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Brokaw

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DOLLINGER PROPERTIES

Sprouts @ Brokaw

South West Corner of Brokaw & Old Oakland | San Jose

2025 DEMOGRAPHICS

	1 MILE	3 MILES	5 MILES
Total Population	17,070	199,558	543,142
Total Daytime Population	35,526	273,373	684,976
Avg. Household Income	\$205,780	\$204,157	\$190,248



Site Plan



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Project Highlights

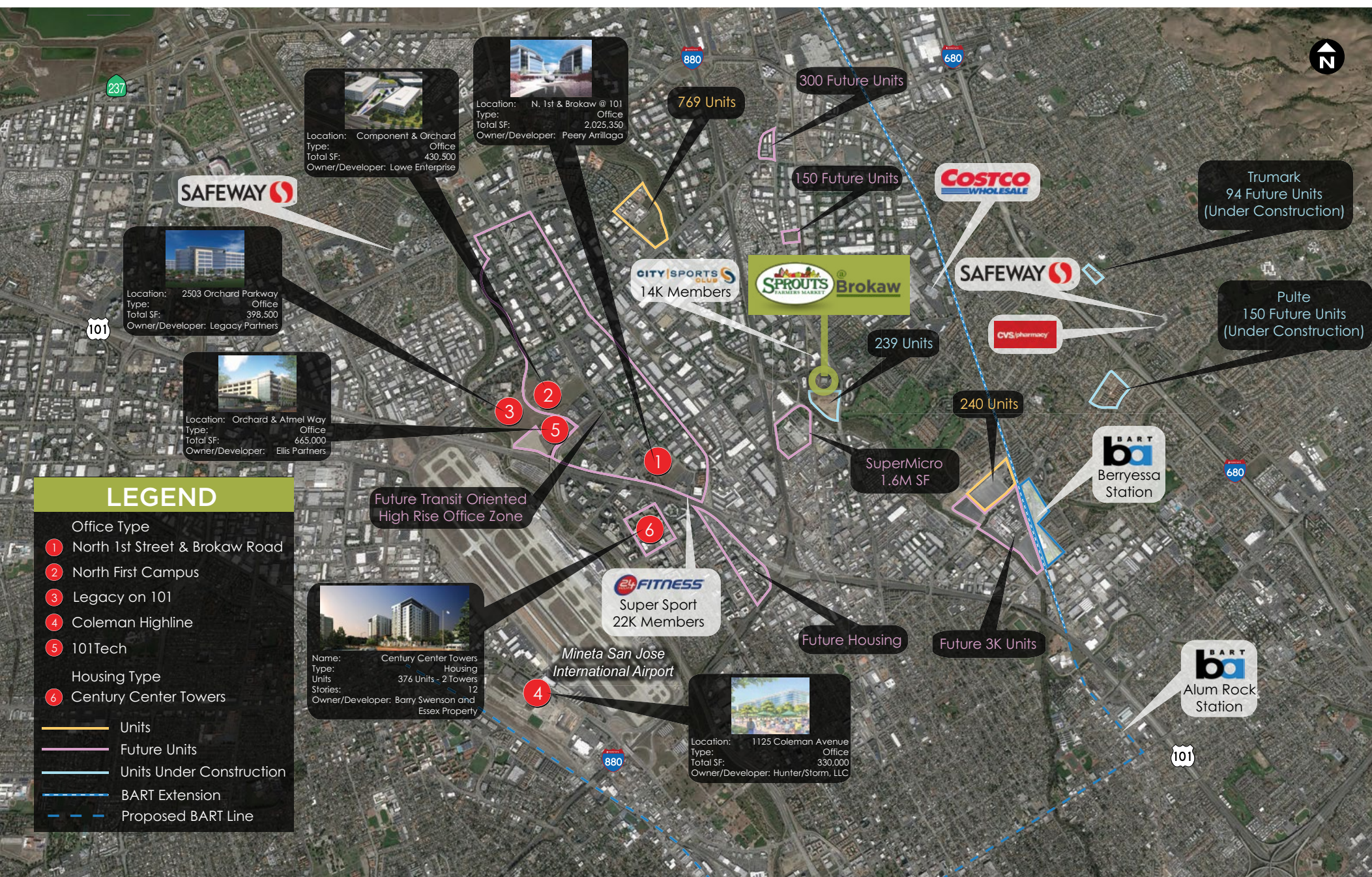
- New Grocery Anchored Center in Silicon Valley
- ±145,000 square feet of new retail construction on ±14 acres
- Centerpiece intersection of strong retail corridor which includes Costco, Lowe's HIW and City Sports
- Adjacent to new residential development (239 units nearing completion)
- Across Brokaw 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



Retail Aerial



Trade Area Development Aerial



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2025 Demographics

	1 Mile	3 Miles	5 Miles
Population			
Estimated Population (2025)	17,070	199,558	543,142
Projected Population (2030)	17,012	201,965	551,315
Census Population (2010)	14,685	161,166	482,085
Census Population (2000)	12,079	148,016	453,646
Projected Annual Growth (2025-2030)	-0.07%	-0.24%	-0.30%
Historical Annual Growth (2010-2022)	16.0%	21.6%	12.7%
Historical Annual Growth (2000-2010)	21.5%	8.8%	6.2%
Trade Area Size	3.1 sq mi	28.3 sq mi	78.5 sq mi
Households			
Estimated Households (2025)	5,783	68,975	180,732
Projected Households (2030)	5,801	70,752	186,653
Census Households (2010)	5,026	51,851	149,187
Census Households (2000)	4,425	43,346	131,927
Projected Annual Growth (2025-2030)	0.06%	0.51%	0.65%
Historical Annual Change (2010-2022)	12.5%	29.7%	18.5%
Historical Annual Change (2000-2010)	13.6%	19.6%	13.1%
Average Household Income			
Estimated Average Household Income (2025)	\$205,780	\$204,157	\$190,248
Projected Average Household Income (2030)	\$222,582	\$220,339	\$207,878
Median Household Income			
Estimated Median Household Income (2025)	\$168,332	\$165,516	\$148,033
Projected Median Household Income (2030)	\$188,679	\$180,459	\$163,699
Per Capita Income			
Estimated Per Capita Income (2025)	\$69,015	\$70,596	\$63,459
Projected Per Capita Income (2030)	\$75,166	\$77,235	\$70,534
Estimated Average Household Net Worth (2025)	\$1,924,315	\$1,537,291	\$1,552,498

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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

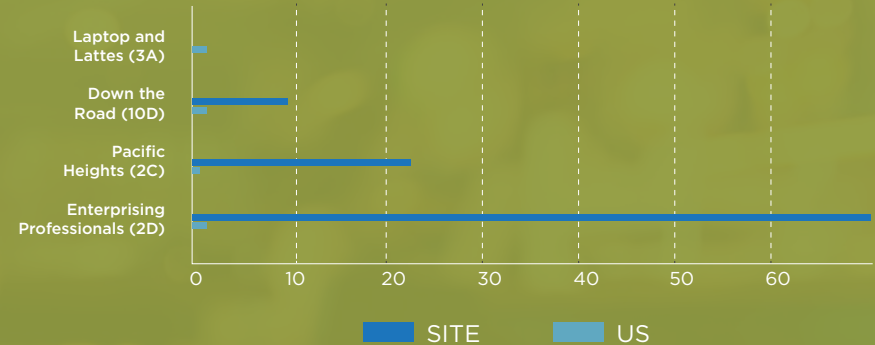
- Early adopters of new technology in hopes of impressing peers with new gadgets.
- Enjoy talking about and giving advice on technology.
- Work long hours in front of a computer.
- Strive to stay youthful and healthy, eat organic and natural foods, run and do yoga.
- Buy name brands and trendy clothes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

SOCIO ECONOMIC TRAITS

MARKET PROFILE

- 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.

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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