

Sound like a place that resonates with your business brand?

If University Place strikes a chord with your vibe, we'd love to welcome you into our family. You'll be in good company with others who joined recently, like Silverspot Cinema, which has become the hottest ticket in town. This premium, luxury 52,500 sq ft movie theater complex draws avant-garde flicks for distinguished film fans. Move over Duke and UNC, there's a new center of learning in town. It's the place to earn a PhD (Pretty hot Do) in Beauty. The Aveda Institute opened with a gorgeous 16,037 sq ft campus. Spandex spotting has abounded since the early 2015 opening of Planet Fitness. There's room for a few more good fits if the vibe is right for you.

Opportunities Available Now

UNIVERSITY
PLACE



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Tasteful experiences



Where style meets **Individuality**

These days, locals want a place that reflects their inner artist. Farewell University Mall, Hello University Place. It's just the place with a style and a beat all its own. Right at the heart of the vibrant Triangle region in Chapel Hill. And it's anything but square. Hip. Happening. And Haute. Couture that is. Local shops with eclectic flair. Fashionistas, the Fit, Film buffs and Foodies unite.

Shopping dollars pledge loyalty to unique venues that buck the trend of sameness. University Place delivers; exuding southern charm and sophistication. A curation of premium, well-known and well-loved regional shops. Like Fine Feathers, Glee Kids, Peacock Alley and William Travis Jewelry. And Chapel Hill's very own Southern Season, a veritable mecca for all things gourmet. University Place is so much more than just a place to shop. It's a magnet. An experience. Grab a bite. Break a sweat. Catch a flick. Or have a spa treatment.





Foodies,
film aficionados
and fashion-forward

unite

Food lovers rejoice. **Southern Season** is a gourmet emporium with an inspiring selection of specialty food, wines, cheese, coffees, teas, confections and cookware. Taste buds salute this 60,000 sq ft oasis attracting shoppers from all over

**FREE
WIFI**
and comfy seating

**COMMUNITY
EVENTS**
year-round concerts and
farmers' market

**ART
EXHIBITS**
on permanent display

NEW
outdoor branding
opportunities

**NEWLY
RENOVATED
& EXPANDED**
Harris Teeter

**DRAMATIC
& NATURAL
LIGHTING**
for an inviting feel



Southern Season, as seen in *The Scout Guide*.

the Southeast. Farm-to-Fork folks adore Weathervane, a restaurant featuring world-renowned celebrity chefs. The Cooking School at Southern Season provides an epicurean education dished up with a heaping serving of expertise and style.

Movie buffs give two thumbs up to **Silverspot Cinema**. Blockbuster & specialty features that attract a diverse audience. Film pairs with fine wine and a full dining experience.



130,000
HOUSEHOLDS
within a 20-minute
drive time

3 UNIVERSITIES
& 2 HEALTHCARE
PROVIDERS
within the local area

29,300
UNIVERSITY
STUDENTS
in a 2 mile radius

16,217
PEOPLE
employed at nearby
UNC Chapel Hill

30,000
VEHICLES
pass by daily on
US Route 15/501

Named to Forbes &
Money magazines
BEST OF
LISTS



	1 Mile	3 Mile	5 Mile
Population	6,391	64,342	124,197
Households	2,787	24,970	51,027
HH Income	\$117,531	\$96,389	\$96,394
Median Age	38.8	32.0	33.7
College Education	89.9%	87.9%	85.7%
Number of Businesses	659	3,771	5,986
Number of Employees	29,973	78,390	100,494

Source: SitesUSA 2015 Estimates



\$96,394
average household
income within a
5-mile radius

THE HIGHEST
PER CAPITA
INCOME
in North Carolina

100,494
DAYTIME
POPULATION

24%
of households
have children

36% of the area's
households earn over
\$100,000
PER YEAR

\$117,531
average household
income within a
1-mile radius

