



Madison Square

Huntsville, AL

Location	University Drive at the intersection of Research Park Boulevard and Highway 72
Anchors	Dillard's, JCPenney, Belk and Sears
Size	928,507 square feet
Website	MadisonSquareMall.com

Mall Facts Madison Square, a super-regional shopping destination, is Alabama's second largest shopping mall with 80 specialty retail stores including Aéropostale, American Eagle Outfitters, Justice, The Children's Place, The Shoe Dept. Encore, Victoria's Secret and Wet Seal.

The Madison Square retail complex spans 98 acres and features an associated center, Madison Plaza, with anchor retailers hhgregg, Haverty's and HobbyTown. Other establishments on the mall periphery include TouchStar Cinemas, Romano's Macaroni Grill, Holiday Inn, BBVA Compass Bank and Steak 'n Shake.

Trade Area Facts Madison Square is strategically located in Madison County at the intersection of one of Huntsville's most travelled roads, Research Park Boulevard (42,000 cars per day) and University Drive (50,000 cars per day), just off U.S. 72.

Located just five minutes from Madison Square is Cummings Research Park (CRP), the second largest technology park in the United States and fourth largest in the world. CRP employs more than 23,000 professionals in 40 separate technology fields including 25 Fortune 500 companies and 225 high-technology companies. In addition to the CRP, the Hudson-Alpha Institute for Biotechnology has reached capacity with twelve companies indicating an expansion is in the near future.

Redstone Arsenal in Huntsville is key to the U.S. Army's strategic defense of our country. Redstone hosts a working population of 35,000 including both government employees and contractors. Redstone Arsenal expanded its workforce by approximately 4,700 civilian and military jobs in 2011. Approximately 5,000 new government contracting jobs will follow.

Enrollment in the Aerospace and Mechanical Engineering program at the University of Alabama has doubled in the past eight years resulting in a 50% increase of full-time faculty. The school is known as the "MIT of the South" and has strategic partnerships with NASA and Redstone. UAH's total enrollment is approximately 7,000 students with the engineering department comprising roughly 2,000 of that number.

Providence, a mixed-use development by Slyman Development, is located approximately 1.5 miles west of Madison Square. The 300-acre site includes a new state-of-the-art K-8 public school and 1,800 homes selling from \$300,000 to \$2 million.

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Demographics

Population Trends

	Primary Trade Area	Secondary Trade Area	Total Trade Area
2019 Projection	457,799	333,399	791,198
2014 Estimate	425,728	321,292	747,020
2010 Census	404,910	313,038	717,948
2014 - 2019 % Change	7.53%	3.77%	5.91%
2014 Daytime Population Estimate	206,084	138,900	344,984

Average Household Income

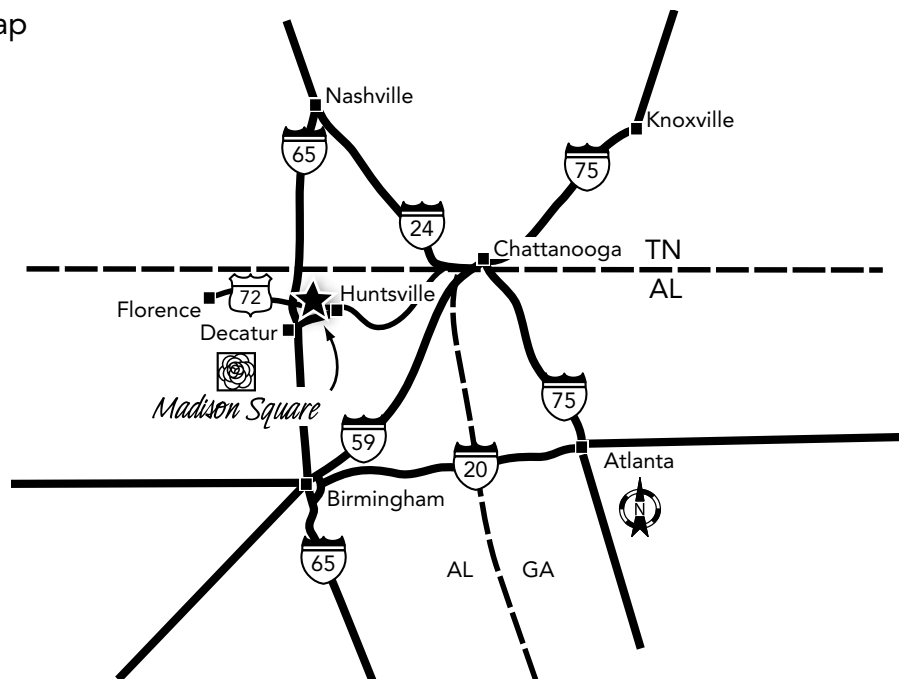
2019 Projection	\$79,624	\$61,506	\$72,094
2014 Estimate	\$74,224	\$56,961	\$66,862
2014 - 2019 % Change	7.28%	7.98%	7.82%

Median Age

2014 Estimate	38	41	40
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Source: 2010 Census; Scan/US 2014/2019 Estimates

Location Map



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