



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.







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*Effortlessly merging the richness of experiences and genuine connections.*



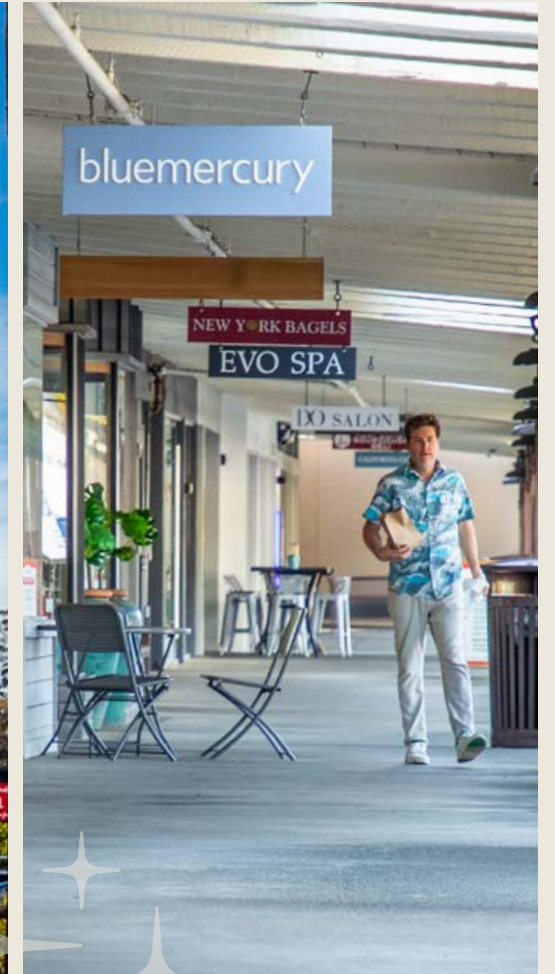
*Strawberry Village offers a welcoming haven where friendships bloom, stories are shared and the tapestry of community unfolds.*

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## *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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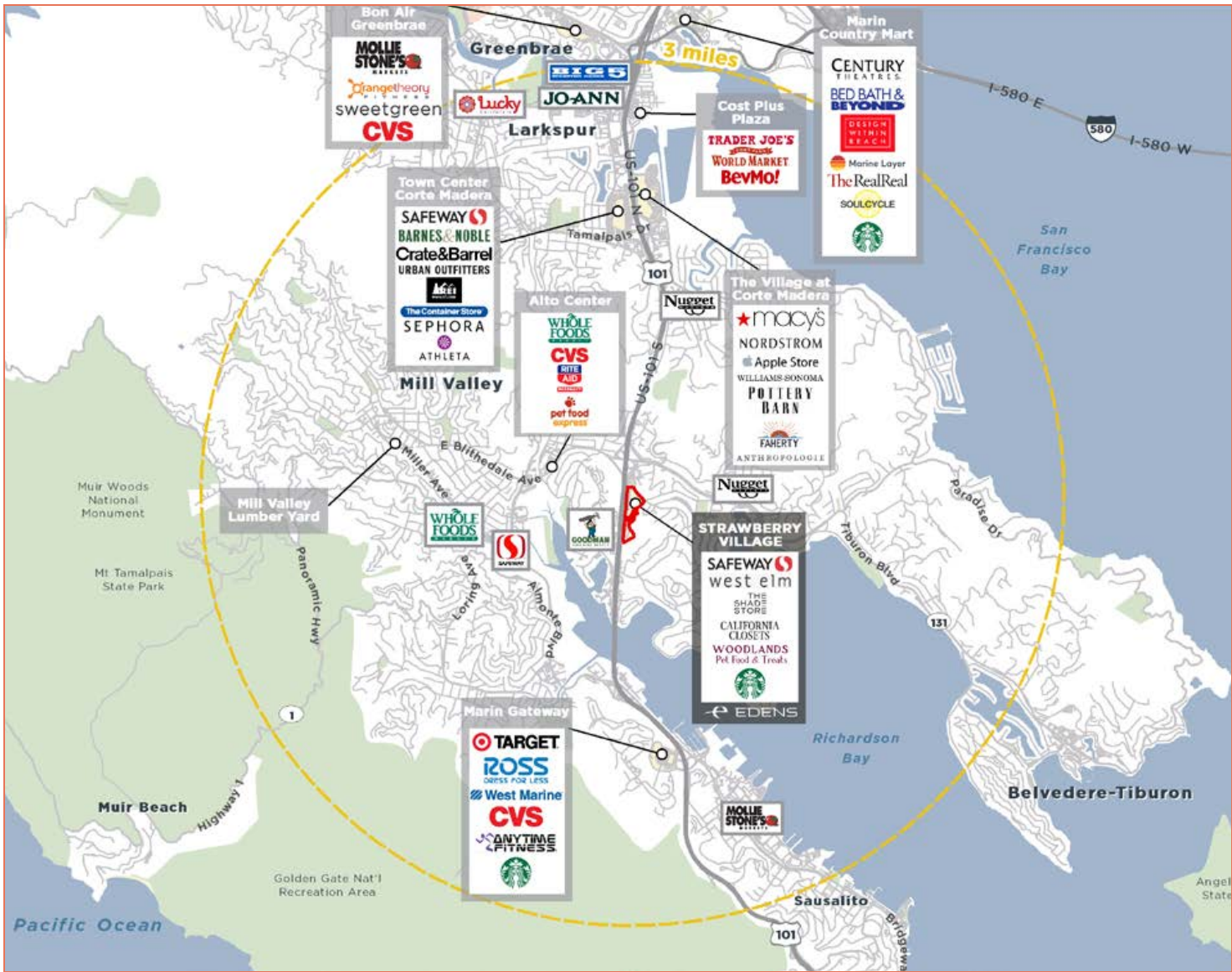
San Fran Int'l Airport served 42.2 million passengers in 2022 compared to 24 million in 2021.

## 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%





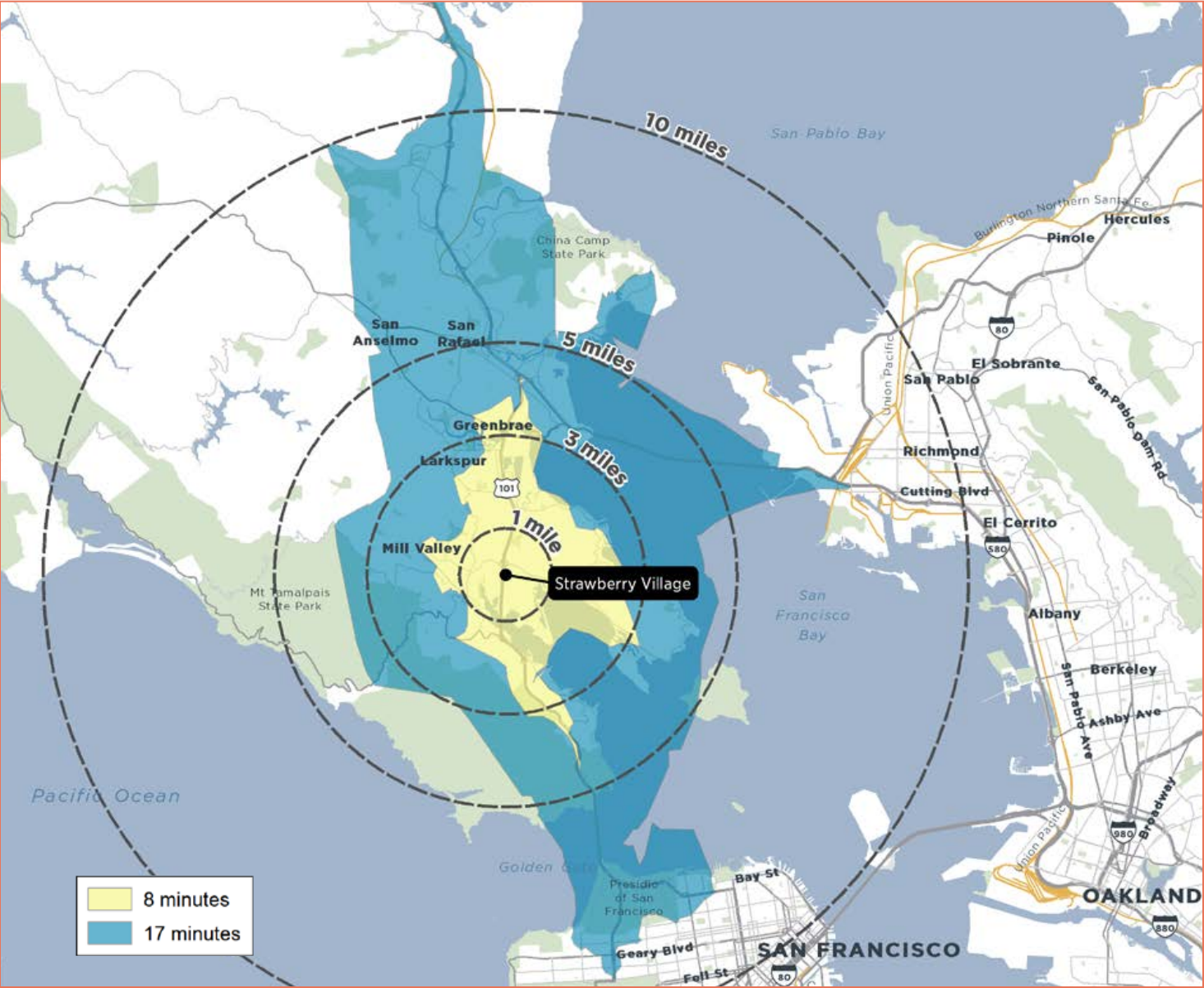
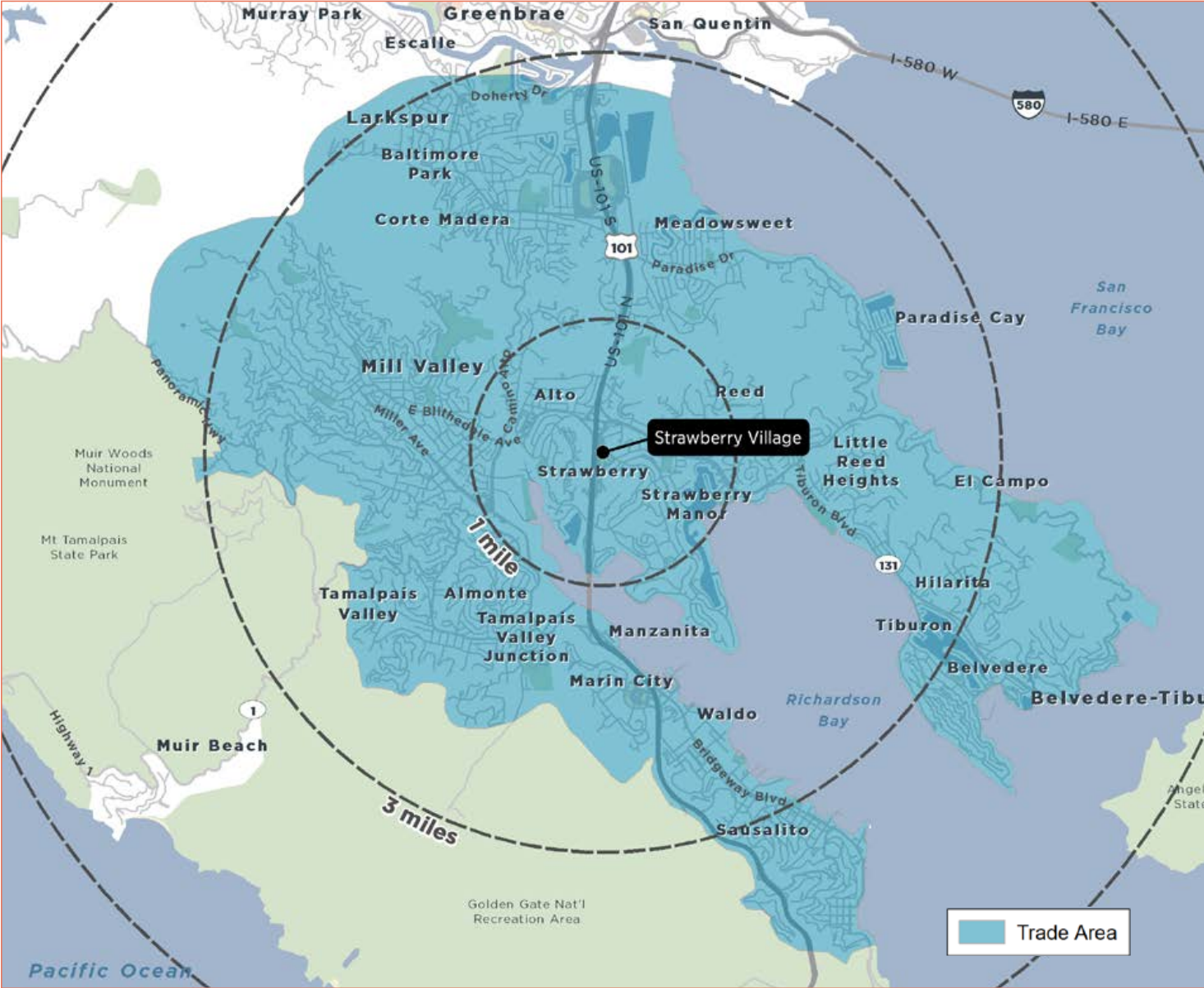
# TRADE AREA & DRIVE TIMES

**\$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



NO.	RETAILERS	SF
100	Safeway	44,775
120	Aloh-O Poke, Sushi & Tea	1,192
130	High Tech Burrito	1,040
140	Calico Corners	2,785
150	Available	1,325
160	Tartine	3,091
200	Rims & Goggles	2,687
220	West Elm Storage	3,328
230	SkinSpirit	2,462
240	Bella Boutique	460
250	Strawberry Shoe & Watch Repair	600
260	Strawberry Village Dental Care	1,580
270	Pure Barre	1,312
280	StretchLab	1,010
290	At Lease	2,050
340	Hydration Room	1,566
350	Club Pilates	1,826
360	Hot Yoga Republic	3,534

NO.	RETAILERS	SF
380	At Lease - Restaurant	1,200
390	Cholita Linda	2,260
400	At Lease - Restaurant	3,826
450	Citizens Bank ATM	98
475	Woodlands Pet Food & Treats	5,175
500	Starbucks	3,328
510	ArchRival Sports	2,156
520	Wells Fargo Bank	2,693
530	Bluemercury	2,424
540	Future Available	2,604
550	New York Bagel	1,228
560	Bank of America ATM	98
570	EVO Spa	2,664
580	Available	2,553
590	D & O Salon	1,364
600	The Shade Store	2,370
625	West Coast Sourdough	1,608
650	California Closets	3,514

NO.	RETAILERS	SF
675	US Bank	3,351
700	Harmony Restaurant	3,310
750	West Elm	10,000
800	Performing Arts Academy Marin	6,314
850	Future Available	4,280
900	In-N-Out	
920	Dignity Heath-GoHealth Urgent Care	4,236
930	IVX Health	2,365
940	One Medical	5,086
950	Spot Pet Care	1,197
960	Orangetheory Fitness	3,165
970	AT&T	1,530
980	Citizens Bank	2,869
990	Westamerica Bank	3,686
1000	Green Jeans Garden Supply	
1100	Telford's Pipe & Cigar, Inc.	2,730



# 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



## RIMS & GOGGLES

Rims & Goggles is a woman-owned optical boutique in Strawberry Village, Marin, offering a curated selection of handmade, luxury eyewear from independent designers around the world. Established in 1975, the shop is known for its expert staff, same-day eye exams, on-site lab, and personalized service that keeps customers coming back.



## 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.



## CALIFORNIA CLOSETS

California Closets in Strawberry Village offers personalized storage solutions tailored to fit individual lifestyles and spaces. The showroom allows customers to explore finishes, hardware, and lighting options, while expert design consultants collaborate to create custom systems for closets, home offices, garages, and more—all with professional installation and a focus on quality craftsmanship.



## HOT YOGA REPUBLIC

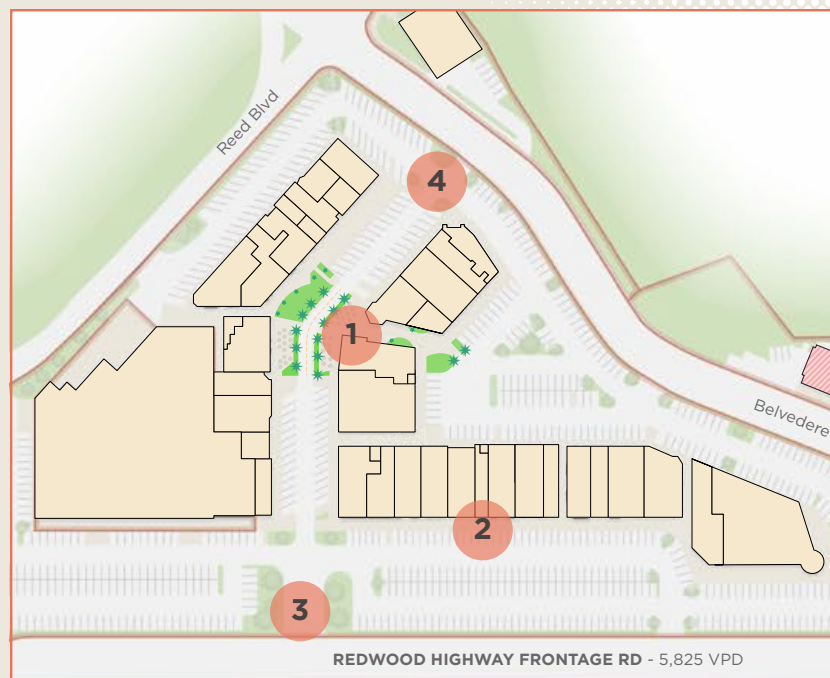
Hot Yoga Republic invites you to a haven that embodies a commitment to community, wellness, and joy. Through transformative practices and steadfast dedication, it cultivates an environment where every individual thrives. Guests are welcomed into an immaculate space, where every detail reflects deep care.



# 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 and the heart of Strawberry Village’s food and beverage plaza, thoughtfully designed for families and friends alike. The serene, palm-lined landscape invites you to kick back and relax as cars take a backseat. Surrounded by cafés and eateries, it’s the perfect spot to enjoy a coffee or bite to eat while the kids play. From joyful playtime for the little ones to peaceful moments of relaxation for mom and dad, this green gathering space harmoniously blends fun, flavor, and tranquility.





# EVENTS & ACTIVATIONS

EVENT / ACTIVATION	DATE
2nd Saturday Motor Social	2nd Saturdays, Annually
Farmer’s Market	Tuesdays, Annually
Tenant Raffle & Giveaway	April
Mill Valley Music Festival Teaser Concert	April 26
Strawberry Village Fall Festival	October 25
Holiday Market	December
Chanukah Festival	December



Launched in Spring 2024, Strawberry Village’s newest event series is an exciting automotive gathering designed for Porsche enthusiasts and car lovers from across the Bay Area and beyond. In partnership with our neighbors at Porsche Marin, this high-octane morning meet-up offers the perfect chance to grab a coffee and pastry, check out stunning vehicles, and connect with fellow enthusiasts.

## 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.



### 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!





# EDENS. HIGHLIGHTS

## MOSAIC FAIRFAX, VA

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



## 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



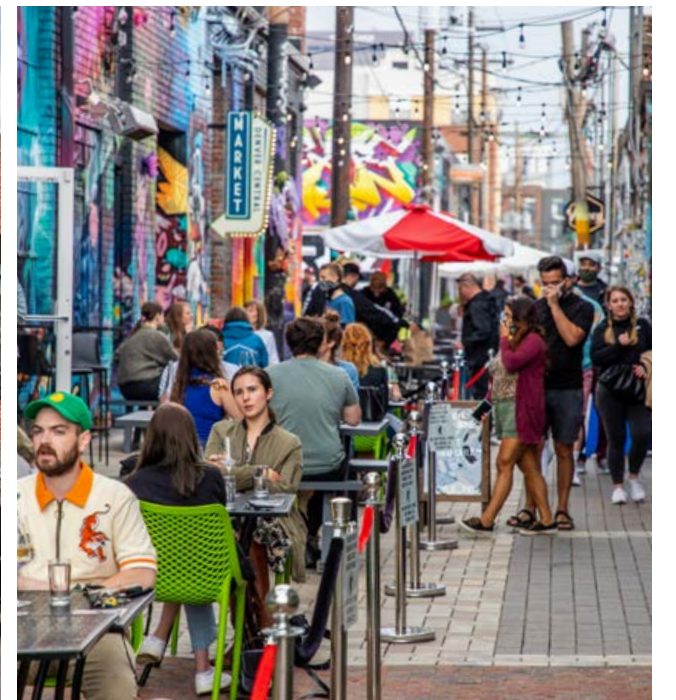
## UPTOWN PARK HOUSTON, TX

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



## RINO ART DISTRICT DENVER, CO

145,258 SF Retail | Anchored by Denver Central Market, Patagonia, Burton Snowboards  
Acquired in 2018 | Renovated to add 14 new businesses









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