



# SOUTHPOINTE

PAVILIONS®

**450,000 SF Opened Fall 1999**

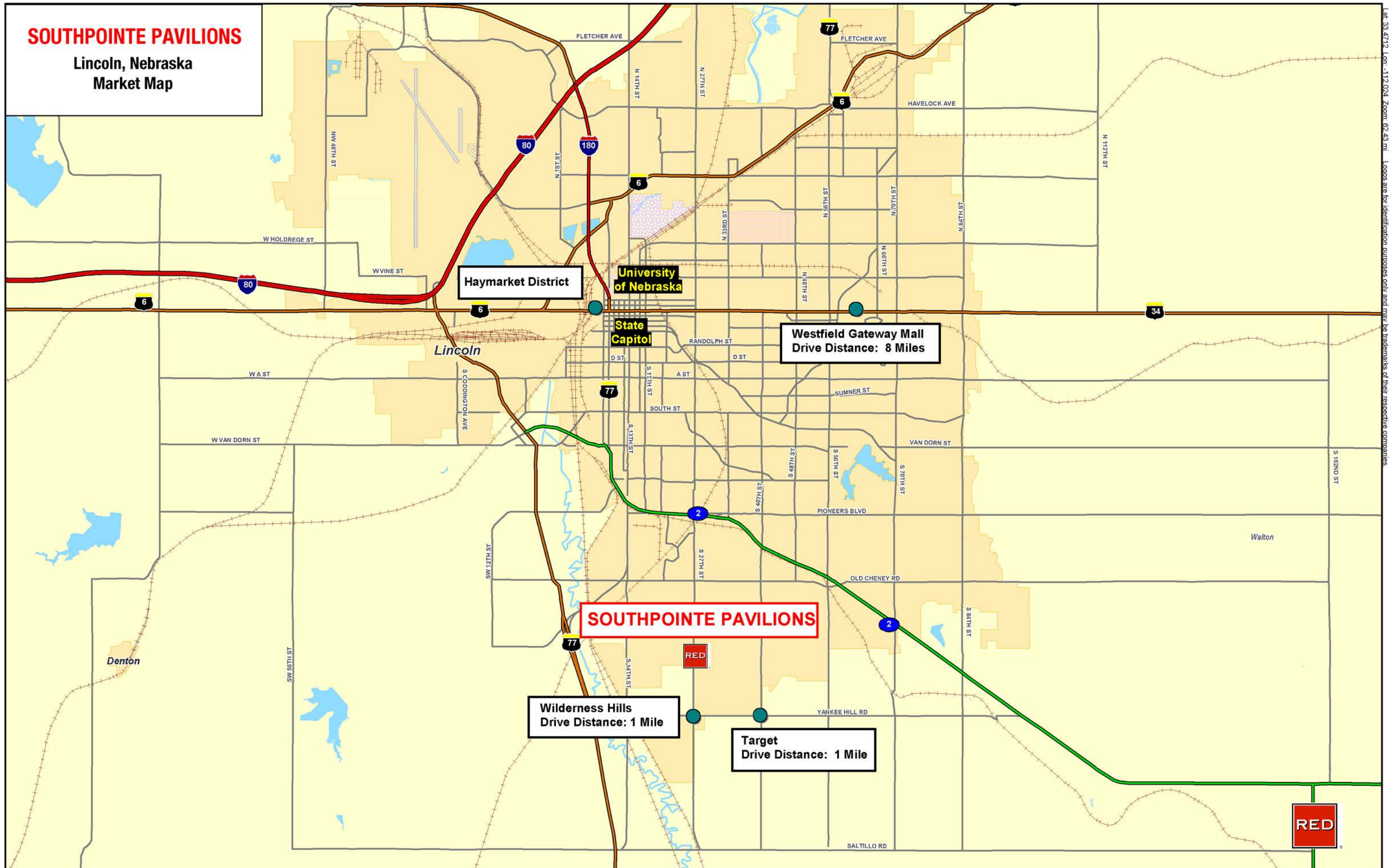
S. 27th St. & Pine Lake Rd. | Lincoln, Nebraska

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# SOUTHPOINTE PAVILIONS

Lincoln, Nebraska  
Market Map



Lat: 38.4712, Lon: -112.024, Zoom: 62.43 mi. Loops are for identification purposes only and may be trademarks of their respective companies.



**SouthPointe Pavilions**  
S. 27th St. & Pine Lake Rd. | Lincoln, Nebraska





## **Why SouthPointe Pavilions?**

### **Lincoln**

- Population of the Lincoln MSA is 300,735 and is expected to reach 315,371 by 2015. It is one of the fastest growing areas in the Midwest.
- Forbes recognized and ranked Lincoln as No. 5 out of the largest 200 metropolitan areas in the U.S. on the 2009 list of the top communities for business and careers.
- Lincoln ranked in the Top 25 among the metro areas in the cost of doing business, educational attainment and job growth projected.
- CNN Money ranked Lincoln No. 10 among midsize metro areas for best place to launch a small business startup.
- Lincoln is one of the Midwest's most livable cities—home to a stable business environment, advanced health care technology, and an excellent education system.
- Seven colleges and universities with 40,000 students are in Lincoln. The University of Nebraska's flagship campus is home to 23,000 of those students.
- Lincoln is a highly educated community. 93% of Lincoln adults graduated high school. 37% have at least a bachelor's degree, well above the national average of 27%.
- Ranked No. 3 Most Livable Bargain Markets by MSN Real Estate, Lincoln's overall cost of living and average home price has consistently remained below national and regional averages.
- Lincoln's major industries are Government, Education, Health Care, Retail and Wholesale Trade, Professional and Business Services and Manufacturing.
- Major employers include Lincoln Public Schools, State of Nebraska, University of Nebraska, BryanLGH Medical Center and St. Elizabeth Health Systems.
- With a focus on the future, The 2015 Vision, formed by a group of Lincoln's business and civic leaders, envisions strengthened research and education, the creation of more jobs and provides new entertainment and cultural opportunities.

### **SouthPointe Pavilions**

- SouthPointe Pavilions is located in the southwest region of Lincoln, which is the most rapidly developing and most affluent area of the city.
- SouthPointe Pavilions shoppers are some of the wealthiest in the trade area with an average household income of \$85,394; 31% earn more than \$100,000.
- The center boasts strong traffic counts—traffic increased 14% in 2010.



- More than 8 million guests shopped SouthPointe in 2009, an average of 667,000 per month.
- SouthPointe Pavilions is the only lifestyle center in Lincoln and draws more than 70% of the total trade area shoppers.
- 20 SouthPointe stores and restaurants are exclusive to the market including Trader Joe's, Gap, Banana Republic, Chico's, Famous Dave's, Scheels, Coldwater Creek, Francesca's, Pier One, SitStay and Von Maur.
- SouthPointe hosts numerous community events to drive traffic to the center. 15,000 people attend SouthPointe's annual Lincoln Arts Festival. The summer concert series generates a weekly attendance of 1,000 and a new BBQ & Blues Fest launches in 2010. Fashion shows, coupons, and bounce backs are integrated into events to enhance additional traffic and conversions.
- SouthPointe is a tourist destination. 20% of sales come from an affluent tertiary market and license plates during Cornhusker football games typically reflect 48 Nebraska counties and ten states.
- SouthPointe Pavilions is a vibrant and successful center with an occupancy rate of 99%.

**SOUTH POINTE PAVILIONS**  
**DEMOGRAPHICS**



	<b>3-Mile Radius</b>	<b>5-Mile Radius</b>	<b>10-Mile Radius</b>	<b>Lincoln MSA</b>
<b>Population</b>				
2016 Projection	59,811	141,232	285,372	320,166
2011 Estimate	56,495	135,255	272,809	306,357
Growth 2011-2016	5.87%	4.42%	4.61%	4.51%
<b>2010 Daytime Population</b>				
2010 Number of Employees	28,196	74,439	181,843	195,055
<b>2011 Population by Age</b>				
Age 0-4	7.65%	7.14%	7.35%	7.29%
Age 5-9	6.95%	6.57%	6.62%	6.61%
Age 10-14	6.22%	5.91%	5.86%	5.91%
Age 15-17	4.42%	4.04%	3.70%	3.88%
Age 18 and over	74.76%	76.35%	76.48%	76.30%
Age 21 and over	70.11%	71.67%	69.71%	69.56%
Age 65 and over	9.46%	11.20%	10.84%	11.14%
<b>2011 Est. Median Age</b>	<b>33.37</b>	<b>33.91</b>	<b>31.93</b>	<b>32.21</b>
<b>2011 Est. Pop. Age 25+ by Educational Attainment</b>				
Some College, no degree	22.12%	22.25%	23.25%	23.24%
Associate Degree	10.88%	9.96%	10.68%	11.02%
Bachelor's Degree or Higher	45.57%	42.70%	35.84%	34.65%
<b>2011 Est. Households by Household Income</b>				
Income \$50,000 - \$74,999	21.417	55,016	108,958	121,195
Income \$75,000 or Higher	21.92%	20.68%	21.08%	21.54%
	40.47%	31.23%	26.48%	27.07%
<b>2011 Est. Average Household Income</b>	<b>\$79,662</b>	<b>\$67,735</b>	<b>\$61,345</b>	<b>\$61,888</b>
<b>2011 Est. Median Household Income</b>	<b>\$64,131</b>	<b>\$52,304</b>	<b>\$47,885</b>	<b>\$48,772</b>
<b>2011 Est. Per Capita Income</b>	<b>\$30,758</b>	<b>\$28,003</b>	<b>\$24,952</b>	<b>\$24,915</b>
<b>2011 Est. Median All Owner-Occupied Housing Value</b>	<b>\$175,677</b>	<b>\$158,183</b>	<b>\$142,301</b>	<b>\$142,662</b>
<b>2011 Est. All Owner Occupied Housing Units</b>	<b>14,975</b>	<b>34,115</b>	<b>65,765</b>	<b>75,011</b>
<b>2011 Est. Pop 16+ by Occupation Classification</b>				
White Collar	33,199	76,732	152,405	170,606
Blue Collar	73.69%	69.16%	64.75%	63.95%
	12.02%	14.30%	17.92%	18.78%

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**TENANTS INCLUDE:**

American Eagle Outfitters  
Banana Republic  
Barnes & Noble  
Bath & Body Works  
Bed Bath & Beyond  
Buckle  
Chico's  
Chili's  
Coldwater Creek  
Douglas Theatres  
Francesca's Collections  
Gap/Gap Kids  
Hollister  
LOFT  
Office Max  
Old Chicago  
Pier 1 Imports  
Scheels All Sports  
Talbots  
Trader Joe's  
Von Maur

**SOUTHPOINTE PAVILIONS**

- Northeast corner of South 27th Street & Pine Lake Road  
Lincoln, Nebraska
- 450,000-square-foot lifestyle center
- Open-air colonial design
- Anchor tenants blended with traditional mall merchants
- Regional destination for shopping, entertainment and dining
- Opened Fall 1999
- [www.southpointeshopping.com](http://www.southpointeshopping.com)

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PHOTOS



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