



The Mall at Whitney Field

Leominster, MASSACHUSETTS

Key Retailers

Aéropostale
American Eagle Outfitters
Bath & Body Works
PacSun
Panera Bread
The Children's Place
Victoria's Secret

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Mall at a Glance

- The Mall at Whitney Field features Macy's, Sears, JCPenney, Toys"R"Us and Old Navy, as well as 70 specialty stores
- Only regional mall within a 20-mile radius, with a prime location at the junction of Route 2 and Interstate 190; 40 miles Northwest of Boston and 20 miles North of Worcester
- The immediate area surrounding the mall has attracted national retailers including Entertainment Cinemas, PetSmart, The Home Depot and Market Basket. These additions draw shoppers and enhance the area as the primary retail destination
- New store openings in 2010 include a 39,936 s.f. Ultimate Electronics and an 18,000 s.f. JoAnn Fabrics & Crafts
- The average household income is \$88,462, which exceeds Massachusetts benchmark of \$82,772
- Leominster is the retail hub of North Central Massachusetts, serving an expanded customer base, with retailers such as Bed Bath & Beyond, Target, Kohl's, Macy's, Dick's Sporting Goods, Best Buy, Lowe's and Wal-Mart Supercenter



www.themallatwhitneyfield.com



Site Plan

The Mall at Whitney Field

Statistics & Demographics

Property Data	
Opening Date	1967
Renovation Date	2004
Site	66.7 acres
Parking	3,300 spaces
Total Stores	71
Levels	1
Leasable Area	
Total Mall GLA	657,309 s.f.
Mall Shops	183,586 s.f.
Outparcels - Toys "R" Us	31,535 s.f.
Anchors (Total)	442,188 s.f.
Sears/Sears TBA	145,629 s.f.
JCPenney	90,446 s.f.
Macy's	140,012 s.f.
Ultimate Electronics	39,936 s.f.
Old Navy	26,165 s.f.
Trade Area	
20-Mile Radius	
Population	753,850
Total Households	281,396
Avg. Household Income	\$88,462
Median Age	40 yrs.
Source: DemographicsNow - 2009	

Location Map

