



Chula Vista Center

Chula Vista, CA

Chula Vista Center Property Overview

One of the most established and recognizable regional shopping centers in San Diego County, Chula Vista Center has become the premier shopping destination for its community. With easy accessibility and a host of in-demand offerings including shopping, dining, daily needs, recreation, and entertainment, the center is deeply rooted in the region, serving a trade area of over 700,000 people. Just seven miles north of the Mexican border, Chula Vista Center also attracts Mexican national shoppers.



PROPERTY INFORMATION

Address: 555 Broadway
Market: San Diego, CA
Total Retail Square Footage: 800,000+

TRADE AREA PROFILE

2023 Population: 720,702
2023 Households: 212,529
2023 % of Households:
w/Income \$75k+: 49.29%
w/Income \$100k+: 35.51%
2023 Average Household Income: \$93,052
2023 % Pop Age 25+ w/Bachelor's Degree or Higher: 23.1%
2023 Average Home Value: \$780,975
2028 Projected Population: 741,843
2028 Projected Households: 218,893
2028 Projected Average Household Income: \$110,489

7-MILE RADIUS

2023 Population: 688,813
2023 Households: 210,454
2023 % of Households:
w/Income \$75k+: 46.99%
w/Income \$100k+: 33.32%
2023 Average Household Income: \$90,674
2023 % Pop Age 25+ w/Bachelor's Degree or Higher: 23.2%
2023 Average Home Value: \$810,926
2028 Projected Population: 703,879
2028 Projected Households: 216,830
2028 Projected Average Household Income: \$107,313

DAYTIME EMPLOYMENT

3-mile radius total: 47,899
White Collar: 61.83%
Executive/Professional: 41.18%
5-Mile radius total: 91,782
White Collar: 62.43%
Executive/Professional: 41.92%

Source: Synergos

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