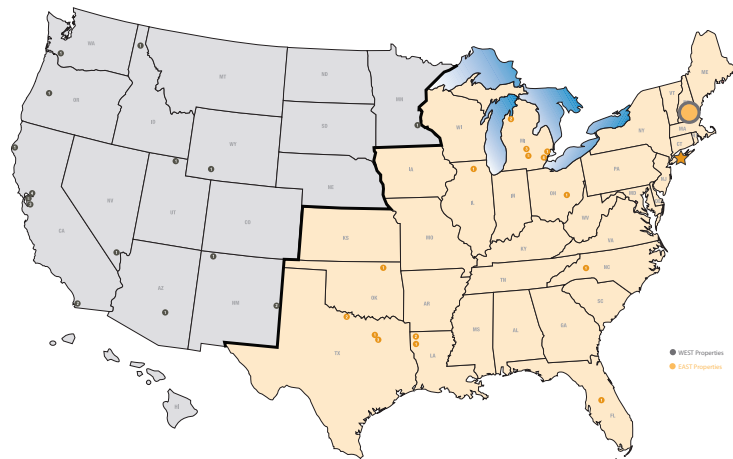


**STEEPLEGATE MALL**  
270 LOUDON ROAD  
CONCORD, NH 03301

**STEEPLEGATE MALL** is located in Concord, New Hampshire's state capital, and is the only regional shopping mall serving central New Hampshire. The mall benefits from tourists visiting the state's ski and lakes regions as well as its local residents. The mall features national retailers such as Coldwater Creek, Chico's, rue21, Shoe Dept., Victoria's Secret, The Bon-Ton, jcpenny, Sears, maurices, The Children's Place and Old Navy as well as a food court and a variety of restaurants and services.



[info@rouseproperties.com](mailto:info@rouseproperties.com)

(212) 608-5108

**ROUSE**  
**PROPERTIES**

1114 AVENUE OF THE AMERICAS  
NEW YORK, NY 10036-7703

[ROUSEPROPERTIES.COM](http://ROUSEPROPERTIES.COM) | NYSE : RSE

# Steeplegate Mall

CONCORD, NEW HAMPSHIRE

As the only regional shopping mall serving central New Hampshire, Steeplegate Mall benefits from tourists visiting the state's ski and lakes regions and features a strong mix of national retailers.

**ROUSEPROPERTIES**

# STEEPLEGATE MALL

WHITE COLLAR WORKERS | STATE CAPITAL | STEADY GROWTH

GREAT CUSTOMERS  
AND REGULAR  
TRAFFIC DRIVERS  
PERFECTLY  
SITUATED IN A PRIME  
LOCATION.

## 5 COMPELLING REASONS TO LOCATE HERE

### Great Location

- Steeplegate Mall is located in the state's capital city, easily accessed from I-93 and only 60 minutes from Boston. It is also close to diverse attractions such as Lake Winnepesaukee, White Mountains and New Hampshire Motor Speedway.

### Multiple Traffic Drivers

- 58,000 people work within five miles of the mall, 65% of which are executives, professionals or administrative personnel.
- 26,000 college students attend classes within 30 minutes or less of the mall.

- NH Motor Speedway hosts over 105,000 visitors for Indy and NASCAR events three times per year.
- Primary trade area has an estimated 17,000 vacation homes, 4,700 of which are within 20 miles of the mall.

### Major Employers

- State of New Hampshire is the largest employer in Concord with over 6,500 employees. Other top employers in the area include Lincoln Financial Group, St. Paul's School, Concord Insurance Group, Dartmouth Hitchcock Clinic and Concord Litho Group.
- New Hampshire enjoys a lower unemployment rate than compared to other New England states at 5.4 %. Concord unemployment rate specifically is 4.8%.

### Popular Merchandise Mix

- The strong line up of women's apparel includes Talbots, Coldwater Creek, Chico's, New York and Company and Victoria's Secret. The dynamic teen category includes Abercrombie & Fitch, American Eagle, Aeropostale, maurices, Charlotte Russe and Hot Topic.

### Customers You Want

- 57% of trade area residents are college educated.
- 60% of the population works in white collar occupations.
- 38% of shoppers have children under the age of 18.

## TRADE AREA PROFILE



**2010 Population** 241,649  
**2015 Projected** 249,051



**2010 Households** 93,201  
**2015 Projected** 96,330



**2010 Average HHI** \$75,883  
**2015 Projected** \$84,277



**2010 Median Age** 40.4

## MALL INFORMATION

**Market** Concord — The Capital of New Hampshire

**Description** Single-level, enclosed, regional shopping center

**anchors** Bon-Ton, Bon-Ton Home Store, jcpenny, Sears, Old Navy

**Total Retail Square Footage** 480,825

**Parking Spaces** 2,455

**Opened** 1990

**Expanded** 2001

**Peripheral Land Use** Applebee's Grill & Bar, TD Bank

## 20-MILE RADIUS

**2010 Population** 333,358  
**2015 Projected** 340,871

**2010 Households** 128,931  
**2015 Projected** 131,990

**2010 Median Age** 39.5

**2010 Average HHI** \$75,342  
**2015 Projected** \$83,466

### Daytime Employment

**3-mile Radius** 37,135  
**5-mile Radius** 57,578

Source: Claritas, Inc.

Route 9, Concord, NH, with convenient access to I-93, I-393, and I-89

## AERIAL VIEW



STEEPLEGATE MALL

