



General Growth Properties, Inc.

# Eastridge

San Jose, California



The All New Eastridge. This completely renovated shopping destination features over one million square feet of exciting new shopping, dining and entertainment options, anchored by Macy's, JCPenney, Sears, Barnes & Noble, Bed, Bath & Beyond, including Romano's Macaroni Grill, Chili's, and over 150 new stores plus a spectacular new 15-screen AMC Theatre. The renovated interior features exciting new stores, new family restrooms and a brand new food court. The spacious Center Court offers two levels of shopping with superior store accessibility and visibility.

## STRATEGIC HIGH-GROWTH LOCATION

- Conveniently located near Highway 101 and I-280 with easy access from Capitol Expressway.
- Primary trade area includes two of San Jose's most affluent new communities, Silver Creek and Evergreen.
- Primary trade area population is expected to increase by over 13,000 residents by 2009.
- High population density: nearly 60% of primary trade area population resides within a 3-mile radius, and 756,700 people live within 7 miles.

## SHOPPERS WITH BUYING POWER

- 51% of the primary trade area households have incomes of \$75,000+.
- 36% of the primary trade area households have incomes of \$100,000+.
- Large primary trade area household size, averaging 4 persons.
- Young affluent family market with 53% of the primary trade area households having children.
- 58% of households in the primary trade area are classified as Elite Suburbs and Urban Uptown.

Eastridge is optimally positioned to fulfill the shopping, dining and entertainment needs of the fast-growing affluent communities in the eastern foothills of San Jose including an area extending more than 25 miles south along the Highway 101 corridor.



## MALL INFORMATION

### LOCATION

Highway 101 at Capitol Expressway

### MARKET

San Jose, 65 miles south of San Francisco

### DESCRIPTION

Two-level center with Streetscape. Lifestyle Center featuring Barnes & Noble and Bed Bath & Beyond.

### ANCHORS

Macy's, JCPenney, Sears, AMC 15 Theatre, Barnes & Noble, and Bed Bath & Beyond

**TOTAL RETAIL SQUARE FOOTAGE** 1,400,000

**PARKING SPACES** 7,500

**OPENED** 1971

**RENOVATED** 2004 / 2005 / 2006

## TRADE AREA PROFILE

**2005 POPULATION** 424,179

**2010 PROJECTED POPULATION** 436,909

**2005 HOUSEHOLDS** 106,515

**2010 PROJECTED HOUSEHOLDS** 108,986

**2005 MEDIAN AGE** 32.5

**2005 AVERAGE HOUSEHOLD INCOME** \$98,461

**2010 PROJECTED AVERAGE HOUSEHOLD INCOME** \$113,592

## 5-MILE RADIUS PROFILE

**2005 POPULATION** 512,821

**2010 PROJECTED POPULATION** 532,191

**2005 HOUSEHOLDS** 137,147

**2010 PROJECTED HOUSEHOLDS** 141,628

**2005 MEDIAN AGE** 32.9

**2005 AVERAGE HOUSEHOLD INCOME** \$92,033

**2010 PROJECTED AVERAGE HOUSEHOLD INCOME** \$105,786

## DAYTIME EMPLOYMENT

**3-MILE RADIUS** 41,323

**5-MILE RADIUS** 145,285

SOURCE: CLARITAS, INC.