

PARAMUS PARK

PARAMUS, NEW JERSEY



THE MERCHANDISING

- Paramus Park is one of the leading retail centers in northern New Jersey and is located in the desirable Bergen County market. Shoppers can choose among Macy's, Sears and over 100 specialty stores.
- The strong lineup of in-line specialty retailers includes Abercrombie & Fitch, Brighton Collectibles, Chico's, Soma Intimates, Coach, francesca's, H&M, Hollister Co., Old Navy, Swarovski, Swim N Sport and Teavana.
- Paramus Park continues to dominate the market as the family-friendly center of choice. Easy highway access, modern interior aesthetics and family-friendly amenities compliment a well-balanced merchandise mix, including Aéropostale, ALDO, The Children's Place, GAP, GapKids, Justice/ Brothers, LOFT, and Stride Rite.
- After L.L.Bean and The Limited opened their only Bergen County locations at Paramus Park, new and remodeled looks have debuted for fashion retailers including Clarks, Sephora, Express, Victoria's Secret, Famous Footwear, Olympia Sports and New Jersey's first Steak 'n Shake.
- Paramus Park is excited to announce the addition of a 10-screen Regal Cinema, along with 2 new restaurant pads, a total of 80,000 square feet, expected to open in fall of 2015.
- A premier shopping destination — Paramus, N.J. records the highest volume of annual retails within a single zip code — over \$5 billion annually!

THE LOCATION

- Paramus Park is located between the Garden State Parkway and Route 17, two of the major highways in Bergen County. This location provides superb visibility, with average daily vehicle counts past the center exceeding 120,000 on the Garden State Parkway and 140,000 on Route 17.
- Paramus Park benefits from its position north of its competitors with more immediate access to the higher-income neighborhoods.

THE TRADE AREA

- Paramus Park's trade area draws from the most affluent towns in Bergen County.
- The average household income is \$119,844 for the current year, while the average household income for the United States is estimated to be \$71,071.
- Paramus Park's market penetration in the more affluent northern neighborhoods is three times greater than its penetration to the south and stronger than the penetration of Garden State Plaza.
- More than 180,000 people work within a 5-mile radius of Paramus Park, of which 40% work in executive and professional positions.
- Paramus Park shoppers spend 50% more in mall shops than the average GGP customer.

MALL INFORMATION

LOCATION: Route 17 and The Garden State Parkway
MARKET: Bergen-Passaic
DESCRIPTION: Two levels, enclosed, with a super-regional draw
ANCHORS: Macy's and Sears
TOP THREE PERFORMING CATEGORIES: Jewelry, Food Court/restaurant and personal care
TOTAL RETAIL SQUARE FOOTAGE: 771,000
PARKING SPACES: 4,450
OPENED: 1974
RENOVATED: Planned expansion for 2015

TRADE AREA PROFILE

2013 POPULATION 690,758
2018 PROJECTED POPULATION 704,248
2013 HOUSEHOLDS 247,426
2018 PROJECTED HOUSEHOLDS 251,935
2013 MEDIAN AGE 41.9
2013 AVERAGE HOUSEHOLD INCOME \$116,997
2018 PROJECTED AVERAGE HOUSEHOLD INCOME \$139,082

5 - MILE RADIUS

2013 POPULATION 383,931
2018 PROJECTED POPULATION 390,907
2013 HOUSEHOLDS 137,953
2018 PROJECTED HOUSEHOLDS 140,273
2013 MEDIAN AGE 41.8
2013 AVERAGE HOUSEHOLD INCOME \$111,011
2018 PROJECTED AVERAGE HOUSEHOLD INCOME \$130,991

DAYTIME EMPLOYMENT

3 - MILE RADIUS 66,633
5 - MILE RADIUS 181,687

Source: Esri 2013

