

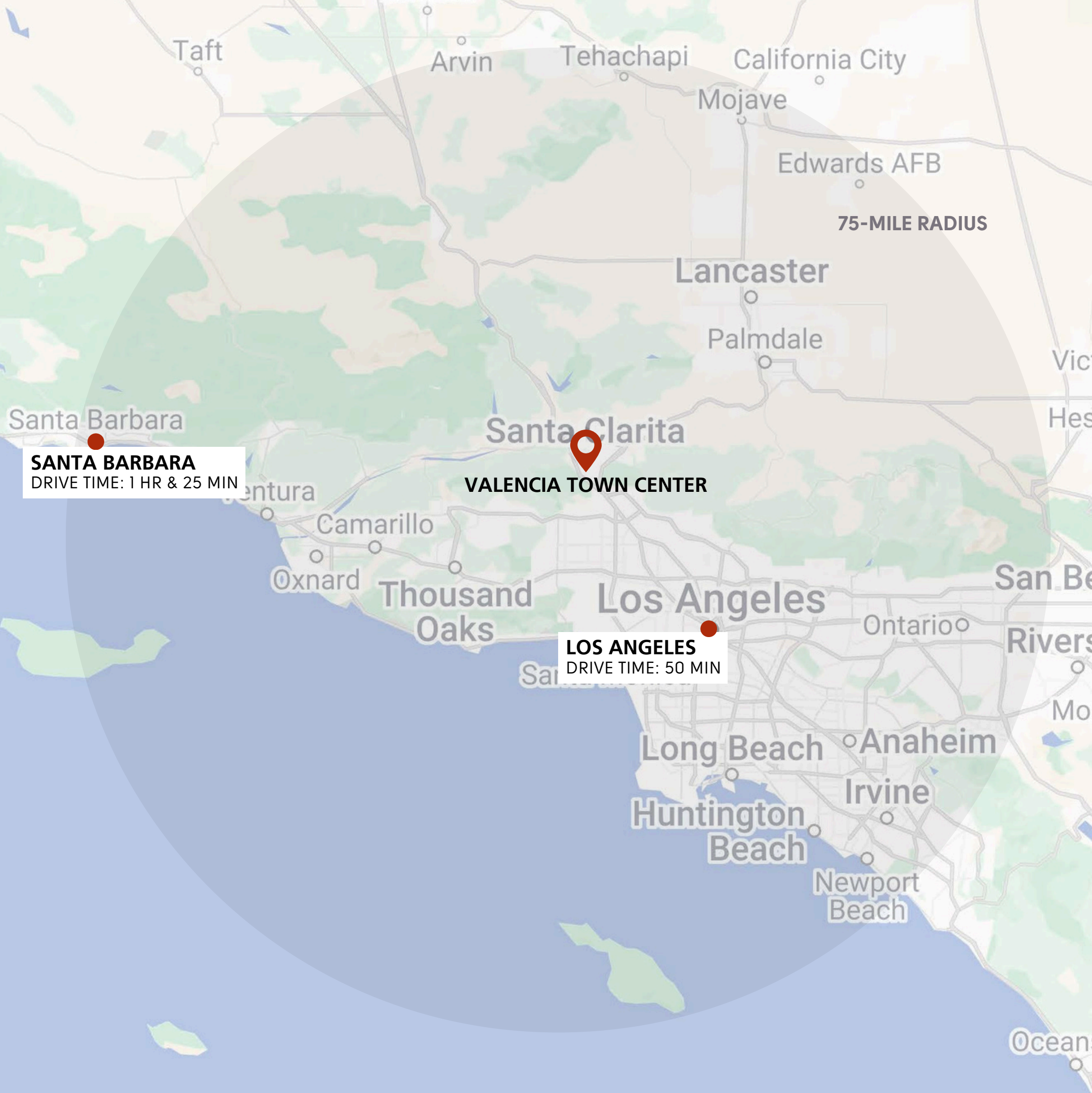
VALENCIA TOWN CENTER

VALENCIA | CALIFORNIA

Valencia Town Center

 Centennial
Powered by Lincoln





LOS ANGELES COUNTY, CALIFORNIA

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



SANTA CLARITA RISING WITH THE REGION

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**.

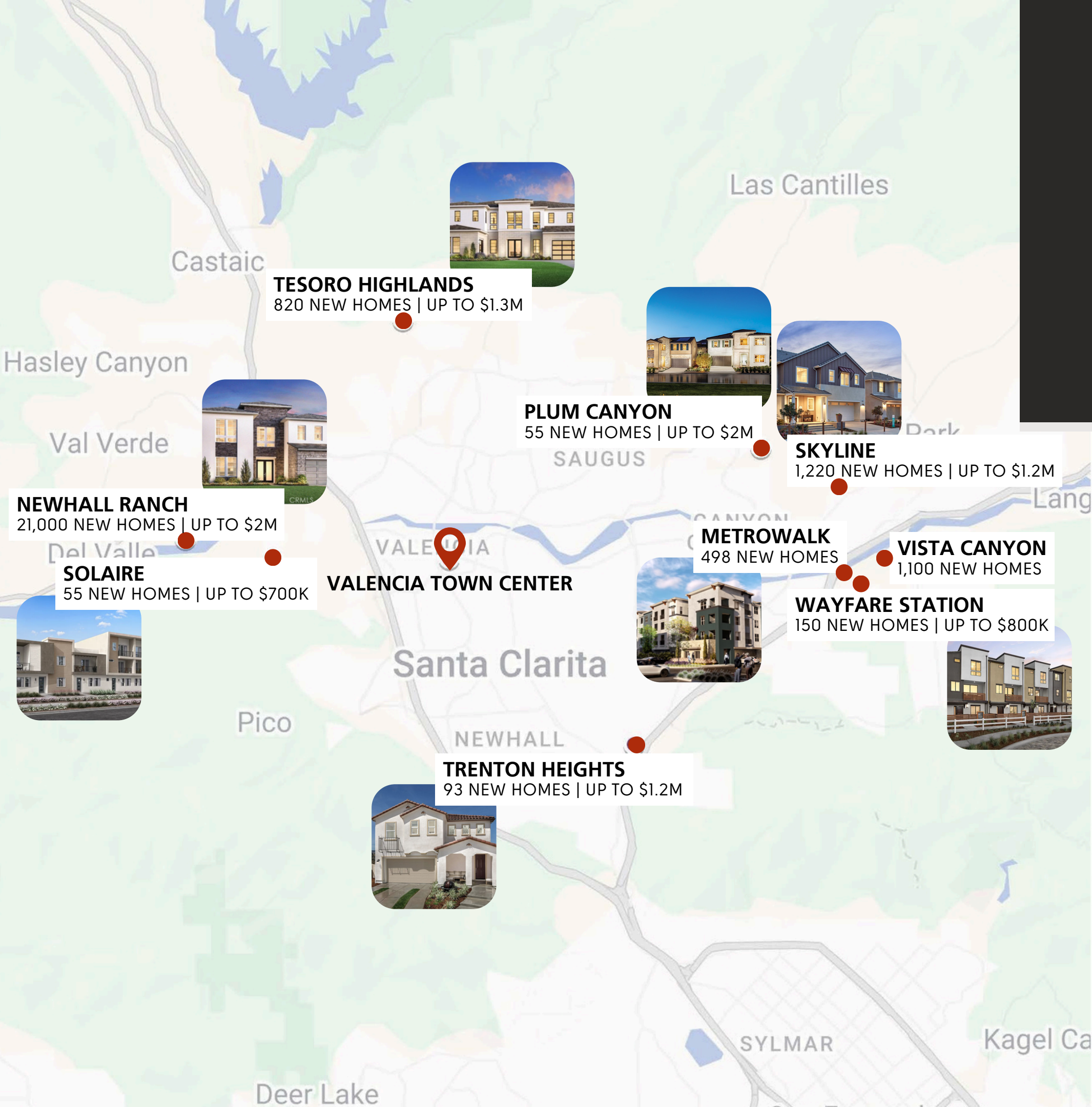


 **#4**
SAFEST CITY IN AMERICA

 **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

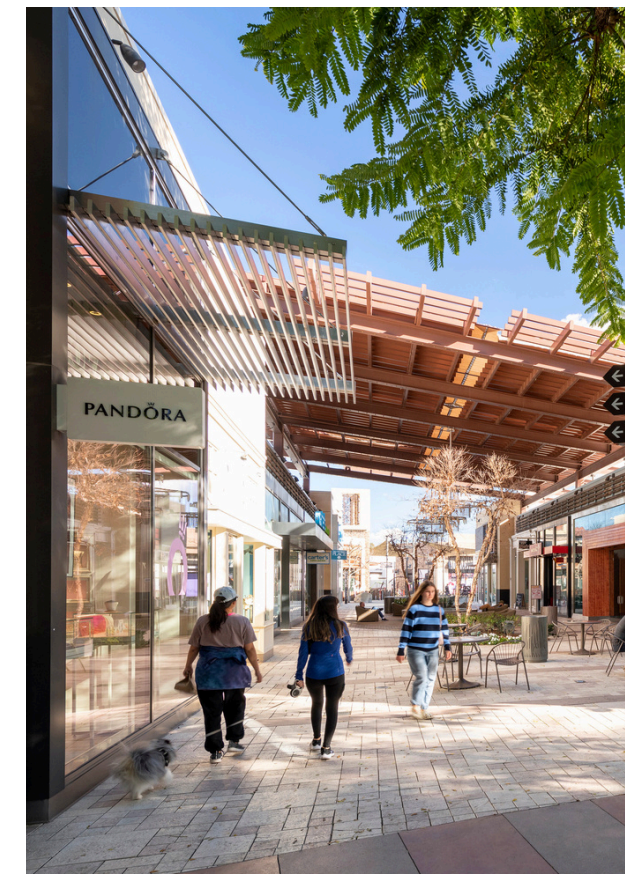
MORE THAN
1M SF

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
138,196 CPD

 **187,210 CPD**

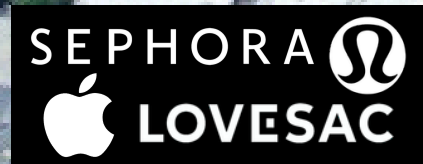
MAJOR STATE HIGHWAY PROVIDING DIRECT ACCESS TO & FROM DOWNTOWN L.A.

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

KOHL'S

VALENCIA BLVD 44,245 CPD

MCBEAN PKWY 53,191 CPD



JCPenney

CITRUS ST 4,569 CPD

MAGIC MOUNTAIN PKWY 36,191 CPD



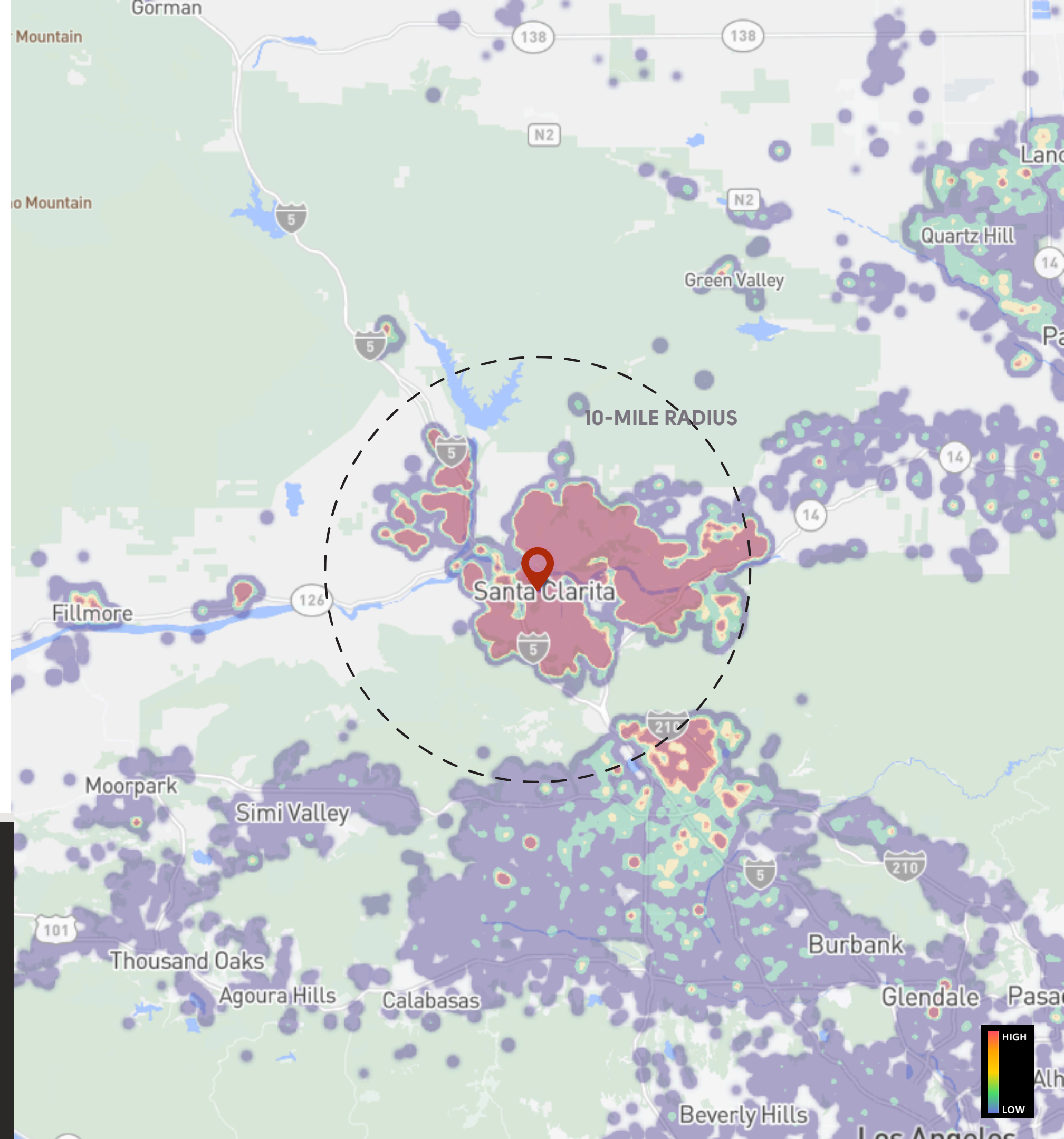
TRAFFIC DATA

Annual Visits **8.6M**
Annual Avg. Visit Frequency **6.6**
Avg. Dwell Time **76 MINS**

TRUE TRADE AREA DEMOGRAPHICS

Population	266,800	Average HHI	\$155,000
Daytime Population	300,369	HHI \$150K-\$200K	15%
Households	86,921	HHI \$200K+	26%
Family Households	67,524	College Degree+	72%
Gen Alpha	20%		
Millennials	20%		
Gen X	21%		

WITHIN A 5 MILE RADIUS OF VALENCIA TOWN CENTER
MORE THAN 17,029 HOUSEHOLDS
EARN \$200K OR MORE IN ANNUAL HHI



CORE CUSTOMER INSIGHTS

SPENDING PATTERNS

Household Income \$500K+	6%	+
Avg. Discretionary Income	\$94,347	+
Discretionary Income \$150K+	20%	+

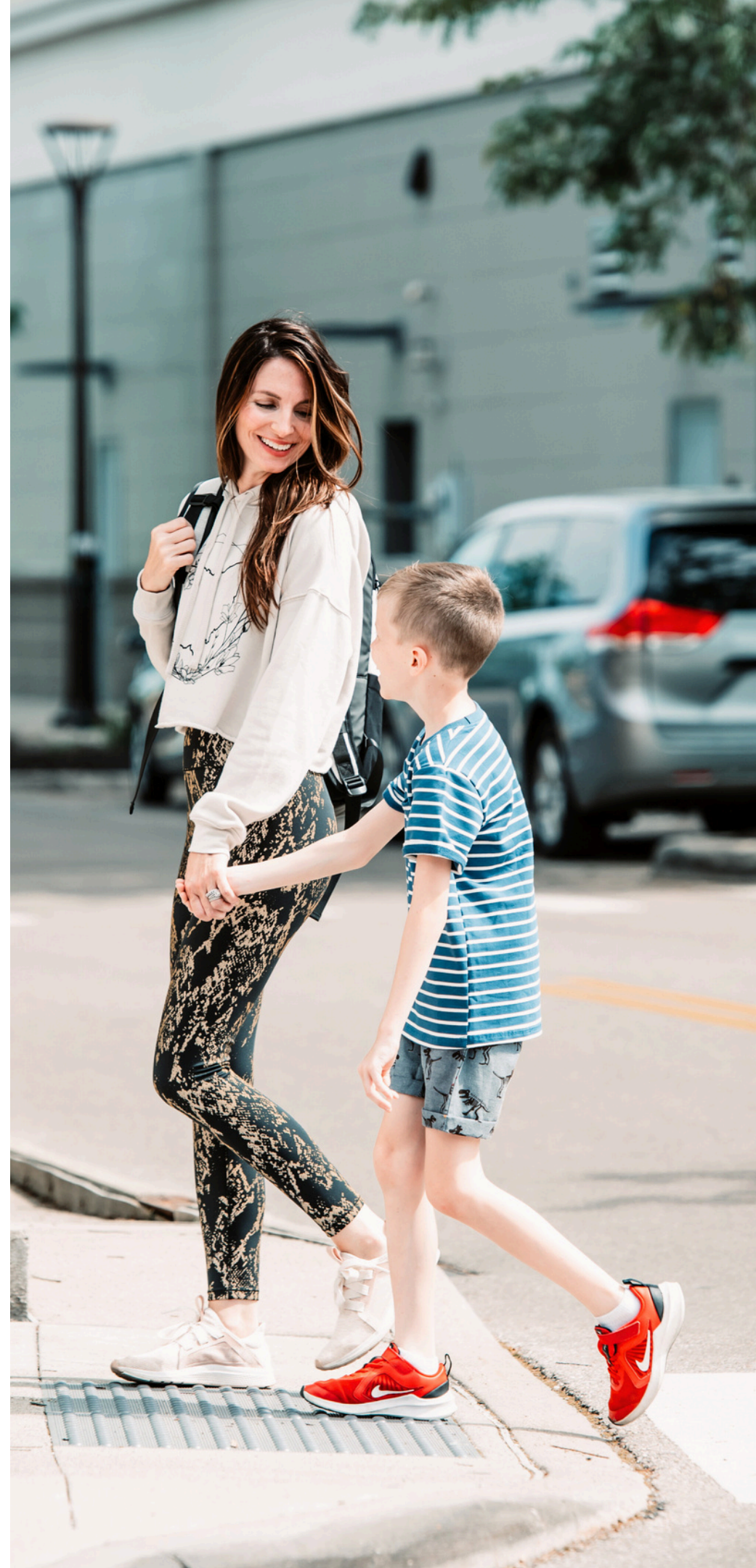
ABOVE
U.S. AVERAGE

PSYCHOGRAPHICS

Wealthy Suburban Families Wealthy and diverse suburban families living children-driven lifestyles.	45%
Ultra Wealthy Families The nation's wealthiest families.	12%
Near-Urban Diverse Families 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

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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VALENCIA TOWN CENTER

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