

# OTAY RANCH TOWN CENTER

CHULA VISTA, CALIFORNIA



## THE REGIONAL RETAIL AND FASHION CENTER FOR CHULA VISTA

- 656,000-square-foot open-air fashion/shopping/entertainment destination 15 miles southeast of San Diego in Chula Vista, California.
- Primary retail destination in South San Diego County.
- More than 100 retail shops and services provide visitors a complete shopping and dining experience in an inviting outdoor setting.
- Otay Ranch is anchored by Macy's, an all-digital 12-screen AMC Theatres complex, Barnes & Noble, REI and Best Buy.
- Retailers such as Zumiez, Vans and REI enhance the urban setting and welcome the action sports shopper.
- Otay Ranch has a sophisticated mix of retailers, such as Anthropologie, Sephora and Coach, as well as a trendy mix with H&M, Aéropostale and Apple.
- The Village at Otay Ranch Town Center is highlighted by Parmida Home Store, Panera Bread, Best Buy and more.

## UNIQUE ENERGY AND STYLE

- With unique water features, chalk garden, a Town Center Dog Park and a public library branch with free Wi-Fi, Otay Ranch is designed with a unique town center atmosphere that caters to families.
- A place for both shopping and social interactions with retailers presented in an urban street setting, Otay Ranch caters to both domestic and international shoppers.
- The contemporary architecture serves as the perfect backdrop for a signature restaurant row that includes El Vitral Mexican Cuisine and Tequila Lounge and The Cheesecake Factory. Other restaurants in the center include P.F. Chang's China Bistro, California Pizza Kitchen, Romano's Macaroni Grill and more al fresco dining options.
- Top performing categories in Otay Ranch include women's fashion, family apparel and personal care collections.
- Otay Ranch brings farmers and communities together with a weekly Certified Farmers Market that features seasonal fresh produce, hand-crafted items and gourmet treats. The Farmers Market is an amenity that is second to none.
- A Certified Natural Habitat by the National Wildlife Federation, Otay Ranch has exquisite landscaping that features many native and drought-friendly plants.
- Several areas in the center serve as wonderful venues for both large-scale events and intimate private parties.

## PERFECTLY POSITIONED

- The population within the trade area is projected to increase by 6% over the next five years.
- The median age of the Otay Ranch trade area resident is 34.
- Located 7 miles from the San Ysidro border crossing. This U.S./ Mexico border is the busiest international border in the world, with an estimated 50 million annual crossings making it a popular destination for Mexican nationals.
- 35% of Otay Ranch Town Center shoppers reside in households earning \$100,000 or more per year, while 23% of trade area households are within this income group.

## MALL INFORMATION

LOCATION: Intersection of Eastlake Parkway and Olympic Parkway, adjacent to the South Bay Expressway-SR 125

MARKET: San Diego, California

DESCRIPTION: 656,000-square-foot, open-air retail center

OPENED: Fall 2006

## TRADE AREA PROFILE

2013 POPULATION 524,607

2018 PROJECTED POPULATION 557,263

2013 HOUSEHOLDS 155,621

2018 PROJECTED HOUSEHOLDS 164,918

2013 MEDIAN AGE 34.0

2013 AVERAGE HOUSEHOLD INCOME \$69,031

2018 PROJECTED AVERAGE HOUSEHOLD INCOME \$71,006

## 7 - MILE RADIUS\*

2013 POPULATION 410,505

2018 PROJECTED POPULATION 438,159

2013 HOUSEHOLDS 118,232

2018 PROJECTED HOUSEHOLDS 125,873

2013 MEDIAN AGE 34.4

2013 AVERAGE HOUSEHOLD INCOME \$76,300

2018 PROJECTED AVERAGE HOUSEHOLD INCOME \$78,430

## DAYTIME EMPLOYMENT

3 - MILE RADIUS 15,724

5 - MILE RADIUS 41,092

\*DATA DOES NOT INCLUDE MEXICAN RESIDENTS.

Source: Nielsen

