



KINGS PLAZA
BROOKLYN

BROOKLYN, NY

MARKET PROFILE 2025

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

RESTAURANTS & ENTERTAINMENT Chipotle, DUNKIN', Popeyes, Sbarro, Shake Shack, Yong Kang Street

PROPERTY TYPE Super-regional | **TOTAL SQUARE FEET** 1,145,000 | **BUILT / RENOVATED** 1970 / 1999 / 2009 / 2014

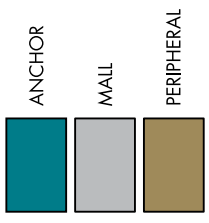
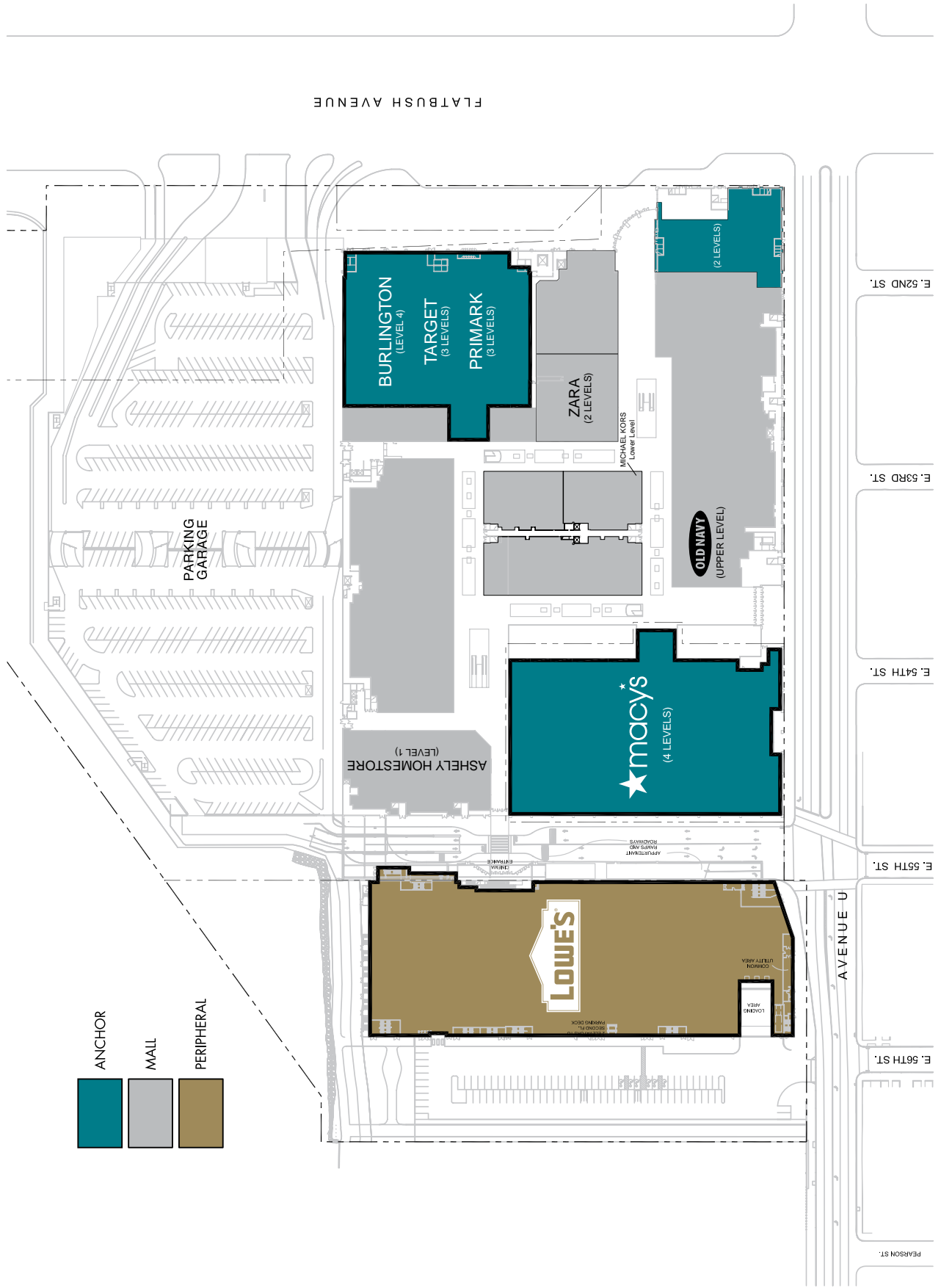
FOR MORE INFORMATION 718-253-6844 | Macerich.com



DEMOGRAPHIC SUMMARY

POPULATION	PRIMARY TRADE AREA		TOTAL TRADE AREA		NEW YORK-NEWARK-JERSEY CITY, NY-NJ [MSA]	
2024 Total Population	904,909		2,477,153		19,954,881	
2029 Total Population	886,851		2,453,140		19,979,477	
% Population Change 2024 to 2029	-2.0%		-1.0%		0.1%	
HOUSEHOLDS						
2024 Total Households	329,314		918,267		7,414,787	
2029 Total Households	328,516		928,694		7,527,512	
% Household Change 2024 to 2029	-0.2%		1.1%		1.5%	
INCOME						
Average Household Income	\$105,017		\$116,057		\$142,802	
Median Household Income	\$73,025		\$75,717		\$96,850	
Per Capita Income	\$38,267		\$43,078		\$53,162	
HOUSEHOLD INCOME RANGES						
Household Income \$50,000 +	210,799	64.0%	589,553	64.2%	5,355,076	72.2%
Household Income \$75,000 +	161,800	49.1%	463,017	50.4%	4,426,291	59.7%
Household Income \$100,000 +	122,367	37.2%	358,072	39.0%	3,625,836	48.9%
Household Income \$150,000 +	69,700	21.2%	220,472	24.0%	2,388,708	32.2%
AGE						
Median Age	39.7		36.4		39.4	
EDUCATION / OCCUPATION						
Bachelor's Degree +	250,218	38.8%	720,468	41.6%	6,389,543	44.9%
White Collar	244,373	58.9%	744,414	63.6%	6,694,086	66.7%
RACE/ETHNICITY						
White	331,164	36.6%	871,524	35.2%	8,997,534	45.1%
Black	298,451	33.0%	730,417	29.5%	3,183,407	16.0%
American Indian	5,250	0.6%	18,666	0.8%	157,925	0.8%
Asian	141,401	15.6%	367,516	14.8%	2,628,681	13.2%
Pacific Islander	348	0.0%	1,247	0.1%	10,842	0.1%
Other Race	61,673	6.8%	269,232	10.9%	2,914,869	14.6%
2 + Races	66,621	7.4%	218,550	8.8%	2,061,623	10.3%
Hispanic Population	106,312	11.8%	457,810	18.5%	5,192,375	26.0%
EMPLOYMENT / DAYTIME POPULATION						
	1 MILE		2 MILE		3 MILE	
Total Businesses	1,494		6,666		17,055	
Total Employees	11,432		53,328		130,579	
Total Daytime Population	39,345		204,764		501,764	

SITE PLAN



FLATBUSH AVENUE

E. 52ND ST.

E. 53RD ST.

E. 54TH ST.

E. 55TH ST.

E. 56TH ST.

PEARSON ST.

AVENUE U

PARKING GARAGE

BURLINGTON
(LEVEL 4)
TARGET
(3 LEVELS)
PRIMARK
(3 LEVELS)

ZARA
(2 LEVELS)

OLD NAVY
(UPPER LEVEL)

macys
(4 LEVELS)

ASHELY HOMESTORE
(LEVEL 1)

LOWE'S

MICHAEL KORS
Lower Level

COMMON UTILITY AREA

LOADING AREA

AT A GLANCE

CENTER INFORMATION

Kings Plaza, Brooklyn's only super-regional powerhouse, is the go-to destination for trendsetters and style-savvy shoppers. The center delivers an unparalleled shopping experience in the dynamic borough of Brooklyn, NY.

40K PASSENGERS

TRAVEL TO/FROM KINGS PLAZA
EVERY WEEKDAY, VIA OVER
1,000 BUSES DAILY ACROSS
10 MAJOR NYC BUS LINES

2.4M POPULATION

BEHIND CHICAGO, BROOKLYN
WOULD BE THE **3RD LARGEST**
CITY IN THE U.S. IF IT WERE AN
INDEPENDENT CITY

69K VEHICLES

PASS THROUGH THE INTERSECTION
OF FLATBUSH AVENUE AND
AVENUE U DAILY

MARKET INFORMATION

- Kings Plaza is Brooklyn's **ONLY ENCLOSED SUPER REGIONAL** shopping center
- Brooklyn is **NYC'S MOST POPULOUS BOROUGH** and **NYS'S MOST POPULOUS COUNTY**
- Brooklyn is a **HOT MARKET** for businesses in the **FOOD, BEVERAGE, FASHION, WELLNESS AND BEAUTY** sectors building retail footprints

OTHER FACTS

- Kings Plaza, at Flatbush Ave & Ave U, offers **HIGH VISIBILITY AND EASY ACCESS** and is a **MAJOR BUS TERMINAL** ensuring convenient public transit for shoppers
- Kings Plaza's **ON-SITE POWER PLANT** powers the entire mall and supports NYC's grid via Con Edison, helping to prevent blackouts and **BOOST BROOKLYN'S ENERGY RELIABILITY**
- Kings Plaza **SUPPORTS FAMILIES IN NEED** through community initiatives that provide essential resources and assistance

ECONOMIC DRIVERS

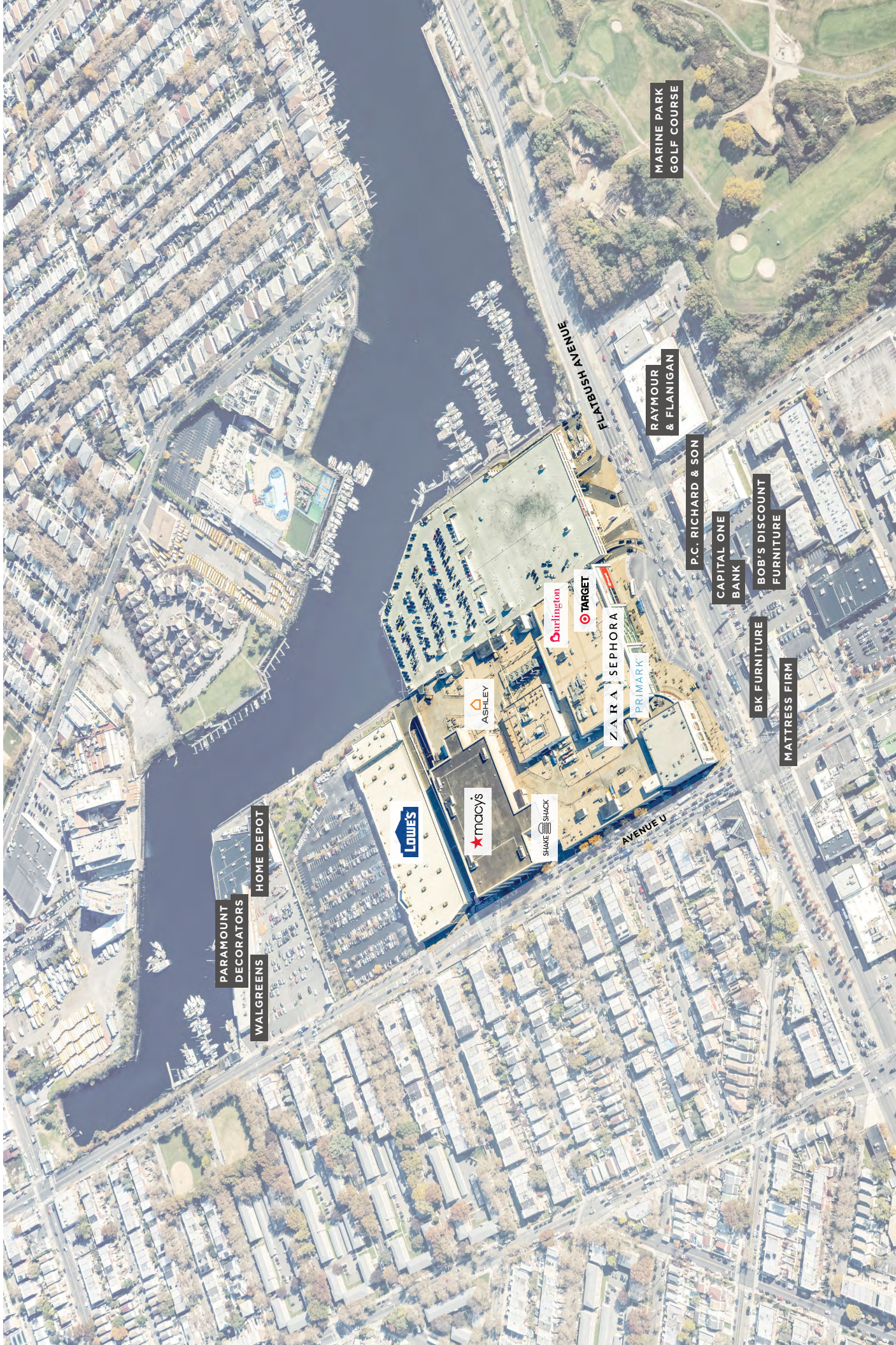
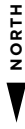
- Brooklyn's creative and cultural industries drive **ECONOMIC GROWTH**
- **BROOKLYN RANKS #1** as the **BEST BOROUGH** for **EMPLOYMENT OPPORTUNITIES** and **SINGLES**
- Brooklyn is a **TOP TECH HUB**, driven by startups, talent and proximity to Manhattan
- Healthcare and social assistance is **BROOKLYN'S LARGEST EMPLOYER**, with \$398K+ workers and 9% YOY growth
- Brooklyn real estate is thriving, with **HOME SALES UP** 6.8% YOY and median price up 5% TO \$815K in Q4 2024
- Brooklyn leads NYS in **NEW BUSINESS APPLICATIONS**, with 51K+ Applied and 3.6K New Businesses, making up 16% of NYC's total



KINGS PLAZA
BROOKLYN

MAJOR RETAILERS INCLUDE:

- | | | | | |
|------------|----------|---------------------|------------------------|-------------------|
| BURLINGTON | TARGET | SHAKE SHACK | CHIPOTLE MEXICAN GRILL | PANDORA |
| LOWE'S | ZARA | ADIDAS | FOOT LOCKER | TRUE RELIGION |
| MACY'S | ASHLEY'S | AIX ARMANI EXCHANGE | HOLLISTER | ULTA BEAUTY |
| PRIMARK | SEPHORA | CHASE BANK | OLD NAVY | VICTORIA'S SECRET |



PARAMOUNT
DECORATORS

WALGREENS

HOME DEPOT

LOWE'S

MACY'S

ASHLEY

SHAKE SHACK

Dunington

TARGET

ZARA SEPHORA

PRIMARK

FLATBUSH AVENUE

MARINE PARK
& FLANIGAN

P.C. RICHARD & SON

CAPITAL ONE
BANK

BOB'S DISCOUNT
FURNITURE

BK FURNITURE

MATTRESS FIRM

AVENUE U