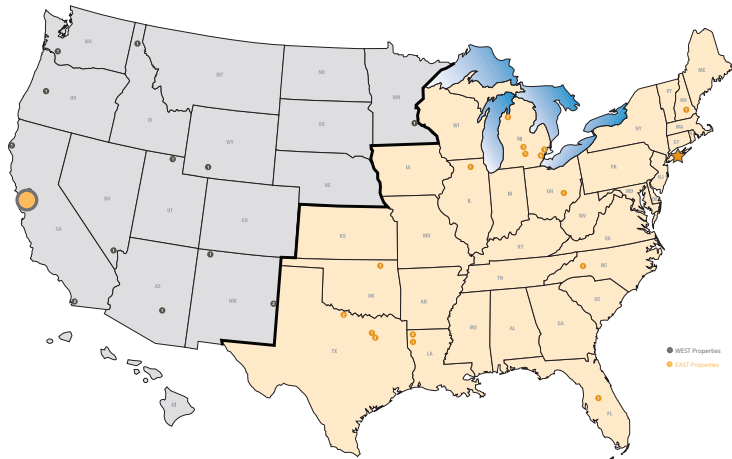


SOUTHLAND MALL
ONE SOUTHLAND MALL DRIVE
HAYWARD, CA 94545

SOUTHLAND MALL is located on the I-880 corridor, and less than one mile from Hwy 238 and the 92/San Mateo Bridge Interchange. Southland benefits from a very dense immediate trade area, with over 335,000 people living within five miles, and has an extended trade area that reaches to the north where fewer regional mall options are available. The Mall's combination of great freeway visibility and access, a solid lineup of anchors (Kohl's, Macy's, jcpenny, Sears), a diversified selection of national specialty retailers, and numerous theme dining options contribute to Southland's draw within a very solid and proven retail region.



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Southland Mall

HAYWARD, CALIFORNIA

Easily accessible to more than 3.5 million residents within a 30-mile radius and offers a strong mix of national, regional and specialty retailers.

ROUSEPROPERTIES

SOUTHLAND MALL

DENSELY POPULATED | STRONG TENANT MIX | SUPER REGIONAL MALL

HIGHLY VISIBLE AND EASILY ACCESSIBLE, WITH SOLID ANCHORS AND EXCELLENT RESTAURANTS.

5 COMPELLING REASONS TO LOCATE HERE

Highly Accessible Location

- Southland Mall enjoys a highly visible location off of I-880 with average daily traffic (ADT) of 280,000 cars, and easy access to 238 and Interchange 92 to the San Mateo Bridge.
- The mall is located on main arterial surface streets with 42,000 ADT on Winton Avenue and 38,000 ADT on Hesperian Boulevard.

Population Density

- Southland Mall is situated in a densely populated trade area with 778,194 people, and 3.5 million people within a 35 mile radius.

- Alameda County grew by 5%, from 1.4 million to 1.5 million residents, between 2000 and 2010.
- Over 310,000 children grades K-12 reside in the trade area along with a popular university and college with combined student enrollment of 30,000.
- The center is located in an area of growing high technology and bio-science industry, food manufacturing, and strong daytime workforce of over 300,000 within 10 miles of Southland Mall.

Thriving Sports Community

- The Oakland Metropolitan Area is home to an active athletic community including The Oakland Raiders, Oakland As and Golden State Warriors.

Solid Anchors

- Southland Mall offers a strong anchor line-up consisting of Macy's, jcpenny, Kohl's and Sears located near the under-retailed Oakland Metropolitan Area.

Stellar Restaurant Pad Sales

- The national restaurant void extending north contributes to strong Southland Mall restaurant pad performance with over \$15M in combined annual sales.

TRADE AREA PROFILE



2010 Population 778,194
2015 Projected 800,503



2010 Households 259,163
2015 Projected 263,875



2010 Average HHI \$79,364
2015 Projected \$87,569



2010 Median Age 36.7

MALL INFORMATION

Market Serves the San Francisco East Bay area's densely populated Alameda County Corridor

Description Two-level, enclosed, super regional mall

Anchors Macy's, jcpenny, Kohl's and Sears

Total Retail Square Footage 1.3 million

Parking Spaces 7,200

Opened 1964

Expanded 1985

5-MILE RADIUS

2010 Population 335,960
2015 Projected 344,330

2010 Households 109,523
2015 Projected 110,836

2010 Median Age 37.0

2010 Average HHI \$85,006
2015 Projected \$94,132

Daytime Employment

3-mile Radius 68,986
5-mile Radius 131,379

Source: Claritas, Inc.

I-880 at W. Winton Avenue in Hayward, California

AERIAL VIEW



SOUTHLAND MALL

