

SOUTHWEST PLAZA

LITTLETON, COLORADO



THE MALL FOR SOUTHWEST DENVER

- Southwest Plaza is located at "Main & Main" in the southwestern part of metro Denver. Customers appreciate the convenience of this centrally located shopping center. Due to traffic, it can take southwest Denver residents 45 minutes to reach Cherry Creek and 30 minutes to drive to Park Meadows.
- Daily traffic counts passing the mall exceed 160,000 vehicles.
- Landmark pedestrian bridge constructed in fall 2011 connects Southwest Plaza to one of the county's largest open-space parks.
- 65,135 employees work within a 5-mile radius.
- Dillard's flagship store opened at Southwest Plaza in November 2006, carrying top lines such as Coach, Ralph Lauren, Anne Klein, etc., signaling upscale merchandising success.

THE CUSTOMERS YOU WANT

- The average household income within 3 miles is \$95,292, one of the highest in the marketplace. Southwest Plaza ranks 19th in the GGP portfolio of large market/suburban centers for highest average income.
- Studies show that the quality of customer and lifestyle surrounding Southwest Plaza closely mirror those same factors at Park Meadows and FlatIron Crossing.
- The shopping center serves an affluent market, with 61% of the workforce being employed in a white-collar occupation and 67% of adults being college educated.

YOU'LL BE IN GOOD COMPANY

- Feature retailers include Aéropostale, American Eagle Outfitters, Bath & Body Works, Buckle, Charlotte Russe, Finish Line, Forever 21, Express, Hot Topic, Panera Bread, BC Surf & Sport, Vans, Victoria's Secret, Tokyo Joe's and many more.
- Southwest Plaza's top performing categories include teen apparel, casual dining and department stores.



MALL INFORMATION

LOCATION: "Main & Main" off Bowles and Wadsworth (State Highway 121), with interstate access just off C-470. Approximately 16 miles southwest of downtown Denver.

MARKET: Major employers include Lockheed-Martin, Miller-Coors and the Denver Federal Center.

DESCRIPTION: Two-level, enclosed, regional center

ANCHORS: Dillard's, Macy's, jcpenny, Sears, Dick's Sporting Goods, Super Target outparcel

TOTAL RETAIL SQUARE FOOTAGE 1,349,852

PARKING SPACES 7,000

OPENED 1983

EXPANDED 1994

RENOVATED 2001

TRADE AREA PROFILE

2013 POPULATION 488,161

2018 PROJECTED POPULATION 517,827

2013 HOUSEHOLDS 188,127

2018 PROJECTED HOUSEHOLDS 200,826

2013 MEDIAN AGE 38.2

2013 AVERAGE HOUSEHOLD INCOME \$85,962

2018 PROJECTED AVERAGE HOUSEHOLD INCOME \$89,486

5 - MILE RADIUS

2013 POPULATION 217,069

2018 PROJECTED POPULATION 230,074

2013 HOUSEHOLDS 87,795

2018 PROJECTED HOUSEHOLDS 93,616

2013 MEDIAN AGE 40.0

2013 AVERAGE HOUSEHOLD INCOME \$86,776

2018 PROJECTED AVERAGE HOUSEHOLD INCOME \$89,015

DAYTIME EMPLOYMENT

3 - MILE RADIUS 28,407

5 - MILE RADIUS 74,341

Source: Nielsen