

# 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



**PADDOCK SHOPS** Louisville, Kentucky



# Paddock Shops

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

The only location in the Louisville market for marquee retailers like Pottery Barn, West Elm, Williams-Sonoma, Gap, Athleta, Soft Surroundings, Total Wine & More, Orvis and Build-A-Bear

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

Combined restaurant sales over \$28M

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

Highly educated population with over 50% 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

510k Primary Trade Area  
133k 5 miles  
460k 10 miles

## Daytime Population

379k Primary Trade Area  
86k 5 miles  
292k 7 miles

## Education (Bachelor or Higher)

59% Primary Trade Area  
68% 5 miles  
59% 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

\$80k Primary Trade Area  
\$92k 5 miles  
\$79k 10 miles



# Discover Louisville's Bourbon Trail

## Kentucky Bourbon Trail

2.3M visitors in 2022

2022 set a new record for attendance

73% visited the Bourbon Trail specifically

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

11 distillery stops in Louisville, most on the Trail

\$5.2B in distilling projects planned by 2025

2.4M barrels of Bourbon distilled in 2020 - a record

\$101K average salary for distillery employees

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





# Paddock Shopper Profiles



PROFESSIONAL PRIDE SEGMENT  
9.1% of Population

Professional Pride consumers are well-educated career professionals that have prospered through the Great Recession. Their schedules are fine-tuned to meet the needs of their school age children. They are financially savvy and their annual household income runs at more than twice the US level. They take pride in their newer homes which are furnished with the latest in home trends.

## MARKET PROFILE

- These frequent travelers take several domestic trips a year, preferring to book their plane tickets, accommodations, and rental cars via the Internet.
- Consumers spend on credit but have the disposable income to avoid a balance on their credit cards. They spend heavily on Internet shopping.
- Residents, both young and old, are tech savvy; they not only own the latest and greatest in tablets, smartphones, and laptops but actually use the features each has to offer.

Top Tier are residents of the wealthiest Tapestry market. Top Tier earn more than three times the U.S. household income. They have the purchasing power to indulge any choice, but what do their hearts' desire? Shop at high-end retailers for their personal effects. Whether short or long, domestic or foreign, their frequent vacations spare no expense. These highly educated professionals with an accumulated average net worth of over 3 million dollars, many of these older residents have moved into consulting roles or operate their own businesses.

## MARKET PROFILE

- They purchase or lease luxury cars with the latest trim, preferably imports.
- Consumers spend money on themselves; they frequently visit day spas and salons, use dry cleaning services, and exercise at exclusive clubs.
- When at home, their schedules are packed with lunch dates, book club meetings, charity dinners, classical music concerts, opera shows, and visits to local art galleries.



TOP TIER SEGMENT  
8.6% of Population



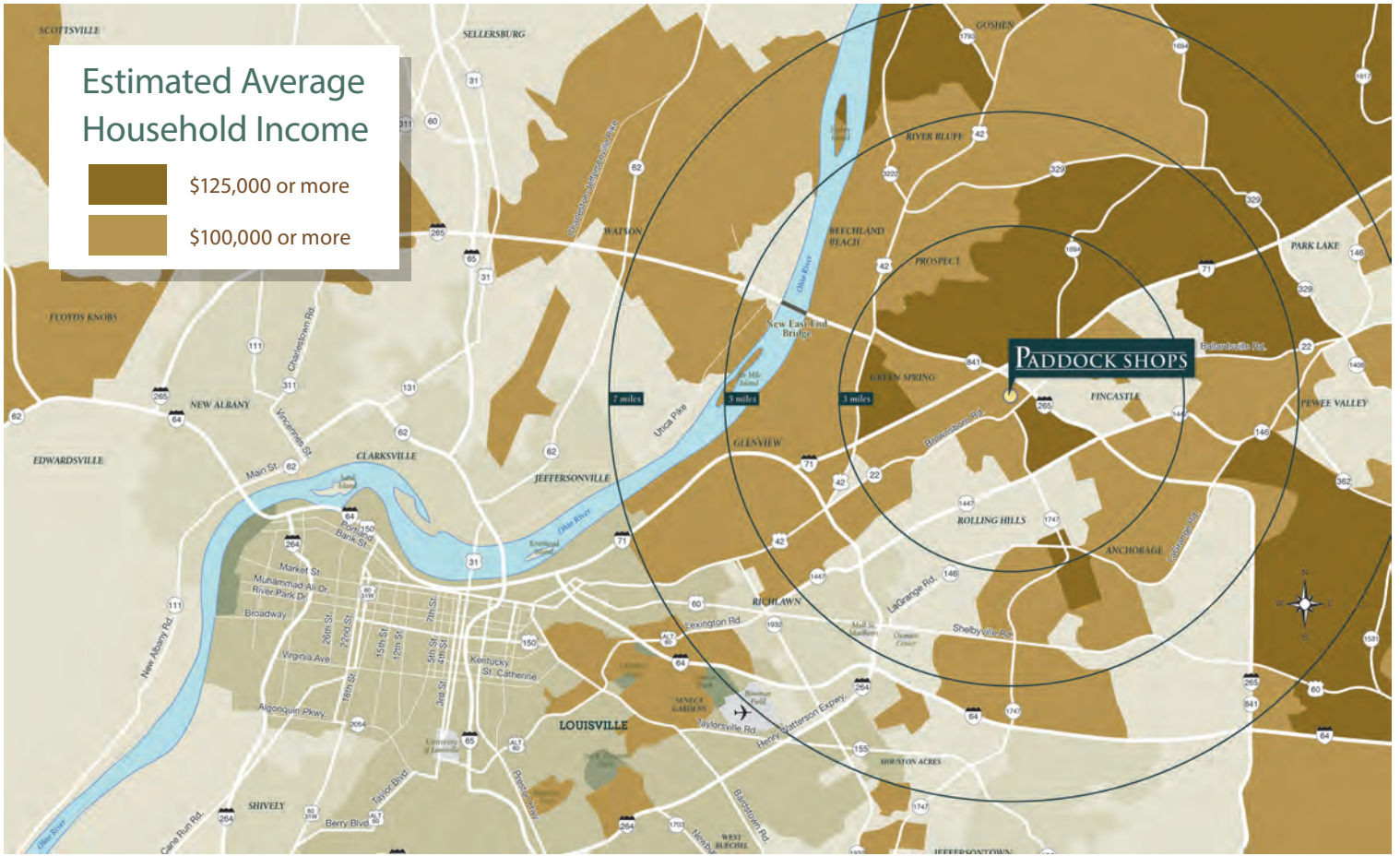
SAVVY SUBURBANITES SEGMENT  
7.8% of Population

Savvy Suburbanites residents are well educated, well read, and well capitalized. Families include empty nesters and empty nester wannabes, who still have adult children at home. Their suburban lifestyle includes home remodeling and gardening plus the active pursuit of sports and exercise. They enjoy good food and wine, plus the amenities of the city's cultural events.

## MARKET PROFILE

- Residents prefer late model, family-oriented vehicles: SUVs, minivans.
- Foodies: They like to cook and prefer natural or organic products.
- Physically fit, residents actively pursue a number of sports, from skiing to golf, and invest heavily in sports gear and exercise equipment.





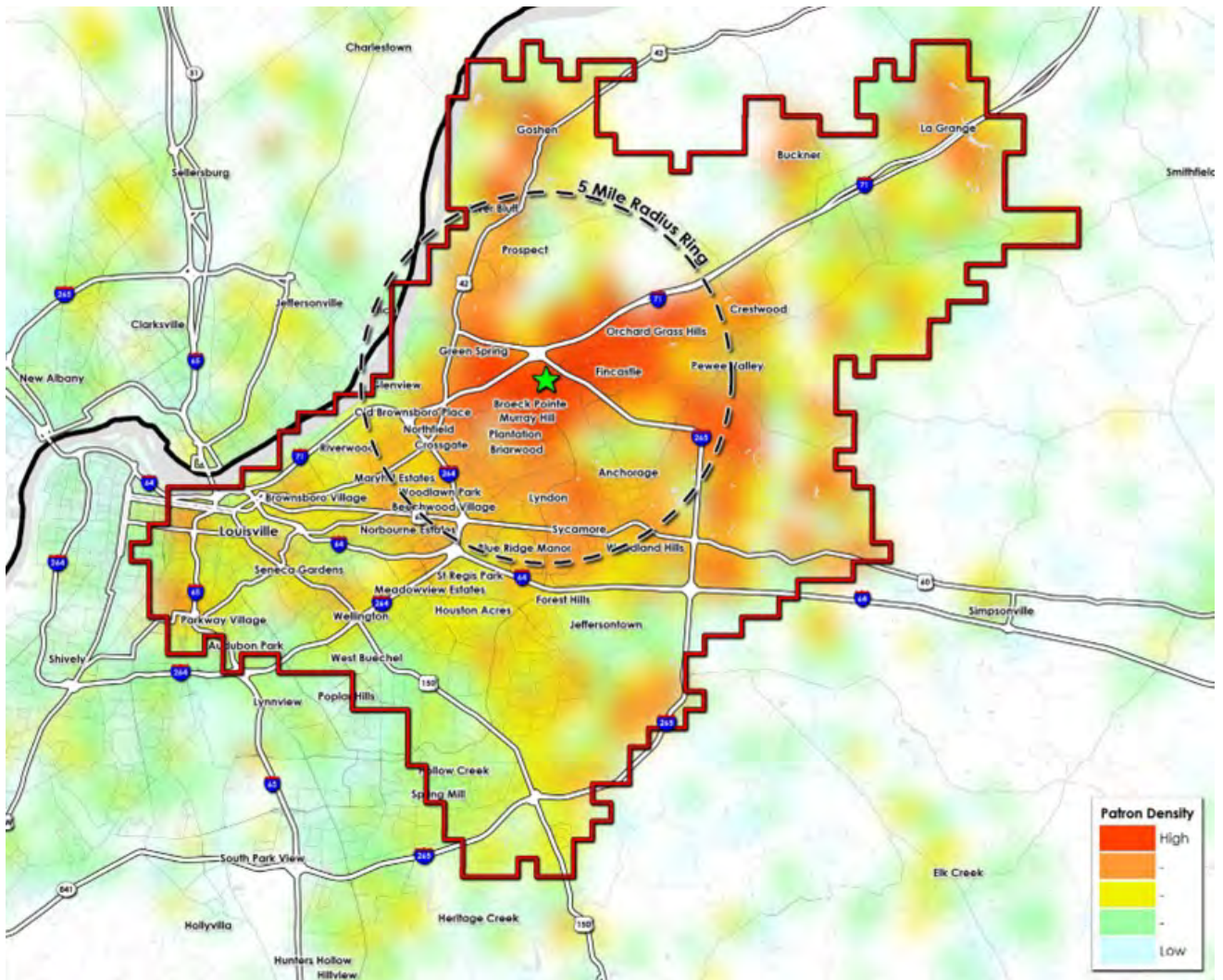
**Primary Trade Area Delineation & Demos**

Total Population  
**510k**

Bachelor's Education  
**59%**

Median HH \$  
**\$80k**

Daytime Population  
**379k**



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

	Louisville, KY Paddock Shops	Lexington, KY The Summit at Fritz Farm	Birmingham, AL The Summit
<b>Population</b>			
2022 Estimate	458,917	370,591	405,691
<b>Affluent Households</b>			
Households 2022	195,107	152,792	171,596
% HH w/Incomes > \$75K+	52.4%	43.3%	45.9%
Households with Incomes \$75K-99K	27,416	20,181	16,543
HH w/Incomes \$100K+	74,992	46,008	62,243
Total HH w/Incomes > \$75K	102,408	66,189	78,786
Avg. Household Income 2016	\$113,065	\$92,901	\$110,325
Population with a Bachelor's Degree or higher	50.9%	45.2%	51.5%
<b>Age</b>			
Population Age 15-24	51,126	58,786	53,953
Population Age 25-44	119,682	106,989	111,191
Total Ages 15-44	170,808	165,775	165,144
% Ages 15-44	37.2%	44.7%	40.7%
Median Age	41.6	36.1	38.6
<b>College Students</b>			
	University of Louisville	University of Kentucky	University Alabama Birmingham
Total Students Enrolled within 10-Mile Radius	22,599	30,720	17,544

## Tourism Market Comparison

	Louisville, KY	Lexington, KY	Birmingham, AL
Annual Visitors	16,500,000	2,861,000	3,231,404
Annual Economic Impact	\$3.5 Billion	\$2.01 Billion	\$2.50 Billion
Kentucky Derby/ Derby Days 2022 Attendance	147,294		
Keeneland Spring Meet 2022 Attendance		262,197	
Kentucky Bourbon Trail 2022	\$1.7M		
Kentucky Craft Bourbon Trail	615,000	NA	





- |  |   |   |   |
|--|---|---|---|
| <p><b>Men's &amp; Women's Fashion</b></p> <ul style="list-style-type: none"> <li>13 GAP</li> <li>14 Him/Her Boutique</li> <li>19 Banana Republic</li> <li>21 Express</li> </ul> <p><b>Men's Fashion</b></p> <ul style="list-style-type: none"> <li>24 JoS. A. Bank</li> <li>44 Men's Wearhouse</li> </ul> <p><b>Women's Fashion</b></p> <ul style="list-style-type: none"> <li>10 Aerie</li> <li>11 Offline by Aerie</li> <li>13 Talbots</li> <li>15 Chico's</li> <li>16 Athleta</li> <li>18 Versona Accessories</li> <li>26 Francesca's Collections</li> <li>27 White House   Black Market</li> <li>28 Soft Surroundings</li> <li>29 Lizard Thicket</li> <li>30 Loft</li> <li>37 Lane Bryant</li> </ul> | <p><b>Children's</b></p> <ul style="list-style-type: none"> <li>12 Build-a-Bear</li> </ul> <p><b>Home Furnishings</b></p> <ul style="list-style-type: none"> <li>7 West Elm</li> <li>22 Williams-Sonoma</li> <li>45A Pottery Barn</li> </ul> <p><b>Services</b></p> <ul style="list-style-type: none"> <li>17 LensCrafters</li> <li>31B Pure Barre</li> <li>46 Chase</li> </ul> <p><b>Beauty &amp; Health</b></p> <ul style="list-style-type: none"> <li>8 Relax the Back</li> <li>33 Ulta Beauty</li> <li>35 Spa 810</li> <li>36 Venetian Nails &amp; Spa</li> <li>38 Bath &amp; Body Works</li> <li>49 Omagi Aveda Salon &amp; Spa</li> </ul> | <p><b>Specialty Shops</b></p> <ul style="list-style-type: none"> <li>31A Sunglass Hut</li> <li>32 Orvis</li> <li>40 Barnes &amp; Noble (Relo)</li> <li>41 Rally House</li> <li>42 Hallmark</li> <li>48 Claire's</li> <li>60 AT&amp;T</li> </ul> <p><b>Shoes</b></p> <ul style="list-style-type: none"> <li>23 DSW</li> </ul> <p><b>Available</b></p> <ul style="list-style-type: none"> <li>9 2,576 SF</li> <li>20 7,000 SF</li> <li>58 900 SF</li> </ul> | <p><b>Restaurants</b></p> <ul style="list-style-type: none"> <li>2 Crumbl Cookie</li> <li>3 Tropical Smoothie Cafe</li> <li>4 Five Guys</li> <li>5 Blaze Pizza</li> <li>6 Zoës Kitchen</li> <li>34 Noodles &amp; Company</li> <li>45B Malone's</li> <li>47 Qdoba</li> <li>52 Vinaigrette</li> <li>53 Martini Italian Bistro</li> <li>55 Mitchell's Fish Market</li> <li>57 Potbelly Sandwich Works</li> <li>62 Comfy Cow Ice Cream</li> <li>63 Starbucks</li> <li>64 Drake's</li> <li>65 Stoney River Steaks</li> </ul> |
|--|---|---|---|



# 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 William-Sonoma, Pottery Barn, Gap, Athleta, Barnes & Noble, Orvis and Build-A-Bear
- Trade area population larger than Birmingham, AL and Charleston, SC
- Combined restaurant sales over \$27M
- Incomes and education levels higher than similar markets including Lexington, Birmingham and Charleston
- Highly educated population with over 59% earning a bachelor's degree or higher
- 16.5M 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:



Jason Gustaveson  
(312) 372-2688  
jason@stonerealestate.com



Michael Tabor  
(502) 454-4557  
mtabor@triocpg.com