

PACIFIC
RETAIL

AN ICONIC EXPERIENCE

NORTHPARK

MISSISSIPPI'S PREMIER
INDOOR SHOPPING
DESTINATION

**EVOLVING
REAL ESTATE
FOR THE NEXT
GENERATION**



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Introduction to Northpark

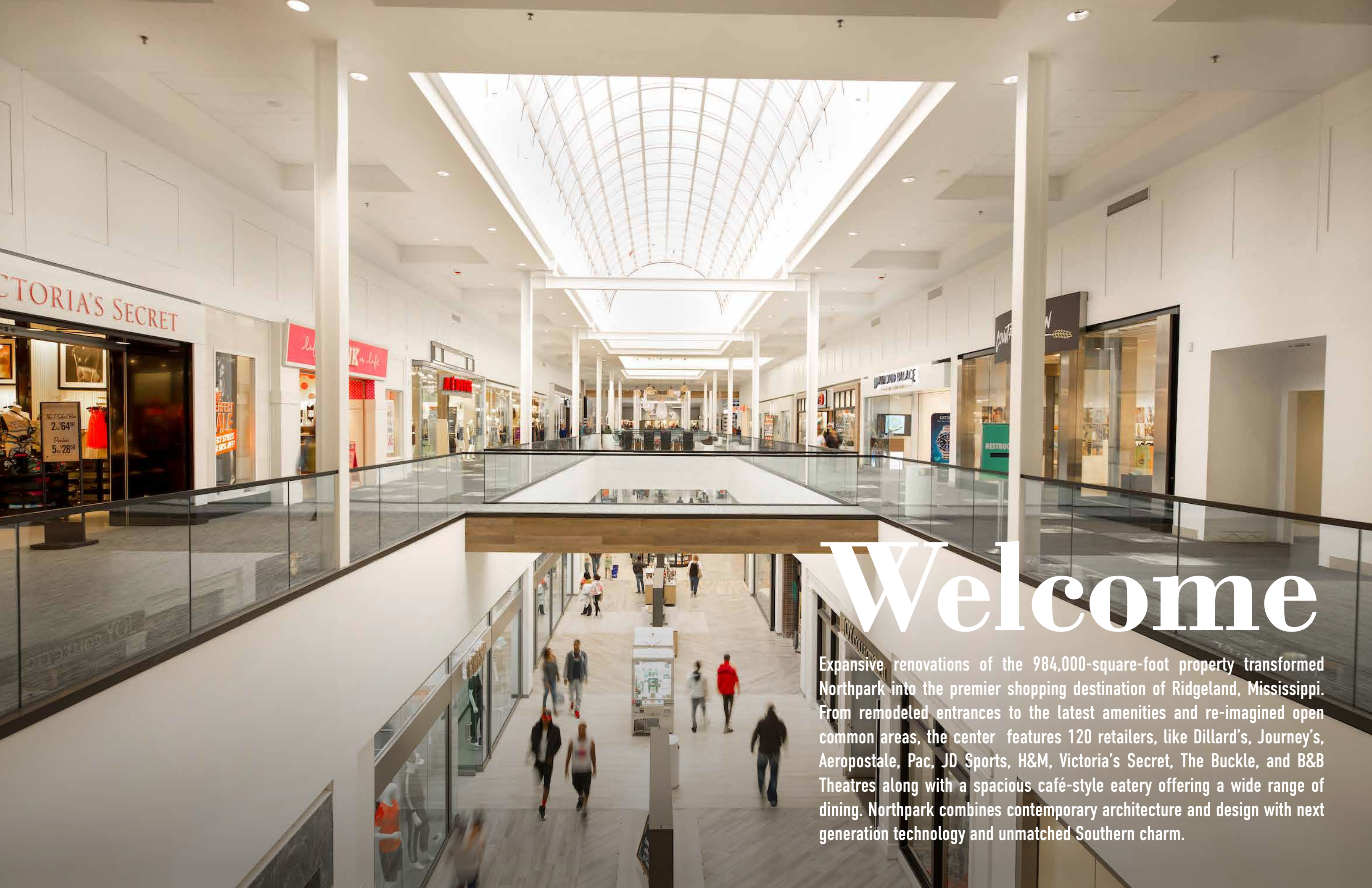
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Welcome

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 Dillard's, Journey's, Aeropostale, Pac, JD Sports, H&M, Victoria's Secret, The Buckle, and B&B Theatres along with 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.



MARQUEE B

BRINGING

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.

Additionally, B&B Theatres offers a premier entertainment complex with a 14-screen theater featuring screenplay that includes in-theater playground for children playtime, a made-to-order menu, a full-service Marquee Bar, MX4D viewing, and the Lyric Theatre for private parties.



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

The spacious café-style Eatery offers 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	2.5 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, Amazon Shipbuilding

EASY ACCESS

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

10 Miles

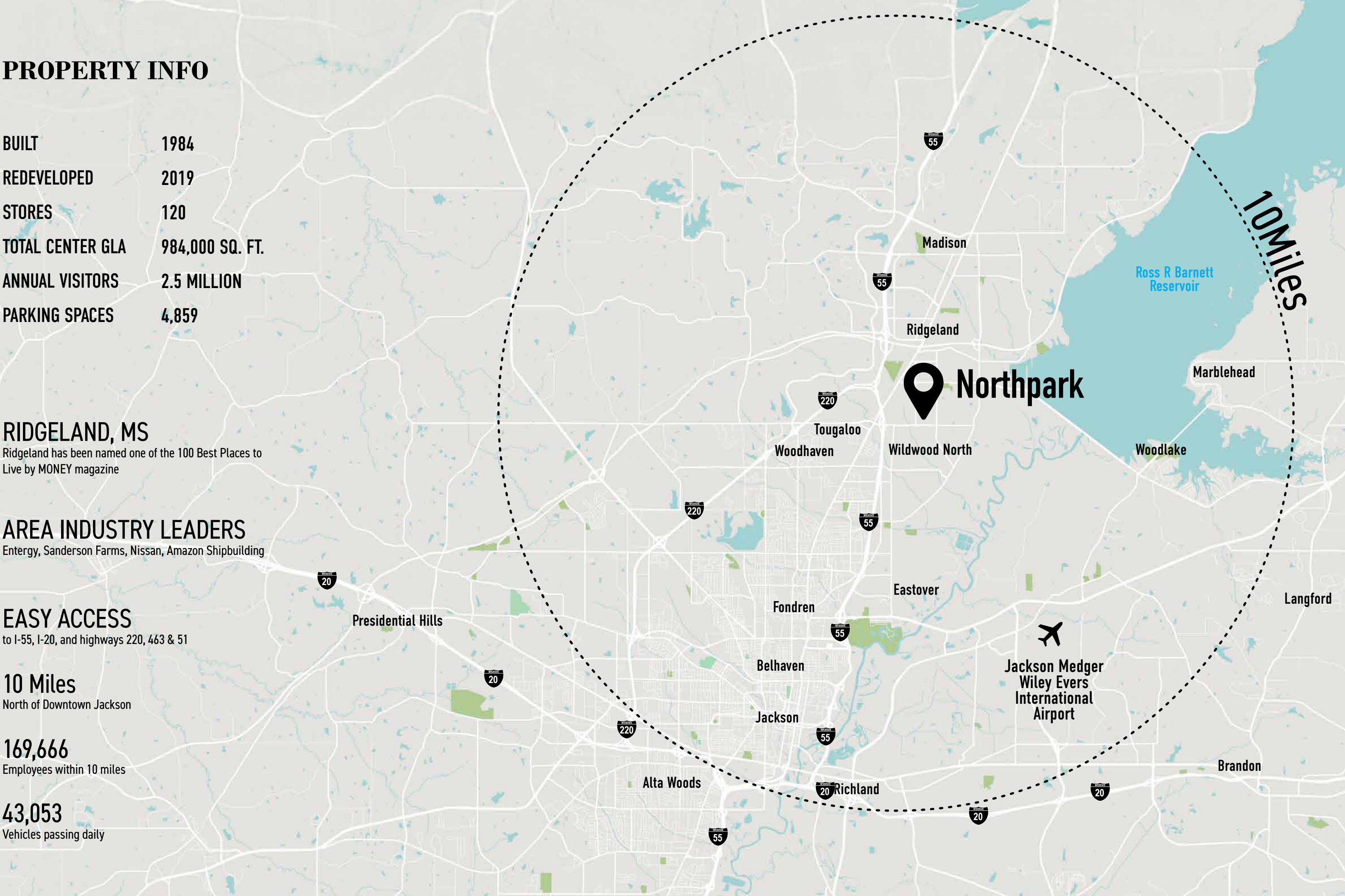
North of Downtown Jackson

169,666

Employees within 10 miles

43,053

Vehicles passing daily





Retail Mix

SHOPPING

belk JCPenney WINDSOR VICTORIA'S SECRET Buckle & AÉROPOSTALE
Bath&BodyWorks JD Dillard's H&M MINI SOCO zumiez KAY JEWELERS
HOT TOPIC Lids Rainbow PACSUN charlotte russe

DINING

STEAK ESCAPE SANDWICH GRILL Eat Proud THE MEE fish & grill Stir Fry 88 SBARRO GREAT AMERICAN cookies
Auntie Anne's

ENTERTAINMENT

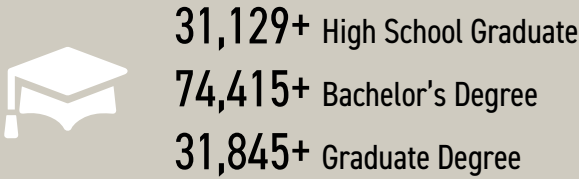
B&B THEATRES VIRTUAL WORLD ZOOPELOUS

Demographics

	3-MILE	5-MILE	10-MILE
POPULATION	49,372	93,525	247,265
TOTAL HOUSEHOLDS	21,746	40,138	103,089
AVG. HOUSEHOLD INCOME	\$85,278	\$111,046	\$105,518

HOUSEHOLDS & EDUCATION

10-MILE RADIUS



RACE & ETHNICITY

10-MILE RADIUS

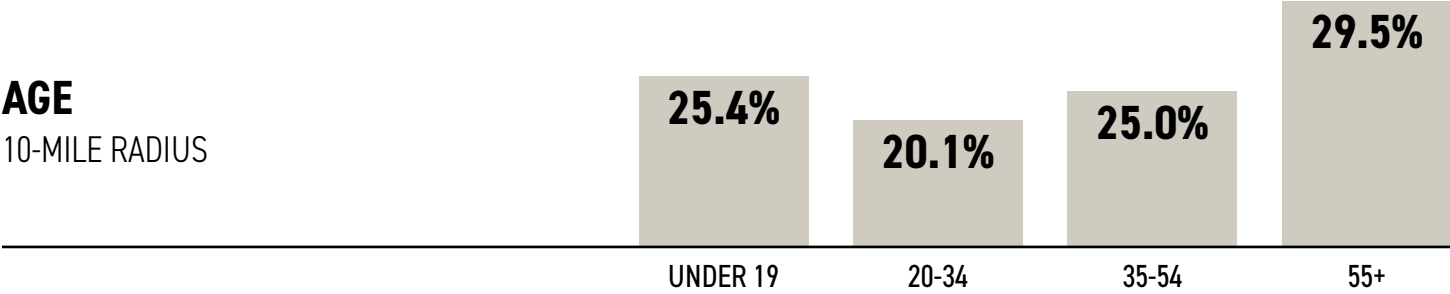


Estimated 2.5 million shoppers per year

\$3.5 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 that develops and executes strategic Marketing campaigns and programs from community events to public art installations to public relations in order to drive increases in 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

KIDS CLUB EVENTS



FASHION SHOWS



GALENTINE'S DAY VALENTINE PARTY



COMMUNITY ENGAGEMENT EVENTS



By The Numbers

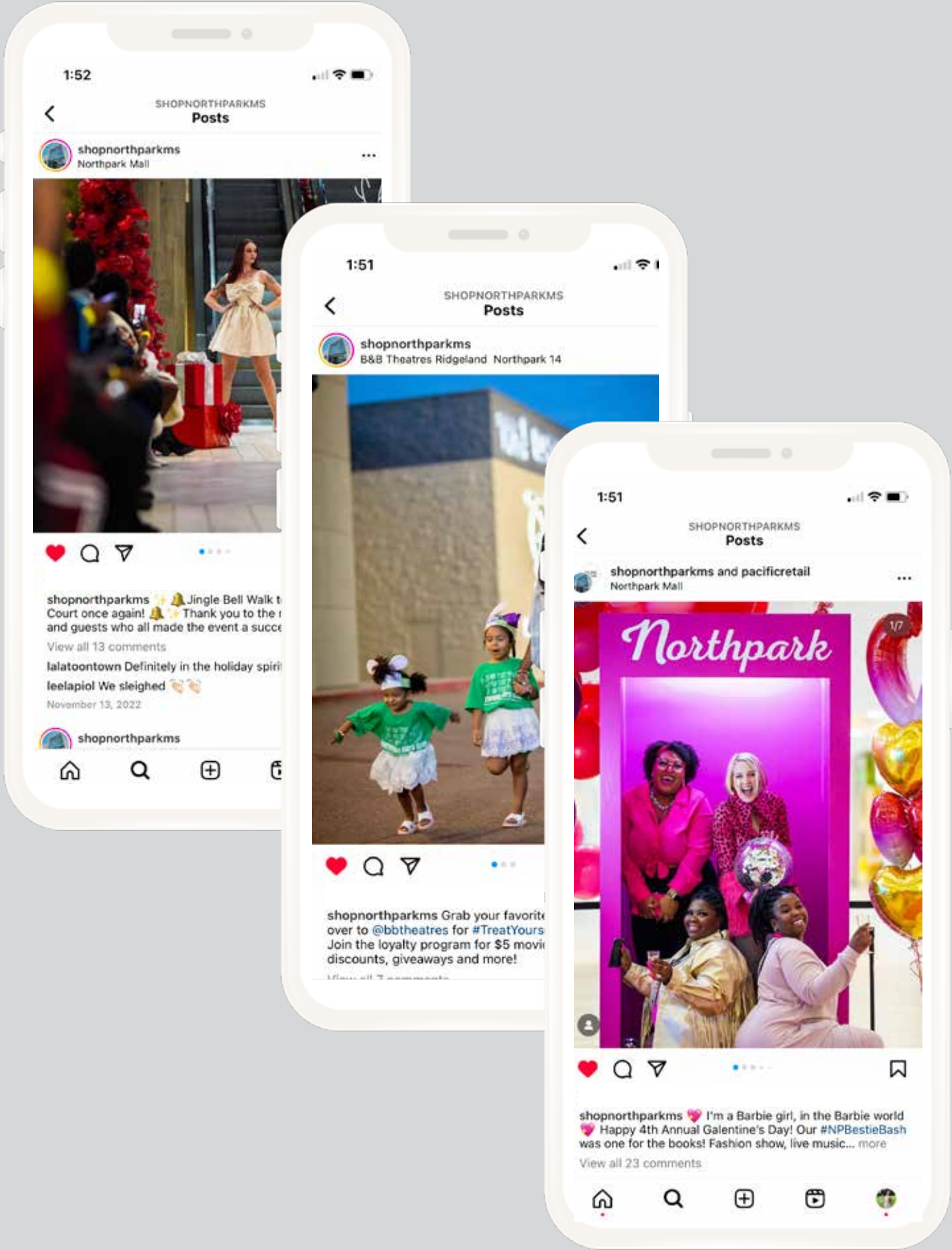
FACEBOOK
12,000+ Page Likes
125,000+ Reach

INSTAGRAM
4,600+ 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 Pacific Retail 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 2,500 LED lights installed.



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. All recyclables are placed in a single bin for recycling.

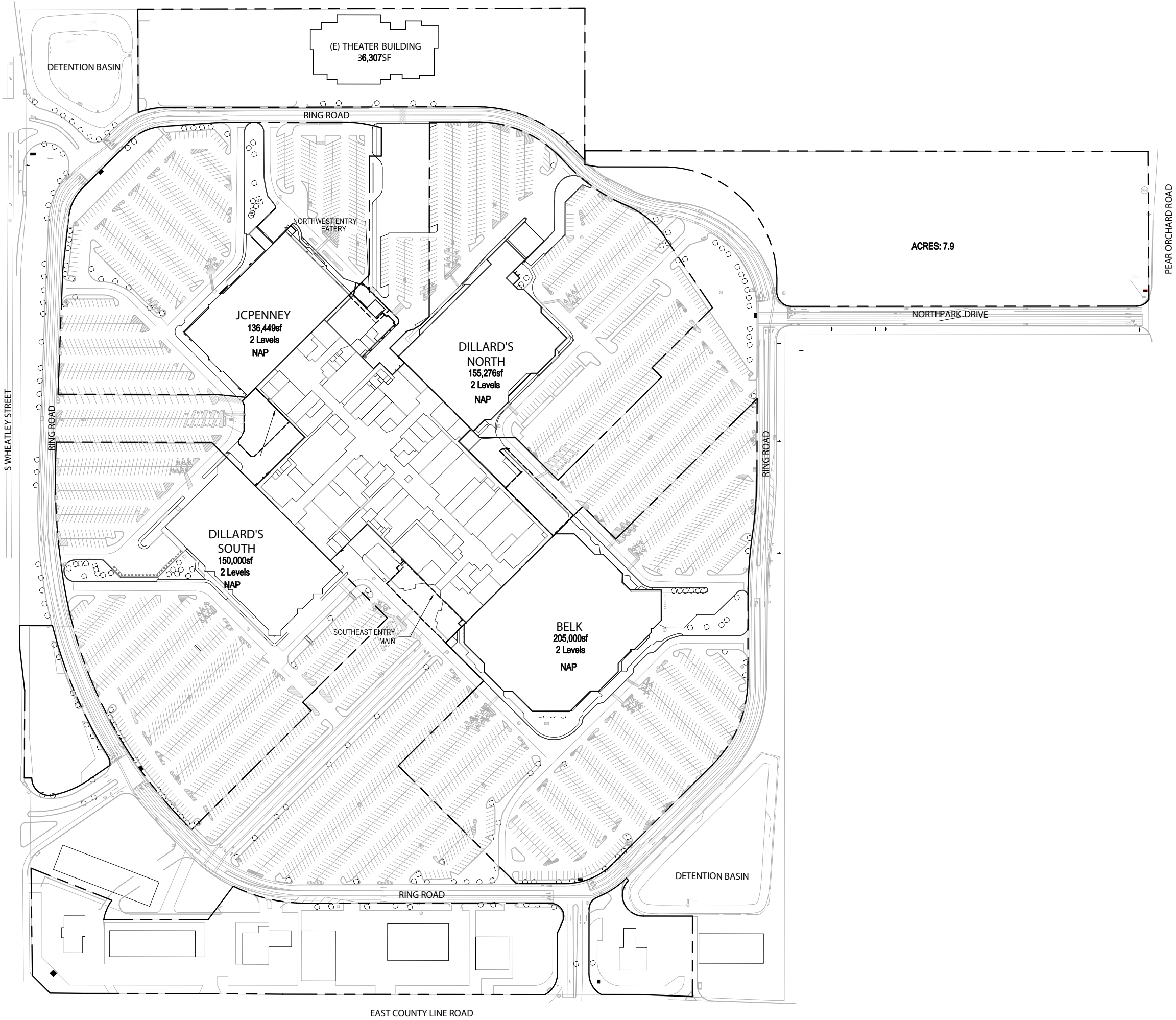


We will have several new stations to supply electricity for electric cars and plug-in hybrids in the upcoming year.



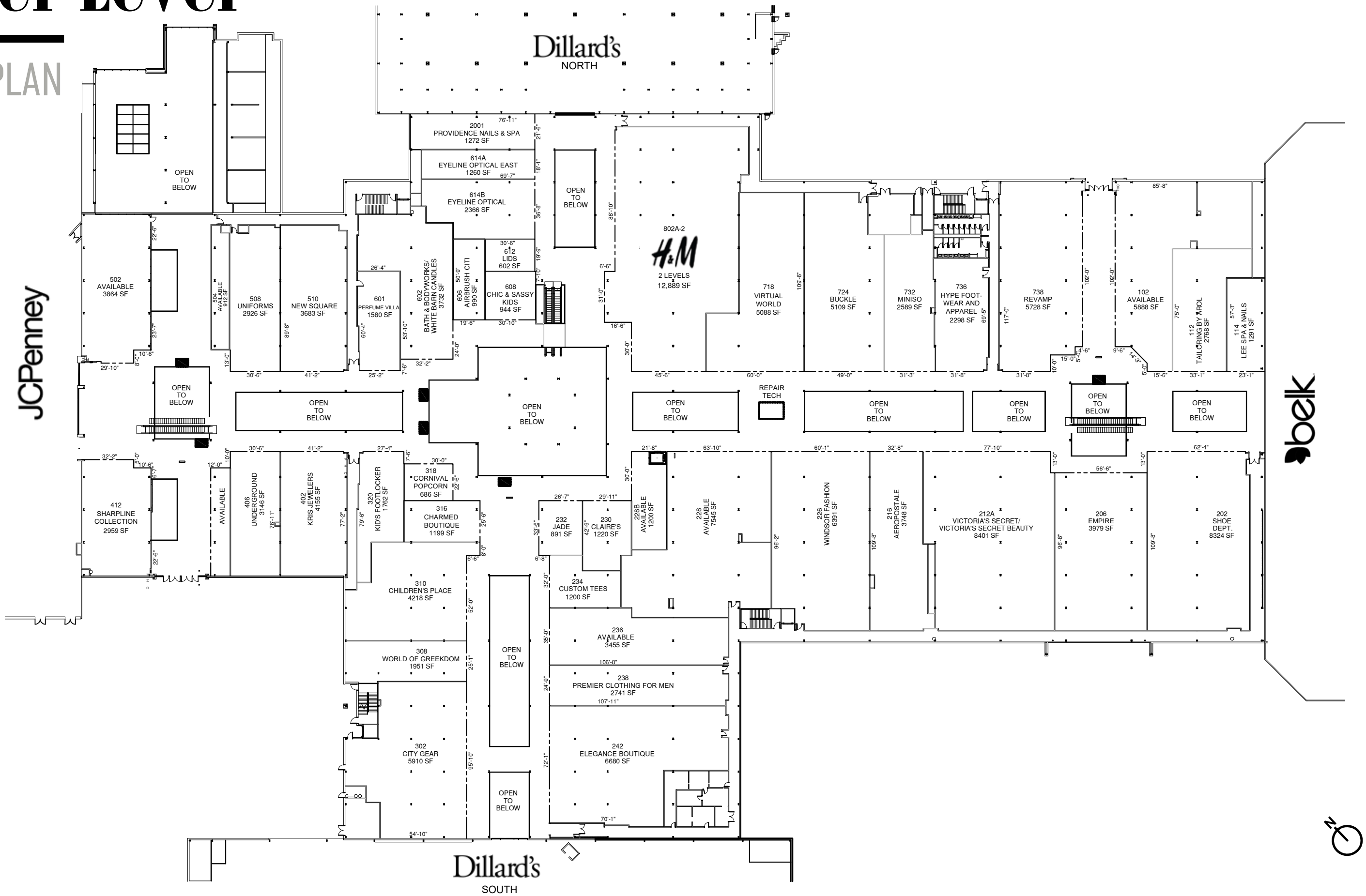
Cardboard recycling minimizes waste and improves the overall hygiene of the environment. It also helps conserve natural materials. Over 250 tons of waste are recycled per year at Northpark.

Site Plan

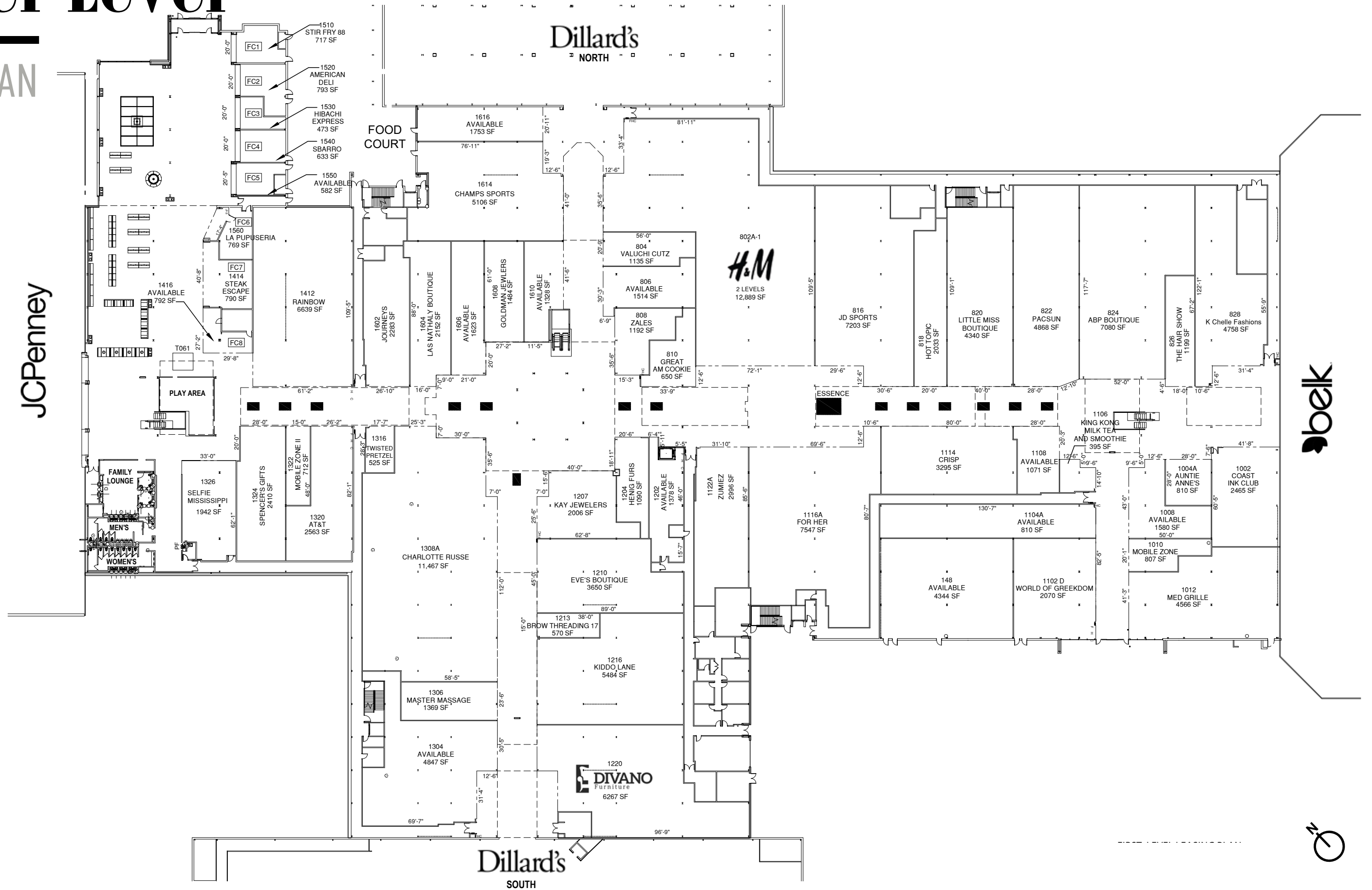


Upper Level

LEASE PLAN



LEASE PLAN





LEASING

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



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RETAIL

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