



Brokaw Commons

CITY SPORTS CLUB

CHASE

AAA Car Care Center

FIVE GUYS

NOAH'S BAGELS

CHIPOTLE MEXICAN GRILL

COSTCO WHOLESALE



North Park Plaza

FedEx

GameStop

McDonald's

STARBUCKS COFFEE

Panera BREAD

PANDA EXPRESS

BAJA FRESH MEXICAN GRILL

fray's ELECTRONICS

Davita

LOWE'S

239 Residential Units
(Under Construction)

SPROUTS FARMERS MARKET @ **Brokaw**

DAMON
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DOLLINGER PROPERTIES

Sprouts @ Brokaw

South West Corner of Brokaw & Old Oakland | San Jose

2014 DEMOGRAPHICS

Total Population

Total Daytime Population

Avg. Household Income

1 MILE

15,404

28,013

\$114,378

3 MILES

168,824

231,936

\$98,886

5 MILES

505,156

533,475

\$91,192



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Project Highlights

- New Grocery Anchored Center in Silicon Valley
- ±145,000 square feet of new retail construction on ±14 acres
- Centerpiece intersection of strong retail corridor which includes Costco, Fry's, Lowe's HIW and City Sports
- Adjacent to new residential development (239 units nearing completion)
- Across Brokaw from successful and high volume Brokaw Commons retail center
- Signalized corner - all directions
- New signal constructed at Old Oakland and Pear Orchard
- Extensive restaurant and outdoor seating opportunities



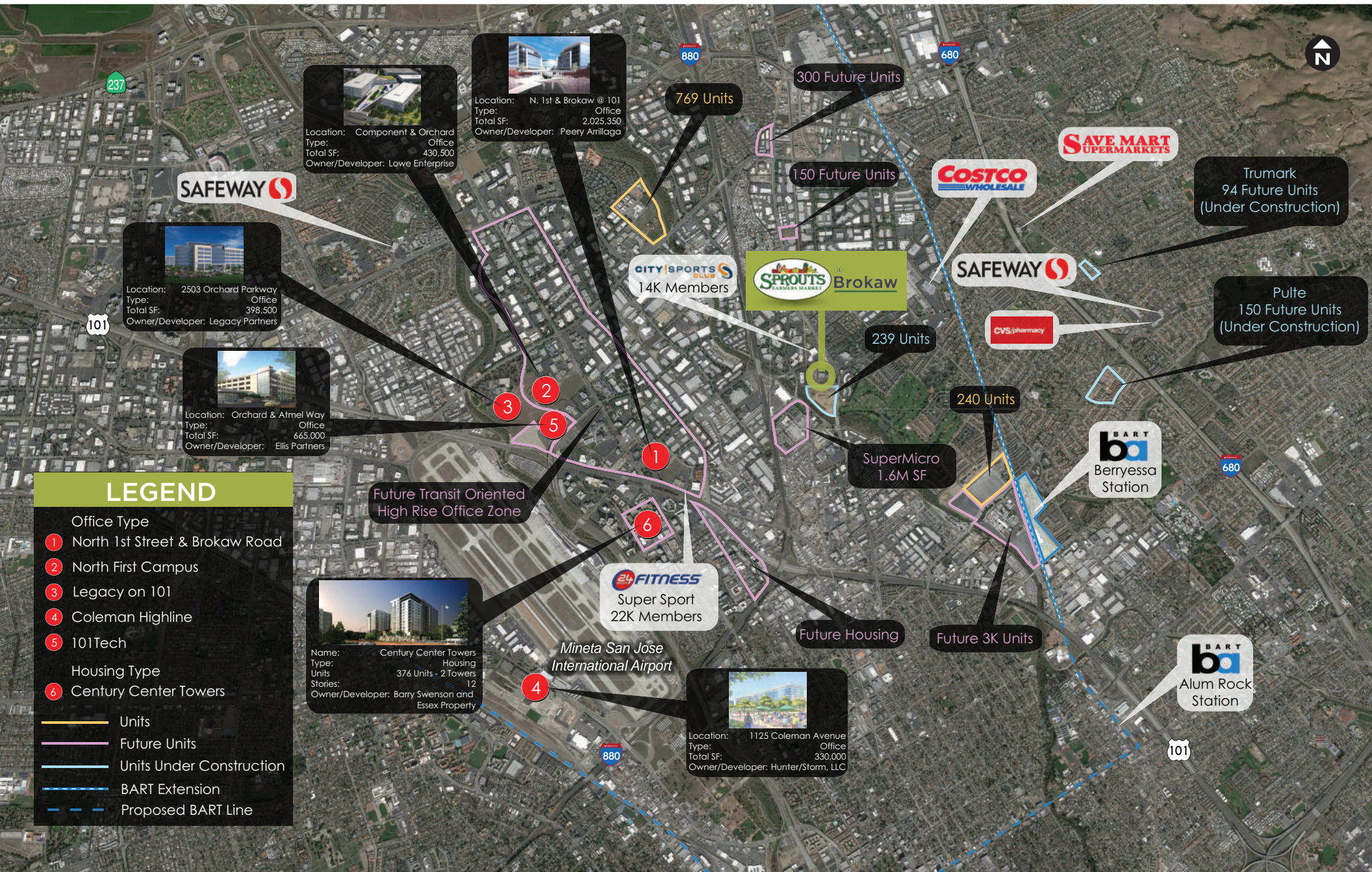
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Retail Aerial



03

Trade Area Development Aerial



SAFeway

Location: Component & Orchard
 Type: Office
 Total SF: 430,500
 Owner/Developer: Lowe Enterprise

769 Units

Location: N. 1st & Brokaw @ 101
 Type: Office
 Total SF: 2,025,350
 Owner/Developer: Peery Arrilaga

300 Future Units

150 Future Units

SAVE MART SUPERMARKETS

COSTCO WHOLESALE

Trumark
 94 Future Units
 (Under Construction)

SAFeway

CITY SPORTS CLUB
 14K Members

SPROUTS FARMERS MARKET
 at Brokaw

SAFeway

Pulte
 150 Future Units
 (Under Construction)

Location: 2503 Orchard Parkway
 Type: Office
 Total SF: 398,500
 Owner/Developer: Legacy Partners

Location: Orchard & Atmel Way
 Type: Office
 Total SF: 665,000
 Owner/Developer: Ellis Partners

239 Units

CVS/pharmacy

240 Units

SuperMicro
 1.6M SF

BART
 Berryessa Station

LEGEND

Future Transit Oriented
 High Rise Office Zone

- Office Type
- 1 North 1st Street & Brokaw Road
- 2 North First Campus
- 3 Legacy on 101
- 4 Coleman Highline
- 5 101Tech
- Housing Type
- 6 Century Center Towers

e4 FITNESS
 Super Sport
 22K Members

Name: Century Center Towers
 Type: Housing
 Units: 376 Units - 2 Towers
 Stories: 12
 Owner/Developer: Barry Swenson and Essex Property

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Mineta San Jose
 International Airport

Future Housing

Future 3K Units

BART
 Alum Rock Station

Location: 1125 Coleman Avenue
 Type: Office
 Total SF: 330,000
 Owner/Developer: Hunter/Storm, LLC

- Units
- Future Units
- Units Under Construction
- BART Extension
- Proposed BART Line

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2014 Demographics

	1 Mile	3 Miles	5 Miles
Population			
Estimated Population (2014)	15,404	168,824	505,156
Projected Population (2019)	16,522	180,741	541,081
Census Population (2010)	14,685	161,166	482,085
Census Population (2000)	12,079	148,016	453,646
Projected Annual Growth (2014-2019)	1,117 1.5%	11,917 1.4%	35,925 1.4%
Historical Annual Growth (2010-2014)	720 1.2%	7,658 1.2%	23,071 1.2%
Historical Annual Growth (2000-2010)	2,606 2.2%	13,150 0.9%	28,440 0.6%
Estimated Population Density (2014)	4,907psm	5,973 psm	6,436psm
Trade Area Size	3.1 sq mi	28.3 sq mi	78.5 sq mi
Households			
Estimated Households (2014)	5,126	51,802	153,498
Projected Households (2019)	5,365	54,213	160,648
Census Households (2010)	4,999	50,514	149,681
Census Households (2000)	4,149	42,859	132,165
Projected Annual Growth (2014-2019)	239 0.9%	2,411 0.9%	7,151 0.9%
Historical Annual Change (2000-2014)	977 1.7%	8,943 1.5%	21,333 1.2%
Average Household Income			
Estimated Average Household Income (2014)	\$114,378	\$98,886	\$91,192
Projected Average Household Income (2019)	\$125,158	\$107,703	\$99,020
Census Average Household Income (2010)	\$104,492	\$90,936	\$83,793
Census Average Household Income (2000)	\$96,808	\$81,311	\$76,658
Projected Annual Change (2014-2019)	\$10,780 1.9%	\$8,817 1.8%	\$7,828 1.7%
Historical Annual Change (2000-2014)	\$17,570 1.3%	\$17,575 1.5%	\$14,534 1.4%
Median Household Income			
Estimated Median Household Income (2014)	\$107,024	\$90,877	\$81,498
Projected Median Household Income (2019)	\$117,315	\$98,836	\$88,567
Census Median Household Income (2010)	\$91,555	\$77,858	\$70,274
Census Median Household Income (2000)	\$85,736	\$70,951	\$65,206
Projected Annual Change (2014-2019)	\$10,292 1.9%	\$7,959 1.8%	\$7,069 1.7%
Historical Annual Change (2000-2014)	\$21,288 1.8%	\$19,926 2.0%	\$16,292 1.8%
Per Capita Income			
Estimated Per Capita Income (2014)	\$38,192	\$30,860	\$28,006
Projected Per Capita Income (2019)	\$40,769	\$32,813	\$29,689
Census Per Capita Income (2010)	\$35,568	\$28,502	\$26,017
Census Per Capita Income (2000)	\$33,622	\$23,551	\$22,298
Projected Annual Change (2014-2019)	\$2,578 1.3%	\$1,952 1.3%	\$1,684 1.2%
Historical Annual Change (2000-2014)	\$4,570 1.0%	\$7,309 2.2%	\$5,707 1.8%
Estimated Average Household Net Worth (2014)	\$1,278,917	\$1,138,319	\$1,048,632

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Psychographic Summary

WHO WE ARE

Enterprising Professionals residents are well educated and climbing the ladder in STEM (science, technology, engineering, and mathematics) occupations. They change jobs often and therefore choose to live in condo's, town homes or apartments; many still rent their homes. The market is fast-growing, located in lower density neighborhoods of large metro areas. Enterprising Professionals residents are diverse, with Asians making up over one-fifth of the population. This young market makes over one and a half times more income than the US median, supplementing their income with high-risk investments. At home, they enjoy the Internet and TV on high-speed connections with premier channels and services.

- Almost half of households are married couples, and 30% are single person households.
- Housing is a mixture of suburban single family homes, row homes, and a larger multiunit structures.
- Renters make up nearly half of all households.

OUR NEIGHBORHOOD

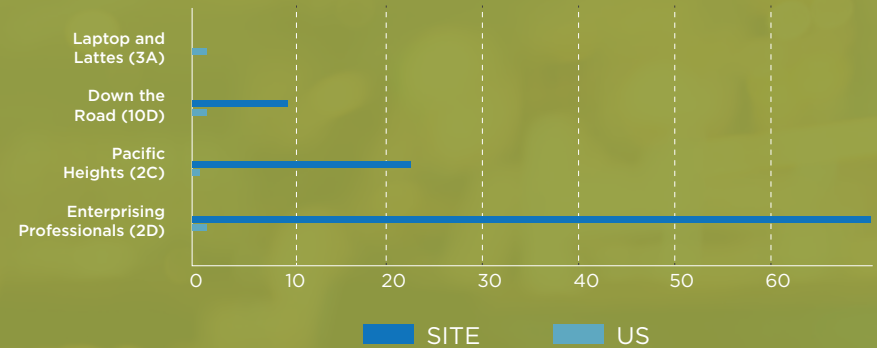
- Early adopters of new technology in hopes of impressing peers with new gadgets.
- Enjoy talking about and giving advice on technology.
- Work long hours in front of a computer.
- Strive to stay youthful and healthy, eat organic and natural foods, run and do yoga.
- Buy name brands and trendy clothes online.

SOCIO ECONOMIC TRAITS

- Buy digital books for tablet reading, along with magazines and newspapers.
- Frequent the dry cleaner.
- Go on business trips, a major part of work.
- Watch movies and TV with video on demand and HDTV over a high-speed connection.
- Convenience is key - shop at Amazon.com and pick up drugs at Target pharmacy.
- Eat out at The Cheesecake Factory and Chick-fil-A; drop by Starbucks for coffee.
- Leisure activities include gambling, trips to museums and the beach.
- Have health insurance and a 401(k) through work.

MARKET PROFILE

TOP TEN TAPESTRY SEGMENTS SITE VS U.S.



AVERAGE HOUSEHOLD BUDGET INDEX



GROCERY ANCHORED SILICON VALLEY RETAIL



SOUTH WEST CORNER OF BROKAW

Old Oakland, San Jose



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DOLLINGER PROPERTIES

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