



# Parkway Place

## Huntsville, AL

Location	Intersection of U.S. 231 (Memorial Parkway) and Drake Avenue
Anchors	Dillard's and Belk
Size	648,210 square feet
Website	<a href="http://ParkwayPlaceMall.com">ParkwayPlaceMall.com</a>

**Mall Facts** Parkway Place is Huntsville's only upscale, enclosed shopping mall hosting more than 10 million visitors annually. The mall has approximately 100 specialty retail stores including aerie, Ann Taylor, Brookstone, Build-A-Bear Workshop, Chico's, Forever 21, francesca's, Jos. A. Bank, Pottery Barn and Williams-Sonoma.

Nestled in the established eastside of Huntsville, Parkway Place is conveniently located to downtown Huntsville and is surrounded by retail, restaurants and local businesses.

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**Trade Area Facts** Located in Madison County, Parkway Place is surrounded by businesses and upscale neighborhoods.

Redstone Arsenal in Huntsville is key to the U.S. Army's strategic defense. Redstone hosts a working population of 35,000 including both government employees and contractors. It recently expanded its workforce by adding 4,700 civilian and military jobs. It is estimated that as many as 5,000 new government contracting jobs will follow.

Remington announced a new manufacturing facility will be locating in Huntsville, bringing 2,000 jobs to the area.

Huntsville is home to 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.

The enrollment at the University of Alabama at Huntsville's Aerospace and Mechanical Engineering department has doubled in the last eight years. The University is currently working to increase the full-time faculty by 50% as they expect the growth to continue. Recently nicknamed the "MIT of the South", the total enrollment at UAH is about 7,500 students with the engineering department comprising about 2,000 of that number.

Huntsville is home to some of the fastest growing areas in Alabama such as Hampton Cove and Jones Valley. Located just minutes from Parkway Place, these communities continue to flourish. The latest neighborhood developments of Hampton Station have homes valued between \$230,000-\$400,000 and The Ledges with homes up to \$2 million.

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## Demographics

### Population Trends

	Primary Trade Area	Secondary Trade Area	Total Trade Area
2019 Projection	434,093	244,370	678,463
2014 Estimate	403,119	234,581	637,700
2010 Census	382,418	228,317	610,735
2014 - 2019 % Change	7.68%	4.17%	6.39%
2014 Daytime Population Estimate	192,790	73,555	266,345

### Average Household Income

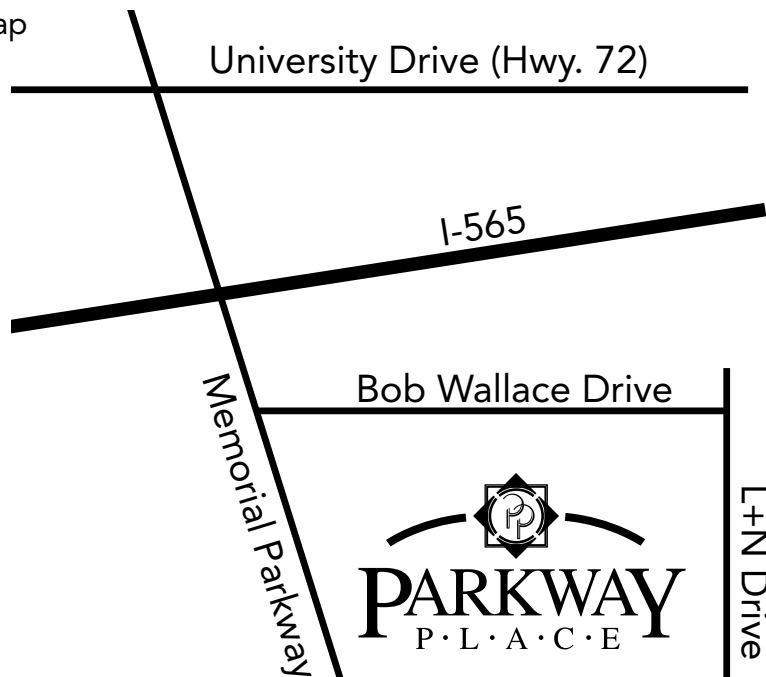
2019 Projection	\$81,394	\$62,251	\$74,704
2014 Estimate	\$75,901	\$57,743	\$69,374
2014 - 2019 % Change	7.24%	7.81%	7.68%

### Median Age

2014 Estimate	39	41	40
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Source: 2010 Census; Scan/US 2014/2019 Estimates

## Location Map



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