

VISALIA MALL

VISALIA, CALIFORNIA



TRADE AREA

- Visalia Mall serves a growing trade area, with a 2018 projected population of 733,633 within a 30 mile radius.
- More than 9 million visitors annually.
- The primary trade area extends approximately 47 miles north to south at its longest point and 46 miles east to west at its widest point.
- Visalia is known as the gateway to Sequoia National Park.

PREFERRED SHOPPING DESTINATION

- Only regional shopping center in trade area.
- Visalia Mall's merchandise mix draws shoppers across all age and income groups.
- Over 75 retailers, including Aéropostale, American Eagle Outfitters, Gymboree, Hollister Co., Hot Topic, Journeys, Journeys Kidz, Build-A-Bear Workshop, The Children's Place, Old Navy, Victoria's Secret, Zumiez, Vans, francesca's collections, Forever 21 and G by Guess.
- Inviting, clean, family atmosphere with a children's play area.

TOP FOUR PERFORMING CATEGORIES

- Jewelry
- Men's and Women's Accessories
- Family Shoes
- Specialty Foods

OTHER FEATURES

- The center boasts an attractive interior concourse with lush landscaping and an abundance of natural light.
- Ample dining options are available, including a 266-seat Food Court and Red Robin.
- Mall pad sites include a 2-level parking structure and room for free-standing restaurants.

MALL INFORMATION

LOCATION: Located between Fresno and Bakersfield in the San Joaquin Valley, Visalia Mall is three miles south of Highway 198 on the corner of Mooney Boulevard and Walnut Avenue.

MARKET: Visalia Mall's trade-area residents are ethnically diverse in a fast-growing primary and secondary trade area.

DESCRIPTION: Visalia Mall is a single-level mall anchored by Macy's and jcpenny, plus over 75 specialty stores and eateries. Visalia Mall has the distinction of being the first enclosed mall in California.

ANCHORS: Macy's and jcpenny

TOTAL RETAIL SQUARE FOOTAGE: 439,833

PARKING SPACES: 2,204

OPENED: November 1964

EXPANDED/RENOVATED: August 1995

TRADE AREA PROFILE

2013 POPULATION 508,076

2018 PROJECTED POPULATION 533,344

2013 HOUSEHOLDS 148,100

2018 PROJECTED HOUSEHOLDS 155,370

2013 MEDIAN AGE 30.9

2013 AVERAGE HOUSEHOLD INCOME \$59,586

2018 PROJECTED AVERAGE HOUSEHOLD INCOME \$61,968

20 - MILE RADIUS

2013 POPULATION 417,752

2018 PROJECTED POPULATION 439,908

2013 HOUSEHOLDS 126,108

2018 PROJECTED HOUSEHOLDS 132,541

2013 MEDIAN AGE 30.7

2013 AVERAGE HOUSEHOLD INCOME \$61,341

2018 PROJECTED AVERAGE HOUSEHOLD INCOME \$63,684

DAYTIME EMPLOYMENT

3 - MILE RADIUS 49,640

5 - MILE RADIUS 59,916

Source: Nielsen

