



BROADWAY PLAZA  
WALNUT CREEK, CA

## MARKET PROFILE 2020

**MAJOR RETAILERS** Amazon, Apple, Neiman Marcus, Nordstrom, Macy's, Crate & Barrel

**RESTAURANTS & ENTERTAINMENT** Boudin, Cocola Bakery, Heritage Eats, Nordstrom Marketplace Cafe,  
NM Cafe, PF Chang's China Bistro, True Food Kitchen

**PROPERTY TYPE** Open-air Regional Shopping Center | **TOTAL SQUARE FEET** 927,000 | **BUILT / RENOVATED** 1951 / 2014

**FOR MORE INFORMATION** 925-939-7601 | [Macerich.com](http://Macerich.com)



# DEMOGRAPHIC SUMMARY

POPULATION	PRIMARY TRADE AREA		TOTAL TRADE AREA		SAN FRANCISCO-OAKLAND-HAYWARD, CA [MSA]	
2019 Total Population	535,500		1,159,673		4,679,805	
2024 Total Population	557,966		1,214,820		4,868,302	
2019-2024 Population Growth	4.2%		4.8%		4.0%	
HOUSEHOLDS						
2019 Total Households	197,350		415,586		1,744,130	
2024 Total Households	205,001		433,286		1,810,356	
2019-2024 Household Growth	3.9%		4.3%		3.8%	
INCOME						
Average Household Income	\$159,070		\$152,096		\$147,168	
Median Household Income	\$109,178		\$110,288		\$105,595	
Per Capita Income	\$58,704		\$54,581		\$54,955	
HOUSEHOLD INCOME RANGES						
\$50,000 +	153,714	77.9%	326,580	78.6%	1,318,530	75.6%
\$75,000 +	129,912	65.8%	277,125	66.7%	1,114,338	63.9%
\$100,000 +	107,646	54.5%	230,793	55.5%	923,511	53.0%
\$150,000 +	72,026	36.5%	149,436	36.0%	602,577	34.5%
AGE						
Median Age	41.2		40.1		39.5	
EDUCATION / OCCUPATION						
Bachelor’s Degree Plus	198,455	52.9%	388,511	48.2%	1,650,703	49.4%
White Collar	190,206	72.5%	405,990	70.8%	1,737,208	69.5%
RACE / ETHNICITY						
White	323,716	60.5%	666,455	57.5%	2,248,796	48.1%
Black	24,550	4.6%	77,943	6.7%	341,995	7.3%
American Indian	2,439	0.5%	6,176	0.5%	24,583	0.5%
Asian	101,962	19.0%	227,974	19.7%	1,274,522	27.2%
Pacific Islander	2,414	0.5%	5,676	0.5%	33,599	0.7%
Other Race	80,419	15.0%	175,450	15.1%	756,310	16.2%
Hispanic or Latino	113,341	21.2%	243,480	21.0%	1,029,665	22.0%
Not Hispanic or Latino	422,159	78.8%	916,193	79.0%	3,650,140	78.0%
EMPLOYMENT / DAYTIME POPULATION						
	1 MILE		3 MILE		5 MILE	
Total Businesses	2,846		6,438		11,109	
Total Employees	27,652		60,613		94,304	
Daytime Population	37,900		118,957		209,775	



# TRADE AREA MAP

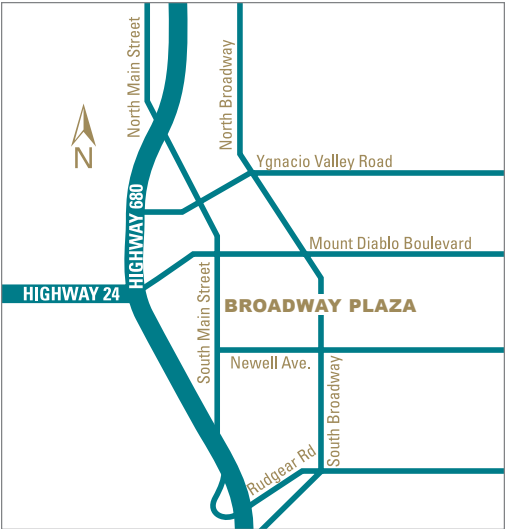


## LEGEND

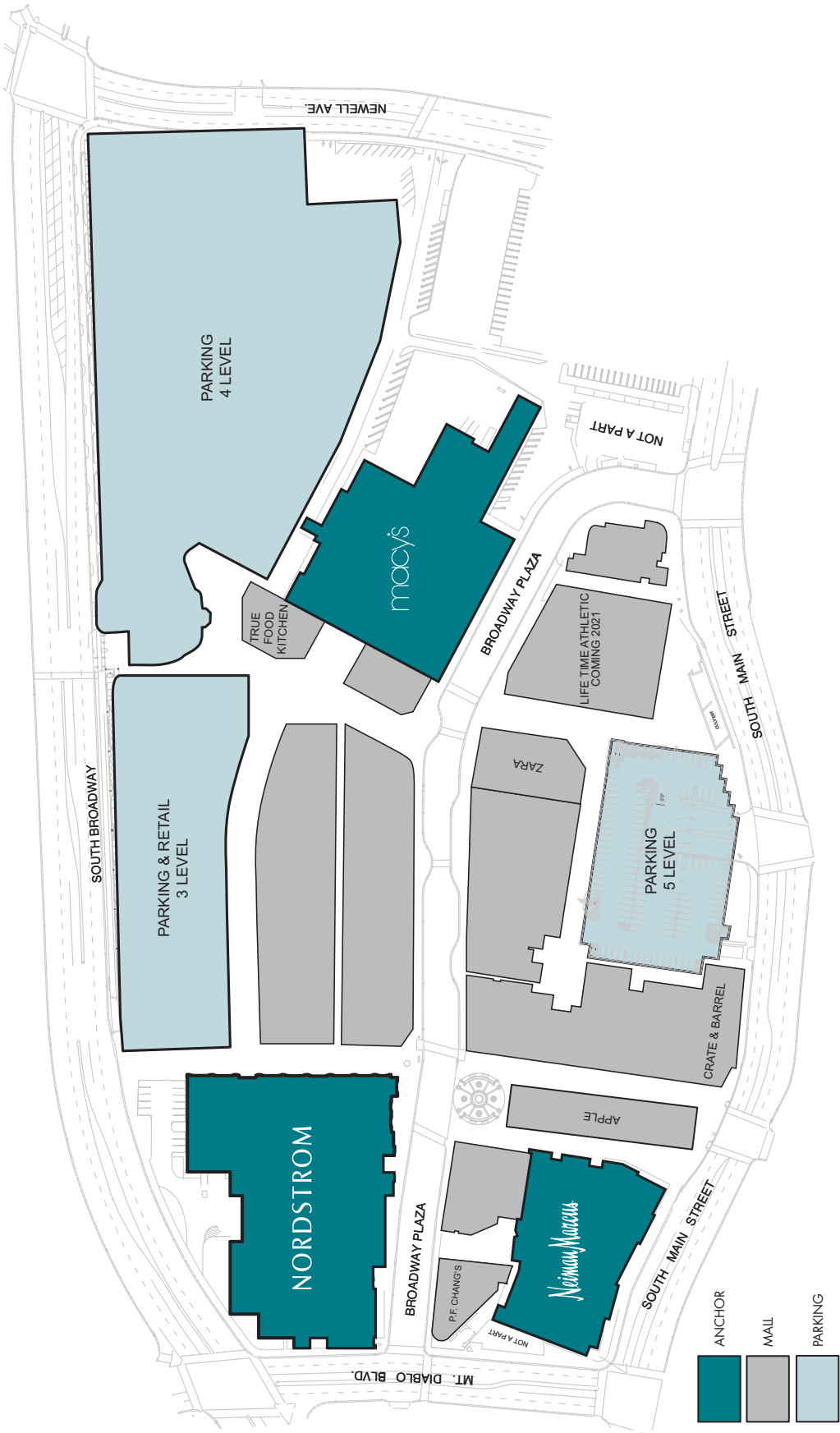
- ★ BROADWAY PLAZA
- PRIMARY TRADE AREA
- SECONDARY TRADE AREA
- COMPETITIVE CENTERS
- OTHER CENTERS



10% PCW



SITE PLAN



# MARKET FACT SHEET

RECENT REDEVELOPMENT  
BROUGHT NEW RETAIL  
TO BROADWAY PLAZA/  
WALNUT CREEK SHOPPING  
DISTRICT, WHICH IS  
COMPARABLE TO  
DOWNTOWN  
SAN FRANCISCO

WALNUT CREEK RANKED  
#9 OF 100 ON  
BEST PLACES TO LIVE  
(2019 NICHE)  
“WALKABLE”  
SCORE IS 85  
SAME AS SAN FRANCISCO  
AND NEW YORK

WELL-ESTABLISHED BAY  
AREA RETAIL BRANDS  
APPLE  
ATHLETA  
BANANA REPUBLIC  
BOUDIN BAKERY  
GAP  
OLD NAVY  
TESLA

A GROWING COMMUNITY:  
MORE THAN 20  
MULTI-FAMILY  
RESIDENTIAL PROJECTS  
WITH 1,500 UNITS  
RECENTLY OPENED,  
UNDER CONSTRUCTION  
OR PLANNED

MEDIUM HOME VALUE  
\$798,064  
IN WALNUT CREEK  
  
DAYTIME  
POPULATION  
OF 119,000  
WITHIN 3 MILES  
OF THE CENTER



WALNUT CREEK,  
THE JEWEL OF THE EAST BAY:  
AT THE FOOT OF MT. DIABLO  
MOUNTAINS, OFFERS EASY  
ACCESS TO MAJOR FREEWAYS  
AND WALNUT CREEK  
BART STATION, WHERE A  
NEW TRANSIT VILLAGE IS  
UNDER CONSTRUCTION

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



BRANDY MELVILLE  
ROOFTOP  
TELEFERIC  
BARCELONA  
VINEYARD VINES  
SLICE HOUSE  
TIFFANY  
VA DE VI

POTTERY BARN  
WILLIAM'S-SONOMA  
RESTORATION HARDWARE  
IL FORNAIO

CENTURY  
14 THEATRE

THE  
CHEESECAKE  
FACTORY

RUTH CHRIS  
STEAKHOUSE

CONTAINER STORE

BOJELHO STREET

GOTT'S  
ROADSIDE

ROSS

PACIFIC CATCH

CALIFORNIA PIZZA KITCHEN

THE AGORA AT SOUTH MAIN

KAISER  
PERMANENTE  
MEDICAL CENTER

ANTHROPOLOGIE

CAPITOL ONE CAFE

URBAN  
OUTFITTERS

VA DE VI

ANTHROPOLOGIE

NEIMAN MARCUS

APPLE

CRATE & BARREL

JOHNNY WAS

RITUALS

FREE PEOPLE

PELTON

AMAZON

ARITZIA

BANANA REPUBLIC

ZARA

LIFE TIME ATHLETIC  
COMING 2021

THE BROADWAY CLUB

CHASE

NEWELL STREET

SOUTH MAIN STREET

BROADWAY PLAZA STREET

NORDSTROM

LULULEMON

NESPRESSO

MADEWELL

TESLA

J CREW

INDUSTRIOUS

GAP

H&M

UNTUCKIT

STARBUCKS

BOUDIN

SOFT SURROUNDINGS

OLD NAVY

TOMMY BAHAMA

VICTORIA'S SECRET

SOULCYCLE

TRUE FOOD KITCHEN

COCOLA BAKERY

BONOBOS

MACY'S

MT. DIABLO BLVD

SOUTH BROADWAY



SAFeway

WELLS  
FARGO

WHOLE  
FOODS