

SHOPPES ON LITTLE CREEK

MARKET COMPARISON
TO
ICSC LIFESTYLE
SHOPPING CENTER STUDY



12 Creekshire Way

Shoppes On Little Creek



- Bldg 1-A 1.16 Acre
- Bldg 1-B 0.93 Acre
- Kernel Kustard & Brew Nerds
1630 Fox Trot Court (Bldg 2A)
- Bldg 2-B 0.68 Acre
- Bldg 3 1.94 Acre
- Bldg 4-A 1.66 Acre
- Bldg 4-B 0.81 Acre
- Bldg 5 1.82 Acre
- Bldg 6 2.06 Acre
- Hilton Garden Inn & Conf. Center
1325 Creekshire Way (Bldg 10-A)
- Bldg 10-B 1.78 Acre

- Ethan Allen: 1140 Creekshire Way (Bldg 7)
- Texas Land & Cattle: 1110 Creekshire Way (Bldg 8)
- CREEKSHIRE COURT: BLDG 9**
- 3708 Creekshire Court: AT&T
- 3792 Creekshire Court: 5 Guys Burgers & Fries
- Bldg 11 3.33 Acre
- CREEKSHIRE WAY- BLDG 12**
- Panche' Salon & Day Spa: 1279 Creekshire Way
- Firebirds Restaurant : 1215 Creekshire Way
- Autens: 1231 Creekshire Way
- Brixx Wood Fired Pizza: 1295 Creekshire Way
- Liberty Mutual Insurance, Suite 241
- Freeman Commercial Real Estate, Suite 200
- Bldg 15 Marriott Hotel
- Little Creek Multifamily 266 Units

FREEMAN
COMMERCIAL REAL ESTATE
1253 Creekshire Way, Suite 200
Winston-Salem, NC 27103
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Shoppes on Little Creek
Lifestyle Center on Hanes Mall Boulevard



LIFESTYLE CENTER SHOPPER PROFILE

Trade Area Definition

The trade areas (which accounted for an average of 74% of customers) for the five lifestyle centers ranged from relatively compact to very large, but tended to be quite large.

The average number of ZIP codes encompassed by the five centers was 18. The population of the trade areas ranged from approximately 246,000 to 768,000, with a five-center average of nearly one-half million. The core trade areas, representing 53% of customers, had an average population of 201,000.

Mirroring the affluent profile of lifestyle center customers, their trading areas were also generally quite affluent: average household income among all the

trading areas was \$72,288, nearly one-fourth higher than the overall U.S. average. Approximately one-third of the core area (33%) and total trade area (30%) households had incomes of \$75,000 or more. Average incomes were slightly higher in the core area (\$76,983) more. Average incomes were slightly higher in the core area (\$76,982) than in the trade area as a whole (\$72,288). (See table 3.)

As shown in Figure 8, core trade area residents visited the lifestyle centers more frequently than those in the balance of the trade area and those living outside the trade area. Core trade area residents were, not surprisingly, most likely to rate the centers as more “convenient” than their favorite regional mall.

WINSTON-SALEM, NC LIFESTYLE CENTER TRADE AREA DEFINITION

Trade Area Characteristics	<u>Center A</u>	<u>Center B</u>	<u>Center C</u>	<u>Center D</u>	<u>Center E</u>	<u>Average*</u>	<u>Trading Area (25 mile radius)</u>
Number of ZIP codes	30	26	5	14	13	18	
Percent of Customers Interviewed	72%	72%	81%	72%	72%	74%	
Population 1990	543,811	377,883	195,766	379,719	315,935	362,623	624,823
Population 2002	768,035	562,828	246,441	437,199	423,508	487,602	769,407
Population Change 1990 – 2002	224,224	184,945	50,675	57,480	107,573	124,979	144,584
Population Growth Rate 1990 – 2002	41.2%	48.9%	25.9%	15.1%	34.0%	34.5%	24%
Number of Households 2002	295,913	232,666	92,116	162,480	171,524	190,940	309,235
Average Household Income 2002	\$66,167	\$57,154	\$98,604	\$101,156	\$61,899	\$72,288	\$57,334
No. of Households With Incomes \$75,000+	94,132	52,216	38,219	63,849	36,978	57,079	95,553
Percent of Total Households With Incomes \$75,000+	31.8%	22.4%	41.5%	39.3%	21.6%	29.9%	30.9
Core Area Characteristics							<u>Core Trade Area (15 mile radius)</u>
Number of ZIP Codes	12	11	2	5	4	7	
Percent of Customers Interviewed	56%	52%	51%	54%	53%		
Population 1990	217,809	166,946	81,934	138,225	106,200	142,223	315,847
Population 2002	343,084	247,741	95,251	173,152	147,230	201,292	374,785
Population Change 1990 – 2002	125,275	80,795	13,317	34,927	41,030	59,069	58,938
Population Growth Rate 1990 – 2002	57.5%	48.4%	16.3%	25.3%	38.6%	41.5%	19%
Number of Households 2002	130,082	108,008	34,924	59,506	62,567	79,017	151,446
Average Household Income 2002	\$69,318	\$61,269	\$106,302	\$125,445	\$57,584	\$76,982	\$58,748
No. of Households With Incomes \$75,000+	46,937	25,890	15,957	29,387	12,728	26,180	48,614
Percent of Total Households With Incomes \$75,000+	36.1%	24.0%	45.7%	49.4%	20.3%	33.1%	32.1%

(*Source ICSC Research)

SHOPS ON HANES MALL BOULEVARD

THE PAVILIONS SHOPPING CENTER

Lone Star Steakhouse & Saloon
Salem Creek
L.A. Weight Loss
Corbin's Bar & Grill
Office Depot
The Woodworking Shop
Scottrade Financial
Wells Fargo Financial
Household Finance
Subway Sandwiches
Wild Birds Unlimited
Oyster Bay Seafood
Oriental Café
LandMark Financial Services
Burger King
Piedmont Aviation
Once Upon A child
Don Leo's Mexican Grill
Chuck-E-Cheese
NV Nails
Alltel
Donna Michael Salon
Golf USA
American General
Plato's Closet
A Cleaner World
La-Boy Furniture Gallery
Bank of America
Alegria Shoes
Factory Eye Glass
Paint Ball Central
Scrubwagon
Regency Beauty Institute
T-Mobile
Spa Nails

Comfort Suites
Microtel Hotel
Outback Steak House
Prime Care
Starbucks Coffee
FedEx
La Quinta Inn & Suites
Village Tavern Restaurant
Sprint
Shumacher Homes
Ranstad Personnel
Carvel Ice Cream
HH Gregg

STONE'S THROW PLAZA

Ramano' Macaroni Grill
Barnes & Noble Booksellers
The Sports Authority
Applebee's Bar & Grill
Extended Stay America
Best Buy
Quality Mart

Cross Stratford Rd toward I-40

BP Gas
Sam's Club & Gas
Chick-Fil-a
Petsmart
Lowes Home Improvement
Home Depot

HANES COMMONS

Jason's Deli
Verizon Wireless
Payless Shoes
H&R Block
Oreck Vacuums
America's Mattress
VandyJewelers
Atlantis Pools & Spas
Panera Bread
Fudrucker's
Buffalo Wild Wings
Sports Clip Haircuts
Portriat Innovations
Babie's R Us
Pella Windows & Doors
ProStone-Granite
Qdoba Mexican Grill

HANES SQUARE

Home Goods
Ross-Dress For Less
Longhorn Steak House
Discount Tire
Hooters
Long John Silver's
Kentucky Fried Chicken
David's Bridal
Afterhours Formal Ware
Wild Wing Café

SHOPPES ON LITTLE CREEK

AT&T Wireless
5 Guys Famous Burgers & Fries
Texas Land & Cattle Steak House
Ethan Allen Furniture Showroom
1255 Creekshire Way
Panche' Salon & Day Spa
Firebirds Restaurant
Autens Fine Women's Clothing
Brixx Wood Fired Pizza
Freeman Commercial Real Estate

KESTER MILL VILLAGE

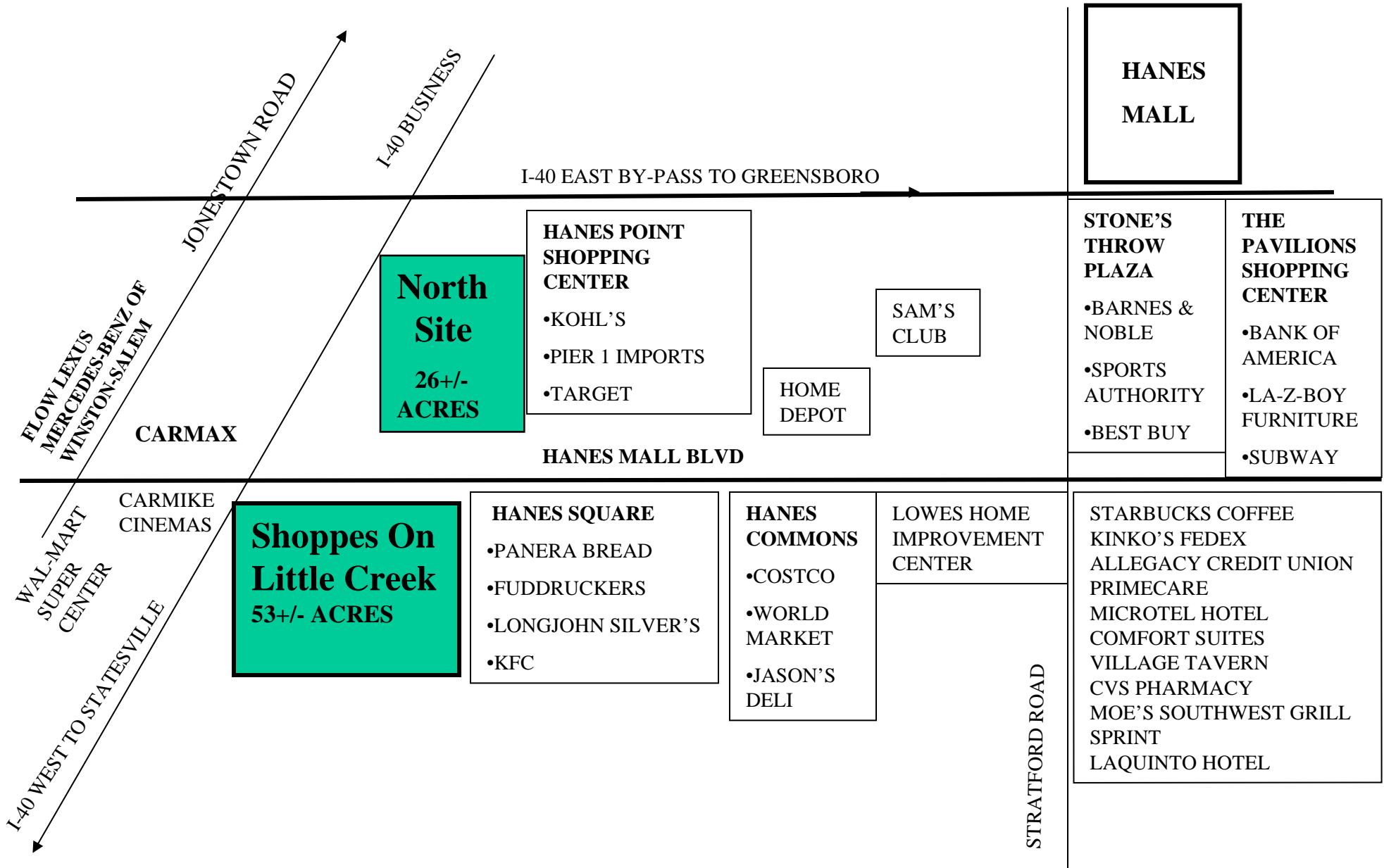
Tobacco Shop
Beauty Alliance
Michele's Day Spa Nail & Tan
La Bontanta Restaurant
Tamoshil Japanese Restaurant
A & S Natural Health
Citi Financial
Fantastic Cam's
Cook-Out
Omindian Groceries
Dragonwar Computers
Salama Chiropractic Center

Carmike Cinema Wal-Mart
Starbucks Coffee
Arby's

HANES POINT SHOPPING CENTER

Kohl's
Pier 1 Imports
Factory Card Outlet
Game Stop
Target
Michael's Arts & Crafts
Catherine Plus Size
Dollar Tree
Mario's Pizza
Kotta Japanese
Shoe Carnival
Lifeway Christian Store
Dynasty Buffet
Sally Beauty Supply
Great Clips
Ashley Furniture

HANES MALL BLVD SITES



HANES MALL BOULEVARD, WINSTON-SALEM NORTH CAROLINA

