

# 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.



## KEY FACTS

SALES PER  
SQ. FT.

**\$1,108**

NUMBER OF  
STORES

**154**

GLA SQ. FT.

**627,267**

*Data as of Feb 2024*

FOOD COURT  
SALES PER SQ. FT.

**\$3,097**

CRU  
SQ. FT.

**263,980**

LOCATION  
London's North End

ACCESS  
London Transit  
Commission (LTC)  
Bus Connections

ANCHORS  
Hudson's Bay  
SilverCity  
Marshalls / Homesense  
The Rec Room

## SHOPPER PROFILE

AVERAGE HOUSEHOLD INCOME

**\$113,619**

AVERAGE AGE

**39**

DWELL TIME

**48 mins**





**CF**  
Masonville Place

**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

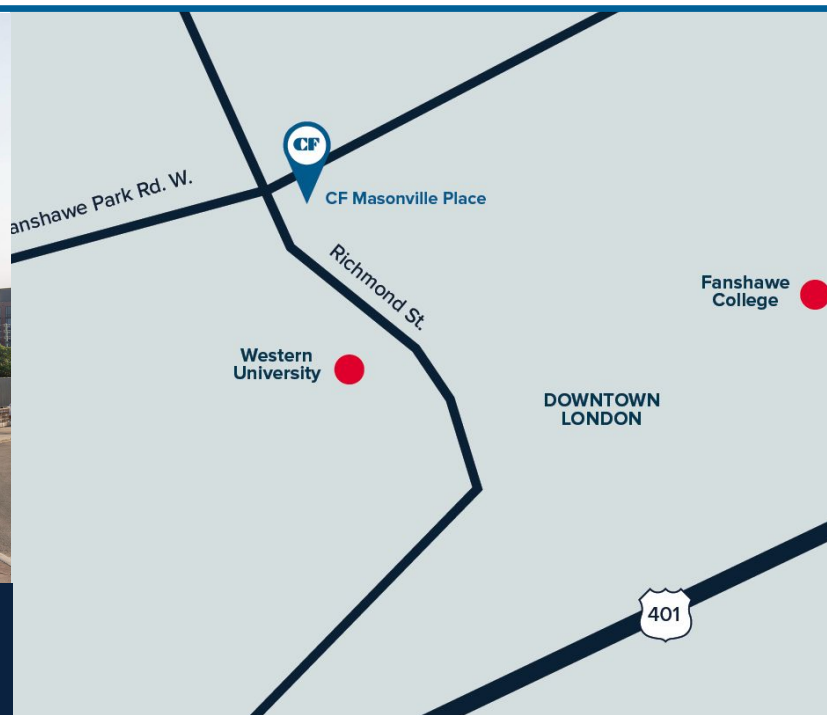


Home to Canadian headquarters for industry sector leaders



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

	Primary Trade Area	Secondary Trade Area	Total Trade Area
Population	349,163	319,123	668,286
Household Income	\$108,190	\$108,544	\$108,355
Households with Income > \$100,000	41%	45%	43%



**Victoria Iafate | Manager Retail Leasing**

victoria.lafate@cadillacfairview.com | (416) 598-8497