

RIVERCHASE GALLERIA

HOOVER, ALABAMA



THE MERCHANDISING

- Riverchase Galleria is consistently a No. 1 tourist destination in the state of Alabama. Offering a selection of retail including Sephora, LOFT, Forever 21, Chico's, Coach, The Limited, J.Jill, bareMinerals, Abercrombie & Fitch, White House | Black Market, Godiva, Brighton Collectibles, Hollister Co., The Lego Store and 2013 additions of Von Maur and Old Navy.
- A 2013 scheduled conversion to The Hyatt-Regency Birmingham-The Wynfrey Hotel that includes major renovations to guest rooms, restaurants, lobbies and conference space. The 1.7 million-square-foot The Hyatt-Regency Birmingham-The Wynfrey Hotel is adjacent to a 285,000-square-foot Class A office building that houses 1,000 workers.
- The shopping center is a two-level super-regional complex which includes five department stores including Alabama's first Von Maur (fall 2013), over 10 dining options and a 620-seat food court.

THE LOCATION

- The center is surrounded by a highly affluent five-county area.
- Located at the hub of three major highways, Interstate 65, Interstate 459 and U.S. Highway 31, the area has an average daily traffic count in excess of 150,000.
- University of Alabama Birmingham drives the metro economy as the largest employer with more than 18,000 faculty and staff and 18,000 students.
- Riverchase Galleria is among many Birmingham tourist destinations including McWane Science Center, Birmingham Zoo, Civil Rights Museum, Birmingham Botanical Gardens and Vulcan.

THE MARKET

- Birmingham is the largest city in Alabama with over 1 million residents in the metro area.
- Shoppers average 51 visits per year compared to the GGP benchmark of 34. Shoppers with incomes in excess of \$100,000 visit the mall 59 times per year.
- Birmingham is ranked as one of the Top 10 U.S. Cities for Entrepreneurs (Inc. Magazine), #8 in the nation as the best place for the future success of a business (Cognetics), and as a Top 10 Fortune 500 Headquarter City.
- Birmingham is home to two of America's Best Hospitals in 2012-2013 (U.S. News and World Report) with four University of Alabama medical programs and nine Children's Hospital of Alabama medical programs among the Nation's top 50.
- Two of the largest soft-drink bottlers in the United States, Buffalo Rock and The Coca-Cola Bottling Company, are based in Birmingham and employ over 7,000 workers.
- Birmingham-Hoover is ranked 49th SMSA in the country with a 6% average increase in population growth per year.
- Birmingham metro unemployment rate is 5.8% compared to the national average of 7.6%.
- Birmingham is a leading banking center with both Regions and BBVA Compass headquartered in the city. Wells Fargo also has a regional headquarters in Birmingham.
- Alabama economy is expected to expand by 2.5% this year with gains for automotive manufacturers such as Mercedes Benz, Honda and Hyundai and service providers.

THE FUTURE

- Riverchase Galleria will complete an interior and exterior remodeling in the fall of 2013 with the opening of Von Maur.
- Interior modernizing began in 2012 with enhanced sightlines, installations of aesthetic architecture elements and accent lighting throughout Center Court.
- Exterior improvements include extensive parking deck improvements including pedestrian bridge enclosures and new elevators.
- 2013 additions include Alabama's first Von Maur department store, an expanded Forever 21, an expanded Clarks and a new Old Navy.

TOP THREE PERFORMING CATEGORIES

- Jewelry
- Women's apparel
- Teen apparel

MALL INFORMATION

LOCATION: I-459 exit 13A, at U.S. Highway 31 in Hoover

MARKET: Located in the Birmingham metro area, Riverchase Galleria attracts regional traffic that is estimated at 15 million visitors annually.

DESCRIPTION: Riverchase Galleria is a two-level super-regional, multi-use complex located in affluent Hoover, Alabama. As the No.1 shopping destination in the state, Riverchase Galleria draws its traffic from the entire Southeast as a premier shopping destination.

ANCHORS: Macy's, Sears, Jcpenney, Belk and Von Maur (Fall 2013)

TOTAL RETAIL SQUARE FOOTAGE: 1,570,000

OPENED: Riverchase Galleria opened in 1986, fueling community growth and economic development.

RENOVATED: Riverchase Galleria was most recently renovated in 1998 and currently under redevelopment with completion in fall of 2013.

RESIDENTS: The current population of the trade area is approximately 533,160. The current household income averages \$67,307, with a median age of 37.

OFFICE TOWER: Anchoring Riverchase Galleria is a 285,000-square-foot office tower with 1,000 workers.

VISITORS: With business and leisure travelers, Riverchase Galleria receives 15 million visitors annually.

TRADE AREA PROFILE

2013 POPULATION 533,160

2018 PROJECTED POPULATION 543,392

2013 HOUSEHOLDS 212,157

2018 PROJECTED HOUSEHOLDS 216,342

2013 MEDIAN AGE 36.9

2013 AVERAGE HOUSEHOLD INCOME \$67,307

2018 PROJECTED AVERAGE HOUSEHOLD INCOME \$66,427

5 - MILE RADIUS

2013 POPULATION 119,165

2018 PROJECTED POPULATION 122,519

2013 HOUSEHOLDS 48,970

2018 PROJECTED HOUSEHOLDS 50,429

2013 MEDIAN AGE 37.1

2013 AVERAGE HOUSEHOLD INCOME \$81,048

2018 PROJECTED AVERAGE HOUSEHOLD INCOME \$78,503

DAYTIME EMPLOYMENT

3 - MILE RADIUS 41,766

5 - MILE RADIUS 72,613

Source: Nielsen

