

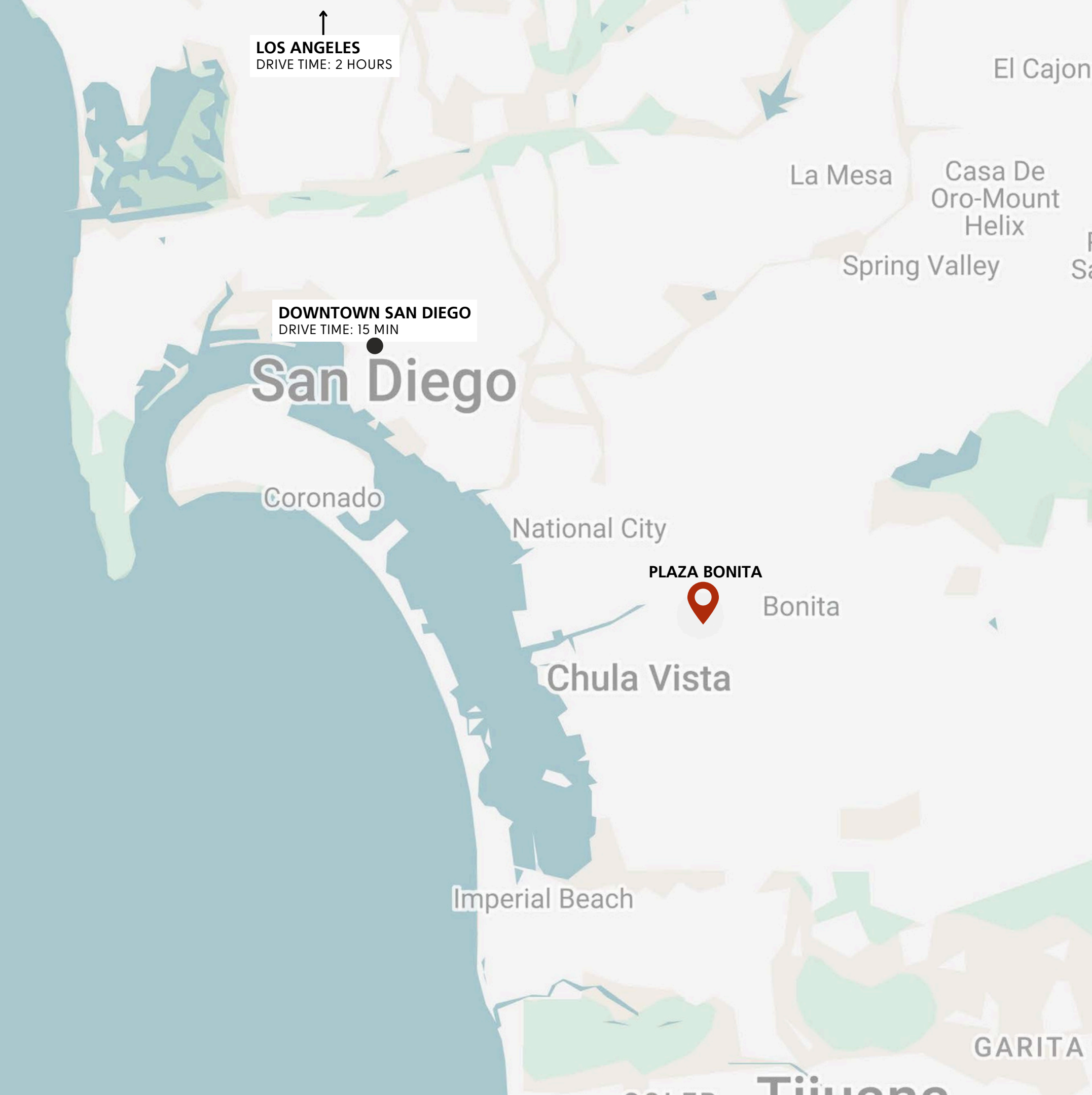
PLAZA BONITA

NATIONAL CITY | CALIFORNIA

plaza bonita

 Centennial
Powered by Lincoln

LOWE



THE GREATER SAN DIEGO AREA

SAN DIEGO IS THE
2ND LARGEST CITY
IN CALIFORNIA



NATIONAL CITY REGIONAL RETAIL HUB IN SOUTH SAN DIEGO

Located in the South Bay region of San Diego County, National City is one of the **most densely populated** and **culturally vibrant communities** in Southern California.

Positioned just minutes from Downtown San Diego and 10 miles from the U.S.-Mexico border, the city benefits from **strong regional connectivity**, **cross-border commerce**, and a **highly active consumer base**.

National City is part of the broader San Diego regional economy, one of California's **strongest employment markets** driven by healthcare, military, logistics, technology, tourism, and international trade.

National City's **population grew more than 5% year-over-year**, reflecting continued residential demand across the South Bay market.

Tourism is a major economic driver in San Diego with **32M annual visitors in 2025**, generating more than **\$14B in economic impact**.

National City is globally recognized as a **regional commerce hub**, home to the Mile of Cars— one of the first and most established auto retail corridors in the world.



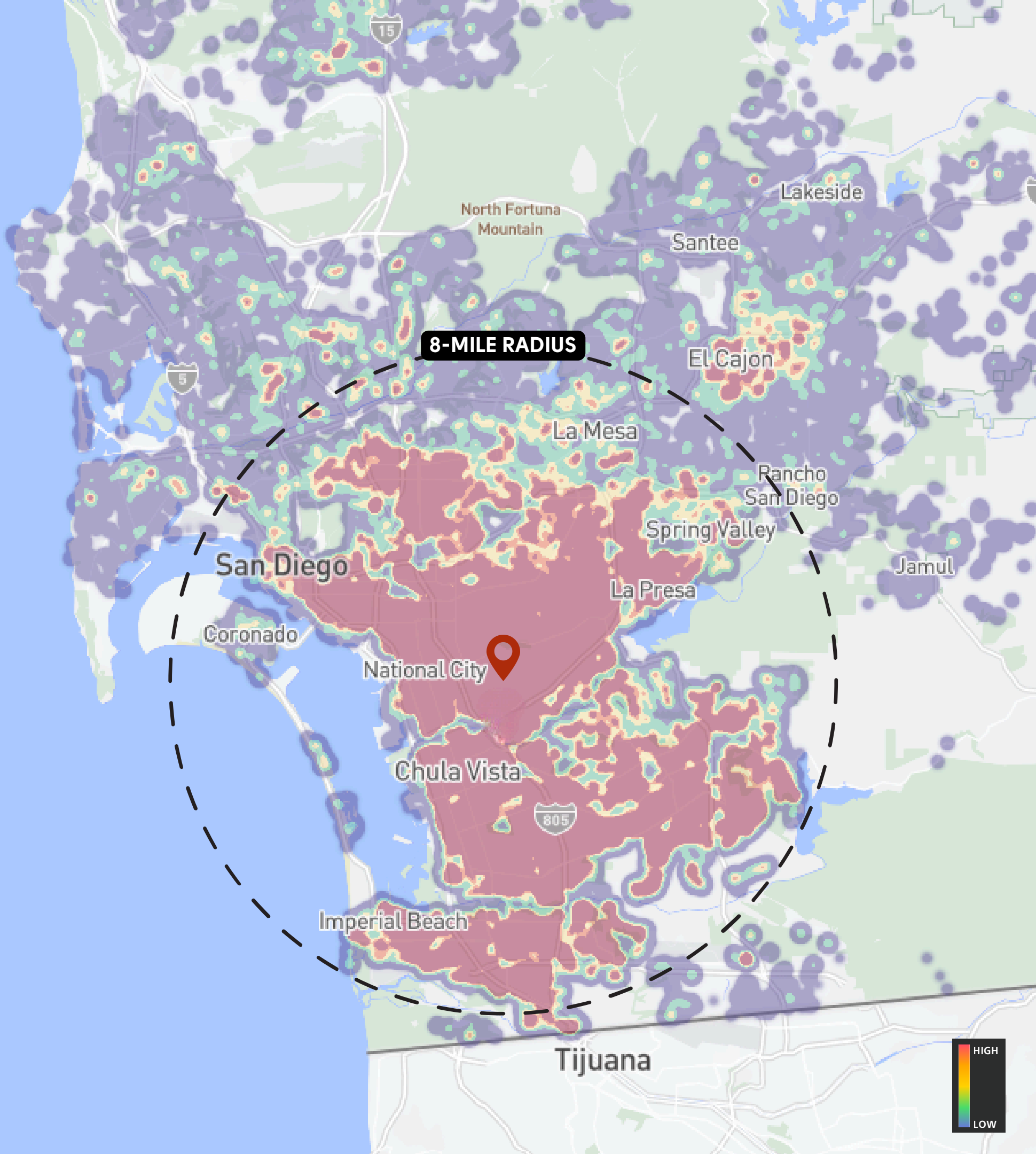
TRAFFIC DATA

Annual Visits	10.6M
Annual Avg. Visit Frequency	6.3
Avg. Dwell Time	79 MINS

TRUE TRADE AREA DEMOGRAPHICS

Population	701,196	Average HHI	\$104,416
Households	224,330	HHI \$150K-\$200K	11%
Family Households	159,134	HHI \$200K+	11%
Gen Alpha	19%	College Degree+	56%
Millennials	24%		
Gen X	20%		

MORE THAN 102,630 FAMILY HOUSEHOLDS
WITHIN A 5 MILE RADIUS OF PLAZA BONITA



TRAFFIC COMPARISON

DOMINATING THE COMPETITION

Plaza Bonita stands out as one of the market’s strongest traffic drivers, generating the second-highest overall visit volume while achieving the highest visits per square foot among its competitive set. The center also leads the market in dwell time, demonstrating not only strong consumer traffic, but also a highly engaged shopper base that spends more time on property.

	CUSTOMERS	VISITS	VISITS PSF	FREQUENCY	DWELL TIME
PLAZA BONITA	1.7M	10.6M	10.3	6.3	79 MINS
FASHION VALLEY	3.2M	12.4	7.1	3.8	75 MINS
CHULA VISTA CENTER	1.2M	7.1M	8	6	62 MINS
MISSION VALLEY	2.5M	10.4M	6.6	4.1	63 MINS
OTAY RANCH TOWN CENTER	866.6K	7.4M	11.2	8.5	68 MINS



CORE CUSTOMER INSIGHTS

SPENDING PATTERNS

Avg. Discretionary Income **\$63,673**
Discretionary Income 75K-\$100K+ **13%**

PSYCHOGRAPHICS

Near-Urban Diverse Families **36%**
Middle-class diverse families living in urban or near-urban areas.

Young Urban Singles **16%**
Singles starting their career in trade and service jobs.

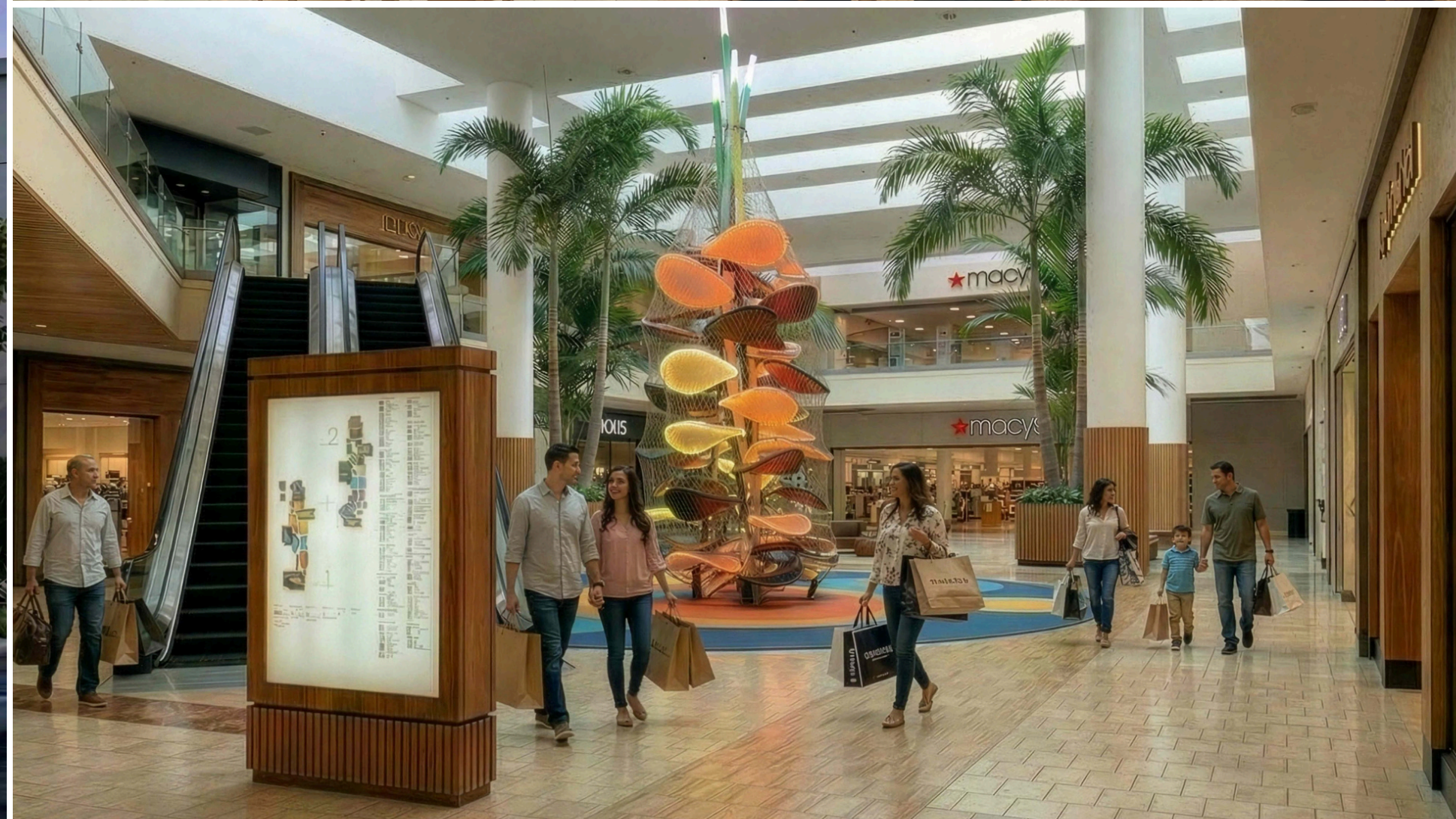


94% OF OUR CUSTOMER VISITS ARE LOYAL MAKING PLAZA BONITA THEIR GO-TO SHOPPING DESTINATION.



PROPOSED REDEVELOPMENT

A new vision is taking shape at Plaza Bonita, bringing a fresh, elevated reimagining to the property with modern enhancements, renewed energy, and experiences designed to better serve the community and visitors alike.



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PLAZA BONITA

