

PACIFIC
RETAIL

A COMMUNITY EXPERIENCE

PREMIER DESTINATION FOR SHOPPING,
DINING, AND ENTERTAINMENT
IN THE ALBANY AREA

COLONIE CENTER

**EVOLVING
REAL ESTATE
FOR THE NEXT
GENERATION**



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★ macy's

BARNES & NOBLE

Boscov's

L.L.Bean

FLOOR & DECOR

REGAL

The Cheesecake Factory

P.F. CHANG'S

SIERRA
TRADING POST

WHOLE
FOODS
MARKET

ETHAN
ALLEN

BJ's
RESTAURANT
BREWHOUSE

Welcome

Situated along the bustling I-87 corridor in Albany, NY, Colonie Center stands as a prominent fixture, boasting 1.3 million square feet of enclosed, regional shopping space housing over 100 specialty stores. Nestled in the heart of New York's Capital Region, this dynamic center serves as a retail hub for locals and visitors alike. Anchored by retail giants Boscov's and Macy's, Colonie Center offers a diverse array of popular national brands, including L.L. Bean, Ulta Beauty Sephora, Whole Foods, and H&M.

Adding to its allure, Colonie Center features a selection of premier dining options, including esteemed establishments such as P.F. Chang's, The Cheesecake Factory, and BJ's Restaurant & Brewhouse. Conveniently positioned adjacent to Interstates 87 and 90, the center enjoys easy accessibility within both the local trade market and the broader visitor market.

Colonie Center enhances the shopping experience with a state-of-the-art family lounge, making it a prime destination for both shoppers and families. Additionally, the center has been recognized with the prestigious Bestie Award and named the Best Dog-Friendly Destination in the Capital Region, highlighting its continued popularity and commitment to excellence.



COLONIECENTER



A CENTRAL GATHERING PLACE

COLONIE CENTER OFFERS A DESTINATION THAT IS MEMORABLE,
EXPERIENTIAL, EXCITING AND FUN.

THIS CROWN JEWEL PROVIDES AN ENHANCED SHOPPING EXPERIENCE
BY ENGAGING THE COMMUNITY, ACTIVATING THE CENTER WITH
ENTERTAINMENT, AND EXCITEMENT FOR SHOPPERS OF ALL AGES.



Colonie Center

*represents the quaint and charm that embodies
the Upstate New York lifestyle.*



PROPERTY INFO

Built	1966
Redeveloped	2015
Stores	100+
Total Center GLA	1,329,379 sq. ft.
Annual Visitors	6 MILLION
Parking Spaces	5,273

EASY ACCESS

to major highways 87N and I-90

9 Miles

Northwest of downtown Albany

302,507

Employees within 10 miles

160,000

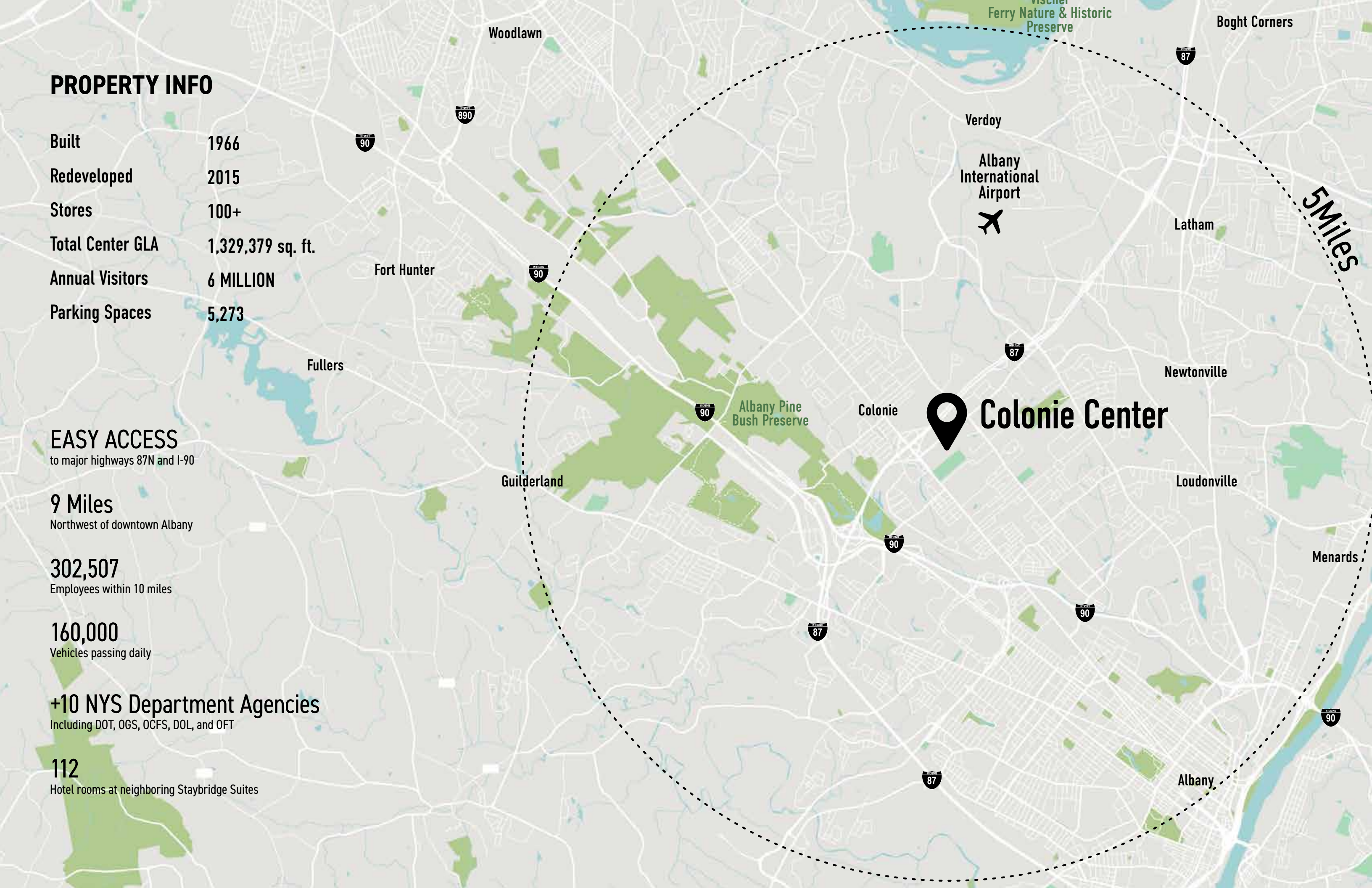
Vehicles passing daily

+10 NYS Department Agencies

Including DOT, OGS, OCFS, DOL, and OFT

112

Hotel rooms at neighboring Staybridge Suites



 **Colonie Center**

5 Miles



Retail Mix

SHOPPING



SUPERMARKET / DINING



ENTERTAINMENT



Demographics

	3-MILE	5-MILE	10-MILE
POPULATION	59,577	180,310	530,326
TOTAL HOUSEHOLDS	23,151	74,345	223,278
AVG. HOUSEHOLD INCOME	\$117,488	\$109,069	\$110,003

HOUSEHOLDS & EDUCATION

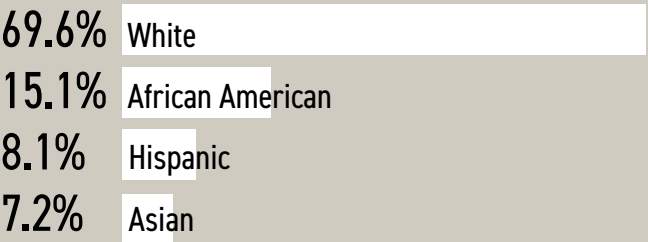
10-MILE RADIUS



252,000+ College or Associate Degree
155,000+ Bachelor Degree or Higher

RACE & ETHNICITY

10-MILE RADIUS

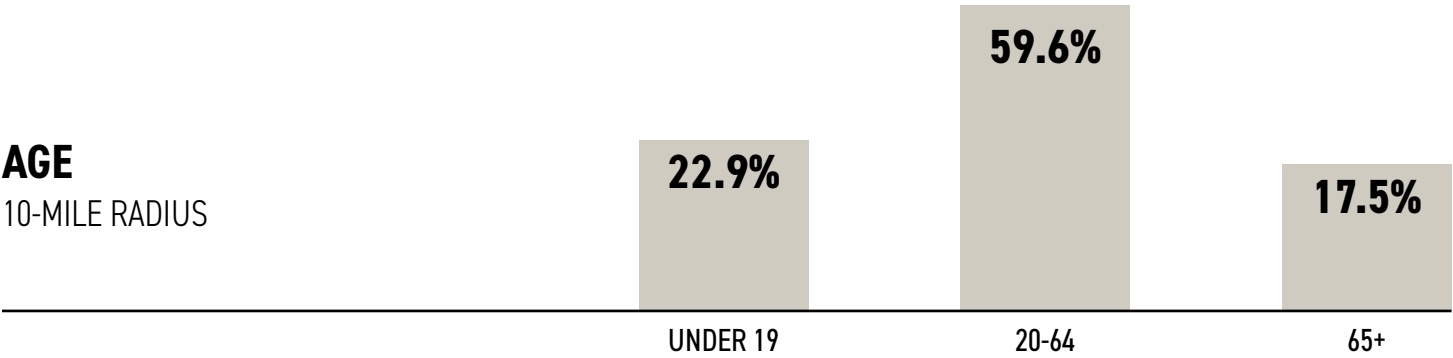


Estimated 6+ million shoppers per year

\$2.3 billion total retail expenditure within a 5 mile radius
512,459 shoppers per month / **128,000+** shoppers per week
803,208 trade population within a 30 mile radius

AGE

10-MILE RADIUS



Placemaking

CREATING A SENSE OF PLACE

Customization, Localization & Curation

- Context and details are important
- Destination-worthy public spaces
- Custom artwork & FF&E
- Partnered with local artists & artisans
- Customized music lists



Tenant Marketing

Colonie Center features a full service Marketing team to develop and execute strategic Marketing campaigns and programs from community events to public art installations to public relations to increase sales, traffic and visibility at the center.

— DIGITAL & SOCIAL

Inclusion on property website and directories.
Regular social media posts on property social media channels with paid support when applicable.
Opportunity to include info (offers, events, promotions) in monthly e-newsletter.

— PUBLIC RELATIONS

Press releases coordinated with tenants, released in conjunction with paid social posts.
Strong relationships with local media and influencers who can offer turnkey services.

— ADVERTISING

General campaigns for center brand awareness across digital, social, print and sponsorships.





EASTER EGG HUNT



NOON YEARS EVE



COSMECON



SHOP TIL YOU DROP

Community Programming & Signature Events

50+

ANNUAL CENTER
ACTIVATIONS

5+

SIGNATURE EVENTS
PER YEAR

15K+

PARTICIPATING
ATTENDEES PER YEAR

VISIT WITH SANTA



PHOTOS WITH THE BUNNY



TRUNK OR TREAT



MAKE-A-WISH FUNDRAISER





**FAMILY LOUNGE
(WITH PRIVATE NURSING
ROOMS)**

**MAGNIFICANT
TENANT MIX**

** Voted #1 dog friendly destination in the
Capital Region*

**DOG
FRIENDLY**

**COMMUNITY ACTIVITIES
& ENTERTAINMENT**

**UNIQUE
DINING EXPERIENCES**

**VOTED CAPITAL REGION'S
BEST SHOPPING CENTER
14 YEARS IN A ROW**

**24/7 SECURITY
PRESENCE**

LOCAL ART

COMMUNITY FUNDRAISING
(school bucks and community events)

**FAMILY
PLAY PARK**

By The Numbers

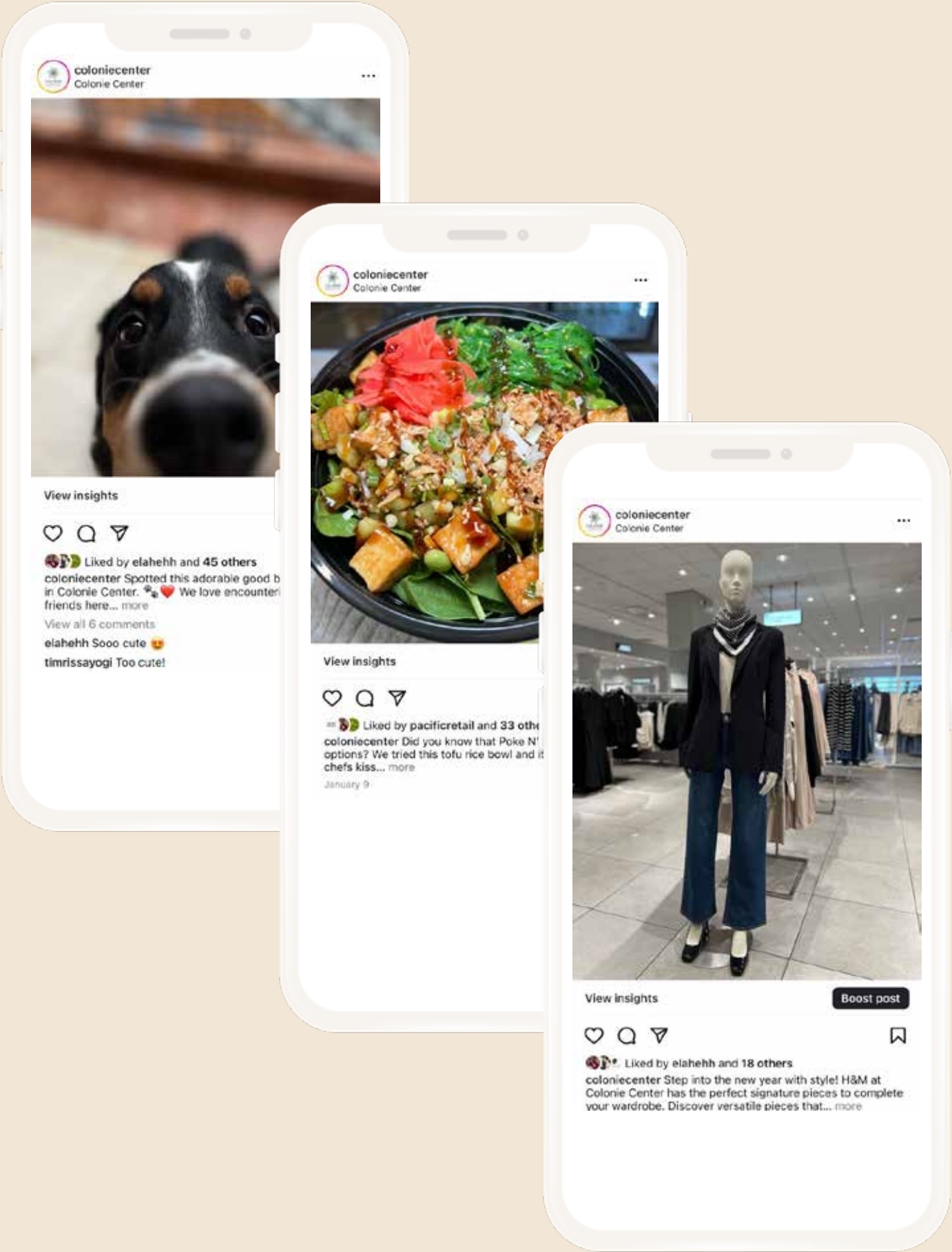
FACEBOOK
35,000+ Page Likes
2,500,000+
Yearly Impressions

WEBSITE
20,000+ Average Monthly Sessions
30,000+ Average Monthly Page Visits
19,000+ Average Monthly Visits

INSTAGRAM
6,900+ Total Followers
540,000+ Yearly Impressions

EMAIL
100,000+ Total Subscribers

SMS
37,000+ Total Subscribers



Environmental, Social & Governance

OUR COMMITMENT

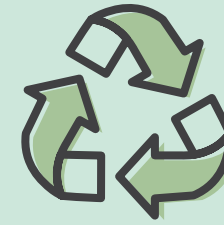
At Colonie Center, we honor our connection to the community and the environment, recognizing blessings and generously sharing resources with others. Our management team at Pacific Retail strives to be stewards of sustainability across their portfolio of properties by collaborating with stakeholders at all levels.



LED is highly energy efficient technology. The widespread use of LED lighting has the greatest potential impact on energy savings, and we're proud to have over 2,000 LED lights installed. Solar panels also deliver energy from our rooftops.



This is a crucial component to centralizing property infrastructure. Our operations run efficiently to monitor ventilation, lighting, energy, fire, security systems and more.



We make recycling easy for our tenants and our customers. All recyclables are placed in a single bin for recycling.

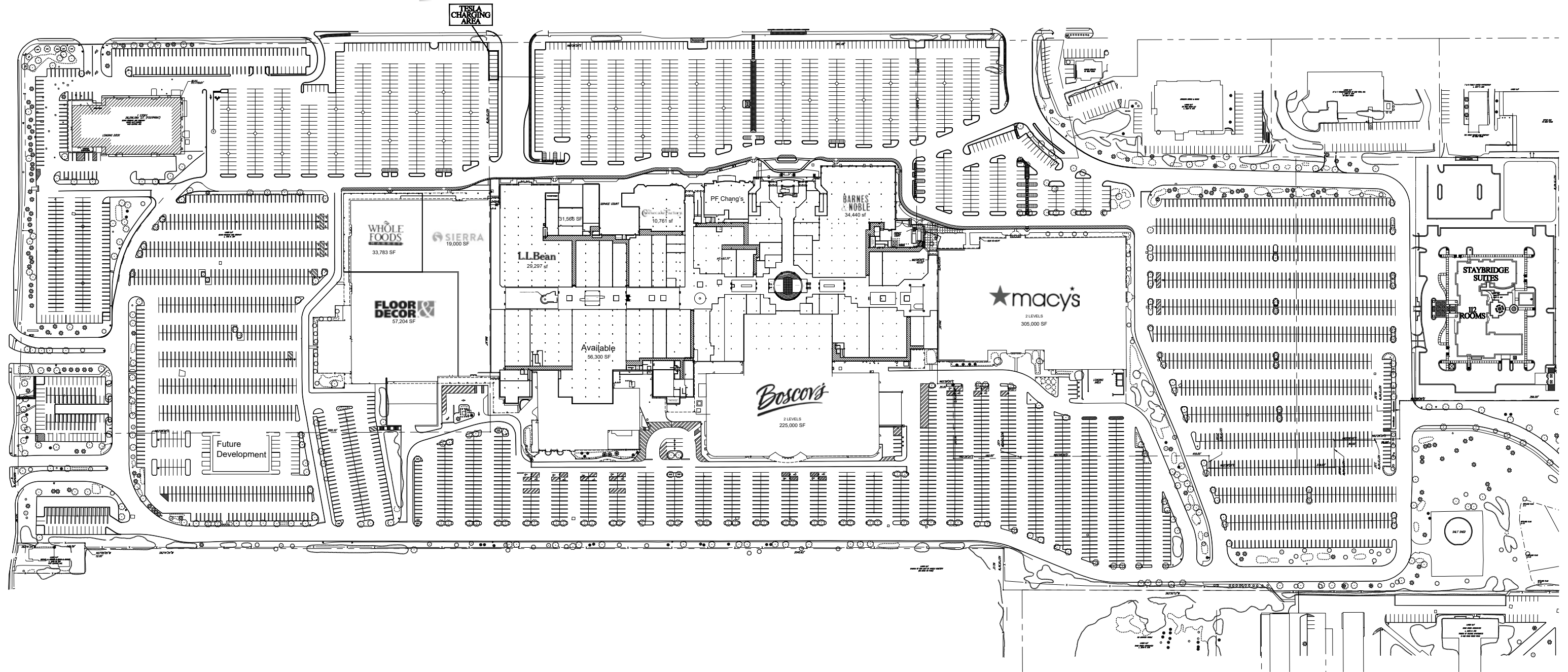


We will have several new stations to supply electricity for electric cars and plug-in hybrids in the upcoming year.



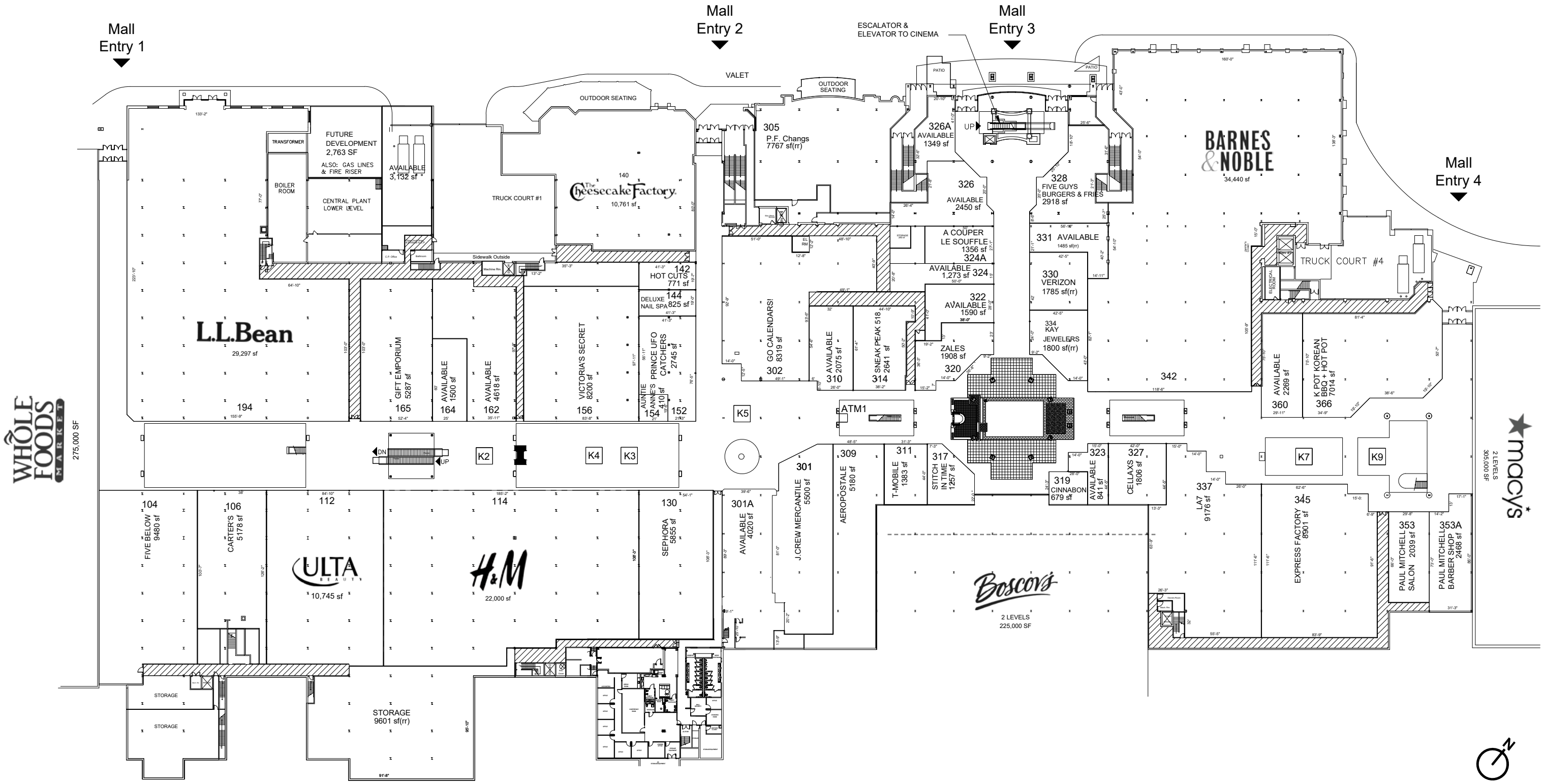
Cardboard recycling minimizes waste and improves the overall hygiene of the environment. It also helps conserve natural materials. Over 250 tons of waste are recycled per year at Colonie Center.

Site Plan

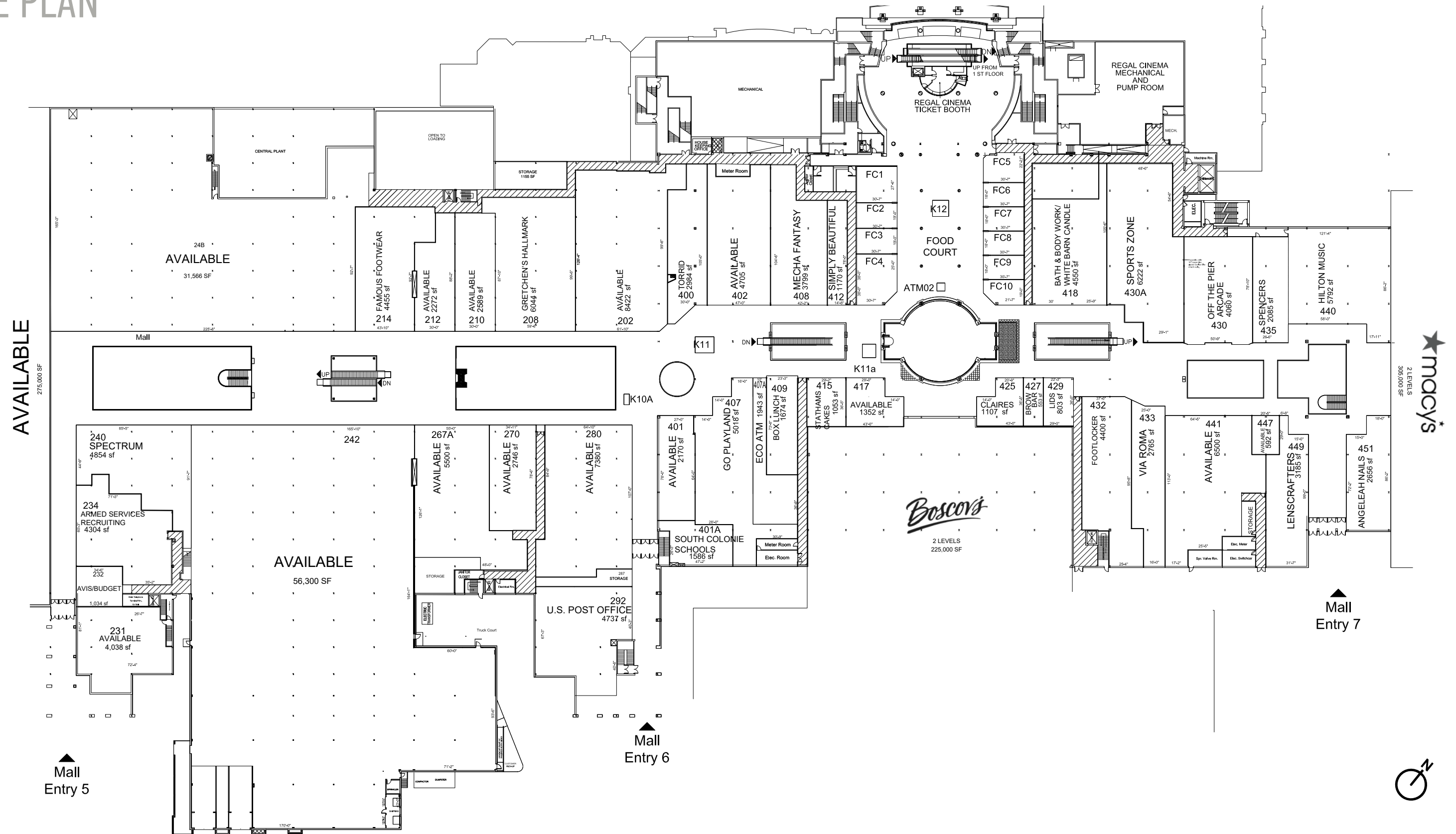


Lower Level

LEASE PLAN



LEASE PLAN





LEASING

TYLER BURKHART
617.356.4549
TBURKHART@PACIFICRETAIL.COM

ROCKY MCMURTRAY
415.531.0909
RMCMURTRAY@PACIFICRETAIL.COM

LOCAL LEASING

KRISTIN WILLIAMS
619.517.9991
KWILLIAMS@COLONIEMANAGEMENT.COM

MAGGIE PAWELEK
630.816.4110
MPAWELEK@PACIFICRETAIL.COM



 @shopcoloniecenter    @coloniecenter
shopatcoloniecenter.com
131 Colonie Center, Management Office
Albany, NY 12205



Partner with us!

Pacific Retail Capital Partners (PRCP) is one of the nation's premier real estate investment groups, with a proven track record of evolving and repositioning large-format retail properties. Based in Southern California, PRCP strategically leads over \$3 billion and 24 million square feet in assets under direct management and leasing. Additionally, 17 million square feet of asset management, advisory and master planning services.



**PACIFIC
RETAIL**

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**2029 Century Park East
Suite 1550
Los Angeles, CA 90067**

**310.641.8060
info@pacificretail.com
pacificretail.com**