

LBG BETS ON MEDFORD RETAIL

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ANNUAL DATA CENTER INVESTMENT EXPO 2016

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LBG Real Estate Cos is redeveloping **Medford Center**, a **420k SF** regional entertainment and lifestyle shopping center. The company is investing **\$12M in The Village**, the **30k SF** central pedestrian promenade. The Village at Medford Center will be reconfigured to cater specifically to restaurants, wine-bars and breweries, designed with plenty of outdoor seating in mind. Construction will begin later this month and renovations will be complete in **late 2017**.





Courtesy of LBG Real Estate Cos

Rated among the top 10 **Best Wine Travel Destinations** by *Wine Enthusiast* magazine, the southern Oregon economy is booming. “The redevelopment will transform The Village into a **key focal point** and gathering spot for customers located in the immediate surrounding markets of Medford and Ashland as well as throughout southern Oregon,” LBG managing partner **David Goldman** says.

Medford Center is home to Cinemark-owned **Tinseltown USA**, the largest theater in southern Oregon with 15 screens. The center is currently **90% occupied**. LBG is signing new leases at the property, including the **Collaborative Theatre Project**, a live performance theater.

The Village at Medford Center’s redesign will include a new façade, all **new hardscape and signage**, additional seating and a **water/fire feature**. Glass roll-up storefronts are also part of The Village’s new image.



Courtesy of LBG Real Estate Companies

“The improvements to The Village with its contemporary, aesthetically appealing features will help make Medford Center the **premier restaurant and entertainment destination** for residents in **Medford** as well as its documented **3.2 million annual visitors**, projected to increase to **3.5 million** visitors in 2020, 94% of which are leisure travelers,” David says.

LBG has owned Medford Center since November 2014. The center is off Interstate 5 and takes up nearly an entire city block. Signage will be improved as part of the redevelopment to include a highly visible freeway tower.

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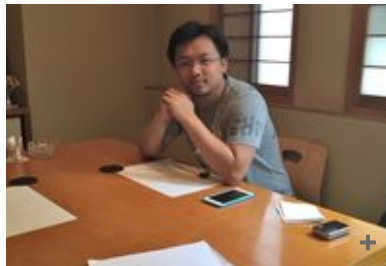
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