

Westfield

SAN FRANCISCO CENTRE

THE DOME

The Dome serves as a community gathering place where locals gravitate and feel a sense of place, surrounded by the magnificent historical dome - and is a cultural haven that draws in the curious and adventurous from around the world. The Dome inspires social engagement, community interaction and leisure entertainment. This is the new "Third Place".

Westfield SAN FRANCISCO CENTRE



LEVEL 4 VISION

FUTURE VISION

The Dome is an immersive multi-faceted experience involving a variety of food offerings, an ever-changing entertainment program and a place to learn new cooking skills.

With elevated programming and amenities, it is unique and unexpected destination. Our market focuses on providing a dynamic vibe that translates seamlessly from morning to night, and everything in between.



Westfield SAN FRANCISCO CENTRE



LEVEL 4 VISION

ACCESS

NORDSTROM

BLOOMINGDALE'S

CENTURY THEATRES

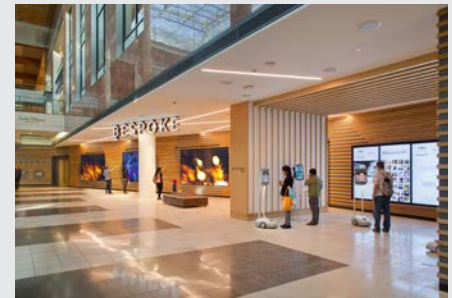
BURKE WILLIAMS

OFFICES



BESPOKE

Bespoke is a trifecta of coworking, demo, and event spaces strategically located at Westfield San Francisco in the epicenter of downtown, where tech and retail marketplaces converge.



LEVEL 4 VISION

MOOD BOARD





MARKET OPPORTUNITY

KEY RETAILERS

ANCHORS

2nd largest Nordstrom in the US, Bloomingdale's West Coast flagship

FLAGSHIPS

San Francisco Centre is home to 14 area flagship stores including: Bloomingdale's, Nordstrom, Adidas, Artizia, American Eagle, Abercrombie & Fitch, Kate Spade New York, Club Monaco, J. Crew, Microsoft, Madewell, Michael Kors, Vans, and Zara.

TOP PERFORMERS

24 shops and restaurants have their highest volume Westfield US location at San Francisco Center including: Aritzia, BCBG, Bose, J. Crew, Hugo Boss, Kiehl's, Lululemon, Lucky Brand, Madewell, Starbucks, Tumi, Vans.

EPICENTER OF BUSINESS INNOVATION

2.1 MILLION RESIDENTS rank downtown San Francisco's population density at #2 nationwide behind only New York City.

121,000+ BUSINESSES bring in approximately 1.2 million daytime employees

SIX FORTUNE 500 COMPANIES are headquartered within three miles of San Francisco Centre, including Twitter, Salesforce, Instagram, Pinterest, Yelp, and Uber.

\$28.0 BILLION in The Bay Area region's venture capital investment surpasses New York, L.A., Washington DC, Southwest, Midwest, Northwest, and the New England states combined.

TOURISM & CONVENTION

Twenty five percent of all property visitors are tourists coming from the U.S., Asia, Europe and Australia. Over 40% of total center retail sales are tourist-generated, with an average spend of \$145 per visit.

The nearby Moscone Convention Center encompasses 900,000sf of convention space for significant conferences including Oracle Open World, Dreamforce, American Bar Association, Game Developers Conference, Apple Worldwide Developers Conference, Google I/O, and VM World.

TRADE AREA

2,099,930

Current residents within the trade area

\$113,688

Average household income

330,052 HOUSEHOLDS

Earning over \$100,000

196,603 HOUSEHOLDS

Earning over \$150,000

27.8%

Homes valued at \$1M+ or more (US: 3%)

47.5%

College graduates (US: 29.4%)

70.0% WHITE COLLAR

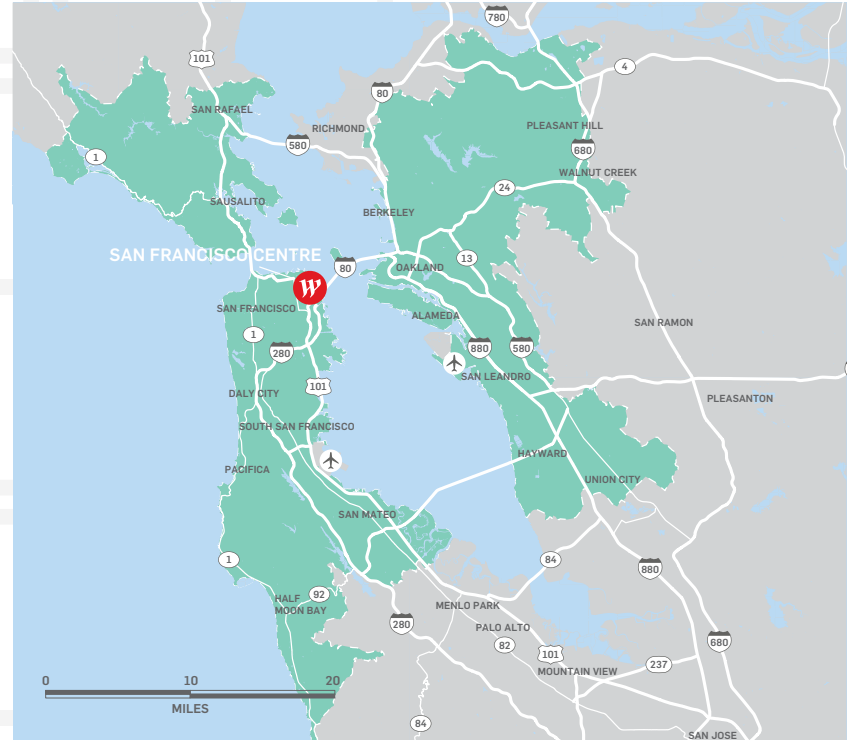
Employment (US: 60.5%)

533,710

Daytime employment (within 3 miles)

ACCESS

San Francisco Centre is located directly atop the Powell Street subway (MUNI & BART) station at which 61,000 passengers converge each day. The city's largest public parking structure (6 levels) is located directly across the street opposite Bloomingdale's.



TRADE AREA

Dense, educated, highly skilled
Seek meaningful experiences in a
“third place” to socialize outside of
home and work
30% identify as Asian

CUSTOMER MIX

45% local area resident
30% Bay Area resident
25% Tourist

SHOPPER PROFILE

60% in white collar industries
75% 25-34 age group

PROJECTED GROWTH 2016-2021

Households earning >\$250k to grow 38%
Population aged 10-17 to grow to 13%
Asian population to increase by 10%



SARAH, 38

Caucasian, MBA,
\$250k HHI,
City Homeowner



ZOE, 35

Asian, BA,
\$100k HHI,
City Renter



ERIK, 34

Hispanic, BA,
\$200k HHI,
Suburban
Homeowner



ANIKA, 35

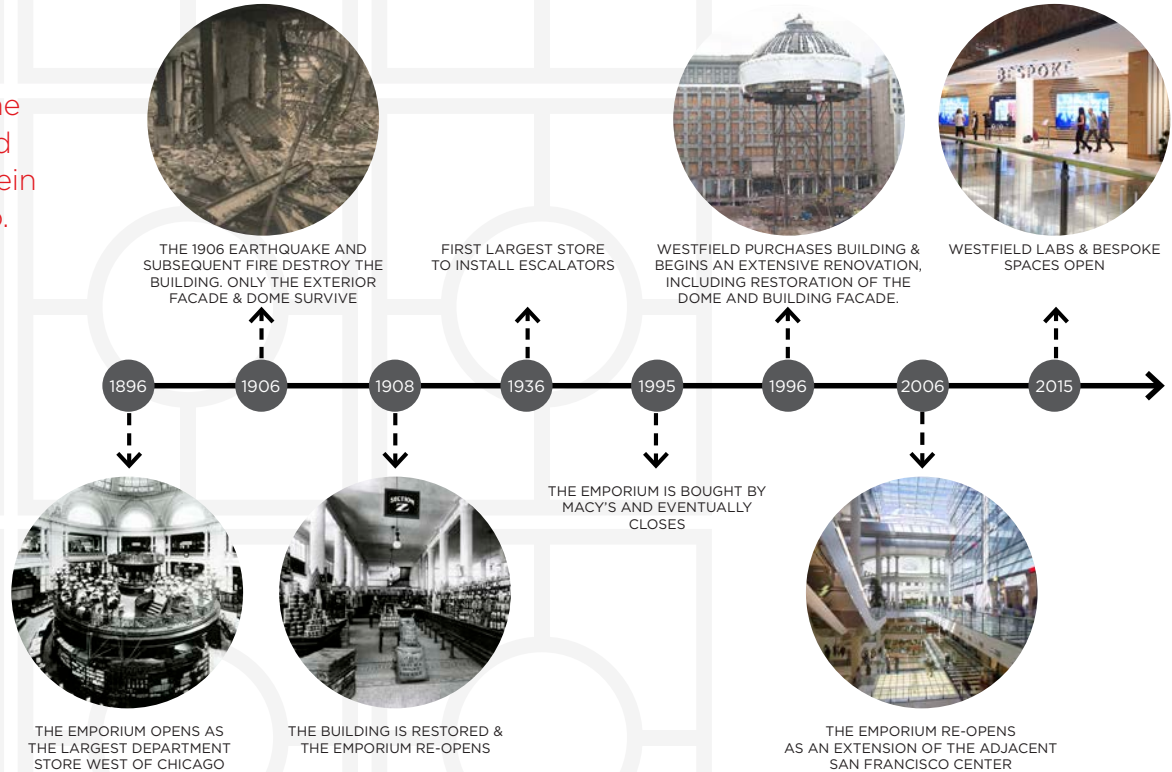
Indian, MBA,
\$165k HHI,
City Renter



SIMON, 32

Eurasian, BA,
\$225k HHI,
City Homeowner

Located on the City's iconic Market Street, the historic retail and transportation vein of San Francisco.





CONTACTS

DAN FOY
SVP, LEASING
DFOY@WESTFIELD.COM

KEN MANCUSO
SVP, LEASING
KMANCUSO@WESTFIELD.COM

