



General Growth Properties, Inc.

Bayshore Mall

Eureka, California



THE RETAIL AND ENTERTAINMENT HUB OF CALIFORNIA'S REDWOOD COAST

- Only regional shopping center serving a 155 mile radius.
- Conveniently located on California's Highway 101.
- \$330 million tourist industry within immediate county.
- Humboldt Bay's waterfront currently undergoing redevelopment to attract new industry and tourism.
- Diversified mix of national, regional and local retailers.
- 8-unit food court, 1 sit down restaurant, 6-screen theater, large indoor play area, family restrooms.
- Successful retailers such as Bath & Body Works, Bed Bath & Beyond, Borders, Gap, Gap Kids, Old Navy Outlet, Pac Sun, Ross Dress For Less, Victoria's Secret and Zumiez.
- Grocery store, restaurants and hotels on peripheral land.
- Pier 1 Imports will open August, 2006.
- Bayshore Mall's geographical reach is even larger than what its demographic information reflects. Because of the rural nature of its market, the population totals are estimated at 175,000.

MALL INFORMATION

LOCATION

Strategically located on U.S. Hwy. 101, traveled by 42,000 vehicles daily.

MARKET

Bayshore Mall serves the city of Eureka as well as residents within a 155 mile radius.

DESCRIPTION

Single level, enclosed, regional

ANCHORS

Bed Bath & Beyond, Borders, Gottschalks, Mervyn's and Sears

TOTAL RETAIL SQUARE FOOTAGE 730,000

PARKING SPACES 3,166

OPENED 1987

EXPANDED 1989

TRADE AREA PROFILE

2005 POPULATION 115,223

2010 PROJECTED POPULATION 116,498

2005 HOUSEHOLDS 47,325

2010 PROJECTED HOUSEHOLDS 48,262

2005 MEDIAN AGE 36.6

2005 AVERAGE HOUSEHOLD INCOME \$48,383

2010 PROJECTED AVERAGE HOUSEHOLD INCOME \$54,273

20-MILE RADIUS PROFILE

2005 POPULATION 109,037

2010 PROJECTED POPULATION 110,370

2005 HOUSEHOLDS 44,880

2010 PROJECTED HOUSEHOLDS 45,824

2005 MEDIAN AGE 36.5

2005 AVERAGE HOUSEHOLD INCOME \$48,612

2010 PROJECTED AVERAGE HOUSEHOLD INCOME \$54,521

DAYTIME EMPLOYMENT*

3-MILE RADIUS 29,282

5-MILE RADIUS 31,544



SOURCE: CLARITAS, INC.