

# MIDTOWN SHOPPING CENTER

COLUMBUS, GEORGIA

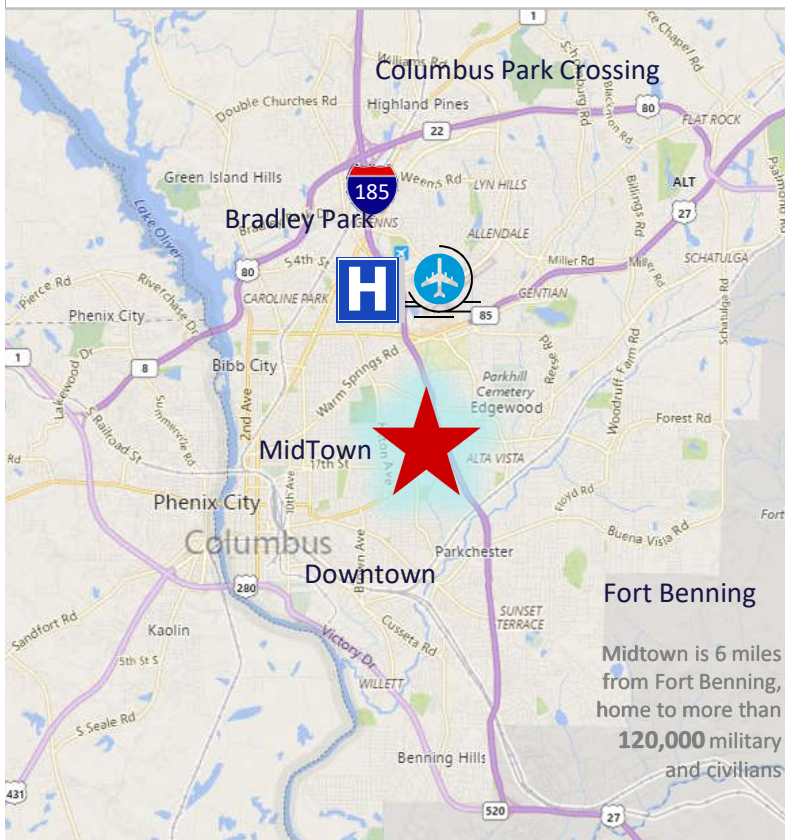
- ❖ Phase I was renovated in 2014 with Ross Dress for Less, Bealles, Dollar Tree & Shoe Carnival
- ❖ Located in the heart of Columbus, GA and MidTown adjacent to I-185, a major commuter interstate
- ❖ MidTown, Inc. continues to work diligently with the community and property owners towards the ongoing revitalization of the surrounding community as seen by recent improvements and renovations

## KMART Redevelopment 2017



KMART closing in 2017

## Highlights



**Address:**  
Midtown Shopping Center  
3200 Macon Road, Columbus, GA 31906  
Muscookee County

**Intersection:**  
Macon Road and I-185

**Demographics:**  
Population 79,420  
Average HH Income \$47,419

**Drive Times:**  
Population 102,421  
Average HH Income \$50,563

**Traffic Counts:**  
33,700 AADT on Macon Road  
69,200 AADT on I-185

**Total G.L.A.:**  
Approximately 199,763 SF

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Aerials



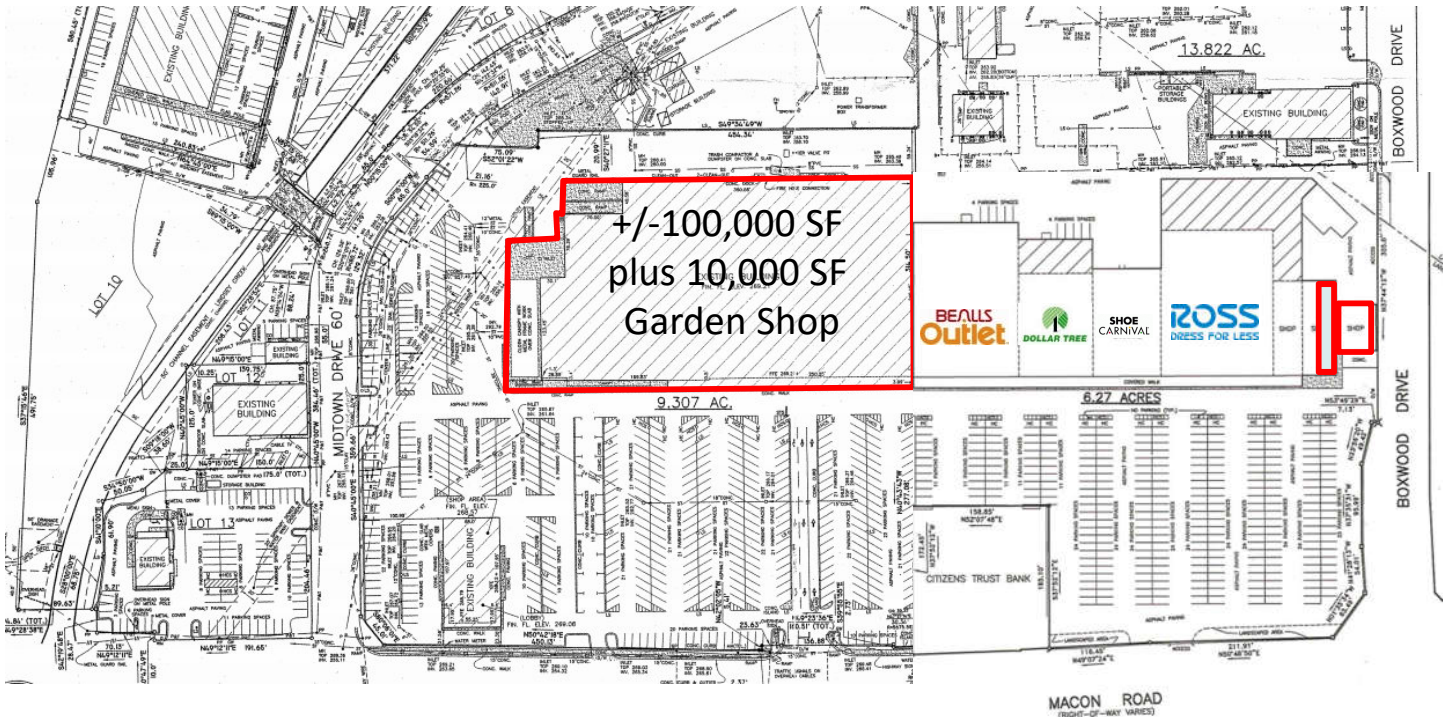
Phase I Redevelopment



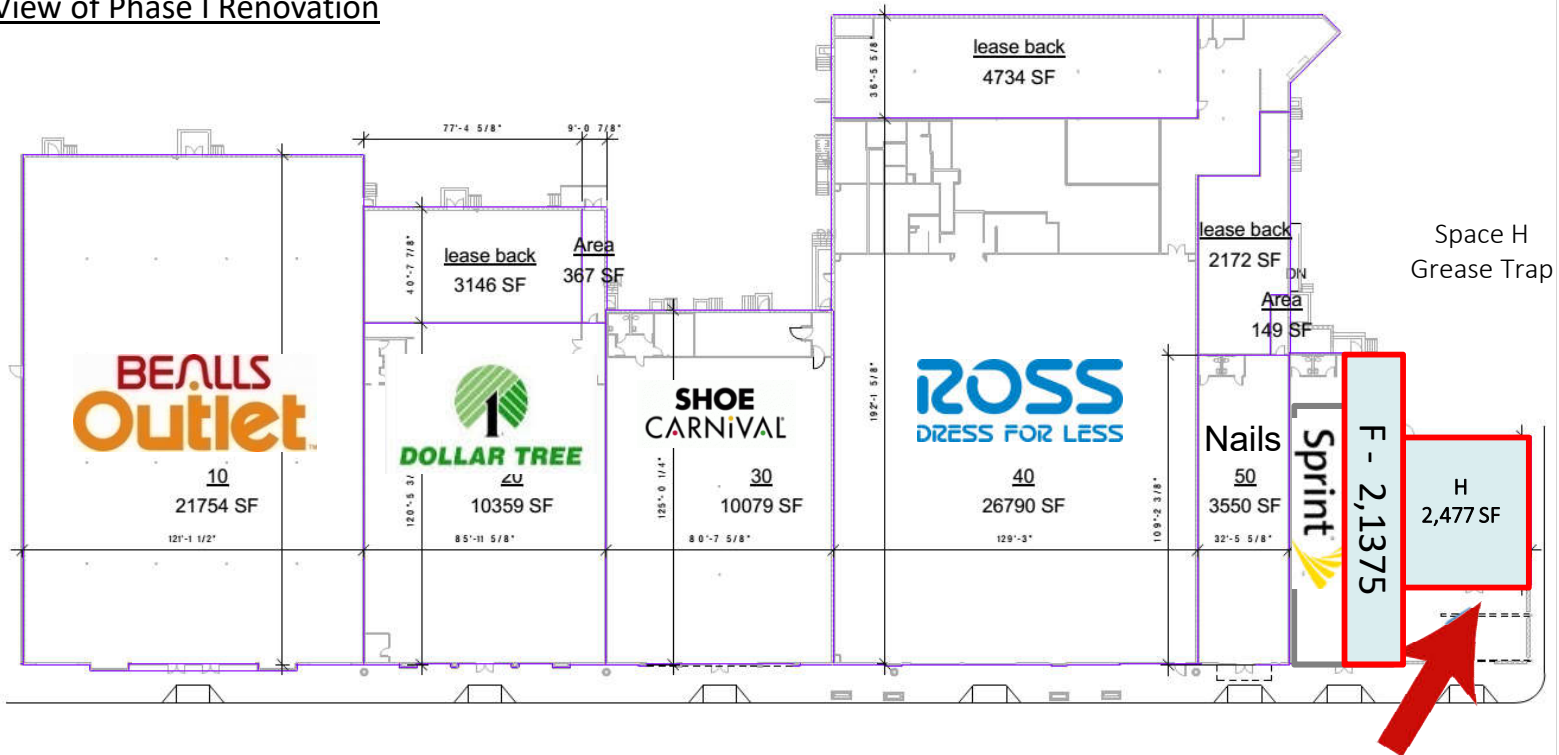


Site Plans

View of KMART with Phase I Renovation



View of Phase I Renovation



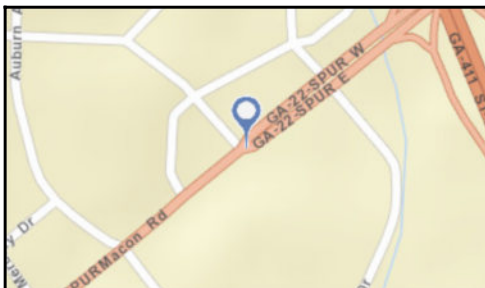
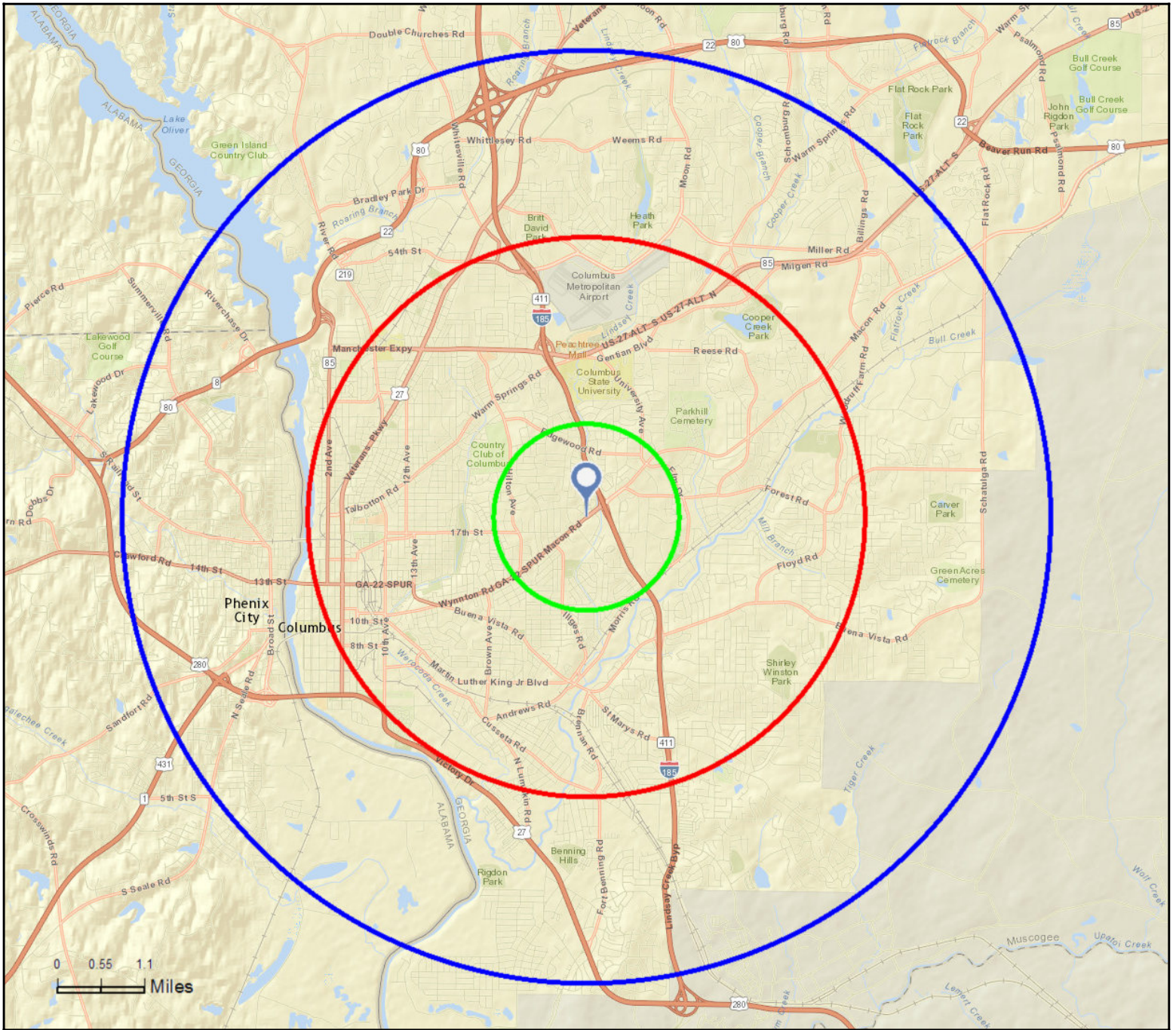




# Site Map

3200 Macon Rd, Columbus, Georgia, 31906  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 32.48084  
Longitude: -84.94252





# Executive Summary

3200 Macon Rd, Columbus, Georgia, 31906  
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	1 mile	3 miles	5 miles
<b>Population</b>			
2000 Population	7,838	80,599	168,214
2010 Population	7,938	77,544	163,053
2016 Population	8,052	79,420	169,609
2021 Population	8,143	80,794	174,648
2000-2010 Annual Rate	0.13%	-0.39%	-0.31%
2010-2016 Annual Rate	0.23%	0.38%	0.63%
2016-2021 Annual Rate	0.23%	0.34%	0.59%
2016 Male Population	45.8%	46.6%	47.4%
2016 Female Population	54.2%	53.4%	52.6%
2016 Median Age	38.7	35.3	35.2

In the identified area, the current year population is 169,609. In 2010, the Census count in the area was 163,053. The rate of change since 2010 was 0.63% annually. The five-year projection for the population in the area is 174,648 representing a change of 0.59% annually from 2016 to 2021. Currently, the population is 47.4% male and 52.6% female.

### Median Age

The median age in this area is 38.7, compared to U.S. median age of 38.0.

### Race and Ethnicity

2016 White Alone	47.3%	36.3%	39.2%
2016 Black Alone	46.6%	56.2%	52.8%
2016 American Indian/Alaska Native Alone	0.3%	0.4%	0.4%
2016 Asian Alone	1.0%	1.2%	1.5%
2016 Pacific Islander Alone	0.1%	0.1%	0.2%
2016 Other Race	1.5%	2.7%	2.7%
2016 Two or More Races	3.3%	3.1%	3.3%
2016 Hispanic Origin (Any Race)	4.4%	6.5%	7.1%

Persons of Hispanic origin represent 7.1% of the population in the identified area compared to 17.9% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 62.4 in the identified area, compared to 63.5 for the U.S. as a whole.

### Households

2000 Households	3,281	32,634	65,845
2010 Households	3,232	31,739	65,171
2016 Total Households	3,280	32,470	67,842
2021 Total Households	3,323	33,121	70,071
2000-2010 Annual Rate	-0.15%	-0.28%	-0.10%
2010-2016 Annual Rate	0.24%	0.36%	0.64%
2016-2021 Annual Rate	0.26%	0.40%	0.65%
2016 Average Household Size	2.42	2.36	2.40

The household count in this area has changed from 65,171 in 2010 to 67,842 in the current year, a change of 0.64% annually. The five-year projection of households is 70,071, a change of 0.65% annually from the current year total. Average household size is currently 2.40, compared to 2.41 in the year 2010. The number of families in the current year is 41,891 in the specified area.

**Data Note:** Income is expressed in current dollars

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021. Esri converted Census 2000 data into 2010 geography.





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<b>Median Household Income</b>			
2016 Median Household Income	\$41,858	\$32,066	\$34,695
2021 Median Household Income	\$47,088	\$31,514	\$34,109
2016-2021 Annual Rate	2.38%	-0.35%	-0.34%
<b>Average Household Income</b>			
2016 Average Household Income	\$68,717	\$47,419	\$49,471
2021 Average Household Income	\$75,919	\$51,136	\$53,482
2016-2021 Annual Rate	2.01%	1.52%	1.57%
<b>Per Capita Income</b>			
2016 Per Capita Income	\$27,958	\$20,250	\$20,423
2021 Per Capita Income	\$30,908	\$21,808	\$22,064
2016-2021 Annual Rate	2.03%	1.49%	1.56%

### Households by Income

Current median household income is \$34,695 in the area, compared to \$54,149 for all U.S. households. Median household income is projected to be \$34,109 in five years, compared to \$59,476 for all U.S. households

Current average household income is \$49,471 in this area, compared to \$77,008 for all U.S. households. Average household income is projected to be \$53,482 in five years, compared to \$84,021 for all U.S. households

Current per capita income is \$20,423 in the area, compared to the U.S. per capita income of \$29,472. The per capita income is projected to be \$22,064 in five years, compared to \$32,025 for all U.S. households

<b>Housing</b>			
2000 Total Housing Units	3,438	35,855	72,860
2000 Owner Occupied Housing Units	2,403	17,280	36,121
2000 Renter Occupied Housing Units	878	15,354	29,724
2000 Vacant Housing Units	157	3,221	7,015
2010 Total Housing Units	3,526	35,860	73,116
2010 Owner Occupied Housing Units	2,127	15,230	32,833
2010 Renter Occupied Housing Units	1,105	16,509	32,338
2010 Vacant Housing Units	294	4,121	7,945
2016 Total Housing Units	3,642	37,567	77,821
2016 Owner Occupied Housing Units	2,024	14,179	31,453
2016 Renter Occupied Housing Units	1,257	18,291	36,389
2016 Vacant Housing Units	362	5,097	9,979
2021 Total Housing Units	3,715	38,679	81,014
2021 Owner Occupied Housing Units	2,044	14,390	32,280
2021 Renter Occupied Housing Units	1,279	18,731	37,791
2021 Vacant Housing Units	392	5,558	10,943

Currently, 40.4% of the 77,821 housing units in the area are owner occupied; 46.8%, renter occupied; and 12.8% are vacant. Currently, in the U.S., 55.4% of the housing units in the area are owner occupied; 32.9% are renter occupied; and 11.7% are vacant. In 2010, there were 73,116 housing units in the area - 44.9% owner occupied, 44.2% renter occupied, and 10.9% vacant. The annual rate of change in housing units since 2010 is 2.81%. Median home value in the area is \$112,512, compared to a median home value of \$198,891 for the U.S. In five years, median value is projected to change by 3.43% annually to \$133,164.

**Data Note:** Income is expressed in current dollars

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021. Esri converted Census 2000 data into 2010 geography.