

CIM

# montclair place

Creating a New Lifestyle of  
Work, Live and Play





An Exciting One-Stop Destination for the Whole Family



## Welcome to Montclair Place

Montclair Place is a 1.2 million-square-foot shopping and dining destination on the southwestern edge of San Bernardino County. This center recently unveiled a complete interior remodel including a nine-unit Food Hall, live music and family entertainment. Its prominent location near the I-10 freeway makes Montclair Place highly visible to oncoming vehicular traffic.

1.2 Million  
Square Feet

150+  
Retailers

1.1 Million  
Total Trade Area  
Population



“The City of Montclair continues its collaboration with Montclair Place and welcomes the positive impact it continues to have as the heart of our growing community.”

– Ed Starr,  
City Manager of Montclair



#1 Shopping Center Within a Five-Mile Radius

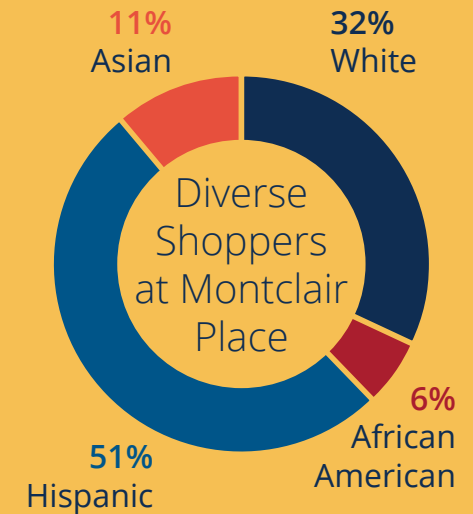
## Market Characteristics

- Dense suburban population with a projected growth of 3.1% in the trade area in the next five years, equaling over 30,000 new residents
- High daytime population with 716 office buildings within a 15-minute drive
- More than 8,600 businesses withing a 3-mile radius
- 29% of the trade area population has an annual household income greater than \$100,000
- 50.6% Female; 49.4% Male

## Montclair Place in Numbers

- #1 Shopping Center Within a Five-Mile Radius
- 6 Million Annual Visits
- 56.7% are Returning Customers
- \$50.8 Million Annual Food and Beverage Sales
- Food Spending Growth of 18% in the Next Five Years
- \$28.9 Million Annual Apparel and Entertainment Expenditure
- Average Stay of 79 Minutes
- Daily Traffic Count of 274,000 on Interstate 10

Source: Placer.ai/CoStar/esri



Demographics	3 Miles	5 Miles	10 Miles	True Trade Area
2020 Population	184,914	472,041	978,019	327,048
2020 Family Households	55,741	137,105	294,756	252,689
2020 Median Household Income	\$67,236	\$69,204	\$82,911	\$54,185
2020 Median Age	34	34	36	34
Bachelor's Degree and Higher	28,986	68,736	194,975	56,619
Workplace Stats	3 Miles	5 Miles	10 Miles	
2020 Total Businesses	8,615	17,128	39,670	
2020 Total Employees	71,713	147,987	390,633	
Annual Consumer Spending	3 Miles	5 Miles	10 Miles	
2020 Consumer Spending	1,560,876	4,037,605	9,570,201	
2025 Projected Consumer Spending	1,757,088	4,537,052	10,750,489	

Source: Sitewise/Costar

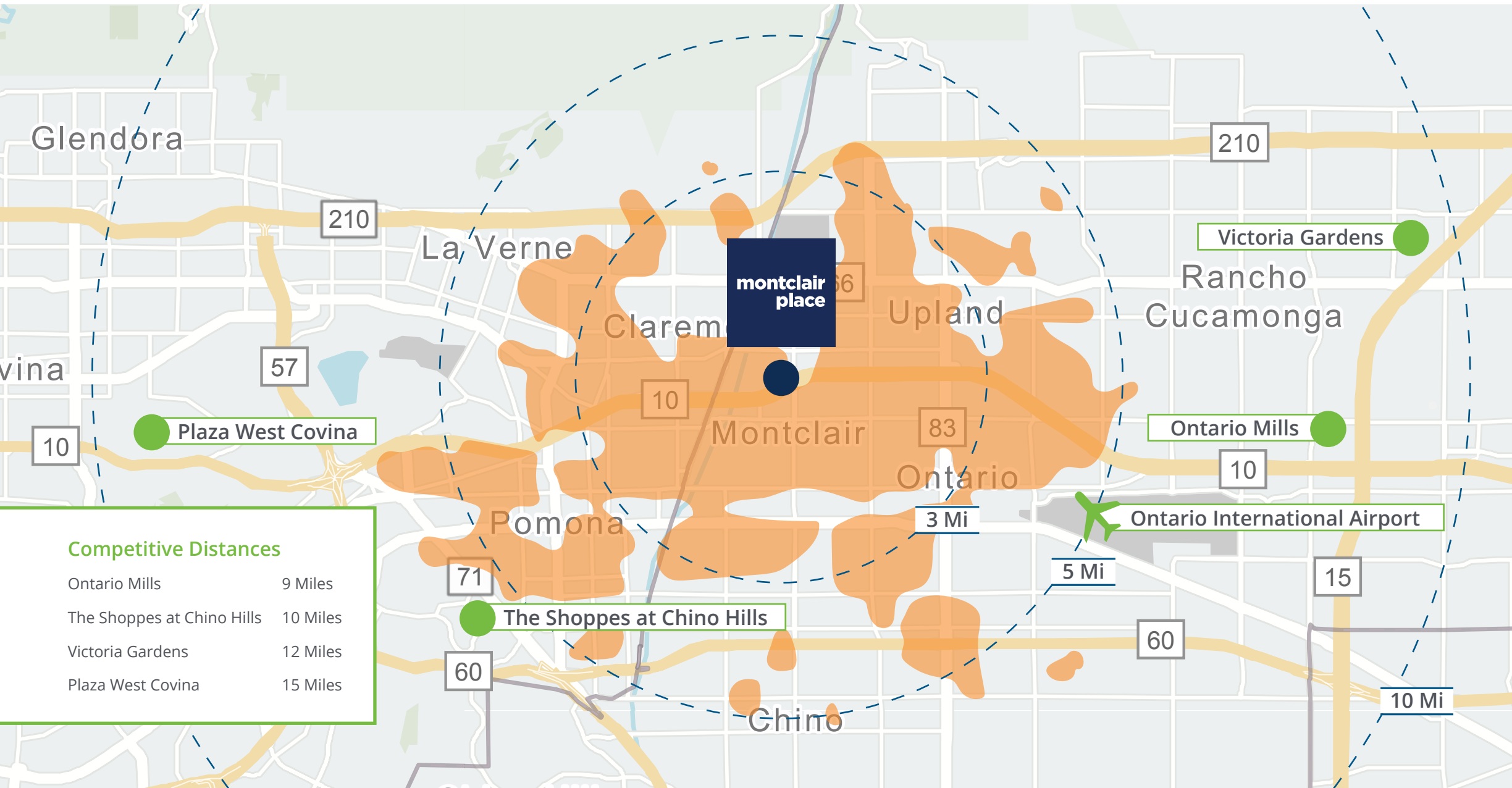


# A Look at the True Trade Area

True Trade Area (TTA) uses mobile phone location data to determine a property's precise trade area by weighing actual contribution of visitors to the property. By calculating the volume of traffic coming to the property, TTA provides a more accurate analysis of your target audience. The current map depicts a traffic volume of 50% which is equivalent to a 5-mile radius

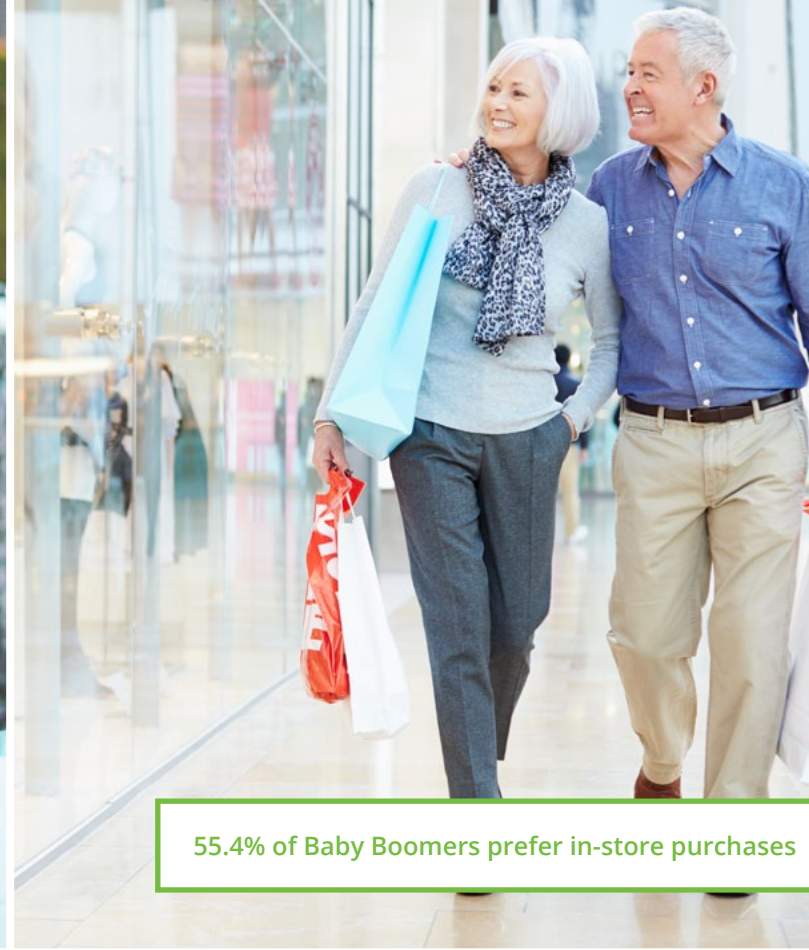
● True Trade Area

Source: Placer Ai



## Competitive Distances

Ontario Mills	9 Miles
The Shoppes at Chino Hills	10 Miles
Victoria Gardens	12 Miles
Plaza West Covina	15 Miles



## The Montclair Place Shopper

Montclair Place attracts primarily young, family-oriented and ethnically diverse shoppers. Shoppers are hungry for a multi-faceted experience characterized by enticing retail, dining and entertainment. A majority of shoppers at Montclair Place are Millennials and Baby Boomers.

Many Millennials are embarking on a new path of starting their own families while Baby Boomers are transitioning to a far more relaxed schedule with more time to focus on themselves. Both Millennials and Baby Boomers are seeking more than just a shopping center but rather a community, which makes Montclair Place the perfect one stop destination for all their needs.

Popular stores and eateries among Millennials:

- Forever 21
- Sephora
- Victoria's Secret
- AMC Theatres
- Hot Topic
- H&M
- MAC
- Macy's
- Vans
- Tilly's
- Bath & Body Works
- Buffalo Wild Wings
- Panda Express

1) Lexington Law. "45 Statistics on Millennial Spending Habits in 2020." Lexington Law, 24 Jan. 2020, [www.lexingtonlaw.com/blog/credit-cards/millennial-spending-habits.html](http://www.lexingtonlaw.com/blog/credit-cards/millennial-spending-habits.html). 2) Lexington Law. "Baby Boomer Spending Habits in 2020." Lexington Law, 24 Jan. 2020, [www.lexingtonlaw.com/blog/credit-cards/baby-boomer-spending-habits.html](http://www.lexingtonlaw.com/blog/credit-cards/baby-boomer-spending-habits.html).

94% of Millennials go to restaurants at least once a month

55.4% of Baby Boomers prefer in-store purchases

### 32.1% of the shoppers at Montclair Place are Millennials

Millennials are known for spending more on comfort and convenience.<sup>1</sup>

- 69% buy clothes for reasons other than basic necessity
- 94% go to restaurants at least once a month
- 96% make impulse purchases at least once a month
- 80% say that once they find a brand they love; they keep coming back to it

### 28.7% of the shoppers at Montclair Place are Baby Boomers

Baby Boomers are the wealthiest generation, accounting for 70% of disposable income in the U.S.<sup>2</sup>

- 89% are more likely to purchase if they have a loyalty discount or coupon
- 55.4% prefer in-store purchases
- 59% are willing to pay extra for socially compliant, sustainable products
- Baby Boomers spend more on household and health-related purchases

## Lifestyle Tapestry

### 43.4% Urban Villages

Residents of Urban Villages are diverse, multicultural and multigenerational individuals who have assimilated to the American lifestyle. Comprised mainly of married couples with children and grandparents, this segment resides in the urban periphery of large metropolitan markets. For the Urban Villages segment, retail spending is influenced by current trends, new brands and popular technologies. They prefer quality family time and enjoy water parks, theme parks, movie theaters and sporting events. Their favorite stores include Costco, Trader Joe's, Target and Macy's.

### 17.1% Las Casas

The La Casas subgroup is comprised of multigenerational households, who are mainly Hispanic and family-oriented. Although they are predominately renters, this is a stable market affected more by immigration from abroad than from local relocation. Individuals in Las Casas exhibit brand loyalty and prefer environmentally-safe products. The majority of their retail expenditure is on baby products and children's apparel as well as the latest fashions and current trends.

### 8.9% International Marketplace

Residents in the International Marketplace exhibit diversity with more than 40% being foreign-born. Primarily renters, these residents dominate the marketplace and are comprised mainly of young, married couples with and without children. Striving to get ahead, individuals in the International Marketplace segment also highly value their heritage and the preservation of nature. They enjoy amusement parks, beaches, sports and fast food, and their retail spending mainly reflects their youth and the needs of their children.

Source: esri

"Roughly 2 million people live throughout San Bernardino County's 20,000 square miles, making it the largest county in the continental U.S."

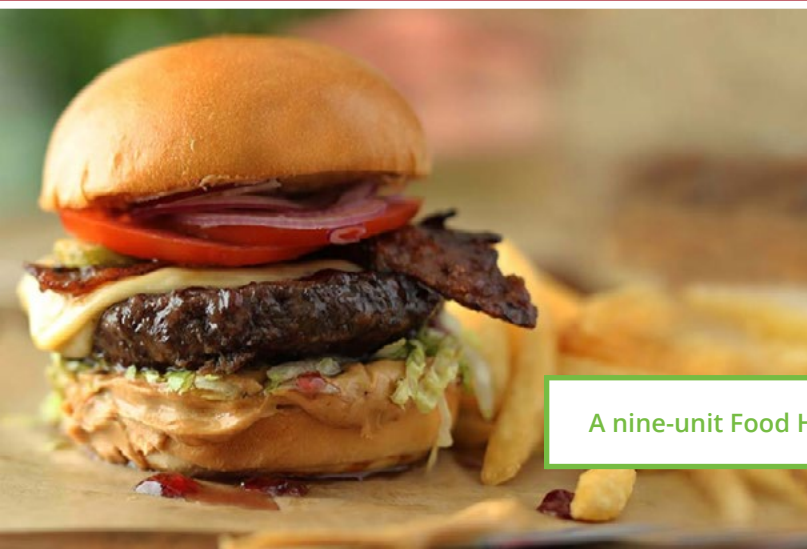
- LA Times





“Montclair Place is on the fast track to becoming the Inland Empire’s premier shopping, dining, and entertainment destination.”<sup>1</sup>

– Mike Lin, CRE Professional



A nine-unit Food Hall along Moreno Street featuring a blend of cuisines

## New Features

- The upper level features a 55,000-square-foot AMC Dine-in Theatre and IMAX 3D Theatre featuring 12 viewing auditoriums and serving handcrafted food, specialty drinks, and premium seating.
- A 11,000-square-foot Kids Empire indoor playground is designed for kids to explore.
- The Canyon is a 17,500-square-foot live music and family entertainment venue with a full-service restaurant.
- A nine-unit Food Hall along Moreno Street featuring a vibrant blend of American, Chinese, Mediterranean, Hawaiian and Mexican cuisines. Offerings include Boba World, Noodle World, Oli’s Tacos, Pokeway, WinWings and Doner & Gyros.
- The 8,425-square-foot Lazy Dog Restaurant & Bar is a highly-visible free-standing restaurant along Central Avenue.
- New pylon signage along Interstate 10.
- A ground floor glass box retail space in the entertainment wing offers spectacular visibility.
- New escalators and contemporary furniture for a modern appeal.

1) <https://www.mikelincre.com/commercial-real-estate-in-montclair-california/>

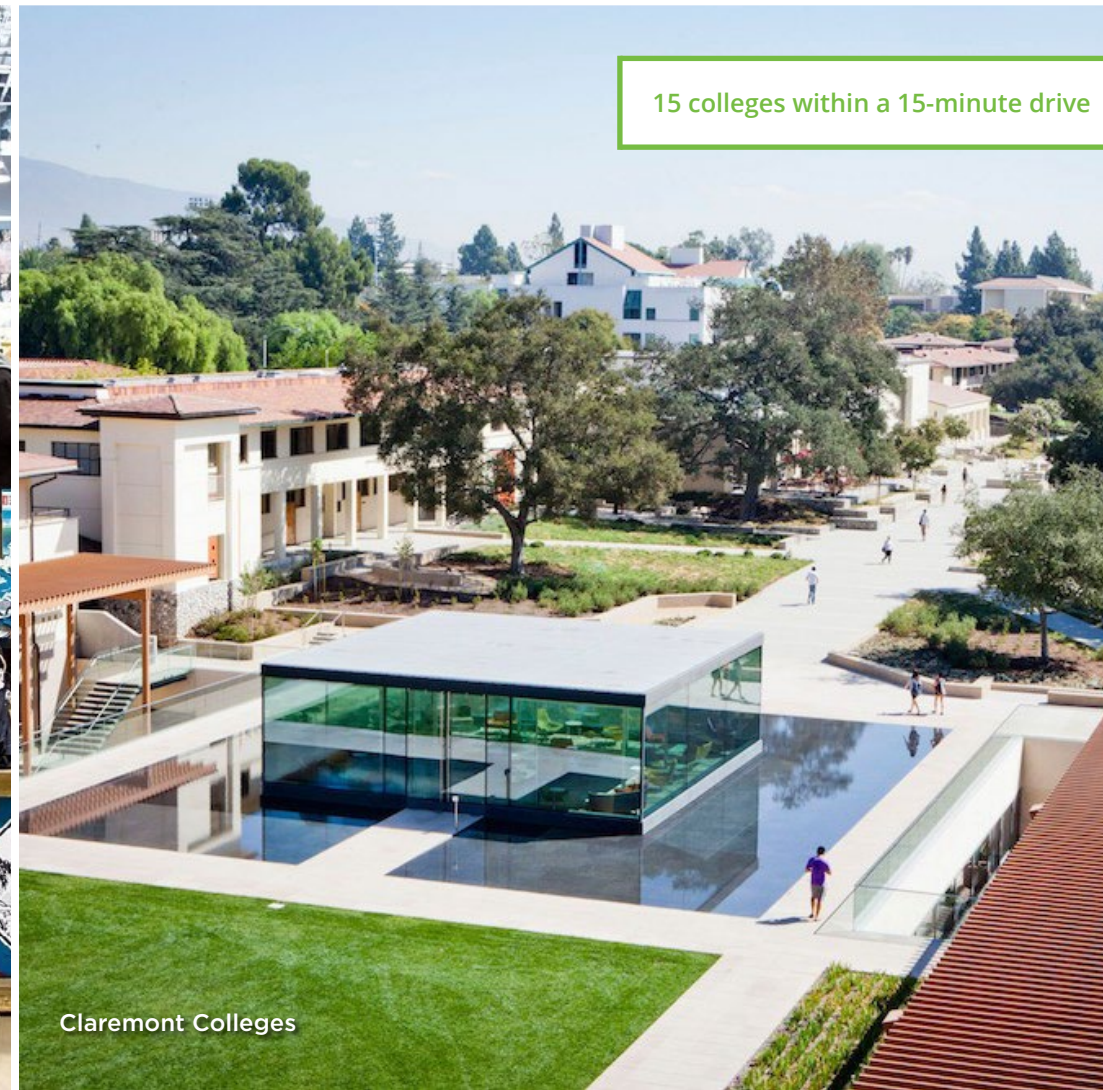
## Location Highlights

- Situated at the heart of Montclair, California, and minutes away from Claremont, Ontario and Pomona
- High-profile location on Moreno Street between Monte Vista Avenue and Central Avenue
- Prime location on Interstate 10 with clear visibility to over 274,000 drivers per day
- Convenient access to Interstate 10, Interstate 210 and Interstate 15
- Adjacent to major retail anchors such as Target, Costco, Walmart, Best Buy and Home Depot
- Walking distance to the Metrolink Station and upcoming Gold Line Station
- A block away from Gold's Gym and LA Fitness
- 15 colleges within a 15-minute drive including: (110,000 combined student enrollment)
  - Claremont Colleges
  - Harvey Mudd College
  - Pomona Collage
  - Claremont Graduate University
  - California State Polytechnic University
  - University of Laverne



“A location in a strong market with a good demographic”<sup>1</sup>

– Business Daily



Claremont Colleges

1) <http://iebusinessdaily.com/montclair-place-to-add-music-venue/>



Montclair Place features popular freestanding restaurants including:

- Buffalo Wild Wings
- Red Lobster
- Lazy Dog Restaurant & Bar
- Chili's
- Applebee's
- Black Angus
- Olive Garden

New 95' tall digital pylon sign located along I-10 and three tenant identification signs

Montclair Place is easily accessible via on/off ramps from the I-10 with clear visibility to over 274,000 drivers per day



montclair place



JCPenney

New Digital Sign



Serrano Middle



Over 274,000 Cars Per Day

Over 43,700 Cars Per Day

← 30 Miles to Los Angeles  
73 Miles to Palm Springs →

Monte Vista

Central Avenue

Rose Ave

Ereter Ave

Columbine Ave

MacArthur Park

San Jose St

La Denev St

Garrillo Ave



“Out with the old and in with the new – that is what’s happening at [Montclair Place] in the Inland Empire.”<sup>1</sup>

– abc7 News



## New Digital Marketing Opportunities

### New 95' Tall Digital Pylon

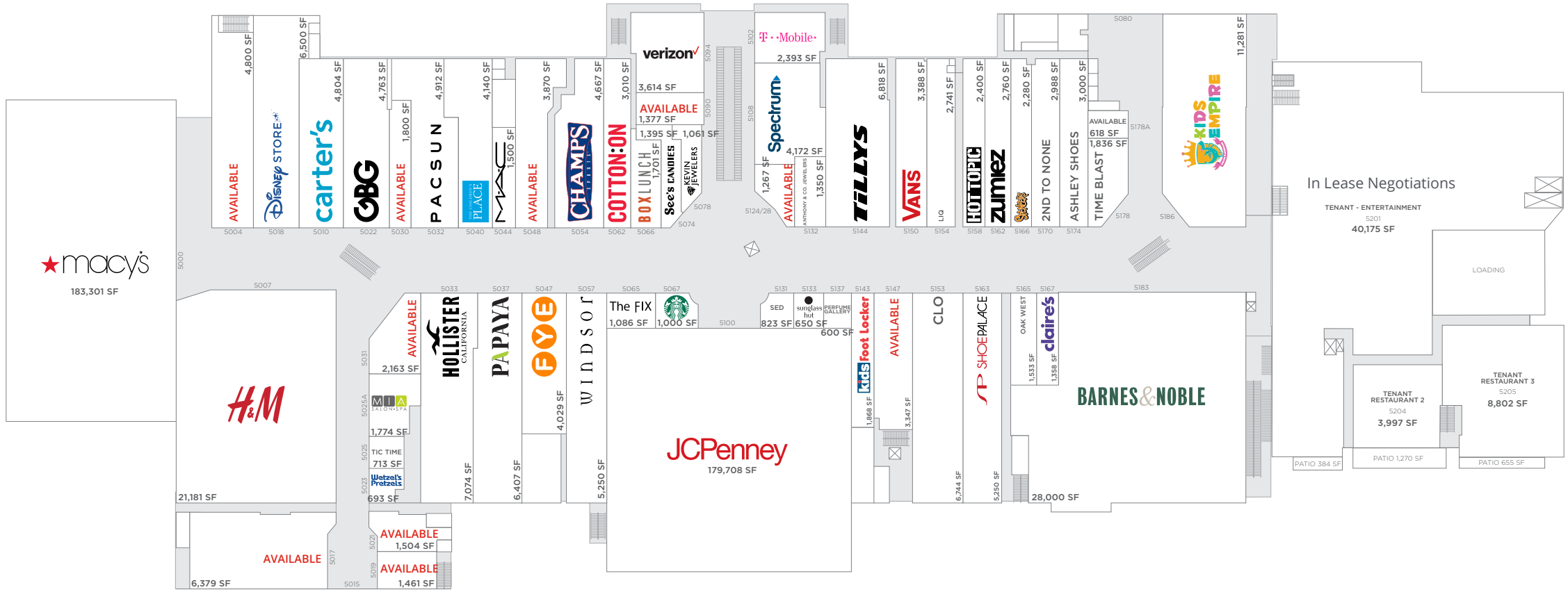
Montclair Place’s new highly-visible, double-sided digital pylon is located adjacent to the I-10 Freeway, one of the busiest interstates on the West Coast, and viewed by more than 274,000 drivers per day.

### Mall Digital Directories & Advertising Panels

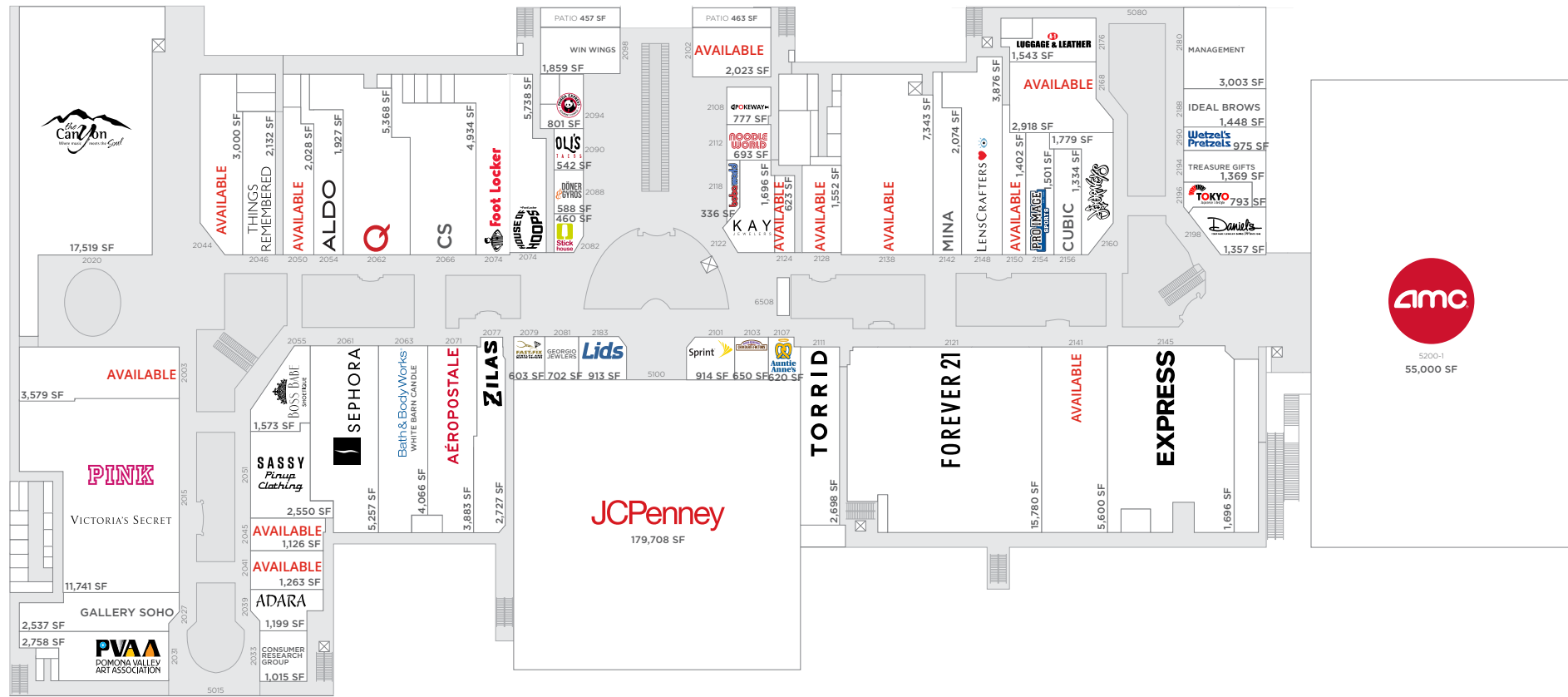
Montclair Place added interactive digital directories in high-traffic areas of the center to assist guests with locating businesses. The opposite side of each directory features a full-video capable advertising panel to engage guests and communicate messaging about different stores and new products.

1) <https://abc7.com/inland-empire-shopping-center-montclair-place-plaza-concert-venue/4205363/>

# LEVEL 1



# LEVEL 2



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# CIM

Creating Value. **Enhancing Communities.**

CIM is a community-focused real estate and infrastructure owner, operator, lender and developer. Our in-house team of experts work together to identify and create value in real assets, benefiting the communities in which we invest.

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