

PEACHTREE MALL

COLUMBUS, GEORGIA



PEACHTREE MALL IS WELL POSITIONED IN SOUTHWESTERN GEORGIA/EASTERN ALABAMA

- The only super-regional shopping center within 60 miles.
- Approximately 10 million customer visits to the center each year.
- Over 100 specialty retailers including Buckle, Books-A-Million, LOFT, Hollister Co., Charlotte Russe, Express, Aéropostale, Zumiez (coming soon), Gymboree, Bath & Body Works, The Children's Place, American Eagle Outfitters, Victoria's Secret, Hot Topic, Torrid and Best Buy Mobile.
- Conveniently located on Interstate 185.
- Top performing categories include jewelry, teen apparel and shoes.

A DIVERSIFIED AND THRIVING COMMUNITY

- The Columbus area is home to Fort Benning, the largest Army Training Installation in the world. Fort Benning employs more than 50,000, trains an additional 115,000, and has a \$2 billion impact on the local economy.
- Six colleges and universities, with a combined total enrollment of approximately 19,000 students, are located in the trade area - Columbus State University, Beacon College, Georgia Military College, Troy State University, Columbus Technical College, Chattahoochee Valley Community College and Virginia College.
- In addition to the strong military presence in the community, the local economy is also driven by the medical and financial services sectors with both Synovus and AFLAC headquartered in Columbus. AFLAC recently announced an expansion plan to accommodate an additional 2,000 new employees in three phases to be completed over the next 4-6 years.
- Kia Motors recently opened a new manufacturing plant which has added 3,000 direct jobs to the area. Cumulatively the \$1.6 billion investment by Kia ignited a wave of economic growth adding major suppliers, Sewon of America, Daehan Solutions and Powertech of America, and created over 10,000 total jobs.
- The average household income of the primary trade area is projected to increase 13% over the next five years.
- Retail sales are estimated to increase by over \$400 million.
- Columbus, Georgia introduces the world's longest white water rafting course in an urban setting. Opening the summer of 2013, the course will provide up to Class 4 rapids and about 188,000 visitors annually.

MALL INFORMATION

LOCATION: I-185 and Highway 85 (Manchester Expressway)

MARKET: Columbus

DESCRIPTION: Single-level, enclosed, super-regional center

ANCHORS: Dillard's, Macy's, jcpenny

TOTAL RETAIL SQUARE FOOTAGE: 819,916

PARKING SPACES: 4,000

OPENED: 1975

EXPANDED/RENOVATED: 1985, 1993, 1994

OTHER FEATURES: 12,600-square-foot Convenience Center, an 8-screen Peachtree Cinema, a 10-unit, 450-seat Food Court, Ruby Tuesday, Johnny Carino's Italian restaurant.

TRADE AREA PROFILE

2013 POPULATION 305,502

2018 PROJECTED POPULATION 328,482

2013 HOUSEHOLDS 117,165

2018 PROJECTED HOUSEHOLDS 126,312

2013 MEDIAN AGE 34.2

2013 AVERAGE HOUSEHOLD INCOME \$55,474

2018 PROJECTED AVERAGE HOUSEHOLD INCOME \$56,669

20 - MILE RADIUS

2013 POPULATION 331,797

2018 PROJECTED POPULATION 356,713

2013 HOUSEHOLDS 127,136

2018 PROJECTED HOUSEHOLDS 137,050

2013 MEDIAN AGE 34.6

2013 AVERAGE HOUSEHOLD INCOME \$55,544

2018 PROJECTED AVERAGE HOUSEHOLD INCOME \$57,054

DAYTIME EMPLOYMENT

3 - MILE RADIUS 47,691

5 - MILE RADIUS 107,412

Source: Nielsen

