

WEST TOWNE MALL

West Towne Mall is a vibrant well merchandised center located in Madison, Wisconsin, and offers a collection of national retailers including Athleta, Banana Republic, Dry Goods, Sephora, The Cheesecake Factory and Pandora. In 2022, upscale department store Von Maur opened in the former Boston store location. The property also features associated open-air centers which include retailers Nordstrom Rack, Barnes & Noble, ULTA and Gruno's



112
Total Stores

6,672,195
ANNUAL VISITS (2023 EST.)

829,719
Total Center Sq. Ft.

429,263
Trade Area (20213est.)

TRADE AREA FACTS

- ✓ West Towne Mall's primary trade area is affluent, boasting an average household income of \$100,000.
- ✓ Major employers include the University of Wisconsin, State Government and BioTech/Science Industry.
- ✓ Exact Sciences and Navitus Health employ 1,500 and 1,000 people respectively, and are located less than a half mile from West Towne.
- ✓ Within a 20 minute drive from West Towne, new homes starting price points range from \$400,000 to over \$900,000.
- ✓ Epic Systems a healthcare software company (creators of MyChart) is less than 15 minutes from the center and employs over 10,000 associates.

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FEATURED STORES

DICK'S Sporting Goods, JCPenney, The Cheesecake Factory, Von Maur



Demographics (2023)

POPULATION TRENDS	PRIMARY TRADE AREA	SECONDARY TRADE AREA	TOTAL TRADE AREA
2023 ESTIMATE	149,383	279,880	429,263
2028 PROJECTION	149,719	289,882	439,601
2023 DAYTIME POPULATION ESTIMATE	193,945	368,197	562,142
AVERAGE HH INCOME	\$96,207	\$124,473	\$110,340
MEDIAN AGE	30.2	41.0	35.6