



serramonte

the Market

1.4M
TRADE AREA

DEMOGRAPHIC SNAPSHOT

941K TOTAL DAYTIME POPULATION	\$186K AVERAGE HOUSEHOLD INCOME
130K MEDIAN HOUSEHOLD INCOME	57% BACHELOR DEGREE OR HIGHER
1.4M AVG. HOME VALUE	119K BACHELOR DEGREE OR HIGHER

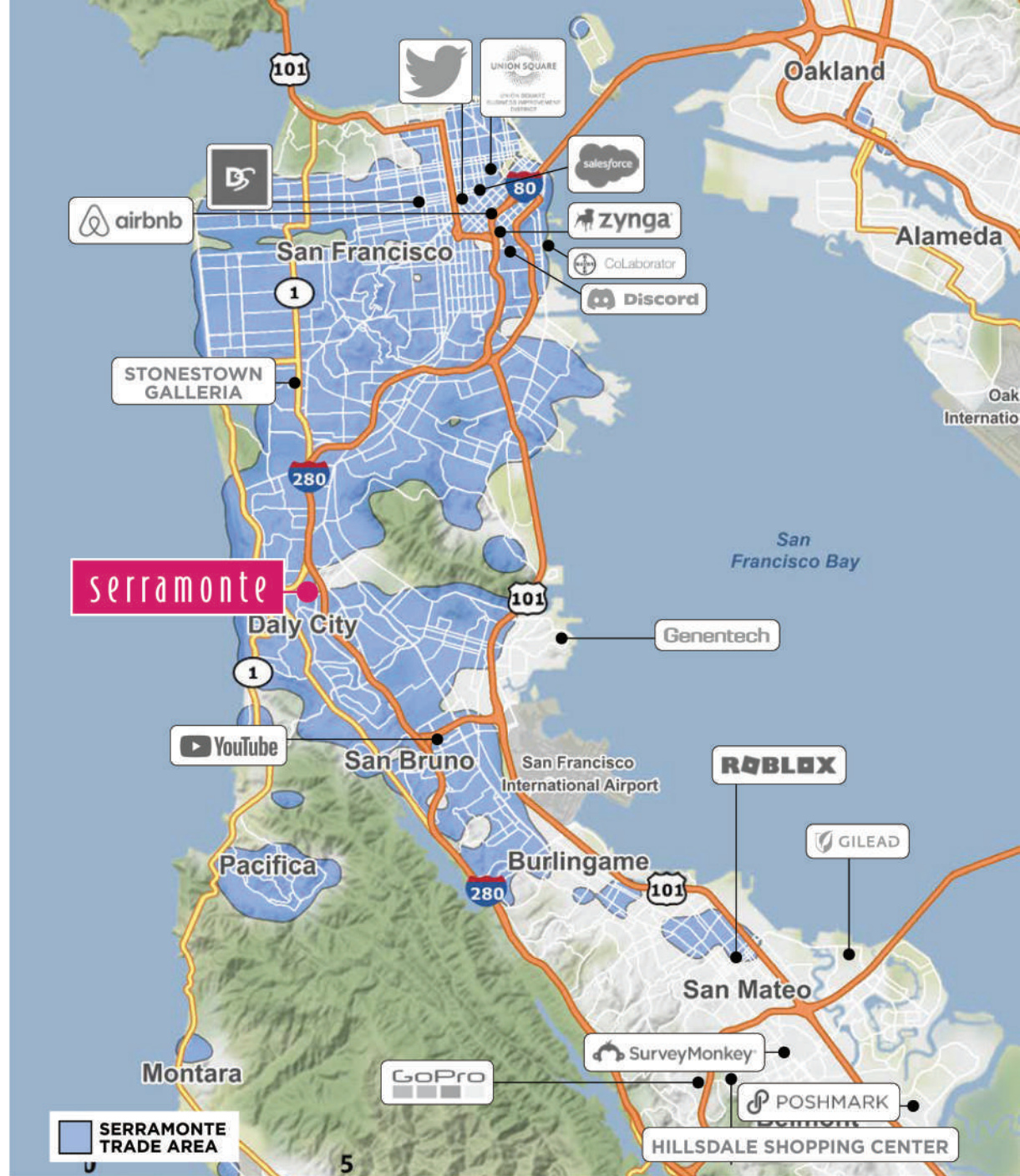
LIFESTYLE SEGMENTS

32% Ultra Wealthy Families - The nation's wealthiest families	26% Near Urban Diverse Families - Middle class diverse families living in urban or near-urban areas
32% Educated Urbanites - well-educated young singles living in dense urban areas working relatively high paying jobs	

SOURCE: 2024 PLACER
5 MILE RADIUS

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3 Serramonte Center, Daly City, CA 94015



Central to a diverse
and vast trade area.



the
site

16M

TOTAL VISITS

1.7M

UNIQUE VISITORS

55 MIN

AVG. DWELL TIME

200K

VEHICLES PER DAY

14.08

VISITS PER SQ FT

Merchant Rankings

(Based off locations in CBSA)

TARGET

#1 OF 28

MACY'S

#2 OF 9

NORDSTROM
RACK

#1 OF 8

DICK'S
SPORTING
GOODS

#1 OF 4

SOURCE: PLACER.
AI LOCATION DATA
ANALYTICS.

DATA OVER PAST 12
MONTHS 11/2024

ROSS DRESS
FOR LESS

#1 OF 35

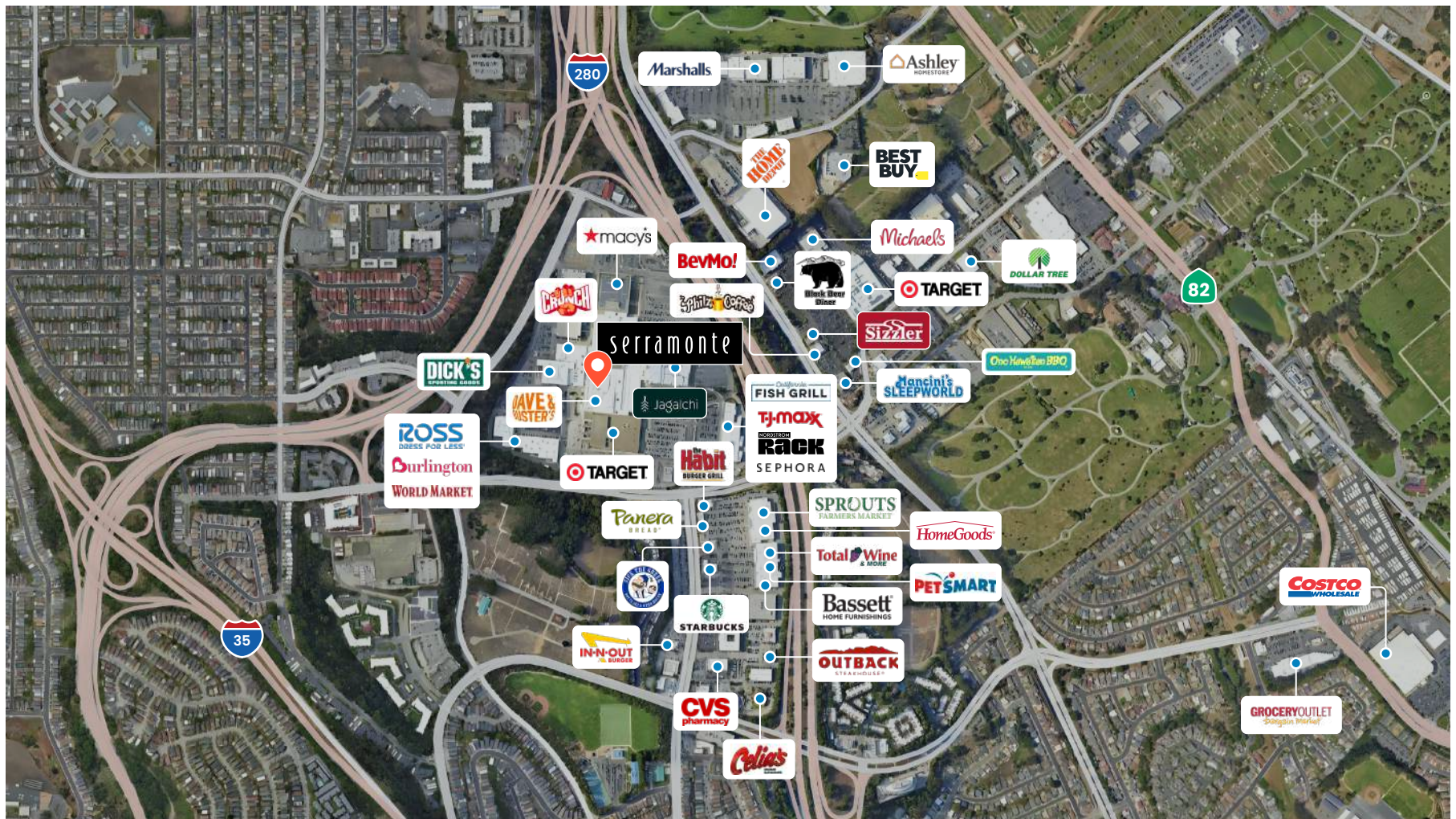
CRUNCH
FITNESS

#1 OF 7

T.J. MAXX

#2 OF 14

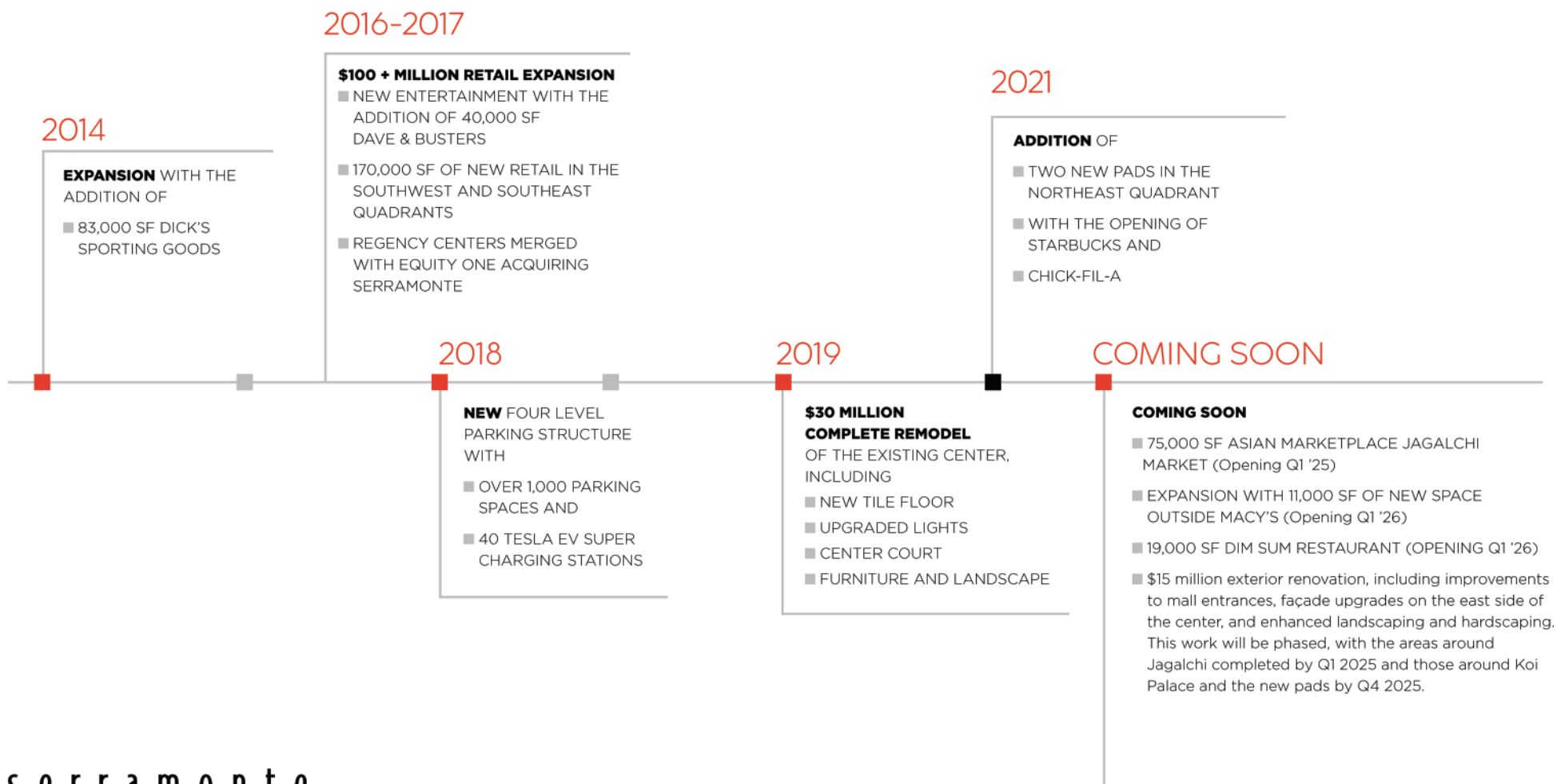
The Site



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the Expansion



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the Redevelopment INTERIOR



Image courtesy of VCC: General Contractor | Construction Company | General Contractor

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\$30M Interior Mall Redevelopment

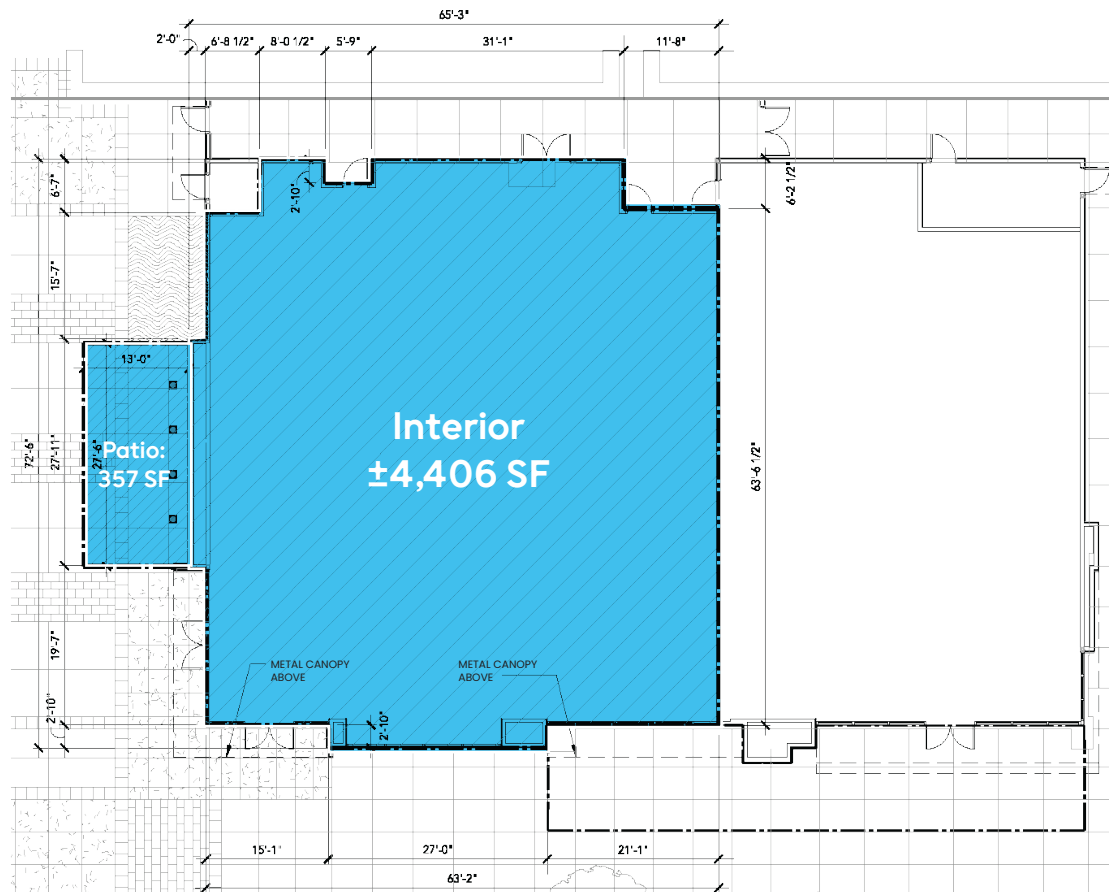
the Space 720A & 720B



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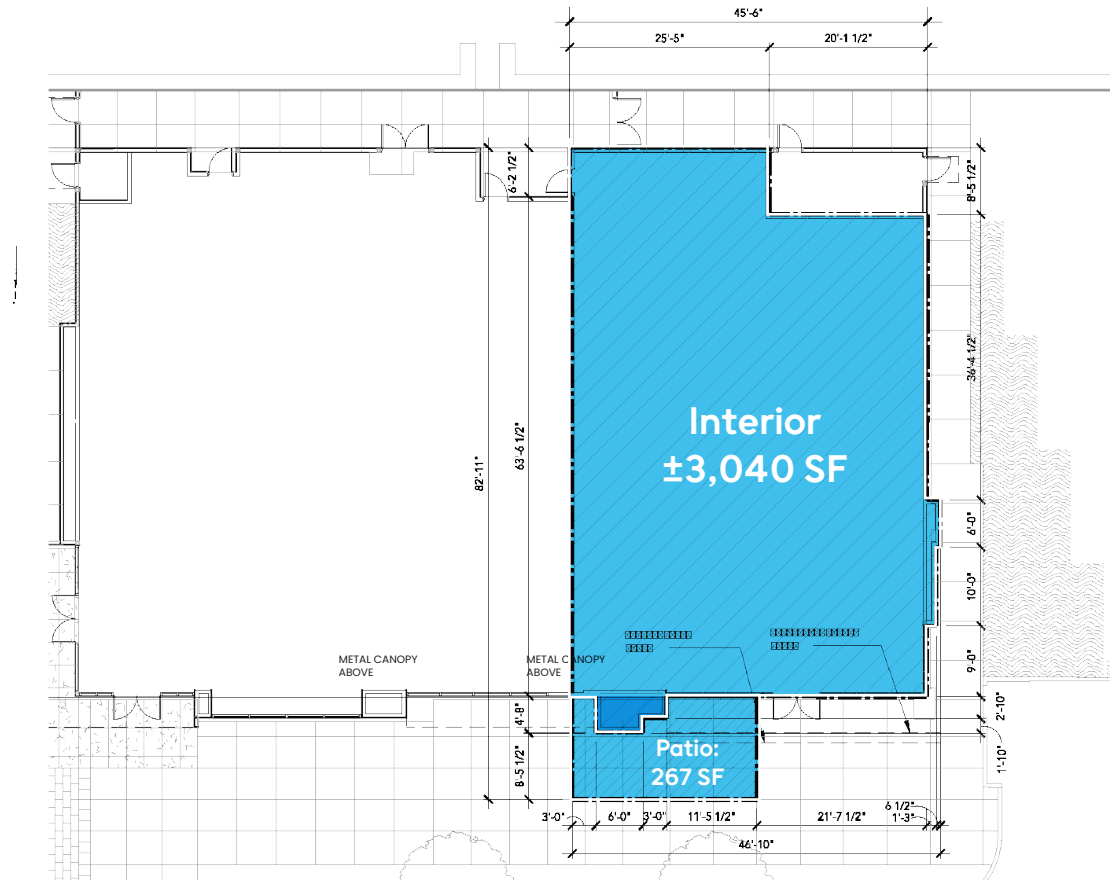
the Space 720A – Floor Plan



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the Space 720B – Floor Plan



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the Jagalchi Market

ASIAN MARKET - INTERIOR



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the Jagalchi Market

ASIAN MARKET - EXTERIOR



NORTH ENTRANCE



EAST (MAIN) ENTRANCE



EAST (MAIN) ENTRANCE



SOUTH ENTRANCE

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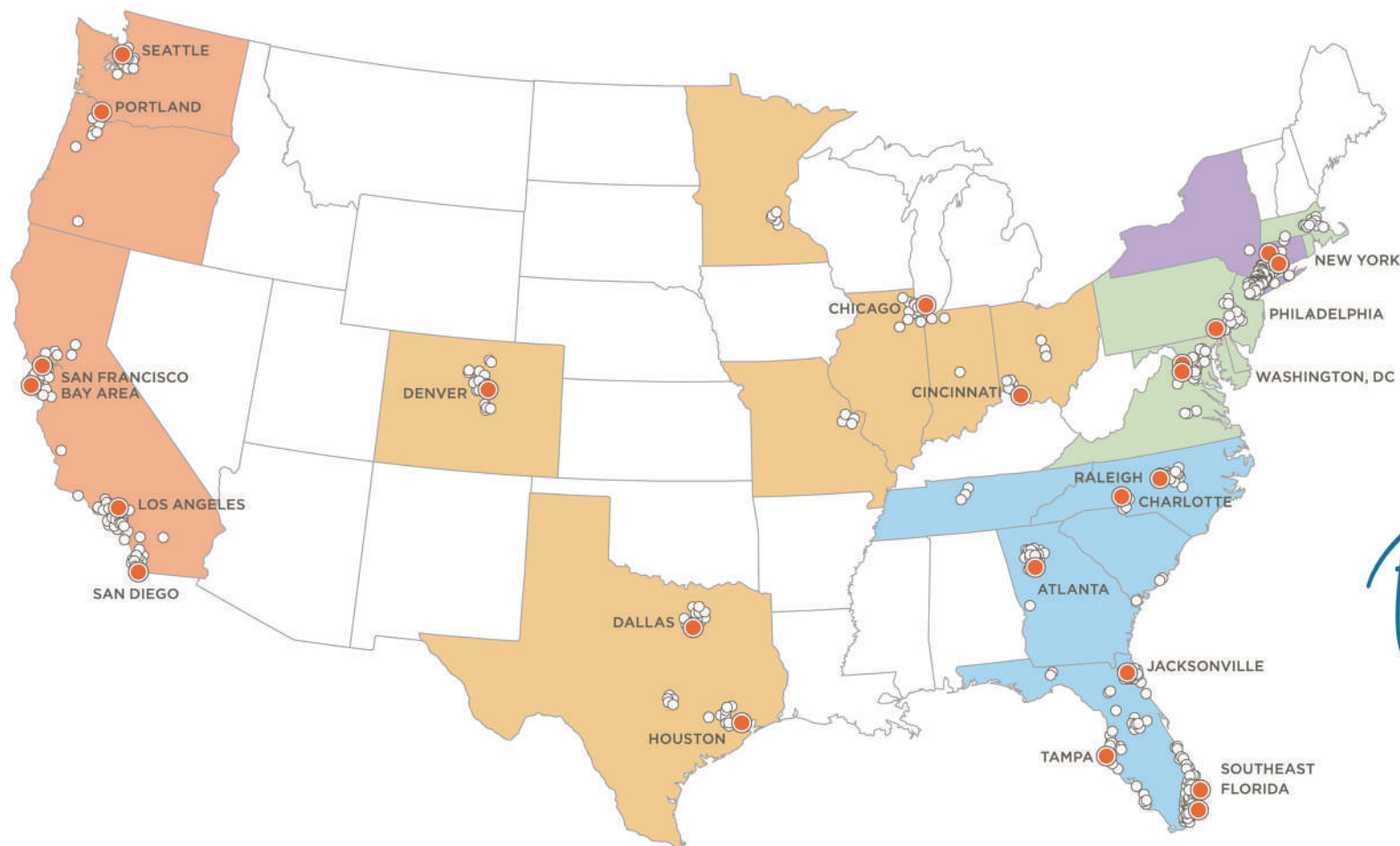
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the Dim Sum Restaurant



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ABOUT
Regency

Regency[®]
Centers.

480+
CENTERS

~\$748/SF
AVG GROCER SALES

9,000+
TENANTS

61M+
SF NATIONWIDE

124,000
AVG POPULATION

23
MARKET OFFICES

\$150,000
AVG HOUSEHOLD
INCOME (3-MILE)

~95%
NATIONALLY LEASED

\$468M
IN PROJECTS CURRENTLY
UNDER CONSTRUCTION

\$17B+
TOTAL MARKET
CAPITALIZATION

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us at
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For more information about
Serramonte, please contact

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