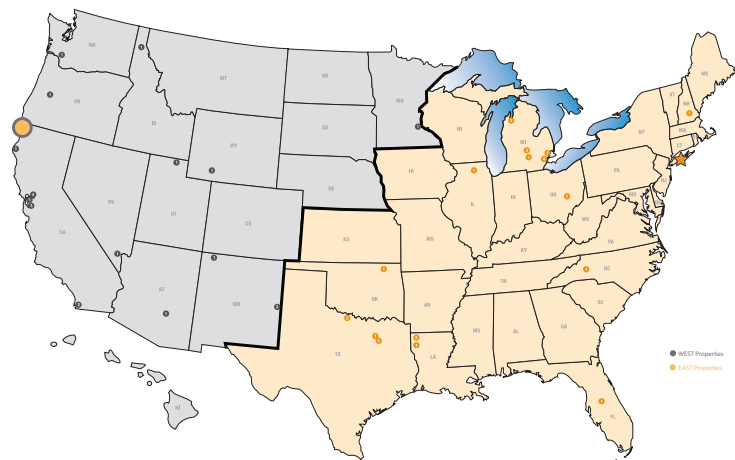


BAYSHORE MALL

3300 BROADWAY, BOX 1
EUREKA, CA 95501

BAYSHORE MALL resides in Eureka, CA, a port city which serves as the center for government, healthcare, trade, and the arts for the North Coast region of California. Bayshore is uniquely positioned within its market; not only is it the only enclosed regional mall within a 155 mile radius, but it also has the largest collection of in-demand box retailers in the region. With Walmart opening summer 2012, and a variety of additional box and specialty tenants on track to open over the next few months, Bayshore will continue to solidify itself as the prominent shopping draw within a three hour drive in any direction.



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**ROUSE
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Bayshore Mall

EUREKA, CALIFORNIA

Bayshore Mall is the anchor of Eureka's retail hub that also includes the region's only Target, Costco and Winco, thus drawing shoppers from an expansive, 155-mile radius.

ROUSEPROPERTIES

BAYSHORE MALL

HIGH TRAFFIC | EXPANSIVE TRADE AREA | TOURISM TRAFFIC

THE ONLY MALL MEETING THE NEEDS OF THE DIVERSE COMMUNITIES ALONG THE CALIFORNIA REDWOOD COAST

5 COMPELLING REASONS TO LOCATE HERE

Destination Center

- Bayshore Mall is the only regional shopping center within a 155-mile radius. The next closest markets are Redding and Santa Rosa. Major retailers located at Bayshore Mall include Kohl's, Sears, Bed Bath & Beyond, Walmart, Petco and Pier 1.

Expansive Trade Area

- Eureka, CA is the retail hub within a 155-mile radius. The city boasts the region's only Costco, Target and Winco. These retailers, along with Bayshore Mall's tenant mix, draw shoppers from the outer reaches of the trade area.

Tourism Gateway

- A thriving \$330 million tourism industry makes Bayshore Mall's prime location on Highway 101 an ideal draw for tourists.

Sales Productivity for Retailers

- Fifteen retailers have annual sales over \$1 million.

Extended Customer Draw

- Bayshore Mall's geographical reach extends well beyond the 20-mile radius demographic with a population exceeding 170,000.

TRADE AREA PROFILE



2010 Population 115,441
2015 Projected 118,277



2010 Households 47,537
2015 Projected 48,971



2010 Average HHI \$53,444
2015 Projected \$58,215



2010 Median Age 35.6

MALL INFORMATION

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

Description Single-level, enclosed, regional.

Anchors Sears, Kohl's, Bed Bath & Beyond, Walmart, Petco and Pier 1.

Total Retail Square Footage 730,000

Parking Spaces 3,166

Opened 1987

Expanded 1989

20-MILE RADIUS

2010 Population 111,740
2015 Projected 114,623

2010 Households 46,080
2015 Projected 47,520

2010 Median Age 35.7

2010 Average HHI \$53,642
2015 Projected \$58,429

Daytime Employment

3-mile Radius 26,215
5-mile Radius 28,439

Source: Claritas, Inc.

Located on Highway 101 in Eureka, California.

AERIAL VIEW



BAYSHORE MALL

