

LAKE SIDE MALL

STERLING HEIGHTS, MICHIGAN



OUR CUSTOMERS LIKE TO SHOP

- Lakeside captures the highest share of wallet from shoppers in the \$100k+ income bracket in trade area.
- Shoppers are visiting more frequently, staying longer and visiting more stores than they did in 2005.
- Exciting lineup of specialty stores, including Victoria's Secret/PINK, The Limited, Buckle, H&M, Teavana, Gymboree, Express, American Eagle Outfitters, Tilly's, Forever 21, Hollister Co., Zumiez, Bath & Body Works, Godiva Chocolatier, Panera Bread, p.s. from aéropostale, Body Central, Kay Jewelers and Kids Foot Locker.
- Strong performing anchor stores: Macy's, Lord & Taylor, JCPenney and Sears.
- Top performing categories include teen apparel, family apparel and women's apparel.

IDEAL LOCATION

- Lakeside Mall is located in Sterling Heights along M-59. This major east-west highway serves over 100,000 cars per day.
- The center is conveniently located near Interstate 94 and M-53, major thoroughfares through the metro Detroit market. This easy access enables Lakeside Mall to attract a broad market base.

SOLID MARKET

- Nearly 30% of trade area population has an income that exceeds \$75,000.
- Over 40% of trade area residents are between the ages of 25 and 54.
- Loyal, family-oriented customer base: 40% of shoppers have children at home and frequent the mall nearly 40 times per year.
- Major employers in the area include General Motors, Chrysler, Ford, the U.S. Government and St. John Providence Health Systems, which have facilities in Macomb County that employ a large number of highly skilled, technically savvy professionals.
- Lakeside's location within an affluent and strong trade area places it in a strategic position for continued strong performance.
- Over the last three years, Lakeside's market growth has exceeded the nation's growth.
- Domestic auto sale increases continue to provide a local economic boost to the market.
- Auto investments in research development and new product designs will drive future expansion in the market.

MALL INFORMATION

LOCATION: Cross Streets: M-59 at Schoenherr Road

MARKET: Detroit

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

ANCHORS: JCPenney, Lord & Taylor, Macy's, Macy's Men & Home, Sears

TOTAL RETAIL SQUARE FOOTAGE: 1,505,504

PARKING SPACES: 7,745

OPENED: 1976

EXPANDED: 1999

TRADE AREA PROFILE

2013 POPULATION 841,000

2018 PROJECTED POPULATION 855,840

2013 HOUSEHOLDS 329,514

2018 PROJECTED HOUSEHOLDS 335,553

2013 MEDIAN AGE 40.2

2013 AVERAGE HOUSEHOLD INCOME \$68,595

2018 PROJECTED AVERAGE HOUSEHOLD INCOME \$79,014

5 - MILE RADIUS

2013 POPULATION 246,753

2018 PROJECTED POPULATION 252,413

2013 HOUSEHOLDS 96,924

2018 PROJECTED HOUSEHOLDS 99,201

2013 MEDIAN AGE 41.1

2013 AVERAGE HOUSEHOLD INCOME \$73,331

2018 PROJECTED AVERAGE HOUSEHOLD INCOME \$84,419

DAYTIME EMPLOYMENT

3 - MILE RADIUS 43,124

5 - MILE RADIUS 97,040

Source: Esri 2013

