



BRIDGE STREET TOWN CENTRE

A **Tanger** PROPERTY

Huntsville, AL



Contents

- 3 Bridge Street Town Centre Overview
- 5 Market Insights
- 10 Food & Beverage Opportunity
- 11 Brands
- 12 Aerial
- 13 Events



Rocket City's premier lifestyle destination

Prime with untapped potential, Bridge Street Town Centre is perfectly positioned to serve residents and tourists to Huntsville – one of the fastest-growing markets in the U.S.





6.4M+

Annual guests

80+

Brand partners, including 50+
unique-to-market concepts

825K SF

Open-air shopping and dining

25+

Food and beverage establishments

Ranks #1

Highest foot traffic among all
competitors in the market

500+

hotel rooms

At 3 on-site hotels



“The Southeast’s best-kept secret destination”

Forbes

Huntsville, a hub for tech, military innovation, and aerospace, also thrives as a tourist destination, welcoming 3.9 million visitors annually to its renowned attractions like the U.S. Space and Rocket Center

Ranked #1 North America’s Next 25 mid-tier tech talent markets, Huntsville’s primed for continued growth in the tech sector



Why Huntsville?

With its highly educated, affluent workforce, Huntsville is home to dozens of Fortune 500 companies, as well as many luxury neighborhoods and country clubs.

Within Cummings Research Park:

Bridge Street Town Centre sits within Cummings Research Park, the second largest research park in the U.S. spanning over 3.8K acres. Home to a mix of international high-tech enterprises and Fortune 500 companies, including:

Boeing
Booz Allen Hamilton
General Dynamics
IBM
Leidos
Lockheed Martin
Northrup Grumman

Within a 30-minute drive:

Surrounded by luxury neighborhoods, Bridge Street Town Centre is also within a short drive of the area's most exclusive country clubs, golf courses, and sports clubs:

Athletic Club Alabama – premier private racquet club
Canebrake Country Club
Hampton Cove Golf Course
Huntsville Country Club
The Ledges Championship Golf Course
Valley Hill Golf and Country Club



Top medium-sized market for high incomes in the Southeast

Huntsville has become one of the leading markets for income, education, and tech talent thanks to a significant influx of talent from Tennessee, Florida, Georgia, California, and Texas

Strong market advantage

Experiencing growth comparable to Charleston, higher average household income, higher average net worth, and greater educational attainment with an 11% lower cost of living

Opportunity for brand expansion

Shoppers in Huntsville seek access to top retail brands and prefer to shop locally rather than traveling out of market



Huntsville's strong demographics make it a clear choice for retailer expansion in Alabama

Largest city in Alabama with outsized population growth

Greater affluence and home ownership

Stronger spending potential on key retail categories

Opportunity for retail expansion given underserved retail GLA per capita

Market comparison

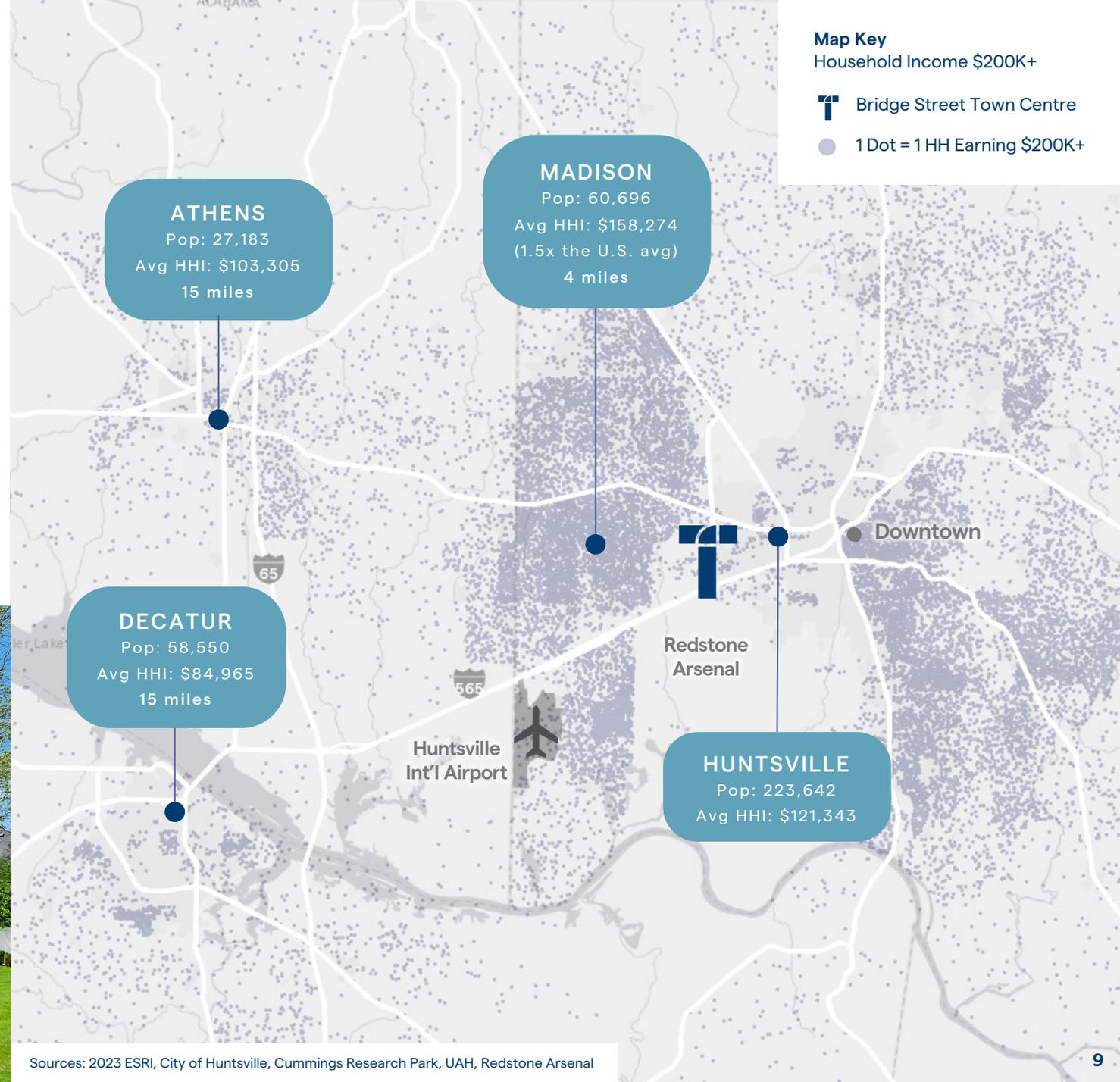
Huntsville vs. Birmingham

2023 City Demographics	Huntsville, AL	Birmingham, AL
Population Rank in State	#1	#3
Population	223K	200K
Population Growth (2010-2023)	+4.4%	-6.4%
Projected Population Growth (2023-2028)	+4.4%	+0.4
Average Household Income	\$107K	\$65K
Average Net Worth	\$1.1M (3x higher)	\$328K
Average Home Value	\$314K (1.3x higher)	\$233K
Owners / Renters	60% / 40%	46% / 54%
Average Annual Spend per Household	Apparel: \$2,245 Furniture: \$2,967	Apparel: \$1,402 Furniture: \$1,800
Retail GLA per Capita ¹	11 SF per person	16 SF per person

Source: 2023 ESRI

¹Includes: lifestyle, super-regional, regional, and value centers. Excludes: community and power centers

Centrally located between the most affluent cities in the market, Bridge Street Town Centre is perfectly positioned to draw the wealth from Madison and Huntsville



A unique food & beverage opportunity

With its sophisticated open-air setting, welcoming common areas, and frequent live music performances and other events, visitors to Bridge Street Town Centre make a day of it. They're looking for upscale dining destinations to round out their experience.

Additionally, the large concentration of nearby office employees and business travelers staying at on-site hotels drives strong weekday lunch and dinner traffic.

3.9M

Tourists visit the Huntsville region annually

500+ rooms

At 3 on-site hotels: Element, Extended Stay, and Westin, Huntsville's only AAA 4-diamond hotel

1.1K

Businesses and 56K employees within 2 miles

Rated #1

Hotel destination in the market with 120K guests per year

70+

Community events hosted annually

40%+

Of guests are business travelers





Shopping

-
-
-
-
-
-
-
-
-
-
-
-
-
-
-

On-site dining

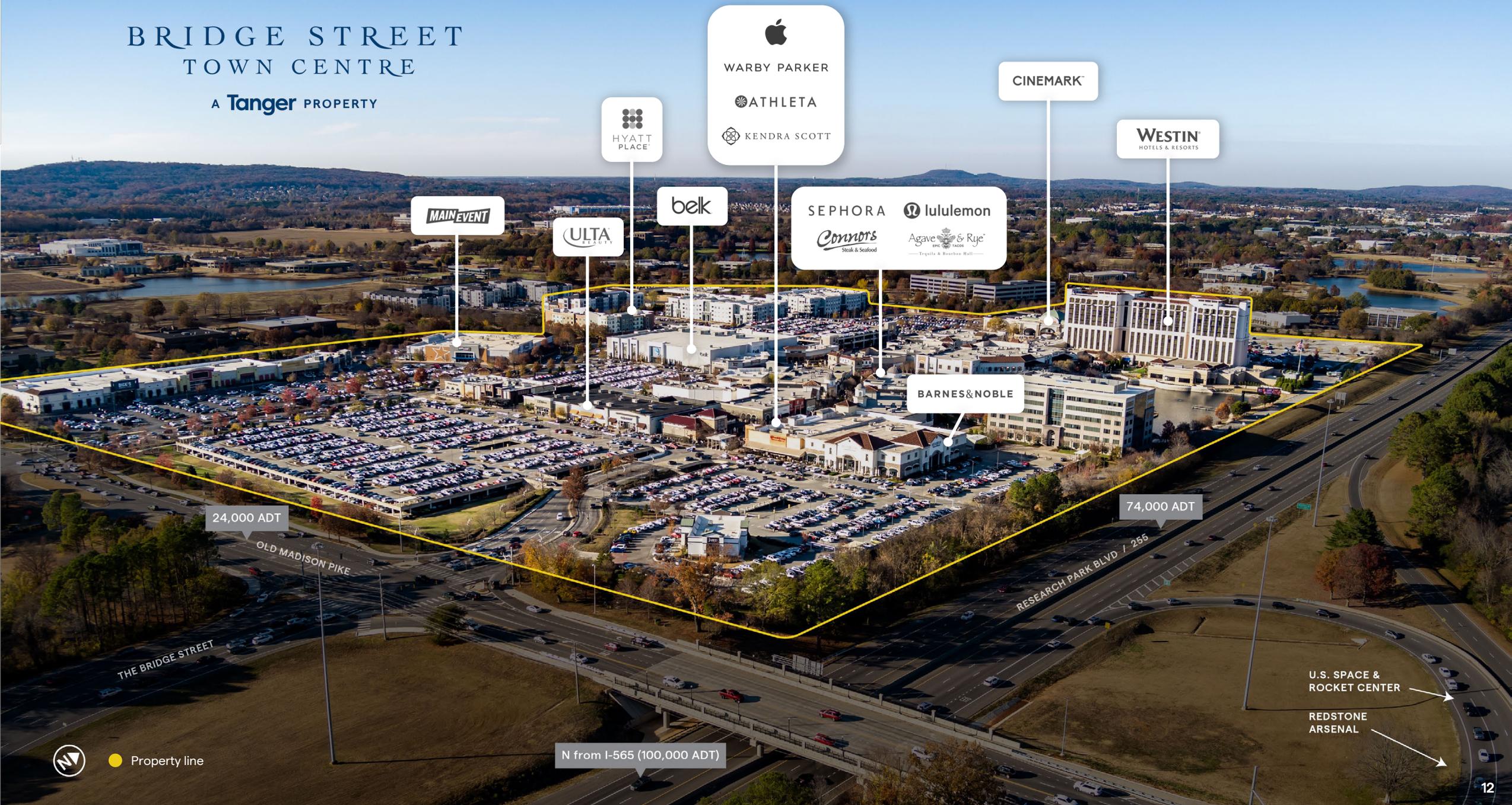
-
-
-
-
-
-

Stay & play

-
-
-
-
-
-
-

BRIDGE STREET TOWN CENTRE

A **Tanger** PROPERTY



Apple
WARBY PARKER
ATHLETA
KENDRA SCOTT

CINEMARK

WESTIN
HOTELS & RESORTS

HYATT
PLACE

MAIN EVENT

belk

SEPHORA lululemon
Connors Steak & Seafood Agave & Rye
Epic Tacos Triquila & Bourbon Hall

ULTA
BEAUTY

BARNES & NOBLE

24,000 ADT

74,000 ADT

N from I-565 (100,000 ADT)

U.S. SPACE &
ROCKET CENTER

REDSTONE
ARSENAL



● Property line

Property events

Bridge Street Town Centre offers a variety of exciting events year-round that unite the community.

From festive holiday celebrations and live music to local exhibits and interactive parking lot activations, there's something for everyone.

With special retailer promotions and family-friendly activities, it's the ideal destination for shopping and seasonal fun.



Holiday Celebrations



Live Music



Annual Fido Fest



Food & Beverage



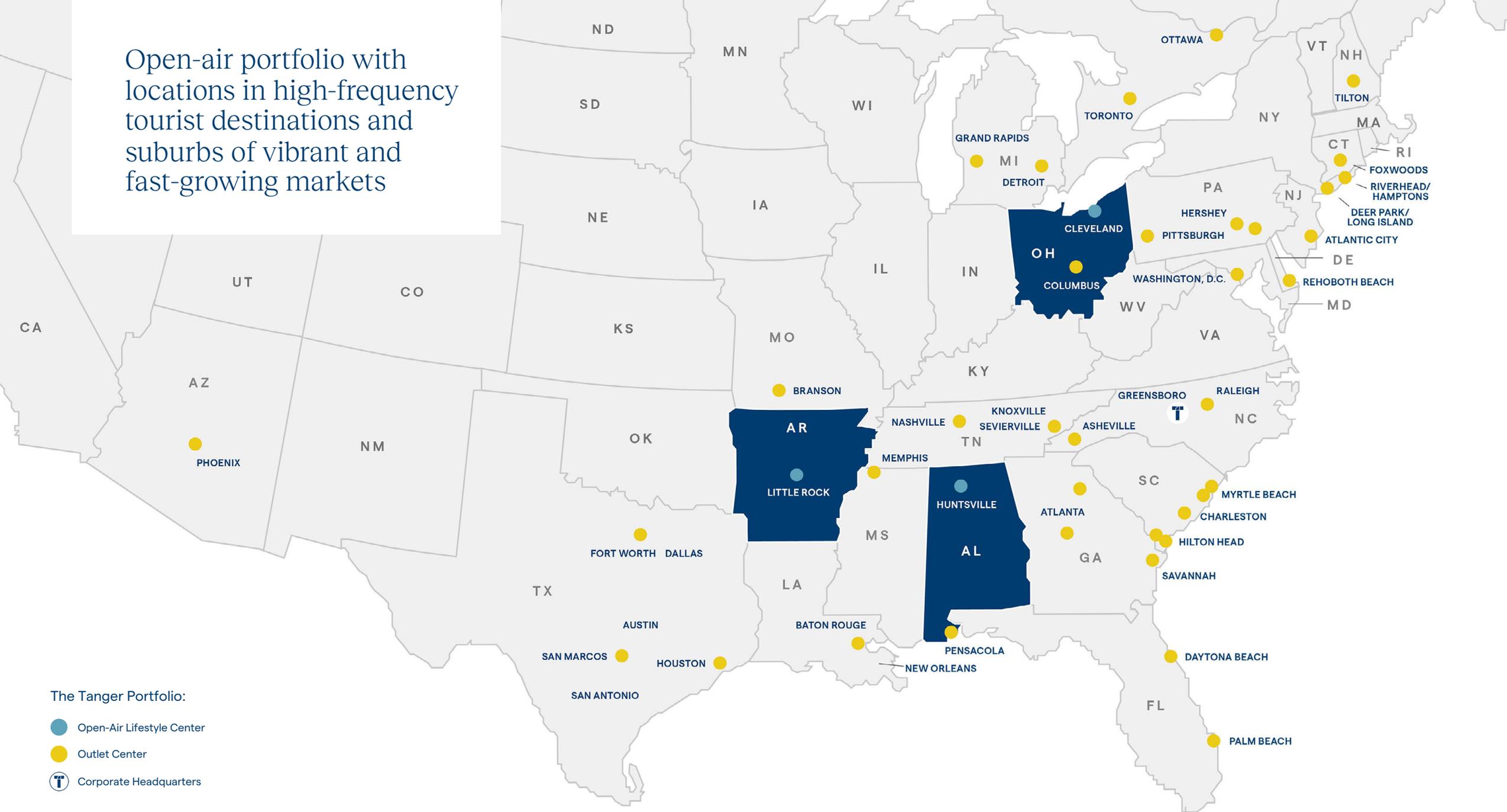
Family Entertainment

Fitness Pop-ups



Retailer Events

Open-air portfolio with locations in high-frequency tourist destinations and suburbs of vibrant and fast-growing markets





Thank you

Contact:

Maxine Miller
AVP Lifestyle Leasing Full-Price Assets
maxine.miller@tanger.com