



the Shoppes at Piedmont Crossing

5644 HORNADAY ROAD | GREENSBORO | NORTH CAROLINA

A 513,000 SF Lifestyle Center



GREENSBORO | WINSTON-SALEM | HIGH POINT



the Shoppes

at Piedmont Crossing

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TRIAD
COMMERCIAL
PROPERTIES

THE SHOPPES AT
PIEDMONT CROSSING
A 513,000 SF
LIFESTYLE CENTER

5644 HORNADAY ROAD
GREENSBORO
NORTH CAROLINA

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A PROPERTY OF:





the Shoppes

at Piedmont Crossing

5644 HORNADAY ROAD | GREENSBORO | NORTH CAROLINA

1



SITE PLAN

2



AERIAL

3



LOCATION MAP

4



TRADE AREA MAP

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DEMOGRAPHIC SUMMARY



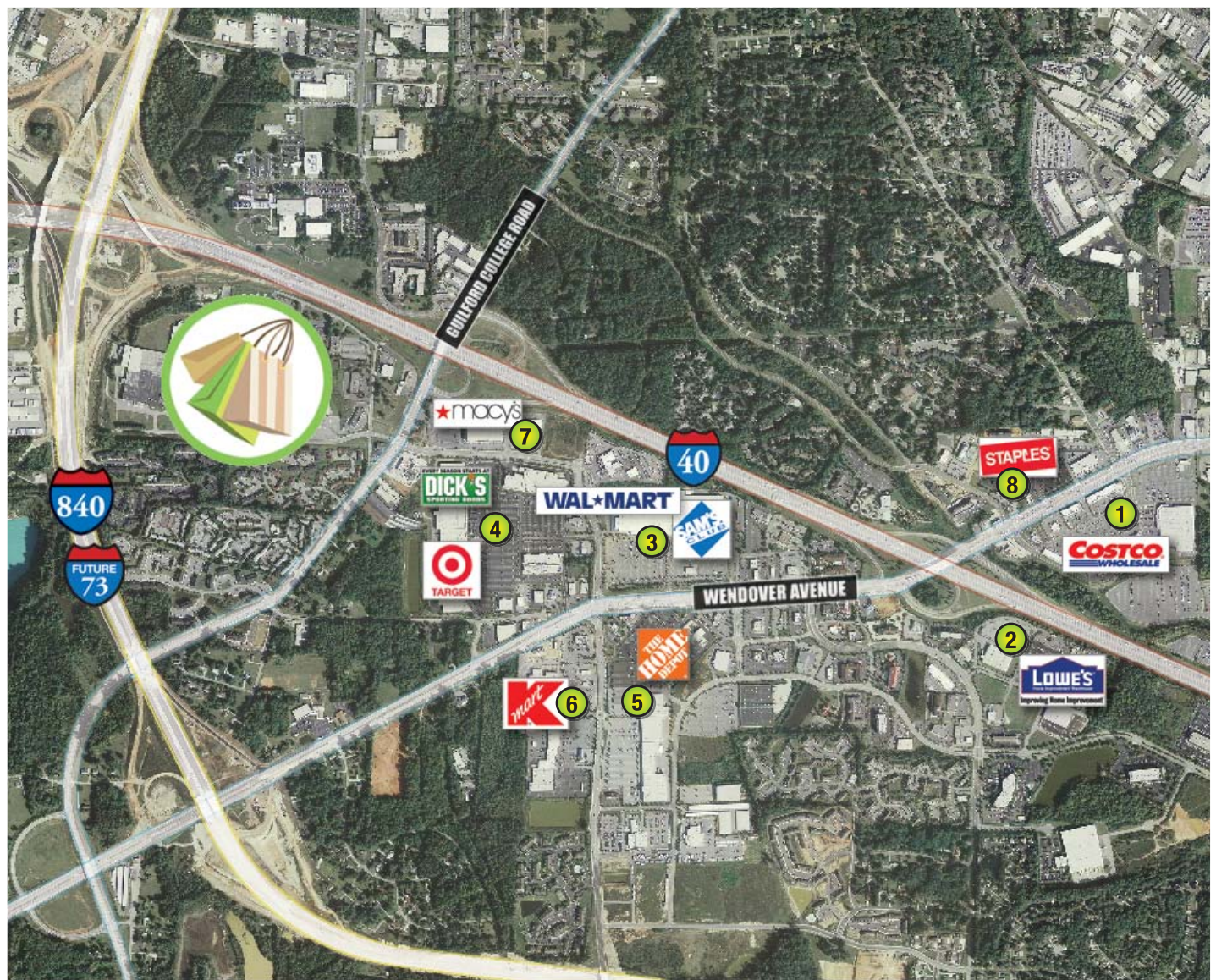
 **the Shoppes**
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AERIAL WITH SURROUNDING RETAIL LOCATIONS



- | | | | | |
|--|--|--|--|---|
| ① The Shoppes At Wendover Village <ul style="list-style-type: none">• Costco• Circuit City• Sofa Express• Petco• Case & Cushion Home Furnishings• Panera Bread• Rooms to Go | ② South 40 Center <ul style="list-style-type: none">• Lowes• Best Buy• Ashley Furniture | ④ Wendover Place <ul style="list-style-type: none">• Target• Kohls• Ross• Dick's Sporting Goods• Old Navy• Michael's• Linens 'N Things• PetSmart | ⑤ Landmark Station <ul style="list-style-type: none">• Home Depot• Sports Authority• Hobby Lobby• Hamricks | ⑦ Macy's |
| | ③ Walmart Super Center <ul style="list-style-type: none">• Sam's Club | ⑥ Landmark Crossing <ul style="list-style-type: none">• Super Kmart Center• Alltel• Hallmark• Rugged Wear House | | ⑧ Staples <ul style="list-style-type: none">• David's Bridal |

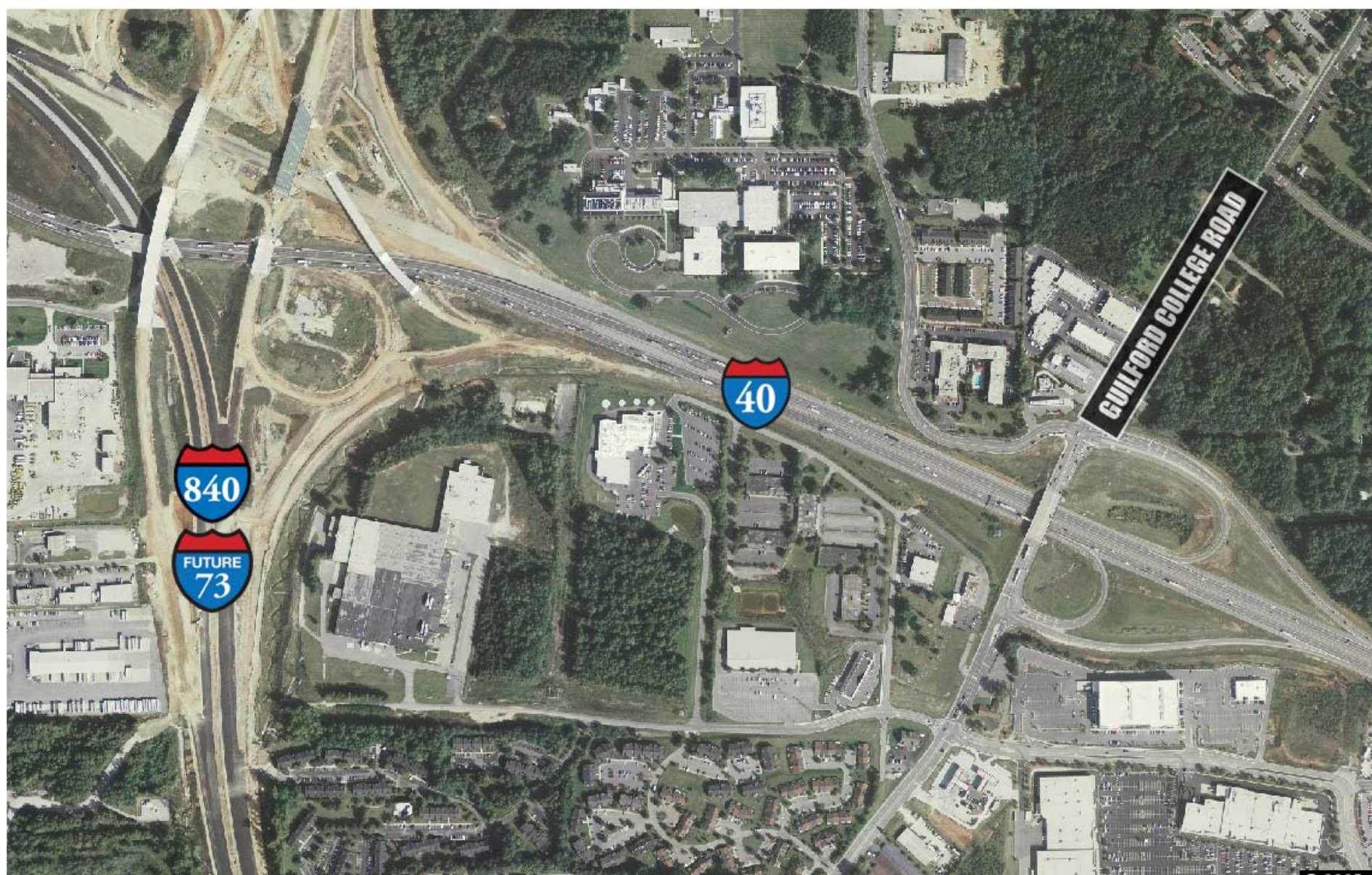


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AERIAL

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LOCATION MAP

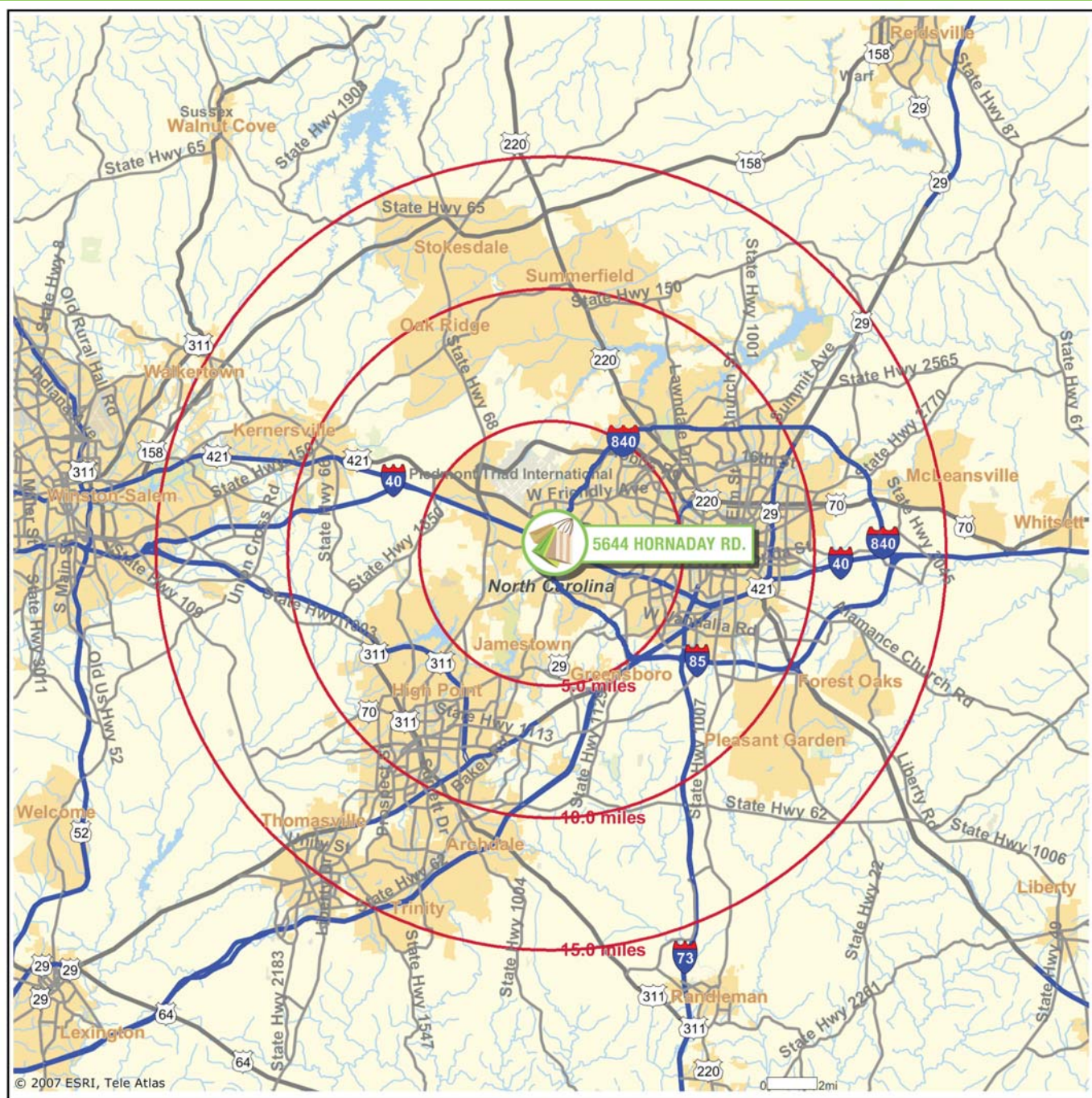




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TRADE AREA MAP [5.0, 10.0 & 15.0 MILE RADIUS]





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DEMOGRAPHIC SUMMARY [5.0, 10.0 & 15.0 MILE RADIUS]

	<i>The Shoppes Radius 5.0 Mile</i>	<i>The Shoppes Radius 10.0 Mile</i>	<i>The Shoppes Radius 15.0 Mile</i>
2006 POPULATION			
Total Population	113,896	383,982	541,325
Male Population	48.6%	47.9%	48.3%
Female Population	51.4%	52.1%	51.7%
Median Age	36.3	35.7	36.8
2006 INCOME			
Median HH Income	\$62,473	\$52,694	\$53,005
Per Capita Income	\$35,729	\$30,465	\$29,306
Average HH Income	\$83,328	\$72,834	\$71,147
HOUSEHOLDS			
Total Households	48,447	158,082	220,272
Average Household Size	2.31	2.34	2.39
1990-2000 Annual Rate	3.21%	2.00%	2.04%
2006 HOUSING			
Owner Occupied Housing Units	58.1%	56.0%	61.1%
Renter Occupied Housing Units	35.0%	36.1%	31.5%
Vacant Housing Units	6.9%	7.9%	7.4%
POPULATION			
1990 Population	76,530	299,455	414,404
2000 Population	105,033	361,533	500,947
2006 Population	113,896	383,982	541,325
5 Year Projected population	119,644	400,912	569,034
1990-2000 Annual Rate	3.22%	1.9%	1.91%
2000-2006 Annual Rate	1.3%	0.97%	1.25%
2006-2011 Annual Rate	0.99%	0.87%	1.00%
In the identified market area, the current year population is 541,325. In 2000, the Census count in the market area was 500,947. The rate of change since 2000 was 1.25 percent annually. The five-year projection for the population in the market area is 569,034, representing a change of 1 percent annually from 2006 to 2011. Currently, the population is 48.3 percent male and 51.7 percent female.			
HOUSEHOLDS			
1990 Census	31,918	120,142	163,912
2000 Census	43,785	146,403	200,564
Current Year	48,447	158,082	220,272
5 Year Projected	51,255	166,091	232,911
1990-2000 Annual Rate	3.21%	2.0%	2.04%
2000-2006 Annual Rate	1.63%	1.24%	1.51%
2006-2011 Annual Rate	1.13%	0.99%	1.12%
The household count in this market area has changed from 200,564 in 2000 to 220,272 in the current year, a change of 1.51 percent annually. The five-year projection of households is 232,911, a change of 1.12 percent annually from the current year total. Average household size is currently 2.39, compared to 2.42 in the year 2000. The number of families in the current year is 142,205 in the market area.			
HOUSING			
Currently, 61.1 percent of the 237,783 housing units in the market area are owner occupied; 31.5 percent, renter occupied; and 7.4 percent are vacant. In 2000, there were 214,122 housing units— 60.2 percent owner occupied, 33.5 percent renter occupied and 6.3 percent vacant. The rate of change in housing units since 2000 is 1.69 percent. Median home value in the market area is \$135,468, compared to a median home value of \$181,127 for the U.S. In five years, median home value is projected to change by 3.6 percent annually to \$161,668. From 2000 to the current year, median home value changed by 3.28 percent annually.			



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MEDIAN HOUSEHOLD INCOME			
1990 Median HH Income	\$36,111	\$29,701	\$30,277
2000 Median HH Income	\$50,166	\$42,267	\$43,048
Current Year Median HH Income	\$62,473	\$52,694	\$53,005
5Y Projected Median HH Income	\$74,593	\$62,910	\$62,681
1990-2000 Annual Rate	3.34%	3.59%	3.58%
2000-2006 Annual Rate	3.57%	3.59%	3.39%
2006-2011 Annual Rate	3.61%	3.61%	3.41%
PER CAPITA INCOME			
1990 Per Capita Income	\$19,209	\$15,609	\$15,318
2000 Per Capita Income	\$27,418	\$23,681	\$23,066
Current Year Per Capita Income	\$35,729	\$30,465	\$29,306
5Y Projected Per Capita Income	\$44,810	\$37,686	\$35,823
1990-2000 Annual Rate	3.62%	4.26%	4.18%
2000-2006 Annual Rate	4.33%	4.11%	3.9%
2006-2011 Annual Rate	4.63%	4.35%	4.1%
AVERAGE HOUSEHOLD INCOME			
1990 Average Household Income	\$45,636	\$38,479	\$38,332
2000 Average Household Income	\$64,881	\$57,578	\$56,902
Current Year Average HH Income	\$83,328	\$72,834	\$71,147
5Y Projected Average HH Income	\$103,916	\$89,740	\$86,611
1990-2000 Annual Rate	3.58%	4.11%	4.03%
2000-2006 Annual Rate	4.08%	3.83%	3.64%
2006-2011 Annual Rate	4.51%	4.26%	4.01%

HOUSEHOLDS BY INCOME

Current median household income is \$53,005 in the market area, compared to \$51,546 for all U.S. households. Median household income is projected to be \$62,681 in five years. In 2000, median household income was \$43,048, compared to \$30,277 in 1990. Current average household income is \$71,147 in this market area, compared to \$71,092 for all U.S. households. Average household income is projected to be \$86,611 in five years. In 2000, average household income was \$56,902, compared to \$38,332 in 1990. Current per capita income is \$29,306 in the market area, compared to the U.S. per capita income of \$27,084. The per capita income is projected to be \$35,823 in five years. In 2000, the per capita income was \$23,066, compared to \$15,318 in 1990.

POPULATION BY EMPLOYMENT

Currently, 93.9 percent of the civilian labor force in the identified market area is employed and 6.1 percent are unemployed. In comparison, 93.4 percent of the U.S. civilian labor force is employed, and 6.6 percent are unemployed. In five years the rate of employment in the market area will be 93.7 percent of the civilian labor force, and unemployment will be 6.3 percent. The percentage of the U.S. civilian labor force that will be employed in five years is 93.8 percent, and 6.2 percent will be unemployed. In 2000, 69.5 percent of the population aged 16 years or older in the market area participated in the labor force, and 0.1 percent were in the Armed Forces.

In the current year, the occupational distribution of the employed population is:

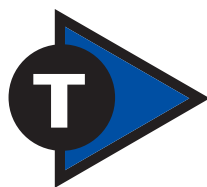
- 62.6 percent in white collar jobs (compared to 60.5 percent of U.S. employment)
- 13.5 percent in service jobs (compared to 16.4 percent of U.S. employment)
- 23.9 percent in blue collar jobs (compared to 23.1 percent of U.S. employment)

In 2000, 81.7 percent of the market area population drove alone to work, and 2.6 percent worked at home. The average travel time to work in 2000 was 21.4 minutes in the market area, compared to the U.S. average of 25.5 minutes.

POPULATION BY EDUCATION

In 2000, the educational attainment of the population aged 25 years or older in the market area was distributed as follows:

- 18.0 percent had not earned a high school diploma (19.6 percent in the U.S.)
- 26.1 percent were high school graduates only (28.6 percent in the U.S.)
- 6.1 percent had completed an Associate degree (6.3 percent in the U.S.)
- 20.0 percent had a Bachelor's degree (15.5 percent in the U.S.)
- 8.2 percent had earned a Master's/Professional/Doctorate Degree (8.9 percent in the U.S.)



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