

BIRCHWOOD MALL

4350 24TH AVENUE, BOX 4350
FORT GRATIOT, MI 48059

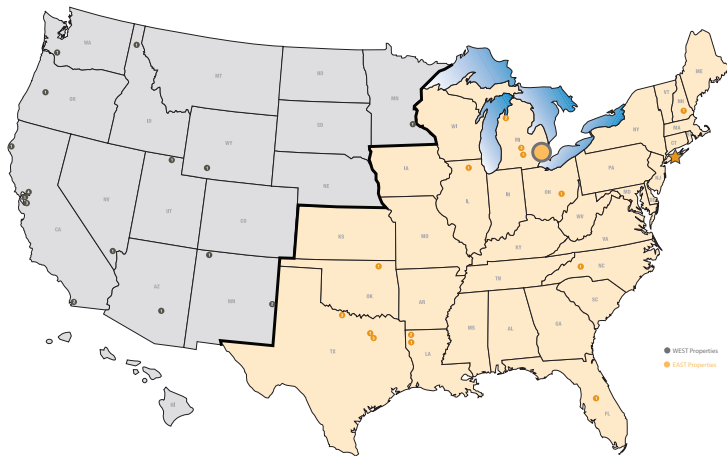
BIRCHWOOD MALL is a single-level, enclosed, regional mall in Port Huron, Michigan. It is the largest regional mall in the “Blue Water” region, serving three counties and two countries (U.S. & Canada). The mall is anchored by Macy’s, jcpenny, Sears, Target, and Youngers and is home to many national retailers such as Hollister, Aéropostale, American Eagle Outfitters, Gymboree, Bath & Body Works, Victoria’s Secret and Ruby Tuesday. Amenities include an antique carousel, 10-screen theater, 450-seat food court and water-themed children’s soft play area.



Birchwood Mall

PORT HURON, MICHIGAN

A prime location five minutes from the Canadian border on a highly-traveled thoroughfare, results in a shopper base that well-exceeds the already-sizable local community.



info@rouseproperties.com

(212) 608-5108

ROUSE
PROPERTIES

1114 AVENUE OF THE AMERICAS
NEW YORK, NY 10036-7703

ROUSEPROPERTIES.COM | NYSE : RSE

ROUSEPROPERTIES

BIRCHWOOD MALL

HIGH TRAFFIC | STRONG TENANT MIX | INTERNATIONAL DRAW

THE LARGEST REGIONAL MALL IN THE "BLUE WATER" REGION, SERVING CUSTOMERS FROM THREE COUNTIES AND TWO COUNTRIES (U.S. & CANADA).

5 COMPELLING REASONS TO LOCATE HERE

International Draw

- 5 minutes from the Canadian border, Birchwood Mall offers unique national retailers, such as Target and many others, which generate significant Canadian shopper traffic to the center.

- Favorable exchange rates fuel increased Canadian purchasing, which accounts for approximately 30% of overall mall sales.

Expansive Captured Trade Area

- Birchwood Mall is the largest regional mall in the area. U.S. customers travel from 40 miles and Canadian customers travel from over 75 miles, resulting in a shopper base that well exceeds 250,000 customers living within 20 miles.

Strong Vehicular Traffic

- The mall faces M-25, the major North/South thoroughfare in town with over 45,000 cars passing in front of Birchwood Mall on a daily basis.

Solid Anchor Lineup

- Birchwood Mall is anchored by Target, Macy's, Younkers, jcpenny and Sears, which cumulatively produce over \$60 million in annual sales.

High Sales Generated by Core Tenants

- Tenants such as Aéropostale, American Eagle Outfitters, Bath and Body Works, Hollister, Victoria's Secret and others have proven track records of success at Birchwood Mall.

TRADE AREA PROFILE



2010 Population 272,019
2015 Projected 272,314



2010 Households 106,963
2015 Projected 109,040



2010 Average HHI* \$58,874
2015 Projected* \$60,499



2010 Median Age* 39.0

MALL INFORMATION

Market Port Huron, Michigan

Description Single-level, enclosed, regional shopping center

Anchors Macy's, jcpenny, Sears, Target, Younkers.

Total Retail Square Footage 725,000

Parking Spaces 4,104

Opened 1990

Expanded 1991, 1997

20-MILE RADIUS

2010 Population 9251,677
2015 Projected 251,919

2010 Households 99,421
2015 Projected 101,447

2010 Median Age* 39.1

2010 Average HHI* \$58,370
2015 Projected* \$59,939

Daytime Employment

3-mile Radius 9,069
5-mile Radius* 24,022

Source: United States Data Only Population Estimates are a combination of 2010 U.S. Data and 2006 Canadian Data. U.S. Data Source: Claritas, Inc. Canadian Data Source: Tetrad

Located on I-94 and I-69 to M-25, North 3 miles

AERIAL VIEW



BIRCHWOOD MALL

