



The Crossroads

Portage, Michigan



The Crossroads

ONE HAPPENING CENTER

- Specialty shops produced sales of over \$84,000,000 in 2005.
- More than a third of specialty shops enjoy sales over \$1 million annually.
- The Crossroads lineup includes high-profile retailers Ann Taylor Loft, Abercrombie & Fitch, ALDO, Banana Republic, Chico's, Coldwater Creek, Gap/GapKids, Guess, American Eagle, Bath & Body Works, Victoria's Secret and Victoria's Secret Beauty.
- The 20,000 square-foot food court boasts 750 seats and features a 36' antique-style Carousel servicing over 150,000 rides annually.
- Family-friendly mall amenities include family and handicapped accessible restrooms, nursing room, and soft-seating lounges throughout the center.

A FASHIONABLE MARKET

- Portage, Michigan is halfway between Chicago and Detroit, only 2 hours from each.
- Positioned on Westnedge Avenue, ranked the sixth busiest retail corridor in Michigan.
- Located in Portage, Michigan, a very progressive, business-friendly and well-managed city.
- Average household income in the primary trade area is \$60,150.
- Forty-six percent (46%) of households in this area have incomes of \$50,000 and more.
- Four college campuses with enrollment of more than 50,000 students and 5,000 employees are housed in the Kalamazoo area.
- The Kalamazoo/Portage Market boasts major employers including Pfizer, Bronson and Borgess Hospital, Stryker Corporation, Dana Corporation, State Farm and National City Bank.
- Market features a diverse customer base due to large corporate and university populations.

OUR STYLISH CUSTOMER

- Results of the most recent customer intercept survey states that 29% of customer households have incomes over \$75,000.
- Average household income of mall shoppers is \$63,040.
- Forty two percent (42%) of The Crossroads' customers have children under age 18 living in their home.
- Sixteen percent (16%) have children in multiple age categories
- Customers in the age group from 18 – 44 make up 40% of The Crossroads' shoppers.



MALL INFORMATION

LOCATION

½ mile South of I-94 on Westnedge Avenue

DESCRIPTION

Two-level, enclosed, regional

ANCHORS

Marshall Field's, JCPenney and Sears

TOTAL RETAIL SQUARE FOOTAGE 767,098

PARKING SPACES 4,006

OPENED 1980

EXPANDED 1982 (added Sears)

RENOVATED 2001 (full mall renovation and food court addition)

PRIMARY TRADE AREA PROFILE

2005 POPULATION 316,031

2010 PROJECTED POPULATION 324,676

2005 HOUSEHOLDS 124,058

2010 PROJECTED HOUSEHOLDS 128,428

2005 MEDIAN AGE 34.7

2005 AVERAGE HOUSEHOLD INCOME \$60,148

2010 PROJECTED AVERAGE HOUSEHOLD INCOME \$66,228

10-MILE RADIUS PROFILE

2005 POPULATION 218,185

2010 PROJECTED POPULATION 222,887

2005 HOUSEHOLDS 87,072

2010 PROJECTED HOUSEHOLDS 89,631

2005 MEDIAN AGE 33.3

2005 AVERAGE HOUSEHOLD INCOME \$58,509

2010 PROJECTED AVERAGE HOUSEHOLD INCOME \$64,063

DAYTIME EMPLOYMENT

3-MILE RADIUS 32,478

5-MILE RADIUS 85,358

SOURCE: CLARITAS, INC.