



BROADWAY PLAZA

WALNUT CREEK



THE PROPERTY

Nestled between the Napa Valley, Mt. Diablo and San Francisco's beautiful Bay, Walnut Creek reflects a rare lifestyle encompassing natural beauty and sophisticated living.

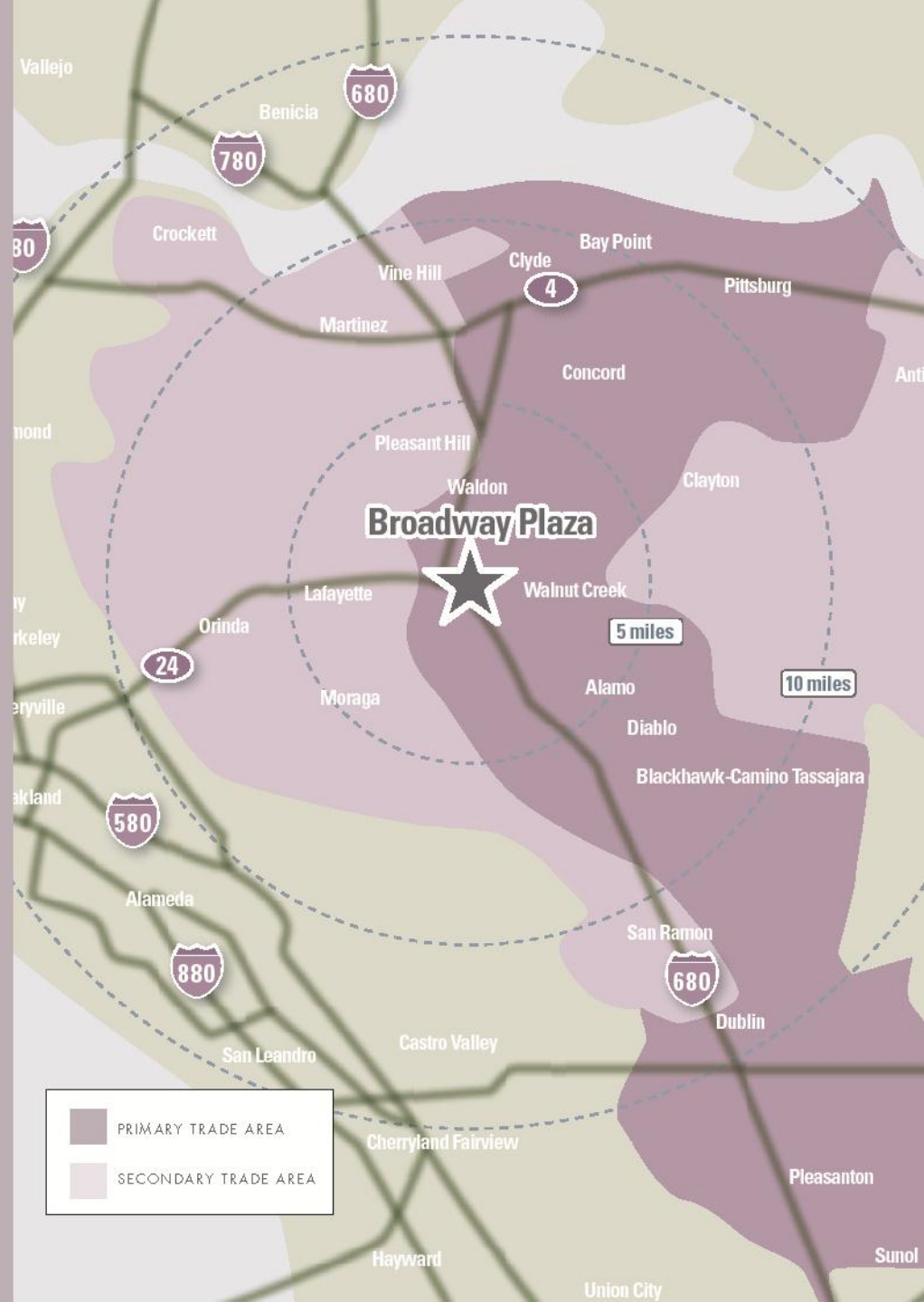


EXPANDED
TRADE AREA BY
30%

THE COLLECTION

With the addition of Neiman Marcus, the trade area of Broadway Plaza has increased over 30%. This expanded market includes the affluent areas of Piedmont, Montclair, Orinda, Lafayette, Moraga, Danville and Alamo.

Residents in the primary trade area have an average household income of \$122,792+, nearly 13% higher than the San Francisco MSA and 76% higher than the U.S. average.





THE SHOPPER

She's smart, authentic and open to inspiration. She's traveled the world, but she loves the Bay Area best. Because it's as lovely, sophisticated and one-of-a-kind as she is.

TRADE AREA DEMOGRAPHIC SNAPSHOT

42%
OF HOUSEHOLDS MAKE OVER \$100K

AVERAGE HOUSEHOLD INCOME OF \$122K
OVER MSA 13%
OVER THE US AVERAGE 76%

NEARLY $\frac{1}{4}$ OF ALL HOUSEHOLDS IN THE TRADE
AREA HAVE HIGH AFFLUENCE OF
\$150K



Neiman Marcus

THE COLLECTION





By welcoming the nation's only new Neiman Marcus in 2012, Broadway Plaza elevated its already impressive department store allure. Neiman Marcus opened its dramatic, light-filled store on the heels of Broadway Plaza's newly expanded Nordstrom, which in 2011 opted to increase its square footage dedicated to high-end fashion brands. A top-performing Macy's rounds out the department store mix.



THE STORY

The story of Broadway Plaza is as rarefied as the City of Walnut Creek, the picturesque enclave in Northern California's affluent East Bay that has been home to the shopping center for more than 60 years. Winding brick walkways and flower-filled pots and fountains make it hard to tell where the charming property ends and downtown begins.

THE VISION





Macerich is set to redefine

300,000 square feet of retail space to its premier East Bay property. The thoughtful expansion will preserve the property's considerable appeal while adding more opportunities for retailers to bring their best concepts to Broadway Plaza.







LUXURY
SHOPPING
WELCOMING
SPACES
GUEST
AMENITIES





SPLENDID

SPLENDID

NORDSTROM

SPLENDID



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