



Four Seasons Town Centre

GREENSBORO, NORTH CAROLINA



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POSITIONED FOR GROWTH IN THE PIEDMONT TRIAD

- Four Seasons Town Centre serves the Piedmont Triad area and is strategically located just west of the intersection of Interstate Highways 40 and 85.
- Four Seasons Town Centre has undergone a major redevelopment / expansion in recent years. The project included a 73,000 square-foot addition, a complete remodel of the mall's interior with the addition of soft seating zones, new entrances, completely remodeled department stores, upgraded parking and upgraded interior and exterior lighting.
- The impressive retail lineup includes: Williams-Sonoma, Hollister, Forever 21, Aldo, Cache, Abercrombie & Fitch, abercrombie, American Eagle Outfitters, Aeropostale, Starbucks, Build-A-Bear Workshop, Brookstone, Helzberg Diamonds and Yankee Candle Co.
- Adjacent to the center is the third largest privately-owned convention and hotel facility in the United States – the Joseph S. Koury Convention Center and the Sheraton Four Seasons Hotel. The facility hosts 500 conventions each year, drawing over 1 million visitors to the property.
- Domestic tourism in Guilford County generates an economic impact of \$948 million annually.
- The Triad is home to the semi-annual International Home Furnishings Market. This event brings 160,000 people to the area each year and has a \$335 million annual economic impact. Attendees from 110 different countries spend \$27 million on retail purchases during this event.

A SOLID AND STABLE MARKET

- There are nearly 1.5 million residents in the Piedmont Triad area.
- The area is home to 11 colleges and universities with total enrollment of 44,500. The three largest schools are: UNC Greensboro (13,800 students); North Carolina A&T University (8,300 students); and Wake Forest University (6,500 students).
- The average household income in a 7-mile radius of the center is \$62,701.
- Major employers in the area include: Volvo Trucks North America, Citigroup, Dell, VF (Vanity Fair) Corporation, American Express, RF Micro Devices and Aetna US Healthcare.
- The Greensboro Coliseum unveiled plans for a \$23 million museum and tribute to the Atlantic Coast Conference which will include exhibits, an indoor basketball court and outdoor playing fields. It is estimated that the ACC Hall of Champions will attract 170,000 visitors a year.
- Federal Express chose Greensboro as the home for its \$300 million mid-Atlantic hub which is scheduled to be operational at Piedmont Triad International Airport in 2009. The hub will create nearly 1,500 jobs and have an economic impact of \$1.4 billion over 10 years.
- The Greensboro Coliseum will host the Women's ACC tournament through 2009 and the Men's tournament in 2010.

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

ANCHORS

Belk, Dillard's, JCPenney

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

2007 POPULATION 635,348

2012 PROJECTED POPULATION 666,044

2007 HOUSEHOLDS 256,986

2012 PROJECTED HOUSEHOLDS 270,826

2007 MEDIAN AGE 37.0

2007 AVERAGE HH INCOME \$60,941

2012 PROJECTED AVERAGE HH INCOME \$65,324

5-MILE RADIUS PROFILE

2007 POPULATION 159,470

2012 PROJECTED POPULATION 162,241

2007 HOUSEHOLDS 65,447

2012 PROJECTED HOUSEHOLDS 66,928

2007 MEDIAN AGE 34.6

2007 AVERAGE HH INCOME \$57,987

2012 PROJECTED AVERAGE HH INCOME \$61,516

DAYTIME EMPLOYMENT

3-MILE RADIUS 55,442

5-MILE RADIUS 157,817

SOURCE: CLARITAS, INC.