

# parkway

PLAZA





Situated in a prime location in San Diego's East County, Parkway plaza is a dynamic super-regional mall that pulls customers from the heart and outskirts of San Diego. We are directing a re-tenanting of F&B concepts as well as undergoing a partial redevelopment that will greatly enhance the everyday customer experience as well as be a catalyst for further redevelopment in the region. Parkway Plaza is piggy-backing on the latest development across the street at Fletcher Plaza where In-N-Out, California Fish Grill, Urbane Café, Blaze Pizza, and Hampton Inn are being erected out of what once was the Sheriff's Station. We're soon to see further activity next door from Seritage as they plan to re-tenant and re-purpose the old Sears Box. El Cajon is poised for a major retail overhaul, and Parkway Plaza presents the opportunity to get in on the ground floor.





**Nearly 10 million  
annual shopper visits.**





“

One of the most  
diverse areas in the  
county [with] a beauty  
all its own, with rolling  
hills, majestic mountains,  
sparkling lakes, and  
deep canyons.

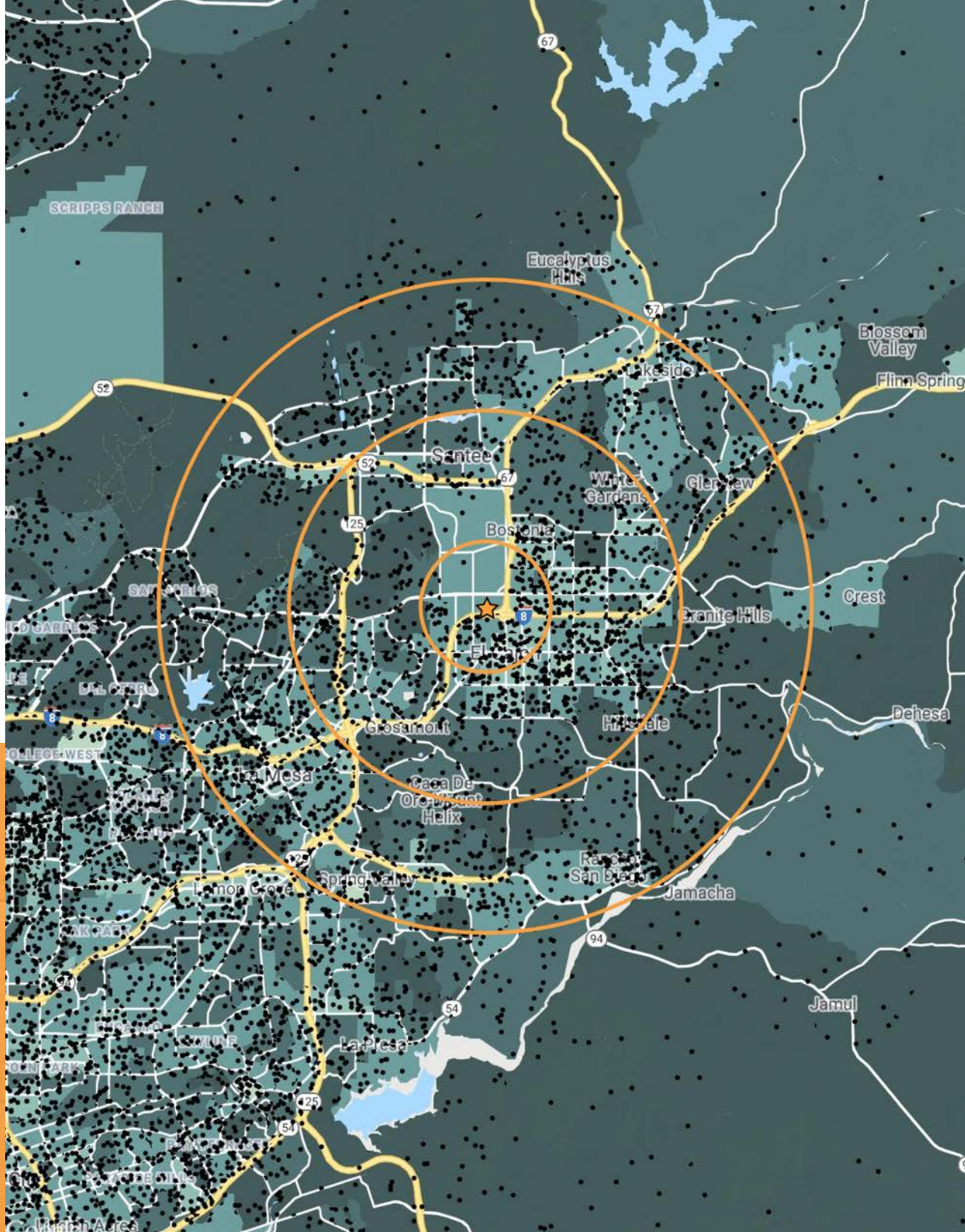
[SANDIEGO.ORG](https://sandiego.org)

Strategically located in San Diego's East County, Parkway Plaza draws on customers who enjoy life in the mountains as well as life on the beach. From the horse trails of Jamul, to the views from Mt. Helix, to the forests of Alpine, Parkway Plaza is the one stop shop for retail and entertainment easily accessible via Interstate 8 (167,000 ADT) or Highway 67 (34,000 ADT).



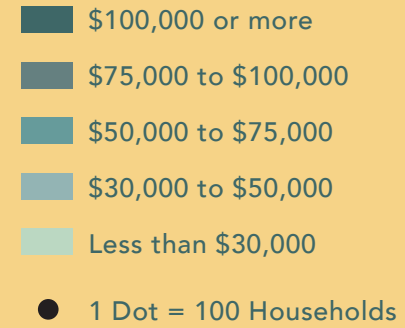






## MEDIAN HH INCOME

## by Block Groups



# Household Dot Density

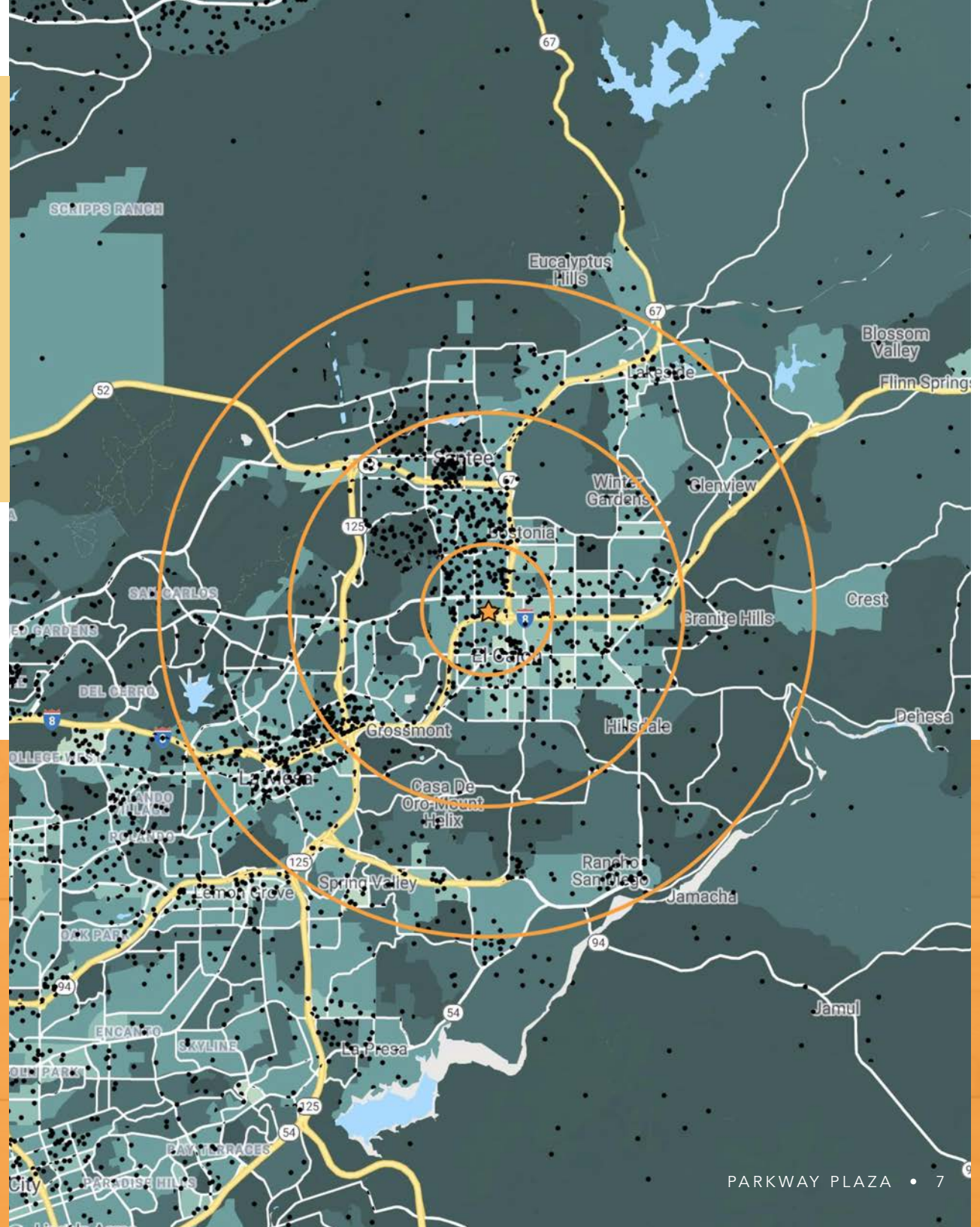


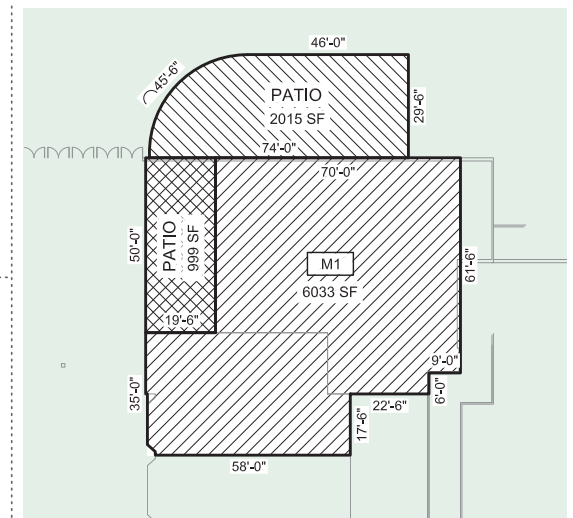
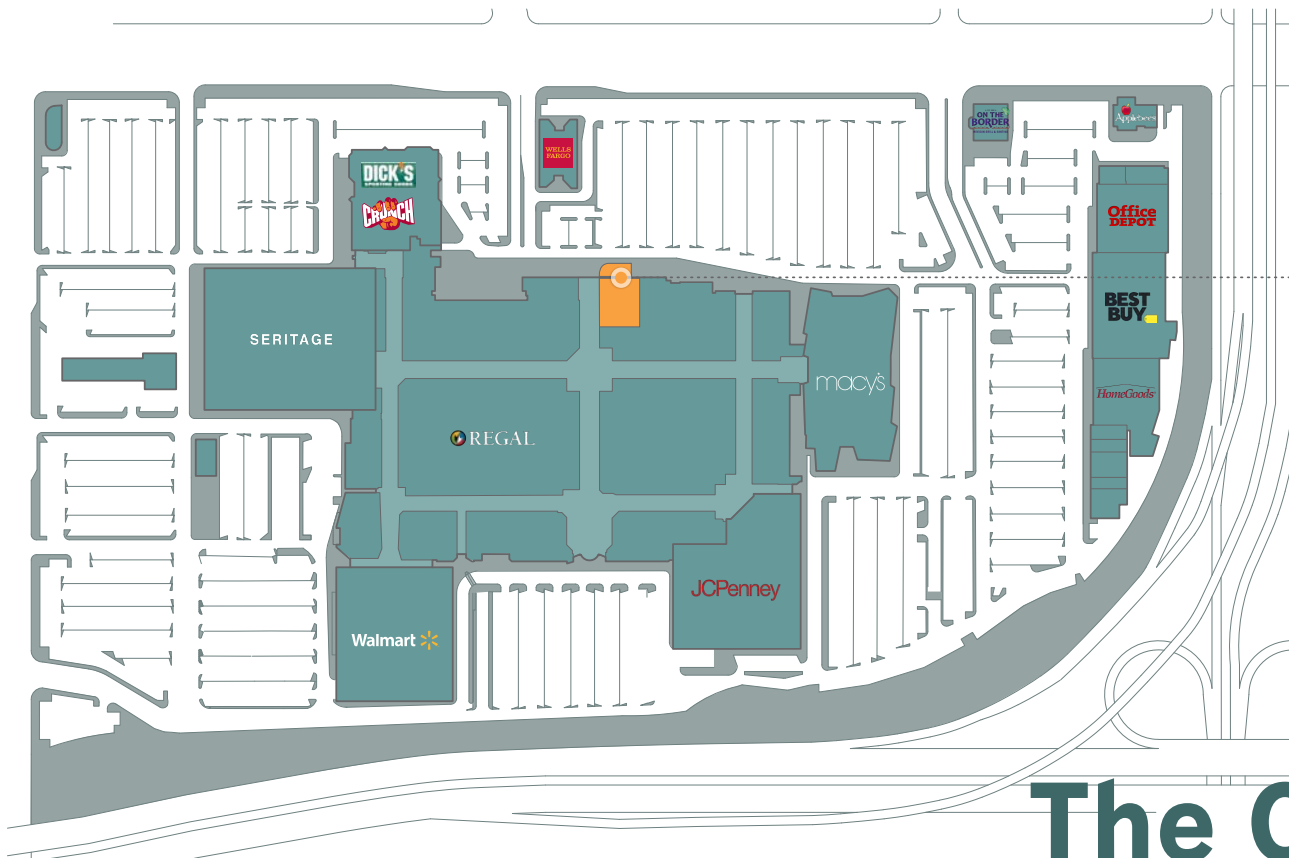
## MEDIAN HH INCOME

by Block Groups

- \$100,000 or more
- \$75,000 to \$100,000
- \$50,000 to \$75,000
- \$30,000 to \$50,000
- Less than \$30,000
- 1 Dot = 100 Empls

# Daytime Dot Density





# The Opportunity







# Who You'll Be With

JCPenney®

Walmart 

★ macy's



ULTA  
BEAUTY

HomeGoods



Office DEPOT

  
Applebee's™

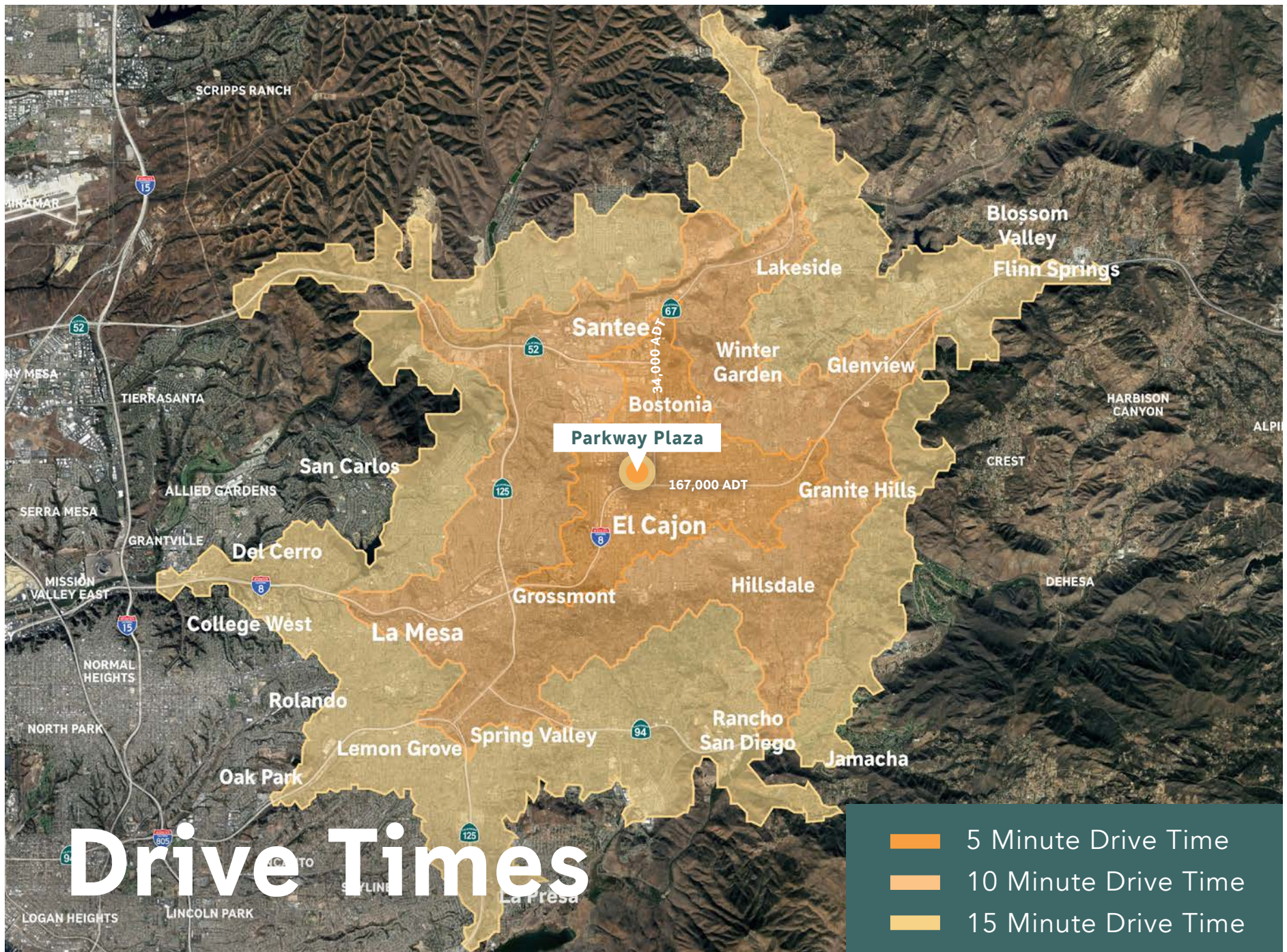




As home to 13 major anchor tenants pulling in approximately \$200 million in sales annually, Parkway Plaza serves as a true one-stop shop for San Diego's East County. The vision is to upgrade the retail, dining, entertainment, and leisure with the intent of upholding Parkway's reputation as the East County's "go-to" destination. By adding numerous national, and select local, high-quality tenants that align with the region's diverse demographics, we aim to create an authentic family oriented experience. This is of the utmost importance as we strive to do our part in improving the overall quality of life for the residents of San Diego's East County.









# Who's Your Customer

Parkway Plaza pulls from San Diego's expansive East County as well as from the immediate trade area of El Cajon. Strategically placed on I-8, the main East-West Artery of San Diego, this super regional mall is capable of pulling from the 447,775 residents within a 15 minute drive-time. Its central location in El Cajon allows for the mall to attract some 36,205 daytime employees within a 5 minute drive-time, mainly stemming from the 9.9 million square feet of industrial real estate within El Cajon's borders. Representing the hub of the East County, as Parkway Plaza expands and improves, so will the already impactful demographics that represent the region offering for more opportunity, development, and prosperity for residents, employees, and business owners alike.

	5 MIN	10 MIN	15 MIN
POPULATION	77,692	231,079	447,775
HH INCOME	\$64,147	\$81,368	\$88,088
DAYTIME EMPLOYMENT	36,205	102,188	139,500
MEDIAN AGE	33.8	36.6	36.9

**\$5.08B**

spent by resident within a  
10 min drive time, in 2018

**9.9M SF**

nearby industrial sf

**33.8%**

of the population has  
a college degree

**36,205**

daytime workers within  
a 5 minute drive



# Developments

## BLACK BEAR DINER

- Opened in 2019

## DRIVE THRU PANERA

- First drive-thru Panera in San Diego

## SERITAGE

- Big Box Complete Q1 2020

## DUNKIN'

- San Diego's first NextGen Dunkin' Donuts

## FLETCHER PLAZA

- In N Out, California Fish Grill, Urbane Café, and Hampton Inn currently under construction
- 2019 Delivery
- Old Sheriff's Station

## TEXAS ROADHOUSE

- Currently Under Construction





# El Cajon Home Values

Parkway Plaza

Location	Value
San Carlos Park	\$744K
San Carlos Park	\$710K
San Carlos Park	\$958K
San Carlos Park	\$995K
San Carlos Park	\$825K
San Carlos Park	\$825K
San Carlos Park	\$718K
San Carlos Park	\$839K
San Carlos Park	\$744K
San Carlos Park	\$949K
San Carlos Park	\$1.1M
San Carlos Park	\$850K
San Carlos Park	\$718K
San Carlos Park	\$1.7M
San Carlos Park	\$1.1M
San Carlos Park	\$829K
San Carlos Park	\$742K
San Carlos Park	\$995K
San Carlos Park	\$884K
San Carlos Park	\$1.65M
San Carlos Park	\$875K
San Carlos Park	\$825K
San Carlos Park	\$850K
San Carlos Park	\$1.1M
San Carlos Park	\$834K
San Carlos Park	\$819K
San Carlos Park	\$985K
San Carlos Park	\$1.05
San Carlos Park	\$1.25M
San Carlos Park	\$1.05M
San Carlos Park	\$1.08M
San Carlos Park	\$1.07M
San Carlos Park	\$1.05M
San Carlos Park	\$1.05M
San Carlos Park	\$1.02M
San Carlos Park	\$1.24M





\$1,149,000



\$1,700,000



\$875,000



\$1,049,900



\$850,000



\$1,100,000





# parkway PLAZA

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