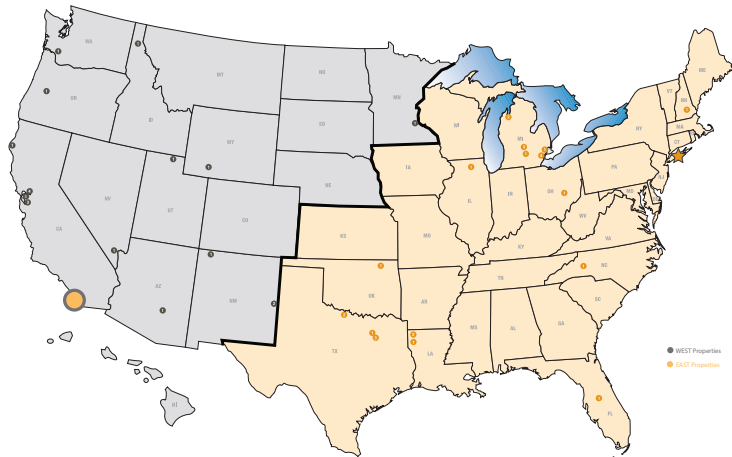


CHULA VISTA CENTER
555 BROADWAY, SUITE 1019
CHULA VISTA, CA 91910

CHULA VISTA CENTER is one of the most established and recognizable regional shopping centers in San Diego County, and the shopping tradition for this community. With its easy accessibility and host of in-demand offerings including shopping, dining, daily needs, recreation and entertainment, the mall serves a trade area of over 420,000 people within five miles. Just 7 miles north of the Mexican border, Chula Vista Center also attracts the Mexican national shopper. Chula Vista's department stores (Macy's, jcpenny and Sears) are the closest full-line department stores to the Mexican border and are extremely popular with both local and Mexican national shoppers. Chula Vista features national tenants such as Victoria's Secret, Aéropostale, Vans and G by GUESS? (coming 2012) as well as a strong dining line up including Olive Garden, BJ's Restaurant & Brewery, Panera Bread, Rubio's Fresh Mexican Grill, Subway, Jamba Juice and Starbucks.



info@rouseproperties.com
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ROUSE
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Chula Vista Center

CHULA VISTA (SAN DIEGO), CALIFORNIA

An established center with a strong anchor lineup that appeals to a broad customer base from both sides of the border.

ROUSEPROPERTIES

CHULA VISTA CENTER

HIGH TRAFFIC | STRONG ANCHORS | LOYAL SHOPPERS

A RETAIL HUB WITH ONE MILLION RESIDENTS IN JUST 10 MILES, LOCATED BETWEEN MAJOR US & MEXICO CITIES.

5 COMPELLING REASONS TO LOCATE HERE

Strategic Location

- Chula Vista Center is located between three major interstates at the highly accessible corner of H St and Broadway. The center is easily accessible from I-5 and I-805.
- The center is a mere seven miles from the Mexico border and the 1.5 million residents of the Tijuana area. Out of the 34 million annual crossings, 31% are expressly for shopping.

Densely Populated Market

- Within a five mile radius there are 418,246 residents and over 1,000,000 residents within 10 miles.
- There are 137,668 employees working within five miles of the center.

Room to Grow

- Chula Vista contains some of the last undeveloped waterfront areas in the San Diego market thus making it an area for growth.
- Plans are in process to redevelop 550 acres of waterfront to include residential, office, retail, entertainment, hotel, convention and restaurant uses.

Department Store Draw

- Sears, Macy's and jcpenny at Chula Vista Center are the closest full-line department stores to the Mexico border and extremely popular with Mexican National shoppers.

Restaurant Collection

- Olive Garden, BJ's Restaurant & Brewhouse, Panera Bread, Rubio's Fresh Mexican Grill, Subway, Jamba Juice, Starbucks and Red Lobster (open 2012) create the critical mass necessary to draw the neighboring office workers, hospital employees, residents and students.

TRADE AREA PROFILE



2010 Population 672,081
2015 Projected 710,610



2010 Households 192,374
2015 Projected 202,178



2010 Average HHI \$72,759
2015 Projected \$82,492



2010 Median Age 31.3

MALL INFORMATION

Market San Diego Metro Center

Description Bi-Level, open air, regional mall. Features ULTRASTAR Cinemas, CVS/pharmacy, BJ's Restaurant and Brewhouse, Panera Bread, Olive Garden, Starbucks, Victoria's Secret, Aeropostale, See's Candies and G by GUESS?

Anchors Macy's, Sears, jcpenny, Burlington Coat Factory

Peripheral Tenants Olive Garden, Red Lobster (Open 2012) and Burger King

Total Retail Square Footage 874,299

Parking Spaces 3,800

Opened 1962

Expanded 1988/1994

Renovated 1994/2004

5-MILE RADIUS

2010 Population 418,246
2015 Projected 440,391

2010 Households 122,203
2015 Projected 127,827

2010 Median Age 31.5

2010 Average HHI \$67,515
2015 Projected \$75,712

Daytime Employment

3-mile Radius 55,530
5-mile Radius 137,668

Source: Claritas, Inc.

Between three major interstates at the highly accessible corner of H St and Broadway. The center is easily accessible from I-5 and I-805.

AERIAL VIEW



CHULA VISTA CENTER

