



Chula Vista Center

Chula Vista (San Diego), California



Chula Vista Center

LOCATED IN AN EXCEPTIONAL GROWTH AREA

- Chula Vista Center's trade area is growing at a rate nearly twice that of the United States.
- Chula Vista has the greatest amount of remaining land in San Diego County, creating built-in future growth.
- Population within 10 miles of the center is over 1,000,000.
- The city of Chula Vista is ranked the third fastest growing city in California.

COMPETITIVE ADVANTAGES

- The center recently completed the first phase of a multi-phase redevelopment which included a successful, new streetscape of sit-down cafes, restaurants and exciting new retailers.
- Located seven miles from Tijuana, Mexico and the busiest international border in the world.

KEY SHOPPING FEATURES

- Chula Vista Center's Sears and Macy's stores are some of the most productive department stores in their chains.
- Notably, there are 142,552 employees (66% are in Executive, Professional and Administrative occupations) located within a short 5-mile drive from the center.
- A loyal customer base shops often, spends considerably more and stays longer than the national averages for malls.

POPULATION & INCOME HIGHLIGHTS

- A convenient location allows easy access for approximately 417,000 residents who live within 5-miles of the center.
- Households in Chula Vista Center's primary trade area enjoy average incomes in excess of \$58,000 annually.
- 25% of households earn more than \$75,000 – and growing. An impressive 32% of households will earn more than \$75,000 in the next five years.



SOURCE: CLARITAS, INC.

MALL INFORMATION

LOCATION

San Diego County
Conveniently located between three major interstates
Cross Streets: H St. between Broadway and Fourth Ave.
Interstate access: I-5 and 805, exit H Street

MARKET

San Diego Metro Center

DESCRIPTION

Bi-level, open-air, regional mall
Features ULTRASTAR Chula Vista Cinemas 21,325 square foot Sav-on Drugs, UNO Chicago Bar & Grill, food court with seating for 300

ANCHORS

Macy's, Sears, JCPenney and Mervyn's

PERIPHERAL TENANTS

Olive Garden, Carrow's and Burger King

TOTAL RETAIL SQUARE FOOTAGE 876,344

PARKING SPACES 3,800

OPENED 1962

EXPANDED 1988/1994

RENOVATED 1994/2004

TRADE AREA PROFILE

2005 POPULATION 617,656

2010 PROJECTED POPULATION 666,837

2005 HOUSEHOLDS 177,145

2010 PROJECTED HOUSEHOLDS 190,397

2005 MEDIAN AGE 30.9

2005 AVERAGE HOUSEHOLD INCOME \$58,509

2010 PROJECTED AVERAGE HOUSEHOLD INCOME \$68,995

5-MILE RADIUS PROFILE

2005 POPULATION 416,913

2010 PROJECTED POPULATION 445,496

2005 HOUSEHOLDS 122,914

2010 PROJECTED HOUSEHOLDS 130,414

2005 MEDIAN AGE 31.5

2005 AVERAGE HOUSEHOLD INCOME \$58,008

2010 PROJECTED AVERAGE HOUSEHOLD INCOME \$66,569

DAYTIME EMPLOYMENT

3-MILE RADIUS 58,649

5-MILE RADIUS 142,542