

THE CROSSROADS

PORTAGE, MICHIGAN



ONE HAPPENING CENTER

- The Crossroads is at the center of all major retailers in the greater Kalamazoo area.
- The Crossroads is the only enclosed regional center within a 45-mile radius.
- The lineup at The Crossroads includes such high-profile retailers as ALDO, Banana Republic, Build-A-Bear Workshop, Best Buy Mobile, Chico's, crazy 8, francesca's collections, GAP/GapKids, American Eagle Outfitters, Bath & Body Works, Teavana, Victoria's Secret and Zumiez.
- The 20,000-square-foot Food Court boasts 750 seats and features a 36-foot double-decker Carousel.
- Family-friendly mall amenities include family and handicapped-accessible restrooms, nursing room and soft-seating lounges throughout the center.
- Top performing categories at The Crossroads include women's accessories and specialty, athletic/family shoes, teen apparel and jewelry.

A FASHIONABLE MARKET

- Portage, Michigan, is halfway between Chicago and Detroit, only 2 hours from each.
- Positioned on Westnedge Avenue, ranked the sixth-busiest retail corridor in Michigan.
- Located in Kalamazoo County, featuring the Kalamazoo Promise, a first-of-its-kind program which offers paid tuition for all students to go to college.
- Average household income in the primary trade area is \$59,705.
- Three college campuses with enrollment of nearly 40,000 students and over 5,000 employees are housed in the Kalamazoo market.
- The Kalamazoo/Portage Market boasts major employers including Pfizer, Bronson and Borgess Hospitals, Stryker Corporation, Dana Corporation, State Farm and PNC Bank.
- Market features a diverse customer base due to large corporate and university populations.

OUR STYLISH CUSTOMER

- Results of the most recent customer intercept survey state that 24% of customer households have incomes over \$75,000.
- Average household income of female shoppers is \$59,931.
- Forty-three percent (43%) of The Crossroads' customers have children under age 18 living in their home.

MALL INFORMATION

LOCATION: 1/2 mile south of I-94 on Westnedge Avenue
DESCRIPTION: Two-level, enclosed, regional center
ANCHORS: Macy's, jcpenny, Sears and Burlington Coat Factory
TOTAL RETAIL SQUARE FOOTAGE: 770,551
PARKING SPACES: 4,006
OPENED: 1980
EXPANDED: 1982 (added Sears)
RENOVATED: 2001 (full mall renovation and food court addition)

TRADE AREA PROFILE

2013 POPULATION 336,168
2018 PROJECTED POPULATION 340,078
2013 HOUSEHOLDS 133,874
2018 PROJECTED HOUSEHOLDS 135,820
2013 MEDIAN AGE 35.8
2013 AVERAGE HOUSEHOLD INCOME \$59,705
2018 PROJECTED AVERAGE HOUSEHOLD INCOME \$61,430

10 - MILE RADIUS

2013 POPULATION 226,870
2018 PROJECTED POPULATION 231,015
2013 HOUSEHOLDS 91,775
2018 PROJECTED HOUSEHOLDS 93,719
2013 MEDIAN AGE 33.7
2013 AVERAGE HOUSEHOLD INCOME \$60,149
2018 PROJECTED AVERAGE HOUSEHOLD INCOME \$62,622

DAYTIME EMPLOYMENT

3 - MILE RADIUS 40,687
5 - MILE RADIUS 100,083

Source: Nielsen

