



MAJOR REDEVELOPMENT
PLANNED FOR Q1 2027



CHULA VISTA CENTER

Chula Vista, California



RETAIL INSITE

Chula Vista Center

- 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.
- Undergoing an exciting redevelopment to modernize and reposition the center to align with the aesthetic and philosophy of today’s shopper, retailer, restaurateur, and consumer.
- Strategically positioned at the intersection of international traffic, dense residential neighborhoods, and one of the most demographically diverse regions in the U.S.
- Features a strong tenant mix of national brands and top-performing retailers, including AMC, Macy’s, Burlington, JCPenney, Victoria’s Secret, Starbucks, Olive Garden, BJ’s, Buffalo Wild Wings, Chick-fil-A, Cane’s, Red Lobster, Panera and more.



DEMOGRAPHICS

CHULA VISTA, CA (2026)	1-MILE RADIUS	3-MILE RADIUS	5-MILE RADIUS
Total Population	33,138	147,866	414,237
Daytime Population	13,995	50,188	98,017
Average HH Income	\$91,725	\$109,257	\$118,964
Median HH Income	\$78,949	\$91,097	\$97,968
Median Age	35.2	35.7	35.5

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

Located In Densely Populated And Underserved Market

PRIMESTOR

RI

Gaylords
Chula Vista Bayfront
Convention Center

Point Loma

Coronado

Downtown
San Diego

Burlington

macy's

Scripps Mercy Hospital

JCPenney

AMC
THEATRES

SHARP
80,000 SF
MEDICAL OFFICE

County of San Diego Offices &
Superior Court Complex

Citrus Bay
CHULA VISTA
BY CALWEST

244 UNITS UNDER
CONSTRUCTION

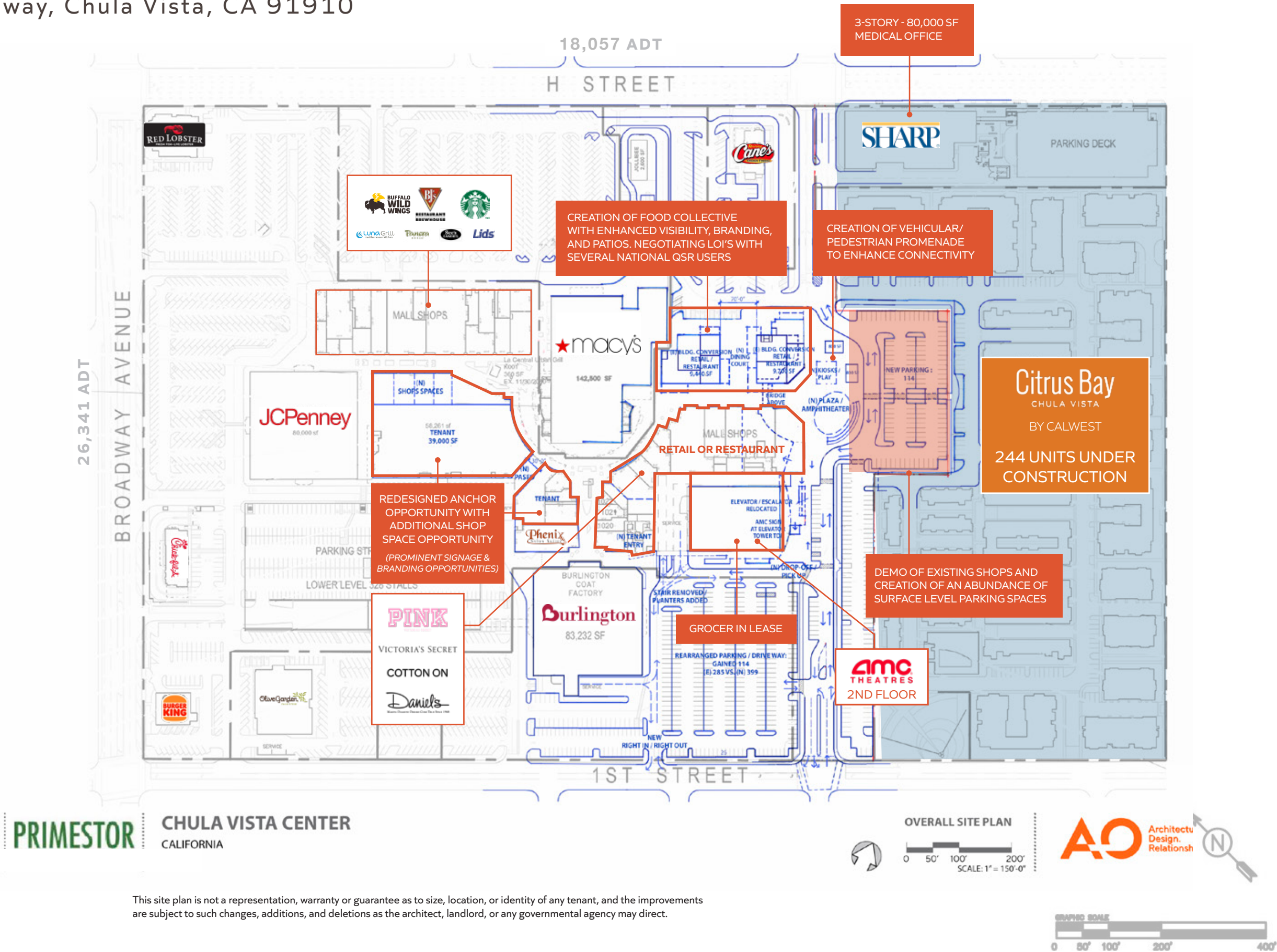
163,860 ADT

BROADWAY | 26,341 ADT

H STREET | 18,057 ADT

Proposed Site Plan

555 Broadway, Chula Vista, CA 91910



Proposed New Paseo and Shops



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

Proposed Food Collective



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

Proposed Grocer Anchor Façade



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

Proposed Redesigned Anchor Opportunity



Proposed Redesigned Anchor Signage and Branding Opportunity



RI

10



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.

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 34 years, and Primestor currently manages a portfolio valued at over \$1.25B AUM and over 3.3 million square feet in California, Nevada, Arizona, and Texas.

Freedom Plaza, Los Angeles, CA

PRIMESTOR



Azalea, South Gate, CA



Los Jardines, Bell Gardens, CA





CHULA VISTA CENTER

Chula Vista, California

DON MOSER

858-229-3456
dmoser@riretail.com
Lic. #00821359

BRIAN G. PYKE

858.324.6103
bpyke@riretail.com
Lic. #01506790

BLAKE MOSER

858.523.2092
bmoser@riretail.com
Lic. #02154612

RETAIL INSITE | 405 S. HIGHWAY 101, SUITE 150, SOLANA BEACH, CA | LIC #01206760 | www.riretail.com

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

