



Hamilton Place

Chattanooga, TN

Location	I-75 at Shallowford Road
Anchors	Belk (2 Stores), Dillard's (2 Stores), JCPenney, Sears, Forever 21 and Barnes & Noble Booksellers
Size	1,162,041 square feet
Website	HamiltonPlace.com

Strong Economic Growth

Volkswagen Group of America (VW) completed their automotive production facility in Chattanooga, just a few miles north of Hamilton Place. The plant produces the Passat, a mid-sized sedan designed specifically for the North American consumer.

A study conducted by The University of Tennessee-Center for Business and Economic Research highlights the economic impact the new VW plant will have on the local economy.

- \$1 Billion investment by VW into the plant and local economy.
- \$511 million annual personal income growth.
- More than 12,000 new technical, engineering and management positions generated by VW and ancillary businesses throughout the life of the project.
- Tennessee will see income rise by nearly \$12 billion and tax revenues by more than \$1 billion over a 30-year span.

Mall Facts Hamilton Place is a more than one million square-foot, super-regional shopping destination with eight anchors and more than 160 specialty stores including ALDO, Ann Taylor, Banana Republic, Earthbound Trading Company, Fossil, Hollister Co., Jos. A. Bank, Justice, MacAuthority, The Children's Place and Yankee Candle Company.

New specialty retailers include Bar Louie, bareMinerals, Coach, Pandora, Sephora, Teavana and White House | Black Market.

Hamilton Place Mall recently completed a multi-million dollar renovation which incorporated contemporary design improvements including updated entrances, new interior décor, tile flooring and a modern logo and signage.

The Hamilton Place retail and dining campus includes four associated centers, plus 36 freestanding businesses including DSW, LOFT, Chico's, Coldwater Creek, Guitar Center, Pier 1 Imports, Talbots, ULTA and a recently opened Golfsmith. Additionally, there are many upscale eating establishments that are a major draw to the area such as Abuelo's, Big River Grille, Bonefish Grill, Carabba's, J. Alexanders, P.F. Chang's China Bistro and a new Firebirds Wood Fired Grill slated to open in 2014.

Trade Area Facts In the Hamilton Place primary trade area, the white-collar job market has climbed to more than 61% of the population. Chattanooga is home to some of the state's largest employers including Tennessee Valley Authority, Blue Cross/Blue Shield, McKee Foods, Unum, CIGNA and Volkswagen Group of America. Amazon.com's one-million square-foot distribution center is located just a few miles north of Hamilton Place and has recently announced a 60% expansion of their distribution center, adding hundreds of new jobs.

The new Volkswagen plant recently received the world's only automotive factory with LEED Platinum certification. The plant has spurred more than 12,400 direct and indirect jobs, generating \$643 million annually and boosting state and local tax revenues by \$53.5 million a year.

Chattanooga was the fastest growing major metropolitan area in Tennessee for job additions during 2012.

Chattanooga, renowned as the Gig City, has the fastest internet speeds in the Western Hemisphere making it a haven for innovation and next generation businesses, with programs like Gig Tank, 48Hour Launch, Sandbox and Jump Fund - a new female oriented angel fund - that welcome entrepreneurs and startups to stay and work in the city.

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Demographics

Population Trends

	Primary Trade Area	Secondary Trade Area	Total Trade Area
2019 Projection	470,675	519,272	989,947
2014 Estimate	451,655	503,667	955,322
2010 Census	436,055	489,312	925,367
2014 - 2019 % Change	4.21%	3.10%	3.62%
2014 Daytime Population Estimate	242,466	200,840	443,306

Average Household Income

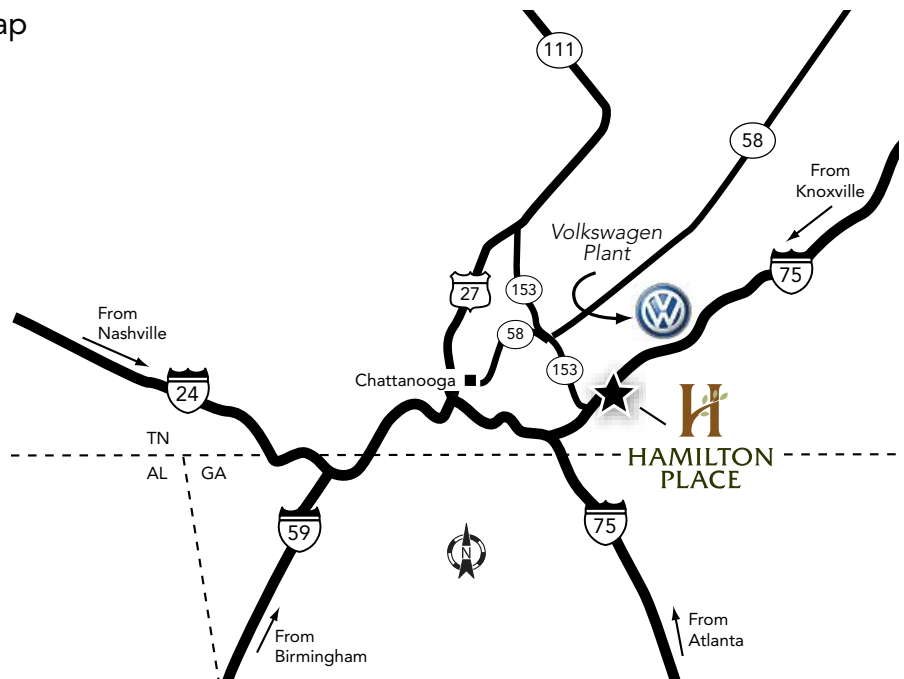
	Primary Trade Area	Secondary Trade Area	Total Trade Area
2019 Projection	\$67,659	\$56,998	\$62,238
2014 Estimate	\$63,215	\$52,528	\$57,752
2014 - 2019 % Change	7.03%	8.51%	7.77%

Median Age

	Primary Trade Area	Secondary Trade Area	Total Trade Area
2014 Estimate	39	41	40

Source: 2010 Census; Scan/US 2014/2019 Estimates

Location Map



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