

# AUGUSTA MALL

AUGUSTA, GEORGIA



## CENTRALLY LOCATED ON ONE OF AUGUSTA'S MOST TRAVELED TRAFFIC CORRIDORS

- Augusta Mall enjoys excellent visibility and access from I-520 (Bobby Jones Expressway) and is one mile south of its interchange with I-20.
- I-520 (Bobby Jones Expressway) is one of the most traveled traffic corridors, with daily traffic of 82,850 cars, over 25,000 more cars per day than I-20. The mall is situated at the intersection of I-520 and Wrightsboro Road, which has average daily traffic of 43,960 cars.
- The city of Augusta, the second largest in the state, is a major center of commerce in the Southeast and serves as the cultural, educational and medical hub for a two-state, 18-county area that extends as far as 75 miles from the center of the city.

## THE TRADE AREA

- The area's highest household incomes are concentrated within a 5-mile radius of the mall and include Westwick (\$153,108), Historic Summerville (\$96,125) and the Hill (\$113,002).
- 44% of the trade area has an average household income over \$50,000 and 25% of the trade area has an average household income over \$75,000.
- Augusta's overall cost of living is 8.2% below the national average, and average housing costs are 24% below the national average, which transfers into more disposable income.
- Augusta Mall captures 89% of its trade area, with a staggering 71% of area residents indicating they shop Augusta Mall the most, clearly making it the region's most dynamic shopping center.

## AREA EMPLOYMENT

- United States Army Signal Center (Fort Gordon), located only 3 miles from the center, boasts a population of 17,000 employees with a local economic impact of \$1.2 billion.
- Savannah River Site employs 13,300 people and has a current payroll budget of nearly \$1 billion.
- There are 7 hospitals within a 7.5 mile radius, with a total of 25,000 employees.

## STRONG RETAIL LINE-UP

- Ann Taylor
- Apple
- Banana Republic
- Barnes & Noble
- Buca di Beppo
- Charming Charlie
- Chico's
- Chop House
- Coldwater Creek
- Coach
- Forever 21
- francesca's collections
- Gymboree
- J.Jill
- Jared
- LOFT
- Pandora
- P.F. Chang's China Bistro
- Sephora
- Soma Intimates
- White House | Black Market
- Williams-Sonoma

## TOP THREE PERFORMING CATEGORIES

- Shoes
- Teen apparel
- Women's apparel

## MALL INFORMATION

LOCATION: Cross streets: I-20 and Bobby Jones Expressway

MARKET: Augusta-Aiken

DESCRIPTION: Two levels, enclosed, with a super-regional draw

ANCHORS: Dillard's, jcpenney, Macy's, Sears, Dick's Sporting Goods

TOTAL RETAIL SQUARE FOOTAGE: 1,106,538

PARKING SPACES: 5,396

OPENED: 1978

EXPANDED: 1987, 1990, 1998, 2002, 2007

## TRADE AREA PROFILE

2013 POPULATION 532,754

2018 PROJECTED POPULATION 553,003

2013 HOUSEHOLDS 204,700

2018 PROJECTED HOUSEHOLDS 213,402

2013 MEDIAN AGE 36.6

2013 AVERAGE HOUSEHOLD INCOME \$60,766

2018 PROJECTED AVERAGE HOUSEHOLD INCOME \$64,217

## 10 - MILE RADIUS

2013 POPULATION 329,403

2018 PROJECTED POPULATION 344,836

2013 HOUSEHOLDS 126,221

2018 PROJECTED HOUSEHOLDS 132,775

2013 MEDIAN AGE 34.9

2013 AVERAGE HOUSEHOLD INCOME \$62,963

2018 PROJECTED AVERAGE HOUSEHOLD INCOME \$66,718

## DAYTIME EMPLOYMENT

3 - MILE RADIUS 29,480

5 - MILE RADIUS 76,200

Source: Nielsen

