Demographics

- Median Household Income $73,495 (higher than Raleigh and NC)
- Average Household Income $97,462 (outliers with very high household income)
- 2020 Estimated Population 5-mile radius 221,787 (18.3% increase since 2010)
- ⅔ of the population lives within the 3 and 5-mile radius area
- Young families moving into the area

*Source: Applied Geographic Solutions*
Void Analysis

- Strong commuter traffic pattern on Edwards Mill Rd & Creedmoore Rd - opportunity for retail
- Little entertainment retail, boutiques, or sit-down dining - due to lack of residential
- Wade Park is an example of residential and office that is doing very well
- Lake Boone Shopping Center is performing extremely well
- Opportunity for another high-end grocer

- Great location for high end development - views, location, and demographics are excellent