



# The Lakes Mall

Muskegon, MI

Location	Intersection of Harvey Street and Sternberg Road at U.S. 31
Anchors	JCPenney, Sears, Younkers, Bed Bath & Beyond and Dick's Sporting Goods
Size	589,689 square feet
Website	TheLakesMall.com

**Mall Facts** As the premier regional shopping destination, The Lakes Mall encompasses more than 70 retail stores including Aéropostale, American Eagle Outfitters, Body Central, Buckle, The Children's Place, Christopher & Banks, Crazy 8, Charley's Grilled Subs, Hollister Co., Justice, Kay Jewelers, maurices, rue21 and Victoria's Secret.

The total retail complex covers 100 acres and offers nine restaurants including Bob Evans, Brann's Steakhouse, Buffalo Wild Wings, Chuck E. Cheese's, Olive Garden, Red Lobster and Starbucks.

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**Trade Area Facts** The Lakes Mall benefits from being positioned in one of the fastest growing retail sectors in the country. In addition to retail growth, southern Muskegon County and northern Ottawa County continue to experience residential, office and light industrial growth.

The Lakes Mall's immediate trade area features a 30-acre, comprehensive ambulatory medical facility, a 14-unit Hospice care facility, a 200,000 square-foot Meijer store, the only Target store in the market , as well as a multi-phase progressive living and retirement complex.

With 32 miles of Lake Michigan beaches and numerous inland lakes and rivers, the Muskegon area has grown into a major tourism destination, attracting more than a million tourists annually. There are currently more than 2,500 lodging units available in the greater Muskegon area, with three of the strongest properties located within one mile of The Lakes Mall.

Adding to the growth of Muskegon's tourism industry is the Lake Express. In season, this high-speed car ferry provides three round trips daily between Muskegon and Milwaukee, Wisconsin.

The greater Muskegon area offers a number of other venues of interest to tourists, including a variety of historic sites, the state's only amusement park, a restored World War II submarine and a number of regional festivals. In 2013, five major festivals reported a combined attendance in excess of 842,000.

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## Demographics

### Population Trends

	Primary Trade Area	Secondary Trade Area	Total Trade Area
2019 Projection	228,893	275,198	504,091
2014 Estimate	223,742	268,611	492,353
2010 Census	221,959	265,912	487,871
2014 Daytime Population Estimate	110,865	133,385	244,250

### Average Household Income

	Primary Trade Area	Secondary Trade Area	Total Trade Area
2019 Projection	\$61,515	\$69,344	\$65,643
2014 Estimate	\$57,093	\$64,612	\$61,040
2010 Census	\$53,200	\$60,785	\$57,178
2014 - 2019 % Change	7.74%	7.32%	7.54%

### Median Age

	Primary Trade Area	Secondary Trade Area	Total Trade Area
2014 Estimate	40	39	39

Source: 2010 Census; Scan/US 2014/2019 Estimates

## Location Map



CBL & Associates Properties, Inc.  
cblproperties.com  
NYSE: CBL

FOR LEASING:  
Allen Rock  
p. 517.349.2031 ext. 234  
c. 423.802.9324  
Allen\_Rock@cblproperties.com

Corporate Office  
CBL Center, Suite 500  
2030 Hamilton Place Boulevard  
Chattanooga, TN 37421-6000  
423.855.0001

Mall Office  
5600 Harvey Street  
Muskegon, MI 49444  
231.798.7104