



**NORFOLK  
PREMIUM OUTLETS®**

  
**SIMON™**  
PREMIUM OUTLETS

# THE SIMON EXPERIENCE — WHERE BRANDS & COMMUNITIES COME TOGETHER

More than real estate, we are a company of experiences. For our guests, we provide distinctive shopping, dining and entertainment. For our retailers, we offer the unique opportunity to thrive in the best retail real estate in the best markets.

From new projects and redevelopments to acquisitions and mergers, we are continuously evaluating our portfolio to enhance the Simon experience - places where people choose to shop and retailers want to be.

We deliver:

## **SCALE**

Largest global owner of retail real estate including Malls, Simon Premium Outlets® and The Mills®

## **QUALITY**

Iconic, irreplaceable properties in great locations

## **INVESTMENT**

Active portfolio management increases productivity and returns

## **GROWTH**

Core business and strategic acquisitions drive performance

## **EXPERIENCE**

Decades of expertise in development, ownership, and management

That's the advantage of leasing with Simon.

# PROPERTY OVERVIEW

## NORFOLK PREMIUM OUTLETS®

NORFOLK, VA

### MAJOR METROPOLITAN AREAS

Norfolk: 5 miles  
Virginia Beach: 10 miles

### RETAIL

GLA (sq. ft.) 325,000; 80 stores

### OPENING DATES

Opening 2017

### RADIUS POPULATION

15 mile population: 1,122,694  
30 mile population: 1,537,164  
45 mile population: 1,770,776

### AVERAGE HH INCOME

30 mile average: \$75,338

### TOURISM / TRAFFIC

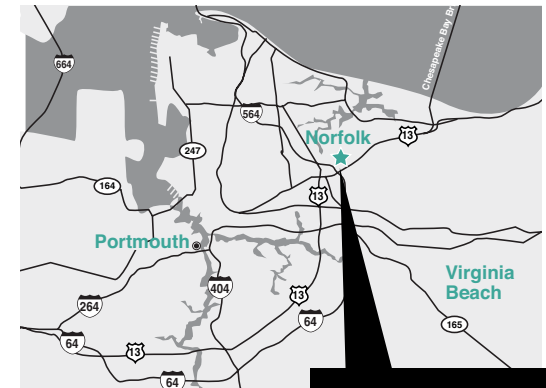
The Virginia Beach-Norfolk area attracts nearly 13 million visitors annually, accounting for over \$1.2 billion in visitor spending. Over a third of these visitors earn an average household income of greater than \$100,000 and spend, on average, over \$2,000 during their visit. The majority of visitors come from Washington, D.C., Richmond, New York City, Roanoke, Philadelphia, Pittsburgh, and Quebec, Canada. Travelers from Canada generate nearly 12% of overall visitation.

### MAJOR ATTRACTIONS

Virginia Beach and Williamsburg have traditionally been the centers of tourism for the region. The rebirth of downtown Norfolk and the construction of a state-of-the-art cruise ship pier has driven tourism to become an increasingly important part of the city's economy. Norfolk is primarily served by Norfolk International Airport, which delivers over 3.7 million passengers annually. Newport News/Williamsburg International Airport also provides commercial air service for the Hampton Roads area and serves over one million passengers annually. Regionally, Richmond International Airport also serves 3.6 million passengers annually. Norfolk attractions include the world's largest Navy base, nationally recognized museums, a zoo, and a beautiful botanical garden. Virginia Beach attractions include the world-famous boardwalk, the Virginia Aquarium & Marine Science Center, and Ocean Breeze Water Park. Nearby Colonial Williamsburg is part of the "historic triangle" (Colonial Williamsburg, Jamestown & Yorktown) and attracts four million visitors per year.

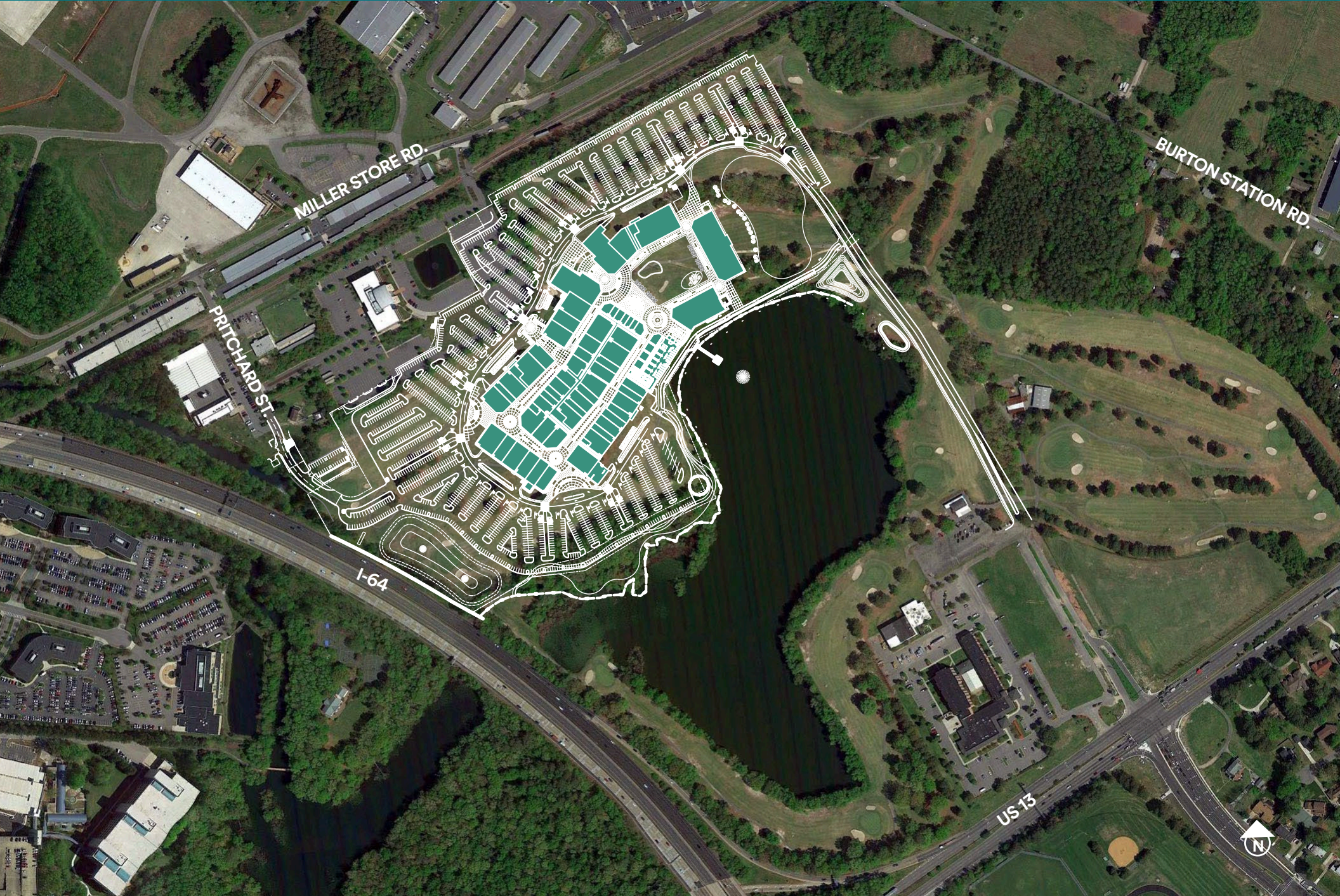
### LOCATION / DIRECTIONS

I-64 and Hwy. 13 (Northampton Boulevard Exit) in Norfolk, Virginia - Lake Wright Golf Course next to Norfolk International Airport.



**NORFOLK  
PREMIUM OUTLETS**  
NORFOLK, VA

SITE AND PLAN



MILLER STORE RD.

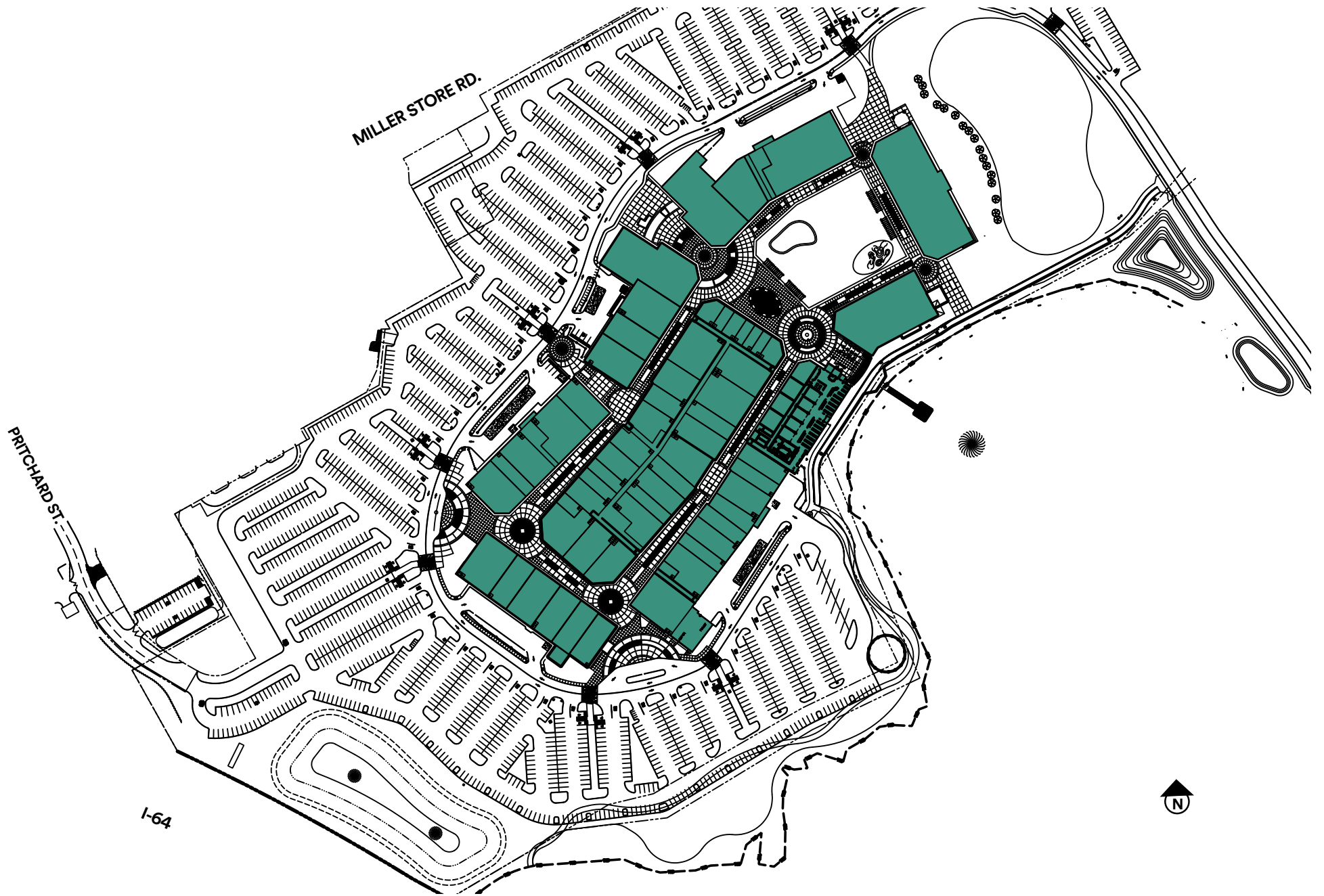
PRITCHARD ST.

I-64

BURTON STATION RD.

US-13





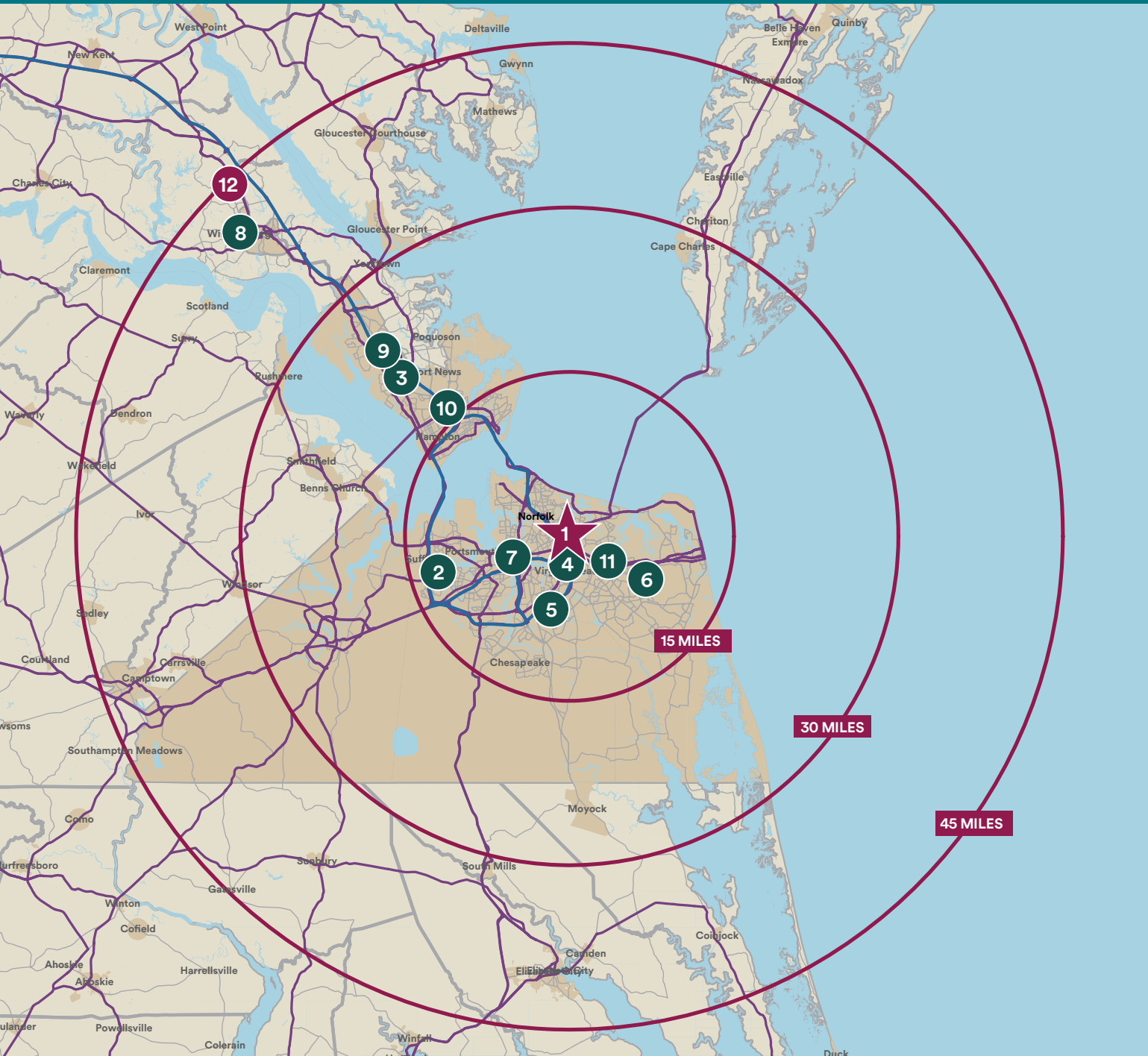
MILLER STORE RD.

PRITCHARD ST.

1-64



# SURROUNDING AREA CENTERS



## SURROUNDING AREA CENTERS

- Simon Centers
- Competition

- 1 Norfolk Premium Outlets®
- 2 Chesapeake Square
- 3 City Center at Oyster Point
- 4 The Gallery at Military Circle
- 5 Greenbrier Mall
- 6 Lynnhaven Mall
- 7 MacArthur Center
- 8 New Town Shops on Main
- 9 Patrick Henry Mall
- 10 Peninsula Town Center
- 11 Town Center of Virginia Beach
- 12 Williamsburg Premium Outlets

## OTHER RETAIL

SHOPPING CENTERS	GROSS LEASABLE AREA	ANCHORS	DISTANCE / DRIVE-TIME
<b>The Gallery at Military Circle</b> Norfolk, VA	963,000 sf	JCPenney, Macy's	3.5 miles / 6 minutes
<b>Pembroke Mall</b> Virginia Beach, VA	623,000 sf	Kohl's, Sears, Stein Mart, Target	5 miles / 12 minutes
<b>Town Center of Virginia Beach</b> Virginia Beach, VA	833,000 sf	Brooks Brothers, Dick's Sporting Goods, LOFT, The Men's Wearhouse	5 miles / 12 minutes
<b>MacArthur Center</b> Norfolk, VA	500,000 sf	The Apple Store, Coach, Dillard's, J.Crew, Michael Kors, Nordstrom	7.5 miles / 11 minutes
<b>Greenbriar Mall</b> Chesapeake, VA	899,000 sf	Dillard's, JCPenney, Macy's, Sears	9 miles / 13 minutes
<b>Lynnhaven Mall</b> Virginia Beach, VA	1,170,000 sf	Barnes & Noble, Dick's Sporting Goods, Dillard's, JCPenney, Macy's	12 miles / 16 minutes
<b>La Promenade Shoppes</b> Virginia Beach, VA	63,000 sf	Chico's, Jos. A. Bank Clothiers, Talbots, Williams-Sonoma	13 miles / 16 minutes
<b>Peninsula Town Center</b> Hampton, VA	876,000 sf	Barnes & Noble, Forever 21, Hollister Co., J. Jill, JCPenney, LOFT, Macy's, Target	20 miles / 24 minutes
<b>Chesapeake Square</b> Chesapeake, VA	760,000 sf	Macy's, JCPenney, Target, Burlington, Cinemark Theatres	20 miles / 25 minutes
<b>City Center at Oyster Point</b> Newport News, VA	230,000 sf	Jos. A. Bank Clothiers, LOFT	26 miles / 30 minutes
<b>Patrick Henry Mall</b> Newport News, VA	714,000 sf	Dick's Sporting Goods, Dillard's, Forever 21, JCPenney, Macy's	28 miles / 31 minutes
OUTLET SHOPPING	GROSS LEASABLE AREA		DISTANCE / DRIVE-TIME
<b>Williamsburg Premium Outlets®</b> Williamsburg, VA	522,000 sf		48 miles / 1 hour



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Simon is a global leader in retail real estate ownership, management and development and an S&P 100 company (Simon Property Group, NYSE:SPG).