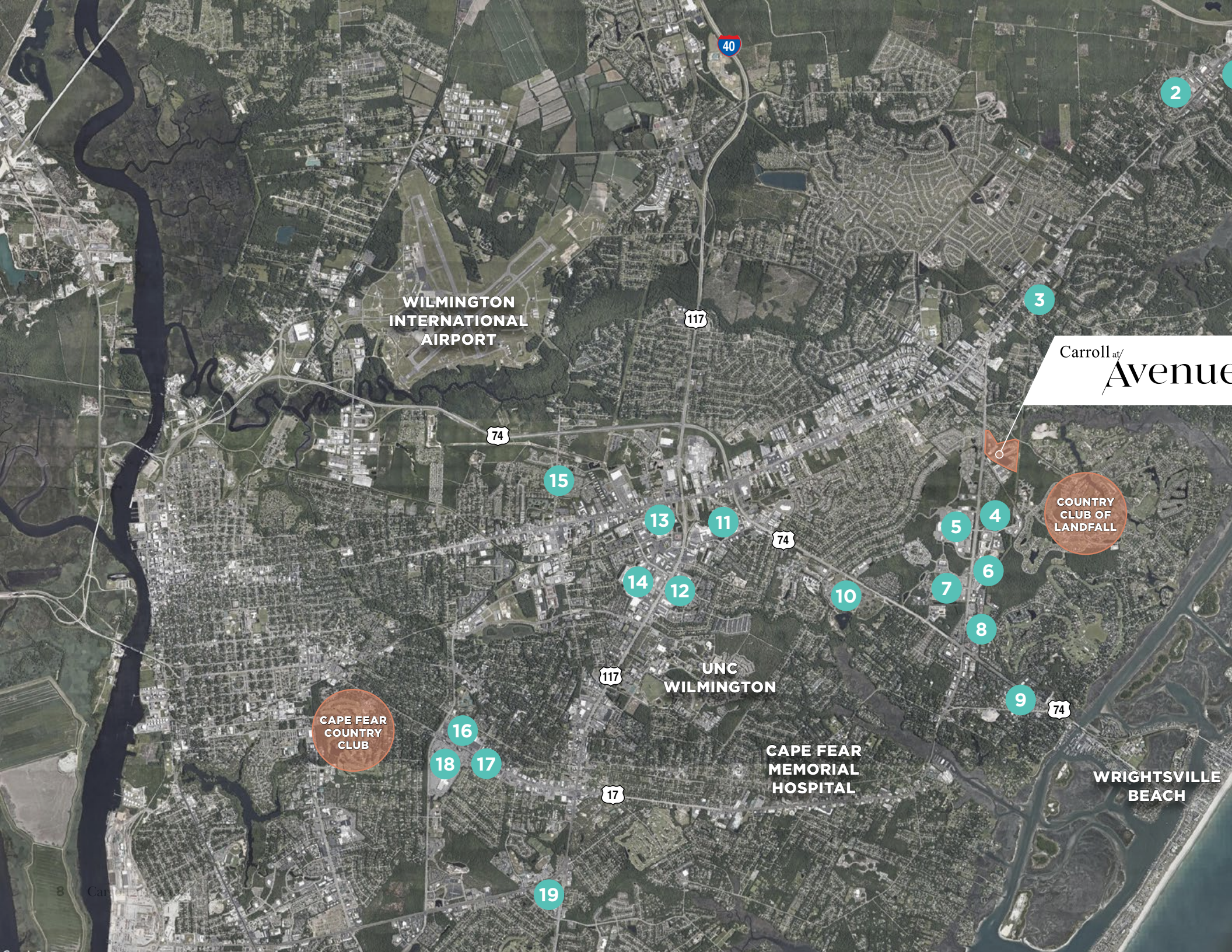
Wilmington is situated along NC's southeastern coast, nestled between the Atlantic Ocean and Intracoastal Waterway to its east and the Cape Fear River to its west, making for beautiful ocean sunrises and river sunsets. Three island beaches (Carolina, Kure, Wrightsville) are just minutes away. More than 50 diverse attractions from the river to sea include the Battleship NORTH CAROLINA, the North Carolina Aquarium at Fort Fisher, Fort Fisher State Historic Site & Civil War Museum, the Cameron Art Museum, mansions, parks, gardens.



The Avenue is strategically located in one of the most dynamic trade areas in Wilmington which is among the region's most affluent communities.

<u>AREA DEMOGRAPHICS</u> by drive time	10 min	20 min	30 min
Estimated Population (2019)	60,724	153,515	244,043
Projected Population (2024)	65,620	167,210	267,848
Estimated Average Household Income (2019)	\$80,855	\$76,979	\$73,624
Estimated Median Household Income (2019)	\$72,861	\$65,650	\$63,826
Daytime Population (2019)	56,921	144,771	202,012
Total Retail Expenditure (2019)	\$753.6 M	\$1.87 B	\$2.88 B

- Wrightsville Beach**
- Figure Eight Island**
- Landfall**
- Porters Neck**
- Carolina Beach**
- Kure Beach**



WILMINGTON
INTERNATIONAL
AIRPORT

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Avenue

COUNTRY
CLUB OF
LANDFALL

CAPE FEAR
COUNTRY
CLUB

UNC
WILMINGTON

CAPE FEAR
MEMORIAL
HOSPITAL

WRIGHTSVILLE
BEACH

15

13

11

5

4

6

7

8

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16

18

17

14

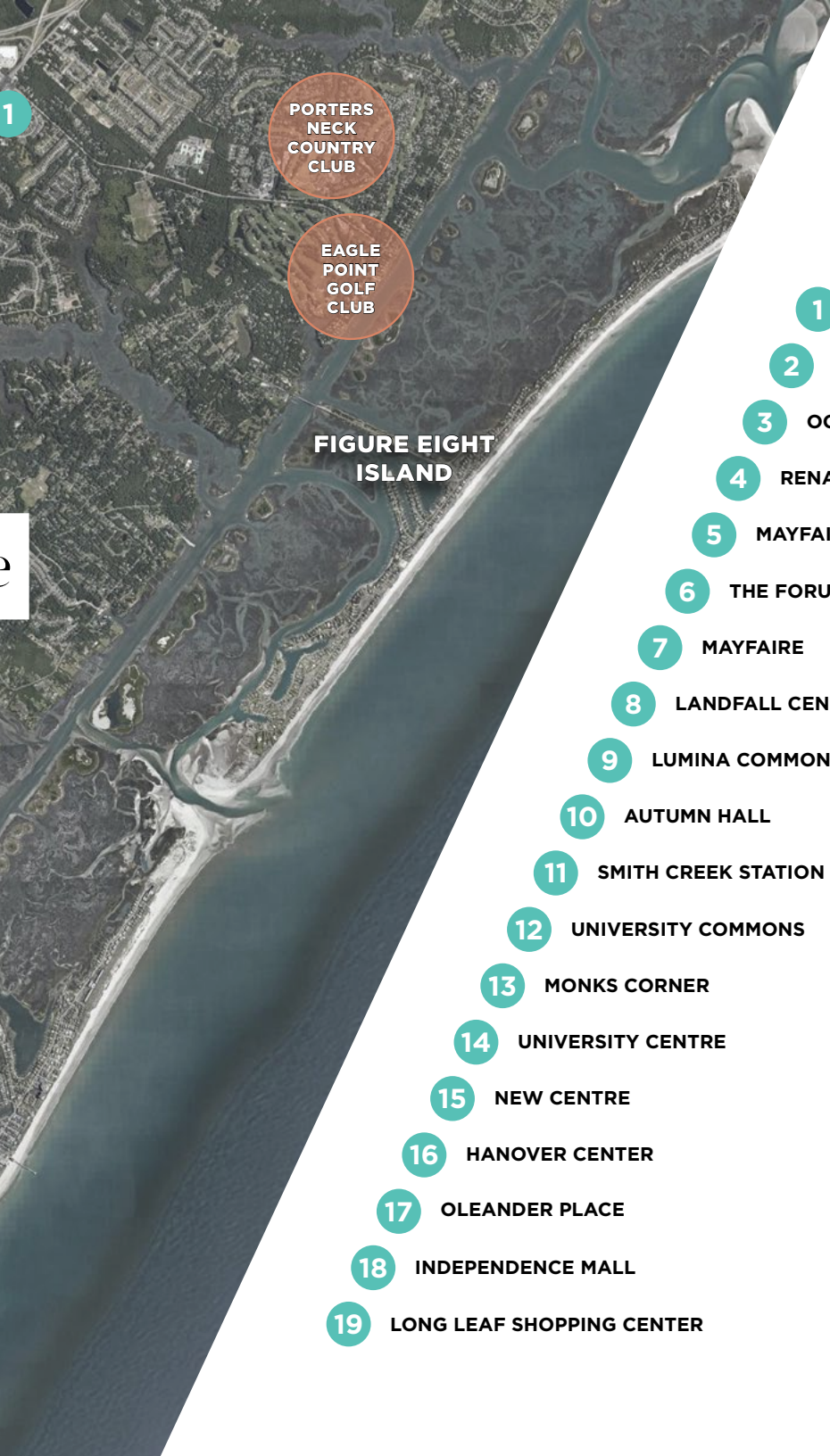
12

10

19

2

3



PORTERS
NECK
COUNTRY
CLUB

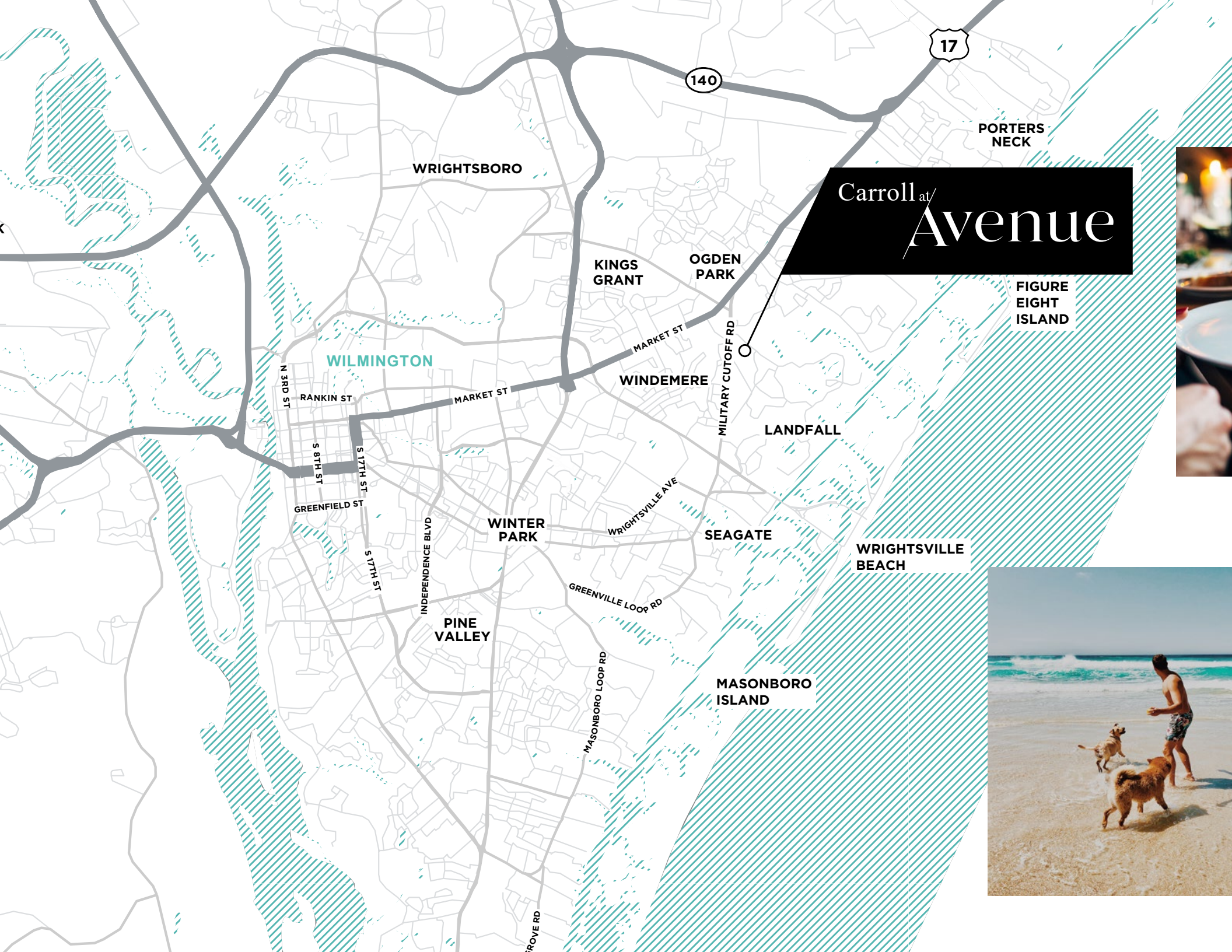
EAGLE
POINT
GOLF
CLUB

FIGURE EIGHT
ISLAND

- 1 OAK LANDING
- 2 BAYSHORE COMMONS
- 3 OGDEN MARKETPLACE
- 4 RENAISSANCE MARKET
- 5 MAYFAIRE TOWN CENTER
- 6 THE FORUM
- 7 MAYFAIRE
- 8 LANDFALL CENTER
- 9 LUMINA COMMONS
- 10 AUTUMN HALL
- 11 SMITH CREEK STATION
- 12 UNIVERSITY COMMONS
- 13 MONKS CORNER
- 14 UNIVERSITY CENTRE
- 15 NEW CENTRE
- 16 HANOVER CENTER
- 17 OLEANDER PLACE
- 18 INDEPENDENCE MALL
- 19 LONG LEAF SHOPPING CENTER

Wilmington retail market

- Annual consumer retail expenditure: **\$3.42 BILLION**
- Approximately **47 NATIONAL & REGIONAL GROCERS** in the immediate Wilmington area and surrounding beaches
- **3 MOVIE THEATRES:** AMC Classic Wilmington 16, Regal Mayfaire IMAX, The Pointe 14
- **RIVER DISTRICT** - waterfront shops & restaurants; 19th century Cotton Exchange building with 30+ speciality shops; Downtown Sundown summer concert series



17

140

PORTERS NECK

WRIGHTSBORO

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KINGS GRANT

OGDEN PARK

FIGURE EIGHT ISLAND

WILMINGTON

WINEMERE

LANDFALL

N 3RD ST
RANKIN ST
S 8TH ST
S 17TH ST
GREENFIELD ST
S 17TH ST

WINTER PARK

SEAGATE

WRIGHTSVILLE BEACH

PINE VALLEY

MASONBORO ISLAND

INDEPENDENCE BLVD

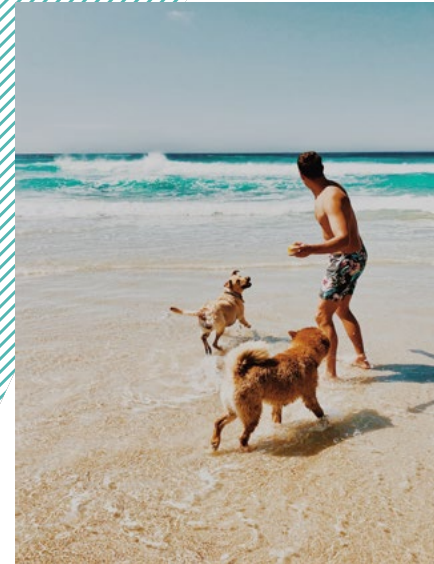
MASONBORO LOOP RD

GREENVILLE LOOP RD

WRIGHTSVILLE AVE

MILITARY CUTOFF RD

ROVE RD





Wilmington advantage

Wilmington is led by a dynamic, engaged business community with a diversified economy. Top area industries include **healthcare, telecommunications, education, and tourism**. New Hanover Regional Medical Center **contributes over \$1 billion annually to the local economy**. They are New Hanover County’s largest employer with over 7,000 employees, 740 physicians on medical staff, and over 700 active volunteers.

Port of Wilmington is a deep water sea port that is within 700 miles of 70% of the US industrial base and plays a large role in the North Carolina Port system that contributes **\$15.4 Billion to the states economy every year**.



Known as **Hollywood East**, the region boasts nearly 400 film & TV credits and has its own movie studio.



MAJOR EMPLOYERS

PPD

New Hanover Medical Center

Liberty Healthcare Mgmt.

UNC Wilmington

Guilford Mills Credit Union

Alcami

Port City Java

Chemtex



CENTER FOR EDUCATION

UNC Wilmington

17K students

Cape Fear College

23K students



Thriving Tourism

NC RANKS NO. 6 IN
THE U.S. FOR
OVERNIGHT VISITATION.





IN 2018, VISITORS
SPENT A RECORD
\$25.3 BILLION
AT NC BEACHES,
UP 6% FROM 2017.

*NEW HANOVER
COUNTY, \$613M*

Fun in the sun

The Cape Fear Region has long been recognized as a **top tourism attraction in NC**. With easy access to numerous beaches and over 150 festivals and events a year, it is no surprise tourism is among the regions fastest growing industries, accounting for billions of dollars into the local economy and thousands of jobs.



400+ DINING ESTABLISHMENTS



50+ AREA CHAMPIONSHIP GOLF COURSES WITH YEAR-ROUND PLAY



**NEARLY 8,000 GUEST ROOMS/SUITES
NEW HANOVER COUNTY OCCUPANCY TAX
REVENUES UP 20.4% OVER PREVIOUS YEAR**

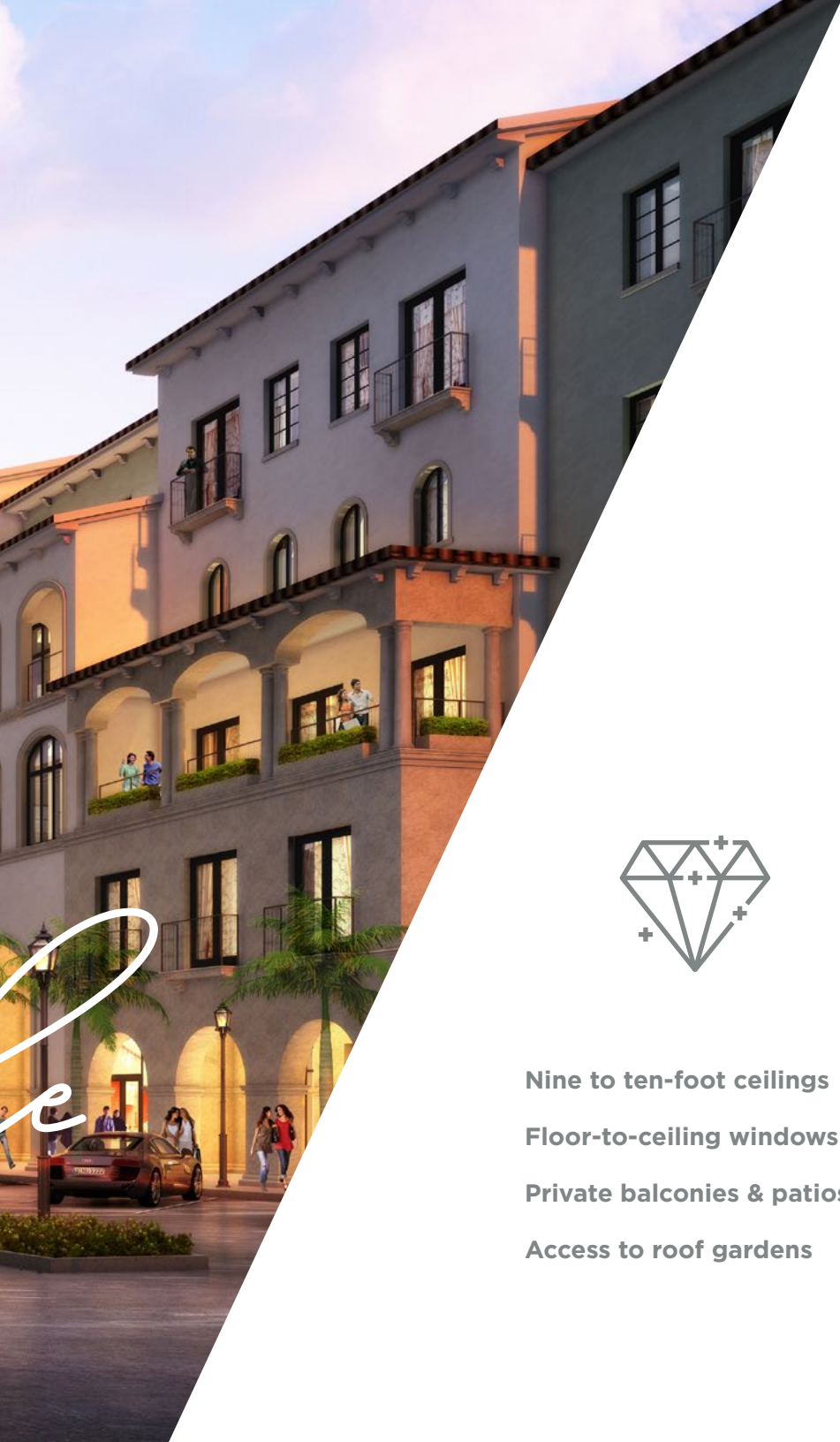


**MORE THAN 150 ANNUAL
FESTIVALS & EVENTS**

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Luxury Lifestyle

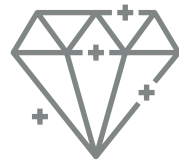




Premier development

The Avenue will consist of high-end fashion boutiques, chic specialty shops, the hottest fitness concepts and the trendiest restaurants all in a live, work and play environment.

The Avenue will offer premier style and luxury with 500+ beautifully appointed, spacious apartment homes within six innovative structures situated above street level retail. Additionally, 200 homes will be age-restricted. The one, two and three-bedroom luxury apartment homes will feature **world-class craftsmanship and fine attention to detail.**



- Nine to ten-foot ceilings
- Floor-to-ceiling windows
- Private balconies & patios
- Access to roof gardens

Carroll ^{at} Avenue

WESTWOOD HEIGHTS

NOBLE JR HIGH SCHOOL

SEASPRAY LANDING

MCS NOBLE MIDDLE SCHOOL

GREEN MEADOW

MILITARY CUTOFF ROAD

ARBORETUM DRIVE

OLD MACCUMBER STATION ROAD

LANDFALL

MAYFAIRE TOWN CENTER

RENAISSANCE MARKET

MAIN STREET

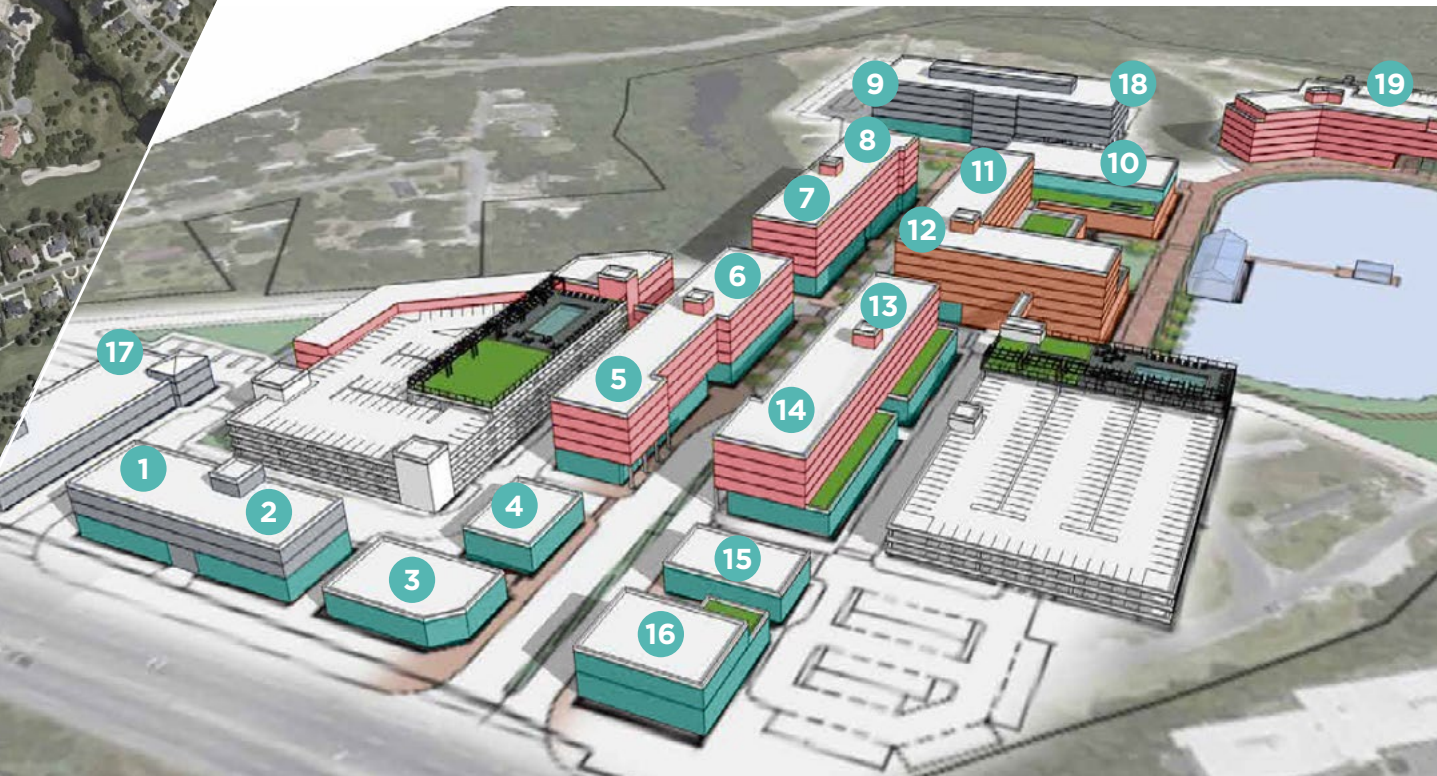
SIR TYLER DRIVE





Mixed-use plan

The **44+ acre iconic development** will be anchored by the upscale luxury **Westin** hotel which will include a state of the art full service spa available to the public and hotel guests alike. The Avenue will also consist of **luxury multi-family units, 200,000+ SF of Class A office space**, a wedding pavilion, along with large outdoor amenity areas in a pedestrian friendly setting.



- 1 Retail - Office
- 2 Retail - Office
- 3 Retail
- 4 Retail
- 5 Retail - Residential
- 6 Retail - Residential
- 7 Retail - Residential
- 8 Retail - Residential
- 9 Retail - Office
- 10 Retail - Hotel
- 11 Retail - Hotel
- 12 Retail - Hotel
- 13 Retail - Residential
- 14 Retail - Residential
- 15 Retail
- 16 Retail
- 17 Office
- 18 Office
- 19 Residential

Find your space



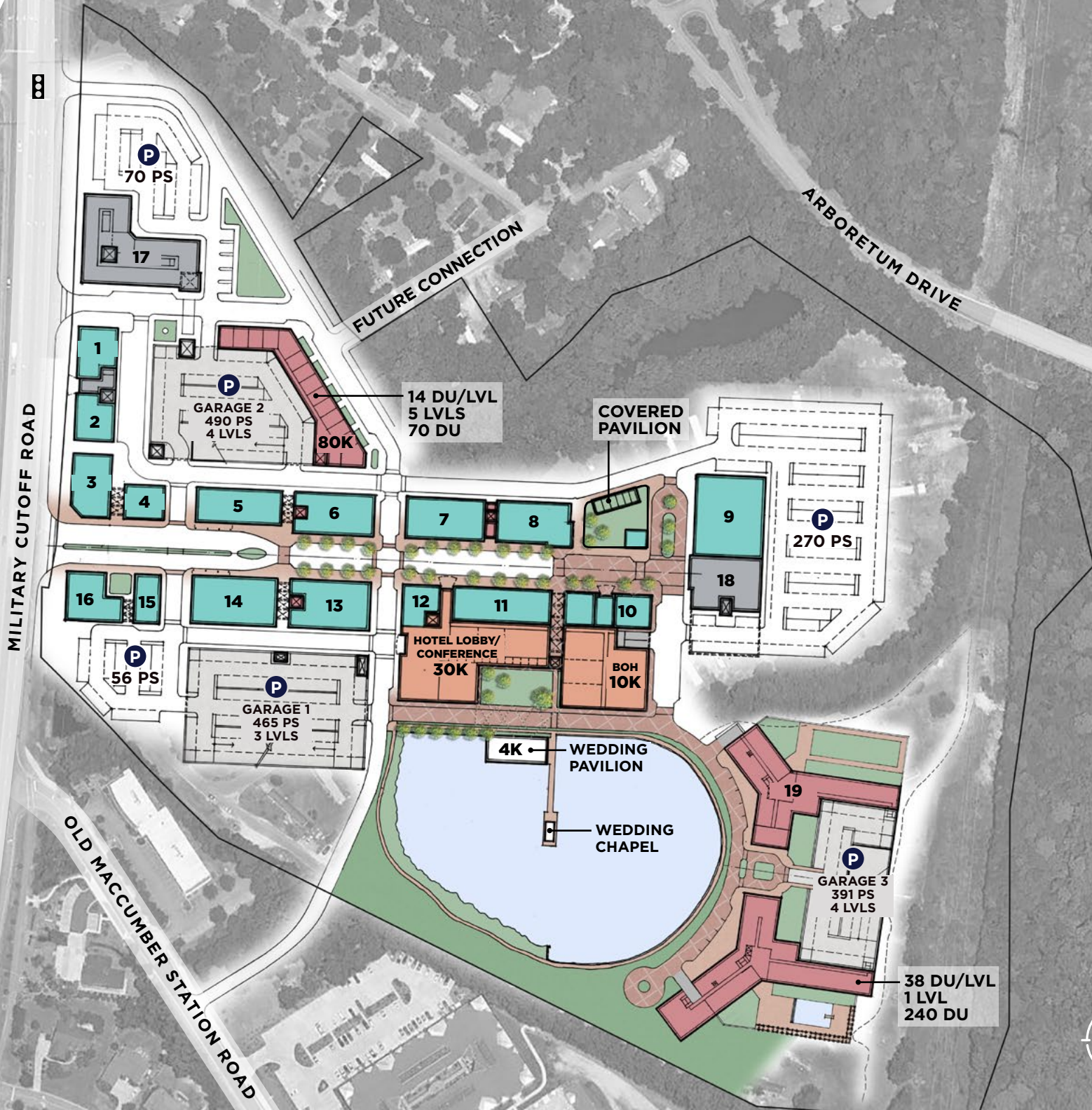
BLDG #	RETAIL SF	RESI UNITS	OFFICE /HOTEL
1	5,500 sf	-	Office: 13,000 sf
2	5,000 sf	-	Office: 13,000 sf
3	6,800 sf	-	-
4	4,200 sf	-	-
5	8,200 sf	36 units	-
6	9,500 sf	36 units	-
7	9,000 sf	45 units	-
8	9,000 sf	45 units	-
9	15,000 sf	-	Office: 132,000 sf
10	8,500 sf	-	hotel
11	10,000 sf	-	hotel
12	4,000 sf	-	hotel
13	11,000 sf	40 units	-
14	11,000 sf	40 units	-
15	3,600 sf	-	-
16	8,000 sf	-	-
17	-	-	Office: 43,000 sf
18	-	-	Office: 8,000 sf
19	-	240 units	-

TOTAL 128.3K SF 552 units Office/Hotel: 379K SF

TOTAL DEVELOPMENT = 1,122,400 SF



-  RETAIL
-  RESIDENTIAL
-  HOTEL
-  OFFICE



P
70 PS

17

P

GARAGE 2
490 PS
4 LVLS

14 DU/LVL
5 LVLS
70 DU

80K

COVERED
PAVILION

P
270 PS

16

15

14

13

12

11

10

9

18

P
56 PS

P

GARAGE 1
465 PS
3 LVLS

HOTEL LOBBY/
CONFERENCE
30K

BOH
10K

4K

WEDDING
PAVILION

WEDDING
CHAPEL

19

P

GARAGE 3
391 PS
4 LVLS

38 DU/LVL
1 LVL
240 DU

MILITARY CUTOFF ROAD

OLD MACCUMBER STATION ROAD

FUTURE CONNECTION

ARBORETUM DRIVE





A place to call home



Building 4 Front Elevation



Building 9 Front Elevation



Building 8 Front Elevation

Gathering Place



WESTIN[®]

HOTELS & RESORTS

The Westin is a full-service hotel anticipated to consist of 200-250 guest rooms, of which would include 25 suites. It will consist of four stories of guest rooms over the ground floor lobby, with a high level of the design attention and luxury details.



GROUND FLOOR

- Public space
- Lobby
- Restaurant & bar
- Full-service kitchen
- Conference space
- Pre-function space
- Spa entrance



GUEST ROOMS

- Standard guest rooms
- Standard Suites
- Presidential Suites
- Rooftop terraces and gardens
- Exterior patios



SPA FACILITY

- World class
- High luxury
- Full service
- Integrated with gardens, swim & fitness facilities
- Guests & visitors



MEETING SPACES

- Rooms approx. 30KSF
- Multi-purpose room configurations
- Latest A/V technology
- Corporate - family
- Wedding pavillion



Luxury, Lifestly

An architectural rendering of a multi-story building at dusk. The building features a mix of arched windows, balconies with railings, and a ground-floor storefront with large display windows. Palm trees are planted along the sidewalk, and several people are shown walking. A dark convertible car is parked on the street. The sky is a deep twilight blue. The overall atmosphere is vibrant and urban.

Le Destination

Carroll at
Avenue

About the developer

The Carroll Companies all started in the early 1980s when a determined father and son who shared a **true passion for real estate development** started a construction company in Greensboro, NC. With the commitment to build quality homes for a great value, the company quickly took off, eventually diversifying into the strong organization it is today. With over three decades of real estate development, The Carroll Companies now have over \$2.2 billion in real estate assets that they own or currently have under development without outside equity or partners.

OUR CULTURE

Carroll Culture is a unique and vital aspect of our organization. It is what unites us and brings out the best in our team. **We are proud to embrace a culture based on teamwork, empowerment, well-being, productivity, and support.**

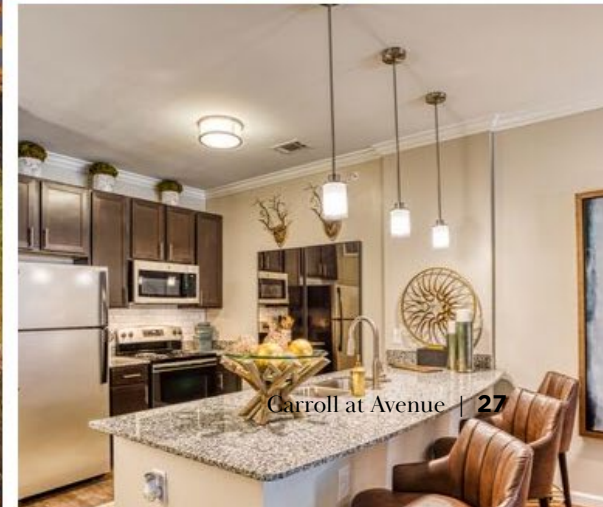
OUR VISION

To be the revolutionary force that guides the future of our industries through the convergence of our people, ideas, and a relentless pursuit of excellence.





CARROLL COMPANIES



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