

T.J. maxx

THE PLAZA



AT THE BORDER



the opportunity

- **The Plaza at the Border** is a dominant retail center in San Ysidro, the southernmost San Diego city just north of the US/Mexico border. At nearly 100,000 SF, the site is **anchored by high volume TJ Maxx, ROSS, and ULTA** stores and is situated directly adjacent to Simon Property Group's **Las Americas Premium Outlets**, a high-performing, 125 store, Outlet Mall.
- As a **border-adjacent project**, the site benefits from incredible tourism and daily commuter traffic. As the **busiest land port of entry in the world**, the San Diego/Tijuana border sees more than **31.6 million people cross** each year. Daily, more than **87,000 people** pass through the border to work, shop, vacation, etc.
- **Retail and Shopping Hub** – Within close proximity to the project are some of the **highest volume retailers** in the county. Las Americas Premium Outlets boasts high sales PSF and features tenants including **Polo Ralph Lauren, Armani, Under Armour, Adidas, Tory Burch, Victoria's Secret, Old Navy, Nike, Quicksilver**, and others. Additionally, across the street a former Kmart box is getting **facelifted and redesigned** as a multi-tenant project bringing in additional national retailers in fitness, soft goods, and others.
- The cities of San Ysidro and Tijuana enjoy **dense demographics, strong daytime** and residential populations, and above-average economic trends. Tijuana has one of the largest middle-class populations in all of Mexico and San Ysidro has seen considerable growth in San Diego County.

property highlights

- **Nearly 100,000 SF** anchored by TJ Maxx, ROSS, ULTA, and Big 5
- Retail opportunities ranging from **1,500 – 5,235 SF**
- Pad spaces available with great visibility to the major retail thoroughfare
- **Ample parking** at 4.5 per 1000 SF
- Strong Retail synergy with adjacent power centers and Simon Property Group's Outlet Mall
- Incredible daytime/shopper population and daily vehicular/pedestrian traffic along the US/Mexico Border





US/Mexico Border Statistics

- 70,000 vehicles and 20,000 pedestrians cross the border every day
- PedWest pedestrian crossing project recently completed
- 31.6 million people cross the border each year
- 1.8 million estimated population of Tijuana Metro Area

San Ysidro Demographics (U.S.)

	1 MI	3 MI	5 MI
POPULATION	12,521	82,167	189,317
AVERAGE HH INCOME	\$58,264	\$72,958	\$72,763
DAYTIME POPULATION	14,208	60,902	151,448



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LAS AMERICAS PREMIUM OUTLETS
600,000 SF | Avg Vol. \$617/SF

OUTLETS AT THE BORDER

FULLY FUNDED
SAN YSIDRO PORT OF
ENTRY EXPANSION

UNITED STATES
MEXICO

San Ysidro Blvd

Calle Primera

INTERSTATE 805

INTERSTATE 5

Border Village Rd

Willow Rd

Virginia Ave

proposed
Michael's

proposed
dds
DISCOUNTS

proposed
planet fitness

ROSS
DRESS FOR LESS

Marshalls

CVS
pharmacy

F fallas
P paredes

OLD NAVY

5,053 ADT

BANANA REPUBLIC

85,000 ADT

99c only

five BELOW

ULTA
BEAUTY

ROSS
DRESS FOR LESS

TJ-maxx

TILLY'S

GAP

43,000 ADT

50,000 ADT

NEW RESTROOM BUILDING

RIGHT OF WAY IMPROVEMENTS

NEW SOUTHBOUND ROADSIDE

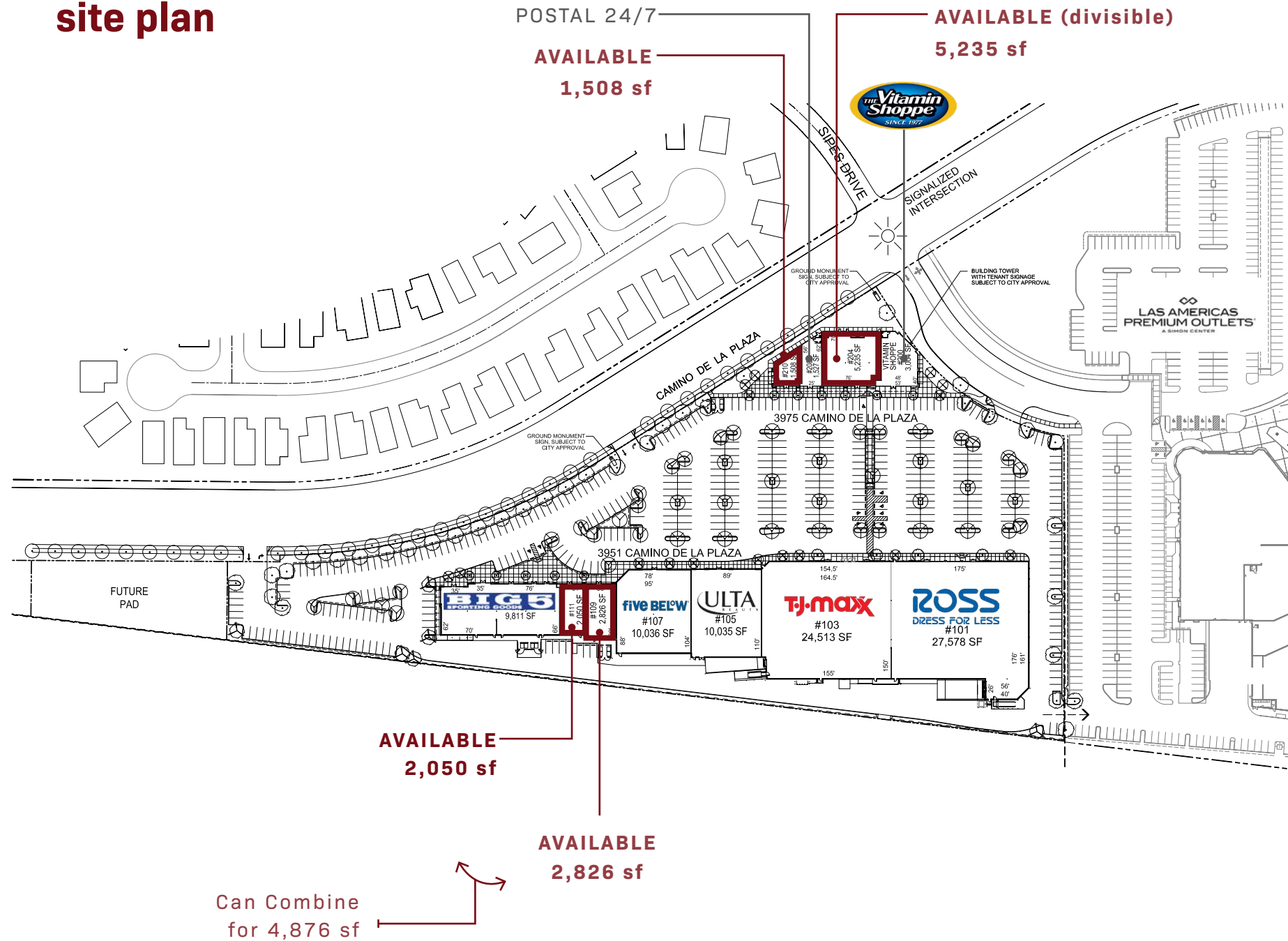
IMPROVED SECURITY SCREENING PROCESS

IMPROVED SITE SIGNAGE

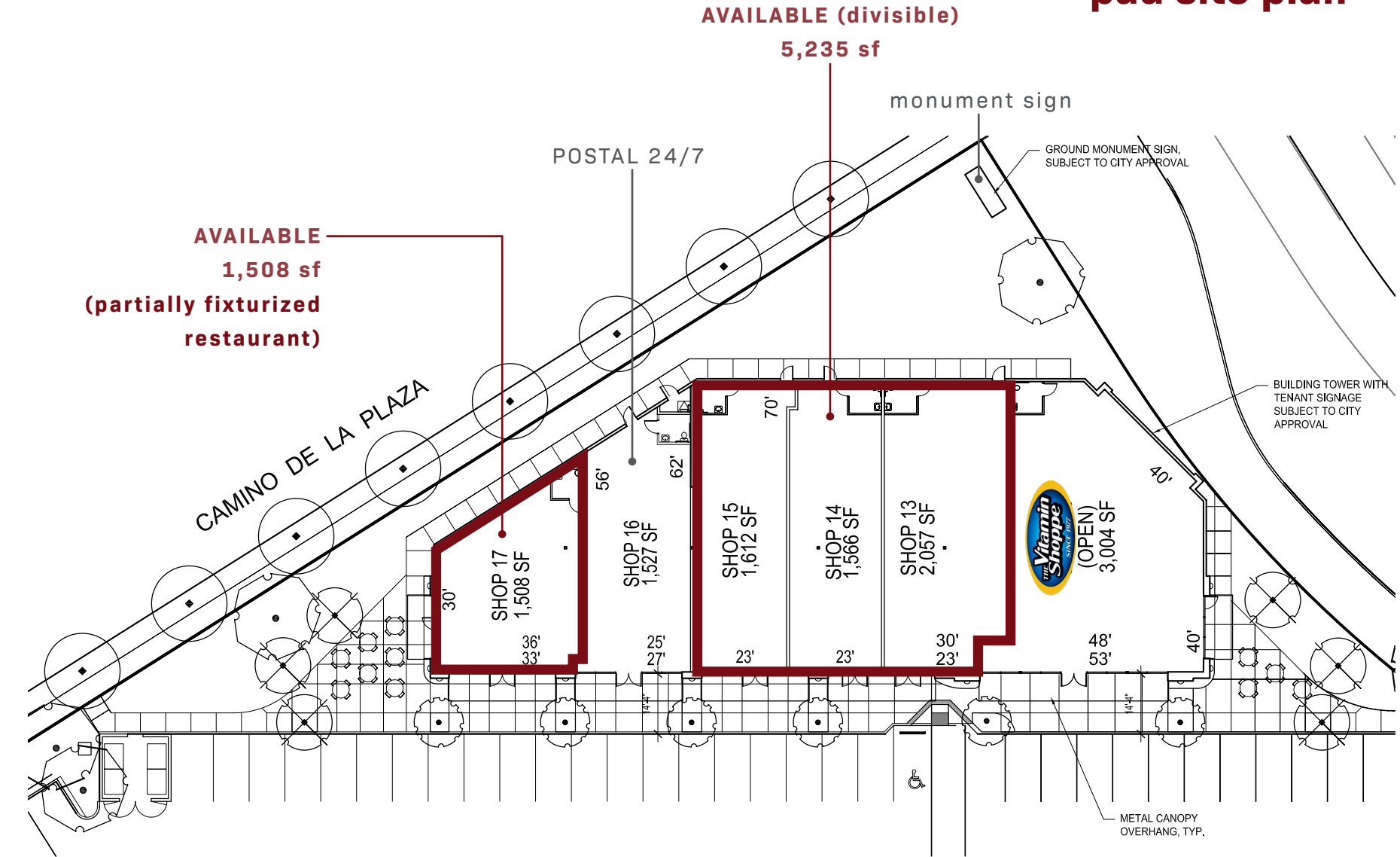
STRUCTURED EMPLOYEE PARKING

IMPROVED CUSTOMER PERCEPTION THROUGH

site plan



pad site plan



This site plan is not a representation, warranty or guarantee as to size, location, or identity of any tenant, and the improvements are subject to such changes, additions, and deletions as the architect, landlord, or any governmental agency may direct.



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Brian G. Pyke

858.324.6103
bpyke@retailinsite.net

Ron Pepper

858.523.2085
rpepper@retailinsite.net