

VALLEY PLAZA MALL

BAKERSFIELD, CALIFORNIA



LOCATION

- Valley Plaza is the largest mall in Central California's San Joaquin Valley, conveniently located off Highway 99 and Ming Avenue.
- Valley Plaza is 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.

PREFERRED SHOPPING DESTINATION OF CENTRAL CALIFORNIA

- Largest selection of exclusive stores in the market with APPLE, Aveda, ALDO, PINK, francesca's collections, Sephora, bebe, Lucky Brand Jeans, Banana Republic, Coach, bareMinerals, Swarovski, Teavana and over 145 retailers.
- 16-screen Reading Cinema, 10-unit Food Court, plus other dining options create an entertaining family fun environment.
- Features large seating areas, family and nursing lounges, and 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 statistics outpacing most of California.
- Strong economic base and affordable housing have attracted many regional, national and international companies that now call Kern County home, including State Farm Insurance, Chevron Texaco, Aera Energy, Sun World International, Frito-Lay Inc. and Nestle Ice Cream.
- 27.5% of the trade-area population earns over \$75,000.

TOP THREE PERFORMING CATEGORIES

- Apparel and Accessories
- Jewelry
- Personal Care

MALL INFORMATION

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

MARKET: Valley Plaza serves the Bakersfield area, a growing family community.

DESCRIPTION: Single-level, enclosed, super-regional center

ANCHORS: Forever 21, jcpenny, Macy's, Sears and Target

TOTAL RETAIL SQUARE FOOTAGE: 1,100,000

PARKING SPACES: 5,504

OPENED: 1967

EXPANDED: 1986, 1988

RENOVATED: 1986, 2002

TRADE AREA PROFILE

2013 POPULATION 699,052

2018 PROJECTED POPULATION 734,396

2013 HOUSEHOLDS 201,914

2018 PROJECTED HOUSEHOLDS 211,368

2013 MEDIAN AGE 30.0

2013 AVERAGE HOUSEHOLD INCOME \$61,266

2018 PROJECTED AVERAGE HOUSEHOLD INCOME \$61,726

10 - MILE RADIUS

2013 POPULATION 545,103

2018 PROJECTED POPULATION 573,233

2013 HOUSEHOLDS 168,997

2018 PROJECTED HOUSEHOLDS 177,052

2013 MEDIAN AGE 30.5

2013 AVERAGE HOUSEHOLD INCOME \$63,896

2018 PROJECTED AVERAGE HOUSEHOLD INCOME \$64,364

DAYTIME EMPLOYMENT

3 - MILE RADIUS 73,785

5 - MILE RADIUS 141,664

Source: Nielsen

