



RIVER VIEW

APARTMENT HOMES

SAN JOSE
CALIFORNIA

SANTA CLARA: A TOP U.S. COUNTY

Compared to the 20 Most Populous Counties

Santa Clara County ranks #1 in average household income at over \$145,000

1. **Santa Clara, CA**
2. Alameda, CA (Oakland)
3. King County, WA (Seattle)
4. Orange County, CA
5. San Diego, CA

Santa Clara County has high spending on shopping, dining and entertainment. Total spend on shopping, dining and entertainment per household is:

- 14% higher than Orange County
- 27% higher than California
- 48% higher than U.S.



Santa Clara County is Ranked:



#1 in percentage of households earning \$100,000 or more



#1 in retail sales per household



#1 in percentage of population with a bachelor's degree or higher



#16 in population

UNBEATABLE EMPLOYEE MARKET



Strong daytime population with **over 402,000 employees** within a 10-minute drive



Santa Clara County has one of the nation's strongest job markets with high annual **employment growth of 3.5%**, higher than California at 2% and more than double the U.S. at 1.5%



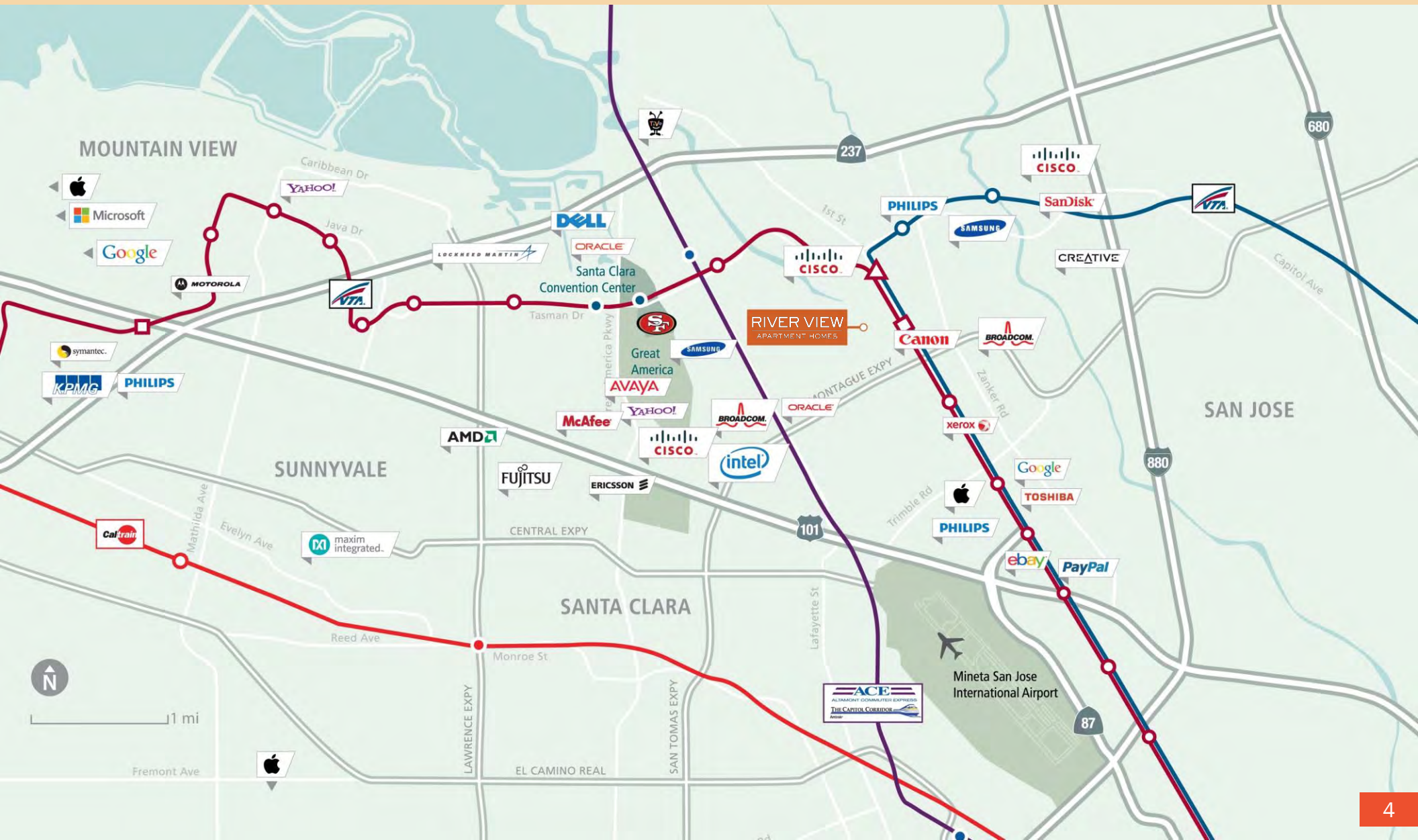
48% of the population has a bachelor's degree or higher, making Santa Clara one of the most-educated counties in the U.S.

Top employers in the area include:



UNBEATABLE EMPLOYEE MARKET

FASTEST GROWING TECHNOLOGY BUSINESS COMMUNITY IN THE U.S.



RIVER VIEW

APARTMENT HOMES

SAN JOSE
CALIFORNIA

THE AREA

Within a 10-Minute Drive



STRONG DAYTIME POPULATION

Over 402,000 employees



EDUCATED AND AFFLUENT

Affluent market with average household income over \$133,000

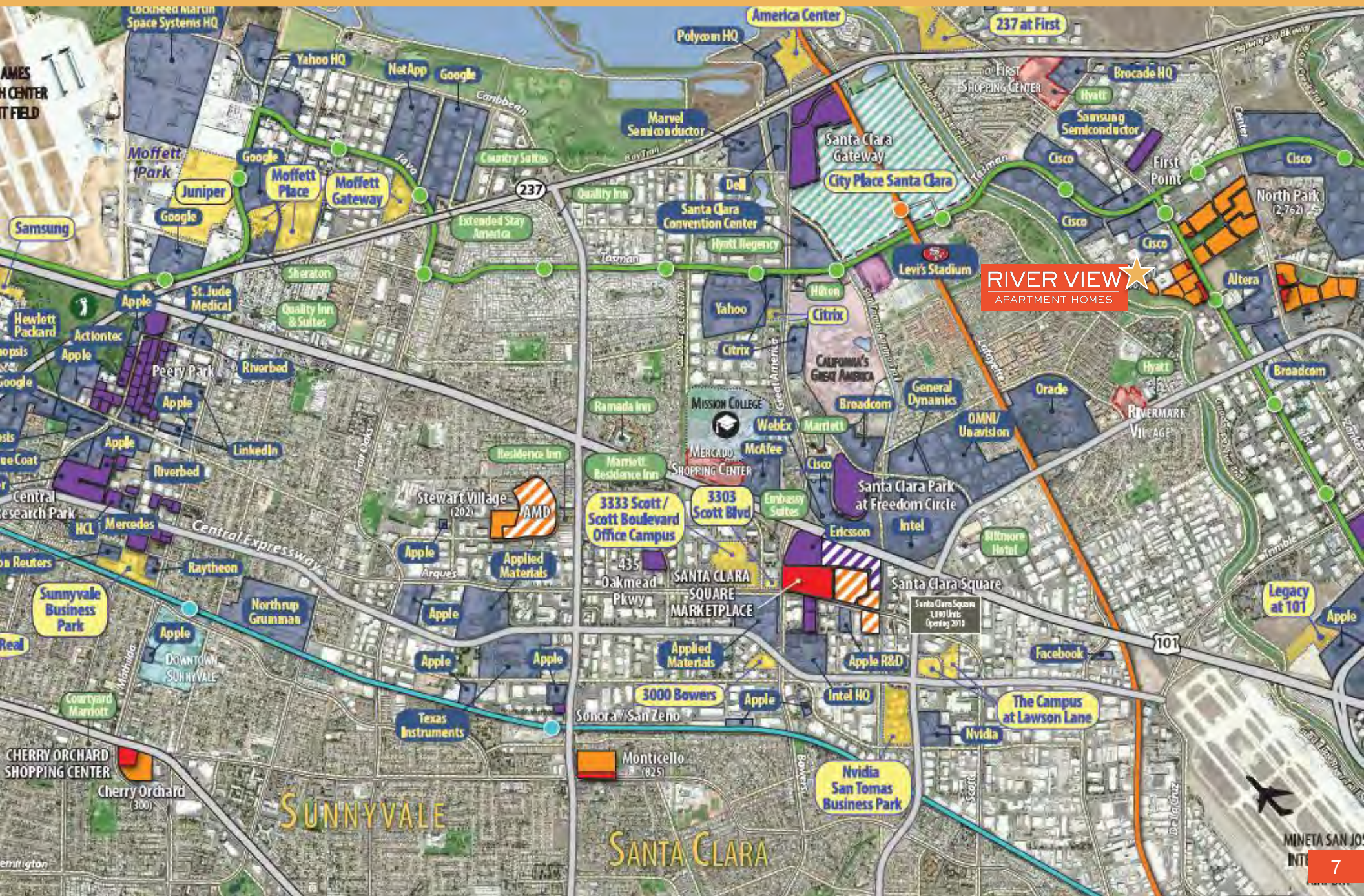


DENSE POPULATION

Over 278,000 residents



AREA SNAPSHOT



RIVER VIEW ★
APARTMENT HOMES

RIVER VIEW TRAFFIC



**N. First St. at
River Oaks Pkwy.:**
25,000 CARS



**River Oaks Pkwy.
at N. First St.:**
6,000 CARS



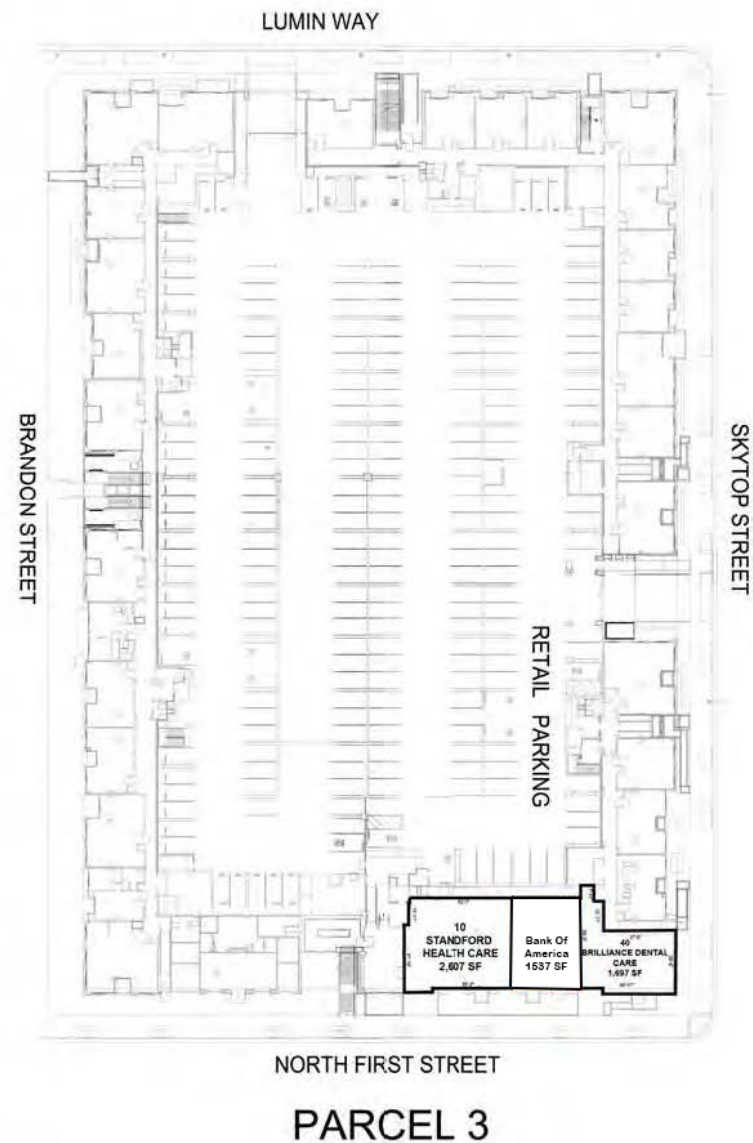
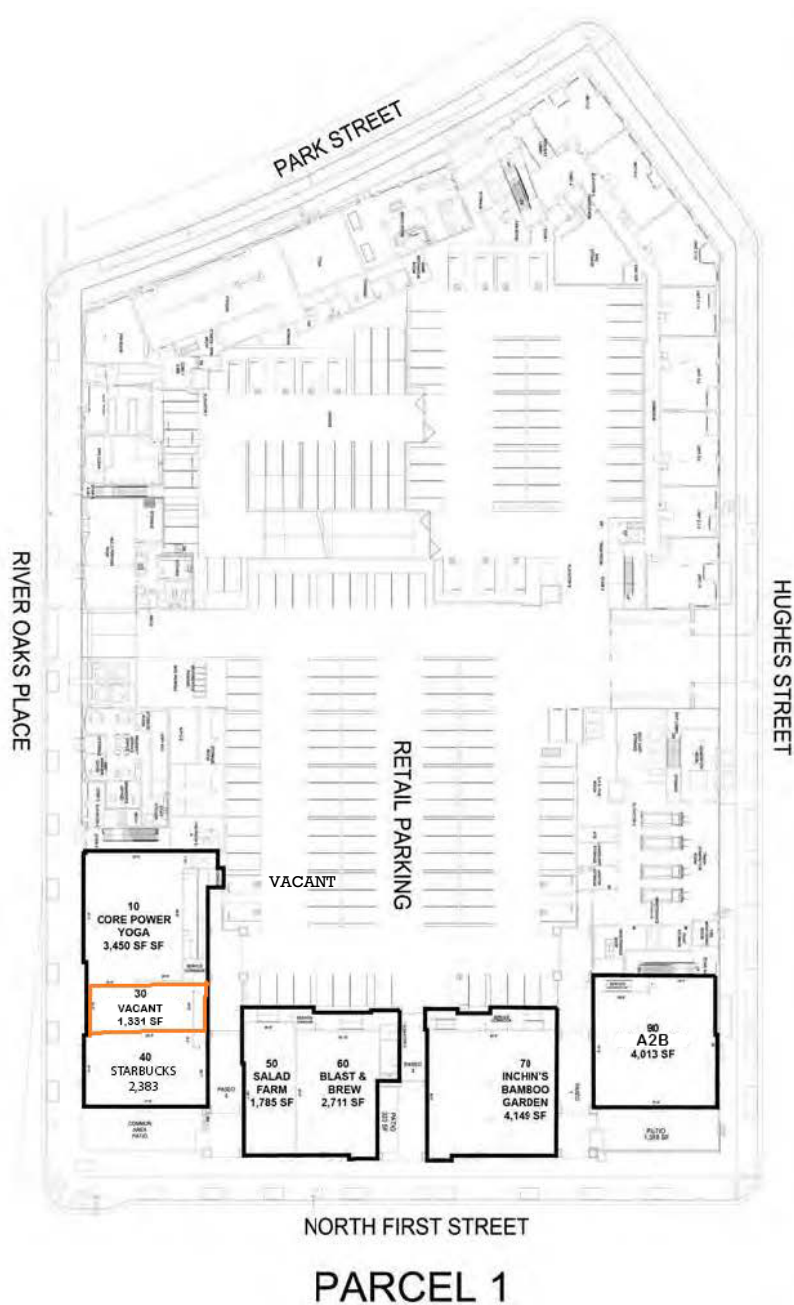
TOTAL:
31,000 CARS



RIVER VIEW SITE PLAN



RIVER VIEW SITE PLAN

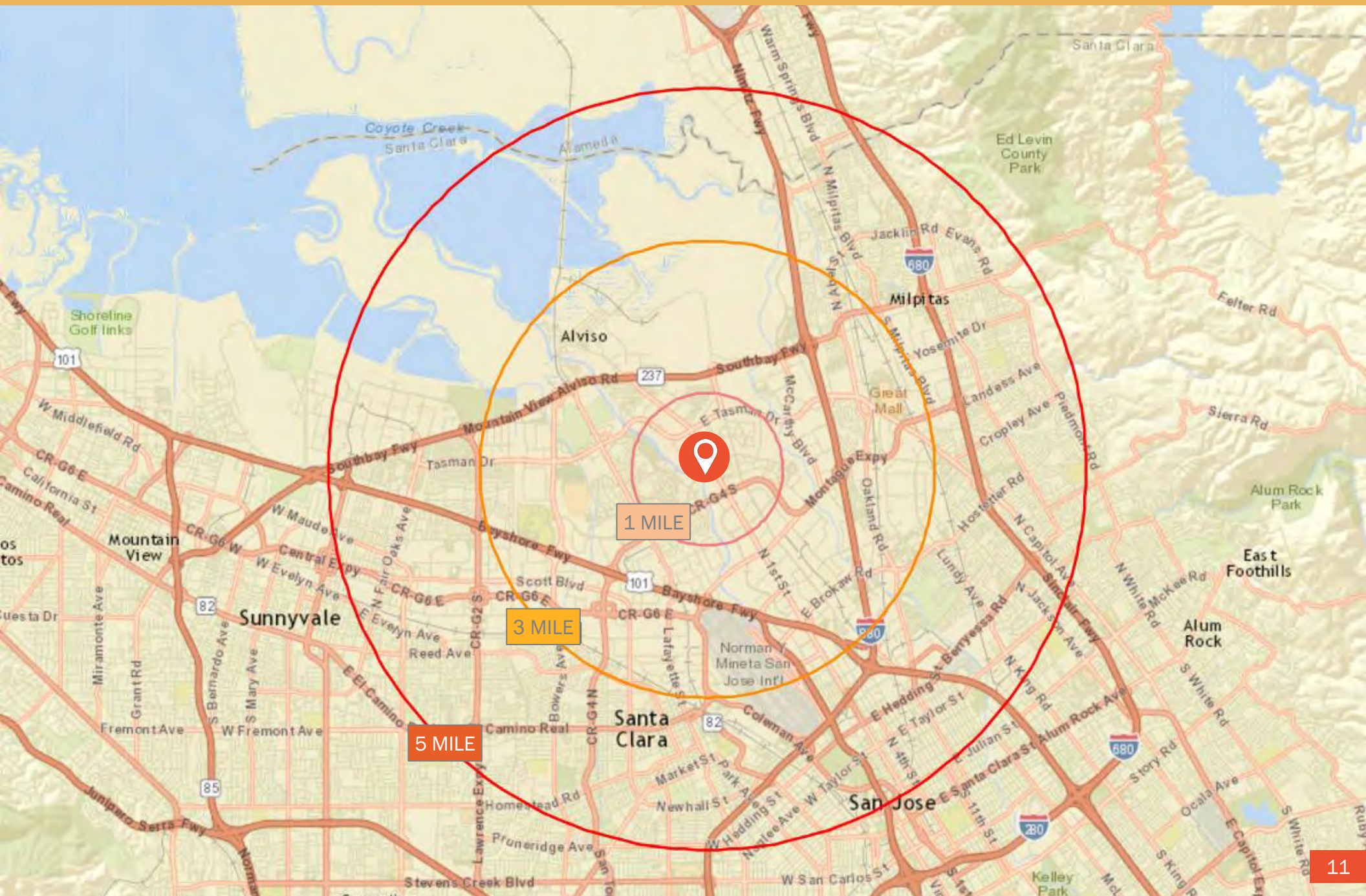


PARCEL 1
1,331 SF Retail

PARCEL 3
Fully Leased

RIVER VIEW DEMOGRAPHICS

(RADIUS)



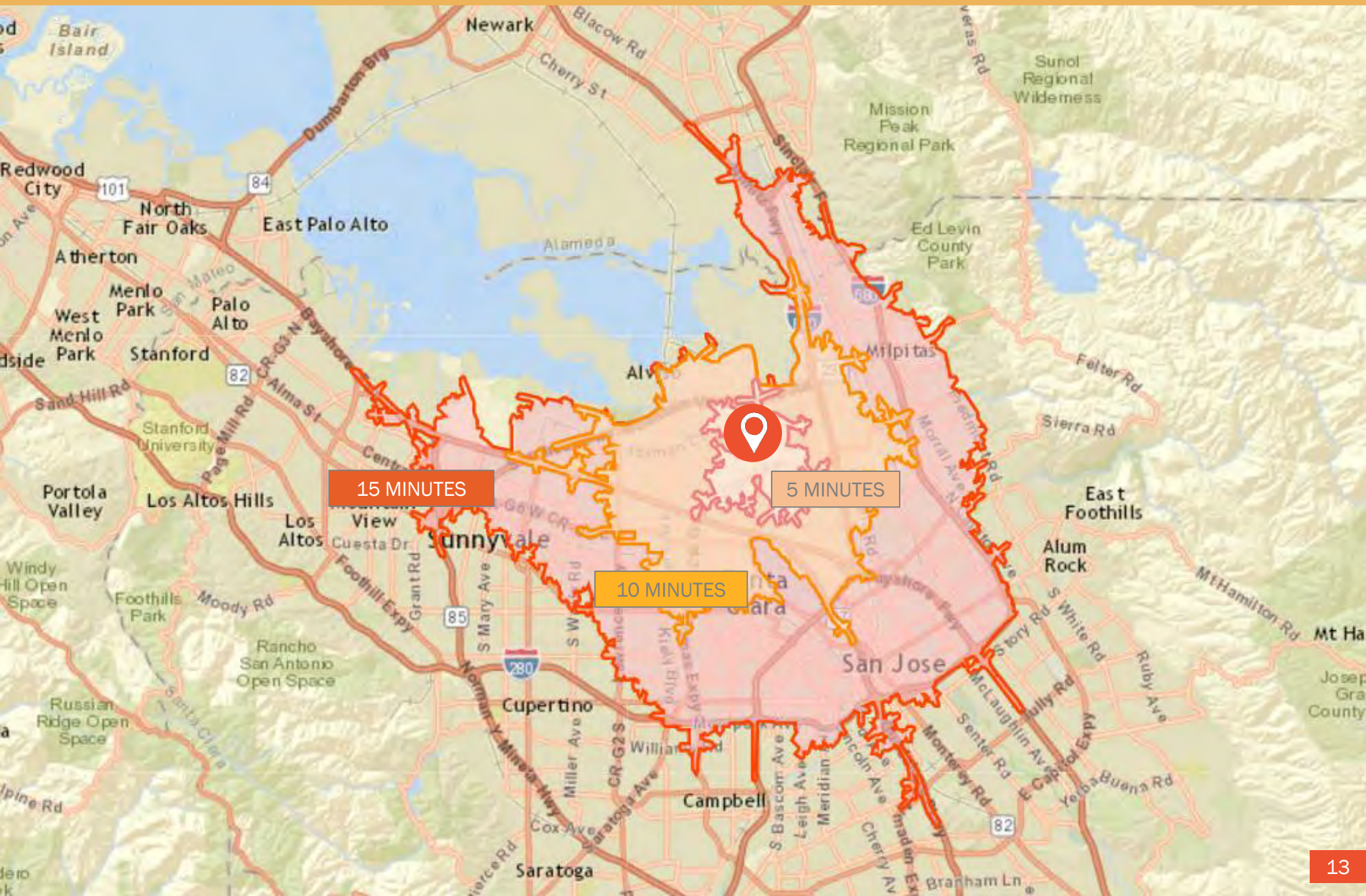
RIVER VIEW DEMOGRAPHICS

(RADIUS)

	1 MILE	3 MILES	5 MILES
POPULATION	36,977	102,023	412,048
HOUSEHOLDS	14,944	35,867	141,658
AVERAGE AGE	34	35	37
AGE 25+ BACHELOR'S DEGREE OR HIGHER	73%	58%	49%
TOTAL BUSINESSES	918	10,197	23,080
TOTAL EMPLOYEES	33,746	230,438	392,954
AVERAGE HOUSEHOLD INCOME	\$172,564	\$151,179	\$134,073
\$75,000 - \$99,999	9%	10%	12%
\$100,000 - \$149,999	24%	22%	22%
\$150,000 - \$199,999	15%	14%	12%
\$200,000+	27%	22%	18%
Total \$75,000+	75%	68%	63%
Total \$100,000+	66%	58%	52%
POPULATION BY RACE/ETHNICITY			
White	26%	24%	31%
Black	2%	4%	3%
American Indian	0%	1%	1%
Asian	61%	57%	50%
Pacific Islander	0%	0%	0%
Some Other Race	5%	9%	10%
Two or More Races	5%	5%	5%
Hispanic Origin	11%	17%	22%
AVERAGE HOME VALUE	\$664,831	\$635,712	\$680,091
FOOD AT HOME (AVERAGE HH SPEND)	\$4,888	\$5,029	\$5,111
Spend higher than national average by:	14%	17%	19%
FOOD AWAY FROM HOME (AVERAGE HH SPEND)	\$3,898	\$3,705	\$3,520
Spend higher than national average by:	55%	47%	40%
GAFO (AVERAGE HH SPEND)	\$7,894	\$7,778	\$7,618
Spend higher than national average by:	31%	29%	26%

RIVER VIEW DEMOGRAPHICS

(DRIVE TIME)



RIVER VIEW DEMOGRAPHICS

(DRIVE TIME)

	5 MINUTES	10 MINUTES	15 MINUTES
POPULATION	49,551	278,442	1,033,908
HOUSEHOLDS	19,465	97,377	356,034
AVERAGE AGE	35	37	37
AGE 25+ BACHELOR'S DEGREE OR HIGHER	69%	50%	45%
TOTAL BUSINESSES	3,444	22,256	56,266
TOTAL EMPLOYEES	93,132	402,603	756,125
AVERAGE HOUSEHOLD INCOME	\$166,298	\$133,953	\$128,537
\$75,000 - \$99,999	10%	11%	12%
\$100,000 - \$149,999	23%	21%	19%
\$150,000 - \$199,999	14%	13%	11%
\$200,000+	26%	18%	17%
Total \$75,000+	72%	63%	59%
Total \$100,000+	62%	52%	47%
POPULATION BY RACE/ETHNICITY			
White	26%	31%	37%
Black	3%	3%	3%
American Indian	0%	1%	1%
Asian	58%	49%	40%
Pacific Islander	0%	1%	0%
Some Other Race	6%	11%	14%
Two or More Races	5%	5%	5%
Hispanic Origin	13%	22%	29%
AVERAGE HOME VALUE	\$656,577	\$645,972	\$742,445
FOOD AT HOME (AVERAGE HH SPEND)	\$4,918	\$5,045	\$5,053
Spend higher than national average by:	14%	17%	17%
FOOD AWAY FROM HOME (AVERAGE HH SPEND)	\$3,833	\$3,526	\$3,372
Spend higher than national average by:	52%	40%	34%
GAFO (AVERAGE HH SPEND)	\$7,847	\$7,562	\$7,376
Spend higher than national average by:	30%	25%	22%

PERSPECTIVE: CORNER OF N. 1ST ST



PERSPECTIVE: VIEW ALONG N. 1ST ST



EXCLUSIVE LEASING AGENTS



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RETAIL PROPERTIES

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