

An aerial photograph of the Chula Vista Center development, showing a large, modern building complex with multiple wings and parking areas, surrounded by greenery and other urban structures. The image is faded and serves as a background for the title.

# CHULA VISTA CENTER

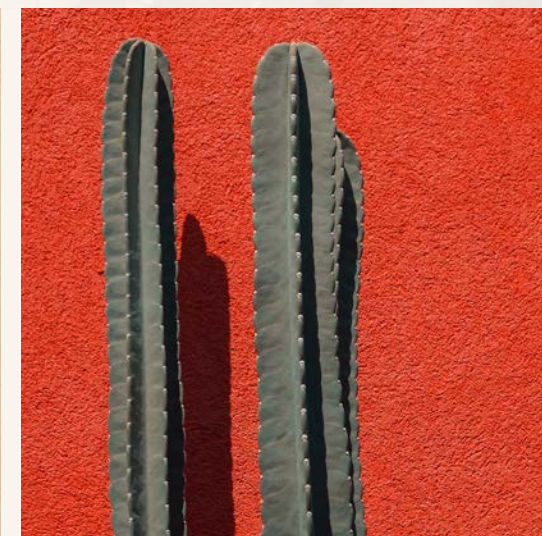
Chula Vista, California

MAJOR REDEVELOPMENT

**PRIMESTOR**  
A horizontal bar composed of many small, vertical rectangular segments in various colors including red, orange, yellow, green, and blue.



RETAIL INSITE



# Located In Densely Populated And Underserved Market

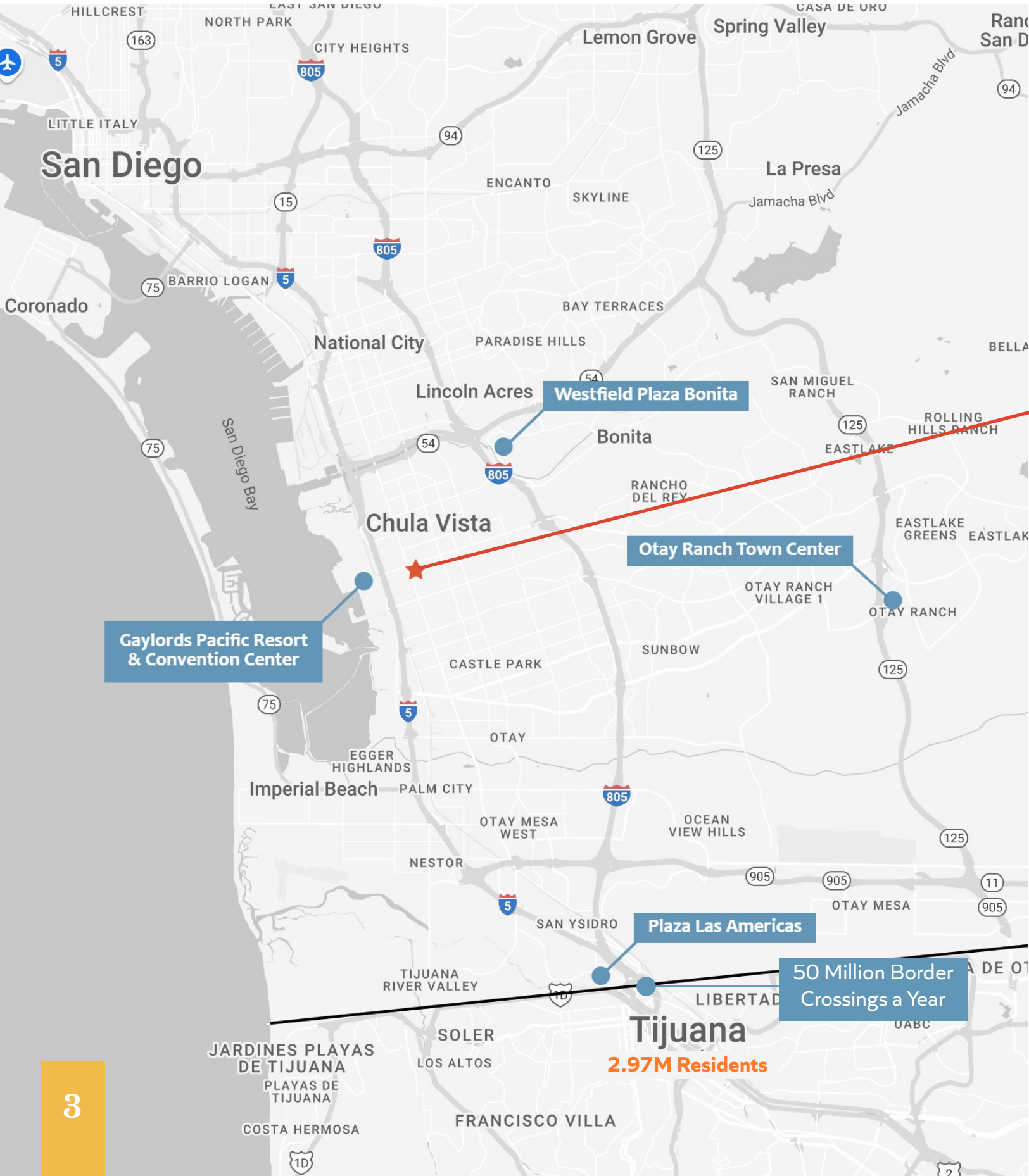
PRIMESTOR

RI



# The Heart of Chula Vista

A PLACE FOR COMMUNITY



# 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

RI

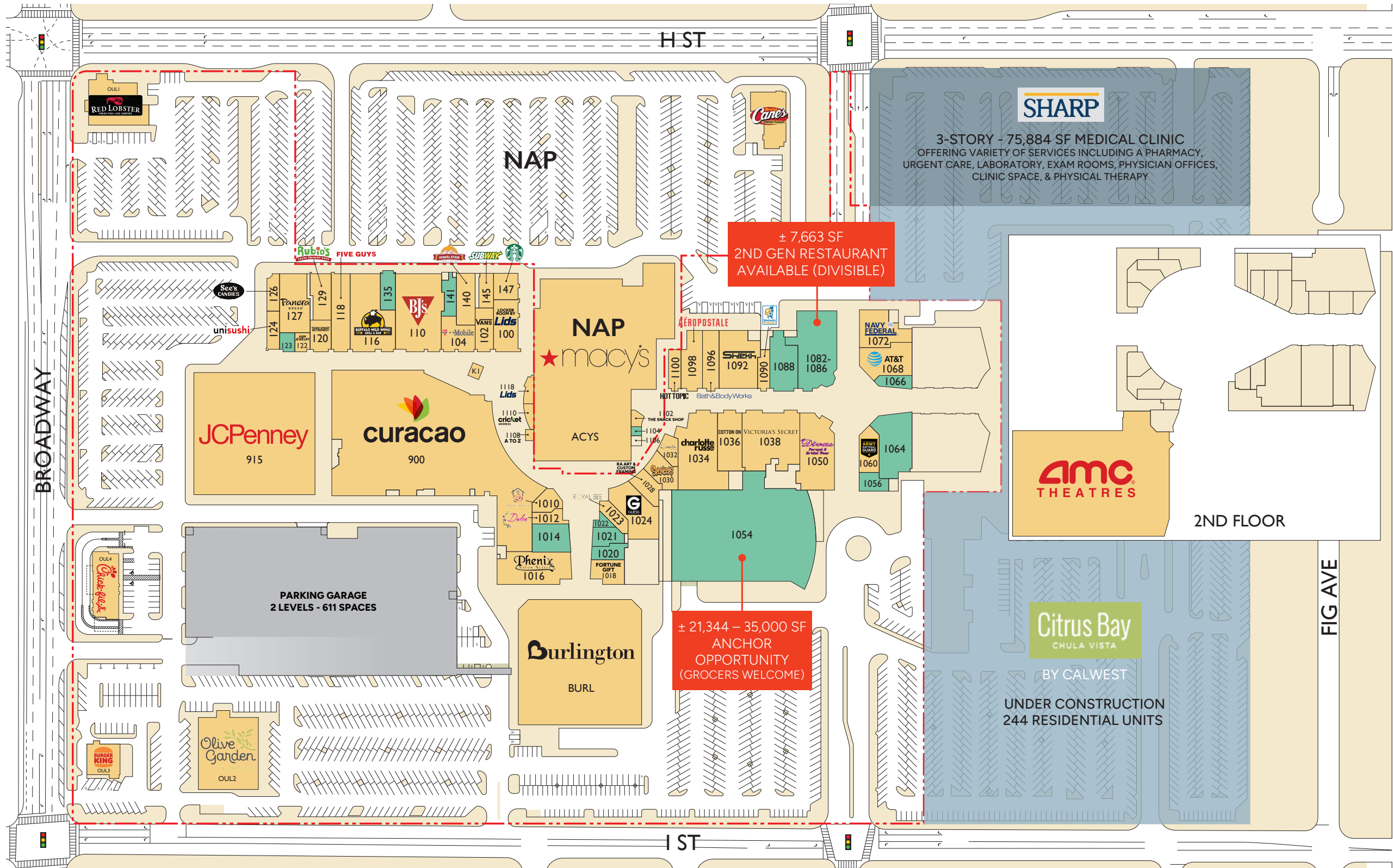


# Current Site Plan

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.



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

# Tenant List

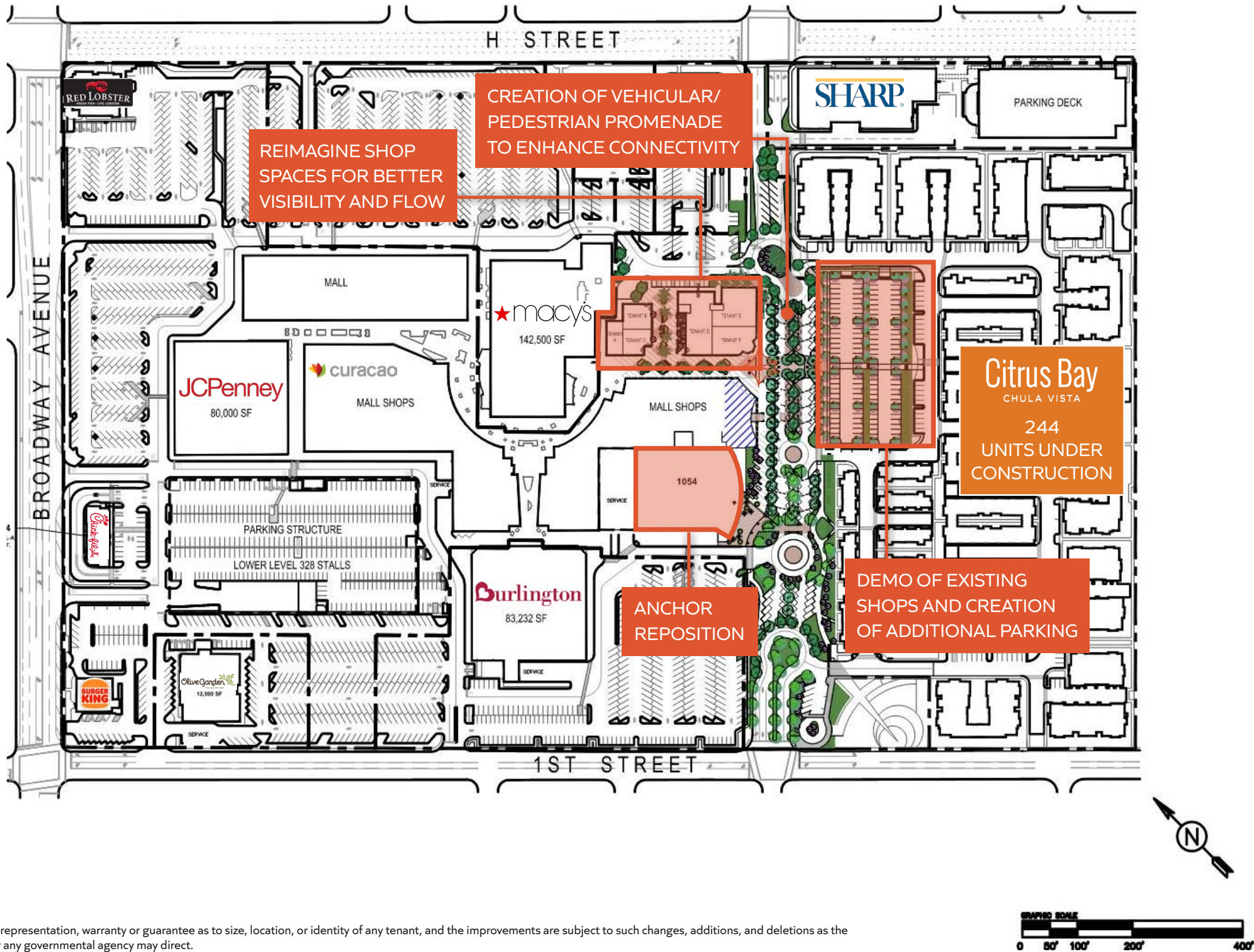
Unit	Tenant	Sq. Ft.
ACYS	Macy's	142,500
BURL	Burlington	83,232
100	Locker Rooms by Lids	3,327
102	Vans	1,984
104	T-Mobile	2,637
110	BJ's Restaurant & Brewery	9,500
116	Buffalo Wild Wings Grill	7,796
118	Five Guys Burgers & Fries	2,700
120	Think Smart Retirement	1,729
122	A&M Jewelry	747
123	AVAILABLE	747
124	Unisushi	1,244
126	See's Candies	1,244
127	Panera Bread	4,500
129	Rubio's Fresh Mexican Grill	2,423
135	AVAILABLE- Restaurant	1,449
140	Himalayan Tandoori & Curry	2,431
141	AVAILABLE- Restaurant	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	
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

Unit	Tenant	Sq. Ft.
1024	G By Guess	4,810
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	±21,344-35,000
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	Bath & Body Works	2,553
1098	Aeropostale	3,039
1100	Hot Topic	1,355
1102	The Snack Shop	390
1104	AVAILABLE	237
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
OUL4	Chick-Fil-A	4,801



# 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



## 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.

An aerial photograph of the Chula Vista Center, showing a large commercial building with a parking lot and surrounding streets. The image is faded and serves as a background for the text.

# CHULA VISTA CENTER

Chula Vista, California

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