



# Southland Center

TAYLOR, MICHIGAN



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## MERCHANDISING

- Southland Center is anchored by Macy's, JCPenney, Border's and a new Best Buy Superstore.
- The center's merchandise mix reflects the family orientation of its market in blending apparel with a variety of unique dining choices.
- Southland Center expanded and remodeled eight national tenants including Victoria's Secret, Express Men, American Eagle Outfitters, and PacSun as well as adding CJ Banks and a new Charlotte Russe to solidify its merchandise mix.

## THE LOCATION

- Southland is the only regional center located in the Detroit suburbs south of I-94 (serving southern Wayne and Monroe Counties).
- It is less than one-quarter mile from I-75, which ties into Detroit's extensive freeway network. Taylor, Michigan (home to Southland Center) ranks fifth in Michigan in terms of retail sales.

## THE MARKET

- Twenty ZIP codes account for 80% of Southland's sales and include a population of over 500,000 people.
- Southland's market share is particularly high in sixteen ZIP codes south of I-94, where 72% of all residents spend more at Southland each year than at any other regional center.
- Pockets of upper-income customers include communities such as Trenton and Riverview while Grosse Ile boasts an average household income over \$129,000.
- Wayne County residents enjoy higher discretionary income levels for shopping than residents of Ann Arbor, Lansing, or Grand Rapids.

## THE FUTURE

- Southland is a dynamic regional center in a market that is not vulnerable to new regional mall competition.



## MALL INFORMATION

### LOCATION

23000 Eureka Rd.

### MARKET

Detroit

### DESCRIPTION

One-level, enclosed with a super-regional draw

### ANCHORS

Macy's, JCPenney, Best Buy, Border's

TOTAL RETAIL SQUARE FOOTAGE 915,197 sq. ft.

PARKING SPACES 4,267

OPENED 1970

EXPANDED 1976, 1988, 1992, 2006

## TRADE AREA PROFILE

2009 POPULATION 500,000

2014 PROJECTED POPULATION 485,170

2009 HOUSEHOLDS 190,229

2014 PROJECTED HOUSEHOLDS 184,278

2009 MEDIAN AGE 37.9

2009 AVERAGE HH INCOME \$58,536

2014 PROJECTED AVERAGE HH INCOME \$60,633

## 5-MILE RADIUS PROFILE

2009 POPULATION 199,302

2014 PROJECTED POPULATION 192,415

2009 HOUSEHOLDS 78,228

2014 PROJECTED HOUSEHOLDS 75,547

2009 MEDIAN AGE 39.9

2009 AVERAGE HH INCOME \$60,188

2014 PROJECTED AVERAGE HH INCOME \$62,235

## DAYTIME EMPLOYMENT

3-MILE RADIUS 33,629

5-MILE RADIUS 84,158

SOURCE: CLARITAS, INC.