

CF Masonville Place

Located in London's prosperous North End within walking distance of the Western University campus, CF Masonville Place is the region's fashion and entertainment destination.

With multiple first-to-market retailers such as Apple, Athleta and JD Sports, CF Masonville Place continues to be one of the most productive centres in SW Ontario.

ARITZIA



LUSH FRESH HANDMADE COSMETICS



ZARA

lululemon athletica



THE KEG



VICTORIA'S SECRET



SPORTCHEK

KEY FACTS

SALES PER
SQ. FT.

\$1,115

NUMBER OF
STORES

154

GLA SQ. FT.

663,457

Data as of Apr 2025

FOOD COURT
SALES PER SQ. FT.

\$3,090

CRU
SQ. FT.

318,646

LOCATION

London's North End

ACCESS

London Transit
Commission (LTC)
Bus Connections

ANCHORS

SilverCity
Marshalls / Homesense
The Rec Room

SHOPPER PROFILE

AVERAGE HOUSEHOLD INCOME

\$122,501

AVERAGE AGE

38

DWELL TIME

60 mins





OUR COMMUNITY

- The affluent North London neighbourhood is growing at a staggering pace with average household incomes projected to climb beyond \$100K.
- Nearly two-thirds of all CF Masonville Place consumers live within the highest income pockets of the trade area.

LONDON AT A GLANCE



11th-largest metropolitan area in Canada



Economic activity centered around sales and service, sciences, government, business and finance



Home to Canadian headquarters for industry sector leaders



Western University and Fanshawe College account for nearly 50K full-time and 25K part-time students year round

TRADE AREA



Total Population: 713,756



Household Income: \$109,247



Household Incomes: 43%
with > \$100,000



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