

Setting the Pace

As the only open-air shopping destination in Louisville, the Paddock Shops sets the pace with over 360,000 sf of retail and restaurants catering to the best and brightest of Louisville



Louisville, Kentucky

PADDOCK SHOPS

Paddock Shops

is the premier shopping destination in Louisville. Located in northwest Louisville, it caters to the market's most affluent population.

The only location in the Louisville market for marquee retailers like J. Crew, Gap, Athleta, Soft Surroundings, TW&M, Orvis and Build-A-Bear

Trade Area population larger than Birmingham, AL and Charleston, SC

Combined restaurant sales over \$12M

Incomes and education levels higher than similar markets including Lexington, Birmingham and Charleston

Highly educated population with over 44% earning a bachelor's degree or higher

16M visitors per year - tourism is the 3rd largest component of its economy





Paddock Shops Area Summary

Total Population

55k 3 miles
122k 5 miles
214k 7 miles

Daytime Population

24k 3 miles
67k 5 miles
129k 7 miles

Total Households

22k 3 miles
51k 5 miles
90k 7 miles

Daily Traffic Counts

69k vpd
on I-265
28k vpd
Brownsboro Road
16k vpd
Springdale Road
113k vpd
Total Traffic

Median Household Income

\$94k 3 miles
\$92k 5 miles
\$89k 7 miles

Discover Louisville's *Bourbon Trail*

Kentucky Bourbon Trail

2.5M visitors since 2010

73% visited the Bourbon Trail specifically

2015 set a new record for attendance

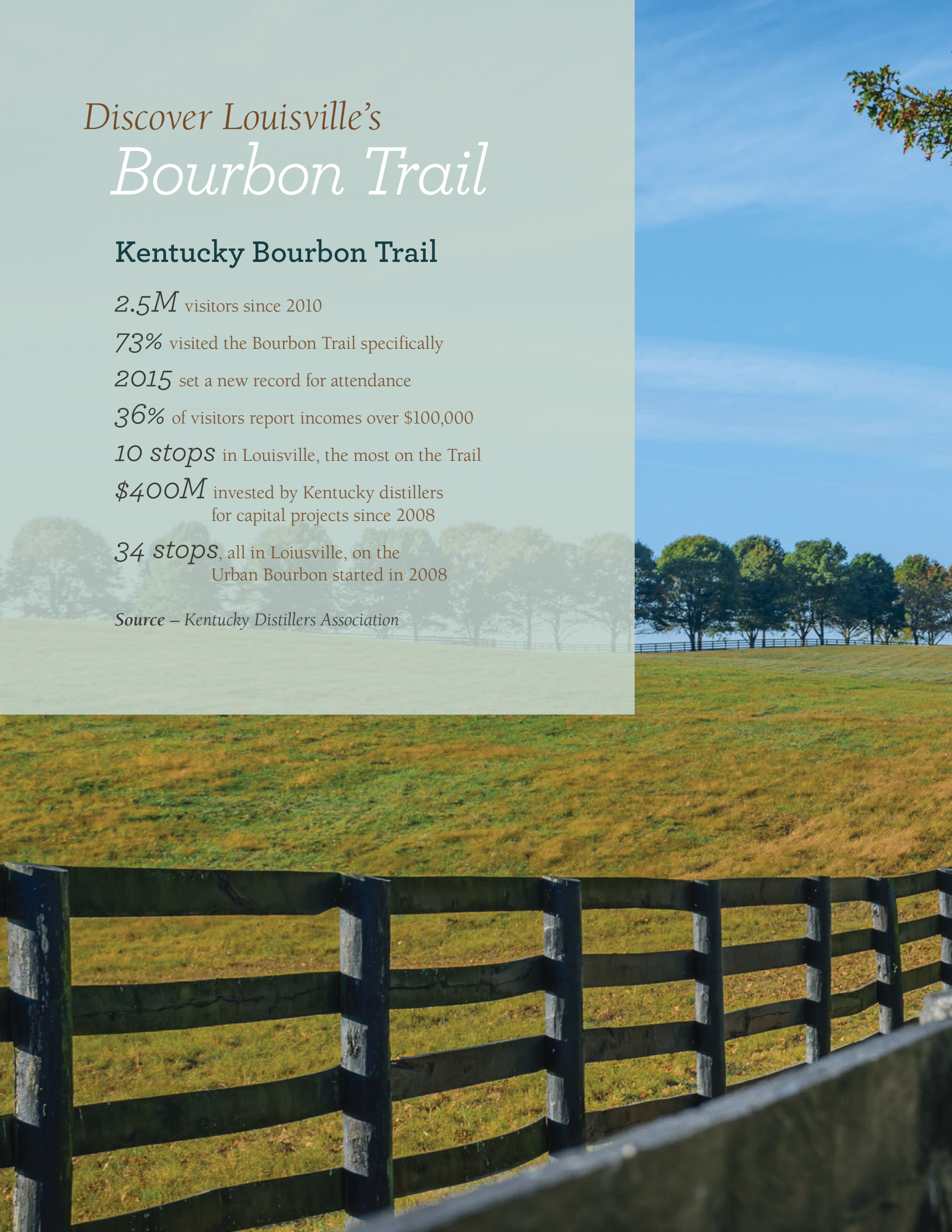
36% of visitors report incomes over \$100,000

10 stops in Louisville, the most on the Trail

\$400M invested by Kentucky distillers
for capital projects since 2008

34 stops, all in Louisville, on the
Urban Bourbon started in 2008

Source – Kentucky Distillers Association





Discover Louisville *Did You Know?*

Louisville Facts

Worldport is the worldwide air hub for UPS, handling 115 packages a second

Seventh largest inland port in the US

State of Kentucky produces 95% of all Bourbon in the world

The drink the “Old Fashioned” was invented at **Louisville’s Pendennis Club**

Louisville is listed #3 on the “Top 8 Awesome Foodie Getaways Around the Globe” by Zagat Survey

First Kentucky Derby was held **May 17, 1875**

Old Louisville is the largest Victorian Neighborhood in the US

Largest Beatles festival in the world

Thunder Over Louisville is the largest annual fireworks display in North America

\$2.5B East End Bridge completing December 2016

Paddock Shops Personas



The Second City Moguls

These Louisvillians have average incomes over \$125,000.

They tend to live in the newer suburbs of growing metropolitan areas.

Typically, highly educated professionals that tend to drive expensive German sedans and luxury SUVs.

They shop at upscale retail stores, and put a high value on wealth.

Population 18,693 (14.8%)
Household 6,737 (12.5%)

The Rising Fortunes

Relatively young singles and couples that recently started a family or are about to.

They live in newer neighborhoods, rented townhouses and small apartment complexes in order to buy a home.

Often employed in sales, financial, and personal services.

With above average levels of education and presently average incomes, Rising Fortunes will likely exhibit considerable upward economic mobility over the coming years.

Population 13,200 (10.4%)
Household 6,441 (12.0%)



The New American Dreamers

Diverse, educated population with growing families, that are physically active.

Historically have above average incomes (\$70,000+).

Living in the more affluent suburbs of moderately priced housing markets, there is plenty left over for discretionary spending.

Most own their own homes, many without mortgages.

Population 12,071 (9.5%)
Household 4,787 (8.9%)

The Living the Dreamers

This group tends to be above the age of 50. Married couple families predominate and about 1/3 have children still at home.

Largely highly educated and high income. Tend to work in real estate, legal, and other professions. Many are self-employed or work from home.

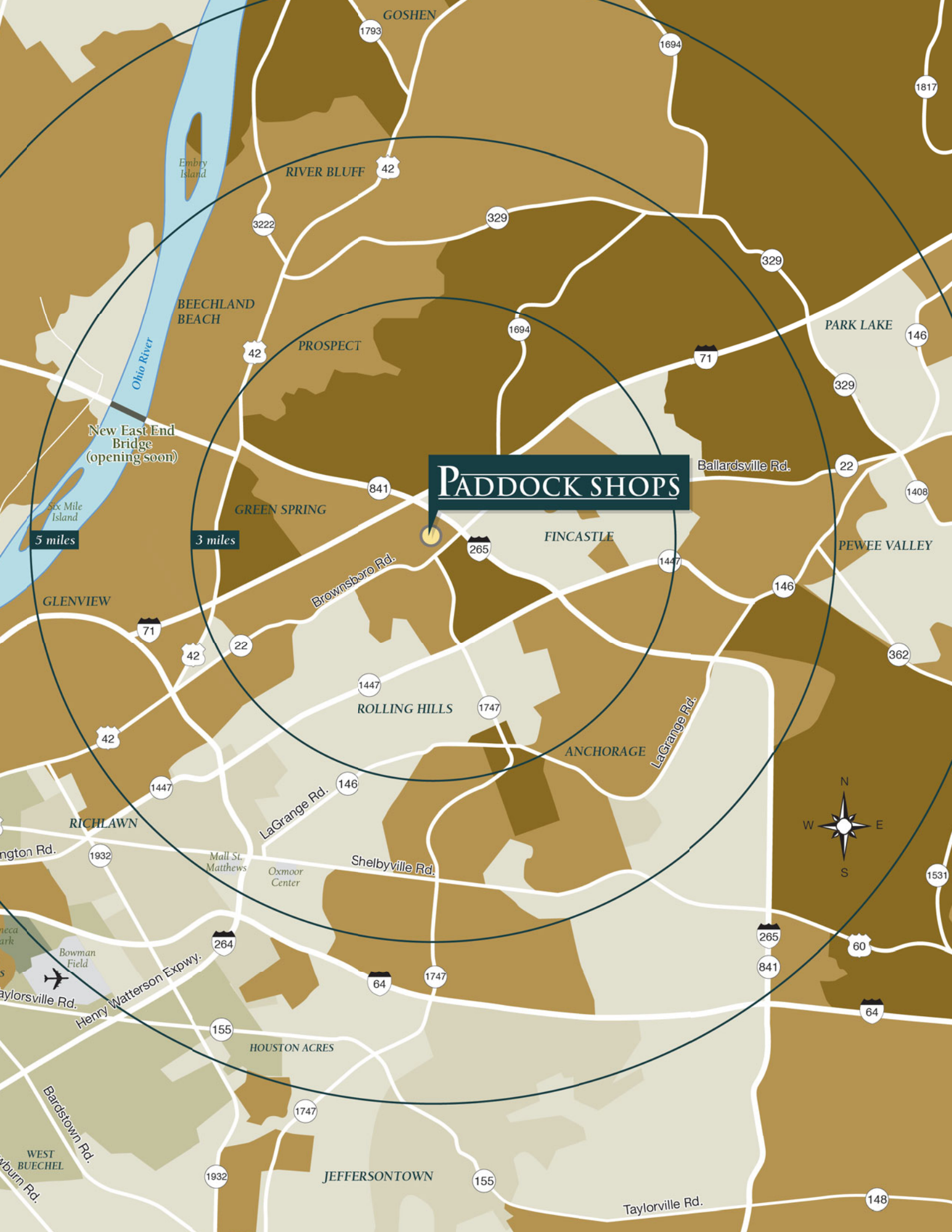
Live in largely semi-rural and low density suburban areas. Seasonally vacant housing is common.

Population 10,242 (8.1%)
Household 4,127 (7.7%)

Estimated Average Household Income

-  \$125,000 or more
-  \$100,000 or more





Paddock Shops

5 miles

3 miles



Peer Market Comparison *(10-mile radius from properties)*

	Louisville, KY Paddock Shops	Lexington, KY The Summit at Fritz Farm	Birmingham, AL The Summit
Population			
2016 Estimate	428,225	358,982	398,489
Affluent Households			
Households 2016	184,216	150,105	170,247
% HH w/Incomes > \$75K+	43.7%	33.5%	35.8%
Households with Incomes \$75K-99K	23,457	17,045	17,030
HH w/Incomes \$100K+	56,991	33,358	43,809
Total HH w/Incomes > \$75K	80,448	50,403	60,839
Avg. Household Income 2016	\$93,900	\$73,632	\$84,119
Population with a Bachelor's Degree or higher	135,232 (44.6%)	91,186 (38.7%)	117,511 (43.4%)
Age			
Population Age 15-24	48,229	53,893	53,893
Population Age 25-44	116,638	137,568	108,920
Total Ages 15-44	164,867	191,461	162,813
% Ages 15-44	38.5%	45.1%	40.9%
Median Age	39.7	35.5	37.7
College Students			
Total Students Enrolled within 10-Mile Radius	University of Louisville 22,599	University of Kentucky 30,720	University Alabama Birmingham 17,544

Tourism Market Comparison

	Louisville, KY	Lexington, KY	Birmingham, AL
Annual Visitors	16,000,000	2,861,000	3,231,404
Annual Economic Impact	\$3.32 Billion	\$2.01 Billion	\$2.50 Billion
Kentucky Derby/ Derby Days 2016 Attendance	376,980		
Keeneland Spring Meet 2016 Attendance		262,197	
Bourbon Trail 2015	895,873	895,873	
Urban Bourbon Trail	8,819	NA	
Basketball Attendance 2015	396,333	397,148	



Men's & Women's Fashion

- 11 American Eagle Outfitters
- 12 GAP
- 19 Banana Republic
- 21 Express
- 22 J. Crew

Men's Fashion

- 24 JoS. A. Bank
- 44 Men's Wearhouse

Women's Fashion

- 13 Talbots
- 14 Ann Taylor
- 15 Chico's
- 16 Athleta
- 18 Versona Accessories
- 20 Victoria's Secret
- 26 Francesca's Collections
- 27 White House | Black Market
- 28 Soft Surroundings
- 30 Loft
- 37 Lane Bryant

Children's

- 9 Justice
- 12 Baby GAP
- 12 GAP Kids
- 29 Gymboree

Home Furnishings

- 3 Yankee Candle
- 40 Pier 1 Imports
- 43 Bed Bath & Beyond

Shoes

- 23 DSW

Services

- 17 LensCrafters
- 31B Pure Barre
- 46 Chase

Beauty & Health

- 33 Ulta Beauty
- 36 Venetian Nails & Spa
- 38 Bath & Body Works
- 49 Omagi Aveda Salon & Spa

Specialty Shops

- 1 Barnes & Noble
- 2 Murphy's Camera
- 7 Build-A-Bear Workshop
- 31A Sunglass Hut
- 32 Orvis
- 39 Total Wine & More
- 41 Water & Oak
- 42 Hallmark
- 48 Claire's
- 52 Rabbit in the Moon
- 60 AT&T

Restaurants

- 4 Five Guys
- 5 Blaze Pizza
- 6 Zoës Kitchen
- 34A Noodles & Company
- 34B Crazy 8
- 47 Qdoba
- 53 Martini Italian Bistro
- 55 Mitchell's Fish Market
- 57 Potbelly Sandwich Shop
- 62 32° Yogurt Bar
- 63 Starbucks
- 64 Drake's
- 65 Stoney River Steaks

Available

- 8 4,540 SF
- 10 6,792 SF
- 35 2,398 SF
- 45 22,408 SF
- 58 900 SF

PADDOCK SHOPS

Louisville, Kentucky

- Easily accessible to I-265 and Brownsboro Road with over 100,000 cars per day
- The only location in the Louisville market for marquee retailers like J. Crew, Gap, Athleta, Soft Surroundings, Orvis and Build-A-Bear
- Trade Area population larger than Birmingham, AL and Charleston, SC
- Combined restaurant sales over \$12M
- Incomes and education levels higher than similar markets including Lexington, Birmingham and Charleston
- Highly educated population with over 44% earning a bachelor's degree or higher
- 16M visitors per year - tourism is the 3rd largest component of its economy
- New East End Bridge connecting southern Indiana to Paddock Shops

For more information, contact exclusive agents:

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