



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

**SPONSORSHIP
& BUSINESS
DEVELOPMENT**

FACT SHEET

Grand Opening Date: December 2002

Developer/Landlord: CenterCal Properties, LLC

Location: Emeryville, CA

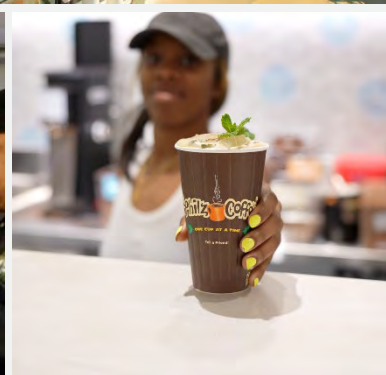
Site: Bay Street Emeryville

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.

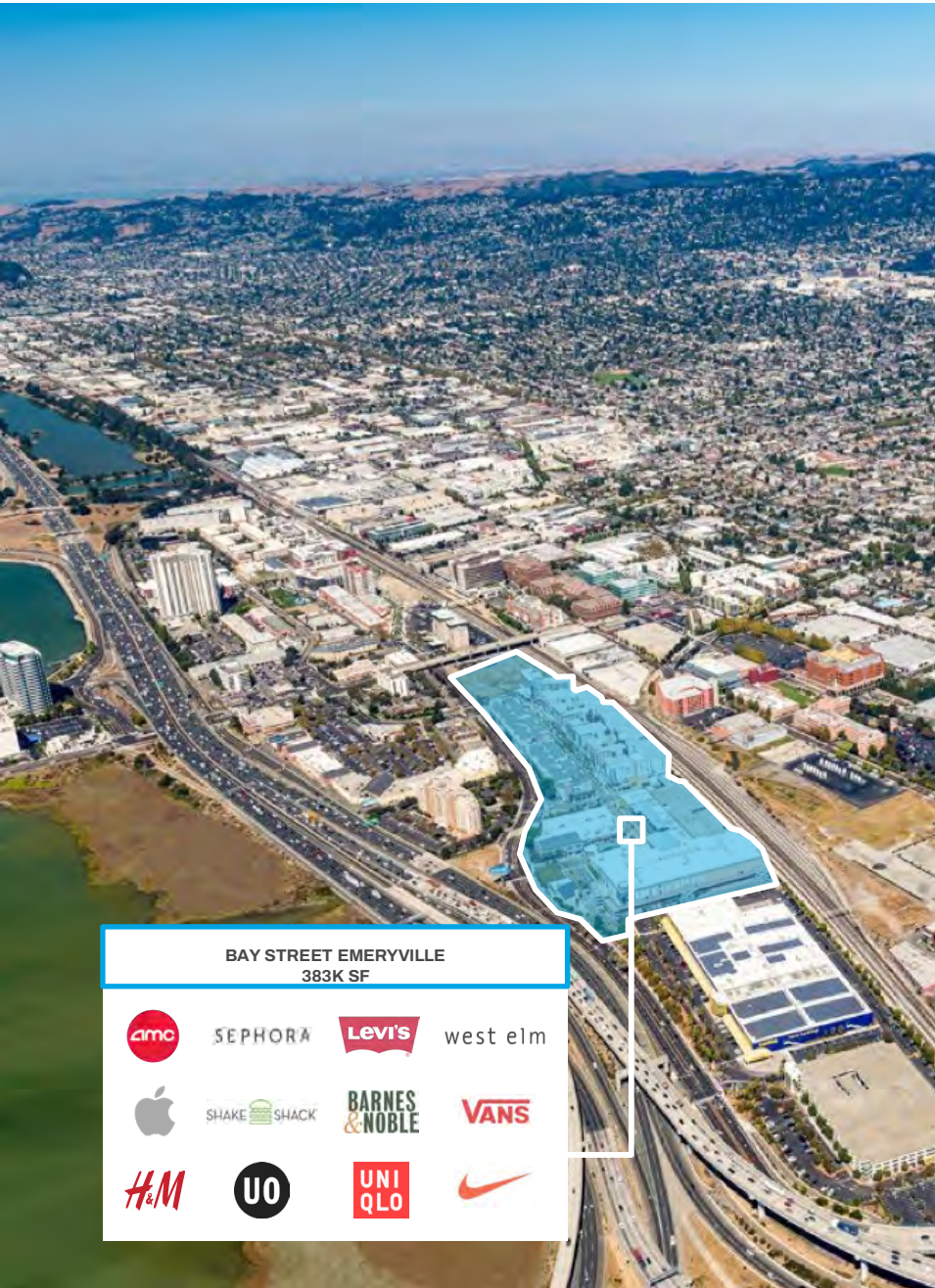
Anchors: Apple, AMC Bay Street 16, H&M, Uniqlo, Tippy Putt, Fogo de Chão and a grocer opening 2025.

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

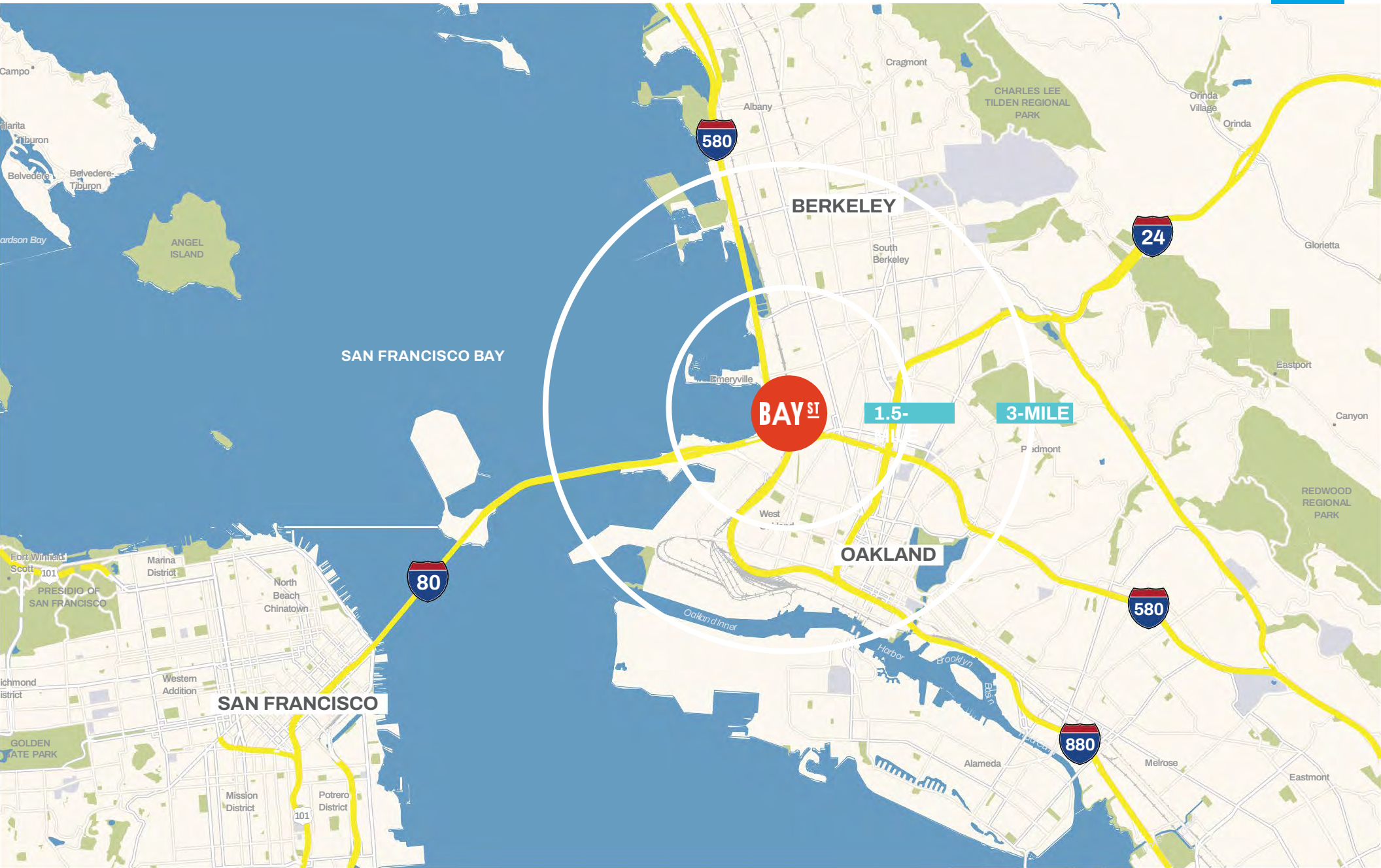
Avg. HH Income | \$111,539

Median HH Income | \$83,483

Employees FTE | 179,002

Population Density | 10,885

BAY ST



BAY BREAK DINING TERRACE



CONNECTING THE COMMUNITY

WEDNESDAY SIPS & SOUNDS

We bring the vibe on Wednesday nights. Live music every Wednesday from 6-8pm with local Oakland band, High Standards, guests are delighted by incredible music, vibrant lighting, soft seating, and great food & drinks.

WEEK NIGHT PROGRAMMING

BAY BREAK THURSDAYS

From Spring to Fall, our Bay Break Thursday series delights the community, rotating Thursday evening fun between Trivia, Live Comedy, Karaoke and Game Night. With an intimate setting on our outdoor dining terrace this series provides entertainment around the fire with food & drinks in hand.

"I really love what you are doing here. I like to go to First Fridays in Oakland on Friday mornings, but this is a fun evening event. Keep it up." - local resident @ live comedy on the terrace event



SOUTH BAY STREET PLAZA

SPECIAL LOCAL EVENTS WATCH PARTIES

With our South Bay Street Plaza complete and located just below our Bay Break dining terrace, with TVs surrounding the terrace's central fire place, we have the ability to program watch parties from top to bottom to celebrate our hometown teams as they make their bids for eternal glory. From March Madness to NBA Finals to Superbowl, Bay Street is the place to be to enjoy the game with friends by the fire with a slice and a pint in hand.

"This is such a fun place to hang out now. I love what you've done with this space." – Local resident @ Warrior Playoffs watch party

WEEKEND MARKETS BAY STREET BLOCK PARTY

We curate fun, seasonal block parties throughout our South Plaza with the ability to extend through Bay Street for the right event. With the bay breeze, we provide a space to get out of the high heats of the East Bay Summer, and bring the beats with live music, dancing, market shopping, and food.



SOUTH BAY STREET PLAZA

LARGE EVENT PROGRAMMING HOLIDAY PROGRAMMING

With the redevelopment complete the Holidays are alive and well at Bay Street. From our Annual Tree Lighting Event in coordination with The City of Emeryville to our Annual Chanukah event, Bay Street Emeryville strives to create inclusive events for the entire community to celebrate each season and holiday.

"It's so nice that the community came out to celebrate together with us." – Rabbi Mendy, Emeryville Chabad



LEAVING YOUR MARK

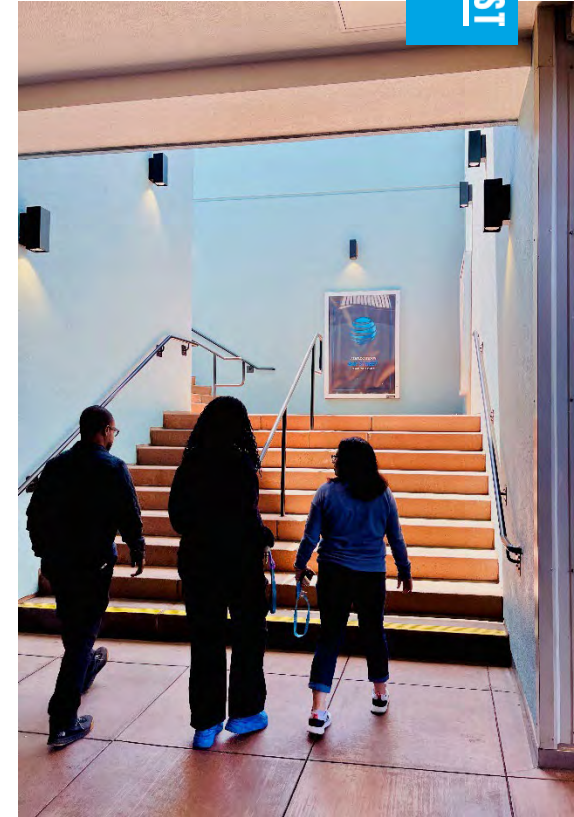


STATIC ADVERTISING AD PANELS

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.



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
ST**

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

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

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CENTERCAL
PROPERTIES, LLC