

**FOR LEASE**

# New Town Shopping Center

420 Jonestown Road  
Winston-Salem, NC 27104

**5,800 SF**  
AVAILABLE

**\$18.00**  
SF/YR

## Elizabeth Roussis

Broker

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## Eroussis LLC

420 Jonestown Road  
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# Property Overview

## EXECUTIVE SUMMARY

Situated in one of Winston-Salem's premier retail corridors, New Town Shopping Center offers high-visibility space ideal for retailers and service providers.

This well-maintained retail center presents an outstanding leasing opportunity for businesses seeking a proven Winston-Salem location. It is positioned as a daily-needs retail hub, attracting consistent consumer traffic from the surrounding Winston-Salem community.

## PROPERTY HIGHLIGHTS

[Parking] on-site parking spaces providing an excellent parking ratio for retail tenants and customers

Prominent signage opportunities with high visibility from major roadways

Attractive frontage with large display windows and modern architectural finishes

The property is surrounded by national credit tenants and big-box retailers, creating a synergistic retail destination that drives co-tenancy traffic.

Numerous quick-service and full-service restaurants, banking institutions, and service-oriented businesses are located within the immediate vicinity.

Nearby residential subdivisions and multifamily communities provide a built-in consumer base within walking and short driving distance of the center.

 **5,800 SF**  
AVAILABLE SF

 **\$18**  
ASKING RATE SF/YR

 **1971**  
YEAR BUILT


 **4.600**  
LOT SIZE

 **43,520**  
BUILDING SQFT

 **6804-48-4539.00**  
PARCEL ID

 **Commercial**  
ZONING

 **Forsyth**  
COUNTY

 **36.074222,-80.338805**  
COORDINATES

## ACCESSIBILITY

### TRANSIT

Jonestown Road at Burger King **131 ft**

Jonestown Road & Southwin Drive **0.1 mi**

Jonestown Road & Mar-Don Drive **0.2 mi**

### AIRPORTS

Piedmont Triad International Airport **22.7 mi**

Smith Reynolds Airport **7.6 mi**

20 Dollar Airport Ride From/to PTI-GSO **21.7 mi**

### HIGHWAYS

US 421 **0.1 mi**

I 40 **0.6 mi**

Salem Parkway **0.9 mi**

US 158 **3.6 mi**

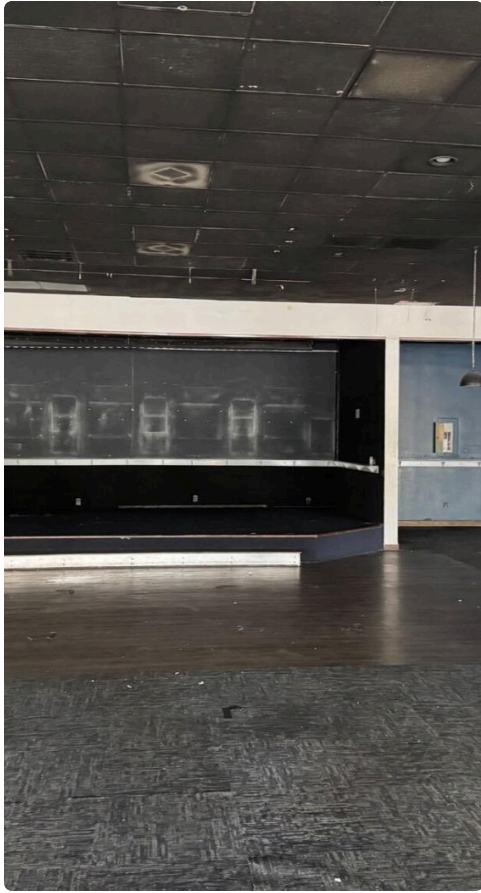
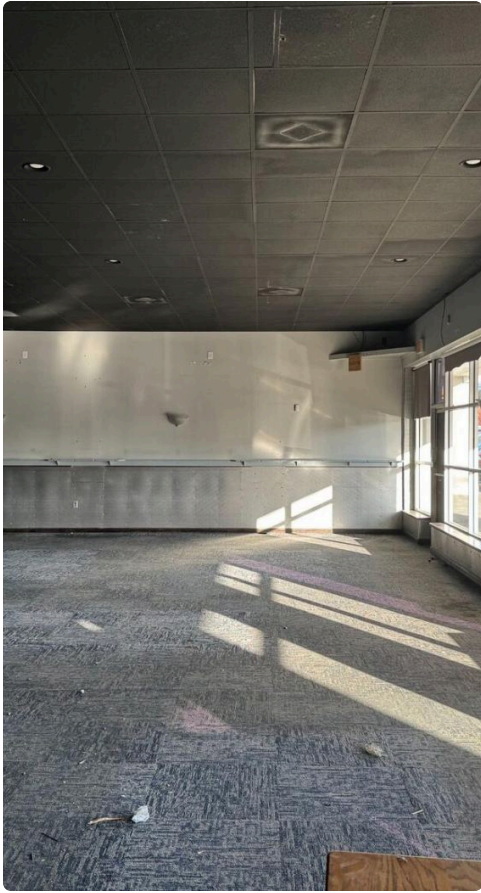
# Space Available

| SPACE / SUITE | SF AVAILABLE | RENT RATE  | LEASE TYPE | USE    | LEASE TERM |
|---------------|--------------|------------|------------|--------|------------|
| Suite N,O,P   | 5,800 SF     | \$18 SF/Yr | NNN        | Retail | Negotiable |

## SUITE DETAILS

**Suite N,O,P:** Space provides excellent frontage with great visibility for signage. Front and rear access into the space. Can be subdivided if needed.

# Photo Gallery



# Market Overview

## Market Overview: Winston-Salem, NC

Winston-Salem is a city in Forsyth County, North Carolina, United States, and its county seat. It is the fifth-most populous city in North Carolina and 91st-most populous city in the United States, with a population of 249,545 at the 2020 census. The Winston-Salem metropolitan area has an estimated 705,000 residents, making it the fourth-largest metropolitan area based in North Carolina. It is the second-most-populous city in North Carolina's Piedmont Triad region, home to about 1.7 million residents.

Winston-Salem is called the "Twin City" for its dual heritage, and the "Camel City" as a reference to the city's historic involvement in the tobacco industry related to locally based R. J. Reynolds' Camel cigarettes. Many North Carolinians refer to the city as "Winston" in informal speech. Winston-Salem is also home to six colleges and institutions, most notably Wake Forest University, Winston-Salem State University, and the University of North Carolina School of the Arts.



### KEY FACTS

|              |                   |
|--------------|-------------------|
| Population   | 229,617           |
| Area         | 133.7 sq mi       |
| Elevation    | 984 ft            |
| Time Zone    | Eastern Time Zone |
| County       | Forsyth County    |
| Incorporated | 1766              |
| State        | North Carolina    |

### DEMOGRAPHIC SNAPSHOT

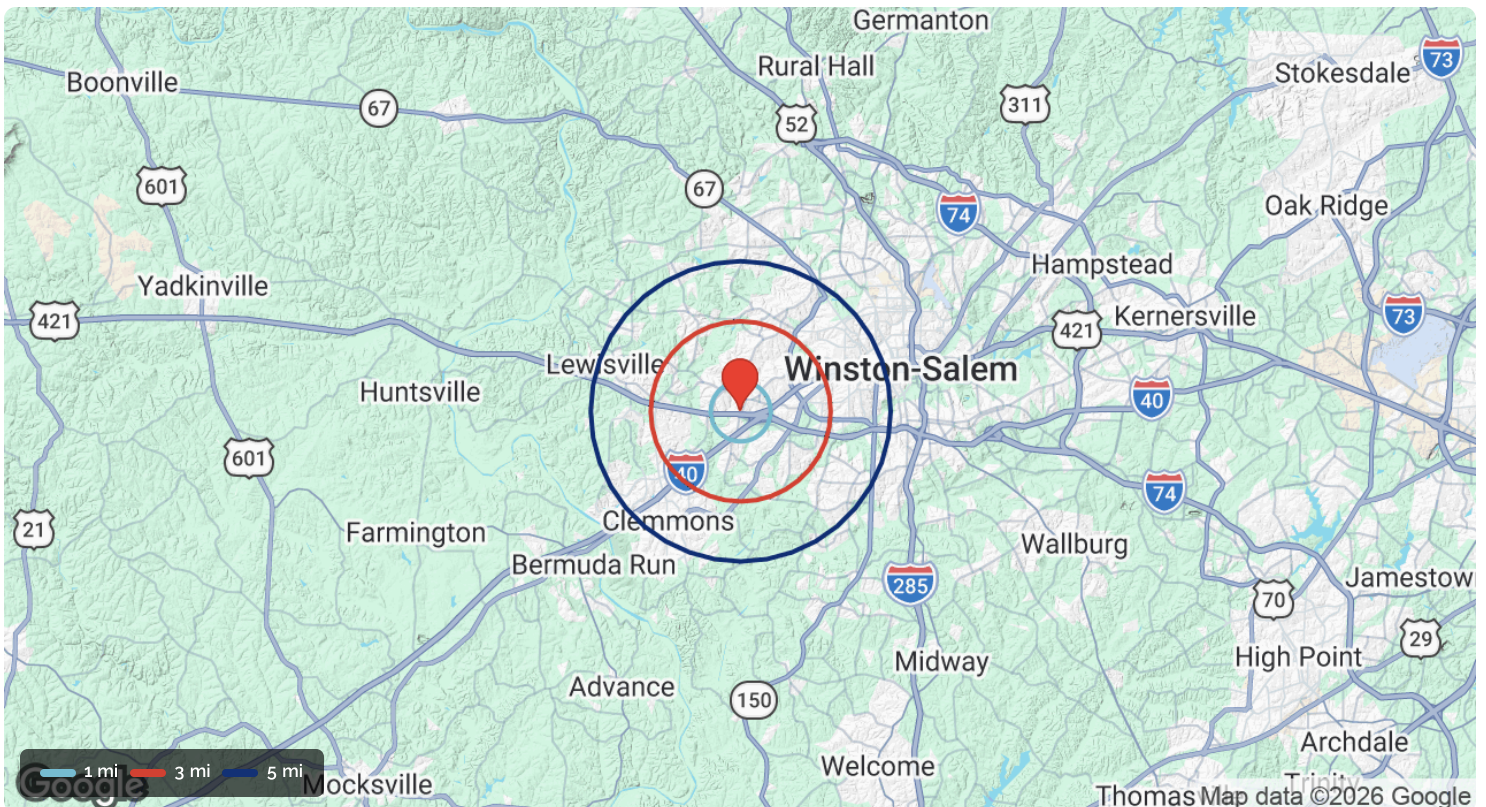
| 1-MILE RADIUS    | 3-MILE RADIUS | 5-MILE RADIUS    |            |                  |          |
|------------------|---------------|------------------|------------|------------------|----------|
| Population       | 8,379         | 56,071           | Population | 133,076          |          |
| Median HH Income | \$57,042      | Median HH Income | \$74,969   | Median HH Income | \$77,417 |
| Households       | 4,395         | Households       | 25,422     | Households       | 59,739   |

Source: ESRI / ArcGIS Business Analyst

# Demographics (Detail)

| POPULATION              | 1 MILE | 3 MILE | 5 MILE  |
|-------------------------|--------|--------|---------|
| 2000 Population         | 6,777  | 41,165 | 99,704  |
| 2010 Population         | 7,632  | 49,664 | 116,037 |
| 2025 Population         | 8,379  | 56,071 | 133,076 |
| 2030 Population         | 8,421  | 56,985 | 137,218 |
| 2025-2030 Growth Rate   | 0.10 % | 0.32 % | 0.61 %  |
| 2025 Daytime Population | 7,817  | 68,636 | 164,430 |

| HOUSEHOLDS                   | 1 MILE | 3 MILE | 5 MILE | 2025 HOUSEHOLD INCOME | 1 MILE   | 3 MILE    | 5 MILE    |
|------------------------------|--------|--------|--------|-----------------------|----------|-----------|-----------|
| 2000 Total Households        | 3,540  | 18,425 | 43,845 | less than \$15,000    | 316      | 1,474     | 3,899     |
| 2010 Total Households        | 3,840  | 22,061 | 50,787 | \$15,000-\$24,999     | 315      | 1,424     | 3,085     |
| 2025 Total Households        | 4,395  | 25,422 | 59,739 | \$25,000-\$34,999     | 463      | 2,058     | 4,666     |
| 2030 Total Households        | 4,475  | 26,119 | 62,362 | \$35,000-\$49,999     | 860      | 3,055     | 6,239     |
| 2025 Avg. Household Size     | 1.9    | 2.19   | 2.21   | \$50,000-\$74,999     | 1,083    | 4,706     | 10,878    |
| 2025 Owner Occupied Housing  | 1,110  | 15,171 | 36,745 | \$75,000-\$99,999     | 757      | 3,695     | 8,684     |
| 2030 Owner Occupied Housing  | 1,184  | 15,981 | 39,068 | \$100,000-\$149,999   | 457      | 4,333     | 9,852     |
| 2025 Renter Occupied Housing | 3,285  | 10,251 | 22,994 | \$150,000-\$199,999   | 82       | 2,064     | 5,093     |
| 2030 Renter Occupied Housing | 3,291  | 10,138 | 23,294 | \$200,000 or greater  | 61       | 2,613     | 7,344     |
| 2025 Vacant Housing          | 295    | 1,643  | 4,712  | Median HH Income      | \$57,042 | \$74,969  | \$77,417  |
| 2025 Total Housing           | 4,690  | 27,065 | 64,451 | Average HH Income     | \$63,766 | \$107,177 | \$113,674 |



Source: ESRI / ArcGIS Business Analyst

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PRESENTED BY



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