



BROADWAY PLAZA





OVERVIEW

Nestled between the Napa Valley, Mount Diablo and San Francisco's beautiful Bay, Walnut Creek reflects a rare lifestyle encompassing natural beauty and sophisticated living. Here, long-established wealth meets fortunes made by California's famed technology industry to create customers who are casual but who desire the best in everything. This is a region whose people know the value of education, have a respect for nature, and a passion for community. Low key, high quality, demanding authentic living, the East Bay is a hybrid of traditional taste and the free spirit of Northern California style.

MARKET PROFILE *AT A GLANCE*

1.2M

People in total trade area

3

Anchors including Nordstrom, Macy's
and Apple

5.6M

Annual Shopper Traffic

75+

Stores including Apple, Lululemon,
Nespresso, Sephora, SoulCycle, Tesla,
True Food Kitchen and ZARA

194K

Average household income in primary
trade area

217K

Employees within 5 miles of center

TRADE AREA MAP

-  Broadway Plaza
-  Primary Trade Area
-  Secondary Trade Area
-  Competitive Centers
-  Other Centers



California



DEMOGRAPHIC SNAPSHOT

	PRIMARY TRADE AREA	TOTAL TRADE AREA	MSA (SAN FRANCISCO – OAKLAND – HAYWARD, CA)
2022 Population	548,444	1,198,940	4,804,901
2027 Population (projection)	554,447	1,206,361	4,728,257
Five-Year Population Growth	1.1%	0.6%	-1.6%
Households	199,480	425,309	1,761,241
Average Household Income	\$193,871	\$184,506	\$179,241
Median Household Income	\$133,904	\$133,410	\$126,901
Median Age	41.5	40.3	39.8
White Collar	72.8%	70.0%	69.5%
	1 MILE	3 MILE	5 MILE
Daytime Population	31,787	118,734	216,690

Source: ESRI 2022. ESRI forecasts for 2022 and 2027.

TRADE AREA AFFLUENCE

Macerich redefined 300,000 square feet of retail space to its premier East Bay property in 2016. The thoughtful expansion is now preserving the property's considerable appeal while adding more opportunities for retailers to bring their best concepts to Broadway Plaza.

63% of households have incomes over \$100K

Average household income is \$194K, which is 8% above the MSA

Over 45% of all households in the primary trade area are highly affluent with incomes over \$150K

Daytime population of 118,734 within 3 miles of the center

Source: ESRI 2022. ESRI forecasts for 2022 and 2027.





MARKET FACTS

New retail to the Broadway Plaza/Walnut Creek Shopping District is comparable to downtown San Francisco.

- **2.5 Million square feet** of Shopping, Dining and Regional Arts
- **2.7 Million square feet** of Professional Offices
- **The *City of Walnut Creek* manages** more than 3,000 acres of Open Space and over seven miles of Neighborhood Trails
- **More than 20 multi-family residential projects** recently opened in Walnut Creek, or are currently under construction or planned
- **Walnut Creek is ranked #8 of 100** on the 2022 Niche *Best Places To Live* List
- **“Walkable” score is 85**, which is the same as San Francisco and New York

Source: City of Walnut Creek; Niche.

SHOPPER INSIGHTS

Broadway Plaza draws shoppers from an affluent sector of the San Francisco Bay Area market.



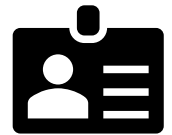
Typical home value
in Walnut Creek is
\$1,169,678.



Nearly 200,000
total households in
the primary trade
area.



60% of shoppers
have a Bachelor's
Degree or higher.



Over 6,600
businesses within 3
miles of the center.

MAJOR RETAILERS INCLUDE:

MACY'S
NORDSTROM
APPLE
ARHAUS

INDUSTRIOUS
LIFE TIME (OPENING 2023)
LULULEMON
PINSTripES (OPENING 2023)

TESLA
ZARA
ALO YOGA
ARITZIA

CHANEL FRAGRANCE & BEAUTY
LOUIS VUITTON
NESPRESSO
SEPHORA

SOULCYCLE
THIRD LOVE
TRAVIS MATHÉW
TRUE FOOD KITCHEN

BROADWAY PLAZA AERIAL





MERCHANDISING

Broadway Plaza has been a dominant retail destination for the East Bay market since 1951, with a premier merchant mix that continues to get stronger. The center features strategically curated brands that are tailored to our trend-driven, affluent shoppers.





BAY AREA BASED

Broadway Plaza is home to several well-established brands founded in the Bay Area.

allbirds



MADISON REED®

**See's
CANDIES**

BOUDIN

ATHLETA

Padi's
JEWELRY

BANANA REPUBLIC

BRILLIANT EARTH®

third  love



OLD NAVY

**CHOLITA
LINDA**

Original Joe's



WORK AND PLAY

Co-working space, Industrious, coupled with new entertainment options, LifeTime Athletic and Pinstripes, will truly enhance the work-play concept at Broadway Plaza.



INDUSTRIOUS

LIFETIME

PINSTRIPES



LIFE TIME WALNUT CREEK

New To Market!

More than a gym – Walnut Creek’s newest luxury athletic resort is coming to Broadway Plaza.

Life Time’s stunning new location will include a rooftop pool and beach club, an expansive workout floor, group fitness studios — all within 76,000 stunning square feet and all dedicated to the pursuit of healthy living.

LIFE TIME
HEALTHY WAY OF LIFE



PINSTRIPES

New To Market!

With 13 current locations in nine states, Chicago-based Pinstripes combines exceptional Italian/American cuisine with bowling, bocce and private event banquet space for groups of 20 to 1,000.

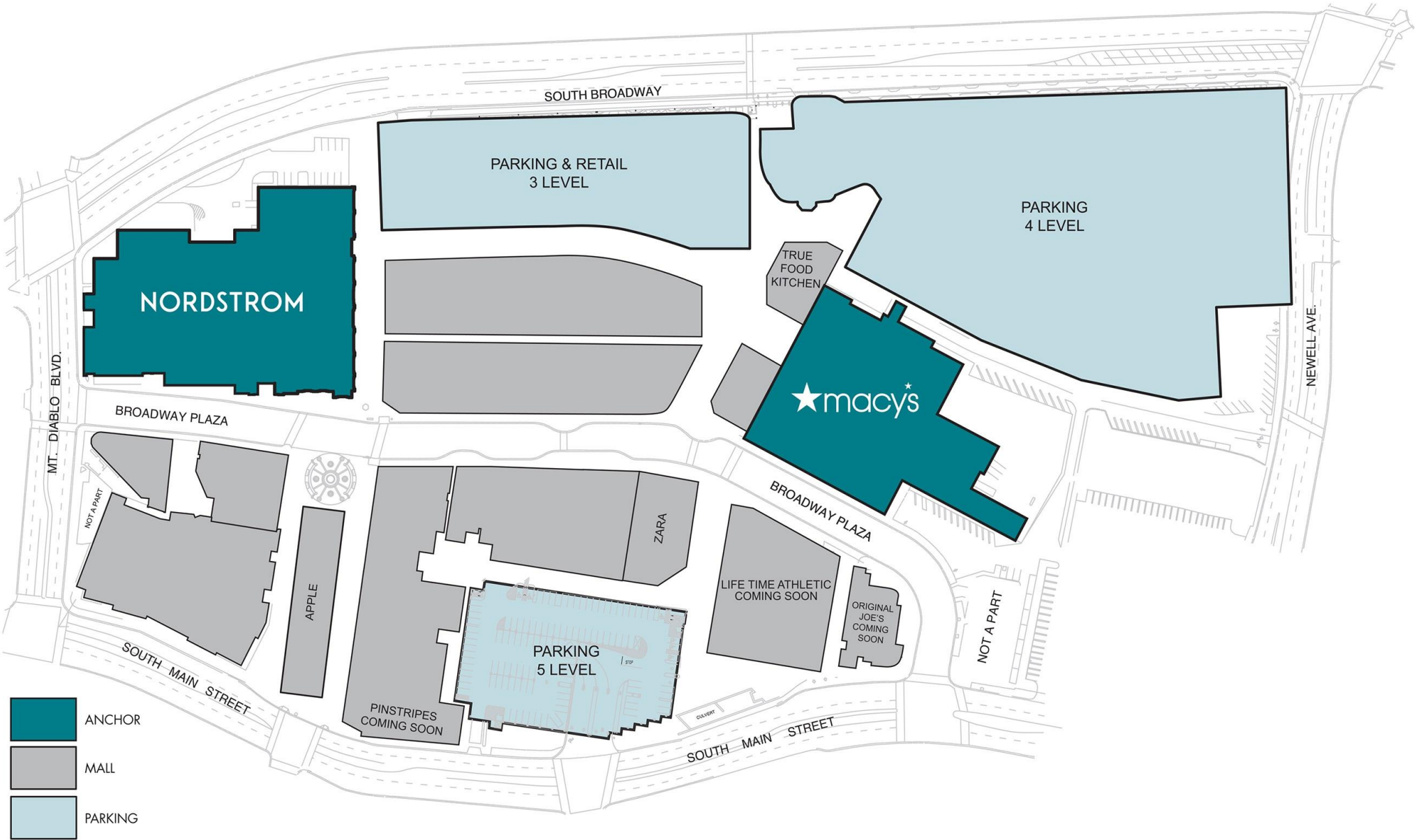
The two-level, 23,000 square-foot entertainment venue will be taking the prominent corner location on South Main Street, next to Apple.

PINSTRIPES

BISTRO BOWLING BOCCE

Where magic strikes

BROADWAY PLAZA SITE PLAN



ANNUAL PROGRAMMING

Broadway Plaza hosts a series of events, promotions and programs as well as supports retailer-specific activations to generate traffic and sales for the center.



A proud community partner and sharply focused on sustainability as a long-term, fully integrated business approach.



Annual signature events include Animals On Broadway, the Summer Concert Series and the Holiday Parade of Lights & Tree Lighting.



Seasonal programming includes outdoor marketplaces, brand activations, and special events that impact and support our community.



Regular media outreach, influencer partnerships, digital efforts and advertising supports retailers, events and promotions.



MACERICH (NYSE: MAC)

ONE OF THE NATION'S LEADING OWNERS, OPERATORS & DEVELOPERS OF MAJOR RETAIL PROPERTIES IN ATTRACTIVE U.S. MARKETS, INCLUDING CALIFORNIA, THE PACIFIC NORTHWEST, ARIZONA, AND THE METRO NEW YORK TO WASHINGTON, D.C. CORRIDOR