



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.

