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,
13 MILLION ANNUALLY.

Visitors

Santana Row Visitors:
2018 Annual Visitors: 13 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+

Source: http://popehandy.rereport.com/market_reports

The Opportunity

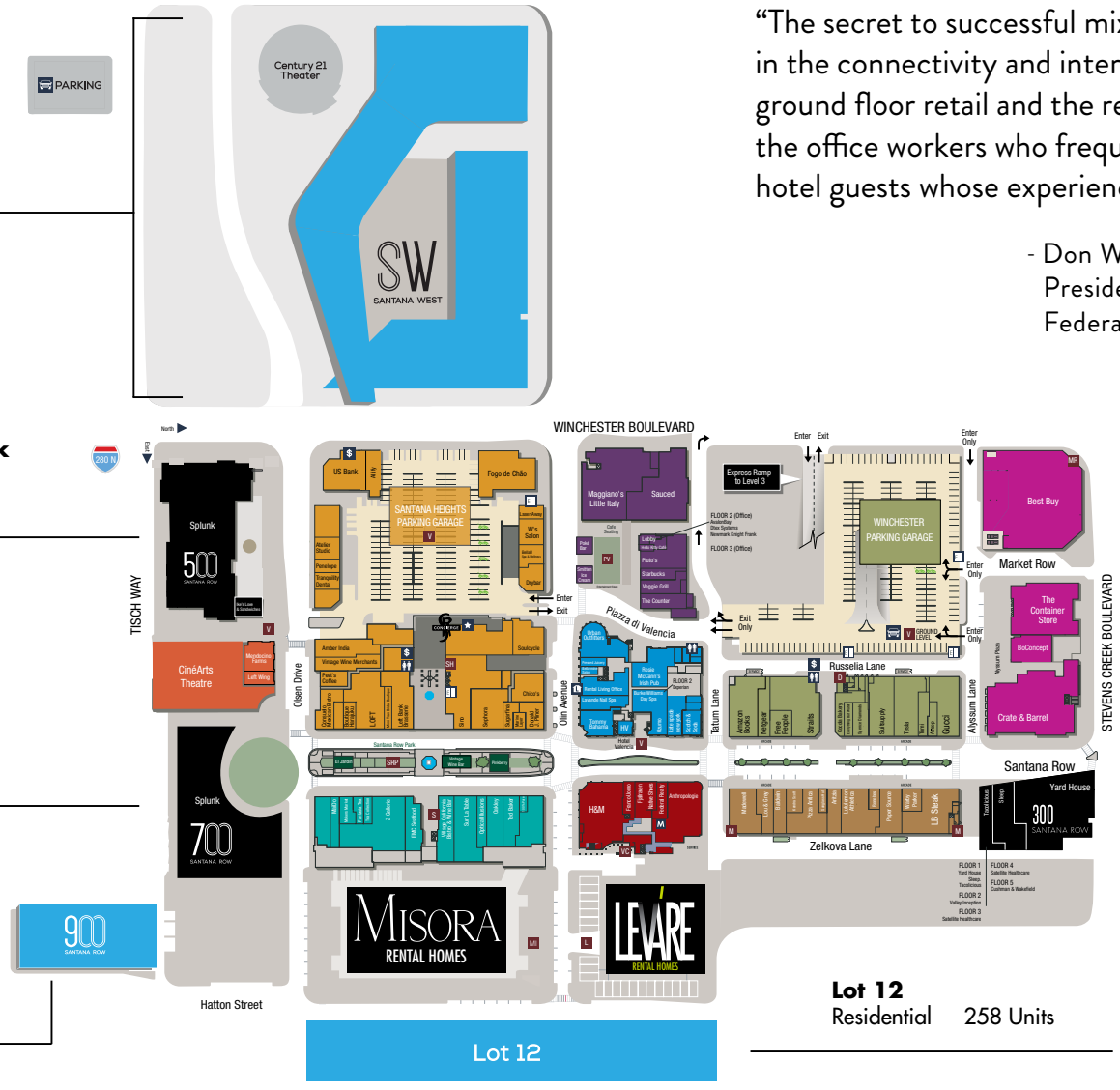
Overall Site Plan

Santana West
Office: 1,000,000 sf

500 Santana Row / Splunk
Office 235,000 sf
Retail 1,500 sf

700 Santana Row
Office 301,000 sf
Retail 18,000 sf

900 Santana Row
180,000 sf



"The secret to successful mixed-use communities lies in the connectivity and interrelationship between the ground floor retail and the residents who call it home, the office workers who frequent it each day and the hotel guests whose experience is enhanced."

- Don Wood
President, Chief Executive Officer
Federal Realty Investment Trust

300 Santana Row
Office 65,000 sf

Lot 12
Residential 258 Units

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 and Sino

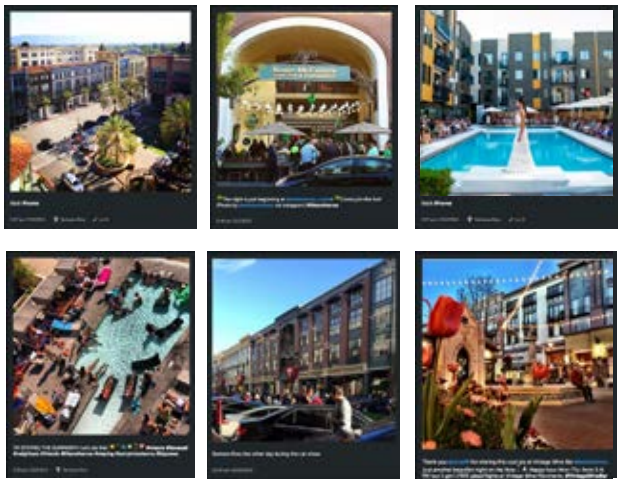
"Santana Row's palm-tree lined boulevard, bevy of retailers and restaurants, and always-lively atmosphere are just a few reasons why we chose to be part of this shopping destination. Just like our store, Santana Row offers much more than a space to shop; it's a place to catch up with friends, relax, 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

#LIFEONTHEROW



"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

JEFF KRESHEK
Sr. Vice President
West Coast Leasing
jkreshek@federalrealty.com
Direct: 310.414.5285

CHRISTIAN IRWIN
Director
West Coast Leasing
cirwin@federalrealty.com
Direct: 310-414-5286

356 Santana Row, Suite 1005
San Jose, CA 95128

www.SantanaRow.com

Federal Realty
INVESTMENT TRUST
NYSE: FRT