

# KINGSPORT

## TOWN CENTER

Kingsport, Tennessee [kingsporttowncenter.com](http://kingsporttowncenter.com)



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## Strong Market Area

- Kingsport Town Center is the only regional mall in Kingsport and serves a thriving and growing trade area. The average household income for Kingsport area residents within a 20 mile drive time is \$55,314.
- In Kingsport, an average annual salary of \$50K is the equivalent of \$75K in Atlanta, \$62K in Charlotte and \$65K in Raleigh. With 60% of Kingsport's workforce employed in white collar jobs and cost of living lower than the national average, families in the trade area have a higher rate of disposable income.
- Kingsport Town Center is strategically located at one of the busiest traffic intersections in the Tri-Cities region with traffic counts at 27,221 cars per day, and is in close proximity to the area's largest employers and business hubs.
- Kingsport continues to exceed national trends in employments, home value appreciation, private investment, new construction permits and sales tax revenue collections.

## Future Development Plans

- A multi-million dollar renovation is planned for Kingsport Town Center with an estimated start date in 2012. The extensive renovation and remerchandising plans will enhance the mall's retail and restaurant mix to create a premier shopping and dining experience in the Tri-Cities region.
- The renovation will feature a 25,000 square foot, two-level expansion and will include interior and exterior renovations that will create a shopping and gathering environment reflecting the community pride of Kingsport.
- In addition to more square footage for retail/restaurant uses, Phase One of the renovation will include new flooring, new interior lighting and skylights, soft seating areas and a new children's play area, a food court as well as new outparcel opportunities.

## Destination Anchors and Merchandise Mix

- Anchored by Belk, JCPenney, Sears and Marquee Cinemas, Kingsport Town Center benefits from the strength and diverse merchandise offerings provided by its anchor stores.
- Belk is one of the most popular department stores in the region and complements the loyal customer base of both Sears and JCPenney.
- Many national retailers at Kingsport Town Center including The Children's Place, Aeropostale, Victoria's Secret, Bath & Body Works, American Eagle, GameStop and GNC have been consistent strong performers at an average above \$500 per square foot.
- Dining options include: Garfield's, Piccadilly Cafeteria, Charley's Grilled Subs and Italian Village.



## Mall Information

### Location

Memorial Boulevard and Fort Henry Drive

### Market

Tri-Cities Region, Tennessee

### Description

Enclosed two-level regional mall

### Anchors

Belk, JCPenney, Sears and Marquee Cinemas

### Total Retail Square Footage

530,446 sq.ft.

### Parking Spaces

3,230

### Opened / Renovated

1976, 1989, 2005

## Trade Area Profile

<b>2010 Population</b>	204,674
<b>2015 Population</b>	211,925
<b>2010 Households</b>	88,396
<b>2015 Projected Households</b>	92,824
<b>2010 Average Household Income</b>	\$55,405
<b>2015 Projected Household Income</b>	\$66,838

## 10-Mile Radius Profile

<b>2010 Population</b>	129,972
<b>2015 Population</b>	134,244
<b>2010 Households</b>	58,633
<b>2015 Projected Households</b>	61,450
<b>2010 Average Household Income</b>	\$58,660
<b>2015 Projected Household Income</b>	\$69,786

## Daytime Employment

<b>3-Mile Radius</b>	35,326
<b>5-Mile Radius</b>	42,984

Source: AvisonYoung, LLC



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