



KINGS PLAZA
BROOKLYN

BROOKLYN, NY

MARKET PROFILE 2023

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, Sephora, Target (opening soon), ULTA Beauty, ZARA

RESTAURANTS & ENTERTAINMENT Chipotle, DUNKIN', Popeyes, Sbarro, Shake Shack, 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



DEMOGRAPHIC SUMMARY

POPULATION	PRIMARY TRADE AREA		TOTAL TRADE AREA		NEW YORK-NEWARK-JERSEY CITY, NY-NJ-PA [MSA]	
2022 Total Population	896,597		2,478,181		20,224,976	
2027 Total Population	864,437		2,404,356		19,945,519	
2022-2027 Population Growth	-3.6%		-3.0%		-1.4%	
HOUSEHOLDS						
2022 Total Households	323,221		906,638		7,448,470	
2027 Total Households	312,316		882,604		7,382,577	
2022-2027 Household Growth	-3.4%		-2.7%		-0.9%	
INCOME						
Average Household Income	\$98,868		\$110,139		\$137,432	
Median Household Income	\$67,034		\$70,780		\$91,608	
Per Capita Income	\$35,711		\$40,362		\$50,700	
HOUSEHOLD INCOME RANGES						
\$50,000 +	199,136	61.6%	566,829	62.5%	5,307,140	71.3%
\$75,000 +	149,170	46.2%	436,699	48.2%	4,322,885	58.0%
\$100,000 +	110,176	34.1%	332,623	36.7%	3,488,485	46.8%
\$150,000 +	58,918	18.2%	195,351	21.5%	2,192,169	29.4%
AGE						
Median Age	39.0		36.8		39.3	
EDUCATION / OCCUPATION						
Bachelor’s Degree Plus	228,340	37.7%	673,298	40.7%	6,224,870	45.2%
White Collar	220,472	56.6%	673,671	61.1%	6,206,912	62.8%
RACE/ETHNICITY						
White	288,161	32.1%	875,807	35.3%	9,298,987	46.0%
Black/African American	378,158	42.2%	740,787	29.9%	3,230,923	16.0%
American Indian	4,301	0.5%	18,407	0.7%	154,918	0.8%
Asian	97,559	10.9%	362,027	14.6%	2,556,906	12.6%
Pacific Islander	381	0.0%	1,277	0.1%	10,664	0.1%
Other Race	128,036	14.3%	479,876	19.4%	4,972,578	24.6%
Hispanic or Latino	103,473	11.5%	446,080	18.0%	5,122,303	25.3%
Not Hispanic or Latino	793,124	88.5%	2,032,100	82.0%	15,102,673	74.7%
EMPLOYMENT / DAYTIME POPULATION						
	1 MILE		2 MILE		3 MILE	
Total Businesses	1,573		6,717		17,365	
Total Employees	11,867		52,384		128,072	
Daytime Population	43,411		223,445		539,043	

TRADE AREA MAP



LEGEND

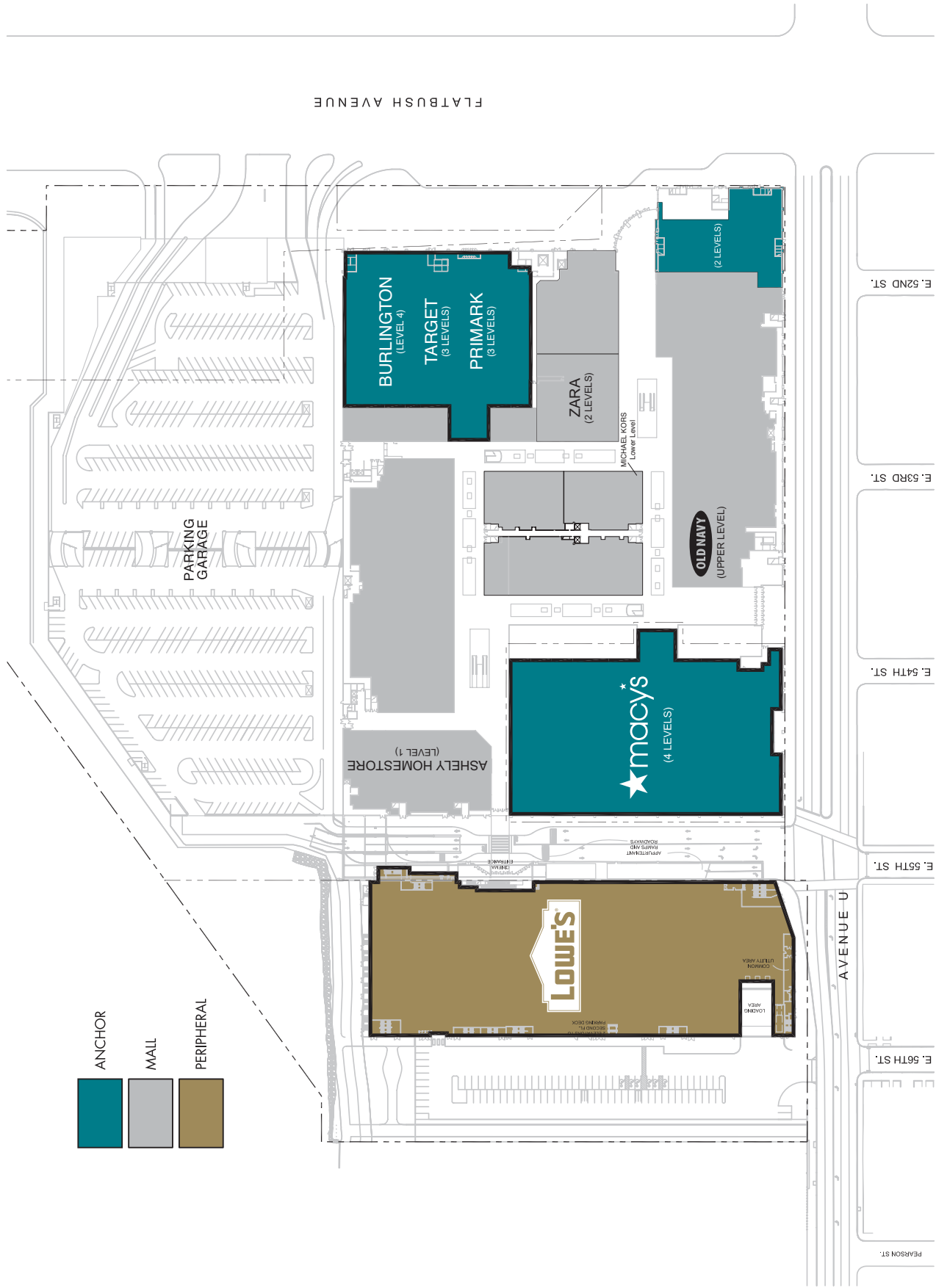
- ★ KINGS PLAZA
- PRIMARY TRADE AREA
- SECONDARY TRADE AREA
- COMPETITIVE CENTERS
- OTHER CENTERS



10% PCW



SITE PLAN



MARKET FACT SHEET

BROOKLYN, WITH A POPULATION OF 2.7 MILLION, WOULD BE THE **3RD LARGEST CITY IN THE U.S.** IF IT WERE AN INDEPENDENT CITY, TYING IT WITH CHICAGO

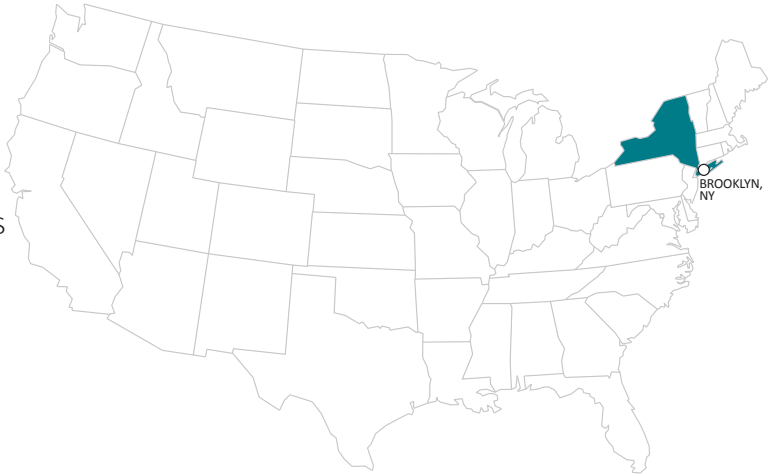
LOCATED NEAR THE BELT PARKWAY
69,000+ VEHICLES
PASS THROUGH THE INTERSECTION OF
FLATBUSH AVENUE AND AVENUE U DAILY

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

EACH OF NEW YORK’S FIVE
BOROUGHES HAVE SOMETHING
DIFFERENT TO OFFER. IN TERMS
OF THE BEST, BROOKLYN RANKS
AS THE **BEST BOROUGH
FOR EMPLOYMENT
OPPORTUNITIES.**

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
**17,410+
STUDENTS**



KINGS PLAZA IS A **COMMUNITY LEADER**
THROUGH ADDRESSING FOOD
INSECURITIES, REDUCING
THE FINANCIAL BURDEN ON
FAMILIES WITH ESSENTIAL
NEEDS AND AUGMENTING
POWER GRID DEMAND

LOCATED WITHIN 10 MILES OF KINGS PLAZA IS **JFK INTERNATIONAL AIRPORT**,
THE BUSIEST INTERNATIONAL AIR PASSENGER GATEWAY INTO NORTH
AMERICA, THE 25TH BUSIEST AIRPORT IN THE WORLD, THE 13TH BUSIEST
AIRPORT IN THE U.S. AND THE BUSIEST AIRPORT IN THE NEW YORK AIRPORT
SYSTEM, HANDLING OVER **30 MILLION PASSENGERS** IN 2021

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

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

YEARLY SALES

JAN	6.70%	MAY	8.35%	SEP	8.73%
FEB	7.54%	JUN	9.05%	OCT	8.02%
MAR	8.32%	JUL	8.07%	NOV	8.24%
APR	8.19%	AUG	8.14%	DEC	10.65%



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BROOKLYN

MAJOR RETAILERS INCLUDE:

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



NORTH



WALGREENS

PARAMOUNT
DECORATORS

HOME DEPOT

macy's

ASHLEY
OPENING SOON

TARGET
OPENING SOON

ZARA
SEPHORA

Burlington

PRIMARK

Burlington

AVENUE U

RAYMOUR
& FLANIGAN

P.C. RICHARD & SON

CAPITAL ONE BANK

LIFE UNIFORMS

GEICO

MATTRESS FIRM

BOB'S DISCOUNT FURNITURE

FLATBUSH AVENUE