kp
KINGS PLAZA
BROOKLYN

BROOKLYN, NY

MARKET PROFILE 2021

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

RESTAURANTS & ENTERTAINMENT Chipotle, DUNKIN', McDonald's, Popeyes, Sbarro, Subway, Wingz American Grill, Yong Kang Street

PROPERTY TYPE Super-regional | **TOTAL SQUARE FEET** 1,137,000 | **BUILT / RENOVATED** 1970 / 1999 / 2009 / 2014
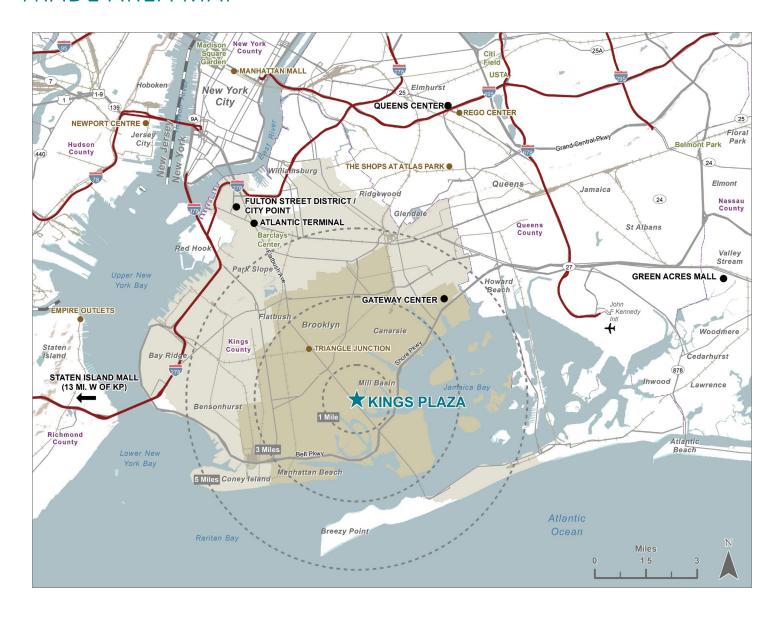
FOR MORE INFORMATION 718-253-6844 | Macerich.com

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DEMOGRAPHIC SUMMARY

POPULATION	PRIMARY TRADE AREA		TOTAL TRADE AREA		NEW YORK-NEWARK-JERSEY CITY, NY-NJ-PA [MSA]	
2020 Total Population	856,283		2,359,694		20,256,982	
2025 Total Population	861,820		2,400,672		20,507,488	
2020-2025 Population Growth	0.6%		1.7%		1.2%	

HOUSEHOLDS						
2020 Total Households	309,975		857,717		7,408,735	
2025 Total Households	311,839		872,152		7,501,665	
2020-2025 Household Growth	0.6%		1.7%		1.3%	

INCOME						
Average Household Income	$86,048		$92,572		$117,748	
Median Household Income	$59,594		$60,671		$80,384	
Per Capita Income	$31,211		$33,746		$43,168	

HOUSEHOLD INCOME RANGES						
$50,000 +	176,588	57.0%	491,103	57.3%	4,941,872	66.7%
$75,000 +	130,636	42.1%	369,641	43.1%	3,928,731	53.0%
$100,000 +	93,763	30.2%	273,210	31.9%	3,077,746	41.5%
$150,000 +	48,003	15.5%	149,699	17.5%	1,842,759	24.9%

AGE						
Median Age	38.4		36.3		39.0	

EDUCATION / OCCUPATION						
Bachelor's Degree Plus	206,818	34.9%	601,211	37.4%	5,923,953	41.8%
White Collar	207,268	58.0%	611,419	61.0%	6,127,999	66.2%

RACE / ETHNICITY						
White	326,190	38.1%	959,869	40.7%	11,453,646	56.5%
Black	380,506	44.4%	801,995	34.0%	3,521,486	17.4%
American Indian	2,824	0.3%	10,722	0.5%	99,818	0.5%
Asian	83,768	9.8%	315,731	13.4%	2,329,718	11.5%
Pacific Islander	229	0.0%	1,061	0.0%	10,250	0.1%
Other Race	62,767	7.3%	270,317	11.5%	2,842,064	14.0%
Hispanic or Latino	91,781	10.7%	421,319	17.9%	5,126,470	25.3%
Not Hispanic or Latino	764,503	89.3%	1,938,375	82.1%	15,130,512	74.7%

EMPLOYMENT / DAYTIME POPULATION	1 MILE		2 MILE		3 MILE	
Total Businesses	1,411		5,985		15,536	
Total Employees	11,205		50,790		116,950	
Daytime Population	43,589		221,454		521,214	

TRADE AREA MAP

Madison Square Garden
New York County
MANHATTAN MALL
Hoboken
New York City
Elmhurst
Citi Field
USTA
QUEENS CENTER
REGO CENTER
25A
Floral Park
NEWPORT CENTRE
Jersey City
Hudson County
Grand Central Pkwy
Belmont Park
East River
Williamsburg
Ridgewood
THE SHOPS AT ATLAS PARK
Queens
Jamaica
Elmont
Nassau County
FULTON STREET DISTRICT / CITY POINT
ATLANTIC TERMINAL
Barclays Center
Glendale
Queens County
St Albans
Red Hook
Park Slope
Flatbush Ave
Upper New York Bay
Howard Beach
Valley Stream
GATEWAY CENTER
GREEN ACRES MALL
EMPIRE OUTLETS
Flatbush
Brooklyn
Canarsie
John F Kennedy Intl
Woodmere
Staten Island
Kings County
Bay Ridge
Shore Pkwy
Cedarhurst
STATEN ISLAND MALL (13 MI. W OF KP)
TRIANGLE JUNCTION
Mill Basin
Jamaica Bay
Inwood
Lawrence
★ **KINGS PLAZA**
Bensonhurst
1 Mile
Atlantic Beach
Richmond County
3 Miles
Belt Pkwy
Lower New York Bay
5 Miles Coney Island
Manhattan Beach
Atlantic Ocean
Raritan Bay
Breezy Point

Miles
0   1.5   3

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LEGEND

★ KINGS PLAZA

▩ PRIMARY TRADE AREA

▢ SECONDARY TRADE AREA

● COMPETITIVE CENTERS

● OTHER CENTERS

Utica Ave
Ralph Ave
Flatbush Ave
Kings Plaza
Bell Pkwy
Avenue U
Gerritsen Ave
Nostrand Ave
N

SITE PLAN

FLATBUSH AVENUE

BURLINGTON
(LEVEL 4)

PRIMARK
(3 LEVELS)

ZARA
(2 LEVELS)

BEST BUY
(2 LEVELS)

MICHAEL KORS
Lower Level

OLD NAVY
(UPPER LEVEL)

PARKING GARAGE

macy's
(4 LEVELS)

APPURTENANT RAMPS AND ROADWAYS

CINEMA ENTRANCE

LOWE'S

COMMON UTILITY AREA

SECOND FL. PARKING DECK

LOADING AREA

AVENUE U

E. 52ND ST.

E. 53RD ST.

E. 54TH ST.

E. 55TH ST.

E. 56TH ST.

PEARSON ST.

ANCHOR

MALL

PERIPHERAL

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 THE 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

FOR THE THIRD STRAIGHT MONTH, BROOKLYN'S **NEW LEASE SIGNINGS** ROSE TO 46%, THEIR HIGHEST LEVEL SINCE THE FINANCIAL CRISIS OF JANUARY 2020

BROOKLYN, KNOWN FOR ITS RICH HISTORY, INCREDIBLE DIVERSITY AND UNMATCHED CULTURAL SCENE, IS WHERE THE WORLD LOOKS FOR INSPIRATION AND INNOVATION

BROOKLYN COLLEGE, LOCATED 2.2 MILES FROM KINGS PLAZA, ENROLLS **17,700+ STUDENTS**

BROOKLYN, NY

KINGS PLAZA IS LEADING THE WAY IN THE REVITALIZATION OF SOUTHERN BROOKLYN

LOCATED WITHIN 10 MILES OF KINGS PLAZA, JFK INTERNATIONAL AIRPORT IS THE BUSIEST INTERNATIONAL AIR PASSENGER GATEWAY INTO NORTH AMERICA, THE 20TH BUSIEST AIRPORT IN THE WORLD, THE 6TH BUSIEST AIRPORT IN THE UNITED STATES AND THE BUSIEST AIRPORT IN THE NEW YORK AIRPORT SYSTEM, HANDLING OVER **62.5 MILLION PASSENGERS IN 2019**

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

OVER THE PAST DECADE, BROOKLYN HAS OUTPERFORMED THE REST OF NYC IN THE **INNOVATION INDUSTRY** AND HAS ADDED THOUSANDS OF WELL-PAYING JOBS TO NEW YORKERS

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%

▼ NORTH

KP

KINGS PLAZA
BROOKLYN

1	MACY'S
2	BEST BUY
3	PRIMARK
4	BURLINGTON
5	ZARA

6	LOWE'S HOME IMPROVEMENT
7	H&M
8	MICHAEL KORS
9	ULTA BEAUTY
10	HOLLISTER CO.

11	A	X ARMANI EXCHANGE
12	VICTORIA'S SECRET
13	EXPRESS
14	ADIDAS
15	ABERCROMBIE KIDS

16	OLD NAVY
17	CHIPOTLE MEXICAN GRILL
18	KINGS PLAZA MARINA
19	CHASE BANK

WALGREENS

PARAMOUNT DECORATORS

HOME DEPOT

RAYMOUR & FLANIGAN

P.C. RICHARD & SON

CAPITAL ONE BANK

BOB'S DISCOUNT FURNITURE

FLATBUSH AVENUE

LIFE UNIFORMS

MATTRESS FIRM

AVENUE U