# **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.





















VICTORIA'S SECRET





## KEY FACTS

SALES PER

\$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

DWELL TIME

38 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



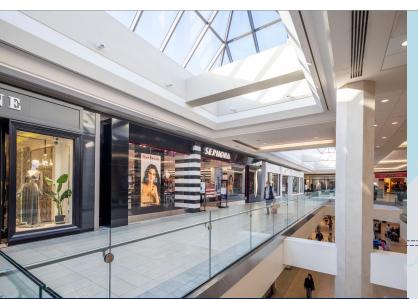
Home to Canadian headquarters for industry sector leaders



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

#### TRADE AREA

İţţ	Total Population:	713,756
	Household Income:	\$109,247
\$	Household Incomes: with > \$100,000	43%



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