



CHULA VISTA CENTER

Chula Vista, California

MAJOR REDEVELOPMENT



RETAIL INSITE



Located In Densely Populated And Underserved Market



Gaylords
Chula Vista Bayfront
Convention Center

Point Loma

Coronado

Downtown
San Diego

178,800 CPD

Burlington

macy's

Scripps Mercy Hospital

JCPenney

curacao

AMC
THEATRES

SHARP
70,000 SF
MEDICAL OFFICE

BROADWAY | 27,981 CPD

H STREET | 29,971 CPD

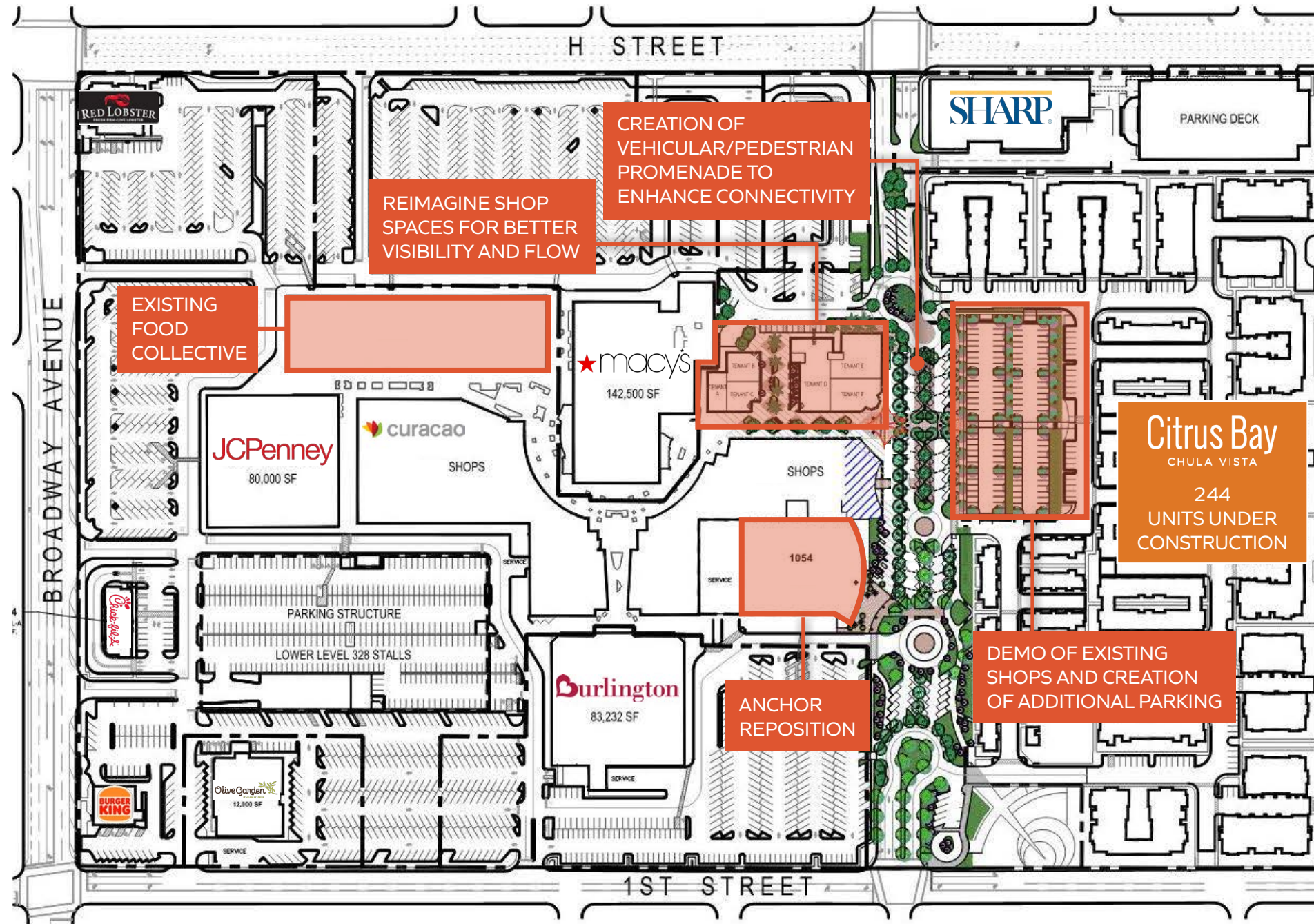
I STREET | 8,862 CPD

County of San Diego Offices &
Superior Court Complex

Citrus Bay
CHULA VISTA
244
UNITS UNDER
CONSTRUCTION

Proposed Phase 1

555 Broadway, Chula Vista, CA 91910



This site plan is not a representation, warranty or guarantee as to size, location, or identity of any tenant, and the improvements are subject to such changes, additions, and deletions as the architect, landlord, or any governmental agency may direct.



Proposed Restaurant Collective & Paseo



Proposed Restaurant Collective



Proposed Anchor Façade



CONCEPTUAL RENDERING

The information above has been obtained from sources believed to be reliable. While we do not doubt its accuracy, we have not verified it and make no guarantee, warranty or representation about it. It is your responsibility to independently confirm its accuracy and completeness. Any projections, opinions, assumptions or estimates used are for example only and do not represent the current or future performance of the property

Chula Vista Center

- The project will be undergoing an exciting redevelopment where ownership intends to modernize and reposition the center to align with the aesthetic and philosophy of today's shopper, retailer, restaurateur, and consumer
- Chula Vista Center is an asset strategically positioned at the intersection of international traffic, dense residential neighborhoods, and one of the most demographically diverse regions in the U.S.
- Approximately 633,553 sq. ft. open-air regional center strategically positioned adjacent to two major freeways and just minutes away from the San Ysidro Land Port of Entry—the busiest land border crossing in the world.
- The center features a strong tenant mix of national brands and top-performing retailers, including Burlington, JCPenney, AMC Theatres, Curacao, Victorias Secret, Starbucks, Olive Garden, BJ's Restaurant, Red Lobster, Chick-fil-A, Raising Cane's, Panera Bread and more.



DEMOGRAPHICS

CHULA VISTA, CA (2024)	1-MILE RADIUS	3-MILE RADIUS	5-MILE RADIUS
Total Population	36,687	162,956	430,506
Daytime Population	1,450	5,661	11,237
Average HH Income	\$89,602	\$100,787	\$111,341
Median HH Income	\$72,978	\$82,256	\$91,121
Median Age	35.1	35.3	35.2

2.97M

Residential population of Tijuana, Mexico

188K

Number of households within the trade area

50M

People crossing the US/Mexico border yearly at San Ysidro

632K

Residential population within the trade area

Tenant List

Unit	Tenant	Sq. Ft.
ACYS	Macy's	142,500
BURL	Burlington	83,232
100	Locker Rooms by Lids	3,327
102	AVAILABLE	1,984
104	T-Mobile	2,637
110	BJ's Restaurant & Brewery	9,500
116	Buffalo Wild Wings Grill	7,796
118	Five Guys Burgers & Fries	2,700
120	AVAILABLE	1,729
122	AVAILABLE	747
123-4	Unisushi	1,991
126	See's Candies	1,244
127	Panera Bread	4,500
129	Rubio's Fresh Mexican Grill	2,423
135	Luna Grill (Coming Soon)	1,449
140	Himalayan Tandoori & Curry	2,431
141	Pan Pan Wok (Coming Soon)	1,400
145	Subway	1,300
147	Starbucks Coffee	1,725
900	Curacao	58,261
915	JCPenny	80,000
1010	House of Beauty	1,353
1012	Dolce's Flower Boutique	1,093
1014	AVAILABLE	2,389
1016	Phenix Salon	6,000
1018	Fortune's Gift	2,025
1020	AVAILABLE	1,313
1021	AVAILABLE	1,469
1022	AVAILABLE	494
1023	Royal Bee	1,198
1024	G By Guess	4,810

Unit	Tenant	Sq. Ft.
1028	RA Art & Custom Framing	1,668
1030	Spencer's Gifts	2,038
1032	Daniel's Jewelers	1,200
1034	Charlotte Russe	8,300
1036	CottonOn	3,799
1038	Victoria's Secret	7,845
1050	Divas Formal & Bridal Wear	6,626
1054	AVAILABLE- Anchor	±21,344-25,000
1056	AVAILABLE	1,319
1060	California Army National	2,149
1064	AVAILABLE	5,671
1066	AVAILABLE	1,160
1068	AT&T Mobility	4,084
1072	Navy Federal	3,906
1082-86	AVAILABLE- Restaurant	±7,663
1088	AVAILABLE	3,758
1090	Wetzel's Pretzels	1,216
1092	Shiekh	5,704
1096	AVAILABLE	2,553
1098	Aeropostale	3,039
1100	Hot Topic	1,355
1102	The Snack Shop	390
1104	AVAILABLE	237
1106	AVAILABLE	257
1108	A To Z	448
1110	Authorized Cricket Wireless	767
1118	Lids	780
K001	La Central Urban Grill	360
OUL1	Red Lobster	5,876
OUL2	Olive Garden	12,000
OUL3	Burger King	3,350

Unit	Tenant	Sq. Ft.
OUL4	Chick-Fil-A	4,801
2000	Legendary Hall storage	608
2004	Legendary Hall storage	746
2006	Comics-N-Stuff	4,467
2010	Legendary Hall	3,957
2012	Radio Latina	2,114
2014	Vigor Academy	2,591
2016	TU Streams	6,277
2018	AVAILABLE	672
2020	AVAILABLE	1,121
2022-24	LBM Talent Agency	2,088
2026	VIP Pilates	1,147
2027	AVAILABLE	931
2028	AVAILABLE	749
2029	Wa-Kushma Folk Production	1,743
2030	Wa-Kushma storage	910
2032	AVAILABLE	1,378
2034	AVAILABLE	1,120
2036	AVAILABLE	1,231
2038	Victoria Secret storage	986
2040	AVAILABLE	995
2042	AVAILABLE	1,223
2044	AVAILABLE	1,098
2046-48	The Booty Factory	1,474
2050	AMC	34,960

Primestor

BUILD WITH PURPOSE

Primestor is dedicated to empowering communities through home-grown leadership and self-representation. Our experienced and diverse team draws from the neighborhoods we serve, providing us with a unique perspective on community needs. This allows us to create thriving retail centers with dynamic community programming, innovative merchandising opportunities and a successful blend of retail, food/beverage, health/wellness and educational uses.

The founding partners have managed the company together for over 30 years, and Primestor currently manages a portfolio valued at over \$836M and over 3.1 million square feet in California, Nevada, Arizona, and Texas.



CHULA VISTA CENTER MAJOR INFLUENCES

Hub of the World's Busiest Land Border Crossing

The San Ysidro Land Port of Entry (LPOE), connecting Tijuana and San Diego, is recognized as the world's busiest land border crossing based on annual traffic volume. Each year, over 50 million people cross the border, including more than 90,000 daily commuters and over 60,000 Tijuana residents employed in San Diego. On average, the LPOE handles 70,000 northbound vehicle passengers per day.

- 7.9 miles from Chula Vista Center
- Tijuana customers are a heavy impact to retail sales
- Apparel sales in the region are unusually strong



Chula Vista Bayfront Redevelopment



0.7 Miles from Chula Vista Center

Environmental Buffers

Living Coast Discovery Center

Harbor Park

Future Hotel / Cultural Redevelopment

Safe Harbor Marinas

Pacifica Residential
1,500 Condos
420,000 SF of Commerical Space
250 Room Hotel

C Gaylord Pacific Resort & Convention Center



E Sweetwater Park



G Sun Outdoors RV Resort



With breathtaking bay views and spanning approximately 535 acres of prime waterfront near downtown San Diego, the Chula Vista Bayfront Redevelopment Plan is a transformative project set to redefine the region. This ambitious development features a dynamic mix of hotels, residential communities, retail spaces, and public parks, expected to generate thousands of jobs and draw millions of visitors each year. With an estimated investment exceeding \$1 billion, the project reflects a bold vision for Chula Vista's bayfront, driving economic growth and elevating the area's appeal.

CHULA VISTA CENTER

Chula Vista, California

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