

PECANLAND MALL

MONROE, LOUISIANA



PECANLAND MALL HAS A STRONG PRESENCE IN THE TRADE AREA

- The only super-regional shopping center within 90 miles.
- More than 100 specialty retailers including Hollister Co., Old Navy, Build-A-Bear Workshop, Aéropostale, Buckle, Victoria's Secret, Forever 21, Stein Mart, Express, Bath & Body Works, The Children's Place and American Eagle Outfitters.
- Outparcels house three hotels: Courtyard by Marriott, TownPlace Suites by Marriott and Residence Inn, along with three restaurants: Applebee's, Olive Garden and Red Lobster.
- The center is currently 97% leased.
- Conveniently located on I-20 with daily traffic counts that exceed 55,000.
- New 47,200-square-foot Dick's Sporting Goods opened October 2012.

DYNAMIC COMMUNITY

- Monroe is the business and medical hub of a multi-parish area.
- The parish, which is the birthplace of Delta Airlines, is home to a diverse business base representing the paper, telecommunications, insurance, plastic and medical services industries. The area's major employers include CenturyLink Corporate Headquarters, Graphic Packaging Corporation, Chase Home Finance, St. Francis Medical Center and the University of Louisiana at Monroe.
- Population exceeds 250,000 within a 30-mile radius and more than 1.3 million within a 100-mile radius.
- Four colleges/universities with total enrollment of 28,000 are located in the trade area.
- The area provides year-round enjoyment for outdoor enthusiasts - the Ouachita River was voted one of the 10 most beautiful rivers in the U.S. by National Geographic.

TOP 3 PERFORMING CATEGORIES:

- Food court \$846 per square foot
- Jewelry \$767 per square foot
- Personal care \$766 per square foot

MALL INFORMATION

LOCATION: Cross streets: I-20 and Garrett Road

MARKET: Monroe, Louisiana

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

ANCHORS: Dillard's, JCPenney, Belk, Sears, Burlington Coat Factory

TOTAL RETAIL SQUARE FOOTAGE: 965,190

PARKING SPACES: 4,757

OPENED: 1985

OTHER FEATURES: 10-screen Cinemark Theatres, 12-unit, 500-seat Food Court with two-level carousel, Applebee's, Olive Garden and Red Lobster.

TRADE AREA PROFILE

2013 POPULATION 260,747

2018 PROJECTED POPULATION 266,422

2013 HOUSEHOLDS 99,303

2018 PROJECTED HOUSEHOLDS 102,086

2013 MEDIAN AGE 34.1

2013 AVERAGE HOUSEHOLD INCOME \$53,940

2018 PROJECTED AVERAGE HOUSEHOLD INCOME \$59,609

20 - MILE RADIUS

2013 POPULATION 175,971

2018 PROJECTED POPULATION 180,915

2013 HOUSEHOLDS 67,335

2018 PROJECTED HOUSEHOLDS 69,615

2013 MEDIAN AGE 35.0

2013 AVERAGE HOUSEHOLD INCOME \$56,223

2018 PROJECTED AVERAGE HOUSEHOLD INCOME \$61,666

DAYTIME EMPLOYMENT

3 - MILE RADIUS 33,351

5 - MILE RADIUS 66,489

Source: Nielsen

