



# THE COLLECTION

RIVERPARK





**THE COLLECTION**  
RIVERPARK

**WHO WE ARE.**

Since 2012, The Collection at RiverPark has featured a rare blend of world-class public art, culinary-focused local eateries, premier shopping, and unique signature events, all in a beautifully curated outdoor center. The Collection boasts all of the best qualities West Ventura County and Southern California have to offer.





WHERE WE ARE.





**9.4 M**  
VISITS  
ANNUALLY



AVERAGE  
HHI  
**\$131,388**

**576,017**  
RESIDENTS IN THE  
IMMEDIATE TRADE AREA...  
AND GROWING

**128,784**  
DAY POPULATION  
IN A 3-MILE RADIUS



**WHY THE COLLECTION.**



**High-performing**  
Whole Foods Market,  
restaurants and retail



With nearly 700,000sf, The Collection  
is the **dominant retail venue and  
social hub** for all of Ventura County,  
attracting customers daily from  
Santa Barbara and Montecito to  
Calabasas and beyond.



A highly **loyal and diverse  
community** that returns to  
The Collection day in day out



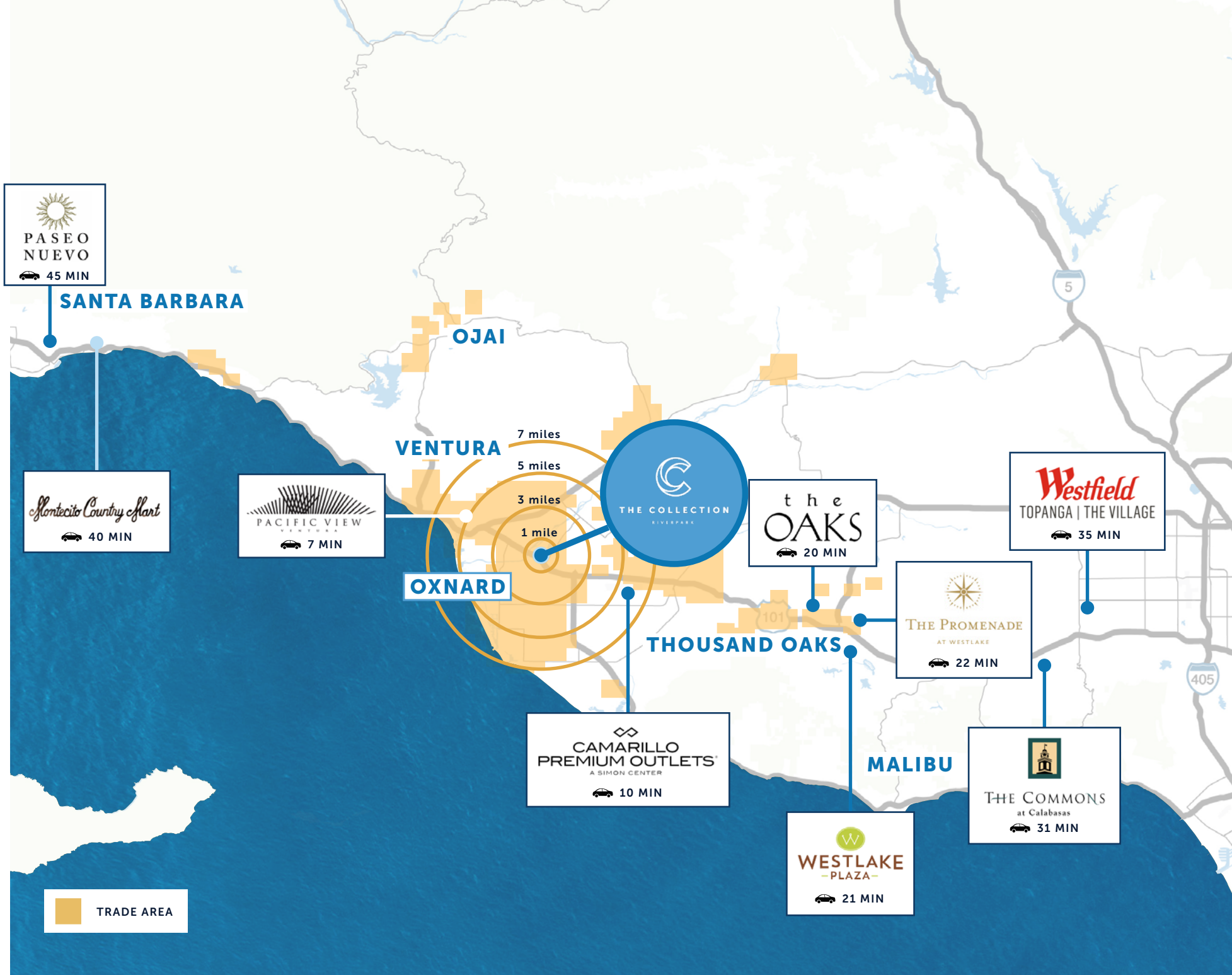
**OUR TRADE AREA.**



	TOTAL MOBILE TRADE AREA	TOTAL 15-MIN DRIVE TIME
Population	576,017	297,935
Med HH Income	\$102,342	\$101,386
Avg HH Income	\$131,388	\$128,101
HH Income Above \$100K (%)	51.3%	50.8%
Net Worth Above \$1M (%)	25%	23.3%
Med Age	38.1	38
Avg HH Size	3.1	3
Any College	61.1%	61.4%

Sources: ESRI, GFKMRi, US Census Bureau, DLVR Consulting

OUR TRADE AREA.



TRADE AREA



# CUSTOMERS WITHIN 3MI 100K

The following are the top 4 Riverpark customer profiles who live within 3 miles of the site and within block groups with income greater than \$100K.



**RANK: 1**  
**CUSTOMERS: 17.5%**

**Fusion Families** | Age: 35-44 | Have Children: 60% | Age of Children: 5-14 | Typical Household Size: 3-4 | Median Incomes: \$200K+ | Home Ownership: 81%

**Summary:** Family-centered, suburban high-income households who still visit the mall. A diverse Asian, Hispanic, Black, and Caucasian blend, the thing that brings them together is children. This is the top segment for visiting the mall. They take their children shopping frequently, drop their clothes off at cleaners and eat out frequently. They stay fit and grocery shop at Costco. They follow brands like Sur La Table and BMW, and hashtag #selfcare, #cincodemayo, #healthyfood, and #mothersday.

**Top Brand Influence:** Flip (1.8x), Whataburger (1.6x), Canva (1.5x)

**Retail Affinity:** Pear Tree Inn (6.9x), Nutrishop (2.2x), Doghaus (2.0x), PIVOT Therapy (2.0x), Casinos (2.5x), H-Mart (1.9x), Patel Bros (1.5x)

**Top Web Activity Categories:** Travel, Food, Retail, Hobbies | **Influencers:** Education, Politics, Professionals, Sports



**RANK: 2**  
**CUSTOMERS: 15.2%**

**City Sabor** | Age: 45-54 | Have Children: 33.9% | Age of Children: 0-14 | Typical Household Size: 2-3 | Median Incomes: \$75K-\$100K | Home Ownership: 64%

**Summary:** Diverse, Hispanic-influenced consumers stretching their earnings. They work a wide range of occupations with at least some college education. They are more likely to watch to Glee, read magazines like Complex and GQ Style, watch ESPN Deportes and Cartoon Network, and use WhatsApp. They prefer independently owned businesses such as bakeries, restaurants, and groceries. They visit thrift stores, work out at You Fit and enjoy visiting Casinos. They follow Pope Francis.

**Top Brand Influence:** Fresh Direct (1.9x), Jet Blue (1.8x), MVM T (1.4x), Zappos (1.4x), Planet Fitness (1.1x), Adidas (1.2x)

**Retail Affinity:** Fit Body Camp (2.0x), Burlington (1.2x), Del Taco (1.4x), Ever Bowl (1.3x), Raley's (1.6x), Five Below (1.2x), Sam's Club (1.3x)

**Top Web Activity Categories:** Travel, Hobbies, Food, Music, Sports | **Influencers:** Comedians, Professionals, Education, Politics



**RANK: 3**  
**CUSTOMERS: 11%**

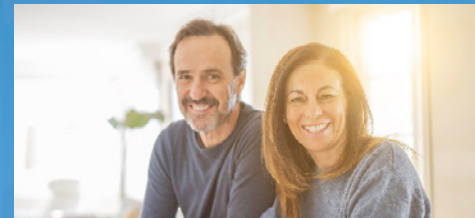
**Satellite Scions** | Age: 45-54 | Have Children: 34% | Age of Children: 5-14 | Typical Household Size: 3 | Median Incomes: \$150K-\$200K | Home Ownership: 81.1%

**Summary:** Highly educated suburbanite families, many working in tech related jobs. You'll find them reading Forbes Tech, Science News, and watching Shark Tank. They grocery shop at Trader Joes, stop by juice bars. Those with kids drop them off at Kumon and Mathnasium. Fashionable, you'll see them shopping at Nordstrom, Urban Outfitters, and Lululemon. They like shopping online heavily, following brands like Stance and Bonobos. They have an affinity for Land Rovers and talk about things like transparency, mindset, and self love.

**Top Brand Influence:** Fresh Direct (1.8x), Seamless (1.7x), Soul Cycle (1.8x), Peloton (1.8x)

**Retail Affinity:** Flower Child (2.7x), Freshii (1.6x), Lifetime Fitness (2.3x), The Exercise Coach (2.9x), CKO Kickboxing (2.1x), Huntington Learning Center (2.1x), Mathnasium (1.8x)

**Top Web Activity Categories:** Travel, Financial, Food | **Influencers:** Causes, Education, Professionals



**RANK: 4**  
**CUSTOMERS: 7%**

**Bootstrappers** | Age: 45-54 | Have Children: 36% | Age of Children: 0-14 | Typical Household Size: 2-3 | Median Incomes: \$100K | Home Ownership: 72%

**Summary:** Upper-middle income families on the outskirts of cities, working management roles in service, blue-collar, and admin jobs. These people work hard. They have the highest income to education ratio of all segments (many do not have college degrees). They drive Jeeps and Dodges. Although not fashion-focused, they enjoy casual restaurants. They hashtag things like #workingprogress, #kids, #fakenews, and #labordayweekend.

**Top Brand Influence:** Disney (1.5x), Fabletics (1.4x), Cruise Norwegian (1.5x), Shake Shack (1.1x), Chipotle (1.1x)

**Retail Affinity:** Stater Bros (2.1x), Raley's (1.6x), Sky Zone (1.7x), In Shape (2.3x), Snap Fitness (2.0x), Buckle (1.7x), Tractor Supply (1.7x), Dutch Bros (2.1x)

**Top Web Activity Categories:** Travel, Food, Hobbies, Recreation, Music, Professional **Influencers:** Movies, Comedians, Lifestyle, Politics, Sports

OUR CUSTOMER.

Confidential McNew Consulting LLC 2022 - Data Sources: Esri, Gfk MRI, ConstructionWire, US Census, Placer.ai, Spatial.ai, Safegraph, DataAxle





# OUR SITE PLAN.

RIVERPARK  
OXNARD, CALIFORNIA

DANVERS RIVER STREET

**TARGET**  
7500  
(OPEN)  
145,000 SF

PARK

FUTURE DEVELOPMENT

**LUCKY X STRIKE**  
(OPEN)  
31,607 SF

**LEVITY LIVE**  
RETAIL

RESTAURANT

**5000 CENTURY THEATRES**  
(OPEN)  
GROUND FLOOR: 59,368 SF  
MEZZANINE: 7,343 SF

7100  
**SPIN**  
(OPEN)  
5,800 SF

**ULTA**  
(OPEN)

**URBAN OUTFITTERS**  
(OPEN)

RESTAURANT

ANNEX

PARK VIEW COURTYARD

RESTAURANT

RIVERPARK BOULEVARD

OXNARD BOULEVARD

7200  
**Bank of America**  
(OPEN)  
3,400 SF

**WHOLE FOODS**  
(OPEN)  
34,000 SF

**ETHAN ALLEN**  
(OPEN)

**LARSEN'S**  
RETAIL

7400  
RETAIL  
23,964 SF

**2700 FITNESS**  
(OPEN)  
43,000 SF

7300  
**CVS**  
(OPEN)  
8,311 SF

**3300 H&M**  
(OPEN)  
TOTAL: 24,872 SF



RECREATIONAL  
EQUIPMENT, INC

REI

REI

REI  
WE'RE OPEN



EAT. DRINK.  
SMILE. REPEAT.



THE CHEESECAKE FACTORY







# VENTURA COUNTY'S FIRST FOOD HALL



THE ANNEX





SHOP. RECHARGE.  
REFRESH.



H&M STORE



ETHAN ALLEN



VICTORIA'S SECRET

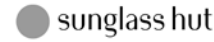
URBAN OUTFITTERS



LANE BRYANT

SOMMA

PANDORA



COTTON:ON

WINDSOR



LaserAway



verizon



PAC SUN



LOVESAC

carter's



TILLYS

zumiez



# ALL ABOUT FUN!



CENTURY THEATRES



COPPER BLUES

CINEMARK



RED DOOR  
ESCAPE ROOM

LUCKY X STRIKE

OXNARD  
LEVITY LIVE



ACTIVATE

SLIME  
KITCHEN



# WORLD-CLASS EVENTS



OUTDOOR CONCERTS



CHEERLEADING PERFORMANCES

# CENTERCAL PORTFOLIO

CenterCal is dedicated to providing the best experience for customers, offering exceptional design, fine restaurants, retailers, and amenities that enhance the surrounding neighborhoods. We partner with the community by offering activities, entertainment, and events that create an inviting, fun atmosphere for all to enjoy.

**CENTERCAL**  
PROPERTIES, LLC





# THE COLLECTION

RIVER PARK



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**BE A PART  
OF OUR  
COLLECTION**

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