



VICTORVILLE, CA

## MARKET PROFILE 2024

**MAJOR RETAILERS** Barnes & Noble, Bath & Body Works, BoxLunch, Cotton On, Dick's Sporting Goods, Foot Locker, Hollister Co., JCPenney, JD Sports, Journeys, Macy's, Sunglass Hut, T-Mobile, The Children's Place, Tilly's, Valliani Jewelers, Vans, Victoria's Secret, Windsor, Zumiez

**RESTAURANTS & ENTERTAINMENT** Red Robin, Cinemark 16 Theatre | **FOOD COURT** 14 units

**PROPERTY TYPE** Regional | **TOTAL SQUARE FEET** 578,000 | **BUILT / RENOVATED** 1986 / 2012

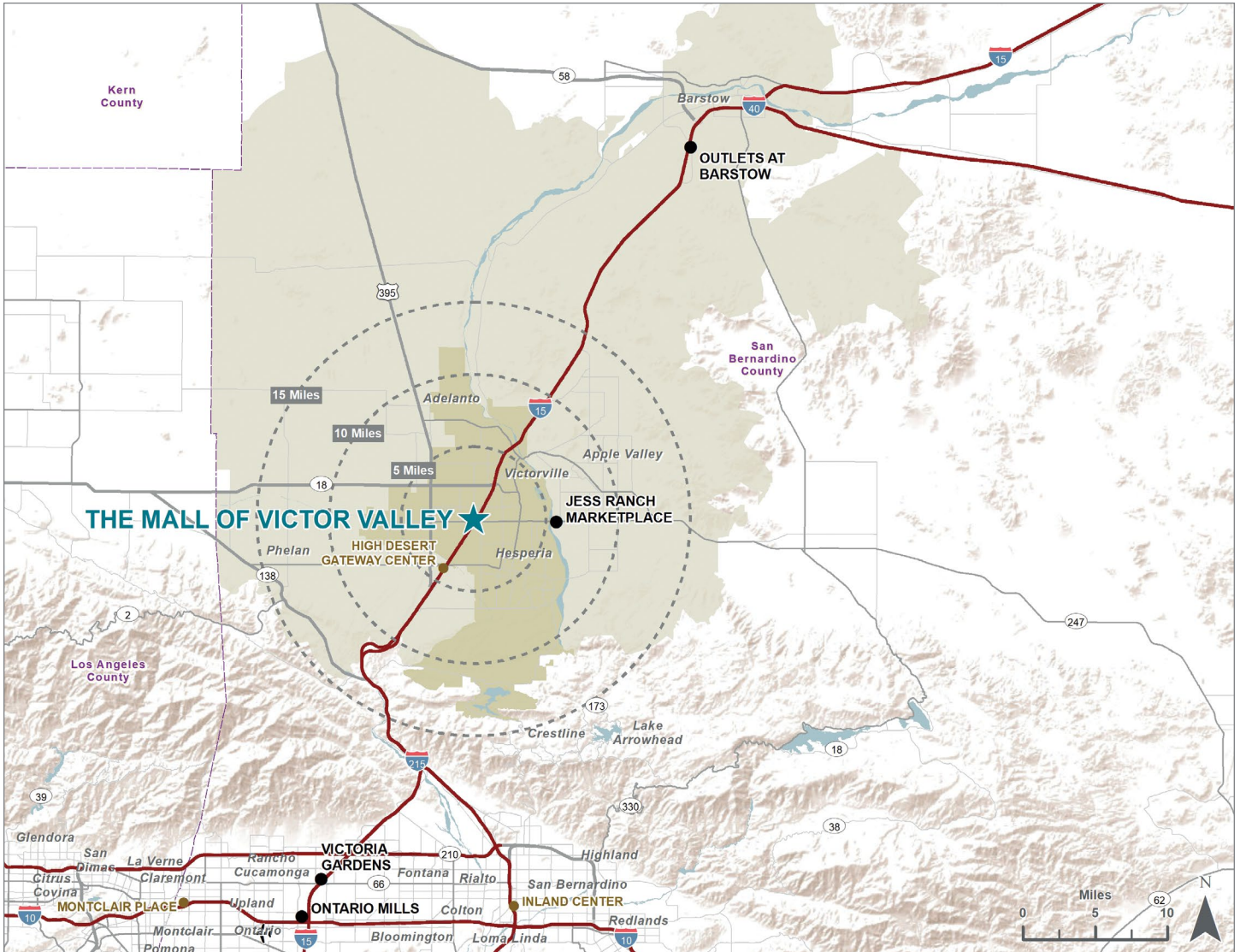
**FOR MORE INFORMATION** 760-241-3149 | [Macerich.com](http://Macerich.com)



# DEMOGRAPHIC SUMMARY

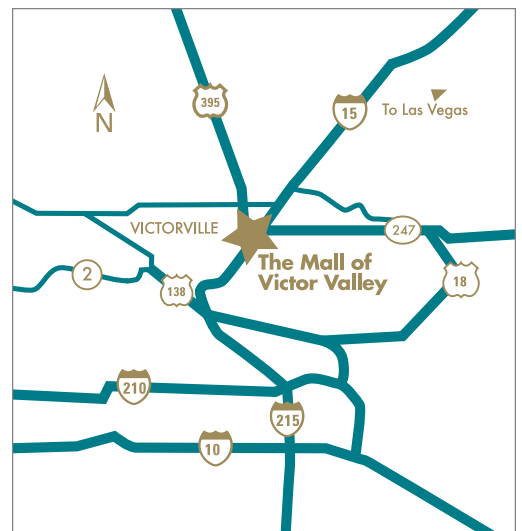
POPULATION	PRIMARY TRADE AREA		TOTAL TRADE AREA		RIVERSIDE-SAN BERNARDINO-ONTARIO, CA [MSA]	
2023 Total Population	241,492		454,598		4,681,129	
2028 Total Population	245,147		460,885		4,765,997	
2023-2028 Population Growth	1.5%		1.4%		1.8%	
HOUSEHOLDS						
2023 Total Households	69,247		137,087		1,461,564	
2028 Total Households	70,553		139,449		1,492,725	
2023-2028 Household Growth	1.9%		1.7%		2.1%	
INCOME						
Average Household Income	\$87,729		\$89,103		\$108,267	
Median Household Income	\$65,732		\$66,028		\$80,102	
Per Capita Income	\$25,305		\$26,952		\$33,879	
HOUSEHOLD INCOME RANGES						
\$50,000 +	43,876	63.4%	86,694	63.2%	1,025,568	70.2%
\$75,000 +	30,886	44.6%	61,548	44.9%	782,266	53.5%
\$100,000 +	20,915	30.2%	41,776	30.5%	580,891	39.7%
\$150,000 +	9,027	13.0%	18,069	13.2%	281,615	19.3%
AGE						
Median Age	31.9		33.3		34.6	
EDUCATION / OCCUPATION						
Bachelor's Degree Plus	19,613	13.0%	40,572	14.0%	765,371	25.0%
White Collar	44,238	47.4%	85,364	48.7%	1,132,679	54.1%
RACE/ETHNICITY						
White	81,971	33.9%	176,943	38.9%	1,744,504	37.3%
Black/African American	29,807	12.3%	51,971	11.4%	348,033	7.4%
American Indian	4,803	2.0%	9,114	2.0%	87,020	1.9%
Asian	8,357	3.5%	15,740	3.5%	373,913	8.0%
Pacific Islander	1,007	0.4%	2,104	0.5%	15,735	0.3%
Other Race	115,547	47.8%	198,725	43.7%	2,111,924	45.1%
Hispanic or Latino	138,463	57.3%	238,177	52.4%	2,475,092	52.9%
Not Hispanic or Latino	103,029	42.7%	216,421	47.6%	2,206,037	47.1%
EMPLOYMENT / DAYTIME POPULATION						
	1 MILE		3 MILE		5 MILE	
Total Businesses	556		1,949		5,072	
Total Employees	5,308		18,901		45,720	
Daytime Population	12,257		79,611		181,457	

# TRADE AREA MAP



## LEGEND

- ★ THE MALL OF VICTOR VALLEY
- PRIMARY TRADE AREA
- SECONDARY TRADE AREA
- COMPETITIVE CENTERS
- OTHER CENTERS



10% PCW

# SITE PLAN



# MARKET FACT SHEET

VICTORVILLE HAS SUCCESSFULLY ESTABLISHED ITSELF AMONG THE MOST **COST-EFFECTIVE** LOCATIONS IN CALIFORNIA TO DO BUSINESS

TOP 100 **BEST PLACES TO LIVE**  
(LIVABILITY, 2019)

**LARGEST METROPOLITAN AREA** BETWEEN SAN BERNARDINO COUNTY AND LAS VEGAS. THE VICTOR VALLEY POPULATION IS 450,000+ WHICH INCLUDES 5 CITIES.

IN DECEMBER 2023 THE **MEDIAN LIST PRICE** IN VICTORVILLE FOR A HOME WAS \$445K UP 3.6%

**FIRST-TO-CALIFORNIA** CRACKER BARREL LOCATED OFF THE 15 FREEWAY IN VICTORVILLE

CENTRALLY LOCATED WITH **EASY FREEWAY ACCESS**, LOCATED OFF I-15, US-395 AND SR-18 BETWEEN LOS ANGELES AND LAS VEGAS – JUST 40 MILES FROM I-10 AND I-40

DIGITAL LED BOARD OFF THE I-15 FREEWAY PROVIDING **EXPOSURE TO 83K CARS DAILY**

INDUSTRY CHOOSES VICTORVILLE BECAUSE OF THE INVESTMENTS IT HAS MADE IN ITS PUBLIC INFRASTRUCTURE SYSTEM, CLOSE PROXIMITY TO MAJOR TRANSPORTATION ROUTES, LARGE, **SKILLED LABOR FORCE**, FAMILY-FRIENDLY COMMUNITY AND COMMITMENT TO PROMOTING A **BUSINESS-FRIENDLY ENVIRONMENT**

**ONLY REGIONAL MALL** WITHIN THE HIGH DESERT

VICTORVILLE HAS EXPERIENCED **ROBUST INDUSTRIAL AND RETAIL EXPANSION**

**OUTSTANDING OPPORTUNITIES**

IN THE HIGH DESERT FOR PLENTIFUL, SECURE EMPLOYMENT, HOME OWNERSHIP, HIGHER EDUCATION AND SAFE NEIGHBORHOODS

**\$89K AVERAGE HOUSEHOLD INCOME** IN THE TOTAL TRADE AREA

VICTORVILLE HAS 20 PARKS, A MUNICIPAL GOLF COURSE, HIGHLY RATED SCHOOLS AND **TRULY AFFORDABLE HOUSING**

**HOME TO MAJOR BRANDS**

DR. PEPPER/SNAPPLE, NEWELL RUBBERMAID, M&M MARS, PLASTIPAK PACKAGING INC., A&W AND 7UP



47% GROWTH IN **STEM (SCIENCE, TECHNOLOGY, ENGINEERING, MATH) RELATED BACHELOR'S DEGREES** OVER THE PAST FEW YEARS IN SAN BERNARDINO COUNTY

**PROJECTED POPULATION GROWTH** BETWEEN 2020-2045 IS 28% IN SAN BERNARDINO COUNTY

**60% OF ALL GOODS** MOVING INTO AND OUT OF SOUTHERN CALIFORNIA TRAVEL THROUGH VICTORVILLE

**HIGH SPEED RAIL PROJECT** CONNECTING VICTOR VALLEY TO LAS VEGAS AND L.A. BREAKING GROUND IN 2024 WITH SCHEDULED COMPLETION IN 2028

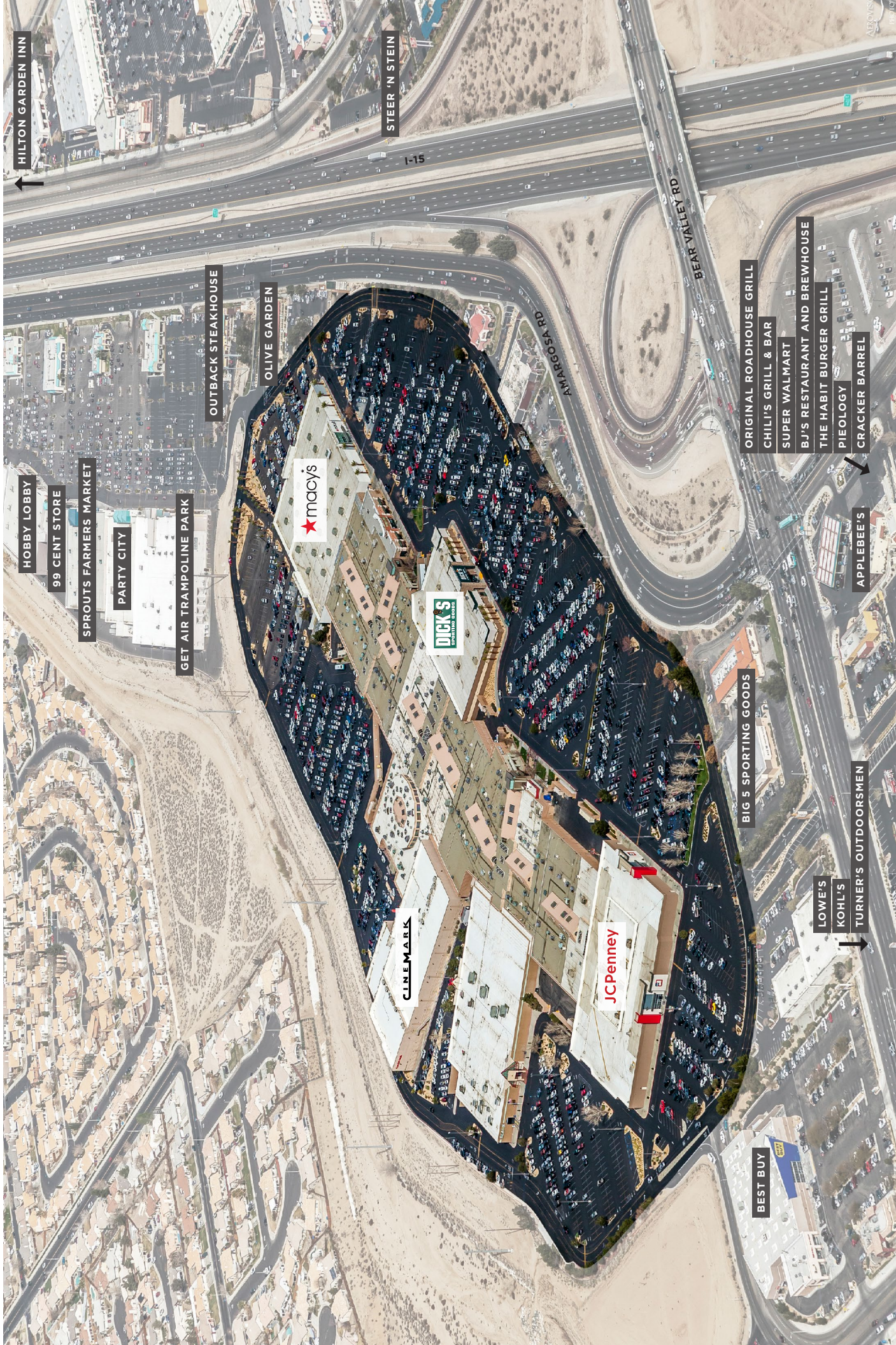


**MAJOR RETAILERS INCLUDE:**

- |                       |                   |               |                      |                   |
|-----------------------|-------------------|---------------|----------------------|-------------------|
| MACY'S                | BARNES & NOBLE    | FOOT LOCKER   | RED ROBIN            | VALLIANI JEWELERS |
| JCPENNEY              | BATH & BODY WORKS | HOLLISTER CO. | SEE'S CANDIES        | VANS              |
| DICK'S SPORTING GOODS | BOXLUNCH          | JD SPORTS     | THE CHILDREN'S PLACE | VICTORIA'S SECRET |
| CINEMARK              | COTTON ON         | LENSCRAFTERS  | TILLY'S              | WINDSOR           |



NORTH



HILTON GARDEN INN

STEER 'N STEIN

OUTBACK STEAKHOUSE

OLIVE GARDEN

HOBBY LOBBY

99 CENT STORE

SPROUTS FARMERS MARKET

PARTY CITY

GET AIR TRAMPOLINE PARK

macy's

DICK'S SPORTING GOODS

CINEMARK

JCPenney

BEST BUY

BIG 5 SPORTING GOODS

LOWE'S

KOHL'S

TURNER'S OUTDOORSMEN

APPLEBEE'S

ORIGINAL ROADHOUSE GRILL

CHILI'S GRILL & BAR

SUPER WALMART

BJ'S RESTAURANT AND BREWHOUSE

THE HABIT BURGER GRILL

PIELOGY

CRACKER BARREL

I-15

AMARGOSA RD

BEAR VALLEY RD