



# PROMENADE

SHOPPING CENTRE

## THE PREFERRED SHOPPING DESTINATION IN THE HEART OF THORNHILL

LOCATED JUST NORTH OF THE TORONTO CORE, PROMENADE SHOPPING CENTRE OFFERS AN EXCEPTIONAL AND THRIVING RETAIL ENVIRONMENT SERVING ITS NEIGHBOURING, WEALTHY, UPSCALE COMMUNITY. A MIXED-USE DEVELOPMENT IS UNDERWAY, 2024 PHASE 1 COMPLETION.

大統華 T&T



la Vie en Rose



CLUB MONACO



**535,307**  
Square Feet



**783 units**  
Fully Occupied



**\$72 MILLION**  
Total Sales Volume



**150+**  
Shops and Services



Anchored by:  
T&T Supermarket  
Bath & Body Works  
Club Monaco



**8 MILLION**  
Shoppers Per Year



**55.9%**  
Of trade area population identify as a visible minority



**15.81%**  
Income increase over the next 5 years

### TRADE AREA:



**977,693**  
Trade Area Population  
Within 10km Radius



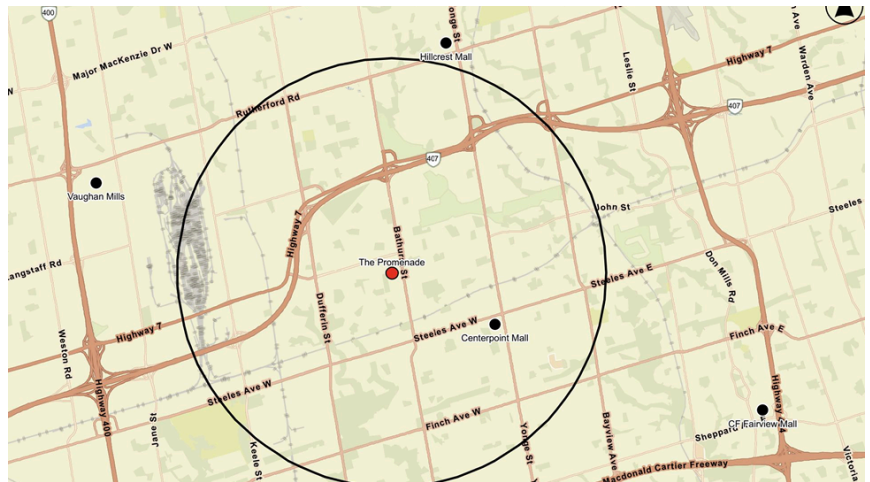
**139,513**  
Average Household  
Income (Above  
Provincial Average)




**Major Highways:  
407, 400 & Hwy 7  
Bus & Train**  
Public Transportation  
Routes

**3,500  
PARKING STALLS**

**APPROX. 121,783**  
Mix of corporate employees in  
the public and private sector




sH



**DIVERSE RENTERS**

- Population is 27.4% of trade area
- Average Household Income: \$102,455
- Young, diverse middle-income singles and couples who enjoy different activities and like to spend time outdoors.
- MARKET SPEND: \$1.8 BILLION



**WELL-OFF FAMILIES**

- Population is 37.1% of trade area
- Average Household Income: \$199,990
- Established wealthy families with high potential across many expenditure categories
- MARKET SPEND: \$3.6 BILLION



**JUST STARTING OUT**

- Population is 19.0% of trade area
- Average Household Income: \$94,927
- Younger, diverse middle-income singles and couples who enjoy going to attractions and participating in activities.
- MARKET SPEND: \$1.6 BILLION



**OUR COMMUNITY:**

**LOCATION**  
Promenade Shopping Centre is located just north of the Toronto core. It is situated in the upscale community of Thornhill, surrounded by wealthy and expanding municipalities such as Richmond Hill, Markham and Woodbridge. Promenade offers an exceptional, thriving environment for retail.

**LOCAL TRADE AREA**  
The local trade area is very unique to Toronto, featuring a high proportion of multigenerational Jewish, Eastern European, Persian and Asian households. As a result, shopping is often a larger family event with higher end brands having a high appeal.

**THE FUTURE OF PROMENADE**  
An extensive redevelopment is currently underway that will integrate mixed-use and high-density residential buildings and feature dedicated, interior pedestrian pathways leading directly into the retail Centre. Phase 1 residential is now open, with full occupancy of over 780 condo units. Direct connection to the shopping Centre will be complete by end of 2024.

The redevelopment will bring a dynamic renewal to the retail and commercial and residential uses in the area. Scheduled to open in 2025 are Bowls and Blasters, a 20,000-square-foot entertainment concept that will feature 12 bowling alleys, indoor bumper cars, laser tag, and a food and beverage component and GoodLife Fitness, a 52,000-square-foot, state-of-the-art facility spanning two levels.



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