

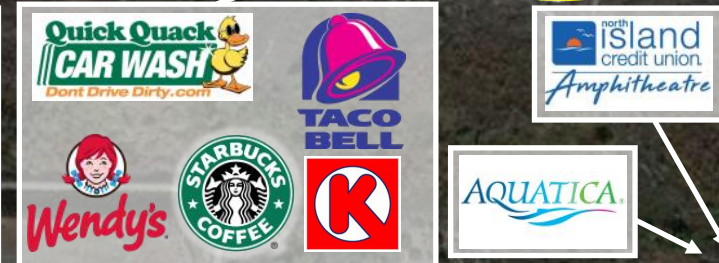
# New Pad Development

South Corner of Main Street and Maxwell Road, Chula Vista, CA



## Highlights

- Highest Growth Area in San Diego
- 4,450 acres for 13,000 homes and 2m+ SF of commercial in progress to the East
- Traffic count 37,900 ADT projected in 2025 and 49,200 in 2030
- Pads Available



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# Escaya Master Plan—Just Built

Actual Homes Built in Escaya



MAIN STREET—37,900 (2025) ADT & 49,200 (2030) ADT



# Master Plans East on Main Street



## GENERAL PLAN LAND USES WITHIN PROJECT AREA

### LEGEND

#### RESIDENTIAL

- RESIDENTIAL LOW MEDIUM
- RESIDENTIAL MEDIUM
- RESIDENTIAL MEDIUM HIGH
- RESIDENTIAL HIGH

#### COMMERCIAL

- PROFESSIONAL & OFFICE
- RETAIL
- MIXED USE COMMERCIAL

#### SPECIAL PLANNING AREA

- MUR MIXED USE RESIDENTIAL
- TC TOWN CENTER
- EUC EASTERN URBAN CENTER
- UNIVERSITY
- RTP REGIONAL TECHNOLOGY PARK (RTP)

#### INDUSTRIAL

- RESEARCH & LIMITED INDUSTRIAL

#### OPEN SPACE, PARKS & PUBLIC / QUASI-PUBLIC

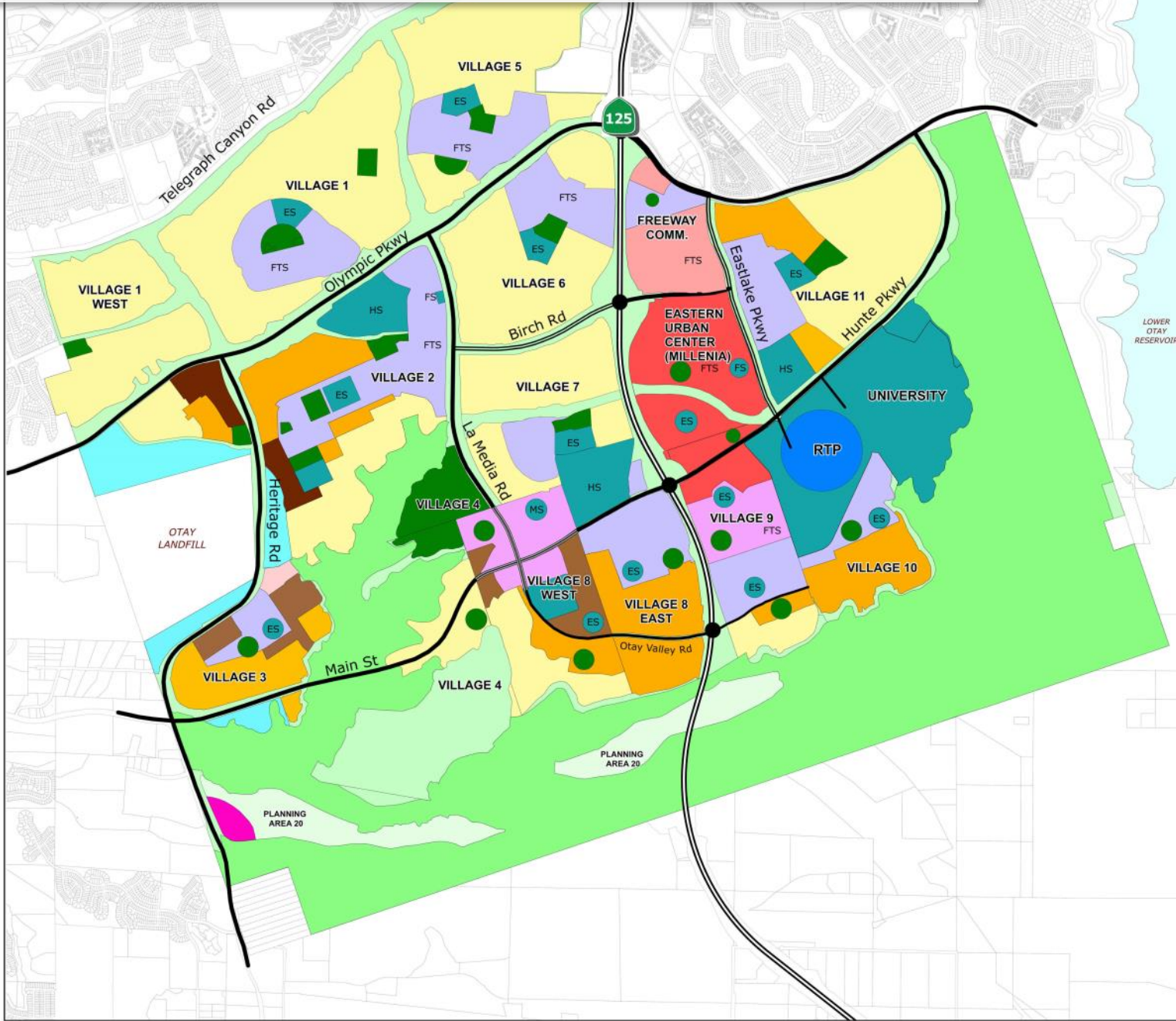
- OPEN SPACE
- PARKS & RECREATION
- PUBLIC & QUASI PUBLIC
- OPEN SPACE - ACTIVE RECREATION
- OPEN SPACE PRESERVE

#### CIRCULATION SYSTEM

- SR - 125 (TOLL ROAD)
- EXPRESS WAY (7 or 8 LANE)
- PRIME ARTERIAL STREET (6 LANE)
- MAJOR STREET (6 LANE)
- TOWN CENTER ARTERIAL
- MAJOR STREET (4 LANES)



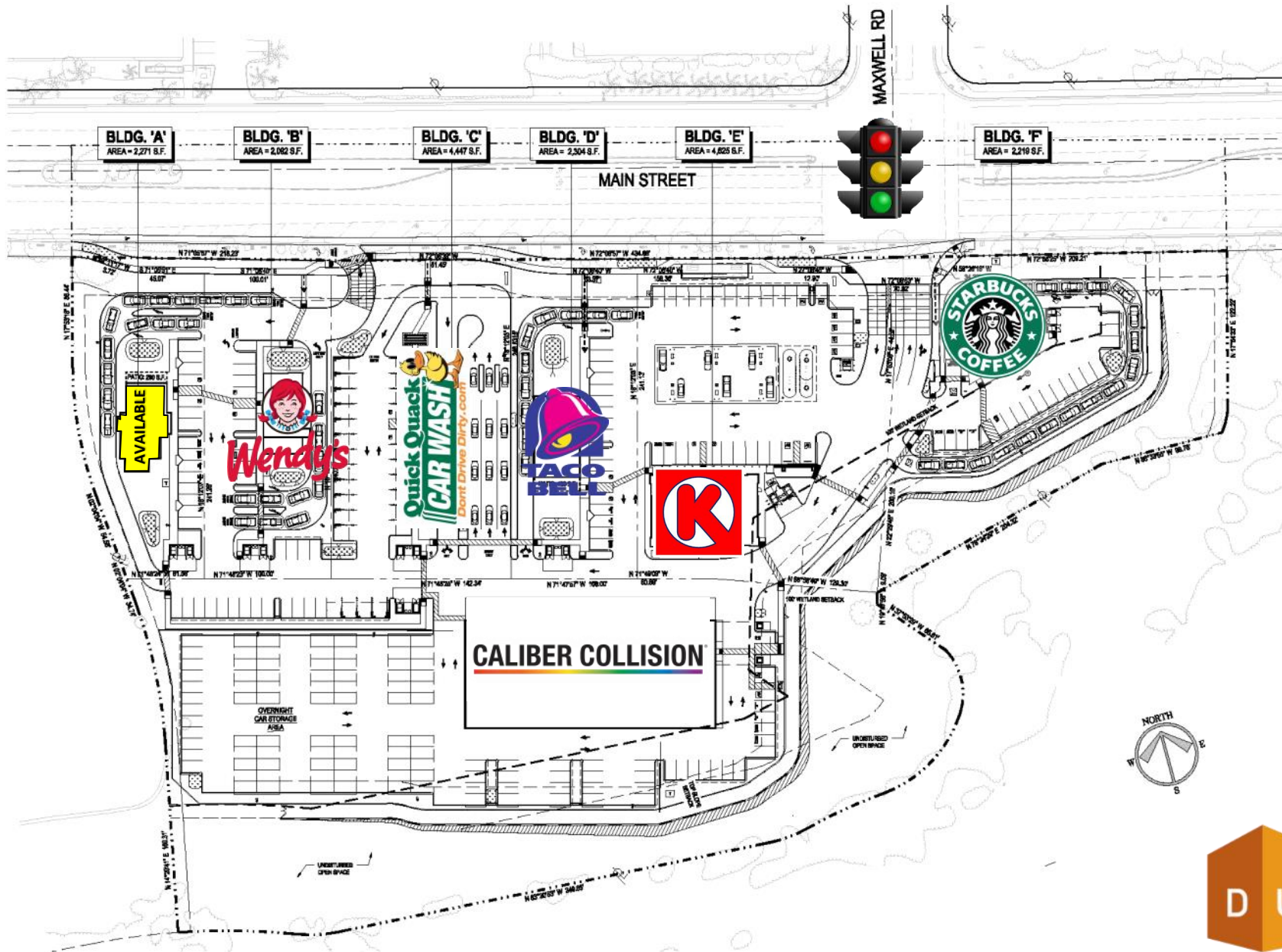
FOR REVIEW ONLY  
**COMMERCIAL**  
 BROKERAGE • INVESTMENT • DEVELOPMENT



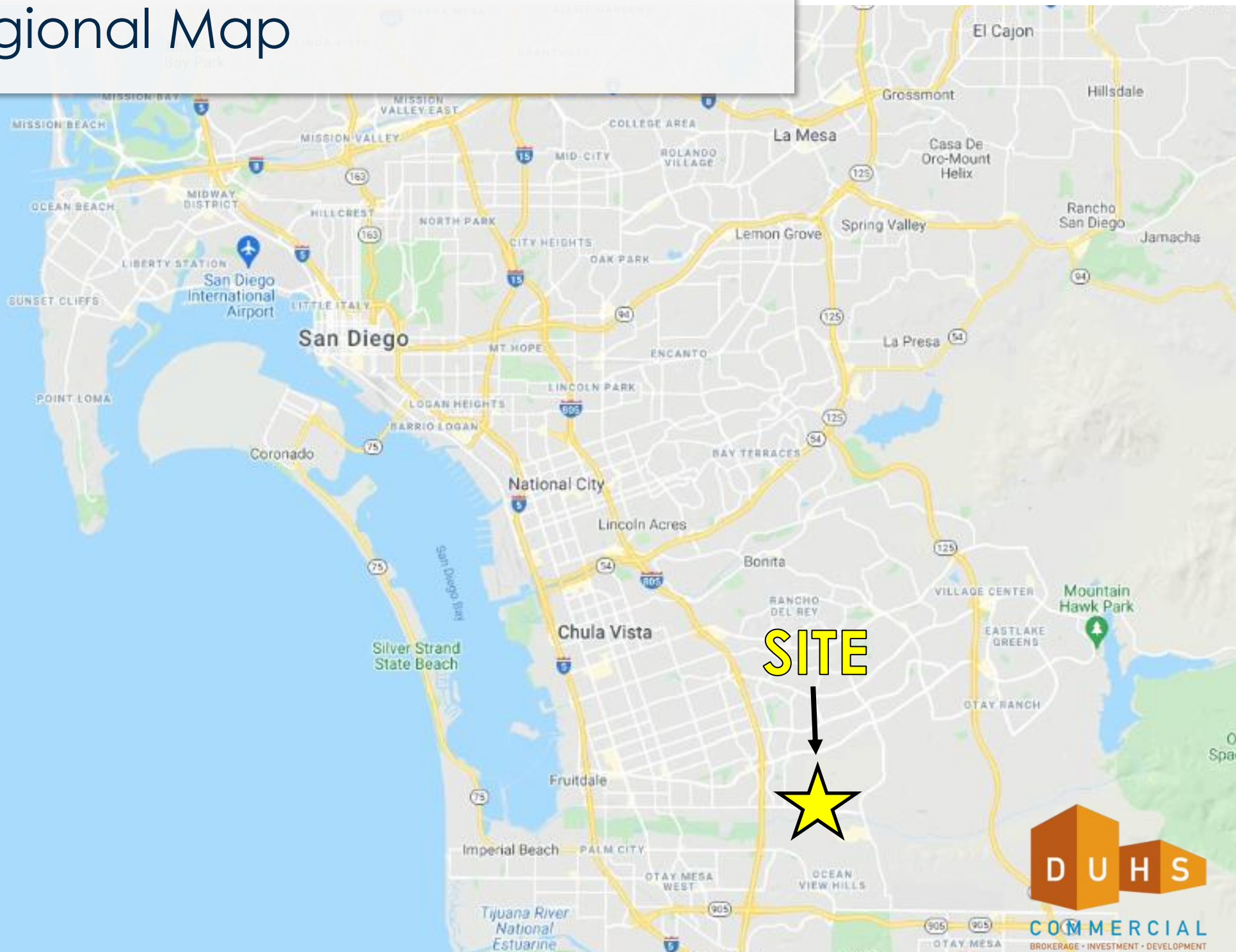
# Aerial



# Site Plan



# Regional Map



# Demographics

	1 Mile	3 Mile	5 Mile
<b>Population</b>			
<b>2021 Estimate</b>	9,501	147,666	349,124
2026 Projection	9,894	150,520	354,470
Median Age	32.80	34.60	34.60
<b>2021 Population By Race</b>			
White	6,282 66.12%	105,447 71.40%	259,416 74.30%
Black	526 5.54%	7,020 4.75%	16,519 4.73%
Am. Indian & Alaskan	115 1.21%	1,727 1.17%	4,378 1.25%
Asian	2,016 21.22%	25,872 17.52%	51,986 14.89%
Hawaiian & Pacific Island	60 0.63%	1,046 0.71%	2,239 0.64%
Other	502 5.28%	6,575 4.45%	14,585 4.18%
<b>Population by Hispanic Origin</b>			
Non-Hispanic Origin	3,792 39.91%	53,335 36.11%	122,044 34.95%
Hispanic Origin	5,709 60.09%	94,351 63.89%	227,080 65.04%
<b>Households</b>			
2021 Estimate	2,625	41,757	103,012
2026 Projection	2,736	42,640	104,798
2010 Census	1,994	36,663	92,602
2021 Average Household Size	3.60	3.50	3.30
<b>2021 Avg Household Income</b>	\$107,251	\$99,689	\$96,101
<b>2021 Occupied Housing</b>			
Owner Occupied	1,908 72.69%	27,977 67.00%	60,766 58.99%
Renter Occupied	717 27.31%	13,780 33.00%	42,246 41.01%
<b>2020 Median Home Value</b>	\$531,434	\$529,734	\$539,688

