

PACIFIC
RETAIL

AN ICONIC EXPERIENCE

NORTHPARK

MISSISSIPPI'S PREMIER
INDOOR SHOPPING
DESTINATION



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Welcome

Expansive renovations of the 984,000-square-foot property transformed Northpark into the premier shopping destination of Ridgeland, Mississippi. From remodeled entrances to the latest amenities and re-imagined open common areas, the center features 120 retailers, like JD Sports, H&M, Victoria's Secret, and The Buckle, and a spacious café-style eatery offering a wide range of dining. Northpark combines contemporary architecture and design with next generation technology and unmatched Southern charm.



With the Children's Discovery Park, interactive gaming wall, a large scale digital media screen, and a custom-designed Family Lounge, Northpark was built with modern families in mind. B&B Theatres adds to the experience with a best-in-class entertainment complex with a 14-screen theater complete with wide leather heated reclining seats, a made-to-order menu, the full-service Marquee Bar, MX4D viewing experience, and the Lyric Theatre, an auditorium designed for private viewing parties.



A MIX OF BOTH
TRADITIONAL AND NEW,
WITH A CURATED EXPERIENCE'

FOOD COURT HAS BEEN REBUILT INTO A SPACIOUS CAFÉ-STYLE EATERY, OFFERING A WIDE RANGE OF FRESH OPTIONS IN A MODERN DINING AREA, IDEAL FOR SOCIAL GATHERINGS OR RELAXING DURING YOUR VISIT.

PROPERTY INFO

BUILT	1984
REDEVELOPED	2019
STORES	120
TOTAL CENTER GLA	984,000 SQ. FT.
ANNUAL VISITORS	3.1 MILLION
PARKING SPACES	4,859

RIDGELAND, MS

Ridgeland has been named one of the 100 Best Places to Live by MONEY magazine

AREA INDUSTRY LEADERS

Entergy, Sanderson Farms, Nissan, Levi & Ingalls Shipbuilding

EASY ACCESS

to I-55, I-20, and highways 220, 463 & 51

10 Miles

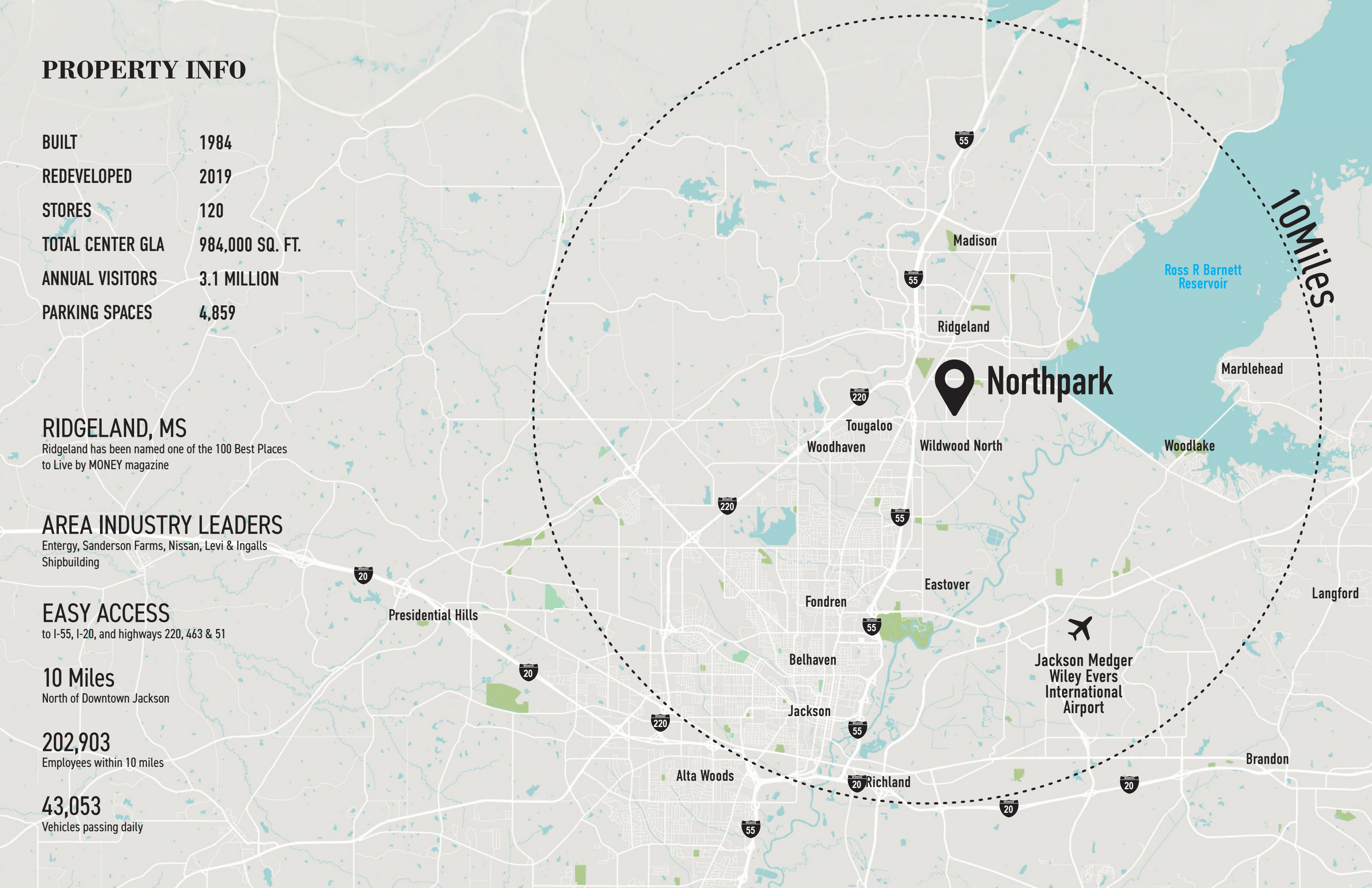
North of Downtown Jackson

202,903

Employees within 10 miles

43,053

Vehicles passing daily





Retail Mix

SHOPPING

belk CHAMPS WINDSOR VICTORIA'S SECRET Buckle AÉROPOSTALE
Bath&BodyWorks JD Dillard's H&M JCPenney zumiez Foot Locker
HOT TOPIC Lids Rainbow PACSUN

DINING

Chick-fil& THE MEEB STEAK ESCAPE Stir Fry 88 FRESH GULF SHRIMP Auntie Anne's GREAT AMERICAN cookies

ENTERTAINMENT

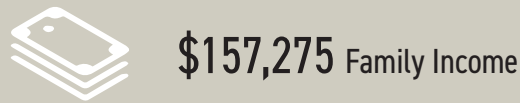
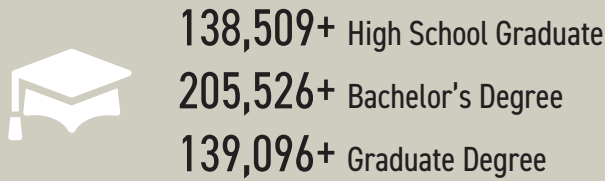
B&B THEATRES VIRTUAL WORLD ZOO PONDIOUS

Demographics

	3-MILE	5-MILE	10-MILE
POPULATION	48,801	92,269	247,071
TOTAL HOUSEHOLDS	22,096	40,327	102,443
AVG. HOUSEHOLD INCOME	\$74,190	\$90,823	\$85,460

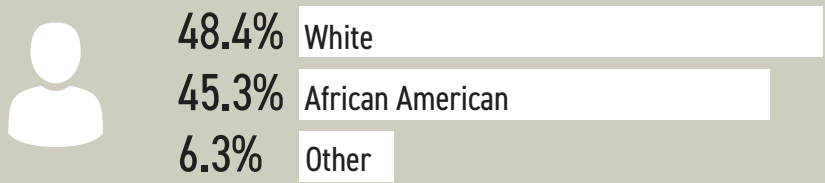
HOUSEHOLDS & EDUCATION

10-MILE RADIUS



RACE & ETHNICITY

10-MILE RADIUS

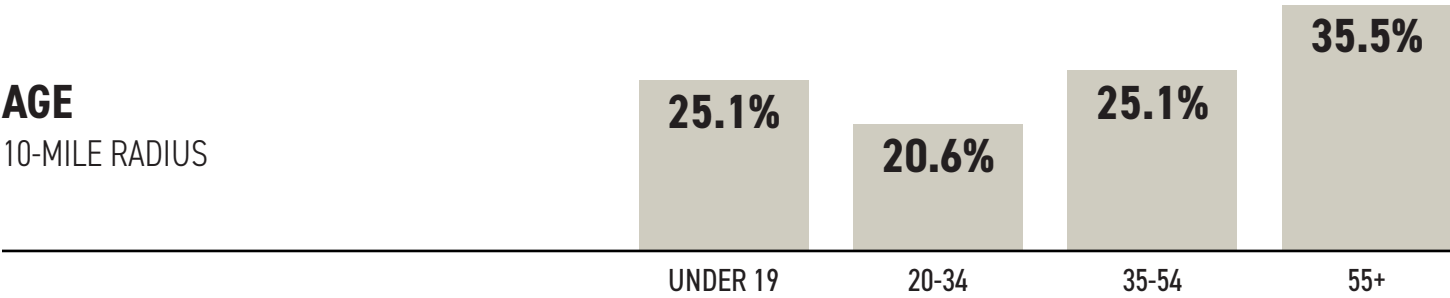


Estimated 3.1 million shoppers per year

\$3.01 Billion annually reported spent on Retail Expenditure within a 10-mile drive

AGE

10-MILE RADIUS



Placemaking

CREATING A SENSE OF PLACE

Customization, Localization & Curation

- Context and details are important
- Destination-worthy public spaces
- Custom artwork & FF&E
- Partnered with local artists & artisans
- Customized music lists



Tenant Marketing

Northpark features a full service Marketing team to develop and execute strategic Marketing campaigns and programs from community events to public art installations to public relations to increase sales, traffic and visibility at the center.

— DIGITAL & SOCIAL

Inclusion on property website and directories.
Regular social media posts on property social media channels with paid support when applicable.
Opportunity to include info (offers, events, promotions) in monthly e-newsletter.

— PUBLIC RELATIONS

Press releases coordinated with tenants, released in conjunction with paid social posts.
Strong relationships with local media and influencer who can offer turnkey services.

— ADVERTISING

General campaigns for center brand awareness across digital, social, print and sponsorships.





**SUSTAINABLE
PRACTICES**



**FAMILY FRIENDLY
LOUNGE AMENITY**



**24/7 SECURITY
PRESENCE**



**DIVERSE
TENANT MIX**



**AMPLE
PARKING**



**COMMUNITY
HUB**



**DIGITAL
PROGRAMS**



**PUBLIC
ART**



ART



KIXCON



THE DIAMOND DROP



HOLIDAY PROGRAMS

Community Programming & Signature Events

100+
ANNUAL CENTER
ACTIVATIONS

6+
SIGNATURE EVENTS
PER YEAR

20+
MEDIA STORIES
PER YEAR

INTERACTIVE GAMING WALL



FASHION SHOWS



GALENTINE'S DAY VALENTINE PARTY



COMMUNITY ENGAGEMENT EVENTS



By The Numbers

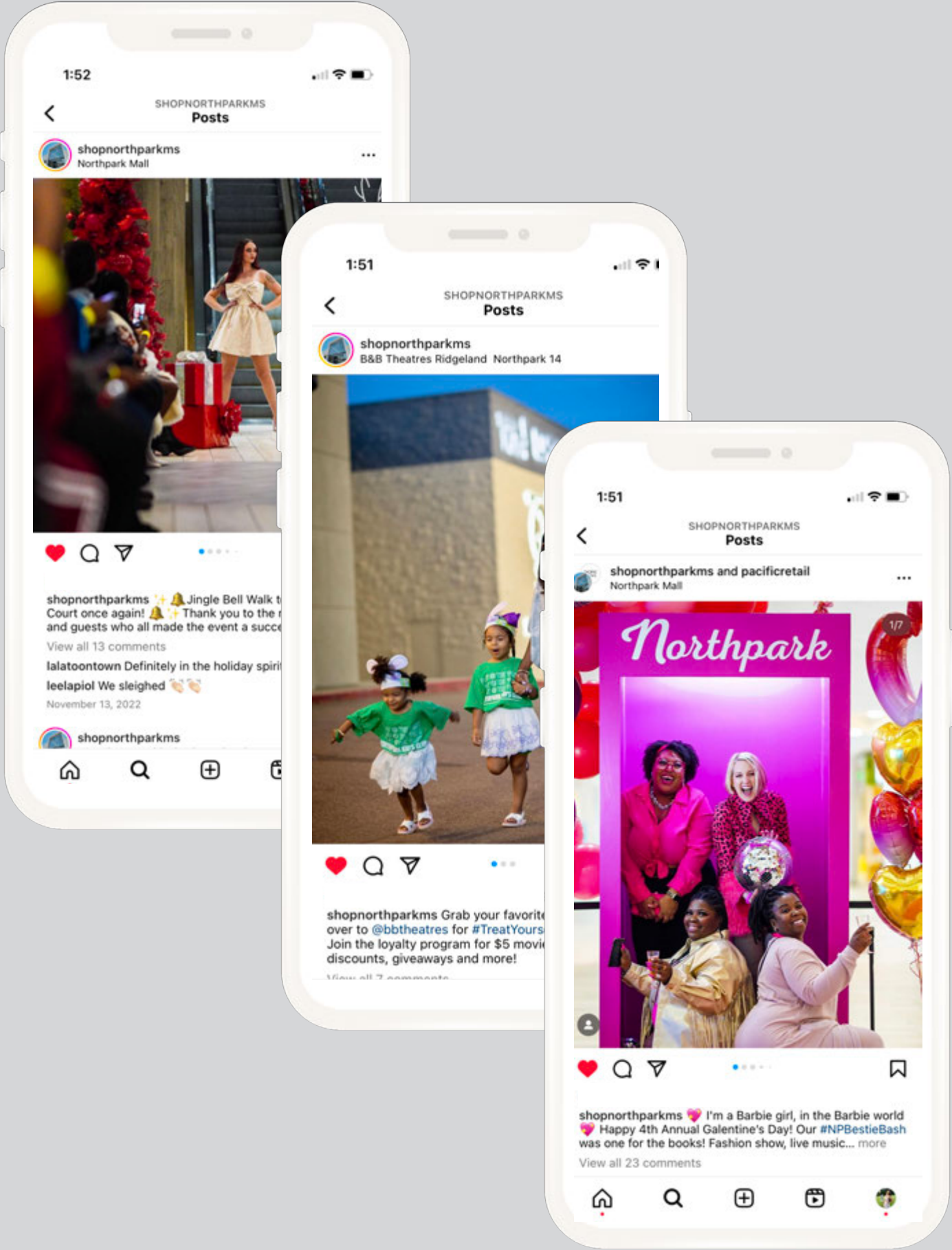
FACEBOOK
11,400+ Page Likes
125,000+ Reach

INSTAGRAM
3,700+ Total Followers
54,000+ REACH

WEBSITE
10,000+ Average Monthly Sessions
14,000+ Average Monthly Page Views

EMAIL
96,000+ Total Subscribers

SMS
39,500+ Total Subscribers



Environmental, Social & Governance

OUR COMMITMENT

At Northpark, we honor our connection to the community and the environment, recognizing blessings and generously sharing resources with others. Our management team at Trademark Property strives to be stewards of sustainability across their portfolio of properties by collaborating with stakeholders at all levels.



LED is highly energy efficient technology. The widespread use of LED lighting has the greatest potential impact on energy savings, and we're proud to have over 2,000 LED lights installed. Solar panels also deliver energy from our rooftops.



This is a crucial component to centralizing property infrastructure. Our operations run efficiently to monitor ventilation, lighting, energy, fire, security systems and more.



We make recycling easy for our tenants and our customers. All recyclables are placed in a single bin for recycling.

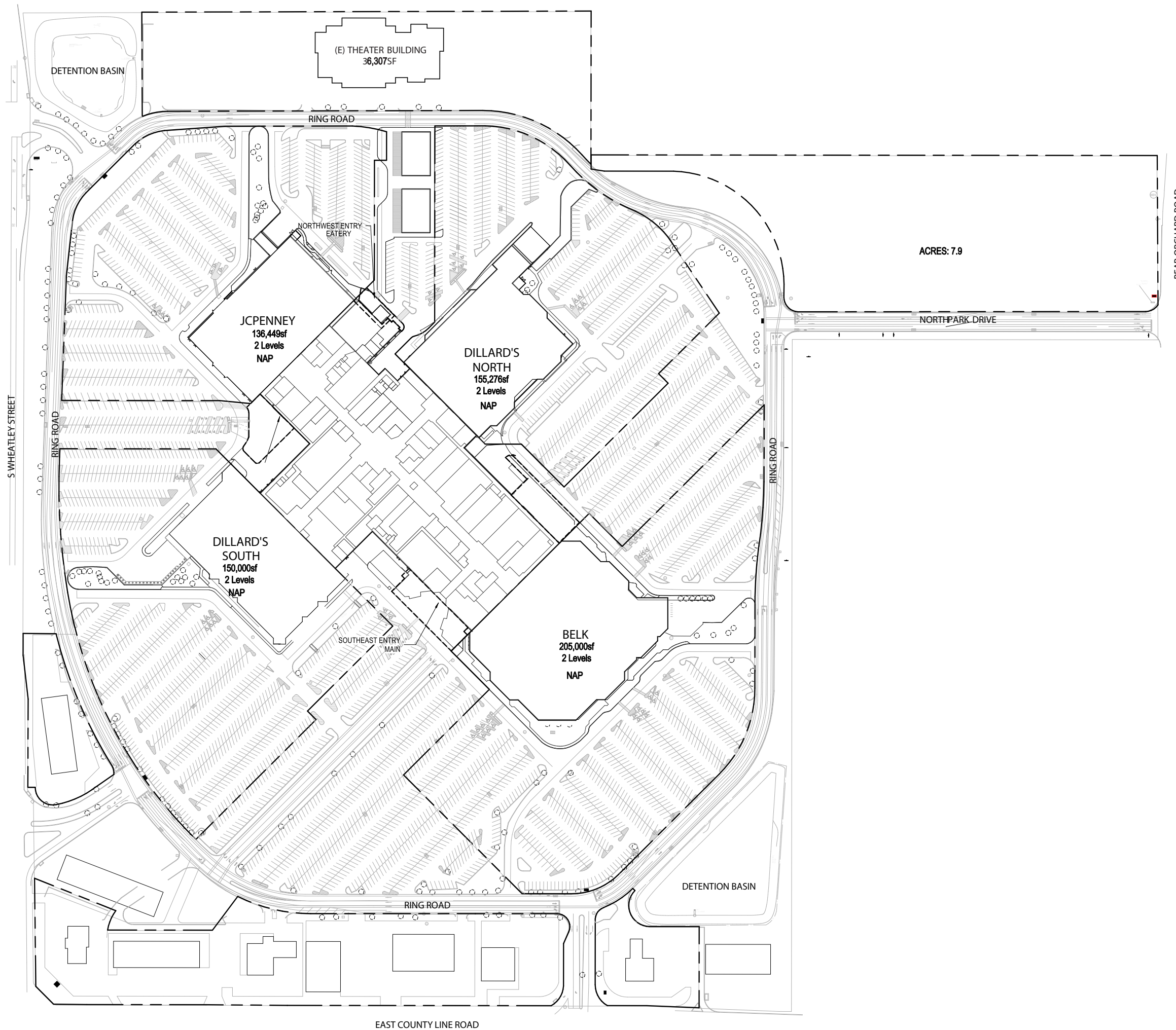


We will have several new stations to supply electricity for electric cars and plug-in hybrids in the upcoming year.

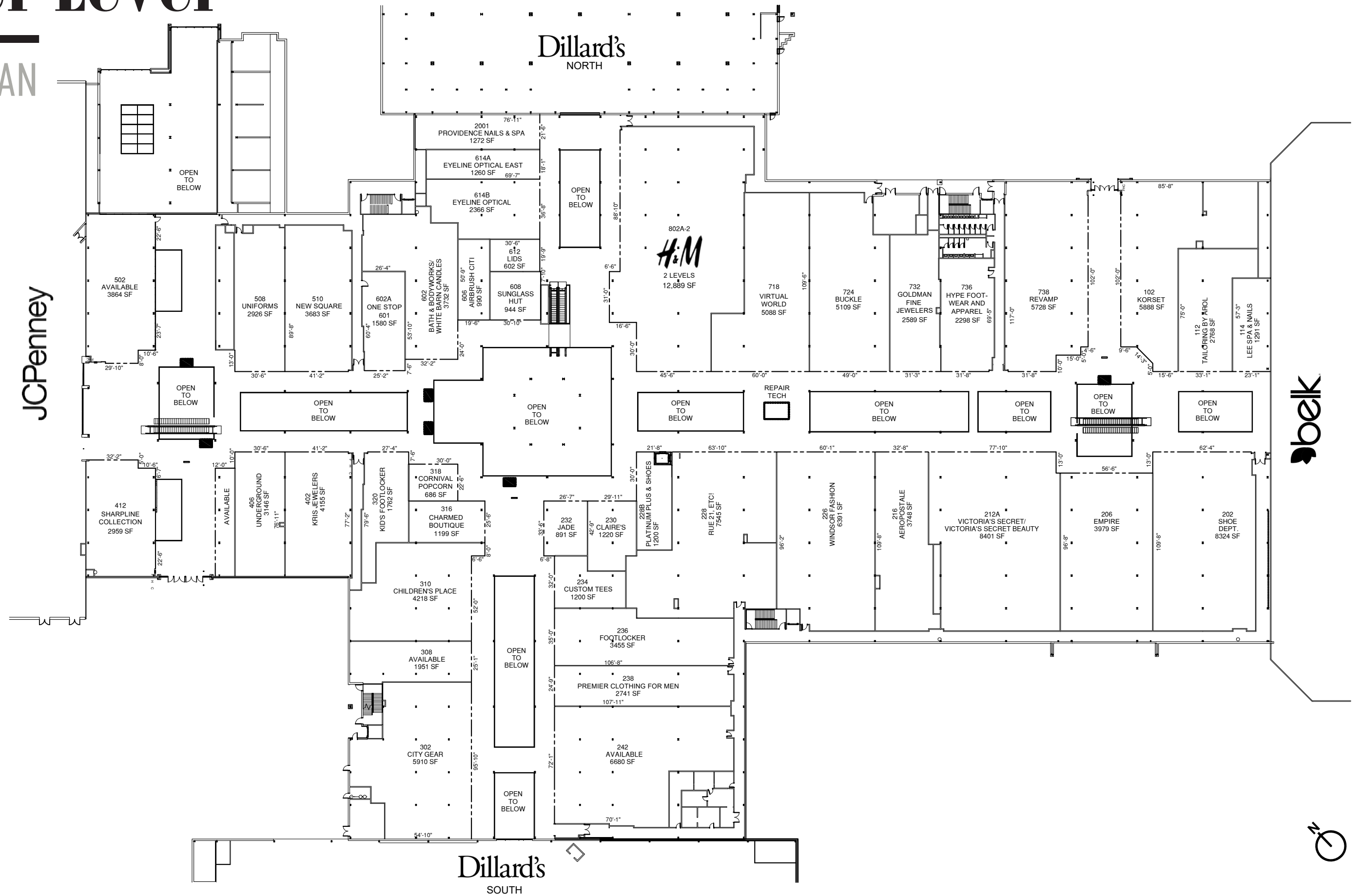


Cardboard recycling minimizes waste and improves the overall hygiene of the environment. It also helps conserve natural materials. Over 250 tons of waste are recycled per year at Bridgewater Commons.

Site Plan

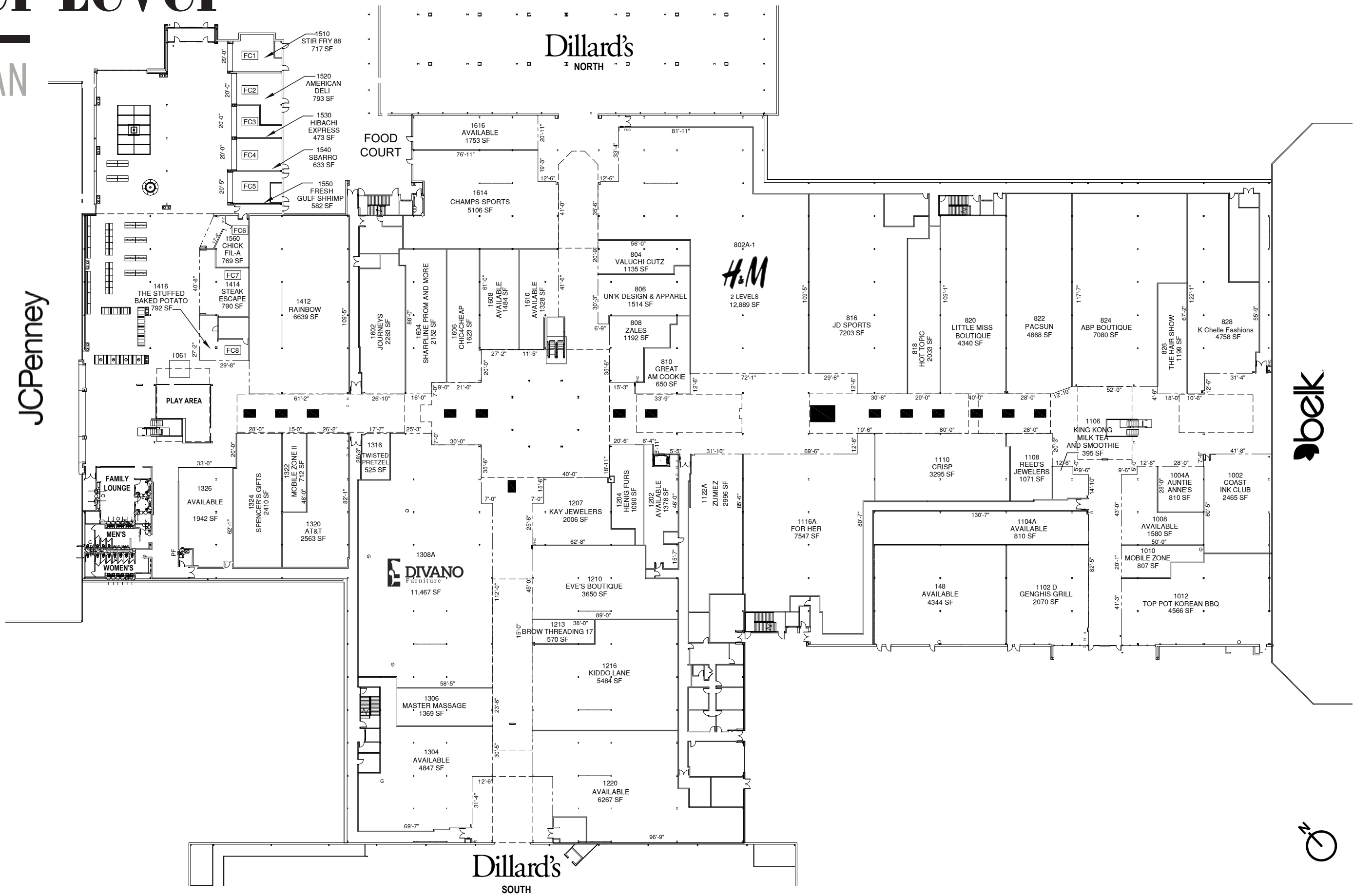


LEASE PLAN



Lower Level

LEASE PLAN



Northpark



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Partner with us!

Pacific Retail Capital Partners (PRCP) is one of the nation's premier real estate investment groups, with a proven track record of evolving and repositioning large-format retail properties. Based in Southern California, PRCP strategically leads over \$3 billion and 24 million square feet in assets under direct management and an additional 17 million square feet of asset management, advisory and master planning services.

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