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Greenville on Under Armour's short list for \$80M distribution center

Greenville could be the next home of a sports apparel company's 2 million-square-foot distribution center.

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Greenville could be the next home of a sports apparel company's 2 million-square-foot distribution center, according to articles published by the Nashville Business Journal and the Atlanta Business Chronicle.



Under Armour Inc. is considering three regional cities for the possible \$80 million project, including Atlanta, Nashville and Greenville. If the project should end up in Tennessee, it could rival Amazon as the state's largest, reported the Atlanta Business Chronicle.

The Nashville Business Journal reported Under Armour's site selection process was codenamed "Project Fast Break" and highlighted that real estate brokers viewed Wilson County, Tenn., as the fastest-growing place for industrial development in the region, given the presence of both Interstate 40 and State Route 840.

Atlanta has become a front-runner for the project due to its role as a logistics hub in the region, existing infrastructure, airport and close proximity to ports, reported the Atlanta Business Chronicle.

From a geographic standpoint, Greenville provides an ideal location for Under Armour's distribution center, said John Staunton, industrial broker at NAI Earl Furman.

The state offers a variety of tax incentives to incoming businesses from a state and local level, he said. "Essentially, the Upstate's greatest asset is its location on the map, infrastructure, diversified economy, trainable workforce and access to the Inland Port."

Staunton said facility requirements for such a project would break down to particulars such as ceiling height of the building, fire protection, building entry, signage, location, timing and budget.

Building considerations would also include the company's possible needs in lab space, showroom space and office space, he said. Depending on the distribution needs of the company, large distribution centers can exceed 1 million square feet.

As reported by the Baltimore Business Journal, Under Armour's distribution center would open as the company looks to expand its retail presence along the East Coast.

Over the first quarter of 2014, Under Armour reported a 38 percent increase in net revenues to \$642 million, compared to the \$472 million reported during the first quarter of 2013.

The company's latest expansion included new retail space in Panama City, Panama.

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