

**KITE**

**Stop & Shop**

great food

fresh picked produce

Citizens Bank

**MARKET OVERVIEW**  
**LINCOLN PLAZA**  
WORCESTER, MA

**KRG**  
LISTED  
NYSE

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## THE KITE TEAM

Kite Realty Group (NYSE: KRG) is a full-service, vertically integrated real estate investment trust (REIT) engaged in the ownership and operation, acquisition, development and redevelopment of high-quality, open-air neighborhood and community shopping centers in select strategic markets.

## PUBLICLY TRADED SINCE 2004

KRG  
LISTED  
NYSE

with a successful history in the real estate industry dating back to the 1960s.

## TOP 5 SHOPPING CENTER REIT | OVER \$7.5 BILLION

in total enterprise value.

## 180 PROPERTIES

in thriving markets across the country.

## 28.3 MILLION SF

and two development and redevelopment projects currently under construction.

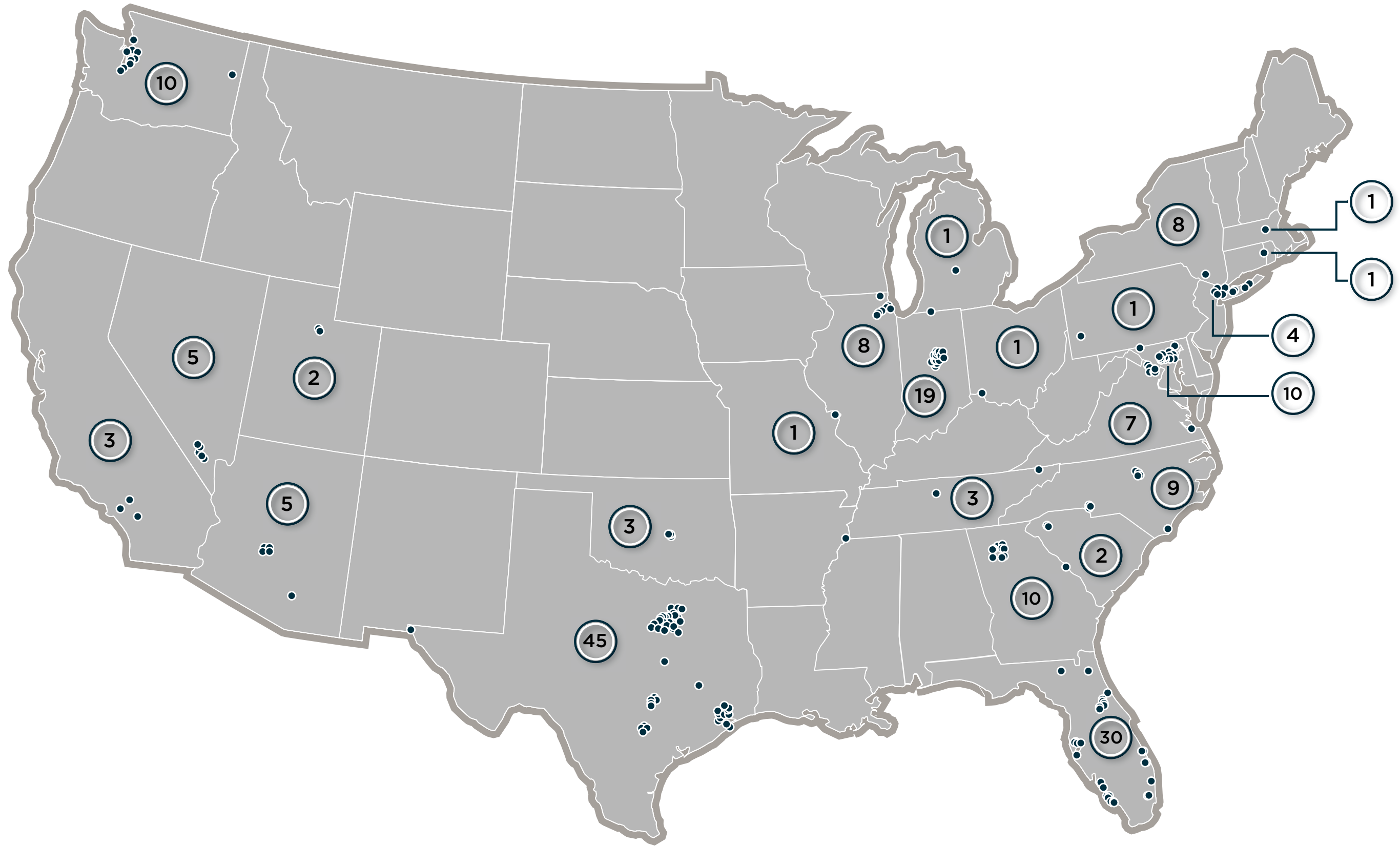
## 24 STATES,

including Arizona, California, Connecticut, Florida, Georgia, Illinois, Indiana, Maryland, Massachusetts, Michigan, Missouri, Nevada, New Jersey, New York, North Carolina, Ohio, Oklahoma, Pennsylvania, South Carolina, Tennessee, Texas, Utah, Virginia, and Washington.

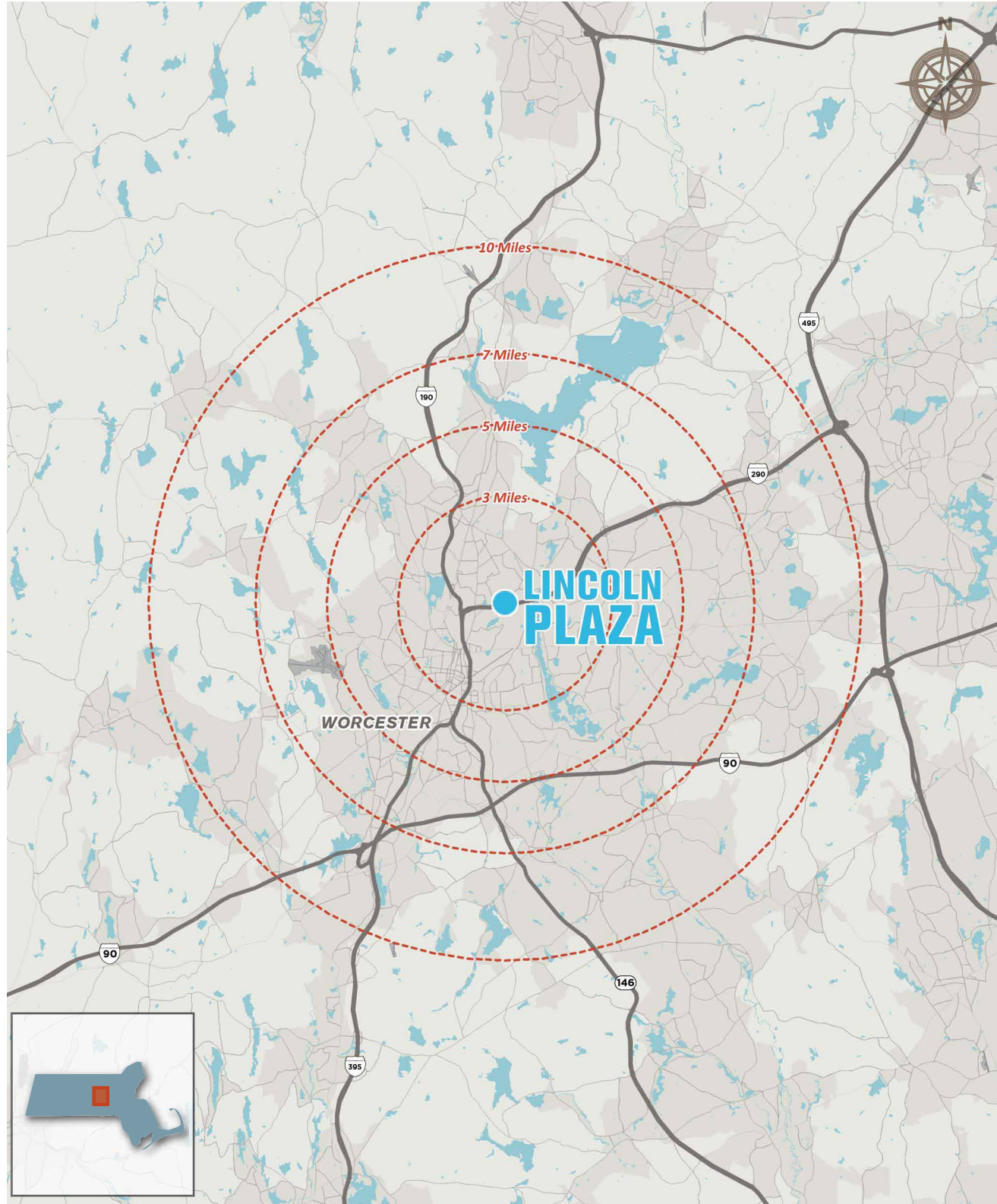
\*Information accurate as of 9/30/2023

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30 South Meridian Street, Suite 1100, Indianapolis, IN 46204





# LINCOLN PLAZA • DEMOGRAPHIC DATA



	1 MILE	3 MILE	5 MILE	7 MILE	10 MILE
<b>Population Estimate 2023</b>	12,021	120,304	252,988	316,958	406,401
<b>Projected Population 2028</b>	10,866	116,421	247,682	312,165	404,734
<b>Projected Annual Growth 2023 - 2028</b>	-2.00%	-0.65%	-0.42%	-0.30%	-0.08%
<b>Historical Annual Growth 2010 to 2023</b>	0.18%	3.21%	2.74%	2.55%	2.37%
<b>Daytime Population</b>	11,625	93,150	122,825	141,275	173,965
<b>Households Estimate 2023</b>	4,799	48,125	96,532	120,761	155,123
<b>Projected Households 2028</b>	4,311	46,553	94,380	118,791	154,418
<b>Households With Children</b>	31.41%	26.39%	26.95%	27.83%	28.10%
<b>Average Persons Per Household</b>	2.4	2.4	2.5	2.5	2.5
<b>Median Age</b>	37	36	37	38	39
<b>Average Household Income</b>	\$63,037	\$78,022	\$86,620	\$93,978	\$102,640
<b>Median Household Income</b>	\$46,695	\$57,532	\$64,305	\$70,167	\$77,075
<b>HHs with Income Over \$75,000</b>	1,405	18,813	42,277	57,221	79,391
<b>HHs with Income Over \$75,000 (%)</b>	29.29%	39.09%	43.80%	47.38%	51.18%
<b>Bachelors Degree or Higher</b>	29.93%	35.24%	37.27%	39.36%	41.40%
<b>Median Home Value</b>	\$330,352	\$382,670	\$407,012	\$420,229	\$444,173
<b>Median Rent</b>	\$458	\$578	\$584	\$590	\$598
<b>Total Housing Inventory</b>	5,000	51,531	102,810	128,021	163,948

© 2023, Trade Area Systems / Demographic Source: Synergos Technologies, Inc. (PopStats)

Placer.ai | 2023 VISIT DATA

**VISITS - 4.12 M VISITORS - 2.27 M AVG. DWELL TIME - 55 MIN.**

# LINCOLN PLAZA • INTRODUCTION

- Lincoln Plaza is located at the interchange of Interstate 290 and Lincoln Street in Worcester, MA. **The center is anchored by Target, Lowe's, Michaels, T.J. Maxx, HomeGoods, and Stop & Shop.**
- The center is located just minutes from University of Massachusetts Chan School of Medicine. The university has a total enrollment of 1,184 full-time MD/PHD, research, and nursing students. **It is also nationally ranked as one of the premiere public research institutions in the country in terms of public and private funding with \$246 million in 2019.**
- Lincoln Plaza is just 2.9 miles / 10 minute drive from downtown Worcester.
- Lincoln Plaza is one of most trafficked center's in the Worcester metro area. **There were an estimated 3.84 million visits to the center in 2020 according to mobility data service provider, Placer AI. This makes Lincoln Plaza the 4th most popular center within a 15 mile radius.**



**ANCHORS:** Stop & Shop, T.J. Maxx, HomeGoods, Michaels, Lowe's, and Target



# LINCOLN PLAZA • LEASING PLAN





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