

Brokaw Commons

CITY SPORTS CLUB

CHASE **AAA**
Car Care Center

FIVE GUYS **NOAH'S BAGELS** **CHIPOTLE**

COSTCO WHOLESALE



North Park Plaza

FedEx **Panera BREAD**

GameStop **McDonald's** **PANDA EXPRESS**

STARBUCKS COFFEE **BAJA FRESH MEXICAN GRILL**

Fry's ELECTRONICS

Davita

LOWE'S

239 Residential Units (Under Construction)

SPROUTS FARMERS MARKET @ **Brokaw**

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DOLLINGER PROPERTIES

Sprouts @ Brokaw

South West Corner of Brokaw & Old Oakland | San Jose

2014 DEMOGRAPHICS

| | 1 MILE | 3 MILES | 5 MILES |
|--------------------------|-----------|----------|----------|
| Total Population | 15,404 | 168,824 | 505,156 |
| Total Daytime Population | 28,013 | 231,936 | 533,475 |
| Avg. Household Income | \$114,378 | \$98,886 | \$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



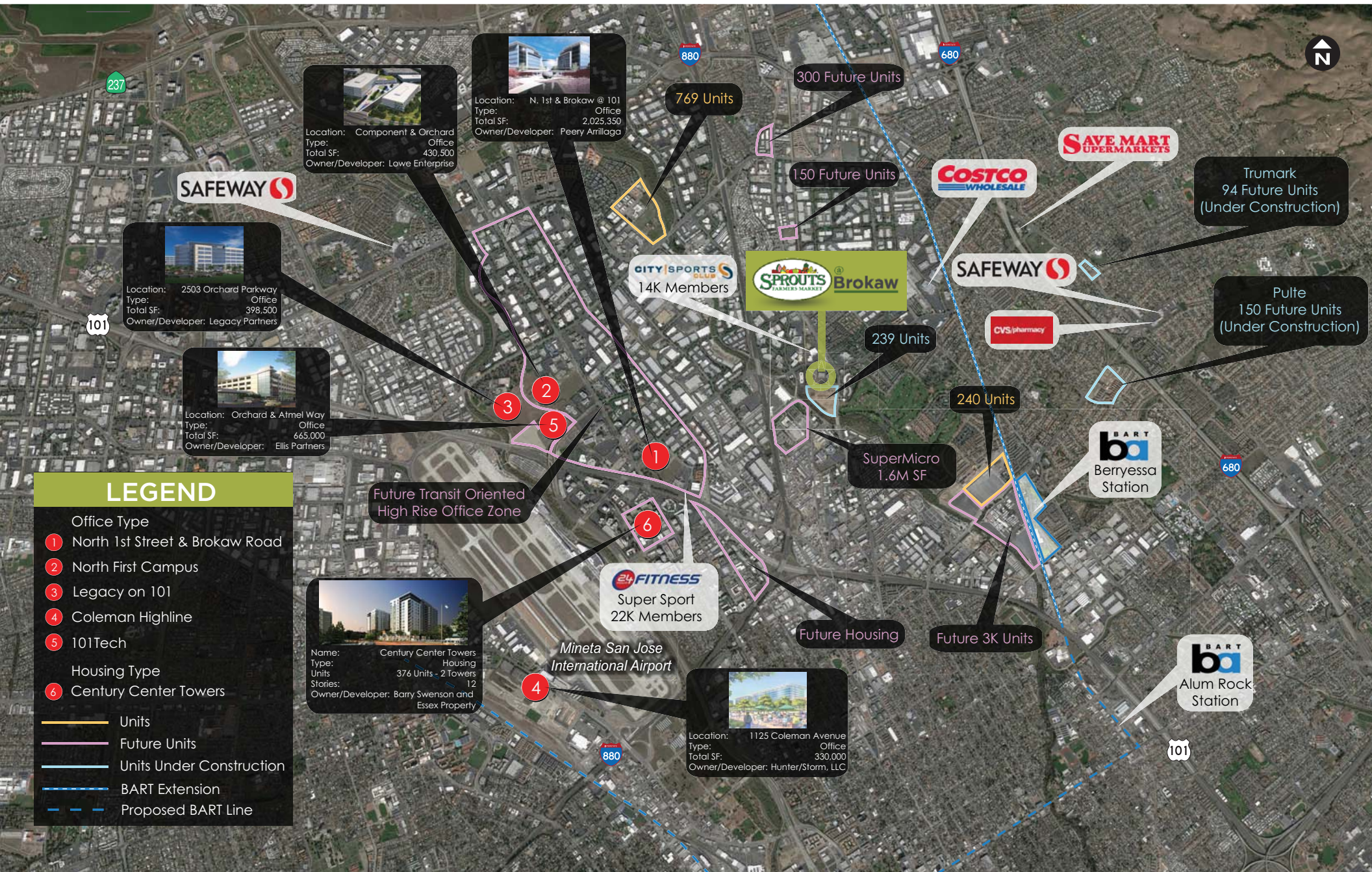
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Retail Aerial



03

Trade Area Development Aerial



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

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

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

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

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

LEGEND

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

Units

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

Future Transit Oriented High Rise Office Zone

Mineta San Jose International Airport

24 FITNESS
Super Sport
22K Members

CITY SPORTS CLUB
14K Members

SPROUTS FARMERS MARKET
@ Brokaw

SuperMicro
1.6M SF

Future 3K Units

Future Housing

240 Units

239 Units

150 Future Units

769 Units

300 Future Units

COSTCO WHOLESALE

SAVE MART SUPERMARKETS

SAFeway

CVS pharmacy

Trumark
 94 Future Units
 (Under Construction)

Pulte
 150 Future Units
 (Under Construction)

BART
Berryessa Station

BART
Alum Rock Station

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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

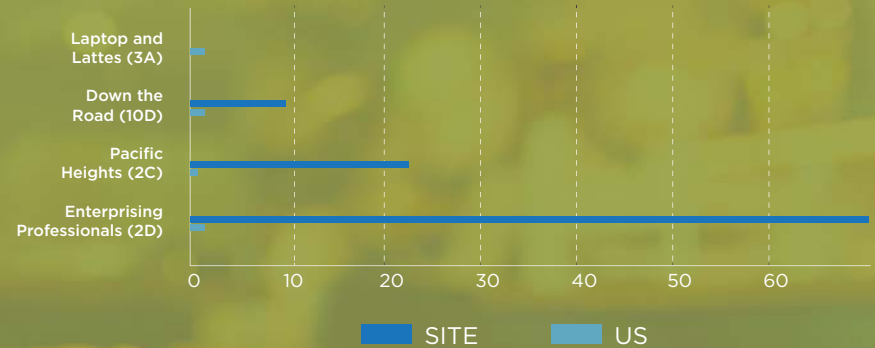
- Early adopters of new technology in hopes of impressing peers with new gadgets.
- Enjoy talking about and giving advice on technology.
- Work long hours in front of a computer.
- Strive to stay youthful and healthy, eat organic and natural foods, run and do yoga.
- Buy name brands and trendy clothes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



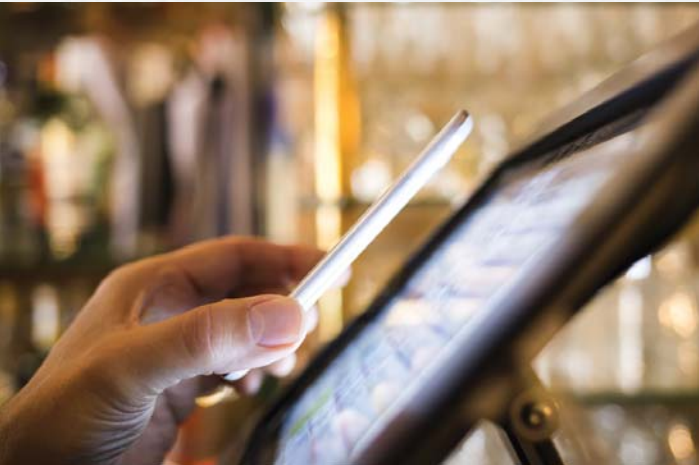
AVERAGE HOUSEHOLD BUDGET INDEX



GROCERY ANCHORED SILICON VALLEY RETAIL



SOUTH WEST CORNER OF BROKAW
Old Oakland, San Jose



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DOLLINGER PROPERTIES

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