



westbrook  
OUTLETS

Shopping By The Sea

WESTBROOK, CONNECTICUT



## Distance to Major Cities

New London, CT	<b>22 miles</b>
Middletown, CT	<b>26 miles</b>
New Haven, CT	<b>28 miles</b>
Hartford, CT	<b>42 miles</b>
Providence, RI	<b>77 miles</b>

## Nearest Competition

CENTER	DISTANCE (MILES)	KEY TENANTS
Clinton Premium Outlets	<b>6</b>	Michael Kors, Kate Spade, Tumi, Movado
Crystal Mall	<b>20</b>	Forever 21, Victoria's Secret, Old Navy, JCPenney
Meriden Mall	<b>33</b>	Boscov's, Best Buy, TJMaxx, Dick's Sporting Goods
Tanger Outlets Foxwoods	<b>35</b>	Michael Kors, Kate Spade, Polo, Vineyard Vines
Connecticut Post Mall	<b>36</b>	Boscov's, H&M, Macy's, Target

## Points of Interest

Harveys Beach	<b>2 miles</b>
Essex Steam Train & Riverboat	<b>6 miles</b>
Hammonasset State Park	<b>7 miles</b>
Ocean Beach Park	<b>25 miles</b>
Mystic Aquarium	<b>30 miles</b>





314 Flat Rock Place  
Westbrook, CT 06498

**CENTER SIZE**  
**289,898 SF**

**NUMBER OF  
PARKING SPACES**  
**1,547**

**PARKING RATIO**  
**5:1,000**

**ANNUAL VISITORS**  
**648,800**

**OPEN DATE**  
**1995**

Source: Placer.ai 2022



## Market Demographics

	3 Miles	5 Miles	10 Miles	15 Miles	30 Miles
Population	12,169	29,379	66,553	142,440	1.1M
Households	5,004	12,406	27,803	57,659	440,173
Family Households	3,158	7,949	18,485	39,581	227,442
Avg. Persons Per Households	2.43	2.37	2.39	2.47	2.55
Avg. Household Income	\$121,819	\$110,848	\$116,533	\$119,571	\$97,547
Post-High School Education	64.2%	67.8%	71.7%	72.4%	62.6%
Median Age	49.14	49.19	49.29	48.66	41.34

### POPULATION BY AGE

Age Group	3 Miles	5 Miles	10 Miles	15 Miles	30 Miles
<21 years	17.1%	17.6%	19.3%	19.4%	19.4%
22 - 39 years	14.6%	14.8%	13.2%	14.1%	22.5%
40 - 59 years	26.6%	26.3%	26.0%	26.3%	26.2%
60 - 69 years	19.3%	17.5%	17.1%	16.9%	14.3%
70+ years	22.4%	23.8%	24.4%	23.4%	17.6%

Source: Placer.ai 2022

## Distance Traveled

<b>250+ Miles</b>	4.0%
<b>100-250 Miles</b>	3.6%
<b>50-99 Miles</b>	12.0%
<b>30-49 Miles</b>	25.1%
<b>10-30 Miles</b>	38.8%
<b>&lt;10 Miles</b>	16.6%

80% of shoppers live less than 50 miles away.

Source: Placer.ai 2022

## Seasonality

<b>Jan</b>	4.35%	<b>Jul</b>	10.53%
<b>Feb</b>	4.14%	<b>Aug</b>	15.61%
<b>Mar</b>	5.27%	<b>Sep</b>	5.95%
<b>Apr</b>	8.25%	<b>Oct</b>	7.08%
<b>May</b>	11.41%	<b>Nov</b>	8.26%
<b>Jun</b>	8.55%	<b>Dec</b>	10.35%

Source: Placer.ai data on a rolling from April 2021-March 2022





 62,000+ ADT



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### KEY RETAILERS :

Bath & Body Works Clearance  
Eddie Bauer Outlet  
H&M  
HANESBrands

J.Crew Factory Store | Crew Cuts  
LOFT Outlet  
Marquee Cinemas  
Old Navy Outlet

Pepperidge Farms  
Rack Room Shoes  
Williams-Sonoma Outlet

### MARKETING BY TORG

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### LEASING BY SIMKIN GROUP

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