



## HIGHLIGHTS

**NUMBER OF STORES** 91

**SIZE** 672,975 square feet

**FEATURED STORES** DICK'S Sporting Goods, H&M (coming soon), JCPenney, Macy's, Planet Fitness, and Regal Cinemas (16 screens)

**WEBSITE** [SouthParkMall.com](http://SouthParkMall.com)

**TRADE AREA** 512,541 (2018 est.)

**CENTER EMPLOYMENT** 1,800 (est.)

**YEAR OPENED** 1989

# DEMOGRAPHICS

POPULATION TRENDS	PRIMARY TRADE AREA	SECONDARY TRADE AREA	TOTAL TRADE AREA
2018 Estimate	245,529	267,012	512,541
2023 Projection	254,729	280,157	534,886
2010 Census	234,802	241,096	475,898
2018-2023 % Change	3.75%	4.92%	4.36%
2018 Daytime Population Estimate	98,609	104,198	202,807

## AVERAGE HOUSEHOLD INCOME

2018 Estimate	\$78,653	\$79,958	\$79,332
2023 Projection	\$91,627	\$91,304	\$91,458
2018-2023 % Change	16.50%	14.19%	15.28%

## MEDIAN AGE

2018 Estimate	40	44	42
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Source: 2010 Census; Scan/US 2018/2023 Estimates



# TRADE AREA FACTS

- Dominant regional mall and shopping, dining and entertainment destination for the Tri Cities area of Colonial Heights, Petersburg, Hopewell and the surrounding counties to the North Carolina border.
- With exceptional visibility and multiple interstate exits, more than 90,000 vehicles per day pass Southpark Mall on I-95. An additional 18,000 vehicles per day pass Southpark Mall on Temple Avenue.
- Fort Lee, which went through a \$1.2 billion expansion following the 2005 Base Realignment and Closure mandates, is less than four miles from Southpark Mall on Temple Avenue. The Army reports that the daily population of Ft. Lee averages 27,000 and that 70,000 troops will train there each year, making it the third largest training site in the Army. Fort Lee provides more than \$225 million of military and civilian payroll to the local economy.
- Other major employers in the area include an Amazon distribution center, Rolls Royce aerospace plant, Virginia State University, Central State Hospital, and Southside Regional Medical Center.
- Average household income: \$74,220.00 (2019 projection).



**SOUTHPARK MALL**  
Colonial Heights, VA

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