Source:Crexi.com

SPRINGS ROAD CORRIDOR

The Springs Road Corridor is a vibrant destination for shopping, dining, and local services. With high traffic and a mix of local businesses and national retailers, it's a growing hub for both residents and visitors. Whether you're grabbing a bite or exploring local businesses, Springs Road offers convenience and community charm.

Planned infrastructure and community facility investments make the corridor a great opportunity for investment and redevelopment.

Looking to grow your business? Join the momentum on Springs Road—prime visibility, strong foot traffic, and a supportive local community await.

TOP RANKING

10

MOST AFFORDABLE PLACES TO RETIRE IN THE SOUTH
(Southern Living 10.23.2024)

NO. 11

HICKORY MSA RANKED AMONG TOP HOUSING MARKETS IN AMERICA
(WSJ/Realtor.com 07.25.2024)

NO. 2

WALMART NEIGHBORHOOD MARKET (2415 SPRINGS ROAD NE) RANKS NO. 2 IN NORTH CAROLINA FOR WALMART NEIGHBORHOOD MARKET FOOT TRAFFIC (OUT OF 43)

INFRASTRUCTURE AND FACILITY INVESTMENTS

- Sidewalk on both sides of Springs Road is funded and under design.
- The future Sandy Pines Park will provide additional open space and amenities to area residents and businesses.

HICKORY IS GROWING

Over 3,000 housing units have been permitted since July 2018, much of this growth is within NE Hickory in the Springs Road vicinity.

TRADE AREA DEMOGRAPHICS

POPULATION
127K

$61K
MEDIAN HOUSEHOLD INCOME

$82K
AVERAGE HOUSEHOLD INCOME

Data source: Placer.ai, Oct 2024 - Sep 2025, true trade area representing 80% of traffic to McDonald Parkway NE & Springs Road NE intersection

BUSINESS TESTIMONY

"Being a well-crafted business is actually answering to what the community needs… One size won't fit everybody, but if you get to know that person, then you can craft what you're good at, or what you can give to service the community."

The Peanut House – 2022 Business. Well Crafted. Award Winner (2352 Springs Rd NE, Hickory, NC)

Springs Road Corridor Overview (October 2024 – September 2025)

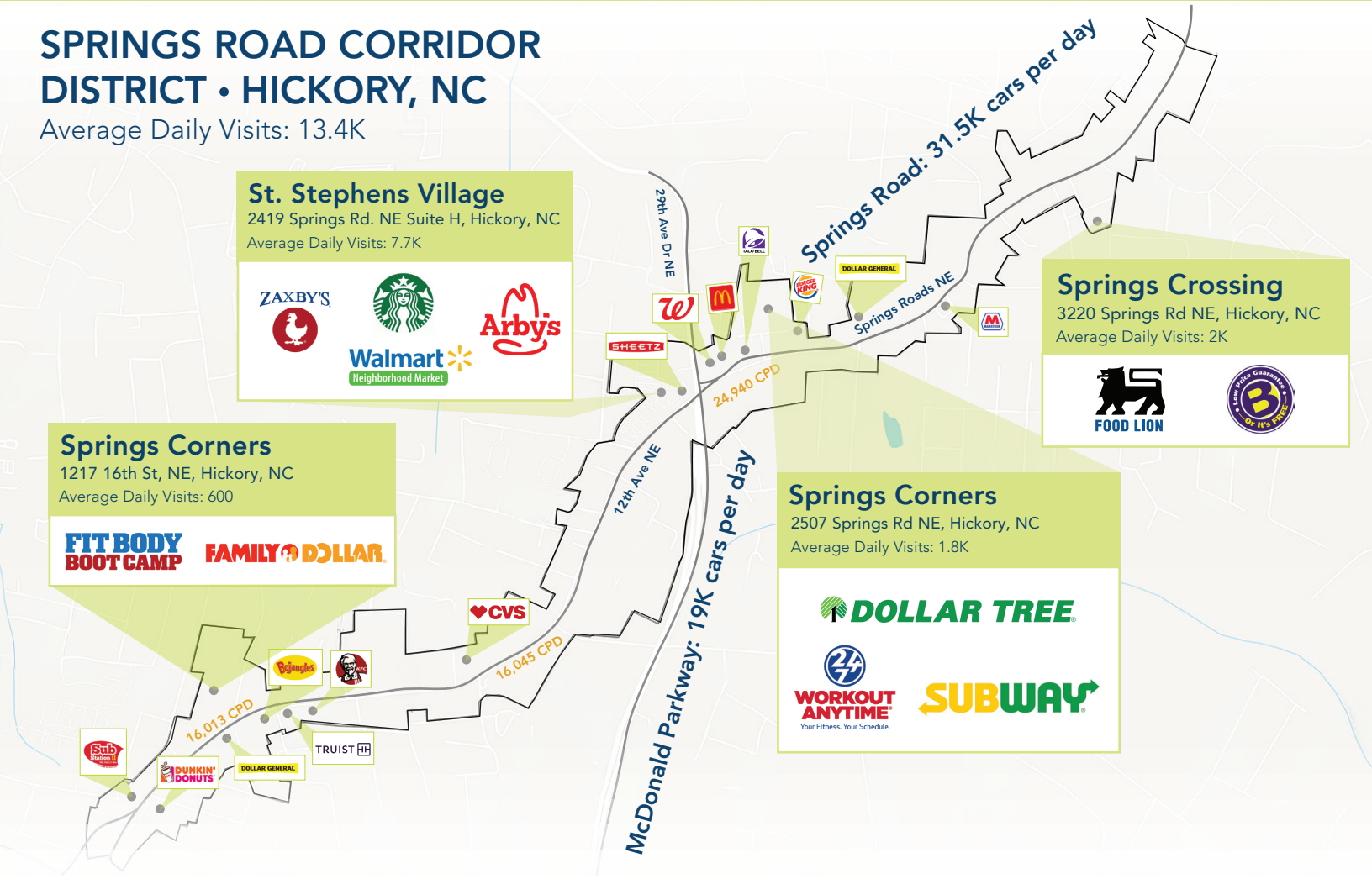
+0.2%
YEAR-OVER-YEAR
OUT-OF-MARKET VISITORS

13.4K
AVERAGE DAILY VISITORS

+1.8%
YEAR-OVER-2 YEARS
OUT-OF-MARKET VISITORS

SPRINGS ROAD CORRIDOR DISTRICT • HICKORY, NC

Average Daily Visits: 13.4K



St. Stephens Village
2419 Springs Rd. NE Suite H, Hickory, NC
Average Daily Visits: 7.7K

Springs Crossing
3220 Springs Rd NE, Hickory, NC
Average Daily Visits: 2K

Springs Corners
1217 16th St, NE, Hickory, NC
Average Daily Visits: 600

Springs Corners
2507 Springs Rd NE, Hickory, NC
Average Daily Visits: 1.8K

INTERSECTION IMPRESSIONS

Intersection impressions represent the total number of people that pass through an intersection each day.

McDonald Parkway and Springs Road: 57.7K DAILY AVERAGE

Impressions: +7.7% YEAR-OVER-YEAR; +10.6% YEAR-OVER-2 YEARS

Springs Road and Section House Road NE: 41.3K DAILY AVERAGE

Impressions: +5.9% YEAR-OVER-YEAR; +8.2% YEAR-OVER-2 YEARS

FOR MORE INFORMATION PLEASE CONTACT

Dave Leonetti
Business and Community Development Manager
(828) 323 7422
dleonetti@hickorync.gov

We look forward to discussing Hickory as a potential location for your business.

HICKORY North Carolina
Life. Well Crafted.