

# Pelican Square Neighborhood Commercial Center

1637 Seaside Rd SW, Sunset Beach, North Carolina 28468



26,000 SF ANCHOR SPACE IN THIS CENTRAL RESTAURANT, RETAIL & PROFESSIONAL SERVICES LOCATION SERVING THE HIGH NET WORTH YEAR-ROUND RESIDENTS AND EXTENDED SEASON VISITORS OF THE SOUTH BRUNSWICK ISLANDS OF NC

Ideally situated between Sunset Beach and Ocean Isle Beach, NC with Highway 904 connectivity to Highway 17 and Beach Drive connectivity from Calabash to Shallotte

STRATEGIC LOCATION PROVIDES EXCELLENT VISIBILITY & EASY ACCESS FOR ANY NEW \* RESTAURANT \* BREWERY \* DISTILLARY \* RECREATION \* SPECIALTY RETAIL \* HEALTH & WELLNESS FACILITY

Presented By:

**KELLY L. STUART**

Broker / REALTOR® NC & SC  
Sloane Commercial Real Estate  
790-1 Sunset Boulevard N  
Sunset Beach, North Carolina  
28468

910.393.7275 Mobile

Kelly@CarolinasCommercial.com

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Commercial Sales & Leasing Specialists with Sloane Commercial Real Estate







## THE PREMIERE BUSINESS LOCATION IN SUNSET BEACH, NORTH CAROLINA

Pelican Square is a 42,421 sf Commercial Center serving the permanent residents and resort visitors to the Sunset Beach, Ocean Isle Beach and Calabash North Carolina areas. Home to Family Dollar, Spa Rituals Salon and the hugely popular Sarah's Kitchen Beach Diner, this recently updated center has spaces from 1,200 sf to 4,800 sf, as well as the 26,000 sf anchor space which can be leased as-is or subdivided if needed.

Located in close proximity to Pelican Square are Dock Street Townhomes, Village Park Condominiums and the approved Artesa Village Apartments and The Sanctuary new homes communities, offering their residents the opportunity to live in a traditional neighborhood development only a short stroll from restaurants, shops, banks and grocery stores. The Ingram Planetarium, a unique educational facility with state-of-the-art astronomy simulations, sits between the shopping center and residential units. Adjacent Sea Trail Plantation is home to more than 2,000 acres of winding creeks, manmade lakes, lush woodlands and four distinctly different golf courses available for play by homeowners and visitors to the South Brunswick Islands.



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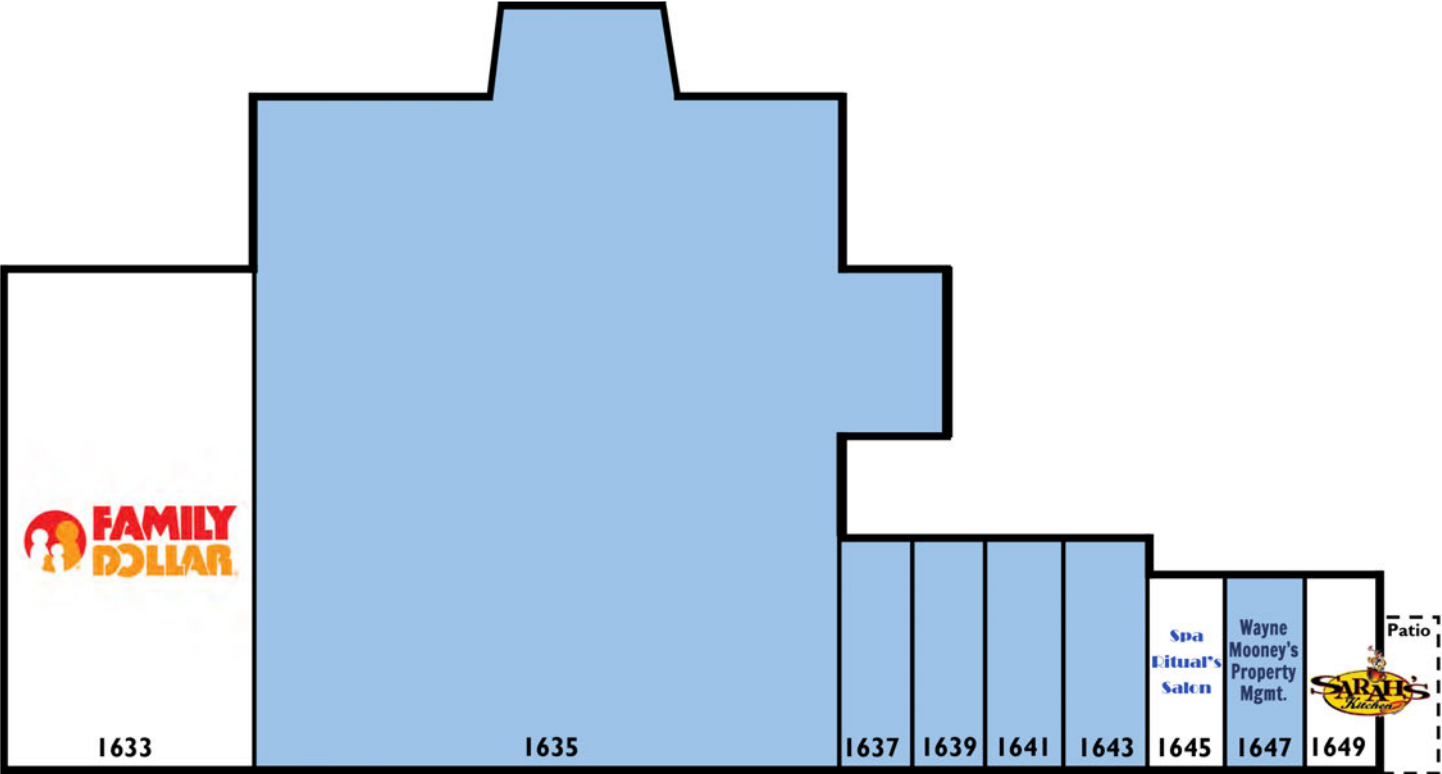








RETAIL AVAILABILITY IN PELICAN SQUARE SHOPPING CENTER



#	TENANTS	SF	#	TENANTS	SF
1633	FAMILY DOLLAR	8,450 SF	1645	SPA RITUAL'S SALON	1,000 SF
1635	AVAILABLE	26,171 SF	1647	WAYNE MOONEY'S PROPERTY MANAGEMENT	1,000 SF
1637	AVAILABLE	1,200 SF	1649	SARAH'S KITCHEN	1,000 SF
1639	AVAILABLE	1,200 SF			
1641	AVAILABLE	1,200 SF			
1643	AVAILABLE	1,200 SF			



## NEARBY RETAIL & PROFESSIONAL SERVICES

- ABC Store
- Atlantic Telephone Membership Corporation
- Bank of America
- BB&T
- Bleu Boutique
- Carolina Elite Properties
- Citizens One Mortgage Services
- Communities in Schools Thrift Store
- Curiosities Apparel & Gifts
- CVS
- Emerald Grace Boutique
- European Skin Center Salon

- Food Lion Grocery Store
- Fred Thorne Realty
- Hair Du
- J. Huffman's Clothing Store
- Mooney's Property Mgmt.
- Ocean Presence Gifts
- Pelican Bookstore
- Riptide Builders
- ShopGirl Clothing Store
- Spa Ritual's Salon
- Sunset Nail Spa
- The Olive Press
- Walgreen's

## MEDICAL SERVICES

- Brunswick Physical Therapy
- Coastal Comprehensive Care
- Dona Caine Francis Counseling
- Dr. Alex Rakos, DDS, PA
- EmergeOrtho
- McLeod Primary Care Sunset Beach
- Seaside Orthopaedic Clinic





## DINING & ENTERTAINMENT

- Back Street Cafe
- Fibber McGee's
- Hardee's
- La Cucina Italian Grill
- Las Palmeras Mexican Restaurant
- Papa John's
- Sarah's Klitchen
- Subway
- Ingram Planetarium

## FESTIVALS & EVENTS

- Sunset Beach Concert Series
- Sunset at Sunset Community Festival
- Sunset Beach Police & Fire Trunk or Treat
- SBI Rotary 'Three Bridge Tour' Bike Ride

When you're ready to **Work Where You Play in North Carolina**, the CarolinasCommercial Team with Sloane Commercial Real Estate can help you identify the most profitable and productive location to take advantage of the high net worth year round residents and seasonal visitors during our extended tourist season.

**Don't wait to retire to live the island life. Take the leap today and Bring Your Business to the Beach!**

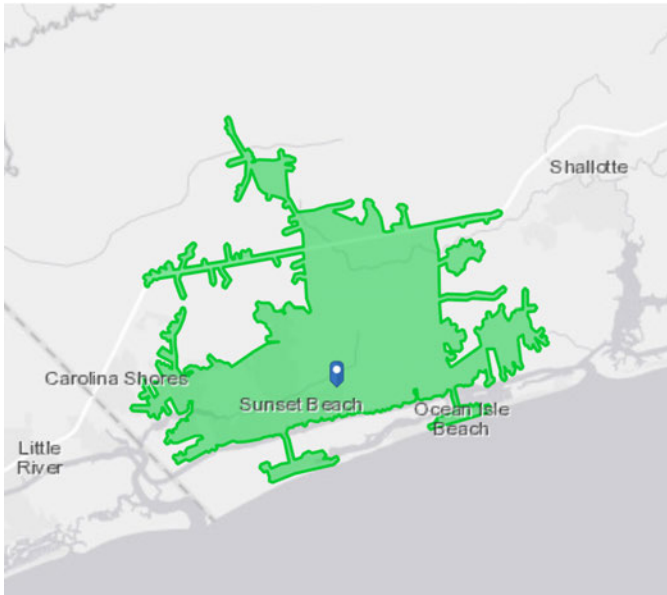


# KEY DEMOGRAPHICS WITHIN A 10 MINUTE DRIVETIME OF THE SITE





## POPULATION TRENDS AND KEY INDICATORS IN 10 MINUTE DRIVETIME FROM THE SITE



**13,569**

Population

**6,409**

Households

**2.12**

Avg Size Household

**61.4**

Median Age

**\$61,576**

Median Household Income

**\$308,099**

Median Home Value

**138**

Wealth Index

**103**

Housing Affordability

**33**

Diversity Index

### MORTGAGE INDICATORS



**\$10,094**

Avg Spent on Mortgage & Basics



**24.5%**

Percent of Income for Mortgage

### POPULATION BY GENERATION



**15.4%**

Greatest Gen:  
Born 1945/Earlier



**45.4%**

Baby Boomer:  
Born 1946 to 1964



**13.7%**

Generation X:  
Born 1965 to 1980



**12.2%**

Millennial:  
Born 1981 to 1998



**11.5%**

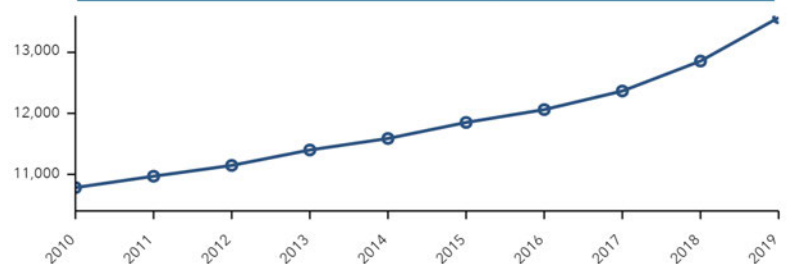
Generation Z:  
Born 1999 to 2016



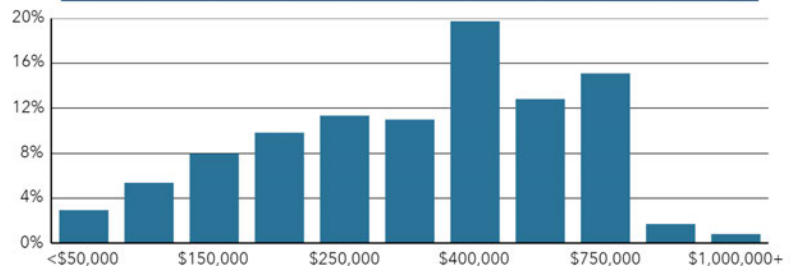
**1.9%**

Alpha: Born  
2017 to Present

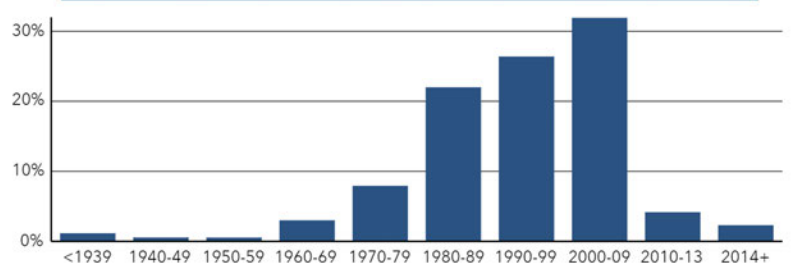
### Historical Trends: Population



### Home Value



### Housing: Year Built

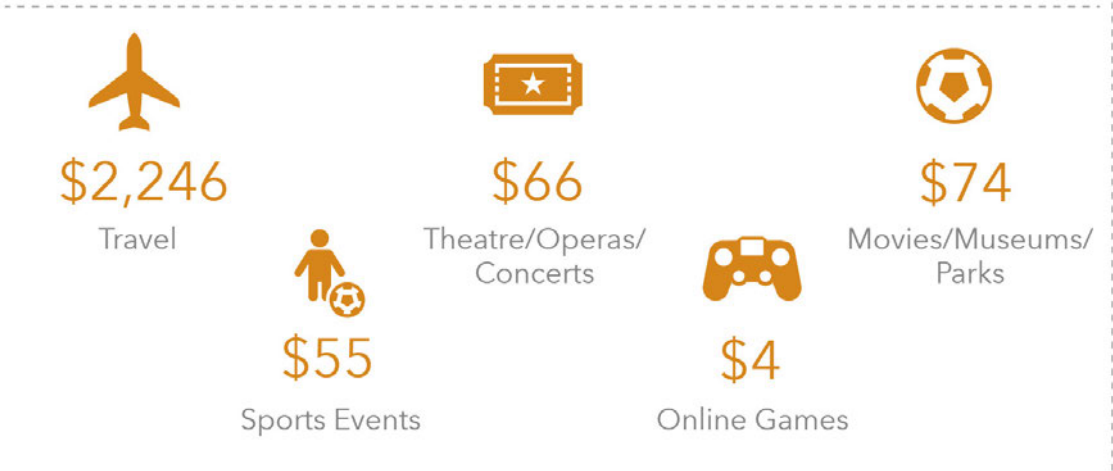




ANNUAL HOUSEHOLD SPENDING



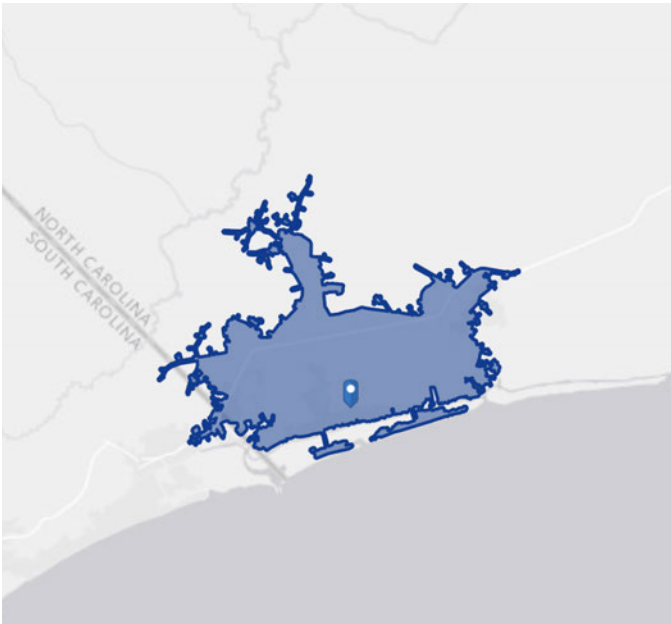
ANNUAL LIFESTYLE SPENDING



 <div>9A</div> <div>Silver and Gold</div> <div>3,173 households</div>	49.5% of Households
 <div>9D</div> <div>Senior Escapes</div> <div>1,441 households</div>	22.5% of Households
 <div>6E</div> <div>Rural Resort Dwellers</div> <div>814 households</div>	12.7% of Households



POPULATION TRENDS AND KEY INDICATORS IN 15 MINUTE DRIVETIME FROM THE SITE

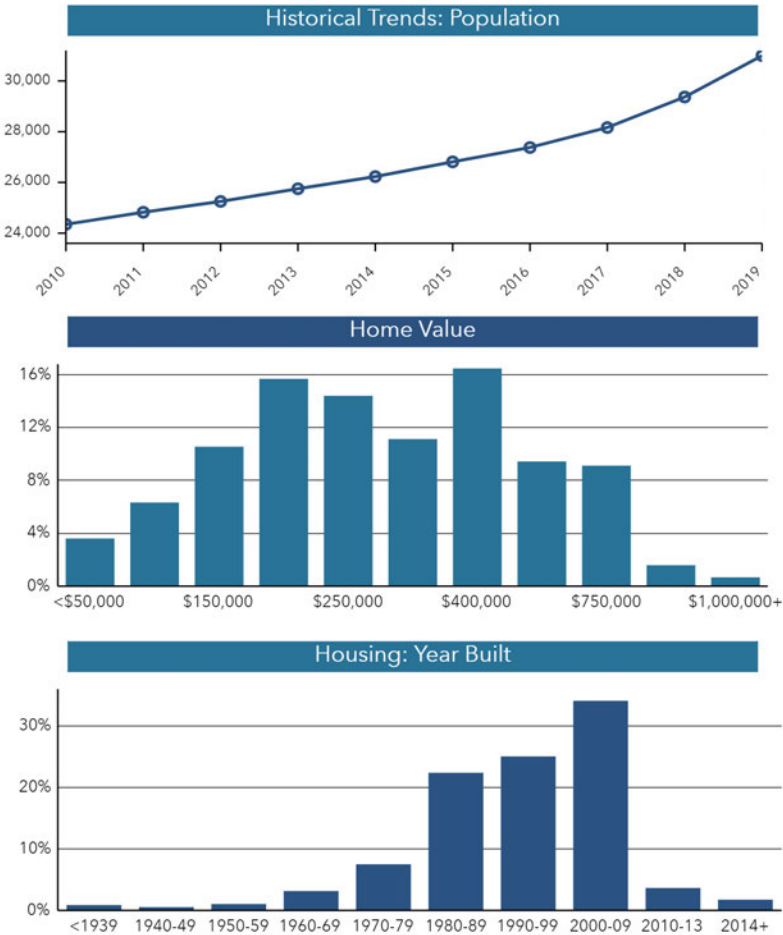
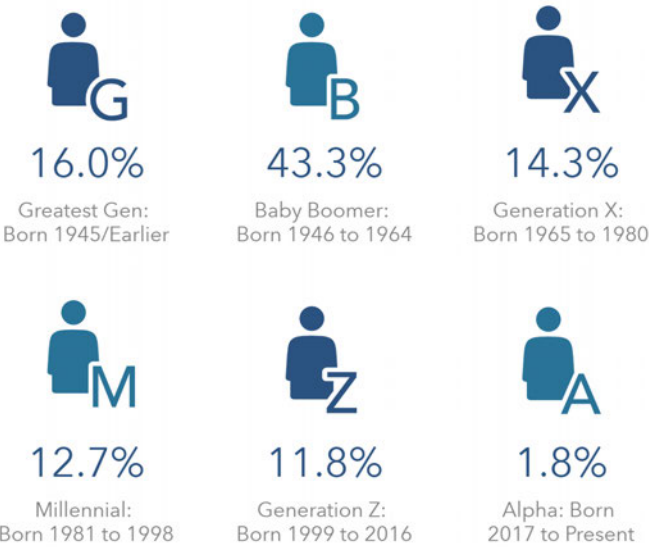


30,996	14,493	2.14
Population	Households	Avg Size Household
60.6	\$55,811	\$247,899
Median Age	Median Household Income	Median Home Value
109	116	33
Wealth Index	Housing Affordability	Diversity Index

MORTGAGE INDICATORS



POPULATION BY GENERATION







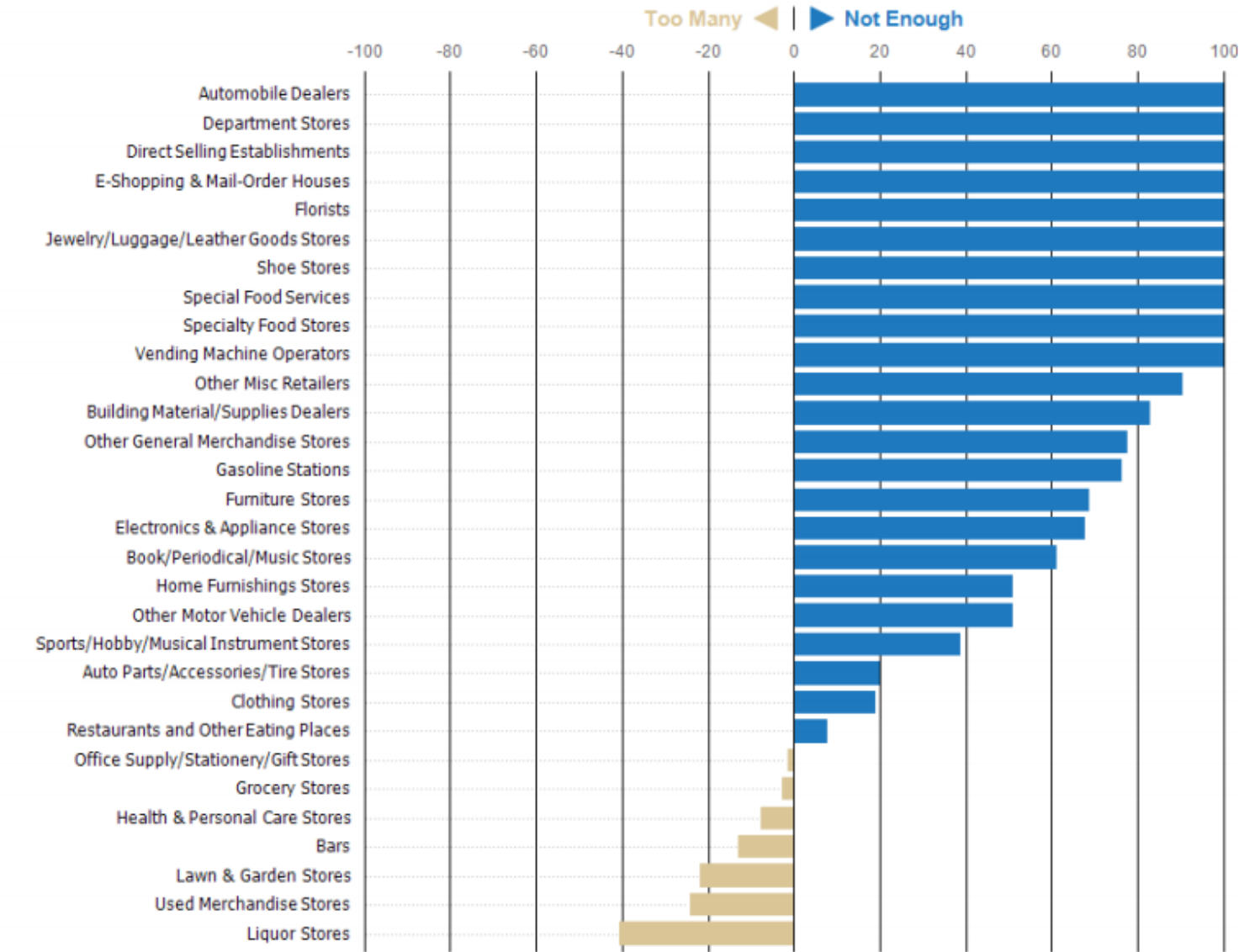
	<div>9A</div> <div>Silver and Gold</div> <div>5,816 households</div>	40.1%	of Households
	<div>9D</div> <div>Senior Escapes</div> <div>2,254 households</div>	15.6%	of Households
	<div>6E</div> <div>Rural Resort Dwellers</div> <div>1,884 households</div>	13.0%	of Households



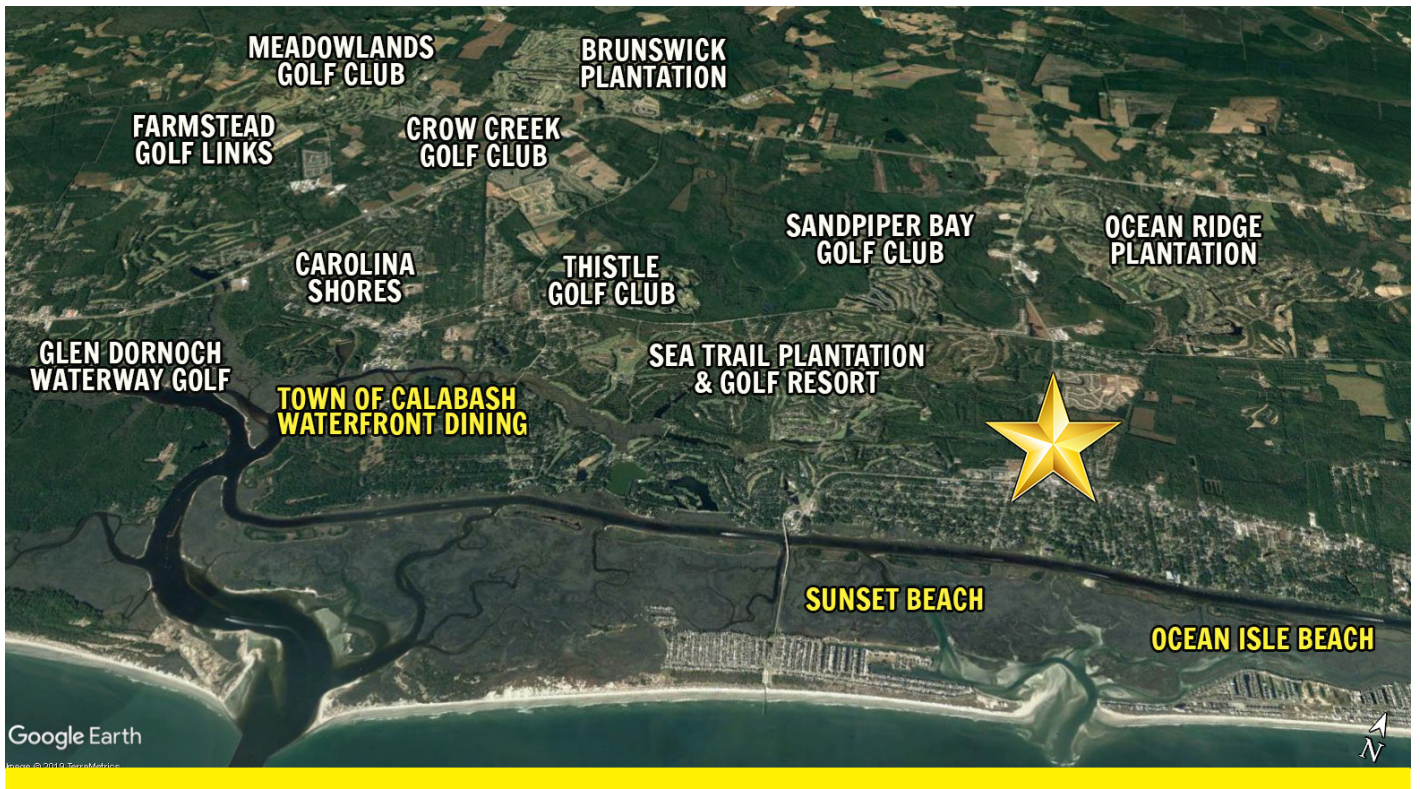
Best Retail Businesses: Sunset Beach, NC 28468

This chart shows the types of businesses that consumers are leaving an area to find. The business types represented by blue bars are relatively scarce in the area, so consumers go elsewhere to have their needs met. The beige business types are relatively plentiful in the area, meaning there are existing competitors for the dollars that consumers spend in these categories.

Data Source: Retail Marketplace via Esri, 2018  
Update Frequency: Annually







## SOUTH BRUNSWICK ISLANDS COMMUNITY INFORMATION

Brunswick County, North Carolina is strategically located in the Myrtle Beach MSA between lively Myrtle Beach, South Carolina and historic Wilmington, North Carolina, offering a broad variety of resources and amenities and livability that appeals to people of all ages, tastes and stages of life and career.

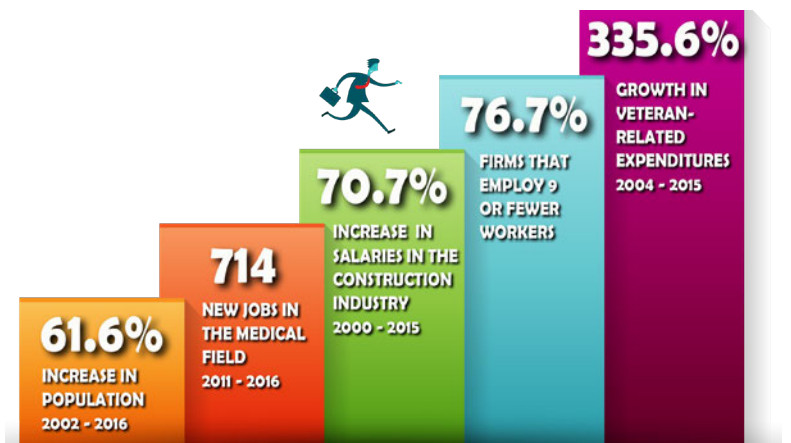
Brunswick County has experienced explosive growth over past 15 years, with residential growth coming in at the highest it's been since the housing market crash 2007. Much of the rapid population growth has been in the South Brunswick Islands, which consists of Calabash, Carolina Shores, Sunset Beach, Ocean Isle Beach, Shallotte and Holden Beach. The outstanding and affordable quality of place has long been a draw for tourists, from the major metro areas within North Carolina as well as states to our north. Many of these tourists become second homeowners and eventually relocate to the area as retirees as evidenced by the percentage growth rate in ages 60 and over which eclipses the growth rate in all other age categories. Ample land and still-reasonable construction costs fuel growth in the region's diverse housing stock, which offers residential options tailored to fit any preference and budget. Several new homes communities that sat dormant for the past 10 years are now under new ownership with construction underway.

**Brunswick County reported Year-Round Population Growth of 61.6% over the last 15 years and is part of the second fastest-growing MSA in the United States**

**Calabash was ranked #2 of the Wilmington Region's Wealthiest Zip Codes by Average Net Worth in 2018, with adjacent Sunset Beach #1**

**Sunset Beach is ranked number 4 on National Geographic's "21 Best Beaches in the World"**

**Thistle Golf Club in Sunset Beach has been named one of the top courses in the U.S. by GolfAdvisor.com, ranking #14 in the country based on more than 100,000 reviews posted by golfers in 2016**







**MORE THAN 50% OF  
THE NEARLY 50,000  
HOMES IN THE  
SOUTH BRUNSWICK  
ISLANDS ARE EITHER  
SECOND HOMES OR  
RENTAL PROPERTIES**

**According to an annual study commissioned by Visit North Carolina, domestic visitors spent a record \$25.3 billion statewide in 2018, an increase of 5.6% from 2017. Visitor expenditures directly supported more than 230,000 jobs and generated more than \$6.3 billion in payroll income across North Carolina. Brunswick County accounted for \$120 million in payroll income and \$64 million in state and local tax receipts.**



**\$176 PP**

Rental Household Count during the  
extended Golf & Beach Season average  
6-8 Persons Per Unit with Average Daily  
Spending of \$176 Per Person



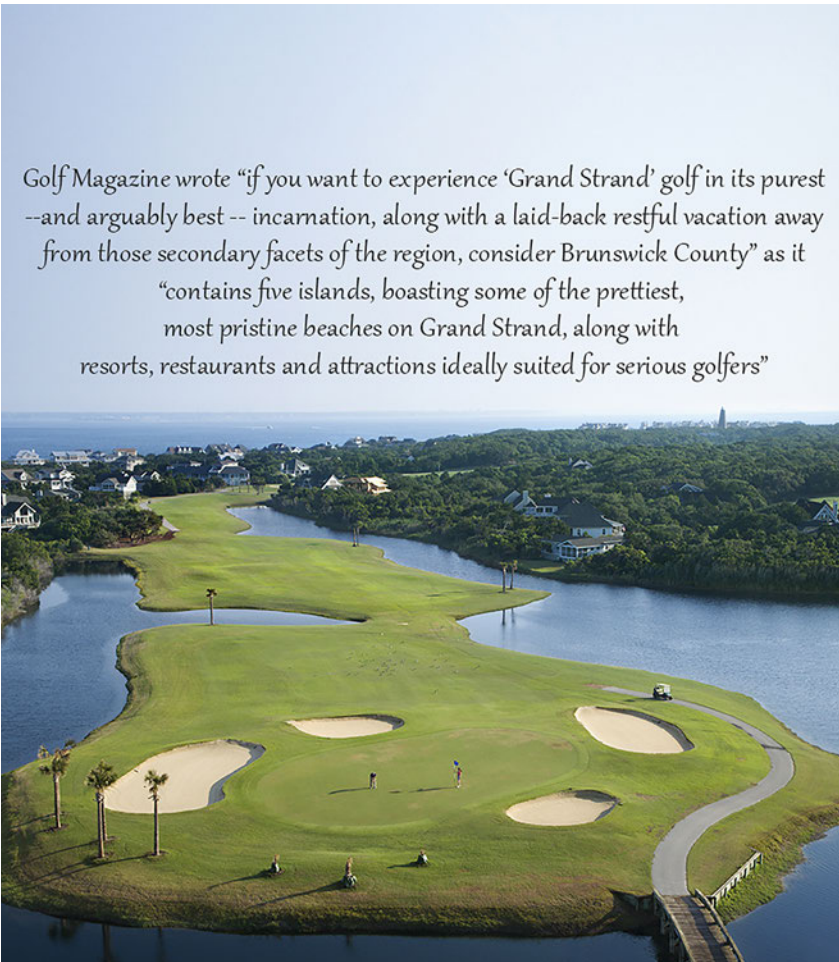
**↑ \$39 MM**

Brunswick County Tourism posted Visitor  
Spending in Brunswick County equaled  
\$599 Million in 2018, an Increase of 6.48%  
or \$39 Million over the Previous Year



**↑ 30%**

Summer Holiday Seating Capacity at  
the Myrtle Beach International Airport  
increased by more than 30% in 2017 and  
is on track to set a new deplanement  
record for 2018 with nonstop service to/  
from 49 markets



Golf Magazine wrote "if you want to experience 'Grand Strand' golf in its purest --and arguably best-- incarnation, along with a laid-back restful vacation away from those secondary facets of the region, consider Brunswick County" as it  
"contains five islands, boasting some of the prettiest,  
most pristine beaches on Grand Strand, along with  
resorts, restaurants and attractions ideally suited for serious golfers"



## THE TRUE STORY

The challenge facing the South Brunswick Islands is the disconnect between the positive story we have to tell and the data relied upon by the businesses that we would like to attract, both to provide the services needed and desired by the year-round residents and vacationers to the area. The census data shows that 55% of the households in the South Brunswick Islands have Social Security income and 38% Retirement income, however, communities in the South Brunswick Islands rank #1, 2, 5, 6 & 7 of the wealthiest zip codes in the three-county Wilmington Region. The census shows 50% of the homes in our community are vacant, while in reality 50% of the homes are second homes and year-round vacation homes for high net worth individuals. The Town of Shallotte, the center of commerce for the South Brunswick Islands, boasts a population of only 3,970 yet is able to support a Lowe's Home Improvement, Home Depot, Walmart, Office Depot, Belk, Chili's and Golden Corral.

