

# UNIVERSITY PLACE

RETAIL SPACE FOR LEASE IN CHAPEL HILL, NC



ram  
people making places

FOUNDRY  
COMMERCIAL

# MERCHANTS

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Bath & Body Works®

 Harris Teeter

 HAWKERS





  
CHILDREN'S MUSEUM

  
AMERICAN BRASSERIE  
CHAPEL HILL

  
STEAKHOUSE AND GRILL



  
WILLIAM TRAVIS  
JEWELRY







**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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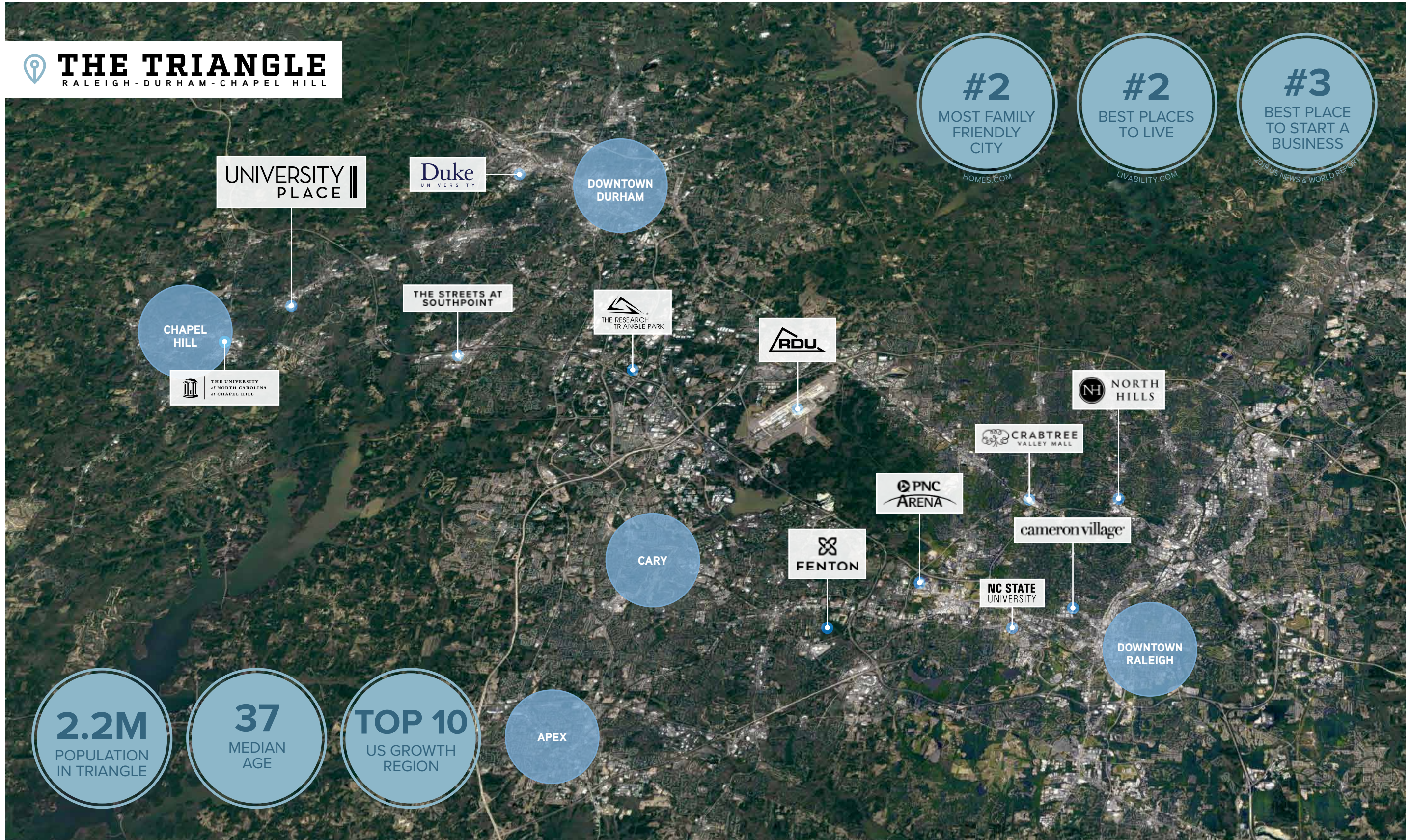
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*Greetings from*

# A LOOK AT THE AREA

FROM RALEIGH-DURHAM TO CHAPEL HILL

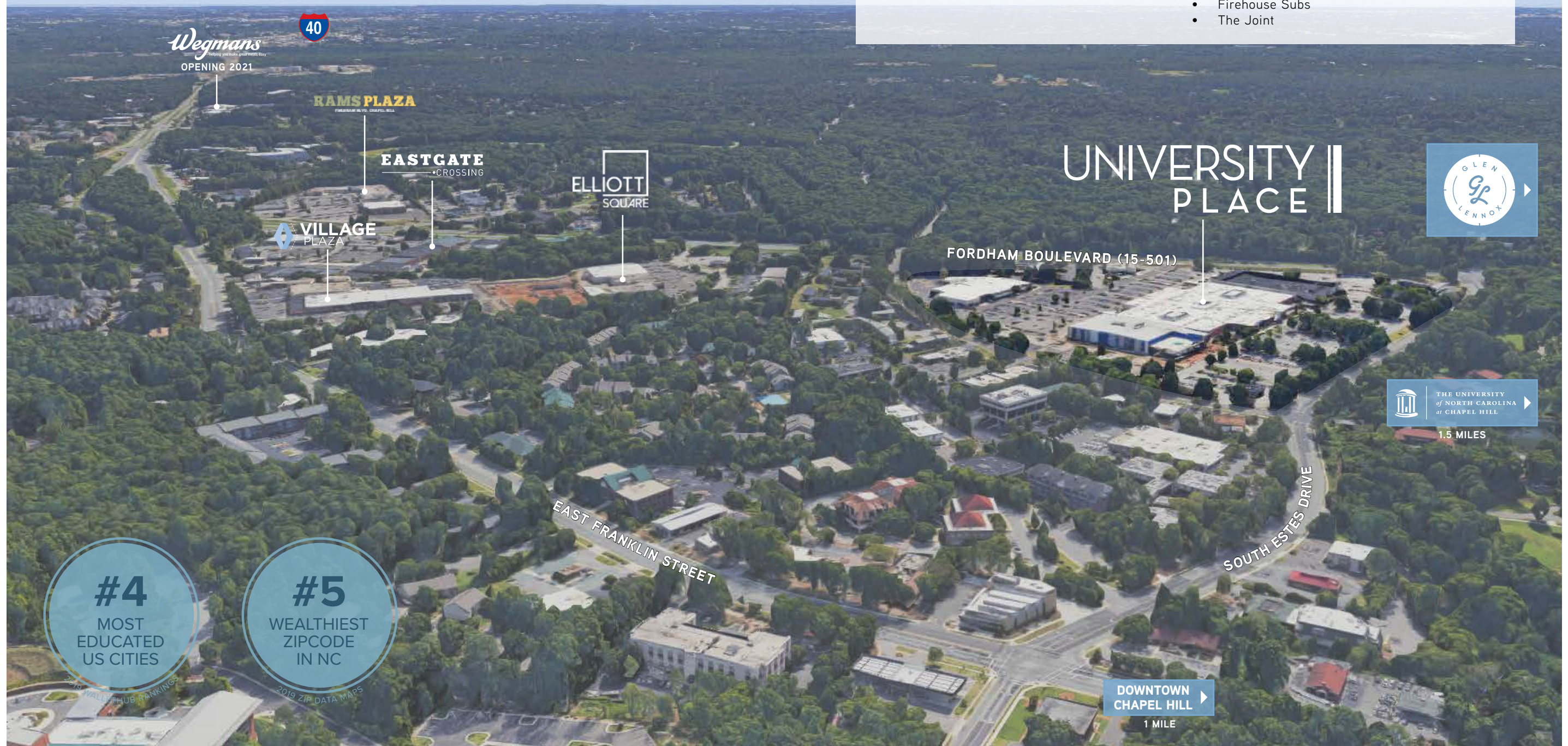


# AREA SHOPPING CENTERS

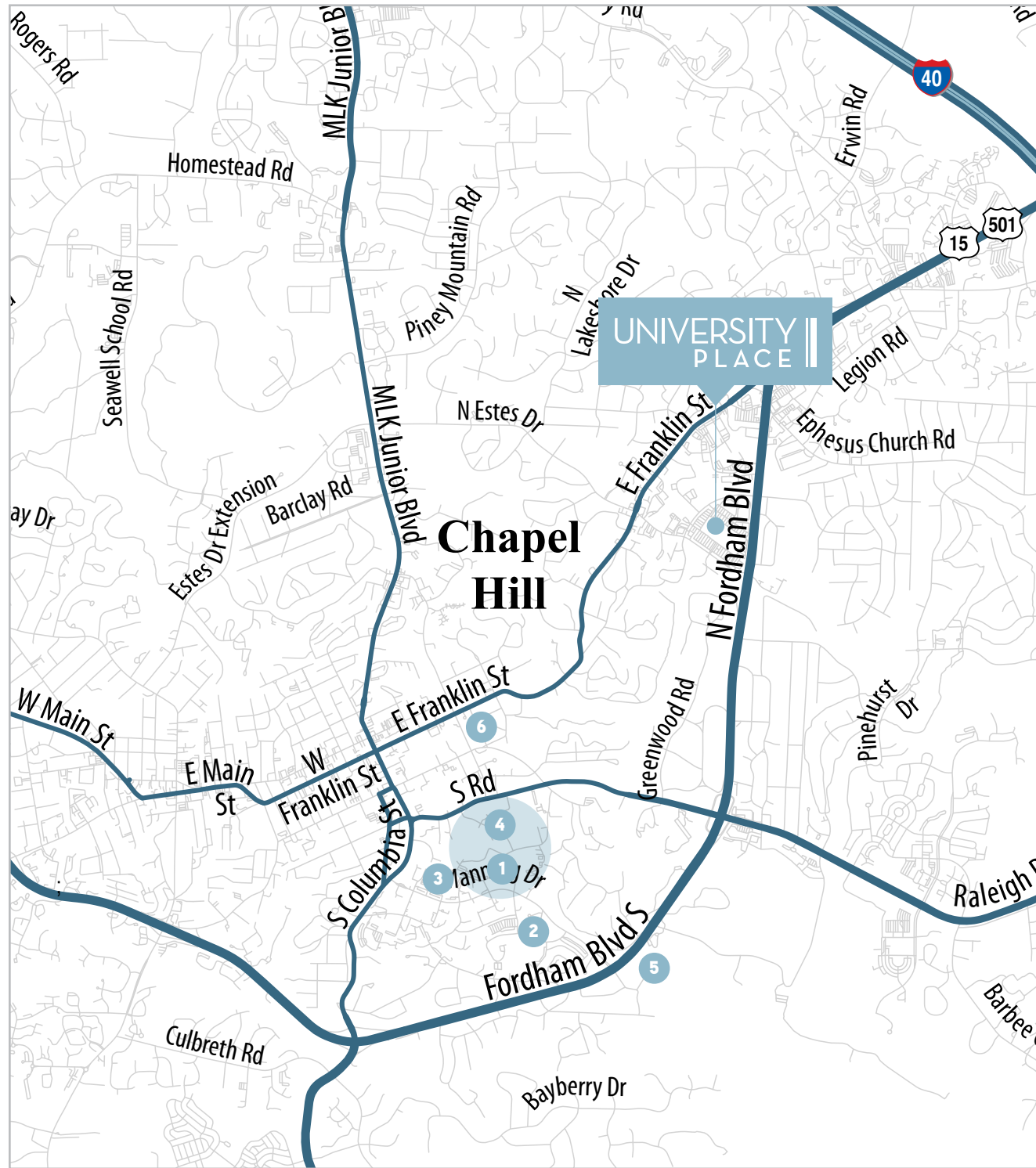


NAME	University Place	The Streets at Southpoint	Fenton	Crabtree Valley Mall	Cameron Village	North Hills
DISTANCE FROM UNIVERSITY PLACE	N/A	7 miles	24 miles	25 miles	26 miles	29 miles
CITY	Chapel Hill, NC	Durham, NC	Cary, NC	Raleigh, NC (Glenwood Avenue)	Raleigh, NC (Inside the Beltline)	Raleigh, NC (Midtown)
RETAIL SIZE	370,000 SF (future phases)	1,300,000 SF	440,000 SF	1,350,000 SF	650,000 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	\$152,084	\$108,480	\$72,556	\$96,273	\$97,779	\$112,583
ESTIMATED MEDIAN HH INCOME	\$100,167	\$82,054	\$65,584	\$77,115	\$69,758	\$91,979

**CHAPEL HILL**



- |   |  |  |  |
|---|--|--|--|
| <p><b>EASTGATE CROSSING</b></p> <ul style="list-style-type: none"> <li>• Trader Joe's</li> <li>• Petco</li> <li>• Lilly Pulitzer</li> <li>• Massage Envy</li> <li>• Chipotle</li> <li>• Zoes Kitchen</li> <li>• Chopt</li> <li>• Guglhupf Bakery</li> </ul> | <ul style="list-style-type: none"> <li>• Clean Juice</li> <li>• Winestore</li> <li>• Great Outdoor Provision Co.</li> <li>• Club Pilates</li> <li>• Starbucks</li> <li>• Ulta</li> </ul> | <p><b>ELLIOTT SQUARE</b></p> <ul style="list-style-type: none"> <li>• Trek Bikes</li> <li>• Noire Nail Bar</li> <li>• Burn Boot Camp</li> </ul> <p><b>RAMS PLAZA</b></p> <ul style="list-style-type: none"> <li>• CVS</li> <li>• SOLA</li> <li>• Food Lion</li> <li>• Firehouse Subs</li> <li>• The Joint</li> </ul> | <p><b>VILLAGE PLAZA</b></p> <ul style="list-style-type: none"> <li>• Whole Foods</li> <li>• CAVA</li> <li>• Hollywood Feed</li> <li>• ETF Fitness</li> <li>• Flowcorps</li> <li>• L.A. Bikini</li> <li>• Just Salad</li> </ul> |
|---|--|--|--|







- 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 STATISTICS

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

### CHAPEL HILL DEMOGRAPHICS

	1 MILE	3 MILE	5 MILE
2019 ESTIMATED POPULATION	6,583	65,353	127,575
2024 PROJECTED POPULATION	7,112	69,951	136,963
2019 TOTAL BUSINESSES	845	4,291	6,568
2019 TOTAL EMPLOYEES	7,060	55,761	76,291
AVERAGE HH INCOME	\$152,158	\$118,565	\$121,357
MEDIAN HH INCOME	\$100,078	\$81,395	\$84,391
DAYTIME POPULATION	9,137	78,058	113,897
ANY COLLEGE (SOME COLLEGE OR HIGHER)	87.4%	88.4%	85.5%
COLLEGE DEGREE+ (BACHELOR DEGREE OR HIGHER)	73.8%	72.9%	69.5%



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

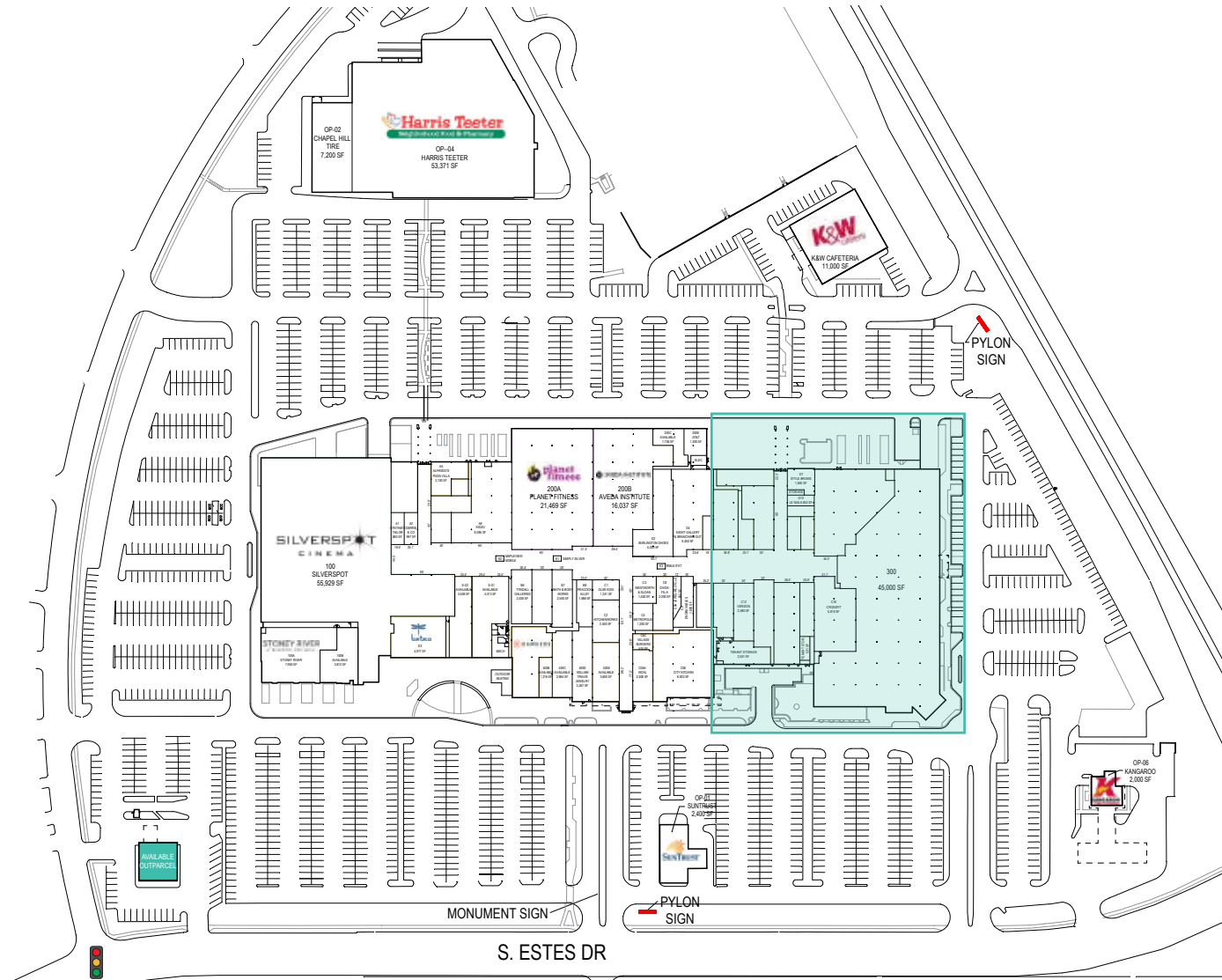
- Educated, well-traveled married couples
- 90% homeowners
- Have children ranging from grade school to college
- Expect quality; invest in time-saving services
- Active in sports and enthusiastic travelers

# SITE OVERVIEW

A LOOK AT UNIVERSITY PLACE



# ◆ SITE PLAN



## AVAILABLE

OUTPARCEL 2,178 SF

# ◆ LEASING PLAN



REDEVELOPMENT AREA

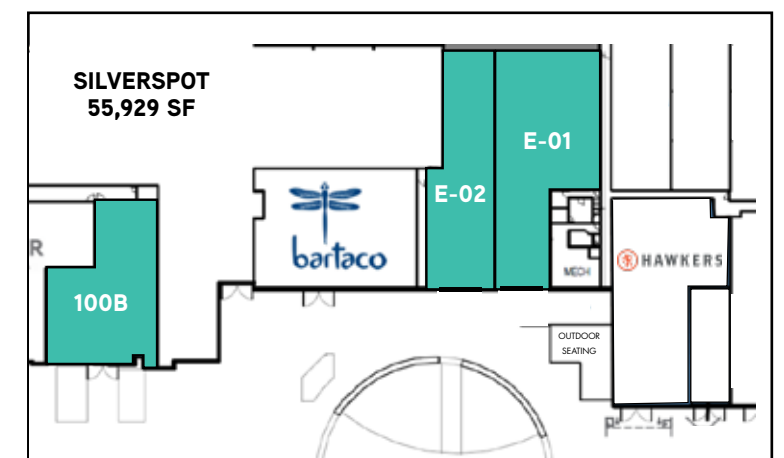
## AVAILABLE

100B	3,812 SF
E-02	2,250-3,500 SF
E-01	2,250-5,300 SF
200C	1,843 SF
400B	1,216 SF
400C	2,984 SF
400E	3,600SF
A5	2,100 SF
A6	2,125 SF



**AVAILABLE**

<b>100B</b>	3,812 SF
<b>E-02</b>	2,250-3,500 SF
<b>E-01</b>	2,250-5,300 SF





**AVAILABLE**

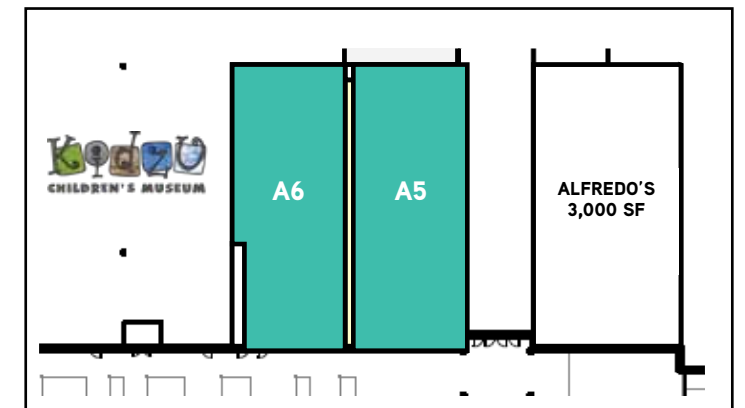
<b>400B</b>	1,216 SF
<b>400C</b>	2,984 SF
<b>400E</b>	3,600SF





**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.

**GLEE KIDS**



Glee Kids is a one of a kind children's boutique carrying quality clothing, shoes, and gifts. Glee Kids features clothing for girls up to size 14 and for boys up to size 10. As a Tea Ambassador store, they carry almost the entire line of Tea Collection. You will also find the most beautiful girls' dresses from designers like Pink Chicken, Bella Bliss, Hatley, and Jojo Maman Bebe, as well with modern boys' shirts and pants from Appaman, Bitz Kids and Johnnie O. They also have beautiful baby gift offerings from Kissy Kissy, Feather Baby, Little Unicorn and many more. Glee Kids has been a staple at University Place for over X years.

**WENTWORTH & SLOAN**



One of the original tenants of the mall, Wentworth & Sloan Jewelers prides themselves on being Chapel Hill's Oldest & Finest Jewelers since 1945. Offerings include a full-service jewelry and watch repair, a vast collection of Estate Jewelry, and featured custom pieces. Wentworth & Sloan Jewelers is a family owned business that takes pride serving not only the Chapel Hill community, but across the triangle and beyond.



**RANKED 8TH - TOP 10 ORANGE COUNTY ATTRACTIONS BY ATTENDANCE**  
2018 ORANGE COUNTY VISITORS BUREAU

At Kidzu —make, build, explore and learn— an adventurous expanded Museum experience for age infant to tween. Kidzu’s new state of the art space is multi-sensory, play-centered, and focused on providing area children and their families, teachers, and caregivers an ever-changing menu of exhibits and programs that inspire creativity, collaboration and community. Kidzu Children’s Museum is a hands-on museum dedicated to inspiring young children and the adults in their lives to learn through purposeful play.

**WILLIAM TRAVIS JEWELRY**



With an eye for design and structural expertise, William Travis can turn your artistic vision into a handcrafted heirloom. From sketch to computer aided design, casting to setting, every piece of jewelry is made with intimate detail and accuracy. William Travis designers work closely with each client to produce an original masterpiece that is truly your own.

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*for foundry commercial*

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