

# MORGANTON PARK SOUTH

**SOUTHERN PINES, NORTH CAROLINA**



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*HomeGoods*



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**MIDLAND ATLANTIC**  
P R O P E R T I E S



# Executive Overview

Morganton Park South is a 266,000 SF upscale regional retail shopping center located in the heart of Southern Pines, NC. The project features an upscale 'open-air' type atmosphere offering elegant architectural features, vibrant landscaping, and strong national soft-goods co-tenancy. The project will also feature 269 high-end apartment units developed by Zimmer Development Company.

## Highlights

- Project is now under construction – Projected delivery in 2024
- Projected anchor tenant openings beginning in Q2 2024 (Dick's & Golf Galaxy) and continuing throughout the remainder of the year.
- Conveniently located off of Carolina Green Parkway (Projected 18,000 VPD) which is a 4 lane parkway now under construction connecting regional corridors US 15-501 and Morganton Road
- Three full access movements off of Carolina Green Parkway offering excellent ingress/egress to and from the project
- Now leasing 25,000 SF of upscale small shop space with multiple end-cap/patio restaurant opportunities available

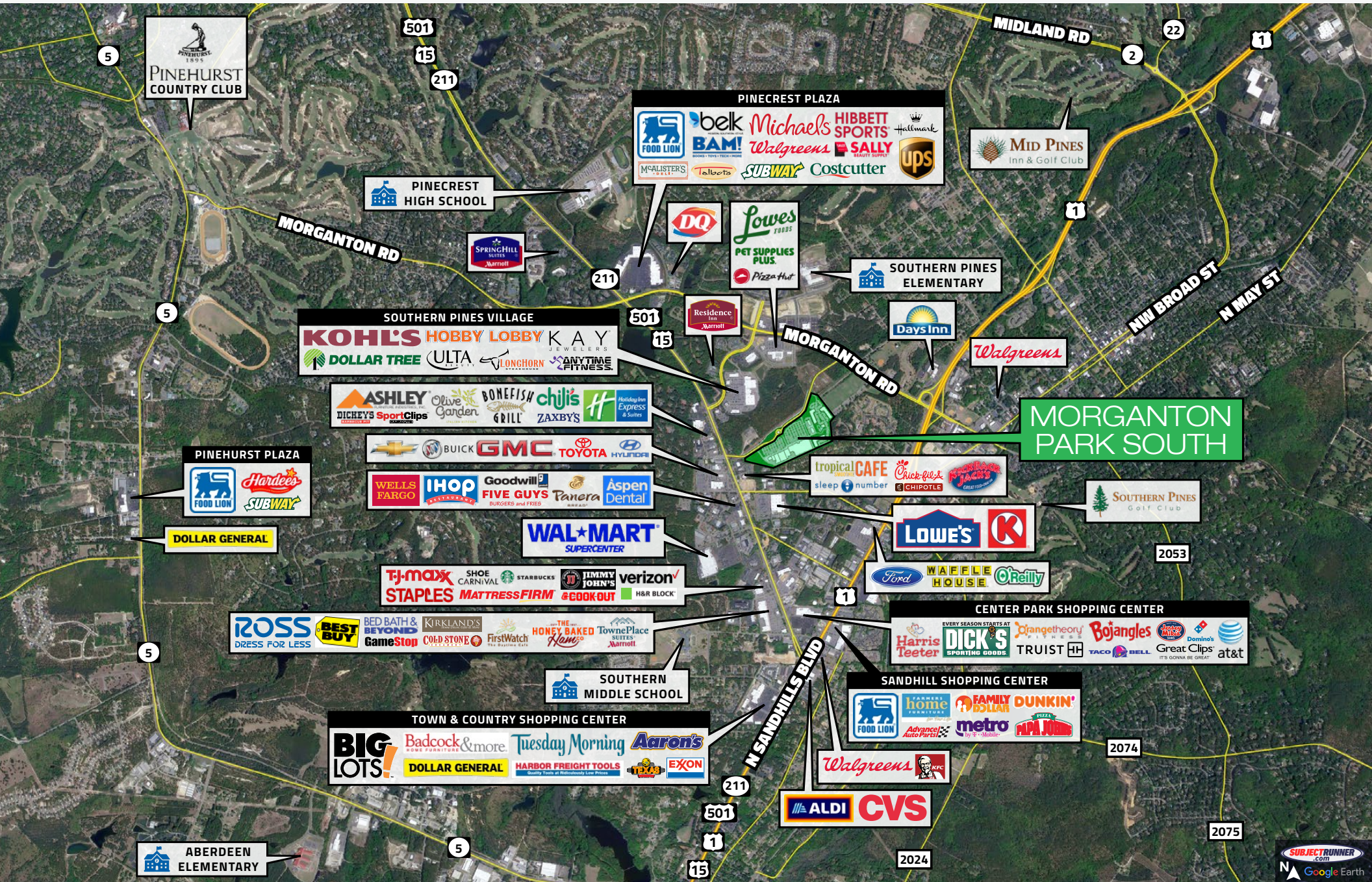


# Site Plan





# Market Aerial





# Southern Pines Overview

Southern Pines, North Carolina is a charming southern town located in the Sandhills region of North Carolina. It is known for its vibrant downtown, golf courses, national parks, and other outdoor attractions. The town is home to a variety of restaurants and shops, as well as a prominent art and music scene. Southern Pines boasts an impressive 1.5 million visitors per year with one of the highest visitor spending figures in all of North Carolina (\$673 million in 2022). Pinehurst, NC lies directly adjacent to Southern Pines, NC and is home to the historic Pinehurst Golf Resort. Pinehurst has been selected as one of two markets in the US to be the new home of the PGA Tour headquarters. Pinehurst Golf Resort has also been selected to host the Men's US Open Championship in 2024, 2029, 2035, 2041 and 2047; with over 250,000 people expected to attend the event in 2024. Southern Pines is a great place to relax, explore, and enjoy all the exciting features the town has to offer.





# Vector Map





# Gallery





# Demographics



**\$93,664**

Average Household Income  
within 3-Mile radius



**1.5M**

Visitors per year and  
growing rapidly



**Over \$700M**

in projected visitor  
spending in 2023



**2022 Visitor**

Spending year-over-year growth  
was 70%, which was the 4th  
fastest rate of growth in visitor  
spending in North Carolina



**\$891M**

in total retail and restaurant  
sales in 2021 – expected to  
exceed 1 billion in 2024



# About Developer



## Morganton Park South

SOUTHERN PINES, NORTH CAROLINA

Midland Atlantic Properties is a landlord/developer based in Cincinnati, OH and the current owner of 43 shopping centers in 19 states comprised of 3.3 million sq. ft of space. The company specializes in all types of retail and has developed over 50 shopping centers in various regions across the US.







MIDLAND ATLANTIC  
PROPERTIES



# Morganton Park South

SOUTHERN PINES, NORTH CAROLINA