



# SHELBY, NORTH CAROLINA

## Market Guide

### City Contact Information



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### 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.



### Demographics (10 Minute Drive Time)



Population  
**35,311**



Average Age  
**41.0**



Household Income (Median)  
**\$38,270**



Number of Households  
**11,532**



Household Income (Average)  
**\$52,157**

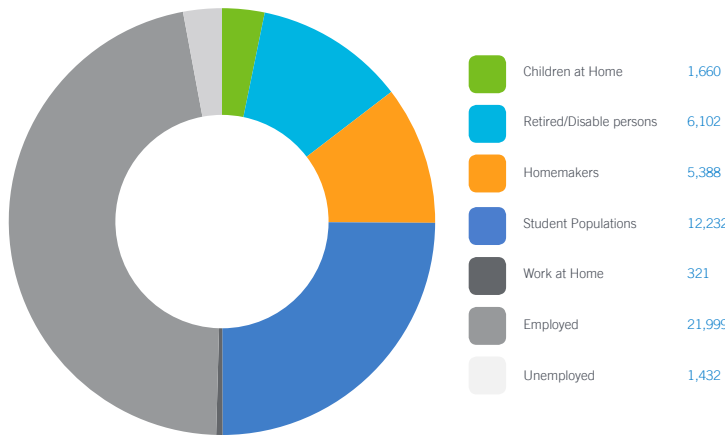
### Peer Analysis

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

La Grange, GA	803 New Franklin Road
Carrollton, GA	1735 S Hwy 27
Central, SC	1286 Eighteen Mile Road
Spartanburg, SC	203 Cedar Springs Rod
Johnson City, TN	2915 W Market St
Rome, GA	825 Cartersville Hwy SE

### Daytime Population **49,134** (10 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!*



Restaurant



Apparel



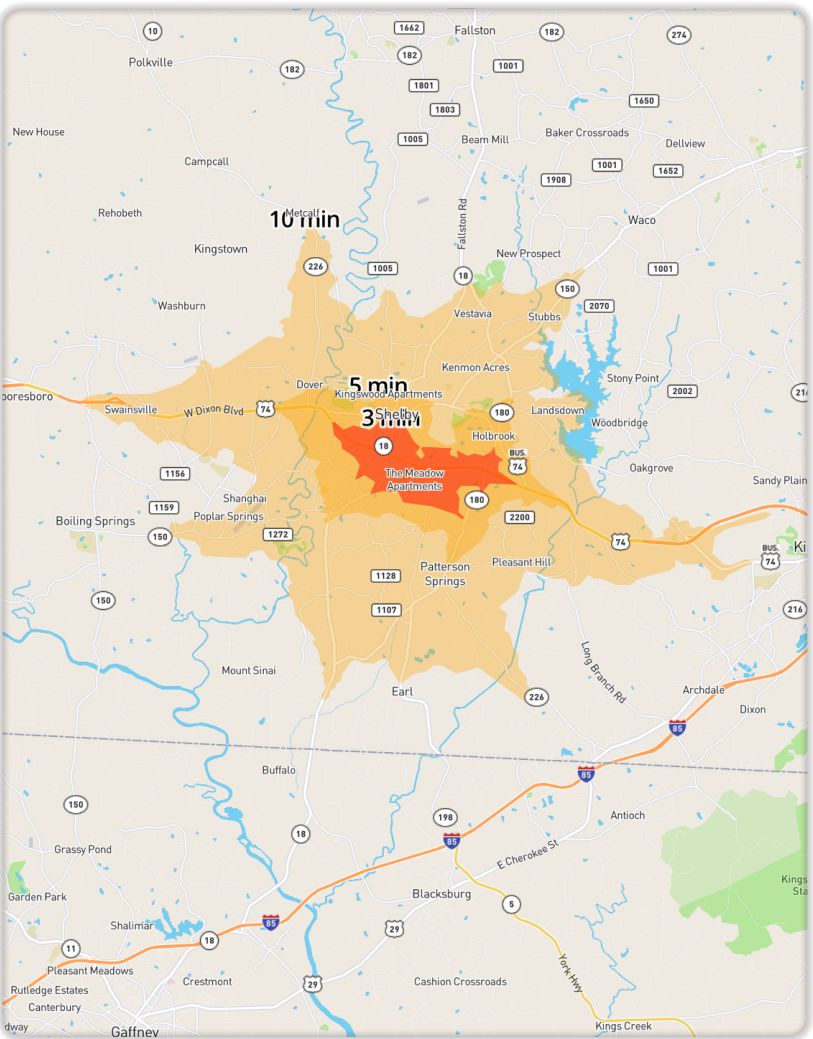
Grocery



Discount/Value



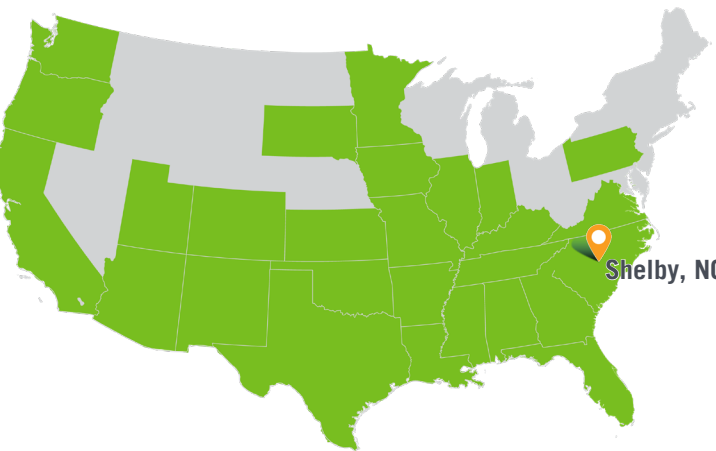
*There's a lot of potential here.*



DEMOGRAPHIC PROFILE	1 Mile Radius	3 Mile Radius	5 Mile Radius
2018 Estimated Population	3,189	22,829	35,760
Daytime Population	6,569	35,849	47,140
Median HH Income	\$31,708	\$36,124	\$38,352
Number of Households	1,325	9,595	14,729

	3 Minute DT	5 Minute DT	10 Minute DT
2018 Estimated Population	5,146	15,059	35,311
Daytime Population	11,232	26,826	49,134
Median HH Income	\$28,466	\$36,426	\$38,270
Number of Households	2,077	6,372	14,532



\*Source: STI PopStats



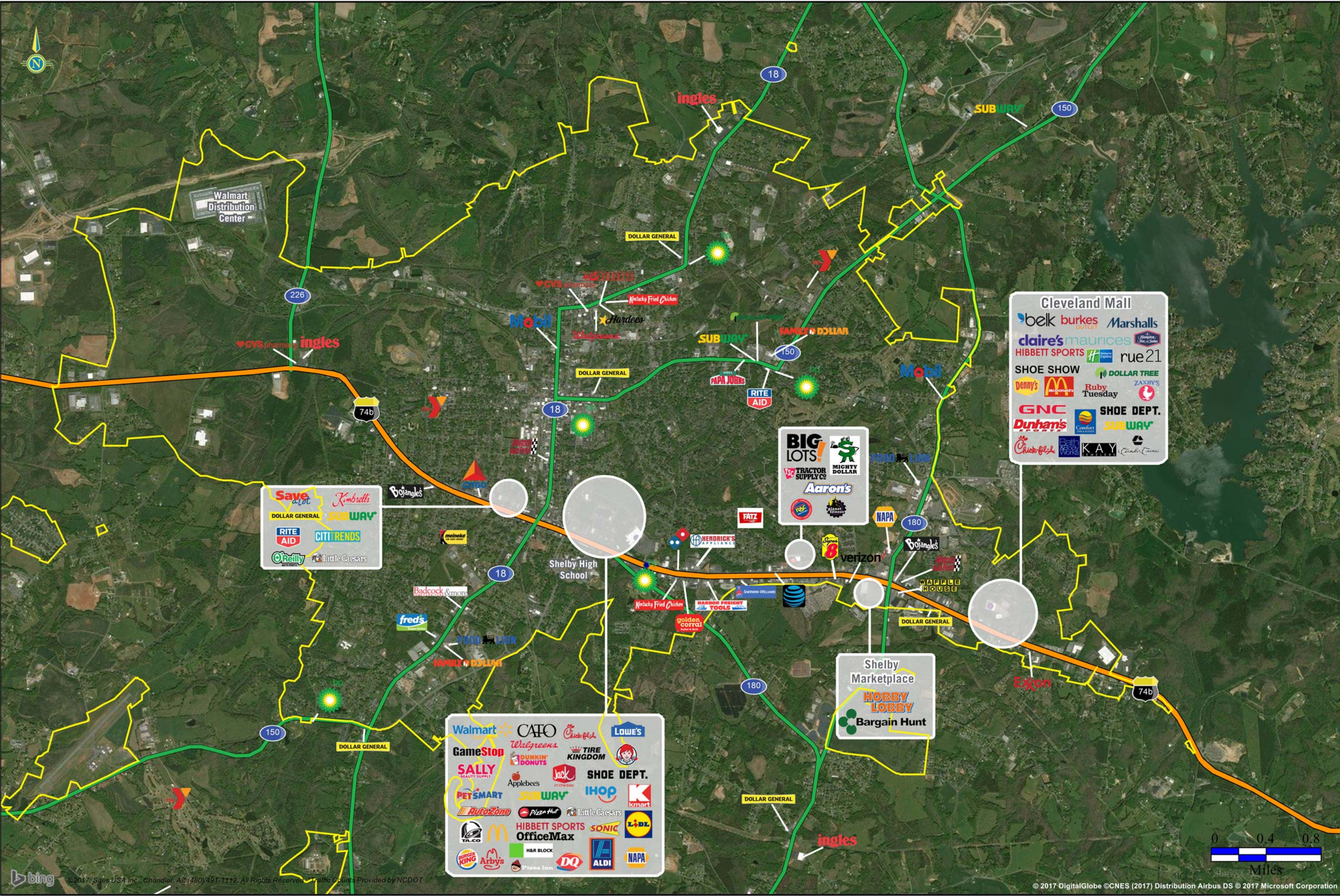
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**Save a Lot**  
**Kimberly's**  
**DOLLAR GENERAL**  
**SUBWAY**  
**RITE AID**  
**CITITRENDS**  
**O'Reilly**  
**Little Caesars**

**Walmart**  
**GameStop**  
**SALLY BEAUTY SUPPLY**  
**PET SMART**  
**AutoZone**  
**TACO BELL**  
**BURGER KING**  
**Arbys**  
**PIZZA HUT**  
**PIZZA INN**  
**CAFO**  
**Walgreens**  
**DUNKIN' DONUTS**  
**Applebees**  
**Pizza Hut**  
**HIBBETT SPORTS**  
**OfficeMax**  
**SONIC**  
**ALDI**  
**NAPA**  
**Chick-fil-A**  
**TIRE KINGDOM**  
**Jack in the Box**  
**SHOE DEPT.**  
**ihop**  
**Kmart**  
**L+L**  
**LOWE'S**

**BIG LOTS!**  
**TRACTOR SUPPLY CO.**  
**MIGHTY DOLLAR**  
**Aaron's**

**Cleveland Mall**  
**belk**  
**burkes**  
**Marshall's**  
**claire's**  
**maurices**  
**HIBBETT SPORTS**  
**rue21**  
**SHOE SHOW**  
**DOLLAR TREE**  
**Denny's**  
**McDonald's**  
**Ruby Tuesday**  
**ZAXBY'S**  
**GNC**  
**Dunham's**  
**SHOE DEPT.**  
**SUBWAY**  
**Chick-fil-A**  
**Bath Works**  
**KAY**

**Shelby Marketplace**  
**HOBBY LOBBY**  
**Bargain Hunt**