

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 get to join some others coming soon. Summer 2015 welcomes the hottest ticket in town. Silverspot. A premium, luxury 52,500 sq ft movie theatre complex drawing avant-garde flicks for the 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 opens with a gorgeous 16,037 sq ft campus. Spandex spotting is slated to abound Winter 2015, when Planet Fitness opens. There's room for a few more good fits if the vibe is right for you.

OpportunitiesAvailableNow

**UNIVERSITY
PLACE**



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a place unto itself



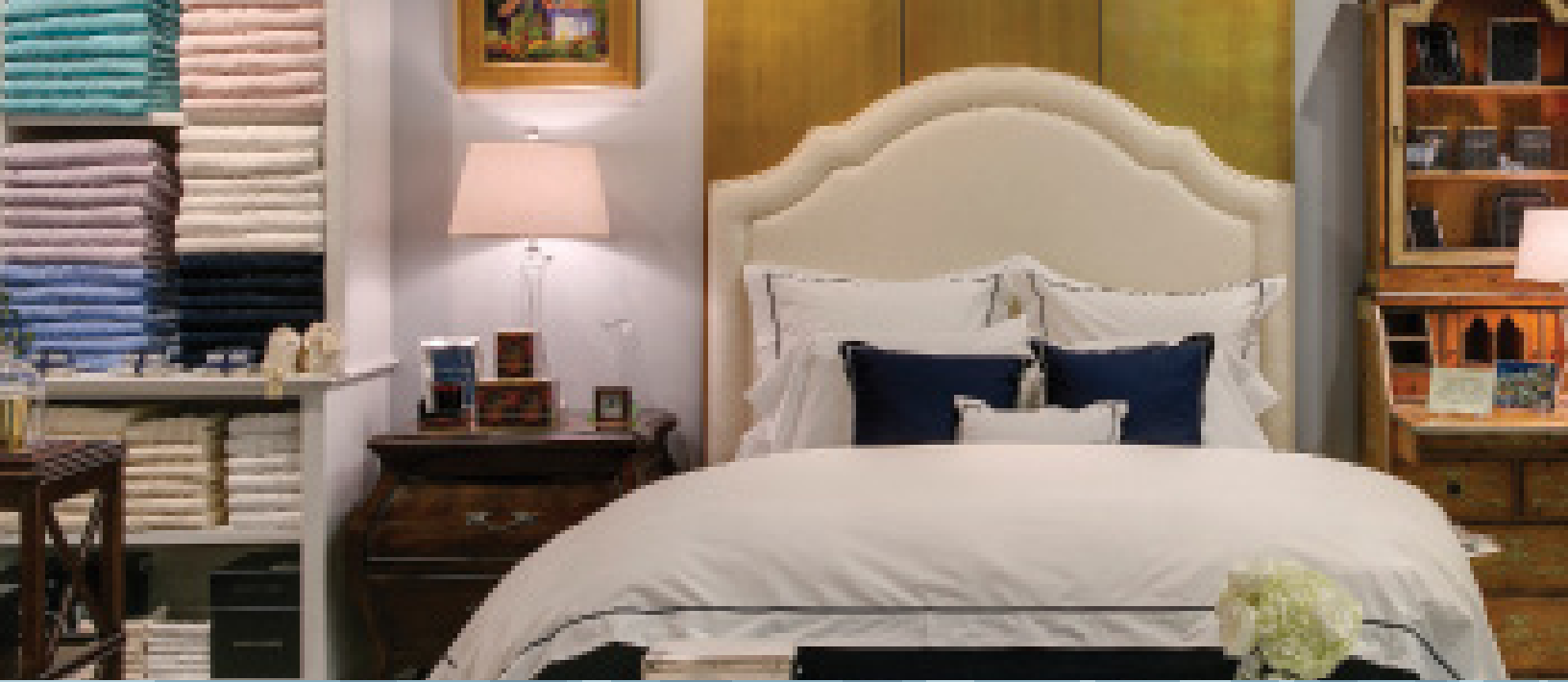
UNIVERSITY
PLACE

| *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, 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.





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



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



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 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

68,000
VEHICLES
pass by daily on
US Route 15/501

Named to Forbes &
Money magazines
**BEST OF
LISTS**

	1 Mile	3 Mile	5 Mile
Population	6,427	59,612	118,353
Households	2,771	22,456	48,076
HH Income	\$105,652	\$85,420	\$83,590
Median Age	34.4	33.8	33.6
College Education	85.2%	78.4%	79.9%
Number of Businesses	637	2,986	4,713
Number of Employees	6,834	40,340	60,018

Source: SitesUSA 2011 Estimates

\$89,574
average household
income within a
5-mile radius

THE HIGHEST
PER CAPITA
INCOME
in North Carolina

60,018
DAYTIME
POPULATION

52%
of the population
has children

30% of the area's
households earn over
\$100,000
PER YEAR

\$108,723
average household
income within a
1-mile radius

