



Visalia Mall

VISALIA, CALIFORNIA



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GROWING TRADE AREA

- Centrally located between San Francisco and Los Angeles, Visalia is among the fastest growing cities in California.
- Between 2007 and 2012, population within the primary trade area is projected to grow 10.2% (U.S. average is 4.6%).
- Visalia Mall serves a growing primary trade area with a 2012 projected population of 451,821.
- 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 Aeropostale, American Eagle Outfitters, Gymboree, Hollister, Hot Topic, Journey's, Build-A-Bear Workshop, No Fear, Old Navy, Pac Sun, Picture People, Victoria's Secret and Zumiez.
- Inviting, clean, family atmosphere.

OTHER FEATURES

- Attractive interior concourse with plants and skylights.
- 450-seat food court and Red Robin restaurant.
- Mall pad sites include DiCicco's Italian Restaurant and a 3-level parking structure.

MALL INFORMATION

LOCATION

Located between Fresno and Bakersfield in the San Joaquin Valley, Visalia Mall is three miles south of Hwy. 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 Gottschalk's and JCPenney, plus over 75 specialty stores and eateries. Visalia Mall has the distinction of being the first enclosed mall in California.

ANCHORS

Gottschalk's and JCPenney

TOTAL RETAIL SQUARE FOOTAGE 439,833

PARKING SPACES 2,204

OPENED November, 1964

EXPANDED/RENOVATED August, 1995

OTHER FEATURES

Mall pad sites include DiCicco's Italian Restaurant, Elephant Bar Restaurant and 3-level parking structure.

TRADE AREA PROFILE

2007 POPULATION 409,810

2012 PROJECTED POPULATION 451,821

2007 HOUSEHOLDS 117,589

2012 PROJECTED HOUSEHOLDS 128,711

2007 MEDIAN AGE 30.0

2007 AVERAGE HH INCOME \$55,517

2012 PROJECTED AVERAGE HH INCOME \$62,409

20-MILE RADIUS PROFILE

2007 POPULATION 388,298

2012 PROJECTED POPULATION 428,434

2007 HOUSEHOLDS 117,626

2012 PROJECTED HOUSEHOLDS 129,083

2007 MEDIAN AGE 30.1

2007 AVERAGE HH INCOME \$58,270

2012 PROJECTED AVERAGE HH INCOME \$65,641

DAYTIME EMPLOYMENT

3-MILE RADIUS 50,738

5-MILE RADIUS 63,344

SOURCE: CLARITAS, INC.

