



# Otay Ranch Town Center

CHULA VISTA, CALIFORNIA



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## THE REGIONAL RETAIL AND FASHION CENTER FOR CHULA VISTA

- 850,000 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.
- Otay Ranch includes Macy's, a state-of-the-art, 12-screen AMC Theatre complex, Barnes & Noble and REI.
- More than 150 retail shops and services provide shoppers a complete shopping experience in a dramatic outdoor setting.

## UNIQUE ENERGY AND STYLE

- Otay Ranch is designed with unique amenities that cater to families. The family can take their pet to the 10,000 square foot Dog Park. Children can enjoy the popper fountains and draw in the Chalk Garden.
- Featuring a collection of fine retailers including: Anthropologie, Build-a-Bear Workshop, Coach and Ann Taylor.
- Village-scape includes Coldwater Creek & Spa, Chico's, Panera Bread, WineStyles and more.
- A pedestrian and dog friendly place, Otay Ranch appeal to both American and International shoppers.
- A place for both shopping and social interactions with retailers presented in an urban street setting.
- The contemporary palette of the architecture invokes elements from the region and will serve as the perfect backdrop for signature restaurants: The Cheesecake Factory and P.F. Chang's China Bistro.
- Pedestrian pathways and ample parking with natural landscaping create a retail environment unlike any other in South San Diego County.
- Otay Ranch is a place of energy and vibrancy creating a remarkable shopping experience.

## PERFECTLY POSITIONED IN AN AREA OF SUSTAINABLE GROWTH

- Primary trade area includes just over 480,000 residents.
- The population within the trade area is projected to increase by 10% over the next five years.
- Strong average household income expected to grow at a robust rate of 16.2% by 2012.
- The median age of the Otay Ranch trade area resident is nearly 32.2.
- 35% of the growth in San Diego is in the Eastlake/Otay area.



## MALL INFORMATION

### LOCATION

Intersection of Eastlake Parkway and Olympic Parkway adjacent to new South Bay Expressway.

### MARKET

San Diego, California

### DESCRIPTION

850,000 square-foot, upscale, open air retail center

OPENED Fall 2006

## TRADE AREA PROFILE

2007 POPULATION 484,891

2012 PROJECTED POPULATION 533,767

2007 HOUSEHOLDS 148,804

2012 PROJECTED HOUSEHOLDS 163,385

2007 MEDIAN AGE 32.2

2007 AVERAGE HH INCOME \$70,896

2012 PROJECTED AVERAGE HH INCOME \$82,384

## 7-MILE RADIUS PROFILE\*

2007 POPULATION 369,251

2012 PROJECTED POPULATION 413,996

2007 HOUSEHOLDS 109,666

2012 PROJECTED HOUSEHOLDS 123,013

2007 MEDIAN AGE 32.6

2007 AVERAGE HH INCOME \$75,291

2012 PROJECTED AVERAGE HH INCOME \$87,746

## DAYTIME EMPLOYMENT

3-MILE RADIUS 13,204

5-MILE RADIUS 40,591

SOURCE: CLARITAS, INC.

\*DATA DOES NOT INCLUDE MEXICAN RESIDENTS.