



KINGS PLAZA  
BROOKLYN

BROOKLYN, NY

## MARKET PROFILE 2022

**MAJOR RETAILERS** Abercrombie Kids, Adidas, A|X Armani Exchange, Ashley HomeStore (opening soon), Burlington, Express, H&M, Hollister, Lowe's, Macy's, Michael Kors, Old Navy, Primark, Target (opening soon), 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** 1,146,000 | **BUILT / RENOVATED** 1970 / 1999 / 2009 / 2014

**FOR MORE INFORMATION** 718-253-6844 | [Macerich.com](http://Macerich.com)



# DEMOGRAPHIC SUMMARY

POPULATION	PRIMARY TRADE AREA		TOTAL TRADE AREA		NEW YORK-NEWARK-JERSEY CITY, NY-NJ-PA [MSA]	
2021 Total Population	835,279		2,307,398		20,048,273	
2026 Total Population	837,342		2,339,235		20,284,775	
2021-2026 Population Growth	0.2%		1.4%		1.2%	
HOUSEHOLDS						
2021 Total Households	305,287		846,334		7,373,277	
2026 Total Households	306,264		859,090		7,473,424	
2021-2026 Household Growth	0.3%		1.5%		1.4%	
INCOME						
Average Household Income	\$86,858		\$96,042		\$121,787	
Median Household Income	\$60,687		\$63,481		\$83,312	
Per Capita Income	\$31,795		\$35,288		\$44,875	
HOUSEHOLD INCOME RANGES						
\$50,000 +	177,126	58.0%	499,452	59.0%	5,037,087	68.3%
\$75,000 +	129,733	42.5%	376,887	44.5%	4,014,864	54.5%
\$100,000 +	90,934	29.8%	273,601	32.3%	3,178,765	43.1%
\$150,000 +	48,187	15.8%	158,599	18.7%	1,933,721	26.2%
AGE						
Median Age	38.6		36.6		39.3	
EDUCATION / OCCUPATION						
Bachelor’s Degree Plus	205,748	35.4%	603,861	38.2%	5,950,972	42.2%
White Collar	202,174	57.6%	607,508	61.2%	6,369,090	66.8%
RACE / ETHNICITY						
White	320,315	38.3%	943,696	40.9%	11,315,859	56.4%
Black	368,374	44.1%	778,139	33.7%	3,473,788	17.3%
American Indian	2,899	0.3%	11,174	0.5%	99,243	0.5%
Asian	81,655	9.8%	308,270	13.4%	2,318,888	11.6%
Pacific Islander	233	0.0%	1,065	0.0%	10,347	0.1%
Other Race	61,803	7.4%	265,055	11.5%	2,830,148	14.1%
Hispanic or Latino	89,475	10.7%	410,768	17.8%	5,101,798	25.4%
Not Hispanic or Latino	745,805	89.3%	1,896,630	82.2%	14,946,475	74.6%
EMPLOYMENT / DAYTIME POPULATION						
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Total Businesses	1,452		6,152		15,886	
Total Employees	11,172		50,867		122,209	
Daytime Population	41,335		213,216		507,055	

# TRADE AREA MAP



## LEGEND

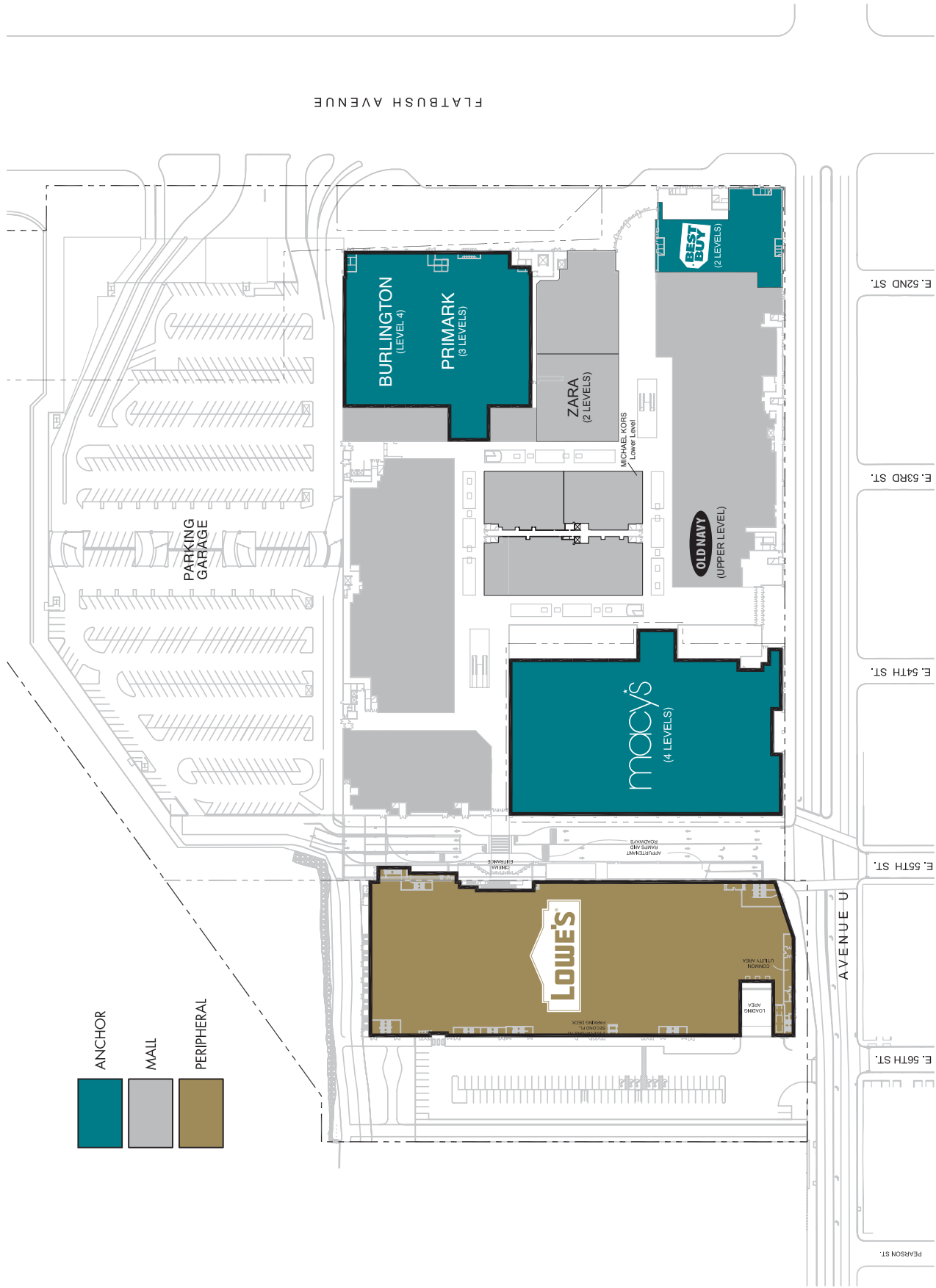
- ★ KINGS PLAZA
- PRIMARY TRADE AREA
- SECONDARY TRADE AREA
- COMPETITIVE CENTERS
- OTHER CENTERS



10% PCW



# SITE PLAN



# MARKET FACT SHEET

BROOKLYN, WITH A POPULATION OF 2.7 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 2.3 MILES FROM KINGS PLAZA, ENROLLS **17,700+ STUDENTS**



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	5.7%	MAY	9.1%	SEP	8.9%
FEB	5.5%	JUN	10.2%	OCT	7.3%
MAR	9.3%	JUL	8.5%	NOV	8.3%
APR	7.7%	AUG	7.9%	DEC	11.7%





# KINGS PLAZA

BROOKLYN

## MAJOR RETAILERS INCLUDE:

BURLINGTON	ZARA	AIX ARMANI EXCHANGE	H&M	MICHAEL KORS
MACY'S	ASHLEY HOMESTORE (OPENING SOON)	CHASE BANK	HOLLISTER CO	OLD NAVY
PRIMARK	ABERCROMBIE KIDS	CHIPOLTE MEXICAN GRILL	KINGS PLAZA MARINA	ULTA BEAUTY
TARGET (OPENING SOON)	ADIDAS	EXPRESS	LOWE'S	VICTORIA'S SECRET



NORTH



WALGREENS

PARAMOUNT  
DECORATORS

HOME DEPOT

macy's

ASHLEY  
OPENING SOON

OPENING SOON

TARGET  
OPENING SOON

Burlington

ZARA

PRIMARK

PRIMARK

AVENUE U

KINGS PLAZA

RAYMOUR  
& FLANIGAN

PC. RICHARD & SON

CAPITAL ONE BANK

LIFE UNIFORMS

MATTRESS FIRM

BOB'S DISCOUNT FURNITURE