

VALENCIA TOWN CENTER

SANTA CLARITA | CALIFORNIA

Valencia Town Center

SANTA CLARITA LOS ANGELES COUNTY

SCHOOLS IN SANTA CLARITA VALLEY RANK AMONG THE TOP 10% IN CALIFORNIA.

SANTA CLARITA OFFERS MORE THAN 100 MILES OF HIKING TRAILS, 36 CITY PARKS AND 12,000 ACRES OF OPEN SPACE READY TO BE EXPLORED.

SANTA CLARITA IS PROJECTED TO HAVE AN **EMPLOYMENT GROWTH RATE OF 35.8%** IN 2023 DUE TO NEW PRIVATE SECTOR JOBS.

SANTA CLARITA IS NAMED **THE ENTERTAINMENT CAPITAL OF SILICON VALLEY** BY PROVIDING A VARIETY OF ENTERTAINMENT OPTIONS, SUCH AS MUSIC FESTIVALS, MARKETS AND SIX FLAGS MAGIC MOUNTAIN.



 **#2**

MOST COMFORTABLE
SUMMER CITIES IN THE
UNITED STATES

 **13.7%**

INCREASE IN HOME VALUE
YOY WITH THE MEDIAN
HOME PRICE **\$761K**

RANKED WITHIN THE TOP 35 REGIONAL MALLS IN CALIFORNIA

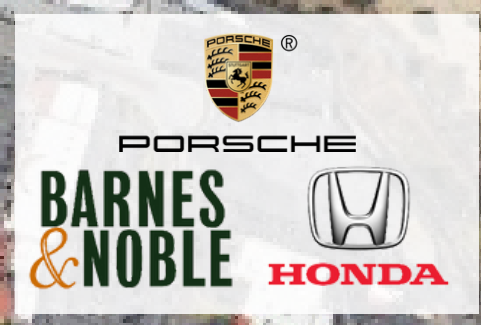




VALENCIA GOLF & COUNTRY CLUB

MCBEAN PKWY CPD - 64,972

MAGIC MOUNTAIN PKWY CPD - 34,041



VALENCIA TOWN CENTER

VALENCIA PUBLIC LIBRARY

SANTA CLARITA COURTHOUSE

SANTA CLARITA REGIONAL TRANSIT CENTER

VALENCIA BLVD CPD - 64,596



VALENCIA TOWN CENTER IS SITUATED AT THE HEART OF A RETAIL HUB AND SEES OVER **163.3K** VEHICLES DAILY.

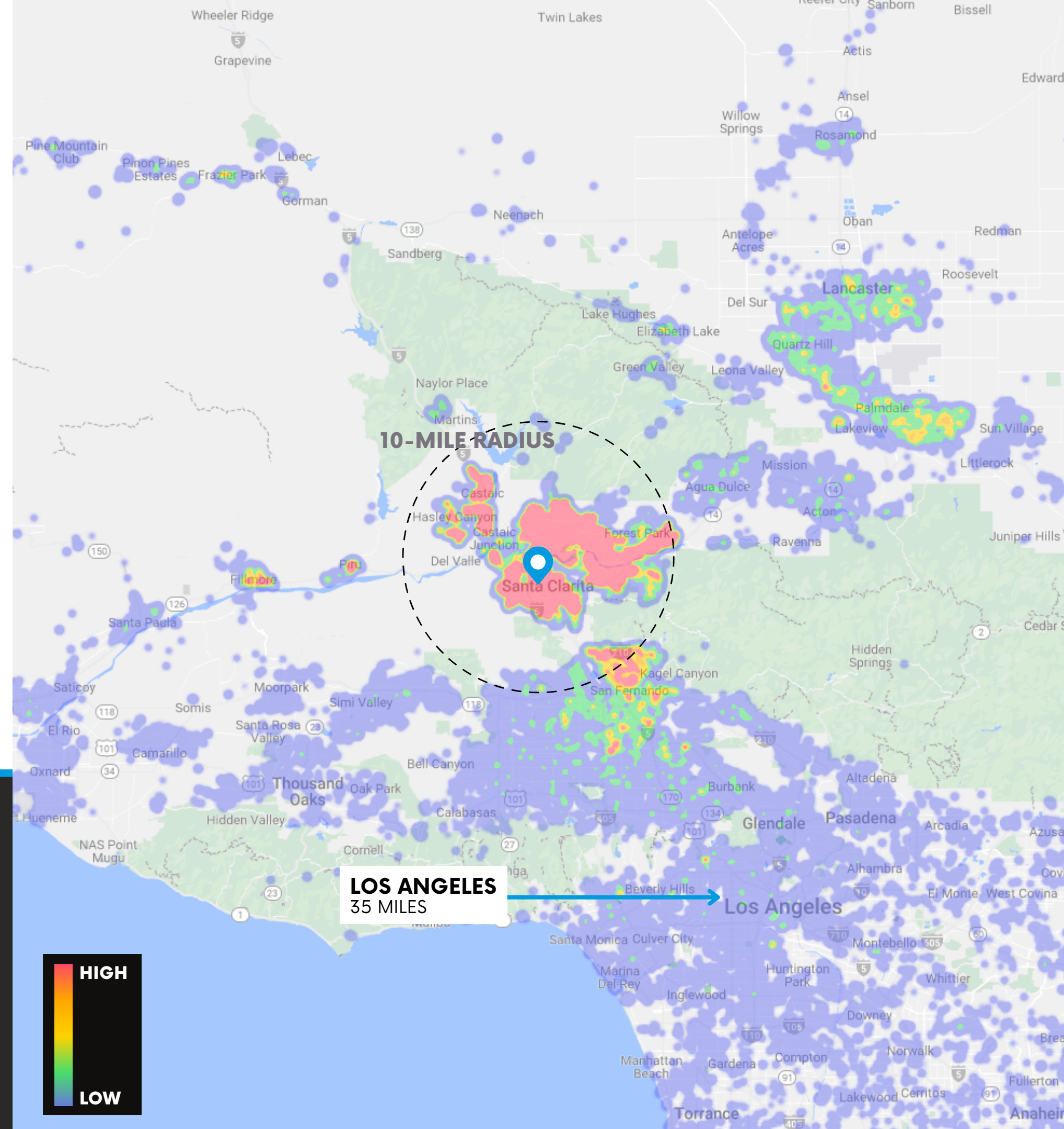
TRAFFIC DATA

Annual Visits **8.9M**
Annual Avg. Visit Frequency **6.84**
Annual Avg. Dwell Time **69 MINS**

TRUE TRADE AREA DEMOGRAPHICS

Population **405,428**
Households **123,951**
Family Households **96,460**
Average HHI **\$139,979**
HHI \$200K+ **\$21.7%**
College Degree+ **69.5%**

12,100+ HOUSEHOLDS
WITHIN 5 MILES OF VALENCIA
EARN \$200K OR HIGHER





OUR CORE CUSTOMER

DATA BASED ON TRUE TRADE AREA

SPENDING PATTERNS

HHI \$500K+

Avg. Discretionary Income

Discretionary Income \$125K-\$150K

ABOVE
U.S. AVERAGE
3.5% +
\$72,460 +
13.2% +

PSYCHOGRAPHICS

Flourishing Families

Affluent, middle-aged families and couples earning prosperous incomes and living very comfortable, active lifestyles.

17.4%

Booming with Confidence

Prosperous, established couples in their peak earning years living in suburban homes.

16%

CUSTOMER LOYALTY

LOYALTY CLASSIFIED AS 2+ VISITS



92%

8.2M OF OUR CUSTOMER VISITS ARE LOYAL MAKING US THEIR GO-TO SHOPPING DESTINATION.



PROVEN PERFORMANCE

VALENCIA TOWN CENTER IS HOME TO MANY TOP-PERFORMING BRANDS

CHICK-FIL-A IS IN THE **TOP 10% OF STORES NATIONWIDE** BASED ON SALES AND **#2 OF 155 STATEWIDE** BASED ON VISITS.

REGAL CINEMAS IS IN THE **TOP 10% OF THE CHAIN.**

LUCILLE'S SMOKEHOUSE BAR-B-QUE RANKS **#3 OF 14 STATEWIDE** BASED ON VISITS.

BRIGHTON COLLECTIBLES RANKS **#3 OF 10 STATEWIDE** BASED ON VISITS.

PANDORA RANKS **#5 OF 24 STATEWIDE** BASED ON VISITS.

SOMA

#1 OF 15 IN STATE

BASED ON VISITS

LAZY DOG

#4 OF 21 IN STATE

BASED ON VISITS

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