



Valley Plaza Mall

BAKERSFIELD, CALIFORNIA



Valley Plaza Mall BAKERSFIELD, CALIFORNIA

PREFERRED SHOPPING DESTINATION OF CENTRAL CALIFORNIA

- Largest mall in Central California's San Joaquin Valley, with 140 stores.
- Conveniently located off Hwy 99 & Ming Avenue.
- Located 110 miles north of Los Angeles and 105 miles south of Fresno, in Kern County.
- Trade area extends 60 miles north to south and 35 miles east to west.
- Newly opened and coming soon stores include Mrs. Fields Cookies and Tilley's.

SHOPPING CENTER OF CHOICE FOR VALLEY FAMILIES

- Largest selection of exclusive stores in the market with Sephora, Bebe, Lucky Brand Jeans, Banana Republic, Club Libby Lu, Old Navy and many more.
- 16 screen Pacific Theatres, ten-unit food court, plus other dining options create an entertaining, family fun environment.
- Features soft seating areas, family and nursing lounges, plus an exterior food court plaza.

STRONG DIVERSIFIED ECONOMY

- Kern County is the leading oil-producing county in the nation.
- Kern County is the fourth most agriculturally productive county in the nation.
- Housing costs remain affordable, with new home starts out-pacing most of California.
- Strong economic base and affordable housing has attracted many regional, national and international companies who now call Kern County home, such as State Farm Insurance, Chevron Texaco, Aera Energy, Sun World International, Frito-Lay Inc. and Nestle Ice Cream.



MALL INFORMATION

LOCATION

Valley Plaza is located at Ming Avenue and Hwy. 99, 110 miles north of Los Angeles and 105 miles south of Fresno.

MARKET

Valley Plaza serves Bakersfield, a growing family community.

DESCRIPTION

Single-level, enclosed, super-regional center

ANCHORS

Gottschalks, JCPenney, Macy's and Sears

TOTAL RETAIL SQUARE FOOTAGE 1,100,000

PARKING SPACES 5,504

OPENED 1967

EXPANDED 1986, 1988

RENOVATED 1986, 2002

TRADE AREA PROFILE

2007 POPULATION 617,815

2012 PROJECTED POPULATION 700,257

2007 HOUSEHOLDS 186,330

2012 PROJECTED HOUSEHOLDS 209,907

2007 MEDIAN AGE 29.9

2007 AVERAGE HH INCOME \$56,594

2012 PROJECTED AVERAGE HH INCOME \$63,477

10-MILE RADIUS PROFILE

2007 POPULATION 496,350

2012 PROJECTED POPULATION 562,926

2007 HOUSEHOLDS 160,215

2012 PROJECTED HOUSEHOLDS 180,551

2007 MEDIAN AGE 30.3

2007 AVERAGE HH INCOME \$58,128

2012 PROJECTED AVERAGE HH INCOME \$65,290

DAYTIME EMPLOYMENT

3-MILE RADIUS 79,098

5-MILE RADIUS 143,026

SOURCE: CLARITAS, INC.