



SANTANA ROW

Disrupting The Ordinary

At Santana Row, we're constantly creating surprises whether it be turning a shopping trip into a treasure hunt or making the weekend seem just a little bit longer.

We turn our back to the hum-drum and embrace the extraordinary.

#DisruptingTheOrdinary



A Place As Rare As The Opportunity

To remain relevant with our ever changing consumer, we continue to innovate with creative new-to-market and first-to-market concepts and great operators. With a focus on the evolution of the shopping experience, both merchant and consumers thrive.

Expansion of an Icon

Shops | Eateries | Spas | Salons | Luxury Apartments | Class A Office Space | Boutique Hotel



Demographics

Santana Row, located in Silicon Valley, California is the hub for high-tech innovation and development.



Santana Row, located in Santa Clara County, population 1.9 million is home to Santana Row. Nearby communities include: Cupertino (home to Apple), Mountain View (home to Google), Palo Alto (home to Stanford University and the Zuckerbergs), San Jose (home to Ebay) and Santana Row (home to Splunk).

5-Mile Radius Demographics:

Population: 598,505

Daytime Population: 739,283

Avg HH Income (\$): 122,278

Median Income (\$): 88,497

Median Age: 37

% College Educated: 51.4

Additional Surrounding Demographics

Palo Alto Median Home Value: \$2.5 million

Los Altos Average Home Listing Price: \$4.3 million

Cupertino Median Household Income: \$134,872

Mountain View Average Monthly Rent, 1 BR: \$2,450

Total Retail Sales Per Capita, 2012: \$21,952

On-Site Customers

Santana Row attracts an average of 30,000 customers per day,
12 MILLION ANNUALLY.



Visitors

Santana Row Visitors:

2018 Estimated Annual Visitors: 12 million

Residential

834 homes: 219 privately owned condos, 615 rental units

of Residents today 1,500+-

of Residents with (Lot 12) 1,900+-

Average Rent: \$3,700 Average Income: \$500,000+

Office

On-Site Office today:

Size 380,000 SF

of Employees 1,700+

On-Site Office with 700 Santana Row & Santana West

Size 1.5 million SF

of Employees 6,500+

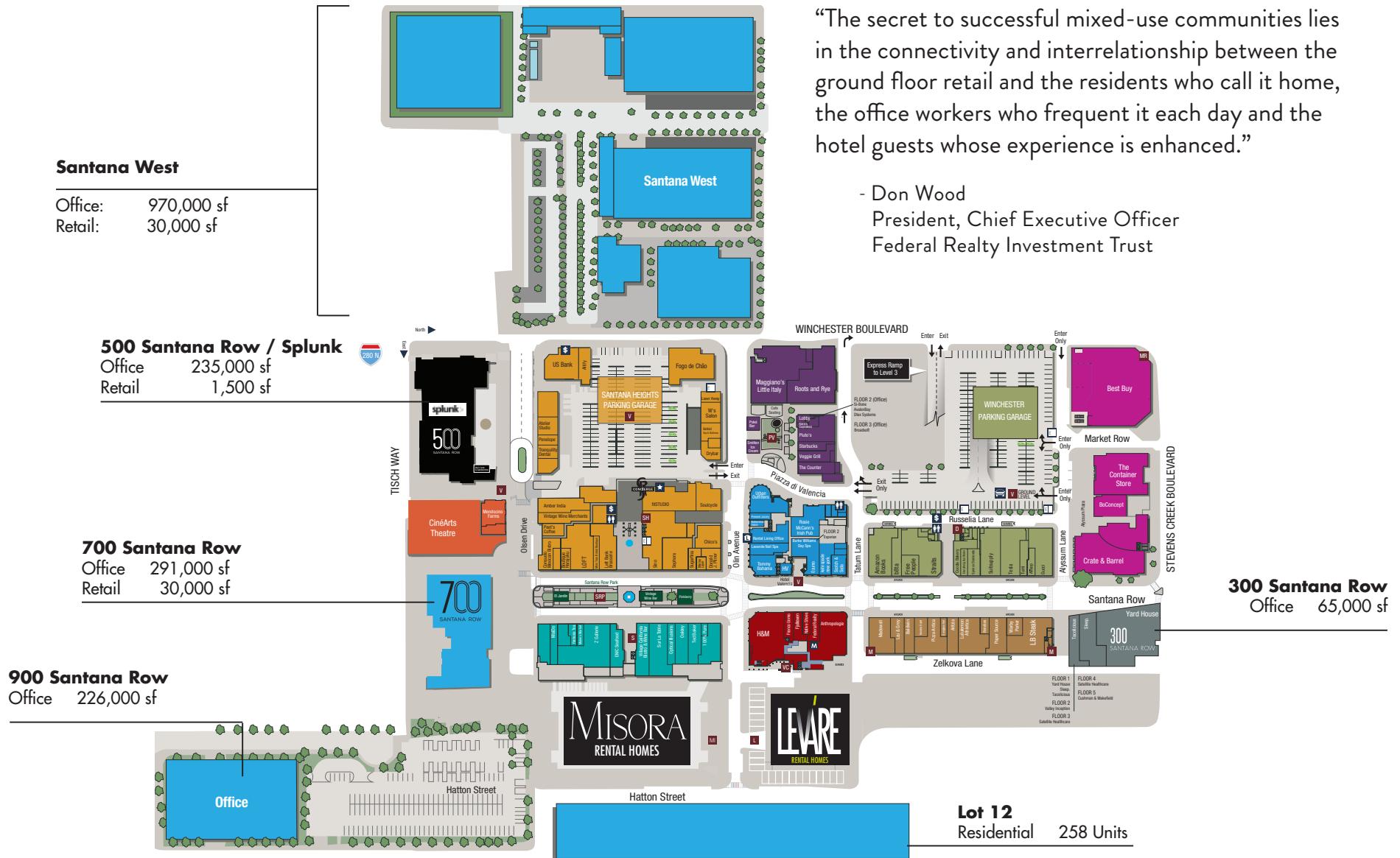
Hotel Valencia Guests

212-room world class European boutique Hotel Valencia that attracts both national and international tourists.

Annual Guests: 76,500+

The Opportunity

Overall Site Plan



Events



408K Race to The Row | Quarterly Wine Strolls | Cars and Croissants Series | Fashion Shows

Mommy & Me Kid's Club | Live Music | sjDANCEco Festival | Tree Lighting Ceremony

VIP Shopping Soirées | Weekly Yoga Series | Farmer's Market

Curated Merchant Mix

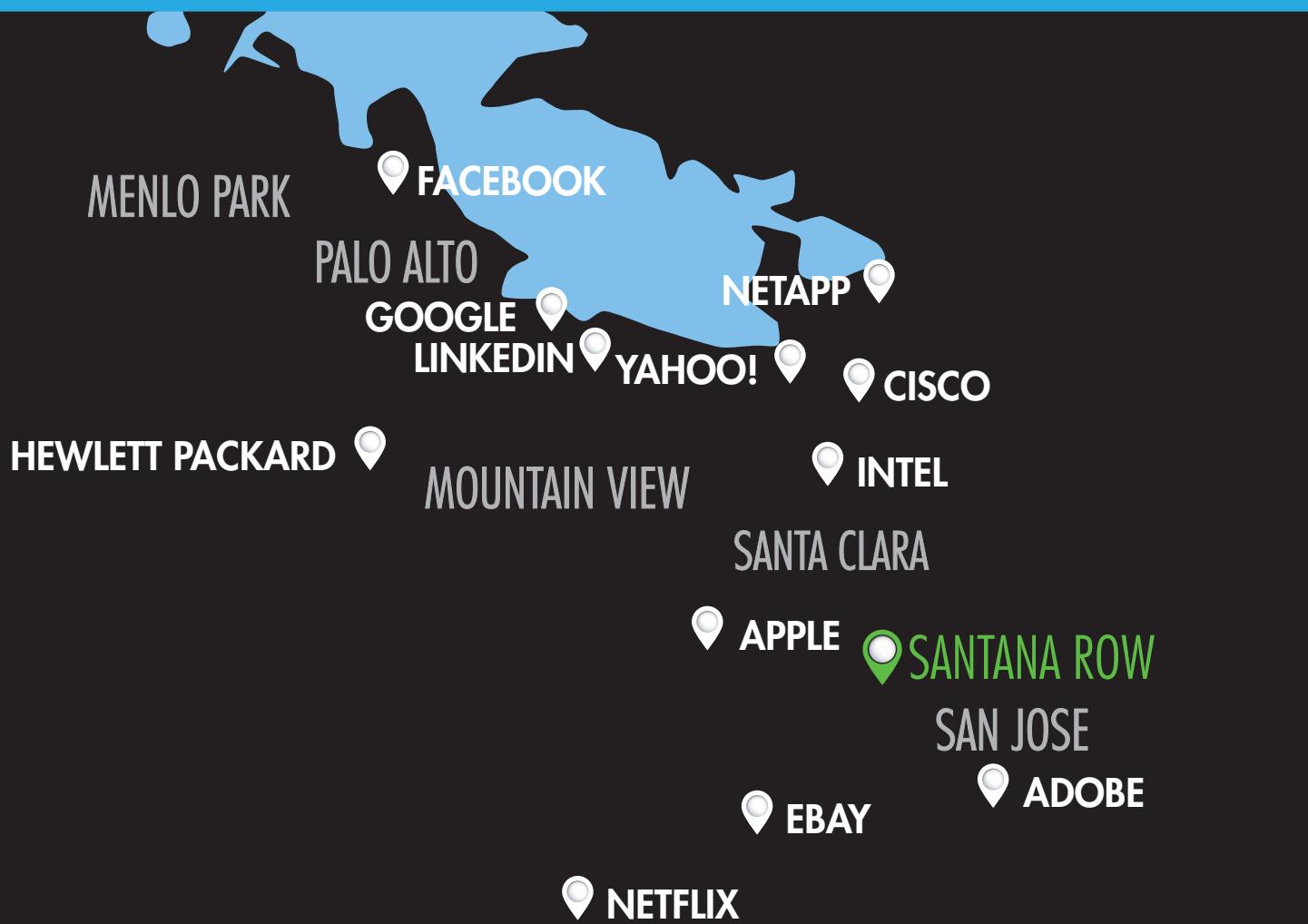


Suitsupply | Burke Williams Day Spa | Drybar | kate spade | Kendra Scott | Amazon Books | Mendocino Farms
Pressed Juicery | Pizza Antica | Tacolicious | Tesla | Yard House | SoulCycle | Sugarfina and more

The High Tech Hub

California's Employment Development Department (EDD) announced that job growth in tech-strong Santa Clara County, a.k.a. Silicon Valley, hit 5.2 percent in February. Employment growth is now at the highest point since the Dot-com Bubble in 2001.*

*Source: <http://www.breitbart.com/california/2015/03/20/silicon-valley-job-growth-at-highest-level-since-dot-com-bubble-burst/>



ALL WITHIN 20 MILES:

EBAY
ADOBE
APPLE
INTEL
NETFLIX
CISCO
NETAPP
YAHOO!
LINKEDIN
GOOGLE
FACEBOOK
HP

People Are Talking

“SAN JOSE - Santana Row is readying new restaurant and retail openings, an array of additions that defy the slump for brick-and-mortar merchants.”

- George Avalos
Bay Area News Group

“For over 12 years, we have had the great pleasure of working with Santana Row. We have developed a wonderful working relationship and are proud to be a part of this amazing community.”

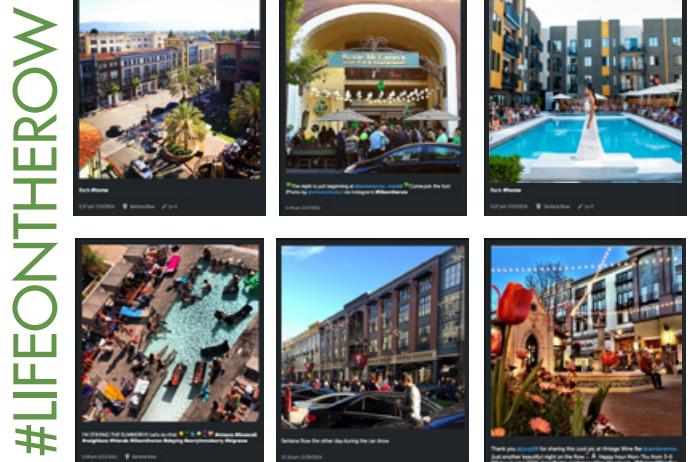
- Chris Yeo
Owner of Straits, Sino and Roots & Rye

“Santana Row’s palm-tree lined boulevard, bevy of retailers and restaurants, and always-lively atmosphere are just a few reasons why we chose to be part of this shopping destination. Just like our store, Santana Row offers much more than a space to shop; it’s a place to catch up with friends, relax, and take in the scenery. We feel lucky to have found a home in what we think is a very special enclave of the city.”

- Warby Parker Press Release

“The Row, as it’s known, is a neighborhood that caters to the tech community and the families they come home to with stores such as Gucci, Scotch & Soda, Madewell, Ted Baker, Warby Parker and Bonobos alongside lifestyle perks like restaurants, parks, condos and a boutique hotel. The district strives to create #LifeOnTheRow moments with poolside fashion shows, celeb chef demos and family-style outdoor Lululemon Athletica yoga classes.”

- Womens Wear Daily



“Great place to spend a weekend, bask in the sun, and take in the scenery.”
-yelp reviewer

“I absolutely love Santana Row. and it’s not just the variety of shops and restaurants; it’s a feeling.”
-yelp reviewer

“I love Santana Row! great place for eating, shopping, drinking and hanging out.”
-yelp reviewer



Let's Talk

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