

# Charleston Town Center

3000 Charleston Town Center, Charleston, WV 25389



## Charleston Town Center is the region's shopping & dining destination

Charleston Town Center is the region's shopping and dining destination attracting guests from West Virginia, Kentucky and Ohio. Featuring nearly 100 specialty stores on three levels, including JCPenney, Altar'd State, Sephora and LOFT Outlet, the center boasts 12 dining locations plus Starbucks in the center's three-story atrium.

<b>Year Built/Renovated</b>	1983 / 2004 / 2012
<b>Gross Leasable Area</b>	914,378 SF
<b>No. of Retailers</b>	100
<b>Parking Stalls</b>	4,000

### PROPERTY HIGHLIGHTS

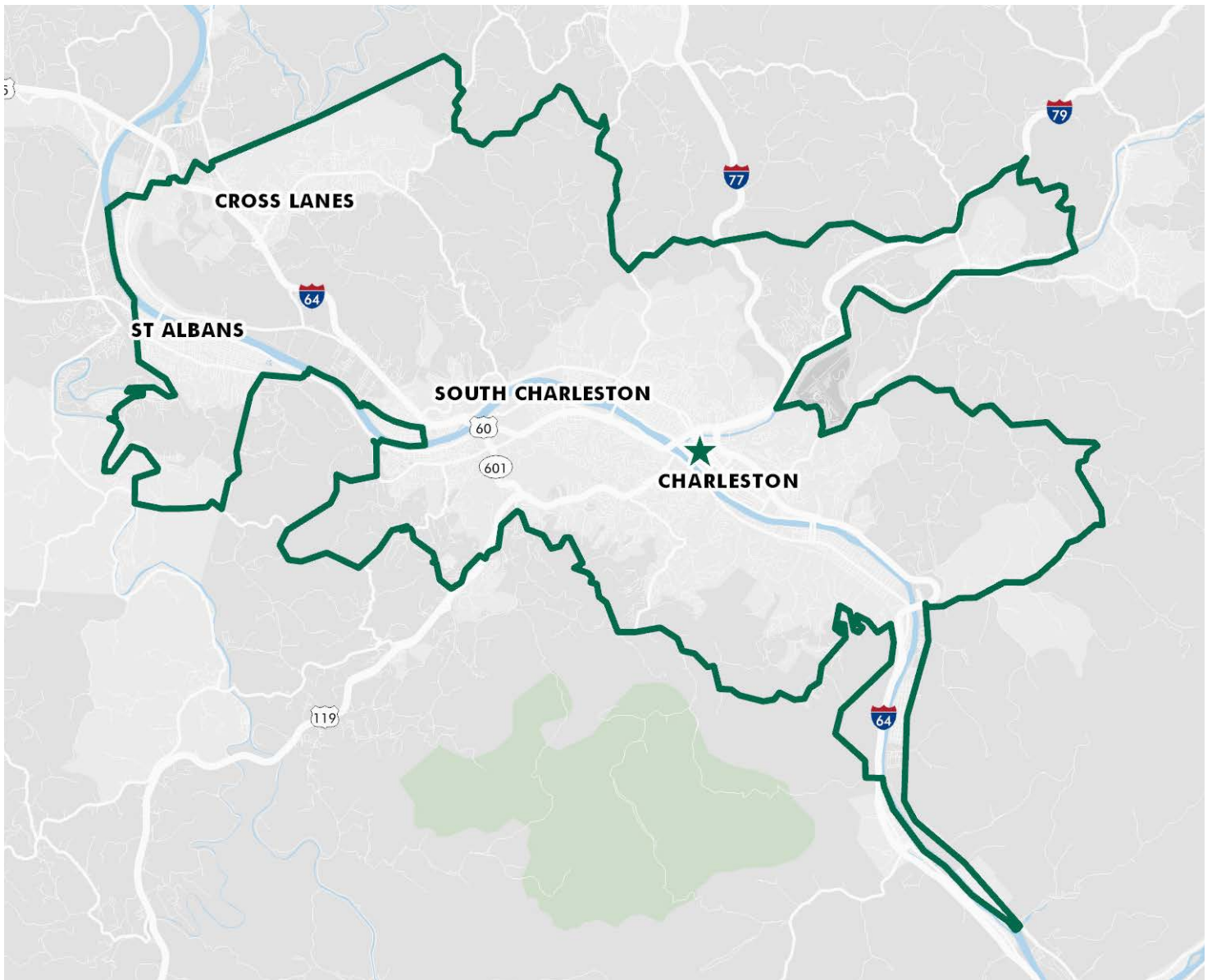
- Charleston is within a day's drive of 70% of the U.S. population.
- Between 2013 and 2018, the City of Charleston realized \$250 million in private/public tourism infrastructure improvements, including \$100 million for expansion and renovation of the Charleston Convention Center, located alongside Charleston Town Center.
- Charleston Town Center sits adjacent to the confluence of three major interstate highways with city-wide interstate exit ramp directional signs to the center.
- A vibrant river city and the seat of state government, Charleston is the cultural, recreational and business capital of the region.



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## TRADE AREA



## KEY RETAILERS

JCPenney

LOFT **HOT TOPIC** SEPHORA Bath & Body Works® **EXPRESS**  
OUTLET

WHITEHOUSE BLACK MARKET **TORRID** VICTORIA'S SECRET

AMERICAN EAGLE **zumiez** chico's TALBOTS **Justice**



RACK ROOM SHOES®

CBRE MALL AND LARGE FORMAT RETAIL

## 2018 DEMOGRAPHIC DATA (30 miles drive distance)

### Population



**TOTAL POP.**  
274,692



**2018 HOUSEHOLDS**  
116,457



**DAYTIME POP.**  
286,391



**MEDIAN AGE**  
43.9

### Household Stats



**AVG SIZE**  
2.33



**AVG INCOME**  
\$67,445

### Household Spending



**EATING OUT**  
\$2,969.93



**APPAREL & SERVICES**  
\$1,716.81



**GROCERIES**  
\$4,543.29

### Education



**SOME COLLEGE /  
ASSOCIATE'S DEGREE**  
26.4%



**BACHELOR'S  
DEGREE+**  
26.2%

### Workforce



**WHITE COLLAR**  
63.3%



**SERVICES**  
19.1%



**BLUE COLLAR**  
17.6%

### Generations



**GENERATION Z**  
(Born 1999-2016)  
20.0%



**MILLENNIALS**  
(Born 1981-1988)  
20.6%



**GENERATION X**  
(Born 1965-1980)  
20.4%



**BABY BOOMERS**  
(Born 1946-1964)  
26.9%

Source: Esri



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**CBRE**

[www.charlestantowncenter.com](http://www.charlestantowncenter.com)



## SHOPPER PROFILE

### 10% Diners & Miners

- Rural living; homes are sparsely located throughout the countryside
- Eat at Dary Queen, KFC, Golden Corral, Applebee's
- Budget for US vacations
- Do yard work; tend the garden
- Watch TV frequently: CMT, HSN
- Own domestic truck, ATV

### 7.9% Midlife Constants

- Married couples
- Professional/services workers
- College degree
- At or approaching retirement and above average net worth
- Traditional, opt for convenience and comfort
- Attentive to price, but not at expense of quality
- Prefer to buy American and natural products

### 7.8% In Style

- Married couples with no children
- Professional/management workers
- College degree
- Embrace urbane lifestyle that includes support of arts, travel and reading
- Have time to focus on their homes and interests
- Connected and knowledgeable, carry smartphones
- Attentive to price

Source: Esri

## CONTACT US

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