

# EL CENTRO

## CALIFORNIA

32.7920°N - 115.5631°W



### NEW PLANNED SHOPPING CENTER DEVELOPMENT

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**MAIN+MAIN**  
INCORPORATED

# PROJECT INTRODUCTION

A rare offramp opportunity for a ground-up mixed-use project in El Centro, CA. Strategically positioned across from the newly built offramp for Interstate 8. The Development will entertain approximately 80,000 Vehicles Per Day commuting on the I-8.

The Project will feature a multitude of tenants to service the surrounding area, consisting of residential, retail, hospitality, grocery and other various retail.



## EL CENTRO DEVELOPMENT

- » Intersection of I-8 off-ramp and Imperial Ave
- » Brand new on/off ramp
- » Three anchor opportunities with over 100,000 SF of leasable space





## EL CENTRO

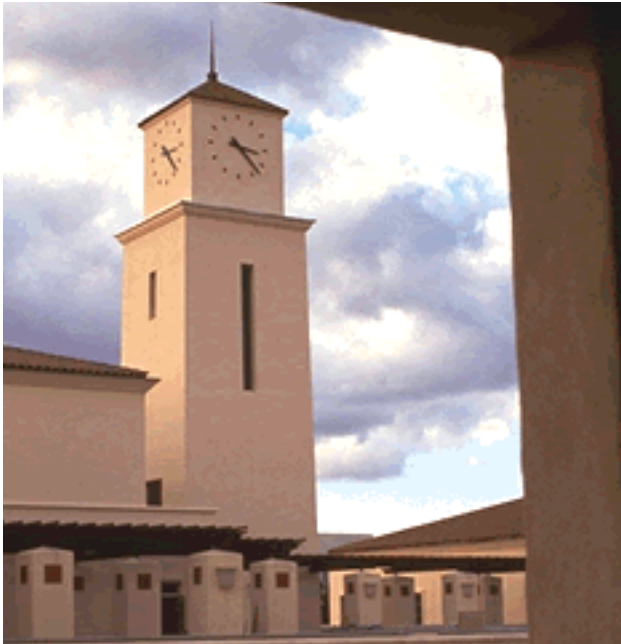
El Centro is the largest city in the Imperial Valley, the east anchor of the Southern California Border Region, and the core urban area and principal city of the El Centro metropolitan area which encompasses all of Imperial County.

Imperial Valley is a large agricultural community with over 180,000 residents, which includes the communities of El Centro, Imperial, Brawley, Westmorland, Heber, Calexico, and Holtville. Imperial Valley is ranked Number 9 in the State of California with an agricultural production of over \$2 billion. Imperial Valley shares a border with the large community of Mexicali, Mexico, which has a population of over 1 million people. The Mexicali-Calexico crossing has over 4.6 million crossings per year, and is ranked 5th in the United States for annual border crossings. These customers are regular shoppers in El Centro, and Imperial County, and tend to cross the border multiple times per week.

This development sits at the Main + Main intersection of all of this agriculture trade, border trade, and the highly traveled Interstate 8, which is the gateway from San Diego to Arizona.



# DEMOGRAPHICS



## LOCATION INSIGHTS

The largest industries in El Centro, CA are Health Care & Social Assistance, Retail Trade, and Educational Services, and the highest paying industries are Utilities, Transportation & Warehousing, and Public Administration.

Located just ten miles away from a main US-Mexico Calexico Border Crossing which supports over 50,000 vehicles and 25,000 pedestrians crossing daily.

### ◆ POPULATION

1 Mile	3 Miles	5 Miles
11,784	46,552	68,476

### ◆ EMPLOYEES

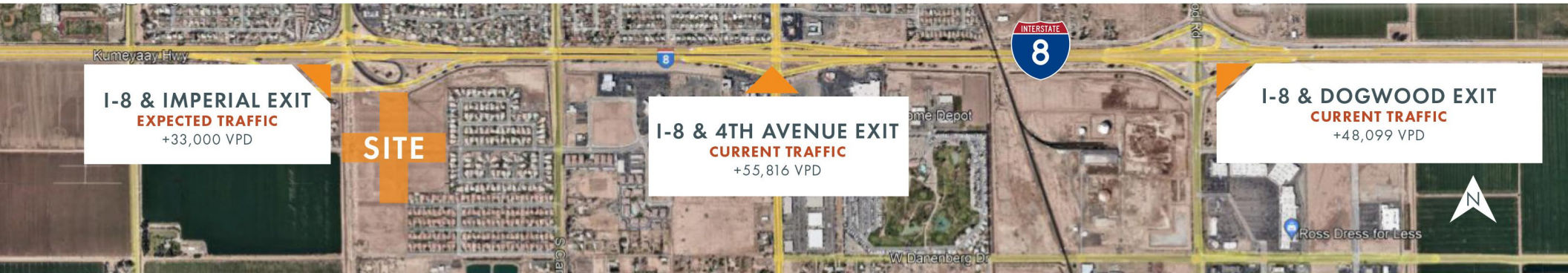
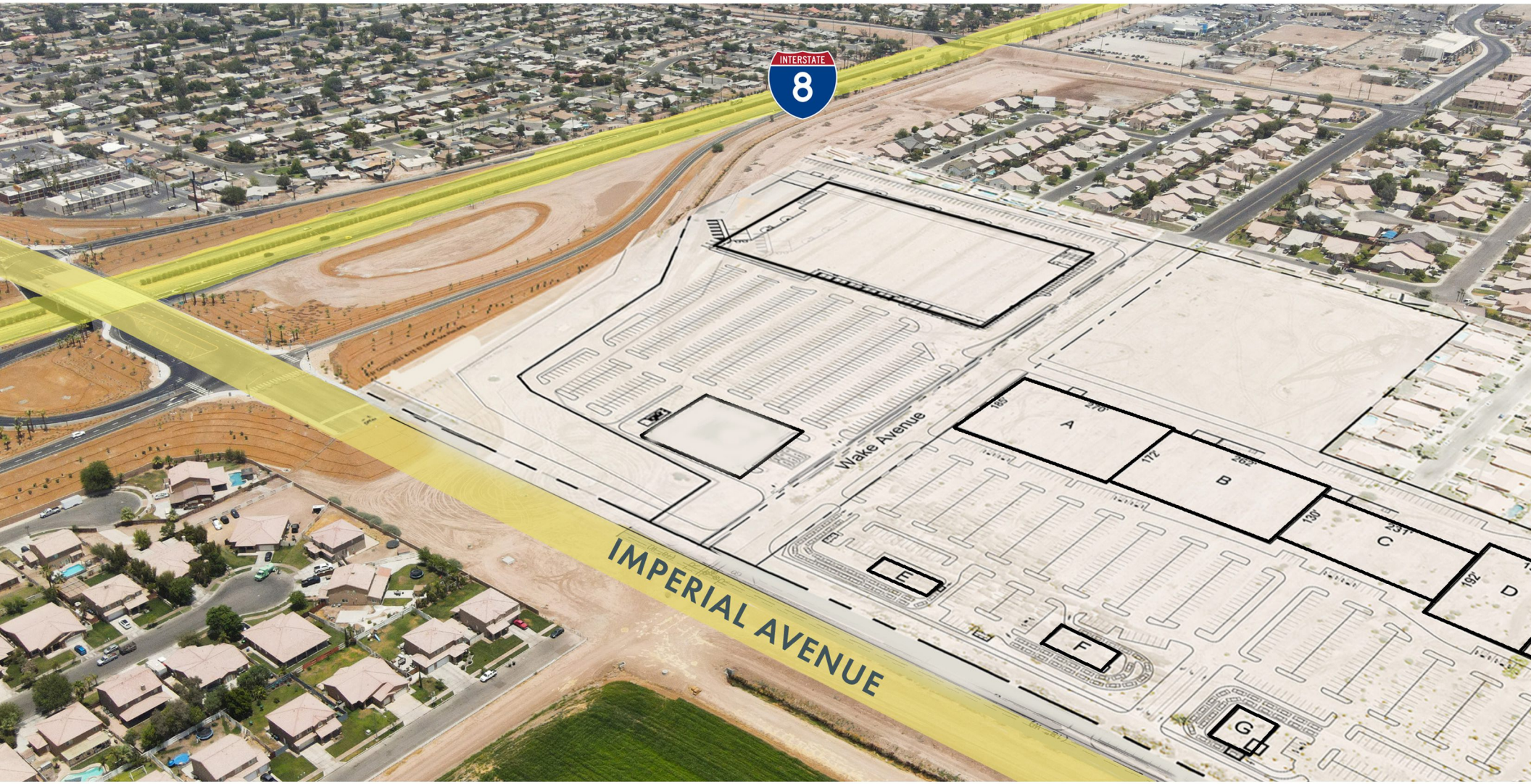
1 Mile	3 Miles	5 Miles
3,633	20,322	24,203

### ◆ AVERAGE HOUSEHOLD INCOME

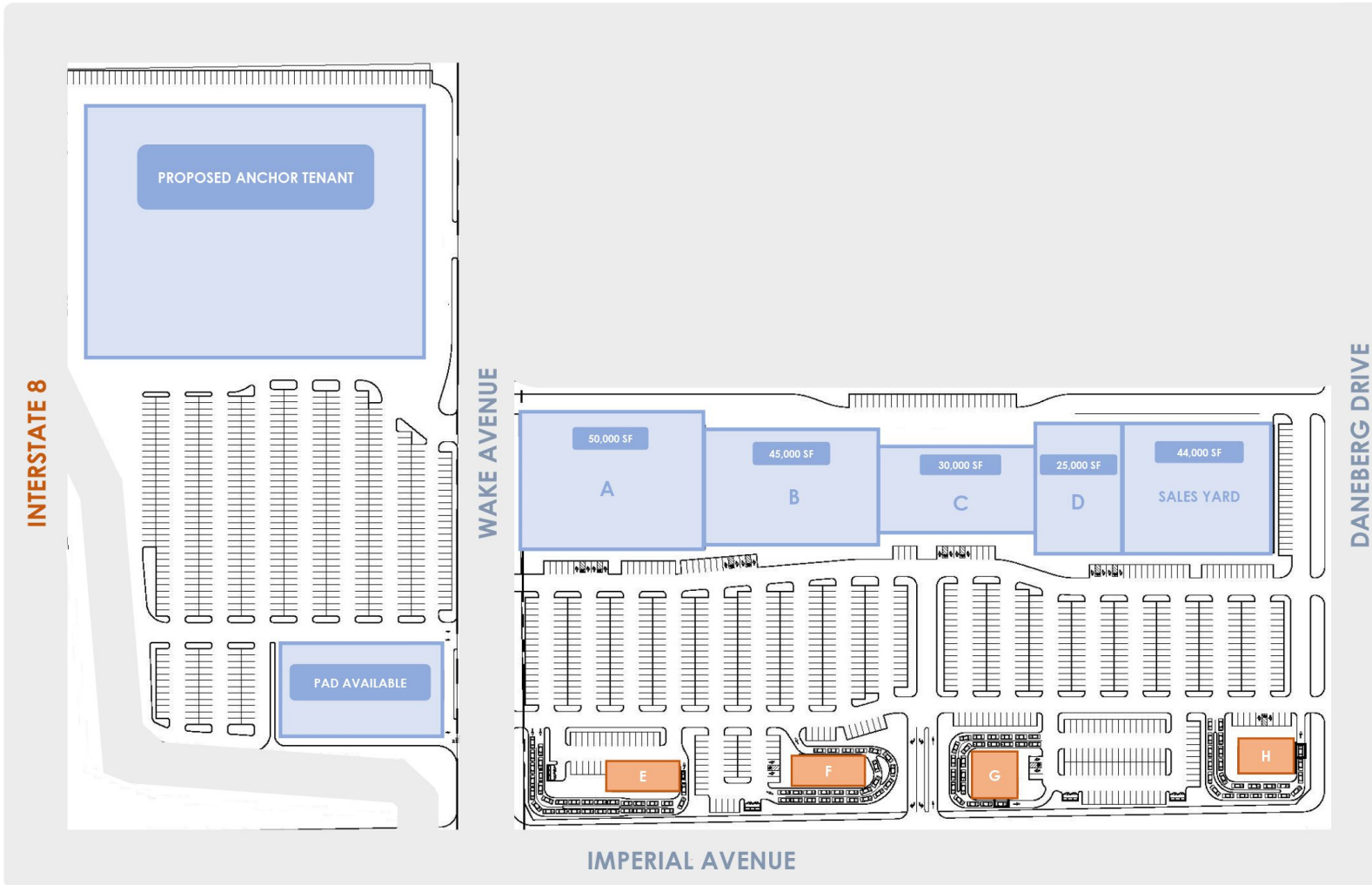
1 Mile	3 Miles	5 Miles
\$87,887	\$63,700	\$68,384

Source: [www.regis.sitesusa.com](http://www.regis.sitesusa.com)

# LOCATION AERIAL



# CONCEPTUAL SITE PLAN



## PROJECT SUMMARY

**SITE AREA**  
+/- 19.7 Acres

### BUILDING / SALES YARD

- RETAIL
- FAST FOOD

- A) 50,000 SF
- B) 45,000 SF
- C) 30,000 SF
- D) 25,000 SF

Sales Yard) 44,000 SF

- E) 3,500 SF
- F) 4,000 SF
- G) 3,700 SF
- H) 3,800 SF

**PARKING: 872 STALLS**

Retail	600 stalls
Sales Yard	88 stalls
Fast Food	150 stalls

# CONCEPTUAL ELEVATIONS

## BUILDINGS A&B



Building A

Building B

## BUILDINGS C&D



Building C

Building D

# NEARBY RETAILERS



**RADIUS RINGS**

- 1 MILE RING
- 3 MILE RING

**I-8 & IMPERIAL EXIT**  
**EXPECTED TRAFFIC**  
 +83,000 VPD

**SITE**





# LOCAL DEVELOPMENT





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