



City Contact Information



Kristy R. Crisp
Economic Development Director
Kristyc@cityofgastonia.com

181 South St
Gastonia, NC 28052

704.842.5105 office

cityofgastonia.com
facebook.com/CityofGastonia



Focus Properties

Retail Strategies has a catalogue of retail commercial real estate properties in this market.



For more information, please contact the Portfolio Director and/or Retail Development Director listed on the front of this guide.

[Akers Center](#) 1421 East Franklin Blvd.
[Eastridge Mall & Outparcels](#) 333 N New Hope Rd.

Demographics (5 Minute Drive Time)



Population
26,184



Average Age
40.1



Household Income (Median)
\$42,886



Household Income (Average)
\$55,094



Number of Households
10,681



Growth Rate
3.72%

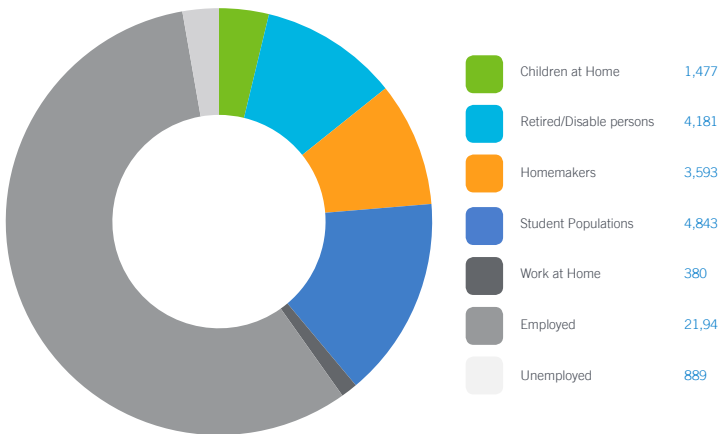
Peer Analysis

The Peer Analysis, built by Retail Strategies along with our analytics partner (Tetrad), identifies analogue retail nodes within a similar demographic and retail makeup. The Peer Analysis is derived from a 5 or 10 minute drive time from major comparable retail corridors throughout the country. The variables used are population, income, daytime population, market supply and gross leasable area. The following are retail areas that most resemble this core city:

Peer Trade Areas

Bowling Green, KY	160 American Ave
New Bern, NC	3410 Dr Martin Luther King Jr Blvd
Winston Salem, NC	5420 University Pkwy
Gainesville, GA	514 Shallowford Road NW
Roanoke, VA	4737 Valley View Blvd NW
Spartanburg, SC	8199 Warren H Abernathy Pkwy

Daytime Population **38,304** (5 Minute Drive Time)



Focus Categories

The top categories for focused growth in the municipality are pulled from a combination of leakage reports, peer analysis, retail trends and real estate intuition. Although these are the top categories, Retail Strategies' efforts are inclusive beyond the defined list. *Let us know how we can help you find a site!*



Pharmacy



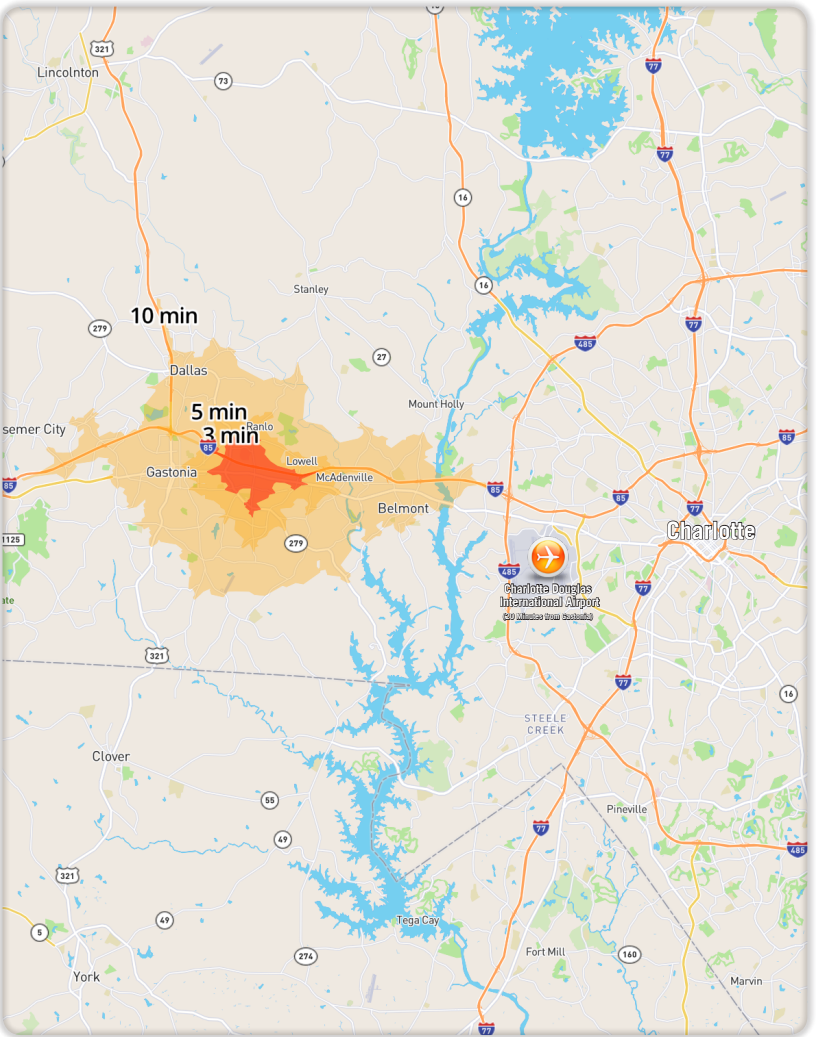
Fitness



Specialty Grocery



Restaurants



DEMOGRAPHIC PROFILE	1 Mile Radius	3 Mile Radius	5 Mile Radius
2018 Estimated Population	3,377	48,491	103,246
Daytime Population	10,275	58,820	112,322
Median HH Income	\$47,297	\$44,609	\$44,156
Number of Households	1,304	19,366	40,508

	3 Minute DT	5 Minute DT	10 Minute DT
2018 Estimated Population	4,683	26,184	102,870
Daytime Population	14,105	38,304	117,913
Median HH Income	\$44,433	\$42,886	\$43,360
Number of Households	1,823	10,681	40,592

*Source: STI PopStats



Wesley Vaughn
Portfolio Director
wvaughn@retailstrategies.com

205.490.2830 office
205.937.1090 cell



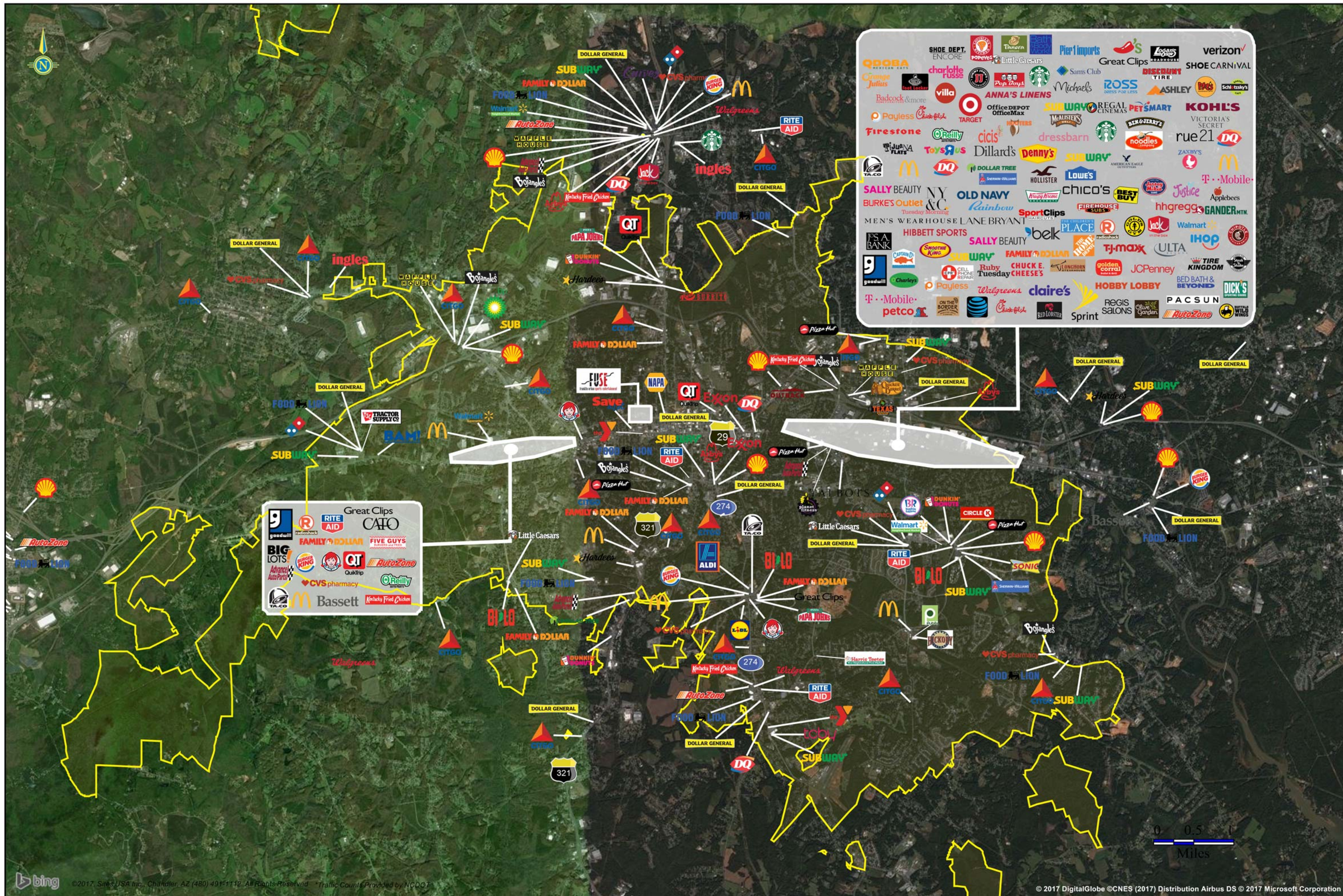
Jordan Williams
Retail Development Manager
jordan@retailstrategies.com

205.209.4598 office
205.209.5671 cell





There's a lot of potential here.



GASTONIA, NORTH CAROLINA

Major Retail & Restaurants