

# PROVIDENCE PLACE

PROVIDENCE, RHODE ISLAND



## SUPERIOR MERCHANDISE MIX

- Providence Place is a 1.3 million-square-foot regional mall opened in 1999. This shopping, dining and entertainment destination is the centerpiece of a downtown revitalization plan that has significantly enhanced the city's urban environment.
- The line-up of in-line specialty retailers includes Tiffany & Co., Ann Taylor, The Apple Store, Sephora, J.Crew, Coach, Brooks Brothers, White House | Black Market, Vera Bradley, Brighton Collectibles, Fossil, Talbots, Michael Kors, Sur La Table, Athleta, True Religion Brand Jeans and Madewell.
- Providence Place capitalizes on its urban environment by incorporating 114,000 square feet of GLA oriented towards Providence's Capitol Center and financial districts on Francis Street. Street-level shops serve as Providence Place's restaurant row, featuring a variety of unique dining options including The Cheesecake Factory, The Melting Pot, Joe's American Bar & Grill, Uno Chicago Grill, Fire + Ice, Panera Bread and P.F. Chang's China Bistro. Other popular retailers include Old Navy and DSW.
- Providence Place is anchored by a 200,000-square-foot Macy's flagship store, a 197,000-square-foot Nordstrom and a 116,691-square-foot JCPenney. The center also features an entertainment level with a 16-screen cinema, an IMAX theater and Dave & Buster's.

## OUTSTANDING LOCATION

- Providence Place is strategically situated in downtown Providence between the state capitol to the north and City Hall and the financial district to the south. Neighboring businesses include GTECH Holding Corporation, Blue Cross Blue Shield, Hasbro and Waterplace Park. There are over 61,000 office workers within a one-mile radius of Providence Place and 152,839 within three miles.
- Providence boasts a hearty tourism and event market. The Rhode Island Convention Center (3 million annual visitors) and the Dunkin' Donuts Arena (1.9 million annual visitors), both accessible via the mall skybridge, attract event and tourism traffic to the region. Seven hotels with over 2,300 rooms are within walking distance of Providence Place, including the Omni Hotel, also connected to the mall via the skybridge, Marriott Providence, Hilton Providence, Biltmore Hotel and Courtyard Marriot.
- Access is conveniently facilitated with a dedicated exit off I-95 northbound or southbound to a 4,500-car parking deck. Providence Place enjoys unparalleled visibility from the highway, with 265,000 cars passing the property daily. The center is one-half block from the Amtrak station providing commuter and high-speed rail to Boston and Manhattan.
- College Students represent 28% of Providence Place's total shopper demographic. Providence is home to seven universities and one technical school, which includes Brown University, Rhode Island School of Design, Providence College, Rhode Island College and Johnson & Wales. There are 36,000 students within two miles of Providence Place and over 65,000 students within the trade area.

## TOP TWO PERFORMING CATEGORIES

- Home entertainment and electronics
- Jewelry

## MALL INFORMATION

LOCATION: One Providence Place

MARKET: Providence

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

ANCHORS: Nordstrom, Macy's, JCPenney

TOTAL RETAIL SQUARE FOOTAGE: 1,263,000

PARKING SPACES: 4,500

OPENED: 1999

OTHER FEATURES: An entertainment level with a 16-screen cinema, an IMAX theater, Dave & Buster's

## TRADE AREA PROFILE

2013 POPULATION 928,214

2018 PROJECTED POPULATION 928,516

2013 HOUSEHOLDS 363,271

2018 PROJECTED HOUSEHOLDS 363,775

2013 MEDIAN AGE 39.3

2013 AVERAGE HOUSEHOLD INCOME \$72,000

2018 PROJECTED AVERAGE HOUSEHOLD INCOME \$83,406

## 5 - MILE RADIUS

2013 POPULATION 411,872

2018 PROJECTED POPULATION 410,946

2013 HOUSEHOLDS 159,027

2018 PROJECTED HOUSEHOLDS 158,617

2013 MEDIAN AGE 34.7

2013 AVERAGE HOUSEHOLD INCOME \$58,483

2018 PROJECTED AVERAGE HOUSEHOLD INCOME \$67,671

## DAYTIME EMPLOYMENT

1 - MILE RADIUS 61,266

3 - MILE RADIUS 152,839

Source: Esri 2013

