



# BROOKWOOD VILLAGE







## *AROUND BROOKWOOD VILLAGE*

▲ 241,493

population

▲ \$112,014

average household income

▲ 139,740

daytime population

▲ \$379,233

average home value

▲ 99,470

households

▲ 20%

household income growth  
expected over the next 10 years



# BROOKWOOD VILLAGE



## LOCATION

780 Brookwood Village  
Birmingham, AL 35209



## PROPERTY TYPE

Mixed-Use Center



## TIMELINE

1973 Brookwood Village Opens  
2001 Exterior & Interior Renovation  
2016 \$20 million Interior Renovation  
2018 Entertainment Wing Redevelopment



## GROSS LEASEABLE AREA

645,900 SF Retail  
170,270 SF Office  
120 Room European-Inspired, Limited  
Service Hotel (Future)  
120 Room All-Suite, Extended Stay Hotel  
(Future)



## INTERSTATE ACCESS

Direct Access to US Highway 280  
Convenient to I-459, I-65, I-20



## WALKABILITY

Located on 2.5 mile pedestrian-friendly  
Lakeshore Trail



## PARKING

3,064 spaces

**BROOKWOOD VILLAGE** is one of Birmingham's most popular shopping destinations. Located adjacent to Birmingham's popular Mountain Brook and Homewood neighborhoods, Brookwood Village consists of a 604,000-square-foot, two-level enclosed mall, a 41,900-square-foot grocery-anchored retail component, plus a nine-story 170,270-square-foot Class "A" office building. The retail portion of the project which was recently renovated with five-star hotel-style décor, is anchored by Macy's and Books-A-Million, and also features such top brand names as LOFT, Victoria's Secret, Z Gallerie and H&M (opening 2018), plus abundant dining options including Brio Tuscan Grille, Cocina Superior, Hickory Tavern and Grille 29. In addition, leading branded footwear and accessories retailer DSW Designer Shoe Warehouse operates an 18,000-square-foot store at Brookwood Village adjacent to The Fresh Market and the area's only two-level Target store.

The office building is 100% leased and features widely recognized companies including Kinder Morgan, Merrill Lynch and PWC.





## *STORES & BOUTIQUES*

★ macy's

H&M

J°S.A.BANK

**BAM!**  
BOOKS·A·MILLION



**Z GALLERIE.**

VICTORIA'S SECRET



Bath & Body Works

**Foot Locker.**

charlotte  
russe®

ZOCO

claire's®

**DSW**  
DESIGNER SHOE WAREHOUSE®

LOFT





## RESTAURANTS



OHENRY'S  
COFFEES



COCINA★SUPERIOR  
modern **texmex**

GREAT AMERICAN  
COOKIES®

Jason's deli®

**FIVE GUYS®**  
BURGERS and FRIES



## THE NEW BROOKWOOD VILLAGE

The new Brookwood Village envisions a space not unlike Birmingham itself. Creating a reflection of home, Brookwood Village transforms into a warm gathering place for friends and family, with rich textures and modern finishes.

The property is comprised of multiple uses including an enclosed mall, a three-tenant power center, and a Class A multi-tenant office building. It is anchored by Macy's, Target, Fresh Market, and DSW and includes approximately 50 specialty shops and restaurants. Specialty shops include Z Gallerie, Victoria's Secret, LOFT, Bath & Body Works and H&M (opening 2018).







### NEW MERCHANDISING MIX

A new merchandising mix makes Brookwood Village a unique shopping and dining destination in Birmingham. New national fashion tenants and local boutiques, including an entertainment hotspot, are the centerpiece of the new Brookwood Village.



### INTERIOR RENOVATION

Inside, Brookwood Village had a total remodel, including upgraded access from the parking structures. New flooring, furniture, fixtures, and amenities were installed throughout the mall. As the primary gathering place in the area, the new Brookwood Village reflects the warmth and comfort of home.



### REIMAGINED FOOD HALL

Inspired by the best marketplaces and food halls throughout the nation and Europe, this open floor plan experience brings together a variety of quick-serve concepts. Presented with a Southern twist in an upscale setting, the Food Hall showcases casual food and beverage concepts, all created by the most innovative culinary artists.





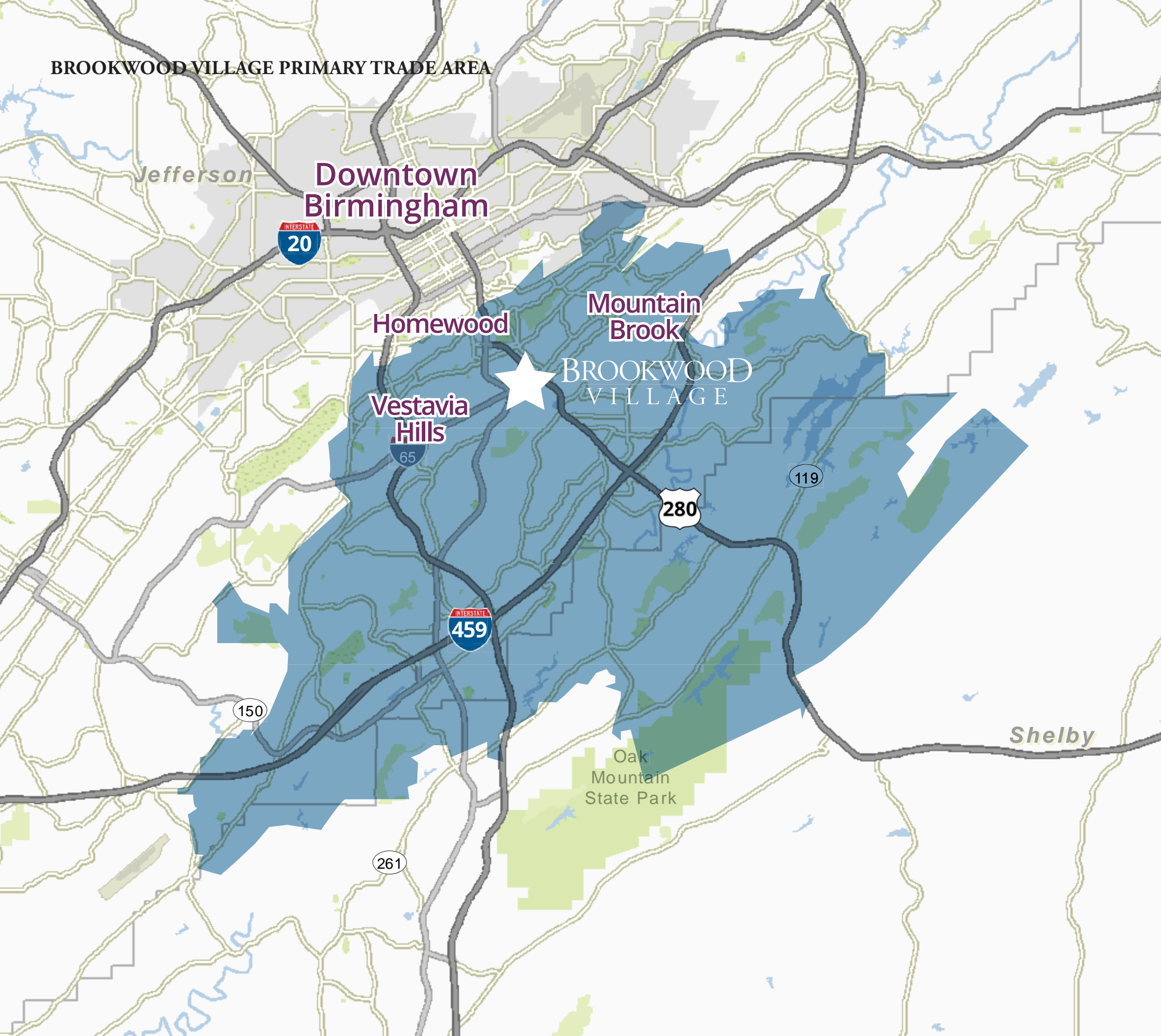
#### AREA OVERVIEW

### Mountain Brook, Homewood & Vestavia

Brookwood Village is located at the intersection of Highway 280 and Shades Creek Parkway. The surrounding areas of Mountain Brook, Homewood and Vestavia offer a high-density setting for the property with the highest incomes in the state.

Adjacent to Brookwood Medical Center, the Brookwood Village immediate trade area enjoys more than 150,000 daytime workers and 4 million square feet of office space within a five-mile radius.





## ANNUAL TOTAL SPENDING

### Shopper Profile

\$2,607.01

APPAREL AND ACCESSORIES

\$6,496.55

HOME FURNISHINGS

\$7,165.60

FOOD AND RESTAURANTS

11

AVERAGE NUMBER OF RESTAURANT  
VISITS PER MONTH

\$13 Billion

SPENT ON RETAIL AND FOOD SERVICES  
IN THE BIRMINGHAM-HOOVER MSA  
EACH YEAR





# Demographic Summary

	Brookwood Village	The Summit	Riverchase Galleria
10 MINUTE DRIVE TIME			
2016 Population	69,924	47,071	55,132
Average Household Income	\$102,783	\$108,420	\$79,540
Daytime Population	123,010	69,588	50,510
	1 Mile	3 Mile	5 Mile
MILE RADIUS			
2016 Population	4,155	71,126	165,768
Daytime Population	19,375	76,327	221,078
Average Household Income	\$140,112	\$105,475	\$86,868
White	96.2%	81.8%	66.8%
Black or African-American	2.0%	12.1%	26.9%
Asian	0.7%	2.3%	2.4%

Source: Esri





# Brookwood Village: Competitor Proximity

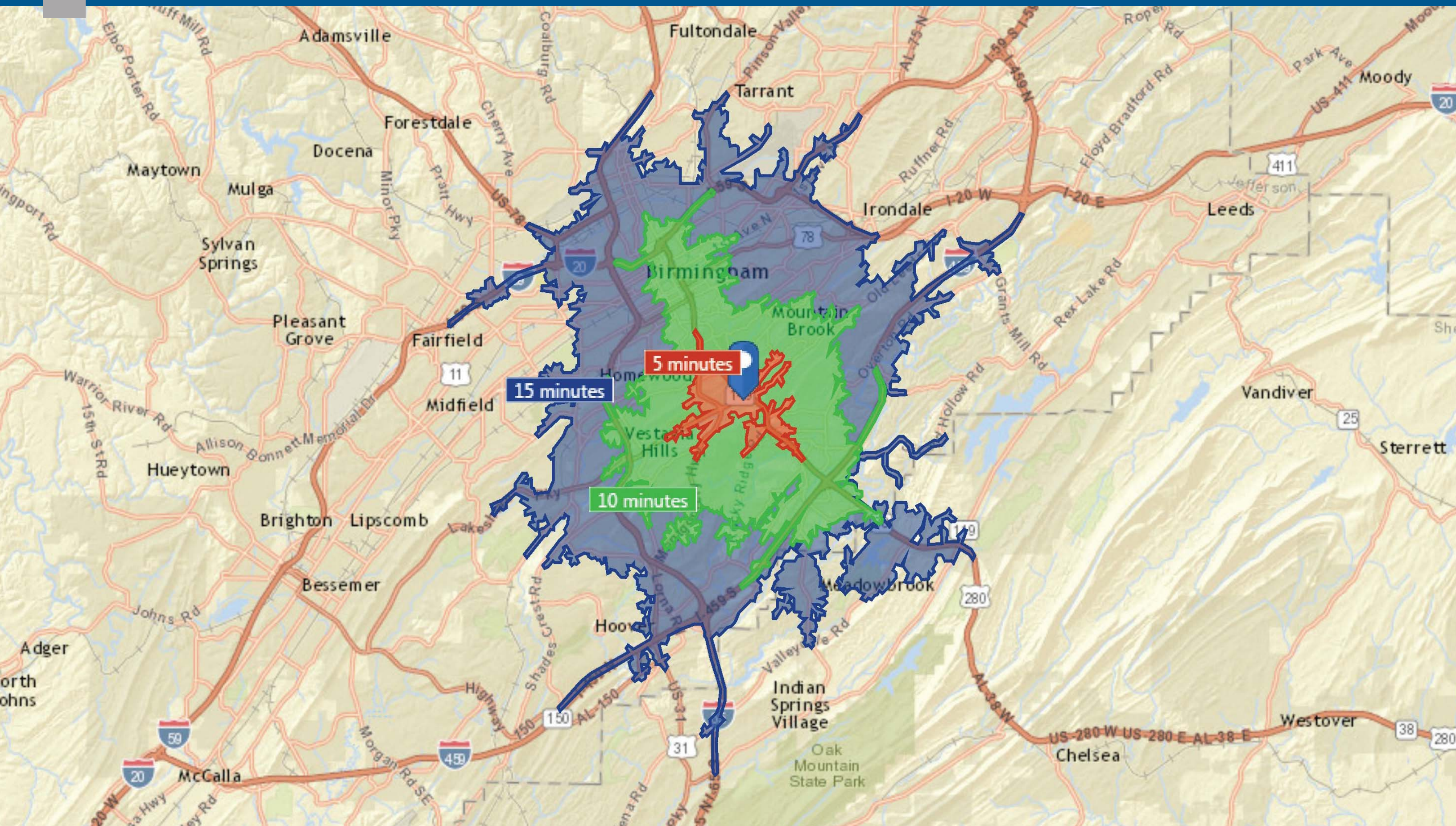
780 Brookwood Village | Birmingham, AL





# Brookwood Village: Drive Time

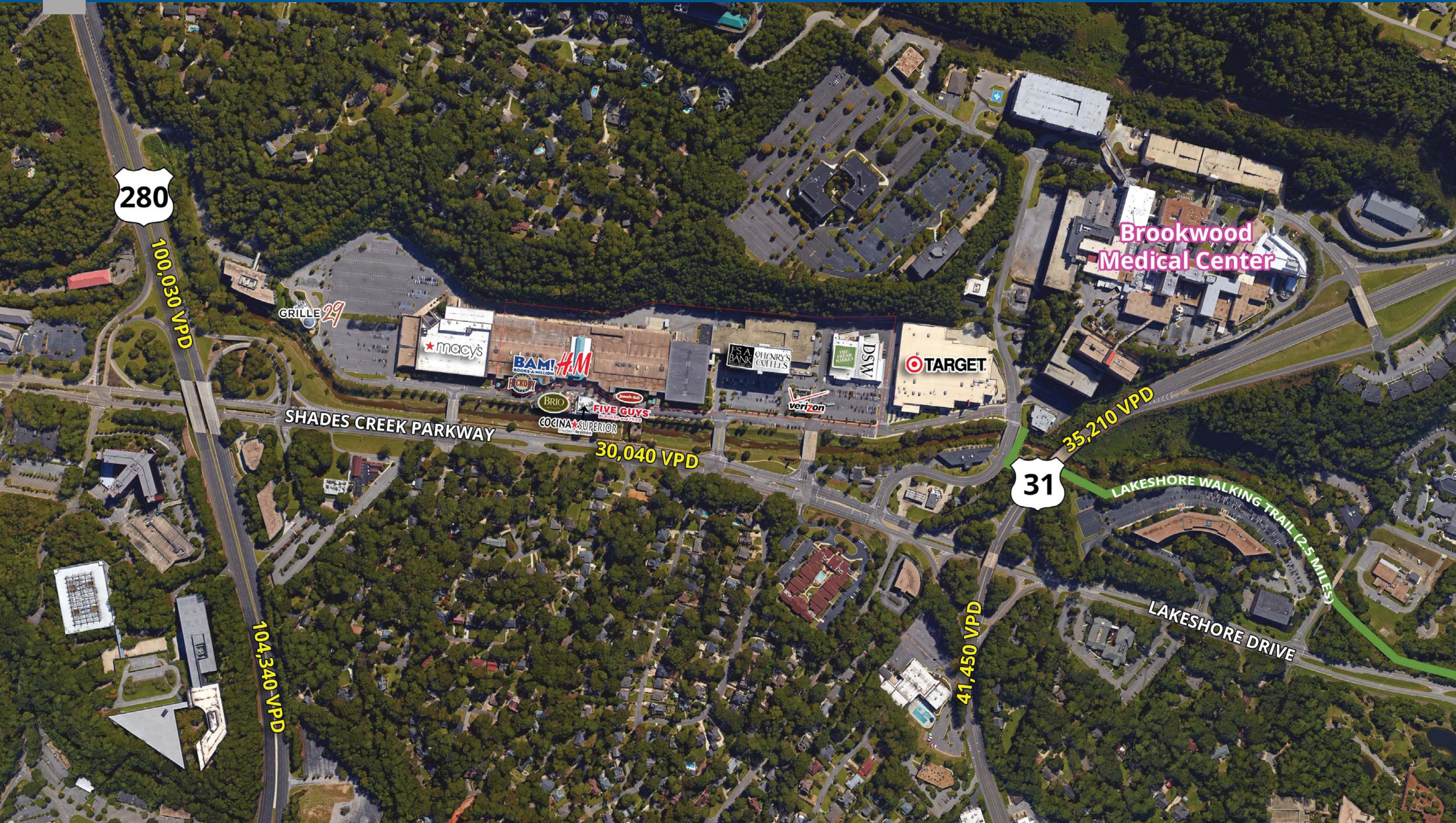
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# Brookwood Village: Traffic Counts

780 Brookwood Village | Birmingham, AL



Brookwood  
Medical Center

GRILLE 29

SHADES CREEK PARKWAY

30,040 VPD

31

35,210 VPD

LAKESHORE WALKING TRAIL (2.5 MILES)

LAKESHORE DRIVE

41,450 VPD

104,340 VPD





#### TRAFFIC GENERATORS

## Creating a Scene

**BROOKWOOD VILLAGE HAS A VIBRANT  
LINEUP OF COMMUNITY EVENTS THAT DRAW  
SHOPPERS YEAR ROUND**

### Brookwood Live

The concert series, which is held on Thursday evenings in May and September, brings in a lively crowd of individuals who savor live music, dancing, great shopping and outdoor dining on Village Lane.

### Chili Cook-Off

The annual spring event benefits the Exceptional Foundation, a local organization.

It is one of the largest fundraisers in Birmingham and brings in a crowd of more than 15,000 affluent individuals from surrounding communities.

### Christmas at the Village

The holiday season is marked by the arrival of Singing Santa, a Birmingham tradition. Since 1973, Brookwood Village has been the favored destination for photos and visits with Santa. Shoppers can also enjoy a vast array of holiday activities throughout the months of November and December.





TRAFFIC GENERATORS

## Samford University

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1.5

MILES TO BROOKWOOD VILLAGE  
ACCESSIBLE VIA LAKESHORE TRAIL  
PEDESTRIAN/BICYCLE PATH TO  
BROOKWOOD VILLAGE

5,471

STUDENTS ENROLLED SPRING 2017

49,000+  
ALUMNI

### Quick Facts

Samford University is Alabama's  
top-ranked private university.

#1 Alabama's Top Ranked University  
(*Forbes, Inc.*)

#4 in the South Among Regional  
Universities (*US News & World Report*)

The Samford Bulldogs compete in 17  
NCAA Division I sports as members of the  
Southern Conference.







#### TRAFFIC GENERATORS

## University of Alabama at Birmingham

3.5

MILES TO BROOKWOOD VILLAGE

18,644

STUDENTS ENROLLED SPRING 2017

20,785

UAB UNIVERSITY & HOSPITAL  
WORKFORCE FY 2015-16

### Quick Facts

The University of Alabama at Birmingham is an internationally renowned research university. UAB is the only R1 research institution in the state of Alabama.

The UAB Health System, one of the largest academic medical centers in the United States, is affiliated with the university. UAB Hospital is the only ACS verified Level 1 trauma center in Alabama.

UAB is the state's largest employer, with more than 20,000 faculty and staff and over 53,000 jobs at the university and in the health system.



# BROOKWOOD VILLAGE

MORE THAN ONE-THIRD OF BROOKWOOD VILLAGE SHOPPERS are classified as Swayable Shopaholics, those who shop for no other reason than that they want to and for the emotional payoff from a purchase. These consumers tend to be impulse buyers, are not brand loyal and will pay extra for image-enhancing products. Almost 20% of Brookwood Village customers are Habitualized Havers, consumers who find comfort in tradition with little reason to change. These shoppers are brand loyal, but only because once they've found a brand, they stop looking.

## Site Plan : Lower Level



SRS



CYPRESS

\* Specific names of tenants, their status, location and size are (i) not intended to be and should not be or have been relied upon, (ii) subject to change, modification and deletion by Landlord and (iii) not a representation or warranty as to the opening or continued operation of any store named or depicted on this site plan. The Cypress Equities name, logo and other marks are trademarks and service marks being licensed to independent operating companies by CE Brands, LLC. Any particular obligation, service or product is the sole responsibility of the specific entity that incurs such obligation or supplies such service or product.



# BROOKWOOD VILLAGE

## Site Plan : Upper Level



LOI/LEASE    EXISTING    AVAILABLE



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# The Future of Brookwood Village: New H&M Two-Story Location Next to Books-A-Million (Opening 2018)

780 Brookwood Village | Birmingham, AL





## THE FUTURE OF BROOKWOOD VILLAGE

Future plans for Brookwood Village include the redevelopment and transformation of the western-side of the property into an Entertainment Wing complete with a luxury, dine-in movie concept and other family-friendly entertainment and dining destinations. Numerous upscale restaurants, stores and boutiques are planned, including Birmingham's first two-story H&M which is scheduled to open in the summer of 2018. Additionally, two hotels – a European-inspired limited service hotel and an all-suite, extended stay hotel – are slated to begin construction in early 2018 and will connect with the eastern-side of the property adjacent to Macy's.





# The Future of Brookwood Village: Proposed Entertainment Redevelopment

780 Brookwood Village | Birmingham, AL





# The Future of Brookwood Village: Two New Boutique Hotels Totaling 240 Rooms Next to Macy's

780 Brookwood Village | Birmingham, AL





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