

3 MARINA VILLAGE SHOPPING CENTER
 127,000 sq. ft. grocery anchored
 • Lucky, CVS, Specialty stores

2 ALAMEDA LANDING
 291,000 sq. ft. proposed lifestyle center
 140,000 sq. ft. Target store (set to open in 2013)

1 Alameda Point (former Naval Air Station)
 918-acre site with available space for lease and development potential

4 WEBSTER STREET
 205,000 sq. ft. business district
 • Locally owned restaurants and cafes
 • Unique collectable and hobby shops, pinball museum
 • Gift shops, clothing stores, and salons
 • Marine recreation supply stores
 • Quality accommodations

5 PARK STREET
 356,000 sq. ft. business district
 • Gourmet markets and artisan food stores
 • A range of high quality and casual dining
 • Coffee houses and independent book store
 • Clothing boutiques for all ages
 • Restored art deco movie palace and vibrant evening scene

6 BRIDGESIDE
 105,000 sq. ft. grocery anchored
 • Nob Hill Market
 • Specialty stores

7 SOUTH SHORE CENTER
 594,000 sq. ft. lifestyle center
 • Safeway • Kohl's
 • Trader Joe's • Restaurants
 • Bed Bath & Beyond • Specialty stores
 • Old Navy

8 HARBOR BAY LANDING
 114,800 sq. ft. grocery anchored
 • Safeway • Restaurants
 • CVS • Smaller store space

Alameda's Retail Climate

Alameda's household consumer demand is \$960 million annually with \$420 million leakage (44%) in off-island purchases. Leakage by major category:

- General merchandise \$137.2 million
- Food service & drinking places \$29 million
- Clothing & clothing accessories \$19.6 million
- Home furnishing & appliances \$13.5 million

Alameda's Shoppers

Avg. household income = \$90,373
 Median household income = \$68,729
 Total population = 72,979
 Daytime population = 22,283

Alameda Seeks High-Quality Retail

- Men's and women's apparel
- Destination restaurants
- Sporting goods
- Electronics/appliances

Neighborhood "Station" Districts

17 Charming retail clusters nestled in Alameda's residential neighborhoods, mostly around historic streetcar stations.

Retail Opportunities



LEGEND

- Major Road
- Secondary Road
- Bridge/Tube
- Business Parks and Development Sites
- Regional and Community Shopping Centers
- Historic "Main Street" Business District
- Parks
- Neighborhood Stations
- Marina
- Ferry Terminal

