



KINGS PLAZA
BROOKLYN

BROOKLYN, NY

MARKET PROFILE 2024

MAJOR RETAILERS Adidas, A|X Armani Exchange, Ashley HomeStore, Bath and Body Works, Burlington, Foot Locker, H&M, Hollister, Lowe's, Macy's, Old Navy, Primark, Sephora, Target, ULTA Beauty, Victoria's Secret, ZARA

RESTAURANTS & ENTERTAINMENT Chipotle, DUNKIN', Popeyes, Sbarro, Shake Shack, Subway, 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]	
2023 Total Population	884,960		2,450,057		20,181,143	
2028 Total Population	870,464		2,435,509		20,167,113	
2023-2028 Population Growth	-1.6%		-0.6%		-0.1%	
HOUSEHOLDS						
2023 Total Households	321,262		903,911		7,499,516	
2028 Total Households	320,448		913,181		7,595,425	
2023-2028 Household Growth	-0.3%		1.0%		1.3%	
INCOME						
Average Household Income	\$94,194		\$106,596		\$135,858	
Median Household Income	\$63,995		\$67,977		\$87,926	
Per Capita Income	\$34,259		\$39,379		\$50,581	
HOUSEHOLD INCOME RANGES						
\$50,000 +	192,707	60.0%	553,659	61.3%	5,226,701	69.7%
\$75,000 +	142,864	44.5%	423,476	46.9%	4,236,415	56.5%
\$100,000 +	105,160	32.7%	320,771	35.5%	3,396,888	45.3%
\$150,000 +	52,336	16.3%	178,625	19.8%	2,158,472	28.8%
AGE						
Median Age	39.2		36.9		39.5	
EDUCATION / OCCUPATION						
Bachelor's Degree Plus	230,278	37.2%	692,940	41.1%	6,389,914	44.9%
White Collar	231,981	59.5%	712,460	64.1%	6,716,502	67.7%
RACE/ETHNICITY						
White	280,124	31.7%	853,521	34.8%	9,223,568	45.7%
Black/African American	376,107	42.5%	739,291	30.2%	3,235,753	16.0%
American Indian	4,277	0.5%	18,121	0.7%	154,429	0.8%
Asian	99,299	11.2%	366,716	15.0%	2,606,600	12.9%
Pacific Islander	373	0.0%	1,253	0.1%	10,565	0.1%
Other Race	124,781	14.1%	471,155	19.2%	4,950,228	24.5%
Hispanic or Latino	103,734	11.7%	446,918	18.2%	5,176,454	25.6%
Not Hispanic or Latino	781,226	88.3%	2,003,139	81.8%	15,004,689	74.4%
EMPLOYMENT / DAYTIME POPULATION						
	1 MILE		2 MILE		3 MILE	
Total Businesses	1,548		6,545		16,680	
Total Employees	11,975		52,388		128,040	
Daytime Population	41,728		212,253		511,538	

TRADE AREA MAP



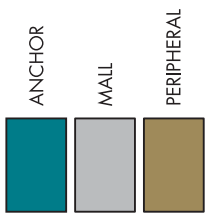
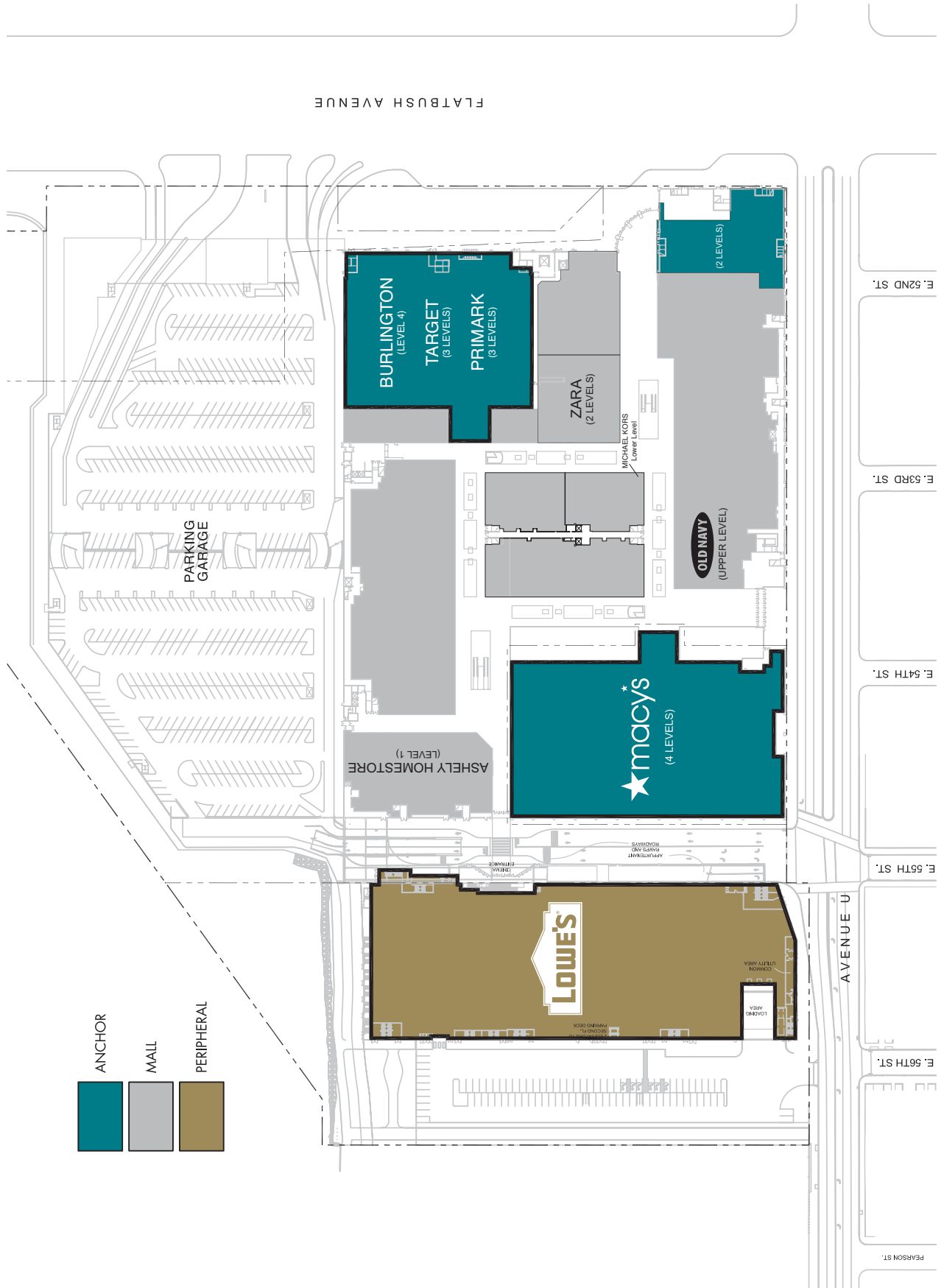
LEGEND

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



10% PCW

SITE PLAN



MARKET FACT SHEET

BROOKLYN, WITH A POPULATION OF 2.4 MILLION, WOULD BE THE **3RD LARGEST CITY IN THE U.S.** IF IT WERE AN INDEPENDENT CITY, FALLING SLIGHTLY BEHIND CHICAGO

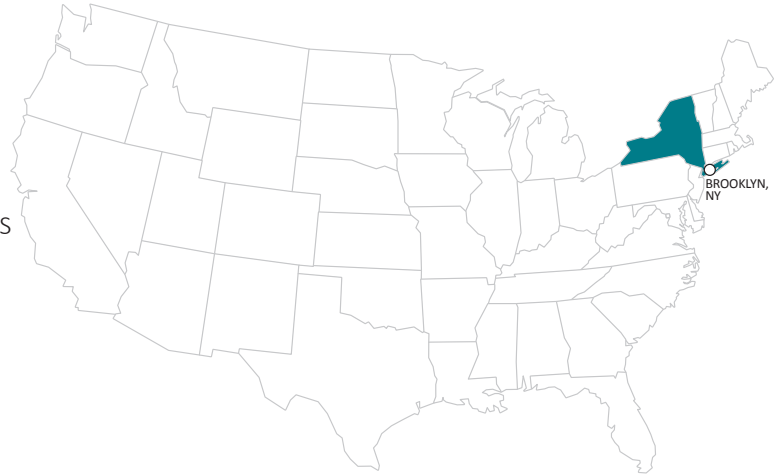
LOCATED NEAR THE BELT PARKWAY
69,000+ VEHICLES
PASS THROUGH THE INTERSECTION OF FLATBUSH AVENUE AND AVENUE U DAILY

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 **13,889 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 2ND MOST INTERNATIONALLY CONNECTED AIRPORT IN THE WORLD. JFK RANKS #14 AMONGST THE LIST OF WORLD'S BUSIEST AIRPORTS AND BOASTS A HUGE NUMBER OF FLIGHTS ALL ACROSS THE WORLD WITH AN ANNUAL PASSENGER COUNT OF 55 MILLION

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

BROOKLYN'S TECH SECTOR IS THE SECOND LARGEST OF THE FIVE BOROUGHES. FROM 2016 TO 2021, **TECH EMPLOYMENT** IN BROOKLYN INCREASED BY 42.6% (3,930 JOBS), GREATER THAN THAT OF MANHATTAN.

YEARLY SALES

JAN	7.2%	MAY	8.3%	SEP	8.7%
FEB	7.4%	JUN	8.8%	OCT	7.9%
MAR	8.2%	JUL	8.1%	NOV	8.2%
APR	8.1%	AUG	8.2%	DEC	10.9%



KINGS PLAZA

BROOKLYN

MAJOR RETAILERS INCLUDE:

- BURLINGTON
- MACY'S
- PRIMARK
- TARGET
- ZARA
- ASHLEY'S HOME STORE
- SEPHORA
- SHAKE SHACK
- ADIDAS
- AIX ARMANI EXCHANGE
- CHASE BANK
- CHIPOTLE MEXICAN GRILL
- EXPRESS
- H&M
- HOLLISTER CO.
- LOWE'S HOME IMPROVEMENT
- MICHAEL KORS
- OLD NAVY
- ULTA BEAUTY
- VICTORIA'S SECRET



PARAMOUNT DECORATORS

WALGREENS

HOME DEPOT

macys

ASHLEY

SHAKE SHACK

Dunington

TARGET

ZARA SEPHORA

PRIMARK

MARINE PARK & FLANIGAN

RAYMOUR & FLANIGAN

P.C. RICHARD & SON

CAPITAL ONE BANK

BOB'S DISCOUNT FURNITURE

BK FURNITURE

MATTRESS FIRM

FLATBUSH AVENUE

AVENUE U