

Southdale Square

Edina, Minnesota



- Southdale Square is a 115,500 square foot neighborhood center located in a retail market, a short distance from Southdale Mall.
- It is highly accessible from all major metropolitan highways and less than 10 miles from downtown Minneapolis.
- Merchants include eq life, Hollywood Video, Heartbreaker, Amber Bead, Pier 1 Imports, Jared-The Galleria of Jewelry, Patrick's French Bakery, Noodles & Co., Dunn Bros. Coffee and Golfsmith.

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A Special Place

- Southdale Square is a 115,500 square foot unique neighborhood shopping center offering its customers one-of-a-kind regional and national merchants.
- The center was recently expanded to include a 20,000 square foot retail building which includes Jared, Dunn Bros. Coffee, Dino's and Noodles & Co.
- The center has been renovated with updated storefronts, facades, parking area and property amenities.

Key Retail Tenants

Amber Bead
Baker's Square (on adjacent pad)
Dino's Greek Restaurant
Dunn Bros. Coffee
eq-life
Golfsmith
Heartbreaker
Hollywood Video
Jared - The Galleria of Jewelry
N'Tice
Noodles & Co.
Palm Beach Tan
Patrick's French Bakery
Pier 1 Imports
Red Pepper Restaurant

The Customers

- Over 430,000 households exist within the 10 mile trade area.
- Edina is located in the heart of the western metropolitan area allowing the customer base to draw from 10 miles of the property.
- Surrounded by high income and affluent neighborhoods, average household incomes are over \$102,000 within 3 miles.
- Along with the dense residential population, the trade area daytime



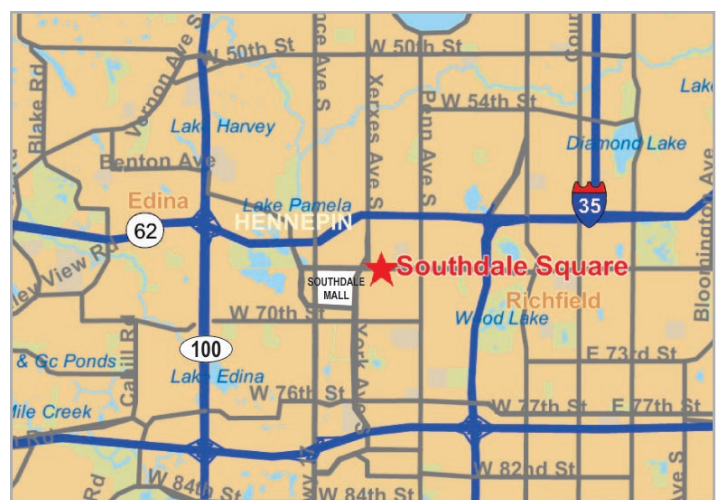
population is equally impressive with over 43,000 area businesses and 760,000 employees.

The Perfect Location

- Located across the street from Southdale Mall at the intersections of 66th Street and Xerxes Avenue, minutes from major highways 62, 100 and 494.
- Average daily traffic counts are over 39,500
- Positioned in one of the metro's key retail corridors which includes Marshall Field's, Gabberts Furniture, Restoration Hardware, Pottery Barn, Tiffany's, Best Buy, Super Target, JoAnn Fabrics, and Old Navy.
- Surrounded by numerous business campuses, Fairview Southdale Hospital and corporate headquarters such as Best Buy, Regis, Holiday Station Stores and Dairy Queen International.

Trade Area Profile (Source: ESRI, 2005 Estimates)

| Mile Radius | 1 Mile | 3 Miles | 5 Miles | 10 Miles |
|--------------------------|----------|-----------|----------|-----------|
| Population | 14,385 | 117,302 | 295,093 | 1,003,979 |
| Average Households | 7,076 | 53,223 | 133,646 | 426,003 |
| Average Household Income | \$80,500 | \$102,576 | \$94,356 | \$87,917 |
| Median Age | 44.8 | 41.3 | 38.2 | 35.4 |
| Daytime: # of Businesses | 1,055 | 5,905 | 13,413 | 43,513 |
| Daytime: # of Employees | 18,120 | 92,278 | 206,582 | 761,044 |



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