



# retail strategies

## WAKE FOREST, NORTH CAROLINA

### Market Guide

### City Contact Information

**WAKE FOREST**  
BUSINESS & INDUSTRY PARTNERSHIP

**Jason Cannon**  
Economic Development Director  
jcannon@wakeforestnc.gov

919.435.9418 (o)  
336.880.8047 (c)

Town of Wake Forest  
301 S. Brooks Street  
Wake Forest, NC 27587

www.wakeforestnc.gov  
www.discoverwakeforest.org

**Jennifer Gaston**  
Economic Development Coordinator  
jgaston@wakeforestnc.gov

919.435.9417 (o)  
919.604.9328 (c)

**Tanner Marquis**  
Marketing & Entrepreneurship Manager  
tmarquis@wakeforestnc.gov

919.435.9420 (o)  
919.323.0304 (c)

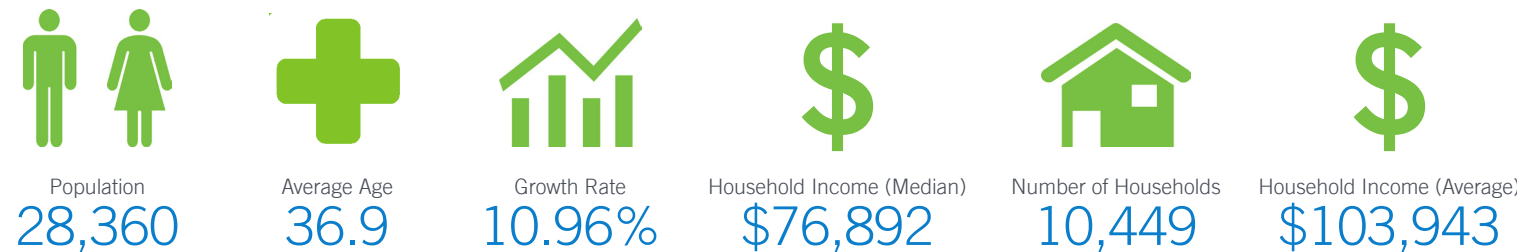
### Focus Properties

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 (5 Minute Drive Time)



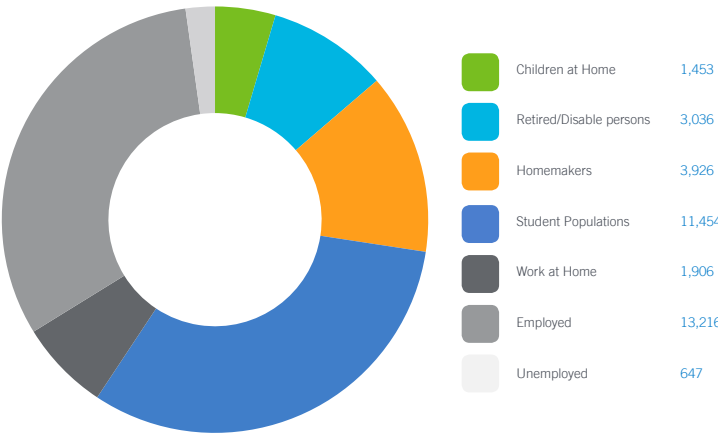
### Peer Analysis

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

Lexington, KY	131 West Reynolds Rd
Atlanta, GA	3535 Peachtree Rd NE
Falls Church, VA	6100 Arlington Blvd
Atlanta, GA	2400 N Druid Hills Rd NE
Fairfax, VA	2905 District Ave S

### Daytime Population 35,638 (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!*



Restaurants



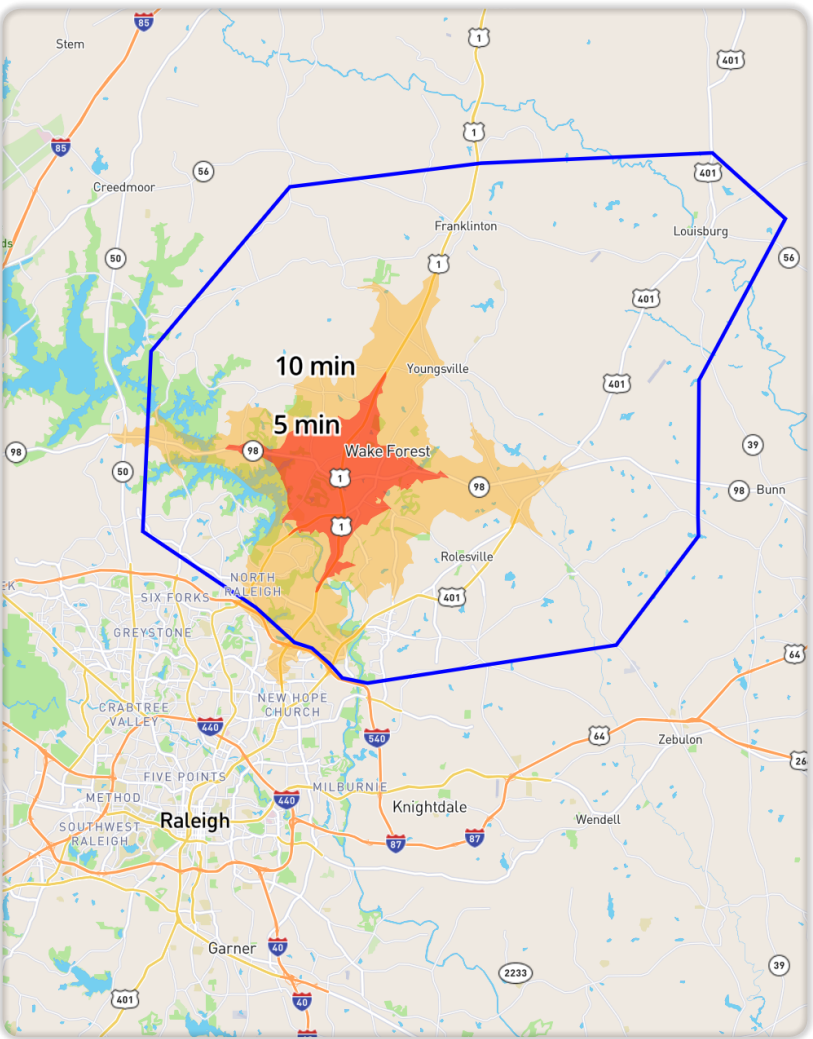
Clothing /  
Apparel



Specialty  
Grocery



Sporting Goods



DEMOGRAPHIC PROFILE	3 Mile Radius	5 Mile Radius	7 Mile Radius
2018 Estimated Population	42,647	96,519	159,474
Daytime Population	47,297	73,607	126,621
Median HH Income	\$80,480	\$84,418	\$80,550
Number of Households	15,497	34,528	57,410

	5 Minute DT	10 Minute DT	Custom Trade Area
2018 Estimated Population	28,360	104,495	191,481
Daytime Population	35,638	91,143	144,275
Median HH Income	\$76,892	\$78,477	\$74,009
Number of Households	10,449	37,954	69,086

\*Source: STI PopStats



**Wesley Vaughn**  
Portfolio Director  
wvaughn@retailstrategies.com

205.490.2830 office  
205.937.1090 cell

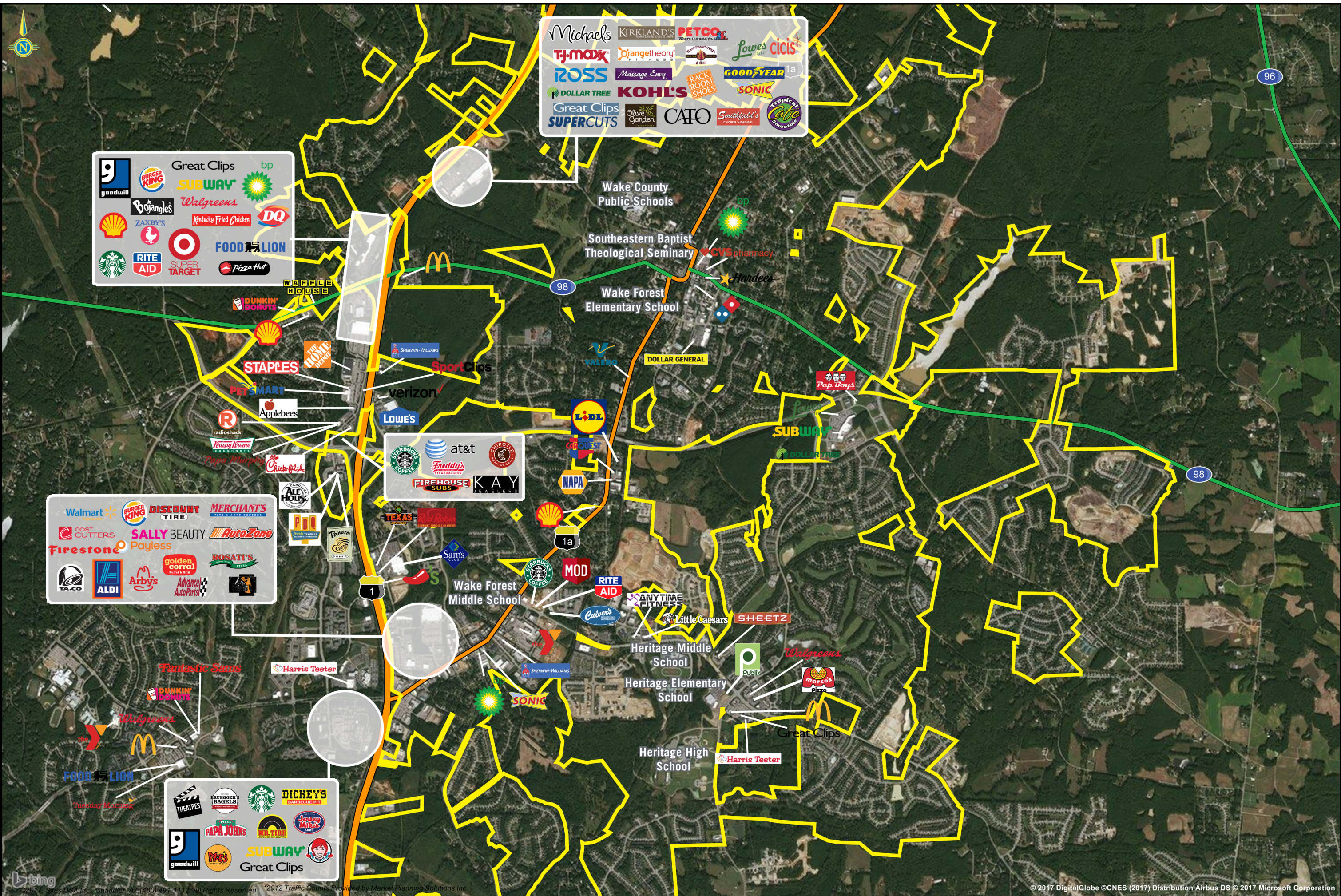


**Jordan Williams**  
Retail Development Manager  
jordan@retailstrategies.com

205.209.4598 office  
205.209.5671 cell







# WAKE FOREST, NORTH CAROLINA

Major Retail & Restaurants



There's a lot of potential here.