



# Friendly Center

Greensboro, NC

Location	I-40 at Exit 214 at the intersection of W. Friendly Avenue and Green Valley Road
Anchors	Belk, Macy's and Sears, The Grande Cinema (16-screens), Barnes & Noble Book-sellers, Old Navy, Harris Teeter and REI
Size	1,110,670 square feet
Website	FriendlyCenter.com

**Mall Facts** Friendly Center and The Shops at Friendly Center offer a complete lifestyle shopping, dining and entertainment experience featuring Anthropologie, The Apple Store, Ann Taylor, Banana Republic, Brooks Brothers, Caché, Chico's, Coldwater Creek, J.Crew, LOFT, Palm Avenue, Soma Intimates, Talbots, White House | Black Market, Williams-Sonoma and restaurants including P.F. Chang's China Bistro, Bravo! Cucina Italiana and Fleming's Prime Steakhouse & Wine Bar.

New specialty shops include Teavana and Build-A-Bear Workshop, along with new retailers to the area, Altar'd State, Wolfgang Puck Pizza Bar and Newk's Eatery.

Portions of Friendly Center underwent a multi-million dollar renovation in 2013.

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**Trade Area Facts** Greensboro, located in the heart of North Carolina, is the county seat of Guilford County and is part of the "Triad," which is composed of Greensboro, Winston-Salem and High Point.

The Greensboro Coliseum Complex is one of the most actively booked facilities in the country attracting hundreds of thousands of visitors to the city each year. The Atlantic Coast Conference Hall of Champions and Aquatic Center recently opened in 2011 and is a popular destination for avid ACC fans. It is also scheduled to draw national aquatic events to the area.

Upscale downtown living is on the rise in Greensboro with more than 1,000 condos and apartments. Center Pointe, located adjacent to the city's new \$12 million Center City Park, offers units ranging from 700 square feet to a penthouse condo at 6,500 square feet and they are priced from \$350,000 to \$2 million.

There are more than 55,000 college students attending seven colleges and universities in the area, including the University of North Carolina at Greensboro and Elon University, which offers the Elon University School of Law.

Many of the area's largest employers including Moses Cone Health System (7,437 employees) and AT&T (2,000 employees) are located just minutes from the shopping center complex.

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## Demographics

### Population Trends

	Primary Trade Area	Secondary Trade Area	Total Trade Area
2019 Projection	258,088	303,413	561,501
2014 Estimate	247,473	291,499	538,972
2010 Census	238,277	281,102	519,379
2014 - 2019 % Change	4.29%	4.09%	4.18%
2014 Daytime Population Estimate	180,796	127,869	308,665

### Average Household Income

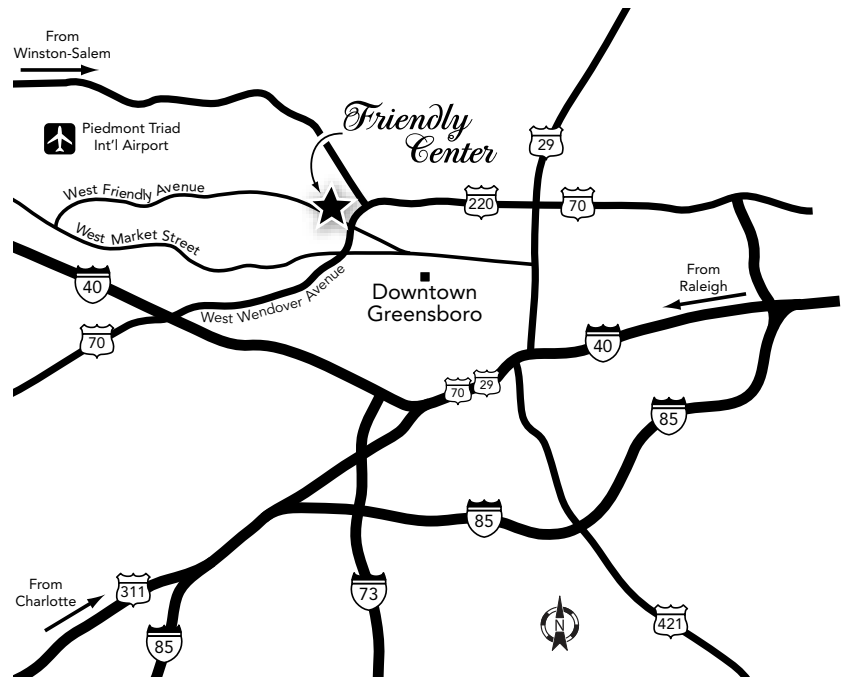
2019 Projection	\$74,600	\$66,673	\$70,380
2014 Estimate	\$70,073	\$62,500	\$66,029
2010 Census	\$65,804	\$58,867	\$62,091
2014 - 2019 % Change	6.46%	6.68%	6.59%

### Median Age

2014 Estimate	35	39	37
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Source: 2010 Census; Scan/US 2014/2019 Estimates

## Location Map



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