

TOWN EAST MALL

MESQUITE, TEXAS



DYNAMIC RETAIL PRESENCE FOR DALLAS AND EAST TEXAS

- Town East Mall is the only super-regional shopping center on the east side of the Dallas-Fort Worth metroplex and draws shoppers from as far away as East Texas, Louisiana and Arkansas.
- Conveniently located at the crossroads of I-635, U.S. Highway 40 and I-30, Town East is easily accessible from all directions.
- Town East Mall is less than 15 minutes from downtown Dallas.
- As of December 2012, Town East has experienced 17 months of consecutive all-time high sales.

MORE CUSTOMERS & MORE SHOPPING

- Town East Mall hosts more than 18 million visitors annually.
- The shopping center boasts one of the largest primary trade areas in the Dallas-Fort Worth metroplex.
- Town East features a diverse blend of today's hottest national and regional retailers, including Aéropostale, H&M, Charming Charlie, American Eagle Outfitters, Buckle, Coach, Forever 21, G by Guess, Vans and Victoria's Secret.
- There's something for everyone in the 850-seat food court that includes 12 eateries such as Chick-fil-A, McDonald's, Sbarro, Taco Bell and Subway.
- The mall hosts three restaurants: BJ's Restaurant & Brewhouse, Buca di Beppo and El Chico.

IF YOU HAVEN'T BEEN TO TOWN EAST LATELY, YOU HAVEN'T BEEN TO TOWN EAST

Town East looks better than ever as a result of continuous improvements to beautify and enhance the mall:

- Updates include exterior landscaping, interior and exterior paint, roof and paving.
- 2013 installation of a 60-foot dynamic LED sign fronting I-635.
- H&M opened a 20,000-square-foot, two-level store in 2011.
- Family-oriented amenities such as a soft play area, train and nursing rooms.
- 22 new or expanded retailers since 2011.

TOP PERFORMING CATEGORIES

- Shoes: Athletic, Family and Children's
- Jewelry
- Teen apparel

MALL INFORMATION

LOCATION: At the intersection of I-635 and Town East Boulevard, between I-30 and U.S. Highway 80.

MARKET: Mesquite, Texas, on the east side of the Dallas-Fort Worth metroplex

DESCRIPTION: Two-level (third-level food court), enclosed, super-regional center

ANCHORS: Dillard's, Macy's, JCPenney, Sears

TOTAL RETAIL SQUARE FOOTAGE: 1,250,000

PARKING SPACES: 7,278

OPENED: 1971

EXPANDED: 1986

RENOVATED: 1998, 2000, 2005

OTHER FEATURES: 12-unit food court with seating for 850.

Three sit-down restaurants: BJ's Restaurant & Brewhouse, Buca di Beppo and El Chico

PERIPHERAL LAND USE: Retail, restaurant, hotel

TRADE AREA PROFILE

2013 POPULATION 1,005,186

2018 PROJECTED POPULATION 1,083,533

2013 HOUSEHOLDS 334,486

2018 PROJECTED HOUSEHOLDS 359,128

2013 MEDIAN AGE 32.7

2013 AVERAGE HOUSEHOLD INCOME \$62,809

2018 PROJECTED AVERAGE HOUSEHOLD INCOME \$64,377

5 - MILE RADIUS

2013 POPULATION 306,504

2018 PROJECTED POPULATION 327,780

2013 HOUSEHOLDS 105,841

2018 PROJECTED HOUSEHOLDS 112,831

2013 MEDIAN AGE 32.8

2013 AVERAGE HOUSEHOLD INCOME \$56,198

2018 PROJECTED AVERAGE HOUSEHOLD INCOME \$56,002

DAYTIME EMPLOYMENT

3 - MILE RADIUS 40,246

5 - MILE RADIUS 90,913

Source: Nielsen

