



EST. 1964

Strawberry VILLAGE

800 REDWOOD HIGHWAY, MILL VALLEY, CALIFORNIA



ENRICH COMMUNITY

EDENS purpose is to enrich community through human engagement. We are the owner, developer and steward of a nationally leading portfolio of more than 100 open-air retail and mixed-use places in high-growth markets coast to coast.

We design our places to achieve 3.5 trips per week and 5 hours of dwell time, reaching over 15 million people daily. We know that when people come together, they feel a part of something bigger than themselves and prosperity follows – economically, socially, culturally and soulfully.

*Our work is bigger than real estate;
we are in the business of humanity.*

**\$6.8B IN REAL
ESTATE ASSETS**
**100 COMMUNITY-
FOCUSED PLACES**
**\$8B IN AVG.
BUYING POWER***

**15M DAILY
REACH AT
OUR PLACES**
**13 MAJOR
MARKETS**

**215 TEAM
MEMBERS**
**3 INSTITUTIONAL
INVESTORS**

Come and join us at

MARIN'S FRONT PORCH

Step into Strawberry Village sunshine, Marin's friendly front porch. Here you discover the soul of California's artistic coastal way of life. Each visit is a tapestry of inspiration, a treasure hunt for the curious – a call for both locals and wanderers to kick off their shoes, unwind, and bask in the company of cherished friends, family and neighbors. Strawberry Village is an expedition of the senses, a symphony of relaxation, and a celebration of Marin's outdoor spirit.





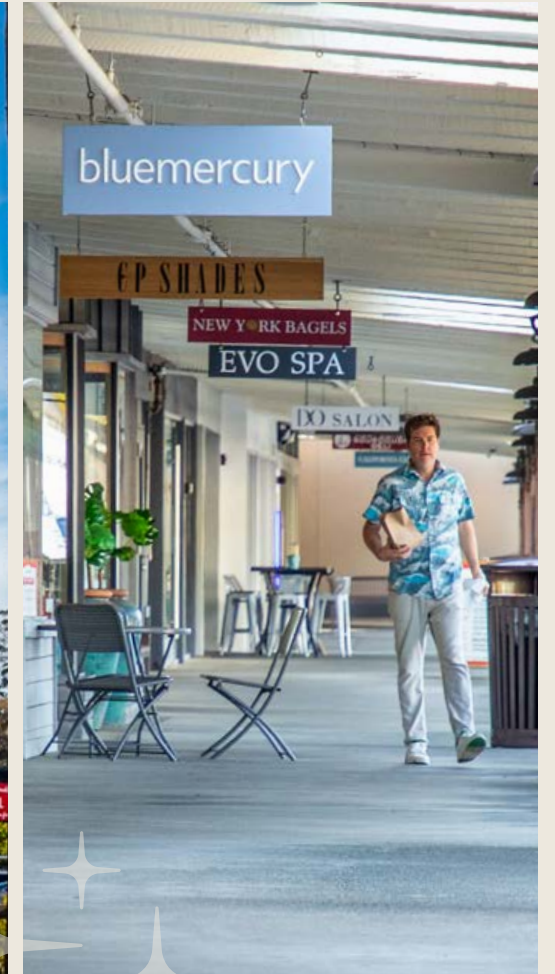
Effortlessly merging the richness of experiences and genuine connections.



Strawberry Village offers a welcoming haven where friendships bloom, stories are shared and the tapestry of community unfolds.

Convenience and more


Originally built in 1964, Strawberry Village is located just north of San Francisco in Marin County. This gathering place sits at the crossroads between the affluent communities of Tiburon, Belvedere, Mill Valley and Sausalito. Strawberry Village provides a distinctive blend of specialty shops, boutiques, eateries and leisurely al fresco dining.








SAN FRANCISCO BAY AREA OVERVIEW


THE BAY AREA REPORTS AN ANNUAL GDP OF **\$1.1 TRILLION**, GROWING AN UNPARALLELED **87% BETWEEN 2010 AND 2020**.


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4.7 million residents in the San Francisco MSA
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Home to 49 colleges and universities, including UC-Berkeley with 45,057 students.
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Headquarters of 38 Fortune 500 companies including: Apple, Alphabet, Chevron, Wells Fargo, Intel, Meta, HP, Visa, Netflix etc.
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The Bay Area boasts more than 407,000 tech workers, the highest concentration in the nation. In 2022 tech jobs accounted for 11.6% of jobs in the region with an avg. annual salary of \$185,425, the highest tech salary in the U.S.
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21.9 million people visited SF in 2022 spending more than \$7.7 billion. Total visitation is expected to reach pre-pandemic levels by 2024.
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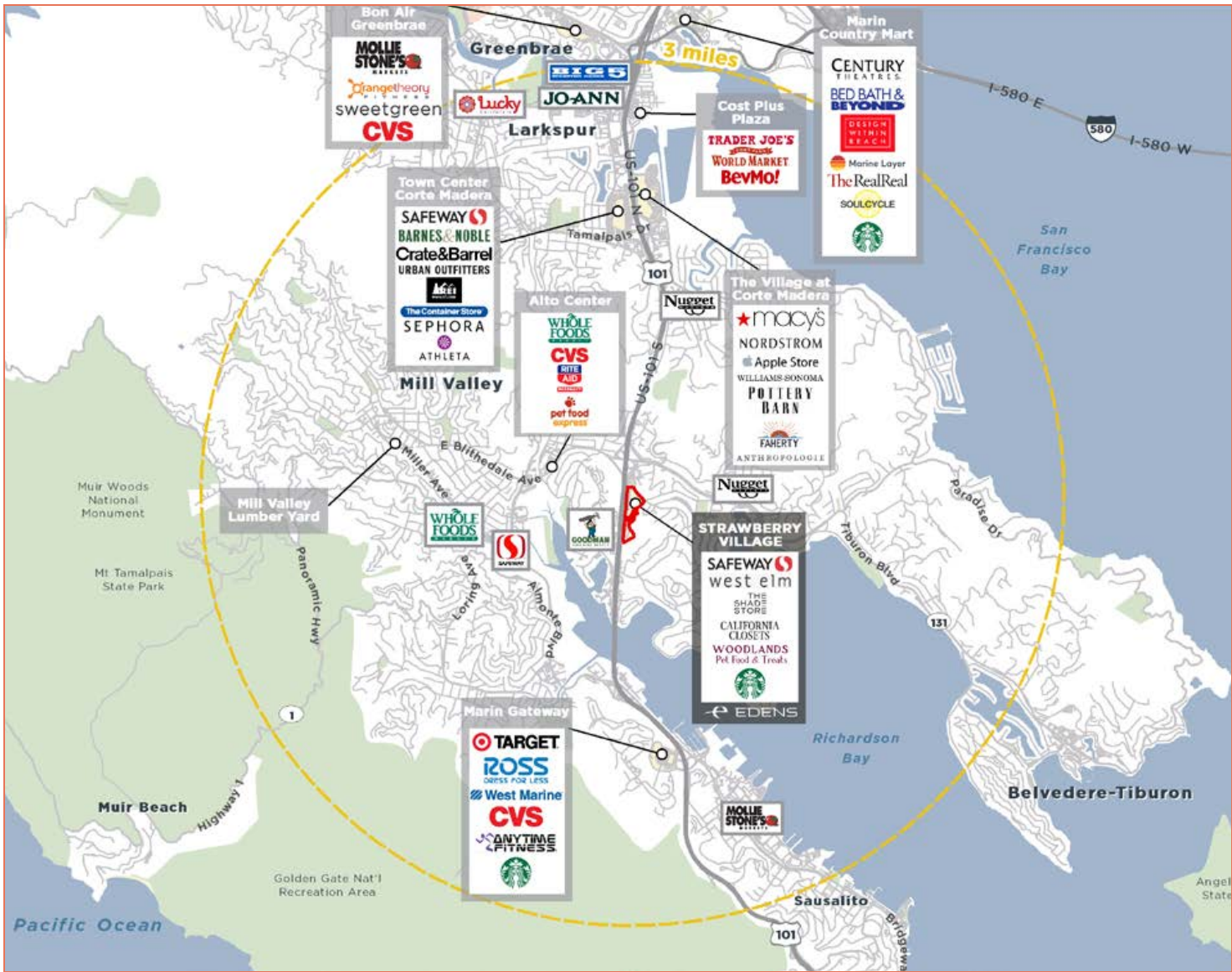
San Fran Int'l Airport served 42.2 million passengers in 2022 compared to 24 million in 2021.

MAJOR EMPLOYERS

San Francisco draws in many residents from Marin County, as the city has the second-most Fortune 500 companies of any metro in the nation, as well as the highest concentration of innovation sector jobs in the country.



	1 Mile	3 Miles	5 Miles
Population	10,989	58,747	108,588
Households	4,816	24,486	42,892
Daytime Population	11,453	60,985	115,993
Avg. HH Income	\$213,573	\$249,583	\$230,410
Bachelor's Degree+	73%	78%	68%



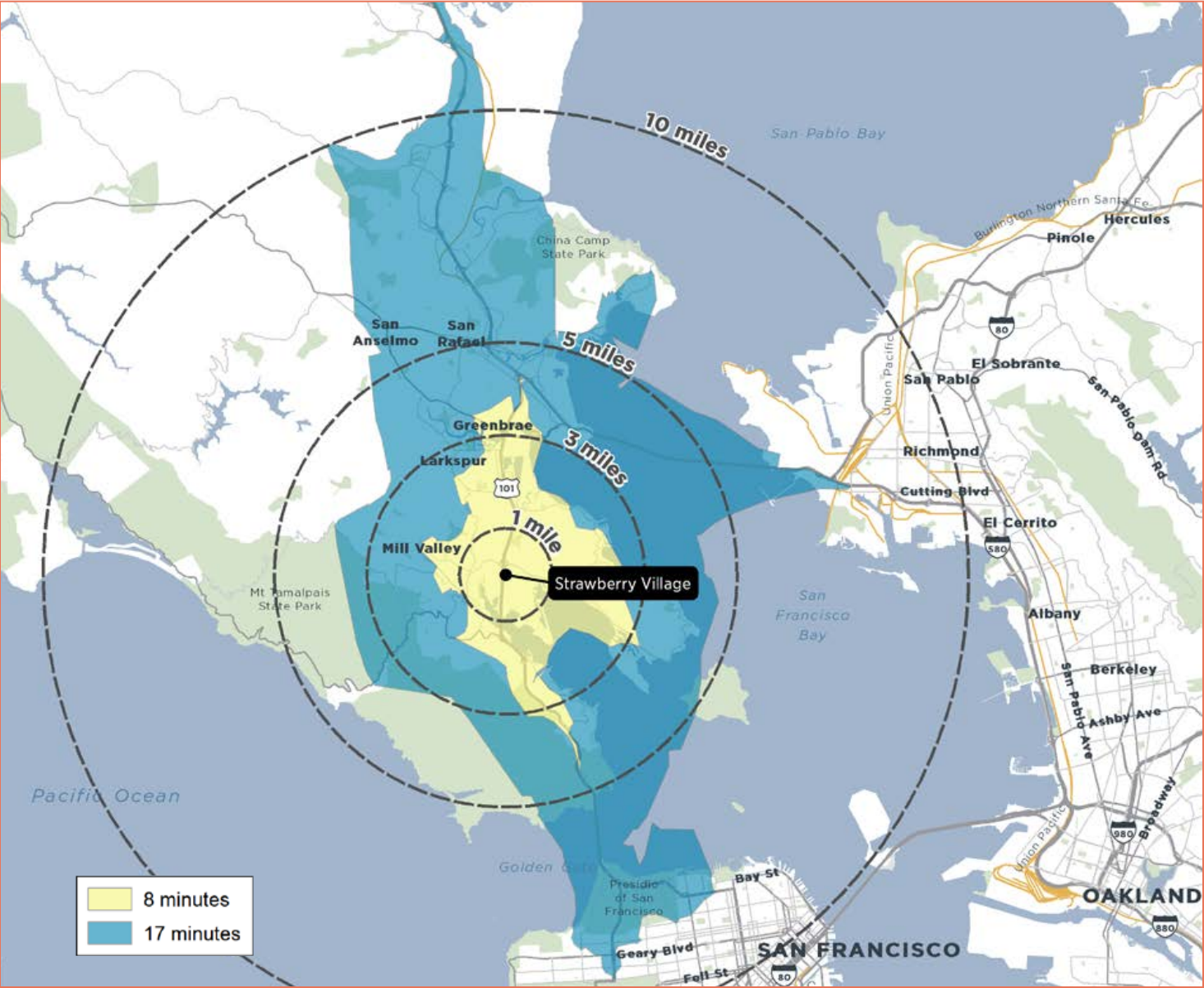
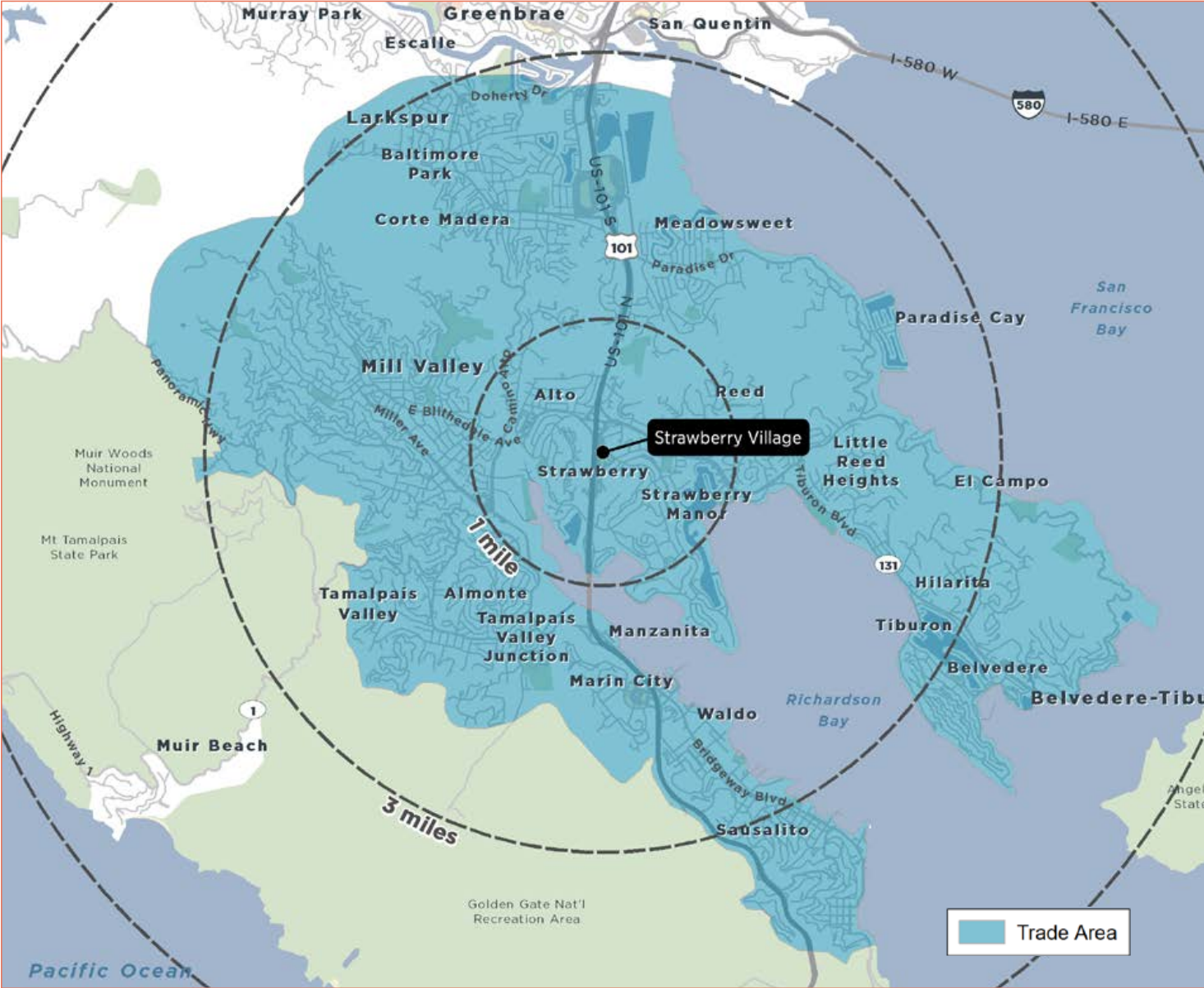
TRADE AREA & DRIVE TIMES

**\$249,000 AVERAGE
HOUSEHOLD INCOME,
WITHIN THE TRADE AREA**

	Trade Area
Population	66,352
Households	28,321
Daytime Population	69,903
Avg. HH Income	\$249,239
Bachelor’s Degree+	79%

**208,000+ PEOPLE,
WITHIN A 17-MINUTE DRIVE**

	8 min.	17 min.
Population	43,669	208,678
Households	18,424	85,895
Daytime Population	49,964	218,329
Avg. HH Income	\$219,712	\$208,882
Bachelor’s Degree+	74%	68%



THE NEIGHBORHOOD

\$1.6M AVERAGE HOME VALUE

Marin offers a centralized location between San Francisco and the wine regions of Napa Valley and Sonoma County. With more than 70 miles of ocean coastline, 40 miles of bay shoreline and parkland and open space in between, Marin is the ideal place for recreational activities such as hiking, biking and boating. Marin is the 4th wealthiest county in the U.S. with a median income of \$131,008 and a median home value of \$1.46 million.



SITE PLAN

3.8M VISITS ANNUALLY



RETAILER HIGHLIGHTS

TARTINE

Tartine Bakery, renowned for its artisanal bread and rustic pastries, is opening up shop next to The Green at Strawberry Village. Since its founding in 2002 by Elisabeth Pruiett and Chad Robertson, Tartine has become a San Francisco icon, bringing “old-soul” bread to the community with a commitment to exceptional quality. Using a wood-fired brick oven, they craft their signature loaves and pastries, honoring time-honored techniques and local ingredients. Now, Tartine is excited to bring its celebrated baked goods to Strawberry Village.



BLUEMERCURY

Bluemercury is a leading luxury beauty retailer offering the best cosmetics, skin care, makeup, perfume, hair, and bath and body, helping people discover their uniqueness, shining a light on the things that make them delightfully, wonderfully distinctive.



WEST ELM

West Elm offers modern furniture and home decor featuring inspiring designs and colors. Helping home owners of Marin create stylish spaces with home accessories that are responsibly sourced, expertly crafted and built to last.

RETAILER HIGHLIGHTS



CP SHADES

CP Shades has been handcrafting simple and classic pieces for more than 40 years. Every CP Shades piece is lovingly hand-cut, sewn and crafted in their Northern California studio. There’s an unmistakable slow living soul to each dreamy dress, flowy linen shirt, and timeless tunic from this California staple.



SKINSPIRIT

SkinSpirit is the premier destination for medical aesthetics and skincare—for face and body. Celebrating 20 years of excellence as a leading provider of BOTOX® and dermal fillers in the nation.



CHOLITA LINDA

Cholita Linda, a beloved Bay Area eatery, is bringing its vibrant Latin American flavors to Strawberry Village. Renowned for its authentic, freshly made dishes, the restaurant offers favorites like hand-battered Baja fish tacos, Cubano sandwiches, and refreshing agua frescas. Their philosophy emphasizes crafting food from scratch without shortcuts, ensuring each meal captures the rich traditions, flavors, and warmth of Latin American cuisine.



THE SHADE STORE

Offering a selection of window treatments, shades, blinds, curtains, and drapes made from the finest materials, The Shade Store is Mill Valley’s premier showroom featuring interactive product displays and design experts who can help you find your perfect style.

RETAILER HIGHLIGHTS

WOODLANDS PET FOOD & TREATS

Woodlands Pet Food & Treats is focused on healthy food and top-quality accessories & supplies for pets, helping customers maintain the health of their pets, and enrich their lives.



SPANISH TABLE

Specializing in food, wine and cookware from Spain & Portugal, The Spanish Table's selection of Paella Pans, Jamon & Chorizo, Ports, Sherrys and more will surprise and delight.



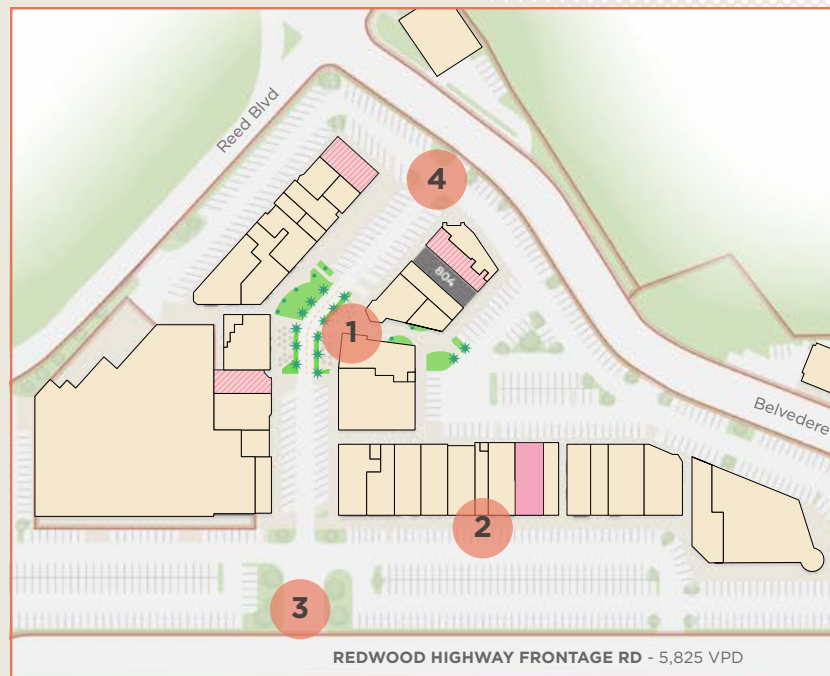
HOT YOGA REPUBLIC

Hot Yoga Republic invites you to a haven that embodies a commitment to community, wellness, and joy. Through transformative practices and steadfast dedication, it cultivates an environment where every individual thrives. Guests are welcomed into an immaculate space, where every detail reflects deep care.

THE VISION

The vision revolves around crafting an inviting haven for both friends and families. Thoughtfully designed green spaces and refreshed landscaping inspire visitors to embrace leisure, linger in joyous moments, and rediscover the art of relaxation.

1. The Terrace revival: new landscaping, murals, outdoor seating
2. Outdoor furniture throughout
3. New monument sign, entry landscaping
4. Updated landscaping, rear entrance sign



STRAWBERRY GREEN

Strawberry Green is a vibrant central green space, thoughtfully designed for families and friends alike. The serene, palm-lined landscape invites you to kick back and relax as cars take a backseat. From joyful playtime for the little ones to peaceful moments of relaxation for mom and dad, this green gathering space harmoniously blends fun and tranquility.



EVENTS & ACTIVATIONS

Strawberry VILLAGE FARMERS MARKET

Launched in June 2023, the Farmers Market at Strawberry Village is a new year-round, all-local, all-organic farmers market, held every Tuesday from 10am-2:30pm.



2ND SATURDAY MOTOR SOCIAL

Starting in spring 2024, Strawberry Village will host an exciting new automotive gathering tailored for Porsche enthusiasts from across the Bay Area and beyond. We're excited to launch this event is in partnership with our neighbors, Porsche Marin dealership.



DOGTOBERFEST

A paw-some day of fun at Strawberry Village's annual DOGtoberfest! Festivities include a delightful array of pet and family-friendly activities, like pet photos, live music, pumpkin decorating, face painting, balloon art and more! Woodlands' famous Pet Costume Contest is a highlight of the day's events! Dogtoberfest helps make a difference in the lives of animals in need through its Pet Adoption Event, hosted by Marin Humane and its Hopalong Foster Program.



EDENS HIGHLIGHTS

MOSAIC FAIRFAX, VA

408,781 SF Retail | Anchored by Pottery Barn, Bloomin's, Target, Angelika Film Center, Mom's, Barnes & Noble, West Elm
Acquired in 2009 | New development opened in 2012 (Phase I)



UPTOWN PARK HOUSTON, TX

146,337 SF Retail | Anchored by Rejuvenation, Ethan Allen, The Rustic
Acquired in 2015



UNION MARKET DISTRICT WASHINGTON, DC

514,665 SF Retail | Anchored by Union Market, La Cosecha, Trader Joe's
45 Acre district with multiple developments and redevelopments



WOBURN VILLAGE WOBURN, MA

141,892 SF Retail | Anchored by Market Basket, TJ Maxx, HomeSense, DSW
Acquired in 2017 | Major redevelopment completed in 2022





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LEASING INQUIRIES

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