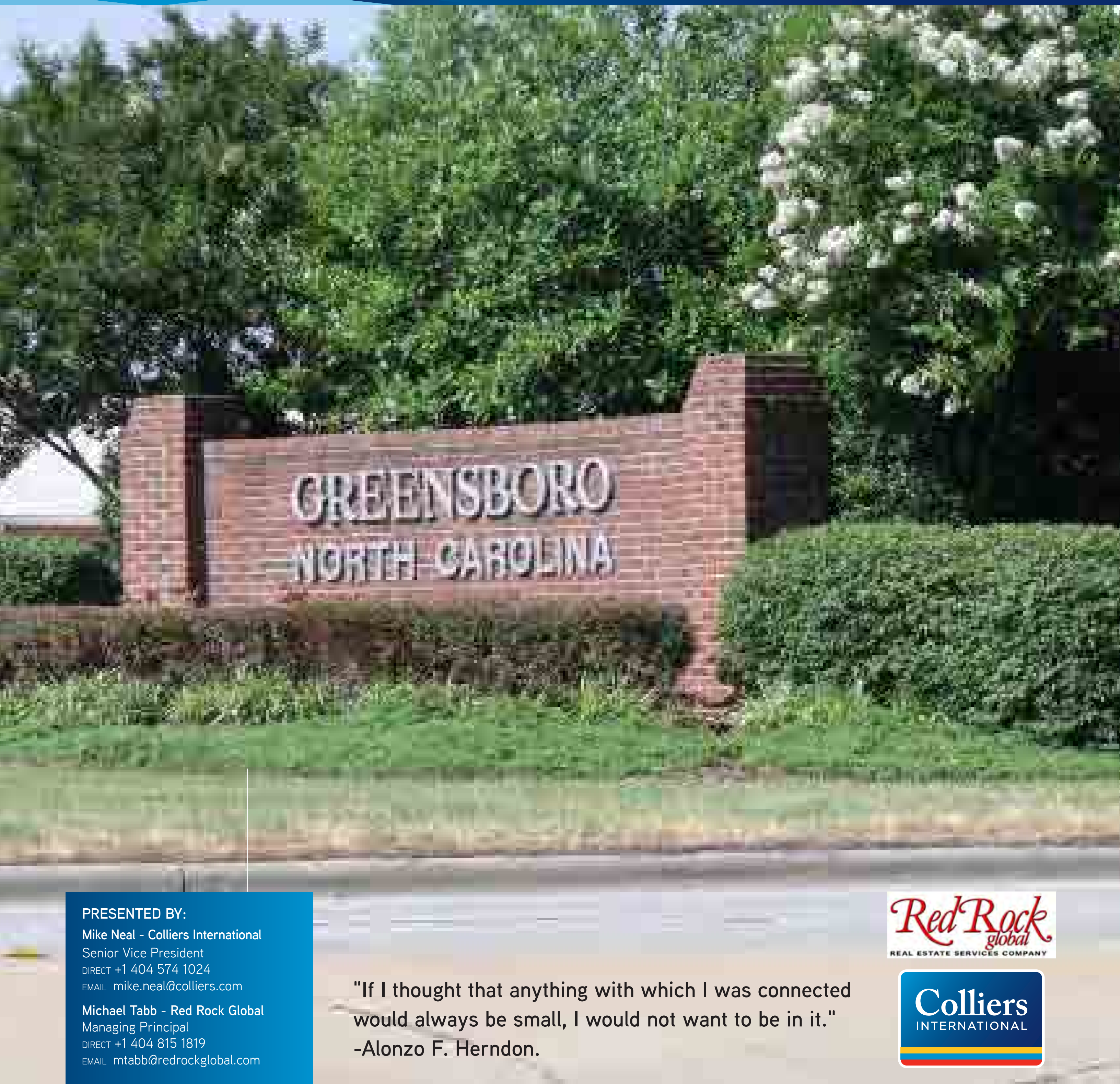
Balanced Economic Development:
A Strategic Plan for East Greensboro

NC



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"If I thought that anything with which I was connected would always be small, I would not want to be in it."
-Alonzo F. Herndon.

Red Rock global
REAL ESTATE SERVICES COMPANY

Colliers INTERNATIONAL

I Letter from Consultants

COLLIERS INTERNATIONAL
& RED ROCK GLOBAL

December 7, 2011

Ms. Sue Schwartz
Planning & Community Development
City of Greensboro
300 West Washington Street
Melvin Municipal Office Building, Room 315
Greensboro, NC 27401

Re: East Greensboro Parity Study

Dear Ms. Schwartz:

Red Rock Global and Colliers International (the "Consultants") are pleased to submit this report documenting the findings and conclusions from the East Greensboro Parity Study. The issues that we addressed included:

Specific Duties & Responsibilities

Our specific duties and responsibilities were part of a larger scope of work that will produce a "*Balanced Economic Development: A Strategic Plan for East Greensboro.*" This assignment covered only "Part 1: Market Research and Consulting - Creation of the Redevelopment/Repositioning Plan". Our report:

a. addresses existing supply and demand, major development locations, and a competitive market analysis of the Study Area.
b. recommends improvements and potential tenant mix; and where applicable, provides conceptual budget estimates. As an option, we are willing to expand our research and planning effort to include the creation of site plans and conceptual renderings of any of our recommendations.
c. identifies feasible redevelopment/repositioning opportunities in the Study Area and the highest and best use for each of those opportunities. Additionally, we have begun to reach out to potential partners, planners and investment groups. We would request the opportunity to continue to work with the City to identify the partners, developers, tenants and investors willing to join in executing the Repositioning/Redevelopment Plan.

While this report is a final product, we offer to further support the City's planning process by incorporating any requested revisions and provide a final electronic presentation to an audience determined by the City. While this report reflects our most current recommendations, City and community feedback will undoubtedly allow the study to produce a final plan that is refined and tailored to the City's social and economic needs. It has been a privilege to assist The City of Greensboro on this important assignment. Please do not hesitate to contact us with any questions.

Sincerely,

Michael E. Tabb
Managing Principal
Red Rock Global, LLC

Mike Neal
Senior Vice President
Colliers International

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COLLIERS INTERNATIONAL
& RED ROCK GLOBAL

III Executive Summary

East Greensboro is a vibrant community with a strategic proximity to Downtown Greensboro and a major source of employment, education and African American history. While the community has managed to sustain itself over the past few years of economic decline, it has compiled a series of issues that will challenge the area over the next decade. The primary concern are high poverty rates, low median household income rates, declining home ownership levels and prices, and the below average performance of public schools.

These are conditions that cannot be ignored and have set the foundation for the area's lack of retail and service amenities. E. Lee Street's highest daytime population (57,175) is offset by the fact it also has the lowest number of households and household incomes. These two points greatly hinder East Greensboro's attractiveness to retailers. Understanding what drives these low household numbers is the key to finding the solutions. In order to increase the presence of services and retail, the number of households must increase and the income levels within those households must increase. This means a focus on jobs, schools and the quality of housing stock. Household median income projections are a very important part in determining consumer expenditure projections. Researchers have determined that people spend a set percentage of their income on retail purchases; therefore, the higher your median income level, the higher the consumer demand is projected to be.

A review of the demand projections for Greensboro shows that only E. Lee St. and Burlington have lower projected consumer demands than E. Market, and all three are in the East Greensboro study area. On the other side of this issue is expenditures. Only Wendover, Lawndale and Green Valley have higher actual sales than East Greensboro. Lowest demand, yet highest sales? This is a contradiction that would often be explained by the presence of quality retailers that are the beneficiary of other areas retail expenditures (the recipient of leakage). Clearly this is not the case in East Greensboro. So why does this contradiction exist? Three reasons:

1. the residents of East Greensboro spend a disproportionate portion of their income.
2. the research is simply wrong. Lower income areas spend more than researchers believe and there are many more residents in the trade area than researchers account for.
3. Transportation from the study area to other trade areas is very difficult, meaning more dollars stay in the trade area.

Our recommendations for improving parity in the study area are based upon the ability to address four major points:

1. the number of households in the study area
2. the household median incomes in the study area
3. road access in the study area
4. increased support for the public schools in the study area

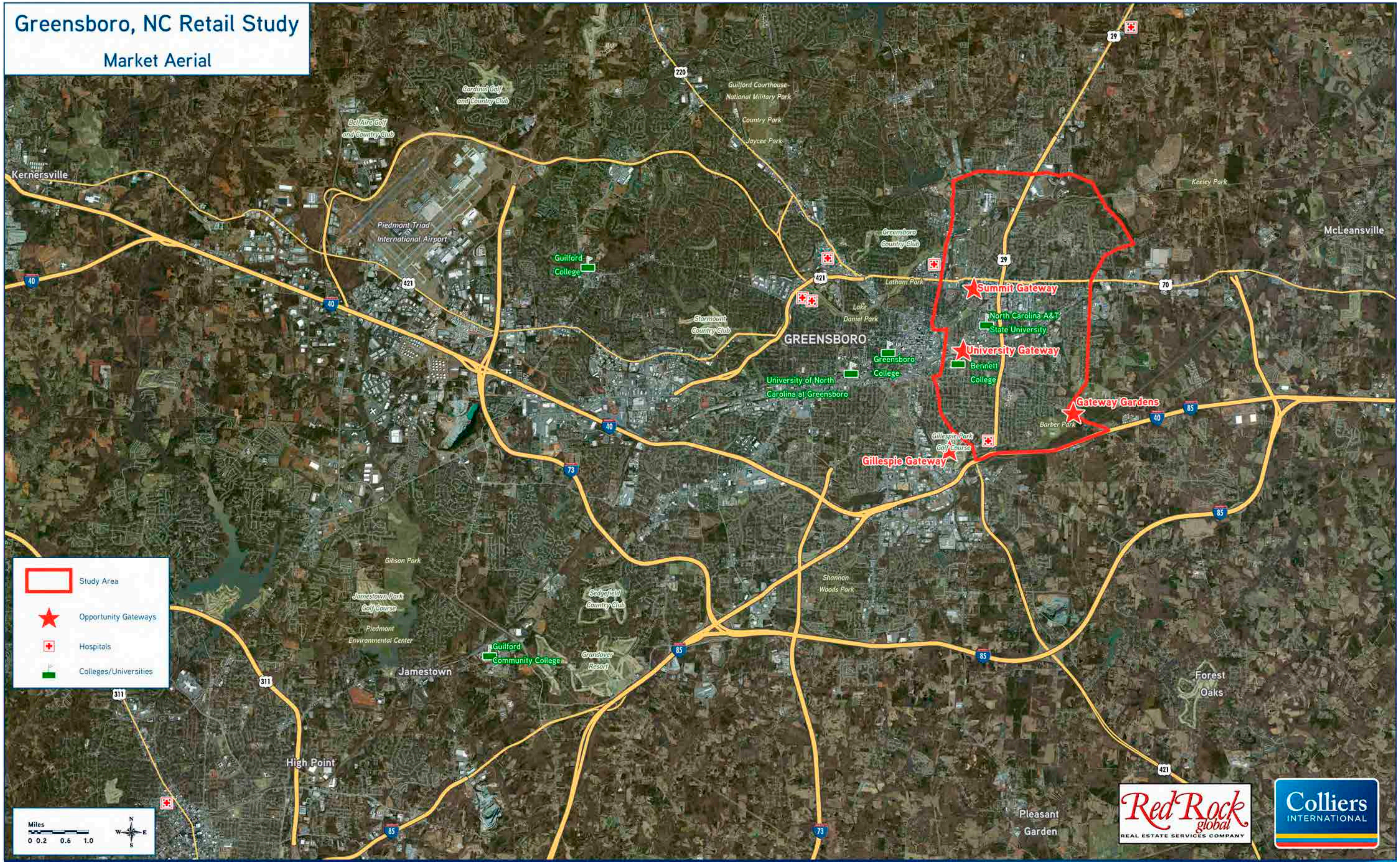
Ultimately, the goal is to see household incomes in the area grow to the point that there begins to be an increase in the projected Consumer Expenditures. To accomplish this goal, we addressed the study area in four separate opportunity gateways.

First, **University Gateway,** anchored by Bennett College, North Carolina A&T and the United House of Prayer, including a modified traffic pattern along E. Market and Friendly Blvd, and creating a signature gateway into the Downtown; a new select service or boutique hotel on the current bus depot site and incorporated into the surrounding adaptive reuse projects located off Murrow Blvd.; a new mixed use retail and destination venue located on the site of the former post office.

Second, **Gateway Gardens**, anchored by the Gateway University Research Park and the Hayes Taylor YMCA, including a new mixed use retail and residential project along the E. Lee Street corridor from I - 40/85 to E. Florida Avenue; incorporating the new Hayes Taylor YMCA, Barber Park, Gateway Park and new athletic facilities, greenspace and trails into Greensboro's finest recreational area.

The third, **Gillespie Gateway**, anchored by Gillespie Golf Course and Gillespie Elementary, including an updated golf course and tennis park that anchors a new charter elementary school at Gillespie Gateway Elementary and the redevelopment of Ray Warren Homes on E. Lee Street in a manner similar to Willow Oaks.

The fourth, **Summit Gateway**, anchored North East Plaza (Compare Foods) and Summit Shopping Center (Maxway) retailers should including the expansion of North East Plaza through the assemblage of adjacent property to add an additional anchor tenant.



Greensboro, NC Retail Study
Market Aerial
Kernersville
Piedmont Triad International Airport
Guilford College
GREENSBORO
Summit Gateway
University Gateway
Gateway Gardens
Gillespie Gateway
North Carolina A&T State University
Bennett College
Greensboro College
University of North Carolina at Greensboro
McLeansville
Jamestown
High Point
Forest Oaks
Pleasant Garden
Guilford Community College
Study Area
Opportunity Gateways
Hospitals
Colleges/Universities
Miles
0 0.2 0.6 1.0
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IV Market Overview

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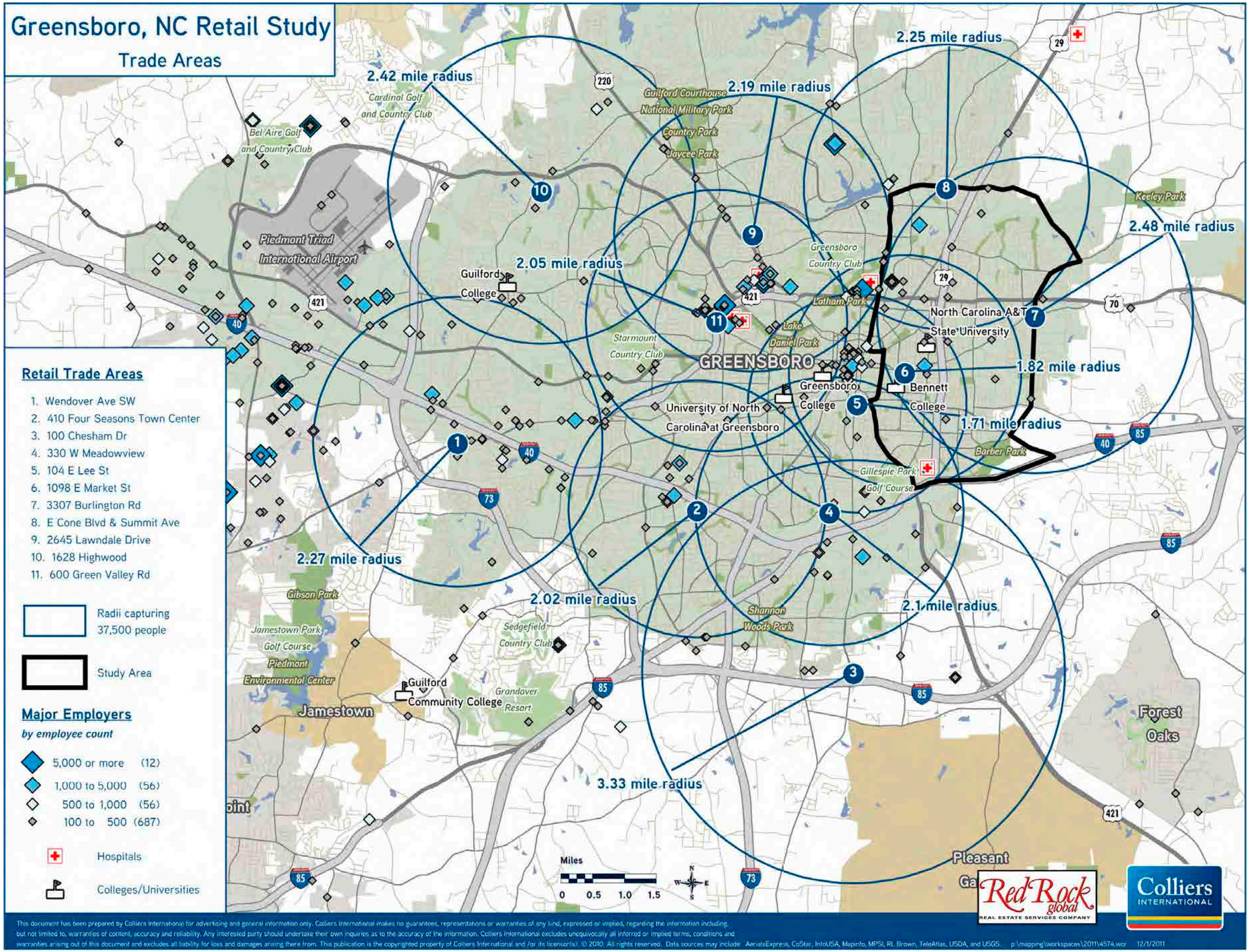
IV Market Overview

Economic Market Overview

According to the 2011 State of the City report prepared for the Greensboro partnership in January 2011, "Greensboro appears to have weathered the fiscal storm more effectively than other North Carolina cities." Although the City continues to lose manufacturing jobs as the City's industrial base declines, research, education, transportation and health care remain strong employers with positive job growth and wage increase. Overall wages experienced a slight increase (2.4%) and the population grew for both the City (14.4%) and the East Greensboro study area (4.6%).

While most of the economic indicators point to Greensboro's ability to manage through the Country's economic crisis, three areas remain critical areas of focus: 1) the City's increased poverty rate, 2) the decline in home values and the growing shift from home ownership to rental, and finally 3) the continued effort to improve the performance of the Greensboro's public schools. Nowhere in the City are these three areas more important than in East Greensboro. East Greensboro has experienced a considerably sharper economic decline than any other part of the City.

- The highest population density
- Lowest projected population growth (1.6%)
- Highest poverty rates
- Median HH Incomes of $21,617 versus $42,927
- Largest decrease in home ownership
- Lowest residential rental rates
- 11 of 16 public schools are in the process of working to improve their overall performance



Greensboro, NC Retail Study
Trade Areas
Retail Trade Areas
1. Wendover Ave SW
2. 410 Four Seasons Town Center
3. 100 Chesham Dr
4. 330 W Meadowview
5. 104 E Lee St
6. 1098 E Market St
7. 3307 Burlington Rd
8. E Cone Blvd & Summit Ave
9. 2645 Lawndale Drive
10. 1628 Highwood
11. 600 Green Valley Rd
Radii capturing 37,500 people
Study Area
Major Employers
by employee count
5,000 or more (12)
1,000 to 5,000 (56)
500 to 1,000 (56)
100 to 500 (687)
Hospitals
Colleges/Universities
2.42 mile radius
2.25 mile radius
2.19 mile radius
2.05 mile radius
2.48 mile radius
1.82 mile radius
1.71 mile radius
2.27 mile radius
2.02 mile radius
2.1 mile radius
3.33 mile radius
GREENSBORO
Piedmont Triad International Airport
Guilford College
University of North Carolina at Greensboro
Greensboro College
Bennett College
North Carolina A&T State University
Guilford Community College
Jamestown
Forest Oaks
Pleasant
Miles
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Retail Trade Area - Demographic Comparison Table

Name	United States	North Carolina	Greensboro MSA	East Greensboro	1 West Wendover Ave	2 Four Seasons Mall	3 Chesham Dr	4 West Meadowview Rd	5 E Lee St	6 E Market St	7 Burlington Rd	8 E Cone Blvd & Summit Ave	9 Lawndale Dr	10 Highwood Blvd	11 Green Valley Rd
Radius (mi)					2.27	2.02	3.33	2.10	1.71	1.82	2.48	2.25	2.19	2.42	2.05
Area (sq/mi)	3,794,083	49,366.04	5,993	11.24	16.18	12.81	34.82	13.85	9.18	10.40	19.31	15.90	15.06	18.39	13.20
Total Population	309,637,704	9,508,535	1,431,710	37,401	38,031	37,584	37,657	37,515	37,558	38,208	37,569	37,651	37,583	37,522	37,553
Pop. Density	82	193	239	3,327	2,350	2,934	1,081	2,709	4,091	3,674	1,946	2,368	2,496	2,040	2,845
Pop. Dens./1,000	0.08	0.19	0.24	3.33	2.35	2.93	1.08	2.71	4.09	3.67	1.95	2.37	2.50	2.04	2.84
PopGrow2000-2010	10.03%	18.20%	14.40%	4.62%	17.98%	-2.31%	9.55%	0.45%	2.02%	4.81%	6.52%	6.79%	3.08%	12.63%	-0.95%
PopGrow2010-2015	4.47%	7.43%	5.55%	1.60%	4.53%	-0.32%	3.69%	0.07%	2.53%	2.81%	2.63%	-0.86%	1.27%	5.26%	2.10%
Total HH's	120,115,211	3,869,295	594,145	14,094	18,031	16,221	15,857	15,709	13,599	14,242	13,777	16,112	16,909	17,225	16,151
Avg HH Income	$71,161	$62,412	$60,691	$30,710	$59,803	$41,101	$51,265	$38,686	$34,135	$33,718	$31,647	$50,938	$95,016	$92,521	$79,762
Med HH Income	$48,625	$43,338	$42,927	$21,617	$45,007	$32,271	$41,786	$29,154	$22,837	$21,998	$22,701	$30,126	$56,653	$63,555	$47,326
2010 Avg HH Exp.	$34,636	$31,205	$30,394	$16,978	$31,478	$22,878	$26,643	$21,053	$18,765	$18,323	$17,595	$23,914	$40,440	$42,449	$36,098
2015 Avg HH Exp.	$42,988	$35,979	$34,737	$19,329	$36,194	$25,501	$30,553	$24,320	$21,241	$20,756	$20,135	$26,667	$44,703	$46,344	$39,787
Median Age	33.89	34.1	34.77	29.4	31.4	30.6	33.9	31.8	24	26.5	28.2	31.9	39	39.6	32.7
SocioEco Score	56	52.1	50	22.2	68.9	36.6	48.1	32.2	30.6	28.3	21.9	40	79.7	84.3	69.7
Daytime Pop.	145,510,650	4,203,123	699,170	28,671	23,354	20,106	17,116	24,517	39,839	57,175	25,570	31,268	42,545	13,090	33,257
Bus. Establishments	12,505,789	369,090	57,616	1,808	1,665	1,850	1,294	1,836	3,249	4,082	1,738	2,288	3,394	1,306	3,114
Ethnicity															
White Population	224,911,259	6,713,791	1,021,986	4,389	23,617	14,653	13,379	8,414	10,723	8,938	5,594	14,019	30,189	30,719	29,524
Black Population	38,882,979	2,046,680	303,250	30,549	9,847	16,472	20,926	25,479	24,443	26,716	29,045	20,061	5,393	4,323	5,351
Hispanic Population	46,931,910	684,422	115,773	2,387	3,004	4,531	1,872	2,421	2,061	2,373	2,959	3,252	1,668	1,469	1,972
% White	72.64%	70.61%	71.38%	11.73%	62.10%	38.99%	35.53%	22.43%	28.55%	23.39%	14.89%	37.23%	80.33%	81.87%	78.62%
% Black	12.56%	21.52%	21.18%	81.68%	25.89%	43.83%	55.57%	67.92%	65.08%	69.92%	77.31%	53.28%	14.35%	11.52%	14.25%
% Hispanic	15.16%	7.20%	8.09%	6.38%	7.90%	12.06%	4.97%	6.45%	5.49%	6.21%	7.88%	8.64%	4.44%	3.92%	5.25%
Education	198,835,142	6,206,699	943,828	21,174	25,369	23,455	24,742	23,333	18,741	20,381	20,809	23,486	26,018	26,595	23,348
High School	58,670,556	1,785,502	287,326	6,715	11,260	12,469	13,757	12,227	8,574	9,532	11,451	11,913	9,031	9,206	8,005
College	49,283,225	1,571,151	231,139	3,367	9,284	5,051	5,386	4,406	4,097	4,012	3,137	4,995	10,241	11,352	9,294
Graduate	16,170,310	438,656	59,221	1,090	2,643	1,101	1,598	1,499	1,688	1,672	874	1,463	4,236	4,319	3,863
% High School	29.51%	28.77%	30.44%	31.71%	44.38%	53.16%	55.60%	52.40%	45.75%	46.77%	55.03%	50.72%	34.71%	34.62%	34.29%
% College	24.79%	25.31%	24.49%	15.90%	36.60%	21.53%	21.77%	18.88%	21.86%	19.69%	15.08%	21.27%	39.36%	42.68%	39.81%
% Graduate	8.13%	7.07%	6.27%	5.15%	10.42%	4.69%	6.46%	6.42%	9.01%	8.20%	4.20%	6.23%	16.28%	16.24%	16.55%

Real Estate Market Overview

As a general statement, Greensboro is over supplied across all sectors of the real estate market. Office, industrial, retail and residential are seeing limited new inventory being introduced while vacancies remain above their historic average high. Nevertheless, rents remain stable, and in the case of office, are increasing slightly.

Office Market Overview

The Guildford County office market has managed to keep a very consistent quoted office rate in the mid to low $14 range. Since 4th quarter 2010, rents have increased to levels approaching their 2008/2009 peak. Vacancy rates, however, have grown steadily each of the past 10 quarters and remain above 14.5%. Given the size of the office market, this high vacancy translates into approximately 500,000 square feet of unoccupied space in the market, or 35 buildings based upon the market's average building size of 14,660 square feet. Although office rates appear to be improving, the high vacancy rates will continue to hold back new construction. The Study Area does not include a significant Class A office inventory. Most office space within the Study Area is Class B and C, and is supportive of small business or institutional users.

Office - Current & Historial Data

Period	Existing Inventory		Vacancy		Net Absorption	Delivered Inventory		UC Inventory		Quoted Rates
	# Bldgs	Total RBA	Vacant SF	Vacancy %		# Bldgs	Total RBA	# Bldgs	Total RBA	
2011 3q	1,794	26,295,886	3,788,444	14.40%	-58,357	0	0	1	39,000	$14.61
2011 2q	1,795	26,302,530	3,736,731	14.20%	41,378	0	0	0	0	$14.42
2011 1q	1,795	26,302,530	3,778,109	14.40%	35,326	0	0	0	0	$14.60
2010 4q	1,795	26,302,530	3,813,435	14.50%	59,183	2	39,000	0	0	$14.70
2010 3q	1,793	26,263,530	3,833,618	14.60%	-65,156	0	0	2	39,000	$14.25
2010 2q	1,793	26,263,530	3,768,462	14.30%	23,482	2	33,000	2	39,000	$14.21
2010 1q	1,791	26,230,530	3,758,944	14.30%	-110,420	1	5,979	4	72,000	$14.43
2009 4q	1,790	26,224,551	3,642,545	13.90%	-118,365	4	89,180	3	38,979	$13.83
2009 3q	1,786	26,135,371	3,435,000	13.10%	52,417	0	0	6	103,159	$15.08
2009 2q	1,786	26,135,371	3,487,417	13.30%	-58,960	4	87,724	5	95,159	$14.68
2009 1q	1,782	26,047,647	3,340,733	12.80%	-82,753	1	1,500	8	176,904	$14.68
2008 4q	1,781	26,046,147	3,256,480	12.50%	191,197	6	184,365	5	89,224	$14.67
2008 3q	1,775	25,861,782	3,263,312	12.60%	79,172	6	90,946	11	273,589	$15.02
2008 2q	1,770	25,771,892	3,252,594	12.60%	97,625	1	7,200	13	350,302	$14.63
2008 1q	1,769	25,764,692	3,343,019	13.00%	116,893	10	202,460	13	281,502	$14.57
2007 4q	1,759	25,562,232	3,257,452	12.70%	-24,399	2	9,500	19	437,685	$14.25

Industrial Market Overview

The Industrial market in Greensboro has experienced a steady and relatively large (10%) decrease in quoted rental rates since 2007. Vacancy rates have not been a major factor, in part due to a major drop in new and planned construction. In fact, through the first three quarters of 2011, the region is set to have over 1,039,438 square feet of positive net absorption.

The Study Area has a large amount of industrial space available on most major corridors to the south and east. As Greensboro grows and develops new communities off of I - 40/85 and NC - 70, some industrial areas inside the loop will be redeveloped and repositioned. For the purposes of this study, industrial corridors were viewed as positive employment centers and real estate opportunities areas.

Industrial - Current & Historial Data

Period	Existing Inventory		Vacancy		Net Absorption	Delivered Inventory		UC Inventory		Quoted Rates
	# Bldgs	Total RBA	Vacant SF	Vacancy %		# Bldgs	Total RBA	# Bldgs	Total RBA	
2011 3q	2,888	111,370,430	10,690,934	9.60%	-190,684	0	0	0	0	$3.42
2011 2q	2,888	111,370,430	10,500,250	9.40%	458,655	1	7,000	0	0	$3.50
2011 1q	2,887	111,363,430	10,951,905	9.80%	771,467	1	400,000	1	7,000	$3.46
2010 4q	2,886	110,963,430	11,323,372	10.20%	-35,623	0	0	2	407,000	$3.51
2010 3q	2,886	110,963,430	11,287,749	10.20%	692,006	0	0	1	400,000	$3.55
2010 2q	2,887	110,977,153	11,993,478	10.80%	-18,442	0	0	1	400,000	$3.62
2010 1q	2,887	110,977,153	11,975,036	10.80%	-255,511	0	0	1	400,000	$3.65
2009 4q	2,887	110,977,153	11,719,525	10.60%	-708,110	1	238,400	1	400,000	$3.66
2009 3q	2,886	110,738,753	10,773,015	9.70%	-355,389	0	0	2	638,400	$3.75
2009 2q	2,887	110,750,248	10,429,121	9.40%	-849,344	0	0	2	638,400	$3.77
2009 1q	2,887	110,750,248	9,579,777	8.60%	-4,348	0	0	2	638,400	$3.84
2008 4q	2,888	110,754,348	9,579,529	8.60%	616,074	1	301,910	1	400,000	$3.86
2008 3q	2,887	110,452,438	9,893,693	9.00%	-21,794	2	40,150	1	301,910	$3.80
2008 2q	2,885	110,412,288	9,831,749	8.90%	751,131	1	90,770	3	342,060	$3.79
2008 1q	2,884	110,321,518	10,492,110	9.50%	-350,076	3	45,600	3	402,830	$3.79
2007 4q	2,881	110,275,918	10,096,434	9.20%	-135,341	4	607,000	4	136,370	$3.81

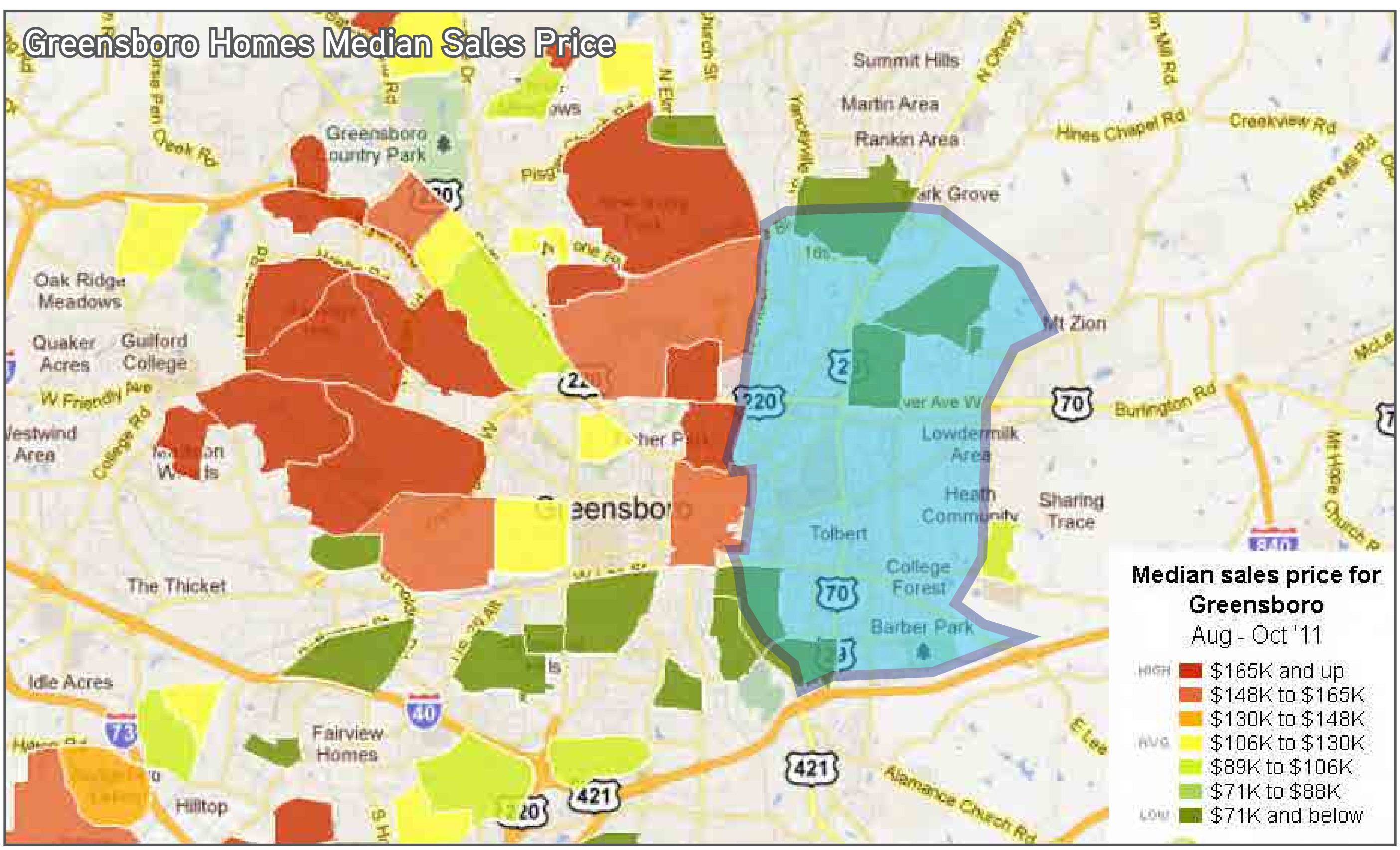
Residential Market Overview

Avg. Listing Price		Median Sales Price			
$236,776	+$8,424 +3.7%	**$122,000**	-$2,000 -1.6%	**2,228** Homes For Sale	**9** Open Homes
Wk ending Nov 23	w-o-w	Aug '11 - Oct '11	y-o-y	**1,121** Recently Sold	**653** Foreclosures

Average price per square foot for Greensboro NC was $82, a decrease of 2.4% compared to the same period last year. The median sales price for homes in Greensboro for Aug 11 to Oct 11 was $122,000 based on 209 home sales. Compared to the same period one year ago, the median home sales price decreased 1.6%, or $2,000, and the number of home sales decreased 69.6%. There are currently 2,228 resale and new homes in Greensboro on Trulia, including 9 open houses, as well as 653 homes in the pre-foreclosure, auction, or bank-owned stages of the foreclosure process. The average listing price for homes for sale in Greensboro was $236,776 for the week ending Nov 23, which represents an increase of 3.7%, or $8,424, compared to the prior week. Popular neighborhoods in Greensboro include Old Irving Park and Adams Farm, with average listing prices of $537,684 and $175,327.

Home prices in the Study Area varied greatly from below $50,000 to the mid/high $100's. In general, East Greensboro's homes are priced lower than other submarkets, and are older and smaller. The number of new home communities is generally limited to the outer edges of the Study Area and a few redeveloped housing projects such as Willow Oaks.

One of the most difficult challenges the area faces is the large inventory of low and extremely low income housing. These communities of older housing stock have below market rents and offer a mixture of quality levels ranging from the poorly-kept, unsafe renter housing to high quality, market leading Hope VI communities. In order to see new multi-family housing successfully developed by market rate developers, pricing must increase and housing quality levels must improve across the entire Study Area.



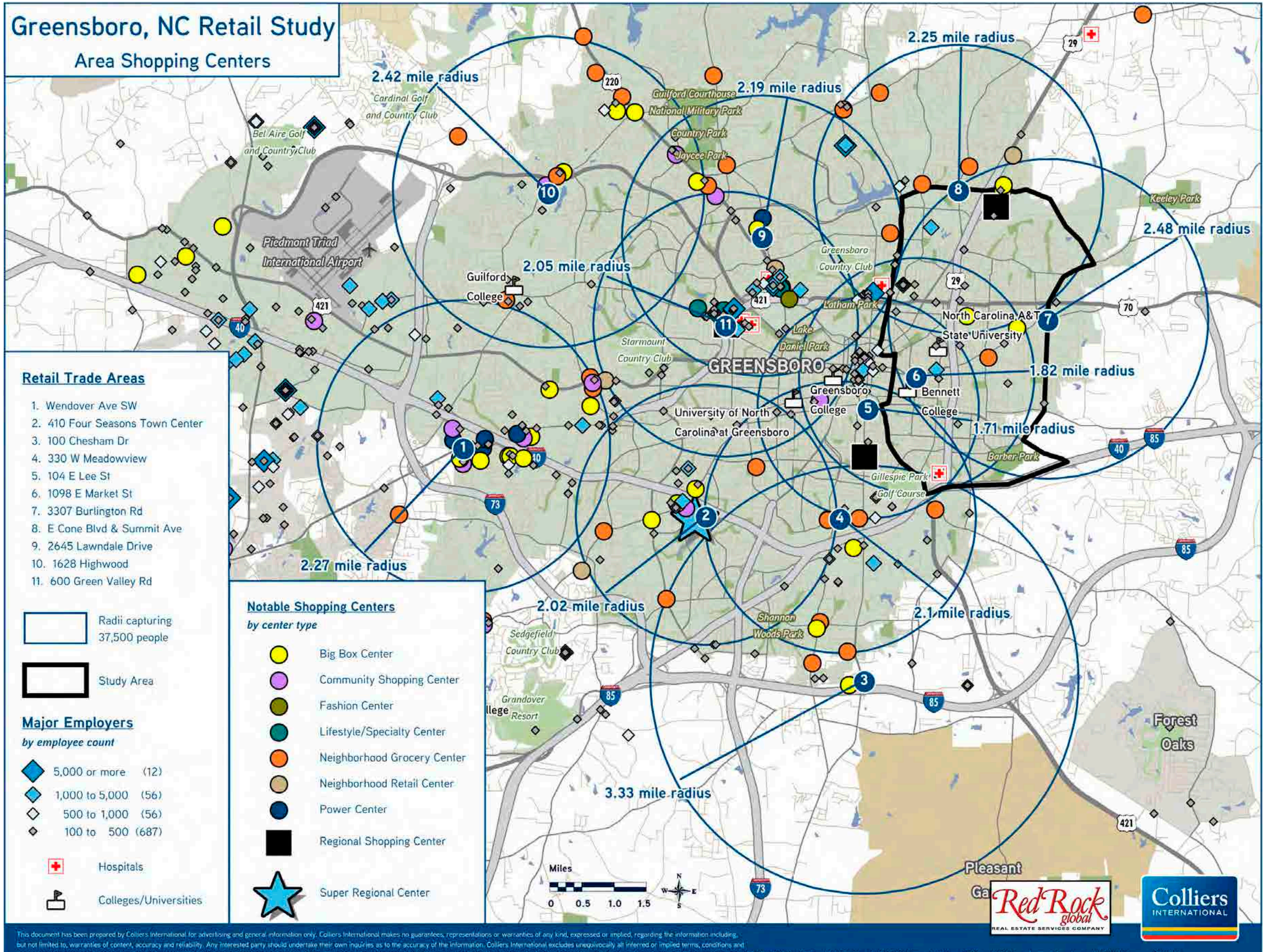
Retail Market Overview

The Greensboro retail market consists of 40 million square feet +/- of retail space with retail vacancy trending upward at 8.3 %. Negative absorption is primarily in the general commercial class. Big Box Retail and Grocery Anchored Center's leasing rates have remained stable due to stronger occupancy. Property sales have been weak, but did enjoy a short period of activity in the second and third quarters of 2011. Overall, the Greensboro Retail Market should be characterized as stable and well positioned after three years of no appreciable construction in the market. Unanchored Retail Shopping Centers will continue to suffer negative absorption and revenue erosion for the foreseeable future.

The East Greensboro study area can be characterized as having stronger density and slower growth than the metro Greensboro MSA, but not to a level normally characterized as an "Urban" retail trade area. The study area has three distinct sub regional trade areas, South Lee, East Market, and North Summit.

Retail - Current & Historial Data

Period	Existing Inventory		Vacancy		Net Absorption	Delivered Inventory		UC Inventory		Quoted Rates
	# Bldgs	Total RBA	Vacant SF	Vacancy %		# Bldgs	Total RBA	# Bldgs	Total RBA	
2007 4q	3,334	39,629,711	2,074,052	5.20%	299,177	2	18,498	23	269,519	$13.05
2008 1q	3,350	39,813,985	2,386,304	6.00%	-127,978	16	184,274	12	145,986	$12.76
2008 2q	3,358	39,911,753	2,397,543	6.00%	86,529	8	97,768	9	109,563	$12.84
2008 3q	3,357	39,879,959	2,500,526	6.30%	-134,777	2	18,948	9	119,823	$12.11
2008 4q	3,364	39,964,513	2,659,669	6.70%	-74,589	8	99,386	2	231,637	$12.09
2009 1q	3,364	39,964,513	2,682,567	6.70%	-22,898	0	0	3	245,287	$11.81
2009 2q	3,365	39,984,950	2,770,877	6.90%	-67,873	1	20,437	3	280,577	$11.89
2009 3q	3,367	40,209,800	2,837,658	7.10%	158,069	2	224,850	1	55,727	$11.66
2009 4q	3,367	40,209,800	2,755,620	6.90%	82,038	0	0	1	55,727	$12.43
2010 1q	3,368	40,265,527	2,837,762	7.00%	-26,415	1	55,727	1	1,012	$12.22
2010 2q	3,368	40,265,527	2,808,667	7.00%	29,095	0	0	1	1,012	$12.28
2010 3q	3,369	40,266,539	2,726,681	6.80%	82,998	1	1,012	0	0	$12.54
2010 4q	3,369	40,266,539	2,761,044	6.90%	-34,363	0	0	0	0	$12.67
2011 1q	3,369	40,266,539	2,833,427	7.00%	-72,383	0	0	0	0	$12.84
2011 2q	3,369	40,266,539	3,206,120	8.00%	-372,693	0	0	1	1,309	$12.37
2011 3q	3,369	40,266,539	3,358,328	8.30%	-152,208	0	0	3	32,018	$12.62



Greensboro, NC Retail Study
Area Shopping Centers
Retail Trade Areas
1. Wendover Ave SW
2. 410 Four Seasons Town Center
3. 100 Chesham Dr
4. 330 W Meadowview
5. 104 E Lee St
6. 1098 E Market St
7. 3307 Burlington Rd
8. E Cone Blvd & Summit Ave
9. 2645 Lawndale Drive
10. 1628 Highwood
11. 600 Green Valley Rd
Radii capturing 37,500 people
Study Area
Major Employers
by employee count
5,000 or more (12)
1,000 to 5,000 (56)
500 to 1,000 (56)
100 to 500 (687)
Hospitals
Colleges/Universities
Notable Shopping Centers
by center type
Big Box Center
Community Shopping Center
Fashion Center
Lifestyle/Specialty Center
Neighborhood Grocery Center
Neighborhood Retail Center
Power Center
Regional Shopping Center
Super Regional Center
2.42 mile radius
2.19 mile radius
2.25 mile radius
2.48 mile radius
2.05 mile radius
1.82 mile radius
1.71 mile radius
2.27 mile radius
2.02 mile radius
2.1 mile radius
3.33 mile radius
Cardinal Golf and Country Club
Bel Aire Golf and Country Club
Guilford Courthouse National Military Park
Country Park
Jaycee Park
Piedmont Triad International Airport
Guilford College
Greensboro Country Club
Latham Park
Lake Daniel Park
Starmount Country Club
GREENSBORO
North Carolina A&T State University
Greensboro College
Bennett College
University of North Carolina at Greensboro
Barber Park
Gillespie Park Golf Course
Keeley Park
Shannon Woods Park
Sedgefield Country Club
Grandover Resort
Forest Oaks
Pleasant
Miles
0 0.5 1.0 1.5
Red Rock global
REAL ESTATE SERVICES COMPANY
Colliers INTERNATIONAL
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Inventory of Shopping Centers

Name	Type	Min SF	Max SF	Address	Zip
Friendly Center	Regional Shopping Center	1,318,688	1,318,688	604 Green Valley Road	27262
Four Seasons Town Centre	Super Regional Center	1,140,000	1,140,000	400 Four Seasons Town Center	27407
Britt Way Commons	Regional Shopping Center	800,000	800,000	Eugene St & Painter Blvd	27262
Shops of Pyramids Village	Regional Shopping Center	653,049	653,049	2103 Pyramid Village Blvd	27265
Wendover Place	Power Center	529,274	529,274	1218 Bridford Parkway	27408
Wendover Village	Community Shopping Center	304,962	304,962	4203 West Wendover Avenue	27410
The Shops At Friendly Center	Lifestyle/Specialty Center	253,000	253,000	3334 West Friendly Avenue	27408
4427 West Wendover Avenue	Power Center	250,000	500,000	4427 West Wendover Ave	27407
4424 West Wendover Avenue	Power Center	250,000	500,000	4424 West Wendover Ave	27406
Westridge Square	Community Shopping Center	215,721	215,721	3363 Battleground Avenue	27410
Bridford - Landmark Station	Community Shopping Center	215,387	215,387	1312 Bridford Parkway	27408
Spring Lane Galleria	Community Shopping Center	160,000	160,000	911 Spring Lane Road	27405
West Market Shopping Center	Community Shopping Center	152,700	152,700	4643 West Market Street	27405
Lawndale Crossing Sc	Power Center	131,050	131,050	2629 Lawndale Drive	27265
Greensboro South Shopping Center	Community Shopping Center	129,231	129,231	3121 High Point Road	27310
Westover Gallery Of Shops - Phase III	Fashion Center	120,000	120,000	1500 Mill Street	27407
Westover Gallery Of Shops	Fashion Center	120,000	120,000	1420 Westover Ter	27410
Adam's Farm	Community Shopping Center	112,195	112,195	5710 High Point Road	27407
New Garden Crossing Phase I	Community Shopping Center	110,073	110,073	1577 New Garden Road	27282
Jefferson Village	Power Center	100,000	500,000	1560 Highwoods Boulevard	27407
Wendover Ridge Shopping Center	Power Center	100,000	0	4212 West Wendover Avenue	27407
Retail center at 2207 Fleming Road	Neighborhood Grocery Center	100,000	250,000	2207 Fleming Road	27262
2252 Golden Gate Drive	Neighborhood Grocery Center	100,000	250,000	2252 Golden Gate Drive	27265
2920 Randleman Road	Neighborhood Grocery Center	100,000	250,000	2920 Randleman Road	27406
4634 Hicone Road	Neighborhood Grocery Center	100,000	250,000	4634 Hicone Road	27265
2835 Battleground Avenue	Community Shopping Center	100,000	250,000	2835 Battleground Avenue	27408
2963 Battleground Avenue	Neighborhood Grocery Center	100,000	250,000	2963 Battleground Avenue	27262
415 Pisgah Church Road	Neighborhood Grocery Center	100,000	250,000	415 Pisgah Church Road	
Gallery Of Shops	Lifestyle/Specialty Center	100,000	100,000	1410 West Over Terrace	
Palmer Plaza	Neighborhood Retail/Service Center	80,000	80,000	3105 Yanceyville Street	
Price Place Shopping Center	Neighborhood Retail/Service Center	74,673	74,673	4642 West Market Street	
Battleground Shopping Center	Neighborhood Retail/Service Center	71,000	71,000	3724 H Battleground Avenue	
State Street Station	Neighborhood Retail/Service Center	68,139	68,139	401 State Street	
Westgate Shopping Center	Neighborhood Retail/Service Center	67,902	67,902	4725 High Point Road	27260
Hechinger Deluxe	Neighborhood Retail/Service Center	65,340	65,340	3707 Farmington Drive	
Sedgefield Village	Neighborhood Retail/Service Center	56,630	56,630	3605 Groometown Road	27408
6310 Old Oak Ridge Road	Neighborhood Retail/Service Center	50,000	50,000	6310 Old Oak Ridge Road	
121 West Elmsley Drive	Big Box Center	50,000	100,000	121 West Elmsley Drive	
1302 Bridford Parkway	Big Box Center	50,000	100,000	1302 Bridford Parkway	
1320 Lees Chapel Road	Neighborhood Grocery Center	50,000	100,000	1320 Lees Chapel Road	27265
1911 Coliseum Boulevard	Neighborhood Grocery Center	50,000	100,000	1911 Coliseum Boulevard	
2019 East Cone Boulevard	Big Box Center	50,000	100,000	2019 East Cone Boulevard	

Inventory of Shopping Centers (Continued)

Name	Type	Min SF	Max SF	Address	Zip
2701 Lawndale Drive	Big Box Center	50,000	100,000	2701 Lawndale Drive	27407
114 Webster Road	Neighborhood Grocery Center	50,000	100,000	114 Webster Road	27262
1029 Alamance Church Road	Neighborhood Grocery Center	50,000	100,000	1029 Alamance Church Rd	
3722 Lawndale Drive	Neighborhood Grocery Center	50,000	100,000	3722 Lawndale Drive	
4721 Lawndale Drive	Neighborhood Grocery Center	50,000	100,000	4721 Lawndale Drive	27403
5109 West Market Street	Big Box Center	50,000	100,000	5109 West Market Street	27265
2134 Lawndale Drive	Neighborhood Retail/Service Center	50,000	100,000	2134 Lawndale Drive	
6103 Landmark Center Blvd	Big Box Center	50,000	100,000	6103 Landmark Center Blvd	27408
3738 North Battleground Ave	Big Box Center	50,000	100,000	3738 North Battleground Ave	27407
3022 High Point Road	Big Box Center	50,000	100,000	3022 High Point Road	27262
3109a Yanceyville Street	Neighborhood Grocery Center	50,000	100,000	3109a Yanceyville Street	
3001 Battleground Avenue	Big Box Center	50,000	100,000	3001 Battleground Avenue	
3002 Randleman Road	Big Box Center	50,000	100,000	3002 Randleman Road	27235
3200 High Point Road	Big Box Center	50,000	100,000	3200 High Point Road	27407
3220 North Ohenry Boulevard	Neighborhood Retail/Service Center	50,000	100,000	3220 North Ohenry Blvd	27410
3203 South Holden Road	Neighborhood Grocery Center	50,000	100,000	3203 South Holden Road	27410
3230 Randleman Road	Neighborhood Grocery Center	50,000	100,000	3230 Randleman Road	
8521 Triad Drive	Big Box Center	50,000	100,000	8521 Triad Drive	27410
3701 High Point Road	Big Box Center	50,000	100,000	3701 High Point Road	
3780 Battleground Avenue	Neighborhood Grocery Center	50,000	100,000	3780 Battleground Avenue	27405
4010 Battleground Avenue	Neighborhood Grocery Center	50,000	100,000	4010 Battleground Avenue	27406
3516 Drawbridge Parkway	Neighborhood Grocery Center	50,000	100,000	3516 Drawbridge Parkway	
1653 New Garden Road	Big Box Center	50,000	100,000	1653 New Garden Road	
3111 Yancyville Street	Neighborhood Grocery Center	50,000	100,000	3111 Yancyville Street	
429 West Meadowview Drive	Neighborhood Grocery Center	50,000	100,000	429 West Meadowview Dr	
4222 High Point Road	Neighborhood Grocery Center	50,000	100,000	4222 High Point Road	
429 West Meadowview Road	Neighborhood Grocery Center	50,000	100,000	429 West Meadowview Rd	
124 West Meadowview Road	Neighborhood Grocery Center	50,000	100,000	124 West Meadowview Rd	
1705 South 40 Drive	Big Box Center	50,000	100,000	1705 South 40 Drive	
4614 West Market Street	Neighborhood Retail/Service Center	50,000	100,000	4614 West Market Street	
5410 Hornaday Road	Community Shopping Center	50,000	100,000	5410 Hornaday Road	
651 Brigham Road	Big Box Center	50,000	100,000	651 Brigham Road	
7607 Boeing Drive	Community Shopping Center	50,000	100,000	7607 Boeing Drive	27262
1709 East Bessemer Avenue	Big Box Center	50,000	100,000	1709 East Bessemer Avenue	27405
2771 East 2005 Cone Boulevard	Big Box Center	50,000	100,000	2771 East 2005 Cone Blvd	27406
109 West Elmsley Drive	Big Box Center	50,000	100,000	109 West Elmsley Drive	27407
0404 South 1703 Forty Drive	Big Box Center	50,000	100,000	0404 South 1703 Forty Drive	27407
1703 South Forty Drive	Big Box Center	50,000	100,000	1703 South Forty Drive	27265
4019 Spring Garden Street	Big Box Center	50,000	100,000	4019 Spring Garden Street	27407
4201 NW Wendover Ave	Big Box Center	50,000	100,000	4201 NW Wendover Ave	27407
5710 West High Point Road	Neighborhood Grocery Center	50,000	100,000	5710 West High Point Road	

Inventory of Shopping Centers (Continued)

Name	Type	Min SF	Max SF	Address	Zip
4640 West Market Street	Neighborhood Grocery Center	50,000	100,000	4640 West Market Street	
701 Francis King Street	Neighborhood Grocery Center	50,000	100,000	701 Francis King Street	27410
1605 New Garden Road	Neighborhood Grocery Center	50,000	100,000	1605 New Garden Road	27262
8717 West Market Street	Big Box Center	50,000	100,000	8717 West Market Street	27406
2912 South Elm Eugene Street	Big Box Center	50,000	100,000	2912 South Elm Eugene St	27410
3215 Brassfield Road	Big Box Center	50,000	100,000	3215 Brassfield Road	
Retail center at 2316 East Market Street	Neighborhood Grocery Center	50,000	100,000	2316 East Market Street	
4653 West Market Street	Neighborhood Grocery Center	50,000	100,000	4653 West Market Street	
300 Penn Place	Big Box Center	50,000	100,000	300 Penn Place	
1703 South 40 Drive	Big Box Center	50,000	100,000	1703 South 40 Drive	

Total Shopping Centers	93
Total Retail Square Feet	11,299,014

East Greensboro Shopping Centers

Shopping Center	Anchor Tenants	Address	Size	Owner
Gateway Shopping Center	Food Lion , Staples	2208-2290 Golden Gate Drive	153,113	DDR
Palmer Plaza	Food Lion	3105 Yanceyville St	605,920	Kotis Properties
Market Street Plaza	Triad Yoga, China Express	3932 W. Market Street	73,842	Kotis Propreties
Shops of Pyramids Villiage	Walmart Super Center	Highway 29 @ East Cone BLVD	180,000	Pyramids
Summit Shopping Center	Maxway	SE/C Summit Av & Bessemer Avenue	250,000	Burgess Management
North East Plaza	Compare Foods Dollar Tree	1018 Summit Avenue	110,965	Coastal Equities
The English Market	Food Lion, Family Dolar	Family Dollar	38,000	
Bessemer Center	Family Dollar	2515 Phillips Avenue	40,000	

Major Shopping Centers	8
Major Retail Square Feet	1,451,840

V Discussion of Parity

COLLIERS INTERNATIONAL
& RED ROCK GLOBAL

V Discussion of Parity

The Economic Overview of the City highlighted the economic and educational deficiencies of East Greensboro.

- Lowest projected population growth (1.6%)
- Highest poverty rates
- Median HH Incomes of $21,617 versus $42,927
- Largest decrease in home ownership
- Lowest residential rental rates
- 11 of 16 public schools are in the process of working to improve their overall performance

These are conditions that cannot be ignored and in many ways set the foundation for the concerns regarding parity.

Three key metrics for increasing the presence of retail and other service amenities in a trade area are 1) household median income levels, 2) the number of households and 3) the level of daytime population. With the exception of daytime population levels, East Greensboro ranks low in the metrics when compared to the other trade areas. Daytime population for the overall East Greensboro study area (28,671) is greater than any trade area except Lawndale (42,545) and East Market Street, which is in the study area. The East Lee Street trade area's daytime population (57,175) is the highest in the entire city. The number of households and household incomes are the greatest hindrance to East Greensboro's attractiveness to retailers. The study area has the lowest number of households and the lowest median household income.

What drives these low household numbers is the key to identifying the solutions. In order to increase the presence of services and retail, the number of households must increase and the income levels within those households must increase. This means a focus on jobs, schools and the quality of housing stock. Household median income projections are a very important part in determining consumer expenditure projections. Essentially, researchers work off the idea that people spend a set percentage of their income on retail purchases; therefore, the higher your median income level, the higher the consumer demand is projected to be.

A review of the demand projections for Greensboro shows that only E. Lee and Burlington have lower projected consumer demands than E. Market, and all three are in the East Greensboro study area. On the other side of this issue is expenditures. Only Wendover, Lawndale and Green Valley have higher actual sales than East Greensboro. Lowest demand, yet highest sales? This is a contradiction that would often be explained by the presence of high levels of quality retailers that are the beneficiary of other area's retail expenditures (the recipient of leakage). Clearly this is not the case in East Greensboro. So why does this contradiction exist?

Discussion of Parity (Continued)

Three reasons:

1. The residents of East Greensboro spend much more money in their community than researchers believe. They actually could spend a disproportionate portion of their income than their counterparts do in other trade areas. The reality is many expenditures are often fixed costs, and cannot be valued down due to a lack of income. Examples are gas, basic clothing and food.

2. The research is simply wrong. Lower income areas spend more than researchers believe. There are many more residents in the trade area than researchers account for. This can include undocumented renters and service related income generated, but not reported, such as tips, side work, child care, etc...

3. Transportation from the study area to other trade areas is very difficult, meaning more dollars stay in the trade area due to the resident's inability to exit the trade area.

Transportation is a very interesting, yet well known issue for East Greensboro. While the area has good local road access, and should be the centerpiece of several attractive entrances into Greensboro, its connectivity through interstates and major roads is perhaps the worst in the City and effectively cuts off access to the entire eastern and northern part of the Greensboro. E. Cone's ability to connect to E. Florida (through Neal-town and Ward) and I - 840's ability to connect from the southeast are both needed to improve access from and to the east and make the east an attractive retail environment. Without adequate access, the east will never be considered a destination area.

Retail Trade Area - Retail Gap Summary

Trade Area	East Greensboro	1 West Wendover Ave	2 Four Seasons Mall	3 Chesham Dr	4 West Meadowview Rd	5 East Lee St	6 East Market St	7 Burlington Rd	8 East Cone & Summit	9 Lawndale Dr	10 Highwood Blvd	11 Green Valley Rd
Radius Ring	Study Area	2.27	2.02	3.33	2.1	1.71	1.82	2.48	2.25	2.19	2.42	2.05
Summary Demographics												
2010 Population	37,925	37,200	42,213	40,380	39,758	38,496	37,266	37,344	39,486	38,155	37,578	38,864
2010 Households	13,877	17,000	17,264	16,248	15,867	13,795	14,031	13,471	16,052	16,575	16,591	16,252
2010 Median Disposable Income	$28,790	$45,787	$37,195	$41,733	$34,542	$27,233	$27,612	$29,695	$36,369	$51,763	$55,096	$44,473
2010 Per Capita Income	$17,480	$31,350	$21,893	$24,652	$20,296	$18,097	$18,347	$17,410	$26,109	$41,446	$40,252	$33,307
Industry Summary	Retail Gap	Retail Gap	Retail Gap	Retail Gap	Retail Gap	Retail Gap	Retail Gap	Retail Gap	Retail Gap	Retail Gap	Retail Gap	Retail Gap
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	($167,247,075)	($502,330,980)	($219,091,639)	($143,115,607)	($195,997,252)	($189,654,585)	($339,273,470)	($247,831,677)	($179,595,440)	($297,229,970)	$193,487,798	($238,314,930)
Total Retail Trade (NAICS 44-45)	($166,566,080)	($467,892,453)	($164,184,139)	($136,138,230)	($182,026,259)	($158,151,229)	($305,657,606)	($243,220,303)	($177,303,469)	($238,892,084)	$180,119,444	($169,494,973)
Total Food & Drink (NAICS 722)	($680,995)	($34,438,527)	($54,907,500)	($6,977,377)	($13,970,993)	($31,503,356)	($33,615,864)	($4,611,374)	($2,291,971)	($58,337,886)	$13,368,354	($68,819,957)
	Retail Demand	Retail Demand	Retail Demand	Retail Demand	Retail Demand	Retail Demand	Retail Demand	Retail Demand	Retail Demand	Retail Demand	Retail Demand	Retail Demand
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	$223,780,682	$449,302,407	$339,675,410	$352,885,766	$287,229,225	$216,698,855	$224,139,884	$217,784,406	$369,911,221	$581,425,208	$597,444,409	$476,446,145
Total Retail Trade (NAICS 44-45)	$192,079,485	$385,524,125	$291,523,108	$303,260,450	$246,575,471	$185,582,198	$192,109,531	$186,981,714	$317,571,335	$499,602,099	$512,850,450	$409,099,939
Total Food & Drink (NAICS 722)	$31,701,197	$63,778,282	$48,152,302	$49,625,316	$40,653,754	$31,116,657	$32,030,353	$30,802,692	$52,339,886	$81,823,109	$84,593,959	$67,346,206
	Retail Sales	Retail Sales	Retail Sales	Retail Sales	Retail Sales	Retail Sales	Retail Sales	Retail Sales	Retail Sales	Retail Sales	Retail Sales	Retail Sales
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	$391,027,757	$951,633,387	$558,767,049	$496,001,373	$483,226,477	$406,353,440	$563,413,354	$465,616,083	$549,506,661	$878,655,178	$403,956,611	$714,761,075
Total Retail Trade (NAICS 44-45)	$358,645,565	$853,416,578	$455,707,247	$439,398,680	$428,601,730	$343,733,427	$497,767,137	$430,202,017	$494,874,804	$738,494,183	$332,731,006	$578,594,912
Total Food & Drink (NAICS 722)	$32,382,192	$98,216,809	$103,059,802	$56,602,693	$54,624,747	$62,620,013	$65,646,217	$35,414,066	$54,631,857	$140,160,995	$71,225,605	$136,166,163

Retail Trade Area - Retail Gap Analysis

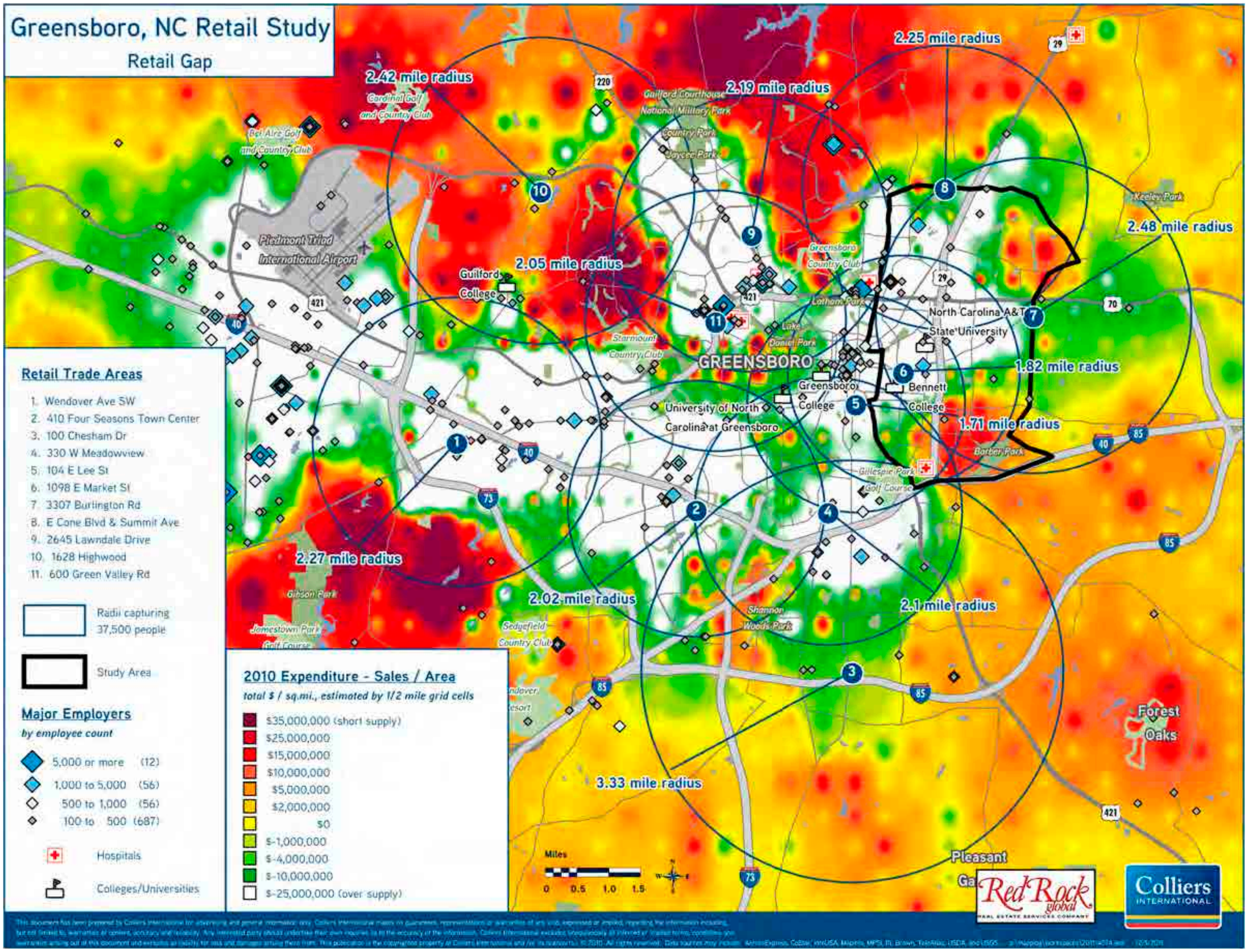
Trade Area	Greensboro	East Greensboro	1 West Wendover Ave	2 Four Seasons Mall	3 Chesham Dr	4 West Meadowview Rd	5 East Lee St	6 East Market St	7 Burlington Rd	8 East Cone & Summit	9 Lawndale Dr	10 Highwood Blvd	11 Green Valley Rd
Radius Ring	7 Mi Radius	Study Area	2.27	2.02	3.33	2.1	1.71	1.82	2.48	2.25	2.19	2.42	2.05
Summary Demographics													
2010 Population	277,179	37,925	37,200	42,213	40,380	39,758	38,496	37,266	37,344	39,486	38,155	37,578	38,864
2010 Households	114,849	13,877	17,000	17,264	16,248	15,867	13,795	14,031	13,471	16,052	16,575	16,591	16,252
2010 Median Disposable Income	$42,070	$28,790	$45,787	$37,195	$41,733	$34,542	$27,233	$27,612	$29,695	$36,369	$51,763	$55,096	$44,473
2010 Per Capita Income	$28,512	$17,480	$31,350	$21,893	$24,652	$20,296	$18,097	$18,347	$17,410	$26,109	$41,446	$40,252	$33,307
Surplus/Gap Per Person			-$13,504	-$5,190	-$3,544	-$4,930	-$4,927	-$9,104	-$6,636	-$4,548	-$7,790	$5,149	-$6,132
Industry Summary	Retail Gap	Retail Gap	Retail Gap	Retail Gap	Retail Gap	Retail Gap	Retail Gap	Retail Gap	Retail Gap	Retail Gap	Retail Gap	Retail Gap	Retail Gap
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	-$1,143,917,775	-$167,247,075	-$502,330,980	-$219,091,639	-$143,115,607	-$195,997,252	-$189,654,585	-$339,273,470	-$247,831,677	-$179,595,440	-$297,229,970	$193,487,798	-$238,314,930
Total Retail Trade (NAICS 44-45)	-$974,310,564	-$166,566,080	-$467,892,453	-$164,184,139	-$136,138,230	-$182,026,259	-$158,151,229	-$305,657,606	-$243,220,303	-$177,303,469	-$238,892,084	$180,119,444	-$169,494,973
Total Food & Drink (NAICS 722)	-$169,607,211	-$680,995	-$34,438,527	-$54,907,500	-$6,977,377	-$13,970,993	-$31,503,356	-$33,615,864	-$4,611,374	-$2,291,971	-$58,337,886	$13,368,354	-$68,819,957
Industry Group	Retail Gap	Retail Gap	Retail Gap	Retail Gap	Retail Gap	Retail Gap	Retail Gap	Retail Gap	Retail Gap	Retail Gap	Retail Gap	Retail Gap	Retail Gap
Motor Vehicle & Parts Dealers (NAICS 441)	-$239,369,539	-$72,345,668	-$320,478,652	$35,936,406	$27,638,037	$2,332,119	-$45,188,593	-$154,882,814	-$77,276,010	-$68,024,701	-$86,232,185	$95,225,336	-$18,842,428
Automobile Dealers (NAICS 4411)	-$224,575,290	-$65,747,260	-$311,568,450	$45,723,939	$47,960,090	$24,309,533	-$30,547,650	-$143,387,571	-$67,189,160	-$61,408,436	-$95,609,577	$84,072,383	-$25,018,563
Other Motor Vehicle Dealers (NAICS 4412)	$2,070,454	-$4,469,532	-$1,642,262	-$4,585,761	-$13,868,135	-$14,746,166	-$7,151,910	-$5,762,397	-$5,817,275	-$5,224,988	$8,163,541	$7,325,056	$6,908,185
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	-$16,864,703	-$2,128,876	-$7,267,940	-$5,201,772	-$6,453,918	-$7,231,248	-$7,489,033	-$5,732,846	-$4,269,575	-$1,391,277	$1,213,851	$3,827,897	-$732,050
Furniture & Home Furnishings Stores (NAICS 442)	$12,901,622	$3,385,848	-$12,335,245	-$3,251,891	-$1,875,394	$4,019,744	$1,756,610	$1,805,935	$193,800	$6,938,579	$7,954,127	$19,622,263	$3,221,622
Furniture Stores (NAICS 4421)	$23,610,136	$4,499,528	-$9,395,525	$149,025	-$3,423,349	$3,336,179	$2,304,003	$2,706,155	$4,218,919	$8,521,567	$11,424,845	$15,283,314	$6,544,856
Home Furnishings Stores (NAICS 4422)	-$10,708,514	-$1,113,680	-$2,939,720	-$3,400,916	$1,547,955	$683,565	-$547,393	-$900,220	-$4,025,119	-$1,582,988	-$3,470,718	$4,338,949	-$3,323,234
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	$25,886,767	$2,511,417	-$10,086,070	$2,278,721	$5,303,675	$5,077,251	$1,048,156	$255,569	$2,472,980	$5,909,157	$4,887,398	$13,902,840	$1,143,702
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	-$79,773,150	-$6,409,675	-$18,645,233	-$2,816,126	-$51,603,793	-$43,485,564	-$7,525,090	-$7,233,663	-$15,359,171	-$11,075,765	$1,183,115	$1,857,404	-$3,449,635
Building Material and Supplies Dealers (NAICS 4441)	-$78,202,776	-$6,602,436	-$19,250,774	-$3,676,586	-$51,487,459	-$44,221,579	-$7,898,949	-$7,639,248	-$13,432,549	-$11,301,158	$2,373,939	$2,591,154	-$4,741,024
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	-$1,570,374	$192,761	$605,541	$860,460	-$116,334	$736,015	$373,859	$405,585	-$1,926,622	$225,393	-$1,190,824	-$733,750	$1,291,389
Food & Beverage Stores (NAICS 445)	-$221,007,565	-$3,712,466	-$31,012,379	-$21,279,367	-$17,614,521	-$15,974,008	$11,304,075	$425,562	-$267,488	-$35,693,398	-$98,280,762	-$61,509,489	-$48,700,531
Grocery Stores (NAICS 4451)	-$204,312,400	-$4,149,762	-$32,663,162	-$21,517,783	-$18,394,497	-$15,560,407	$12,143,360	$1,508,610	$15,726	-$36,624,442	-$77,407,767	-$53,769,480	-$46,947,569
Specialty Food Stores (NAICS 4452)	-$14,435,312	$535,354	$846,771	$983,750	$865,530	$479,287	$322,720	$378,745	$474,773	$952,331	-$18,593,378	-$9,318,832	$589,945
Beer, Wine, and Liquor Stores (NAICS 4453)	-$2,259,853	-$98,058	$804,012	-$745,334	-$85,554	-$892,888	-$1,162,005	-$1,461,793	-$757,987	-$21,287	-$2,279,617	$1,578,823	-$2,342,907
Health & Personal Care Stores (NAICS 446/NAICS 4461)	-$77,119,162	-$5,654,759	-$1,769,390	-$25,771,514	-$14,387,488	-$9,135,701	-$5,631,052	-$11,396,039	-$2,908,753	-$17,372,992	-$35,810,785	-$4,879,009	-$17,509,055
Gasoline Stations (NAICS 447/NAICS 4471)	-$85,717,400	-$27,509,903	-$9,978,251	-$23,313,110	-$30,913,476	-$70,516,598	-$64,558,681	-$60,875,482	-$49,410,435	-$16,838,974	-$2,035,729	$45,833,884	-$11,076,913

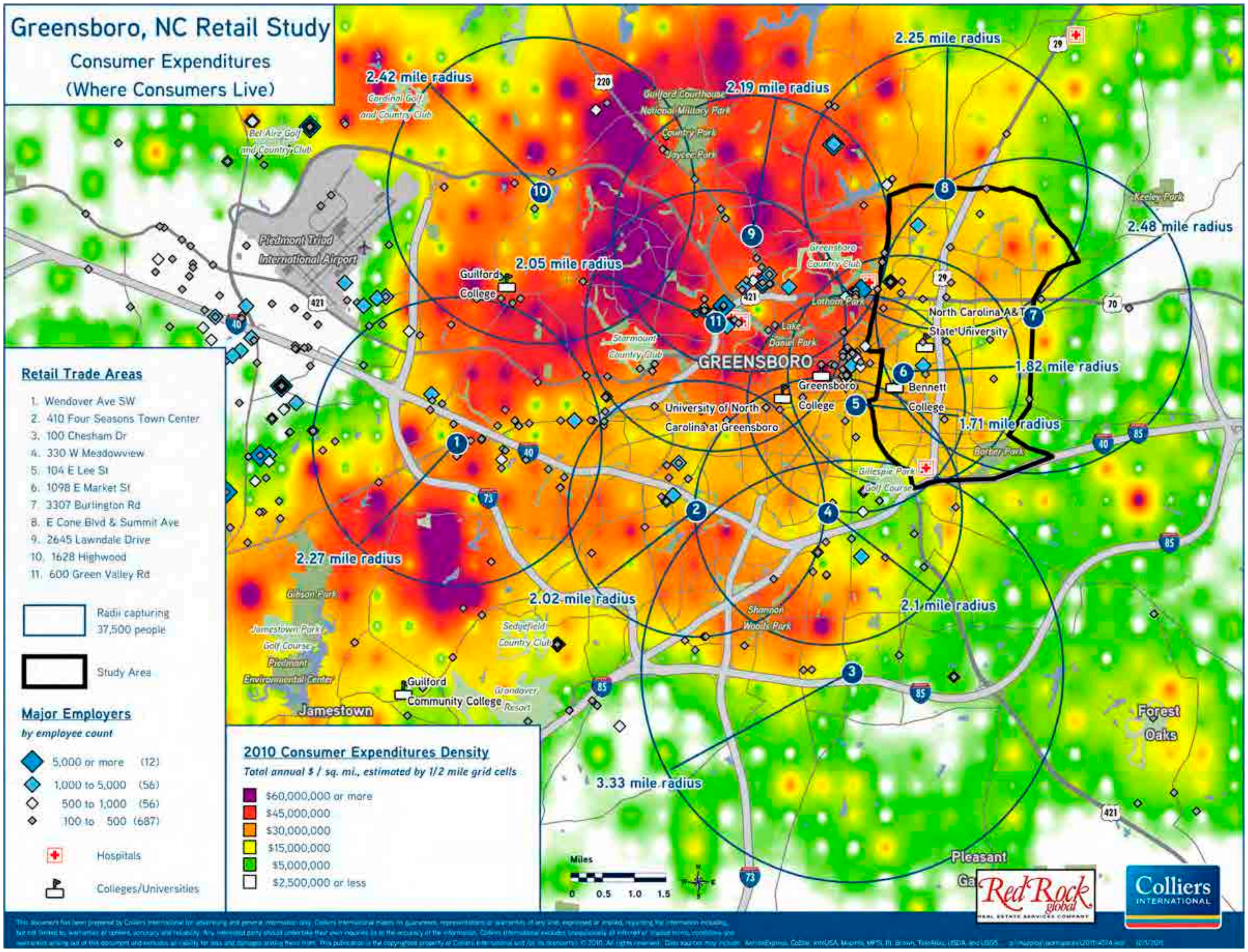
Retail Trade Area - Retail Gap Analysis (Continued)

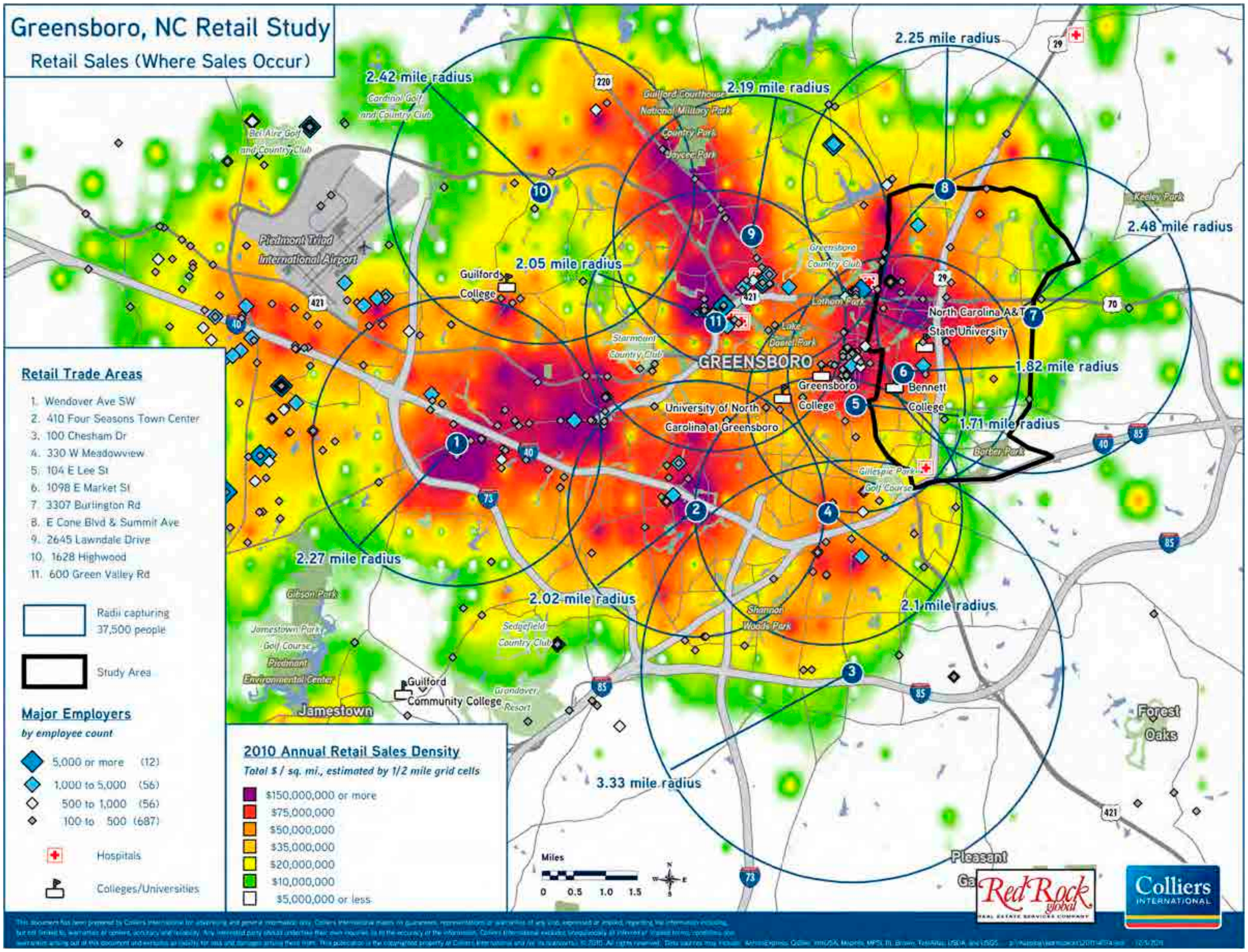
Trade Area	Greensboro	East Greensboro	1 West Wendover Ave	2 Four Seasons Mall	3 Chesham Dr	4 West Meadowview Rd	5 East Lee St	6 East Market St	7 Burlington Rd	8 East Cone & Summit	9 Lawndale Dr	10 Highwood Blvd	11 Green Valley Rd
Radius Ring	7 Mi Radius	Study Area	2.27	2.02	3.33	2.1	1.71	1.82	2.48	2.25	2.19	2.42	2.05
Clothing and Clothing Accessories Stores (NAICS 448)	-$87,434,211	-$1,629,987	-$33,605,118	-$56,637,635	$1,646,447	-$3,488,191	-$3,253,714	-$4,450,091	-$2,270,634	$1,285,927	-$43,025,358	$17,074,899	-$42,900,490
Clothing Stores (NAICS 4481)	-$71,527,493	-$760,575	-$33,778,797	-$41,433,102	-$93,472	-$3,868,205	-$2,659,732	-$2,340,806	-$1,153,946	$1,135,953	-$36,799,647	$13,383,644	-$35,513,543
Shoe Stores (NAICS 4482)	-$13,276,093	-$1,163,100	-$97,020	-$9,653,533	$496,650	$5,162	$607,297	-$799,085	-$1,545,871	-$559,587	-$4,629,639	$1,721,691	-$5,126,918
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	-$2,630,625	$293,688	$270,699	-$5,551,000	$1,243,269	$374,852	-$1,201,279	-$1,310,200	$429,183	$709,561	-$1,596,072	$1,969,564	-$2,260,029
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	-$11,779,576	-$459,101	-$2,366,500	-$8,323,452	-$1,971,863	-$3,060,803	-$4,183,346	-$2,330,419	-$666,509	$1,467,260	-$4,218,474	$2,253,484	-$7,045,927
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	-$4,897,676	$777,986	-$2,911,189	-$2,201,020	$977,385	$351,525	-$415,396	-$186,315	$627,661	$1,391,993	-$2,604,854	$891,245	-$3,651,805
Book, Periodical, and Music Stores (NAICS 4512)	-$6,881,900	-$1,237,087	$544,689	-$6,122,432	-$2,949,248	-$3,412,328	-$3,767,950	-$2,144,104	-$1,294,170	$75,267	-$1,613,620	$1,362,239	-$3,394,122
General Merchandise Stores (NAICS 452)	-$180,203,810	-$37,672,123	-$39,690,297	-$52,456,141	-$31,461,830	-$18,816,572	-$16,159,227	-$36,495,927	-$74,972,347	-$21,086,483	-$2,782,539	$20,697,173	-$21,260,784
Department Stores Excluding Leased Depts. (NAICS 4521)	-$140,351,880	-$12,765,543	-$41,628,690	-$33,447,524	-$8,617,871	$4,398,036	$7,144,812	$3,687,429	-$49,105,420	-$4,601,730	-$19,176,756	-$8,086,402	-$15,223,683
Other General Merchandise Stores (NAICS 4529)	-$39,851,930	-$24,906,580	$1,938,393	-$19,008,617	-$22,843,959	-$23,214,608	-$23,304,039	-$40,183,356	-$25,866,927	-$16,484,753	$16,394,217	$28,783,575	-$6,037,101
Miscellaneous Store Retailers (NAICS 453)	-$28,854,412	-$421,819	-$7,171,964	-$7,294,575	-$361,789	-$4,234,116	-$7,562,263	-$7,713,418	-$197,193	-$1,457,996	-$6,921,917	$2,817,155	-$12,501,434
Florists (NAICS 4531)	-$1,158,341	-$12,876	$263,993	-$1,608,539	$27,987	-$35,332	-$562,662	-$406,946	$29,263	$23,989	-$15,521	$355,710	-$911,962
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	-$11,857,620	-$459,787	-$1,773,760	-$3,464,826	-$146,155	-$958,265	-$981,022	-$1,332,706	-$139,240	-$1,365,670	-$3,687,370	$377,097	-$6,591,509
Used Merchandise Stores (NAICS 4533)	-$6,077,097	-$132,074	-$1,058,295	-$684,314	-$439,765	-$2,445,390	-$2,748,455	-$2,764,285	-$239,528	-$359,832	-$1,076,823	-$22,405	-$1,419,252
Other Miscellaneous Store Retailers (NAICS 4539)	-$9,761,354	$182,918	-$4,603,902	-$1,536,896	$196,144	-$795,129	-$3,270,124	-$3,209,481	$152,312	$243,517	-$2,142,203	$2,106,753	-$3,578,711
Nonstore Retailers (NAICS 454)	-$1,840,128	-$16,647,844	$19,246,646	-$1,255,455	-$20,536,235	-$24,743,820	-$18,198,104	-$22,766,819	-$22,558,543	-$21,354,083	$26,391,025	$27,223,504	$9,426,900
Electronic Shopping and Mail-Order Houses (NAICS 4541)	$48,937,575	$4,112,746	$8,751,885	$4,749,610	$5,490,505	$4,481,794	$3,144,498	$4,259,452	$3,673,803	$7,294,165	$9,361,385	$11,545,223	$8,193,976
Vending Machine Operators (NAICS 4542)	-$8,715,083	$4,340,350	$12,554,104	-$6,053,475	-$16,688,770	-$16,419,344	$5,671,963	$5,633,056	-$3,473,418	-$24,322,009	$15,344,030	$16,252,656	$3,007,627
Direct Selling Establishments (NAICS 4543)	-$42,062,620	-$25,100,940	-$2,059,343	$48,410	-$9,337,970	-$12,806,270	-$27,014,565	-$32,659,327	-$22,758,928	-$4,326,239	$1,685,610	-$574,375	-$1,774,703
Food Services & Drinking Places (NAICS 722)	-$169,607,211	-$680,995	-$34,438,527	-$54,907,500	-$6,977,377	-$13,970,993	-$31,503,356	-$33,615,864	-$4,611,374	-$2,291,971	-$58,337,886	$13,368,354	-$68,819,957
Full-Service Restaurants (NAICS 7221)	-$102,482,914	$123,040	-$22,253,106	-$22,179,553	-$10,907,012	-$11,799,924	-$13,328,426	-$11,037,522	-$770,379	-$5,121,407	-$40,392,474	-$113,353	-$49,452,081
Limited-Service Eating Places (NAICS 7222)	-$41,525,937	-$1,942,888	-$16,350,320	-$30,028,614	-$1,722,813	-$2,021,305	-$1,083,827	-$3,280,184	-$4,959,160	-$740,210	-$20,782,264	$9,013,399	-$22,171,917
Special Food Services (NAICS 7223)	-$22,172,587	$454,772	$2,032,460	-$102,490	$2,634,364	-$387,215	-$13,305,822	-$14,393,461	$809,428	$1,273,017	$4,063,932	$9,953,483	$4,757,565
Drinking Places - Alcoholic Beverages (NAICS 7224)	-$3,425,773	$684,081	$2,132,439	-$2,596,843	$3,018,084	$237,451	-$3,785,281	-$4,904,697	$308,737	$2,296,629	-$1,227,080	-$5,485,175	-$1,953,524

Data Note from ESRI: Supply (retail sales) estimates sales to consumers by establishments.*** Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales+++, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. ESRI uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector.

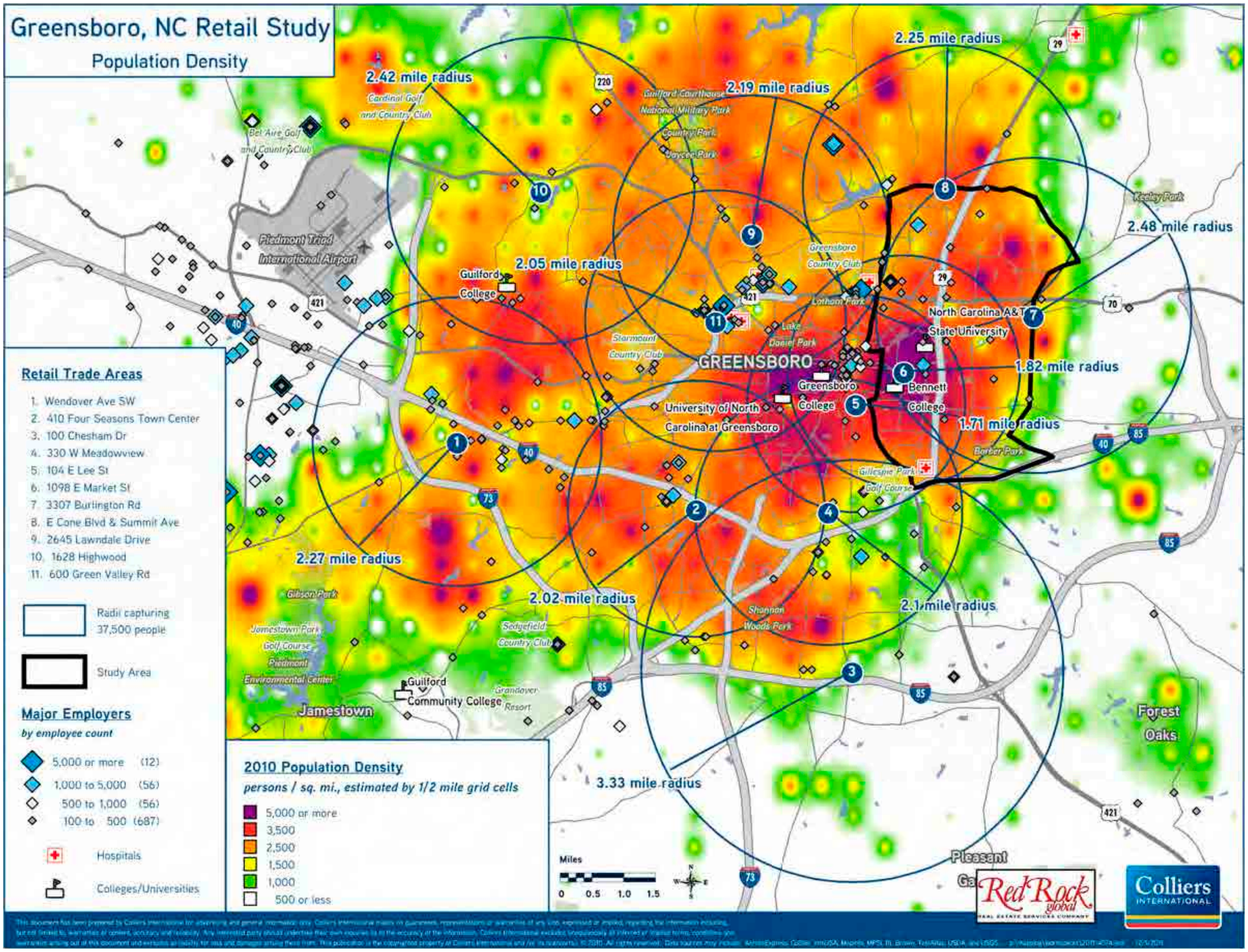
**** Note sales to consumers through businesses
+++ A negative value represents a surplus of retail sales, customers are drawn from outside the trade aea

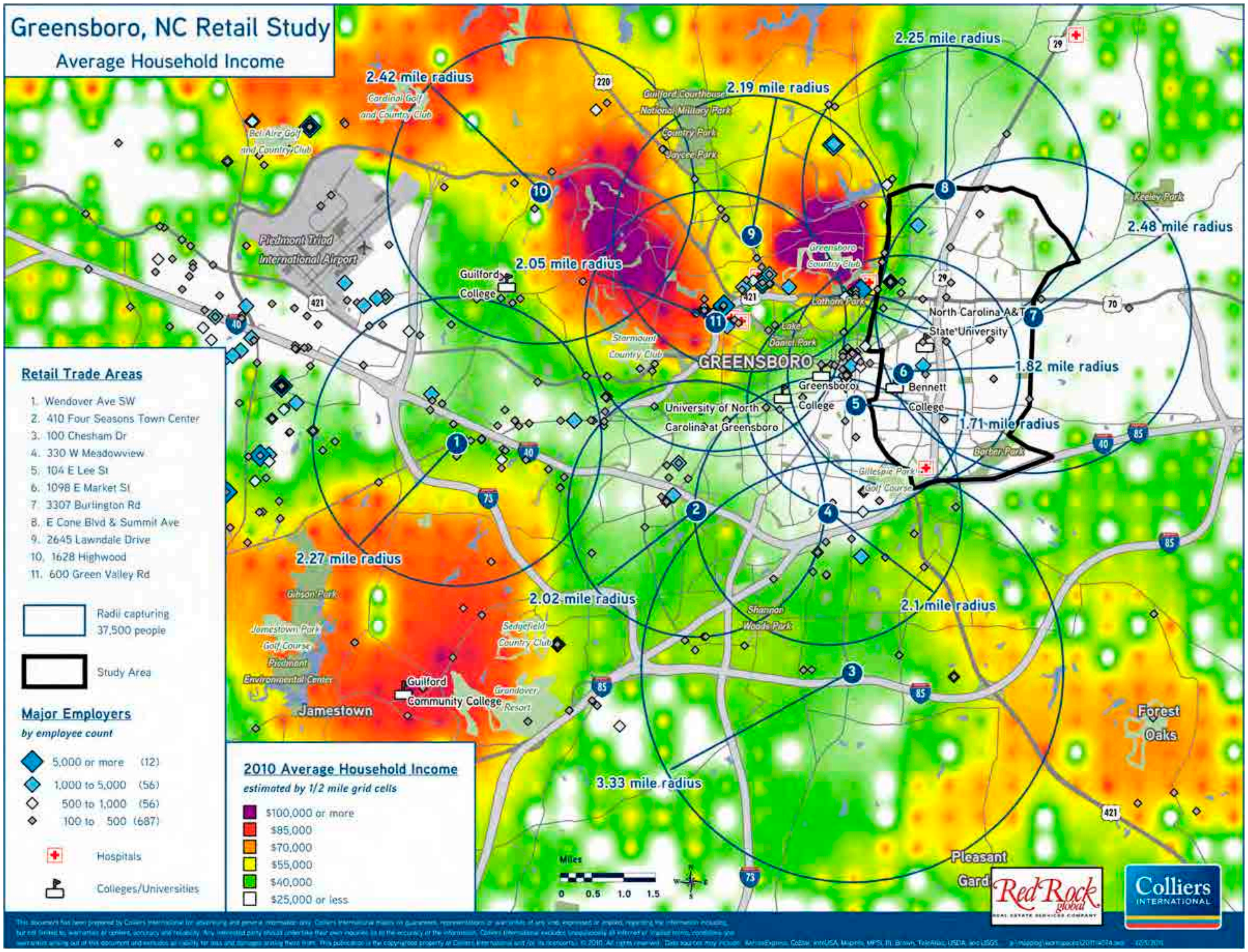

Greensboro, NC Retail Study
Retail Gap
Retail Trade Areas
1. Wendover Ave SW
2. 410 Four Seasons Town Center
3. 100 Chesham Dr
4. 330 W Meadowview
5. 104 E Lee St
6. 1098 E Market St
7. 3307 Burlington Rd
8. E Cone Blvd & Summit Ave
9. 2645 Lawndale Drive
10. 1628 Highwood
11. 600 Green Valley Rd
Radii capturing 37,500 people
Study Area
Major Employers
by employee count
5,000 or more (12)
1,000 to 5,000 (56)
500 to 1,000 (56)
100 to 500 (687)
Hospitals
Colleges/Universities
2010 Expenditure - Sales / Area
total $ / sq.mi., estimated by 1/2 mile grid cells
$35,000,000 (short supply)
$25,000,000
$15,000,000
$10,000,000
$5,000,000
$2,000,000
$0
$-1,000,000
$-4,000,000
$-10,000,000
$-25,000,000 (over supply)
2.42 mile radius
2.25 mile radius
2.19 mile radius
2.48 mile radius
2.05 mile radius
1.82 mile radius
1.71 mile radius
2.27 mile radius
2.02 mile radius
2.1 mile radius
3.33 mile radius
GREENSBORO
Piedmont Triad International Airport
Guilford College
North Carolina A&T State University
University of North Carolina at Greensboro
Greensboro College
Bennett College
Forest Oaks
Pleasant Garden
Miles
0 0.5 1.0 1.5
Red Rock global
Colliers INTERNATIONAL


Greensboro, NC Retail Study
Consumer Expenditures
(Where Consumers Live)
Retail Trade Areas
1. Wendover Ave SW
2. 410 Four Seasons Town Center
3. 100 Chesham Dr
4. 330 W Meadowview
5. 104 E Lee St
6. 1098 E Market St
7. 3307 Burlington Rd
8. E Cone Blvd & Summit Ave
9. 2645 Lawndale Drive
10. 1628 Highwood
11. 600 Green Valley Rd
Radii capturing 37,500 people
Study Area
Major Employers
by employee count
5,000 or more (12)
1,000 to 5,000 (56)
500 to 1,000 (56)
100 to 500 (687)
Hospitals
Colleges/Universities
2010 Consumer Expenditures Density
Total annual $ / sq. mi., estimated by 1/2 mile grid cells
$60,000,000 or more
$45,000,000
$30,000,000
$15,000,000
$5,000,000
$2,500,000 or less
Miles
0 0.5 1.0 1.5
2.42 mile radius
2.19 mile radius
2.25 mile radius
2.48 mile radius
2.05 mile radius
1.82 mile radius
1.71 mile radius
2.27 mile radius
2.02 mile radius
2.1 mile radius
3.33 mile radius
GREENSBORO
Piedmont Triad International Airport
Guilford College
University of North Carolina at Greensboro
North Carolina A&T State University
Bennett College
Greensboro College
Guilford Community College
Jamestown
Forest Oaks
Pleasant Garden
Red Rock global
Colliers INTERNATIONAL

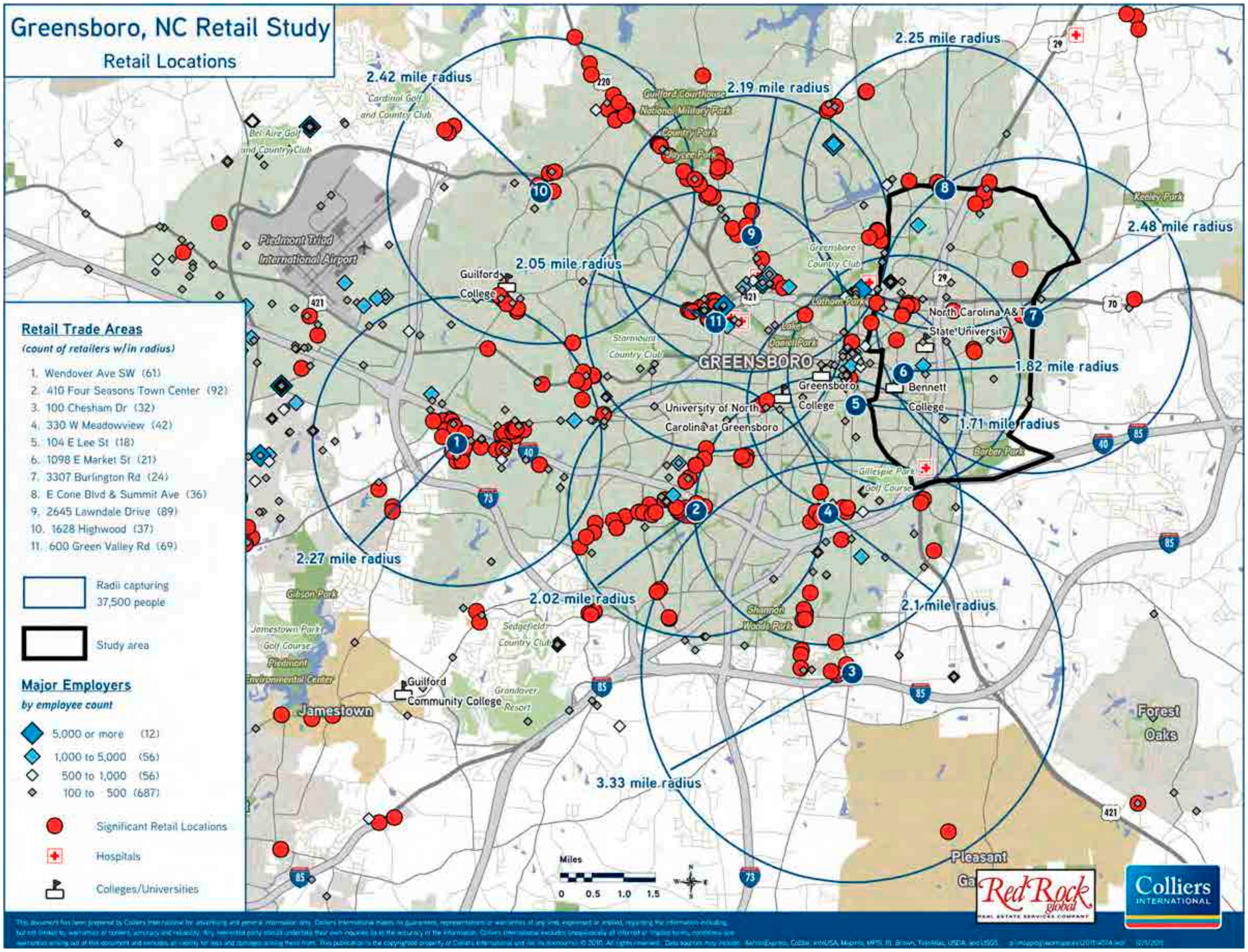


Greensboro, NC Retail Study
Retail Sales (Where Sales Occur)
2.42 mile radius
2.19 mile radius
2.25 mile radius
2.48 mile radius
2.05 mile radius
1.82 mile radius
1.71 mile radius
2.27 mile radius
2.02 mile radius
2.1 mile radius
3.33 mile radius
GREENSBORO
Piedmont Triad International Airport
Guilford College
North Carolina A&T State University
Bennett College
Greensboro College
University of North Carolina at Greensboro
Guilford Community College
Jamestown
Forest Oaks
Retail Trade Areas
1. Wendover Ave SW
2. 410 Four Seasons Town Center
3. 100 Chesham Dr
4. 330 W Meadowview
5. 104 E Lee St
6. 1098 E Market St
7. 3307 Burlington Rd
8. E Cone Blvd & Summit Ave
9. 2645 Lawndale Drive
10. 1628 Highwood
11. 600 Green Valley Rd
Radii capturing 37,500 people
Study Area
Major Employers
by employee count
5,000 or more (12)
1,000 to 5,000 (56)
500 to 1,000 (56)
100 to 500 (687)
Hospitals
Colleges/Universities
2010 Annual Retail Sales Density
Total $ / sq. mi., estimated by 1/2 mile grid cells
$150,000,000 or more
$75,000,000
$50,000,000
$35,000,000
$20,000,000
$10,000,000
$5,000,000 or less
Miles
0 0.5 1.0 1.5
Red Rock global
Colliers INTERNATIONAL


Greensboro, NC Retail Study
Population Density
Retail Trade Areas
1. Wendover Ave SW
2. 410 Four Seasons Town Center
3. 100 Chesham Dr
4. 330 W Meadowview
5. 104 E Lee St
6. 1098 E Market St
7. 3307 Burlington Rd
8. E Cone Blvd & Summit Ave
9. 2645 Lawndale Drive
10. 1628 Highwood
11. 600 Green Valley Rd
Radii capturing 37,500 people
Study Area
Major Employers
by employee count
5,000 or more (12)
1,000 to 5,000 (56)
500 to 1,000 (56)
100 to 500 (687)
Hospitals
Colleges/Universities
2010 Population Density
persons / sq. mi., estimated by 1/2 mile grid cells
5,000 or more
3,500
2,500
1,500
1,000
500 or less
2.42 mile radius
2.19 mile radius
2.25 mile radius
2.48 mile radius
2.05 mile radius
1.82 mile radius
1.71 mile radius
2.27 mile radius
2.02 mile radius
2.1 mile radius
3.33 mile radius
GREENSBORO
Piedmont Triad International Airport
Guilford College
North Carolina A&T State University
Greensboro College
Bennett College
University of North Carolina at Greensboro
Guilford Community College
Jamestown
Forest Oaks
Pleasant Garden
Miles
0 0.5 1.0 1.5
Red Rock global
Colliers INTERNATIONAL

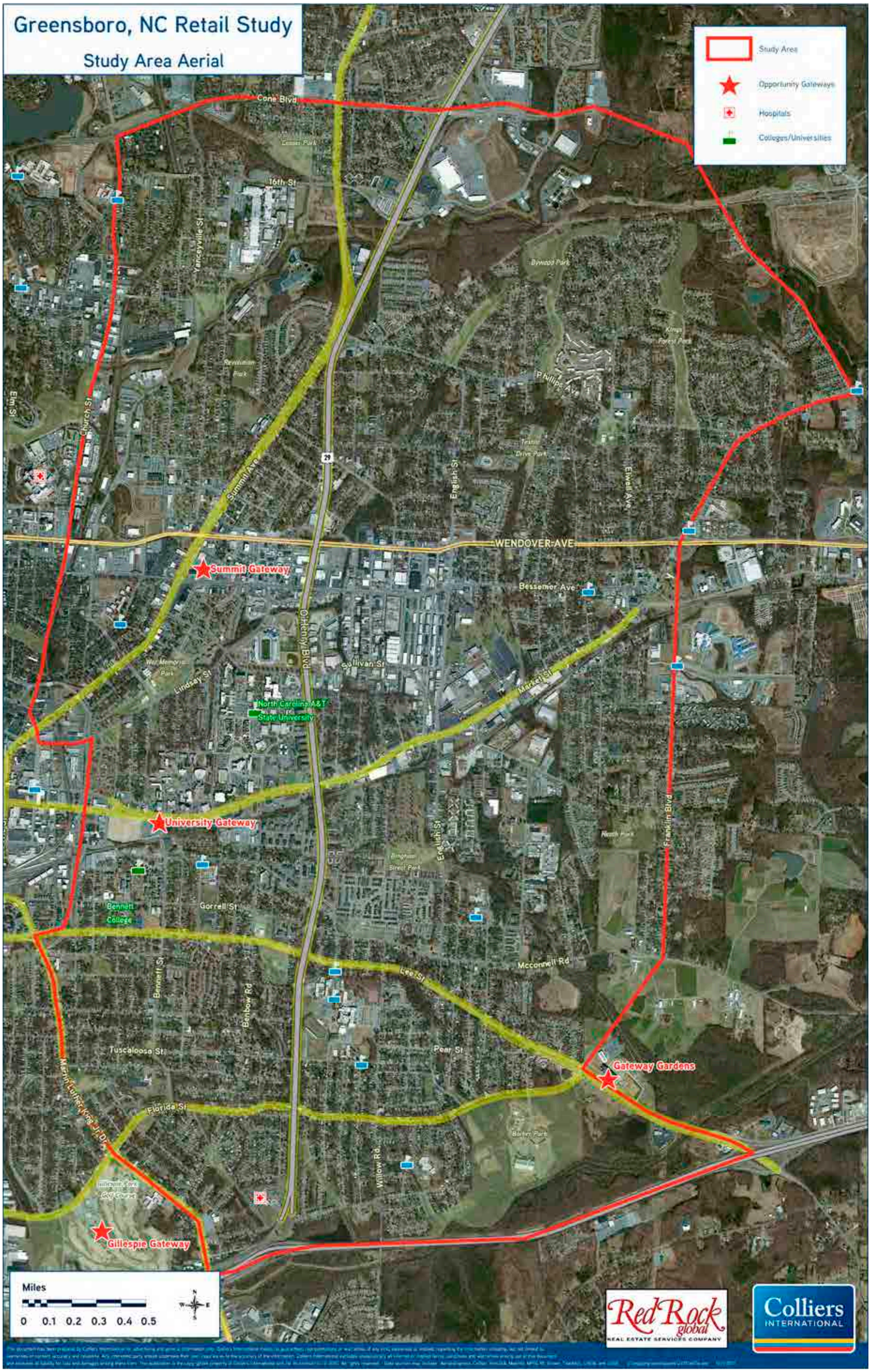


Greensboro, NC Retail Study
Average Household Income
Retail Trade Areas
1. Wendover Ave SW
2. 410 Four Seasons Town Center
3. 100 Chesham Dr
4. 330 W Meadowview
5. 104 E Lee St
6. 1098 E Market St
7. 3307 Burlington Rd
8. E Cone Blvd & Summit Ave
9. 2645 Lawndale Drive
10. 1628 Highwood
11. 600 Green Valley Rd
Radii capturing 37,500 people
Study Area
Major Employers
by employee count
5,000 or more (12)
1,000 to 5,000 (56)
500 to 1,000 (56)
100 to 500 (687)
Hospitals
Colleges/Universities
2010 Average Household Income
estimated by 1/2 mile grid cells
$100,000 or more
$85,000
$70,000
$55,000
$40,000
$25,000 or less
2.42 mile radius
2.19 mile radius
2.25 mile radius
2.48 mile radius
2.05 mile radius
1.82 mile radius
1.71 mile radius
2.27 mile radius
2.02 mile radius
2.1 mile radius
3.33 mile radius
GREENSBORO
Piedmont Triad International Airport
Guilford College
North Carolina A&T State University
Bennett College
Greensboro College
University of North Carolina at Greensboro
Guilford Community College
Jamestown
Forest Oaks
Pleasant Garden
Miles
0 0.5 1.0 1.5
Red Rock global
Colliers INTERNATIONAL


Greensboro, NC Retail Study
Retail Locations
Retail Trade Areas
(count of retailers w/in radius)
1. Wendover Ave SW (61)
2. 410 Four Seasons Town Center (92)
3. 100 Chesham Dr (32)
4. 330 W Meadowview (42)
5. 104 E Lee St (18)
6. 1098 E Market St (21)
7. 3307 Burlington Rd (24)
8. E Cone Blvd & Summit Ave (36)
9. 2645 Lawndale Drive (89)
10. 1628 Highwood (37)
11. 600 Green Valley Rd (69)
Radii capturing 37,500 people
Study area
Major Employers
by employee count
5,000 or more (12)
1,000 to 5,000 (56)
500 to 1,000 (56)
100 to 500 (687)
Significant Retail Locations
Hospitals
Colleges/Universities
2.42 mile radius
2.19 mile radius
2.25 mile radius
2.48 mile radius
2.05 mile radius
1.82 mile radius
1.71 mile radius
2.27 mile radius
2.02 mile radius
2.1 mile radius
3.33 mile radius
GREENSBORO
Piedmont Triad International Airport
Guilford College
University of North Carolina at Greensboro
Greensboro College
Bennett College
North Carolina A&T State University
Guilford Community College
Jamestown
Forest Oaks
Pleasant Garden
Miles
0 0.5 1.0 1.5

VI Consultants' Recommendations

COLLIERS INTERNATIONAL
& RED ROCK GLOBAL


Greensboro, NC Retail Study
Study Area Aerial
Study Area
Opportunity Gateways
Hospitals
Colleges/Universities
Cone Blvd
16th St
Yanceyville St
Summit Ave
Church St
Elm St
Phillips Ave
English St
Elwell Ave
WENDOVER AVE
Summit Gateway
Bessemer Ave
O'Henry Blvd
Sullivan St
Lindsay St
Market St
North Carolina A&T State University
University Gateway
Franklin Blvd
English St
Bennett College
Gorrell St
Mcconnell Rd
Lee St
Bennett St
Benbow Rd
Tuscaloosa St
Pear St
Gateway Gardens
Florida St
Martin Luther King Jr Dr
Willow Rd
Gillespie Gateway
Miles
0 0.1 0.2 0.3 0.4 0.5
Red Rock global
REAL ESTATE SERVICES COMPANY
Colliers
INTERNATIONAL

VI Consultants' Recommendations

Recommendations

Our recommendations for improving parity in the study area are based upon the ability to address four major points:

1. The number of households in the study area
2. The household median incomes in the study area
3. Road access in the study area
4. Increased support for the public schools in the study area

Ultimately, the goal is to see household incomes in the area grow to the point that there begins to be an increase in the projected Consumer Expenditures. To accomplish this goal, we addressed the study area in four separate opportunity gateways.

University Gateway

The first, University Gateway, anchored by Bennett College, North Carolina A&T and the United House of Prayer, should introduce:

1. New traffic patterns on the Murrow Boulevard edge of E. Market and Friendly Streets culminating in a new signature architectural roundabout and greenspace at the current site of the Exxon gas station. This traffic corridor needs to be upgraded to improve traffic flow in and out of Downtown. The current configuration has two one way streets that converge between S. Dudley St. and Murrow Blvd. This bottleneck creates a difficult island of retail/office and accentuates the divide created by Murrow Blvd between Downtown and the universities. By modifying this traffic pattern and creating a signature gateway into Downtown, we hope to bring life to both Downtown and the universities.

2. A new select service or boutique hotel on the current bus depot site and incorporated into the surrounding adaptive reuse projects located off of Murrow Blvd, along the Downtown side of E. Market Street. Our research with RLJ Lodging Trust indicated that Downtown is underserved by hotels, with the select service and boutique classes almost non-existent in the entire City. This planned redevelopment site is ideally located to take advantage of the Downtown CBD, the S. Elm Street retail and the proximity to the universities and proposed retail and performing arts venue.

3. A new mixed use retail and destination venue located on the site of the former post office, now controlled by the United House of Prayer would allow the area to receive much needed quality retail, while introducing a destination use that would be beneficial to the schools, the Church and the City. Today, only the Aycock Auditorium, Greensboro Coliseum Complex and Harrison Auditorium serve the assembly needs of the E. Market area. We recommend a joint study with the UHOP, the city, and the universities to identify an appropriate destination use that supports all of the major stakeholders.

University Gateway - Pictures


Greensboro, NC Retail Study
University Gateway
Fisher Ave
Smith St
Summit Ave
Lindsay St
Sullivan St
North Carolina A&T State University
3/4 Mile
Spring St
Edgeworth St
Eugene St
Murrow Blvd
Dudley St
Benbow Rd
Friendly Ave
Market St
Bus Depot Redevelopment
University Circle
University Gateway
University Center-PAC
Davie St
English St
W Mcgee St
Spring Garden St
Bennett College
Gorrell St
O'Henry Blvd
Martin Luther King Jr Dr
Lee St
South Elm Development
Bragg St
Ray Warren Homes
Bennett St
Benbow Rd
Lincoln Middle Academy
Willow Rd
Eugene St
Elm St
Miles
0 0.1 0.2 0.25

Greensboro Hotel Inventory

Rooms	Hotel	Address	Zip	Operation	Location
58	Greensboro Inn	135 Summit Ave	27401-3003	Independents	Urban
24	Biltmore Greensboro Hotel	111 W Washington St	27401-2619	Independents	Urban
281	Marriott Greensboro Downtown	304 N Greene St	27401-2118	Upper Upscale Chains	Urban
130	Knights Inn Greensboro East	110 Seneca Rd	27406-4531	Economy Chains	Suburban
108	Red Roof Inn Greensboro Coliseum	2101 W Meadowview Rd	27403-3616	Economy Chains	Suburban
115	Econo Lodge Inn & Suites Greensboro	120 Seneca Rd	27406-4531	Economy Chains	Suburban
60	Super 8 Greensboro Coliseum Conv Ctr	2108 W Meadowview Rd	27403-3617	Economy Chains	Suburban
128	Studio 6 Greensboro	2000 Veasley St	27407-4638	Economy Chains	Suburban
50	Super 8 Greensboro East I 85	204 Seneca Rd	27406-4533	Economy Chains	Suburban
69	Red Carpet Inn Greensboro	3303 Isler St	27407-4660	Economy Chains	Suburban
53	Days Inn Greensboro	3304 Isler Ct	27407-4660	Economy Chains	Suburban
72	Studio Plus Greensboro Wendover Ave	1705 Stanley Rd	27407-2618	Economy Chains	Suburban
133	Suburban Extended Stay Hotel Greensboro	6009 Landmark Center Blvd	27407-2634	Economy Chains	Suburban
59	Country Hearth Inn & Suites Greensboro	6102 Landmark Center Blvd	27407	Economy Chains	Suburban
50	Amerihill Inn & Suites	2600 Preddy Blvd	27407-7925	Independents	Suburban
48	Battleground Inn	1517 Westover Ter	27408-7111	Independents	Suburban
52	Budget Motel	512 Farragut St	27406-4397	Independents	Suburban
100	Cavalier Inn	312 JJ Dr	27406	Independents	Suburban
44	Relax Inn	1747 McKnight Mill Rd	27405-3872	Independents	Suburban
161	Park Lane Hotel	3005 High Point Rd	27403-3637	Independents	Suburban
60	Regency Inn & Suites	2701 N O`Henry Blvd	27405-4629	Independents	Suburban
131	O Henry Hotel	624 Green Valley Rd	27408-7720	Independents	Suburban
247	Grandover Resort	1000 Club Rd	27407-8286	Independents	Suburban
133	Lodge America Greensboro	1200 Lanada Rd	27407-2704	Independents	Suburban
20	Rainbow Motel	3603 N O`Henry Blvd	27405-2924	Independents	Suburban
147	Proximity Hotel	704 Green Valley Rd	27408-7018	Independents	Suburban
121	Baymont Coliseum Greensboro	2001 Veasley St	27407-4637	Midscale Chains	Suburban
130	Quality Inn & Suites Greensboro	3114 Cedar Park Rd	27405-9657	Midscale Chains	Suburban
93	Quality Inn & Suites Greensboro	2112 W Meadowview Rd	27403-3617	Midscale Chains	Suburban
135	Ramada Greensboro	2003 Athena Ct	27407-4613	Midscale Chains	Suburban
131	La Quinta Inns & Suites Greensboro	1201 Lanada Rd	27407-2705	Midscale Chains	Suburban
105	Wingate By Wyndham Greensboro	6007 Landmark Center Blvd	27407-2634	Midscale Chains	Suburban
120	Hampton Inn Greensboro Four Seasons	2004 Veasley St	27407-4638	Upper Midscale Chains	Suburban
76	Best Western Plus Windsor Suites	2006 Veasley St	27407-4638	Upper Midscale Chains	Suburban
110	Comfort Inn Greensboro	1103 Lanada Rd	27407-2651	Upper Midscale Chains	Suburban
142	Drury Inn & Suites Greensboro	3220 High Point Rd	27407-4618	Upper Midscale Chains	Suburban
83	Holiday Inn Express & Suites Greensboro East	3111 Cedar Park Rd	27405-9657	Upper Midscale Chains	Suburban
80	Comfort Suites Four Seasons	3308 Isler Ct	27407-4660	Upper Midscale Chains	Suburban
988	Sheraton Hotel Greensboro	3121 High Point Rd	27407-4615	Upper Upscale Chains	Suburban
175	Doubletree Greensboro	3030 High Point Rd	27403-3652	Upscale Chains	Suburban
149	Courtyard Greensboro	4400 W Wendover Ave	27407-2600	Upscale Chains	Suburban
124	Hyatt Place Greensboro	1619 Stanley Rd	27407-2616	Upscale Chains	Suburban
82	Springhill Suites Greensboro	6006 Landmark Center Blvd	27407-2633	Upscale Chains	Suburban

Greensboro Hotel Inventory (Continued)

Rooms	Hotel	Address	Zip	Operation	Location
125	Motel 6 Greensboro Airport	605 S Regional Rd	27409-9400	Economy Chains	Airport
102	Days Inn Greensboro Airport	501 S Regional Rd	27409-9309	Economy Chains	Airport
112	Red Roof Inn Greensboro Airport	615 S Regional Rd	27409-9400	Economy Chains	Airport
122	Microtel Inn Greensboro	4304 Big Tree Way	27409-2733	Economy Chains	Airport
129	Extended Stay America Greensboro Wendover Ave	4317 Big Tree Way	27409-2734	Economy Chains	Airport
84	Extended Stay Deluxe Greensboro Airport	7617 Thorndike Rd	27409-9421	Economy Chains	Airport
137	Crestwood Suites Greensboro	501 Americhase Dr	27409-9520	Economy Chains	Airport
106	Fairview Inn Airport	6452 Burnt Poplar Rd	27409-9712	Independents	Airport
150	Quality Inn & Suites Airpark East	7067 Albert Pick Rd	27409-9654	Midscale Chains	Airport
122	Candlewood Suites Greensboro	7623 Thorndike Rd	27409-9421	Midscale Chains	Airport
116	Sleep Inn Airport Greensboro	7 Sharps Airpark Ct	27409-9311	Midscale Chains	Airport
184	Holiday Inn Greensboro Airport	6426 Burnt Poplar Rd	27409-9714	Upper Midscale Chains	Airport
193	Clarion Hotel Greensboro Airport	415 S Swing Rd	27409-2011	Upper Midscale Chains	Airport
121	Holiday Inn Express Greensboro I 40 @ Wendover	4305 Big Tree Way	27409-2734	Upper Midscale Chains	Airport
125	Hampton Inn Greensboro Airport	7803 National Service Rd	27409-9667	Upper Midscale Chains	Airport
113	Comfort Suites Airport Greensboro	7619 Thorndike Rd	27409-9421	Upper Midscale Chains	Airport
61	Best Western Plus Greensboro Airport Hotel	7800 National Service Rd	27409-9667	Upper Midscale Chains	Airport
81	Fairfield Inn Greensboro Airport	7615 Thorndike Rd	27409-9421	Upper Midscale Chains	Airport
98	Fairfield Inn & Suites Greensboro Wendover	4308 Big Tree Way	27409-2733	Upper Midscale Chains	Airport
95	Holiday Inn Express & Suites Greensboro Arprt Area	645 S Regional Rd	27409-9400	Upper Midscale Chains	Airport
299	Marriott Greensboro High Point Airport	1 Marriott Dr	27409-9040	Upper Upscale Chains	Airport
219	Embassy Suites Greensboro Airport	204 Centreport Dr	27409-9783	Upper Upscale Chains	Airport
104	Homewood Suites Greensboro	201 Centreport Dr	27409-9783	Upscale Chains	Airport
134	Hilton Garden Inn Greensboro	4307 Big Tree Way	27409-2734	Upscale Chains	Airport
116	Residence Inn Greensboro Airport	7616 Thorndike Rd	27409-9421	Upscale Chains	Airport
124	Courtyard Greensboro Airport	7811 National Service Rd	27409	Upscale Chains	Airport
69	Total Hotels				
8,749	Total Rooms				

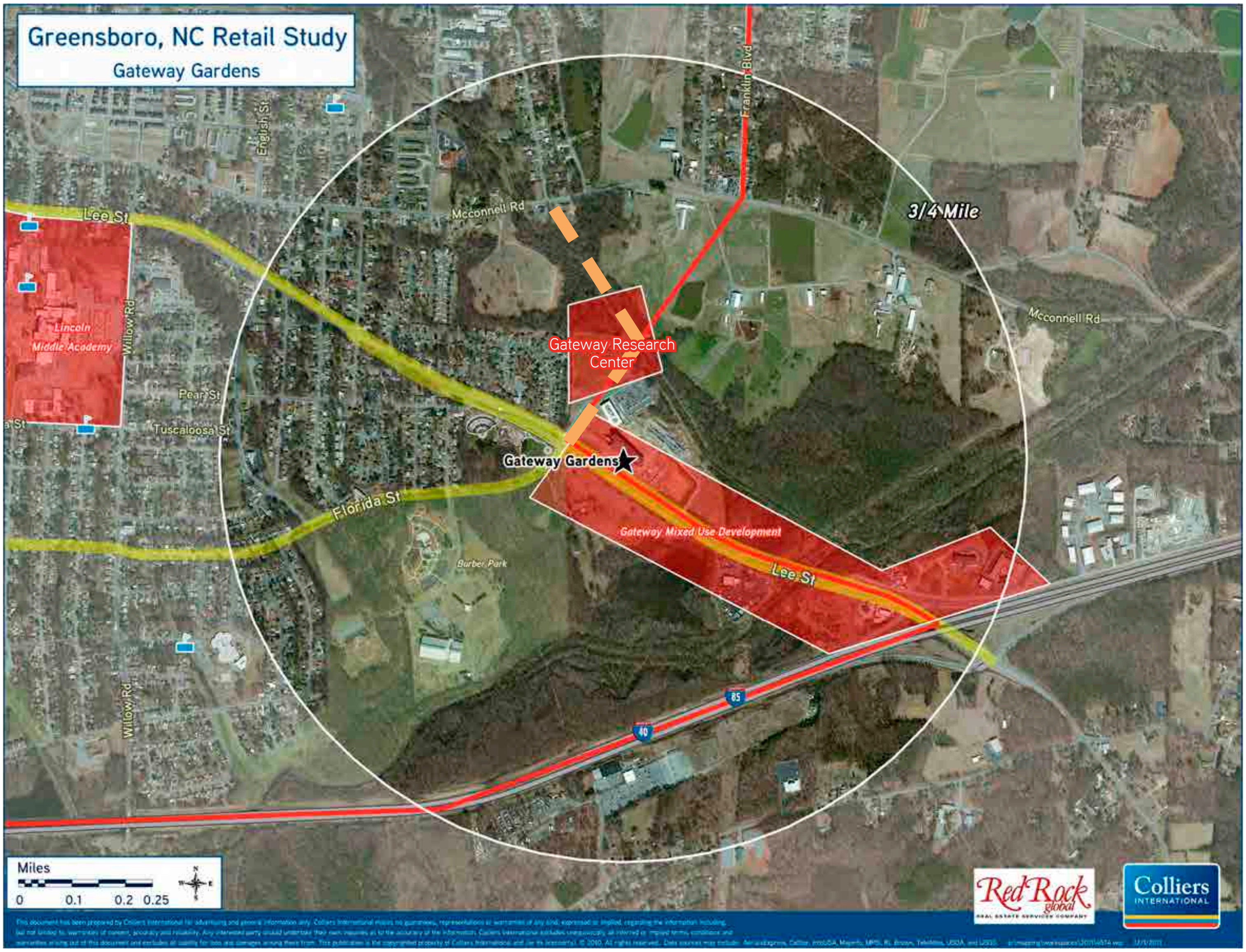
Greensboro Hotels - New Supply

Rooms	Project Name	Address	ZIP	Phase	Opening	Project Status 1
116	Staybridge Suites Greensboro	509 Hickory Ridge Dr	27409	Planning	3/25/2013	3 acres - Hotel complex
109	Hampton Inn & Suites Greensboro Four Seasons	3033 High Point Rd	27403	Final Planning	2/13/2013	Const start date set for 12/14/11
200	Wyndham Hotel	S Elm St & Davie St	27405	Pre-Planning		Pending Owner's decision to proceed
190	Crowne Plaza Greensboro	5410 Hornady Rd	27407	Abandoned		Project Abandoned: 4/1/2011
94	Home2 Suites Greensboro Airport	7801 National Service Rd	27409	Final Planning	6/30/2013	Const start date set for 6/30/12

Gateway Gardens

The second, Gateway Gardens, anchored by the Gateway University Research Park and the Hayes Taylor YMCA, should introduce:

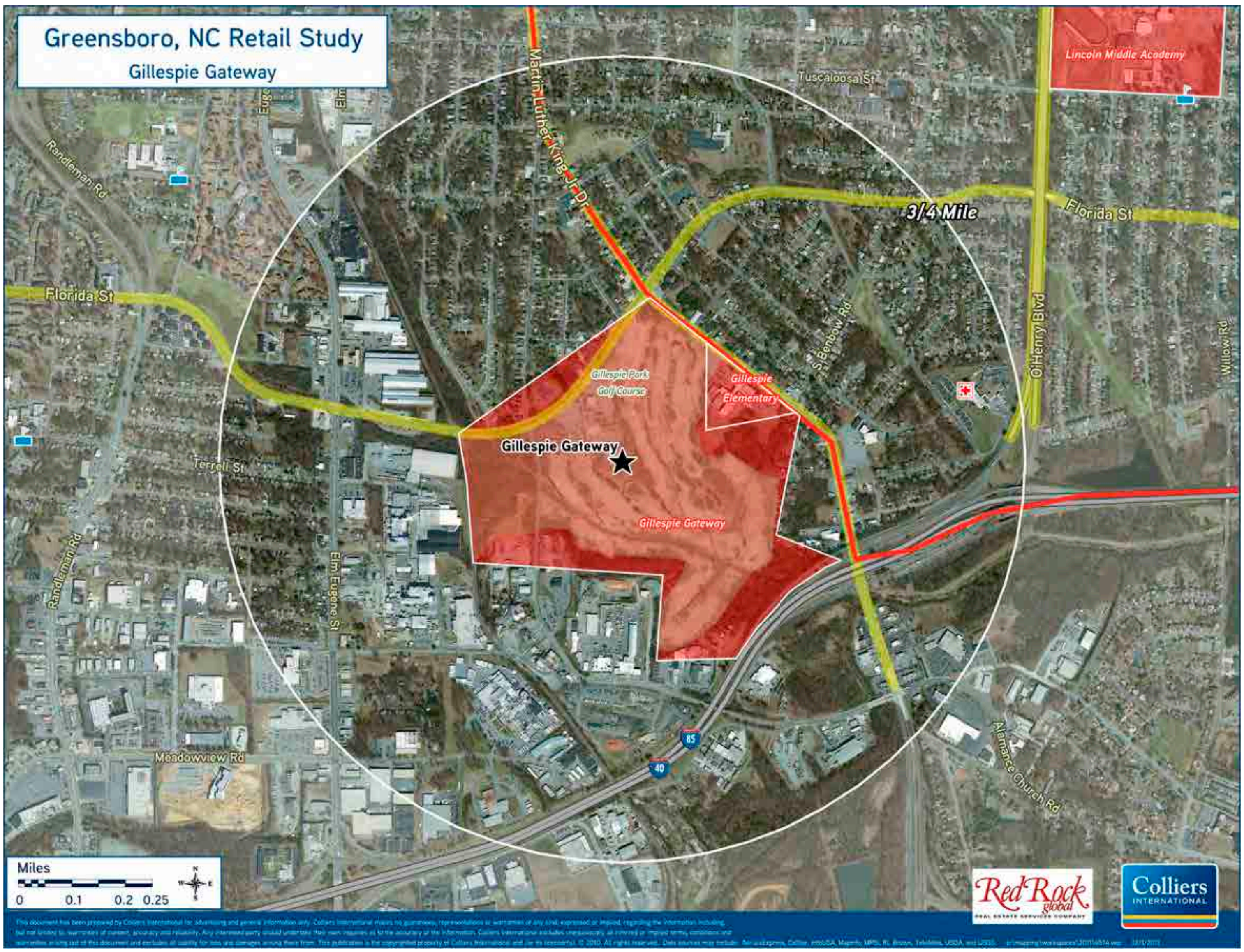
1. A new mixed use retail and residential project along the E. Lee Street corridor from I - 40/85 to E. Florida Avenue
2. Incorporate the new Hayes Taylor YMCA, Barber Park, Gateway Park and new athletic facilities, greenspace and trails into Greensboro's finest recreational area
3. The continuation of E. Florida Street to McConnell Road.


Greensboro, NC Retail Study
Gateway Gardens
3/4 Mile
Gateway Research Center
Gateway Gardens
Gateway Mixed Use Development
Lincoln Middle Academy
Lee St
Florida St
Mcconnell Rd
Franklin Blvd
Willow Rd
English St
Pear St
Tuscaloosa St
Barber Park
Miles
0
0.1
0.2
0.25

Gillespie Gateway

The third, Gillespie Gateway, anchored by Gillespie Golf Course and Gillespie Elementary, should introduce:

1. An updated golf course and tennis park that anchors a new charter elementary school at Gillespie Gateway Elementary. This may be able to join the Cottage Grove Initiative as an additional project that may be a candidate for support from the Purpose Built Communities.
2. The successful Dudley High School Early College Academy could have its Engineering track expanded to incorporate an agricultural component at the farm in highly relevant areas such as sustainable agriculture, urban farming, aquaponics, permaculture, biodynamics. This should be done in a manner that ties in North Carolina A&T State University.
3. The 236 homes at Ray Warren Homes on E. Lee Street should be redeveloped in a manner similar to Willow Oaks.
4. An extension of Lincoln Street past Dudley High School to connect to Tuscaloosa Street.


Greensboro, NC Retail Study
Gillespie Gateway
Lincoln Middle Academy
Tuscaloosa St
Martin Luther King Jr Dr
Randleman Rd
3/4 Mile
Florida St
Florida St
O'Henry Blvd
S Benbow Rd
Gillespie Park Golf Course
Gillespie Elementary
Gillespie Gateway
Gillespie Gateway
Terrell St
Randleman Rd
Elm Eugene St
Meadowview Rd
Alamance Church Rd
Willow Rd
85
40
Miles
0 0.1 0.2 0.25
Red Rock global
Colliers INTERNATIONAL

Summit Gateway

The fourth, Summit Gateway, anchored by North East Plaza (Compare Foods) and Summit Shopping Center (Maxway) retailers should include:

1. Facilitate an expansion of North East Plaza through the assemblage of adjacent property to add an additional anchor tenant.
2. Inquire as to the long term viability of Bob Dunn Hyundai, and a possible relocation West to the adjacent land between Bill Black Chevrolet.
3. Redevelop Bob Dunn Hyundai for a possible "Club" retailer such as Sams, BJ Wholesale, or Costco.

Adaptive Reuse of Retail

"Adaptive Reuse or reclaiming of a structure is the process of creatively reusing a structure or building. The building structure does not necessarily have to change nearly as drastically as its image has to change in the image of the beholder." (Julia Christensen - Big Box Reuse – The MIT Press)

The presence of significant "Big Box" vacancy in the E. Cone Boulevard should be addressed. A program on identifying adaptive reuse opportunities should be implemented with the following categories as the primary focus:

- City and County Government facilities
- Churches
- Early Childhood Development
- For profit educational facilities
- Library
- Medical Facility
- Interior Design Center

Retail

Target Retailers

Retailers which should be considered as top prospect for the East Greensboro Study area include:

Academy Sports & Outdoors
Beall's Outlet
Burlington Coat Factory
Buy Buy Baby
Food Lion
H Mart
Harris Teeter
HHGregg Appliances
Marshalls
Northern Tool & Equipment
Old Time Potter
Ollie's Bargain Outlet
Rose's
Ross Dress For Less
Sam's Club
Sports Authority
T.J. Maxx
Value Village
Wal-Mart Grocery

Retail (Continued)

Food Lion

The consultants contacted the Real Estate Manager for Food Lion to specifically discuss the store at 2316 E. Market Street. The store volumes are considered "good" although exact numbers were not available for public discussions. The intersection gives sub regional access to a large trade area due to good access North / South on S. English avenue. If the store could be expanded at the current location there would be strong interest. A possible relocation to the East Market Street Gateway was dismissed as not possible in their opinion. It is the consultants' opinion if a significant development project could be created, Food Lion would give due consideration.

Save-A-Lot

The consultants met with David Fabian, Senior Director Market Development. Save–A-Lot is planning an aggressive new expansion plan on a National basis but currently does not have any plans to open a new store in metro Greensboro, North Carolina. Save-A-Lot has interest in reviewing any possible new developments.

Wal-Mart Market Wise

Wal-Mart is testing a new grocery store format, but any consideration of the Greensboro, North Carolina market is several years in the future.

These target retailers are considered "value oriented" towards the middle income demographics. They prefer second generation retail space and reduced rental rates. All should be candidates for the Summit Gateway redevelopment and any available adaptive reuse projects.

Dollar General Markets

Dollar General has test marketed a new grocery concept to compete with local independents and Save-A-Lot. The concept has fresh meat, produce and an expanded cooler assortment. They have announced a new expansion plan to add 40 new stores in 2012. Any discussion of new developments should include further contact with Dollar General.

Retail (Continued)

Fast Casual and National Theme Restaurants

Fast Casual Restaurants are the most attractive possible additions to the Western side of the East Greensboro trade area. With such a large concentration of students and the lack choice in the market we would recommend a concerted effort be place on the following concepts:

Applebee's	DineEquity, Inc.
Baja Fresh Mexican Grill	Fresh Enterprises, Inc.
bd's Mongolian Barbeque	Mongolian Operating Co, LLC
Beef O'Brady's	Family Sports Concepts, Inc.
Boardwalk Fresh Burgers and Fries	Branded Concepts, Inc.
Bubba Gump Shrimp Company	Bubba Gump Shrimp Co. International, LLC
Buck's Pizza	Buck's Pizza Franchising
Buffalo's Southwestern Cafe	Buffalo's Franchise Concept
Cantina Laredo	Consolidated Restaurant Operations, Inc.
Caribou Coffee	Caribou Coffee Company, Inc.
Cheeburger Cheeburger	Cheeburger Cheeburger Restaurant, Inc.
Chepe's Mexican Grill	Chepe's Mexican Grill, LLC
Chick-Fil-A	Chick-Fil-A, Inc.
Chipotle	Chipotle Mexican Grill, Inc.
Chuy's	Chuy's
Einstein Bros Bagels	Einstein Noah Restaurant Group
Extreme Pita	Extreme Pita
F2O	Fresh 2 Order
Fatburger	Fatburger Corporation
Fatz Cafe	Cafe Enterprises, Inc.
Figo Pasta	Spiga, LLC
Firehouse Subs	Firehouse Restaurant Group, Inc.
Five Guys Famous Burgers and Fries	Five Guys Enterprises, LLC
Frontera Mex-Mex Grill	Norsan Group, Inc.
Genghis Grill	Genghis Grill The Mongolian Stir Fry
Healthy Way Cafe	Healthy Way Cafe
HoneyBaked Ham Company and Cafe	The Original HoneyBaked Ham Company
J. Christopher's	J. Christopher's Inc.
Jason's Deli	Deli Management Inc.
Jimmy John's	Jimmy John's Franchise, LLC
Krispy Kreme Donuts	Krispy Kreme Donuts
Lime Fresh Mexican Grill	50 Eggs Restaurant Group, Inc.
McAlister's Deli	McAlister's Corporation
Mellow Mushroom	Home Grown Industries of Georgia

Retail (Continued)

Moe's Southwest Grill	Focus Brands, Inc.
My Friend's Place Deli	My Friend's Place Deli
Panda Express	Panda Restaurant Group, Inc.
Panera Bread	Panera, LLC
PJ's Coffee	PJ's Coffee of New Orleans, LLC
Qdoba Mexican Grill	Qdoba Restaurant Corporation
Quiznos Sub	The Quiznos Master, LLC
Schlotzsky's	Focus Brands, Inc.
Smashburger	Icon Burger Development, LLC
Sonic	Sonic Corporation
Starbucks Coffee Company	Starbucks Corporation
Steak N Shake	Steak N Shake Corporation
Tijuana Flats	Tijuana Flats Burrito Company, Inc.
Urban Flats Flatbread Co.	Urban Flats Flatbread Co.
Willy's Mexicana Grill	Willy's Mexicana Grill
Zaxby's	Zaxby's Franchising, Inc.

Adjustment Recommendations - Schools

	School	Address	Enrollment	Type	Grades
Study Area Schools	ERWIN MONTESSORI SCHOOL	3012 East Bessemer Ave	356	Public	PK-5
	GILLESPIE PARK ELEMENTARY SCHOOL	1900 Martin Luther King Jr	251	Public	PK-5
	WASHINGTON ELEMENTARY SCHOOL	1110 East Washington St	300	Public	PK-5
	BESSEMER ELEMENTARY SCHOOL	918 Huffine Mill Rd	398	Public	PK-5
	CEASAR CONE ELEMENTARY SCHOOL	2501 North Church St	437	Public	PK-5
	WALDO C FALKENER SR ELEMENTARY SCHOOL	3931 Naco Rd	621	Public	PK-5
	W M HAMPTON ELEMENTARY SCHOOL	2301 Trade St	276	Public	PK-5
	C D MCIVER SPECIAL EDUCATION SCHOOL	1401 Summit Ave	133	Public	KG-12
	GREENSBORO ISLAMIC ACADEMY	2023 16th St	38	Private	KG-5
	PEELER OPEN ELEMENTARY SCHOOL	2200 Randall St	357	Public	KG-5
	BLUFORD ELEMENTARY SCHOOL	1901 Tuscaloosa St	334	Public	KG-5
	NAPOLEON B SMITH ACADEMY	1802 E Market St	35	Private	KG-8
	ST PIUS X CATHOLIC SCHOOL	2200 N Elm St	510	Private	KG-8
	GATEWAY EDUCATION CENTER SCHOOL	3205 East Wendover Ave	196	Public	PK-12
	LINCOLN ACADEMY	1016 Lincoln St	714	Public	4-8
	AYCOCK MIDDLE SCHOOL	811 Cypress St	632	Public	6-8
	OTIS L HAIRSTON SR MIDDLE SCHOOL	3911 Naco Rd	545	Public	6-8
	YOUTH FOCUS MELL-BURTON SCHOOL	1601 Huffine Mill Rd	11	Private	6-11
	MIDDLE COLLEGE HIGH AT BENNETT SCHOOL	600 Gorrell St	110	Public	9-12
	PAGE HIGH SCHOOL	201 Alma Pinnix Dr	1,815	Public	9-12
	MIDDLE COLLEGE HIGH AT NC A&T SCHOOL	1601 East Market St	101	Public	9-12
	DUDLEY HIGH SCHOOL	1200 Lincoln St	1,546	Public	9-12
	KISER MIDDLE SCHOOL	716 Benjamin Pky	753	Public	6-8
	GRIMSLEY HIGH SCHOOL	801 Westover Ter	1,768	Public	9-12


TRANSPORTATION MAP
Improve the Wendover and Summit exchange
Widen on/off ramps from E. Market Street to S. O'Henry Blvd
Revise Friendly Avenue and E. Market Street merge into a roundabout
Complete E. Florida Street connection to McConnell Road
Straighten out MLK Street's connection into Murrow Blvd
Extend Lincoln Street past Dudley High School to Tuscaloosa Street
Summit Gateway
University Gateway
Gateway Gardens
Gillespie Gateway
Wendover Ave
Bessemer Ave
Market St
Lee St
Florida St
Gorrell St
Tuscaloosa St
McConnell Rd
Summit Ave
Church St
Elm St
O'Henry Blvd
English St
Elwell Ave
Franklin Blvd
Phillips Ave
Sullivan St
Lindsay St
Benbow Rd
Willow Rd
Martin Luther King Jr Dr
North Carolina A&T State University
Bennett College
Revolution Park
Kings Forest Park
Textile Drive Park
War Memorial Park
Bingham Street Park
Heath Park
Barber Park
Gillespie Park Golf Course

Potential Partners

A number of national firms consulted with the Consultants as part of our planning effort. As Greensboro moves forward, we would recommend that local firms be engaged when possible and, on occasion, work in conjunction with other experienced out-of-state firms. For these projects, we reached out to a few very noteworthy firms:

- Integral Group - co-developers of the East Lake project (the Purpose Built Communities model) and co-creators of the Atlanta Housing Authority's housing development model that has been the basis for the HUD Hope VI projects.
- Laminin/H3 - the preeminent design and planning team for performing arts venues across the country
- RLJ Lodging Trust - the 3rd largest hotel owner in the country and an outstanding litmus test for hotel feasibility and the viability for financing.

H3

About

With a legacy stretching from 1962, H3 Hardy Collaboration Architecture is a collaborative community of professionals founded in 2004 by celebrated architect Hugh Hardy, FAIA, and guided by Hugh and five partners: Ariel Fausto, AIA, LEED AP; John Fontillas, AIA, LEED AP; Geoff Lynch, AIA, LEED AP; Jack Martin, AIA, LEED AP; and Daria Pizzetta, AIA. H3's talented 35-member team delivers a distinctive and successful approach to planning and design that fosters dialogue among history, innovation, and contemporary use.

H3 is a nationally recognized leader in the planning and design of active public spaces that enhance the fabric and culture of our communities: performing arts centers, theaters, museums, libraries, and parks, as well as corporate, academic, residential, commercial, and mixed-use buildings and interiors. Their design projects that respond to context, honor cultural heritage, and serve as catalysts for vibrancy.

- University of Nebraska @ Omaha – Del & Lou Ann Weber Fine arts Building
    - o 78,500 SF / 250 seats
- The Colburn School of Performing Arts
    - o 55,000 SF / 520 seats total
- Texas Christian University – Mary D. & F. Howard Walsh Center for the Performing Arts
    - o 56,000 SF / 525 seats total
- Vilar Center for the Arts
    - o 33,000 SF / 530 seats
- Rampo College, Berrie Center for the Performing Arts
    - o 54,000 SF / 450 seats total
- University of North Texas – Lucille "Lupe" Murchison PAC
    - o 72,500 SF / 1,500 seats total

Laminin.

About

The Laminin Group LLC is a Professional Advisory and Investment Firm focused on the provision of Finance, Design and Program Management Services for projects from inception to delivery. Laminin serves as the binding agent between clients, capital, and development parties to deliver projects that meet both community requirements and stated investment objectives

Advisory Services

Laminin management has strong and long standing relationships among public and private clients seeking differentiated advice on infrastructure development and public-private partnerships.

Services are to include:

- Assessing client needs including scope, scale, and cost of project;
- Provide project pre-development feasibility and investment analyses;
- Structure and procure the appropriate resources in consultation with the client, investors and service providers;
- Value design and engineer the asset to balance quality, scheduling and sustainability considerations with a perspective on capital and operating costs;
- Provide Program Management Services;
- Provide the client and investor a post-mortem delivery review of development metrics including budget, scope, and schedule

Capital Markets

Laminin's Capital Markets Division focuses on executing equity and structured equity investments in global real estate and infrastructure projects.

The Capital Markets Division manages identification and deployment of capital to preferred investment opportunities, including:

- Matching project needs to investor requirements;
- Diligence, risk assessment, valuation, and deal structuring;
- Close and monitor investment until appropriate exit.

RLJ | Lodging Trust

About

RLJ Lodging Trust is a self-advised, publicly traded real estate investment trust focused on acquiring premium-branded, focused-service and compact full-service hotels. The Company's portfolio consists of 141 hotels in 20 states and the District of Columbia, with a total of more than 20,600 rooms. Their hotels are geographically diverse and concentrated in major urban areas and dense suburban markets that provide multiple demand generators from business, leisure and other travelers. At the same time, as a result of high construction costs and the density of these urban and suburban markets, these locales provide significant barriers to entry. They believe that their investment strategy and the current market environment present attractive opportunities for us to acquire additional hotels with significant upside potential. The company is a self-advised and self-administered Maryland real estate investment trust and is traded on the New York Stock Exchange under the stock symbol "RLJ".

Their strategy is to invest in focused service and compact full-service hotels, which typically generate most of their revenue from room rentals, have limited food and beverage outlets and meeting space, and require fewer employees than larger hotels. They believe that such premium-branded, focused-service hotels have the potential to provide attractive returns relative to other hotel types due to their ability to generate revenue per room comparable to that of full-service hotels, while providing higher profit margins as a result of a more efficient operating model and less volatile cash flows. Their hotels operate under well-recognized global brands, including Courtyard by Marriott, Residence Inn by Marriott, Hilton Garden Inn, Homewood Suites by Hilton, Hyatt Place and Embassy Suites and they maintain strong relationships with these leading franchisors.

About

Since 1993, Integral has been more than a real estate services and development company. It has been a catalyst in defining the way we live today. The Integral vision was borne out of a simple idea - Integral, as a for-profit, yet socially responsible real estate company, would play an instrumental role in creating healthy and sustainable urban communities that offer high quality lifestyle opportunities for individuals and families of all incomes, while stimulating much needed economic development in urban centers.

Consistent with this fundamental vision, Integral's associates are at the forefront of new urbanism, the re-purposing of in-town neighborhoods and the creation of innovative live-work-play communities. Its Sustainable Development Strategy, Renaissance 20/20, has been a hallmark for urban (re)development.

Integral's five operating divisions create a full-service approach to real estate development. Each division is led by a team of hands-on experts who not only have vision, but have insight. As pioneers in urban (re) development, Integral's team brings a wealth of knowledge, practical experience and success in conceptualizing, developing, building, and managing new communities in urban markets of all types.

The divisions include:

- Investment Management
- Real Estate Development
- Construction Management
- Property and Asset Management
- Human Development

Integral understands that successful communities are measured in how they enrich lives, and it is this core value that continues to drive its success. Throughout the mid-Atlantic and Southeastern regions, going as far west as Denver, and now internationally, Integral is at the core of good life.

Next Steps

1. Begin interview with North Carolina A&T and Greensboro Public Schools regarding the addition of an Agricultural component to the Dudley High School Early College Academy.

2. Begin interview with Greensboro Housing Authority to determine the viability of a Ray Warren Homes Hope VI project.

3. Begin interview United House of Prayer to explore the possibility of a ground lease to develop their development pad or land swap. Also research their willingness to joint venture a hotel project on the bus depot site west of Murrow.

4. Begin interview UHOP, NCAT, and Bennett to explore their willingness to support the study of a destination venue near E. Market.

5. Protect Home Owner Displacement - Explore the possibility of adjusting the tax assessments for current residents in the four opportunity zones and limiting annual tax increases to the best extent possible.

6. Explore retail leasing opportunities throughout the study area, specifically fast casual restaurants and grocers.

7. Interview property owners at Summit Gateway and explore the possibility of adaptive reuse projects at the vacant centers/spaces along Summit.

8. Interview GDOT to discuss the possibility of the transportation improvements.

VII Appendices

COLLIERS INTERNATIONAL
& RED ROCK GLOBAL

Contents

Disclaimer

The Consultants make no representations regarding the information contained here within. All information has been furnished from sources deemed reliable. No warranty or representation is made as to the accuracy thereof and this report is submitted subject to errors, omissions, and subsequent and future changes.

Discussion of Methodology

The Greensboro, North Carolina Shopping Center inventory studied contains Ninety Three (93) shopping centers, ranging in size from the largest, Friendly Center at One Million Three Hundred and Eighteen Thousand square feet approximately, to the smallest for the study at 100,000 Sq. FT. Additionally competition maps were created locating Grocers, Drug Stores, Home Improvement Centers, Target, Wal-Mart, and the Regional Mall Anchor Stores.

The East Greensboro Study Area as defined in section Four (4) page 12 demographics reflect a base population of approximately Thirty Seven Thousand Nine Hundred Twenty Five (37,925) individuals, Thirteen Thousand Eight Hundred and Seventy Seven (13,877) households, with a median disposable income of Twenty Eight Thousand ($28,790) Dollars. The per capita income is Seventeen Thousand ($17,480) Dollars. See appendix A for demographic comparison of the East Greensboro study area.

Eleven (11) Retail trade areas were identified and radius rings established at varying distances to equal a population base of Thirty Seven Thousand, equal to the East Greensboro Study area. The pertinent variables of total population, total households, average and median household income, population growth 2000 – 2010, population growth 2010-1015, as well as a socio economic score, and additional related information based on the 2010 demographic data sets were sourced from ESRI (Environmental Systems Research Institute, Inc.) in Redlands California.

The resulting Greensboro Demographic Comparison spread sheet and subsequent parity report highlights the parity or lack of parity in multiple areas of interest including but not limited to the eleven (11) Retail trade areas, and the primary study East Greensboro study area:

a. –Demographic Analysis
b. –Density Ratio
c. -Retailers represented or unrepresented
d. –Demand (Retail Sales Potential)
e. –Supply (Retail Sales Demand)
f. -Retail Gap (Demand-Supply)
g. –Retail Surplus / Leakage Factor
h. –Transportation infrastructure in place or planned
i. –Employment / Jobs
j. –Access to Education

Discussion of Methodology (Continued)

Socioeconomic Score

The socioeconomic score (SES) of a region is a comparative index value ranging from 1 to 100 which indicates the overall social/economic status of an area. Four key contributors to SES were included in the analysis to produce the results in this dataset. These four characteristics are: Median Household Income, Median Home Value, Occupational Level (percent white collar), Educational Attainment (percent of population aged 25+ with education beyond high school). Each block group was given a score for each of these categories based on how it ranked against all other block groups nationwide. Once these scores were determined, an overall score for each block group was calculated by combining the individual scores using an un-weighted average. Finally, the overall scores were ranked on the 100-point scale. Block groups without population were ranked among those with a value of one. To move to higher levels of geography, a population-weighted average of the intersecting block groups was used. As a result, a stable score was produced which can be used to compare geographies of varying size and location. This data set is suitable for radii analysis.

Balanced Economic Development
A Strategy Plan for East Greensboro

Appendix A - Demographics

COLLIERS INTERNATIONAL
& RED ROCK GLOBAL

City of Greensboro Demographic Comparison

Latitude					36.055389	36.040075	36.003062	36.039501	36.064102	36.07134	36.084102	36.113523	36.102789	36.112594	36.082924
Longitude					-79.902575	-79.835239	-79.791259	-79.797992	-79.790226	-79.77677	-79.740209	-79.76454	-79.819621	-79.87903	-79.829783
Name	United States	North Carolina	Greensboro MSA	East Greensboro	1 W Wendover Ave	2 Four Seasons Mall	3 Chesham Dr	4 W Meadowview Dr	5 E Lee St	6 E Market St	7 Burlington Rd	8 E Cone Blvd & Summit Ave	9 Lawndale Dr	10 Highwood Blvd	11 Green Valley Rd
Region	TOTAL	TOTAL	TOTAL	CUSTOM	37,500 people ring	37,500 people ring	37,500 people ring	37,500 people ring	37,500 people ring	37,500 people ring	37,500 people ring	37,500 people ring	37,500 people ring	37,500 people ring	37,500 people ring
Region 2	AREA	AREA	AREA	BOUNDARY	2.27 mi Radius	2.02 mi Radius	3.33 mi Radius	2.1 mi Radius	1.71 mi Radius	1.82 mi Radius	2.48 mi Radius	2.25 mi Radius	2.19 mi Radius	2.42 mi Radius	2.05 mi Radius
Area	3,794,083 SQ/MI	49,366.04 SQ/MI	5,993 SQ/MI	11.24 SQ/MI	16.18 SQ/MI	12.81 SQ/MI	34.82 SQ/MI	13.85 SQ/MI	9.18 SQ/MI	10.40 SQ/MI	19.31 SQ/MI	15.90 SQ/MI	15.06 SQ/MI	18.39 SQ/MI	13.20 SQ/MI
General Demographics															
2010 Total Population	309,637,704	9,508,535	1,431,710	37,401	38,031	37,584	37,657	37,515	37,558	38,208	37,569	37,651	37,583	37,522	37,553
2010 Population Density	82	193	239	3,327	2,350	2,934	1,081	2,709	4,091	3,674	1,946	2,368	2,496	2,040	2,845
Population Density/1,000	0.08	0.19	0.24	3.33	2.35	2.93	1.08	2.71	4.09	3.67	1.95	2.37	2.50	2.04	2.84
2010 Total Households	120,115,211	3,869,295	594,145	14,094	18,031	16,221	15,857	15,709	13,599	14,242	13,777	16,112	16,909	17,225	16,151
2010 Average Household Income	$71,161	$62,412	$60,691	$30,710	$59,803	$41,101	$51,265	$38,686	$34,135	$33,718	$31,647	$50,938	$95,016	$92,521	$79,762
2010 Median Household Income	$48,625	$43,338	$42,927	$21,617	$45,007	$32,271	$41,786	$29,154	$22,837	$21,998	$22,701	$30,126	$56,653	$63,555	$47,326
2010 Median Age Total Population	33.89	34.1	34.77	29.4	31.4	30.6	33.9	31.8	24	26.5	28.2	31.9	39	39.6	32.7
PopGrow2000-2010	10.03%	18.20%	14.40%	4.62%	17.98%	-2.31%	9.55%	0.45%	2.02%	4.81%	6.52%	6.79%	3.08%	12.63%	-0.95%
PopGrow2010-2015	4.47%	7.43%	5.55%	1.60%	4.53%	-0.32%	3.69%	0.07%	2.53%	2.81%	2.63%	-0.86%	1.27%	5.26%	2.10%
2010 Socio Economic Score	56	52.1	50	22.2	68.9	36.6	48.1	32.2	30.6	28.3	21.9	40	79.7	84.3	69.7
2010 Total Avg HH Expenditure	$34,636	$31,205	$30,394	$16,978	$31,478	$22,878	$26,643	$21,053	$18,765	$18,323	$17,595	$23,914	$40,440	$42,449	$36,098
2015 Total Avg HH Expenditure	$42,988	$35,979	$34,737	$19,329	$36,194	$25,501	$30,553	$24,320	$21,241	$20,756	$20,135	$26,667	$44,703	$46,344	$39,787
2010 HH Wealth Aggregate					$5,007,296,381	$3,010,733,198	$4,041,312,670	$2,678,842,515	$2,200,713,838	$2,316,658,710	$2,022,199,385	$3,936,050,283	$9,601,838,084	$9,875,979,833	$8,056,120,333
Daytime Employment Population					23,354	20,106	17,116	$24,517	$39,839	57,175	$25,570	$31,268	42,545	13,090	33,257
Establishments					1,665	1,850	1,294	$1,836	$3,249	4,082	$1,738	$2,288	3,394	1,306	3,114
Age Distribution															
2010 Age 0-5		812,459	812,459	2,877	2,944	3,380	3,210	3,294	2,230	2,403	3,042	3,398	2,469	2,305	2,000
2010 Age 6-13		1,035,155	1,035,155	4,141	3,234	3,959	4,365	4,430	2,913	3,331	4,364	4,500	3,084	3,202	2,403
2010 Age 14-17		495,211	495,211	1,837	1,512	1,759	2,030	2,011	1,429	1,546	1,949	2,036	1,669	1,756	1,353
2010 Age 18-20		404,068	404,068	4,736	1,242	1,616	1,303	1,799	7,963	6,827	4,659	1,434	2,112	1,334	4,375
2010 Age 21-24		559,002	559,002	2,636	3,731	3,416	2,008	2,649	4,282	3,720	2,745	2,796	2,232	2,329	4,074
2010 Age 25-29		696,846	696,846	2,290	4,471	3,565	2,785	2,941	2,568	2,543	2,425	2,945	2,270	2,401	2,695
2010 Age 30-34		737,492	737,492	2,426	3,934	3,430	3,164	2,921	2,355	2,497	2,552	2,998	2,597	2,441	2,558
2010 Age 35-39		720,124	720,124	2,362	3,089	2,741	2,840	2,680	2,085	2,250	2,442	2,555	2,364	2,670	2,248
2010 Age 40-44		726,899	726,899	2,288	2,838	2,652	2,891	2,620	1,994	2,167	2,370	2,601	2,636	2,849	2,397
2010 Age 45-49		670,381	670,381	2,096	2,437	2,392	2,779	2,478	1,857	2,005	2,094	2,252	2,811	3,010	2,427
2010 Age 50-54		616,982	616,982	1,881	2,217	2,151	2,696	2,362	1,663	1,734	1,865	2,119	2,811	2,850	2,287
2010 Age 55-59		520,818	520,818	1,756	1,727	1,591	2,105	1,830	1,430	1,547	1,720	1,870	2,338	2,358	1,867
2010 Age 60-64		416,373	416,373	1,485	1,244	1,219	1,603	1,433	1,145	1,313	1,384	1,519	1,865	1,781	1,495
2010 Age 65-69		327,779	327,779	1,268	940	1,030	1,194	1,149	906	1,060	1,167	1,253	1,559	1,517	1,250
2010 Age 70-74		272,294	272,294	1,131	808	929	949	1,034	903	1,060	950	1,100	1,669	1,460	1,382
2010 Age 75-79		218,023	218,023	964	627	701	694	799	801	936	792	927	1,428	1,268	1,250
2010 Age 80-84		149,355	149,355	649	476	522	531	550	546	648	540	673	940	974	847
2010 Age 85+		129,273	129,273	579	560	533	511	533	486	620	508	674	729	1,017	644
2010 Median Age Total Population		34.1	34.1	29.4	31.4	30.6	33.9	31.8	24	26.5	28.2	31.9	39	39.6	32.7
Ethnicity															
White Population	224,911,259	6,713,791	1,021,986	4,389	23,617	14,653	13,379	8,414	10,723	8,938	5,594	14,019	30,189	30,719	29,524
Black Population	38,882,979	2,046,680	303,250	30,549	9,847	16,472	20,926	25,479	24,443	26,716	29,045	20,061	5,393	4,323	5,351
Hispanic Population	46,931,910	684,422	115,773	2,387	3,004	4,531	1,872	2,421	2,061	2,373	2,959	3,252	1,668	1,469	1,972
% White	72.64%	70.61%	71.38%	11.73%	62.10%	38.99%	35.53%	22.43%	28.55%	23.39%	14.89%	37.23%	80.33%	81.87%	78.62%
% Black	12.56%	21.52%	21.18%	81.68%	25.89%	43.83%	55.57%	67.92%	65.08%	69.92%	77.31%	53.28%	14.35%	11.52%	14.25%
% Hispanic	15.16%	7.20%	8.09%	6.38%	7.90%	12.06%	4.97%	6.45%	5.49%	6.21%	7.88%	8.64%	4.44%	3.92%	5.25%
Education	198,835,142	6,206,699	943,828	21,174	25,369	23,455	24,742	23,333	18,741	20,381	20,809	23,486	26,018	26,595	23,348
Less Than 9th Grade					604	1,648	1,048	1,581	1,404	1,794	1,944	1,816	486	233	491
High School - No Diploma					1,306	3,093	2,787	3,483	2,769	3,124	3,321	2,836	840	711	888
2010 High School Graduate (Incl Equivalency)					5,116	7,188	7,560	7,113	4,898	5,429	6,923	6,871	3,910	4,016	3,587
2010 Some College < 1 Year					1,453	1,540	1,720	1,375	899	1,079	1,410	1,524	1,139	1,206	997
2010 Some College 1+ Years No Degree					4,691	3,741	4,477	3,739	2,777	3,024	3,118	3,518	3,982	3,984	3,421
2010 Associate Degree					2,119	1,551	1,596	1,240	940	949	1,028	1,328	1,266	1,666	1,325
2010 Bachelor's Degree					7,165	3,500	3,790	3,166	3,157	3,063	2,109	3,667	8,975	9,686	7,969
2010 Doctorate Degree					279	82	220	248	357	313	94	242	823	839	789
2010 Master's Degree					2,364	1,019	1,378	1,251	1,331	1,359	780	1,221	3,413	3,480	3,074
2010 Professional School Degree					273	93	165	137	209	246	81	464	1,186	774	808
Dropout Rate					1,910	4,741	3,835	5,064	4,173	4,918	5,265	4,652	1,326	944	1,379
High School	58,670,556	1,785,502	287,326	6,715	11,260	12,469	13,757	12,227	8,574	9,532	11,451	11,913	9,031	9,206	8,005

City of Greensboro Demographic Comparison

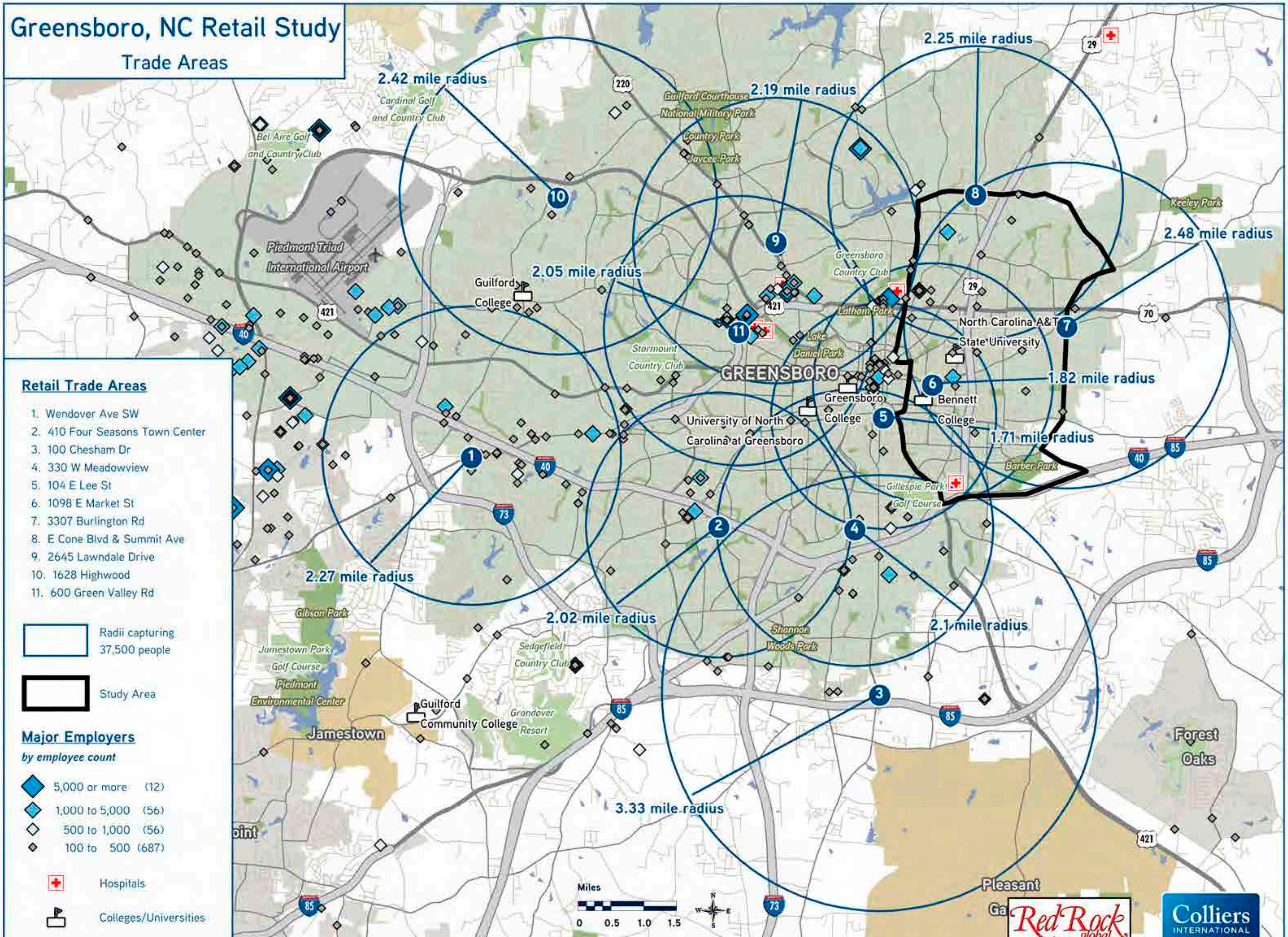
Latitude					36.055389	36.040075	36.003062	36.039501	36.064102	36.07134	36.084102	36.113523	36.102789	36.112594	36.082924
Longitude					-79.902575	-79.835239	-79.791259	-79.797992	-79.790226	-79.77677	-79.740209	-79.76454	-79.819621	-79.87903	-79.829783
Name	United States	North Carolina	Greensboro MSA	East Greensboro	1 W Wendover Ave	2 Four Seasons Mall	3 Chesham Dr	4 W Meadowview Dr	5 E Lee St	6 E Market St	7 Burlington Rd	8 E Cone Blvd & Summit Ave	9 Lawndale Dr	10 Highwood Blvd	11 Green Valley Rd
Region	TOTAL	TOTAL	TOTAL	CUSTOM	37,500 people ring	37,500 people ring	37,500 people ring	37,500 people ring	37,500 people ring	37,500 people ring	37,500 people ring	37,500 people ring	37,500 people ring	37,500 people ring	37,500 people ring
Region 2	AREA	AREA	AREA	BOUNDARY	2.27 mi Radius	2.02 mi Radius	3.33 mi Radius	2.1 mi Radius	1.71 mi Radius	1.82 mi Radius	2.48 mi Radius	2.25 mi Radius	2.19 mi Radius	2.42 mi Radius	2.05 mi Radius
Area	3,794,083 SQ/MI	49,366.04 SQ/MI	5,993 SQ/MI	11.24 SQ/MI	16.18 SQ/MI	12.81 SQ/MI	34.82 SQ/MI	13.85 SQ/MI	9.18 SQ/MI	10.40 SQ/MI	19.31 SQ/MI	15.90 SQ/MI	15.06 SQ/MI	18.39 SQ/MI	13.20 SQ/MI
College	49,283,225	1,571,151	231,139	3,367	9,284	5,051	5,386	4,406	4,097	4,012	3,137	4,995	10,241	11,352	9,294
Graduate	16,170,310	438,656	59,221	1,090	2,643	1,101	1,598	1,499	1,688	1,672	874	1,463	4,236	4,319	3,863
% High School	29.51%	28.77%	30.44%	31.71%	44.38%	53.16%	55.60%	52.40%	45.75%	46.77%	55.03%	50.72%	34.71%	34.62%	34.29%
% College	24.79%	25.31%	24.49%	15.90%	36.60%	21.53%	21.77%	18.88%	21.86%	19.69%	15.08%	21.27%	39.36%	42.68%	39.81%
% Graduate	8.13%	7.07%	6.27%	5.15%	10.42%	4.69%	6.46%	6.42%	9.01%	8.20%	4.20%	6.23%	16.28%	16.24%	16.55%
Income Distribution															
2010 Household Income < $10,000				2,417	641	1,357	969	2,123	2,731	2,742	2,189	1,784	589	232	867
2010 Household Income $10,000-$14,999				2,019	675	1,391	652	1,341	1,614	1,816	1,996	1,576	503	341	706
2010 Household Income $15,000-$19,999				2,091	990	1,504	953	1,651	1,691	2,005	1,834	1,493	620	467	984
2010 Household Income $20,000-$24,999				1,607	1,394	1,681	1,175	1,515	1,346	1,398	1,607	1,629	706	687	913
2010 Household Income $25,000-$29,999				1,381	1,163	1,447	1,301	1,474	1,180	1,323	1,306	1,537	790	821	901
2010 Household Income $30,000-$34,999				1,126	1,582	1,609	1,331	1,342	1,079	1,103	1,152	1,453	999	894	1,053
2010 Household Income $35,000-$39,999				788	1,343	1,464	1,100	1,117	953	924	852	993	904	854	1,096
2010 Household Income $40,000-$44,999				566	1,226	1,191	1,252	969	721	697	566	778	940	910	1,072
2010 Household Income $45,000-$49,999				359	1,237	1,163	1,186	831	403	355	397	710	1,054	807	1,042
2010 Household Income $50,000-$59,999				529	1,992	1,215	2,206	1,429	478	458	569	1,246	2,029	1,953	1,429
2010 Household Income $60,000-$74,999				493	1,820	1,072	1,876	925	412	480	536	907	1,857	2,731	1,263
2010 Household Income $75,000-$99,999				297	2,454	554	830	464	405	350	405	542	2,046	2,842	1,841
2010 Household Income $100,000-$124,999				216	802	284	537	273	252	229	183	389	1,202	1,689	1,174
2010 Household Income $125,000-$149,999				100	318	90	183	131	159	172	85	273	887	957	683
2010 Household Income $150,000-$199,999				38	168	151	215	68	105	78	36	220	648	515	446
2010 Household Income $200,000-$249,999				19	81	17	23	10	27	42	13	165	369	159	252
2010 Household Income $250,000-$499,999				48	144	32	66	47	44	70	45	341	669	339	410
2010 Household Income $500,000+				0	2	0	2	0	0	2	4	76	98	29	22
Income Distribution (Percent)															
2010 Household Income < $10,000				17.15%	3.55%	8.37%	6.11%	13.51%	20.08%	19.25%	15.89%	11.07%	3.48%	1.35%	5.37%
2010 Household Income $10,000-$14,999				14.33%	3.74%	8.58%	4.11%	8.54%	11.87%	12.75%	14.49%	9.78%	2.97%	1.98%	4.37%
2010 Household Income $15,000-$19,999				14.84%	5.49%	9.27%	6.01%	10.51%	12.43%	14.08%	13.31%	9.27%	3.67%	2.71%	6.09%
2010 Household Income $20,000-$24,999				11.40%	7.73%	10.36%	7.41%	9.64%	9.90%	9.82%	11.66%	10.11%	4.18%	3.99%	5.65%
2010 Household Income $25,000-$29,999				9.80%	6.45%	8.92%	8.20%	9.38%	8.68%	9.29%	9.48%	9.54%	4.67%	4.77%	5.58%
2010 Household Income $30,000-$34,999				7.99%	8.77%	9.92%	8.39%	8.54%	7.93%	7.74%	8.36%	9.02%	5.91%	5.19%	6.52%
2010 Household Income $35,000-$39,999				5.59%	7.45%	9.03%	6.94%	7.11%	7.01%	6.49%	6.18%	6.16%	5.35%	4.96%	6.79%
2010 Household Income $40,000-$44,999				4.02%	6.80%	7.34%	7.90%	6.17%	5.30%	4.89%	4.11%	4.83%	5.56%	5.28%	6.64%
2010 Household Income $45,000-$49,999				2.55%	6.86%	7.17%	7.48%	5.29%	2.96%	2.49%	2.88%	4.41%	6.23%	4.69%	6.45%
2010 Household Income $50,000-$59,999				3.75%	11.05%	7.49%	13.91%	9.10%	3.51%	3.22%	4.13%	7.73%	12.00%	11.34%	8.85%
2010 Household Income $60,000-$74,999				3.50%	10.09%	6.61%	11.83%	5.89%	3.03%	3.37%	3.89%	5.63%	10.98%	15.85%	7.82%
2010 Household Income $75,000-$99,999				2.11%	13.61%	3.42%	5.23%	2.95%	2.98%	2.46%	2.94%	3.36%	12.10%	16.50%	11.40%
2010 Household Income $100,000-$124,999				1.53%	4.45%	1.75%	3.39%	1.74%	1.85%	1.61%	1.33%	2.41%	7.11%	9.81%	7.27%
2010 Household Income $125,000-$149,999				0.71%	1.76%	0.55%	1.15%	0.83%	1.17%	1.21%	0.62%	1.69%	5.25%	5.56%	4.23%
2010 Household Income $150,000-$199,999				0.27%	0.93%	0.93%	1.36%	0.43%	0.77%	0.55%	0.26%	1.37%	3.83%	2.99%	2.76%
2010 Household Income $200,000-$249,999				0.13%	0.45%	0.10%	0.15%	0.06%	0.20%	0.29%	0.09%	1.02%	2.18%	0.92%	1.56%
2010 Household Income $250,000-$499,999				0.34%	0.80%	0.20%	0.42%	0.30%	0.32%	0.49%	0.33%	2.12%	3.96%	1.97%	2.54%
2010 Household Income $500,000+				0.00%	0.01%	0.00%	0.01%	0.00%	0.00%	0.01%	0.03%	0.47%	0.58%	0.17%	0.14%
2010 HH Income < $30,000				67.51%	26.97%	45.50%	31.85%	51.59%	62.96%	65.19%	64.83%	49.77%	18.97%	14.79%	27.06%
2010 HH Income $30,000 - $75,000				27.39%	51.02%	47.56%	56.45%	42.10%	29.75%	28.21%	29.56%	37.78%	46.03%	47.31%	43.06%
2010 HH Income $75,000 - $150,000				4.35%	19.82%	5.72%	9.77%	5.53%	6.00%	5.27%	4.88%	7.47%	24.45%	31.86%	22.90%
2010 HH Income > $150,000				0.74%	2.19%	1.23%	1.93%	0.80%	1.29%	1.35%	0.71%	4.98%	10.55%	6.05%	7.00%
Housing Summary															
2010 Specified Owner Occupied Units				5,761	7,563	7,415	9,106	7,171	4,318	4,819	5,363	7,525	11,362	10,654	9,518
2010 Total Occupied Housing Units				14,056	18,011	16,166	15,907	15,709	13,669	14,275	13,752	16,134	16,916	17,187	16,163
2010 Total Owner Occupied Housing Units				5,873	8,621	7,832	10,453	7,798	4,496	4,957	5,795	7,754	11,602	11,110	9,810
2010 Total Renter Occupied Housing Units				8,183	9,390	8,334	5,454	7,911	9,173	9,319	7,957	8,379	5,314	6,077	6,354
2010 Occupied Units 1 Detached				8,832	6,526	9,693	10,830	9,721	6,842	7,530	8,514	9,698	11,902	9,772	11,035
2010 Occupied Units 1 Attached				339	2,106	564	700	678	470	485	279	436	1,063	1,818	696
2010 Occupied Units 2				684	151	461	137	377	1,022	980	642	348	475	55	732

City of Greensboro Demographic Comparison

Latitude					36.055389	36.040075	36.003062	36.039501	36.064102	36.07134	36.084102	36.113523	36.102789	36.112594	36.082924
Longitude					-79.902575	-79.835239	-79.791259	-79.797992	-79.790226	-79.77677	-79.740209	-79.76454	-79.819621	-79.87903	-79.829783
Name	United States	North Carolina	Greensboro MSA	East Greensboro	1 W Wendover Ave	2 Four Seasons Mall	3 Chesham Dr	4 W Meadowview Dr	5 E Lee St	6 E Market St	7 Burlington Rd	8 E Cone Blvd & Summit Ave	9 Lawndale Dr	10 Highwood Blvd	11 Green Valley Rd
Region	TOTAL	TOTAL	TOTAL	CUSTOM	37,500 people ring	37,500 people ring	37,500 people ring	37,500 people ring	37,500 people ring	37,500 people ring	37,500 people ring	37,500 people ring	37,500 people ring	37,500 people ring	37,500 people ring
Region 2	AREA	AREA	AREA	BOUNDARY	2.27 mi Radius	2.02 mi Radius	3.33 mi Radius	2.1 mi Radius	1.71 mi Radius	1.82 mi Radius	2.48 mi Radius	2.25 mi Radius	2.19 mi Radius	2.42 mi Radius	2.05 mi Radius
Area	3,794,083 SQ/MI	49,366.04 SQ/MI	5,993 SQ/MI	11.24 SQ/MI	16.18 SQ/MI	12.81 SQ/MI	34.82 SQ/MI	13.85 SQ/MI	9.18 SQ/MI	10.40 SQ/MI	19.31 SQ/MI	15.90 SQ/MI	15.06 SQ/MI	18.39 SQ/MI	13.20 SQ/MI
2010 Occupied Units 3-4				1,131	1,226	1,008	478	1,184	1,855	1,693	977	973	720	575	1,196
2010 Occupied Units 5-9				1,769	3,288	2,512	1,805	2,047	1,857	1,896	1,957	2,344	1,129	1,516	1,172
2010 Occupied Units 10-19				667	3,366	1,038	560	638	652	763	639	1,163	878	1,906	725
2010 Occupied Units 20-49				322	726	297	153	272	363	384	251	513	304	628	293
2010 Occupied Units 50+				220	488	219	185	386	541	468	102	486	421	844	225
2010 Occupied Units Others				91	134	373	1,057	404	68	77	391	172	24	73	89
2010 Median Home Value				$79,290	$133,664	$94,593	$111,195	$89,100	$85,148	$84,152	$80,934	$94,248	$175,826	$170,253	$169,155
Retail Est & Employment															
Total	12,505,789	369,293	57,616	1,727											
Clothing	103,201	2,933	470	10	60	58	4	49	38	29	19	21	67	14	75
Retail Est Mens/Boys Clothing (S)					3	10	1	1	3	5	3	3	9	1	9
Retail Est Womens Clothing (S)					6	12	3	4	3	6	8	10	18	2	18
Retail Est Childrens/Infants Clothing (S)					2	3	0	1	0	0	0	0	7	2	7
Retail Est Family Clothing (S)					6	18	4	6	3	2	2	3	22	5	20
Retail Est Shoe (S)					4	25	3	6	3	4	6	6	16	2	18
Retail Est Misc Apparel/Accessory (S)					10	15	8	9	8	8	3	8	11	3	8
Retail Est Furniture (S)					16	12	7	9	11	11	3	5	10	4	16
Retail Est Radio/TV/Electronics (S)					6	5	4	2	2	1	1	1	3	3	3
Department	29,103	953	141	7	8	8	5	5	5	5	7	4	8	4	8
Misc Gen Merchandise	14,463	492	134	10	5	7	9	8	10	12	11	10	5	2	8
Restaurant	588,706	17,164	2,615	53	111	116	61	84	102	111	55	83	130	83	151
Supermarket	143,021	5,432	791	24	21	32	28	31	22	29	23	28	20	13	23
Gas Stations	77,249	3,000	482	11	10	19	13	17	15	15	11	9	13	9	17
Pharmacies	54,461	1,683	233	6	4	7	6	6	7	8	4	9	14	4	9
Sporting Goods	47,259	1,414	179	0	7	6	0	1	1	1	1	0	10	2	9
Retail Employees															
Total	145,510,650	4,205,641	699,170	25,256											
Clothing	932,052	25,038	4,932	67	735	626	17	532	296	176	115	132	649	126	683
Retail Est Mens/Boys Clothing (S)					35	57	3	7	15	21	16	13	44	9	35
Retail Est Womens Clothing (S)					119	59	14	20	22	49	30	55	81	14	71
Retail Est Childrens/Infants Clothing (S)					54	35	3	7	0	0	0	0	84	20	81
Retail Est Family Clothing (S)					56	328	48	96	33	22	27	42	386	44	353
Retail Est Shoe (S)					25	206	17	34	18	27	39	31	94	13	136
Retail Est Misc Apparel/Accessory (S)					36	69	23	27	18	17	6	17	33	13	22
Retail Est Furniture (S)					148	66	100	65	42	31	6	10	69	14	94
Retail Emp Radio/TV/Electronics (S)					201	36	39	17	16	7	6	3	7	7	8
Department	2,616,857	81,080	12,081	186	856	669	192	188	33	90	186	156	666	401	577
Misc Gen Merchandise	83,409	2,373	349	23	9	11	17	14	25	31	24	15	13	2	26
Restaurant	9,769,069	305,255	47,824	857	2,486	2,456	1,070	1,194	1,418	1,601	888	1,460	3,573	1,868	3,448
Supermarket	2,932,968	97,181	13,386	186	459	372	354	309	106	188	166	456	1,028	771	806
Gas Stations	542,555	16,501	2,569	52	46	73	58	86	79	78	76	55	83	49	79
Pharmacies	912,782	23,002	3,465	92	41	142	124	83	69	160	77	209	251	58	117
Sporting Goods	370,781	10,183	1,161	1	116	31	2	4	3	3	4	0	128	15	123

Appendix B - Trade Area Maps

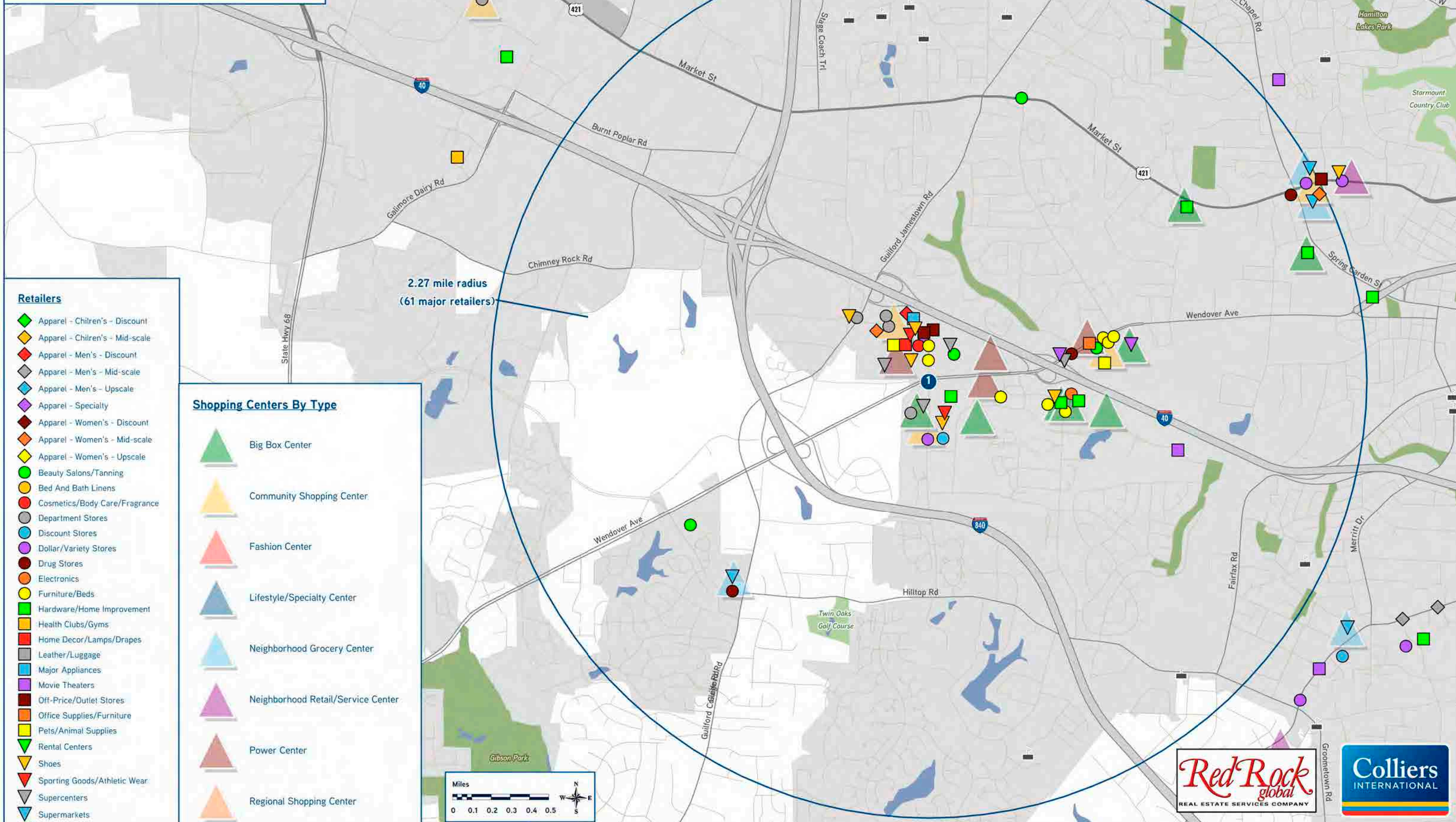
COLLIERS INTERNATIONAL
& RED ROCK GLOBAL

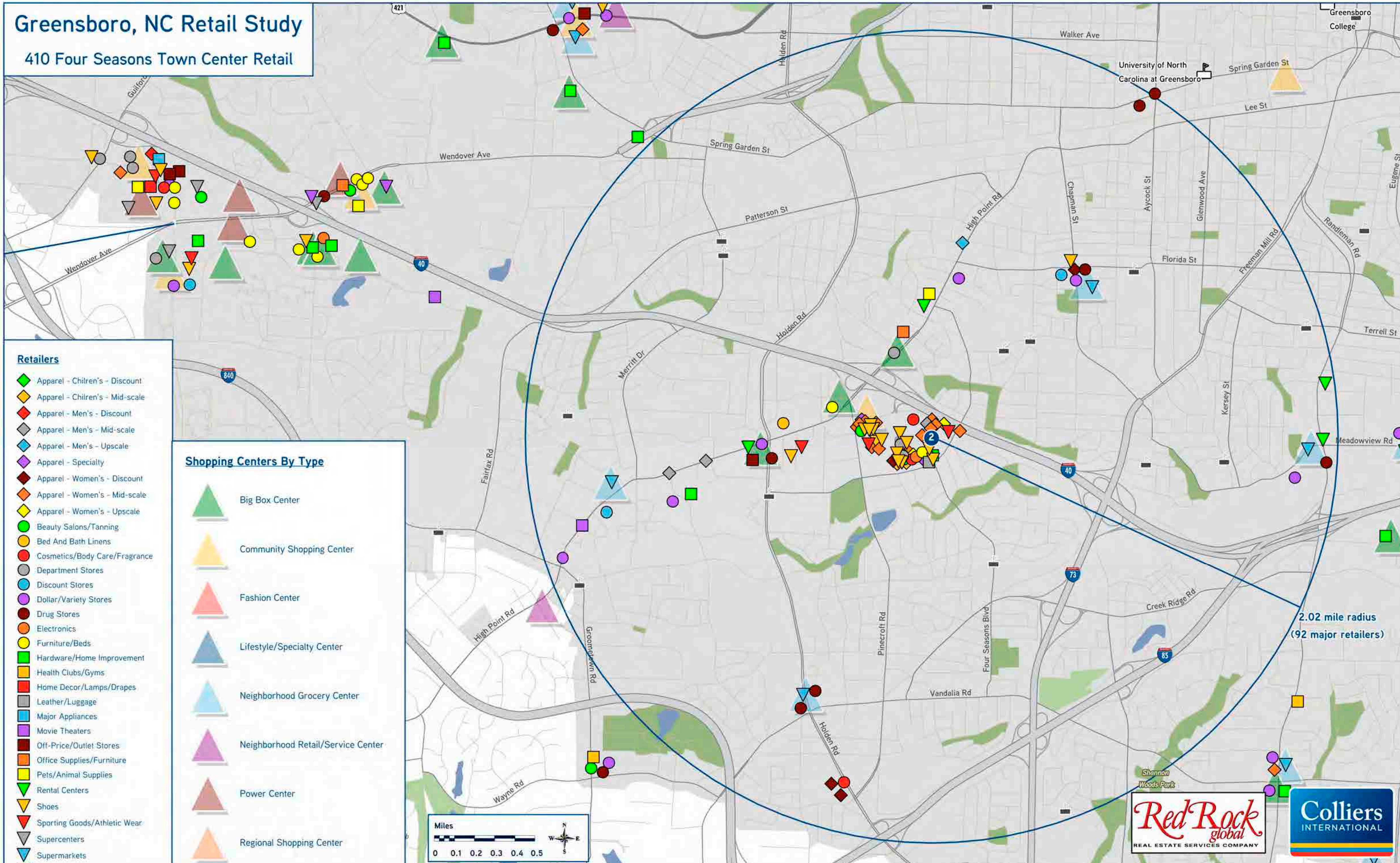


Greensboro, NC Retail Study
Trade Areas
Retail Trade Areas
1. Wendover Ave SW
2. 410 Four Seasons Town Center
3. 100 Chesham Dr
4. 330 W Meadowview
5. 104 E Lee St
6. 1098 E Market St
7. 3307 Burlington Rd
8. E Cone Blvd & Summit Ave
9. 2645 Lawndale Drive
10. 1628 Highwood
11. 600 Green Valley Rd
Radii capturing 37,500 people
Study Area
Major Employers
by employee count
5,000 or more (12)
1,000 to 5,000 (56)
500 to 1,000 (56)
100 to 500 (687)
Hospitals
Colleges/Universities
2.42 mile radius
2.19 mile radius
2.25 mile radius
2.48 mile radius
2.05 mile radius
1.82 mile radius
1.71 mile radius
2.27 mile radius
2.02 mile radius
2.1 mile radius
3.33 mile radius
GREENSBORO
Guilford College
North Carolina A&T State University
Greensboro College
Bennett College
University of North Carolina at Greensboro
Guilford Community College
Piedmont Triad International Airport
Guilford Courthouse National Military Park
Country Park
Jaycee Park
Cardinal Golf and Country Club
Bel Aire Golf and Country Club
Greensboro Country Club
Latham Park
Lake Daniel Park
Stormount Country Club
Keeley Park
Barber Park
Gillespie Park Golf Course
Shannon Woods Park
Gibson Park
Jamestown Park Golf Course
Piedmont Environmental Center
Jamestown
Sedgefield Country Club
Grandover Resort
Forest Oaks
Pleasant Ga
Miles
0 0.5 1.0 1.5
Red Rock global
REAL ESTATE SERVICES COMPANY
Colliers INTERNATIONAL

Greensboro, NC Retail Study

Wendover Ave & Bridford Pkwy Retail

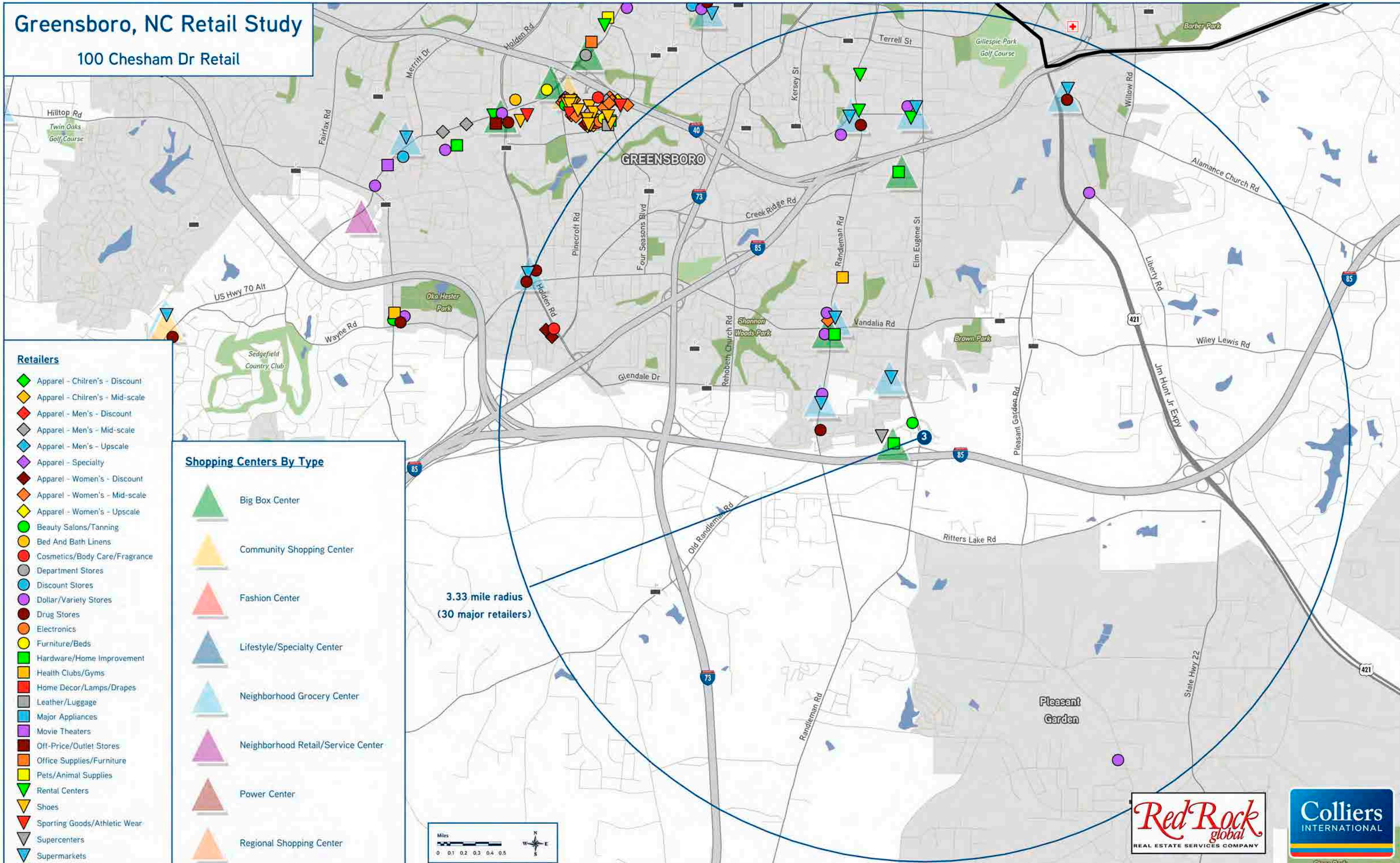


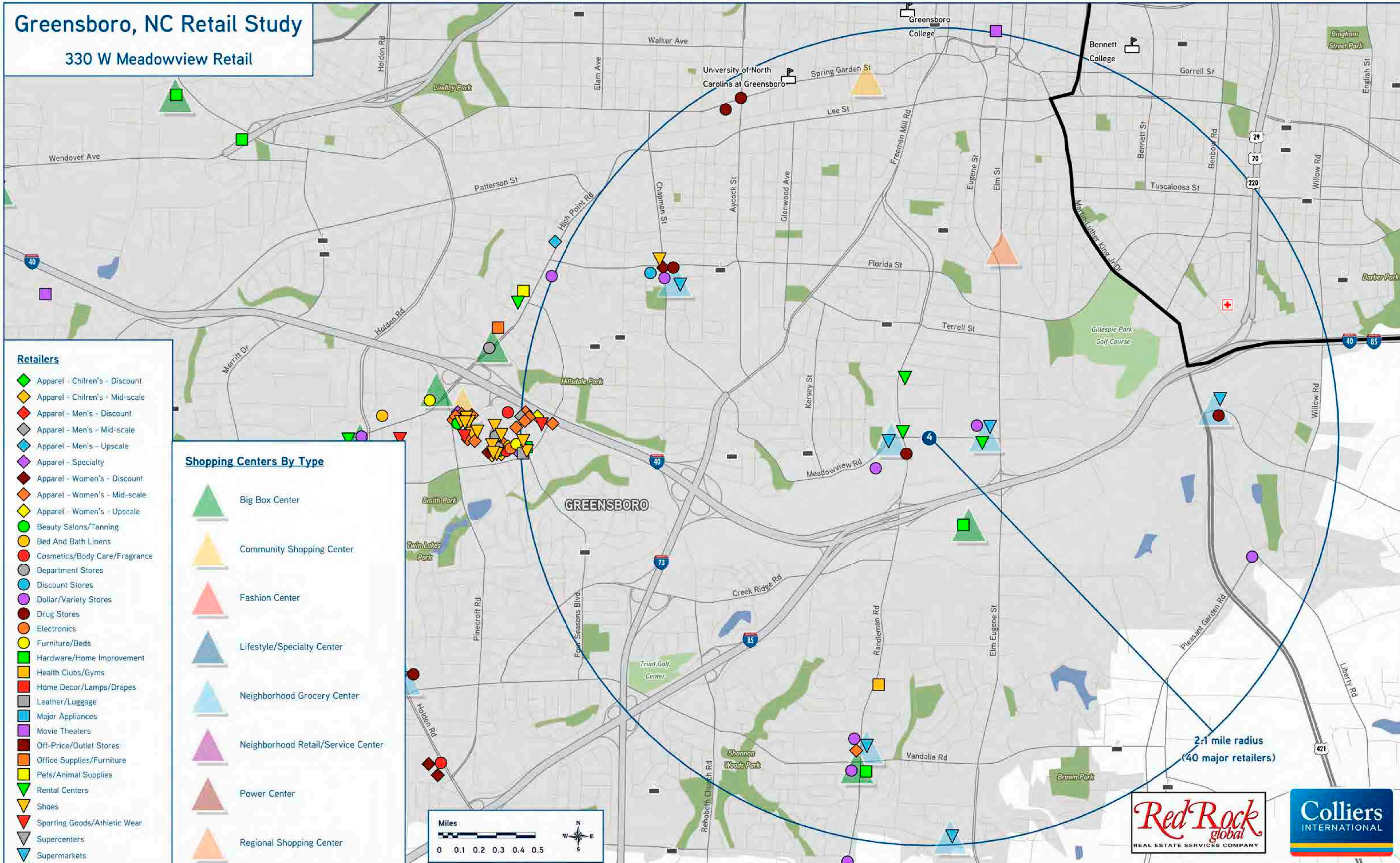


Greensboro, NC Retail Study
410 Four Seasons Town Center Retail
Retailers
Apparel - Chilren's - Discount
Apparel - Chilren's - Mid-scale
Apparel - Men's - Discount
Apparel - Men's - Mid-scale
Apparel - Men's - Upscale
Apparel - Specialty
Apparel - Women's - Discount
Apparel - Women's - Mid-scale
Apparel - Women's - Upscale
Beauty Salons/Tanning
Bed And Bath Linens
Cosmetics/Body Care/Fragrance
Department Stores
Discount Stores
Dollar/Variety Stores
Drug Stores
Electronics
Furniture/Beds
Hardware/Home Improvement
Health Clubs/Gyms
Home Decor/Lamps/Drapes
Leather/Luggage
Major Appliances
Movie Theaters
Off-Price/Outlet Stores
Office Supplies/Furniture
Pets/Animal Supplies
Rental Centers
Shoes
Sporting Goods/Athletic Wear
Supercenters
Supermarkets
Shopping Centers By Type
Big Box Center
Community Shopping Center
Fashion Center
Lifestyle/Specialty Center
Neighborhood Grocery Center
Neighborhood Retail/Service Center
Power Center
Regional Shopping Center
Miles
0 0.1 0.2 0.3 0.4 0.5
2.02 mile radius
(92 major retailers)
Walker Ave
Spring Garden St
Lee St
Wendover Ave
Patterson St
High Point Rd
Florida St
Terrell St
Meadowview Rd
Creek Ridge Rd
Vandalia Rd
Holden Rd
Merritt Dr
Fairfax Rd
Groometown Rd
Wayne Rd
Pinecroft Rd
Four Seasons Blvd
Chapman St
Aycock St
Glenwood Ave
Freeman Mill Rd
Randleman Rd
Kersey St
Eugene St
Guilford
University of North Carolina at Greensboro
Greensboro College
Shannon Woods Park
Red Rock global
REAL ESTATE SERVICES COMPANY
Colliers INTERNATIONAL

Greensboro, NC Retail Study

100 Chesham Dr Retail

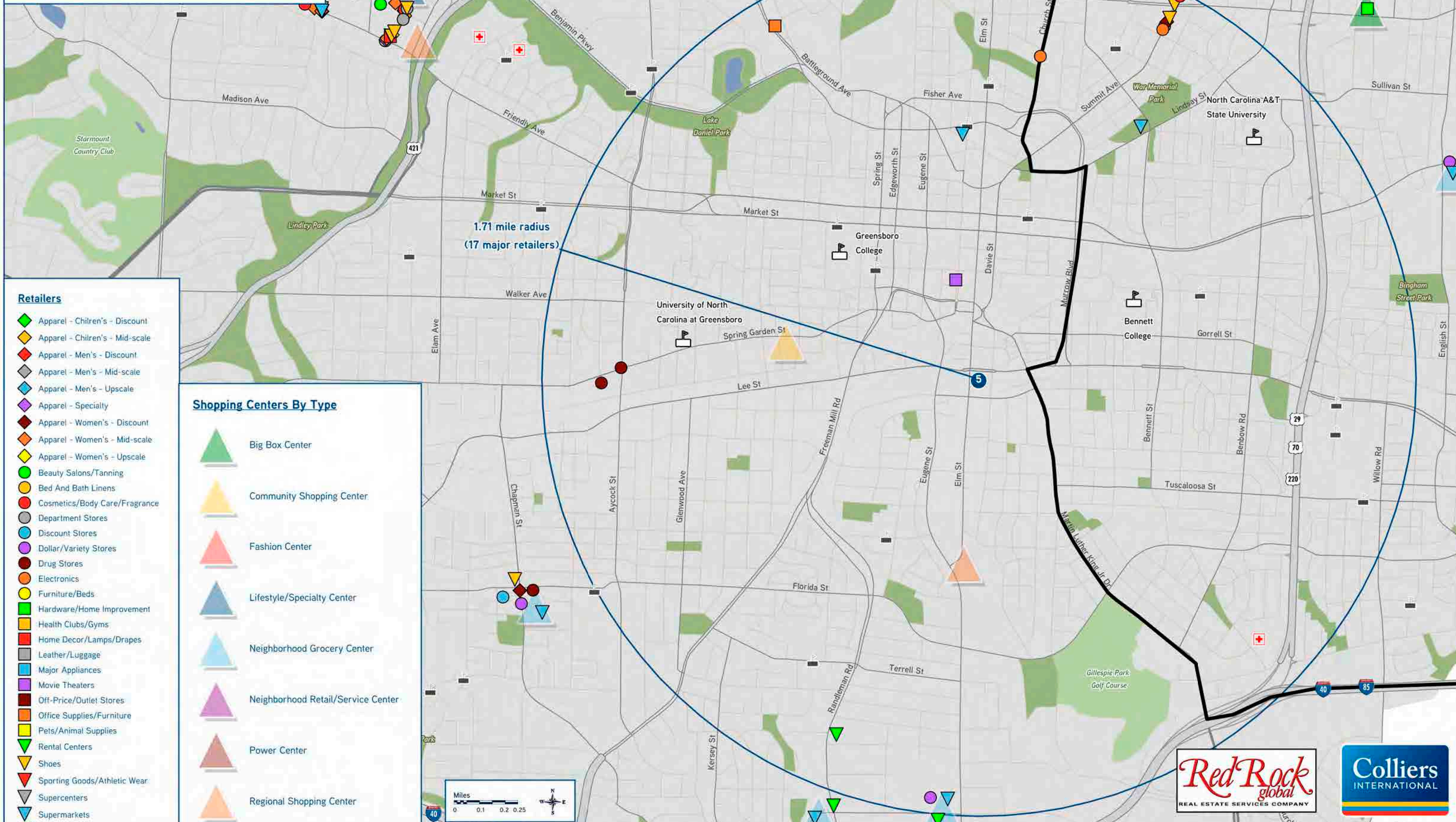


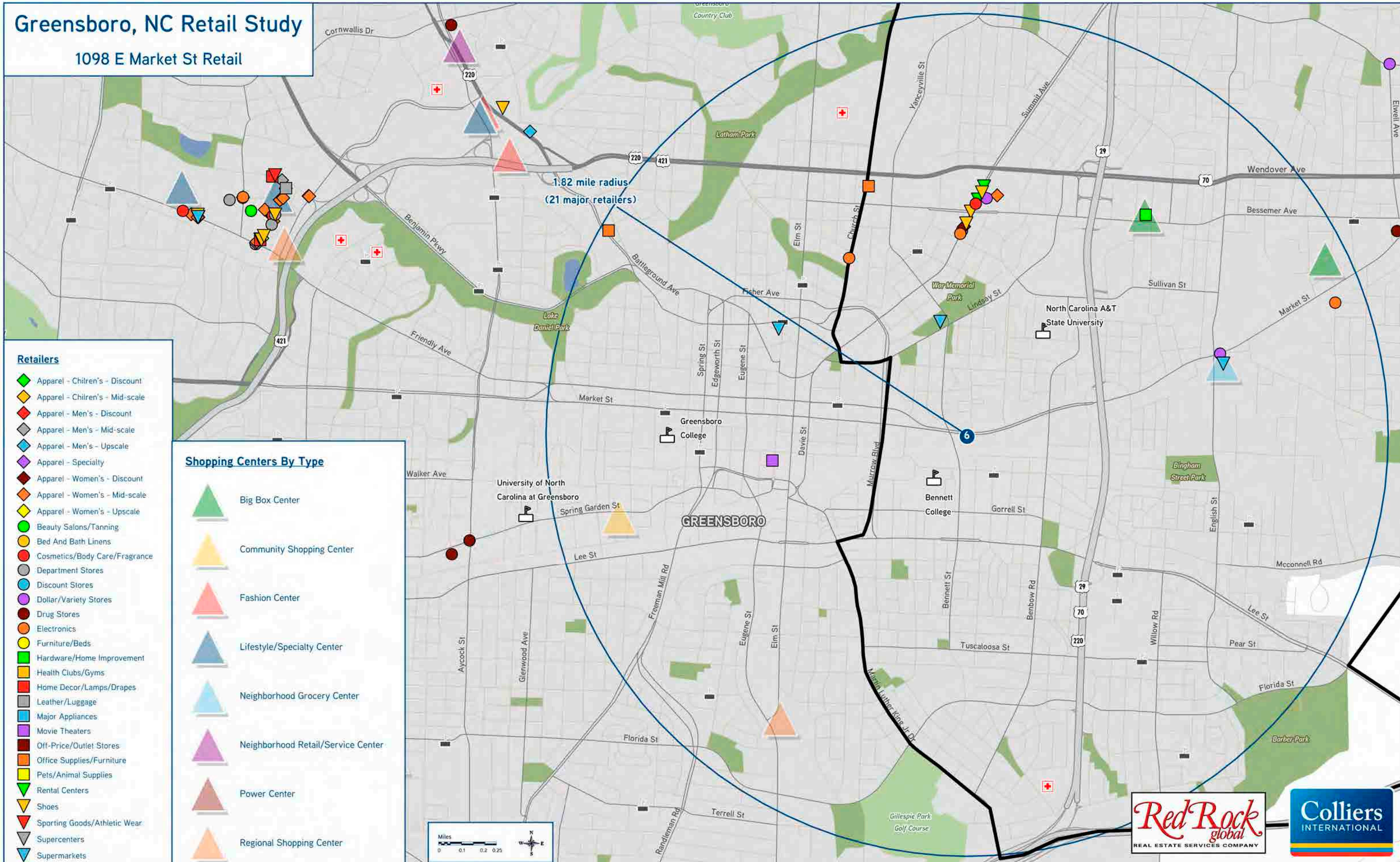


Greensboro, NC Retail Study
330 W Meadowview Retail
Retailers
Apparel - Chilren's - Discount
Apparel - Chilren's - Mid-scale
Apparel - Men's - Discount
Apparel - Men's - Mid-scale
Apparel - Men's - Upscale
Apparel - Specialty
Apparel - Women's - Discount
Apparel - Women's - Mid-scale
Apparel - Women's - Upscale
Beauty Salons/Tanning
Bed And Bath Linens
Cosmetics/Body Care/Fragrance
Department Stores
Discount Stores
Dollar/Variety Stores
Drug Stores
Electronics
Furniture/Beds
Hardware/Home Improvement
Health Clubs/Gyms
Home Decor/Lamps/Drapes
Leather/Luggage
Major Appliances
Movie Theaters
Off-Price/Outlet Stores
Office Supplies/Furniture
Pets/Animal Supplies
Rental Centers
Shoes
Sporting Goods/Athletic Wear
Supercenters
Supermarkets
Shopping Centers By Type
Big Box Center
Community Shopping Center
Fashion Center
Lifestyle/Specialty Center
Neighborhood Grocery Center
Neighborhood Retail/Service Center
Power Center
Regional Shopping Center
Miles
0 0.1 0.2 0.3 0.4 0.5
N S E W
2.1 mile radius
(40 major retailers)
GREENSBORO
Greensboro College
Bennett College
University of North Carolina at Greensboro
Walker Ave
Spring Garden St
Lee St
Wendover Ave
Patterson St
High Point Rd
Florida St
Terrell St
Meadowview Rd
Creek Ridge Rd
Vandalia Rd
Gorrell St
Tuscaloosa St
Holden Rd
Elam Ave
Chapman St
Aycock St
Glenwood Ave
Freeman Mill Rd
Eugene St
Elm St
Bennett St
Benbow Rd
English St
Willow Rd
Martin Luther King Jr Dr
Merritt Dr
Kersey St
Pinecroft Rd
Four Seasons Blvd
Randleman Rd
Elm Eugene St
Pleasant Garden Rd
Liberty Rd
Rehobeth Church Rd
Lindley Park
Hillsdale Park
Smith Park
Twin Lakes Park
Triad Golf Center
Shannon Woods Park
Brown Park
Gillespie Park Golf Course
Barber Park
Bingham Street Park
40
85
73
29
70
220
421
Red Rock global
REAL ESTATE SERVICES COMPANY
Colliers INTERNATIONAL

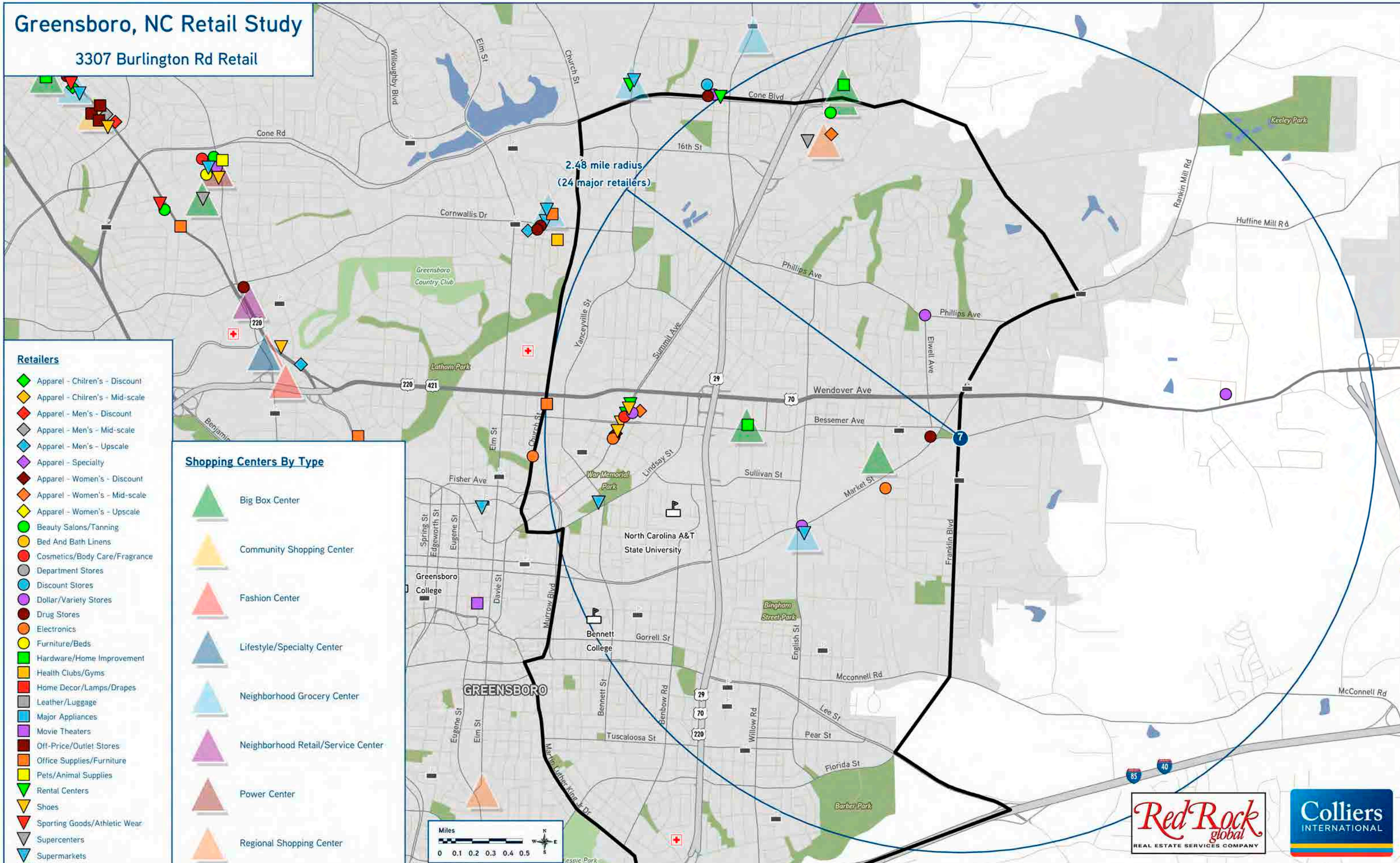
Greensboro, NC Retail Study

104 E Lee St Retail





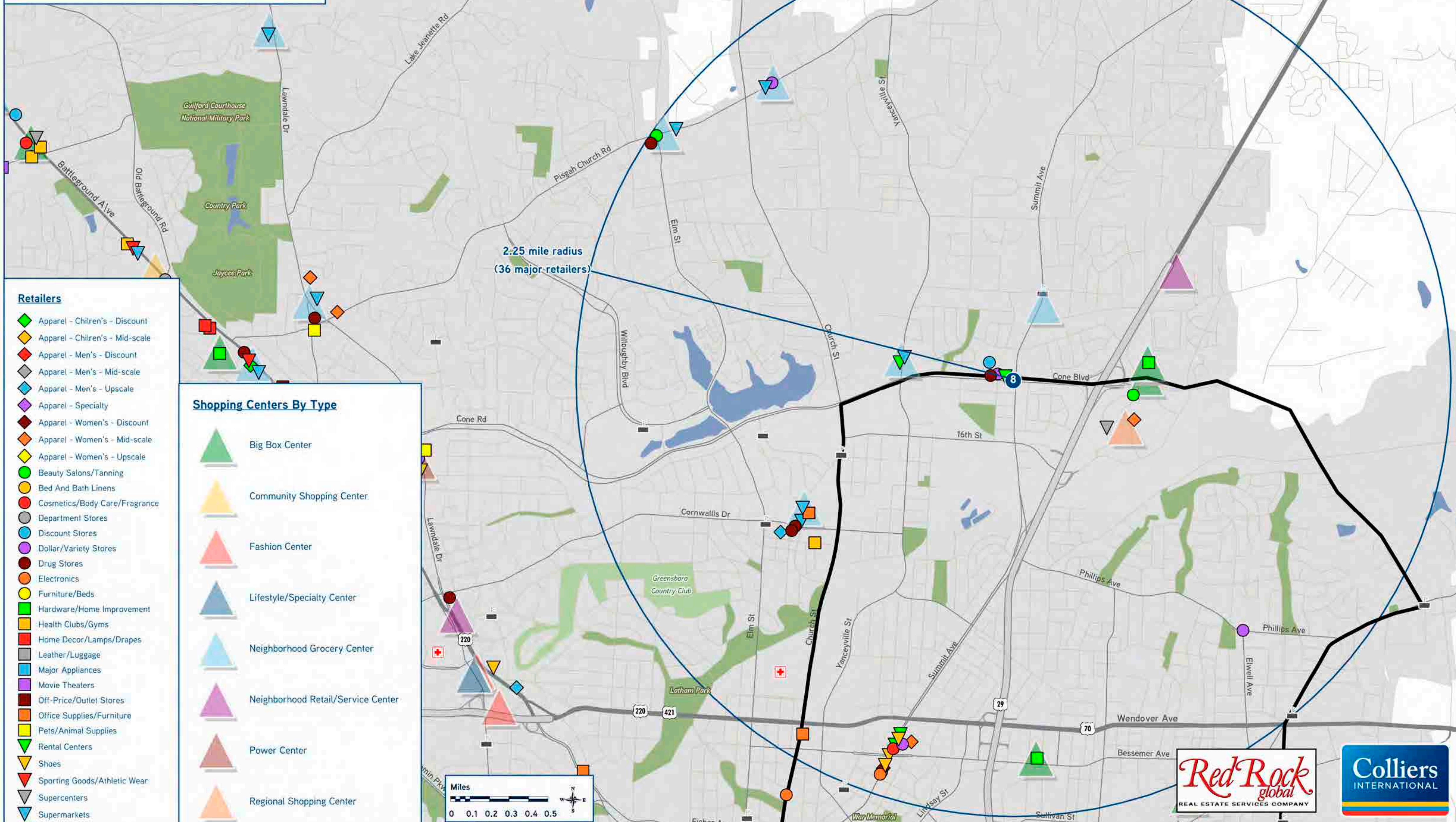
Greensboro, NC Retail Study
1098 E Market St Retail
1.82 mile radius
(21 major retailers)
Retailers
Apparel - Chilren's - Discount
Apparel - Chilren's - Mid-scale
Apparel - Men's - Discount
Apparel - Men's - Mid-scale
Apparel - Men's - Upscale
Apparel - Specialty
Apparel - Women's - Discount
Apparel - Women's - Mid-scale
Apparel - Women's - Upscale
Beauty Salons/Tanning
Bed And Bath Linens
Cosmetics/Body Care/Fragrance
Department Stores
Discount Stores
Dollar/Variety Stores
Drug Stores
Electronics
Furniture/Beds
Hardware/Home Improvement
Health Clubs/Gyms
Home Decor/Lamps/Drapes
Leather/Luggage
Major Appliances
Movie Theaters
Off-Price/Outlet Stores
Office Supplies/Furniture
Pets/Animal Supplies
Rental Centers
Shoes
Sporting Goods/Athletic Wear
Supercenters
Supermarkets
Shopping Centers By Type
Big Box Center
Community Shopping Center
Fashion Center
Lifestyle/Specialty Center
Neighborhood Grocery Center
Neighborhood Retail/Service Center
Power Center
Regional Shopping Center
GREENSBORO
Greensboro College
University of North Carolina at Greensboro
North Carolina A&T State University
Bennett College
Greensboro Country Club
Latham Park
War Memorial Park
Lake Daniel Park
Bingham Street Park
Barber Park
Gillespie Park Golf Course
Cornwallis Dr
Benjamin Pkwy
Friendly Ave
Battleground Ave
Fisher Ave
Market St
Walker Ave
Spring Garden St
Lee St
Florida St
Terrell St
Wendover Ave
Bessemer Ave
Sullivan St
Lindsay St
Gorrell St
Mcconnell Rd
Pear St
Tuscaloosa St
Yanceyville St
Summit Ave
Elwell Ave
Church St
Elm St
Davie St
Spring St
Edgeworth St
Eugene St
Murrow Blvd
Martin Luther King Jr Dr
Freeman Mill Rd
Randleman Rd
Aycock St
Glenwood Ave
Bennett St
Benbow Rd
English St
Willow Rd
220
421
29
70
6
Miles
0 0.1 0.2 0.25
N
W E
S
Red Rock global
REAL ESTATE SERVICES COMPANY
Colliers INTERNATIONAL

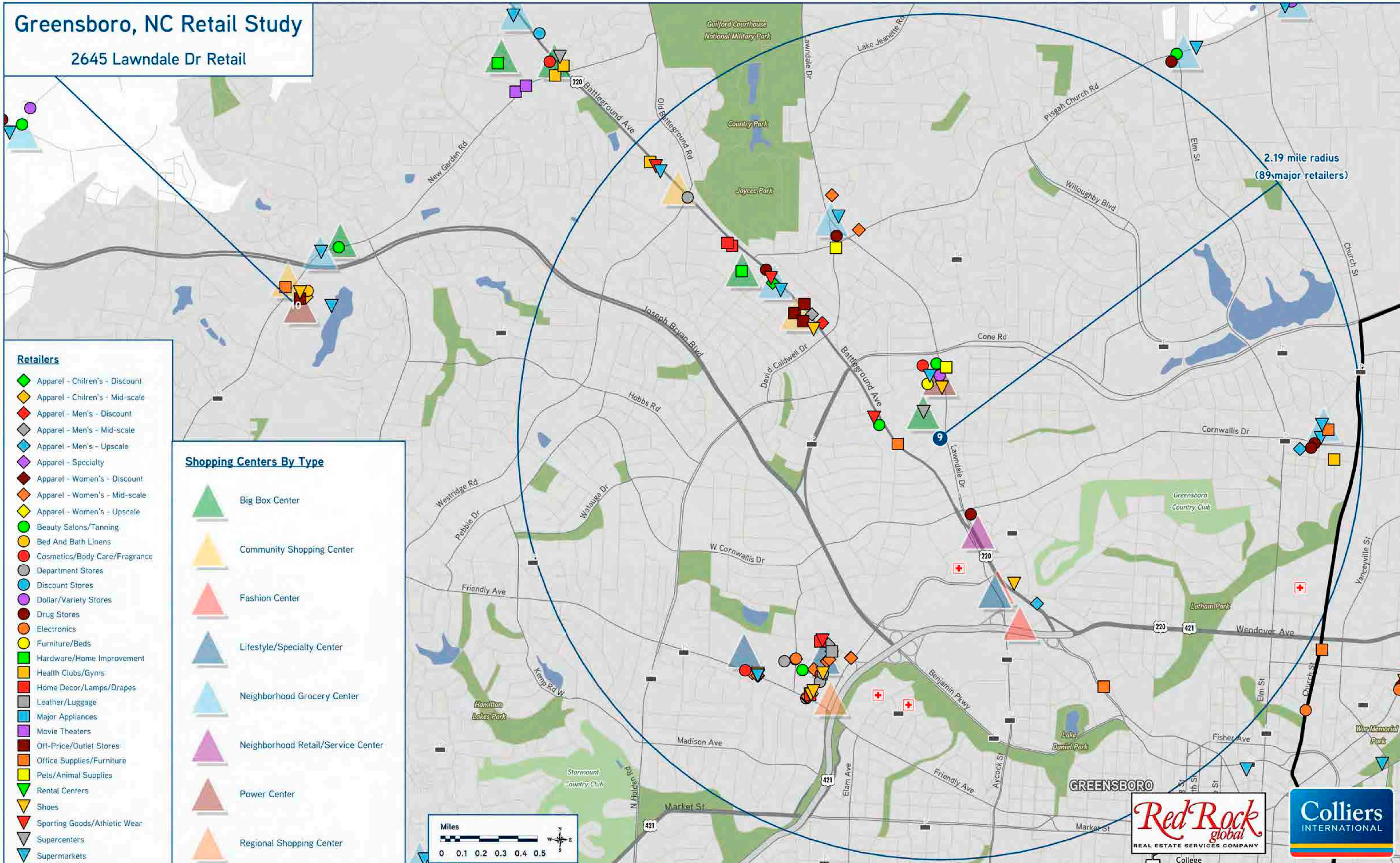


Greensboro, NC Retail Study
3307 Burlington Rd Retail
2.48 mile radius
(24 major retailers)
Retailers
Apparel - Chilren's - Discount
Apparel - Chilren's - Mid-scale
Apparel - Men's - Discount
Apparel - Men's - Mid-scale
Apparel - Men's - Upscale
Apparel - Specialty
Apparel - Women's - Discount
Apparel - Women's - Mid-scale
Apparel - Women's - Upscale
Beauty Salons/Tanning
Bed And Bath Linens
Cosmetics/Body Care/Fragrance
Department Stores
Discount Stores
Dollar/Variety Stores
Drug Stores
Electronics
Furniture/Beds
Hardware/Home Improvement
Health Clubs/Gyms
Home Decor/Lamps/Drapes
Leather/Luggage
Major Appliances
Movie Theaters
Off-Price/Outlet Stores
Office Supplies/Furniture
Pets/Animal Supplies
Rental Centers
Shoes
Sporting Goods/Athletic Wear
Supercenters
Supermarkets
Shopping Centers By Type
Big Box Center
Community Shopping Center
Fashion Center
Lifestyle/Specialty Center
Neighborhood Grocery Center
Neighborhood Retail/Service Center
Power Center
Regional Shopping Center
Cone Rd
Cone Blvd
16th St
Cornwallis Dr
Greensboro Country Club
Latham Park
Phillips Ave
Huffine Mill Rd
Rankin Mill Rd
Keeley Park
Wendover Ave
Bessemer Ave
Sullivan St
Market St
Elwell Ave
Franklin Blvd
Summit Ave
Yanceyville St
Lindsay St
War Memorial Park
North Carolina A&T State University
Greensboro College
Bennett College
GREENSBORO
Gorrell St
Mcconnell Rd
McConnell Rd
Lee St
Pear St
Florida St
Tuscaloosa St
Barber Park
Bingham Street Park
English St
Willow Rd
Benbow Rd
Bennett St
Martin Luther King Jr Dr
Murrow Blvd
Church St
Elm St
Eugene St
Davie St
Spring St
Edgeworth St
Fisher Ave
Willoughby Blvd
Benjamin
Miles
0 0.1 0.2 0.3 0.4 0.5
Red Rock global
REAL ESTATE SERVICES COMPANY
Colliers INTERNATIONAL

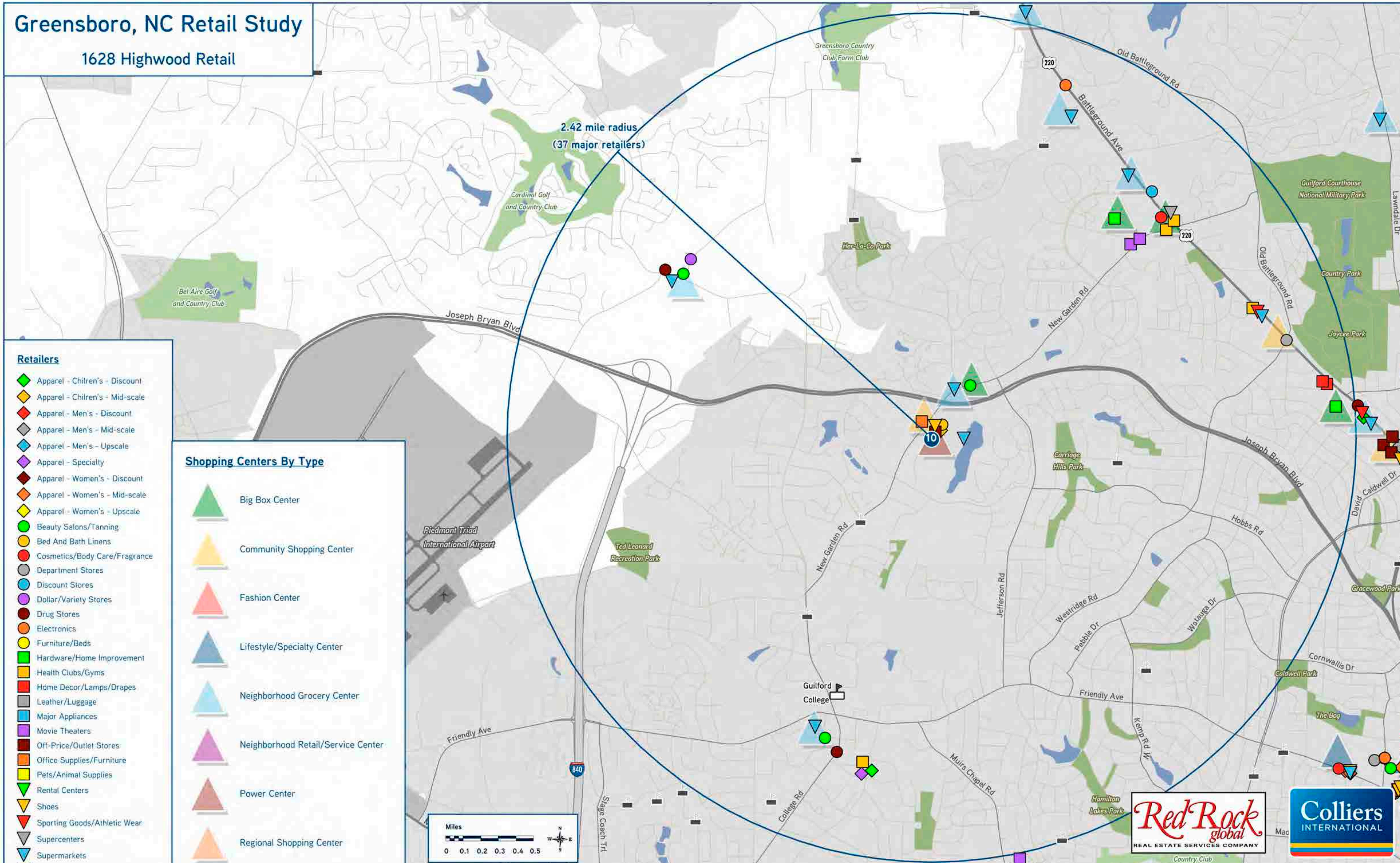
Greensboro, NC Retail Study

Cone Blvd & Summit Ave Retail

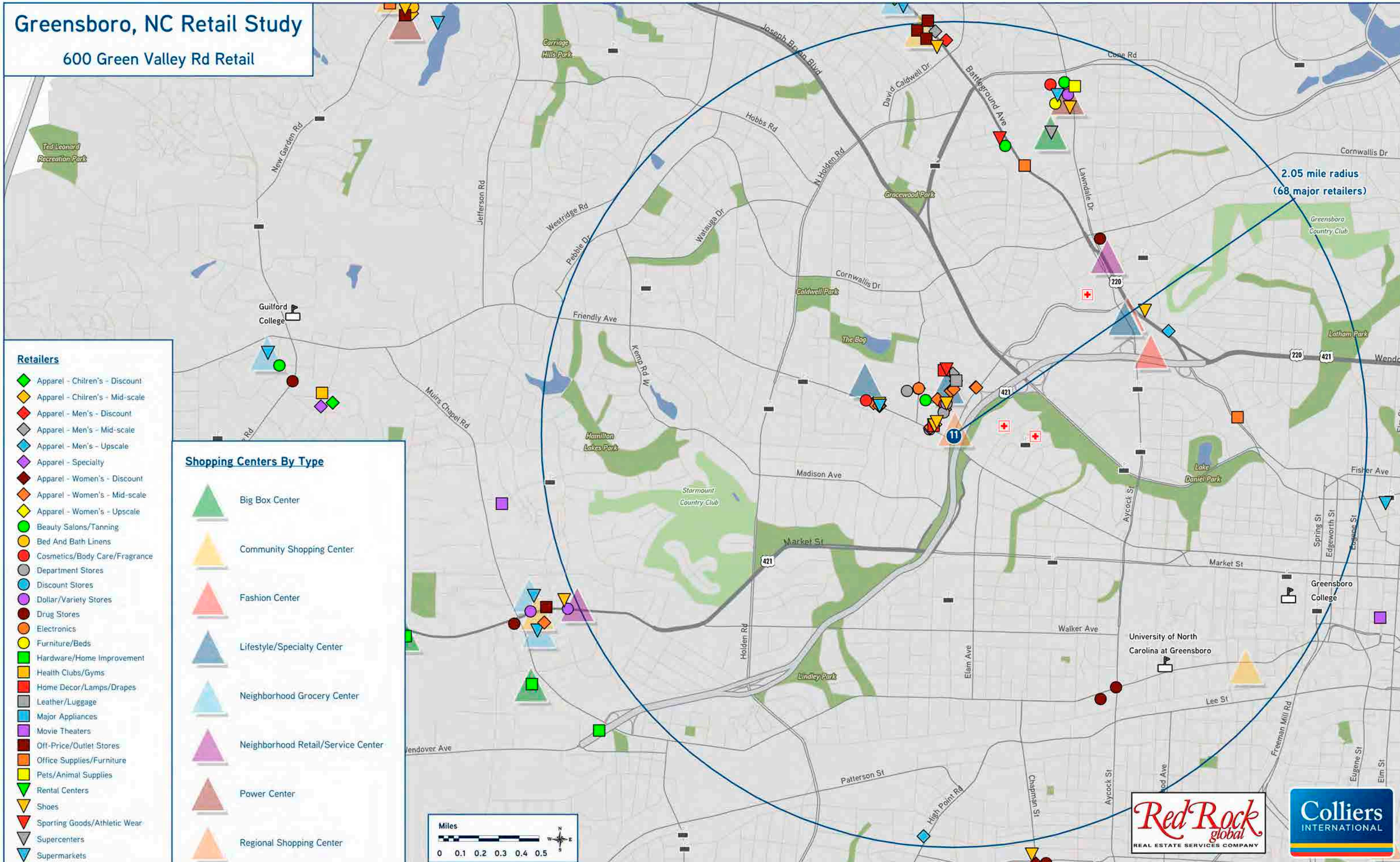


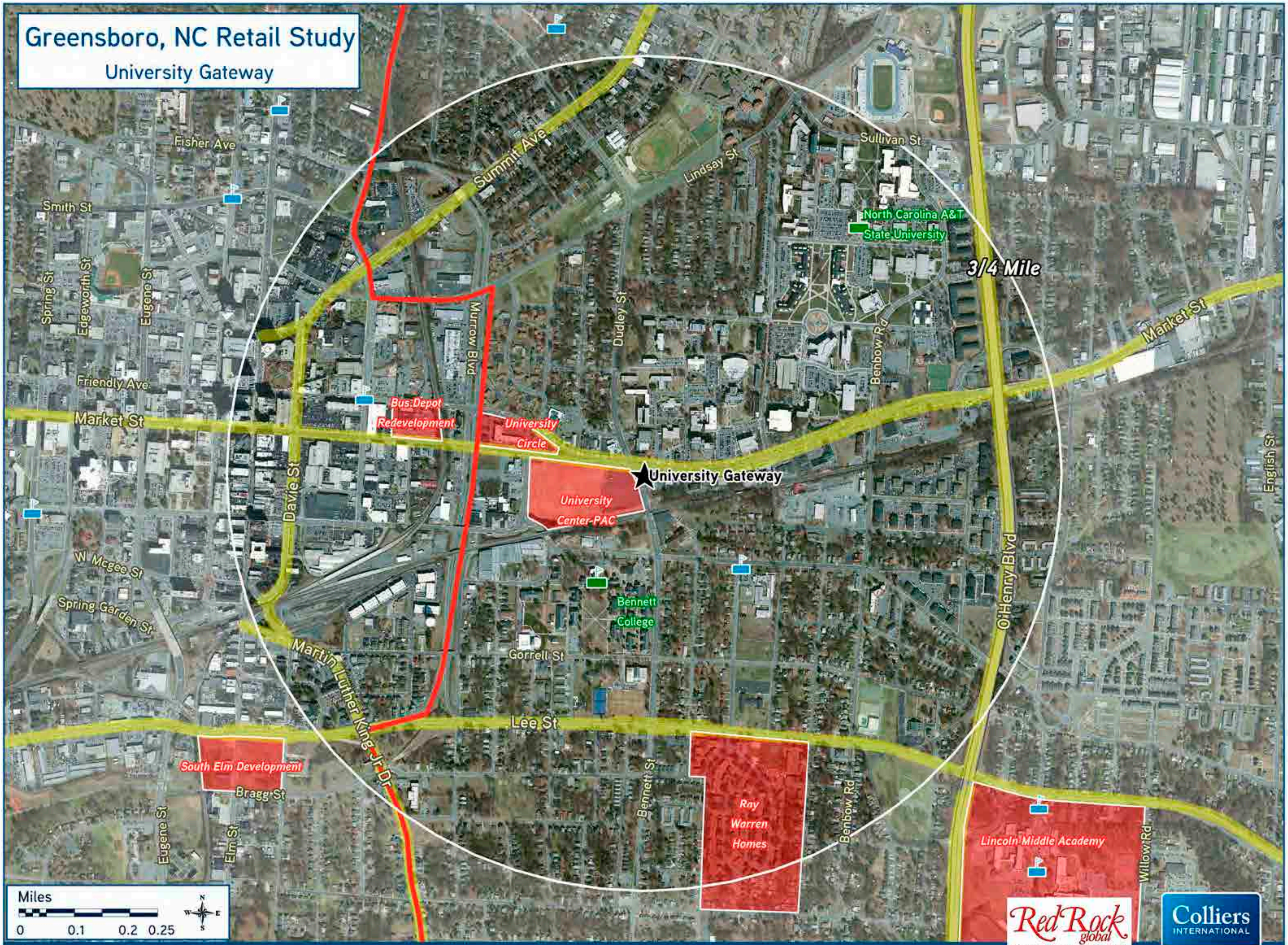


Greensboro, NC Retail Study
2645 Lawndale Dr Retail
Retailers
Apparel - Chilren's - Discount
Apparel - Chilren's - Mid-scale
Apparel - Men's - Discount
Apparel - Men's - Mid-scale
Apparel - Men's - Upscale
Apparel - Specialty
Apparel - Women's - Discount
Apparel - Women's - Mid-scale
Apparel - Women's - Upscale
Beauty Salons/Tanning
Bed And Bath Linens
Cosmetics/Body Care/Fragrance
Department Stores
Discount Stores
Dollar/Variety Stores
Drug Stores
Electronics
Furniture/Beds
Hardware/Home Improvement
Health Clubs/Gyms
Home Decor/Lamps/Drapes
Leather/Luggage
Major Appliances
Movie Theaters
Off-Price/Outlet Stores
Office Supplies/Furniture
Pets/Animal Supplies
Rental Centers
Shoes
Sporting Goods/Athletic Wear
Supercenters
Supermarkets
Shopping Centers By Type
Big Box Center
Community Shopping Center
Fashion Center
Lifestyle/Specialty Center
Neighborhood Grocery Center
Neighborhood Retail/Service Center
Power Center
Regional Shopping Center
2.19 mile radius
(89 major retailers)
Guilford Courthouse National Military Park
Country Park
Jaycee Park
Battleground Ave
Old Battleground Rd
Lawndale Dr
Lake Jeanette Rd
Pisgah Church Rd
Elm St
Willoughby Blvd
Church St
New Garden Rd
Joseph Bryan Blvd
David Caldwell Dr
Cone Rd
Hobbs Rd
Cornwallis Dr
Westridge Rd
Pebble Dr
Watauga Dr
W Cornwallis Dr
Friendly Ave
Greensboro Country Club
Latham Park
Wendover Ave
Yanceyville St
Kemp Rd W
Hamilton Lakes Park
Benjamin Pkwy
Madison Ave
Lake Daniel Park
Fisher Ave
War Memorial Park
Sturmount Country Club
N Holden Rd
Market St
Elam Ave
Aycock St
GREENSBORO
College
Miles
0 0.1 0.2 0.3 0.4 0.5
Red Rock global
REAL ESTATE SERVICES COMPANY
Colliers INTERNATIONAL



Greensboro, NC Retail Study
1628 Highwood Retail
2.42 mile radius
(37 major retailers)
Retailers
Apparel - Chilren's - Discount
Apparel - Chilren's - Mid-scale
Apparel - Men's - Discount
Apparel - Men's - Mid-scale
Apparel - Men's - Upscale
Apparel - Specialty
Apparel - Women's - Discount
Apparel - Women's - Mid-scale
Apparel - Women's - Upscale
Beauty Salons/Tanning
Bed And Bath Linens
Cosmetics/Body Care/Fragrance
Department Stores
Discount Stores
Dollar/Variety Stores
Drug Stores
Electronics
Furniture/Beds
Hardware/Home Improvement
Health Clubs/Gyms
Home Decor/Lamps/Drapes
Leather/Luggage
Major Appliances
Movie Theaters
Off-Price/Outlet Stores
Office Supplies/Furniture
Pets/Animal Supplies
Rental Centers
Shoes
Sporting Goods/Athletic Wear
Supercenters
Supermarkets
Shopping Centers By Type
Big Box Center
Community Shopping Center
Fashion Center
Lifestyle/Specialty Center
Neighborhood Grocery Center
Neighborhood Retail/Service Center
Power Center
Regional Shopping Center
Miles
0 0.1 0.2 0.3 0.4 0.5
Joseph Bryan Blvd
Battleground Ave
Old Battleground Rd
New Garden Rd
Jefferson Rd
Westridge Rd
Pebble Dr
Watauga Dr
Hobbs Rd
David Caldwell Dr
Lawndale Dr
Cornwallis Dr
Friendly Ave
Kemp Rd W
Muirs Chapel Rd
College Rd
Stage Coach Trl
Greensboro Country Club Farm Club
Cardinal Golf and Country Club
Bel Aire Golf and Country Club
Her-La-Co Park
Guilford Courthouse National Military Park
Country Park
Jaycee Park
Carriage Hills Park
Piedmont Triad International Airport
Ted Leonard Recreation Park
Guilford College
Gracewood Park
Caldwell Park
The Bog
Hamilton Lakes Park
Country Club
220
840
10
Red Rock global
REAL ESTATE SERVICES COMPANY
Colliers INTERNATIONAL

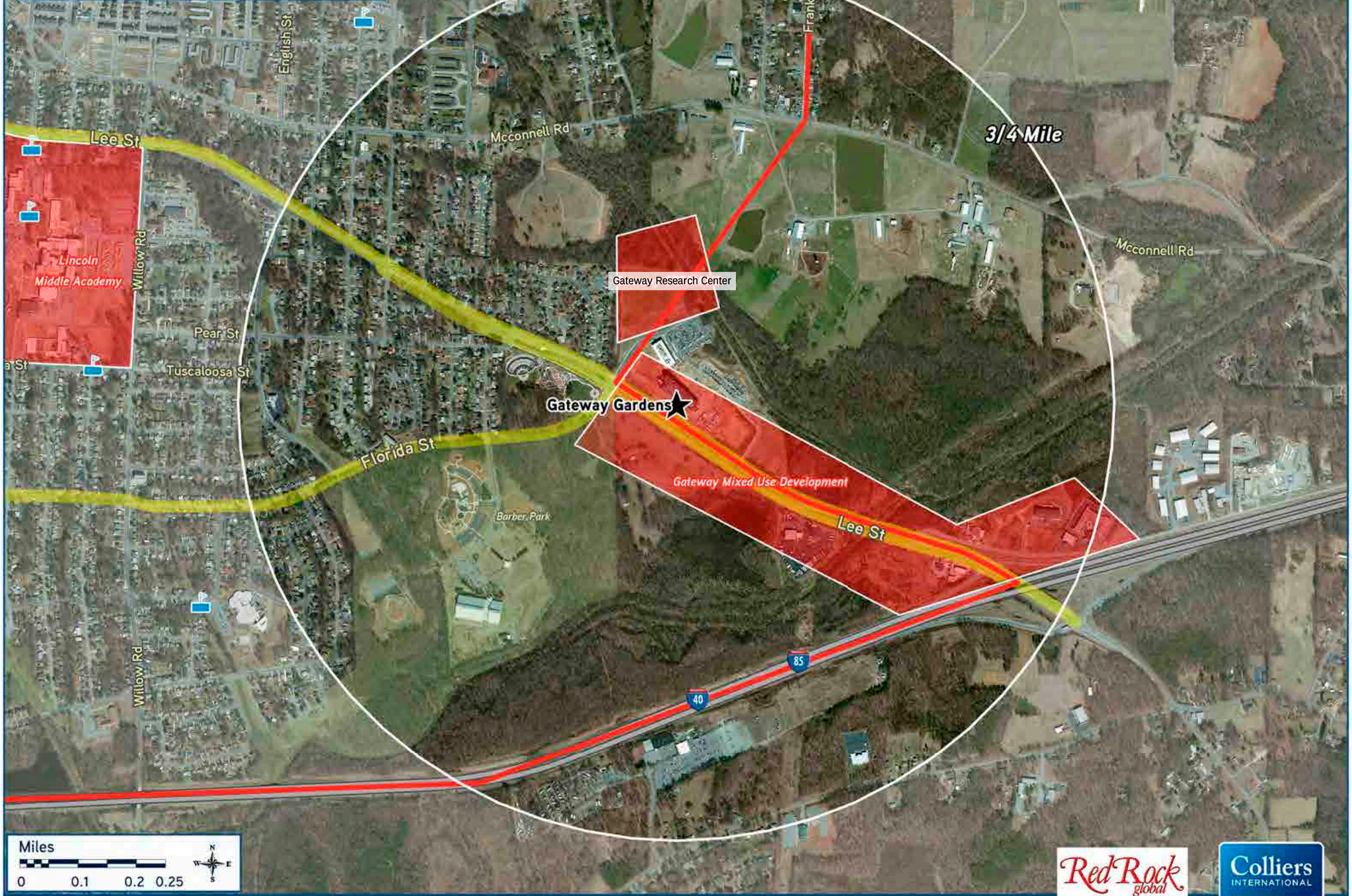

Greensboro, NC Retail Study
600 Green Valley Rd Retail
Retailers
Apparel - Chilren's - Discount
Apparel - Chilren's - Mid-scale
Apparel - Men's - Discount
Apparel - Men's - Mid-scale
Apparel - Men's - Upscale
Apparel - Specialty
Apparel - Women's - Discount
Apparel - Women's - Mid-scale
Apparel - Women's - Upscale
Beauty Salons/Tanning
Bed And Bath Linens
Cosmetics/Body Care/Fragrance
Department Stores
Discount Stores
Dollar/Variety Stores
Drug Stores
Electronics
Furniture/Beds
Hardware/Home Improvement
Health Clubs/Gyms
Home Decor/Lamps/Drapes
Leather/Luggage
Major Appliances
Movie Theaters
Off-Price/Outlet Stores
Office Supplies/Furniture
Pets/Animal Supplies
Rental Centers
Shoes
Sporting Goods/Athletic Wear
Supercenters
Supermarkets
Shopping Centers By Type
Big Box Center
Community Shopping Center
Fashion Center
Lifestyle/Specialty Center
Neighborhood Grocery Center
Neighborhood Retail/Service Center
Power Center
Regional Shopping Center
Miles
0 0.1 0.2 0.3 0.4 0.5
2.05 mile radius
(68 major retailers)
Guilford College
Greensboro College
University of North Carolina at Greensboro
Friendly Ave
Cornwallis Dr
Market St
Madison Ave
Walker Ave
Lee St
Patterson St
Wendover Ave
Battleground Ave
Lawndale Dr
Cone Rd
Hobbs Rd
N Holden Rd
Holden Rd
Westridge Rd
Jefferson Rd
New Garden Rd
Muirs Chapel Rd
Joseph Bryan Blvd
David Caldwell Dr
Wataugua Dr
Pebble Dr
Kemp Rd W
Elam Ave
Aycock St
Chapman St
High Point Rd
Freeman Mill Rd
Spring St
Edgeworth St
Eugene St
Elm St
Fisher Ave
Ted Leonard Recreation Park
Carriage Hills Park
Gracewood Park
Caldwell Park
The Bog
Hamilton Lakes Park
Starmount Country Club
Greensboro Country Club
Latham Park
Lake Daniel Park
Lindley Park
Red Rock global
REAL ESTATE SERVICES COMPANY
Colliers INTERNATIONAL



Greensboro, NC Retail Study
University Gateway
Summit Ave
Fisher Ave
Smith St
Lindsay St
Sullivan St
North Carolina A&T State University
3/4 Mile
Spring St
Edgeworth St
Eugene St
Murrow Blvd
Dudley St
Benbow Rd
Market St
Friendly Ave
Market St
Bus Depot Redevelopment
University Circle
University Gateway
University Center-PAC
Davie St
English St
W Mcgee St
Spring Garden St
Bennett College
O'Henry Blvd
Gorrell St
Martin Luther King Jr Dr
Lee St
South Elm Development
Bragg St
Ray Warren Homes
Bennett St
Benbow Rd
Lincoln Middle Academy
Willow Rd
Eugene St
Elm St
Miles
0
0.1
0.2
0.25
N
S
W
E
Red Rock global
REAL ESTATE SERVICES COMPANY
Colliers INTERNATIONAL

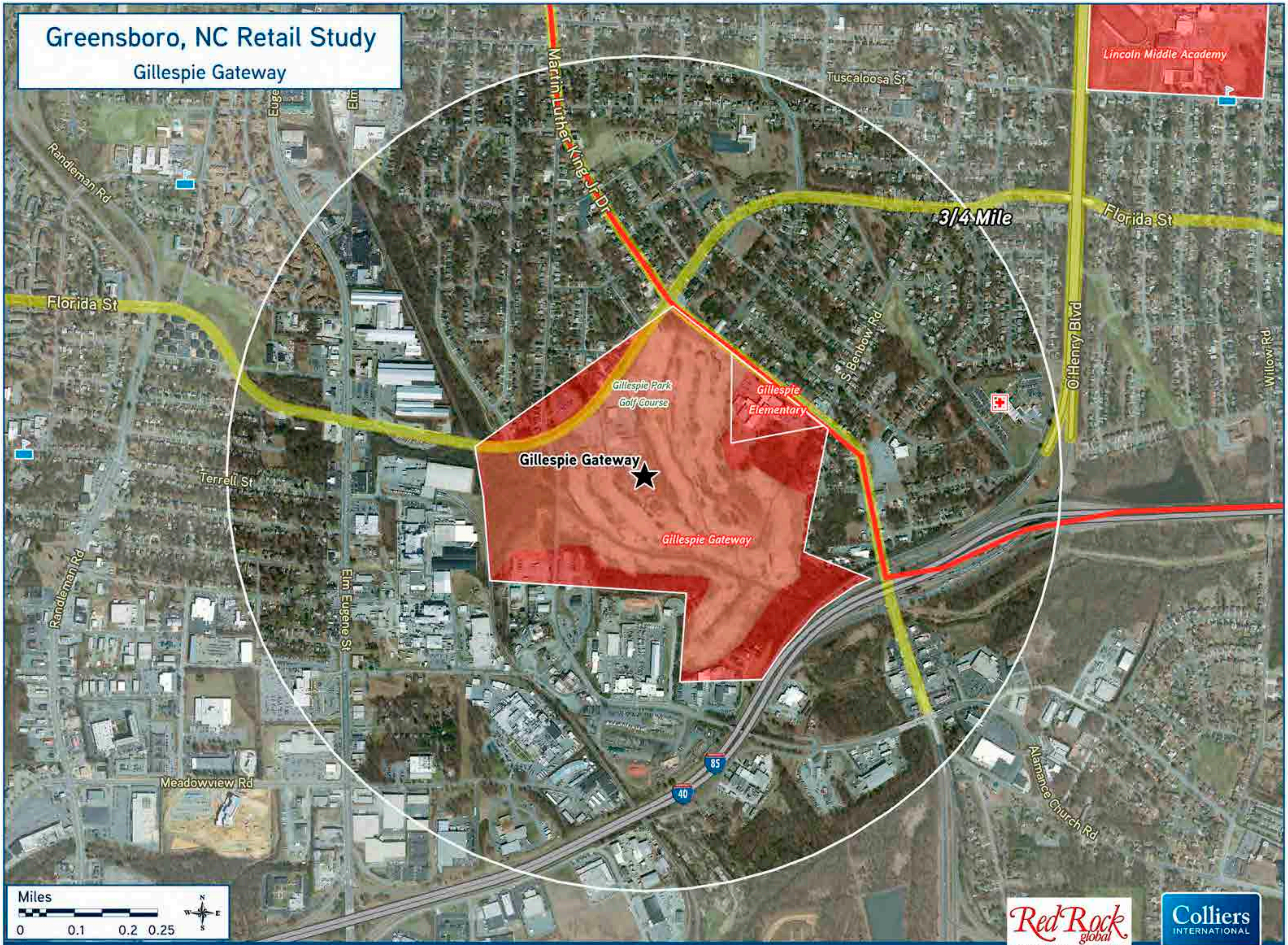
Greensboro, NC Retail Study

Gateway Gardens

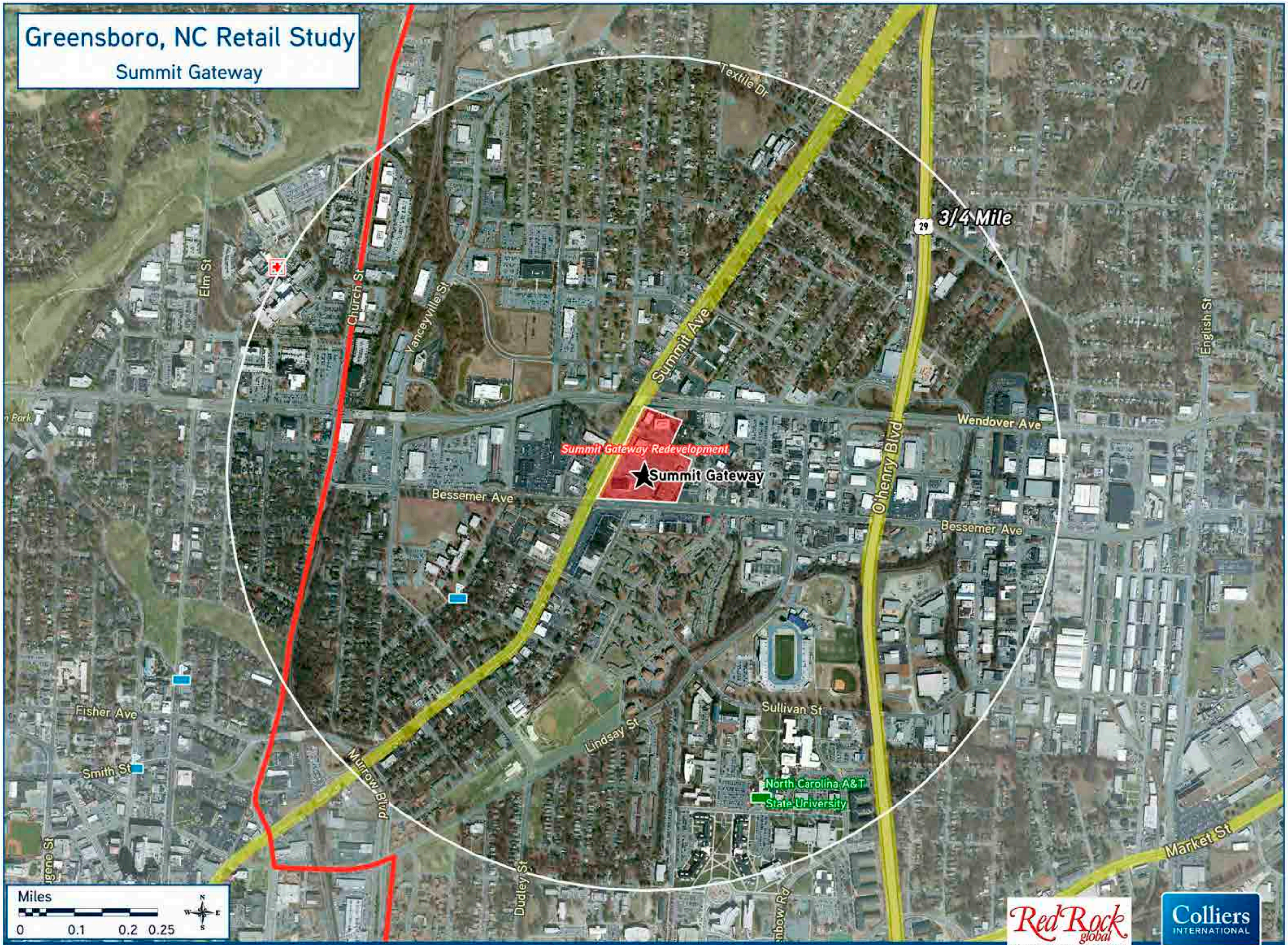


Greensboro, NC Retail Study

Gillespie Gateway



RED ESTATE SERVICES COMPANY

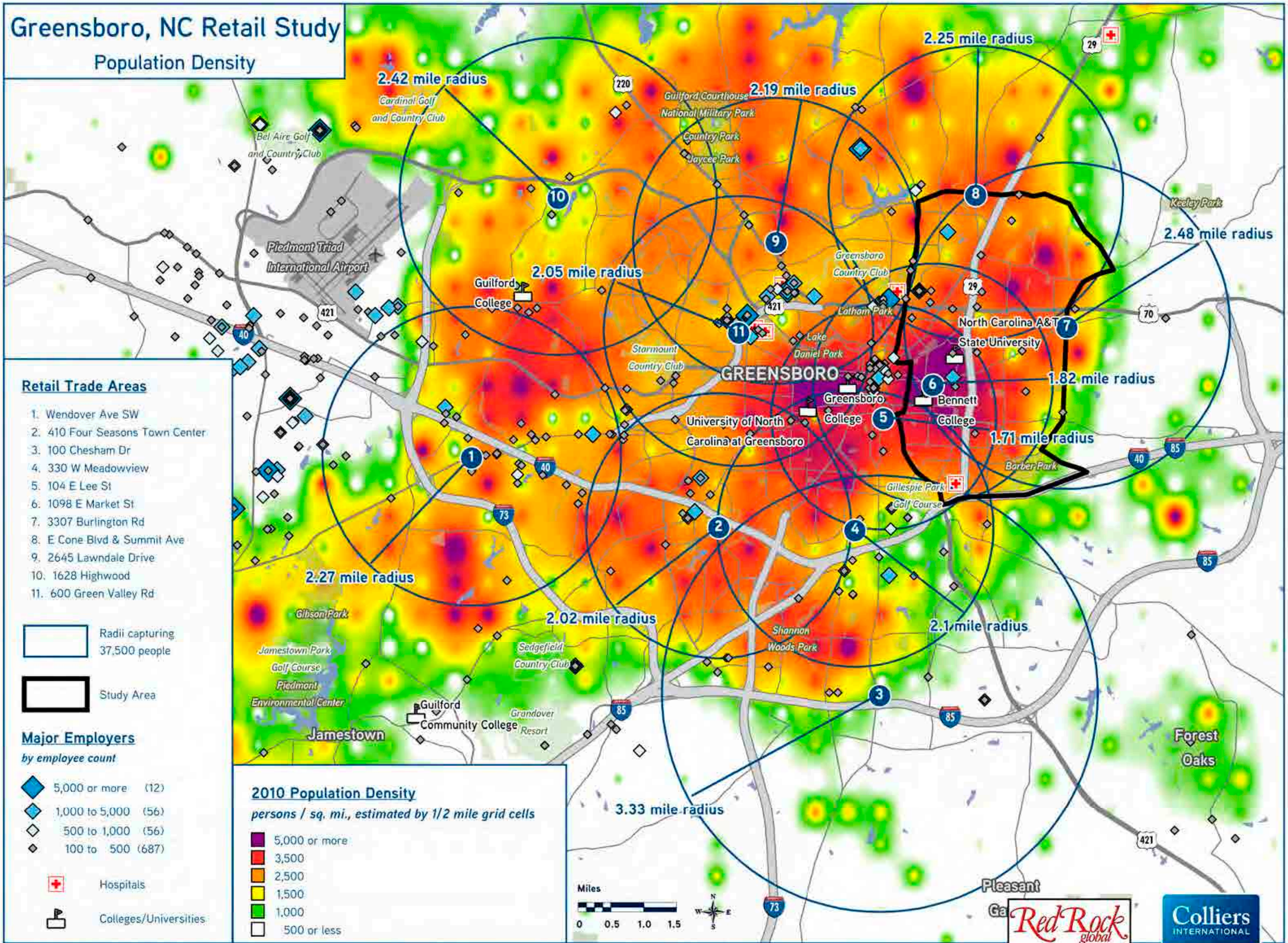


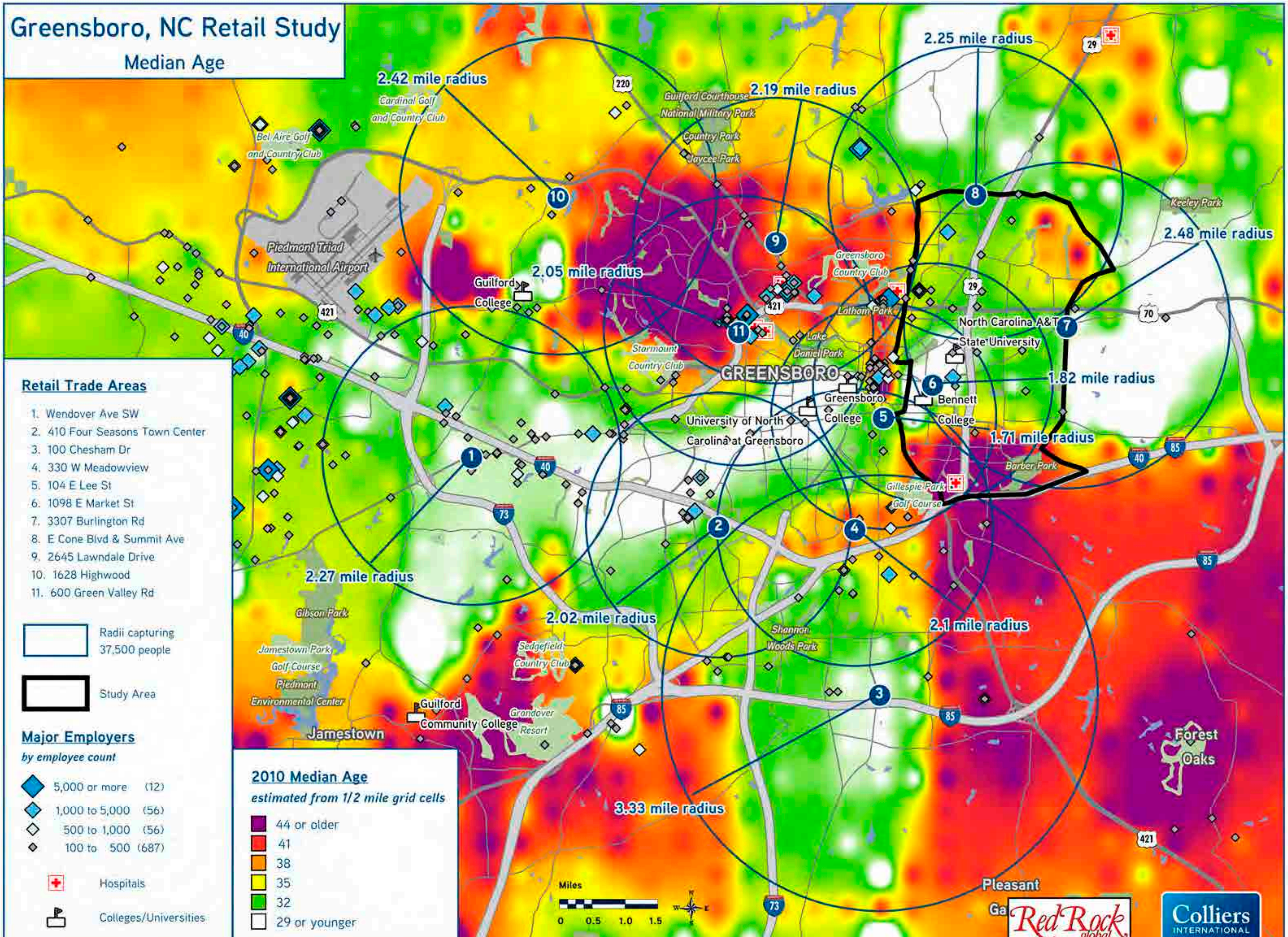
Greensboro, NC Retail Study
Summit Gateway
Textile Dr
3/4 Mile
29
Elm St
Church St
Yanceyville St
Summit Ave
English St
n Park
Wendover Ave
Summit Gateway Redevelopment
Summit Gateway
Bessemer Ave
O'henry Blvd
Bessemer Ave
Sullivan St
Fisher Ave
Lindsay St
Smith St
Murrow Blvd
North Carolina A&T
State University
Market St
Dudley St
Miles
0 0.1 0.2 0.25
N S E W

Balanced Economic Development
A Strategy Plan for East Greensboro

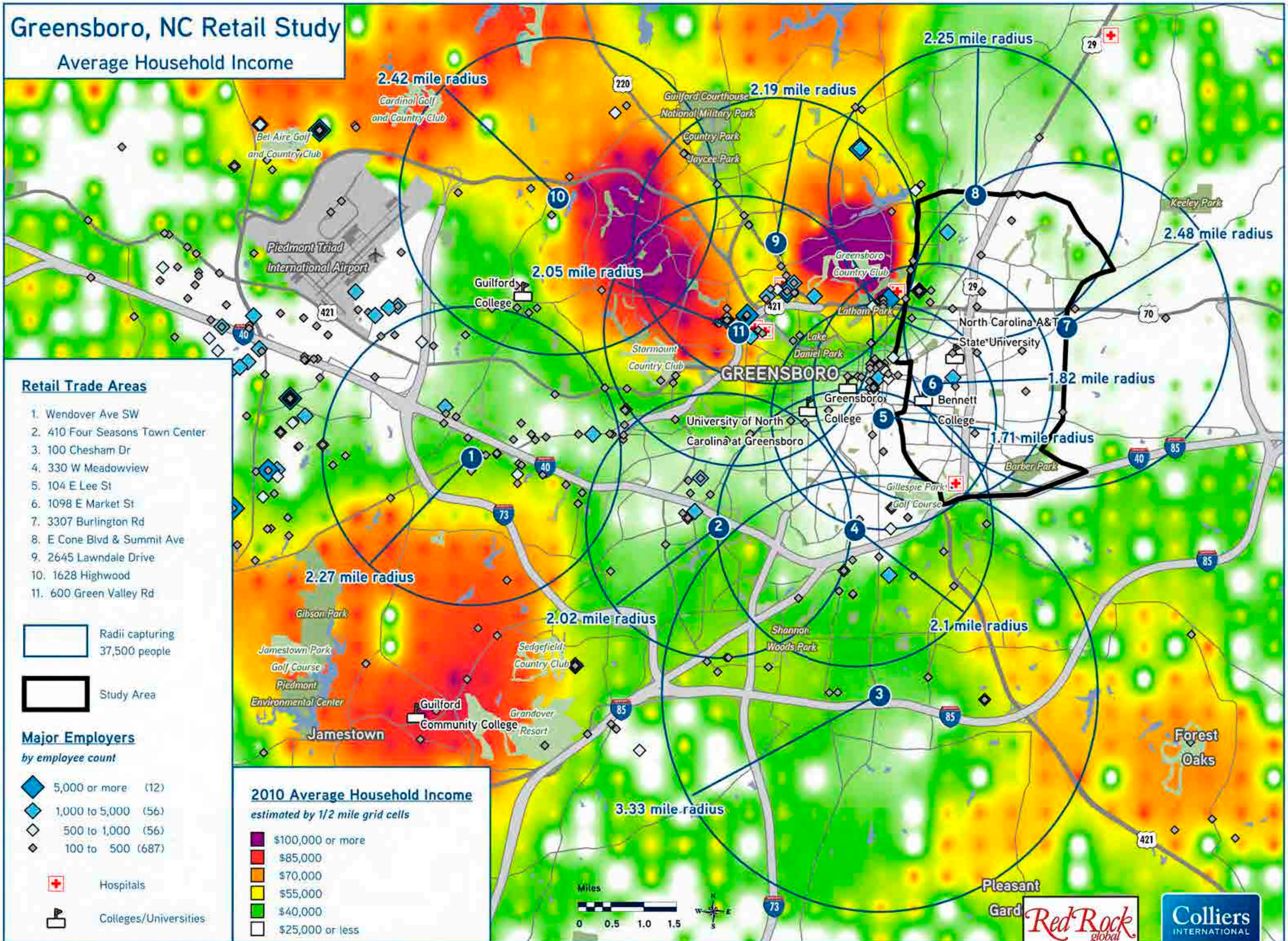
Appendix C - Shaded Maps

COLLIERS INTERNATIONAL
& RED ROCK GLOBAL

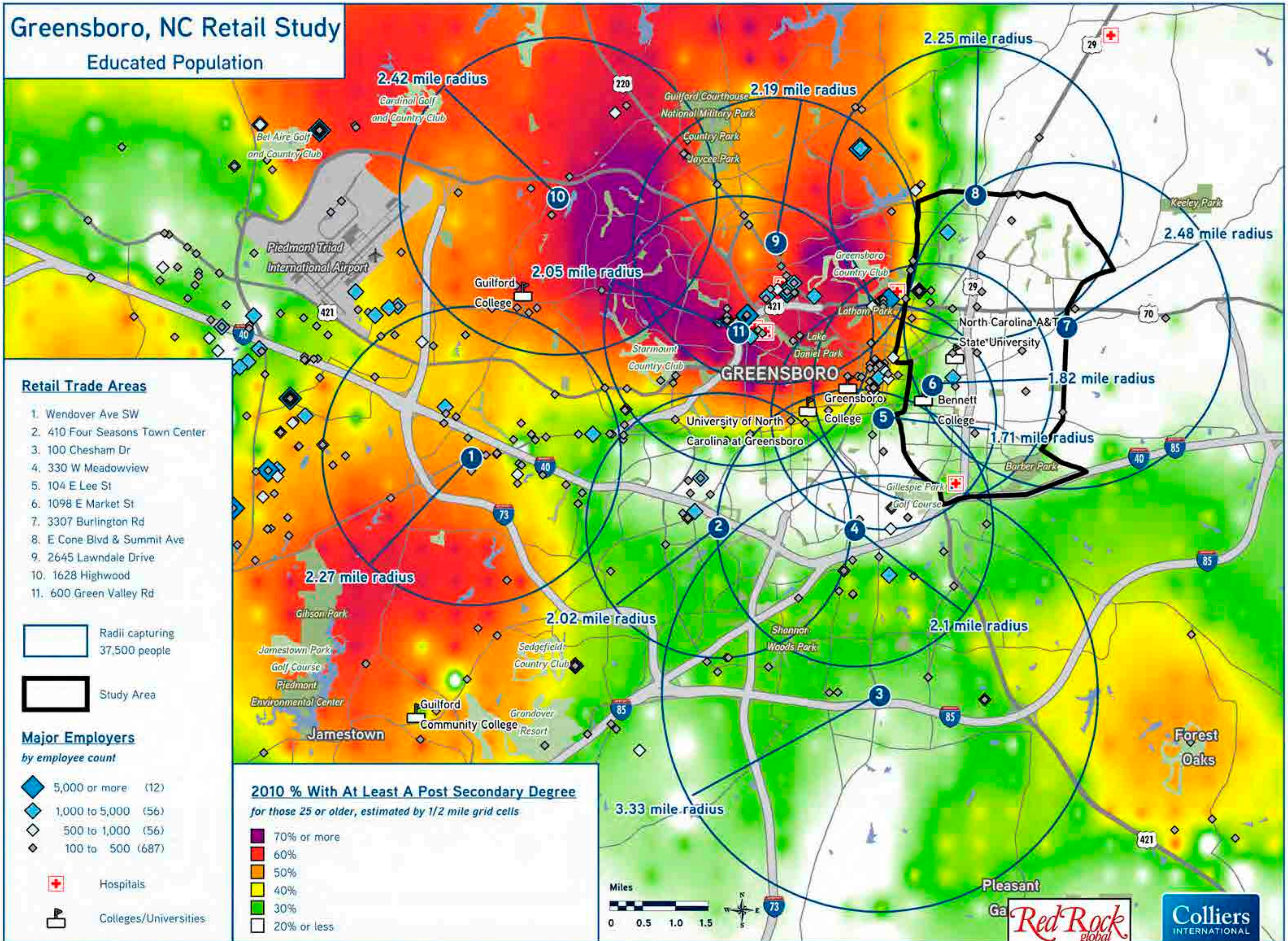

Greensboro, NC Retail Study
Population Density
Retail Trade Areas
1. Wendover Ave SW
2. 410 Four Seasons Town Center
3. 100 Chesham Dr
4. 330 W Meadowview
5. 104 E Lee St
6. 1098 E Market St
7. 3307 Burlington Rd
8. E Cone Blvd & Summit Ave
9. 2645 Lawndale Drive
10. 1628 Highwood
11. 600 Green Valley Rd
Radii capturing 37,500 people
Study Area
Major Employers
by employee count
5,000 or more (12)
1,000 to 5,000 (56)
500 to 1,000 (56)
100 to 500 (687)
Hospitals
Colleges/Universities
2010 Population Density
persons / sq. mi., estimated by 1/2 mile grid cells
5,000 or more
3,500
2,500
1,500
1,000
500 or less
Miles
0 0.5 1.0 1.5
2.42 mile radius
2.19 mile radius
2.25 mile radius
2.48 mile radius
2.05 mile radius
1.82 mile radius
1.71 mile radius
2.27 mile radius
2.02 mile radius
2.1 mile radius
3.33 mile radius
GREENSBORO
Cardinal Golf and Country Club
Bel Aire Golf and Country Club
Piedmont Triad International Airport
Guilford Courthouse National Military Park
Country Park
Jaycee Park
Greensboro Country Club
Latham Park
Lake Daniel Park
Starmount Country Club
Guilford College
North Carolina A&T State University
Greensboro College
Bennett College
University of North Carolina at Greensboro
Keeley Park
Barber Park
Gillespie Park Golf Course
Gibson Park
Jamestown Park Golf Course
Piedmont Environmental Center
Sedgefield Country Club
Shannon Woods Park
Guilford Community College
Grandover Resort
Jamestown
Forest Oaks
Pleasant Garden
Red Rock global
REAL ESTATE SERVICES COMPANY
Colliers INTERNATIONAL

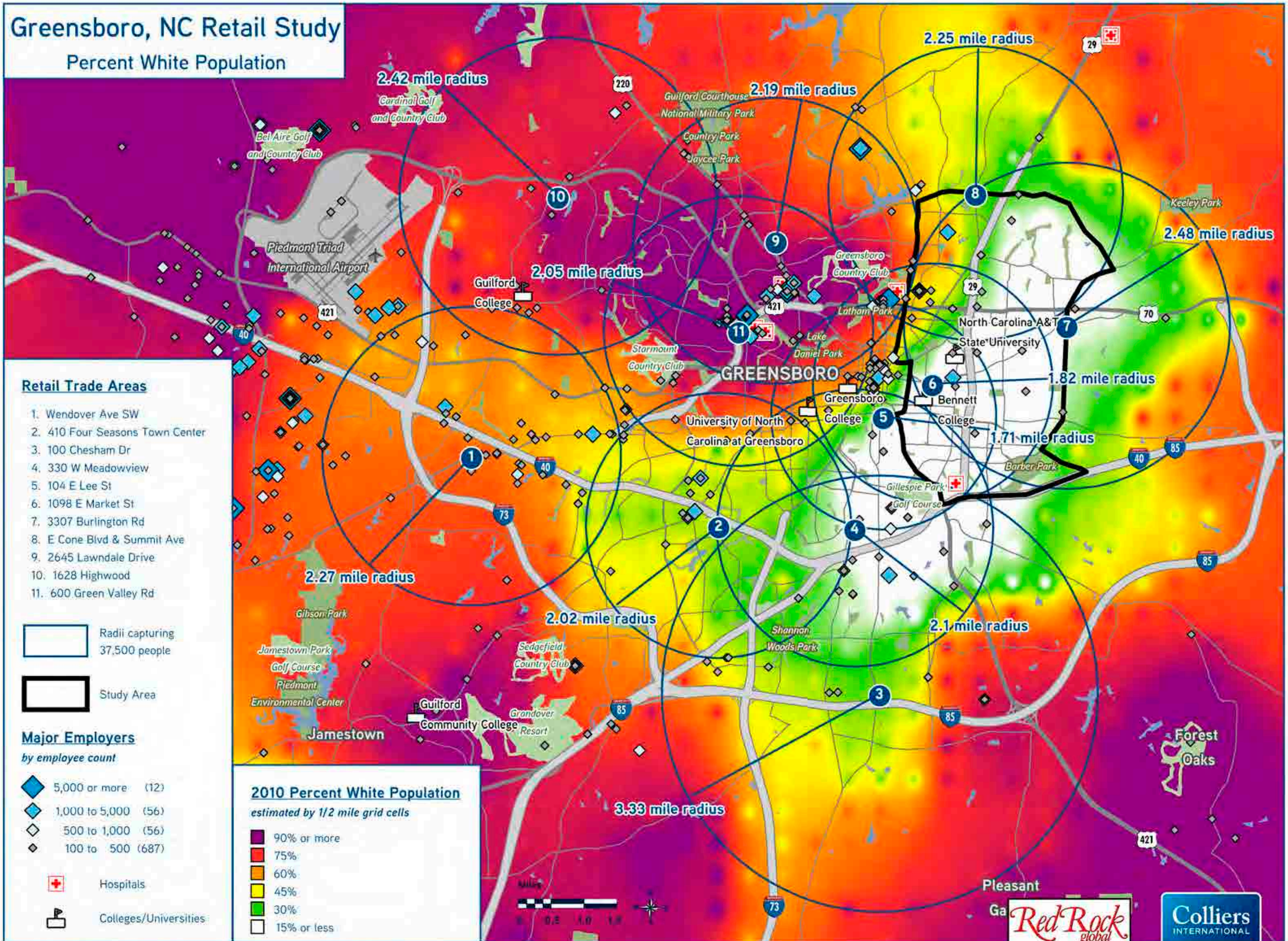


Greensboro, NC Retail Study
Median Age
Retail Trade Areas
1. Wendover Ave SW
2. 410 Four Seasons Town Center
3. 100 Chesham Dr
4. 330 W Meadowview
5. 104 E Lee St
6. 1098 E Market St
7. 3307 Burlington Rd
8. E Cone Blvd & Summit Ave
9. 2645 Lawndale Drive
10. 1628 Highwood
11. 600 Green Valley Rd
Radii capturing 37,500 people
Study Area
Major Employers
by employee count
5,000 or more (12)
1,000 to 5,000 (56)
500 to 1,000 (56)
100 to 500 (687)
Hospitals
Colleges/Universities
2010 Median Age
estimated from 1/2 mile grid cells
44 or older
41
38
35
32
29 or younger
2.42 mile radius
2.19 mile radius
2.25 mile radius
2.48 mile radius
2.05 mile radius
1.82 mile radius
1.71 mile radius
2.27 mile radius
2.02 mile radius
2.1 mile radius
3.33 mile radius
Cardinal Golf and Country Club
Bel Aire Golf and Country Club
Guilford Courthouse National Military Park
Country Park
Jaycee Park
Piedmont Triad International Airport
Guilford College
Greensboro Country Club
Latham Park
North Carolina A&T State University
Stamount Country Club
Lake Daniel Park
GREENSBORO
Greensboro College
Bennett College
University of North Carolina at Greensboro
Barber Park
Gillespie Park Golf Course
Keeley Park
Gibson Park
Jamestown Park Golf Course
Piedmont Environmental Center
Sedgefield Country Club
Shannon Woods Park
Guilford Community College
Grandover Resort
Jamestown
Forest Oaks
Pleasant Garden
Miles
0 0.5 1.0 1.5
Red Rock global
REAL ESTATE SERVICES COMPANY
Colliers INTERNATIONAL

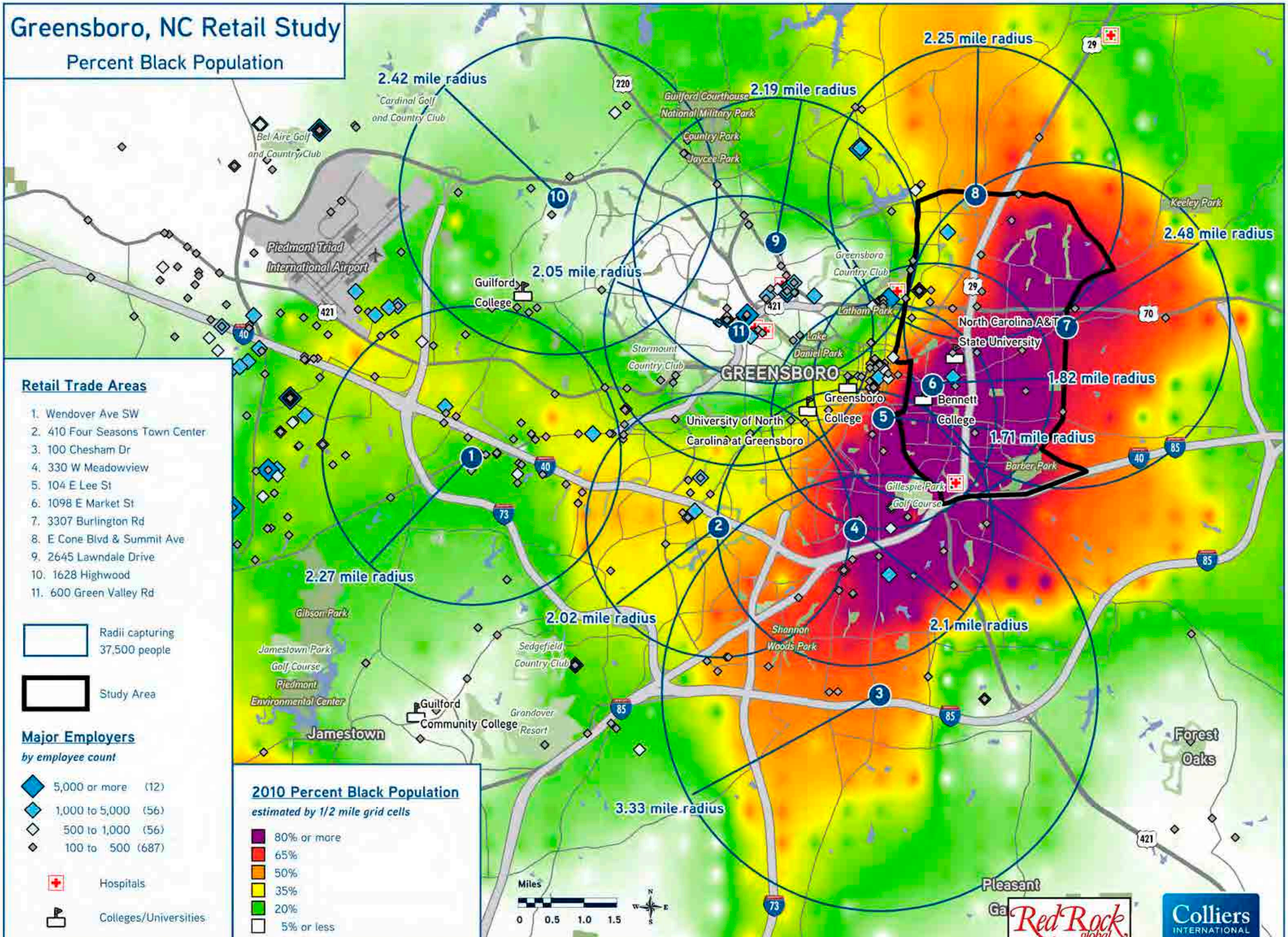


Greensboro, NC Retail Study
Average Household Income
Retail Trade Areas
1. Wendover Ave SW
2. 410 Four Seasons Town Center
3. 100 Chesham Dr
4. 330 W Meadowview
5. 104 E Lee St
6. 1098 E Market St
7. 3307 Burlington Rd
8. E Cone Blvd & Summit Ave
9. 2645 Lawndale Drive
10. 1628 Highwood
11. 600 Green Valley Rd
Radii capturing 37,500 people
Study Area
Major Employers
by employee count
5,000 or more (12)
1,000 to 5,000 (56)
500 to 1,000 (56)
100 to 500 (687)
Hospitals
Colleges/Universities
2010 Average Household Income
estimated by 1/2 mile grid cells
$100,000 or more
$85,000
$70,000
$55,000
$40,000
$25,000 or less
2.42 mile radius
2.19 mile radius
2.25 mile radius
2.48 mile radius
2.05 mile radius
1.82 mile radius
1.71 mile radius
2.27 mile radius
2.02 mile radius
2.1 mile radius
3.33 mile radius
Cardinal Golf and Country Club
Bel Aire Golf and Country Club
Guilford Courthouse National Military Park
Country Park
Jaycee Park
Piedmont Triad International Airport
Guilford College
Greensboro Country Club
Latham Park
Lake Daniel Park
Stormount Country Club
GREENSBORO
North Carolina A&T State University
Greensboro College
Bennett College
University of North Carolina at Greensboro
Keeley Park
Barber Park
Gillespie Park Golf Course
Shannon Woods Park
Gibson Park
Jamestown Park Golf Course
Piedmont Environmental Center
Sedgefield Country Club
Guilford Community College
Grandover Resort
Jamestown
Forest Oaks
Pleasant Gard
Miles
0 0.5 1.0 1.5
Red Rock global
REAL ESTATE SERVICES COMPANY
Colliers INTERNATIONAL


Greensboro, NC Retail Study
Educated Population
Retail Trade Areas
1. Wendover Ave SW
2. 410 Four Seasons Town Center
3. 100 Chesham Dr
4. 330 W Meadowview
5. 104 E Lee St
6. 1098 E Market St
7. 3307 Burlington Rd
8. E Cone Blvd & Summit Ave
9. 2645 Lawndale Drive
10. 1628 Highwood
11. 600 Green Valley Rd
Radii capturing 37,500 people
Study Area
Major Employers
by employee count
5,000 or more (12)
1,000 to 5,000 (56)
500 to 1,000 (56)
100 to 500 (687)
Hospitals
Colleges/Universities
2010 % With At Least A Post Secondary Degree
for those 25 or older, estimated by 1/2 mile grid cells
70% or more
60%
50%
40%
30%
20% or less
Miles
0 0.5 1.0 1.5
2.42 mile radius
2.19 mile radius
2.25 mile radius
2.48 mile radius
2.05 mile radius
1.82 mile radius
1.71 mile radius
2.27 mile radius
2.02 mile radius
2.1 mile radius
3.33 mile radius
GREENSBORO
Guilford College
North Carolina A&T State University
Greensboro College
Bennett College
University of North Carolina at Greensboro
Piedmont Triad International Airport
Guilford Courthouse National Military Park
Country Park
Jaycee Park
Cardinal Golf and Country Club
Bel Aire Golf and Country Club
Greensboro Country Club
Latham Park
Lake Daniel Park
Starmount Country Club
Keeley Park
Barber Park
Gillespie Park Golf Course
Shannon Woods Park
Gibson Park
Jamestown Park Golf Course
Piedmont Environmental Center
Sedgefield Country Club
Guilford Community College
Grandover Resort
Jamestown
Forest Oaks
Pleasant Garden
Red Rock global
REAL ESTATE SERVICES COMPANY
Colliers INTERNATIONAL

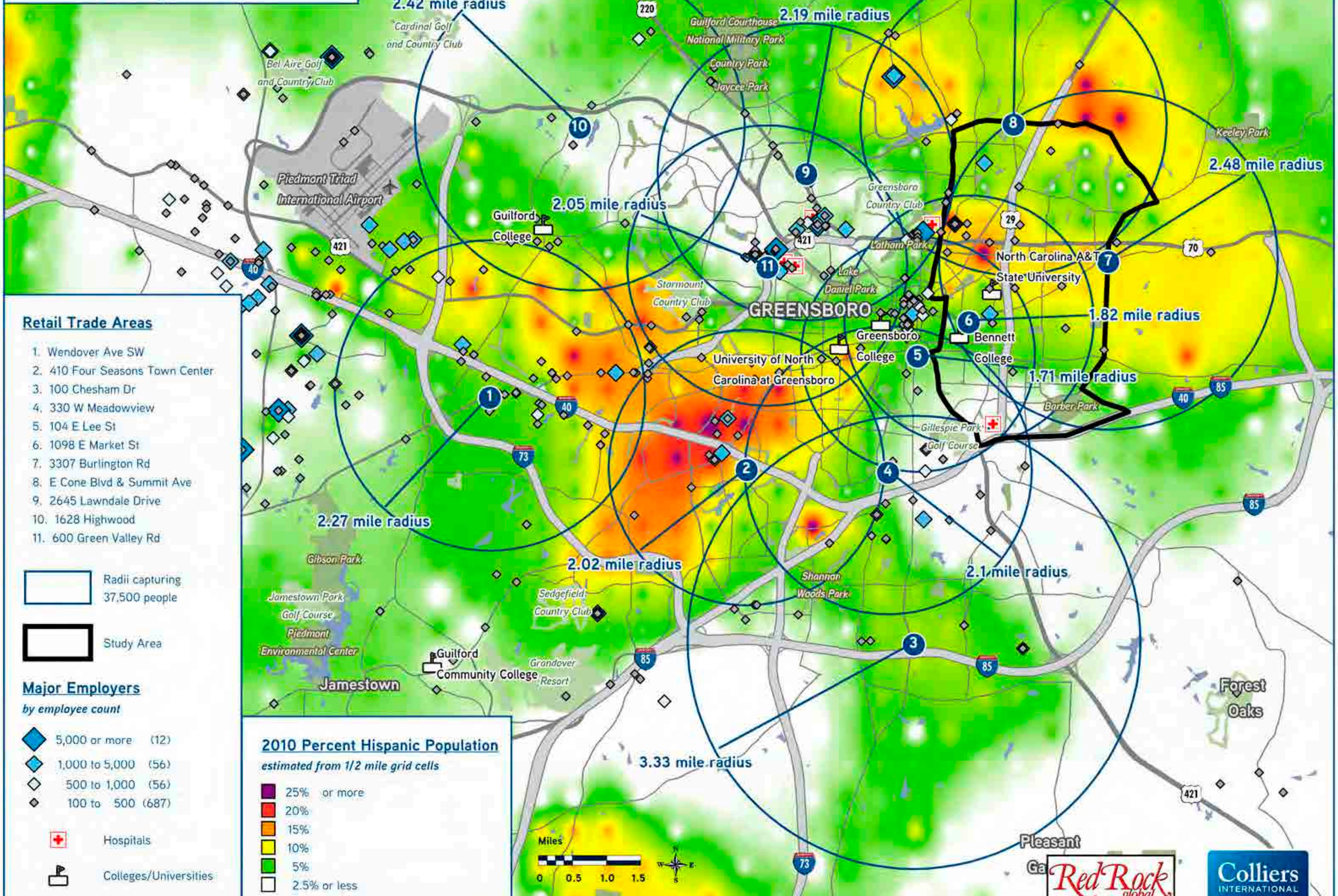


Greensboro, NC Retail Study
Percent White Population
Retail Trade Areas
1. Wendover Ave SW
2. 410 Four Seasons Town Center
3. 100 Chesham Dr
4. 330 W Meadowview
5. 104 E Lee St
6. 1098 E Market St
7. 3307 Burlington Rd
8. E Cone Blvd & Summit Ave
9. 2645 Lawndale Drive
10. 1628 Highwood
11. 600 Green Valley Rd
Radii capturing 37,500 people
Study Area
Major Employers
by employee count
5,000 or more (12)
1,000 to 5,000 (56)
500 to 1,000 (56)
100 to 500 (687)
Hospitals
Colleges/Universities
2010 Percent White Population
estimated by 1/2 mile grid cells
90% or more
75%
60%
45%
30%
15% or less
2.42 mile radius
2.19 mile radius
2.25 mile radius
2.05 mile radius
2.48 mile radius
1.82 mile radius
1.71 mile radius
2.27 mile radius
2.02 mile radius
2.1 mile radius
3.33 mile radius
GREENSBORO
Piedmont Triad International Airport
Guilford College
North Carolina A&T State University
Bennett College
Greensboro College
University of North Carolina at Greensboro
Guilford Courthouse National Military Park
Country Park
Jaycee Park
Cardinal Golf and Country Club
Bel Aire Golf and Country Club
Greensboro Country Club
Latham Park
Lake Daniel Park
Starmount Country Club
Keeley Park
Barber Park
Gillespie Park Golf Course
Shannon Woods Park
Gibson Park
Jamestown Park Golf Course
Piedmont Environmental Center
Sedgefield Country Club
Grandover Resort
Guilford Community College
Jamestown
Forest Oaks
Pleasant Ga
Miles
0 0.5 1.0 1.5
Red Rock global
REAL ESTATE SERVICES COMPANY
Colliers INTERNATIONAL


Greensboro, NC Retail Study
Percent Black Population
Retail Trade Areas
1. Wendover Ave SW
2. 410 Four Seasons Town Center
3. 100 Chesham Dr
4. 330 W Meadowview
5. 104 E Lee St
6. 1098 E Market St
7. 3307 Burlington Rd
8. E Cone Blvd & Summit Ave
9. 2645 Lawndale Drive
10. 1628 Highwood
11. 600 Green Valley Rd
Radii capturing 37,500 people
Study Area
Major Employers
by employee count
5,000 or more (12)
1,000 to 5,000 (56)
500 to 1,000 (56)
100 to 500 (687)
Hospitals
Colleges/Universities
2010 Percent Black Population
estimated by 1/2 mile grid cells
80% or more
65%
50%
35%
20%
5% or less
Miles
0 0.5 1.0 1.5
2.42 mile radius
2.19 mile radius
2.25 mile radius
2.48 mile radius
2.05 mile radius
1.82 mile radius
1.71 mile radius
2.27 mile radius
2.02 mile radius
2.1 mile radius
3.33 mile radius
Cardinal Golf and Country Club
Bel Aire Golf and Country Club
Guilford Courthouse National Military Park
Country Park
Jaycee Park
Piedmont Triad International Airport
Guilford College
Greensboro Country Club
Latham Park
North Carolina A&T State University
Stormount Country Club
Lake Daniel Park
GREENSBORO
Greensboro College
Bennett College
University of North Carolina at Greensboro
Barber Park
Gillespie Park Golf Course
Keeley Park
Gibson Park
Jamestown Park Golf Course
Piedmont Environmental Center
Jamestown
Sedgefield Country Club
Guilford Community College
Grandover Resort
Shannon Woods Park
Forest Oaks
Pleasant Garden
Red Rock global
REAL ESTATE SERVICES COMPANY
Colliers INTERNATIONAL

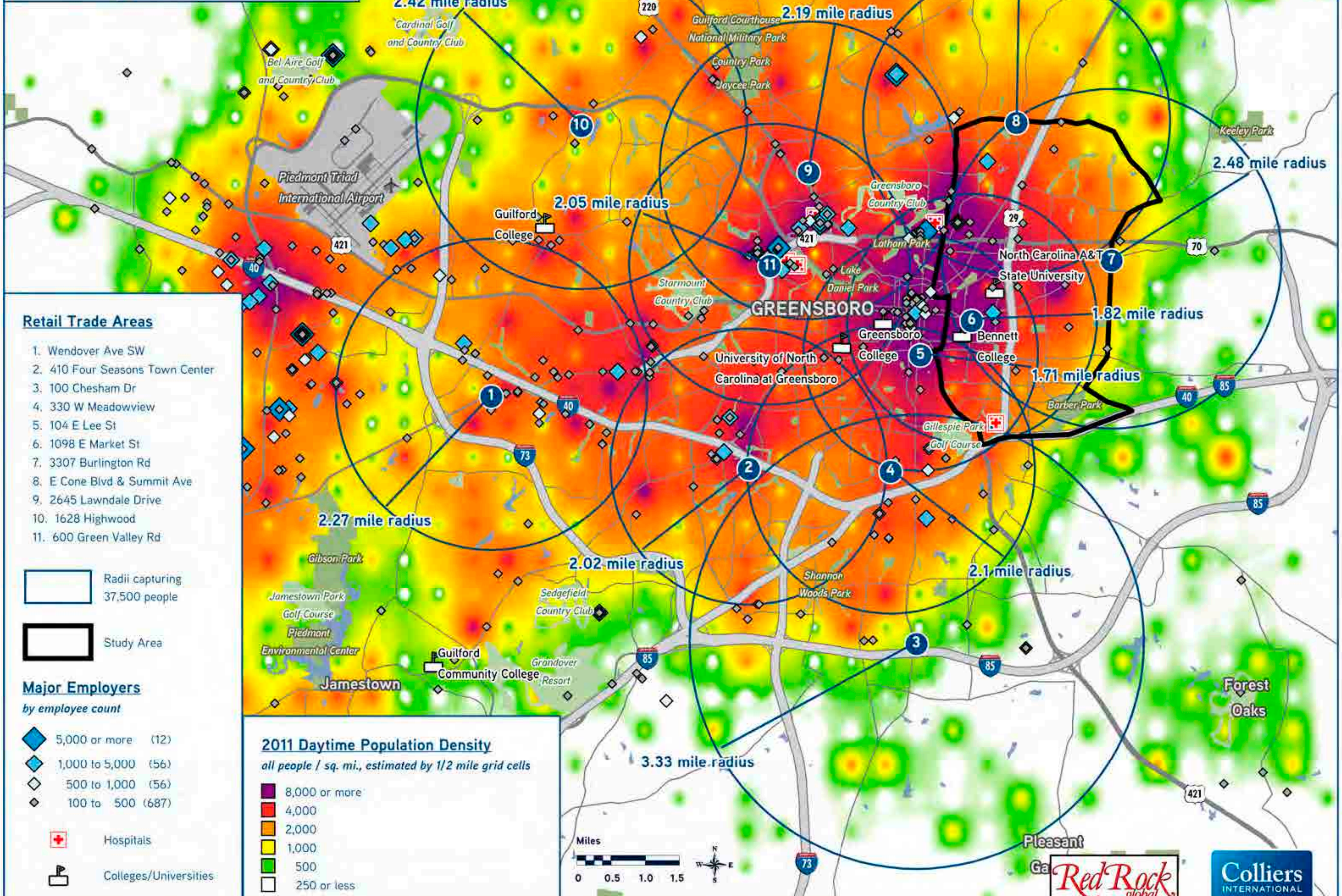
Greensboro, NC Retail Study

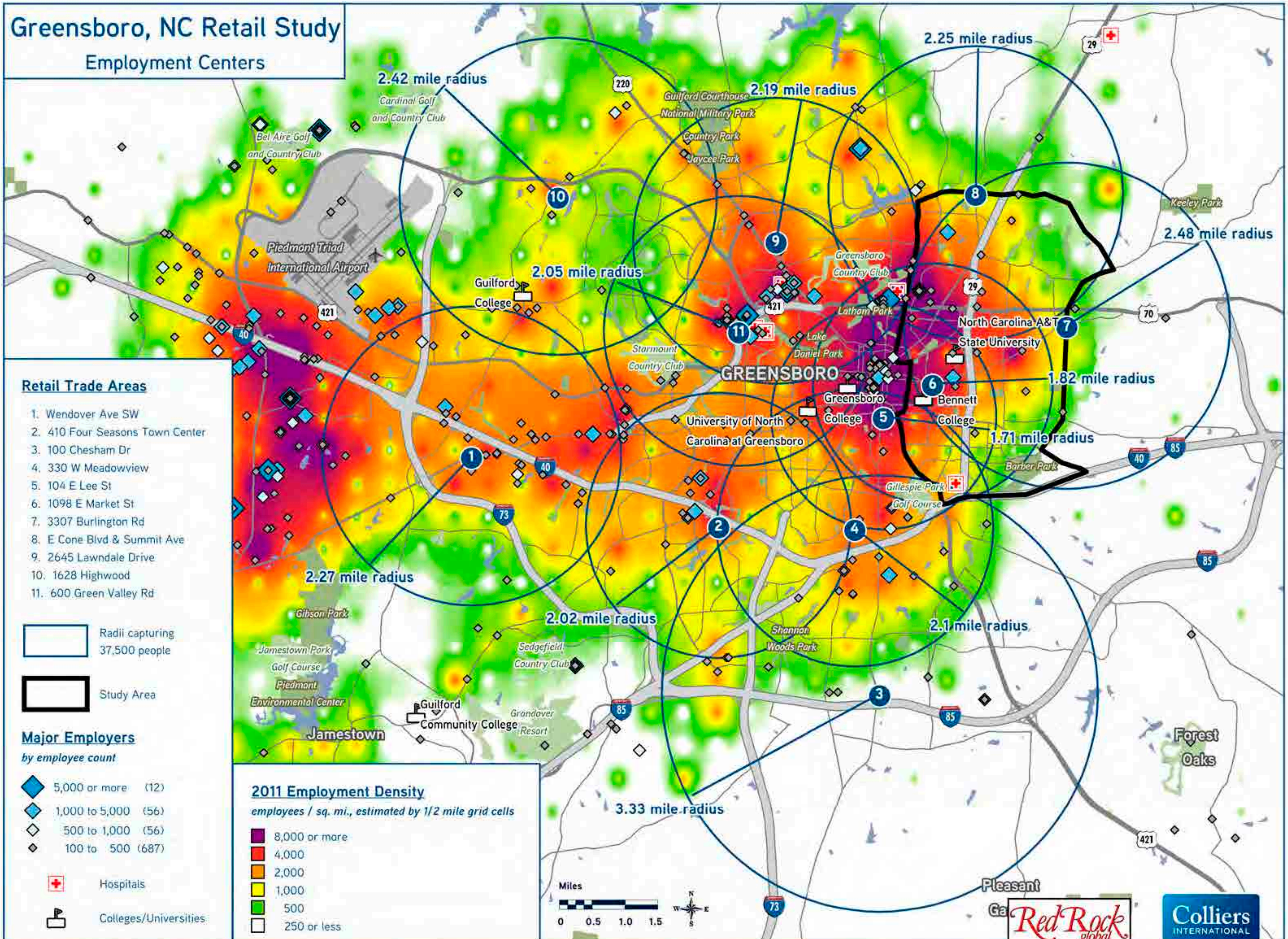
Percent Hispanic Population

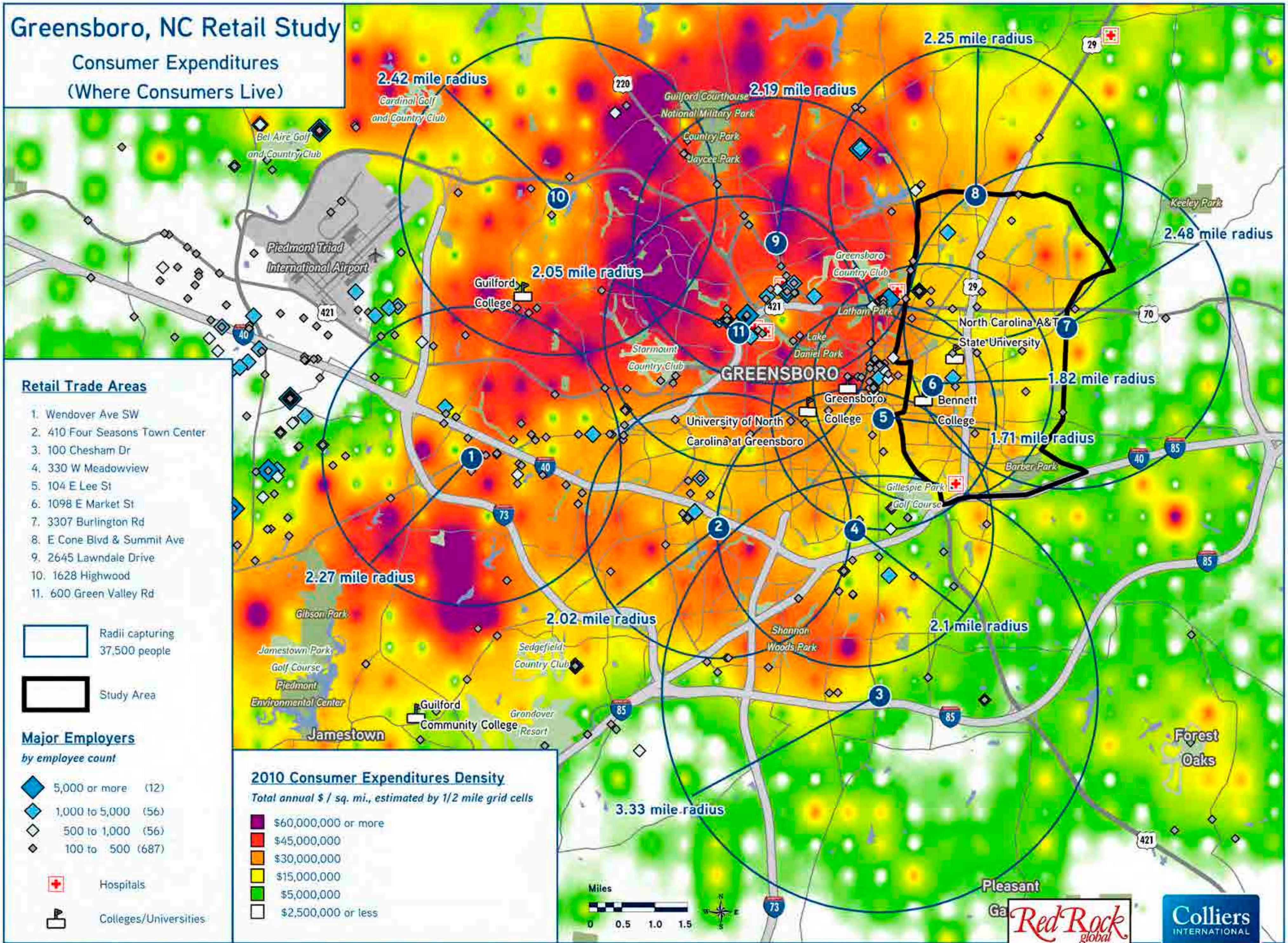


Greensboro, NC Retail Study

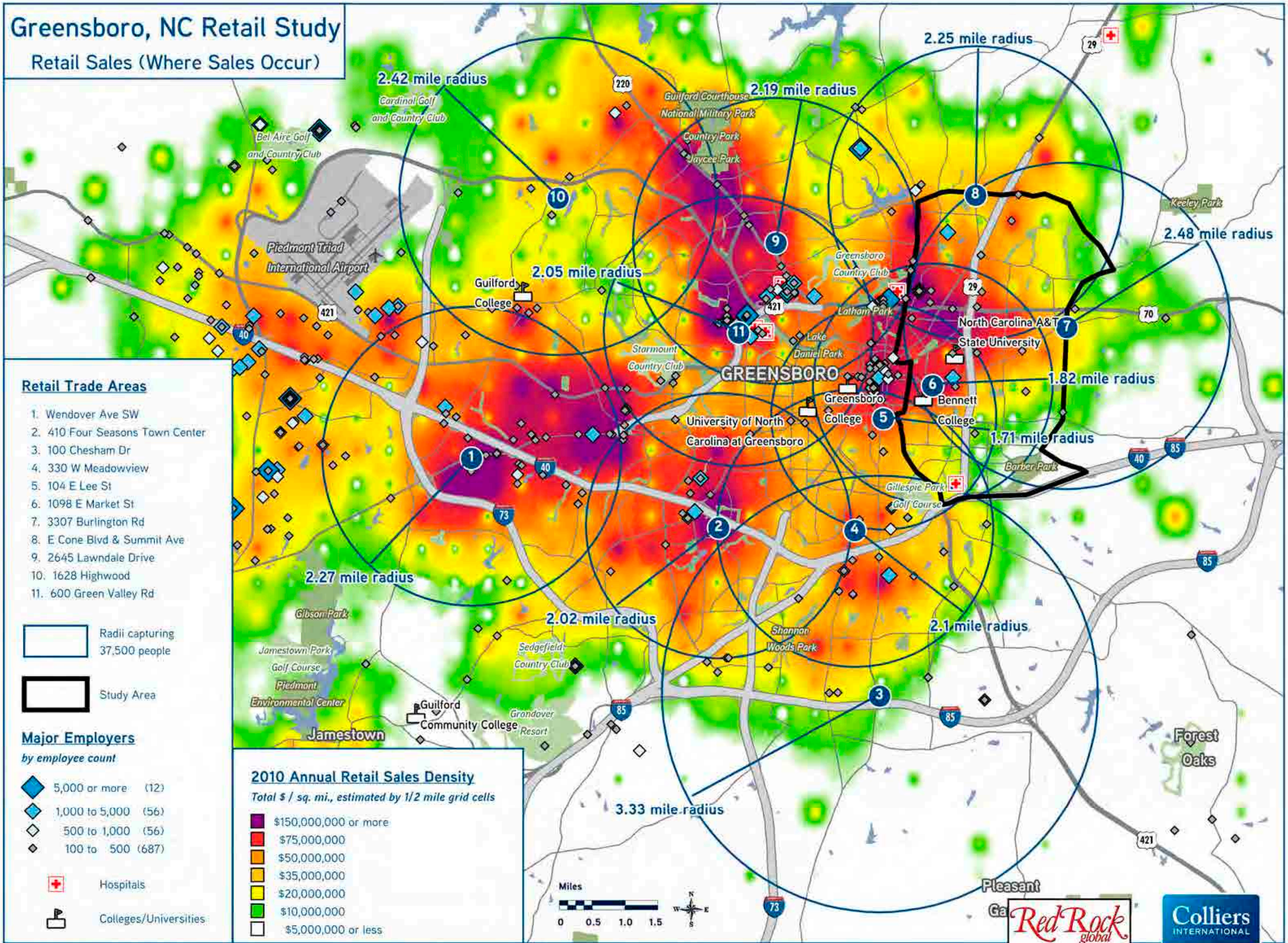
Daytime Population

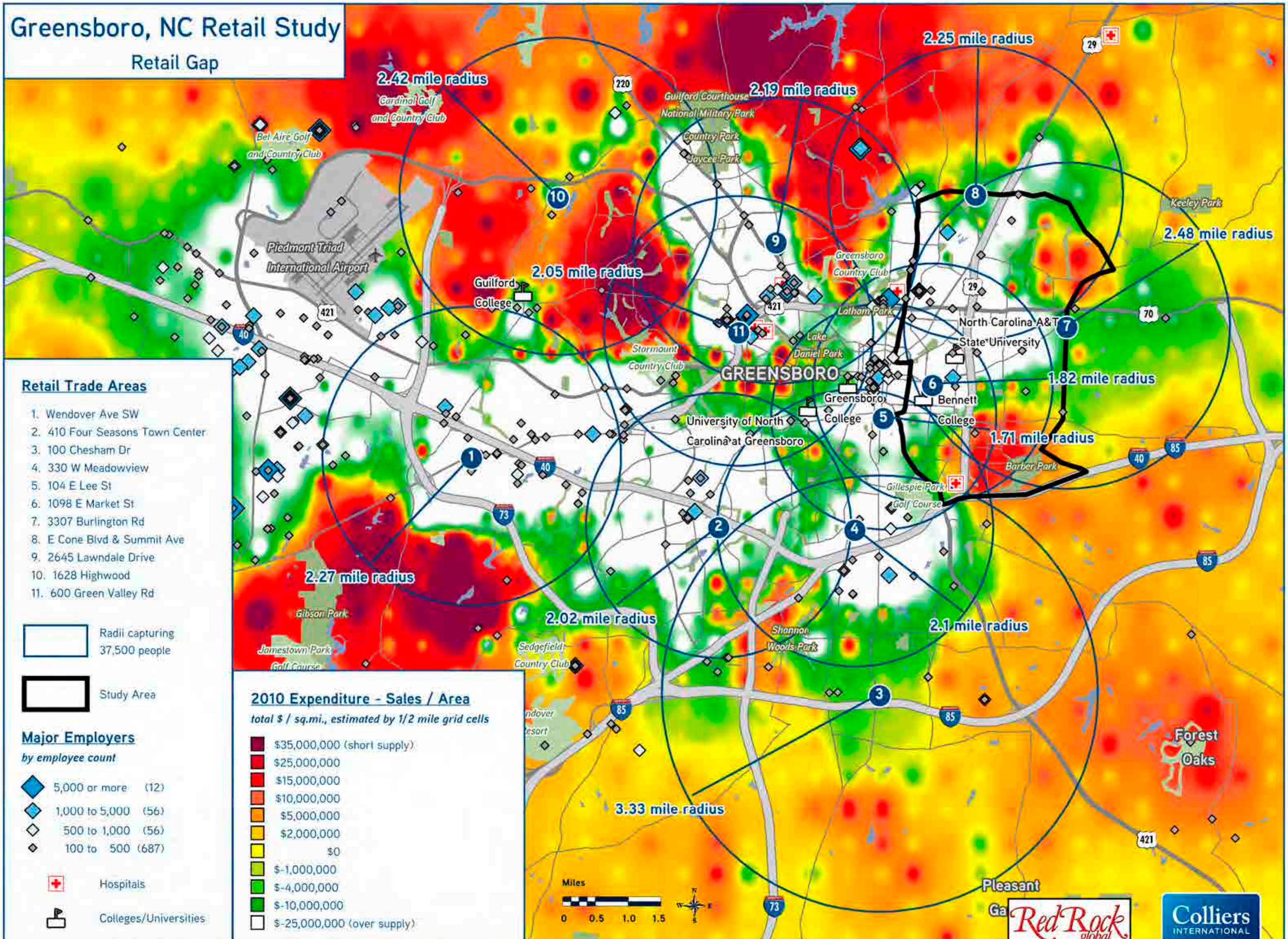



Greensboro, NC Retail Study
Employment Centers
Retail Trade Areas
1. Wendover Ave SW
2. 410 Four Seasons Town Center
3. 100 Chesham Dr
4. 330 W Meadowview
5. 104 E Lee St
6. 1098 E Market St
7. 3307 Burlington Rd
8. E Cone Blvd & Summit Ave
9. 2645 Lawndale Drive
10. 1628 Highwood
11. 600 Green Valley Rd
Radii capturing 37,500 people
Study Area
Major Employers
by employee count
5,000 or more (12)
1,000 to 5,000 (56)
500 to 1,000 (56)
100 to 500 (687)
Hospitals
Colleges/Universities
2011 Employment Density
employees / sq. mi., estimated by 1/2 mile grid cells
8,000 or more
4,000
2,000
1,000
500
250 or less
Miles
0 0.5 1.0 1.5
2.42 mile radius
2.19 mile radius
2.25 mile radius
2.48 mile radius
2.05 mile radius
1.82 mile radius
1.71 mile radius
2.27 mile radius
2.02 mile radius
2.1 mile radius
3.33 mile radius
Cardinal Golf and Country Club
Bel Aire Golf and Country Club
Guilford Courthouse National Military Park
Country Park
Jaycee Park
Piedmont Triad International Airport
Guilford College
Greensboro Country Club
Latham Park
North Carolina A&T State University
Starmount Country Club
Lake Daniel Park
GREENSBORO
Greensboro College
Bennett College
University of North Carolina at Greensboro
Barber Park
Gillespie Park Golf Course
Keeley Park
Gibson Park
Jamestown Park Golf Course
Piedmont Environmental Center
Sedgefield Country Club
Shannon Woods Park
Guilford Community College
Grandover Resort
Jamestown
Forest Oaks
Pleasant Garden
Red Rock global
REAL ESTATE SERVICES COMPANY
Colliers INTERNATIONAL



Greensboro, NC Retail Study
Consumer Expenditures
(Where Consumers Live)
Retail Trade Areas
1. Wendover Ave SW
2. 410 Four Seasons Town Center
3. 100 Chesham Dr
4. 330 W Meadowview
5. 104 E Lee St
6. 1098 E Market St
7. 3307 Burlington Rd
8. E Cone Blvd & Summit Ave
9. 2645 Lawndale Drive
10. 1628 Highwood
11. 600 Green Valley Rd
Radii capturing 37,500 people
Study Area
Major Employers
by employee count
5,000 or more (12)
1,000 to 5,000 (56)
500 to 1,000 (56)
100 to 500 (687)
Hospitals
Colleges/Universities
2010 Consumer Expenditures Density
Total annual $ / sq. mi., estimated by 1/2 mile grid cells
$60,000,000 or more
$45,000,000
$30,000,000
$15,000,000
$5,000,000
$2,500,000 or less
2.42 mile radius
2.19 mile radius
2.25 mile radius
2.48 mile radius
2.05 mile radius
1.82 mile radius
1.71 mile radius
2.27 mile radius
2.02 mile radius
2.1 mile radius
3.33 mile radius
Cardinal Golf and Country Club
Bel Aire Golf and Country Club
Guilford Courthouse National Military Park
Country Park
Jaycee Park
Piedmont Triad International Airport
Guilford College
Greensboro Country Club
Latham Park
North Carolina A&T State University
Keeley Park
Stormount Country Club
Lake Daniel Park
GREENSBORO
Greensboro College
Bennett College
University of North Carolina at Greensboro
Barber Park
Gillespie Park Golf Course
Gibson Park
Jamestown Park Golf Course
Piedmont Environmental Center
Sedgefield Country Club
Shannon Woods Park
Guilford Community College
Grandover Resort
Jamestown
Forest Oaks
Pleasant Ga
Miles
0 0.5 1.0 1.5
Red Rock global
REAL ESTATE SERVICES COMPANY
Colliers INTERNATIONAL


Greensboro, NC Retail Study
Retail Sales (Where Sales Occur)
Retail Trade Areas
1. Wendover Ave SW
2. 410 Four Seasons Town Center
3. 100 Chesham Dr
4. 330 W Meadowview
5. 104 E Lee St
6. 1098 E Market St
7. 3307 Burlington Rd
8. E Cone Blvd & Summit Ave
9. 2645 Lawndale Drive
10. 1628 Highwood
11. 600 Green Valley Rd
Radii capturing 37,500 people
Study Area
Major Employers
by employee count
5,000 or more (12)
1,000 to 5,000 (56)
500 to 1,000 (56)
100 to 500 (687)
Hospitals
Colleges/Universities
2010 Annual Retail Sales Density
Total $ / sq. mi., estimated by 1/2 mile grid cells
$150,000,000 or more
$75,000,000
$50,000,000
$35,000,000
$20,000,000
$10,000,000
$5,000,000 or less
Miles
0 0.5 1.0 1.5
2.42 mile radius
2.19 mile radius
2.25 mile radius
2.48 mile radius
2.05 mile radius
1.82 mile radius
1.71 mile radius
2.27 mile radius
2.02 mile radius
2.1 mile radius
3.33 mile radius
Cardinal Golf and Country Club
Bel Aire Golf and Country Club
Guilford Courthouse National Military Park
Country Park
Jaycee Park
Piedmont Triad International Airport
Guilford College
Greensboro Country Club
Latham Park
North Carolina A&T State University
Keeley Park
Lake Daniel Park
Starmount Country Club
GREENSBORO
Greensboro College
Bennett College
University of North Carolina at Greensboro
Barber Park
Gillespie Park Golf Course
Gibson Park
Jamestown Park Golf Course
Piedmont Environmental Center
Sedgefield Country Club
Shannon Woods Park
Guilford Community College
Grandover Resort
Jamestown
Forest Oaks
Pleasant Ga
Red Rock global
REAL ESTATE SERVICES COMPANY
Colliers INTERNATIONAL


Greensboro, NC Retail Study
Retail Gap
Retail Trade Areas
1. Wendover Ave SW
2. 410 Four Seasons Town Center
3. 100 Chesham Dr
4. 330 W Meadowview
5. 104 E Lee St
6. 1098 E Market St
7. 3307 Burlington Rd
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9. 2645 Lawndale Drive
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Radii capturing 37,500 people
Study Area
Major Employers
by employee count
5,000 or more (12)
1,000 to 5,000 (56)
500 to 1,000 (56)
100 to 500 (687)
Hospitals
Colleges/Universities
2010 Expenditure - Sales / Area
total $ / sq.mi., estimated by 1/2 mile grid cells
$35,000,000 (short supply)
$25,000,000
$15,000,000
$10,000,000
$5,000,000
$2,000,000
$0
$-1,000,000
$-4,000,000
$-10,000,000
$-25,000,000 (over supply)
2.42 mile radius
2.19 mile radius
2.25 mile radius
2.48 mile radius
2.05 mile radius
1.82 mile radius
1.71 mile radius
2.27 mile radius
2.02 mile radius
2.1 mile radius
3.33 mile radius
GREENSBORO
Piedmont Triad International Airport
Guilford College
Greensboro College
Bennett College
University of North Carolina at Greensboro
North Carolina A&T State University
Cardinal Golf and Country Club
Bel Aire Golf and Country Club
Guilford Courthouse National Military Park
Country Park
Jaycee Park
Greensboro Country Club
Latham Park
Lake Daniel Park
Starmount Country Club
Keeley Park
Barber Park
Gillespie Park Golf Course
Gibson Park
Jamestown Park Golf Course
Sedgefield Country Club
Shannon Woods Park
Forest Oaks
Pleasant Garden
Miles
0 0.5 1.0 1.5
Red Rock global
REAL ESTATE SERVICES COMPANY
Colliers INTERNATIONAL

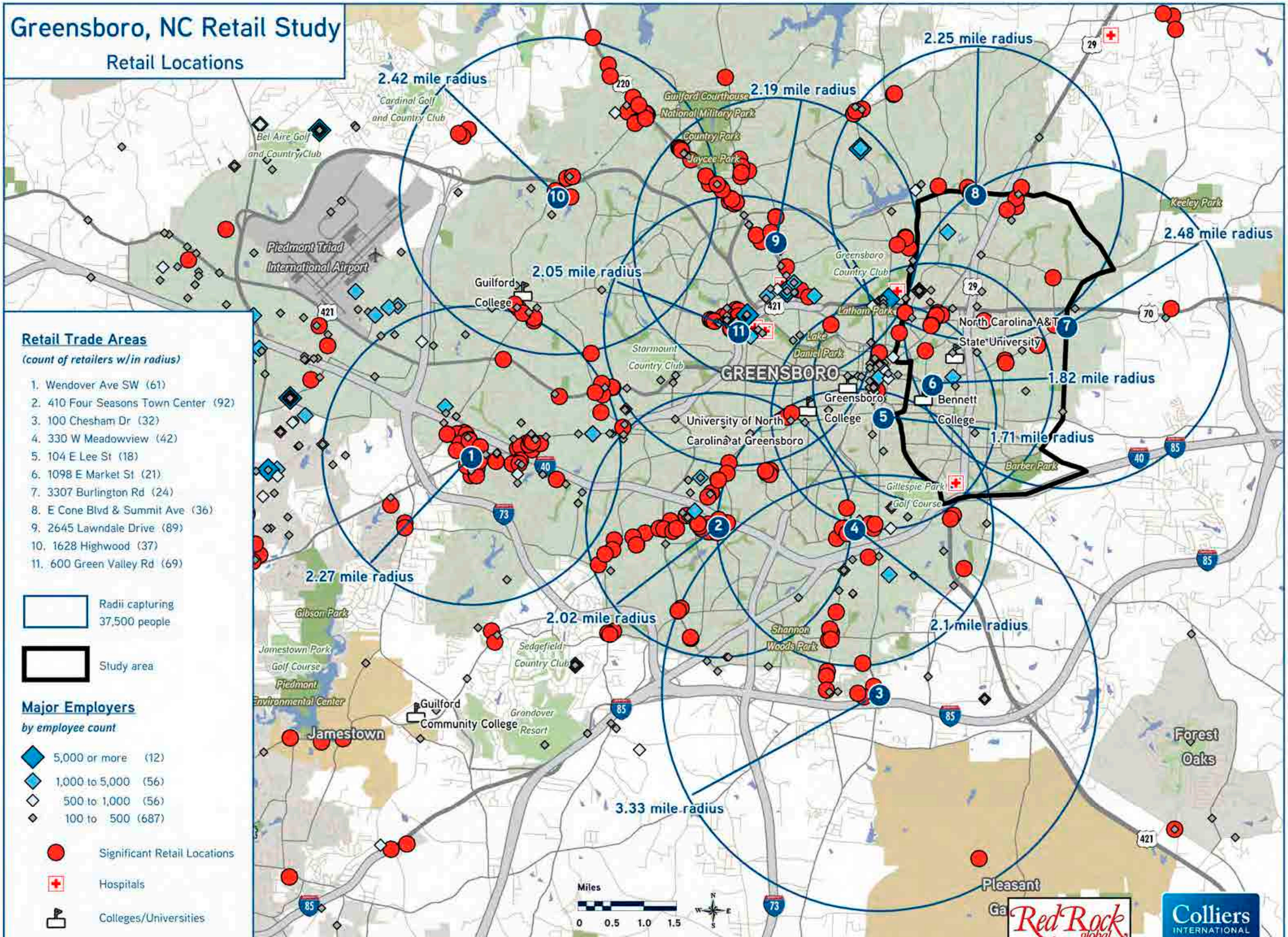
Balanced Economic Development
A Strategy Plan for East Greensboro

Appendix D - Retail Data/Analysis

COLLIERS INTERNATIONAL
& RED ROCK GLOBAL

Retail MarketPlace Profile

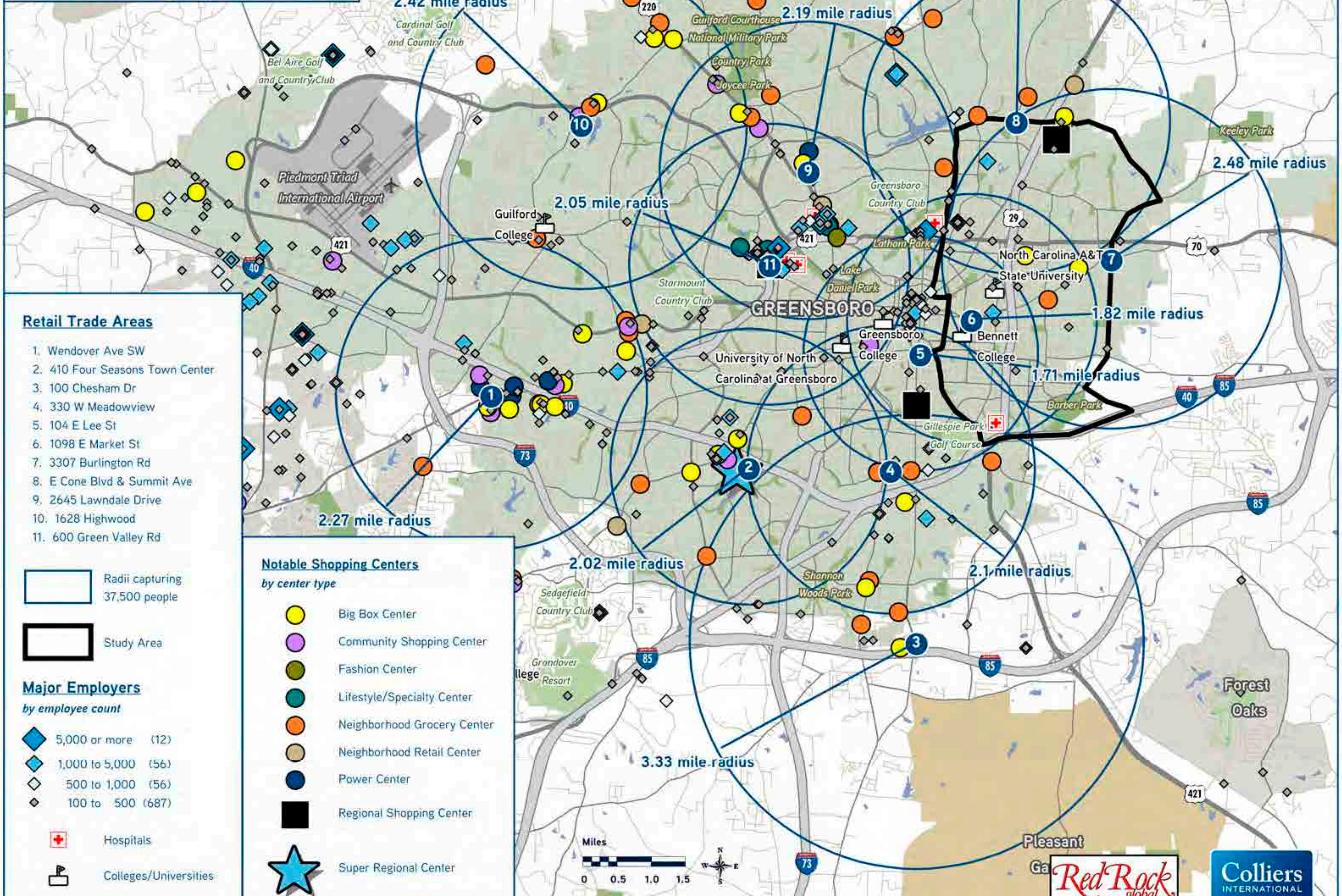
Trade Area	Greensboro	East Greensboro	5 & 6	1 West Wendover Ave	2 Four Seasons Mall	3 Chesham Dr	4 West Meadowview Rd	5 East Lee St	6 East Market St	7 Burlington Rd	8 East Cone & Summit	9 Lawndale Dr	10 Highwood Blvd	11 Green Valley Rd
Radius Ring	**7 Mi Radius**	**Study Area**		**2.27**	**2.02**	**3.33**	**2.1**	**1.71**	**1.82**	**2.48**	**2.25**	**2.19**	**2.42**	**2.05**
Summary Demographics														
2010 Population	277,179	37,925	37,881	37,200	42,213	40,380	39,758	38,496	37,266	37,344	39,486	38,155	37,578	38,864
2010 Households	114,849	13,877	13,913	17,000	17,264	16,248	15,867	13,795	14,031	13,471	16,052	16,575	16,591	16,252
2010 Median Disposable Income	$42,070	$28,790	$27,423	$45,787	$37,195	$41,733	$34,542	$27,233	$27,612	$29,695	$36,369	$51,763	$55,096	$44,473
2010 Per Capita Income	$28,512	$17,480	$18,222	$31,350	$21,893	$24,652	$20,296	$18,097	$18,347	$17,410	$26,109	$41,446	$40,252	$33,307
Industry Summary	**Retail Gap**	**Retail Gap**	**Retail Gap**	**Retail Gap**	**Retail Gap**	**Retail Gap**	**Retail Gap**	**Retail Gap**	**Retail Gap**	**Retail Gap**	**Retail Gap**	**Retail Gap**	**Retail Gap**	**Retail Gap**
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	-$1,143,917,775	-$167,247,075	-$264,464,028	-$502,330,980	-$219,091,639	-$143,115,607	-$195,997,252	-$189,654,585	-$339,273,470	-$247,831,677	-$179,595,440	-$297,229,970	$193,487,798	-$238,314,930
Total Retail Trade (NAICS 44-45)	-$974,310,564	-$166,566,080	-$231,904,418	-$467,892,453	-$164,184,139	-$136,138,230	-$182,026,259	-$158,151,229	-$305,657,606	-$243,220,303	-$177,303,469	-$238,892,084	$180,119,444	-$169,494,973
Total Food & Drink (NAICS 722)	-$169,607,211	-$680,995	-$32,559,610	-$34,438,527	-$54,907,500	-$6,977,377	-$13,970,993	-$31,503,356	-$33,615,864	-$4,611,374	-$2,291,971	-$58,337,886	$13,368,354	-$68,819,957
Industry Group	**Retail Gap**	**Retail Gap**	**Retail Gap**	**Retail Gap**	**Retail Gap**	**Retail Gap**	**Retail Gap**	**Retail Gap**	**Retail Gap**	**Retail Gap**	**Retail Gap**	**Retail Gap**	**Retail Gap**	**Retail Gap**
Motor Vehicle & Parts Dealers (NAICS 441)	-$239,369,539	-$72,345,668	-$100,035,704	-$320,478,652	$35,936,406	$27,638,037	$2,332,119	-$45,188,593	-$154,882,814	-$77,276,010	-$68,024,701	-$86,232,185	$95,225,336	-$18,842,428
Automobile Dealers (NAICS 4411)	-$224,575,290	-$65,747,260	-$86,967,611	-$311,568,450	$45,723,939	$47,960,090	$24,309,533	-$30,547,650	-$143,387,571	-$67,189,160	-$61,408,436	-$95,609,577	$84,072,383	-$25,018,563
Other Motor Vehicle Dealers (NAICS 4412)	$2,070,454	-$4,469,532	-$6,457,154	-$1,642,262	-$4,585,761	-$13,868,135	-$14,746,166	-$7,151,910	-$5,762,397	-$5,817,275	-$5,224,988	$8,163,541	$7,325,056	$6,908,185
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	-$16,864,703	-$2,128,876	-$6,610,940	-$7,267,940	-$5,201,772	-$6,453,918	-$7,231,248	-$7,489,033	-$5,732,846	-$4,269,575	-$1,391,277	$1,213,851	$3,827,897	-$732,050
Furniture & Home Furnishings Stores (NAICS 442)	$12,901,622	$3,385,848	$1,781,273	-$12,335,245	-$3,251,891	-$1,875,394	$4,019,744	$1,756,610	$1,805,935	$193,800	$6,938,579	$7,954,127	$19,622,263	$3,221,622
Furniture Stores (NAICS 4421)	$23,610,136	$4,499,528	$2,505,079	-$9,395,525	$149,025	-$3,423,349	$3,336,179	$2,304,003	$2,706,155	$4,218,919	$8,521,567	$11,424,845	$15,283,314	$6,544,856
Home Furnishings Stores (NAICS 4422)	-$10,708,514	-$1,113,680	-$723,807	-$2,939,720	-$3,400,916	$1,547,955	$683,565	-$547,393	-$900,220	-$4,025,119	-$1,582,988	-$3,470,718	$4,338,949	-$3,323,234
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	$25,886,767	$2,511,417	$651,863	-$10,086,070	$2,278,721	$5,303,675	$5,077,251	$1,048,156	$255,569	$2,472,980	$5,909,157	$4,887,398	$13,902,840	$1,143,702
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	-$79,773,150	-$6,409,675	-$7,379,377	-$18,645,233	-$2,816,126	-$51,603,793	-$43,485,564	-$7,525,090	-$7,233,663	-$15,359,171	-$11,075,765	$1,183,115	$1,857,404	-$3,449,635
Building Material and Supplies Dealers (NAICS 4441)	-$78,202,776	-$6,602,436	-$7,769,099	-$19,250,774	-$3,676,586	-$51,487,459	-$44,221,579	-$7,898,949	-$7,639,248	-$13,432,549	-$11,301,158	$2,373,939	$2,591,154	-$4,741,024
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	-$1,570,374	$192,761	$389,722	$605,541	$860,460	-$116,334	$736,015	$373,859	$405,585	-$1,926,622	$225,393	-$1,190,824	-$733,750	$1,291,389
Food & Beverage Stores (NAICS 445)	-$221,007,565	-$3,712,466	$5,864,819	-$31,012,379	-$21,279,367	-$17,614,521	-$15,974,008	$11,304,075	$425,562	-$267,488	-$35,693,398	-$98,280,762	-$61,509,489	-$48,700,531
Grocery Stores (NAICS 4451)	-$204,312,400	-$4,149,762	$6,825,985	-$32,663,162	-$21,517,783	-$18,394,497	-$15,560,407	$12,143,360	$1,508,610	$15,726	-$36,624,442	-$77,407,767	-$53,769,480	-$46,947,569
Specialty Food Stores (NAICS 4452)	-$14,435,312	$535,354	$350,733	$846,771	$983,750	$865,530	$479,287	$322,720	$378,745	$474,773	$952,331	-$18,593,378	-$9,318,832	$589,945
Beer, Wine, and Liquor Stores (NAICS 4453)	-$2,259,853	-$98,058	-$1,311,899	$804,012	-$745,334	-$85,554	-$892,888	-$1,162,005	-$1,461,793	-$757,987	-$21,287	-$2,279,617	$1,578,823	-$2,342,907
Health & Personal Care Stores (NAICS 446/NAICS 4461)	-$77,119,162	-$5,654,759	-$8,513,546	-$1,769,390	-$25,771,514	-$14,387,488	-$9,135,701	-$5,631,052	-$11,396,039	-$2,908,753	-$17,372,992	-$35,810,785	-$4,879,009	-$17,509,055
Gasoline Stations (NAICS 447/NAICS 4471)	-$85,717,400	-$27,509,903	-$62,717,082	-$9,978,251	-$23,313,110	-$30,913,476	-$70,516,598	-$64,558,681	-$60,875,482	-$49,410,435	-$16,838,974	-$2,035,729	$45,833,884	-$11,076,913
Clothing and Clothing Accessories Stores (NAICS 448)	-$87,434,211	-$1,629,987	-$3,851,903	-$33,605,118	-$56,637,635	$1,646,447	-$3,488,191	-$3,253,714	-$4,450,091	-$2,270,634	$1,285,927	-$43,025,358	$17,074,899	-$42,900,490
Clothing Stores (NAICS 4481)	-$71,527,493	-$760,575	-$2,500,269	-$33,778,797	-$41,433,102	-$93,472	-$3,868,205	-$2,659,732	-$2,340,806	-$1,153,946	$1,135,953	-$36,799,647	$13,383,644	-$35,513,543
Shoe Stores (NAICS 4482)	-$13,276,093	-$1,163,100	-$95,894	-$97,020	-$9,653,533	$496,650	$5,162	$607,297	-$799,085	-$1,545,871	-$559,587	-$4,629,639	$1,721,691	-$5,126,918
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	-$2,630,625	$293,688	-$1,255,740	$270,699	-$5,551,000	$1,243,269	$374,852	-$1,201,279	-$1,310,200	$429,183	$709,561	-$1,596,072	$1,969,564	-$2,260,029
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	-$11,779,576	-$459,101	-$3,256,883	-$2,366,500	-$8,323,452	-$1,971,863	-$3,060,803	-$4,183,346	-$2,330,419	-$666,509	$1,467,260	-$4,218,474	$2,253,484	-$7,045,927
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	-$4,897,676	$777,986	-$300,856	-$2,911,189	-$2,201,020	$977,385	$351,525	-$415,396	-$186,315	$627,661	$1,391,993	-$2,604,854	$891,245	-$3,651,805
Book, Periodical, and Music Stores (NAICS 4512)	-$6,881,900	-$1,237,087	-$2,956,027	$544,689	-$6,122,432	-$2,949,248	-$3,412,328	-$3,767,950	-$2,144,104	-$1,294,170	$75,267	-$1,613,620	$1,362,239	-$3,394,122
General Merchandise Stores (NAICS 452)	-$180,203,810	-$37,672,123	-$26,327,577	-$39,690,297	-$52,456,141	-$31,461,830	-$18,816,572	-$16,159,227	-$36,495,927	-$74,972,347	-$21,086,483	-$2,782,539	$20,697,173	-$21,260,784
Department Stores Excluding Leased Depts. (NAICS 4521)	-$140,351,880	-$12,765,543	$5,416,121	-$41,628,690	-$33,447,524	-$8,617,871	$4,398,036	$7,144,812	$3,687,429	-$49,105,420	-$4,601,730	-$19,176,756	-$8,086,402	-$15,223,683
Other General Merchandise Stores (NAICS 4529)	-$39,851,930	-$24,906,580	-$31,743,698	$1,938,393	-$19,008,617	-$22,843,959	-$23,214,608	-$23,304,039	-$40,183,356	-$25,866,927	-$16,484,753	$16,394,217	$28,783,575	-$6,037,101
Miscellaneous Store Retailers (NAICS 453)	-$28,854,412	-$421,819	-$7,637,841	-$7,171,964	-$7,294,575	-$361,789	-$4,234,116	-$7,562,263	-$7,713,418	-$197,193	-$1,457,996	-$6,921,917	$2,817,155	-$12,501,434
Florists (NAICS 4531)	-$1,158,341	-$12,876	-$484,804	$263,993	-$1,608,539	$27,987	-$35,332	-$562,662	-$406,946	$29,263	$23,989	-$15,521	$355,710	-$911,962
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	-$11,857,620	-$459,787	-$1,156,864	-$1,773,760	-$3,464,826	-$146,155	-$958,265	-$981,022	-$1,332,706	-$139,240	-$1,365,670	-$3,687,370	$377,097	-$6,591,509
Used Merchandise Stores (NAICS 4533)	-$6,077,097	-$132,074	-$2,756,370	-$1,058,295	-$684,314	-$439,765	-$2,445,390	-$2,748,455	-$2,764,285	-$239,528	-$359,832	-$1,076,823	-$22,405	-$1,419,252
Other Miscellaneous Store Retailers (NAICS 4539)	-$9,761,354	$182,918	-$3,239,803	-$4,603,902	-$1,536,896	$196,144	-$795,129	-$3,270,124	-$3,209,481	$152,312	$243,517	-$2,142,203	$2,106,753	-$3,578,711
Nonstore Retailers (NAICS 454)	-$1,840,128	-$16,647,844	-$20,482,462	$19,246,646	-$1,255,455	-$20,536,235	-$24,743,820	-$18,198,104	-$22,766,819	-$22,558,543	-$21,354,083	$26,391,025	$27,223,504	$9,426,900
Electronic Shopping and Mail-Order Houses (NAICS 4541)	$48,937,575	$4,112,746	$3,701,975	$8,751,885	$4,749,610	$5,490,505	$4,481,794	$3,144,498	$4,259,452	$3,673,803	$7,294,165	$9,361,385	$11,545,223	$8,193,976
Vending Machine Operators (NAICS 4542)	-$8,715,083	$4,340,350	$5,652,510	$12,554,104	-$6,053,475	-$16,688,770	-$16,419,344	$5,671,963	$5,633,056	-$3,473,418	-$24,322,009	$15,344,030	$16,252,656	$3,007,627
Direct Selling Establishments (NAICS 4543)	-$42,062,620	-$25,100,940	-$29,836,946	-$2,059,343	$48,410	-$9,337,970	-$12,806,270	-$27,014,565	-$32,659,327	-$22,758,928	-$4,326,239	$1,685,610	-$574,375	-$1,774,703
Food Services & Drinking Places (NAICS 722)	-$169,607,211	-$680,995	-$32,559,610	-$34,438,527	-$54,907,500	-$6,977,377	-$13,970,993	-$31,503,356	-$33,615,864	-$4,611,374	-$2,291,971	-$58,337,886	$13,368,354	-$68,819,957
Full-Service Restaurants (NAICS 7221)	-$102,482,914	$123,040	-$12,182,974	-$22,253,106	-$22,179,553	-$10,907,012	-$11,799,924	-$13,328,426	-$11,037,522	-$770,379	-$5,121,407	-$40,392,474	-$113,353	-$49,452,081
Limited-Service Eating Places (NAICS 7222)	-$41,525,937	-$1,942,888	-$2,182,006	-$16,350,320	-$30,028,614	-$1,722,813	-$2,021,305	-$1,083,827	-$3,280,184	-$4,959,160	-$740,210	-$20,782,264	$9,013,399	-$22,171,917
Special Food Services (NAICS 7223)	-$22,172,587	$454,772	-$13,849,642	$2,032,460	-$102,490	$2,634,364	-$387,215	-$13,305,822	-$14,393,461	$809,428	$1,273,017	$4,063,932	$9,953,483	$4,757,565
Drinking Places - Alcoholic Beverages (NAICS 7224)	-$3,425,773	$684,081	-$4,344,989	$2,132,439	-$2,596,843	$3,018,084	$237,451	-$3,785,281	-$4,904,697	$308,737	$2,296,629	-$1,227,080	-$5,485,175	-$1,953,524

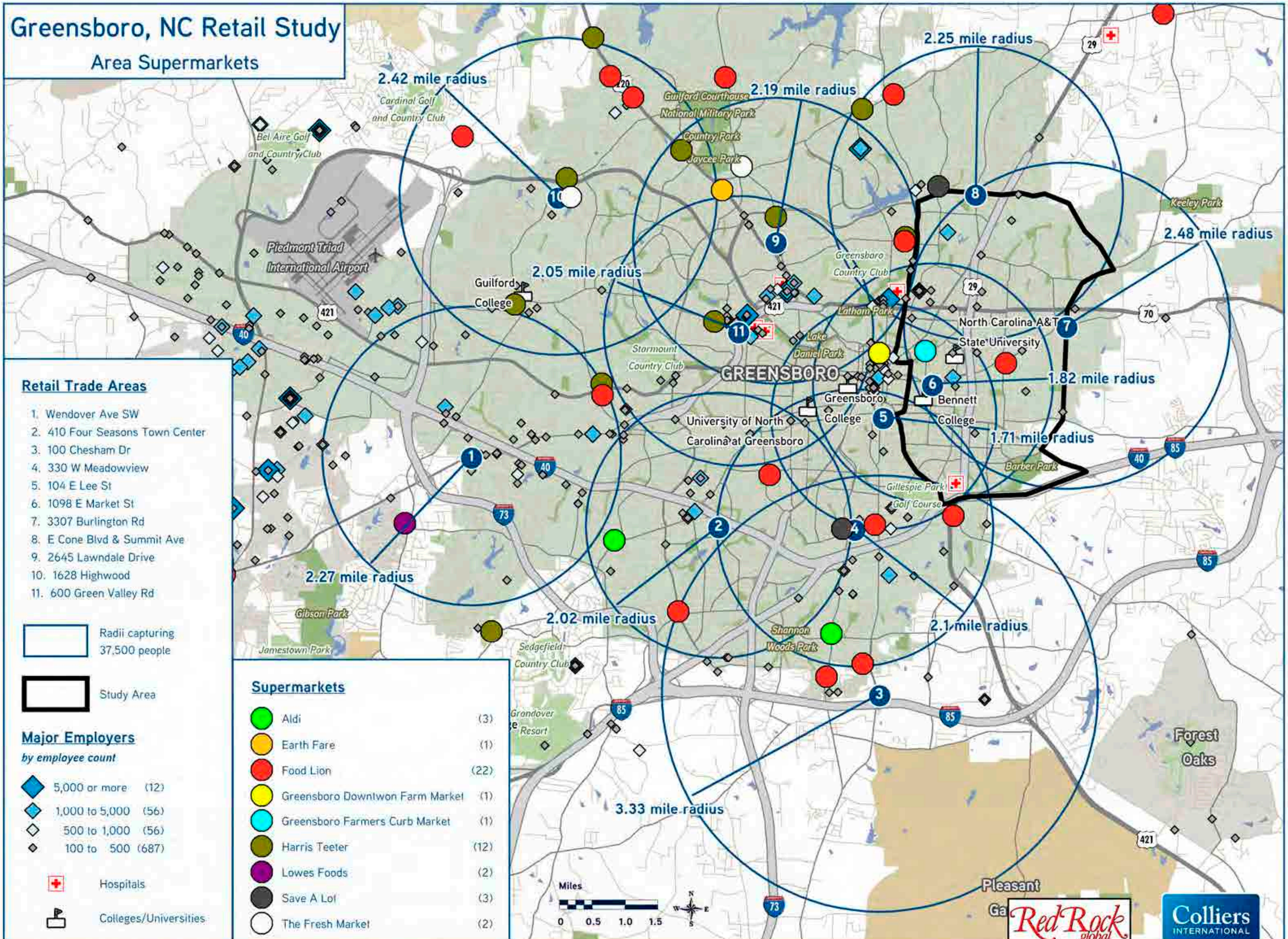


Greensboro, NC Retail Study
Retail Locations
Retail Trade Areas
(count of retailers w/in radius)
1. Wendover Ave SW (61)
2. 410 Four Seasons Town Center (92)
3. 100 Chesham Dr (32)
4. 330 W Meadowview (42)
5. 104 E Lee St (18)
6. 1098 E Market St (21)
7. 3307 Burlington Rd (24)
8. E Cone Blvd & Summit Ave (36)
9. 2645 Lawndale Drive (89)
10. 1628 Highwood (37)
11. 600 Green Valley Rd (69)
Radii capturing 37,500 people
Study area
Major Employers
by employee count
5,000 or more (12)
1,000 to 5,000 (56)
500 to 1,000 (56)
100 to 500 (687)
Significant Retail Locations
Hospitals
Colleges/Universities
2.42 mile radius
2.19 mile radius
2.25 mile radius
2.48 mile radius
2.05 mile radius
1.82 mile radius
1.71 mile radius
2.27 mile radius
2.02 mile radius
2.1 mile radius
3.33 mile radius
GREENSBORO
Piedmont Triad International Airport
Guilford College
University of North Carolina at Greensboro
Greensboro College
Bennett College
North Carolina A&T State University
Guilford Community College
Jamestown
Forest Oaks
Pleasant Ga
Miles
0 0.5 1.0 1.5
Red Rock global
REAL ESTATE SERVICES COMPANY
Colliers INTERNATIONAL

Greensboro, NC Retail Study

Area Shopping Centers





Greensboro, NC Retail Study
Area Supermarkets
Retail Trade Areas
1. Wendover Ave SW
2. 410 Four Seasons Town Center
3. 100 Chesham Dr
4. 330 W Meadowview
5. 104 E Lee St
6. 1098 E Market St
7. 3307 Burlington Rd
8. E Cone Blvd & Summit Ave
9. 2645 Lawndale Drive
10. 1628 Highwood
11. 600 Green Valley Rd
Radii capturing 37,500 people
Study Area
Major Employers
by employee count
5,000 or more (12)
1,000 to 5,000 (56)
500 to 1,000 (56)
100 to 500 (687)
Hospitals
Colleges/Universities
Supermarkets
Aldi (3)
Earth Fare (1)
Food Lion (22)
Greensboro Downtwon Farm Market (1)
Greensboro Farmers Curb Market (1)
Harris Teeter (12)
Lowes Foods (2)
Save A Lot (3)
The Fresh Market (2)
2.42 mile radius
2.19 mile radius
2.25 mile radius
2.48 mile radius
2.05 mile radius
1.82 mile radius
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2.27 mile radius
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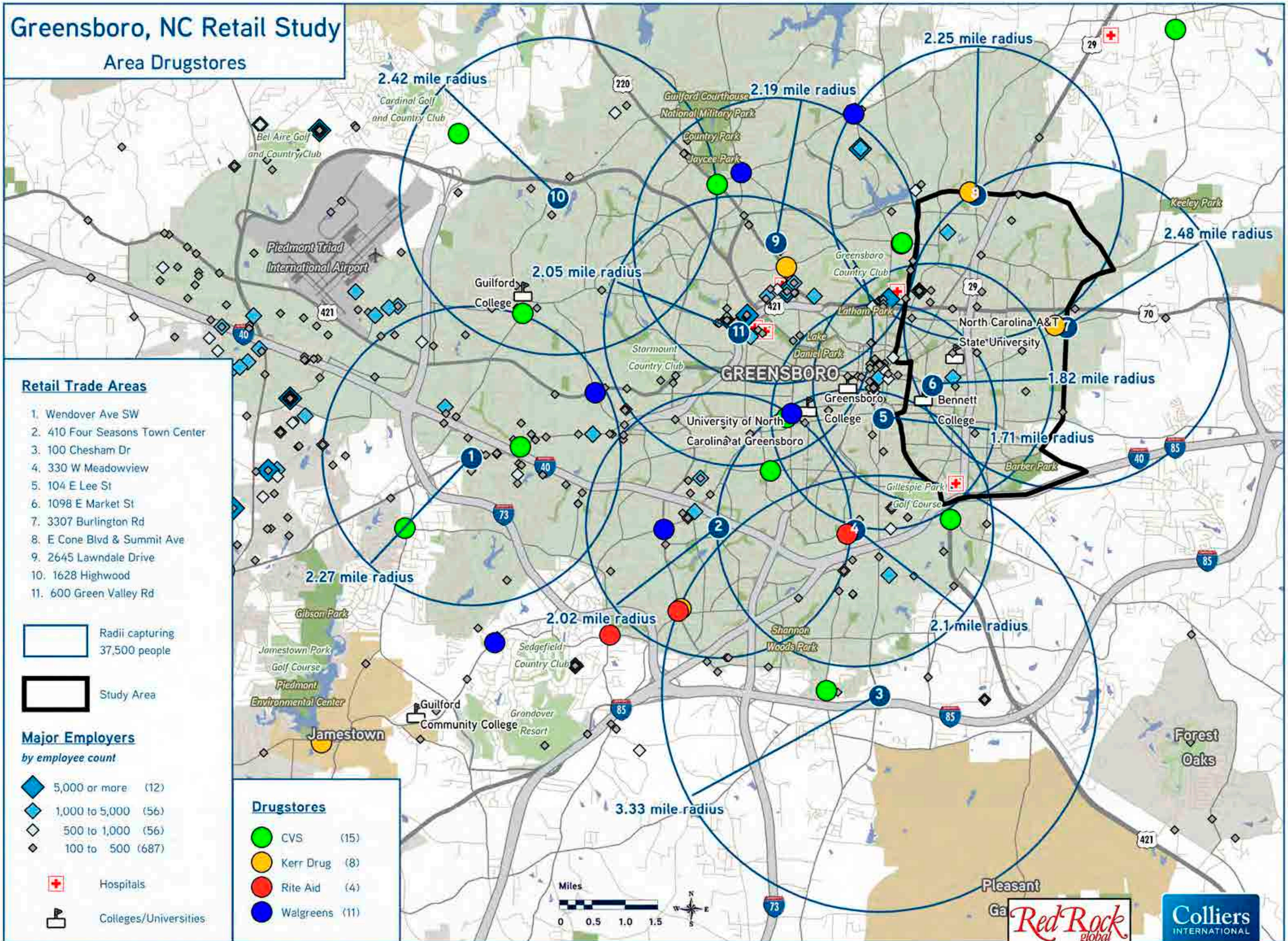
University of North Carolina at Greensboro
Barber Park
Gillespie Park Golf Course
Keeley Park
Gibson Park
Jamestown Park
Sedgefield Country Club
Shannon Woods Park
Grandover Resort
Forest Oaks
Pleasant Garden
Miles
0 0.5 1.0 1.5



Greensboro, NC Retail Study
Area Drugstores
Retail Trade Areas
1. Wendover Ave SW
2. 410 Four Seasons Town Center
3. 100 Chesham Dr
4. 330 W Meadowview
5. 104 E Lee St
6. 1098 E Market St
7. 3307 Burlington Rd
8. E Cone Blvd & Summit Ave
9. 2645 Lawndale Drive
10. 1628 Highwood
11. 600 Green Valley Rd
Radii capturing 37,500 people
Study Area
Major Employers
by employee count
5,000 or more (12)
1,000 to 5,000 (56)
500 to 1,000 (56)
100 to 500 (687)
Hospitals
Colleges/Universities
Drugstores
CVS (15)
Kerr Drug (8)
Rite Aid (4)
Walgreens (11)
Miles
0 0.5 1.0 1.5
2.42 mile radius
2.19 mile radius
2.25 mile radius
2.48 mile radius
2.05 mile radius
1.82 mile radius
1.71 mile radius
2.27 mile radius
2.02 mile radius
2.1 mile radius
3.33 mile radius
GREENSBORO
Guilford College
North Carolina A&T State University
Greensboro College
Bennett College
University of North Carolina at Greensboro
Guilford Community College
Piedmont Triad International Airport
Cardinal Golf and Country Club
Bel Aire Golf and Country Club
Guilford Courthouse National Military Park
Country Park
Jaycee Park
Greensboro Country Club
Latham Park
Lake Daniel Park
Stormount Country Club
Keeley Park
Barber Park
Gillespie Park Golf Course
Gibson Park
Jamestown Park Golf Course
Piedmont Environmental Center
Sedgefield Country Club
Grandover Resort
Shannon Woods Park
Jamestown
Forest Oaks
Pleasant Ga

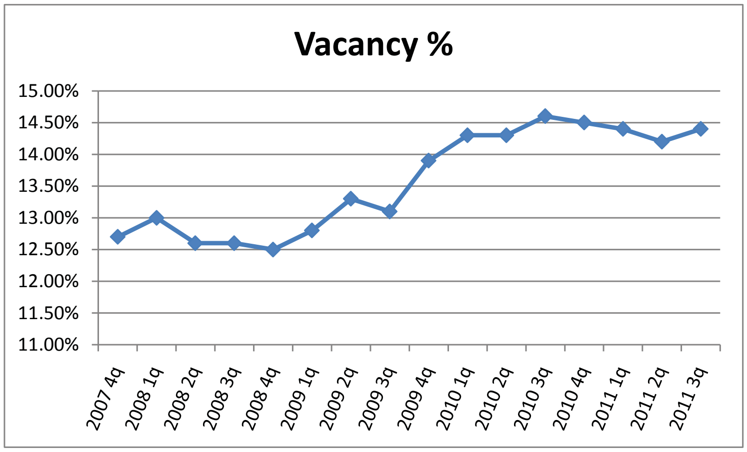
Balanced Economic Development
A Strategy Plan for East Greensboro

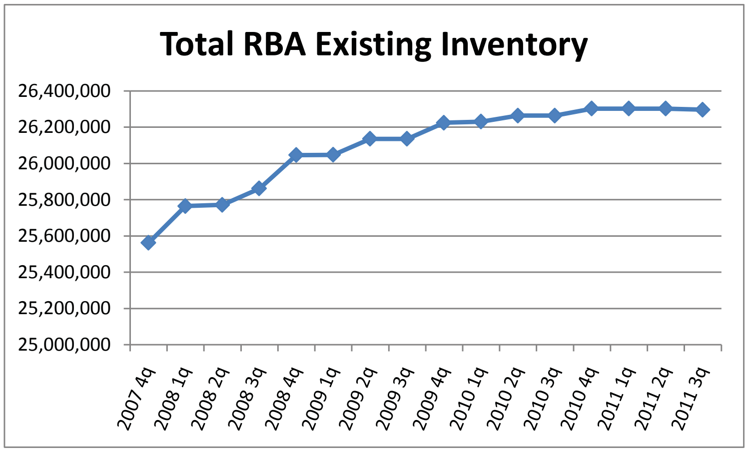
Appendix E - Real Estate Reports

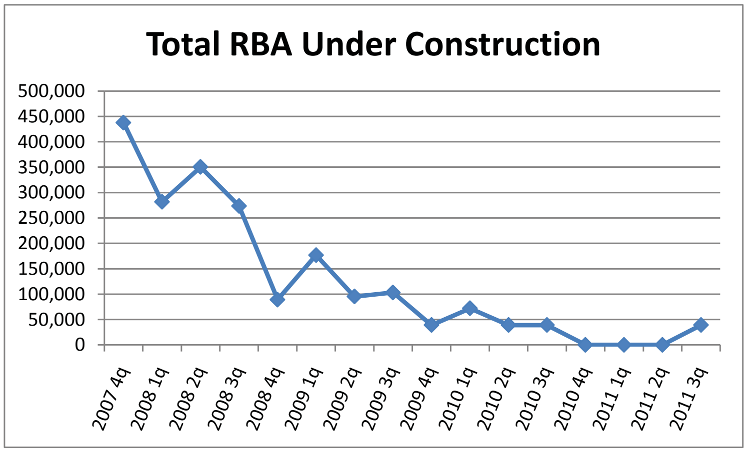
COLLIERS INTERNATIONAL
& RED ROCK GLOBAL

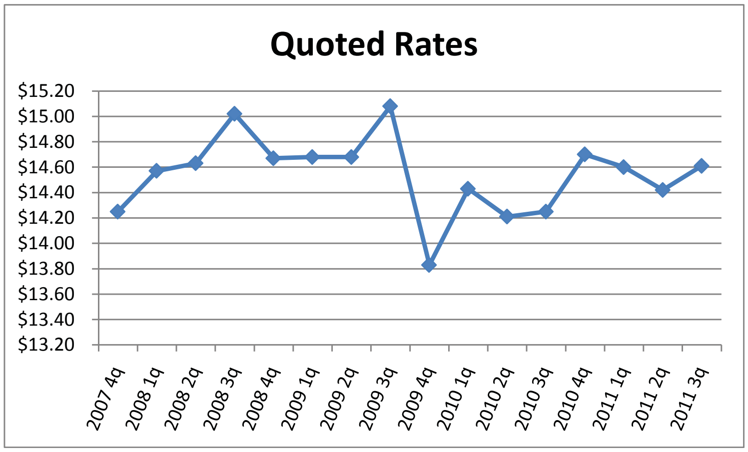
Office - Current & Historial Data

Period	Existing Inventory		Vacancy		Net Absorption	Delivered Inventory		UC Inventory		Quoted Rates
	# Bldgs	Total RBA	Vacant SF	Vacancy %		# Bldgs	Total RBA	# Bldgs	Total RBA	
2011 3q	1,794	26,295,886	3,788,444	14.40%	-58,357	0	0	1	39,000	$14.61
2011 2q	1,795	26,302,530	3,736,731	14.20%	41,378	0	0	0	0	$14.42
2011 1q	1,795	26,302,530	3,778,109	14.40%	35,326	0	0	0	0	$14.60
2010 4q	1,795	26,302,530	3,813,435	14.50%	59,183	2	39,000	0	0	$14.70
2010 3q	1,793	26,263,530	3,833,618	14.60%	-65,156	0	0	2	39,000	$14.25
2010 2q	1,793	26,263,530	3,768,462	14.30%	23,482	2	33,000	2	39,000	$14.21
2010 1q	1,791	26,230,530	3,758,944	14.30%	-110,420	1	5,979	4	72,000	$14.43
2009 4q	1,790	26,224,551	3,642,545	13.90%	-118,365	4	89,180	3	38,979	$13.83
2009 3q	1,786	26,135,371	3,435,000	13.10%	52,417	0	0	6	103,159	$15.08
2009 2q	1,786	26,135,371	3,487,417	13.30%	-58,960	4	87,724	5	95,159	$14.68
2009 1q	1,782	26,047,647	3,340,733	12.80%	-82,753	1	1,500	8	176,904	$14.68
2008 4q	1,781	26,046,147	3,256,480	12.50%	191,197	6	184,365	5	89,224	$14.67
2008 3q	1,775	25,861,782	3,263,312	12.60%	79,172	6	90,946	11	273,589	$15.02
2008 2q	1,770	25,771,892	3,252,594	12.60%	97,625	1	7,200	13	350,302	$14.63
2008 1q	1,769	25,764,692	3,343,019	13.00%	116,893	10	202,460	13	281,502	$14.57
2007 4q	1,759	25,562,232	3,257,452	12.70%	-24,399	2	9,500	19	437,685	$14.25



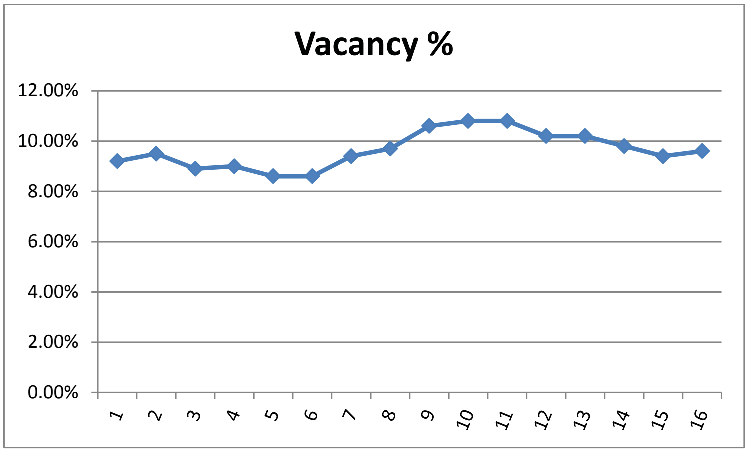


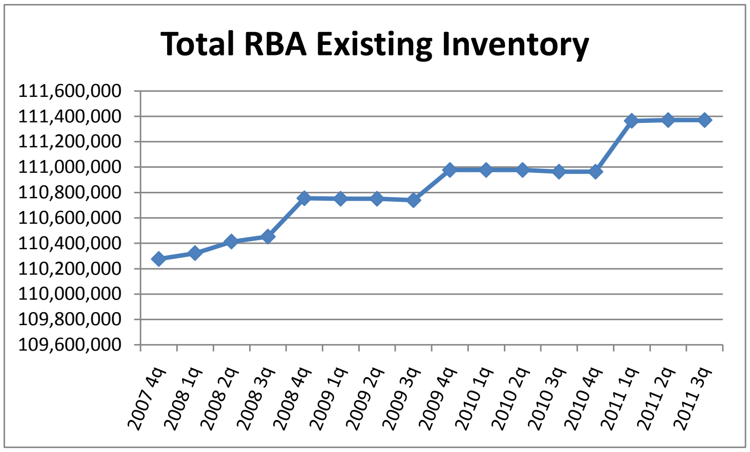


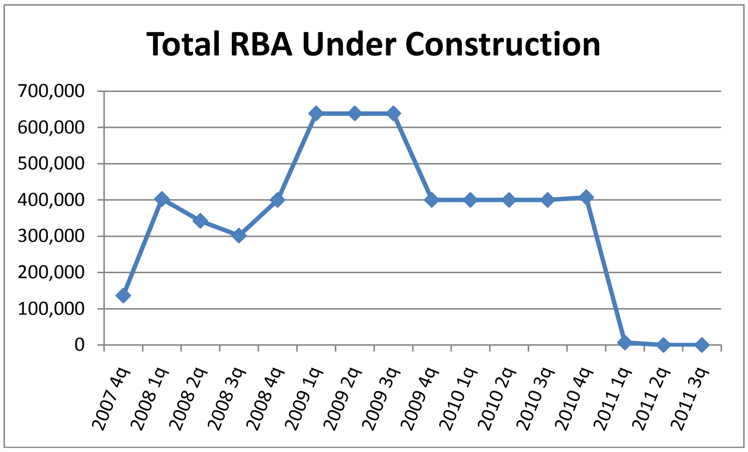


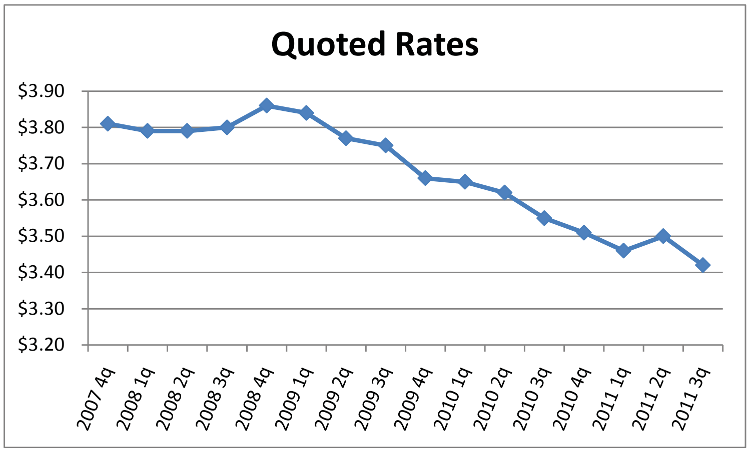
Industrial - Current & Historial Data

Period	Existing Inventory		Vacancy		Net Absorption	Delivered Inventory		UC Inventory		Quoted Rates
	# Bldgs	Total RBA	Vacant SF	Vacancy %		# Bldgs	Total RBA	# Bldgs	Total RBA	
2011 3q	2,888	111,370,430	10,690,934	9.60%	-190,684	0	0	0	0	$3.42
2011 2q	2,888	111,370,430	10,500,250	9.40%	458,655	1	7,000	0	0	$3.50
2011 1q	2,887	111,363,430	10,951,905	9.80%	771,467	1	400,000	1	7,000	$3.46
2010 4q	2,886	110,963,430	11,323,372	10.20%	-35,623	0	0	2	407,000	$3.51
2010 3q	2,886	110,963,430	11,287,749	10.20%	692,006	0	0	1	400,000	$3.55
2010 2q	2,887	110,977,153	11,993,478	10.80%	-18,442	0	0	1	400,000	$3.62
2010 1q	2,887	110,977,153	11,975,036	10.80%	-255,511	0	0	1	400,000	$3.65
2009 4q	2,887	110,977,153	11,719,525	10.60%	-708,110	1	238,400	1	400,000	$3.66
2009 3q	2,886	110,738,753	10,773,015	9.70%	-355,389	0	0	2	638,400	$3.75
2009 2q	2,887	110,750,248	10,429,121	9.40%	-849,344	0	0	2	638,400	$3.77
2009 1q	2,887	110,750,248	9,579,777	8.60%	-4,348	0	0	2	638,400	$3.84
2008 4q	2,888	110,754,348	9,579,529	8.60%	616,074	1	301,910	1	400,000	$3.86
2008 3q	2,887	110,452,438	9,893,693	9.00%	-21,794	2	40,150	1	301,910	$3.80
2008 2q	2,885	110,412,288	9,831,749	8.90%	751,131	1	90,770	3	342,060	$3.79
2008 1q	2,884	110,321,518	10,492,110	9.50%	-350,076	3	45,600	3	402,830	$3.79
2007 4q	2,881	110,275,918	10,096,434	9.20%	-135,341	4	607,000	4	136,370	$3.81





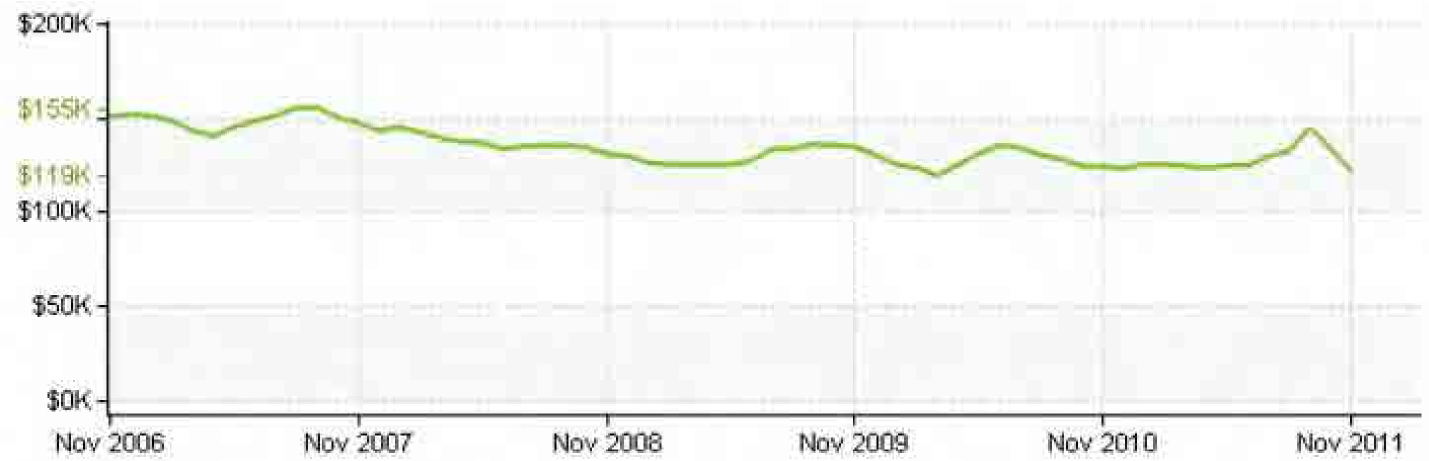




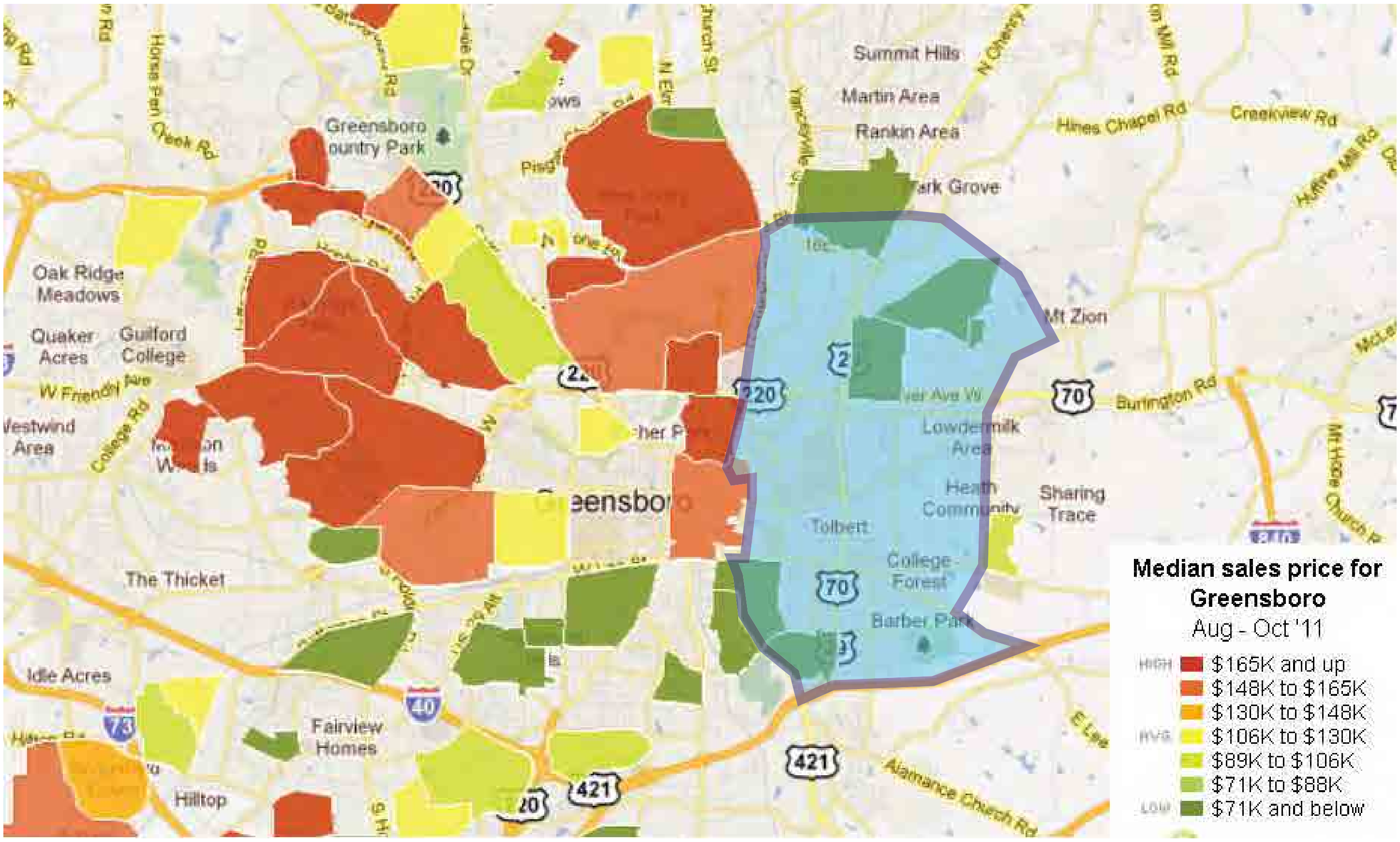
Residential - Current & Historial Data

Avg. Listing Price		Median Sales Price			
$236,776	+$8,424 +3.7%	**$122,000**	-$2,000 -1.6%	**2,228** Homes For Sale	**9** Open Homes
Wk ending Nov 23	w-o-w	Aug '11 - Oct '11	y-o-y	**1,121** Recently Sold	**653** Foreclosures

Median Sales Price - Graph

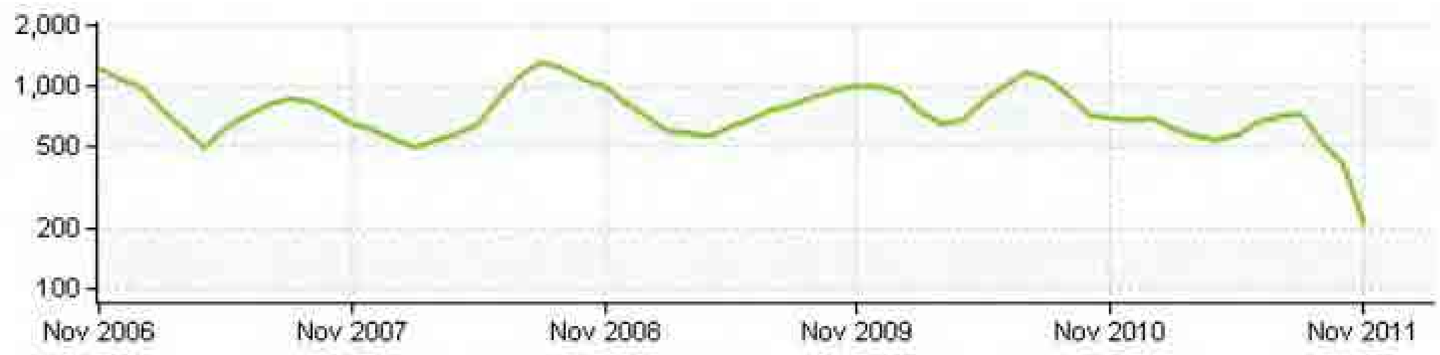


Median Sales Price - Graph

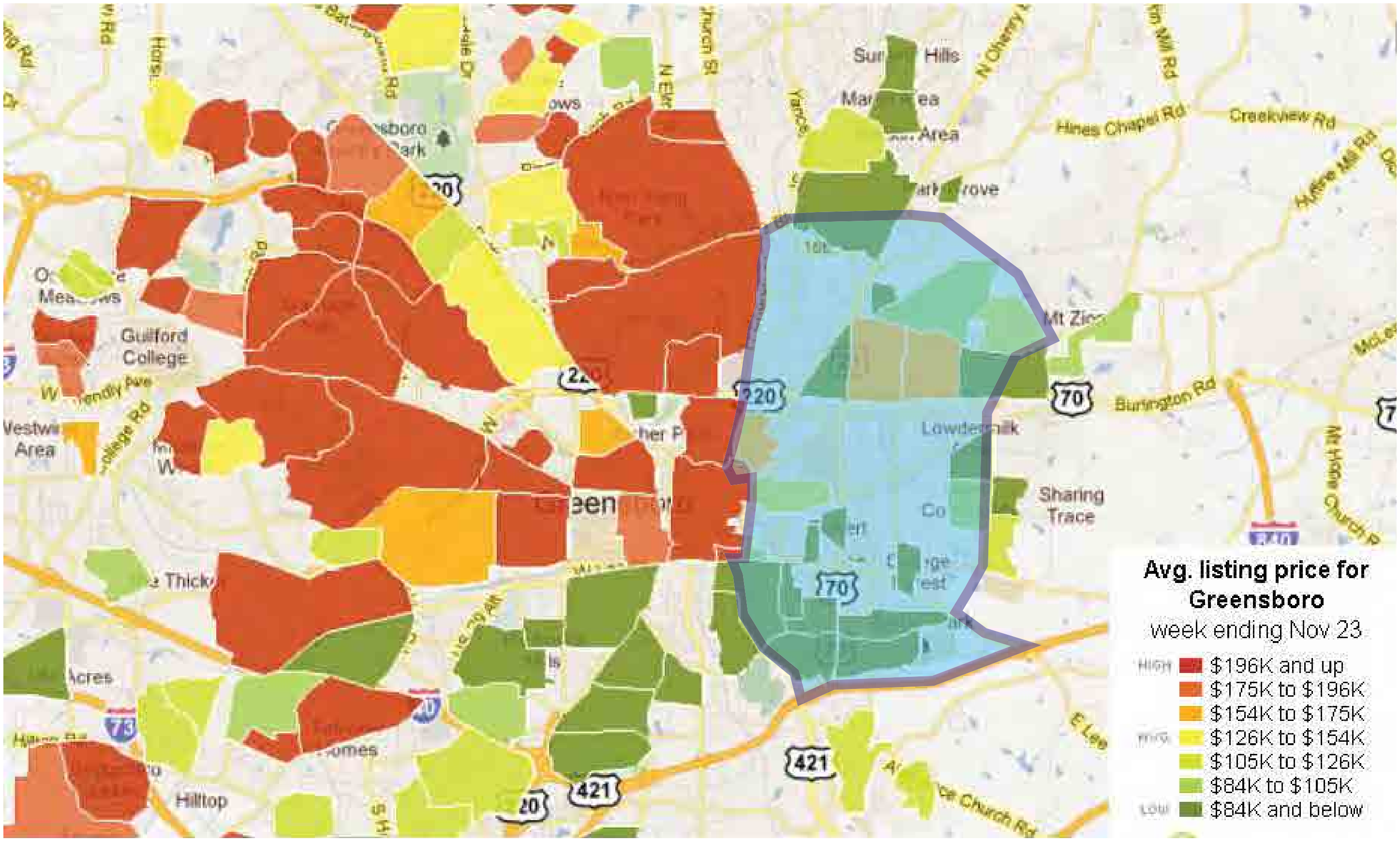


Residential - Current & Historial Data

Number of Sales - Graph



Average Listing Price - Graph

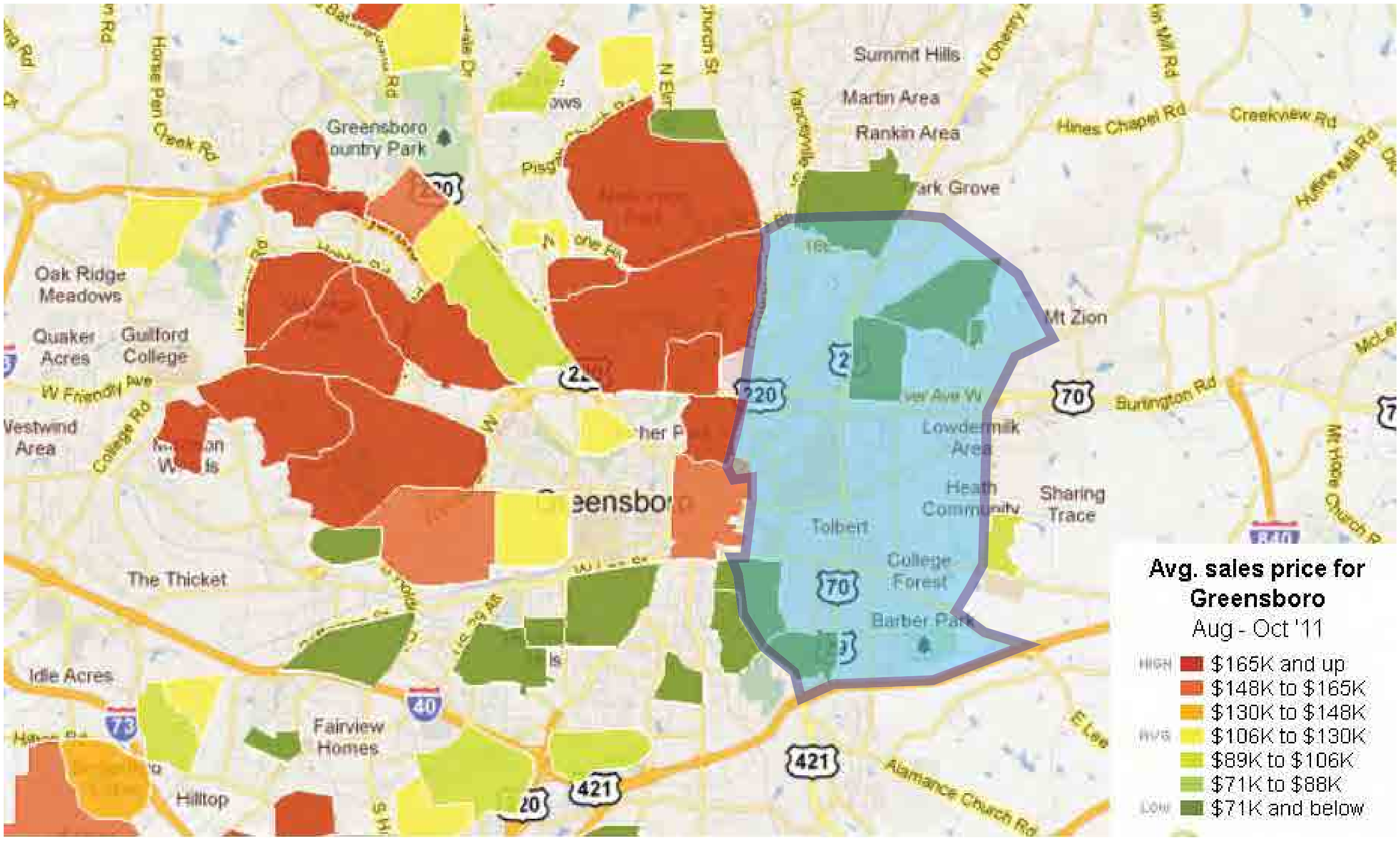


Residential - Current & Historial Data

Sales by Bedrooms - Table

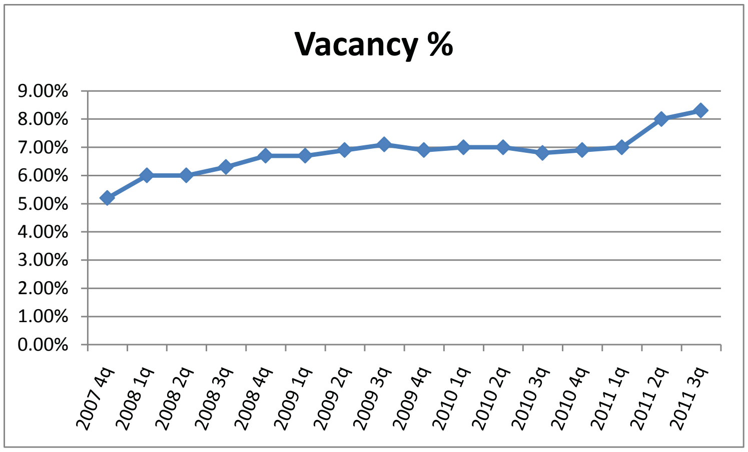
No. Bedrooms	Aug - Oct '11	y-o-y	3 months prior	1 year prior	5 years prior
1 bedroom	$67,000	-25.6%	$64,000	$90,000	$197,500
2 bedrooms	$62,160	-15.4%	$80,250	$73,500	$111,750
3 bedrooms	$116,000	+0.9%	$120,000	$115,000	$139,000
4 bedrooms	$220,810	+0.4%	$222,000	$220,000	$246,750
All properties	**$122,000**	**-1.6%**	**$132,184**	**$124,000**	**$150,500**

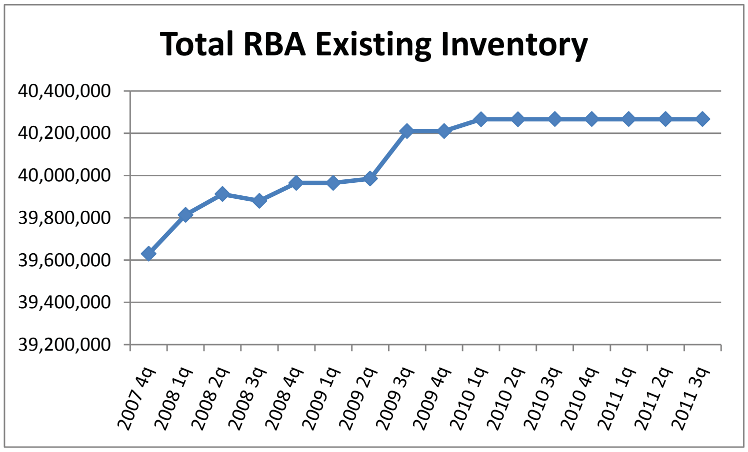
Average Sales Price - Map

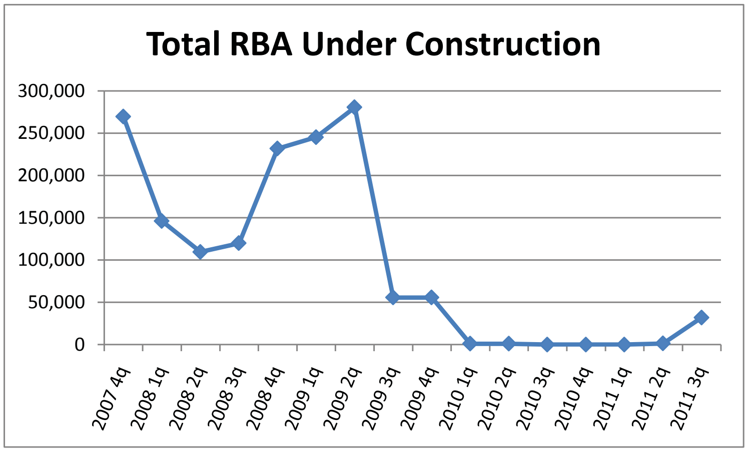


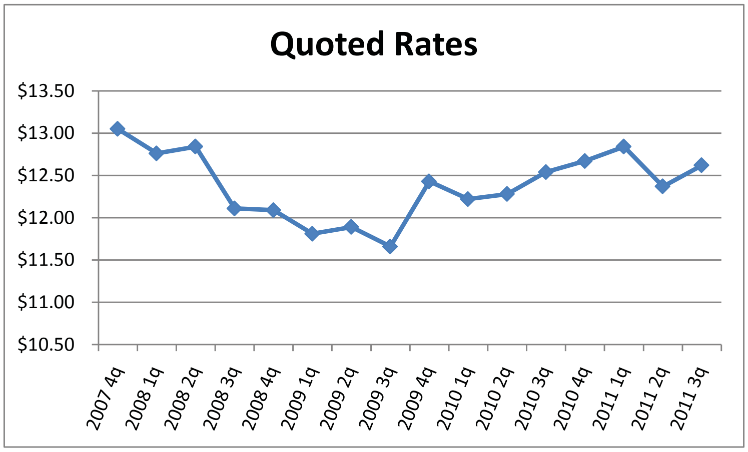
Retail - Current & Historial Data

Period	Existing Inventory		Vacancy		Net Absorption	Delivered Inventory		UC Inventory		Quoted Rates
	# Bldgs	Total RBA	Vacant SF	Vacancy %		# Bldgs	Total RBA	# Bldgs	Total RBA	
2007 4q	3,334	39,629,711	2,074,052	5.20%	299,177	2	18,498	23	269,519	$13.05
2008 1q	3,350	39,813,985	2,386,304	6.00%	-127,978	16	184,274	12	145,986	$12.76
2008 2q	3,358	39,911,753	2,397,543	6.00%	86,529	8	97,768	9	109,563	$12.84
2008 3q	3,357	39,879,959	2,500,526	6.30%	-134,777	2	18,948	9	119,823	$12.11
2008 4q	3,364	39,964,513	2,659,669	6.70%	-74,589	8	99,386	2	231,637	$12.09
2009 1q	3,364	39,964,513	2,682,567	6.70%	-22,898	0	0	3	245,287	$11.81
2009 2q	3,365	39,984,950	2,770,877	6.90%	-67,873	1	20,437	3	280,577	$11.89
2009 3q	3,367	40,209,800	2,837,658	7.10%	158,069	2	224,850	1	55,727	$11.66
2009 4q	3,367	40,209,800	2,755,620	6.90%	82,038	0	0	1	55,727	$12.43
2010 1q	3,368	40,265,527	2,837,762	7.00%	-26,415	1	55,727	1	1,012	$12.22
2010 2q	3,368	40,265,527	2,808,667	7.00%	29,095	0	0	1	1,012	$12.28
2010 3q	3,369	40,266,539	2,726,681	6.80%	82,998	1	1,012	0	0	$12.54
2010 4q	3,369	40,266,539	2,761,044	6.90%	-34,363	0	0	0	0	$12.67
2011 1q	3,369	40,266,539	2,833,427	7.00%	-72,383	0	0	0	0	$12.84
2011 2q	3,369	40,266,539	3,206,120	8.00%	-372,693	0	0	1	1,309	$12.37
2011 3q	3,369	40,266,539	3,358,328	8.30%	-152,208	0	0	3	32,018	$12.62









Balanced Economic Development
A Strategy Plan for East Greensboro

Appendix F - Miscellaneous

COLLIERS INTERNATIONAL
& RED ROCK GLOBAL

Non-Study Area Schools

School	Address	Enrollment	Type	Grades
KISER MIDDLE SCHOOL*	716 Benjamin Pky	753	Public	6-8
GRIMSLEY HIGH SCHOOL*	801 Westover Ter	1,768	Public	9-12
FIRST LUTHERAN SCHOOL FOR YOUNG CHILDREN	3600 W Friendly Ave	127	Private	PK-KG
ALAMANCE ELEMENTARY SCHOOL	3600 Williams Dairy Rd	796	Public	PK-5
ARCHER ELEMENTARY SCHOOL	2610 Four Seasons Blvd	426	Public	PK-5
BRIGHTWOOD ELEMENTARY SCHOOL	2500 Lees Chapel Rd	733	Public	PK-5
CLARA J PECK ELEMENTARY SCHOOL	1601 West Florida St	393	Public	PK-5
CYRUS P FRAZIER ELEMENTARY SCHOOL	4215 Galway Dr	381	Public	PK-5
DAVID D JONES ELEMENTARY SCHOOL	502 South St	720	Public	PK-5
EDWIN A ALDERMAN ELEMENTARY SCHOOL	4211 Chateau Dr	356	Public	PK-5
GUILFORD PRIMARY SCHOOL	920 Stage Coach Trail	538	Public	PK-5
HUNTER ELEMENTARY SCHOOL	1305 Merritt Dr	472	Public	PK-5
IRVING PARK ELEMENTARY SCHOOL	1310 Sunset Dr	720	Public	PK-5
JEFFERSON ELEMENTARY SCHOOL	1400 New Garden Rd	736	Public	PK-5
JOHN VAN LINDLEY ELEMENTARY SCHOOL	2700 Camden Rd	458	Public	PK-5
JULIUS I FOUST ELEMENTARY SCHOOL	2610 Floyd St	338	Public	PK-5
PILOT ELEMENTARY SCHOOL	4701 Chimney Springs Dr	887	Public	PK-5
RANKIN ELEMENTARY SCHOOL	3301 Summit Ave	670	Public	PK-5
SEDGEFIELD ELEMENTARY SCHOOL	2905 Groometown Rd	475	Public	PK-5
SOUTHERN ELEMENTARY SCHOOL	5720 Drake Rd	265	Public	PK-5
STERNBERGER ELEMENTARY SCHOOL	518 North Holden Rd	357	Public	PK-5
VANDALIA ELEMENTARY SCHOOL	407 East Vandalia Rd	303	Public	PK-5
WILEY ACCEL / ENRICHMENT SCHOOL	600 West Terrell St	287	Public	PK-5
BNAI SHALOM DAY SCHOOL	804a Winview Dr	141	Private	PK-8
COVENANT CHRISTIAN DAY SCHOOL	1414 Cliffwood Dr	103	Private	PK-8
GREENSBORO MONTESSORI SCHOOL	2856 Horse Pen Creek Rd	340	Private	PK-8
CALDWELL ACADEMY	2900 Horse Pen Creek Rd	692	Private	KG-12
BROOKS GLOBAL SCHOOL	1215 Westover Ter	397	Public	KG-5
CLAXTON ELEMENTARY SCHOOL	3720 Pinetop Rd	609	Public	KG-5
EP PEARCE ELEMENTARY SCHOOL	2006 Pleasant Ridge Rd	752	Public	KG-5
GENERAL GREENE ELEMENTARY SCHOOL	1501 Benjamin Pky	467	Public	KG-5
JAMES Y JOYNER ELEMENTARY SCHOOL	3300 Normandy Rd	398	Public	KG-5
JESSE WHARTON ELEMENTARY SCHOOL	5813 Lake Brandt Rd	878	Public	KG-5
MOREHEAD ELEMENTARY SCHOOL	4630 Tower Rd	485	Public	KG-5
MURPHEY TRADITIONAL ACADEMY	2306 Ontario St	354	Public	KG-5
N GUILFORD ELEMENTARY SCHOOL	3801 Nc 150 Hwy East	828	Public	KG-5
SUMNER ELEMENTARY SCHOOL	1915 Harris Dr	533	Public	KG-5
CANTERBURY SCHOOL	5400 Old Lake Jeanette Rd	368	Private	KG-8
GREENSBORO ACADEMY	4049 Us Hwy 220 North	721	Charter	KG-8
GUILFORD PREPARATORY SCHOOL	4705 North Church St	295	Charter	KG-8
OUR LADY OF GRACE ELEMENTARY SCHOOL	2205 W Market St	380	Private	KG-8
TRIAD MATH AND SCIENCE ACADEMY	900 Sixteenth St	359	Charter	KG-8
GREENSBORO DAY SCHOOL	5401 Lawndale Dr	928	Private	PK-12

*Currently feeds from Gillespie ES

	School	Address	Enrollment	Type	Grades
Non-Study Area Schools	NEW GARDEN FRIENDS SCHOOL	1128 New Garden Rd	271	Private	PK-12
	SHINING LIGHT ACADEMY	4530 W Wendover Ave	238	Private	PK-12
	VANDALIA CHRISTIAN SCHOOL	3919 Pleasant Garden Rd	716	Private	PK-12
	GUILFORD DAY SCHOOL	3310 Horse Pen Creek Rd	143	Private	1-12
	GUILFORD NEWCOMERS SCHOOL	411 Friendway Rd	216	Public	3-12
	ALLEN MIDDLE SCHOOL	1108 Glendale Dr	666	Public	6-8
	GUILFORD MIDDLE SCHOOL	401 College Rd	748	Public	6-8
	JACKSON MIDDLE SCHOOL	2200 Ontario St	402	Public	6-8
	KERNODLE MIDDLE SCHOOL	3600 Drawbridge Parkway	997	Public	6-8
	MENDENHALL MIDDLE SCHOOL	205 Willoughby Blvd	973	Public	6-8
	NORTHERN GUILFORD MIDDLE SCHOOL	616 Simpsoncalhoun	1,028	Public	6-8
	NORTHWEST GUILFORD MIDDLE SCHOOL	5300 Nw School Rd	978	Public	6-8
	SOUTHEAST GUILFORD MIDDLE SCHOOL	4825 Woody Mill Rd	1,018	Public	6-8
	SCALE SCHOOL	116 Pisgah Church Rd	8	Public	6-12
	HIGH SCHOOL AHEAD ACADEMY	401 College Rd	99	Public	8
	BEN L SMITH HIGH SCHOOL	2407 South Holden Rd	1,220	Public	9-12
	EARLY COLLEGE AT GUILFORD SCHOOL	5608 West Friendly Ave	201	Public	9-12
	GTCC EAST MIDDLE COLLEGE HIGH SCHOOL	501 West Washington St	126	Public	9-12
	NORTHERN GUILFORD HIGH SCHOOL	7101 Spencerdixon Rd	1,162	Public	9-12
	NORTHWEST GUILFORD HIGH SCHOOL	5240 Nw School Rd	1,937	Public	9-12
	PHILIP J WEAVER EDUCATION CENTER SCHOOL	300 South Spring St	235	Public	9-12
	SMITH ACADEMY	2225 South Holden Rd	200	Public	9-12
	SOUTHEAST GUILFORD HIGH SCHOOL	4530 Se School Rd	1,316	Public	9-12
	SOUTHERN GUILFORD HIGH SCHOOL	5700 Drake Rd	1,014	Public	9-12
	THE ACADEMY AT HIGH POINT CENTRAL	712 North Eugene St	128	Public	9-12
	WESTERN GUILFORD HIGH SCHOOL	409 Friendway Rd	1,380	Public	9-12
	GC MIDDLE COLLEGE HIGH SCHOOL	108 Odell St	115	Public	11-12

00963

1.4 Conversion to Common Areas: Those portions of the Building Areas which are not from time to time used or cannot, under the terms of this Agreement, be used for buildings shall become part of the Common Area for the uses permitted hereunder and shall be improved, kept and maintained as provided herein.

1.5 Notwithstanding the foregoing, Wal-Mart (for so long as Wal-Mart is the owner, lessee or user of all or a portion of the Wal-Mart Tract) may add additional building areas or change, delete, enlarge, reduce or otherwise modify existing Building Areas, so long as such changes do not impair access to the Developer Tract, do not diminish the amount of building area, impervious area or range of uses that can be legally developed on the Developer Tract and the Outparcels or reduce the parking to fewer than five (5) spaces for every one thousand (1,000) square feet of building space on the Wal-Mart Tract, and are done in compliance with applicable laws and ordinances and further provided that the value of the Shopping Center shall not be materially diminished thereby.

2. Use. Buildings in the Shopping Center shall be used for commercial purposes of the type normally found in a retail shopping center including, without limitation, financial institutions, service shops, offices, and retail stores. No theatre, bowling alley, health spa, medical office, billiard parlor, night club or other place of recreation or amusement, or any business serving alcoholic beverages such that the sale of alcoholic beverages is more than fifty percent (50%) of its gross annual sales, shall occupy space within the Shopping Center without the prior written consent of Wal-Mart, except that a medical office or health spa may be constructed on an Outparcel. No cafeteria shall occupy space within the Shopping Center closer than three hundred fifty (350) feet from the entrance to the Wal-Mart store. An electronic game specialty store, such as EB Games as that store is currently operating and conducting business, may be constructed in the Shopping Center without Wal-Mart's permission, provided that the store otherwise complies with the terms of this Agreement. Developer recognizes that said businesses may inconvenience Wal-Mart's customers and adversely affect Wal-Mart's business. Notwithstanding anything to the contrary contained herein it is expressly agreed that nothing contained in this Agreement shall be construed to contain a covenant, either express or implied, to either commence the operation of a business or thereafter continuously operate a business by Wal-Mart on the Wal-Mart Tract. Developer recognizes and agrees that Wal-Mart may, at Wal-Mart's sole discretion and at any time during the term of this Agreement, cease the operation of its business on the Wal-Mart Tract; and Developer hereby waives any legal action for damages or for equitable relief which might be available to Developer because of such cessation of business activity by Wal-Mart.

3. Competing Business. Developer covenants that as long as Wal-Mart, or any affiliate of Wal-Mart, is the user of the Wal-Mart Tract, either as owner or lessee, no space in or portion of the Developer Tract or the Outparcels, and no space in or portion of any other real property adjacent to the Shopping Center which may subsequently be acquired by Developer, shall be leased or occupied by or conveyed to any other party for use as (i) a facility dispensing gasoline or fuel from pumps, (ii) a membership warehouse club, (iii) a pharmacy, (iv) a discount department store or other discount store, as such terms are defined below, (v) a variety, general or "dollar" store that exceeds fifteen thousand (15,000) square feet of building space, (vi) a grocery store or supermarket as such terms are defined below, or (vii) as any combination of the foregoing uses. In the event of a breach of this covenant, Wal-Mart shall have the right to terminate this Agreement and to seek any and all remedies afforded by either law or equity, including, without limitation, the rights to injunctive relief. "Grocery store" and "supermarket," as those terms are used herein, shall mean a food store or a food department containing more than ten thousand (10,000) square feet of building space used for the purpose of selling food for off premises consumption, which shall include but not be limited to the sale of dry, refrigerated or frozen groceries, meat, seafood, poultry, produce, delicatessen or bakery products, refrigerated or frozen dairy products, or any grocery products normally sold in such stores or departments. "Discount department store" and/or "discount store," as those terms are used herein, shall mean a discount department store or discount store containing more than thirty five thousand (35,000) square feet of building space used for the purpose of selling a full line of hard goods and soft goods (e.g. clothing, cards, gifts, electronics, garden supplies, furniture, lawnmowers, toys, health and beauty aids, hardware items, bath accessories and auto accessories) at a discount in a retail operation similar to that of Wal-Mart. Nothing contained in this section shall be construed to limit the use of all or part of the Developer Tract as a home improvement store such as Lowe's or Home Depot, as those businesses are operating as of the

Use Category	Specific Use	Minimum Number of Parking Spaces Required
Religious Assembly	All	1 per 20 square feet of seating area in main worship area
Social Service Facilities	All	As required for most similar non-social service
Utilities	All	1 per 1,000 square feet of indoor work area
RECREATIONAL USES		
Indoor Recreation	All indoor recreation, except as noted below	1 per 300 square feet
	Cinema or Live Theater	1 per 4 seats
	Shooting Ranges	1 per firing point
Outdoor Recreation	All outdoor recreation, except as listed below	See Sec. 30-11-6.3
	Golf Course, Driving Ranges, Country Club	Golf Course: 4 per tee Driving Range: 1 per tee
	Marina, Boating Facility	1 per 3 boat slips
	Recreational Vehicle Parks and Campgrounds	See Sec. 30-8-10.3(F)
	Riding Stables	1 per 2 horse stalls
	Shooting Ranges, Archery, Skeet	1 per firing point
OFFICE, RETAIL, AND COMMERCIAL USES		
Office	All office uses, except as noted below Up to 10,000 square feet 10,001 to 100,000 square feet 100,001+ square feet	 1 per 300 square feet 1 per 400 square feet 1 per 444 square feet
	Business Incubators	1 per workspace plus 2 per 1,000 square feet of administrative office space
	Residential Office Conversion	1 per 500 square feet
Overnight Accommodations	Hotels and Motels	1 per guest room up to 100 rooms, plus 1 per 2 guest rooms over 100 rooms
	Tourist Homes (Bed & Breakfast)	1 plus 1 per bedroom
	Single Room Occupancy Residences	1 plus 1 per 3 rooming units
Eating and Drinking Establishments	All eating and drinking establishments, except as noted below	1 per 100 square feet See also Sec. 30-8-10.4(I) for drive-through stacking space requirements
	Bars, Nightclubs, or Brewpubs	1 per 50 square feet or 1 per 4 seats, whichever is greater on the same zone lot
Personal and Professional Services	All personal and professional services, except as noted below	1 per 300 square feet See also Sec. 30-8-10.4(I) for drive-through stacking space requirements
	Funeral Homes and Crematoriums	1 per 4 seats in main chapel plus 1 per vehicle used in operation
Retail sales and service	All retail sales and service (including shopping centers), except as noted below	1 per 300 square feet of gross leasable area See also Sec. 30-8-10.4(I) for drive-through stacking space requirements
	Manufactured or Modular home sales	5 spaces plus 1 per 10,000 square feet display area
Self Storage Facilities	All	5 spaces
Vehicle Sales and Service	All vehicle sales and service, except as noted below	Sales: 5 plus 1 per 10,000 square feet of display area Service: 3 per service bay plus 1 per service vehicle
	Car Washes	2 per 3 employees See also Sec. 30-8-10.4(I) for drive-through stacking space requirements
	Automobile Towing and Storage Services	1 per 2,000 square feet of administrative and storage area
INDUSTRIAL AND MANUFACTURING USES		