



IN THE MIX

THE OUTLET
SHOPS
OF GRAND RIVER

BIRMINGHAM'S
ONLY OUTLET
DESTINATION.

IN THE NOW: A BRILLIANT RETAIL BEACON



MAJOR METROPOLITAN AREA:

Primary: Birmingham
Secondary: Montgomery and Huntsville

SIZE: 330,000 sq. feet

NUMBER OF STORES: Over 68

OPENING DATE: October 2010

PARKING RATIO: 5 per 1,000 sq. ft.

CUSTOMER AGE SEGMENTS:

18-24:19%
25-34:37%
35-44:23%
45-54:11%
55+:10%

AVERAGE SPEND PER VISIT: \$220

AVERAGE ANNUAL APPAREL & ACCESSORY SPEND: \$1416 vs. national annual average of \$960-\$1100

AVERAGE H.H. INCOME: 30-mile average: \$65,451

AREA ATTRACTIONS: Birmingham Museum of Art, Birmingham Zoo, Barber Motorsports Park, Robert Trent Jones Golf Trail



SELECT TENANTS

Polo Ralph Lauren Factory Store / Nike Factory Store / GAP Factory Store / Banana Republic Factory Store / Tommy Hilfiger / Coach Factory Store / Charming Charlie / LOFT Outlet / Fossil / + MORE



LOCATION

Situated 30 minutes East of Birmingham at Exit 140 along the I-20 corridor between Birmingham and Atlanta in Historic Leeds, Alabama. The convenient location is minutes from Downtown Birmingham/ Highway 280 and just two hours West of Atlanta. Both Montgomery and Huntsville are approximately 1.5 hours north and south respectively.



6200 GRAND RIVER BLVD EAST LEEDS, ALABAMA 35094

TOURISM/TRAFFIC:

10% OF TRAFFIC IS DERIVED FROM TOURISM.

DOMESTIC GROUPS:

FAMILY REUNIONS AND LEISURE TRAVELERS ARE MOST FREQUENT.

INTERNATIONAL:

LEISURE TRAVELERS FROM THE UK IS THE #1 MARKET.

BUSINESS TRAVELERS:

THE OUTLET SHOPS OF GRAND RIVER IS A BEACON FOR INTERNATIONAL BUSINESS TRAVELERS. WITH A MERCEDES-BENZ PLANT 45 MINUTES WEST ON I-20 AND A HONDA PLANT 20 MINUTES EAST ON I-20, THE CENTER IS PERFECTLY POSITIONED TO CAPTURE BOTH GERMAN AND JAPANESE VISITORS WITH HIGH SPENDING THRESHOLDS.

THE PROJECT

- Situated on I-20 at Exit 140 along the Birmingham/Atlanta growth corridor
- Over 73,000 vehicles pass the site daily
- **Bass Pro Shops** is also located at exit 140, making the Leeds area a shopping destination for multiple demographic groups.
- 12 Miles to Birmingham International Airport
- 15 Miles to Downtown Birmingham
- “Hot Cities: America’s Best places to Live and Work.” (*Newsweek Magazine*)
- “America’s Most Livable City.” The U.S. Conference of Mayors
- Alabama’s largest commercial center with a diverse economy driven by healthcare, banking, professional services, engineering and construction, and automotive manufacturing
- Close to affluent suburbs of Mountain Brook, Homewood, Vestavia and Hoover



DEMOGRAPHICS

	30 miles	60 miles	100 miles
Population	961,881	1,693,377	3,801,748
Median Age	37.65	37.87	37.04
Average HH Income	\$65,451	\$58,898	\$56,488
Total Households	384,642	679,050	1,455,408

COMPETITIVE RETAIL	ANCHORS	DISTANCE / DRIVE TIME
The Pinnacle in Trussville	Belk, JCPenney, Best Buy	9 miles / 17 minutes
Colonial Promenade	Target, Home Depot, Academy Sports	9.8 miles / 13 minutes
The Summit	SAKS, Belk, Barnes & Noble, GAP	15.5 miles / 18 minutes
Brookwood Village	Belk, Macy’s, Gus Mayer	17.4 miles / 21 minutes
The Riverchase Galleria	Macy’s McRae’s, Belk, JCPenney	21.2 miles / 23 minutes

IN THE FUTURE: A COMMUNITY CORNERSTONE

The promising community of Grand River is the future of sustainable growth along the I-20-Atlanta Corridor. When the development is complete, The Outlet Shops of Grand River will be the sparkling centerpiece of an innovative mixed-use community that will include:

- 6,500 single-family homes, with Phase I breaking ground in 2013
- 1,200 acres of parks, greenways, walking trails and open space
- More than 1 million square feet of commercial development
- An additional 600,000 square feet of retail, dining and entertainment
- Over \$1 billion in total capital investments throughout development



AS GRAND RIVER CONTINUES TO EVOLVE AND EXPAND,

the community's unparalleled amenities will draw an ever-growing base of local shoppers, domestic tourists, international visitors, commercial employees, and community residents. Add to this the more than five million annual customers that The Outlet Shops of Grand River, Bass Pro Shops and Barber Motorsports Park already draw, and you have an unbeatable recipe for long-term success.



THE OUTLET SHOPS OF GRAND RIVER

I-20, Exit 140

Minutes from downtown Birmingham

SHOPSOFGRANDRIVER.COM

TO BE A PART OF BIRMINGHAM'S ONLY OUTLET RETAILING, CONTACT:

THE WAS GROUP, LLC

Jeffrey Was • 862.203.4352 x12 • jeff@was-group.com

Darren Was • 862.203.4352 x11 • darren@was-group.com

For information on commercial and out-parcel development, contact:

DANIEL CORPORATION

Christopher Schmidt • 205.443.4561 • cschmidt@danielcorp.com



United States Steel Corporation

PROJECT DATE: 03/27/14 10:18 AM P:\103\Grand River - Phase II\Main Plan\B1 - 01-1 - 01-31-14 - 01-01-14.dwg
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Note: This Lease Plan is subject to change and is given for the sole purpose of indicating the tenants that are either under lease or have expressed interest in the Shopping Center. No representation is made that such tenants will ultimately be present in the Shopping Center or located as shown, that the size and configuration of the buildings, stores, common areas and entrances will be as shown or that the entire Shopping Center will be constructed as part of the initial development.

THE SHOPS OF GRAND RIVER

