



Tanger
GRAND RAPIDS

LOYAL GUESTS. UNBEATABLE VALUE.

TANGER GRAND RAPIDS



West Michigan's top outlet shopping destination

Grand Rapids is known as the 'city with a little bit of everything' - from museums, to art galleries, breweries, and more. Tanger Grand Rapids is the exclusive outlet shopping destination serving this diverse community.

ADDRESS

350 84th Street SW,
Byron Center, MI 49315

357K SF

Open-air shopping
destination

75+ BRANDS

Top fashion and
lifestyle retailers

MAJOR CITIES

Grand Rapids, MI (10 mi)
Kalamazoo, MI (35 mi)
Lansing, MI (55 mi)

MSA POPULATION

1,174,989 – Grand Rapids, MI

ANNUAL VISITORS

2 Million to Grand
Rapids, MI



COACH
OUTLET



kate spade
NEW YORK

Columbia
FACTORY STORE

Prime location

Ideally located on US-131, just 10 miles south of Downtown Grand Rapids.



104,000+ cars
pass by per day on
surrounding roadways¹



Nearest Major Airport
Gerald R. Ford International Airport
10 miles northeast of the center

¹ Includes surrounding roadways that may not be visible on aerial; Source: Inrix 2023 AADT



GRAND RAPIDS, MI RANKINGS

#3 Top Housing Hot Spots
National Association of Realtors

#8 America's Best Towns to Visit
CNN Travel

#11 Fastest-Selling Housing Market
Zillow

#14 U.S. Cities with the Best Quality of Life
Business Insider



STRONG ECONOMY

Once hailed as the **Furniture City in 1876**, West Michigan has long been a leading hub for **technical expertise and innovation**

Top employers include **Spectrum Health, Axios Incorporated, Meijer, Mercy Health, and Amway**



ART & ENTERTAINMENT MECCA

4 Minor League Sports Teams

Frederik Meijer Gardens & Sculpture Park
12 miles away

Grand Rapids Art Museum
11 miles away

Known for the annual **ArtPrize** citywide art competition



A GROWING COMMUNITY

(proposed, planned or under construction within 10 miles)

+1.2K Multi-Family Units

+2 Hotels

+226 Hotel Rooms

Source: CoStar

Demographics

TRADE AREA

1.3M

2024 Population

37.7

Median Age
U.S. 39.3

1.2%

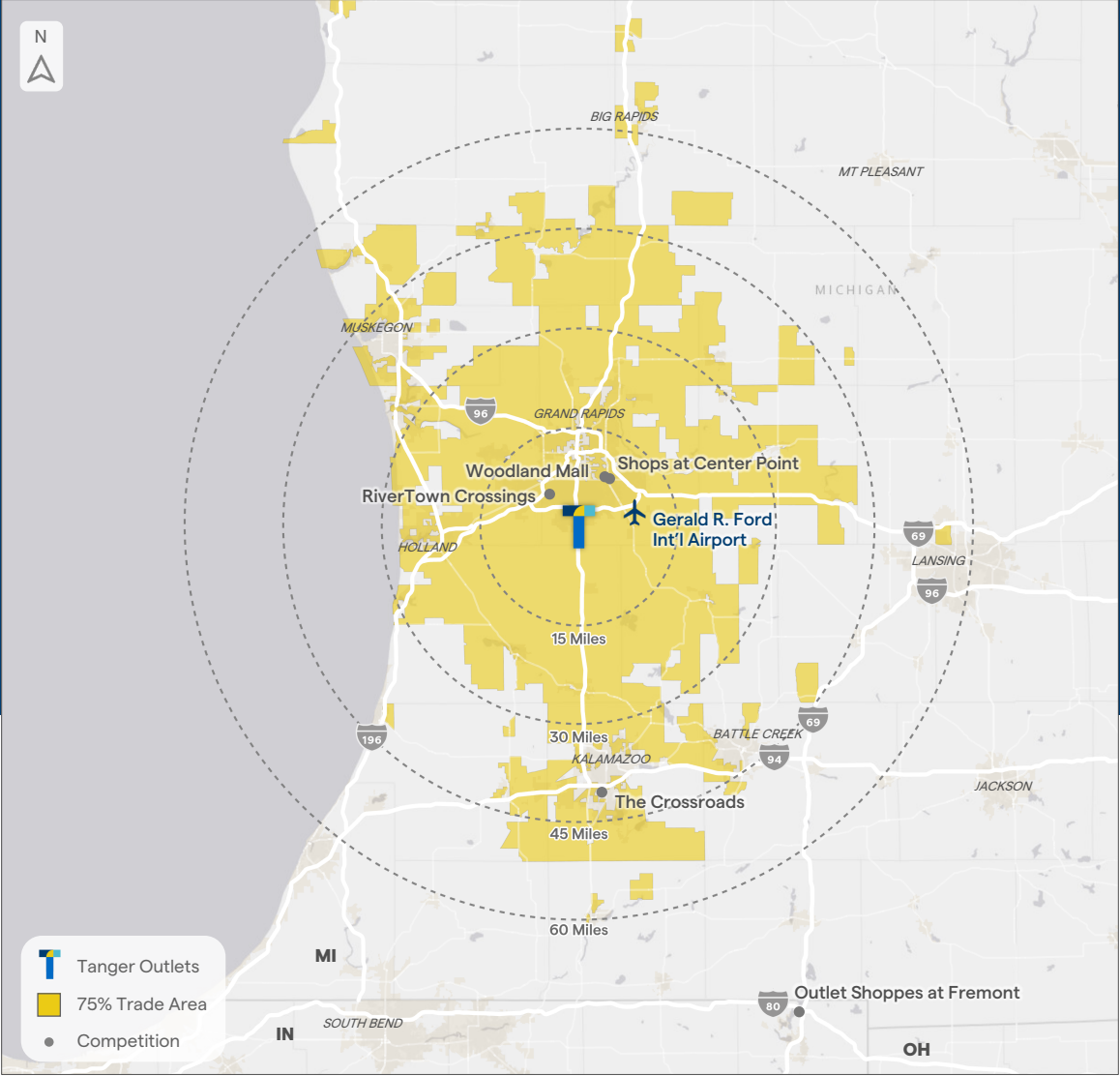
2024-2029 Population Growth Rate
U.S. 1.9%

\$109K

Average Household Income
U.S. \$113K

	Trade Area	15 Miles	30 Miles	45 Miles	Grand Rapids, MI MSA
2024 Population	1,317,367	641,878	1,122,260	1,838,678	1,174,989
2024-2029 Pop. Growth Rate	1.2%	1.6%	1.6%	1.0%	1.5%
Households	498,833	244,511	424,606	711,486	444,564
Avg. HH Income	\$108,958	\$106,975	\$108,343	\$101,408	\$105,587
Median Age	37.7	35.6	36.8	37.8	37.2

Sources: 2024 Alexander Babbage Trade Areas, 2024 ESRI Demographics



Market Retail

	DISTANCE (Miles)	DRIVE TIME (Minutes)
RiverTown Crossings	6	19
Woodland Mall	9	24
Shops at Center Point	9	26
The Crossroads	41	46
Outlet Shoppes at Fremont	82	99

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

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CONTACT US



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Tanger[®]