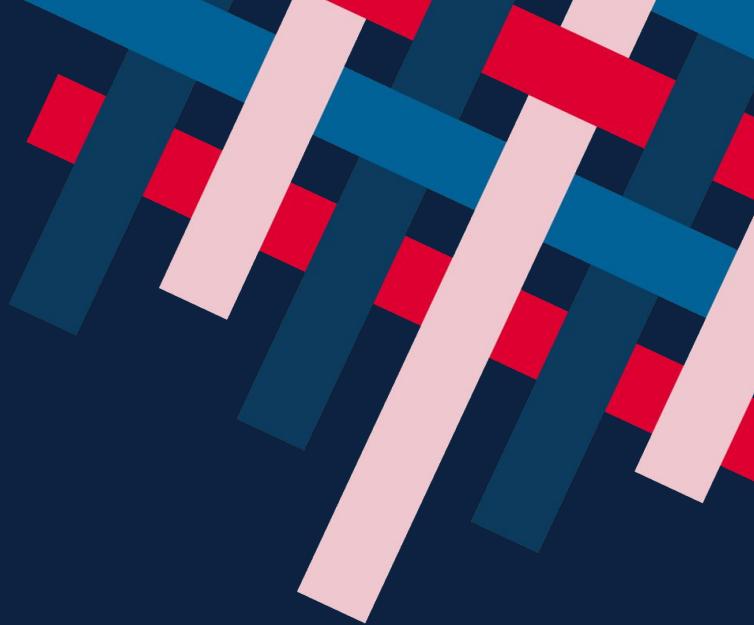


CF Masonville Place

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.

\$1,175

FOOD COURT

SALES PER SQ. FT.

\$3,185

LOCATION

London's North End

ANCHORS

SilverCity

NUMBER OF
STORES

154

CRU

SQ. FT.

318,646

ACCESS

London Transit

Commission (LTC)

Bus Connections

GLA SQ. FT.

663,812

Data as of November 2025

SHOPPER PROFILE

AVERAGE HOUSEHOLD INCOME

\$122,571

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.



Victoria Iafrate | Manager, Retail Leasing

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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: 735,254



Household Income: \$116,083



Household Incomes: with > \$100,000 45%

