

Victoria Gardens

With an inviting, open-air design and an appealing downtown vibe, Victoria Gardens is the retail heart of the Inland Empire. Ideally situated at the intersection of Highway 15 and historic Route 66, this regional center is valued for connecting its community with the latest fashion, food, well-being and cultural experiences.



Victoria Gardens

The hub of the inland empire

Victoria Gardens is a unique lifestyle precinct. Spanning 12 city blocks, it is the only outdoor center of its kind in the trade area. The center has built an enviable reputation for the quality of its retail offering and its relaxed al fresco feel.

The Center is anchored by Macy's Women's, Macy's Home/Men/Children, JCPenney and Bass Pro. Other high-end brands within the 1.35m square feet of retail space include Apple, H&M, Zara, Williams Sonoma, Pottery Barn and White House Black Market.

Specialty Retailers: 156

GLA: approx. 1,355,653 SF


Parking spaces: approx. 7,786



Victoria Gardens Trade Area

Victoria Gardens serves a geographically large, densely populated Trade Area with a population exceeding 1.9m. The center's Trade Area is nearly contiguous within a 10-mile radius, but also stretches up to 15 miles and beyond to the north and the east.


Total trade area population¹

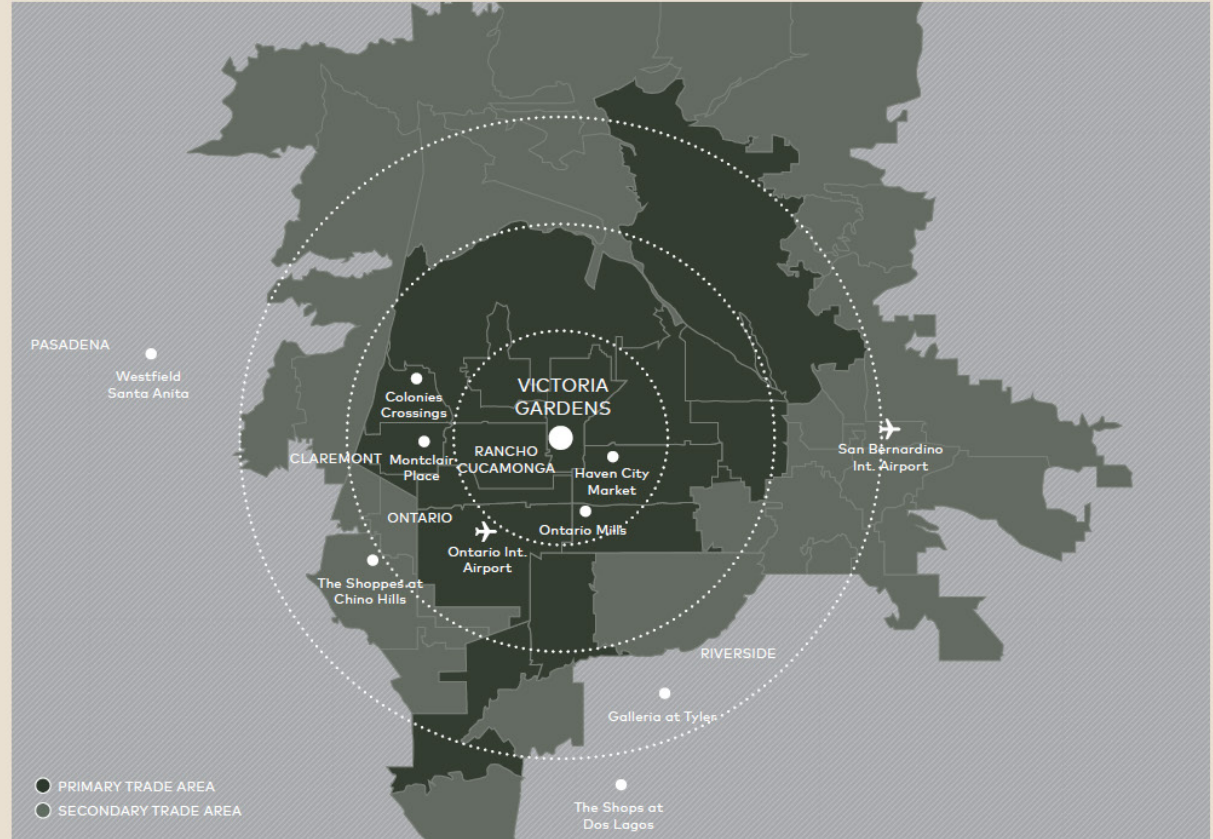
 1,910,124

Primary trade area population¹

 905,809

Daytime population within 15 minutes¹

 153,065



1. ESRI 2018; Alexander Babbage TruTrade 2018

The total trade area is the total of the primary and secondary trade areas combined

Victoria Gardens PTA Audience Profile

Victoria Gardens draws particularly well from the area's best demographics. The average household income of the shopper is \$109,029 (vs. the MSA average of \$85,109). 42% of shoppers have incomes of \$100,000 or more (vs. 29% of the MSA).

Annual average income per household¹

\$ 93,481

Households with annual income over \$100,000¹

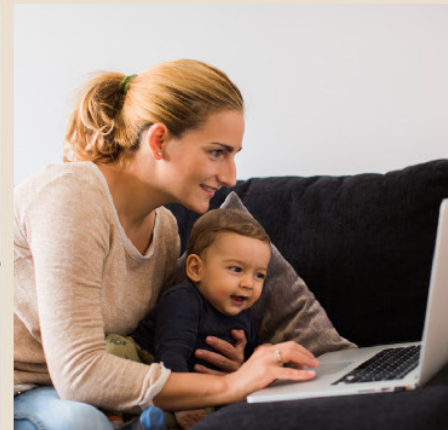
34.4%

Median age¹

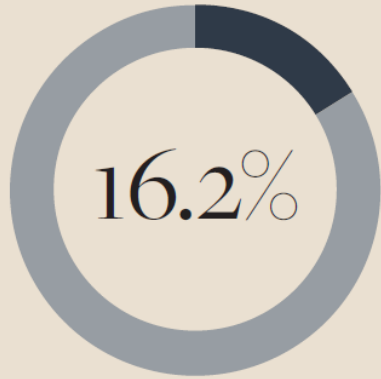
32.2

Education level Bachelor's Degree or higher¹

22.9%

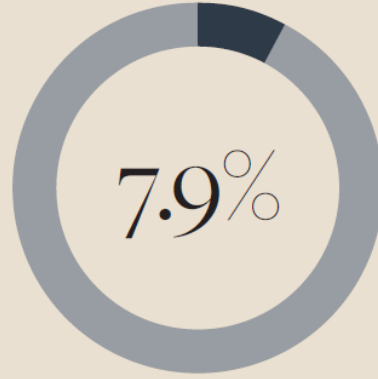


Top Profiles



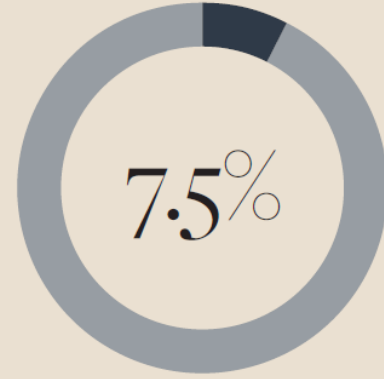
Urban Villages

- Buy new clothes; play sports; visit water/theme parks
- Carry credit cards
- Shop at Costco or Trader Joes, Target, or Macy's
- Own smartphones
- Shop in person



Boomburbs

- Hold gym membership; own home equipment
- Have home mortgage
- Prioritize physical fitness
- Own, use latest devices
- Prefer SUVs, luxury cars, minivans



American Dreamers

- Own feature-rich cell phones
- Spend money carefully, buy necessities
- Pay bills, socialize online
- Listen to urban or Hispanic radio
- Eat at Taco Bell, Little Caesar's



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