



HILLSIDE VILLAGE



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WELCOME

Hillside Village is a 615,000 sf mixed-use open-air retail destination located less than 20 minutes from downtown Dallas, strategically located in the midst of a dynamic new retail hub in Cedar Hill, Texas.



HILLSIDE VILLAGE



PROPERTY DETAILS

OPENED MARCH 12, 2008
(FORMERLY UPTOWN VILLAGE AT CEDAR HILL)

TOTAL GLA

615,000_{SF}

OFFICE

35,000_{SF}

SPECIALTY STORES & RESTAURANTS

350,000_{SF}

H & M

21,000_{SF}

DILLARDS

150,000_{SF}

DICK'S SPORTING GOODS

55,359_{SF}

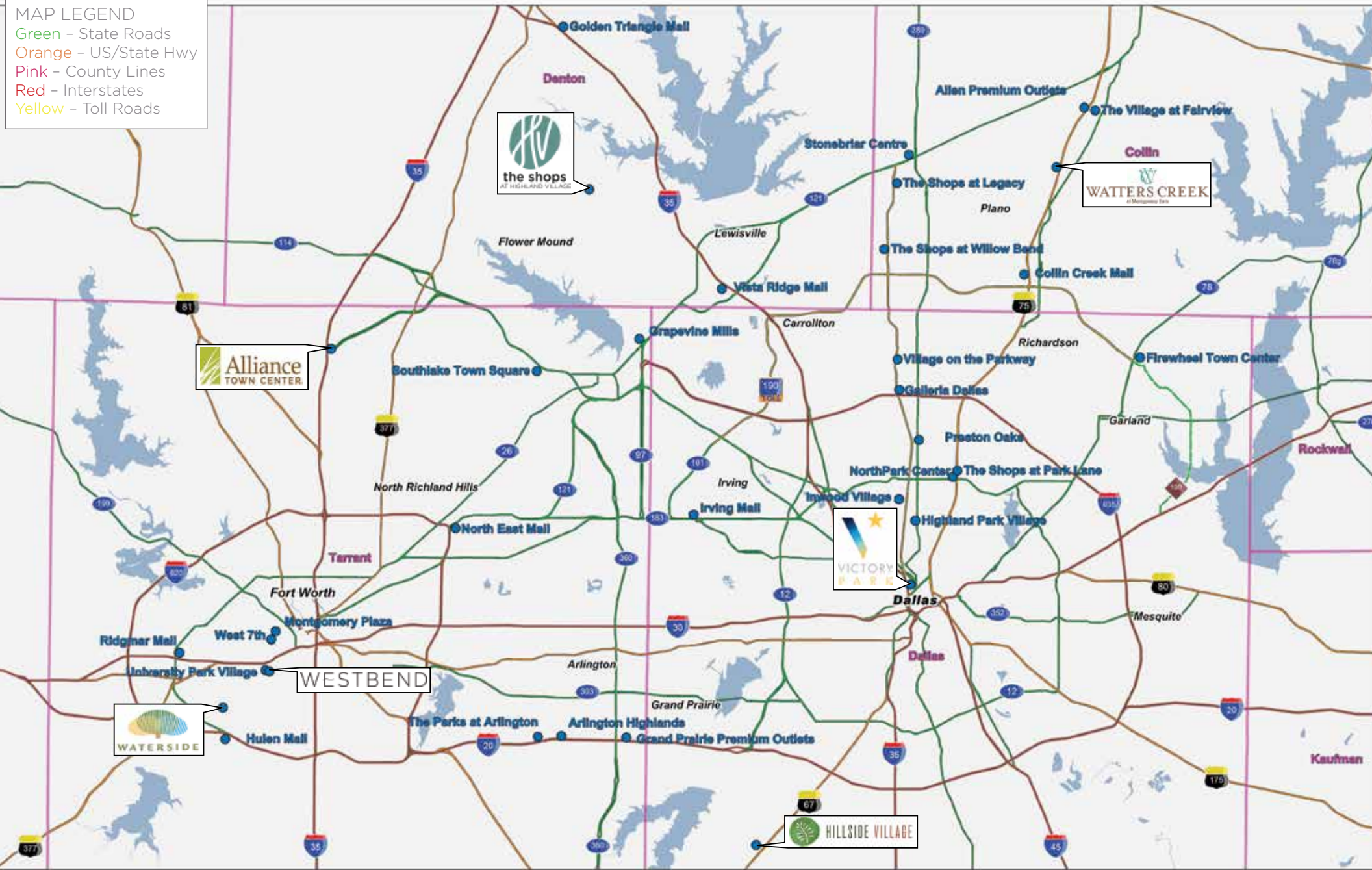
BARNES & NOBLE

27,950_{SF}



HILLSIDE VILLAGE

MAP LEGEND
 Green - State Roads
 Orange - US/State Hwy
 Pink - County Lines
 Red - Interstates
 Yellow - Toll Roads



DALLAS/FT. WORTH MARKET

Dallas/Ft. Worth has the 4th largest MSA in the U.S. | 6.4 M population | #2 in the U.S. for job growth



AREA HIGHLIGHTS

- \$127,285 – Average Home Value
- Four 2-4-year Colleges/Universities
- City of Cedar Hill has doubled in size since 1990 with a population today of nearly 50k

Cedar Hill State Park (2.6 miles from HV)

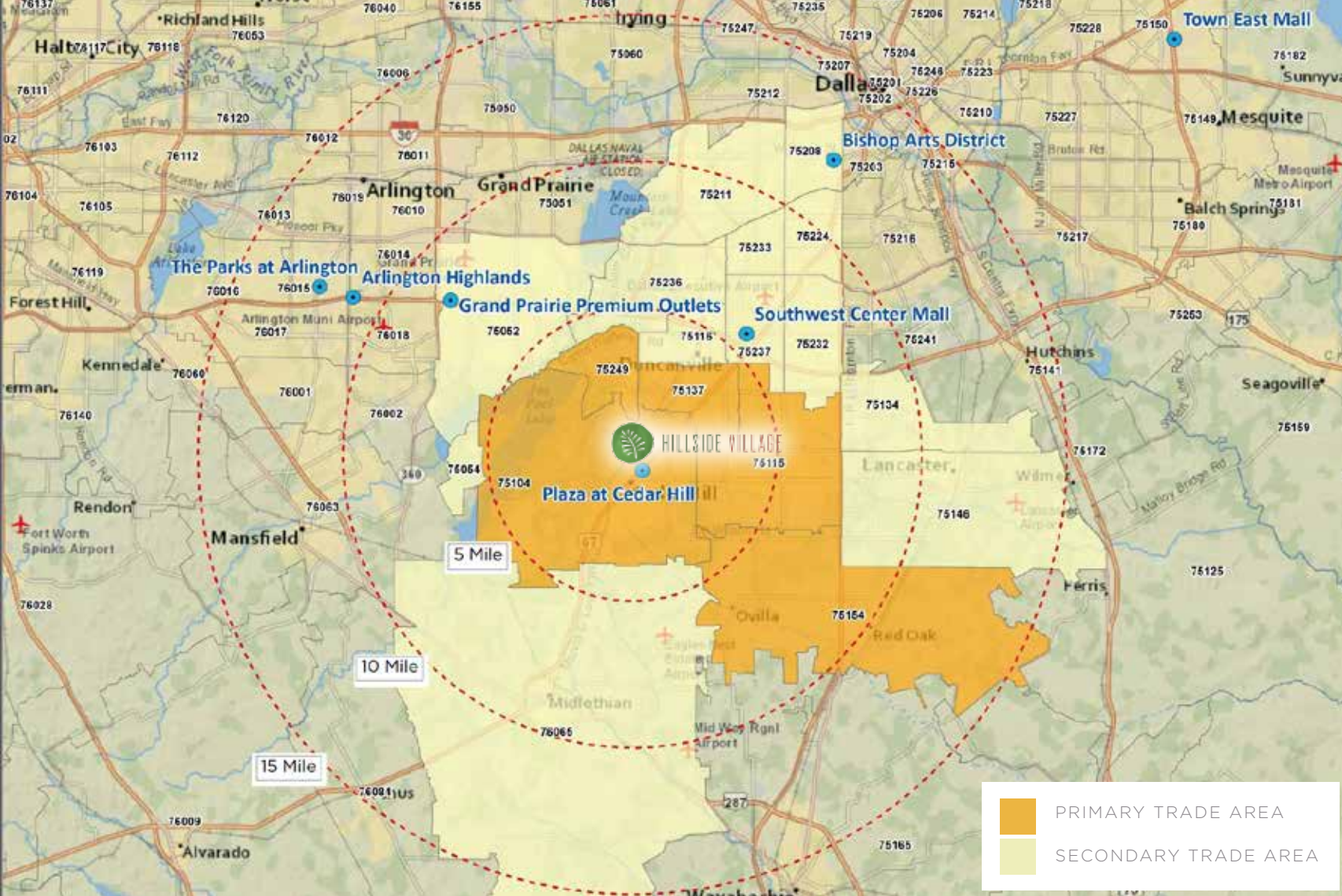
- Nearly 2,000 acres of scenic land, classified as an urban nature preserve on the 7,500-acre Joe Pool Lake.
- 15-mile North Texas mountain bike trail
- 2M visitors annually

Dogwood Canyon Audubon Center (2 miles from HV)

- Attracts 30-40K visitors annually
- 270-acre site along FM1382



HILLSIDE VILLAGE



	TOTAL TRADE AREA	PRIMARY	SECONDARY
2014 Population	580,281	170,500	409,781
Population Growth (2014-2019)	9.8%	9.9%	9.9%
2014 Households	190,332	59,481	130,851
Persons Per Household	3.0	2.9	3.1
Median Age	32.6	35.9	31.3
Average Age	32.3	32.8	29.8
Avg. HH Income	\$68,669	\$81,444	\$62,862

TRADE AREA



SHOPPER PROFILE

Primary Shopper

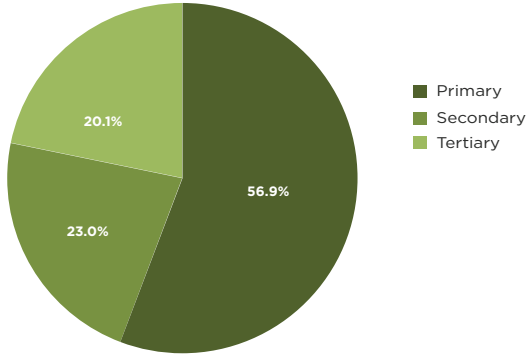
The shopper at Hillside Village is predominantly female, young, family focused and ethnically diverse.

- Female - 72.5%
- Aged 25-54: 52.4%-Average 37.1
- Children in the Household: 62.9%
- Avg. HH Income: \$76,855

Secondary & Tertiary Shopper

The center attracts a sophisticated shopper from the secondary market who is older and has a high income and education level.

Trade Area Shoppers



- Average age: 35.4
- Avg. HH Income: \$84,915
- Children in the Household: 58.2%
- College Graduate: 41.1%

Source: Alexander Babbage Intercept and Market Research (Jun, Jul, Aug 2014)



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SHOPPER BEHAVIORS

- Shoppers consider Hillside Village to be convenient, but they like to browse during their visit which contributes to the center's overall healthy patronage patterns.
- The center's young, middle income, family oriented and diverse-shopper base is particularly evident when compared to U.S. benchmarks.
- The center's high level of cross shopping and very low walkout rate is indicative of a center that is successfully satisfying the wants and needs of its shopper base.
- Due to its strong representation of female shoppers, Hillside Village surpasses benchmark comparisons in all 12-54 female age segments; woman age 35+ deliver above average expenditures at the center.
- Average expenditure per visit for female shoppers between 35-54 is \$106.34 and \$121.04 for 55+

GENERAL SHOPPING PATTERNS	HILLSIDE VILLAGE SHOPPERS	US BENCHMARK SHOPPERS
Shopping Frequency (per month)	3.4	3.3
Purpose of Center Visit: General Browsing	61.2%	41.0%
Purpose of Center Visit: Specific Store	22.5%	32.1%
Average Number of Stores Visited	2.5	1.8
Shopper Walkout Rate	10.4%	18.6%
Average Shopping Expenditure per Visit	\$102.02	\$100.74

Source: Alexander Babbage Intercept and Market Research (Jun, Jul, Aug 2014)



RETAIL COLLECTION



RETAIL COLLECTION





EVOLUTION

Hillside Village guests will soon see the first of a multi-million dollar renovation, including...

- Improved connectivity for both pedestrian and vehicular traffic
- New landscaping, pots, and street tree program
- New property signage and graphics
- Redeveloped public spaces, adding adult and children play areas and outdoor seating
- Public art, shade structures, sculptures and more



CHILDREN'S PLAY AREA



ELECTRIC CHARGING



VILLAGE GREEN



SPLASH FOUNTAIN



OVERSIZED CHESS BOARD

PROPERTY AMENITIES



SIGNATURE EVENTS

Summer Concert Series | Wine Walk | Jazz Concerts | Charity Events | Seasonal Events | Easter Bunny & Santa photos | Over 100 Village Green events



HILLSIDE VILLAGE

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TRADEMARK **TM**

INVESTMENTS | DEVELOPMENT | 3RD PARTY SERVICES

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