

# NORTHRIDGE FASHION CENTER

NORTHRIDGE, CALIFORNIA



## YOUNG, AFFLUENT AND GROWING MARKET

- Immediate trade area population is 1.26 million and projected to grow 3.6% by 2018.
- Loyal, diverse and family-oriented customer base – 46% of shoppers have children at home and frequent the mall nearly 35 times per year.
- 4,000 new homes of \$480,000-\$1.3 million are projected to be built by 2016 in the prosperous Porter Ranch area, 4 miles north of the center.
- CSU Northridge has a student and faculty population of over 41,000 and recently opened its 1,700-seat Valley Performing Arts Center, benefiting our strong restaurant mix.

## REFRESHED CENTER

- Northridge Fashion Center just completed a renovation that includes modernizing and enhancing both the interior and exterior of the mall.
- New amenities in the Food Court include updated finishes with banquette seating and dining counters, and the exterior Food Court patio was expanded to include a vibrant dining terrace.
- In the theatre plaza, enhancements include remodeled restrooms, decorative pavers, exterior patio seating in the restaurant area and a relaxing gathering area to create synergy between the new restaurants and existing Pacific Theatres 10-Plex.
- The Macy's Court underwent a technological transformation that includes a new cyberlounge. Other renovation enhancements include free Wi-Fi, way-finding signage and LED lighting.

## IMPRESSIVE AMENITIES

- Cyberlounge and free Wi-Fi
- All stadium seating 10-plex movie theater
- Inviting children's play area
- Easy-to-shop two-story design
- Convenient covered parking
- 14-year running successful seasonal farmers market

## STRONG RETAIL MIX AND LOYAL SHOPPER

- More than 18 million shoppers per year.
- Fashionable lineup of more than 170 specialty stores, including H&M, Abercrombie & Fitch, Aéropostale, ALDO, American Eagle Outfitters, Banana Republic, Victoria's Secret, Forever 21, The Disney Store, Gymboree, Hollister Co., Charlotte Russe, Coach, Sephora, Express, GUESS, Macy's, jcpenny, Love Culture, Sports Authority, Starbucks and Steve Madden.
- Teen apparel, women's apparel and accessories continue to be top performing categories at Northridge Fashion Center.
- Delicious and family-friendly dining options include Romano's Macaroni Grill, Red Robin, California Pizza Kitchen, Claim Jumper and Wood Ranch BBQ & Grill. Brand-new popular additions to the restaurant line up include Yard House and Elephant Bar, with Bonefish Grill coming soon.

## MALL INFORMATION

### LOCATION:

Cross streets: Tampa Avenue and Nordhoff Street

**FREEWAY ACCESS:** Three miles from 118 Freeway, four miles from the 101 Freeway and five miles from the 405 Freeway

**MARKET:** Los Angeles

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

**ANCHORS:** jcpenny, Macy's, Macy's Men's & Home, Sears, Pacific Theatres

**TOTAL RETAIL SQUARE FOOTAGE:** 1,500,000

**PARKING SPACES:** 6,963

**OPENED:** 1971

**EXPANDED:** 1989

**RENOVATED:** 1995, 1998, 2012

**OTHER FEATURES:** Located within blocks of California State University-Northridge. Located in the heart of an affluent, sophisticated community.

## TRADE AREA PROFILE

2013 POPULATION 1,257,643

2018 PROJECTED POPULATION 1,302,704

2013 HOUSEHOLDS 389,291

2018 PROJECTED HOUSEHOLDS 403,219

2013 MEDIAN AGE 35.6

2013 AVERAGE HOUSEHOLD INCOME \$79,074

2018 PROJECTED AVERAGE HOUSEHOLD INCOME \$81,127

## 5 - MILE RADIUS

2013 POPULATION 483,113

2018 PROJECTED POPULATION 501,680

2013 HOUSEHOLDS 160,660

2018 PROJECTED HOUSEHOLDS 166,632

2013 MEDIAN AGE 37.4

2013 AVERAGE HOUSEHOLD INCOME \$80,685

2018 PROJECTED AVERAGE HOUSEHOLD INCOME \$81,807

## DAYTIME EMPLOYMENT

3 - MILE RADIUS 109,073

5 - MILE RADIUS 232,194

Source: Nielsen

