

An architectural rendering of a modern urban development. The scene features a large, multi-story building with a mix of brick and stone facades and large glass windows. In the foreground, there's a paved plaza with a large, stylized 'UP' sculpture. A small, single-story building with large glass windows is labeled 'COFFEE SHOP'. The area is landscaped with trees, shrubs, and pedestrian walkways. People are shown walking and sitting on benches, giving a sense of life and activity. The sky is blue with scattered white clouds.

up

UNIVERSITY PLACE

Chapel Hill, NC



Made of Chapel Hill.

University Place is a brand and a destination committed to Chapel Hillians. Opened as an indoor mall in 1973 with two anchor department stores, Belk and Ivey's, the site was and is the town's most central and social destination to buy goods, enjoy a seasonal meal or catch up with friends.

We're connecting the past to the present by transforming University Place into a vibrant community hub in the heart of Chapel Hill, with chef-lead restaurants, eclectic shops, live entertainment, modern offices, and walk/ bike focused residences. Explore what's coming UP.

900 WILLOW



SILVERSPOT CINEMA



HAWKERS ASIAN STREET FOOD



UNIVERSITY PLACE



up

A sought-after destination.

A reimagined University Place is a sought-after destination and a historic retail opportunity in the heart of Chapel Hill. Right next door to Blue Hill District, a dynamic neighborhood with high population growth, University Place is being redefined to house a diverse mix of local retail, dining, working and living. It's an integrated community of shops, entertainment, homes, offices, public parks, promenades and restaurants. Its pedestrian-friendly streets and outdoor spaces welcome the community in to linger and explore.

VALUE-ADDED AMENITIES



ACCESS TO TRAILS, PARKS
AND PLAYGROUNDS



OPEN, PUBLIC AREAS THAT FEED THE NEED
TO BE SOCIAL



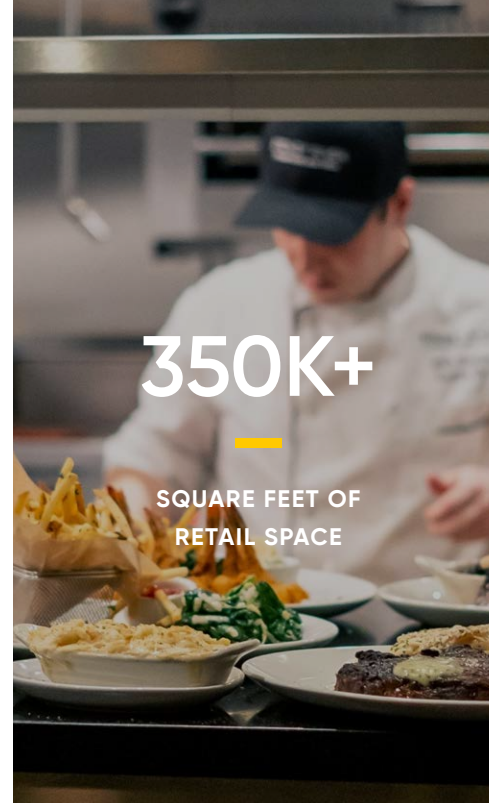
ARTS, ENTERTAINMENT AND EDUCATIONAL
PROGRAMMING FOR THE WHOLE COMMUNITY



HOME TO THE BI-WEEKLY CHAPEL HILL
FARMERS' MARKET

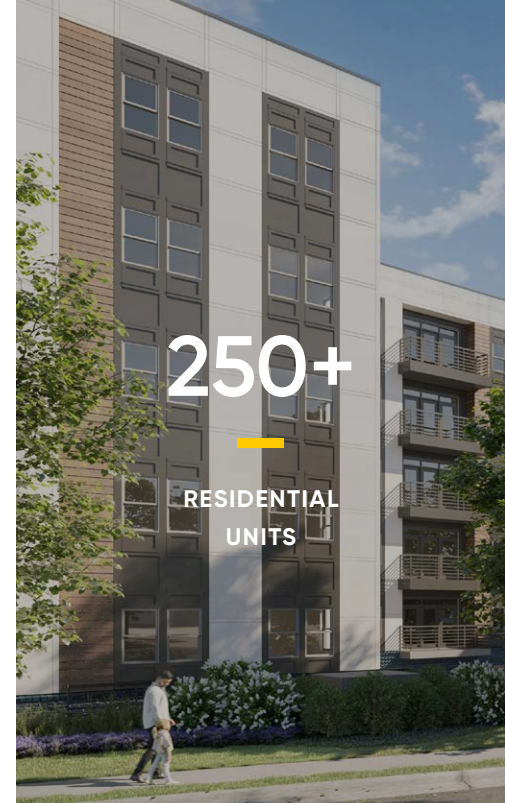


AT THE CENTER OF CHAPEL HILL'S MOST
EXCITING AND PROGRESSIVE AREAS



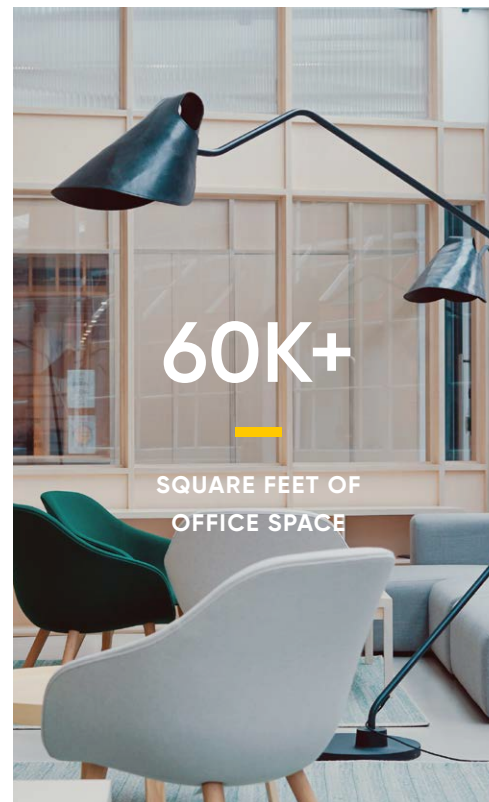
350K+

SQUARE FEET OF
RETAIL SPACE



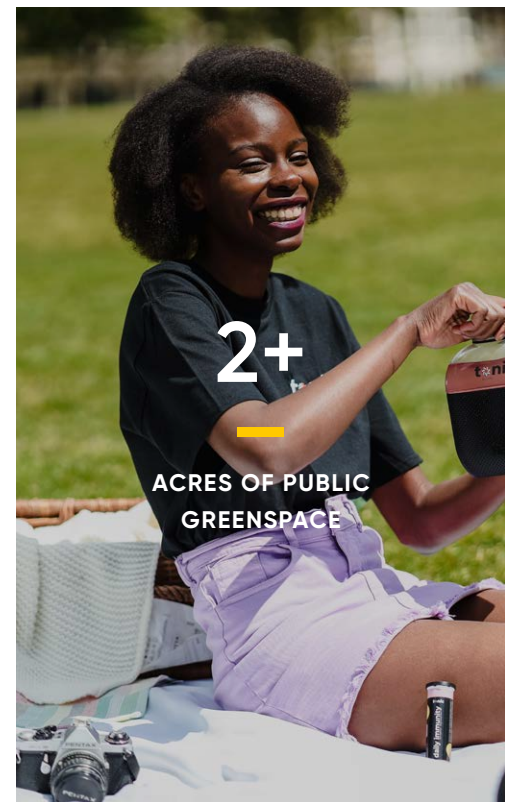
250+

RESIDENTIAL
UNITS



60K+

SQUARE FEET OF
OFFICE SPACE



2+

ACRES OF PUBLIC
GREENSPACE

A MODERN MIXED-USE EXPERIENCE ACROSS A 39-ACRE SITE



the Shops

Connecting retail, culinary and entertainment experiences, the Shops at University Place is 350,000 square feet of open-air retail with the welcoming atmosphere of a town center.



the Commons

The heart and soul of the community, The Commons is a flexible, programmable outdoor public space for art, culture and community events including the Chapel Hill Farmers' Market.



upStart

upStart is a new home for makers and start-up retail concepts with six pre-finished store fronts ready to house the latest in local innovation and imagination.



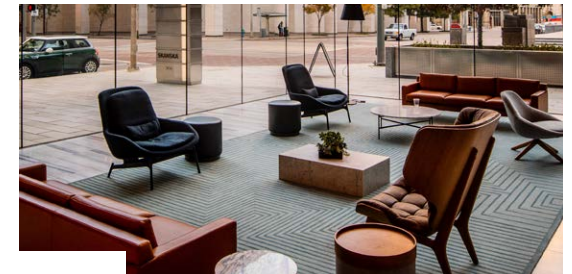
upWorks

upWorks is a new office campus for creative, tech, and service companies who want to innovate and collaborate in an environment that provides the most effective work/life balance.



900 Willow

900 Willow represents the epitome of urban Chapel Hill living – from spectacular design to world-class amenities. Luxury residences sit atop ground-level retail for ultimate convenience and walkability.



Hotel

A 150-key hotel at University Place will welcome both business and leisure guests to the neighborhood. Here, visitors can relax in solitude or take advantage of the best of Chapel Hill in one convenient location.

up

Harris
Teeter
Supermarket and Pharmacy

Retail Masterplan

EXISTING RETAIL TENANTS

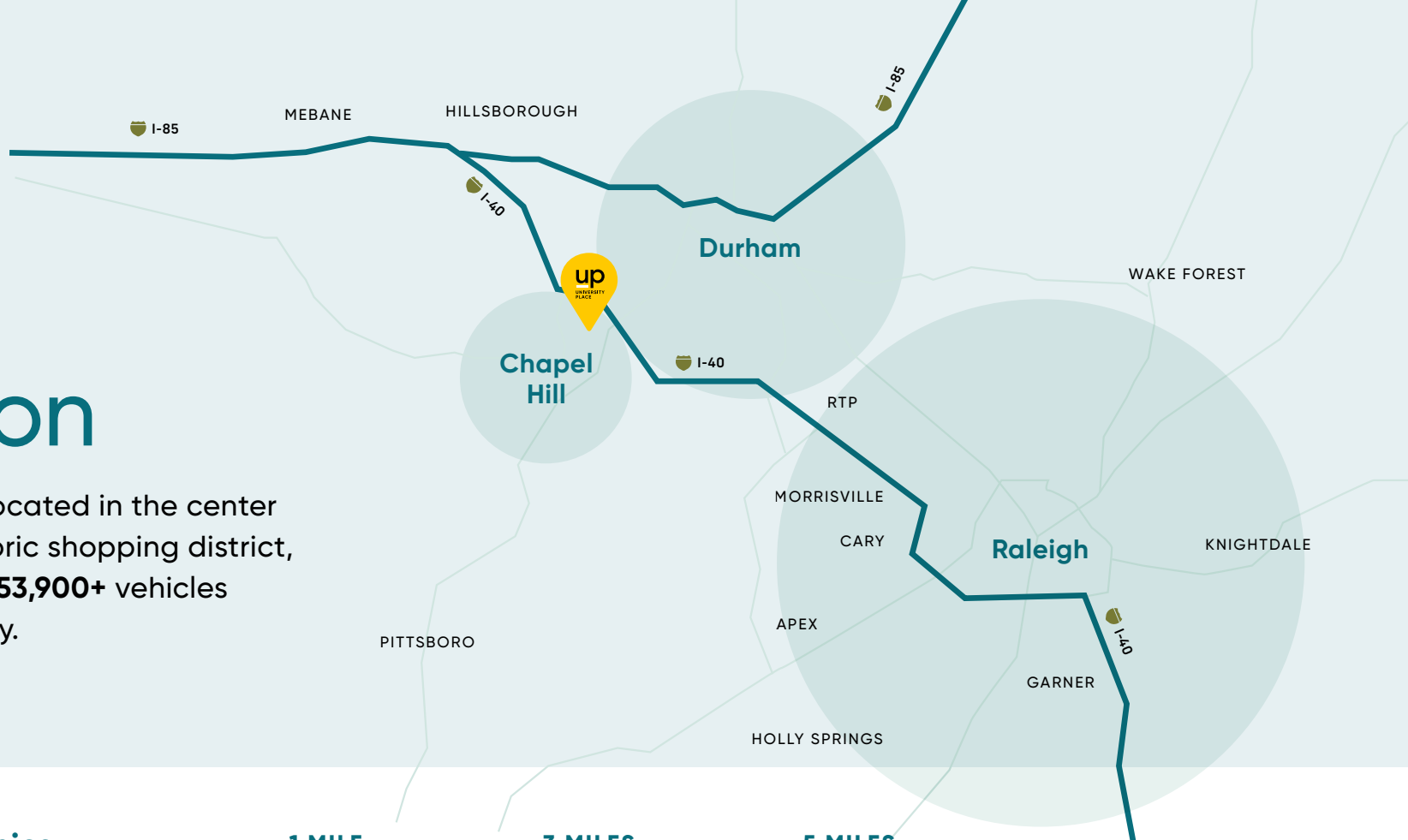
AVAILABLE










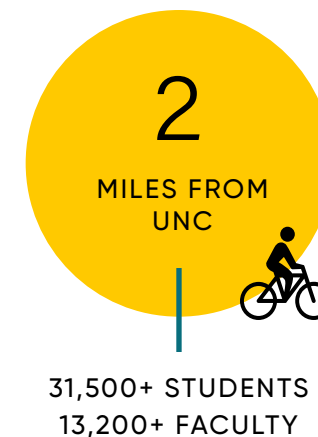
Location

University Place is located in the center of Chapel Hill's historic shopping district, with an average of **53,900+** vehicles passing by each day.



Local Demographics

	1 MILE	3 MILES	5 MILES
 POPULATION	8,248	68,725	132,333
 HOUSEHOLD INCOME	\$155,051	\$119,488	\$121,295
 DAYTIME POPULATION	10,561	88,538	152,290
 BACH. DEGREE OR HIGHER	74.5%	76.1%	73.3%
 AVERAGE HOME VALUE	\$547,126	\$478,295	\$460,728





Get in touch.

LEASING

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SPECIALTY
RETAIL
CONSULTANTS

