

Prime Chula Vista Development Site

694-696 Broadway, Chula Vista

±22,262 SF Land Available for Lease or Sale

±45,000 ADT Signalized Intersection

Excellent Visibility for a Single-Tenant User

Drive-Thru Permitted by Right (Optional)

Immediate Access to Interstate 5 – Proximate to Chula Vista Bayfront Transformation



SAN DIEGO REAL ESTATE ADVISORS

Peter Holker

858-525-1432 | peter@SDREadvisors.com

CalDRE #01960128

Traffic Counts (ADT)

Chula Vista Bayfront Transformation expected to increase traffic substantially (see page 4-6)

Source: CoStar



Trade Area Map



Chula Vista Bayfront Development – Vehicular Traffic Drivers

Approx development area highlighted in green on page 2

- i. **1,600-Room Gaylord Pacific Resort & Convention Center (16 stories)**
 - Opened May 2025, this \$1.3B resort spans 22 acres with restaurants, event space, water park, and parking for thousands of cars.
 - A major draw for **regional and out-of-town visitors**, event attendees, and hospitality workers—all **relying heavily on vehicular access**.
- ii. **Amara Bay Development: 7 Residential Towers (16–20 stories each)**
 - Will deliver **1,500 condominiums**, a **250-room hotel**, and **420,000 SF of commercial space**.
 - Estimated to bring **thousands of new car trips per day**, including residents, hotel guests, office commuters, and shoppers.
- iii. **Bayview Point: Two Towers (22 & 19 stories) + 400-Room Hotel**
 - Planned **22-story tower (288 units)** and **19-story tower (216 units)** Includes a **400-room hotel** with 37 for-sale condos and 100–150 affordable homes.
- iv. **Ongoing Construction Throughout the Bayfront**
 - i. Dozens of acres under construction bring a **steady flow of contractor trucks, equipment deliveries, and workforce vehicles**—expected to continue through 2027+.
- v. **Permanent Workforce Commuters**
 - i. Gaylord Pacific alone supports **~4,000 permanent jobs**, most of whom **commute by car**.
 - ii. Additional jobs from Amara Bay and Bayview Point further increase **inbound and outbound traffic throughout the day**.
- vi. **Highway-Driven Access**
 - i. The entire development is **immediately adjacent to I-5 via**, ensuring **retail across the freeway benefits from continuous high-visibility drive-by traffic**.

Source: [inewssource.org](https://www.inewssource.org), June 26, 2025

Chula Vista Bayfront Development



1,600-Room Gaylord Pacific Resort & Convention Center





Site Out Positions Drive Thru's Nearby

The site has direct freeway access through J Street, while I Street does not have direct freeway access.



Demographics

Radius	1 Mile		3 Mile		5 Mile	
Population						
2020 Census	28,327		146,231		401,347	
2024 Population by Hispanic Origin	21,443		105,335		259,678	
2024 Population	27,561		142,762		390,651	
White	5,725	20.77%	34,594	24.23%	89,332	22.87%
Black	1,152	4.18%	4,716	3.30%	17,980	4.60%
Am. Indian & Alaskan	509	1.85%	2,100	1.47%	5,237	1.34%
Asian	1,278	4.64%	8,669	6.07%	46,973	12.02%
Hawaiian & Pacific Island	230	0.83%	803	0.56%	2,422	0.62%
Other	18,666	67.73%	91,880	64.36%	228,708	58.55%
U.S. Armed Forces	187		1,419		11,559	
Households						
2020 Census	9,349		46,904		120,153	
Owner Occupied	2,823	31.23%	19,510	42.90%	55,453	47.71%
Renter Occupied	6,216	68.77%	25,967	57.10%	60,780	52.29%
2024 Households by HH Income						
Income: <\$25,000	2,321	25.67%	8,057	17.72%	19,159	16.48%
Income: \$25,000 - \$50,000	1,644	18.19%	9,233	20.30%	21,492	18.49%
Income: \$50,000 - \$75,000	1,817	20.10%	8,336	18.33%	20,001	17.21%
Income: \$75,000 - \$100,000	1,327	14.68%	5,601	12.32%	15,694	13.50%
Income: \$100,000 - \$125,000	797	8.82%	4,701	10.34%	12,659	10.89%
Income: \$125,000 - \$150,000	365	4.04%	3,522	7.74%	9,494	8.17%
Income: \$150,000 - \$200,000	421	4.66%	3,117	6.85%	9,364	8.06%
Income: \$200,000+	348	3.85%	2,912	6.40%	8,371	7.20%
2024 Avg Household Income	\$71,531		\$86,458		\$91,756	
2024 Med Household Income	\$58,019		\$66,138		\$71,921	