



# Eden Prairie Center

EDEN PRAIRIE, MINNESOTA



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## EXCITING SHOPPING

- A stunning renovation of the entire center set the stage for a shopping experience unmatched in the market.
- Eden Prairie Center features an exciting variety of the most appealing retailers including: JCPenney (new in 2007), Coldwater Creek, J.Jill, Chico's, Talbots, Ann Taylor Loft, Express/Express Men, Jos. A. Bank, The Children's Place, Hollister, GAP, GAPKids, Kitchens, Charlotte Russe, Old Navy, Archiver's and a new Scheels concept store.
- Beautiful Food Court with nine quick-serve restaurants and a towering 3-story stone fireplace.
- Eden Prairie Center is proud to be home to the first upscale Von Maur department store in Minnesota.
- An Entertainment Wing features an 18-screen AMC Theatre, Barnes & Noble, Wildfire Steak Chops & Seafood Restaurant, Biaggi's Ristorante Italiano, TGI Friday's and Panera Bread.

## IMPRESSIVE AMENITIES

- 1,600 square-foot indoor children's soft play area.
- Family restrooms featuring private nursing suites and baby changing areas.
- Designated "Family First" parking spaces make access to the mall easier for our customers.
- Soft seating featuring luxurious leather club chairs and upholstered couches located throughout the mall.

## THE CUSTOMERS YOU WANT

- Average household income within 3 miles is \$117,416, compared to the MSA average of \$80,229 and the U.S. average of \$66,670.
- Trade area households earning over \$75,000 are projected to increase by 21% over the next five years.
- Population during the next five years in our trade area is expected to grow by 9.7%, which is 98% faster than the U.S. average growth rate of 4.9%.
- In 2007, the total daytime employment within a 5-mile radius was 167,803 - a large majority of these workers are in Executive, Professional and Administrative occupations.
- 50% of the primary trade area residents have earned a degree.
- 46% of primary trade area residents are between the ages of 25 and 54.



## MALL INFORMATION

### LOCATION

I-494 and Hwy 212

### MARKET

Minneapolis / St. Paul

### DESCRIPTION

Two-level, enclosed, super-regional

### ANCHORS

JCPenney, Von Maur, Kohl's, Target Greatland and Sears

TOTAL RETAIL SQUARE FOOTAGE 1,138,965

PARKING SPACES 5,721

OPENED 1976

EXPANDED/RENOVATED 2001

TRAFFIC More than 13 million visitors per year

### OTHER FEATURES

Recent retailer openings include Coldwater Creek, J.Jill, Jos. A. Bank, Zia Sleep | Sanctuary and a new Scheels concept store.

### PERIPHERAL LAND USE

Retail, bank, daycare, restaurant, strip center

## TRADE AREA PROFILE

2007 POPULATION 366,101

2012 PROJECTED POPULATION 401,644

2007 HOUSEHOLDS 139,019

2012 PROJECTED HOUSEHOLDS 152,544

2007 MEDIAN AGE 36.5

2007 AVERAGE HH INCOME \$103,200

2012 PROJECTED AVERAGE HH INCOME \$113,091

## 5-MILE RADIUS PROFILE

2007 POPULATION 142,966

2012 PROJECTED POPULATION 145,835

2007 HOUSEHOLDS 59,369

2012 PROJECTED HOUSEHOLDS 60,833

2007 MEDIAN AGE 40.3

2007 AVERAGE HH INCOME \$109,446

2012 PROJECTED AVERAGE HH INCOME \$119,017

## DAYTIME EMPLOYMENT

3-MILE RADIUS 64,874

5-MILE RADIUS 167,803

SOURCE: CLARITAS, INC.