

FASHION PLACE

MURRAY, UTAH



A WHOLE NEW EXPERIENCE

- Over the past five years, significant redevelopment of the center has taken place, including an expanded 138,000-square-foot Nordstrom, the addition of numerous first-to-market retailers, an architectural remodeling of the interior, an expanded Food Court, the addition of exterior lifestyle retail, and expansion of small shop GLA.
- In fall 2011, Fashion Place opened Utah's first Crate & Barrel, H&M and 17 new shops and restaurants encompassing 98,000 square feet of retail space.
- Exciting growth continues with additional development opportunities and the addition of first-to-market retailers in 2014 including The Container Store and Madewell.

REMARKABLE SHOPPING AND DINING

- Well established within the community, Fashion Place recently celebrated its 40th year and continues to be the most visited mall in Utah, with 25% of shoppers in the entire Salt Lake market having shopped the center within the past 3 months.
- Leading merchandise includes women's apparel, personal care, family apparel and home furnishings/entertainment. Among the 150 shops, Fashion Place offers the largest mix of first-to-market stores and restaurants in Utah. Newest retail additions include Apple, The Art of Shaving, Crate & Barrel, Kiehl's, The LEGO Store, lululemon athletica, LUSH, H&M, The Northface, Pandora, Paper Source, Sephora and Z Gallerie.
- Popular dining options providing an attractive gathering place include BRIO Tuscan Grille, The Cheesecake Factory, California Pizza Kitchen, Corner Bakery, Nordstrom Bistro Café, Olive Garden and Red Rock Brewing Company.

STRATEGIC LOCATION AND VIBRANT COMMUNITY

- Perfectly positioned, Fashion Place is centrally located in the Salt Lake Valley with nearby dual freeway access from Interstate 15 and Interstate 215.
- The primary trade area growth is fueled by a diverse economy and high real estate values, which place the community as the most desirable in the Salt Lake Valley, attracting new businesses and relocations.
- 40% of Utah's \$100,000-plus-earning households reside in Fashion Place's trade area; these six-figure-income households comprise 24% of the trade area.
- Nearly two-thirds of the 200,000 daytime employee population within five miles of the center is employed in white-collar professions.
- Fashion Place's immediate trade area population is 946,705 and projected to grow 7% in the next five years. Approximately 60% of Utah's population resides within 30 miles of Fashion Place.
- Among metropolitan attractions in the area, Fashion Place benefits from summer and winter recreational activities, drawing significant tourism traffic from the eight ski resorts within 30 minutes of the center.

MALL INFORMATION

LOCATION: Cross streets: I-215 and South State Street

MARKET: Salt Lake City

DESCRIPTION: One level, enclosed, with a super-regional draw

ANCHORS: Dillard's, Nordstrom

TOTAL RETAIL SQUARE FOOTAGE: 1,053,990

PARKING SPACES: 4,600

OPENED: 1972

RENOVATED: 1988, 2009, 2011

TRADE AREA PROFILE

2013 POPULATION 946,705

2018 PROJECTED POPULATION 1,016,693

2013 HOUSEHOLDS 309,979

2018 PROJECTED HOUSEHOLDS 333,711

2013 MEDIAN AGE 31.5

2013 AVERAGE HOUSEHOLD INCOME \$76,302

2018 PROJECTED AVERAGE HOUSEHOLD INCOME \$89,819

5 - MILE RADIUS

2013 POPULATION 357,449

2018 PROJECTED POPULATION 379,440

2013 HOUSEHOLDS 130,458

2018 PROJECTED HOUSEHOLDS 139,138

2013 MEDIAN AGE 33.5

2013 AVERAGE HOUSEHOLD INCOME \$70,885

2018 PROJECTED AVERAGE HOUSEHOLD INCOME \$84,066

DAYTIME EMPLOYMENT

3 - MILE RADIUS 73,743

5 - MILE RADIUS 185,377

Source: Esri 2013

