



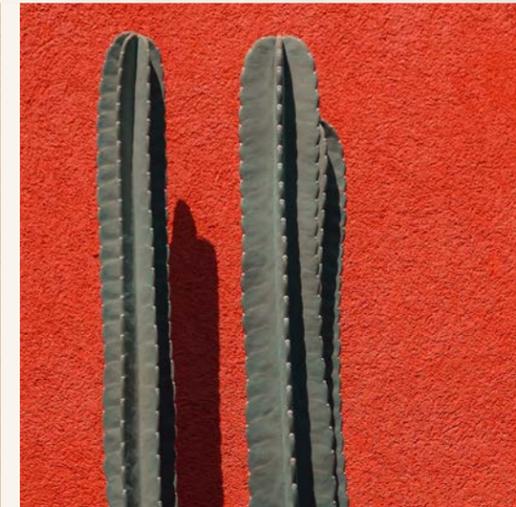
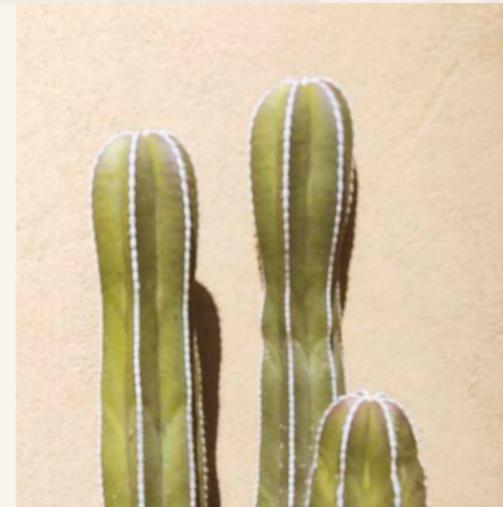
# CHULA VISTA CENTER

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

BROADWAY | 27,981 CPD

 Burlington

 macy's

 Scripps Mercy Hospital

 JCPenney

 curacao

 AMC THEATRES

 SHARP  
70,000 SF  
MEDICAL OFFICE

H STREET | 29,971 CPD

County of San Diego Offices &  
Superior Court Complex

I STREET

 Citrus Bay  
CHULA VISTA  
244  
UNITS UNDER  
CONSTRUCTION



# 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

# Primestor

BUILD WITH PURPOSE

Primestor is dedicated to empowering communities through home-grown leadership and self-representation. Our experienced and diverse team draws directly 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.

PRIMESTOR

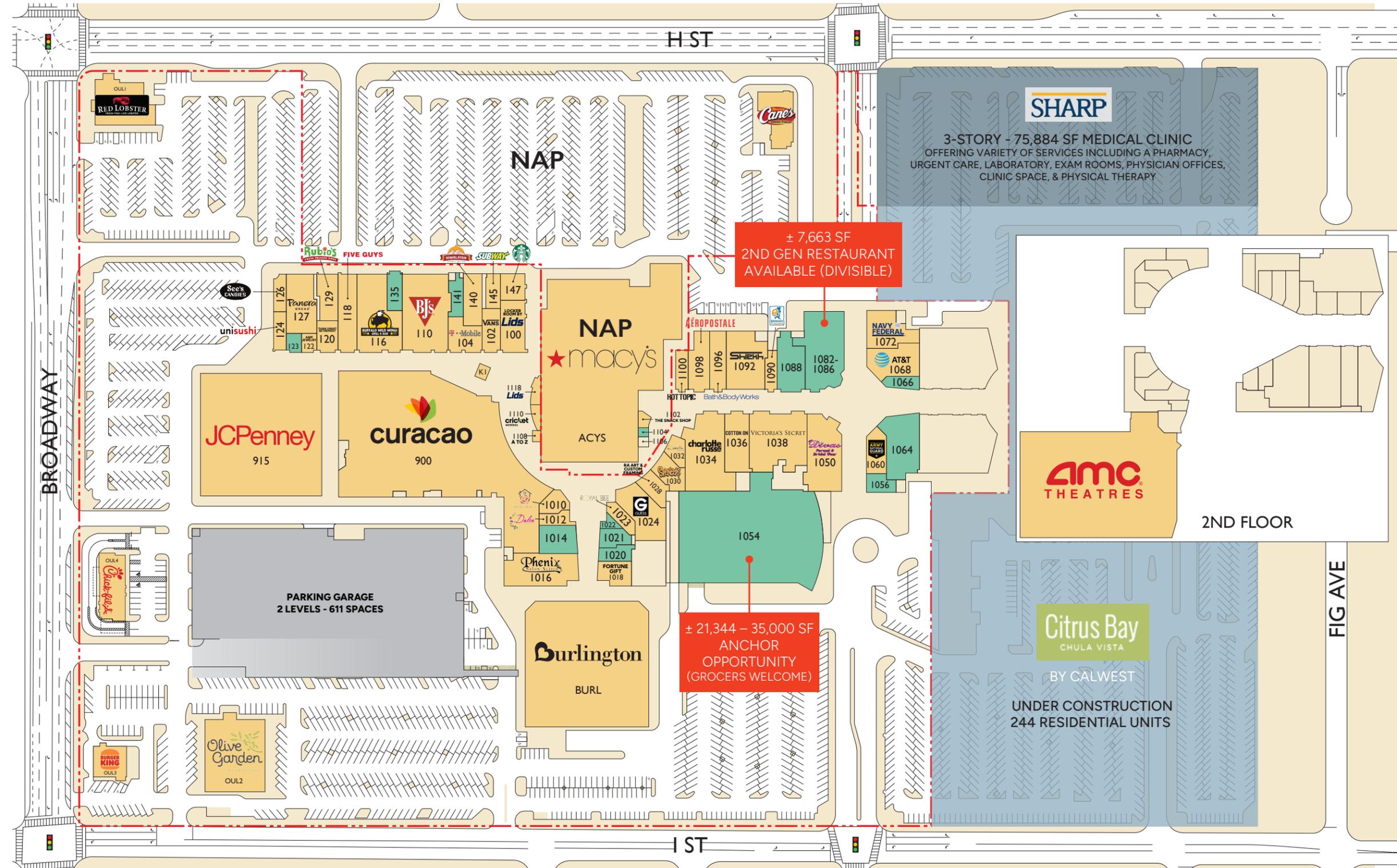


# Current Site Plan

555 Broadway, Chula Vista, CA 91910

AVAILABLE

This site plan is presented solely for the purpose of identifying the approximate location and size of the building, and intended as a reference only.



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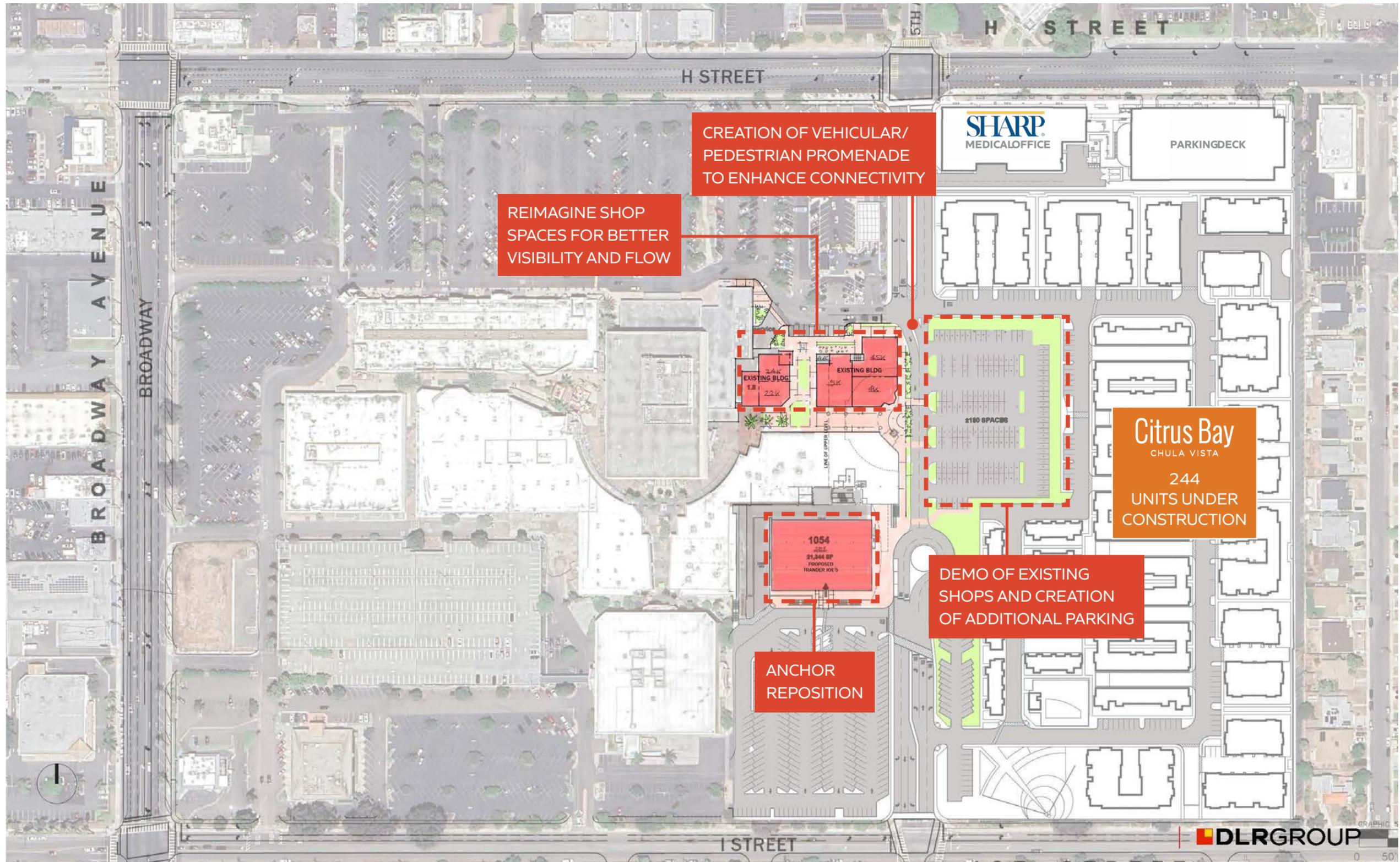
# Tenant List

Unit	Tenant	Sq. Ft.	Unit	Tenant	Sq. Ft.
ACYS	Macy's	142,500	1024	G By Guess	4,810
BURL	Burlington	83,232	1028	RA Art & Custom Framing	1,668
100	Locker Rooms by Lids	3,327	1030	Spencer's Gifts	2,038
102	Vans	1,984	1032	Daniel's Jewelers	1,200
104	T-Mobile	2,637	1034	Charlotte Russe	8,300
110	BJ's Restaurant & Brewery	9,500	1036	CottonOn	3,799
116	Buffalo Wild Wings Grill	7,796	1038	Victoria's Secret	7,845
118	Five Guys Burgers & Fries	2,700	1050	Divas Formal & Bridal Wear	6,626
120	Think Smart Retirement	1,729	<b>1054</b>	<b>AVAILABLE- Anchor</b>	<b>±21,344-35,000</b>
122	A&M Jewelry	747	<b>1056</b>	<b>AVAILABLE</b>	<b>1,319</b>
<b>123</b>	<b>AVAILABLE</b>	<b>747</b>	1060	California Army National	2,149
124	Unisushi	1,244	<b>1064</b>	<b>AVAILABLE</b>	<b>5,671</b>
126	See's Candies	1,244	<b>1066</b>	<b>AVAILABLE</b>	<b>1,160</b>
127	Panera Bread	4,500	1068	AT&T Mobility	4,084
129	Rubio's Fresh Mexican Grill	2,423	1072	Navy Federal	3,906
<b>135</b>	<b>AVAILABLE- Restaurant</b>	<b>1,449</b>	<b>1082-86</b>	<b>AVAILABLE- Restaurant</b>	<b>±7,663</b>
140	Himalayan Tandoori & Curry	2,431	<b>1088</b>	<b>AVAILABLE</b>	<b>3,758</b>
<b>141</b>	<b>AVAILABLE- Restaurant</b>	<b>1,400</b>	1090	Wetzel's Pretzels	1,216
145	Subway	1,300	1092	Shiekh	5,704
147	Starbucks Coffee	1,725	1096	Bath & Body Works	2,553
900	Curacao	58,261	1098	Aeropostale	3,039
915	JCPenny	80,000	1100	Hot Topic	1,355
1010	House of Beauty	1,353	1102	The Snack Shop	390
1012	Dolce's Flower Boutique	1,093	<b>1104</b>	<b>AVAILABLE</b>	<b>237</b>
<b>1014</b>	<b>AVAILABLE</b>		1108	A To Z	448
1016	Phenix Salon	6,000	1110	Authorized Cricket Wireless	767
1018	Fortune's Gift	2,025	1118	Lids	780
<b>1020</b>	<b>AVAILABLE</b>	<b>1,313</b>	K001	La Central Urban Grill	360
<b>1021</b>	<b>AVAILABLE</b>	<b>1,469</b>	OUL1	Red Lobster	5,876
<b>1022</b>	<b>AVAILABLE</b>	<b>494</b>	OUL2	Olive Garden	12,000
1023	Royal Bee	1,198	OUL3	Burger King	3,350
			OUL4	Chick-Fil-A	4,801



# Proposed Phase 1

555 Broadway, Chula Vista, CA 91910



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# Proposed Anchor Façade

CVS SPACE



CONCEPTUAL RENDERING

# Proposed Façade

VIEW 1



CONCEPTUAL RENDERING

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## CHULA VISTA CENTER MAJOR INFLUENCES

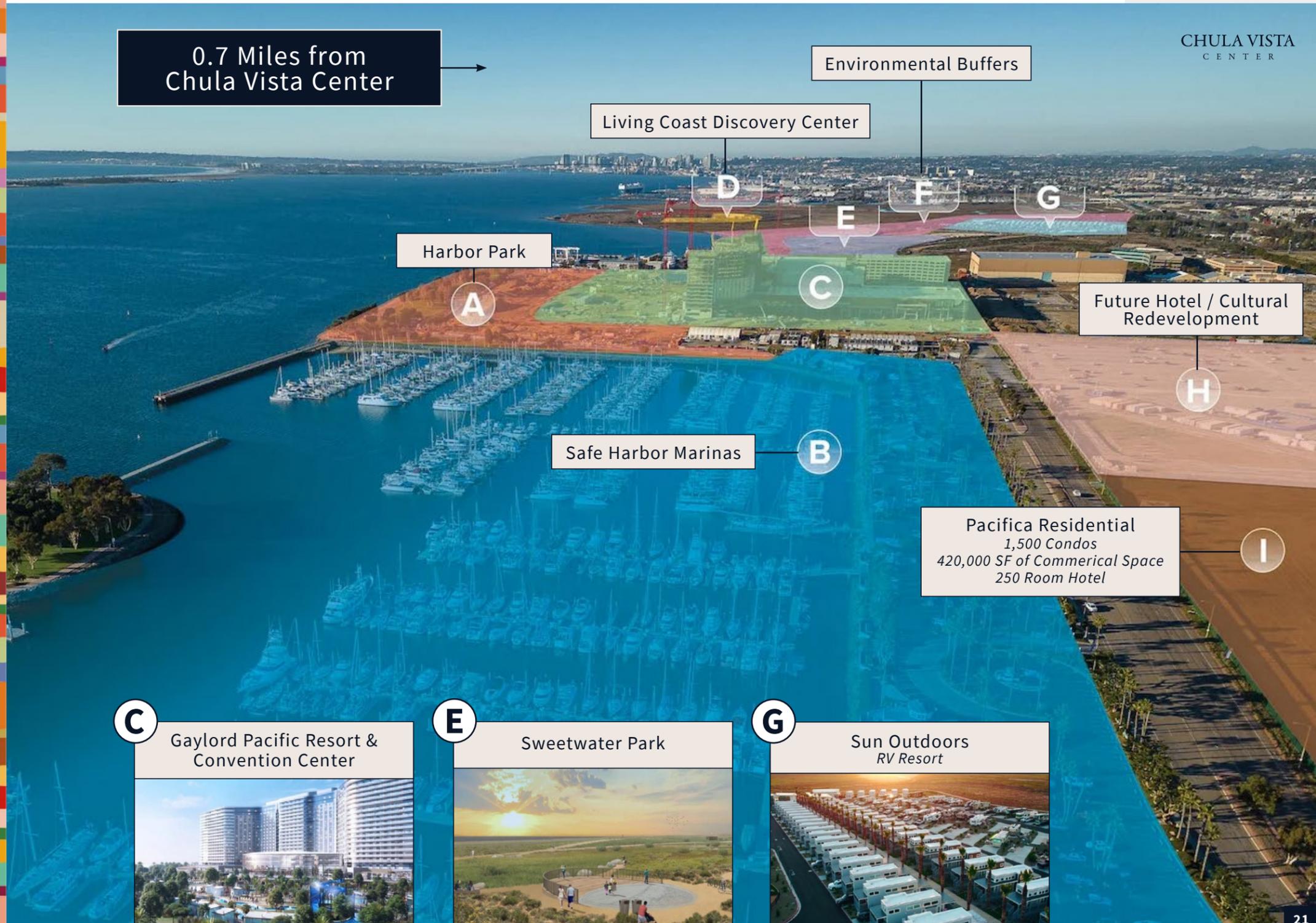
# Hub of the World's Busiest Land Border Crossing

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



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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