

# Now Leasing

**12,400 SF SHOP AREA  
PALOMAR GATEWAY  
CHULA VISTA, CA**



**Mike Morris**  
mike.morris@mac-sd.com  
858-775-7117 Mobile  
858-452-7733 Direct

**DEVELOPER** Chedraui U S A

**Location** SWC Palomar St and Industrial Blvd, Chula Vista CA  
**Available** Approximately 12,400 SF of Shop Area.  
**Site** 4.76 Acre Shopping Center with 59,050 SF of total building area.



Demographics	2 MILE RADIUS	3 MILE RADIUS	5 MILE RADIUS
2026 Population	76,943	204,935	366,365
2021 Population	75,629	199,515	353,072
2026 Median Household Income	\$55,294	\$61,794	\$68,185
2026 Average Household Income	\$73,645	\$78,456	\$86,707

Source: 2021 Gadberry Group - Magnify Demographics

Traffic	ADT*
Industrial Blvd - North of Site	15,766
Industrial Blvd - South of Site	5,287
Palomar St - East of Site	34,897
Palomar St - West of Site	34,370
I-5	159,351

Source: \*Magnify Traffic Points CY Estimates 2021 - Gadberry Group

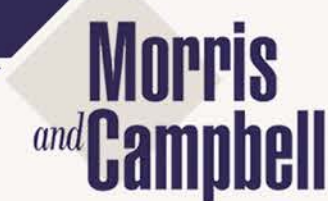
**Contact** Mike Morris  
mike.morris@mac-sd.com  
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**Morris and Campbell is the exclusive agent for this project.**



Morris and Campbell is a dba of Callie Corporation,  
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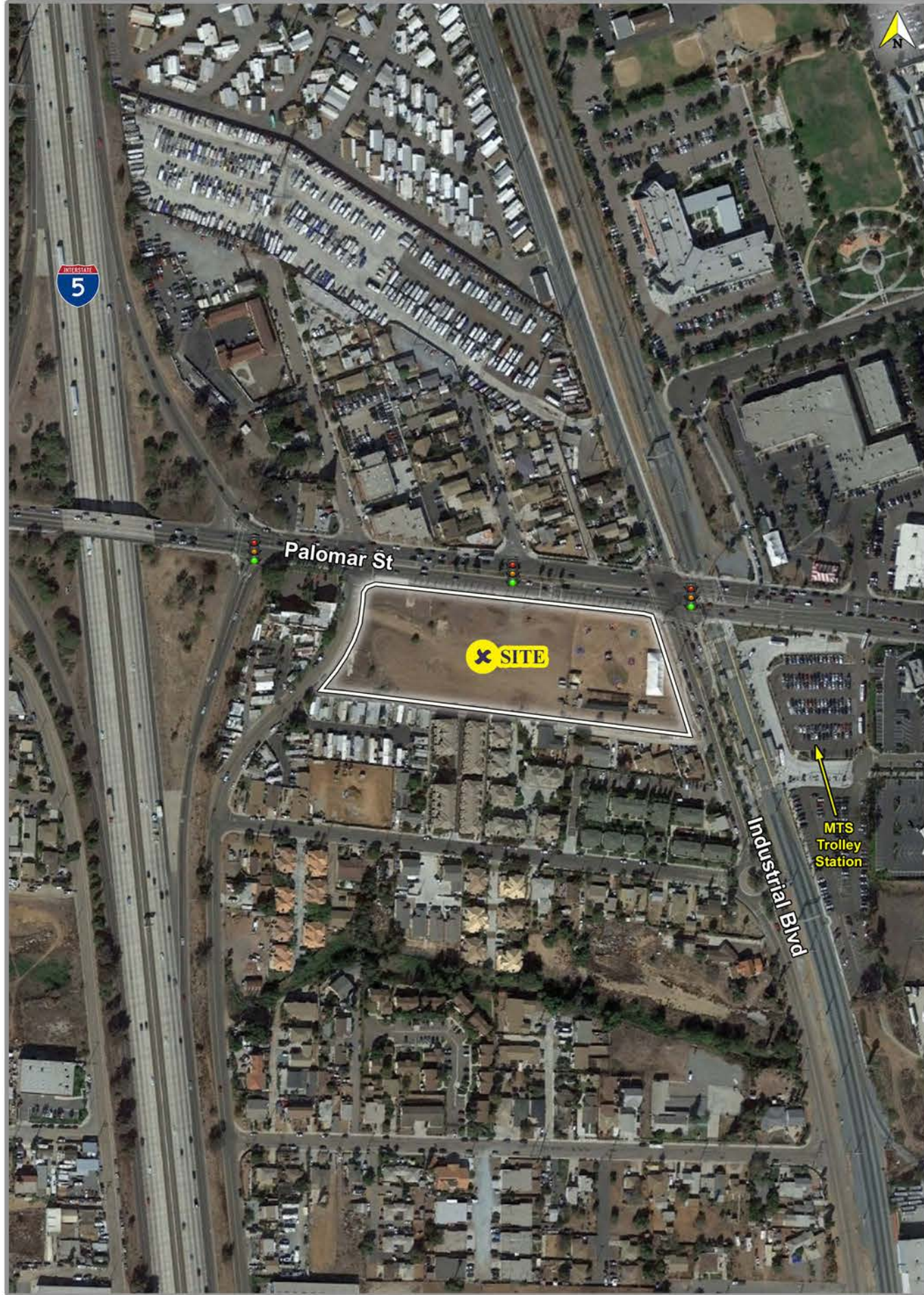
- [CLOSE UP](#)
- [TRADE](#)
- [SITE PLAN](#)
- [GRAPHS 1](#)
- [GRAPHS 2](#)
- [DEMOS](#)
- [GOOGLE MAP](#)



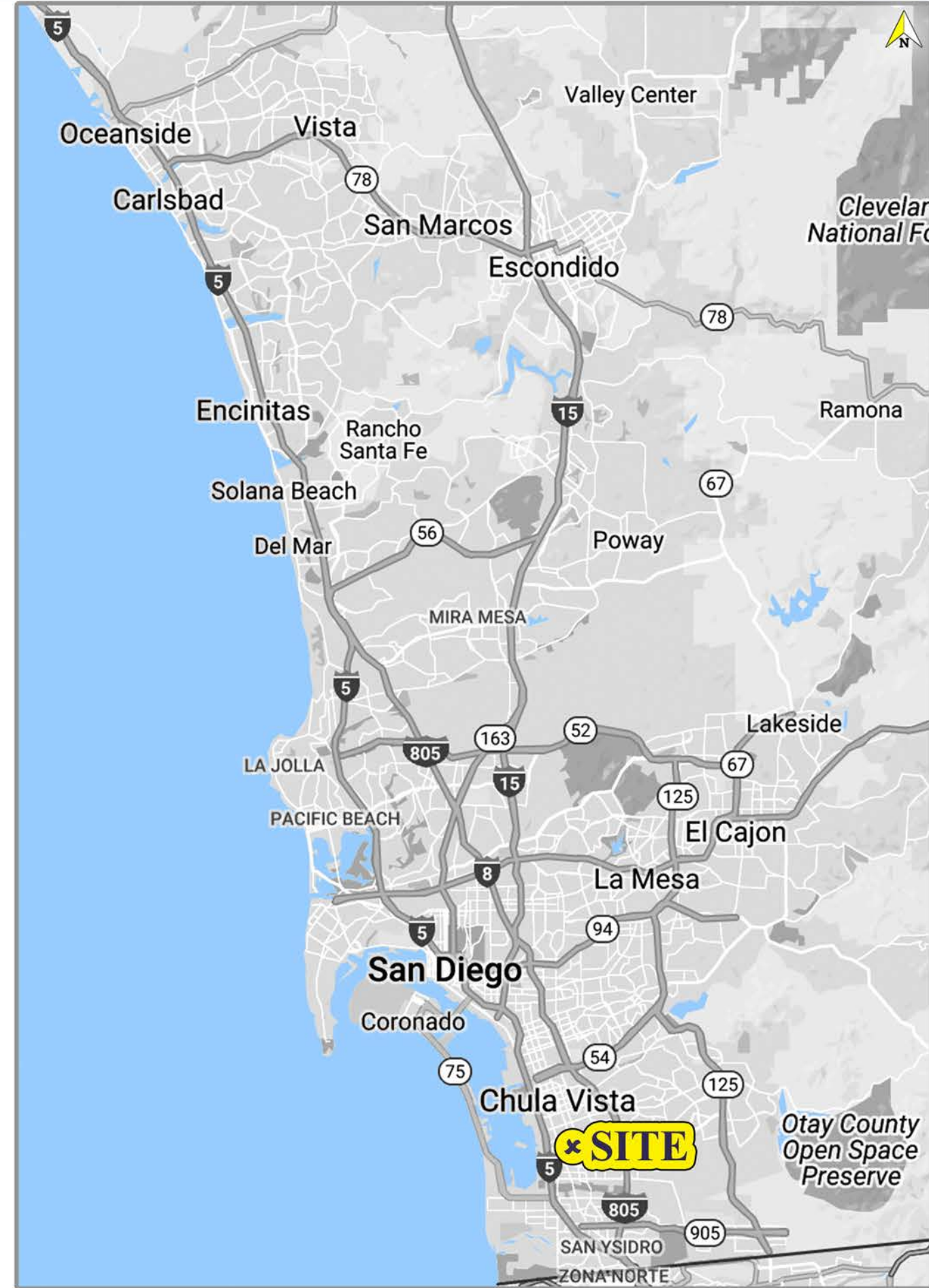
**Morris and Campbell, 1111 Ninth Street, Suite 201, Coronado CA 92118**

The information in this Brochure, while not guaranteed, has been secured from sources we believe to be reliable.

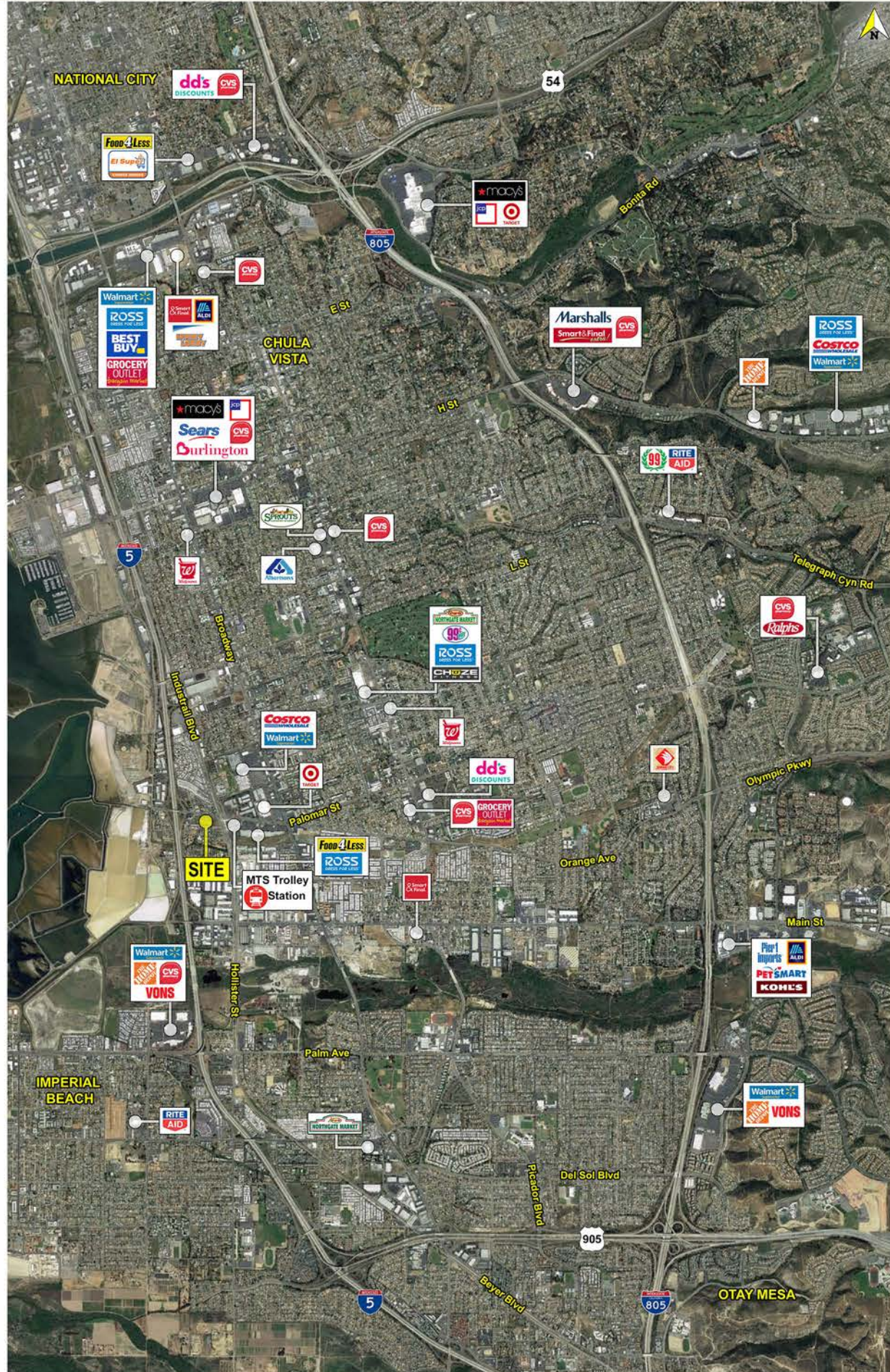
# Close-up Aerial



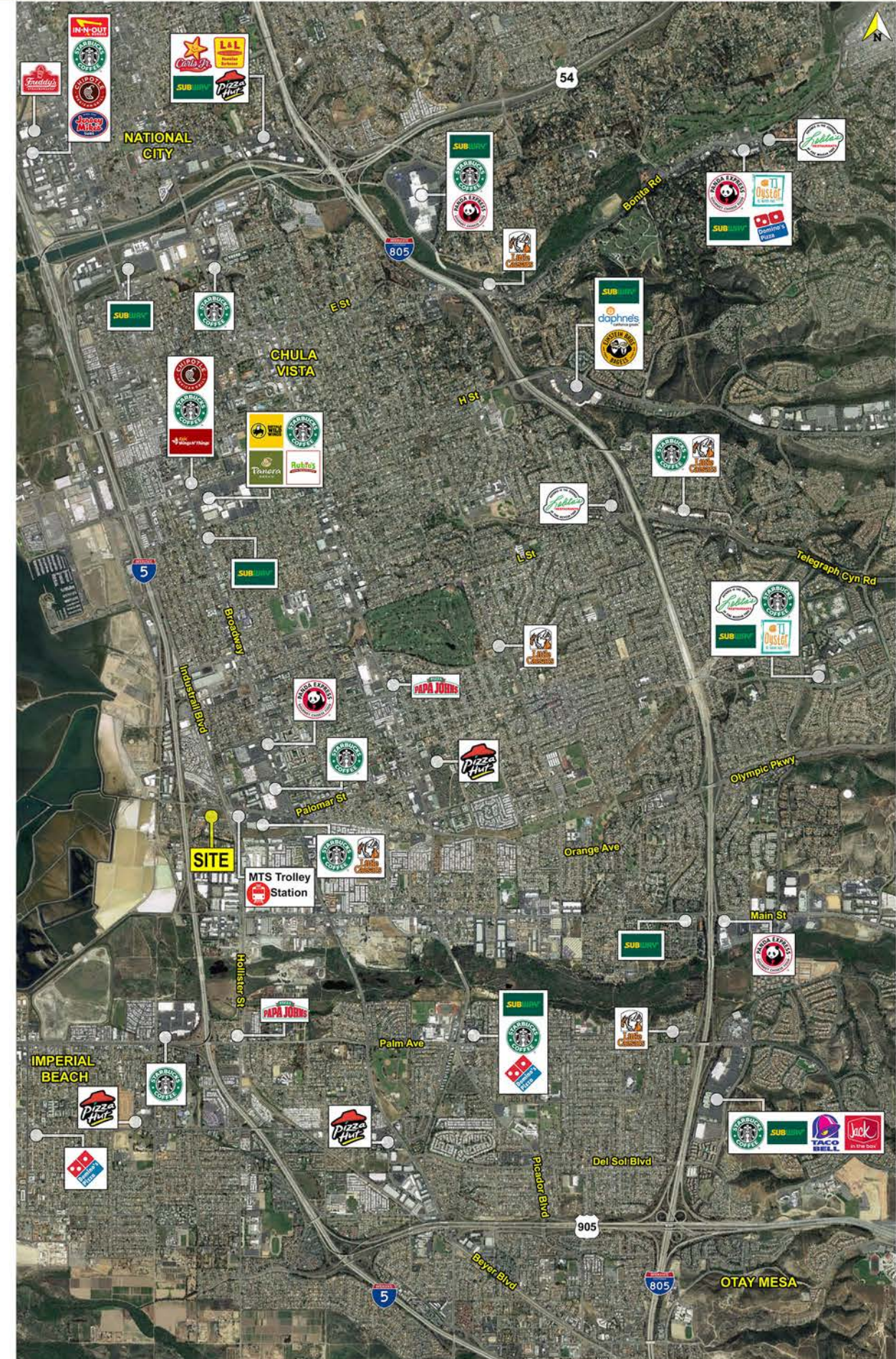
# County Map



# Retailers in Trade Area

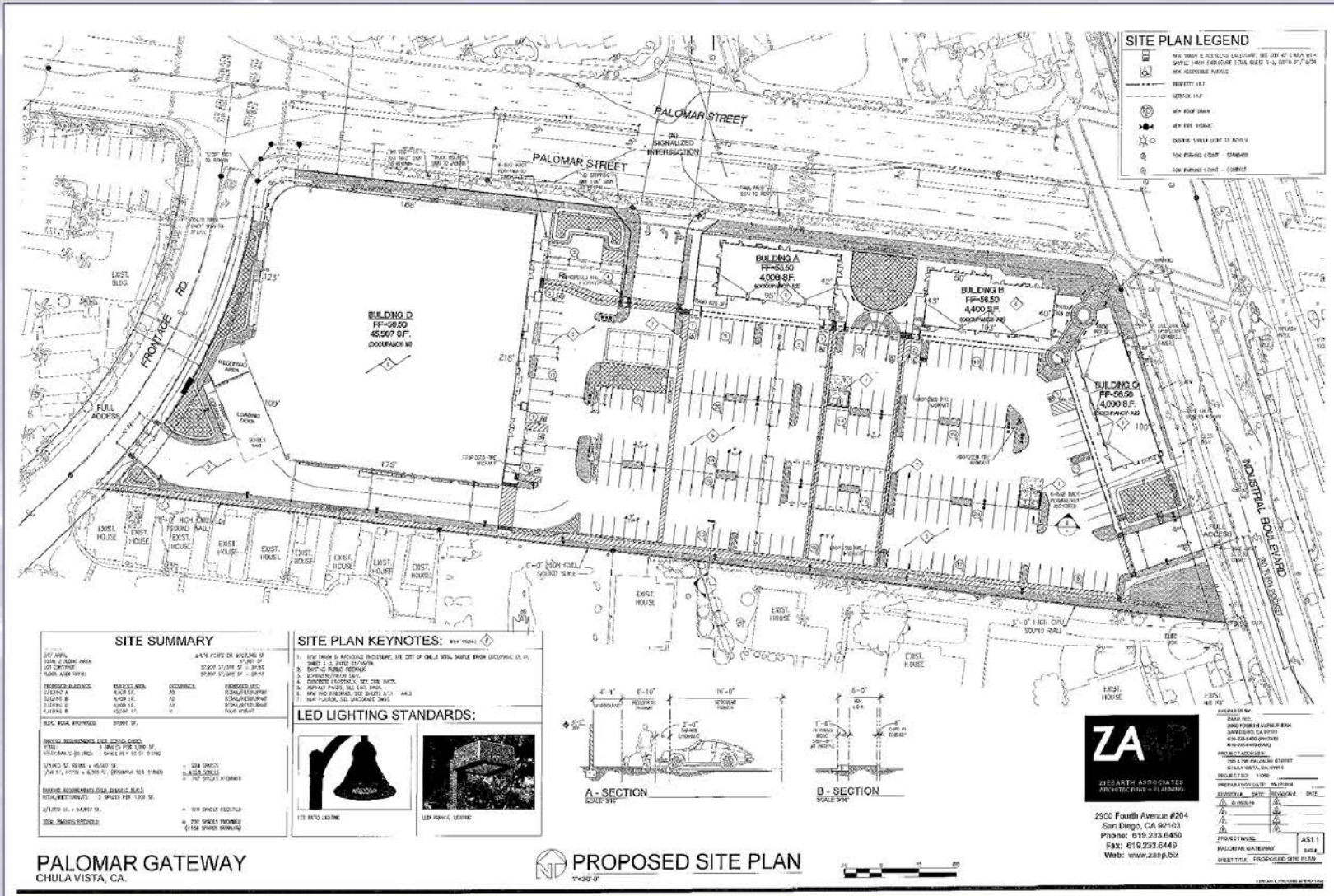


# Fast Casual in Trade Area

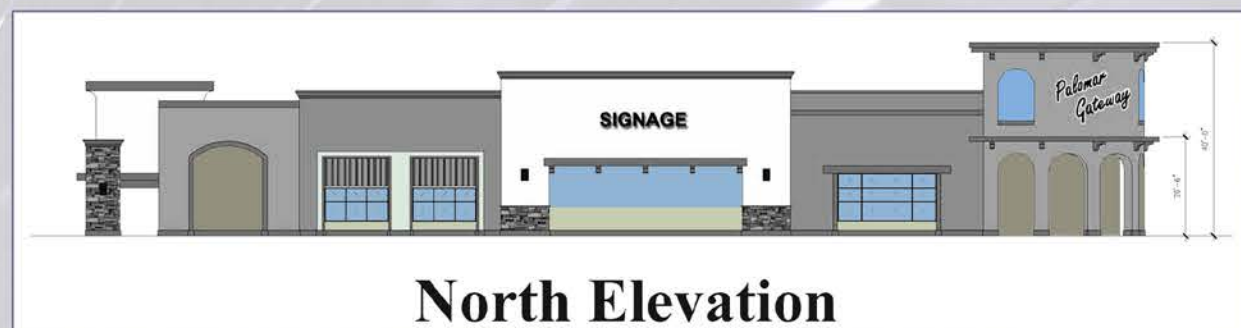


# Site Plan/Elevations

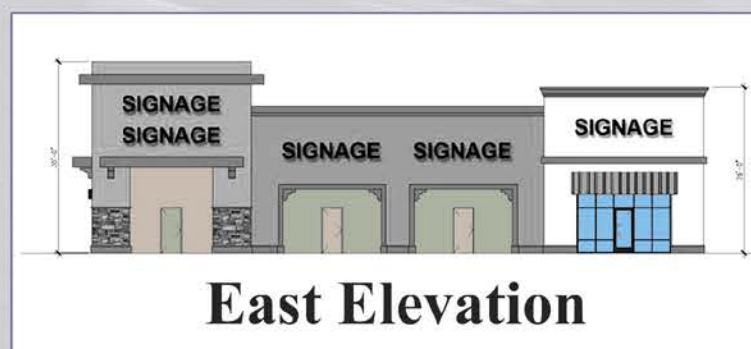
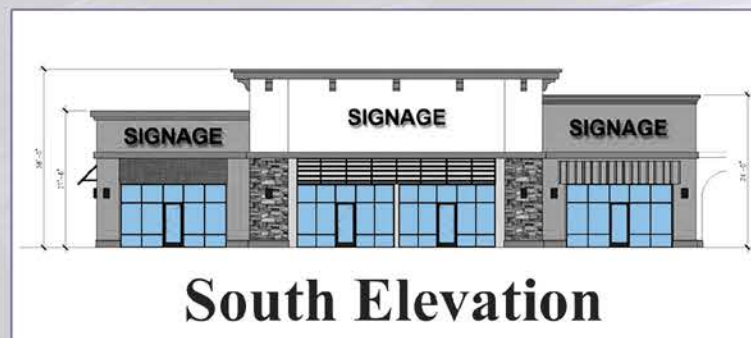
## Proposed Site Plan



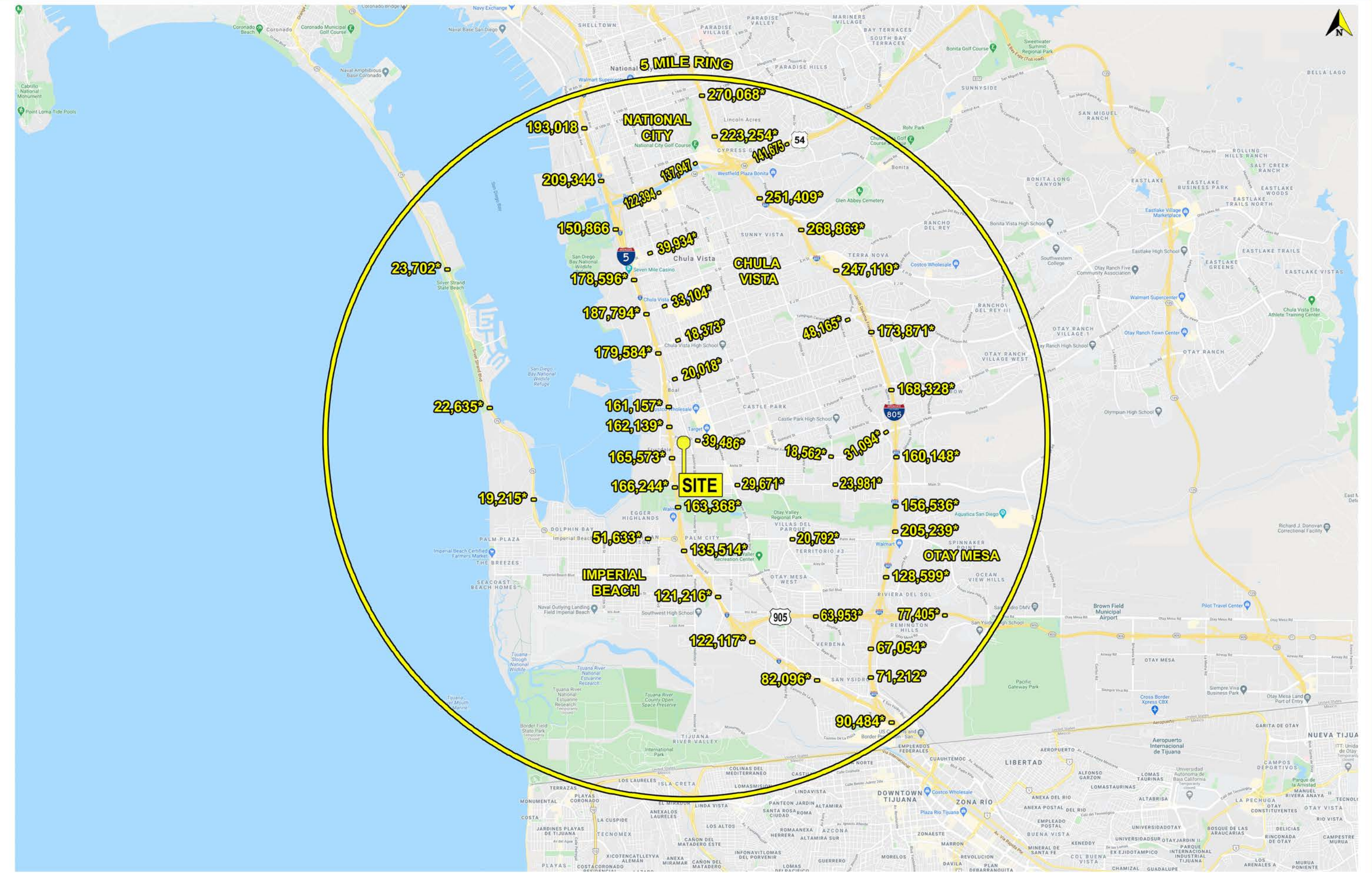
## El Super Elevations



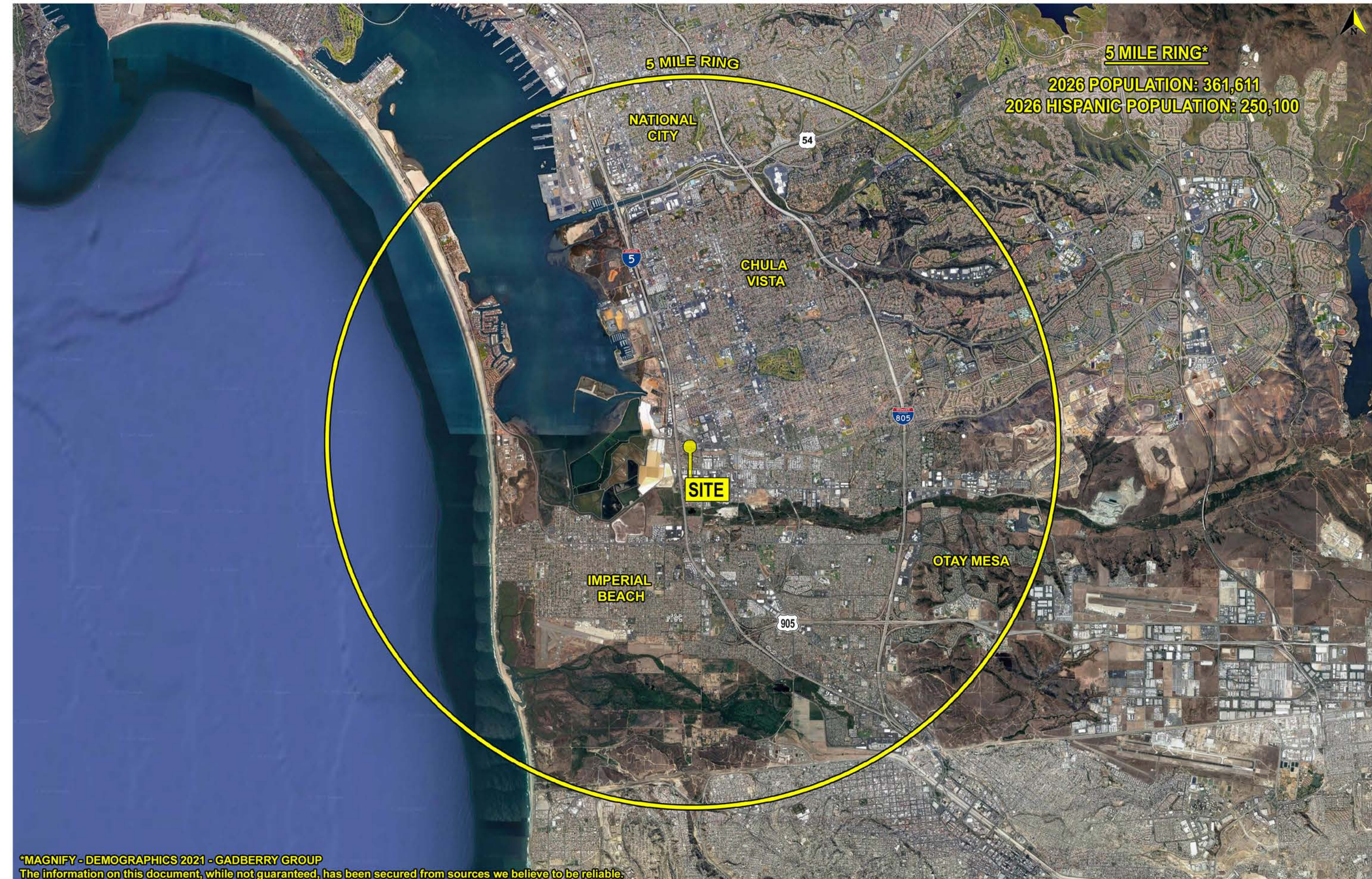
## Shop Area Elevations



# Traffic Counts - 5 Mile Radius



# Demographic Aerial - 5 Mile Radius



\*MAGNIFY - DEMOGRAPHICS 2021 - GADBERRY GROUP  
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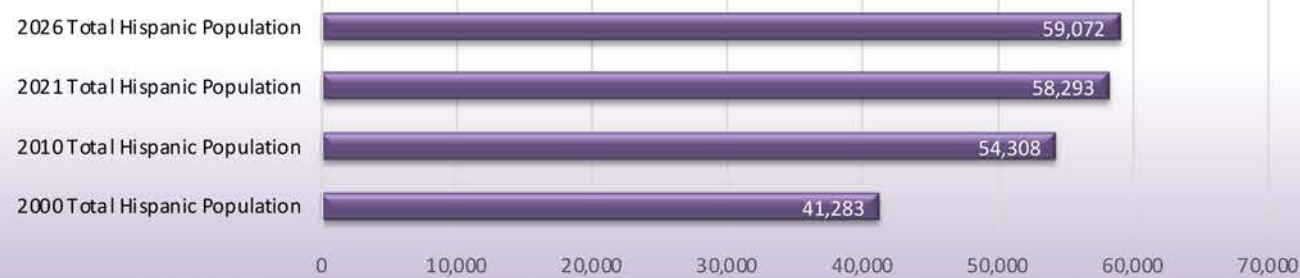
# Demographic Charts

## Demographic Trends

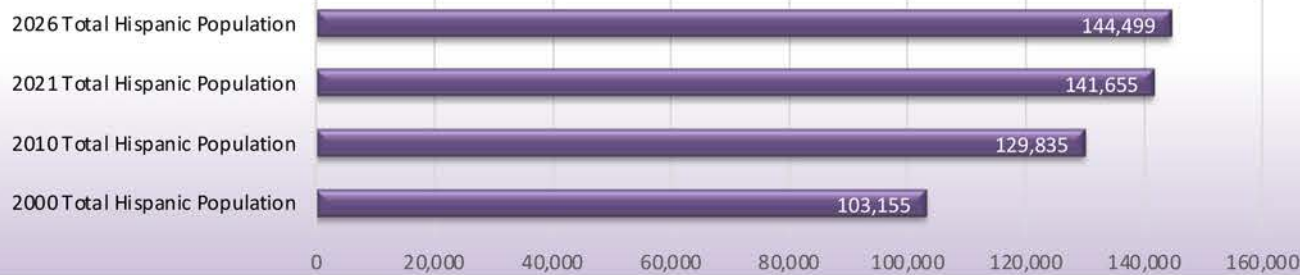
	2 MILE RADIUS	3 MILE RADIUS	5 MILE RADIUS
2026 Total Population	75,548	199,036	353,393
2026 Total Hispanic Population	59,072	144,499	246,019
2021 Household Trend	22,519	58,986	99,576
2021 Hispanic Household Trend	15,095	35,709	59,042
2021 % Hispanic Householder	67.0%	60.5%	59.3%
2000 Hispanic Householder Trend	11,102	26,559	42,604
2010 Hispanic Householder Trend	14,690	34,146	55,991
2021 Hispanic Householder Trend	15,095	35,709	59,042

## Growth of Hispanic Population Within 2, 3, & 5 Mile Radius

### 2 MILE RADIUS



### 3 MILE RADIUS



### 5 MILE RADIUS



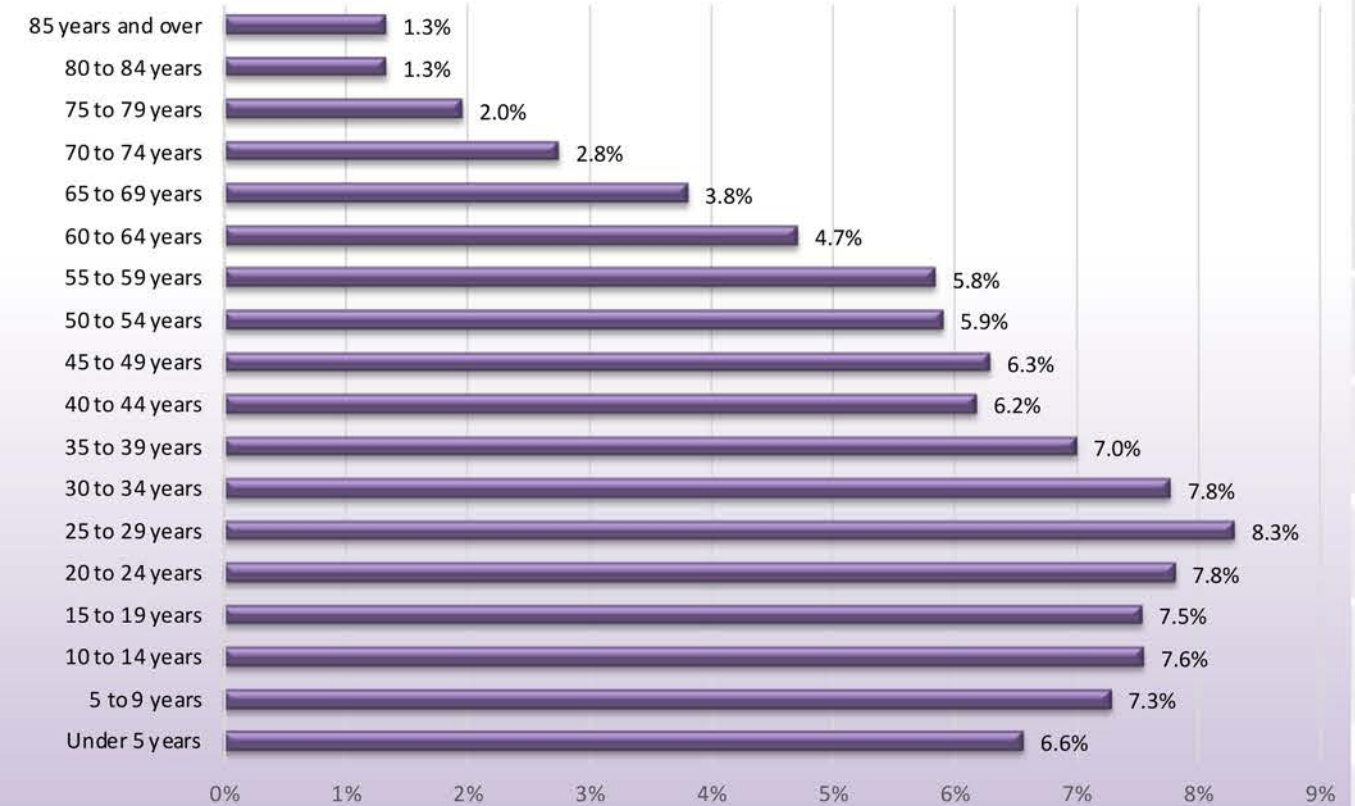
## 2021 Hispanic Population Trend

	2 MILE RADIUS	3 MILE RADIUS	5 MILE RADIUS
Total Population	74,558	195,337	343,923
Hispanic Population	58,293	141,655	239,416
% Hispanic Population	78.2%	72.5%	69.6%

## Hispanic Median Age Trend

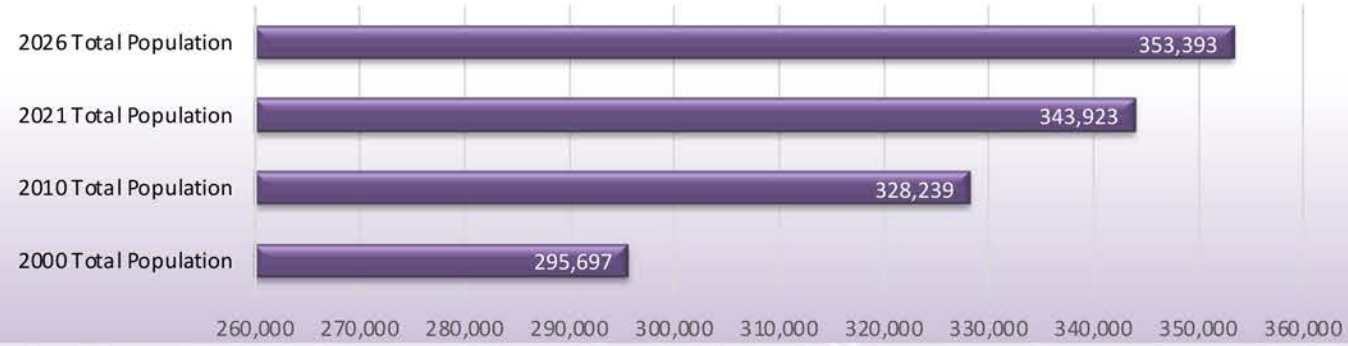
	2 MILE RADIUS	3 MILE RADIUS	5 MILE RADIUS
2000 Hispanic Median Age	26.7	26.4	26.2
2010 Hispanic Median Age	28.9	29.0	28.8
2021 Hispanic Median Age	33.6	33.2	33.2
2026 Hispanic Median Age	34.5	34.2	34.1

## 2021 Age of Hispanic Population Detail

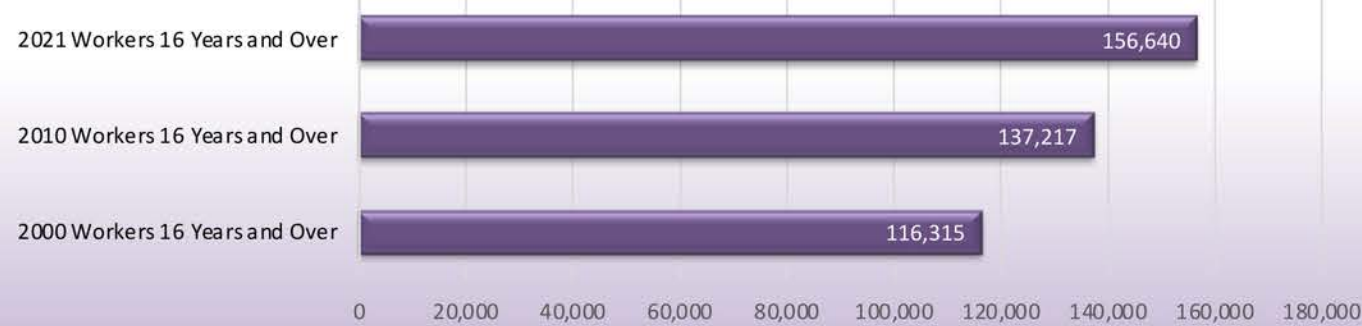


# Demographic Charts - 5 Mile Radius

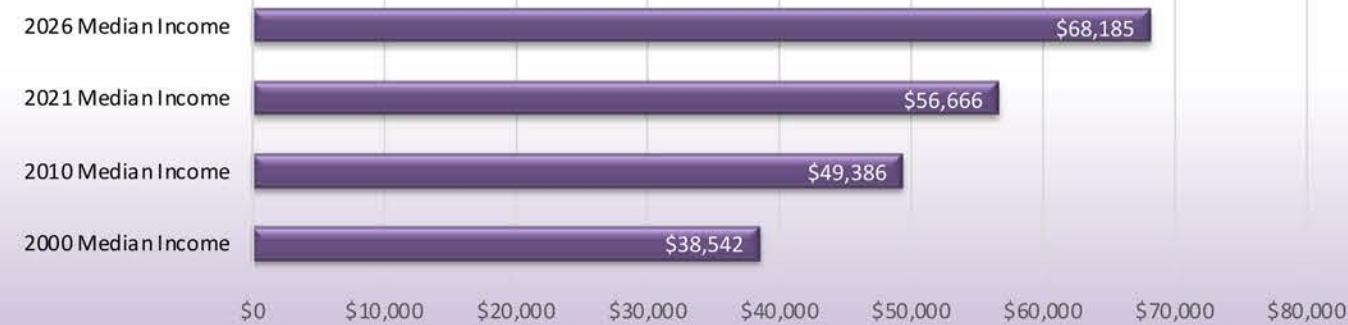
## Population Trend



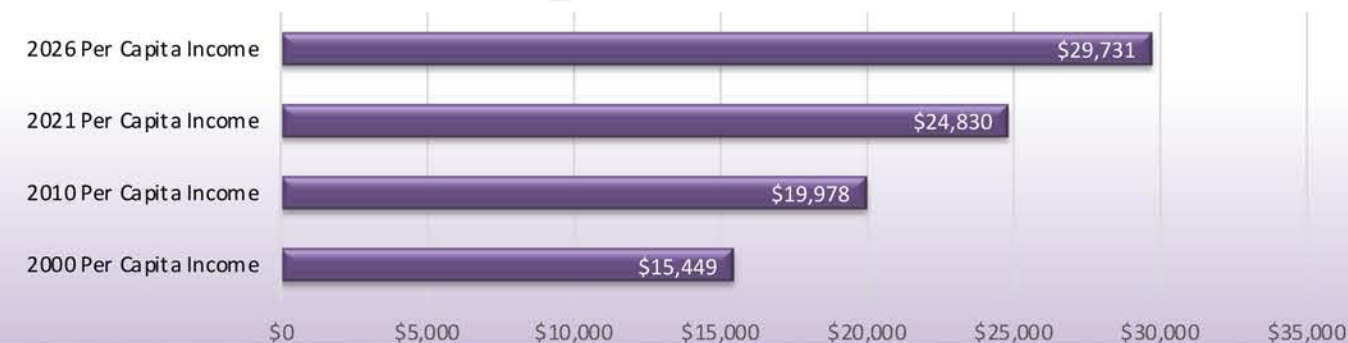
## Daytime Employment Population



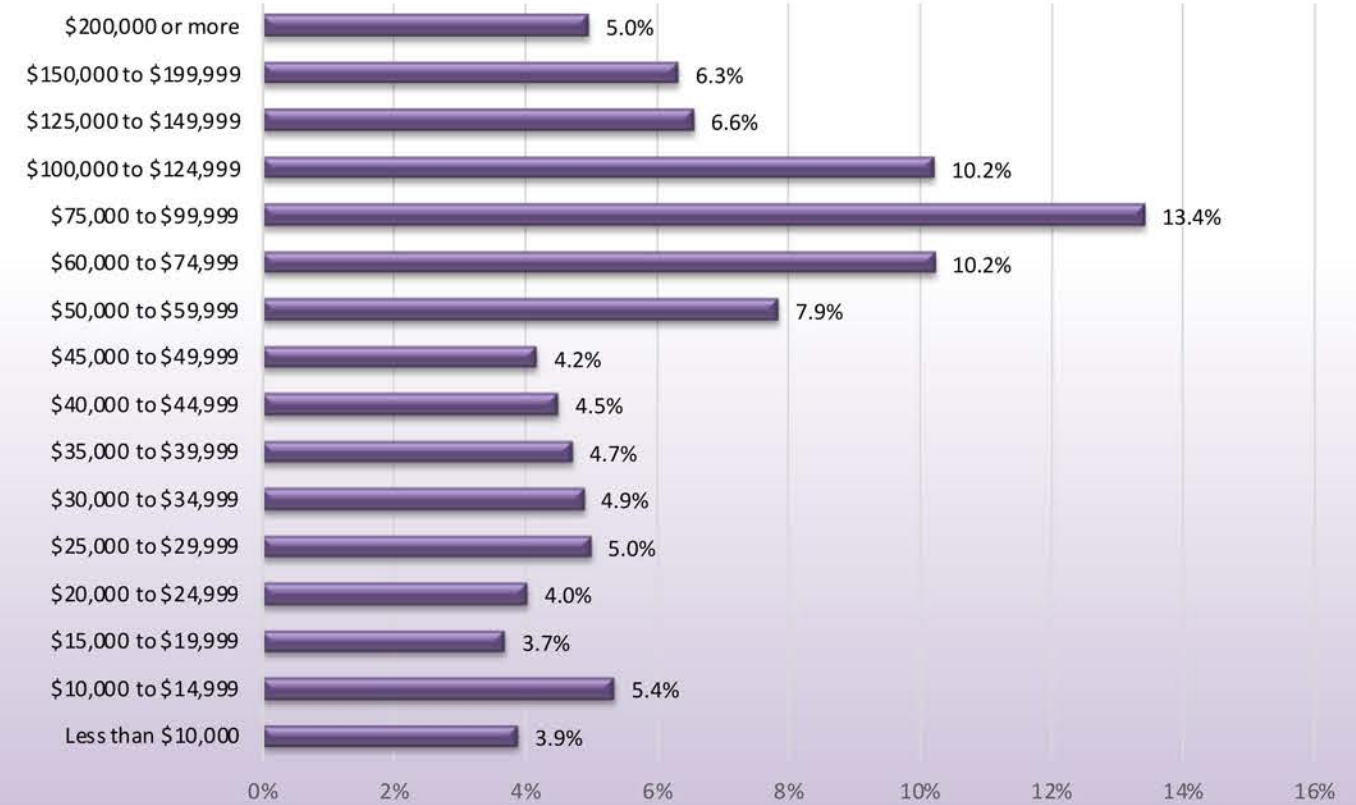
## Median Household Income Trend



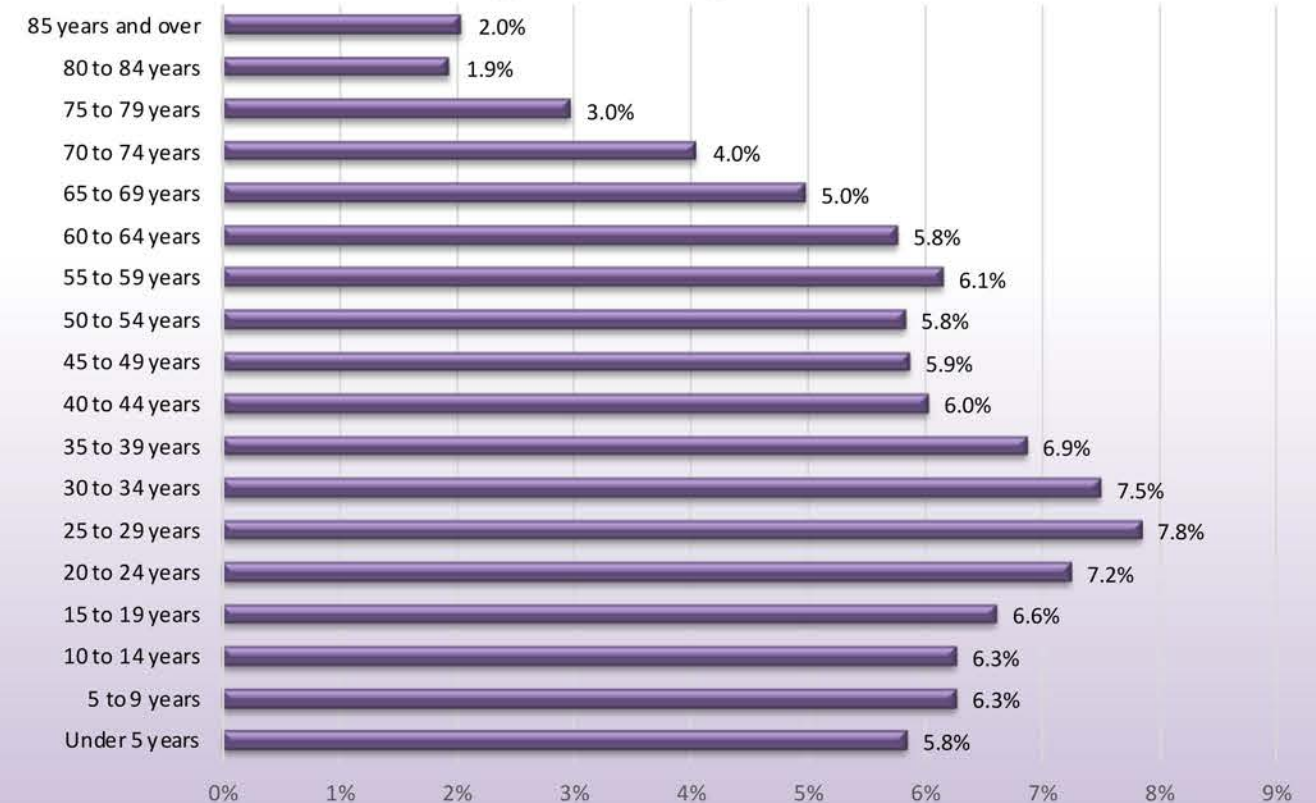
## Per Capita Income Trend



## 2021 Household Income Detail



## 2021 Age of Population Detail





# Demographic Overview

Palomar St. and Industrial Blvd. Chula Vista, CA	2 mi Ring	3 mi Ring	5 mi Ring
<b>POPULATION OVERVIEW</b>			
<b>Population Trend</b>			
2000 Total Population	68,000	183,901	295,697
2010 Total Population	72,798	189,185	328,239
2021 Total Population	74,558	195,337	343,923
2026 Total Population	75,548	199,036	353,393
Population Change 2000 to 2010	7.1%	2.9%	11.0%
Population Change 2000 to 2021	9.6%	6.2%	16.3%
Population Change 2010 to 2026	3.8%	5.2%	7.7%
Population Change 2021 to 2026	1.3%	1.9%	2.8%
<b>2021 Race and Ethnicity</b>			
White alone	57.2%	57.0%	54.9%
Black or African American alone	3.3%	3.6%	3.9%
Asian alone	5.8%	7.1%	9.9%
Other Race	33.7%	32.4%	31.3%
<b>Hispanic or Latino</b>			
Hispanic	78.2%	72.5%	69.6%
Not Hispanic	21.8%	27.5%	30.4%
<b>2021 Age</b>			
Median Age	36.9	37.0	36.8
19 and Under	25.1%	25.3%	25.0%
20 to 29	15.4%	14.7%	15.1%
30 to 39	13.4%	14.1%	14.4%
40 to 49	11.5%	11.8%	11.9%
50 to 64	17.6%	17.6%	17.7%
65 and Over	17.0%	16.5%	16.0%
<b>2021 Occupation</b>			
Civilian employed population 16 years and over	33,831	87,482	151,490
White collar	45.9%	47.5%	50.7%
Blue collar	54.1%	52.5%	49.3%
<b>2021 Educational Attainment</b>			
Population 25 years and over	50,667	132,786	233,147
No High School Diploma	31.4%	26.5%	24.2%
High school graduate, GED, or alternative	26.6%	26.5%	24.8%
College No Degree	23.0%	23.7%	23.9%
College or Advanced Degree	19.1%	23.3%	27.1%
<b>2021 Marital Status</b>			
Population 15 years and over	60,696	158,858	280,765
Married	47.5%	46.7%	48.3%
Not Married	52.5%	53.3%	51.7%

	2 mi Ring	3 mi Ring	5 mi Ring
<b>HOUSEHOLD OVERVIEW</b>			
<b>Household Trend</b>			
2000 Households	22,468	58,826	91,327
2010 Households	22,558	58,472	97,294
2021 Households	22,519	58,986	99,576
2026 Households	22,471	59,214	100,690
Household Change 2000 to 2010	.4%	-.6%	6.5%
Household Change 2000 to 2021	.2%	.3%	9.0%
Household Change 2010 to 2026	-.4%	1.3%	3.5%
Household Change 2021 to 2026	-.2%	.4%	1.1%
<b>2021 Household Size</b>			
Average Household Size	3.3	3.3	3.3
<b>Household Income Trend</b>			
2000 Median Income	\$33,094	\$36,664	\$38,543
2010 Median Income	\$39,460	\$44,192	\$49,333
2021 Median Income	\$53,515	\$56,397	\$62,614
2026 Median Income	\$61,255	\$66,961	\$74,543
Median Income Change 2000 to 2010	19.2%	20.5%	28.0%
Median Income Change 2000 to 2021	61.7%	53.8%	62.5%
Median Income Change 2010 to 2026	55.2%	51.5%	51.1%
Median Income Change 2021 to 2026	14.5%	18.7%	19.1%
<b>2021 Household Income</b>			
up to \$24,999	19.5%	18.7%	17.0%
\$25,000 to \$49,999	27.1%	25.5%	23.3%
\$50,000 to \$74,999	20.8%	19.5%	18.1%
\$75,000 to \$124,999	22.5%	22.4%	23.7%
\$125,000 to \$199,999	8.2%	10.6%	12.9%
\$200,000 or more	1.9%	3.2%	5.0%
<b>HOUSING UNITS OVERVIEW</b>			
<b>2021 Home Value</b>			
Median Home Value	\$363,981.30	\$412,197.20	\$439,003.30
Average Home Value	\$325,307.80	\$402,239.40	\$455,632.20
<b>2021 Occupancy</b>			
Households	22,519	58,986	99,576
Owner Occupied	40.5%	45.5%	48.3%
Renter Occupied	59.5%	54.5%	51.7%
<b>Occupancy by Number of Units</b>			
1 Unit, Detached	32.8%	44.3%	48.5%
1 Unit, Attached	11.0%	9.8%	10.0%
2 to 9	11.9%	13.5%	14.0%
10 to 49	17.8%	15.6%	13.9%
50 or more Units	12.8%	8.1%	7.5%
Mobile Home	13.2%	8.3%	5.8%
Boat, RV, Van, etc.	.4%	.3%	.3%

