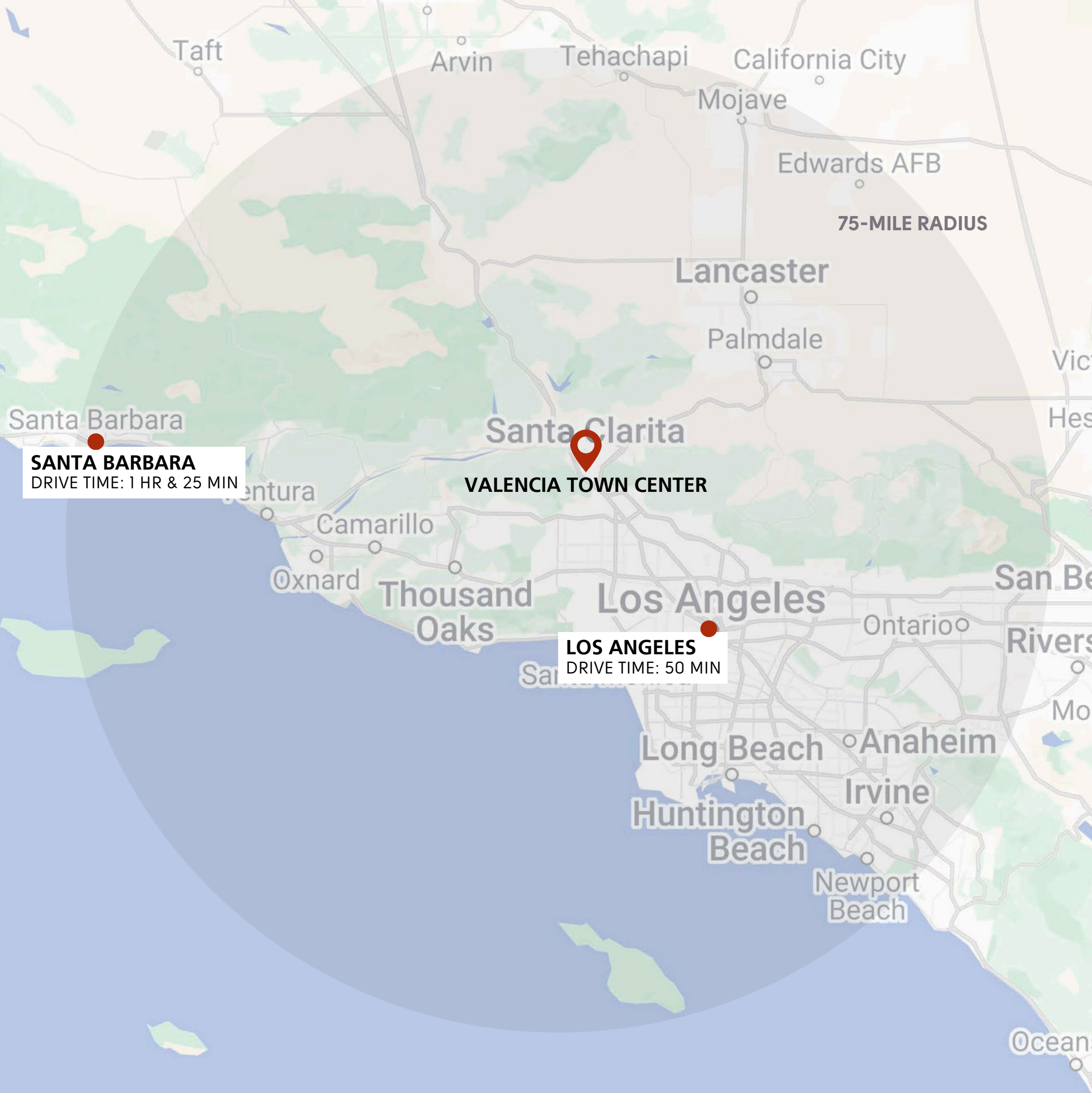


# VALENCIA TOWN CENTER

VALENCIA | CALIFORNIA





LOS ANGELES COUNTY, CALIFORNIA

LOS ANGELES COUNTY'S  
**FASTEST-GROWING**  
CITY WITH 230,000+ RESIDENTS



## SANTA CLARITA RISING WITH THE REGION

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Located in northern Los Angeles County, Santa Clarita is **third largest city** in the region with **more than 230,000 residents** and growing.

The L.A. metropolitan area ranks as the **third-largest economic region globally**, generating over **\$1 trillion in GDP** annually.

While many parts of California have seen a decline, Santa Clarita has experienced **consistent population growth** over the past two decades and is one of the **fastest growing neighborhoods in the region**.

Known for its **safe neighborhoods, top-rated schools, and strong community**, Santa Clarita has become a sought-after destination for **families and young professionals**.

Focused on the future, major developments are underway expanding neighborhoods, industrial parks and schools, including the FivePoint Valencia project expected to bring more than **21,000 new homes**.

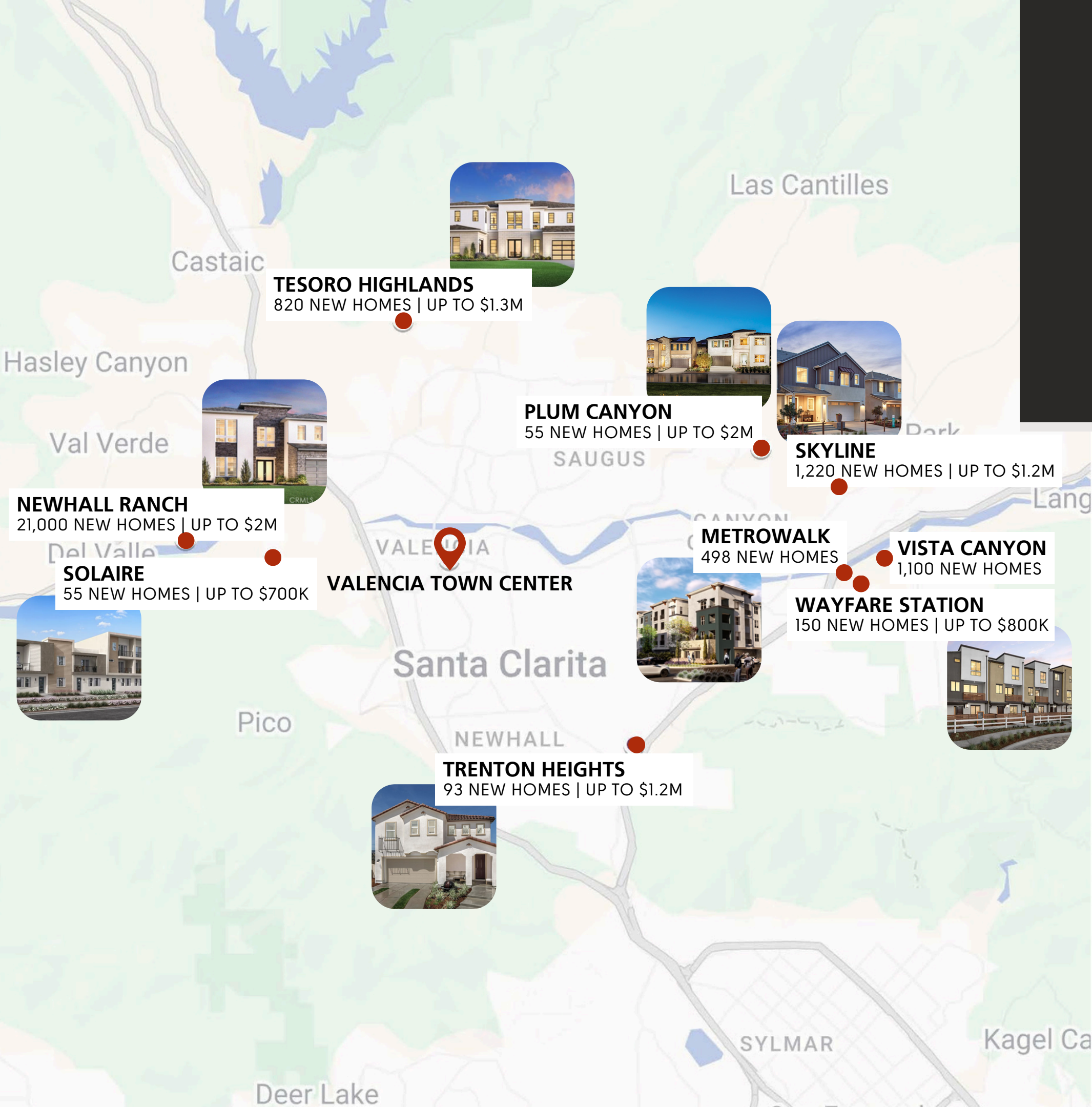


 **#4**  
SAFEST CITY IN AMERICA

 **25%**  
HIGHER AVERAGE HHI OF **\$119,926**  
VS. THE STATE AVERAGE

# RESIDENTIAL HUB

10-MILE RADIUS NEW HOMES  
**25,000+**



New homes, new communities, and a wave of growth.

Santa Clarita is experiencing a **major surge** in **new developments** and **housing projects** in order to meet the consistent population growth. And, **Valencia Town Center** is at the heart of it all.

# IT'S ALL IN THE DETAILS

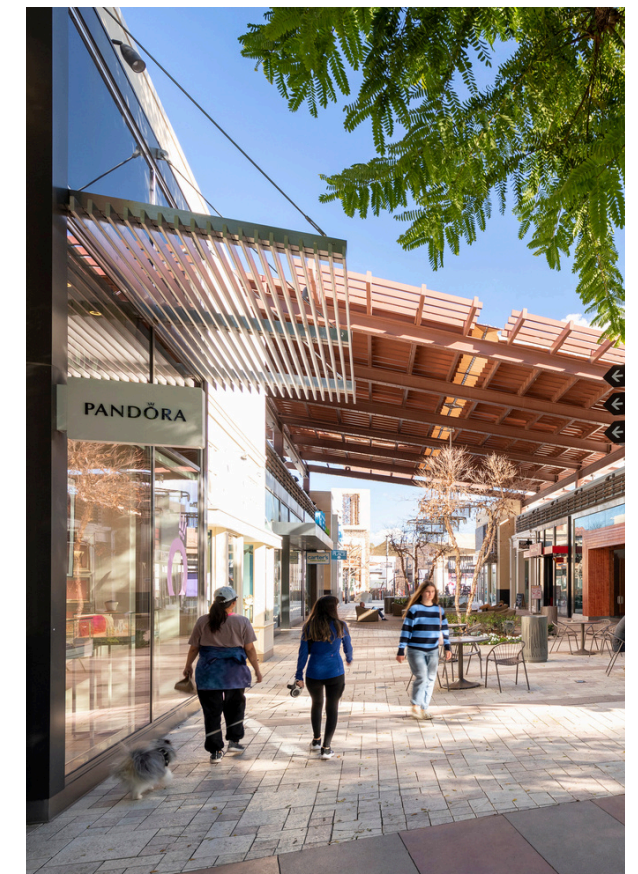
MORE THAN  
**1M SF**

RETAILERS  
**36**

RESTAURANTS  
**32**

Nestled in the evolving community of Valencia, conveniently near California's major highway, I-5, Valencia Town Center is a **dynamic lifestyle destination** offering a curated mix of **retail, dining** and **entertainment**.

With both indoor and outdoor spaces, Valencia Town Center **has it all**, serving as a welcoming gathering space for the broader Santa Clarita community.



# PROPERTY AERIAL

MORE THAN  
**155,864 CPD**

**187,210 CPD**

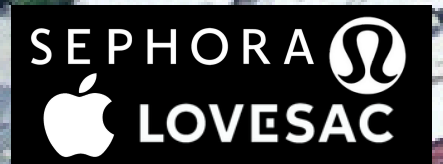
**MAJOR STATE HIGHWAY PROVIDING DIRECT ACCESS TO & FROM DOWNTOWN L.A.**

**VALENCIA COUNTRY CLUB**  
PRIVATE CLUB \$100K INITIATION FEE

**KOHL'S**

**VALENCIA BLVD 59,478 CPD**

**MCBEAN PKWY 56,238 CPD**



**JCPenney**

**CITRUS ST 5,139 CPD**

**MAGIC MOUNTAIN PKWY 35,009 CPD**



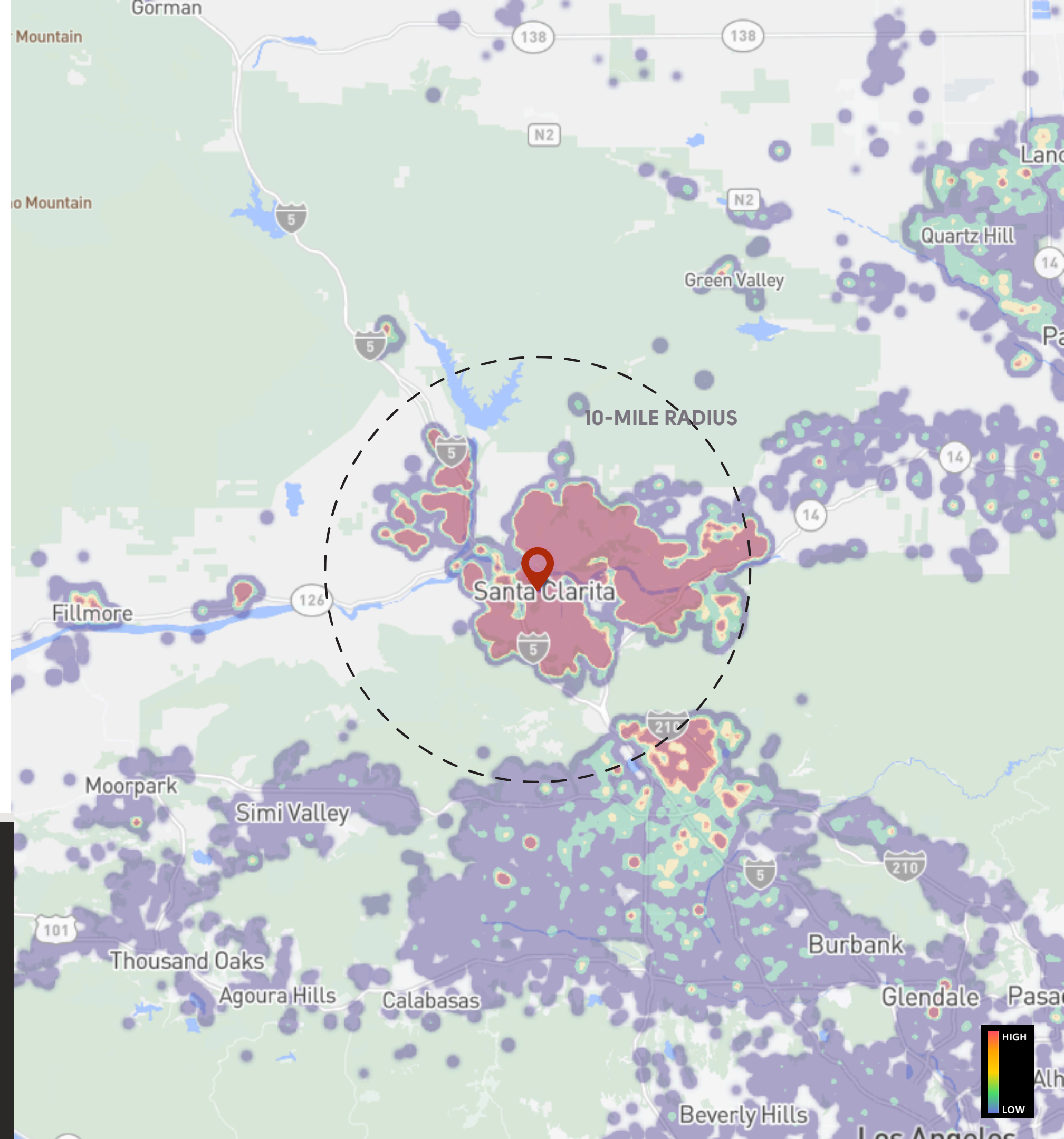
# TRAFFIC DATA

Annual Visits **8.7M**  
Annual Avg. Visit Frequency **6.6**  
Avg. Dwell Time **73 MINS**

## TRUE TRADE AREA DEMOGRAPHICS

Population	<b>285,388</b>	Average HHI	<b>\$151,000</b>
Daytime Population	<b>300,369</b>	HHI \$150K-\$200K	<b>14%</b>
Households	<b>92,250</b>	HHI \$200K+	<b>24%</b>
Family Households	<b>71,825</b>	College Degree+	<b>71%</b>
Gen Alpha	<b>21%</b>		
Millennials	<b>20%</b>		
Gen X	<b>21%</b>		

WITHIN A 5 MILE RADIUS OF VALENCIA TOWN CENTER  
**MORE THAN 16,200 HOUSEHOLDS**  
EARN \$200K OR MORE IN ANNUAL HHI



# CORE CUSTOMER INSIGHTS

## SPENDING PATTERNS

Household Income \$500K+	4%	+
Avg. Discretionary Income	\$85,176	+
Discretionary Income \$150K+	11%	+

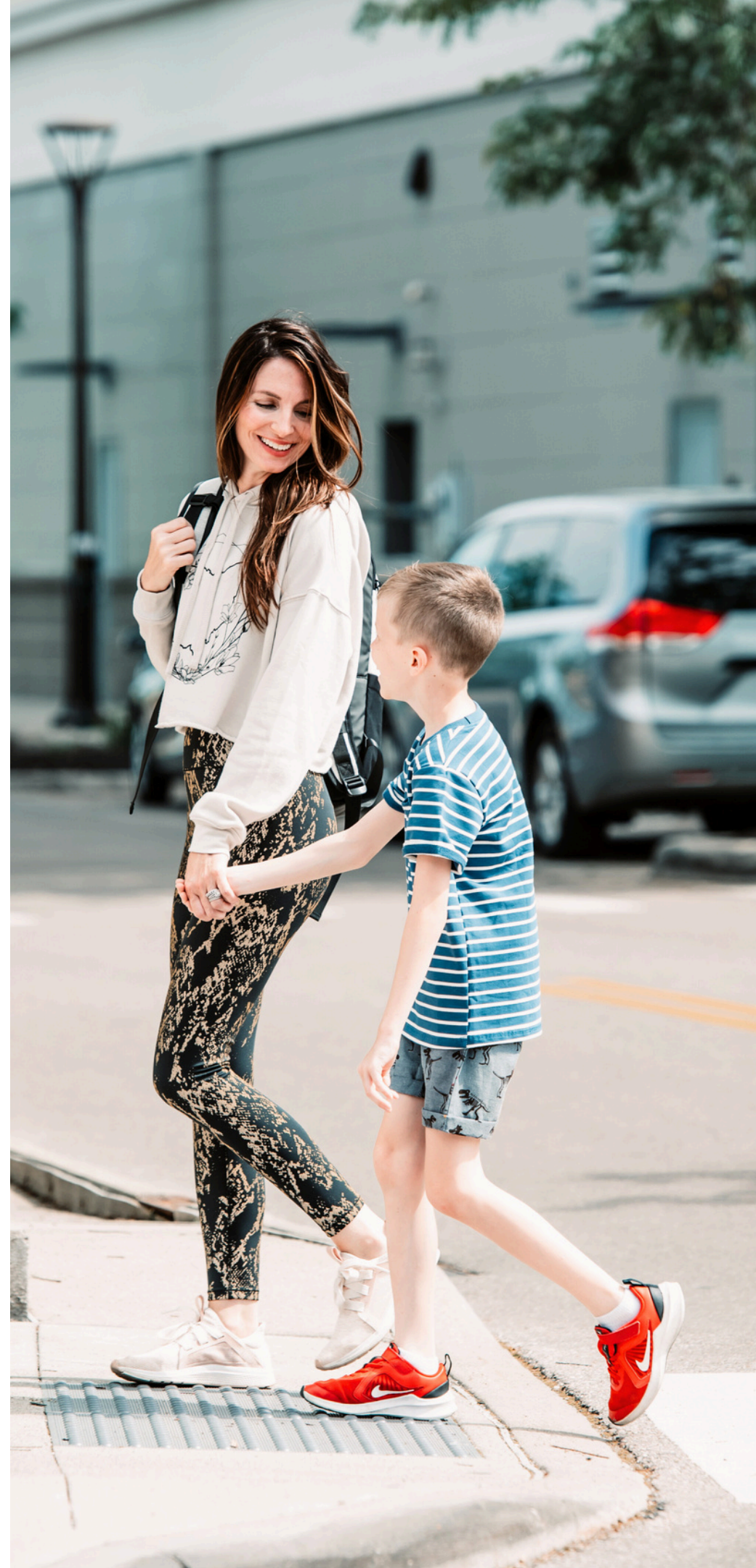
ABOVE  
U.S. AVERAGE

## PSYCHOGRAPHICS

<b>Wealthy Suburban Families</b> Wealthy and diverse suburban families living children-driven lifestyles.	45%
<b>Ultra Wealthy Families</b> The nation's wealthiest families.	12%
<b>Near-Urban Diverse Families</b> Middle-class diverse families living in urban or near-urban areas.	10%



OUR CORE CUSTOMERS ARE IDENTIFIED AS THE **MOST AFFLUENT HOUSEHOLDS** IN PLACER.AI.





## AN ELEVATED EXPERIENCE

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Valencia Town Center offers an elevated experience for its guests, boasting a variety of top-tier brands, with even more to come.

Soma ranks **#1 of 14** statewide based on visits..

Lucille's Smokehouse Bar-B-Que ranks **#3 of 13** statewide based on visits.



ANTHROPOLOGIE

LOVESAC



Lazy DOG  
EAT. DRINK.

★ macy's



free people

RESTAURANT  
BREWHOUSE

The  
cheesecake Factory



REGAL



SEPHORA

POTTERY  
BARN

URBAN OUTFITTERS

PANDORA

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