



# LIBERTY PLAZA

WINSTON-SALEM, NC  
OFFERING MEMORANDUM



**Linville Team Partners has been retained as the exclusive Broker regarding the sale of this property and hereby advises all prospective buyers as follows:**

This Offering Memorandum has been prepared by Linville Team Partners and the information contained herein has been taken from sources believed to be reliable. **Linville Team Partners has not verified it and makes no representation or warranties, expressed or implied, as to the accuracy or completeness of this information.**

All information in this document is subject to verification by the Buyer prior to purchase. The Offering Memorandum does not claim to be all-inclusive or contain all information that a Buyer of this property may need or desire. As the potential Buyer this property, it is the Buyer's responsibility to complete a thorough due diligence investigation of this property to determine whether it is suitable to their needs. Linville Team Partners denies any obligation to carry out a due diligence examination for the Buyer.

As with any real estate investment, this property carries significant risks. The Buyer and their legal and/or financial advisors should conduct a careful investigation of all legal and financial documents related to this property and tenant. Any projections, opinions, assumptions or estimates used in this Offering Memorandum are only examples and do not represent the present or future performance of the property. While the building's past performance at this location is an important consideration, it is not a guarantee of future success. Returns are not guaranteed; the tenant(s) and any guarantor(s) may fail to pay the lease rent, property taxes, or may fail to comply with other material terms of the lease. Cash flow may be interrupted in part or in whole due to market, economic, environmental or other conditions. Regardless of tenant history and lease guarantees, the Buyer is responsible for conducting an investigation of all matters affecting the intrinsic value of the property and the value of any long-term lease, including the likelihood of locating a replacement tenant if the current tenant should default or abandon the property, and the lease terms that the Buyer may be able to negotiate with a potential replacement tenants considering the location of the property and the Buyer's legal ability to make alternate use of the property.

The Owner expressly reserve the right, at their sole discretion, to reject any or all expressions of interest or offers regarding the property and/or to terminate discussions with the Buyer at any time without notice. The Owner has no legal commitment or obligations to any Buyer reviewing the Offering Memorandum or making an offer to purchase the Property unless a written agreement for the purchase of the Property has been fully executed, delivered and approved by the Owner. The Buyer agrees not to contact the tenants, their employees or customers without prior permission from the Owner.

Linville Team Partners is not affiliated with or endorsed by the commercial tenants or leasees identified in this Offering Memorandum.

**By accepting this Offering Memorandum, the Buyer agrees to release Linville Team Partners and hold it harmless from any claim, cost, expense or liability arising out of the buyer's investigation and/or purchase of this property.**

All showings of this property are by appointment only. Please contact your broker for more details.

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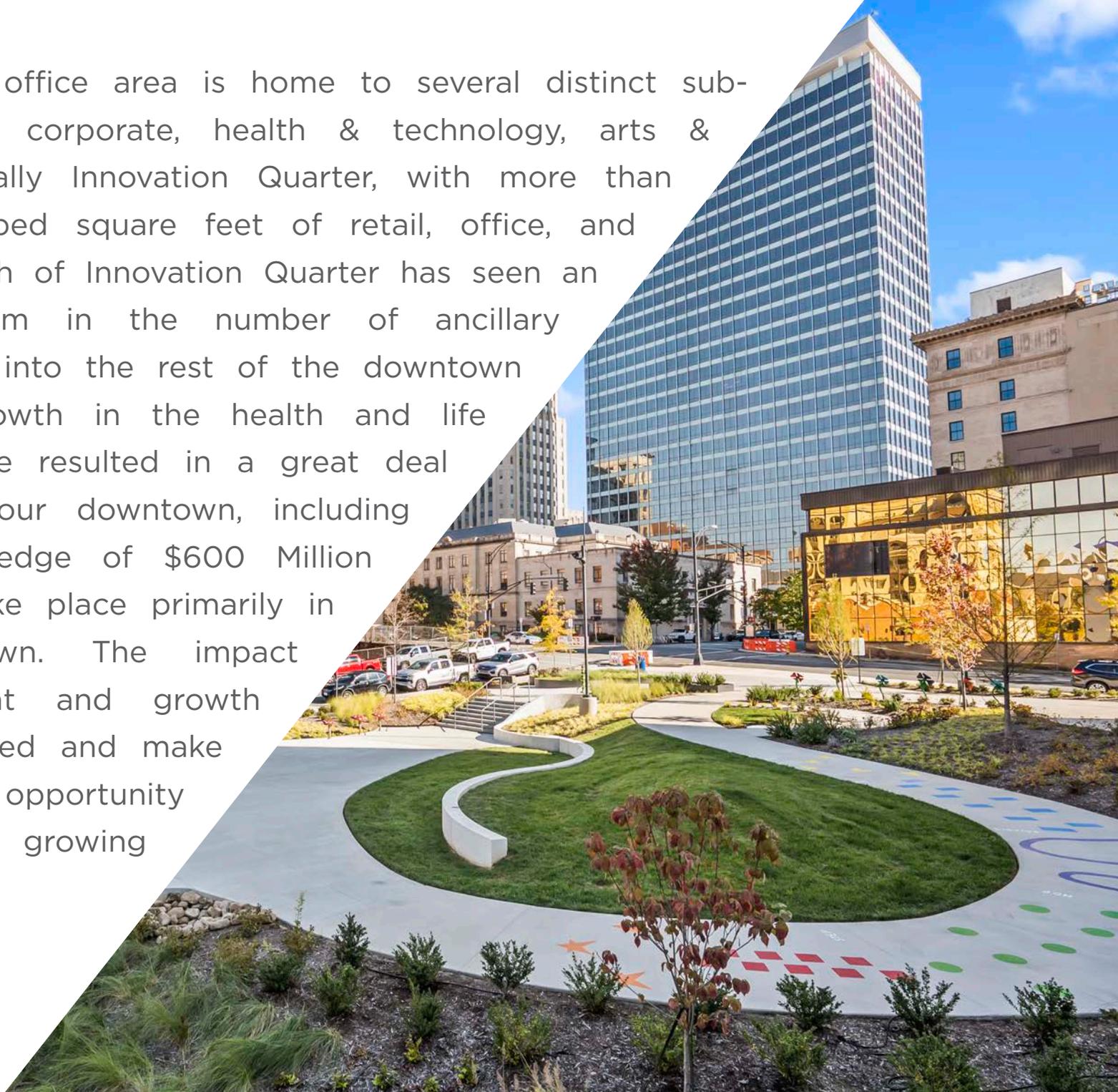


# L | T THE OFFERING

Linville Team Partners, on behalf of the ownership, is pleased to exclusively offer the opportunity to purchase the Liberty Plaza Office Building (the Property), a potential **OPPORTUNITY ZONE INVESTMENT** located in the City of Arts and Innovation, Winston-Salem, North Carolina. At 74% occupancy, the Property consists of a fourteen-story office building located at 102 West Third Street, totaling approximately 200,452 rentable square feet. The improvements were built in 1973 and are situated on approximately 2.49 acres of land in the urban core. The subject also includes an adjoining parking deck containing 652 parking spaces.

Liberty Plaza Office Building is located in the Central Business District, which is the single largest employment center in the Piedmont Triad

region. The major office area is home to several distinct sub-areas: government, corporate, health & technology, arts & innovation, specifically Innovation Quarter, with more than \$2.1 Million developed square feet of retail, office, and medical. The growth of Innovation Quarter has seen an accompanying boom in the number of ancillary businesses moving into the rest of the downtown community. Its growth in the health and life sciences fields have resulted in a great deal of investment in our downtown, including Atrium Health's pledge of \$600 Million for research to take place primarily in Winston's downtown. The impact of this investment and growth cannot be overstated and make this a prime opportunity to invest in our growing community.



# INVESTMENT SUMMARY



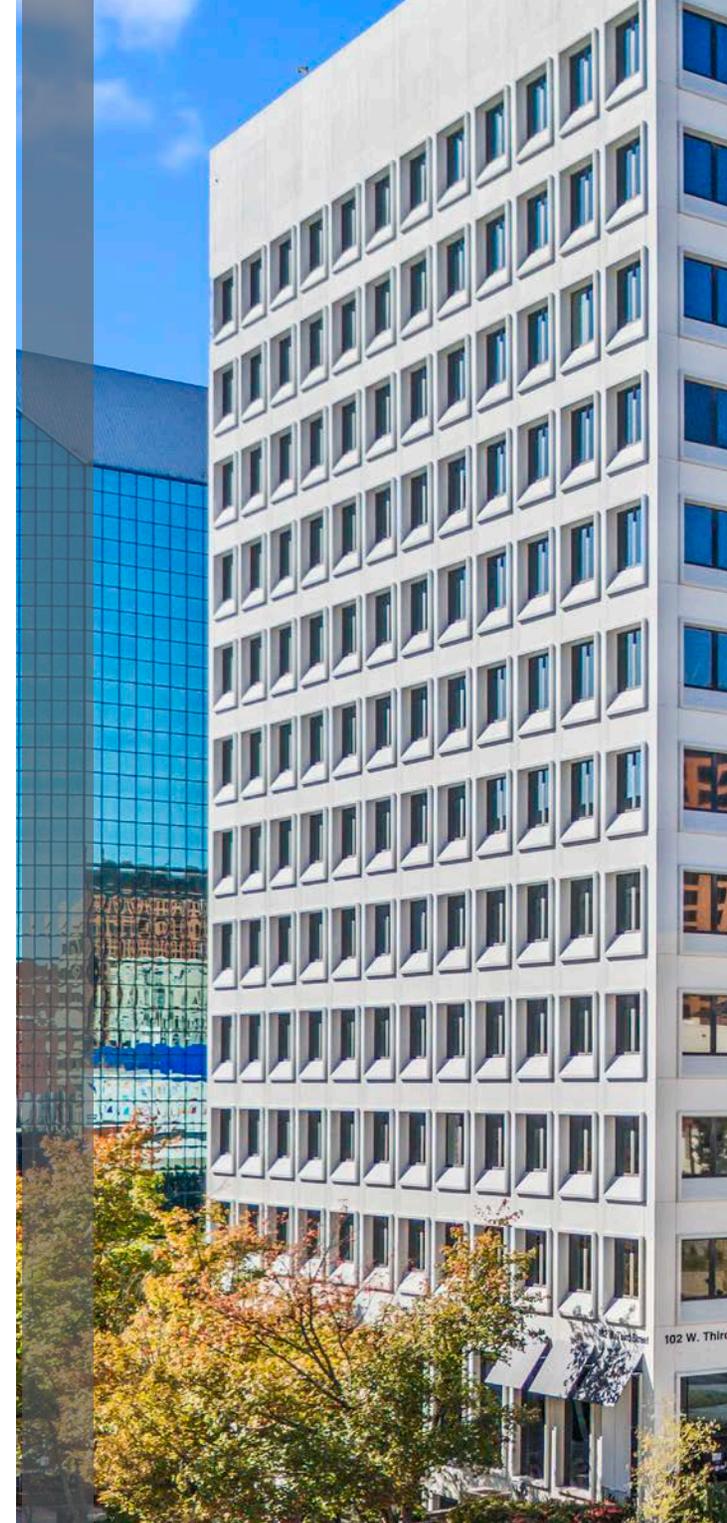


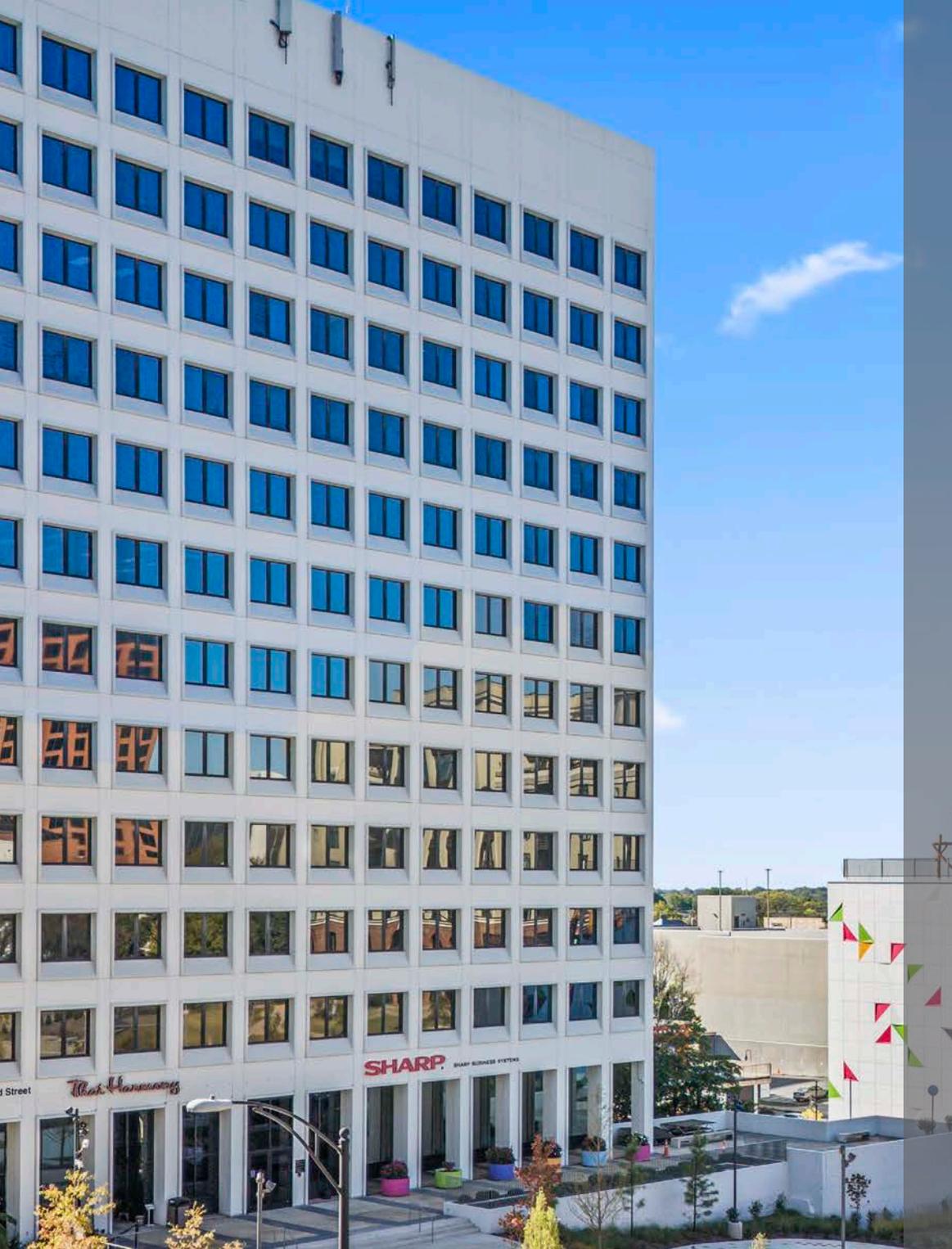
## LIBERTY PLAZA INVESTMENT THESIS

Downtown Winston-Salem, having received a great deal of recent national attention, is at the apex of its potential for investment at the “ground level.” A new ownership group has the opportunity to run this asset more efficiently and capitalize on the growing Winston-Salem market at the cost of a property in a less-developed market.

### OFFERING HIGHLIGHTS

- Extensive Capital Improvements
- Below Market Rent
- Newly Redeveloped Submarket of CBD
- Below Replacement Cost
- Rebranding Opportunity
- Oversized Parking Deck Income





## PROPERTY SNAPSHOT

<b>Address</b>	102 W Third Street Winston-Salem, NC 27101
<b>Year Completed</b>	1973
<b>% Leased</b>	74%
<b>Total Size</b>	200,452 RSF
<b>Floors</b>	14 floors
<b>Number of Tenants</b>	41
<b>Typical Floor Size</b>	13,452
<b>Acreage</b>	2.49 acres
<b>Parking</b>	652 spaces (parking deck)
<b>Parking Ratio</b>	3.25/1,000 SF

# THE UPSIDE

THE

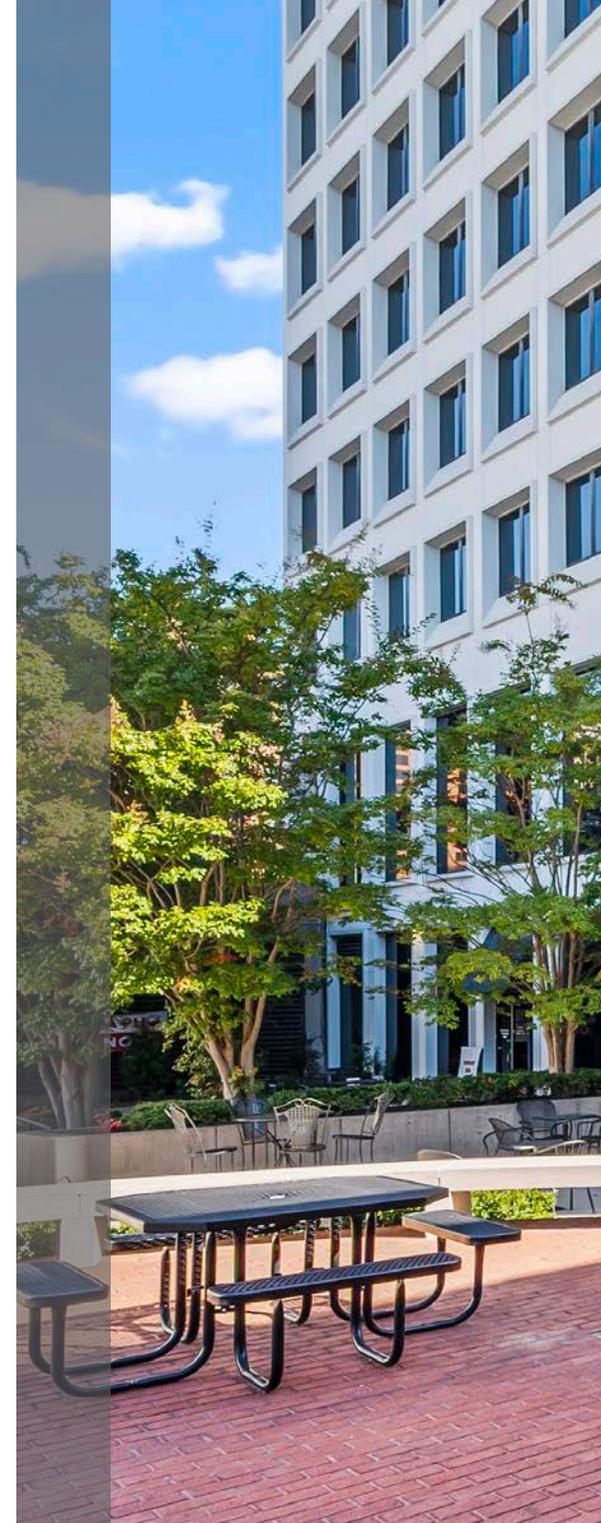






## VALUE ENHANCEMENT

Thanks to extensive recent capital improvements, Liberty Plaza is poised to leverage increasing interest in the submarket. With 48,000 SF of vacancy available, significant upside can be found in leasing the remaining vacancy, while re-signing current tenants, some of which are month-to-month, at a higher rate for considerable yield enhancement in the future. In-place rents are currently well below market. Enhance value by targeting small to medium sized office users that reflect the new growth and expansion of activity in downtown Winston-Salem. Within Winston-Salem and the larger Piedmont Triad community, users in a variety of sizes are what create a vibrant community and redeveloping submarket. The addition of the adjacent state of the art children's museum alone has brought an influx of visitors to downtown and the included parking deck is their best offer for convenient parking. Additionally, Liberty Plaza is located in an Opportunity Zone, allowing ownership to capitalize on corresponding tax benefits.



# CAPITAL IMPROVEMENTS 2022-PRESENT

## Parking Deck

- New interior LED lighting
- New exterior LED lighting
- New Amano One parking garage automated kiosk system

## Liberty Plaza Building

- Roof- New .060 TPO membrane roof and roof anchors installed
- HVAC System
  - 4-80 ton chillers (one rebuilt in 2021 and one rebuilt in 2023)
  - 4-60 ton chillers (one rebuilt in 2024)
  - New WI-FI thermostats added in 2024
  - Dampers added to help regulate air flow throughout the building
- Lighting
  - New LED lighting in all the restrooms and common areas
- Upper and Lower Plaza Renovation
  - New ceramic tile and LVT floors in common areas
  - New LED lighting
  - New exterior doors
  - New paint
  - New ceramic tile, lighting, fixtures, paint and partitions in the men's and women's bathrooms
  - New access panels for key card access
  - New elevator door operators
- Exterior
  - Removed caulk and backer rod for all the windows and replaced with new backer rod and caulk
  - Building pressure washed
  - Building waterproofed and added a pigment/tint to the waterproofing
  - New LED area light
  - New LED building spotlights



## SURROUNDED BY

Liberty Plaza Office Building is central to the downtown core, surrounded by a number of other large users, mutual redevelopment efforts, and over 2 billion investment dollars. Many users of which support the same industries as the property's tenant mix: government, health & technology, and arts & innovation. In addition to the growth that has already occurred in Winston-Salem, the area immediately surrounding Liberty Plaza has recently been transformed with the brand new Kaleideum children's museum immediately adjacent to the property, a newly installed city park at the front entrance of the building, and Merschel Plaza, another urban park directly across the street. HanesBrands Inc. is also moving their corporate headquarters to the proximal Park Building in early 2025, bringing an additional 400 workers to the submarket. The property is also minutes from Innovation Quarter, a nexus of science and lifestyle, with over 2.1 million square feet developed. The access to interstates, wealthy suburban neighborhoods and the booming downtown multi-family market make it a highly desirable place to live, work, and play. Liberty Plaza boasts one of the best proximities to surrounding restaurants, shops, and other retail opportunities which has become a consistent trend in urban office leasing.





## WELL BELOW REPLACEMENT COST

Liberty Plaza Office Building can be purchased well below the cost to construct similar buildings and parking decks in today's market. With cost of construction continuing to rise significantly, replacement cost is estimated to be approximately \$300-\$350 PSF for urban office product in Winston-Salem; offering major upside potential, income-producing parking, and an excellent location surrounded by a "re-birth" of the downtown market. Views of downtown, natural lighting, opportunity for new retail, downtown's new economic development efforts, collaboration with Kaleideum children's museum and hotel parking, and repositioning and renaming of the assets are all players in the upside.





## WELL-LOCATED & ACCESSIBLE

The Property is well located in the CBD, framed by 1.9 million SF of office space, 1,400 businesses in downtown's core and over \$2 billion invested in downtown redevelopment. In addition, the plaza features a new, city-funded outdoor setting for leisurely activities before, during, and after work hours. The property is planted in the downtown core, with exceptional access to I-40 and the new Salem Parkway & both PTI and Smith-Reynolds Airport. Amenities include over 70 shops and galleries, over 75 dining and entertainment establishments including 7 breweries, the new construction of downtown hotels, Merschel Park & Kaleideum children's museum, Old Salem, Stephen's Center, Benton Convention Center, minor league baseball & six universities.

Also surrounding Liberty Plaza Office Building are a number of high-end residential neighborhoods & a number of new and existing multi-family properties, with more than 5,500 units. The Winston Salem market has effectively evolved from a textile manufacturing-based economy to one based on a variety of industries involving health & technology and arts & innovation. While manufacturing remains an important component of the local economy lead by nationally recognized companies like Reynolds American and HanesBrands, health & small business incubation also play important roles.



## FLEXIBLE EXIT STRATEGY

The opportunity offers enormous upside potential. A new owner will be able to rebrand and rename the building and gain a greater NOI and presence in the rapidly expanding Winston-Salem market. There also is the opportunity to invest in minor improvements and sell off the parking deck individually or the entire asset for a gain. Opportunities exist to enhance a sense of community and connectivity for the Liberty Plaza. Opportunity also exists for a long-term hold as our new economic development plans are rooted in downtown Winston Salem.





# PROPERTY SUMMARY







## MAIN BUILDING

### GENERAL

#### PROPERTY

LIBERTY PLAZA OFFICE BUILDING  
 HISTORICALLY GILMNER BORTHERS GARAGE, NC NATIONAL BANK BUILDING,  
 FIRST NATIONAL BANK BUILDING

#### ADDRESS

102 WEST THIRD STREET

#### SIZE

200,452 RSF

#### SITE SIZE IN ACRES

2.49 AC

#### BUILDINGS

2 BUILDINGS AND PARKING DECK

#### NUMBER OF FLOORS

14/3

#### OCCUPANCY

74%

#### YEAR CONSTRUCTED

1973

#### ZONING

CB

#### TAX ID NUMBER

6835-26-0494

#### AVERAGE FLOOR SIZE

ARCADE | 120' X 104.4'  
 LOWER PLAZA | 120' X 104.4'  
 UPPER PLAZA | 120' X 103.6'  
 FLOORS 2 - 12 | 120' X 120'

## MAIN BUILDING, CONT.

### EXTERIOR

#### ROOF

FLAT WITH NEW TPO MEMBRAN, 2024  
SCAFFOLDING ROOF ANCHORS INSTALLED

#### FACADE

WATERPROOF COATING OVER ENTIRE FACADE

#### WINDOWS

NEWLY SEALED

### UTILITIES

#### ELECTRICITY

DUKE POWER  
UPDATED LED THROUGHOUT

#### NATURAL GAS

PIEDMONT NATURAL GAS

#### WATER

CITY WATER 8 INCH MAIN AND METER

#### SEWER

CITY WATER 8 INCH SEWER

#### FIBER/CABLE/ INTERNET

X1 COMMUNICATION, SPECTRUM, AT&T, VERIZON, AND NORTH STATE

### SAFETY

#### FIRE SPRINKLER TYPE

NONE

#### FIRE SYSTEM

2 PULL DOWN SIMPLE ALARMS ON EACH FLOOR NEXT TO THE FIRE TOWERS ON THE NORTH AND SOUTH SIDE OF THE BUILDING. BUILDING ALSO EQUIPPED WITH SMOKE DETECTORS. A FIRE HOSE IS LOCATED ON EACH FLOOR IN THE ELEVATOR LOBBY AND A SPRINKLER SYSTEM IS LOCATED IN THE MAINTENANCE SHOP AS WELL AS IN THE MECHANICAL ROOM.

#### STAIRWELLS

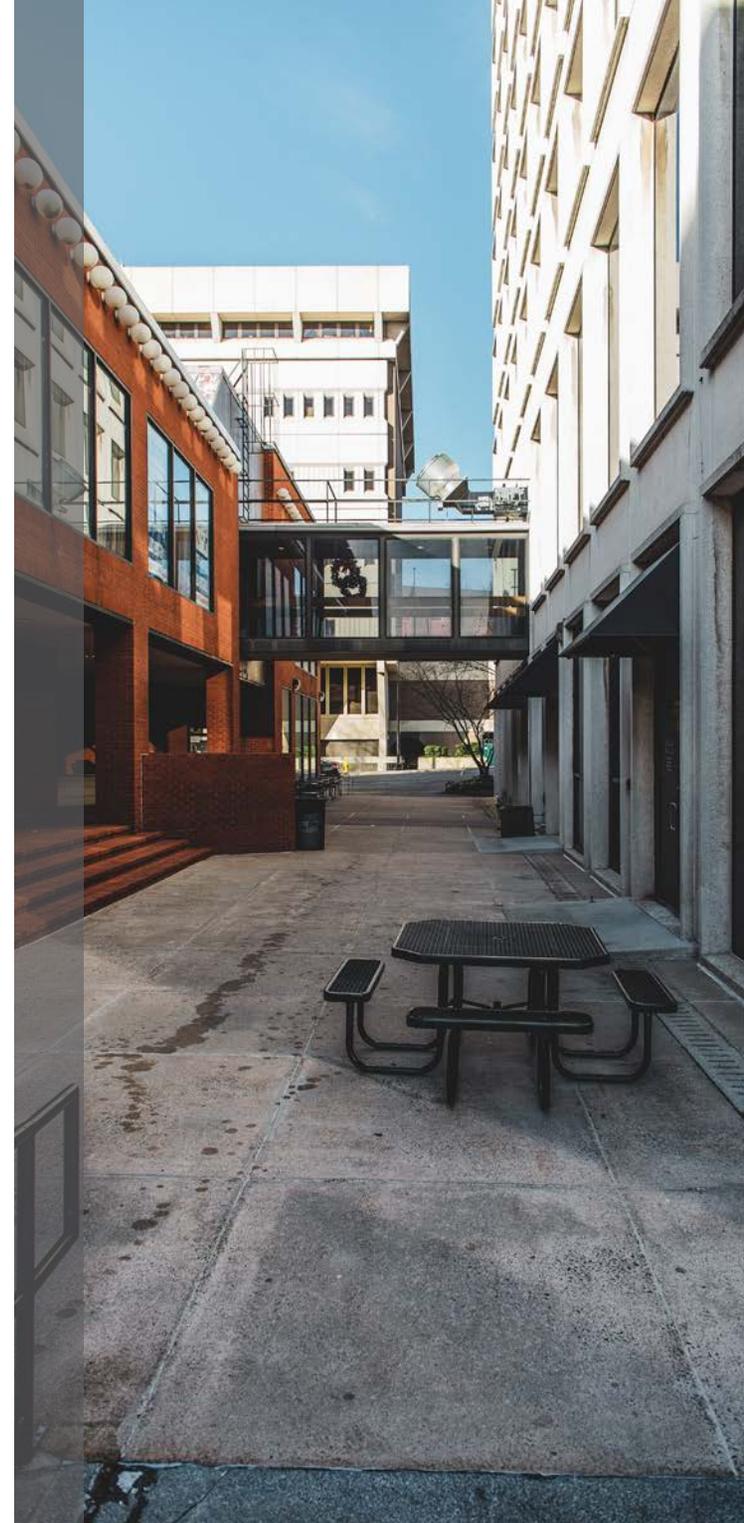
THE BUILDING HAS 2 STAIRWELLS (FIRE TOWERS) ON EACH FLOOR, ONE ON THE NORTH SIDE THE OTHER ON THE SOUTH SIDE THAT ARE COMPLETELY ENCLOSED

#### EMERGENCY GENERATOR

NATURAL GAS. MANUFACTURED BY KOHLER, SUPPLIES EMERGENCY LIGHTING IN ELEVATORS, INTERCOM, EXIT LIGHTS AND NIGHT LIGHTS

#### SECURITY

CARD ACCESS SYSTEM





## MAIN BUILDING, CONT.

### ELEVATORS

**MANUFACTURER**

OTIS

**NUMBER OF PASSENGER CARS**

4 LOCATED IN THE CENTER OF THE BUILDING; 2 SERVING ALL 14 LEVELS AND 2 SERVING 13 LEVELS; 6' X 4'6"X8' WITH CAPACITY OF 2,500LBS AND GEARLESS

**NUMBER OF SERVICE CARS**

1 BANK ELEVATOR SERVING ARCADE THROUGH UPPER PLAZA 6'X5'X8' WITH CAPACITY OF 2,500LBS; 1 DUMBWAITER FOR THE BANK SERVING UPPER PLAZA TO 2ND FLOOR. 2'X15"X18"; 1 FREIGHT ELEVATOR TO SERVICE THE RESTAURANT FROM THE ARCADE TO LOWER PLAZA WITH CAPACITY OF 2,500LBS. HYDRAULIC.

### RESTROOMS

**MALE**

ARCADE, LOWER PLAZA, UPPER PLAZA | ONE TOILET FLOORS 2 - 12 | ONE TOILET PER FLOOR LOCATED IN ELEVATOR LOBBY

**FEMALE**

ARCADE, LOWER PLAZA, UPPER PLAZA | ONE TOILET FLOORS 2 - 12 | ONE TOILET PER FLOOR LOCATED IN ELEVATOR LOBBY

**MALE FINISHES**

ARCADE, LOWER PLAZA, UPPER PLAZA | 1 URINAL, 1 HOPPER AND 1 BASIN FLOORS 2 - 12 | 2 URINALS, 2 HOPPERS AND 2 BASINS

**FEMALE FINISHES**

ARCADE | 2 HOPPERS AND 2 BASINS  
LOWER PLAZA, FLOORS 2 - 12 | 3 HOPPER AND 3 BASINS  
UPPER PLAZA | 2 HOPPERS AND 1 BASIN

### MISCELLANEOUS

**MAIL CHUTES**

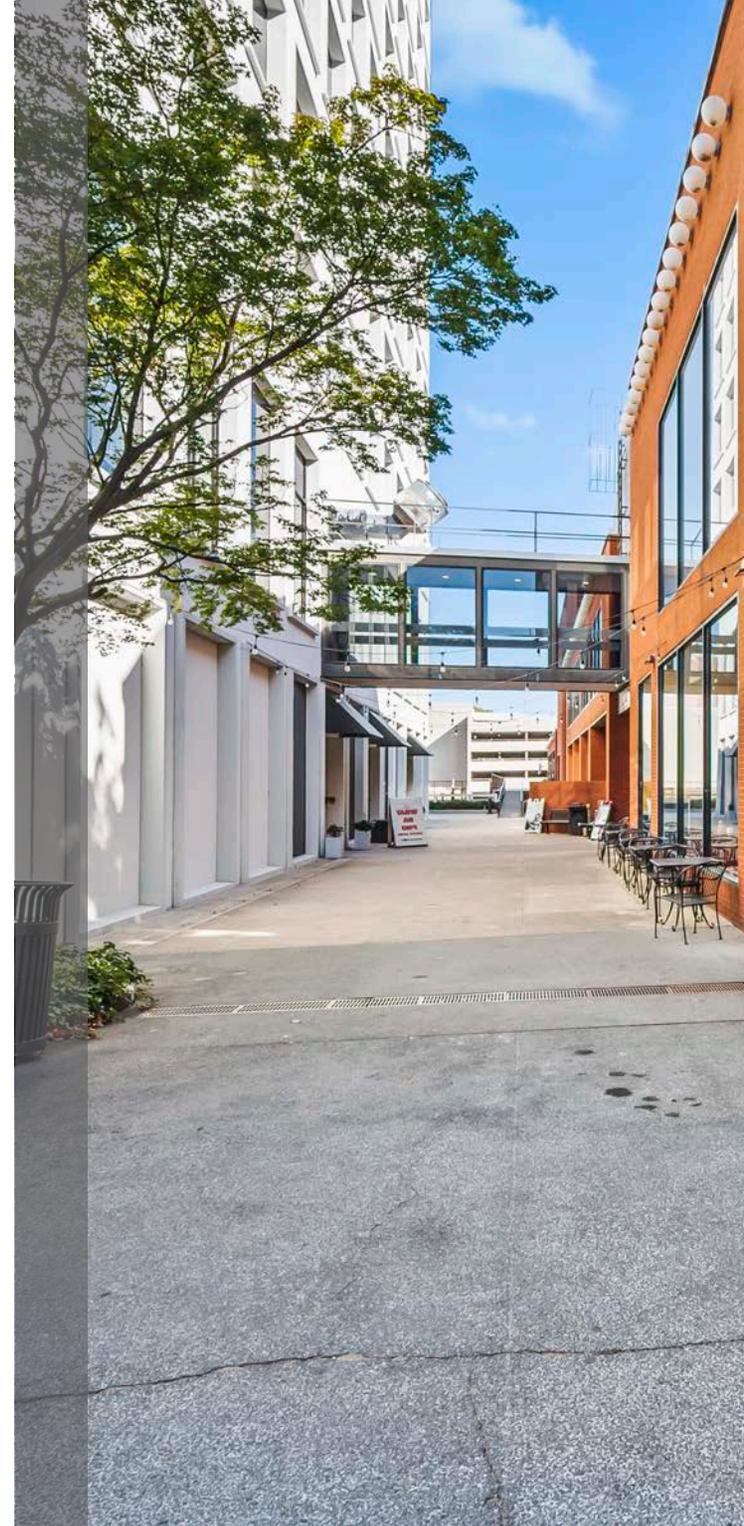
1 - LOCATED IN THE ELEVATOR LOBBY ON EACH FLOOR EXCEPT THE ARCADE. CHUTE ROUTES MAIL TO MAIL ROOM ON LOWER PLAZA

**PARKING RATIO**

3.25/1,000SF

# LIBERTY WALK BUILDING

GENERAL	
PROPERTY	LIBERTY WALK IS CONNECTED TO THE MAIN BUILDING BY GLASS ENCLOSED BRIDGE THAT RUNS FROM THE BANK UPPER PLAZA OF THE MAIN BUILDING TO THE BLUE LEVEL OF LIBERTY WALK.
NUMBER OF FLOORS:	3 ( ARCADE LEVEL, GROUND LEVEL, AND BLUE LEVEL)
CONSTRUCTION	CONCRETE AND BRICK
WALLS	DRYWALL
FLOORS	CONCRETE WITH VINYL TILE OR CARPET
CEILINGS	SUSPENDED ACCOUSTICAL CEILING - 8' HIGH. IN GENERAL OFFICE AREA THE CEILING TILES ARE 2'X4'
POWER SOURCE	DUKE ENERGY 4,000 AMPS, 480/277 VOLTS
WATER	CITY WATER
ELEVATORS	NEWLY REFURBISHED ONE OTIS PASSENGER ELEVATOR SERVES ALL THREE FLOORS AS WELL AS THE PARKING DECK. 6'X4'6"X8'. CAPACITY 2,500LBS. GEARLESS
LIGHTING	UPDATED LED THROUGHOUT
STAIR WELL	ONE LOCATED IN THE CENTER OF THE BUILDING, ENCLOSED
HEATING	EACH SPACES EQUIPPED WITH AN ELECTRIC HEAT COIL WHICH IS NUMATICALLY CONTROLLED WITH INDIVIDUAL THERMOSTATS IN EACH OFFICE
AIR CONDITIONING	EACH SPACE IS COOLED BY A DUCT SYSTEM THAT IS CONTROLLED FROM THE MAIN SYSTEM NUMATICALLY





## LIBERTY WALK BUILDING, CONT.

### RESTROOMS

#### MALE

3 - ALL LOCATED ON THE 2ND OR GROUND LEVEL  
EACH HAVING 1 HOPPER AND 1 BASIN

#### FEMALE

3 - ALL LOCATED ON THE 2ND OR GROUND LEVEL  
EACH HAVING 1 HOPPER AND 1 BASIN

#### MISC.

2 - PRIVATE TOILETS CONTAINING ONE HOPPER AND ONE BASIN  
LOCATED IN PRIVATE OFFICES ON THE 3RD OR BLUE LEVEL

### MISCELLANEOUS

#### DOORS

GLASS WITH ALUMINUM FRAMES

#### WINDOWS

2 | 68" X 74"  
1 | 48" X 32"  
8 | 91" X 63"  
3 | 48" X 77"  
15 | 99" X 64"  
7 | 74" X 60"  
1 | 74" X 29"  
8 | 74" X 60"  
7 | 122" X 88"  
1 | 48" X 88"  
9 | 85" X 32"  
2 | 74" X 31"  
4 | 71" X 26"

## PARKING DECK

### GENERAL

#### PROPERTY

CONNECTED TO LIBERTY WALK AND SERVICED BY THE PARKING DECK ELEVATOR

#### DIMENSIONS

APPROXIMATELY 200'X300'

#### ENTRANCES

ONE ON LIBERTY ST (ONE GATE) ONE ON TRADE STREET (2 GATES).

#### EXIT

ONE EXIT ON THE TRADE STREET SIDE

#### STAIR WELL

TWO EXTERIOR SEMI-ENCLOSED STAIR WELLS ON  
SOUTHEAST AND SOUTHWEST CORNERS

#### # SPACES

652

#### IMPROVEMENTS

NEWLY INSTALLED AUTOMATED SYSTEM

#### LIGHTING

INTERIOR AND EXTERIOR LED



# LEASING SNAPSHOT





INDICATES AVAILABLE SPACE





LOWER PLAZA | FULLY LEASED

ARCADE | 5,376 SF

LW FLOOR 2 | 4,015 SF  
LW FLOOR 1 | 3,698 SF

# WINSTON-SALEM CBD



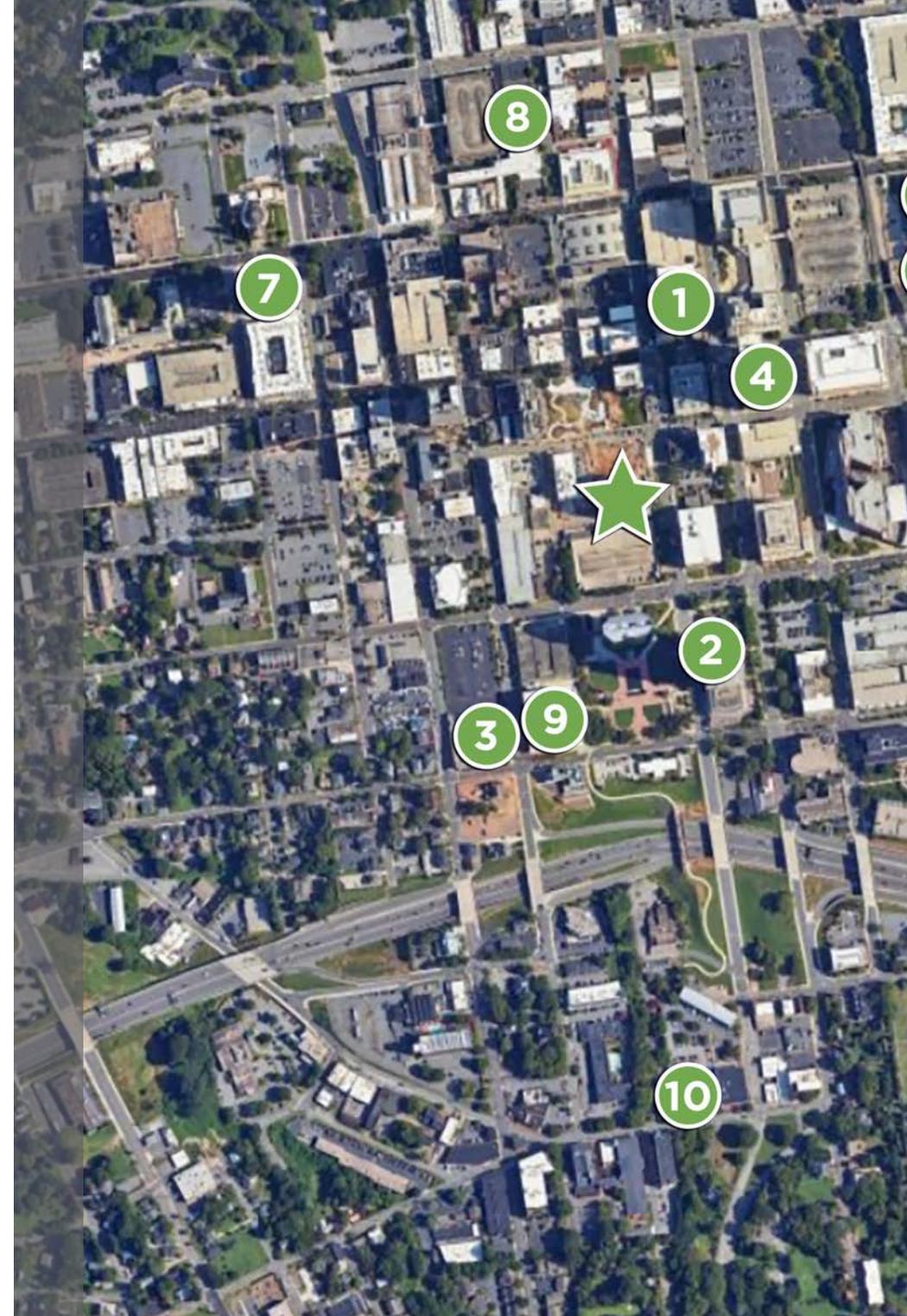




## DOWNTOWN OFFICE SUBMARKET

Downtown Winston Salem has the largest concentration of offices in the Piedmont Triad Region. Major private employers include Atrium Health, GMAC Insurance, Reynolds American, Flow Automotive, Cook Medical, and HanesBrands.

Winston-Salem has experienced steady growth through the years, aided by progressive attitudes of leaders of the community, in both public and private sectors. Liberty Plaza is poised for notable growth through capitalization on below market rent, while still remaining a value leasing option in downtown Winston-Salem.





SUBJECT PROPERTY	ADDRESS	PRICE/SF	SF±	TOTAL AVAILABLE SPACE (SF±)	PERCENT LEASED	TYPICAL FLOOR SIZE	YEAR BUILT	CLASS	PARKING RATIO
LIBERTY PLAZA	102 W. THIRD ST.	\$12.57	200,452	48,000	74%	13,452	1973	B	3.21

COMPARABLE PROPERTIES FOR LEASE										
	PROPERTY NAME	ADDRESS	PRICE/SF	SF	TOTAL AVAILABLE SPACE (SF)	PERCENT LEASED	TYPICAL FLOOR SIZE	YEAR BUILT	CLASS	PARKING RATIO
1	ONE WEST FOURTH	1 W. 4TH ST.	\$21.00	420,000	163,800	61.0%	30,000	2000	A	1.92
2	WELLS FARGO CENTER	100 N. MAIN ST.	\$20.00-\$24.00	546,065	236,525	57.9%	18,202	1995	A	1.86
3	CENTURY PLAZA	100 N. CHERRY ST.	\$18.00	65,075	10,264	84.2%	10,845	2002	B	7.61
4	TRULIANT TOWER	301 N. MAIN ST.	\$14.75	425,741	52,484	87.7%	15,205	1966	A	0.21
5	BAILEY POWER PLANT	486 N. PATTERSON AVE.	\$26.00	110,800	15,097	74.4%	22,160	2018	A	N/A
6	BAILEY SOUTH	450 N. PATTERSON AVE.	\$26.00 - \$29.50	69,178	10,582	84.7%	13,836	2020	A	0.51
7	500 W FIFTH	500 W. 5TH ST.	\$16.00-\$20.00	346,013	12,296	96.4%	19,500	1980	A	1.17
8	TRADER'S ROW	524 N. TRADE ST.	\$21.00	120,000	5,035	95.8%	23,500	2007	B	0.34
9	PARK BUILDING	101 N. CHERRY ST.	\$24.00-\$29.00	224,900	25,392	88.7%	32,129	1997	A	1.00
10	ONE SALEM TOWER	119 BROOKSTOWN AVE.	\$15.50	55,000	2,050	96.3%	11,000	1987	B	N/A



HOTEL  
INDIGO

THE DEACON  
@ LIBERTY

CRAWFORD  
EXTENDED  
STAY

MERSHEL  
PLAZA

CITY  
PARK  
PLAZA

LIBERTY  
PLAZA

KALEIDEUM  
CHILDREN'S  
MUSEUM

LIBERTY  
PLAZA  
PARKING  
DECK



## ADJACENT UPCOMING DEVELOPMENT

### *THE DEACON @ LIBERTY*

<b>DESCRIPTION</b>	Condominiums for purchase
<b>SIZING</b>	136 units of studios and 1/2 bedrooms, ranging from 438 SF to 1,167 SF
<b>LOCATION</b>	Core CBD location with easy access to West End, Innovation Quarter, and US-421
<b>PARKING</b>	125 reserved spaces in Liberty Plaza deck
<b>OUTDOOR SPACE</b>	Private courtyard for dining and leisure
<b>RENTAL OPTIONALITY</b>	Owners will have right to place units in rental pool under branded hotel group



# OVERVIEW OF DOWNTOWN WINSTON-SALEM INVESTMENTS

## NEARBY INVESTMENTS

1	Industry Hill	\$35 Million
2	Embassy Suites	\$9 Million
3	Hampton Inn & Suites	\$6.5 Million
4	Merschel Plaza	\$4.6 Million
5	Kaleideum Children's Museum	\$30.5 Million
6	Indigo Hotel	\$15.5 Million
7	The Deacon @ Liberty	Unknown
8	Liberty Street Park	\$2 Million
9	757 North Apartments	\$10.65 Million
10	RJR Building / Kimpton Hotel	\$60 Million
11	WFIQ	\$844 Million
12	Wells Fargo Building	\$62 Million
13	Forsyth County Court House	\$120 Million
14	Innovation Quarter Phase 2	Unknown
15	Benton Convention Center	\$20 Million
16	500 W. Fifth	\$10 Million
17	Link Apartments Fourth Street	\$48 Million
18	Marriott Hotel	\$19.5 Million
19	Morris Building	\$12 Million
20	8 W. Third Apartments	\$7.7 Million
21	Goler Church	Unknown
22	50 W. Fourth Apartments	Unknown
23	Entertainment Center	\$10 Million
24	Atrium Health Eye Institute	\$53 Million
25	The Easley Apartments and Deck	\$60 Million
26	Artreux Apartments	\$45 Million
27	Plant 64 Apartments	\$83.5 Million





## **P** DOWNTOWN PARKING OVERVIEW

Downtown currently has approximately 800 metered spaces, but most meters only allow 1 to 2 hours of parking paid by quarters. Off-street parking offers protected surroundings with flexible timing and convenient payment.



## WINSTON SALEM CBD PARKING RATES

LOCATION	HOURLY RENTAL RATES	DAILY RENTAL RATES	MONTHLY RENTAL RATES
Liberty Plaza Parking Deck (Subject)	\$2.00	\$10.00 Max	\$65.00 - \$80.00
6th and Cherry Street (City Owned)	\$1.00	\$9.00 Max	\$42.00
Cherry-Marshall Park Deck (LAZ Parking)	\$3.00 First Hour \$1.00 Every Hour After	\$20.00 Max	\$65.00 (Monthly) \$95.00 (Monthly Reserved)
4th Street and Church Street (City Owned)	\$1.00	\$9.00 Max	\$40.00
Liberty-Main (5th & Liberty)	\$4.00	\$12.00 Max	\$80.00 (Monthly) \$100.00 (Monthly Reserved)
BB&T Cherry Street Deck	\$1.50	\$10.00 Max	\$60.00
One Triad Parking Deck	\$1.50	\$10.00 Max	\$60.00

### SUBJECT PROPERTY PARKING DECK UPDATES:

- Restriped parking spaces
- Repainted curbs, islands, & caution areas
- Painted walls on each color level
- Pressure washed
- Patched holes
- Resealed upper level expansion joints
- Automated system installed
- Updated with LED lighting
- Refurbished elevator

# WINSTON-SALEM ECONOMY







# WINSTON-SALEM ACCOLADES

## #1

*BEST CITY FOR  
BUSINESS COST  
2023*



## #2

*MOST AFFORDABLE  
METRO AREA  
2022*



## #4

*BEST CITY TO START A  
SMALL BUSINESS  
2020*



## #6

*BEST CITIES FOR  
JOB GROWTH  
2019*



## #16

*SAFEST PLACE  
TO LIVE  
2021*



## #11

*CITY THAT GAINED  
THE MOST WORKERS  
2020*





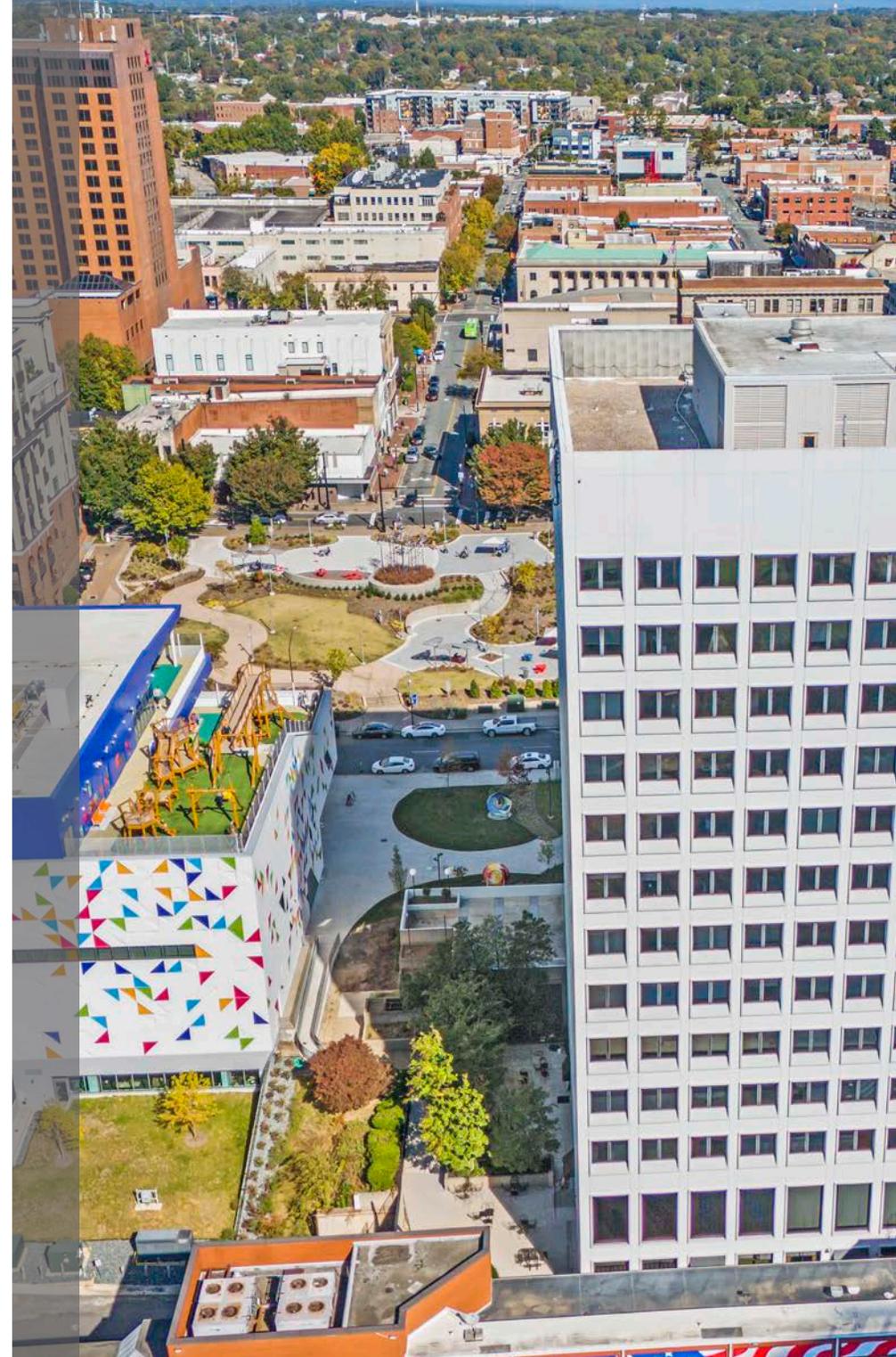
## LOCATION OVERVIEW

Winston-Salem was founded on textiles, tobacco, finance, and industrial, but health, technology, and arts & innovation are leading the charge today. Winston-Salem has an abundance of cultural, educational, and entrepreneurial resources creating a work, live, play incubator for a very attractive quality of life. The Winston-Salem Arts Council is the oldest such council in the nation and is affiliated with many other organizations within the community. Atrium Health Wake Forest Baptist and Novant Health Forsyth Medical Center are experiencing new growth and our entrepreneurial ecosystem earned #1 in startup growth nationwide. Liberty Plaza is centrally planted within a significant concentration of redevelopment dollars in one of the most attractive markets in the Southeast.



## HIGHER EDUCATION

In the area of higher education, Wake Forest University, North Carolina School of the Arts, Winston-Salem State University and Salem College are all located in Winston-Salem. In addition, there are several highly regarded trade and professional schools such as Forsyth Technical Community College and Carolina University (formerly Piedmont Bible College). Winston-Salem is also the home of the nationally competitive Wake Forest School of Medicine. Over 29,000 students are served annually by Winston Salem's six universities. Not only is there robust higher education in Winston-Salem, graduates stay- 42% of the population have an Associate's degree or higher.





## ACCESSIBILITY & TRANSPORTATION

Access to other metropolitan areas is provided by Interstate 40 which bisects Winston-Salem, US Highway 421, US Highway 52, and Interstate 85. All of these interstates provide access to Greensboro, Charlotte, Raleigh, Burlington, Wilmington, and Asheville. These interstates also extend to adjoining states. The Piedmont Triad International airport, which opened in 1982, is located between Winston-Salem and Greensboro. Also serving the Winston-Salem area is Smith Reynolds Airport, located minutes from downtown, primarily used as a general aviation and airfreight facility. Rail freight transportation is available through the Norfolk Southern and Winston-Salem Southbound Railroad. Greyhound and Carolina Trailways provide bus service for the areas. Amtrak provides passenger train service from its terminal in Greensboro.



102 W. Third Street

*Thai Harmony*

**SHARP.** SHARP BUSINESS SYSTEMS



## MAJOR EMPLOYERS

The Triad is served by a number of major employers, including some that are nationally recognized in healthcare & technology as well as arts & innovation: Atrium Health Wake Forest Baptist, Novant Health, Forsyth County School System, HanesBrands, Reynolds American, Inmar, Wake Forest University, Winston-Salem State University, AT&T, Collins Aerospace, & National General Insurance.

# LOCAL DEMOGRAPHICS

## WINSTON-SALEM POPULATION

678,243



## GREATER TRIAD POPULATION

1,753,827



## MEDIAN HOUSEHOLD INCOME

\$64,493



## HIGHER EDUCATION

11  
colleges,  
universities,  
& tech schools



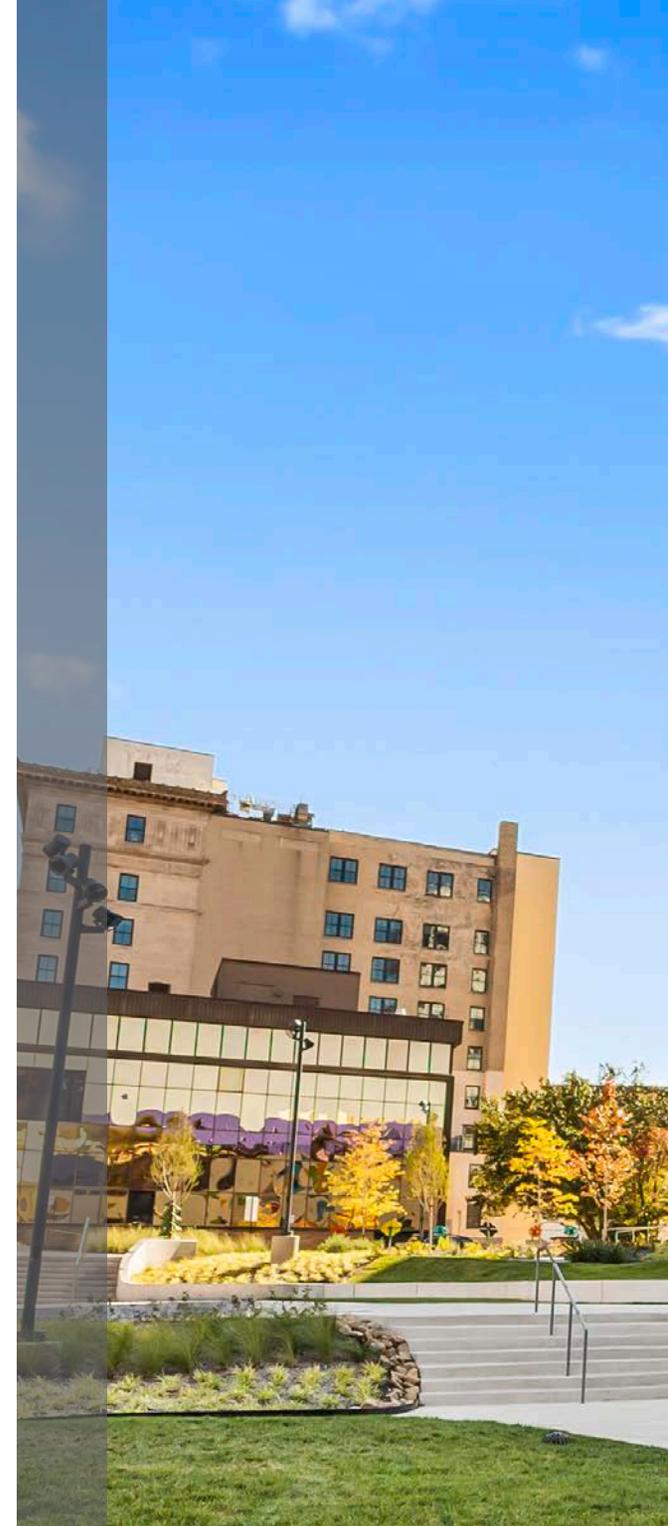
## MEDIAN AGE

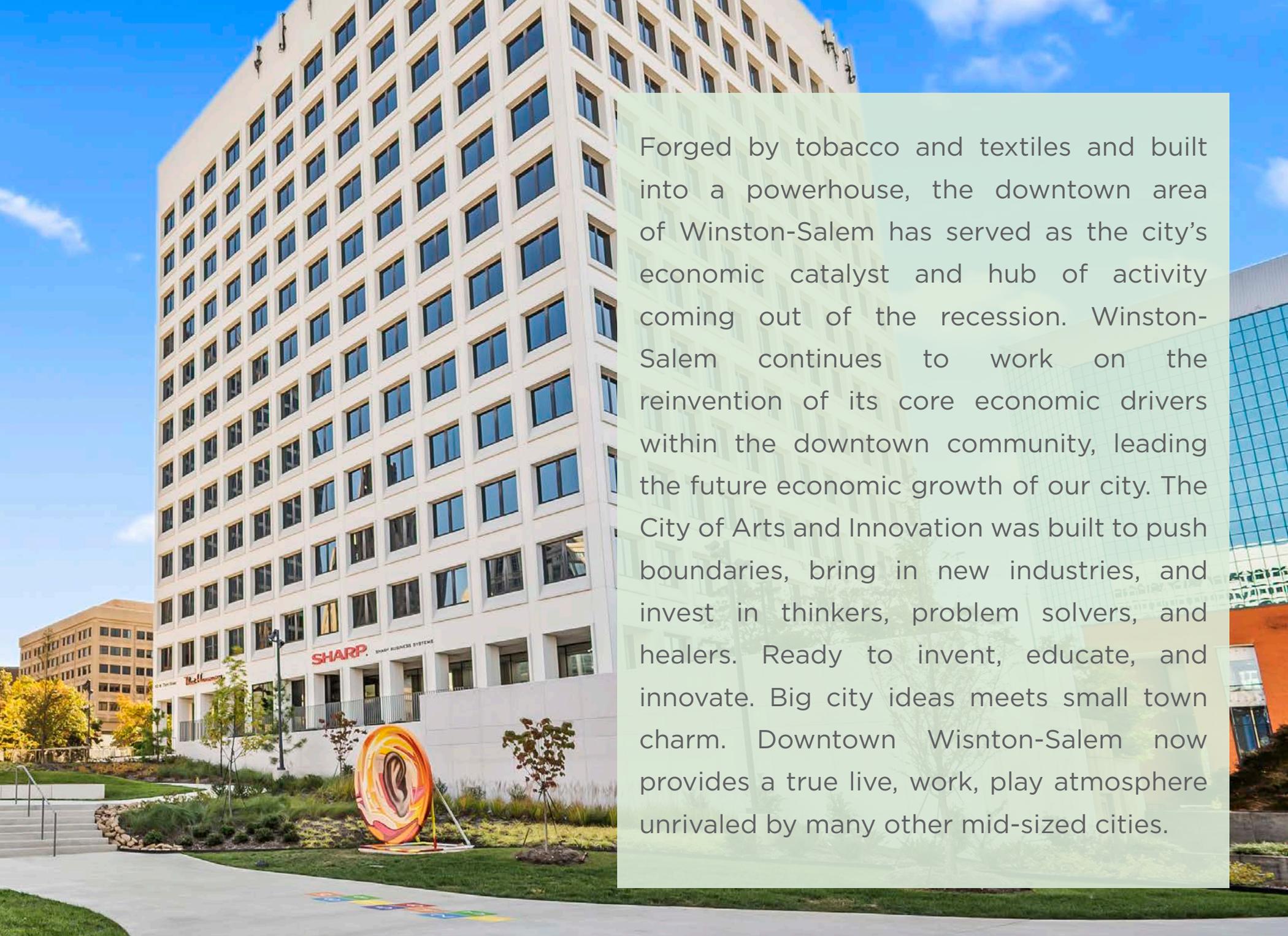
35  
years old



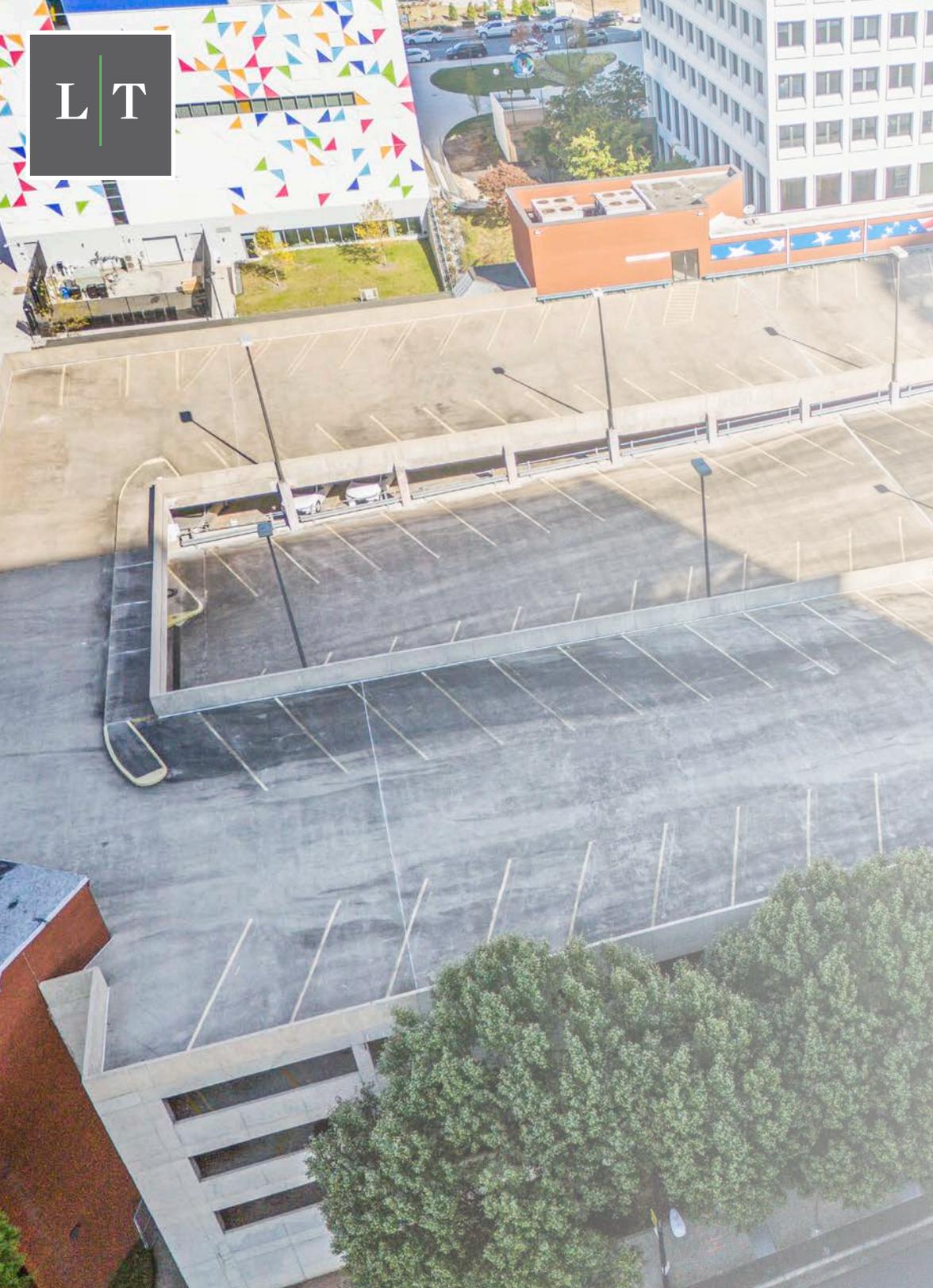
## HOUSING COSTS

38%  
below average





Forged by tobacco and textiles and built into a powerhouse, the downtown area of Winston-Salem has served as the city's economic catalyst and hub of activity coming out of the recession. Winston-Salem continues to work on the reinvention of its core economic drivers within the downtown community, leading the future economic growth of our city. The City of Arts and Innovation was built to push boundaries, bring in new industries, and invest in thinkers, problem solvers, and healers. Ready to invent, educate, and innovate. Big city ideas meets small town charm. Downtown Winston-Salem now provides a true live, work, play atmosphere unrivaled by many other mid-sized cities.

An aerial photograph of a large, mostly empty parking lot in an urban setting. The lot is paved and has yellow parking lines. In the background, there are several buildings, including one with a colorful geometric facade and another with a red brick facade. A street with a 'STOP' sign is visible in the foreground.

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## CONTACT US

We are excited to present this noteworthy value-add opportunity. While already a pillar of downtown Winston-Salem, Liberty Plaza is poised for significant growth.

The property is being offered without a formal asking price. We encourage qualified investors to review the Offering Memorandum and submit offers as they are ready, not at a pre-determined date in the future. Please don't hesitate to reach out with questions and to request financials, with an executed CA.

### CALI RICH

**E** [Cali@LTPcommercial.com](mailto:Cali@LTPcommercial.com)

**M** 857.204.8326

**P** 336.724.1715

### AUBREY LINVILLE

**E** [Aubrey@LTPcommercial.com](mailto:Aubrey@LTPcommercial.com)

**M** 336.345.7300

**P** 336.724.1715