



Bay Park Square is a regional mall featuring Elder-Beerman, Kohl's, Youngers and ShopKo, and over 90 specialty stores. In 2003 the mall underwent a transformation. Youngers along with 20 new exciting specialty stores joined the mall. Bay Park Square is located in one of the most affluent areas in Green Bay and is located only one mile from Lambeau Field.

#### TRADE-AREA PROFILE

The majority of the people within Bay Park Square's trade area are married (56%) and the workforce is evenly split between blue and white collar. 36% of the trade-area households have incomes of at least \$50,000.

## Bay Park Square

2400 S. Oneida St, Green Bay, WI 54304

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Sources: SPG Research 5/09. Trade-area demographic information created with Pitney Bowes MapInfo (2008).

## PROPERTY FACTS

MALL TYPE | Regional

LEVELS | 1

GROSS LEASABLE AREA | 700,000 sf

FOOD COURT | Yes THEATER | Yes

ANCHORS | 4: Kohl's, ShopKo, Youngers (2)

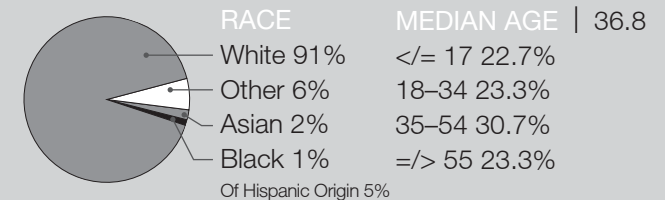
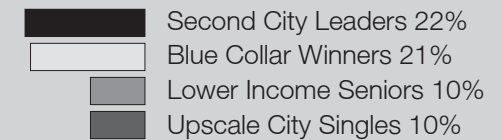
STORES | 90+: aerie, Aeropostale, American Eagle Outfitters, Bath & Body Works, Buckle, Build-A-Bear Workshop, The Children's Place, Charlotte Russe, Christopher & Banks, CJ Banks, Coldwater Creek, Gap, Gymboree, Express, Hot Topic, Justice, Kay Jewelers, New York & Co., Old Chicago, Old Navy, PacSun, Victoria's Secret, Wet Seal, Yankee Candle

GENDER | Male 49.8%, Female 50.2%

TRADE-AREA POPULATION | 257,139

AVERAGE ANNUAL HH INCOME | \$68,910

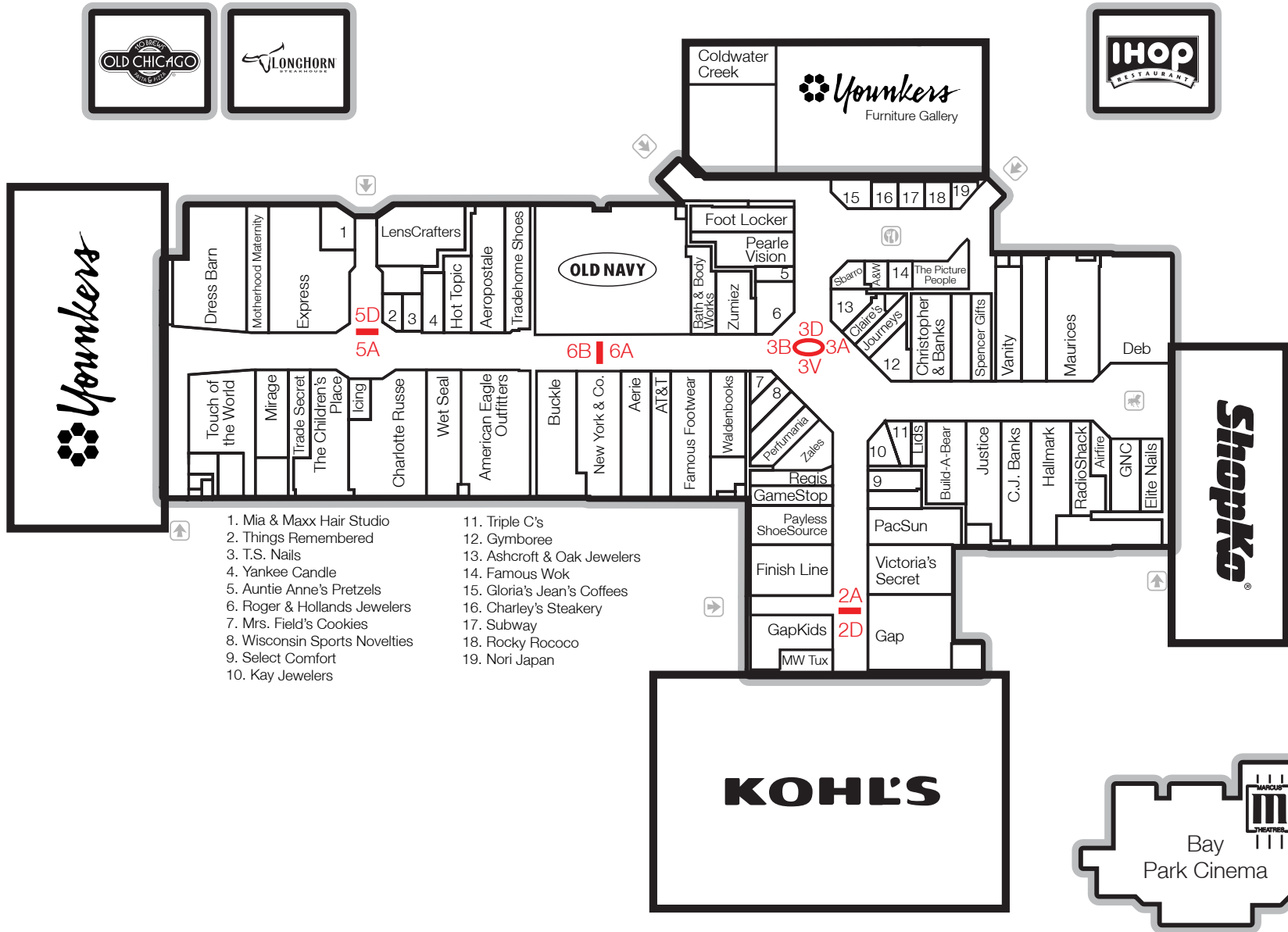
#### TOP FOUR LIFESTYLE SEGMENTATION GROUPS



SIMON® | PROPERTY GROUP

eye™

D – directory



- 1. Mia & Maxx Hair Studio
- 2. Things Remembered
- 3. T.S. Nails
- 4. Yankee Candle
- 5. Auntie Anne's Pretzels
- 6. Roger & Hollands Jewelers
- 7. Mrs. Field's Cookies
- 8. Wisconsin Sports Novelties
- 9. Select Comfort
- 10. Kay Jewelers
- 11. Triple C's
- 12. Gymboree
- 13. Ashcroft & Oak Jewelers
- 14. Famous Wok
- 15. Gloria's Jean's Coffees
- 16. Charley's Steakery
- 17. Subway
- 18. Rocky Roccoco
- 19. Nori Japan

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# Wisconsin

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