



# Brass Mill Center

WATERBURY, CONNECTICUT



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## SUPERB LOCATION

- Located on Interstate 84 (major east-west corridor connecting New York and Boston) and Route 8 (the state's major north-south corridor).
- More than 155,000 cars drive by Brass Mill Center each day on I-84. The Silver Street mall entrance is at the reportedly busiest intersection in the city with 26,000 cars passing by daily.
- Brass Mill Center is centrally located between Danbury and Hartford, Connecticut.
- Brass Mill Center serves a large primary and secondary trade area, stretching 9 miles north, 5.5 miles south, 9.5 miles west and 3 miles east.

## MORE THAN JUST A SHOPPING CENTER

- Anchored by Macy's, JCPenney, Sears, Burlington Coat Factory and Steve & Barry's University Sportswear.
- More than 130 specialty shops, 800-seat food court and a strong group of national tenants including: Hollister Co., H&M, American Eagle, Bath & Body Works, Brookstone, The Children's Place, Gap, GapKids and Old Navy. New store openings planned in 2008 include Charlotte Russe and Forever 21.
- Regal Cinemas offers a state-of-the-art 12-screen theater with stadium seating on the mall's third level.
- Adjacent 200,000 square foot Community Center features Barnes & Noble, Toys 'R' Us, Michael's Arts & Crafts and Office Max.
- Entertainment and dining options at the community center include Chili's, T.G.I. Friday's, Hometown Buffet and Timexpo Museum.
- In-mall dining choices include an international food court plus Ruby Tuesday, Bertucci's Brick Oven Pizzeria and Olive Garden.

## ATTRACTIVE TRADE AREA DEMOGRAPHICS

- Average household income of \$67,943 is expected to grow to \$74,650 by 2012.
- More than 50% of households earn incomes over \$50,000.
- More than 30% of households earn incomes over \$75,000.
- 57% of Brass Mill shoppers have children under the age of 18.
- 38% of movie goers visiting Brass Mill Center dined before or after seeing a movie and 32% shopped before or after seeing a movie.



## MALL INFORMATION

### LOCATION

I-84 and Route 8

### MARKET

Waterbury

### DESCRIPTION

Two-level, enclosed, regional mall with a theater on the third level, and an adjacent community center

### ANCHORS

Macy's, JCPenney, Sears, Burlington Coat Factory, Steve & Barry's University Sportswear and Regal Cinema

TOTAL RETAIL SQUARE FOOTAGE 1,146,114

PARKING SPACES 5,800

OPENED 1997

### PERIPHERAL LAND USE

Community Center

## TRADE AREA PROFILE

2007 POPULATION 245,343

2012 PROJECTED POPULATION 250,019

2007 HOUSEHOLDS 95,215

2012 PROJECTED HOUSEHOLDS 97,135

2007 MEDIAN AGE 38.8

2007 AVERAGE HH INCOME \$67,943

2012 PROJECTED AVERAGE HH INCOME \$74,650

## 5-MILE RADIUS PROFILE

2007 POPULATION 169,321

2012 PROJECTED POPULATION 171,086

2007 HOUSEHOLDS 66,184

2012 PROJECTED HOUSEHOLDS 66,967

2007 MEDIAN AGE 37.2

2007 AVERAGE HH INCOME \$58,331

2012 PROJECTED AVERAGE HH INCOME \$63,874

## DAYTIME EMPLOYMENT

3-MILE RADIUS 59,956

5-MILE RADIUS 83,918

SOURCE: CLARITAS, INC.