



KINGS PLAZA



ENTERTAINMENT MEETS ECLECTIC.

Kings Plaza has redefined Brooklyn's shopping experience by giving MORE: more stores, more fashion, and more style.

With the newest redevelopments unveiled in 2018, the center continues to evolve its appeal to reflect the eclectic flavor of New York, while still delivering a world-class shopping experience that is uniquely Brooklyn.

From first to market retailers, Primark and Zara, to celebrated national brands, Macy's, Burlington, and Pandora, to a fresh new look and feel, Kings Plaza has created a fine shopping experience and community gathering space that is modern, comfortable, entertaining and family-friendly.

MARKET OVERVIEW *AT A GLANCE*

2.4M

People live in Brooklyn

40K

Daily NYC transit passengers travel
to/from the center

110K

Total trade area average household
income

100K

Students enrolled at 20 nearby
universities and colleges

3rd

Largest city in United States if Brooklyn
were a standalone city

230K

Brooklyn's population increase in
the past decade, the biggest of any
NYC borough

UNIQUELY BROOKLYN

“Move over Manhattan. When it comes to the borough where people most want to live, Brooklyn is increasingly at the top of the list.”

-ARCHITECTURAL DIGEST



Brooklyn has a high population density of 37K people per square mile, compared to 12K in Chicago and 7K in San Francisco.



Brooklyn's population is projected at 2.7 million in 2023 an increase of 10.3%



Brooklyn would be the third largest city in the U.S. if it were an independent city.



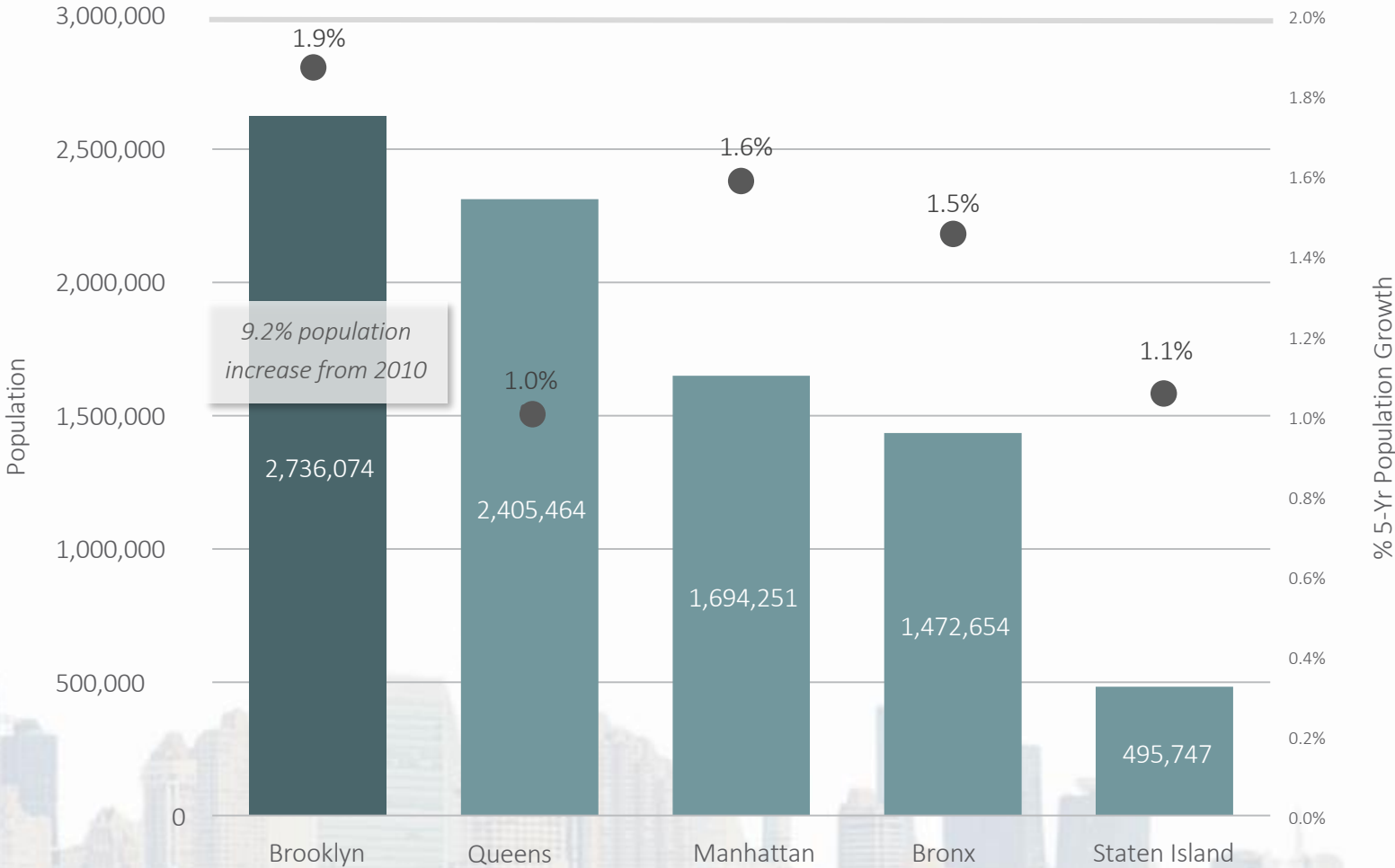
Brooklyn offers vibrant entertainment experiences, including the Brooklyn Historical Society, Barclays Center, New York Aquarium, Coney Island and more.

BROOKLYN'S RANK IN THE FIVE BOROUGHS

New York City, with over 8.4 million people, is divided into five boroughs.

Since 2010, the Brooklyn borough has seen their population swell by 9.2%; much higher than the forecasted 2.2%.

Brooklyn is the 7th most populated county in the nation with over 2.4 million people and the highest projected 5-year growth rate of 1.9%.



Source: Census.gov/popclock.



ENTERTAINMENT IN BROOKLYN

Brooklyn is the most populous and culturally diverse borough in the City of New York, covering 97 square miles; 71 square miles is land with a population over 2.4 million.

Located in the heart of Brooklyn, Brooklyn Museum boasts over 560,000 square feet of space and holds an art collection with roughly 1.5 million works. This museum is New York's third largest in physical size.

Situated in the heart of the borough, at the crossroads of Atlantic and Flatbush Avenues, Barclays Center is home to the professional sports team, the Brooklyn Nets. The center sets a new standard as the showcase venue for the world's most thrilling entertainment and sports events.

Brooklyn offers some of the most vibrant cultural experiences and events in the city and is home to over 700 arts and cultural institutions including the New York Transit Museum, Brooklyn Children's Museum, Brooklyn Historical Center, and more.

Sources: ESRI, U.S. Census Bureau: State and County QuickFacts, The New York Times and TimeOut New York

A FOODIE OASIS

Home to the landmark location of Junior's Cheesecake, a renowned New York City staple, Brooklyn's food scene encompasses the diverse nature of the city, serving as an incubator to award-winning restaurants.

Nathan's Famous Hot Dog Eating Contest is an annual competitive eating event held on July 4th in Coney Island, New York, a popular destination for rides, games and other attraction that draws million of visitors annually.

"New York is Home to the Most Award-Winning Food in the U.S."

-Hudson Valley Post, 2022

"New York's Top 10 Restaurants of 2021"

-NY Times, 2021

"Brooklyn Gets 8 Michelin Starred Spots and 37 on the Bib Gourmand List, Williamsburg Dominates"

-Bklyner, 2021

"Brooklyn receives recognition in "2020 James Beard Award Restaurant and Chef Semifinalists"

- Food and Wine, 2020





UNIVERSITIES & COLLEGES

20 universities and colleges, with a total student enrollment of 100,000+ students, call Brooklyn home and are located less than 10 miles from Kings Plaza.

Kingsborough Community College:

70-acre waterfront campus on Manhattan Beach is less than 5 miles from Kings Plaza. Annual student enrollment is 15,968 .

Brooklyn College:

Located less than 3 miles from Kings Plaza. Annual student enrollment is 17,410+.

New York City College of Technology:

The largest public baccalaureate college of technology in the Northeast is 7 miles from Kings Plaza. Annual student enrollment is over 17,282.

Long Island University:

The Brooklyn campus resides 7 miles from Kings Plaza. Annual student enrollment is 16,092.





PERFECTLY SITUATED

As the only enclosed regional shopping center in the borough of Brooklyn, Kings Plaza is convenient and easily accessible for drivers, pedestrian foot traffic and those arriving by public transportation. Ten (10) New York City bus lines stop immediately at the center's front doors making it the preferred shopping destination for urban shoppers.

Reaching the residents of Brooklyn means being right where they are. Located directly off Flatbush Avenue, Kings Plaza is easily accessible for drivers, pedestrian foot traffic, and those arriving by public transportation.

-  Kings Plaza
-  Flatbush Avenue
-  Primary Trade Area
-  Secondary Trade Area
-  Competitive Centers
-  Other Centers



DEMOGRAPHIC SNAPSHOT

	PRIMARY TRADE AREA	TOTAL TRADE AREA	MSA (NJ-NJ-PA)
2022 Population	896,597	2,478,181	20,224,976
Average Household Income	\$98,868	\$110,139	\$137,432
Median Age	39.0	36.8	39.3
Generation Z Population	196,856 22%	555,541 22.4%	4,389,914 21.7%
Millennial Population	223,921 25%	685,375 27.7%	5,119,903 25.3%
Total Employees	191,031	548,089	8,735,501
White Collar	220,472 56.6%	673,671 61.1%	6,206,912 62.8%
	1 MILE	2 MILES	3 MILES
Daytime Population	43,411	223,445	539,043

Source: ESRI 2022, ESRI forecasts for 2022 and 2026

ABUNDANCE OF AMENITIES



Critical Mass

Center trade area population of 2.4M, with most located in high-income neighborhoods



Shopping

Best-in-class retail: Adidas, H&M, Hollister, Macy's, Primark, Sephora ULTA, and Zara



Dining

Full-Service to fast casual dining, including everything from local eateries to national chains



Service Retail

Hair, Nails, Spa, Optical, Wireless Carriers and Tech at our shoppers' fingertips



Sustainability

Our centers generate 47.8M kWh of Clean Power annually



Cleanliness

Our centers meet the gold standard being Bureau Veritas SafeGuardCertified



WiFi Access

Available center-wide with ample seating areas and charging stations



Safety

24-hour onsite security across all properties





MADE FOR THE MARKET

Offering both first-to-market and celebrated national retailers, Kings Plaza provides shoppers an eclectic mix of shopping and dining.

★macy's

PRIMARK®



ZARA

Burlington

SEPHORA

H&M

ULTA
BEAUTY

A | X
ARMANI EXCHANGE

OLD NAVY

adidas



M·A·C

HOLLISTER
CALIFORNIA

VANS



MICHAEL KORS

Ashley
HOMESTORE

SHAKE SHACK



MAJOR RETAILERS INCLUDE:

BURLINGTON
MACY'S
PRIMARK
SEPHORA

ZARA
ASHLEY HOME STORE (OPENING SOON)
TARGET (OPENING SOON)
A|X ARMANI EXCHANGE

ABERCROMBIE & KIDS
CHASE BANK
CHIPOTLE MEXICAN GRILL
EXPRESS

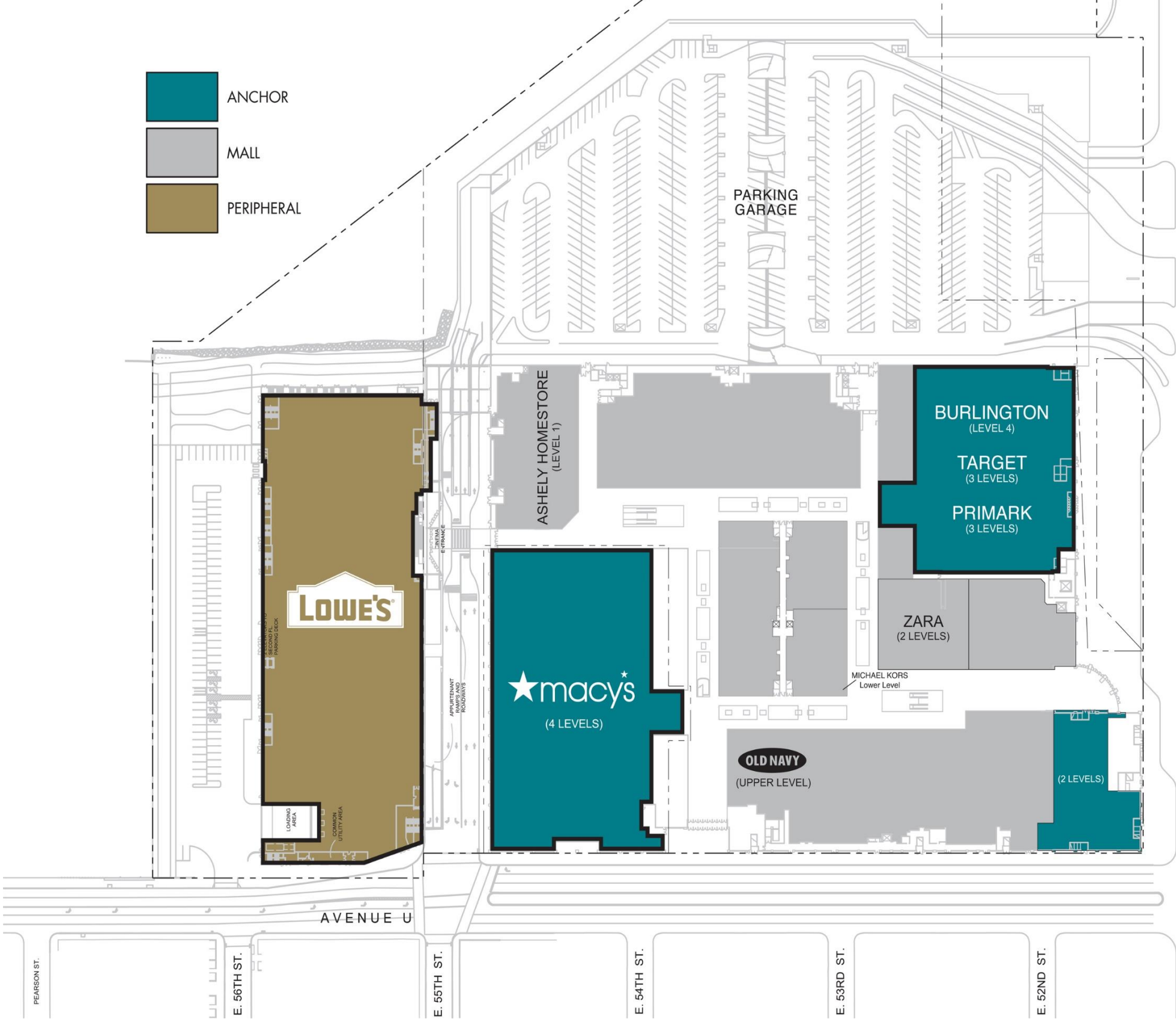
H&M
HOLLISTER CO.
KINGS PLAZA MARINA
LOWE'S

MICHAEL KORS
OLD NAVY
ULTA BEAUTY
VICTORIA'S SECRET

KINGS PLAZA AERIAL



SITE PLAN



A DYNAMIC CENTER



REVIVED FROM THE INSIDE OUT

Kings Plaza redefined 300,000 square feet of retail space, providing opportunity to bring its best concepts to the center. The \$100 million renovation completed in 2018 set the stage for a relaxed, modern atmosphere to serve the borough's dynamic urban community.

Exterior Renovation included:

- A refreshed exterior façade
- Complete roof replacement
- Extensive parking garage updates

Interior Renovation included:

- Updated interior lighting
- A brand-new common area
- New flooring throughout



Before



SEARS REIMAGINED

To revitalize the merchandising mix, the Sears building was re-envisioned for multiple best-in-class brands. At the center of the redeveloped building, is a four-story glass atrium, a new façade, exterior improvements and new entry with visual and vertical connections to all four levels.

The impactful redevelopment brought in market-leading retailers, including first-to-market Primark and Zara.

After



PRIMARK®

ZARA

Burlington

TARGET

VISION FOR BEST BUY

Transitioning from a shopping center to a town center, Kings Plaza will be elevated one step further in its merchandising with a repositioning of the Best Buy box in 2023.

The vision of the box will focus on further diversifying the tenant mix with up to 70,000 square feet over three levels, ideally positioned at the corner of Flatbush Ave and Ave U.





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