



Broadway Square is a regional mall that serves Tyler, TX, and surrounding communities. The center features Dillard's, JCPenney, Sears, and over 75 specialty stores. Broadway Square is conveniently located at Loop 323 and US Highway 69.

TRADE-AREA PROFILE

The majority of the people within Broadway Square's trade area are married (59%) and the workforce is evenly split between blue and white collar. 49% of the trade-area households have incomes of at least \$35,000.

Broadway Square

4601 S. Broadway Ave, Tyler, TX 75703

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Sources: SPG Research 5/09. Trade-area demographic information created with Pitney Bowes MapInfo (2008).

PROPERTY FACTS

MALL TYPE | Regional

LEVELS | 1

GROSS LEASABLE AREA | 628,000 sf

FOOD COURT | Yes

THEATER | No

ANCHORS | 3: Dillard's, JCPenney, Sears

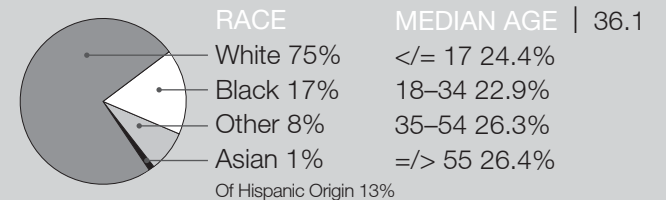
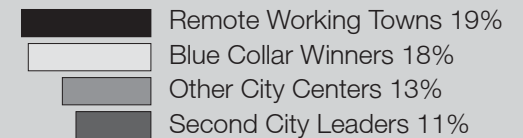
STORES | 75+: Abercrombie & Fitch, Aeropostale, American Eagle Outfitters, Ann Taylor Loft, Apricot Lane, Bath & Body Works, Buckle, Build-A-Bear Workshop, Champs Sports, The Children's Place, Gymboree, Hollister Co., Hot Topic, Icing, Old Navy, PacSun, Trade Secret, Victoria's Secret

GENDER | Male 48.6%, Female 51.4%

TRADE-AREA POPULATION | 288,427

AVERAGE ANNUAL HH INCOME | \$59,535

TOP FOUR LIFESTYLE SEGMENTATION GROUPS



SIMON® | PROPERTY GROUP

eye™



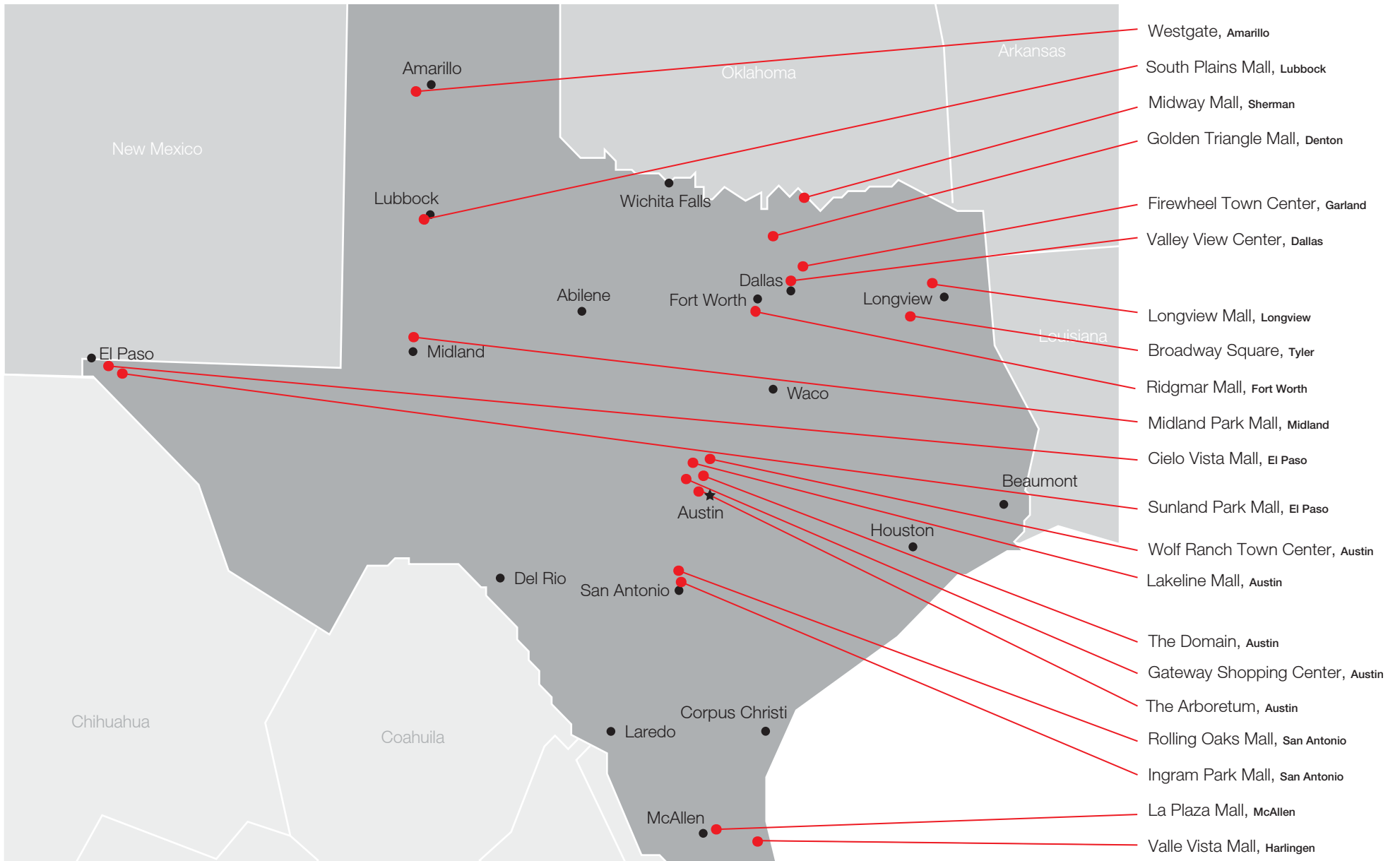
- 1. Journeys
- 2. Select Comfort
- 3. Alltel
- 4. Great American Cookie Co.
- 5. Toni & Guy
- 6. Motherhood Maternity
- 7. Helzberg Diamonds
- 8. Mandarin Express

- 9. Roman Delight Pizza & Pasta
- 10. Gordon's Jewelers
- 11. Kay Jewelers
- 12. Trade Secret
- 13. Underground Station
- 14. GameStop
- 15. M&M's

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Texas

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