

# EASTWOOD

towne center

A **KITE**® CENTER



# EASTWOOD

towne center

A regional lifestyle destination located in Lansing, MI, featuring an unmatched collection of premium aspirational brands, services, and popular national dining options. Eastwood Towne Center offers all the amenities of a premium fashion mall combined with unparalleled convenience and access. Featured tenants include: Apple, Lululemon, Warby Parker, DSW, Pottery Barn, and Williams-Sonoma.

## DEMOGRAPHICS

(3-Mile)



Households  
**33,243**



Avg HH Income  
**\$85,431**



Bachelor's Degree  
**44.75%**

2025, DEMOGRAPHIC SOURCE: POPSTATS



Eastwood Towne Center is located along U.S. Route 127 at the Lake Lansing Rd. exit in Lansing, MI. The center is anchored by DSW, Dick's Sporting Goods, Old Navy, and is shadow anchored by NCG Cinema.

Eastwood is an extremely popular regional shopping destination providing customers with an exclusive lineup of aspirational lifestyle brands including: Apple, Warby Parker, Sephora, Dry Goods and Lululemon.

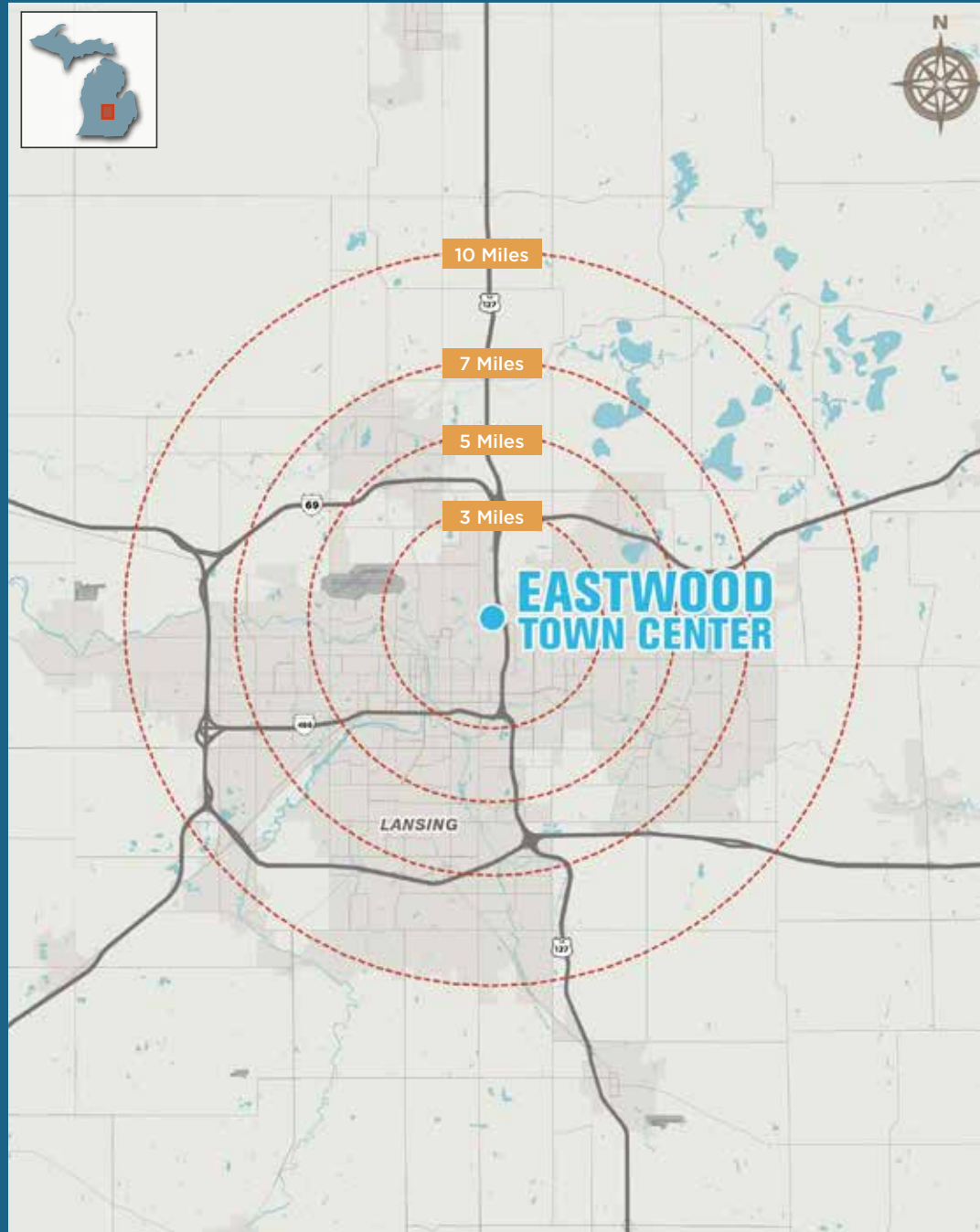
Michigan State University, the state's largest university with an undergraduate enrollment of 41,415 for the Fall 2025 semester, is just 4.2 miles / 8 minute drive from the center.

36-acre mixed-use development along the Michigan Ave./Grand River Corridor in Lansing. The \$260 million mixed-use site features two hotels, market-rate housing, student apartments, senior living and public amenities.

The Red Cedar Project, a completed

# A REGIONAL SHOPPING DESTINATION.

ANCHORS:





DINING & ENTERTAINMENT

P.F. CHANG'S®

NCG  
CINEMA

ACCESSORIES, BEAUTY,  
AND FITNESS

SEPHORA

Bath  
& Body  
Works

WARBY PARKER

PANDORA



DICK'S

APPAREL

J. CREW  
FACTORY

DSW®

WHIBM  
WHITEHOUSEBLACKMARKET

LOFT

OLD NAVY

GAP  
GAP  
KIDS

chico's

lululemon

UO URBAN  
OUTFITTERS

EXPRESS

HOME DÉCOR AND FURNISHINGS

WILLIAMS SONOMA  
CALIFORNIA

LOVESAC  
Designed for Life™ Furniture Co.

POTTERY BARN®



# EASTWOOD TOWNE CENTER DEMOGRAPHICS

2025 DEMOGRAPHICS | SOURCE: POPSTATS

3.4M

TOTAL CENTER VISITS IN 2025\*

64 MIN

AVERAGE DWELL TIME\*

\*DATA PROVIDED BY PLACER.AI

## AVG HH INCOME

● 3 MILE ● 5 MILE ● 7 MILE



## MEDIAN HOME VALUE

● 3 MILE ● 5 MILE ● 7 MILE



## HOUSEHOLDS

3 MILE  
33,243

5 MILE  
64,843

7 MILE  
105,820



## BACHELORS DEGREE OR HIGHER



● 3 MILE  
44.75%

● 5 MILE  
42.87%

● 7 MILE  
43.02%

## POPULATION

3 MILE  
77,777

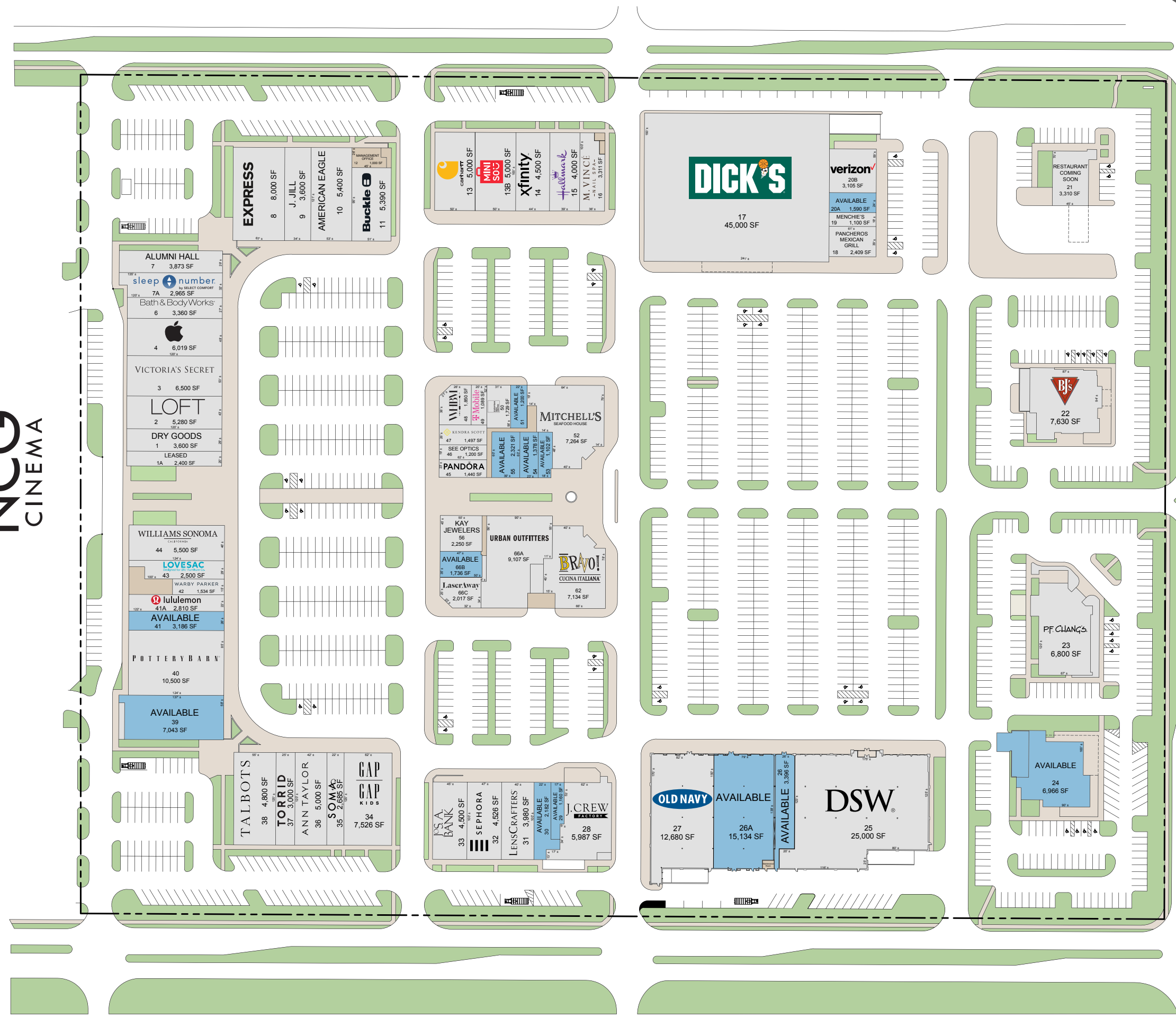
5 MILE  
158,547

7 MILE  
255,382





NCG  
CINEMA



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**EASTWOOD TOWNE CENTER**  
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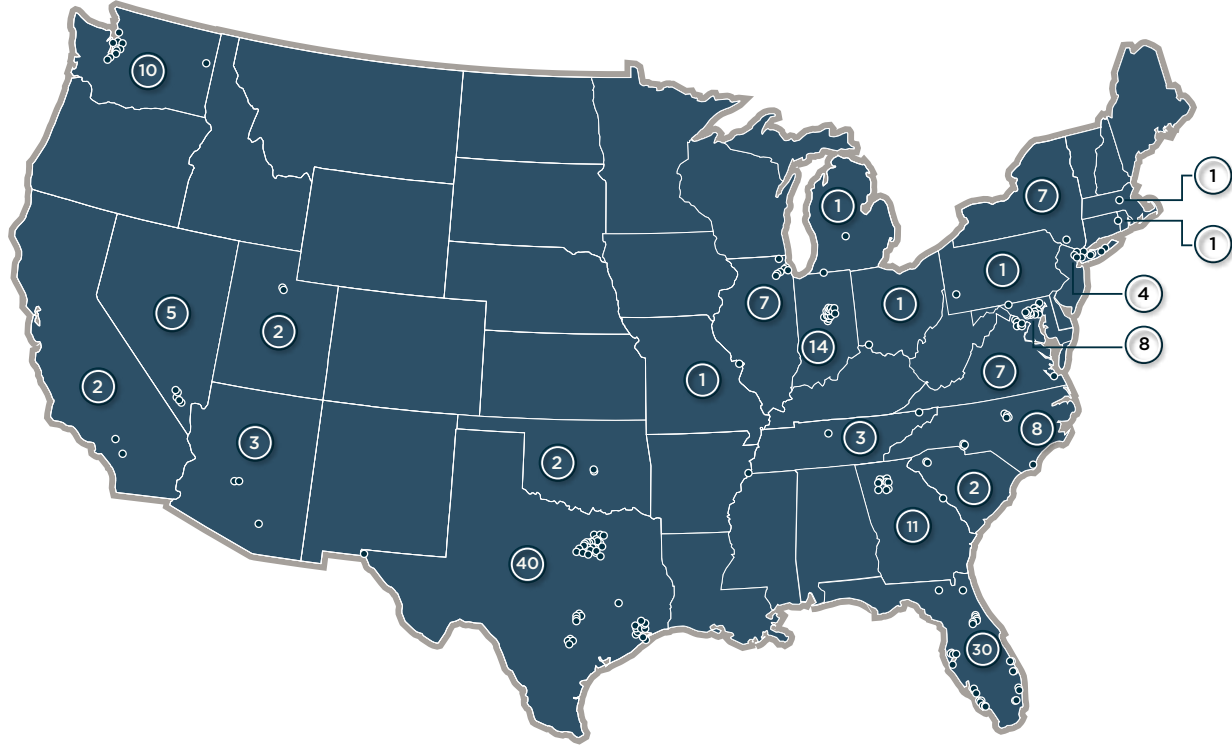
**GLA:** 307,900 SF

LEASING  
PLAN

LAKE LANSING ROAD  
32,523 ADT (2024)

## THE KRG TEAM

Kite Realty Group (NYSE: KRG), a leading real estate investment trust (REIT), is a premier owner and operator of high-quality, open-air grocery-anchored centers and vibrant mixed-use assets.



### PUBLICLY TRADED SINCE 2004

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

### PREMIER SHOPPING CENTER REIT

\$8.7 Billion in total enterprise value

### 27 MILLION SF

Total Owned Retail GLA

### 169 OPERATING RETAIL PROPERTIES

in thriving markets across the country

### STRATEGIC PRESENCE IN 24 STATES

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 3/31/2026 unless otherwise noted





**KRG**  
LISTED  
**NYSE**

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