



BROADWAY PLAZA
WALNUT CREEK, CA

MARKET PROFILE 2022

MAJOR RETAILERS Apple, 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 990,000 | BUILT / RENOVATED 1951 / 2014

FOR MORE INFORMATION 925-939-7601 | Macerich.com








DEMOGRAPHIC SUMMARY

POPULATION		PRIMARY TRADE AREA		TOTAL TRADE AREA		SAN FRANCISCO-OAKLAND-HAYWARD, CA [MSA]	
2021 Total Population		523,882		1,142,542		4,641,032	
2026 Total Population		540,350		1,183,383		4,789,448	
2021-2026 Population Growth		3.1%		3.6%		3.2%	
HOUSEHOLDS							
2021 Total Households		195,089		412,542		1,735,591	
2026 Total Households		201,368		426,517		1,790,031	
2021-2026 Household Growth		3.2%		3.4%		3.1%	
INCOME							
Average Household Income		\$175,377		\$164,969		\$158,125	
Median Household Income		\$123,272		\$120,754		\$112,557	
Per Capita Income		\$65,398		\$59,635		\$59,204	
HOUSEHOLD INCOME RANGES							
\$50,000 +		156,408	80.2%	331,561	80.4%	1,331,724	76.7%
\$75,000 +		134,382	68.9%	284,949	69.1%	1,130,355	65.1%
\$100,000 +		114,810	58.9%	242,235	58.7%	959,904	55.3%
\$150,000 +		83,718	42.9%	171,460	41.6%	679,258	39.1%
AGE							
Median Age		41.5		40.4		39.8	
EDUCATION / OCCUPATION							
Bachelor’s Degree Plus		203,333	55.1%	399,717	50.1%	1,725,062	51.8%
White Collar		189,658	75.8%	405,002	73.9%	1,758,920	73.1%
RACE / ETHNICITY							
White		310,915	59.3%	644,062	56.4%	2,188,423	47.2%
Black		24,171	4.6%	76,820	6.7%	335,656	7.2%
American Indian		2,373	0.5%	6,120	0.5%	24,231	0.5%
Asian		104,097	19.9%	233,738	20.5%	1,304,171	28.1%
Pacific Islander		2,391	0.5%	5,704	0.5%	32,909	0.7%
Other Race		79,935	15.3%	176,098	15.4%	755,642	16.3%
Hispanic or Latino		112,354	21.4%	244,125	21.4%	1,019,735	22.0%
Not Hispanic or Latino		411,528	78.6%	898,416	78.6%	3,621,297	78.0%
EMPLOYMENT / DAYTIME POPULATION		1 MILE		3 MILE		5 MILE	
Total Businesses		2,714		6,298		10,919	
Total Employees		27,250		61,827		94,911	
Daytime Population		28,141		113,380		210,963	

TRADE AREA MAP



LEGEND

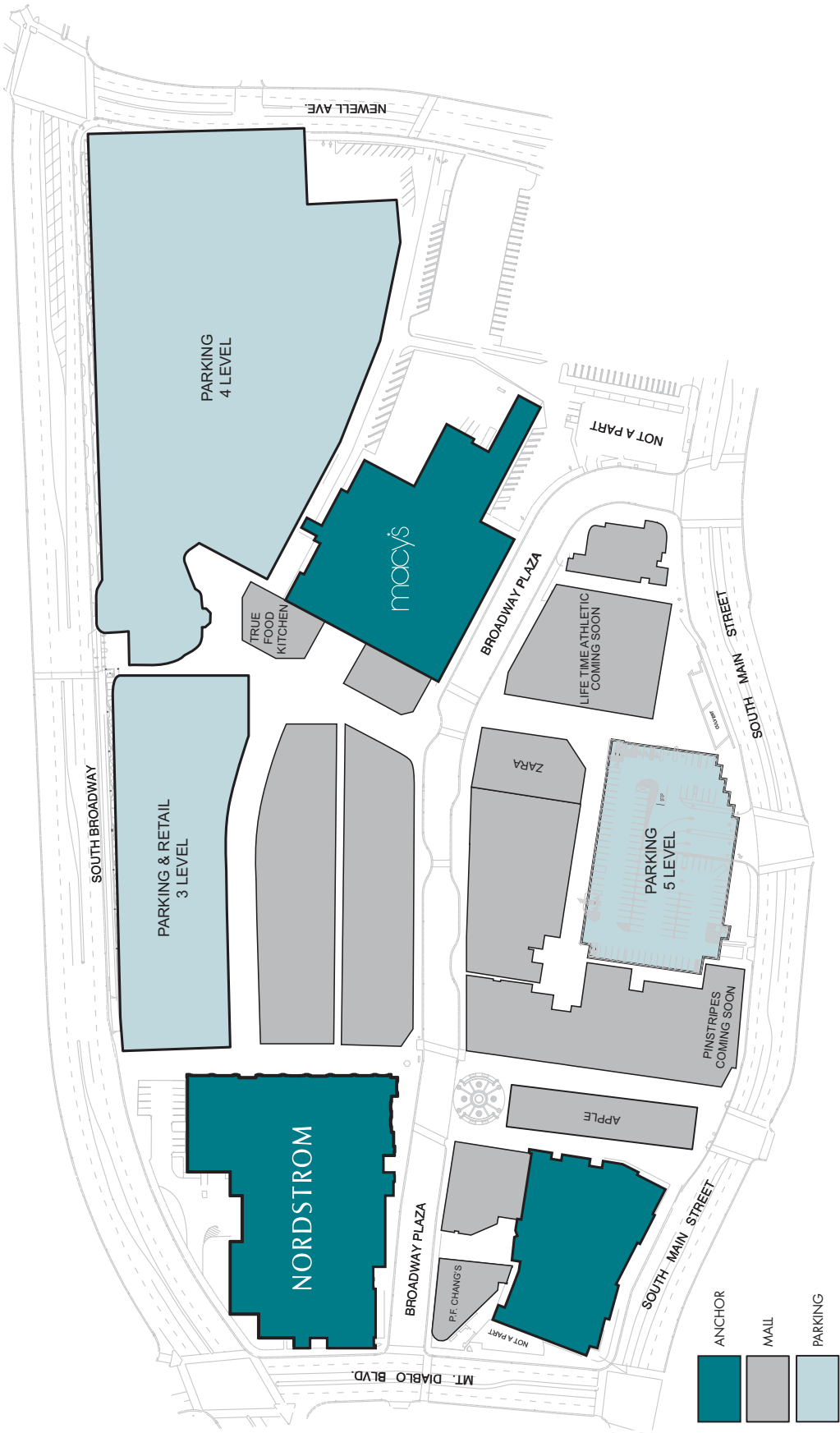
-  BROADWAY PLAZA
-  PRIMARY TRADE AREA
-  SECONDARY TRADE AREA
-  COMPETITIVE CENTERS
-  OTHER CENTERS



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
#10 OF 100 ON
BEST CITIES TO LIVE
(2021 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

TYPICAL HOME VALUE
\$1,153,872
IN WALNUT CREEK
(ZILLOW)

DAYTIME
POPULATION
OF 113,380
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 7 MILES OF NEIGHBORHOOD TRAILS



BROADWAY PLAZA

MAJOR RETAILERS INCLUDE:

MACY'S	INDUSTRIOUS	TESLA	KENDRA SCOTT	SOULCYCLE
NORDSTROM	LIFE TIME (OPENING 2023)	ZARA	NESPRESSO	THIRD LOVE
APPLE	LULULEMON	ARITZIA	PELTON	TRAVISMATHEW
ARHAUS	PINSTRIPES (OPENING 2023)	FREE PEOPLE	SEPHORA	TRUE FOOD KITCHEN



NORTH

