



Chico Mall

CHICO, CALIFORNIA



Chico Mall CHICO, CALIFORNIA

STRATEGIC LOCATION

- Great visibility. Located directly off Hwy. 99.
- Anchor for commercial and retail growth, representing the only regional mall in a 45 mile radius.
- Additional retail development opportunities exist on adjacent five-acre parcel.
- Home to California State University, Chico with a student population of nearly 16,000. Another 15,000 students are enrolled at Butte Community College.
- A robust economy and growing populace are evidenced by the fact that in 2003 the Chico MSA had the fourth largest increase in home prices in the nation according to the Office of Federal Housing Enterprise Oversight.
- Butte County has a fast growing populace. Between 1994 and 2005, the population increased 10.3 percent.
- Tourism revenues in Butte County have steadily increased over the last decade at 64 percent, just ahead of California's increase at 63 percent.
- Attractions include Bidwell Park and Lake Oroville Recreation Area. Bidwell Park at 3,670 acres, is one of the largest municipal parks in the nation. The park offers horseback riding, swimming, fishing and hiking. Lake Oroville State Recreation Area covers about 28,000 acres outside of Oroville on the Feather River. The lake hosts a number of boating facilities throughout the year and features over 15,000 acres of surface area for recreation.

PREFERRED SHOPPING DESTINATION

- Successful mix of retailers including Aeropostale, Bath and Body Works, Finish Line, Foot Locker, Gap, New York & Co. and Victoria's Secret.
- Food Court recently enhanced by the addition of Chinese Gourmet, Sansei Japanese Cuisine and Subway.
- Strong line-up of retailers on pad sites surrounding the mall including Chili's, Logan's Roadhouse, Outback Steakhouse and See's Candies.



MALL INFORMATION

LOCATION

Strategically located off Hwy 99, traveled by 61,000 vehicles daily. Six mall entrances located at 20th Street, Forest Avenue and Springfield Drive.

MARKET

Dynamic retail activity in a 12-county region in Northern California with a population of more than one million people.

DESCRIPTION

Single-level, enclosed, regional

ANCHORS

Gottschalks, JCPenney and Sears

TOTAL RETAIL SQUARE FOOTAGE 524,837

PARKING SPACES 2,658

OPENED September 1988

EXPANDED

A 104,230 square foot JCPenney added August 1993

TRADE AREA PROFILE

2007 POPULATION 270,619

2012 PROJECTED POPULATION 284,844

2007 HOUSEHOLDS 103,508

2012 PROJECTED HOUSEHOLDS 108,754

2007 MEDIAN AGE 34.9

2007 AVERAGE HH INCOME \$51,761

2012 PROJECTED AVERAGE HH INCOME \$57,925

20-MILE RADIUS PROFILE

2007 POPULATION 176,245

2012 PROJECTED POPULATION 186,012

2007 HOUSEHOLDS 69,470

2012 PROJECTED HOUSEHOLDS 73,253

2007 MEDIAN AGE 34.5

2007 AVERAGE HH INCOME \$53,782

2012 PROJECTED AVERAGE HH INCOME \$60,255

DAYTIME EMPLOYMENT

3-MILE RADIUS 45,600

5-MILE RADIUS 59,322

SOURCE: CLARITAS, INC.