



# Chula Vista Center

CHULA VISTA (SAN DIEGO), CALIFORNIA



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## 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 182,446 employees (75% are in Executive, Professional, Administrative, Sales and Service 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 425,642 residents who live within 5-miles of the center.
- Households in Chula Vista Center's primary trade area enjoy average incomes in excess of \$64,154 annually.
- 26% 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.



## 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 CVS/pharmacy, UNO Chicago Bar & Grill, Panera Bread, food court with seating for 300. Coming in Fall 2008: BJ's Restaurant and Brewhouse

### 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

2007 POPULATION 671,984

2012 PROJECTED POPULATION 728,256

2007 HOUSEHOLDS 195,594

2012 PROJECTED HOUSEHOLDS 211,394

2007 MEDIAN AGE 31.0

2007 AVERAGE HH INCOME \$64,154

2012 PROJECTED AVERAGE HH INCOME \$74,090

## 5-MILE RADIUS PROFILE

2007 POPULATION 425,642

2012 PROJECTED POPULATION 456,568

2007 HOUSEHOLDS 125,044

2012 PROJECTED HOUSEHOLDS 133,660

2007 MEDIAN AGE 31.0

2007 AVERAGE HH INCOME \$60,788

2012 PROJECTED AVERAGE HH INCOME \$69,057

## DAYTIME EMPLOYMENT

3-MILE RADIUS 65,973

5-MILE RADIUS 182,446

SOURCE: CLARITAS, INC.