

Lakeview Square Mall is the *primary retail and entertainment destination* for the greater Battle Creek, Michigan market, drawing over 6 million shoppers annually.



Property Overview

Location	5775 Beckley Road Battle Creek, Michigan 49015
Anchors	Macy's, Sears, JC Penney, Barnes & Noble
Total GLA	560,000 square feet
Year Opened/Expanded	Opened 1983
Major Roadways	Interstate 94 (43,000 AADT) MI Route 66 (27,000 AADT)
Consumer Website	www.lakeviewsquare.com

Trade Area Stats

Population (2010)	135,008
Households (2010)	53,537
Average HH Income (2010)	\$57,259

Market Highlights

- ❑ Battle Creek is known as the “Cereal City” and is the world headquarters of Kellogg Company and Post Cereals which combined employ 2,500 workers.
- ❑ A mix of major employers representing manufacturing, healthcare, education, retail and government provides an diverse economic base for the region. Major employers include: Kellogg Corporation, Denso Manufacturing, Battle Creek Health Systems, Post Cereals, Felpausch Food Centers, Duncan Aviation, and Hart-Dole-Inouye Federal Center.



- ❑ The Downtown Transformation Project, an \$85 million public and private initiative to position Battle Creek as a leading center for food production training and innovation, will help ensure economic vitality for the years to come.
- ❑ Several local companies have recently announced major expansion projects that will generate hundreds of new jobs including Clyde Union Pump, the world's 4th largest pump manufacturer, which will be creating 200 new jobs upon completion of a large plant expansion.