



BROADWAY PLAZA
WALNUT CREEK, CA

MARKET PROFILE 2023

MAJOR RETAILERS Apple, Macy's, Nordstrom

RESTAURANTS & ENTERTAINMENT Boudin, Cocola Bakery, Nordstrom Marketplace Cafe, True Food Kitchen

PROPERTY TYPE Open-air Regional Shopping Center | TOTAL SQUARE FEET 995,000 | BUILT / RENOVATED 1951 / 2014

FOR MORE INFORMATION 925-939-7601 | [Macerich.com](https://www.macerich.com)



DEMOGRAPHIC SUMMARY

POPULATION	PRIMARY TRADE AREA		TOTAL TRADE AREA		SAN FRANCISCO-OAKLAND-BERKELEY, CA [MSA]	
2022 Total Population	548,444		1,198,940		4,804,901	
2027 Total Population	554,447		1,206,361		4,728,257	
2022-2027 Population Growth	1.1%		0.6%		-1.6%	
HOUSEHOLDS						
2022 Total Households	199,480		425,309		1,761,113	
2027 Total Households	201,070		426,174		1,739,624	
2022-2027 Household Growth	0.8%		0.2%		-1.2%	
INCOME						
Average Household Income	\$193,871		\$184,506		\$179,241	
Median Household Income	\$133,904		\$133,410		\$126,901	
Per Capita Income	\$70,535		\$65,445		\$65,806	
HOUSEHOLD INCOME RANGES						
\$50,000 +	167,812	84.1%	358,495	84.3%	1,423,920	80.9%
\$75,000 +	147,848	74.1%	316,590	74.4%	1,245,234	70.7%
\$100,000 +	126,042	63.2%	271,512	63.8%	1,075,263	61.1%
\$150,000 +	91,064	45.7%	192,543	45.3%	765,340	43.5%
AGE						
Median Age	41.5		40.3		39.8	
EDUCATION / OCCUPATION						
Bachelor’s Degree Plus	222,059	59.6%	440,794	54.1%	1,859,958	55.7%
White Collar	192,163	72.8%	408,401	70.0%	1,765,611	69.5%
RACE/ETHNICITY						
White	268,946	49.0%	542,227	45.2%	1,847,136	38.4%
Black/African American	26,061	4.8%	84,953	7.1%	334,147	7.0%
American Indian	4,142	0.8%	9,925	0.8%	50,833	1.1%
Asian	117,860	21.5%	277,374	23.1%	1,360,625	28.3%
Pacific Islander	2,303	0.4%	6,195	0.5%	33,900	0.7%
Other Race	129,131	23.5%	278,265	23.2%	1,178,260	24.5%
Hispanic or Latino	116,641	21.3%	254,557	21.2%	1,094,364	22.8%
Not Hispanic or Latino	431,802	78.7%	944,383	78.8%	3,710,537	77.2%
EMPLOYMENT / DAYTIME POPULATION						
1 MILE						
3 MILE						
5 MILE						
Total Businesses	2,806		6,607		11,443	
Total Employees	25,915		61,121		96,563	
Daytime Population	31,787		118,734		216,690	

TRADE AREA MAP

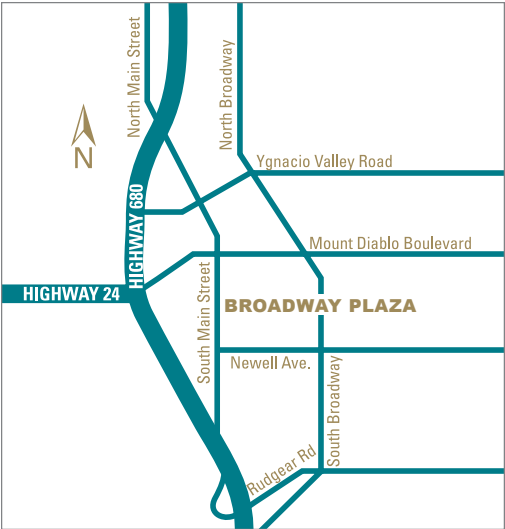


LEGEND

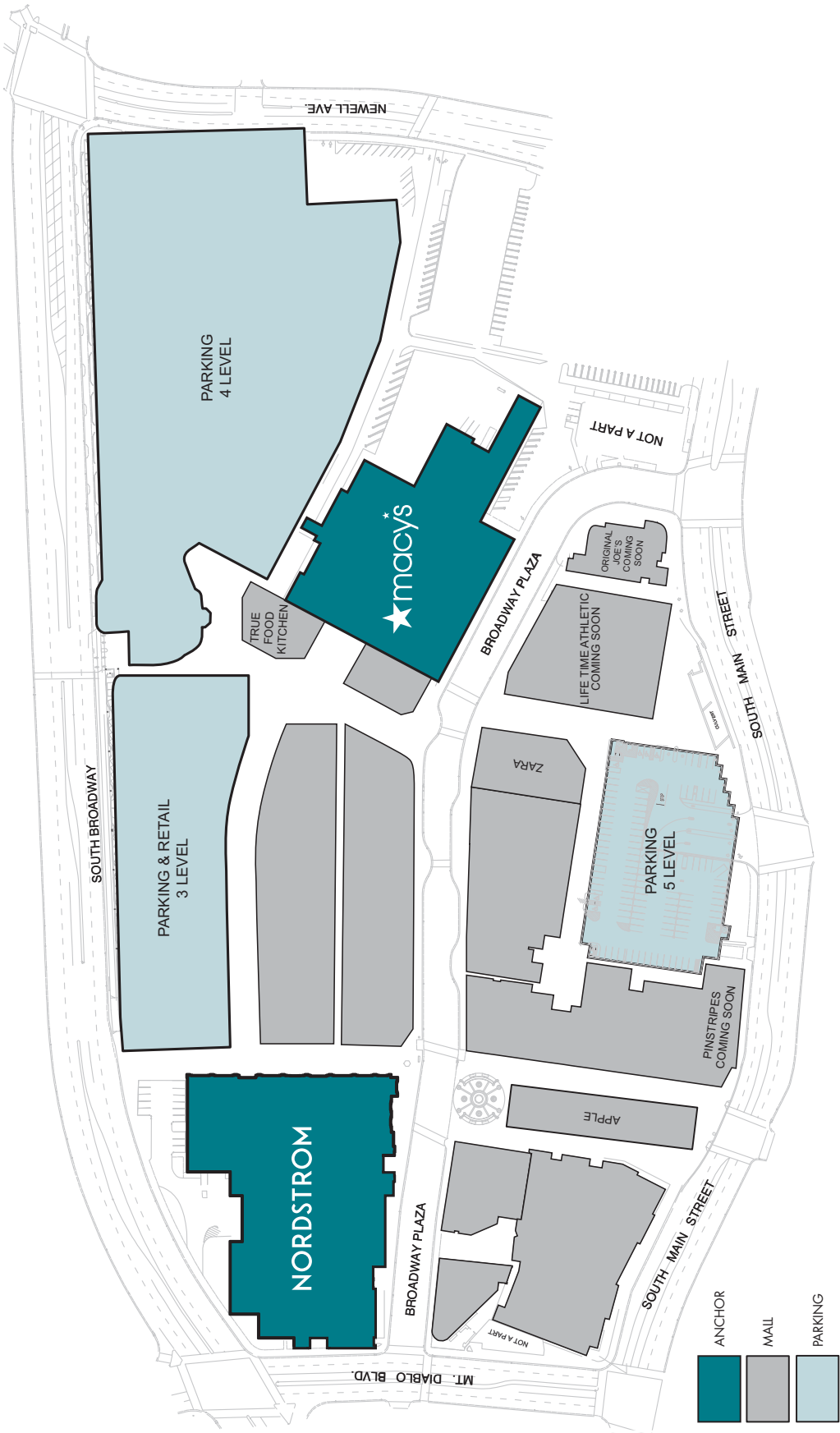
- ★ BROADWAY PLAZA
- PRIMARY TRADE AREA
- SECONDARY TRADE AREA
- COMPETITIVE CENTERS
- OTHER CENTERS



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 CITIES TO LIVE
(NICHE, 2022)
“WALKABLE”
SCORE IS 85
SAME AS SAN FRANCISCO
AND NEW YORK

WELL-ESTABLISHED BAY
AREA RETAIL BRANDS
ALLBIRDS
APPLE
ATHLETA
BANANA REPUBLIC
BOUDIN BAKERY
BRILLIANT EARTH
CHOLITO LINDO
MADISON REED
OLD NAVY
ORIGINAL JOE'S
PADIS JEWELRY
SEE'S CANDIES
TESLA
THIRD LOVE

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

TYPICAL HOME VALUE
\$1,169,678
IN WALNUT CREEK
(ZILLOW)

DAYTIME
POPULATION
OF 118,700
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	CHANEL FRAGRANCE & BEAUTY	SOULCYCLE
NORDSTROM	LIFE TIME (OPENING 2023)	ZARA	LOUIS VUITTON	THIRD LOVE
APPLE	LULULEMON	ALO YOGA	NESPRESSO	TRAVISMATHEW
ARHAUS	PINSTRIPES (OPENING 2023)	ARITZIA	SEPHORA	TRUE FOOD KITCHEN



NORTH

