

PACIFIC  
RETAIL

ENDLESS POSSIBILITIES

FRANKLIN PARK

**EVOLVING  
REAL ESTATE  
FOR THE NEXT  
GENERATION**





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# Welcome

Franklin Park Mall is the premier shopping, dining and entertainment destination in Toledo, Ohio. As the fourth largest city in the state of Ohio, Toledo is the economic hub of an 11-county region in Northwest Ohio and Southeast Michigan. The 1.3 million sq. ft. super-regional shopping center welcomes more than 7-million visitors per year boasting easy access to major highways I-475, I-75 and the Ohio Turnpike. Anchored by Dillard's, JCPenney, Dick's Sporting Goods, Dave & Buster's and Cinemark 16 & XD, Franklin Park is the only enclosed mall within a 50-mile radius. The center is home to 150+ local, regional, and national retailers including Apple, Altar'd State, Ulta Beauty, Dry Goods, Hollister and an expansive Food Court.

**Franklin Park**  
MALL



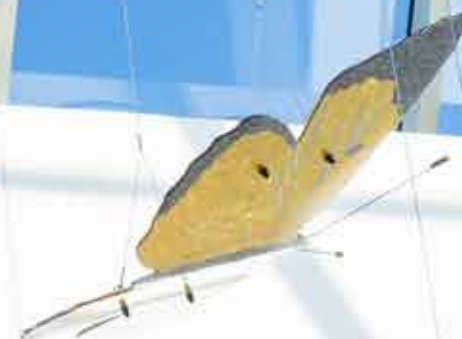
# A Community Gathering Place

Franklin Park Mall offers a destination that is inviting, memorable, energetic and fun. The region's premier shopping, dining and entertainment location provides an enhanced customer experience by engaging the community and activating the center with entertainment for guests of all ages.

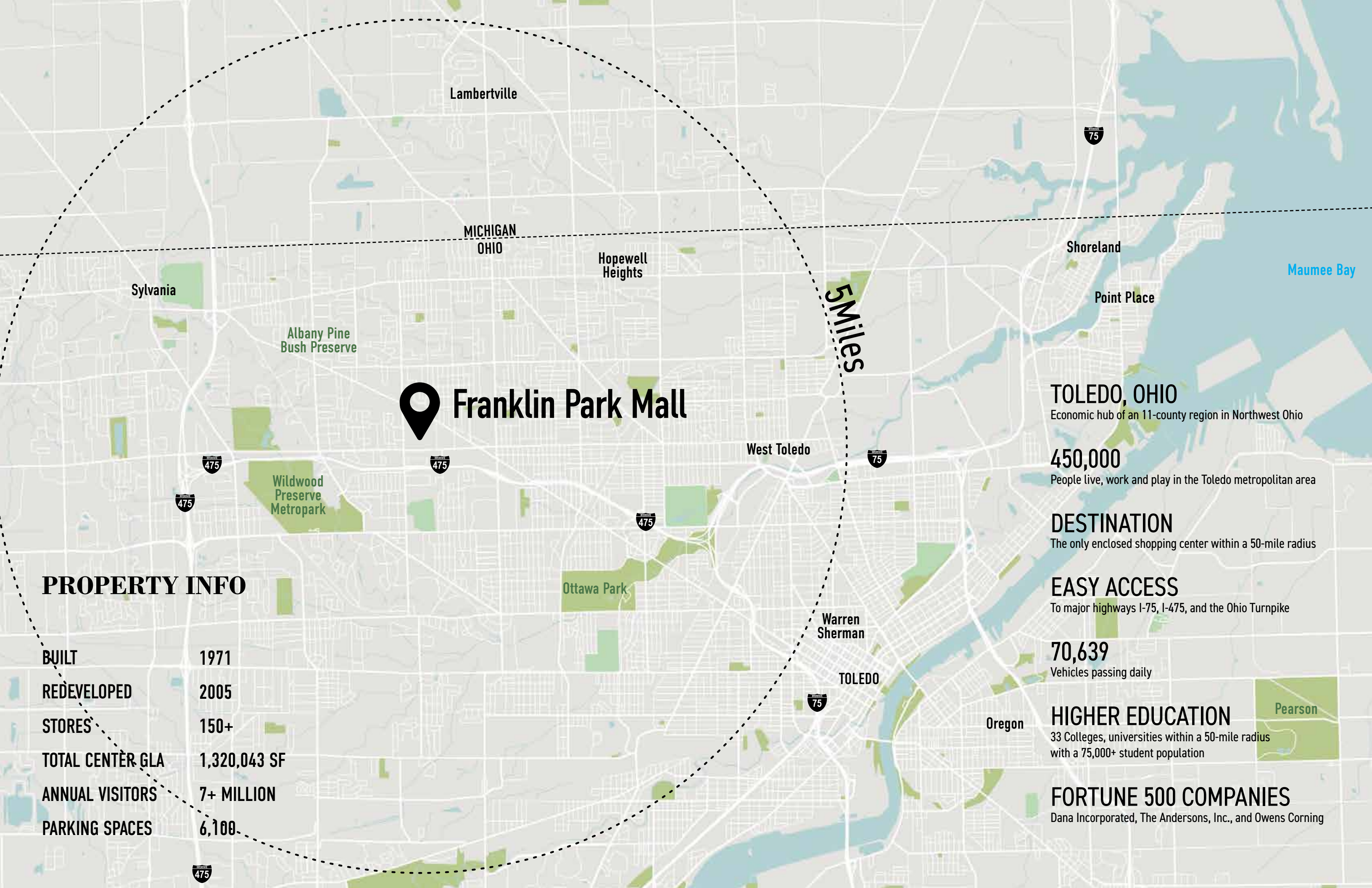




**Franklin Park Mall  
represents the charm  
and easygoing nature  
that embodies the City  
of Toledo lifestyle.**







# Franklin Park Mall

5 Miles

## PROPERTY INFO

BUILT	1971
REDEVELOPED	2005
STORES	150+
TOTAL CENTER GLA	1,320,043 SF
ANNUAL VISITORS	7+ MILLION
PARKING SPACES	6,100

## TOLEDO, OHIO

Economic hub of an 11-county region in Northwest Ohio

450,000

People live, work and play in the Toledo metropolitan area

## DESTINATION

The only enclosed shopping center within a 50-mile radius

## EASY ACCESS

To major highways I-75, I-475, and the Ohio Turnpike

70,639

Vehicles passing daily

## HIGHER EDUCATION

33 Colleges, universities within a 50-mile radius with a 75,000+ student population

## FORTUNE 500 COMPANIES

Dana Incorporated, The Andersons, Inc., and Owens Corning



Dillard's



JCPenney



DSW  
DESIGNER SHOE WAREHOUSE®

CINEMARK

DICK'S  
SPORTING GOODS

ULTA  
BEAUTY

OLD NAVY





# Retail Mix

## SHOPPING



## DINING



## ENTERTAINMENT



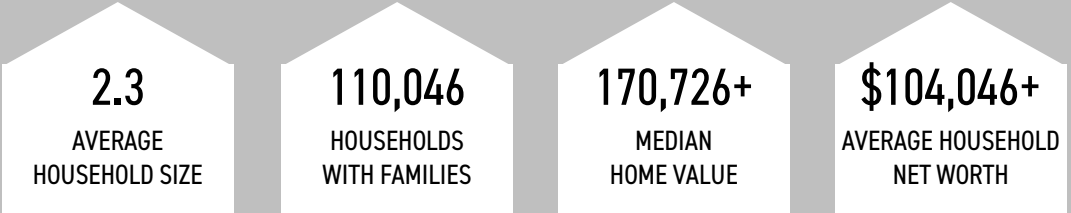


# Demographics

	3-MILE	5-MILE	10-MILE
POPULATION	87,642	212,005	448,374
TOTAL HOUSEHOLDS	38,591	92,248	193,858
AVG. HOUSEHOLD INCOME	\$94,709	\$89,422	\$89,533

## HOUSEHOLDS & EDUCATION

10-MILE RADIUS



**123,225+** College or Graduate Degree  
**34,095+** Graduate or Professional Degree  
**281,737+** High School Graduate or Higher



**54,467+** Trade Area Households Earn \$100K+



**127,698+** Full-time office employees are within a 10 mile drive



# Estimated 7+ million shoppers per year

Trade area annual retail expenditure is **\$8.75 Billion** annually

Home to **75,000+** enrolled college students

**25-54** years of age make up **38%** of shoppers

Generates **\$260 Million** in sales annually (**\$29 Million** Restaurants)

Toledo is a **revitalized market** with a growing base of high tech, energy and medical companies. It is one of the **top 20 US cities** attracting millennials.



# Placemaking

CREATING A SENSE OF PLACE

## Customization, Localization & Curation

- Custom Art Installations
- Communal Gathering Spaces
- Instagrammable Spaces
- Local Artist & Artisan Demonstrations





# Tenant Marketing

Franklin Park's full-service Marketing team develops and executes strategic campaigns and programs, including community events, public art installations, and public relations efforts, all aimed at increasing 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

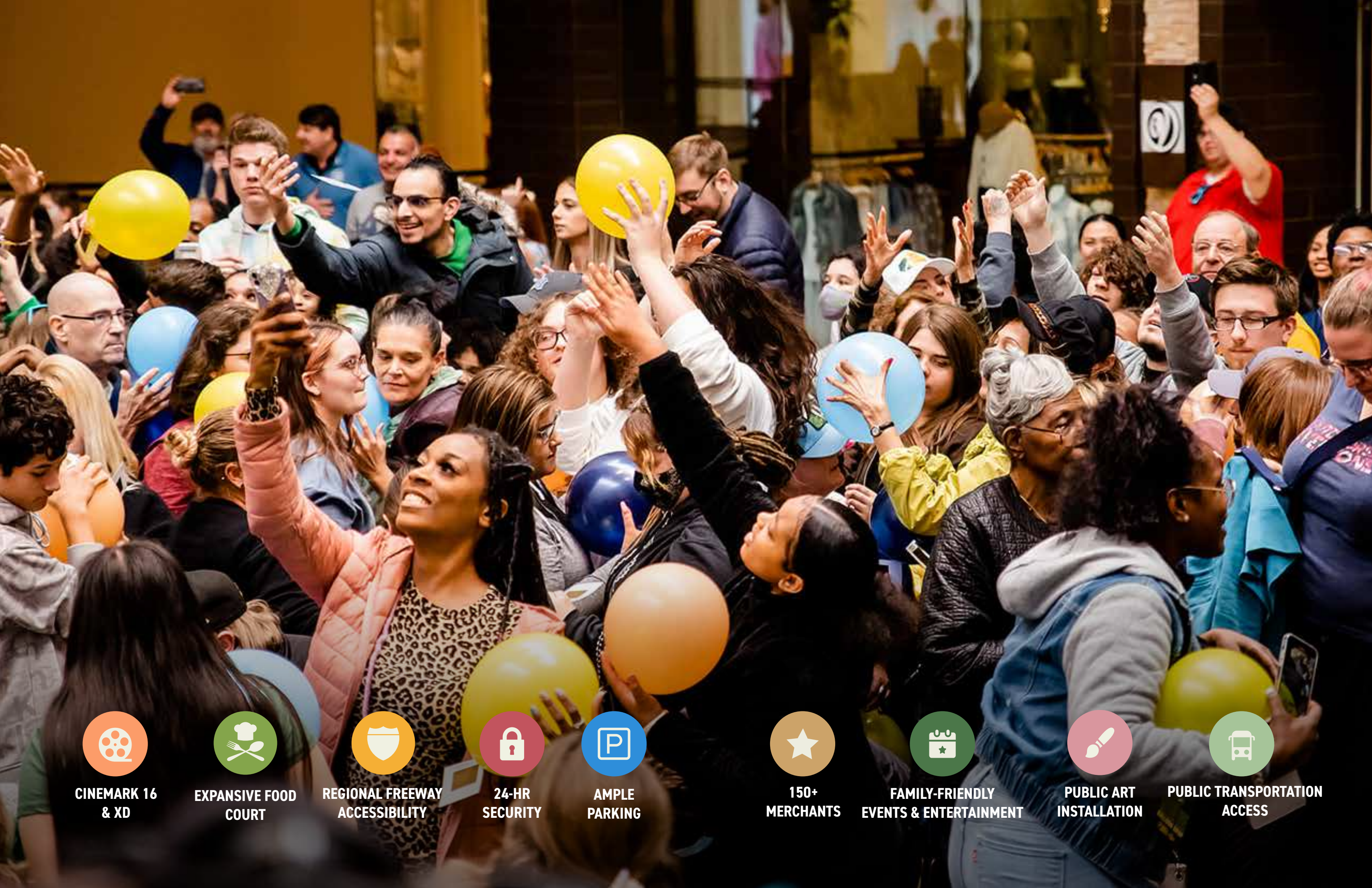
Press releases coordinated with tenants, released in conjunction with paid social posts.  
Strong relationships with local media and influencers who can offer turnkey services.

## — ADVERTISING

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







**CINEMARK 16  
& XD**



**EXPANSIVE FOOD  
COURT**



**REGIONAL FREEWAY  
ACCESSIBILITY**



**24-HR  
SECURITY**



**AMPLE  
PARKING**



**150+  
MERCHANTS**



**FAMILY-FRIENDLY  
EVENTS & ENTERTAINMENT**



**PUBLIC ART  
INSTALLATION**



**PUBLIC TRANSPORTATION  
ACCESS**





EASTER EGGSTRAVAGANZA



TOGETHER WE SOAR ART INSTALLATION



KIXCON



AUTISM WALK

# Community Programming & Signature Events

**68+**

ANNUAL CENTER  
ACTIVATIONS

**17+**

SIGNATURE EVENTS  
PER YEAR

**17K+**

PARTICIPATING  
ATTENDEES PER YEAR

VISIT WITH SANTA



TAX-FREE HOLIDAY



TRICK-OR-TREAT FOR TOTS



419 DAY





# By The Numbers

## FACEBOOK

**45,492+** Page Likes  
**1,376,162+** Annual Reach

## WEBSITE

**21,577+** Average Monthly Sessions  
**44,885+** Average Monthly Page Views

## INSTAGRAM

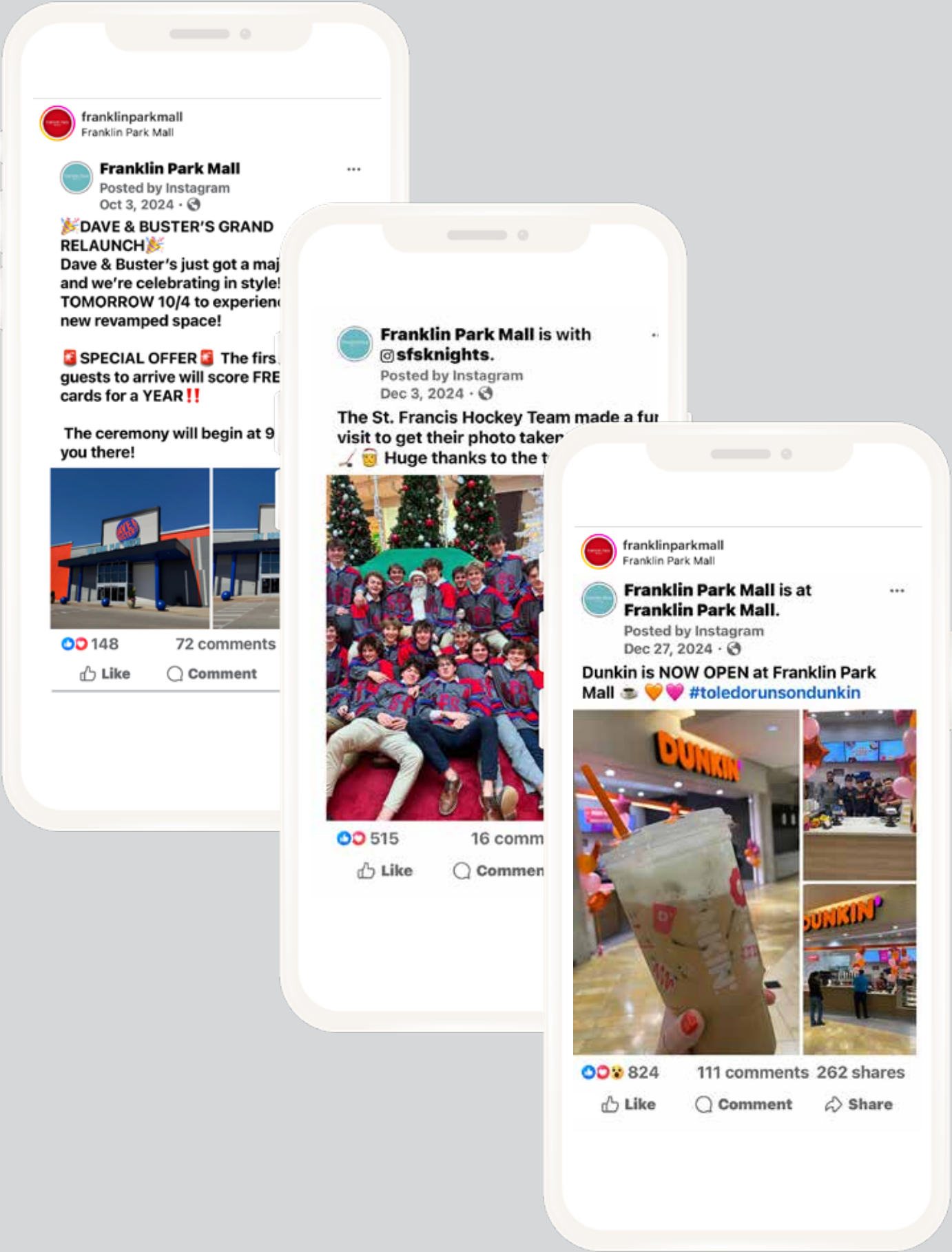
**4,737+** Total Followers  
**81,113+** Annual Reach

## EMAIL

**57,244+** Total Subscribers

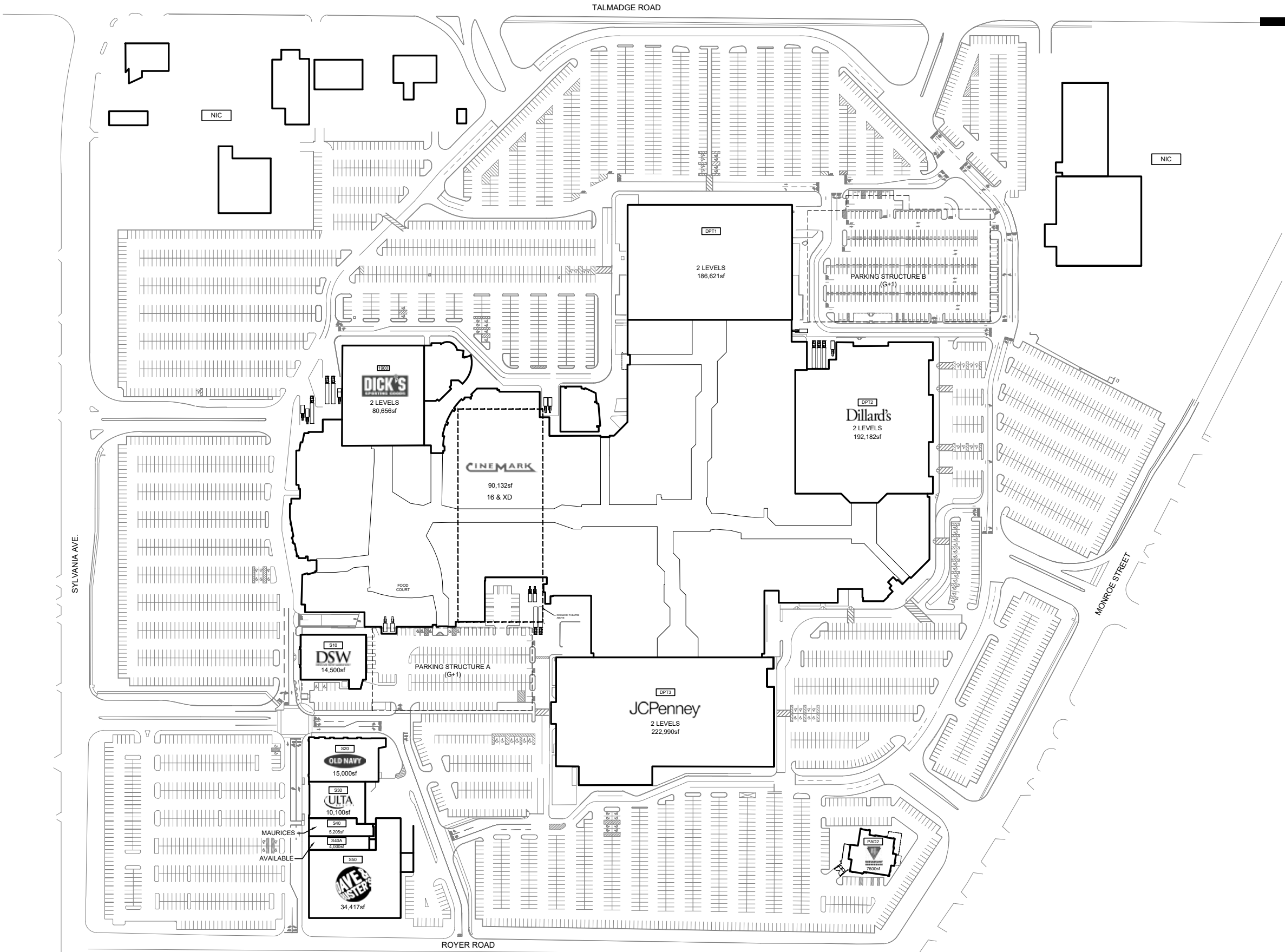
## SMS

**33,843+** Total Subscribers





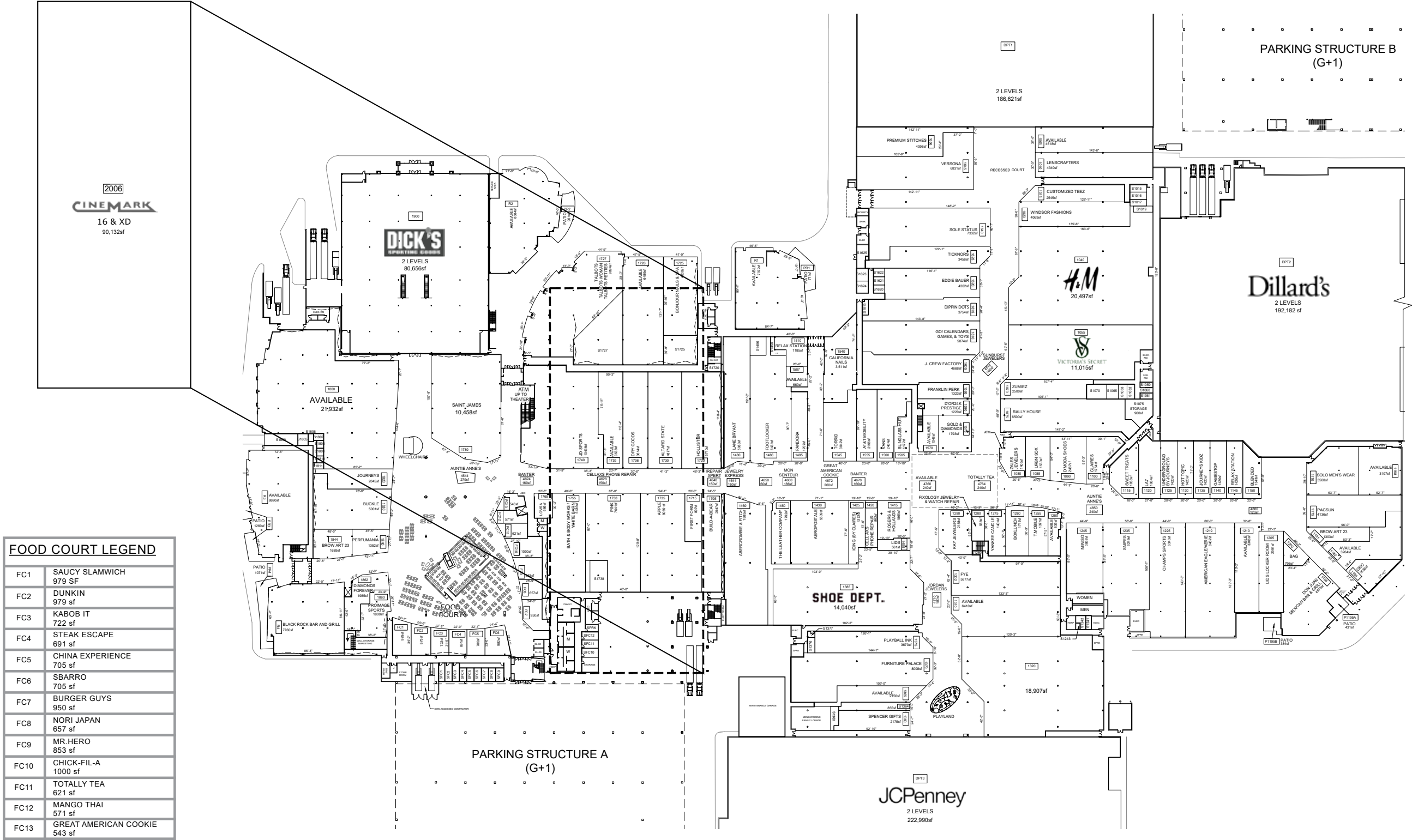
# Site Plan





# Lower Level

## LEASE PLAN







## LEASING

### AMANDA DEVRIES

269.501.6226

ADEVRIES@PACIFICRETAIL.COM

### ROCKY MCMURTRAY

415.531.0909

RMCMURTRAY@PACIFICRETAIL.COM

## LOCAL LEASING

### CASEY POGAN

419.471.2107

CPOGAN@VISITFRANKLINPARKMALL.COM

### MAGGIE PAWELEK

630.816.4110

MPAWELEK@PACIFICRETAIL.COM

# Franklin Park MALL

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Toledo, OH 43623



# 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 leasing. Additionally, 17 million square feet of asset management, advisory and master planning services.

Franklin Park  
MALL

DICK'S  
SPORTING GOODS

PACIFIC  
RETAIL









PACIFIC  
RETAIL

CONNECT WITH US AT

   @PACIFICRETAIL

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