



Cottonwood Mall

Salt Lake City, Utah

Howard Hughes

THE HOWARD HUGHES CORPORATION®

A Legacy of Vision Continues

Cottonwood Mall

Cottonwood Mall is well-situated to benefit from both the residents of the most affluent section of Salt Lake City as well as the seasonal visitors to Park City. Located approximately 7.5 miles from downtown Salt Lake City, Cottonwood Mall is a unique in-fill development opportunity. In 2008, after significant master planning efforts, work began on the redevelopment of this 54-acre site, but the project was delayed due to changing economic conditions. The original mall was completely demolished with the exception of Macy's, which continues to operate as a stand-alone store on the site.

Currently, The Howard Hughes Corporation is developing plans for the future of Cottonwood Mall to best position it for the unique opportunities presented by evolving market conditions.

- The project is planned as a mixed-use town center against the backdrop of Mount Olympus and the Wasatch mountain range.
- The 54-acre site is entitled for 575,000 square feet of retail, 195,000 square feet of office and 614 residential units.
- Cottonwood will serve Salt Lake City's most affluent neighborhoods.
- The average household income of residents living in surrounding, close-in neighborhoods is projected to reach \$128,300 by 2012. Over 26 percent of these residents will earn annual incomes of \$150,000 or more.
- Cottonwood is centrally located in the Salt Lake Valley and is within 30 minutes of seven world-class ski resorts – Park City, Deer Valley, Canyon's, Brighton, Solitude, Snowbird and Alta.



Trade Area Demographics

2010 Population: 299,339

2015 Projected Population: 310,415

2010 Households: 113,840

2015 Projected Households: 119,418

2010 Average HH Income: \$85,710

2015 Projected Average HH Income: \$92,058

3-Mile Radius Demographics

2010 Population: 124,003

2015 Projected Population: 128,591

2010 Households: 49,465

2015 Projected Households: 51,988

2010 Average HH Income: \$77,812

2015 Projected Average HH Income: \$83,037

5-Mile Radius Demographics

2010 Population: 288,549

2015 Projected Population: 299,225

2010 Households: 112,195

2015 Projected Households: 117,804

2010 Average HH Income: \$74,312

2015 Projected Average HH Income: \$79,395

Source: Claritas, Inc.

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