



# Southlake Mall

MORROW, GEORGIA



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## LARGE AND RAPIDLY GROWING TRADE AREA

- Situated along I-75, one of Atlanta's most heavily trafficked highways, carrying over 150,000 cars daily.
- The trade area population consists of 786,344 persons and 276,494 households.
- The primary trade area is expected to grow by 89,245 persons in the next five years.
- The mall's trade area includes Henry County, the seventh fastest growing county in the U.S. and Fayette County, Georgia's most affluent county.
- The mall's trade area includes 30 ZIP Codes.

## SOUTH ATLANTA'S DYNAMIC SHOPPING CENTER

- Three quarters of consumers in the trade area reported shopping the mall in the past 3 months.
- Convenient location, store selection and services are main reasons why customers choose to shop at Southlake.
- 38-foot Carousel is exclusive to Atlanta's southside.
- More than 100 specialty stores including Aeropostale, Express, Pac Sun, Hot Topic, The Limited, Lane Bryant, American Eagle, and Victoria's Secret.

## AREA ATTRACTIONS ENTICE VISITORS

- More than 200,000 fans attend Nascar races twice a year at Atlanta Motor Speedway, only 15 miles south of Southlake.
- 6000+ students attend Clayton State University in Morrow.
- Spivey Hall, located only 3 miles from Southlake, is an acoustically renowned concert facility welcoming dozens of internationally acclaimed performers each year.
- Located only 12 miles from the world's busiest airport, Hartsfield-Jackson Atlanta International Airport, with more than 86 million visitors per year.
- With over 500,000 visitors each year, the Georgia International Convention Center is located only 13 miles from Southlake.
- The nation's only co-located state and national archive buildings are only 3 miles from Southlake.

## THE CUSTOMERS YOU WANT

- Over one quarter (28%) of trade area households have incomes higher than \$75,000.
- Forty-four percent of Southlake's customers have children under the age of 18.
- Forty percent of Southlake's customers are ages 18 to 34.
- Major employers include: Delta Airlines, Airtran Airlines and Southern Regional Medical Center.

## MALL INFORMATION

### LOCATION

Conveniently located on Interstate 75 at Exit 233 in Morrow, only minutes from Hartsfield-Jackson Atlanta International Airport, 15 miles from downtown Atlanta.

### MARKET

Strategically positioned to serve the large and growing population of south Atlanta.

### DESCRIPTION

Two-level, enclosed, super-regional

### ANCHORS

Macy's, JCPenney, Sears

TOTAL RETAIL SQUARE FOOTAGE 1,016,202

PARKING SPACES 5,500

OPENED 1976

EXPANDED 1999

RENOVATED 1999

## TRADE AREA PROFILE

2007 POPULATION 786,344

2012 PROJECTED POPULATION 883,216

2007 HOUSEHOLDS 276,494

2012 PROJECTED HOUSEHOLDS 309,882

2007 MEDIAN AGE 33.2

2007 AVERAGE HH INCOME \$62,335

2012 PROJECTED AVERAGE HH INCOME \$67,997

## 5-MILE RADIUS PROFILE

2007 POPULATION 193,281

2012 PROJECTED POPULATION 208,812

2007 HOUSEHOLDS 66,810

2012 PROJECTED HOUSEHOLDS 71,672

2007 MEDIAN AGE 31.6

2007 AVERAGE HH INCOME \$51,333

2012 PROJECTED AVERAGE HH INCOME \$53,659

## DAYTIME EMPLOYMENT

3-MILE RADIUS 40,633

5-MILE RADIUS 93,435

SOURCE: CLARITAS, INC.