

WILLOWBROOK

WAYNE, NEW JERSEY



A DYNAMIC RETAIL DESTINATION

- Willowbrook is a super-regional shopping center destination offering a strong department store selection: Bloomingdale's, Macy's, Lord & Taylor and Sears.
- Macy's and Sears rank among the top stores nationally in their chain, enforcing Willowbrook's strength in the market.
- The center features many key retailers, including A|X Armani Exchange, Abercrombie & Fitch, Apple, Banana Republic, bareMinerals, Coach, H&M, Hollister Co., J.Crew, JoS. A. Bank, M.A.C. Cosmetics, p.s. from aéropostale, Sephora, Swarovski, White House | Black Market and ZARA. New retailers to the Willowbrook selection include Michael Kors, Sur la Table, True Religion Brand Jeans and Vera Bradley.
- Willowbrook's restaurant line-up includes BRIO Tuscan Grille, California Pizza Kitchen, The Cheesecake Factory and Ruby Tuesday.

LOCATION, LOCATION, LOCATION

- Willowbrook is a well-positioned regional retail destination center in the trade area and caters to a tri-county area of Passaic, Essex and Morris Counties. No other regional center is within 10 miles of Willowbrook.
- Willowbrook benefits from its strategic location at the intersection of three major highways (Routes 23, 46 and I-80). This major commercial, office and retail node serves over 300,000 vehicles daily.
- The center is open 7 days a week and generates 17 million shoppers annually. Traffic levels at the center are one of the highest in all of New Jersey.
- Willowbrook features extremely productive retailers who rank among the highest in performance among their counterparts in competitive centers within the market.

THE TRADE AREA

- The Willowbrook trade area extends at least 6 miles in all directions and over 15 miles to the north of the center. A total of 914,937 residents in the trade area account for approximately 74% of mall sales.
- The average household income within a 3-mile radius of the center is \$117,500 compared to the average household income within the trade area of \$93,774.
- On average, Willowbrook's shoppers spent 105 minutes shopping and \$110 per visit.

MALL INFORMATION

LOCATION: Routes I-80, US 46, NJ 23

MARKET: Passaic, Morris, Essex

DESCRIPTION: Two levels, enclosed, with a super-regional draw

ANCHORS: Bloomingdale's, Lord & Taylor, Macy's, Sears

TOP THREE PERFORMING CATEGORIES: Home entertainment/
electronics, jewelry and specialty food/fast food/Food Court

TOTAL RETAIL SQUARE FOOTAGE: 1,514,000

PARKING SPACES: 8,000

OPENED: 1969

EXPANDED: 1988

OTHER FEATURES: BRIO Tuscan Grille, California Pizza Kitchen,
The Cheesecake Factory, Ruby Tuesday,

TRADE AREA PROFILE

2013 POPULATION 914,937

2018 PROJECTED POPULATION 923,932

2013 HOUSEHOLDS 323,159

2018 PROJECTED HOUSEHOLDS 326,551

2013 MEDIAN AGE 38.9

2013 AVERAGE HOUSEHOLD INCOME \$93,774

2018 PROJECTED AVERAGE HOUSEHOLD INCOME \$109,854

5 - MILE RADIUS

2013 POPULATION 240,534

2018 PROJECTED POPULATION 242,515

2013 HOUSEHOLDS 84,595

2018 PROJECTED HOUSEHOLDS 85,281

2013 MEDIAN AGE 41.2

2013 AVERAGE HOUSEHOLD INCOME \$108,128

2018 PROJECTED AVERAGE HOUSEHOLD INCOME \$127,876

DAYTIME EMPLOYMENT

3 - MILE RADIUS 64,421

5 - MILE RADIUS 153,524

Source: Esri 2013

