



BROADWAY PLAZA  
WALNUT CREEK, CA

## MARKET PROFILE 2025

**MAJOR RETAILERS** Apple, Life Time Walnut Creek, Macy's, Nordstrom

**RESTAURANTS & ENTERTAINMENT** Boudin, Cholita Linda, Nordstrom Marketplace Cafe,  
Original Joe's, Pinstripes, Sipeos, True Food Kitchen

**COMING SOON** RH Gallery

**PROPERTY TYPE** Open-air Regional Shopping Center | **TOTAL SQUARE FEET** 996,000 | **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-BERKELEY, CA MSA	
2024 Total Population	569,624		1,237,449		4,746,767	
2029 Total Population	573,144		1,253,581		4,823,117	
% Population Change 2024 to 2029	0.6%		1.3%		1.6%	
HOUSEHOLDS						
2024 Total Households	208,823		437,582		1,741,672	
2029 Total Households	208,729		439,801		1,756,484	
% Household Change 2024 to 2029	0.0%		0.5%		0.9%	
INCOME						
Average Household Income	\$192,431		\$194,234		\$189,425	
Median Household Income	\$138,553		\$142,248		\$134,234	
Per Capita Income	\$70,502		\$68,667		\$69,660	
HOUSEHOLD INCOME RANGES						
Household Income \$50,000 +	171,779	82.3%	363,242	83.0%	1,411,865	81.1%
Household Income \$75,000 +	154,520	74.0%	325,572	74.4%	1,246,671	71.6%
Household Income \$100,000 +	134,105	64.2%	283,720	64.8%	1,073,471	61.6%
Household Income \$150,000 +	98,239	47.0%	210,396	48.1%	804,754	46.2%
AGE						
Median Age	42.0		41.1		39.8	
EDUCATION / OCCUPATION						
Bachelor's Degree +	223,893	55.2%	465,386	53.5%	1,916,127	55.3%
White Collar	205,721	72.6%	446,639	72.5%	1,866,092	72.5%
RACE/ETHNICITY						
White	271,046	47.6%	540,508	43.7%	1,754,273	37.0%
Black	27,222	4.8%	85,464	6.9%	326,484	6.9%
American Indian	4,530	0.8%	10,439	0.8%	50,605	1.1%
Asian	123,569	21.7%	296,623	24.0%	1,386,834	29.2%
Pacific Islander	2,495	0.4%	6,470	0.5%	33,879	0.7%
Other Race	66,275	11.6%	135,064	10.9%	625,241	13.2%
2 + Races	74,487	13.1%	162,881	13.2%	569,451	12.0%
Hispanic Population	130,076	22.8%	277,606	22.4%	1,122,134	23.6%
EMPLOYMENT / DAYTIME POPULATION						
	1 MILE		3 MILE		5 MILE	
Total Businesses	2,826		6,654		11,572	
Total Employees	26,153		64,215		101,139	
Total Daytime Population	33,762		123,517		220,528	

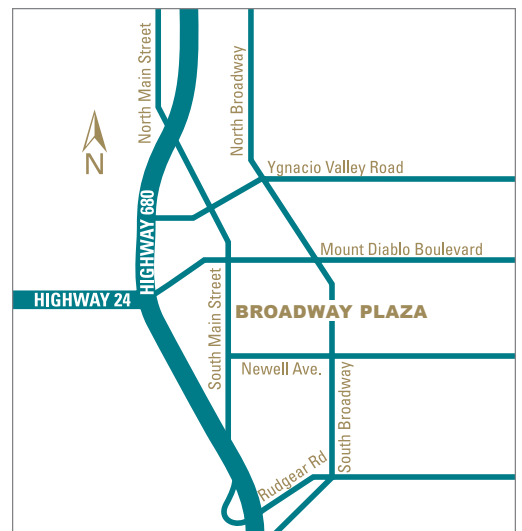


# TRADE AREA MAP



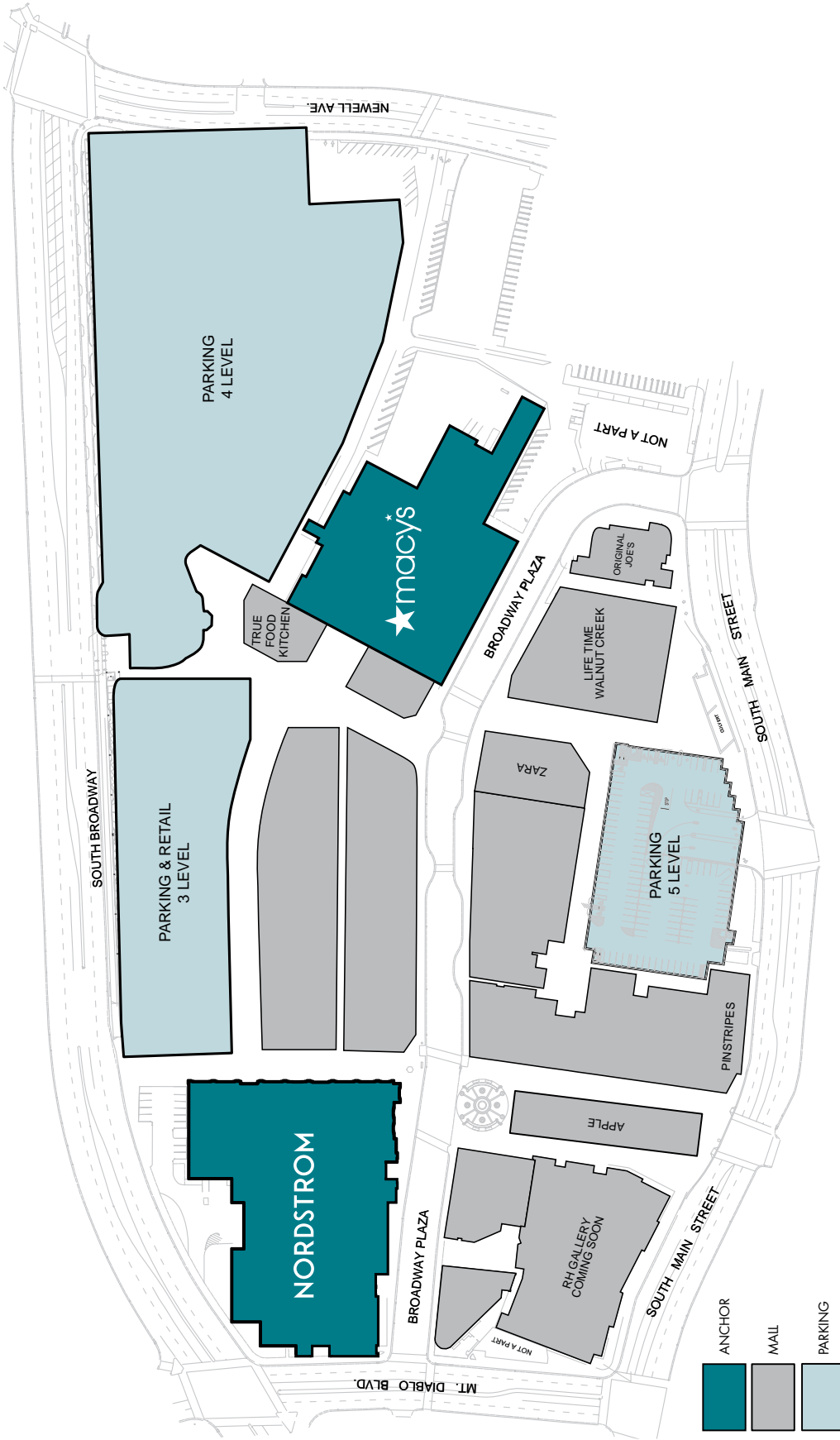
## LEGEND

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



10% PCW

# SITE PLAN



# AT A GLANCE

## CENTER INFORMATION

Located in the heart of Walnut Creek, one of Northern California's most thriving communities, Broadway Plaza is a premier open-air shopping destination offering a dynamic mix of top retailers, dining and lifestyle experiences.

### GROWING COMMUNITY

MORE THAN 20 MULTI-FAMILY RESIDENTIAL PROJECTS RECENTLY OPENED, UNDER CONSTRUCTION OR PLANNED

### A+ OVERALL GRADE

WALNUT CREEK IS **RANKED #3 IN BEST PLACES TO LIVE** IN CONTRA COSTA COUNTY (NICHE, 2024)

### AFFLUENT MARKET

THE AVERAGE WALNUT CREEK HOME VALUE IS **\$1.1M** (ZILLOW, 2025)

## MARKET INFORMATION

- **WALNUT CREEK HAS 2.5 M SQ. FT.** of shopping, dining and regional arts
- **2.7 M SQ. FT.** of professional offices in Walnut Creek
- The city has a walkable score of 85, the same as San Francisco and New York

## OTHER FACTS

- Broadway Plaza is home to **WELL-ESTABLISHED BAY AREA BRANDS** including Allbirds, Apple, Athleta, Boudin Bakery, Brilliant Earth, Cholita Linda, Madison Reed, Original Joe's, Padis Jewelry, See's Candies, Sipeos, Tesla, Third Love
- Industrious, Life Time Walnut Creek and Pinstripes elevate Broadway Plaza's **WORK-PLAY EXPERIENCE**

## ECONOMIC DRIVERS

- The *2022 Walnut Creek Retail Strategy Study* names downtown Walnut Creek the **TOP SHOPPING AND DINING DESTINATION** in the East Bay
- A diverse economy fuels Walnut Creek and drives growth, with healthcare, auto and a vibrant retail and dining scene
- Walnut Creek **RANKS 17TH FOR STARTING A BUSINESS**, blending innovation, major employers and thriving small businesses (*City of Walnut Creek*)
- Walnut Creek's **BART TRANSIT HUB** offers transit-friendly office space and housing, ensuring regional accessibility
- The **LESHER CENTER FOR THE ARTS** and **SHADELANDS SPORTSMALL** enhance Walnut Creek's cultural and recreational appeal
- Daytime population of 124K within 3 miles of the center
- Over 6,600 businesses within 3 miles of the center





BROADWAY PLAZA

MAJOR RETAILERS INCLUDE:

- MACY'S
- NORDSTROM
- APPLE
- ARHAUS
- INDUSTRIOUS
- LIFE TIME WALNUT CREEK
- LULULEMON
- ORIGINAL JOE'S
- PINSTRIPES
- TESLA
- ZARA
- ALO YOGA
- CHANEL FRAGRANCE & BEAUTY
- NESPRESSO
- SEPHORA
- SOULCYCLE
- THIRD LOVE
- TRAVISMATHEW
- TRUE FOOD KITCHEN
- VUORI



WARBY PARKER

SHAKE SHACK

LOGUST STREET

CENTURY 14 THEATRE

THE CHEESECAKE FACTORY

URBAN OUTFITTERS

VANS

VA DE VI

TIFFANY

CONTAINER STORE

BOTELHO DRIVE

BH WOOD-FIRED GRILL

VA DE VI

TIFFANY

CAPITAL ONE CAFE

ANTHROPOLOGIE

PINSTRIPES

APPLE

ZARA

RH

ROOFTOP

TELEFERIC BARCELONA

VINEYARD VINES

IL FORNAIO

RESTORATION HARDWARE

POTTERY BARN

WILLIAMS SONOMA

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SOUTH BROADWAY

MT. DIABLO BLVD

NORDSTROM

ARHAUS

INDUSTRIOUS

TESLA

macy's

LIFE TIME

Original Joe's

COOPERAGE

CHASE

NEWELL AVENUE

PACIFIC CATCH

THE AGORA AT SOUTH MAIN

SOUTH MAIN STREET

KAISER PERMANENTE MEDICAL CENTER

WHOLE FOODS