

# Promenade Temecula

Connecting people with the best local and global food, fashion and lifestyle experiences, Promenade Temecula is a destination reflecting its community's aspirations to make life the best it can be. With a prime location in a fast-growing area, the Promenade thrives thanks to exceptional tourist infrastructure and limited competition.





## Promenade Temecula

The premier center in Riverside County

Located midway between San Diego and Los Angeles, Promenade Temecula offers a comprehensive shopping, dining and entertainment experience.

The center features a 15-screen cinema and four major anchors—JCPenney, Sears and two Macy's stores. Nationally recognized brands such as Apple, Williams Sonoma, Pottery Barn, M.A.C, Sephora, lululemon, and H&M also feature in a roster of over 160 retailers.

**Specialty Retailers:** 146

**GLA:** approx. 1,130,136 SF

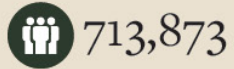
**Parking spaces:** approx. 5,355



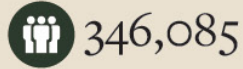
## Promenade Temecula Trade Area

Promenade Temecula serves a Trade Area population of 714,000 stretching 15 miles north, south and west, and up to 25 miles to the east. 21% of visitors travel more than 20 minutes to reach the center.

Total trade area population<sup>1</sup>



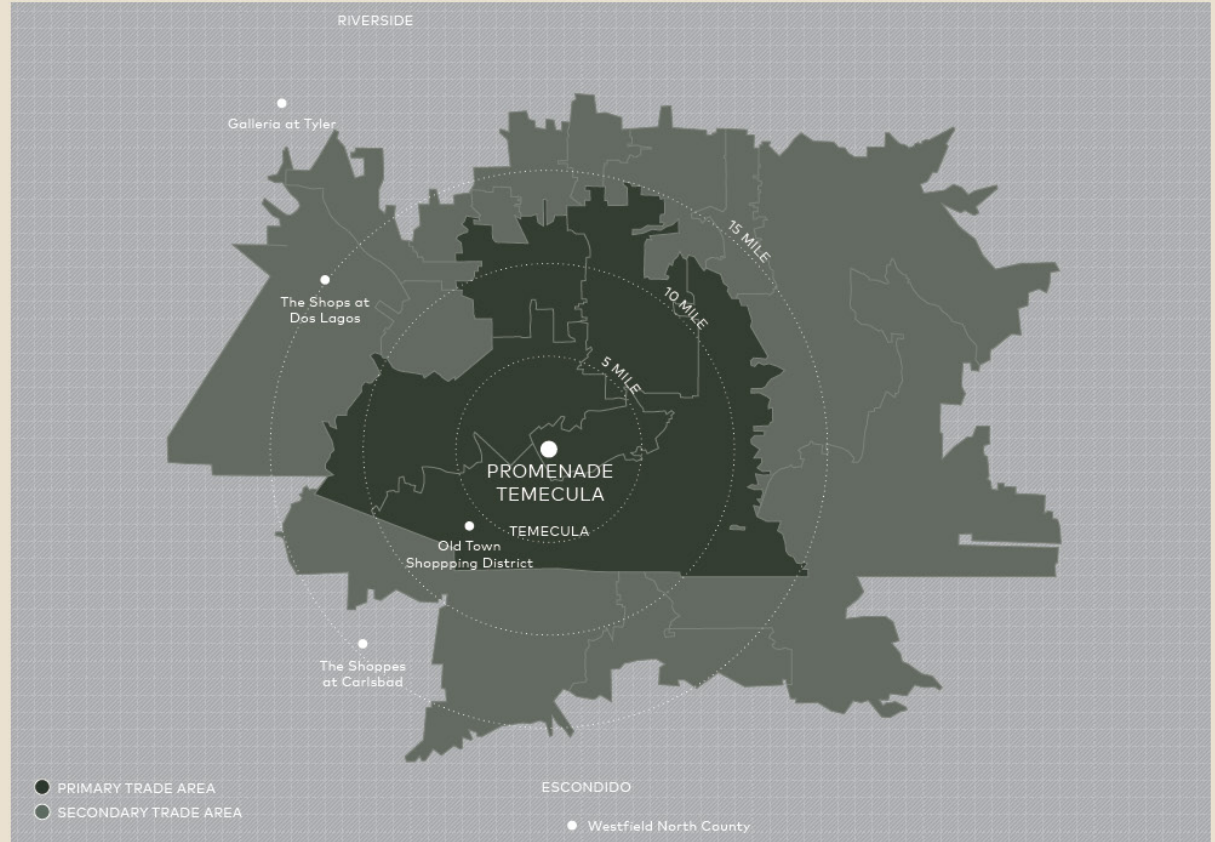
Primary trade area population<sup>1</sup>



Total trade area annual growth rate<sup>1</sup>



Daytime population within 15 minutes<sup>1</sup>



1. ESRI 2018; Alexander Babbage TruTrade 2018

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



## Promenade Temecula PTA Audience Profile

Young and upwardly mobile households epitomize the Trade Area surrounding Promenade Temecula, but composition of the market also includes older residents enjoying a comfortable lifestyle in their retirement.

Annual average income per household<sup>1</sup>

 109,446

Households with annual income over \$100,000<sup>1</sup>

43.6%

Median age<sup>1</sup>

 34.4

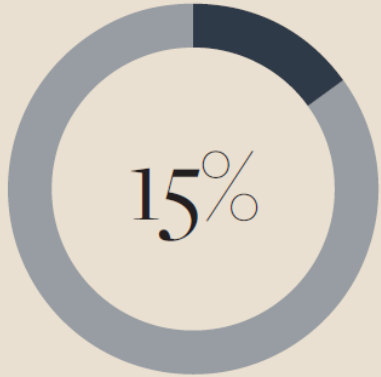
Education level Bachelor's Degree or higher<sup>1</sup>

30.6%



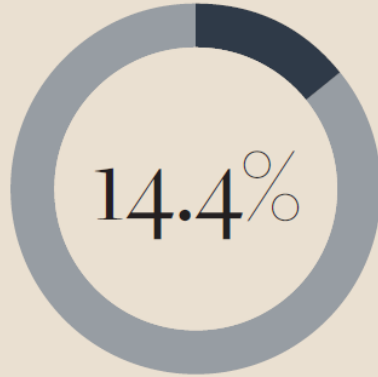
1. ESRI 2018; Alexander Babbage TruTrade 2018

## Top Profiles



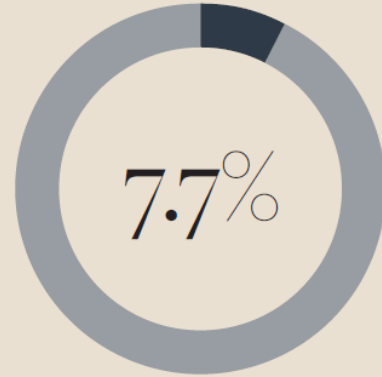
### Up and Coming Families

- Visit theme parks, zoos
- Hold student loans, mortgages
- Contract for home and landscaping services
- Go online to shop, bank, for entertainment
- Own late model compact car, SUV



### Boomburbs

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



### Soccer Moms

- Go jogging, biking, golfing, boating
- Carry high level of debt
- Visit theme parks, zoos
- Shop, bank online
- Own 2+ vehicles (minivans, SUVs)



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