

# 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**

NUMBER OF  
STORES

**154**

GLA SQ. FT.

**663,812**

*Data as of November 2025*

FOOD COURT  
SALES PER SQ. FT.

**\$3,185**

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

**\$122,571**

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.

## 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: 45%  
with > \$100,000



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