



Steeplegate Mall

CONCORD, NEW HAMPSHIRE



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CONVENIENT LOCATION

- Centrally located in the state capital with easy access to all major highways north, south, east and west.
- The center of a growing critical concentration of retail, restaurants, hotel, and entertainment in central New Hampshire.
- Located in Merrimack County, which is the number one tourism area in the state of New Hampshire.
- Close to NH tourist destinations such as Lake Winnepesaukee, White Mountain skiing, and the New Hampshire International Speedway.
- Within the primary trade area there are an estimated 17,000 vacation homes, 4,700 of these are within twenty miles of the mall.

KEY SHOPPING FEATURES

- Regional mall with five anchor stores and over 80 shops, food court, restaurants, and services.
- Successful key retailers including Talbots, Coldwater Creek, Coach, Chico's, Abercrombie & Fitch, J. Jill, American Eagle Outfitters, Victoria's Secret, Gap, Aeropostale, and Pac Sun.
- Great competitive alignment as the only regional shopping mall within 28 miles.
- Strong anchor alignment with The Bon-Ton, The Bon-Ton Home Store, Circuit City, JCPenney, Sears, and Old Navy.

EXCEPTIONAL PRIMARY TRADE AREA

- Dynamic fashion retail center for Central New Hampshire.
- Average household income within a 10-mile radius is \$68,318.
- 2011 projected household income of \$75,937 within the primary trade area.
- Projected household growth rate of approximately 8% over the next five years.
- Well-educated residents with over 57% college educated.
- The Concord area is home to over 26,000 college students that are within thirty minutes or less to the mall.
- A large portion of the trade area households belong to the "Landed Gentry" lifestyle segment, which is the 4th most affluent group in the United States.
- Over 60% of the population within the primary trade area work in a White Collar occupation.



MALL INFORMATION

LOCATION

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

MARKET

Concord – the capital of New Hampshire

DESCRIPTION

Single-level, enclosed, regional shopping center

ANCHORS

The Bon-Ton, The Bon-Ton Home Store, JCPenney, Sears, Circuit City, Old Navy

TOTAL RETAIL SQUARE FOOTAGE 481,077

PARKING SPACES 2,455

OPENED 1990

EXPANDED 2001

PERIPHERAL LAND USE

Applebee's Grill & Bar, TD Banknorth

TRADE AREA PROFILE

2007 POPULATION 258,161

2012 PROJECTED POPULATION 273,753

2007 HOUSEHOLDS 99,494

2012 PROJECTED HOUSEHOLDS 106,035

2007 MEDIAN AGE 39.4

2007 AVERAGE HH INCOME \$68,793

2012 PROJECTED AVERAGE HH INCOME \$76,108

20-MILE RADIUS PROFILE

2007 POPULATION 335,473

2012 PROJECTED POPULATION 351,873

2007 HOUSEHOLDS 130,027

2012 PROJECTED HOUSEHOLDS 136,829

2007 MEDIAN AGE 38.5

2007 AVERAGE HH INCOME \$67,658

2012 PROJECTED AVERAGE HH INCOME \$74,570

DAYTIME EMPLOYMENT

3-MILE RADIUS 36,408

5-MILE RADIUS 59,397

SOURCE: CLARITAS, INC.