



BROADWAY PLAZA  
WALNUT CREEK, CA

## MARKET PROFILE 2021

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

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

**PROPERTY TYPE** Open-air Regional Shopping Center | **TOTAL SQUARE FEET** 920,000 | **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]	
2020 Total Population		530,896		1,152,530		4,652,663	
2025 Total Population		548,659		1,196,444		4,803,464	
2020-2025 Population Growth		3.3%		3.8%		3.2%	
HOUSEHOLDS							
2020 Total Households		196,922		414,658		1,736,455	
2025 Total Households		203,397		429,247		1,790,346	
2020-2025 Household Growth		3.3%		3.5%		3.1%	
INCOME							
Average Household Income		\$165,452		\$159,043		\$155,377	
Median Household Income		\$116,072		\$116,569		\$110,994	
Per Capita Income		\$61,454		\$57,293		\$58,118	
HOUSEHOLD INCOME RANGES							
\$50,000 +		157,620	80.0%	334,332	80.6%	1,338,456	77.1%
\$75,000 +		135,538	68.8%	287,374	69.3%	1,139,198	65.6%
\$100,000 +		113,675	57.7%	242,170	58.4%	957,363	55.1%
\$150,000 +		76,895	39.0%	160,588	38.7%	654,744	37.7%
AGE							
Median Age		41.2		40.1		39.6	
EDUCATION / OCCUPATION							
Bachelor’s Degree Plus		201,235	54.1%	392,894	49.0%	1,679,229	50.6%
White Collar		173,544	73.8%	369,958	72.1%	1,590,629	71.0%
RACE / ETHNICITY							
White		317,805	59.9%	655,668	56.9%	2,214,965	47.6%
Black		24,375	4.6%	77,369	6.7%	337,495	7.3%
American Indian		2,415	0.5%	6,215	0.5%	24,454	0.5%
Asian		103,695	19.5%	231,790	20.1%	1,288,448	27.7%
Pacific Islander		2,361	0.4%	5,617	0.5%	32,950	0.7%
Other Race		80,243	15.1%	175,870	15.3%	754,351	16.2%
Hispanic or Latino		112,911	21.3%	243,983	21.2%	1,022,039	22.0%
Not Hispanic or Latino		417,985	78.7%	908,548	78.8%	3,630,624	78.0%
EMPLOYMENT / DAYTIME POPULATION		1 MILE		3 MILE		5 MILE	
Total Businesses		2,768		6,416		11,106	
Total Employees		26,111		57,897		90,294	
Daytime Population		27,561		112,096		210,943	



# TRADE AREA MAP

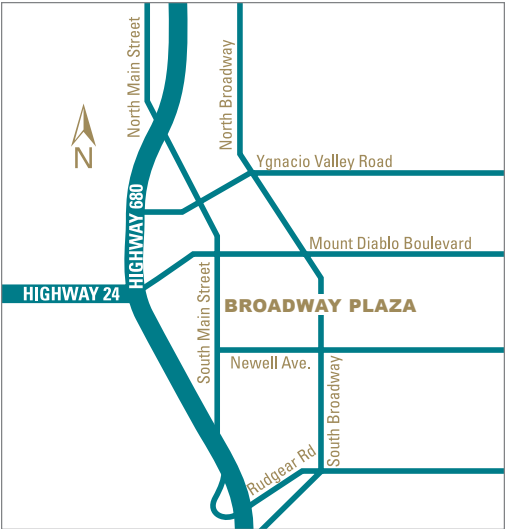


## LEGEND

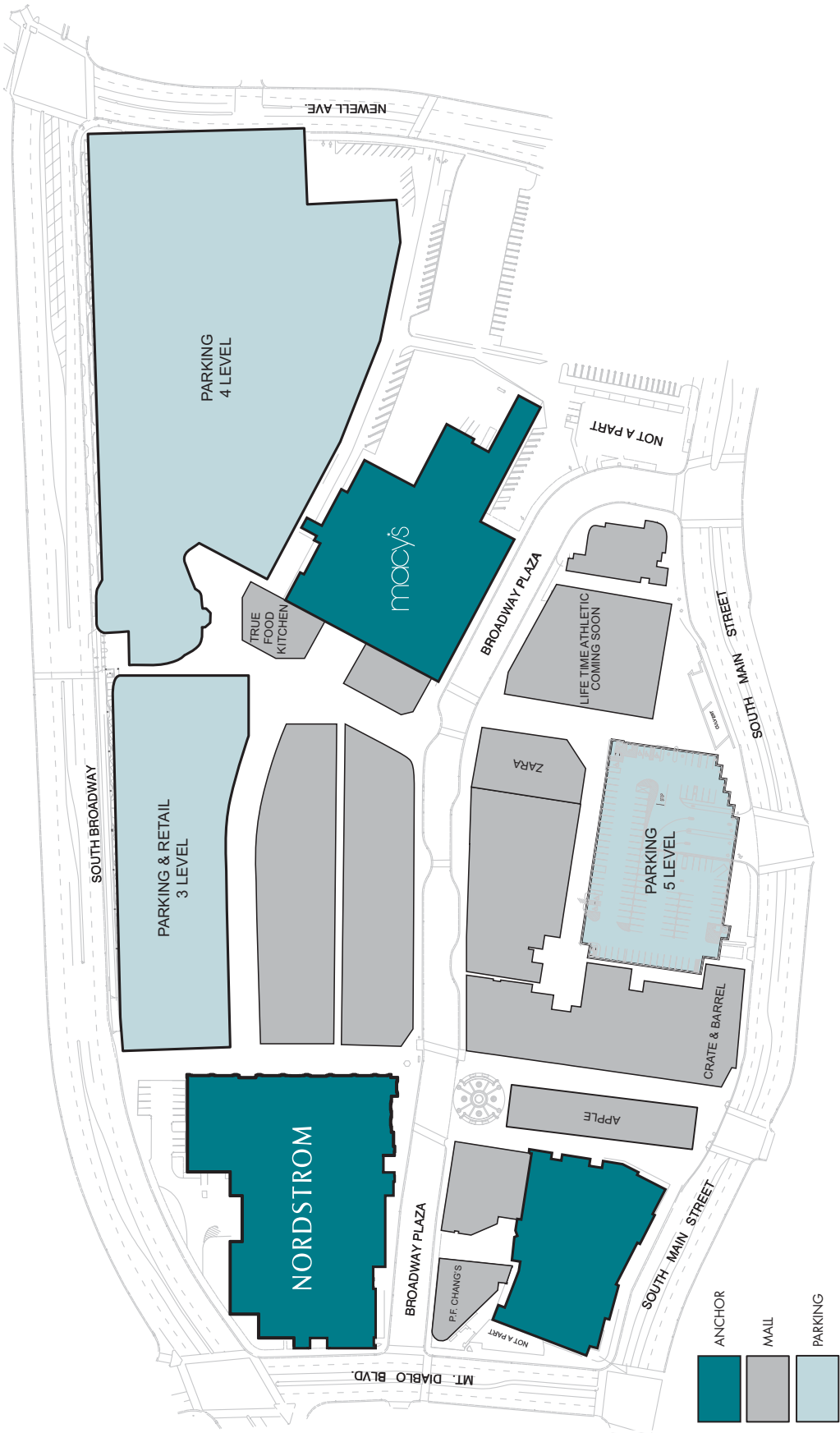
- ★ BROADWAY PLAZA
- PRIMARY TRADE AREA
- SECONDARY TRADE AREA
- COMPETITIVE CENTERS
- OTHER CENTERS



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  
#8 OF 100 ON  
BEST PLACES TO LIVE  
(2020 NICHE)  
“WALKABLE”  
SCORE IS 85  
SAME AS SAN FRANCISCO  
AND NEW YORK

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

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

MEDIAN HOME VALUE  
\$942,848  
IN WALNUT CREEK  
(ZILLOW)

DAYTIME  
POPULATION  
OF 112,096  
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 IN WALNUT CREEK

THE CITY OF WALNUT CREEK MANAGES MORE THAN 3,000 ACRES OF  
OPEN SPACE AND OVER SEVEN MILES OF NEIGHBORHOOD TRAILS





# BROADWAY PLAZA



NORTH

- |   |                |    |             |    |             |    |                                  |
|---|----------------|----|-------------|----|-------------|----|----------------------------------|
| 1 | MACY'S         | 6  | FREE PEOPLE | 11 | LULULEMON   | 16 | UNTUCKIT                         |
| 2 | NORDSTROM      | 7  | PELTON      | 12 | NESPRESSO   | 17 | BOUDIN                           |
| 3 | APPLE          | 8  | AMAZON      | 13 | TESLA       | 18 | SOULCYCLE                        |
| 4 | CRATE & BARREL | 9  | ARITZIA     | 14 | ARHAUS      | 19 | TRUE FOOD KITCHEN                |
| 5 | SEPHORA        | 10 | ZARA        | 15 | INDUSTRIOUS | 20 | LIFE TIME ATHLETIC (COMING SOON) |

