

Junior anchor revealed for new Triad shopping center in high-volume spot

Mar 5, 2018

COURTESY OF MERIDIAN REALTY GROUP

A site plan depicts the planned Burke Mill Village shopping center to be anchored by Academy Sports + Outdoors.

Triad Business Journal has learned the identity of another major tenant at a new Triad shopping center, and the news could be music to many ears.

Guitar Center will be [the junior tenant at Burke Mill Village](#), currently under construction at 2102 Stratford Road in Winston-Salem. The Westlake Village, California-based chain currently has about 270 stores in operation in the U.S. It's only open Triad location is at 2221 Vanstory St., near Four Seasons Town Centre in Greensboro.



The second-largest store in the planned, 110,000-square-foot Burke Mill Village, Guitar Center will occupy 12,000 square feet. Academy Sports + Outdoors, owned by Kohlberg Kravis Roberts & Co L.P. (NYSE: KKR), is the anchor tenant, building a 63,000-square-foot store. Academy Sports has opened stores in Greensboro and Burlington in the past year.

Academy Sports is scheduled to open at Burke Mill Village in the upcoming second quarter. The remainder of the development is scheduled for completion in 2019. With frontages facing Stratford and Frontis Street, Burke Mill Village offers space beginning at 1,400 square feet. The 10.8-acre development also has two 4,200-square-foot outparcels at the intersection of Burke Mill Road and Stratford.

Levcor, the Houston-based developer of Burke Mill Village, also [signed Academy Sports + Outdoors at Huffman Mill Commons in Burlington](#). Meridian Property Group of Winston-Salem is marketing space to retailers and restaurants.

[The first Academy Sports in the Triad opened last April](#) at Wendover Commons in Greensboro. The Huffman Mill store opened in November.

Development of Burke Mill Village in a crowded commercial corridor wasn't an easy task for Levcor, which needed to acquire several small parcels and overcome opposition from some nearby business owners.

Guitar Center is owned by Ares Management LP (NYSE: ARES) an American publicly traded, global alternative asset manager.

John Brasier
Reporter
Triad Business Journal