



# BAY ST EMERYVILLE

## Welcome to Bay Street

Bay Street Emeryville has been freshly reimagined and redesigned with new shopping and dining destinations including a full-size grocer as well as a refreshed dining terrace overlooking the Bay.

5616 BAY STREET, EMERYVILLE, CA 94608

**ADVERTISING  
OPPORTUNITIES**

# FACT SHEET

Grand Opening Date: December 2002

Developer/Landlord: CenterCal Properties, LLC

Location: Emeryville, CA

Site: Bay Street Emeryville

Description:

The setting of Bay Street Emeryville is literally at the confluence of the Bay Area. Where East Bay communities like Rock Ridge, Berkeley and Oakland come together to meet San Francisco at the foot of the beautiful Bay Bridge. Freshly reimagined and redesigned, Bay street now features new upscale tenants including a grocery store (opening 2025) and an open-air community gathering area with restaurants, brew pubs, and plenty of seating for eating, lounging, reading and working. It's a place with artistic details in step with the community around us.

Anchors: Apple, AMC Bay Street 16, H&M, Uniqlo, Tipsy Putt, Fogo de Chão and a grocer opening 2025.

Shops, Services & Restaurants: Barnes & Noble, Bath & Body Works, Flores Cocina + Bar, Lush, Miniso, Pippal Regional Indian, Salon Republic, Sephora, Shake Shack, Victoria's Secret & more.



# WHERE WE ARE



BAY ST



CREATING  
HAPPINESS

# OUR CUSTOMER

3-MILE

Population | 219,921

Median Age | 38.8

Household Income \$100k+ | 42,789

% Education, Bachelors or Higher | 59.2%

% White Collar | 78.9%

Households | 103,316

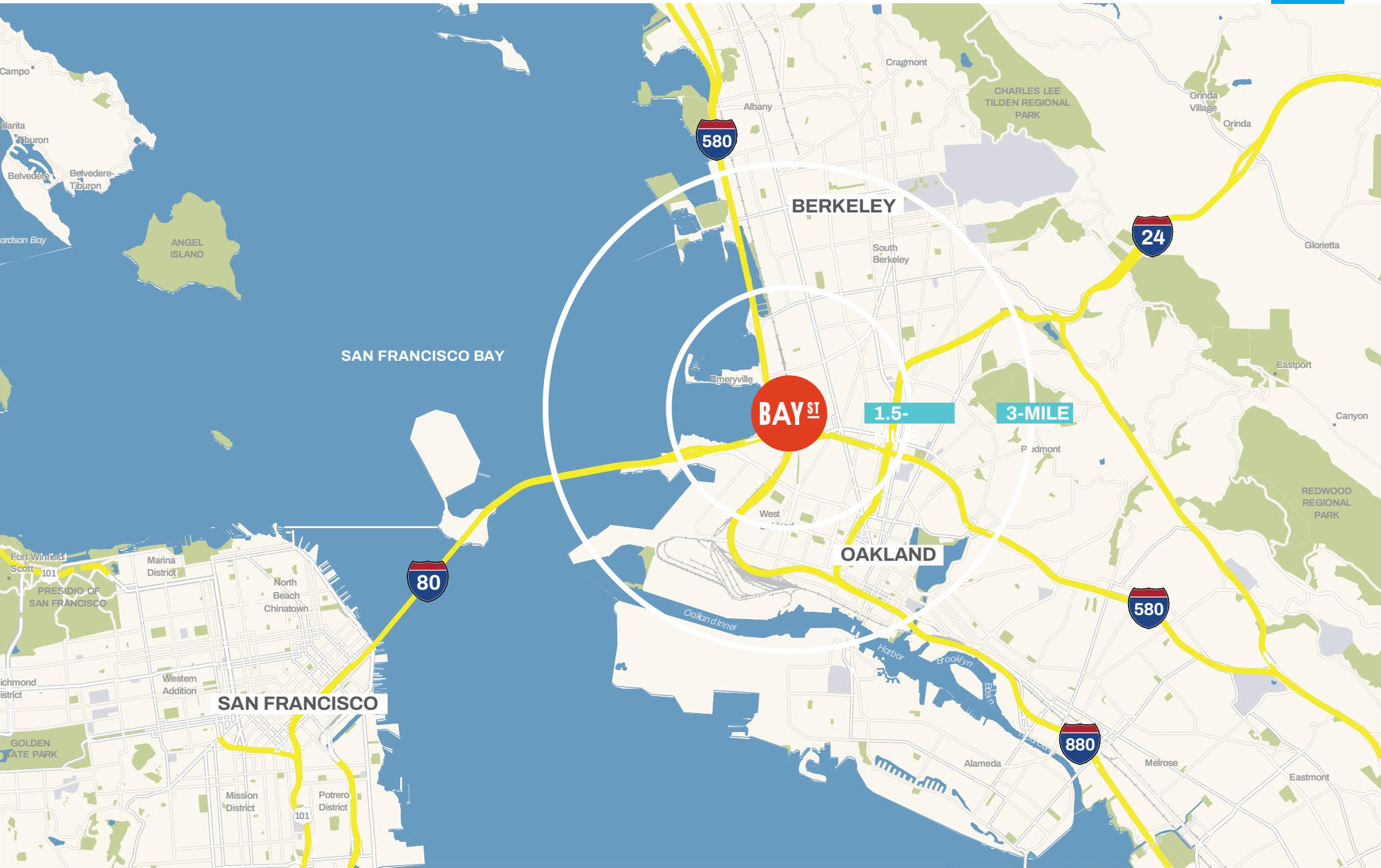
Avg. HH Income | \$111,539

Median HH Income | \$83,483

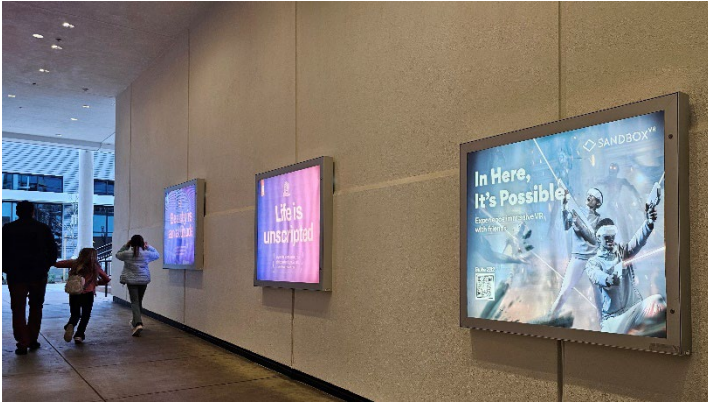
Employees FTE | 179,002

Population Density | 10,885

BAY ST



# LEAVING YOUR MARK

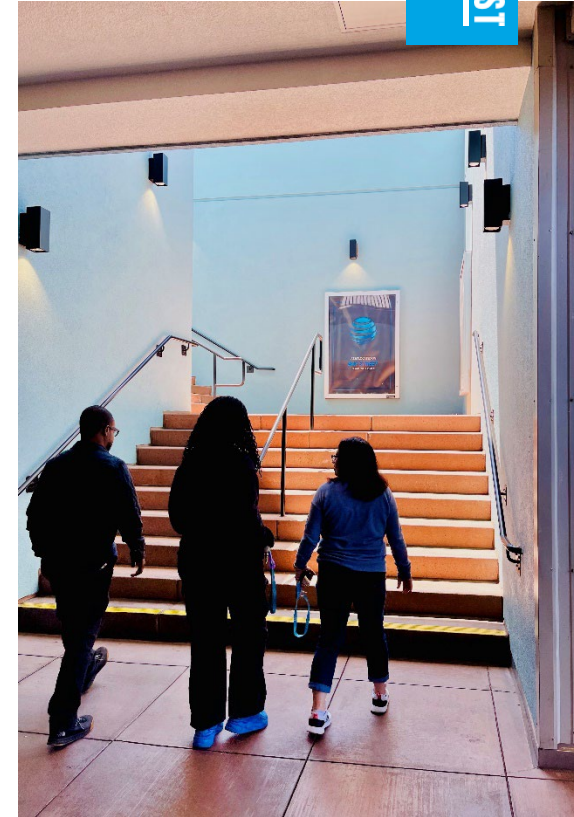
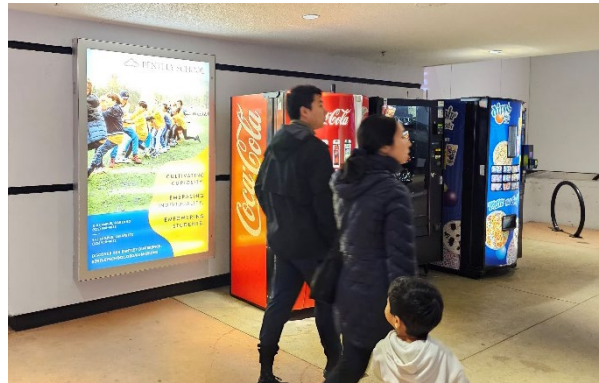


## STATIC ADVERTISING AD PANELS

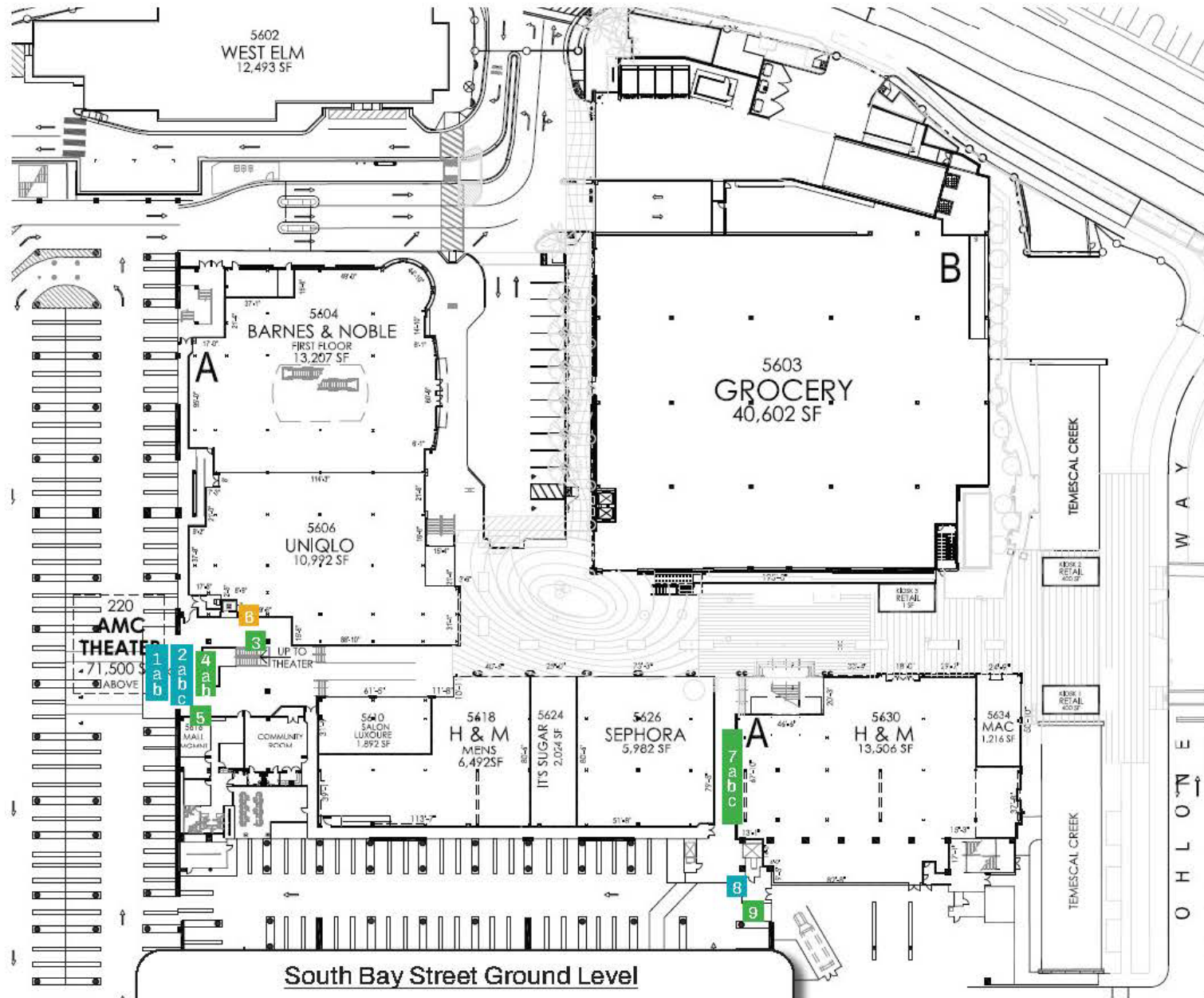
Bay Street has a number of advertising opportunities throughout the property in high profile common areas. Place your brand in front of your target market as they walk throughout the property.

- 60" x 46"
- 48" x 70"
- 30" x 40"

\*Standard rates are for individual units for one month. Package rates available for multi-month, multi-unit terms.



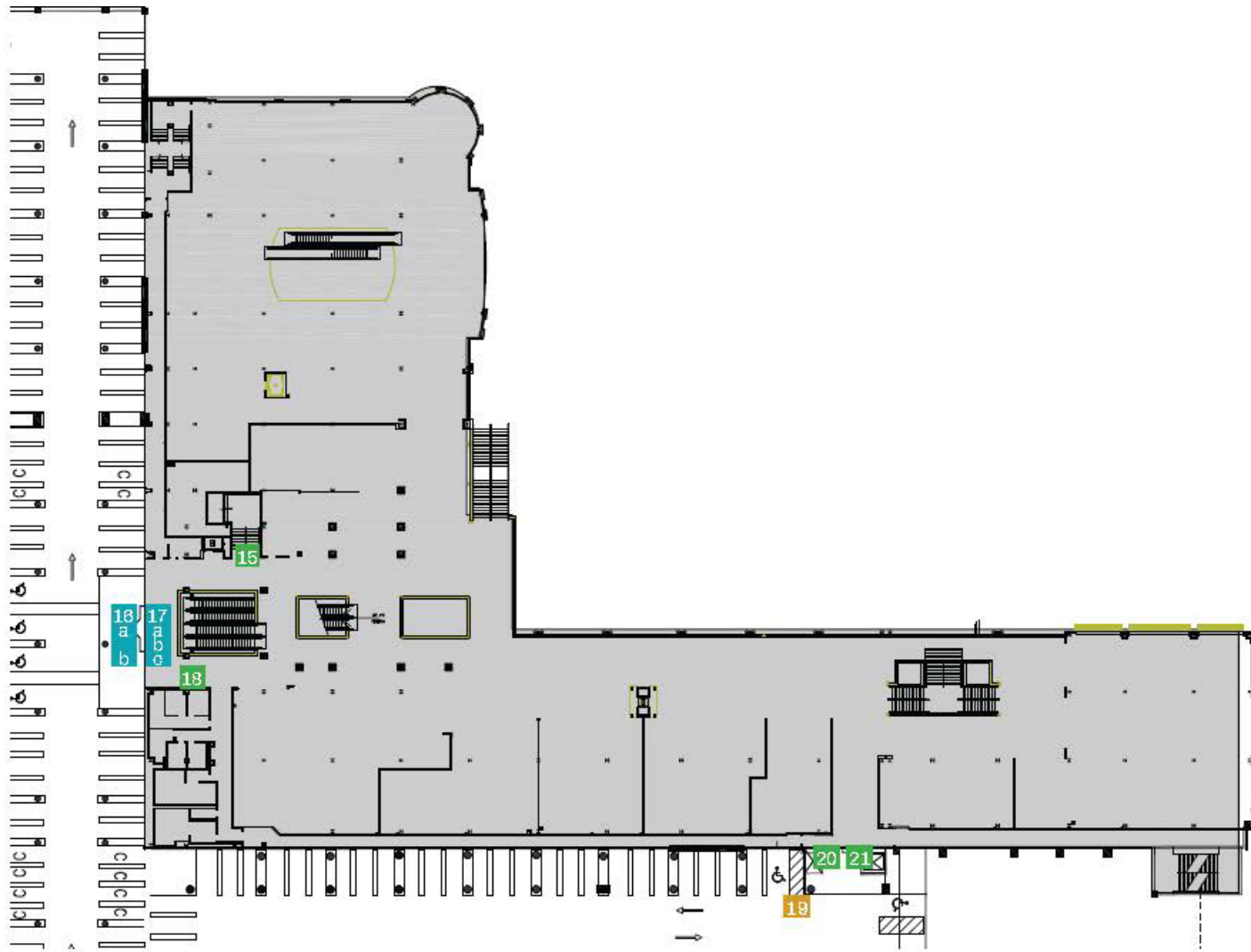
# AD PANEL LOCATIONS



**South Bay Street Ground Level**

Backlit Ad Panels:	Directory Panels:
<span style="color: cyan;">■</span> 30" w x 40" h	<span style="color: red;">■</span> 21" w x 57" h
<span style="color: green;">■</span> 60" w x 46" h	
<span style="color: orange;">■</span> 48" w x 70" h	

# AD PANEL LOCATIONS



**South Bay Street Level 2**

Backlit Ad Panels:	Directory Panels:
<span style="color: blue;">■</span> 30"w x 40"h	<span style="color: red;">■</span> 21"w x 57"h
<span style="color: green;">■</span> 60"w x 46"h	
<span style="color: orange;">■</span> 48"w x 70"h	

# AD PANEL LOCATIONS

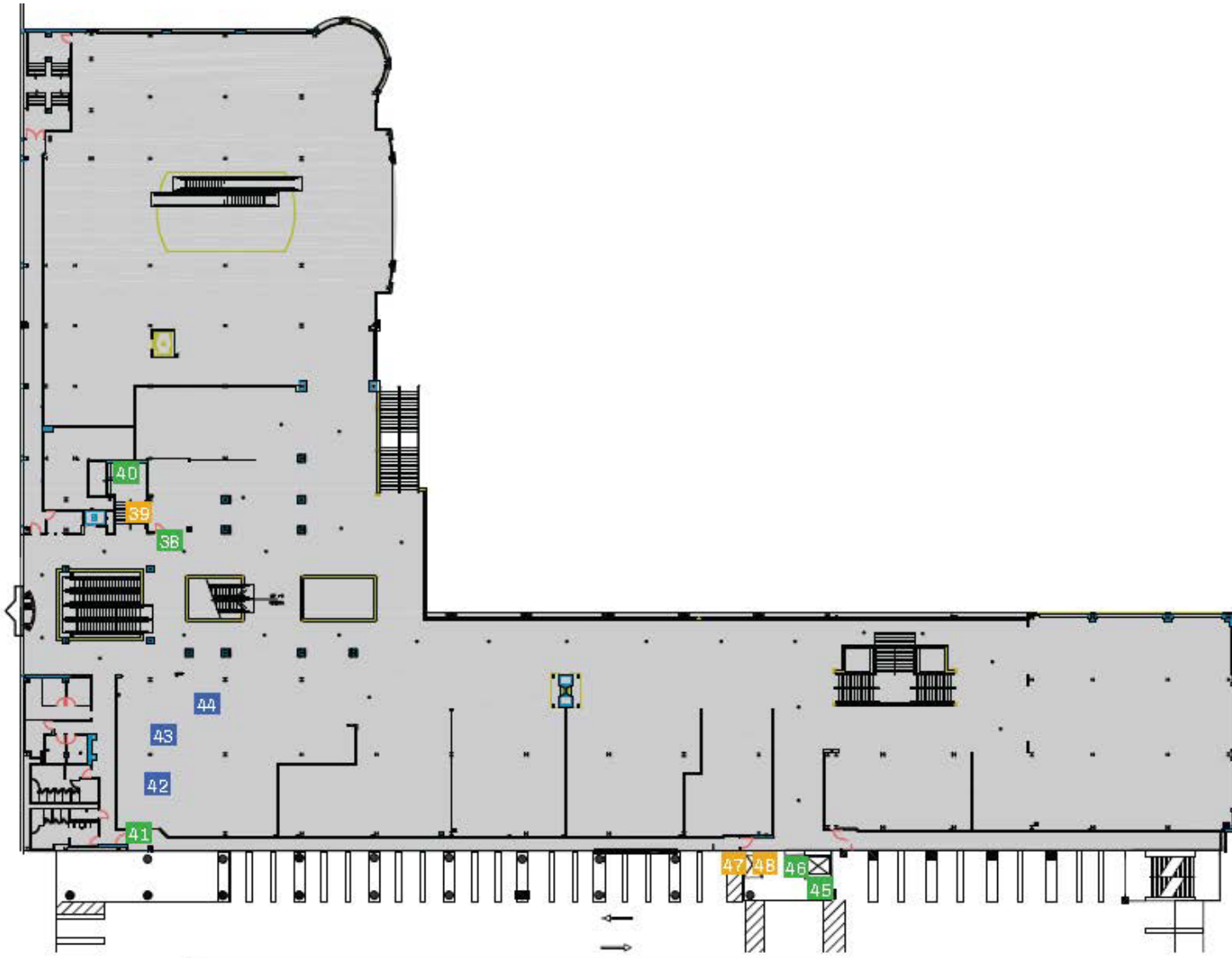


**South Bay Street Level 3**

Backlit Ad Panels:	Directory Panels:
<span style="color: blue;">■</span> 30" w x 40" h	<span style="color: red;">■</span> 21" w x 57" h
<span style="color: green;">■</span> 60" w x 46" h	
<span style="color: orange;">■</span> 48" w x 70" h	



# AD PANEL LOCATIONS



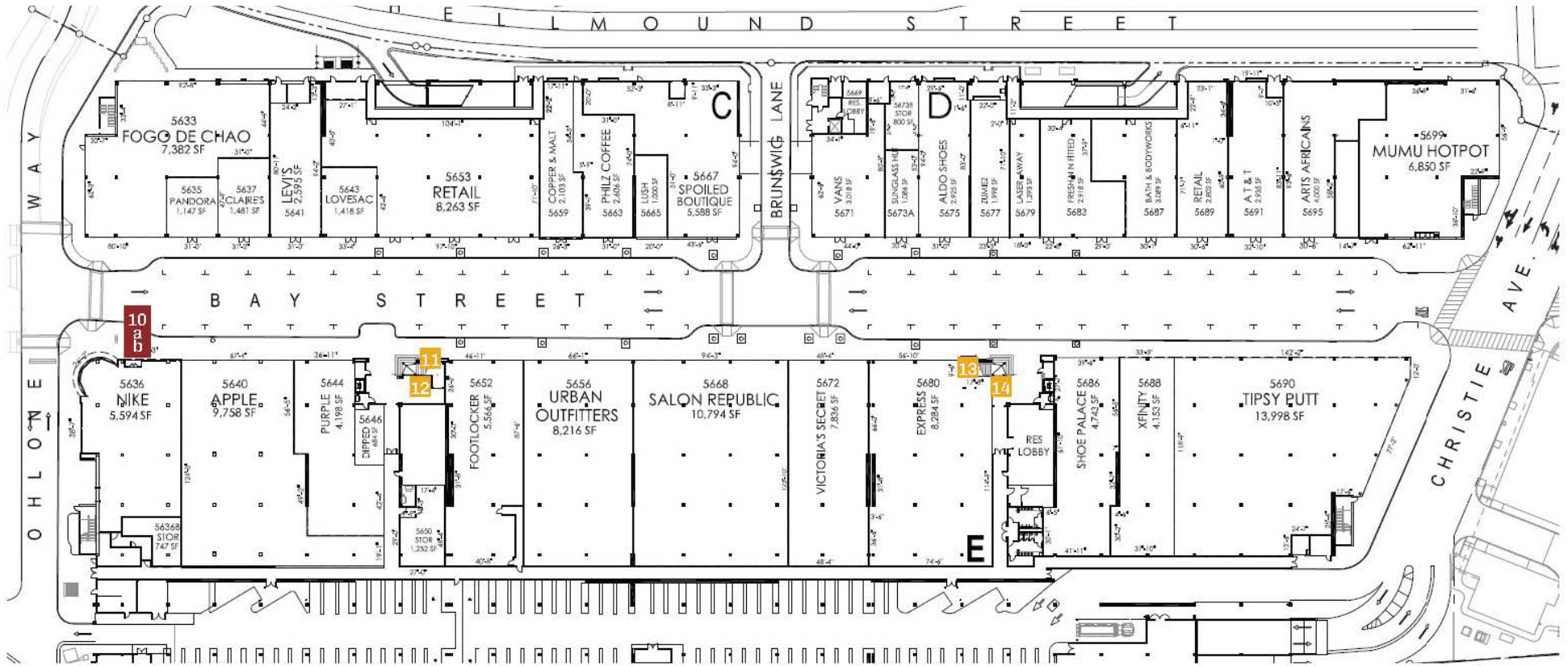
**South Bay Street Level 4**

Backlit Ad Panels:

- 30" w x 40" h
- 60" w x 46" h
- 48" w x 70" h
- 33" w x 53" h

Directory Panels:  
21" w x 57" h

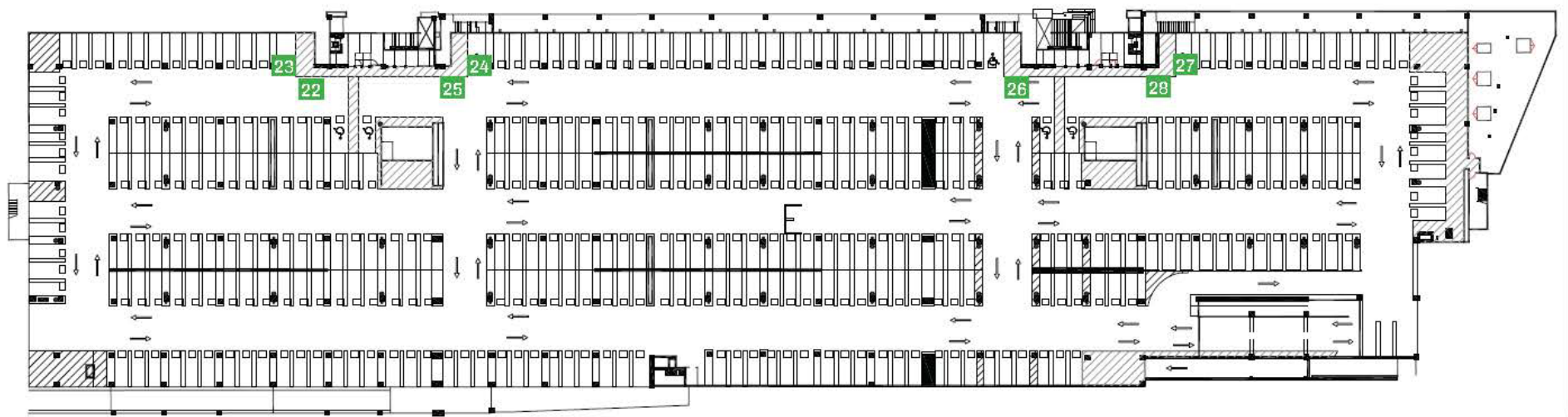
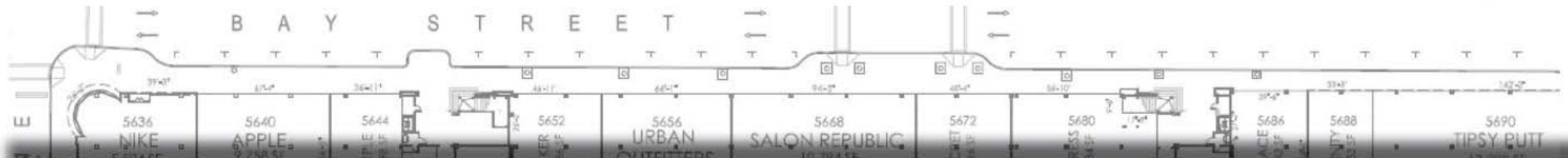
# AD PANEL LOCATIONS



**North Bay Street Ground Level**

Backlit Ad Panels:	Directory Panels:
<span style="color: blue;">■</span> 30" w x 40" h	<span style="color: red;">■</span> 21" w x 57" h
<span style="color: green;">■</span> 60" w x 46" h	
<span style="color: orange;">■</span> 48" w x 70" h	

# AD PANEL LOCATIONS



**North Bay Street Level 2**

Backlit Ad Panels:

- 30" w x 40" h
- 60" w x 46" h
- 48" w x 70" h

Directory Panels:

- 21" w x 57" h

# LEAVING YOUR MARK



## STATIC ADVERTISING

### SMALL FORMAT POSTERS

For a more affordable option, Bay Street offers 22x28 posters that can be placed in strategic, high traffic locations.

Bay Street also offers new & improved refuse receptacles, which offers signage locations on either side.

\*Standard rates are for individual units for one month. Package rates available for multi-month, multi-unit terms.





Bay Street Emeryville is about shopping, great food & drinks and engaging community events.

**For additional information on how to become a partner please contact:**

**CHRISTA WILLIAMS**  
Marketing Manager, Bay Area  
CenterCal Properties

Email: [cwilliams@centercal.com](mailto:cwilliams@centercal.com)  
Cell: 510.506.5119

**CENTERCAL**  
PROPERTIES, LLC