

# PREIT Retail

## WILLOW GROVE PARK



Willow Grove Park is one of the Philadelphia area's premier shopping centers. Located 12 miles from Center City Philadelphia in Eastern Montgomery County and closely bordering Bucks and Philadelphia counties, the center caters to an upscale customer as well as upper middle income residents with a strong fashion orientation. Retailers such as Abercrombie & Fitch, abercrombie, Ann Taylor, Banana Republic, bebe, Coach, Godiva Chocolatier, J. Crew, Lucky Brand and Williams-Sonoma thrive in the center's unique three level Victorian-inspired environment. The mall added The Cheesecake Factory, H&M, White House/Black Market, Sephora and Teavana and will add a 2-level Boscov's department store plus additional restaurants/high desire specialty stores in a former department store space in 2009.

### MARKET INFORMATION

- The unemployment rate of both Montgomery and Bucks Counties continue a long standing tradition of boasting among the lowest rates in Pennsylvania, reflecting the areas diverse employment mix.
- Pennsylvania Business Campus in Horsham (2 miles away) and Fort Washington Business Park are among the top business centers in the Philadelphia market area.
- Shopper average household income is \$113,491, exceeding the market income by 36%.
- Average expenditure per shopping trip is \$122.
- Percent of market households \$100K+ is expected to grow 62.5% over the next 5 years.

### MALL HIGHLIGHTS

#### CENTER SIZE

1,202,305 sf

#### ANCHOR STORES

Bloomingdale's – 237,537 sf  
Sears – 175,584 sf

Macy's – 225,000 sf  
Future Boscov's – 228,740 sf

### FOOD COURT

Number of Units – 11

### TRADE AREA DEMOGRAPHIC INFORMATION

POPULATION	1,520,078
HOUSEHOLDS	576,600
AVG. HH INCOME	\$83,702
AVG. HOMEVALUE	\$272,014
MEDIAN AGE	39.3

Source: ESRI