# NATICK, MASSACHUSETTS







### THE MERCHANDISING MIX

- Home to some of the finest retailers in the country, including American Girl, Apple, Burberry, Crate and Barrel, J.Crew, Gucci, Louis Vuitton, Michael Kors, Sephora, Tiffany & Co. and Williams-Sonoma.
- Dining options feature a blend of national and well-known local restaurants such as California Pizza Kitchen, The Cheesecake Factory, Met Bar & Grill, P.F. Chang's China Bistro, Sel de la Terre and Wasabi – Modern Japanese Cuisine.
- Excellent line-up of children's retailers features Brooks Brothers Fleece, Build-A-Bear Workshop, Hanna Andersson, Janie & Jack, The LEGO Store, Stride Rite and RUUM.
- Powerful anchor alignment featuring Neiman Marcus, Nordstrom, Macy's, Lord & Taylor, jcpenney and Sears.

# LOCATED IN AN AFFLUENT MARKET

- Adjacent to Interstate 90/Mass Turnpike the major east-west corridor through the state.
- Within the primary trade area, 48% of households have incomes of \$100,000 or more, and 11% have incomes of \$250,000 or more.
- Natick Mall's primary trade area includes two of the state's wealthiest communities – Wellesley and Weston, which have household incomes of \$179,000 and \$276,420 respectively.
- Two 12-story residential towers with 215 luxury condominium units offer residents direct indoor pedestrian access into the shopping center.
- The trade area boasts a highly skilled and trained workforce, with more than 60% over the age of 25 holding bachelor's degrees and 20% with graduate degrees.
- MetroWest is the second largest employment base in the state and headquarters to many of the largest companies in Massachusetts, such as Bose, Boston Scientific, Mathworks and EMC.
- There are more than 69,960 luxury PRIZM households within a 10-mile radius of Natick Mall.

#### SOPHISTICATED LINE-UP OF EXCLUSIVE STORES

Over 30 exclusive-to-the-market retailers, including:

American Girl	Moosejaw	Tempur-Pedic	Under Armour
Gilly Hicks	Omega	Tesla Motors	
Links of London	PBteen	Tommy Bahama	

#### PROPERTY INFORMATION

LOCATION: Ideally situated between Route 9 and Interstate 90/Mass Turnpike MARKET: Boston MetroWest

DESCRIPTION: Two-level, enclosed, upscale, super-regional center

ANCHORS: Neiman Marcus, Nordstrom, Lord & Taylor, Macy's, jcpenney and Sears

TOP PERFORMING CATEGORIES: Apparel & accessories, home entertainment TOTAL RETAIL SQUARE FOOTAGE: 1,705,000

PARKING SPACES: 7,522 EXPANDED: 2006-07 and 1994 OPENED: 1966

# TRADE AREA PROFILE

2013 POPULATION 673,084 2018 PROJECTED POPULATION 691,427 2013 HOUSEHOLDS 254,368 2018 PROJECTED HOUSEHOLDS 262,274 2013 MEDIAN AGE 39.3 2013 AVERAGE HOUSEHOLD INCOME \$128,443 2018 PROJECTED AVERAGE HOUSEHOLD INCOME \$140,342

# 7 - MILE RADIUS

2013 POPULATION 204,956 2018 PROJECTED POPULATION 211,149 2013 HOUSEHOLDS 75,972 2018 PROJECTED HOUSEHOLDS 78,610 2013 MEDIAN AGE 40.6 2013 AVERAGE HOUSEHOLD INCOME \$136,978 2018 PROJECTED AVERAGE HOUSEHOLD INCOME \$150,744

## DAYTIME EMPLOYMENT

3 - MILE RADIUS 73,557 5 - MILE RADIUS 97,811

Source: Nielsen



