

# WOODBIDGE CENTER

WOODBIDGE, NEW JERSEY





## THE MERCHANDISING

- Boscov's opened at Woodbridge Center in August 2013 completing the mall's dynamic 6-anchor line-up. With more than 1.6 million square feet of retail space, Woodbridge Center is the second largest regional center in New Jersey.
- Woodbridge Center offers an outstanding selection of children's stores and amenities with crazy 8, GapKids, Gymboree, The Children's Place, Journeys Kidz, Kids Foot Locker, Stride Rite and Justice & Brothers, complemented by a popular soft play area, a carousel and other children's amenities and events.
- The center offers a compelling assortment for teens and young adults through a broad range of junior fashion with American Eagle Outfitters, bebe, Cotton On, Express, G by Guess, Garage, Tilly's, Hollister Co., New York & Company, Forever 21, Love Culture, DTLR and Zumiez.
- Woodbridge Center is a dining destination in the market with Applebee's, Bahama Breeze, Olive Garden and Red Robin, in addition to nine unique fast-casual choices within the mall.
- Broad price points and selection within merchandise categories make Woodbridge Center appealing to a diversified customer base, with particularly strong performance by junior and family-oriented offerings.

## THE LOCATION

- Woodbridge Center is an impressive super-regional shopping center located at the "Crossroads of New Jersey." Woodbridge Center is located near the interchange of the Garden State Parkway and the New Jersey Turnpike on Route 1 and 9. This is one of the busiest interchanges in the northeast corridor supported by a bustling Amtrak train station and a quick car ride from Newark Liberty International Airport.
- The exciting retail selection, combined with the added benefit of no sales tax on clothing, makes Woodbridge Center a popular choice for New York shoppers. There are 4.5 million square feet of office space, numerous hotels and other commercial development within minutes of Woodbridge Center.

## THE TRADE AREA

- The trade area is one of the most densely populated trade areas in the country with over 1.3 million people, encompassing a 12- to 15-mile radius and generating 71% of total center sales.
- Woodbridge enjoys a very strong regional economic climate. Middlesex County boasts solid job and population growth projections.
- The household income in the trade area averages \$89,241, and 79.3% of those employed within the trade area are in executive, professional and administrative occupations.

## TOP THREE PERFORMING CATEGORIES

- Women's apparel
- Teen apparel
- Family apparel

## MALL INFORMATION

LOCATION: Intersection of Routes 1 and 9  
MARKET: Middlesex County, NJ  
DESCRIPTION: Two levels, enclosed, with a super-regional draw  
ANCHORS: Lord & Taylor, Sears, Macy's, JCPenney, Dick's Sporting Goods, Boscov's  
TOTAL RETAIL SQUARE FOOTAGE: 1,633,000  
PARKING SPACES: 8,651  
OPENED: 1971  
RENOVATED: 2014 remodeled Center Court project

## TRADE AREA PROFILE

2013 POPULATION 1,348,334  
2018 PROJECTED POPULATION 1,381,739  
2013 HOUSEHOLDS 464,940  
2018 PROJECTED HOUSEHOLDS 475,811  
2013 MEDIAN AGE 37.0  
2013 AVERAGE HOUSEHOLD INCOME \$89,241  
2018 PROJECTED AVERAGE HOUSEHOLD INCOME \$103,981

## 5 - MILE RADIUS

2013 POPULATION 331,107  
2018 PROJECTED POPULATION 341,262  
2013 HOUSEHOLDS 114,272  
2018 PROJECTED HOUSEHOLDS 117,516  
2013 MEDIAN AGE 38.5  
2013 AVERAGE HOUSEHOLD INCOME \$94,784  
2018 PROJECTED AVERAGE HOUSEHOLD INCOME \$110,331

## DAYTIME EMPLOYMENT

3 - MILE RADIUS 68,286  
5 - MILE RADIUS 145,467

Source: Esri 2013

