

# MOUNTAIN MEETS MODERN MOUNTAIN MEETS MODERN THE SHOPS AT SOUTH TOWN



# THE SHOPS AT SOUTH TOWN

# COMMERCE COMMUNITY CULTURE COMMERCE COMMUNITY CULTURE



## PROPERTY INFO

BUILT	1986
REDEVELOPED	2018
STORES	110
TOTAL CENTER GLA	1,358,758 SF
ANNUAL VISITORS	7.6 MILLION
PARKING SPACES	6,872

## ANNUAL SALES

RETAIL	\$173 MILLION
RESTAURANT	\$34 MILLION

Welcome to the Shops at South Town, newly renovated and one of Utah's largest shopping destinations with nearly 1.3 million square feet of retail space.

The Shops at South Town offers a superior one-stop shopping experience with over 100 retail, dining, and entertaining options. You will find the latest trends from popular brands, including H&M, HomeGoods, JCPenney, as well as fashion favorites from an extensive lineup of local boutiques. Grab a bit in our Dining Terrace and enjoy family-friendly amenities and entertainment, including interactive media experiences and Round1 Bowling and Amusement.

In 2018 a multi-million-dollar renovation was completed, which transformed the shopping center. Exterior and interior public art created by local and world-renowned artists increases visibility, promotes community engagement and celebrates the unique location as a gathering area at the basecamp of the Wasatch Mountains. A rejuvenated interior boasts natural sunlight and landscaping, exposed beams, contemporary storefronts, and state-of-the-art technology, separating The Shops at South Town from other centers in the market.



### APARTMENTS/TOWNHOMES

1,895 Units | Cairns Development

### OFFICE BUILDING

586,000 SF Commercial Space | Cairns Development

### SANDY CITY HALL

(0.6 miles away)



HYATT

(0.8 miles away)

STATE STREET  
33,671 VEHICLES PER DAY

ULTA

10600 SOUTH  
52,592 VEHICLES PER DAY

COSTCO  
WHOLESALE

(0.7 miles away)

TARGET

buy buy  
BABY

JCPenney

STARBUCKS

MARRIOTT

(0.3 miles away)

THE SHOPS AT  
SOUTH TOWN

ROUND1

HomeGoods

1-15 OFFRAMP  
PROVIDES DIRECT ACCESS TO CENTER

15

INTERSTATE-15  
185,000 VEHICLES PER DAY

MOMENTUM

REI

### HALE CENTER THEATRE

1,150 Seats (0.5 miles away)

### MIXED-USE DEVELOPMENT

Cairns District Development

### MARKETPLACE AT SOUTH TOWN

Target, Buy Buy Baby, Old Navy, and More

### COMMONS AT SOUTH TOWN

Nordstrom Rack, DSW, Petsmart and More







## SHOPS AT SOUTH TOWN

Generates **\$173+ Million**  
in sales annually

Boasts over **\$34 Million**  
in restaurant sales annually

### HOUSEHOLDS & EDUCATION - 10-MILE RADIUS

**289,000+**

TOTAL  
HOUSEHOLDS

**79.3%**

ARE  
MARRIED

**\$386,000+**

MEDIAN  
HOME VALUE



**204,000+** College or Graduate Degree

**66,000+** Graduate or Professional Degree

**523,000+** High School Graduate or Higher



**\$110,000 - \$120,000** Family Income

### OCCUPATION - 10-MILE RADIUS



**19.3%**

MANAGEMENT  
& BUSINESS

**23.1%**

PROFESSIONAL  
RELATED

**23.2%**

SALES  
& OFFICE

**34.4%**

OTHER

### LOCAL DEMOGRAPHICS

	3-MILE	5-MILE	10-MILE
POPULATION	111,225	311,667	887,573
TOTAL HOUSEHOLDS	38,538	103,067	289,951
AVG. HOUSEHOLD INCOME	\$105,401	\$117,793	\$110,228

Estimated **7.6 million**  
shoppers per year.

**416,000** shoppers per month - **96,000** shoppers per week

**63%** of shoppers live in 10 mile radius

**83%** of shoppers live in 30 mile radius

In Salt Lake County, our **\$4.62 billion**  
visitor economy represents 46% of the  
State's **\$10.1 billion** visitor economy.

### AGE- 10-MILE RADIUS



**30.4%** Under 18

**22%** 18-34

**26.4%** 35-54

**21.2%** 55+

# NEARBY UNIVERSITIES

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Nestled at the base of the Wasatch Mountains, Utah is home to several excellent educational institutions. University of Utah, Westminster College, Utah Valley University, and Brigham Young University educate 105,000+ students that reside within 30 miles of The Shops at South Town.

UNIVERSITY OF UTAH



BRIGHAM YOUNG UNIVERSITY



UTAH VALLEY UNIVERSITY



The University of Utah is a public research university in Salt Lake City, Utah. It is the flagship institution of the Utah System of Higher Education.

Brigham Young University is a private research university located in Provo, Utah. The university is accredited by the Northwest Commission on Colleges and Universities.

Utah Valley University is a public university in Orem, Utah. UVU offers master's, bachelor's, and associate degrees. Previously called Utah Valley State College, the school attained university status in July 2008.



# THE SHOPS AT SOUTH TOWN

## SANDY, UT

Located south of the Salt Lake City metropolitan area

## 16 MILES

South of downtown Salt Lake City

## EASY ACCESS

to major highways 1-I5 and I-215

## 185,000+

vehicles passing daily

## 328,658

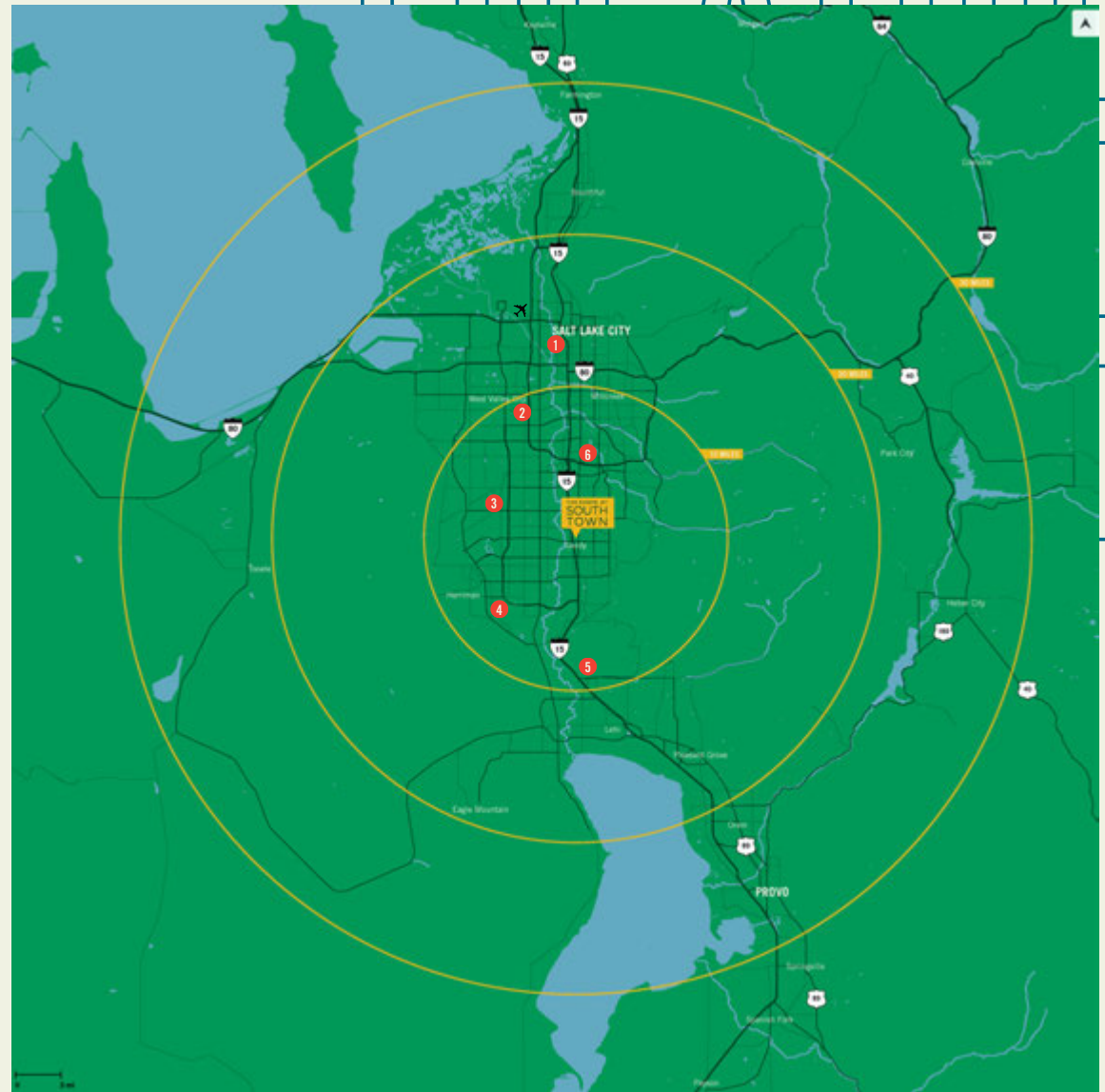
employees within 10 miles

## 20+

nearby apartment buildings

## 10+

nearby hotels



1 City Creek Center

2 Valley Fair Mall

3 Jordan Landing

4 Mountain View Village

5 Outlets at Traverse Mountain

6 Fashion Place

✈ Salt Lake City International Airport





# CAIRNS PROJECT

Sandy City's vision for the downtown district is to become the **"ultimate base camp"** for the surrounding mountains and amenities. Their **vision for the next 30 years** is to bring a ski resort feel to the area, while bringing **new entertainment and restaurants** to the Salt Lake Valley, allowing higher density projects to develop within the shown area.

With a planned 20-million square feet of development, the city center plan includes:

- + A variety of housing options, hotels, office and retail
- + New trails
- + Enhanced transportation to minimize congestion and ample walkable event parking
- + A bustling arts and entertainment scene



# A CENTRAL GATHERING PLACE

The Shops at South Town offers a memorable destination, experiential, energetic, and fun with an enhanced shopping experience by engaging the community and activating the center with entertainment and excitement for guests of all ages. We invite you to visit our Dining Terrace to enjoy one of the fan-favorite casual dining options, take in the view of the majestic Wasatch Mountains from our family-friendly seating area and let the kids play a game on our interactive kid's game wall.







COMMUNITY ART SHOW



CHRISTMAS CONCERTS



MOM'S NIGHT OUT



BACK TO SCHOOL CONTEST

## Community Programming and Signature Events

**120+**

ANNUAL CENTER  
ACTIVATIONS

**5+**

SIGNATURE EVENTS  
PER YEAR

**50K+**

ATTENDEES  
PER YEAR

PHOTOS WITH SANTA



ARMED FORCES FAMILY DAY



KIDS CLUB



DIAMOND DIVE







# PUBLIC ART PUBLIC ART PUBLIC ART PUBLIC ART

# MURALS MURALS MURALS MURALS



To enhance and activate the property's exterior façade, a first-of-its kind art partnership with Sandy City, Visit Salt Lake and Utah Arts Alliance came to life.

Envisioning blank exterior walls as an opportunity to cultivate the arts created a synergy between the center's picturesque backdrop and the property's urban meets mountain theme.

The murals feature three artists serving as a tangible touchpoint inspiring ongoing community engagement and fueled a city-wide, city-funded arts initiative.



SALT LAKE



**MOUNTAIN MEETS MODERN**

**THE SHOPS AT SOUTH TOWN**

**#COMETOGETHER**





The Shops at South Town represents the charm and adventure that embodies the Utah lifestyle.





## SUSTAINABLE PRACTICES

Energy Management  
Reclaimed Water System



## 24/7 SECURITY PRESENCE



## PUBLIC ART



## MAGNIFICENT TENANT MIX



**GREENWAY**  
Adjacent Bicycle & Walking Paths



**AMPLE  
PARKING**



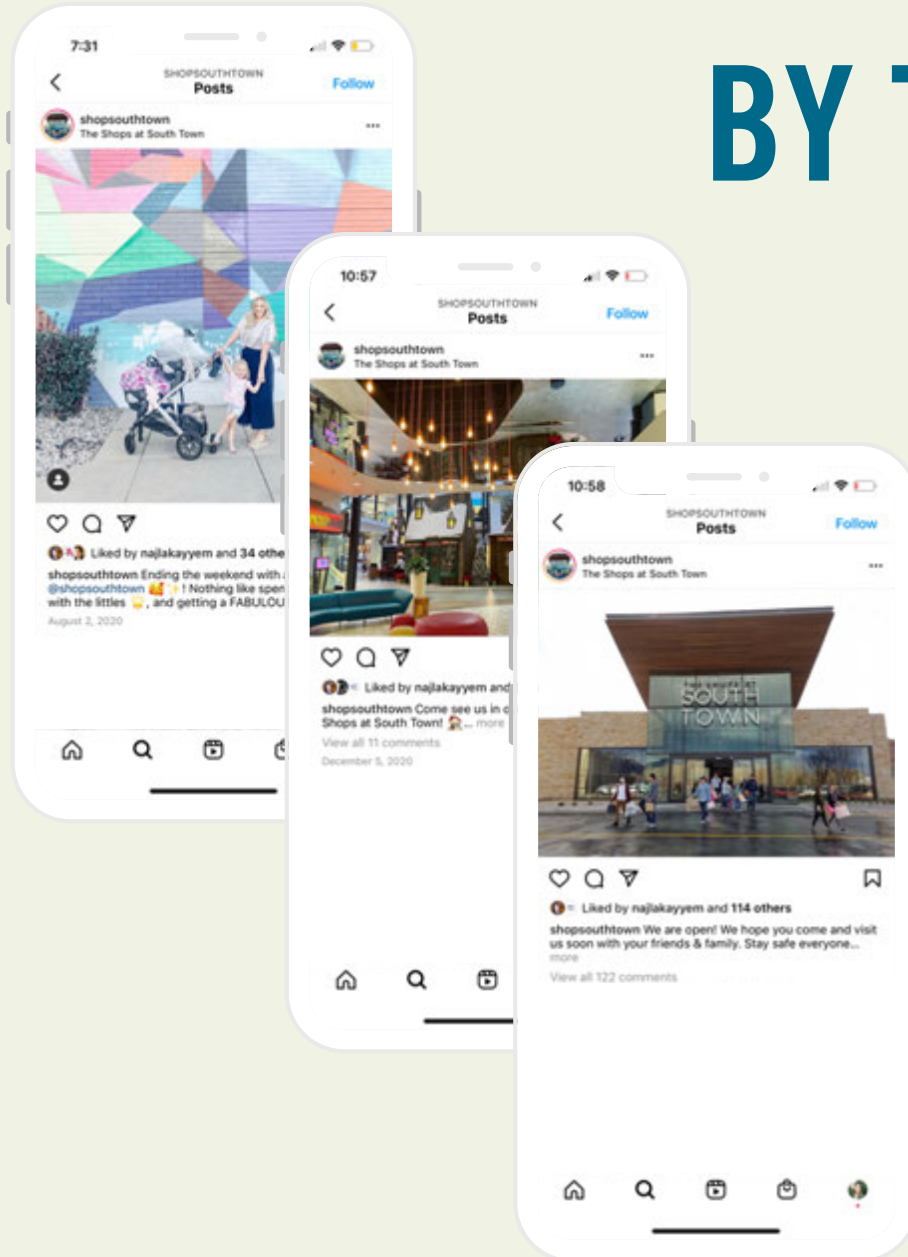
**COMMUNITY ACTIVITIES  
& ENTERTAINMENT**



**CHILDREN'S PLAY AREA**



# BY THE NUMBERS



## FACEBOOK

**11,100+** Page Likes

**147,800+** Reach

## INSTAGRAM

**3,100+** Total Followers

**39,000+** Impressions

## EMAIL

**87,300+** Total Subscribers

## SMS

**34,100+** Total Subscribers

## WEBSITE

**12,000+** Average Monthly Visits

**15,400+** Average Monthly Sessions

**36,900+** Average Monthly Page Views

## LEASING

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## LOCAL LEASING

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## MARKETING & BUSINESS DEVELOPMENT

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**PACIFIC  
RETAIL**

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THE SHOPS AT  
**SOUTH  
TOWN**

**#SHOPSOUTHTOWN**

 @ShopsAtSouthTown   @ShopSouthTown

shopsatsouthtown.com

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