



Southwest Plaza

LITTLETON, COLORADO



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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 per day.
- Average of 15 million visitors a year, with the average shopper visiting the mall 34 times a year.
- 79,355 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 and 30th in total population.
- 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 69% of primary trade area residents employed in white-collar positions with 66% being college educated.
- ‘Upward Bound’ and ‘Brite Lite, Lil’ City’ lifestyle segments account for 23% of Southwest Plaza’s 5-mile households.
- Median housing values of \$261,852.

YOU’LL BE IN GOOD COMPANY

- Feature retailers include Aeropostale, American Eagle, Bath & Body Works, Borders Books, Music & Café, Buckle, Charlotte Russe, Finish Line, Forever 21, Gap/Gap Kids, Hot Topic, Panera Bread, Pac Sun, Toni & Guy, Torrid, Victoria’s Secret, Tokyo Joe’s and many more.



MALL INFORMATION

LOCATION

Located at “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, Coors Brewing Company and the Denver Federal Center.

DESCRIPTION

Two-level, enclosed, regional

ANCHORS

Dillard’s, Macy’s, JCPenney, Sears, Dick’s Sporting Goods, Steve & Barry’s, Super Target outparcel

TOTAL RETAIL SQUARE FOOTAGE 1,292,733

PARKING SPACES 7,000

OPENED 1983

EXPANDED 1994

RENOVATED 2001

TRADE AREA PROFILE

2007 POPULATION 446,510

2012 PROJECTED POPULATION 455,518

2007 HOUSEHOLDS 173,696

2012 PROJECTED HOUSEHOLDS 178,277

2007 MEDIAN AGE 36.8

2007 AVERAGE HH INCOME \$82,393

2012 PROJECTED AVERAGE HH INCOME \$91,542

5-MILE RADIUS PROFILE

2007 POPULATION 204,039

2012 PROJECTED POPULATION 207,193

2007 HOUSEHOLDS 80,375

2012 PROJECTED HOUSEHOLDS 82,568

2007 MEDIAN AGE 37.8

2007 AVERAGE HH INCOME \$88,236

2012 PROJECTED AVERAGE HH INCOME \$96,638

DAYTIME EMPLOYMENT

3-MILE RADIUS 31,365

5-MILE RADIUS 79,355

SOURCE: CLARITAS, INC.