



SOUTH POINTE

P A V I L I O N S[®]

2910 PINE LAKE ROAD, LINCOLN, NEBRASKA 68516

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CENTER OVERVIEW



LINCOLN'S PREMIER SHOPPING EXPERIENCE

SouthPointe Pavilions in Lincoln, Nebraska is a lively open-air lifestyle center that blends shopping, dining, and entertainment in one outdoor destination. It features an array of stores — from major retailers like Scheels and Von Maur to popular boutiques and specialty shops—along with restaurants, a movie theater, and spaces for community events. The center often hosts seasonal activities like concerts and festivals, making it a popular spot for locals and visitors to spend a full day enjoying food, fun, and retail in a relaxed, garden-like setting.

FEATURED TENANTS



SCHEELS

VON MAUR

TRADER JOE'S

SEPHORA

BARNES & NOBLE
BOOKSELLERS

J.CREW
FACTORY

Michaels

ULTA
BEAUTY

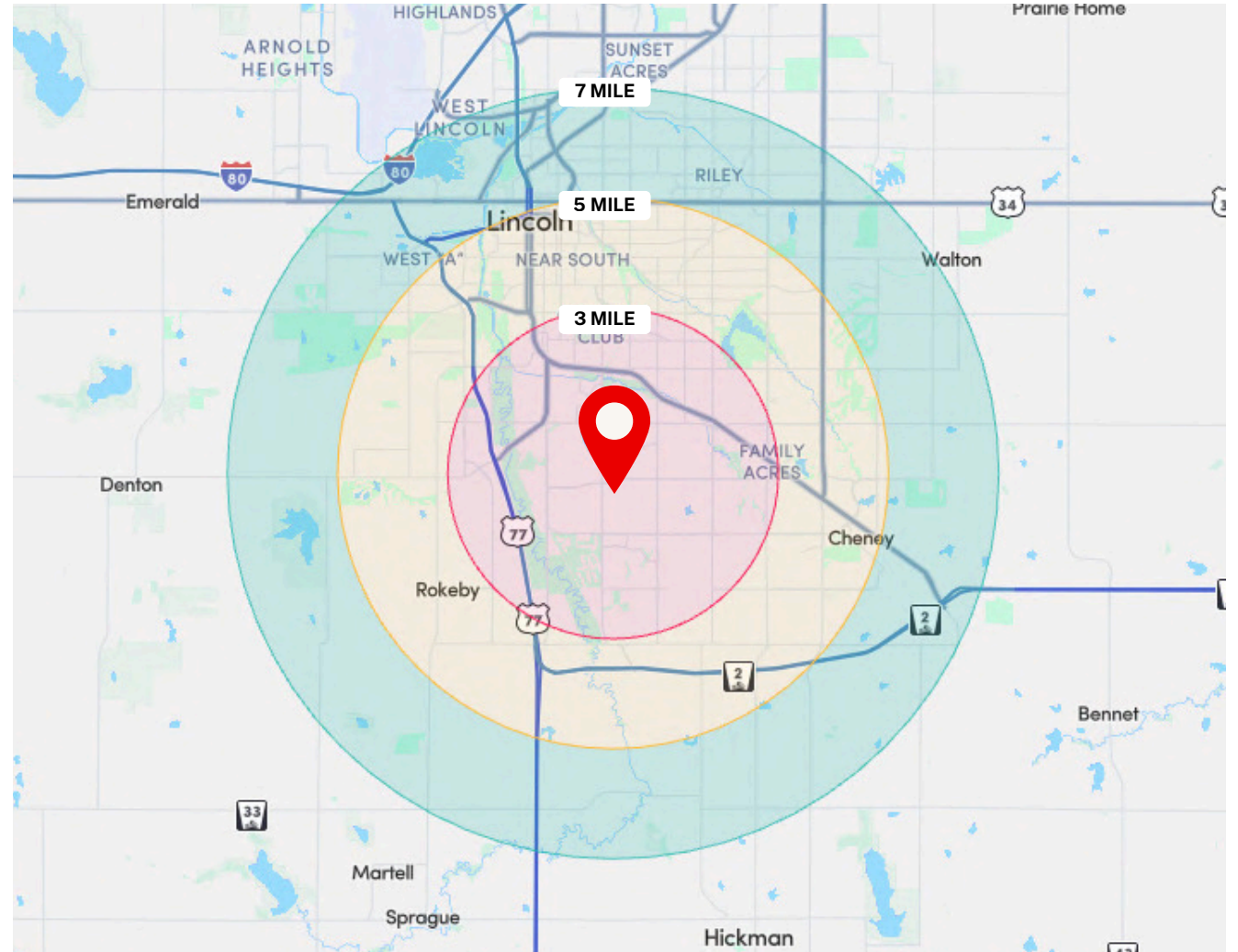
Famous
Footwear



AREA OVERVIEW



POPULATION	3 MILE	5 MILE	7 MILE
2025 Population	65,455	141,596	227,864
Workday Population	54,992	149,902	238,961
2030 Population Projection	67,643	146,619	235,062
% Growth 2025-2030	3.3%	3.5%	3.2%
Average Age	40	39	38
2025 Consumer Spending	\$1.8B	\$3.7B	\$5.5B
2030 Consumer Spending Projection	\$2B	\$4.1B	\$6B
HOUSEHOLDS	3 MILE	5 MILE	7 MILE
2025 Households	26,363	58,588	92,013
2030 Household Projection	27,275	60,679	95,046
2025 Avg HH Income	\$114.6K	\$108.2K	\$96.8K
2030 Avg HH Income Projection	\$123.3K	\$116.2K	\$104.3K





at home
The Home Décor Superstore

Walgreens

SOUTHPOINTE
PAVILIONS®

HyVee
EMPLOYEE OWNED

LOWE'S

Hampton Inn

COSTCO
WHOLESALE

PETSMART IHOP

Red Robin
GOURMET BURGERS AND BEERS

Guitar Center

Walmart

H
Holiday Inn

TARGET

DOLLAR TREE

Residence INN
BY MARRIOTT

Marshalls HomeGoods®

ALDI

OSHKOSH
Bigosh

KOHL'S

SKECHERS five BELOW



SITE PLAN



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FOR MORE INFORMATION, PLEASE CONTACT:

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