



KINGS PLAZA
BROOKLYN

BROOKLYN, NY

MARKET PROFILE 2020

MAJOR RETAILERS Abercrombie Kids, Adidas, A|X Armani Exchange, Best Buy, Burlington, Express, H&M, Hollister, JCPenney, Lowe's, Macy's, Michael Kors, Old Navy, Primark, ULTA Beauty, ZARA

RESTAURANTS & ENTERTAINMENT Chipotle, McDonald's, Megumi of Japan, Sbarro, Subway, Yong Kang Street

PROPERTY TYPE Super-regional | **TOTAL SQUARE FEET** 1,137,000 | **BUILT / RENOVATED** 1970 / 1999 / 2009 / 2014

FOR MORE INFORMATION 718-253-6844 | Macerich.com



DEMOGRAPHIC SUMMARY

POPULATION	PRIMARY TRADE AREA		TOTAL TRADE AREA		NEW YORK-NEWARK-JERSEY CITY, NY-NJ-PA [MSA]	
2019 Total Population	875,210		2,410,932		20,425,856	
2024 Total Population	888,931		2,474,525		20,829,632	
2019-2024 Population Growth	1.6%		2.6%		2.0%	
HOUSEHOLDS						
2019 Total Households	315,179		871,962		7,426,240	
2024 Total Households	319,070		892,460		7,560,182	
2019-2024 Household Growth	1.2%		2.4%		1.8%	
INCOME						
Average Household Income	\$82,076		\$88,379		\$114,223	
Median Household Income	\$56,669		\$56,922		\$77,678	
Per Capita Income	\$29,656		\$32,059		\$41,630	
HOUSEHOLD INCOME RANGES						
\$50,000 +	173,594	55.1%	479,648	55.0%	4,882,312	65.7%
\$75,000 +	126,908	40.3%	355,846	40.8%	3,828,976	51.6%
\$100,000 +	89,513	28.4%	259,203	29.7%	2,975,773	40.1%
\$150,000 +	44,320	14.1%	139,766	16.0%	1,754,724	23.6%
AGE						
Median Age	38.3		36.2		38.9	
EDUCATION / OCCUPATION						
Bachelor’s Degree Plus	198,960	32.9%	575,563	35.1%	5,757,475	40.4%
White Collar	220,644	57.2%	652,248	60.0%	6,586,802	64.8%
RACE / ETHNICITY						
White	329,892	37.7%	965,706	40.1%	11,501,831	56.3%
Black	390,055	44.6%	825,869	34.3%	3,564,031	17.4%
American Indian	2,960	0.3%	11,428	0.5%	100,233	0.5%
Asian	88,335	10.1%	331,023	13.7%	2,389,076	11.7%
Pacific Islander	226	0.0%	1,008	0.0%	10,042	0.0%
Other Race	63,742	7.3%	275,898	11.4%	2,860,643	14.0%
Hispanic or Latino	94,791	10.8%	434,942	18.0%	5,170,116	25.3%
Not Hispanic or Latino	780,419	89.2%	1,975,989	82.0%	15,255,740	74.7%
EMPLOYMENT / DAYTIME POPULATION						
	1 MILE		2 MILE		3 MILE	
Total Businesses	1,430		6,028		15,738	
Total Employees	11,693		53,747		121,433	
Daytime Population	41,489		212,676		498,959	

TRADE AREA MAP



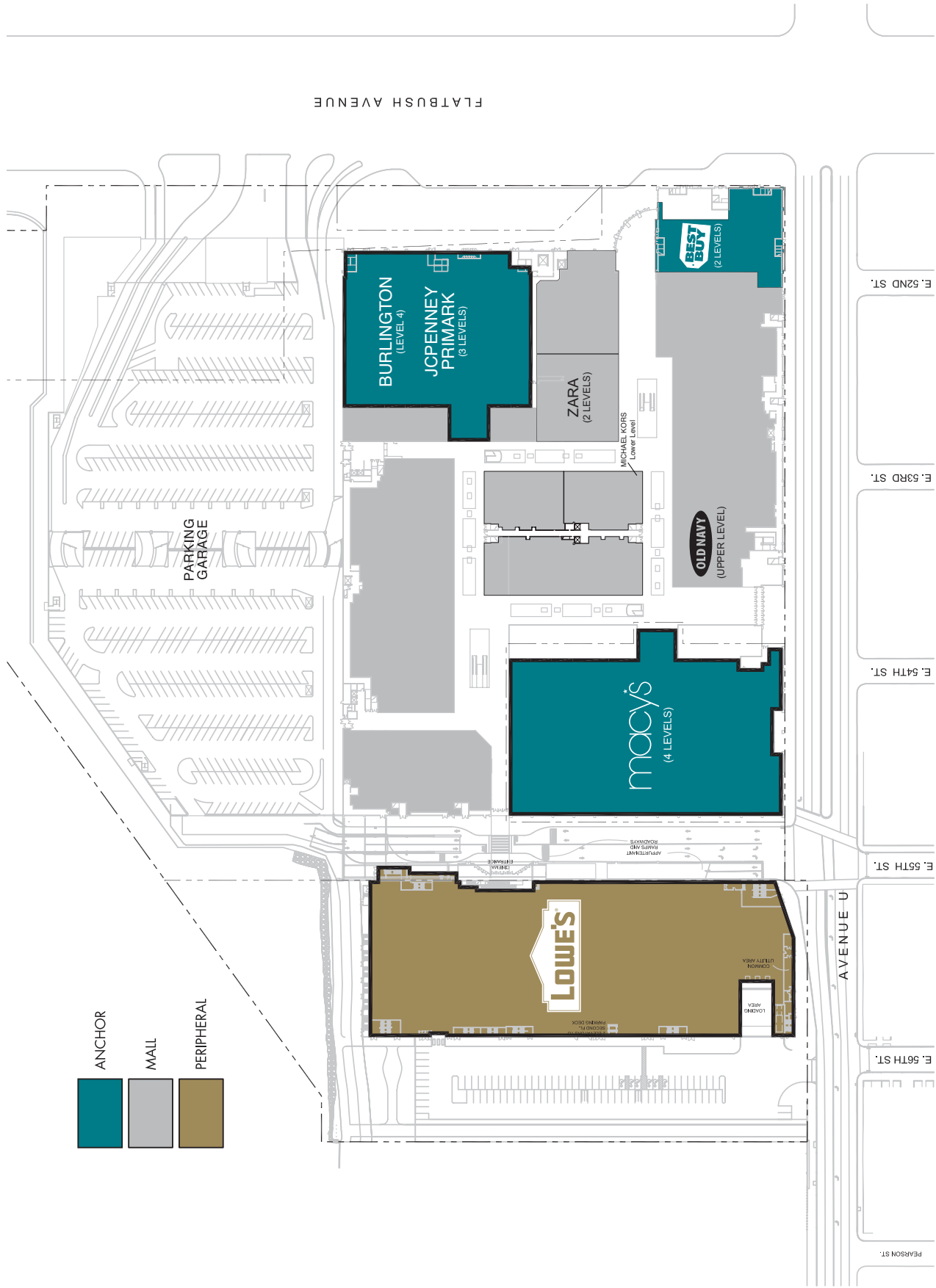
LEGEND

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



10% PCW

SITE PLAN



MARKET FACT SHEET

BROOKLYN, WITH A POPULATION OF 2.69 MILLION, WOULD BE THE **4TH LARGEST CITY IN THE U.S.** IF IT WERE AN INDEPENDENT CITY IT COULD SURPASS CHICAGO AS THE 3RD LARGEST CITY IN 2020

LOCATED NEAR BELT PARKWAY
69,000+ VEHICLES
PASS THROUGH THE INTERSECTION OF FLATBUSH AVENUE AND AVENUE U DAILY

LAST BUS STOP ON 10 MAJOR NYC TRANSIT LINES WITH 1,000+ BUSES DAILY
40,000 PASSENGERS
TRAVEL TO/FROM KINGS PLAZA EVERY WEEKDAY

BROOKLYN’S RESIDENTIAL AND COMMERCIAL PROPERTY VALUES ROSE 14% TO **\$301 BILLION**, THE MOST OF NYC’S 5 BOROUGHS

BROOKLYN COLLEGE, LOCATED 2.2 MILES FROM KINGS PLAZA, ENROLLS **18,150+ STUDENTS**

BROOKLYN’S **POPULATION GROWTH** LEADS ALL BOROUGHES AND IS **EXPECTED TO RISE BY 5% BY 2022**



BROOKLYN EXPERIENCED 2 STRAIGHT YEARS OF **WAGE GROWTH** ACROSS ALL INDUSTRIES

LOCATED WITHIN 10 MILES OF KINGS PLAZA, JFK INTERNATIONAL AIRPORT RANKED 21ST OF THE BUSIEST AIRPORTS IN THE WORLD, SERVING NEARLY **61.6 MILLION PASSENGERS IN 2018**

KINGS PLAZA IS BROOKLYN’S **ONLY ENCLOSED SUPER REGIONAL MALL**

BROOKLYN’S UNEMPLOYMENT RATE IS **LOWEST IN A GENERATION** AT 4.9% AND HAS SEEN YEAR-ON-YEAR DECLINES SINCE 2012

YEARLY SALES

JAN	6.6%	MAY	8.2%	SEP	8.3%
FEB	7.3%	JUN	9.2%	OCT	7.5%
MAR	8.5%	JUL	7.9%	NOV	8.4%
APR	8.1%	AUG	8.5%	DEC	11.5%

