

# FOUR SEASONS TOWN CENTRE

GREENSBORO, NORTH CAROLINA



## AT A GLANCE

- Four Seasons Town Centre is the only enclosed shopping center in the Greensboro market. The 1.1-million-square-foot super-regional center is anchored by Belk, Dillard's and jcpenny.
- With more than 150 stores, Four Seasons Town Centre offers an impressive retail line-up, including exclusive-to-market locations like Fox, Hollister Co., Abercrombie & Fitch, American Eagle Outfitters, Forever 21, abercrombie, p.s. from aéropostale and Build-A-Bear Workshop.

## THE LOCATION

- Ideally located on Interstate I-40 with more than 105,000 cars passing daily.
- The Koury Convention Center and the attached 1,000 room Sheraton Hotel are currently undergoing a \$30 million renovation. The center hosts more than 500 conventions annually, drawing more than 1 million visitors.
- The Greensboro Coliseum is located minutes from the center and hosts more than 850 events each year. A \$25 million upgrade to the Coliseum began in 2012.
- The commercial corridor adjacent to Four Seasons Town Centre is the focus of a comprehensive revitalization project. Over the past few years, more than \$100 million has been invested in this gateway to Greensboro between the center and the Greensboro Coliseum.

## THE MARKET

- The Piedmont Triad market is home to over 1.6 million residents.
- The market has 20 universities, colleges and community colleges with a total enrollment of 95,806.
- Greensboro is home to the ACC and has been dubbed "Tournament Town" for its roster of regional and national championship games held each year. Sporting events represent over \$143 million spent in the market each year.
- Greensboro recently expanded its Coliseum to accommodate more high-profile athletic events by adding a state-of-the-art aquatic center, a new amphitheater and the Atlantic Coast Hall of Champions.
- Centrally located to several states, Greensboro serves as a meeting and conference destination for many national and regional organizations. These domestic visitors generate over \$1.2 billion in economic impact annually.

## TOP THREE PERFORMING CATEGORIES

- Women's accessories & specialty
- Family apparel
- Teen apparel

## MALL INFORMATION

LOCATION: Cross streets: I-40 and High Point Road

MARKET: Piedmont Triad area of North Carolina (includes the cities of Greensboro, Winston-Salem, High Point and Burlington)

DESCRIPTION: Three-level, enclosed, super-regional center

ANCHORS: Belk, Dillard's, jcpenny

TOTAL RETAIL SQUARE FOOTAGE: 1,141,000

PARKING SPACES: 5,535

OPENED: 1974

EXPANDED: 1988

RENOVATED: 1999, 2001 - 2002

PERIPHERAL LAND USE: Hotel, convention center, restaurants, financial, residential, retail

## TRADE AREA PROFILE

2013 POPULATION 647,409

2018 PROJECTED POPULATION 677,517

2013 HOUSEHOLDS 260,005

2018 PROJECTED HOUSEHOLDS 272,594

2013 MEDIAN AGE 37.4

2013 AVERAGE HOUSEHOLD INCOME \$53,949

2018 PROJECTED AVERAGE HOUSEHOLD INCOME \$50,357

## 5 - MILE RADIUS

2013 POPULATION 171,816

2018 PROJECTED POPULATION 179,434

2013 HOUSEHOLDS 71,167

2018 PROJECTED HOUSEHOLDS 74,983

2013 MEDIAN AGE 33.6

2013 AVERAGE HOUSEHOLD INCOME \$47,434

2018 PROJECTED AVERAGE HOUSEHOLD INCOME \$43,791

## DAYTIME EMPLOYMENT

3 - MILE RADIUS 49,490

5 - MILE RADIUS 148,087

Source: Nielsen

