



Decatur Mall

Decatur, AL

Location	Beltline Road (AL-67)
Anchors	Belk, Carmike Cinemas and Electronic Express
Size	582,159 square feet
Website	ShopDecaturMall.com

Mall Facts Decatur Mall is a 582,159 square-foot shopping center with more than 50 specialty retailers including Aéropostale, American Eagle Outfitters, Bath & Body Works, Chuck E. Cheese's, Finish Line, Hibbett Sports, Kay Jewelers, maurices, Victoria's Secret and Zales Jewelers. Decatur Mall also offers a 12-screen Carmike Cinemas theatre and several family sit-down restaurants.

Decatur Mall is the only enclosed shopping center within a 30-mile radius and serves more than five million shoppers annually.

Trade Area Facts The city of Decatur is home to 18 Fortune 500 companies including Pepsi Cola Bottling Company, Nucor Steel, 3M Company, United Launch Alliance/Boeing, BP America, Daikin America, Toray Carbon Fibers America and General Electric. Decatur also hosts a diverse group of aerospace, pharmaceutical and manufacturing industries which provide a solid economic base and it is ranked 3rd in the nation among comparably-sized cities for top industry getters (Site Selection magazine).

The Defense Department's Base Realignment and Closures (BRAC) has added up to 20,000 new jobs and an estimated 40,000 new residents to the Decatur/Huntsville area since it began in 2005. The average salary of the newly created positions has been substantially greater than the previous average increasing Morgan County's per capita income level by 10.6% from 2000-2008, which is more than twice the rate of the national average (US Bureau of Economic Analysis).

Decatur is less than 30 minutes from Huntsville and Madison and within a day's drive of 50% of the nation's population.

Located in Decatur, the Jack Allen Recreational Complex is a state-of-the-art soccer facility, less than 2 miles from Decatur Mall. It draws both college level and grade school tournaments from across the southeast and features 11 international-sized lighted soccer fields on 27 acres, including two championship fields with grandstand seating. Soccer tournaments at Jack Allen generate more than \$2 million in revenue to the local economy each year.

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Demographics

Population Trends

	Primary Trade Area	Secondary Trade Area	Total Trade Area
2019 Projection	210,388	85,132	295,520
2014 Estimate	204,109	82,314	286,423
2010 Census	200,721	79,534	280,255
2014 - 2019 % Change	3.08%	3.42%	3.18%
2014 Daytime Population Estimate	89,897	34,274	124,171

Average Household Income

2019 Projection	\$59,750	\$55,988	\$58,664
2014 Estimate	\$55,380	\$50,740	\$54,040
2010 Estimate	\$51,567	\$46,536	\$50,128
2014 - 2019 % Change	7.89%	10.34%	8.56%

Median Age

2014 Estimate	41	41	41
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Source: 2010 Census; Scan/US 2014/2019 Estimates

Location Map



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