



Top.
PACIFIC
RETAIL
Visit the Easter Bunny
Now - April 15
Bunny Garden in Sears Court
Photo Packages Available.
PARKWAY
PLAZA

NISSAN
DRIVE BETTER FOR

GENGHI'S
SUSHI

GENGHI'S

DISCOVER SOMETHING NEW

PARKWAY PLAZA



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Marshalls

BOB'S
STORES.

DICK'S
SPORTING GOODS.

TEXAS
ROADHOUSE

Applebee's

ALDI
SÜD

N. JOHNSON AVENUE

FLETCHER PARKWAY

INTERSTATE - 8

Walmart

JCPenney

BEST
BUY.

HomeGoods

Welcome

Parkway Plaza is located in San Diego's East County. Conveniently located at the I-8 and Hwy 67 interchange, Parkway Plaza is an enclosed mall with over 170 stores that features a balanced mix of fashion and destination retailers. Anchored by Dick's Sporting Goods, JCPenney, and Walmart, the center features on-trend fashion brands such as Forever 21, Hollister, Victoria's Secret, Express Factory, and H&M. Whether you want to enjoy a fabulous casual meal at Five Guys Burgers and Fries or take in the latest Hollywood blockbuster at the 18-screen Regal Cinemas & IMAX Theatre, Parkway Plaza is just the right place for you to be!



**PARKWAY
PLAZA**



A CENTRAL GATHERING PLACE

PARKWAY PLAZA IS WHERE COMMUNITY MEETS COMMERCE. THIS ENHANCED SHOPPING EXPERIENCE IS ENGAGED WITH ITS COMMUNITY AND CELEBRATES THE DIVERSE RICHNESS OF EAST COUNTY SAN DIEGO.



Parkway Plaza is at the intersection of mountains and the beach, the embodiment of East County San Diego Lifestyle

PROPERTY INFO

BUILT	1972
STORES	160
TOTAL CENTER GLA	1,315,000 sq. ft.
WEEKLY VISITORS	22,000+
ANNUAL VISITORS	8 MILLION
DINNING TERRACE SEATS	450

EL CAJON, CA
Eastern suburb of San Diego

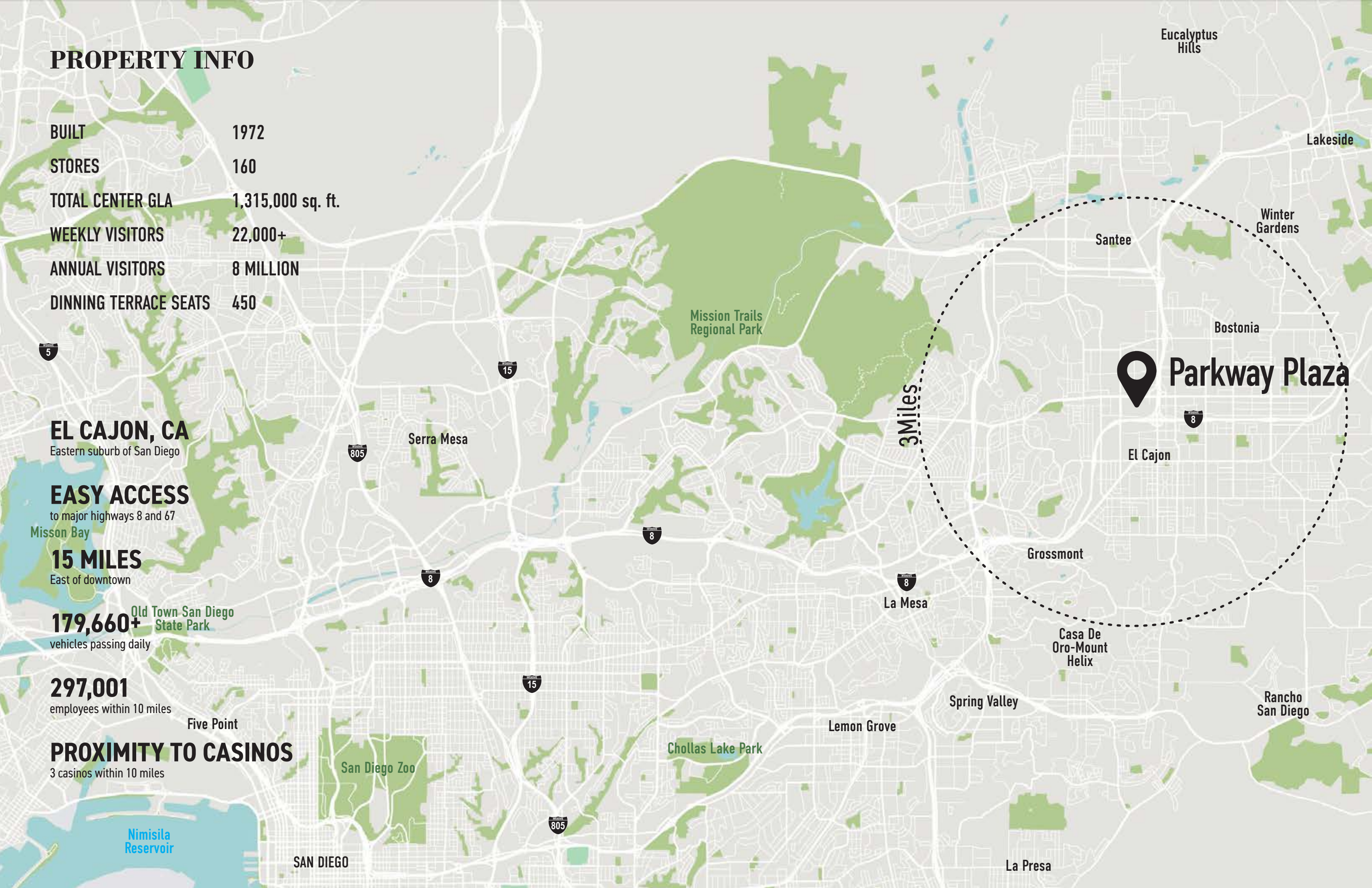
EASY ACCESS
to major highways 8 and 67
Mission Bay

15 MILES
East of downtown

179,660+ Old Town San Diego State Park
vehicles passing daily

297,001
employees within 10 miles

PROXIMITY TO CASINOS
3 casinos within 10 miles



3 Miles

Parkway Plaza

SAN DIEGO

La Presa

Rancho San Diego

Spring Valley

Lemon Grove

Chollas Lake Park

San Diego Zoo

Casa De Oro-Mount Helix

La Mesa

Grossmont

El Cajon

Bostonia

Winter Gardens

Santee

Lakeside

Eucalyptus Hills



Retail Mix

SHOPPING

- FOREVER 21
- ULTA BEAUTY
- HomeGoods
- PINK VICTORIA'S SECRET
- DICK'S SPORTING GOODS
- BEST BUY
- JCPenney
- H&M
- ALDI
- Ashley HOMESTORE
- Walmart
- PANDORA
- Bath&BodyWorks
- five BELOW
- Burlington
- ZALES THE DIAMOND STORE
- KAY JEWELERS
- Lids
- BOX LUNCH
- EXPRESS
- HOLLISTER CALIFORNIA
- HOT TOPIC
- zumiez
- TILLYS

DINNING

- Applebee's
- CINNABON
- Jamba Juice
- PANDA EXPRESS CHINESE KITCHEN
- SBARRO
- TEXAS ROADHOUSE
- FIVE GUYS BURGERS and FRIES
- rubio's COASTAL GRILL
- GYROS HOUSE MEXICAN GRILL
- See's CANDIES

ENTERTAINMENT

- REGAL
- 
- 

Demographics

	3-MILE	5-MILE	10-MILE
POPULATION	168,728	354,910	855,215
TOTAL HOUSEHOLDS	58,637	128,348	298,166
AVG. HOUSEHOLD INCOME	\$86,275	\$99,064	\$102,140

HOUSEHOLDS & EDUCATION

10-MILE RADIUS



168,000+ College or Graduate Degree
29,000+ Graduate or Professional Degree
306,000+ High School Graduate or Higher

RACE & ETHNICITY

10-MILE RADIUS



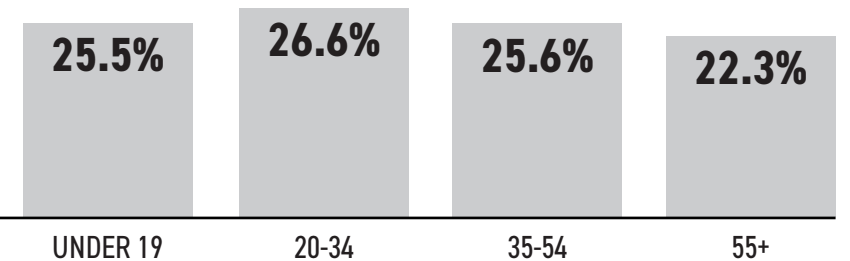
61.8% White
35.6% Hispanic
6.5% Black or African American
5.3% Asian



Estimated 8 million shoppers per year

Generates **\$200 million** in sales annually
\$4.22 billion total retail expenditure within a 5 mile radius
833,000 shoppers per month, **208,000** shoppers per week
855,215 trade area population within a 10-mile radius
35% of homes have children

AGE
10-MILE RADIUS



Placemaking

CREATING A SENSE OF PLACE

Customization, Localization & Curation

- Context and details are important
- Destination-worthy public spaces
- Custom artwork & FF&E
- Partnered with local artists & artisans
- Customized music lists



Tenant Marketing

Parkway Plaza features a full service Marketing team to develop and execute strategic Marketing campaigns and programs from community events to public art installations to public relations to increase sales, traffic and visibility at the center.

— DIGITAL & SOCIAL

Inclusion on property website and directories.
Regular social media posts on property social media channels with paid support when applicable.
Opportunity to include info (offers, events, promotions) in monthly e-newsletter.

— PUBLIC RELATIONS

Press releases coordinated with tenants, released in conjunction with paid social posts.
Strong relationships with local media and influencers who can offer turnkey services.

— ADVERTISING

General campaigns for center brand awareness across digital, social, print and sponsorships.





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SUSTAINABLE PRACTICES
100% LED LIGHTING &
EV CHARGING STATION



24/7 SECURITY
PRESENCE



DIVERSE
TENANT MIX



PLAY AREA



COMMUNITY
ACTIVITIES & ENTERTAINMENT



FAMILY LOUNGE
& OTHER AMENITIES



OUTDOOR DINNING
PATIO



AMPLE
PARKING



PUBLIC
ART



MTS BUS
LINE STOP

By The Numbers

FACEBOOK

26,000+ Page Likes

92,000+ Check-ins

INSTAGRAM

2,600+ Total Followers

35,000+ Impressions

WEBSITE

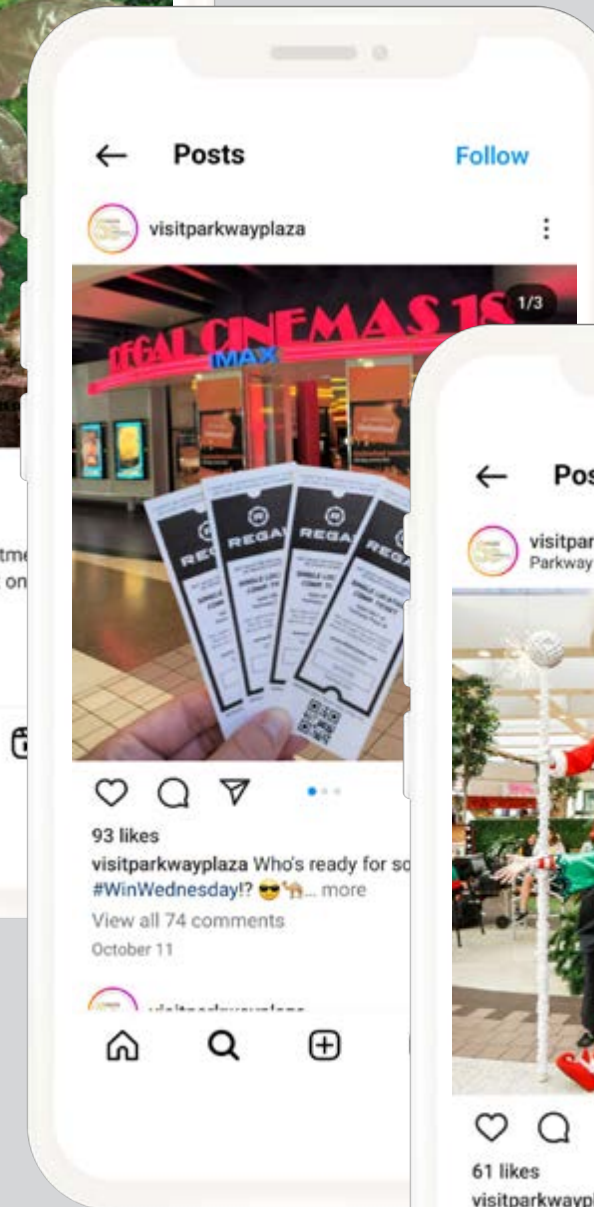
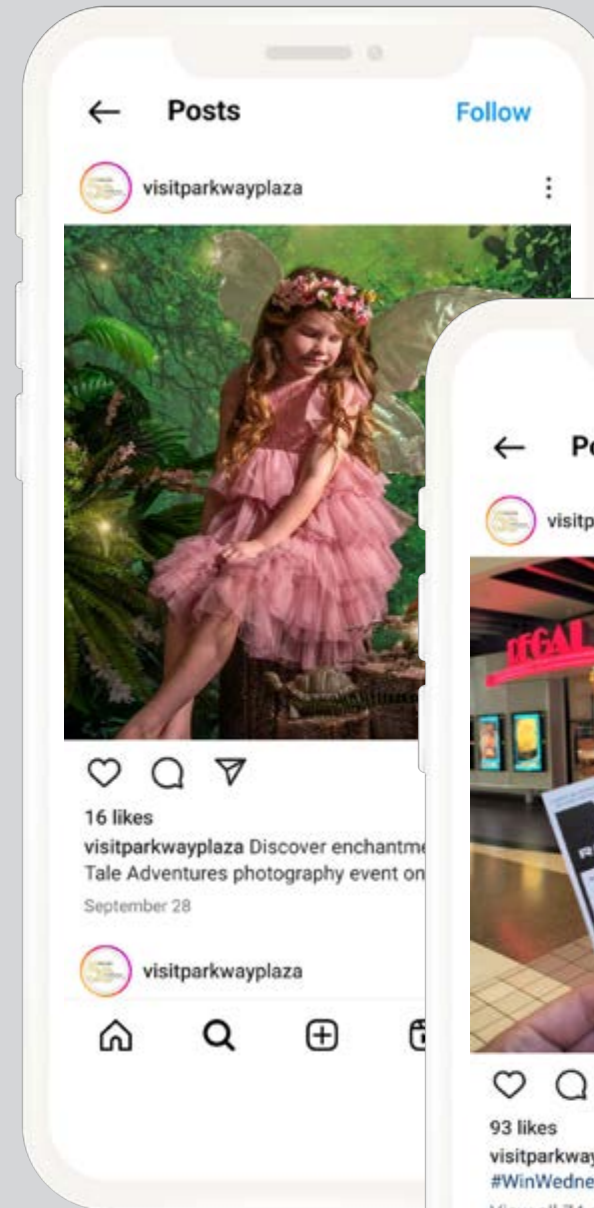
9,000+ Average Monthly Sessions

19,000+ Average Monthly Page Views

80% Average New Visitors

EMAIL & TEXT

60,000+ Total Subscribers



Environmental, Social & Governance

OUR COMMITMENT

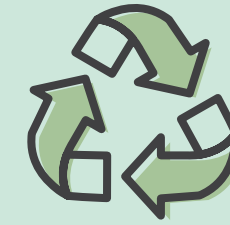
At Parkway Plaza, we honor our connection to the community and the environment, recognizing blessings and generously sharing resources with others. Our management team at Trademark Property strives to be stewards of sustainability across their portfolio of properties by collaborating with stakeholders at all levels.



LED is highly energy efficient technology. The widespread use of LED lighting has the greatest potential impact on energy savings, and we're proud to have over 2,000 LED lights installed. Solar panels also deliver energy from our rooftops.



This is a crucial component to centralizing property infrastructure. Our operations run efficiently to monitor ventilation, lighting, energy, fire, security systems and more.



We make recycling easy for our tenants and our customers. All recyclables are placed in a single bin for recycling.

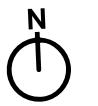
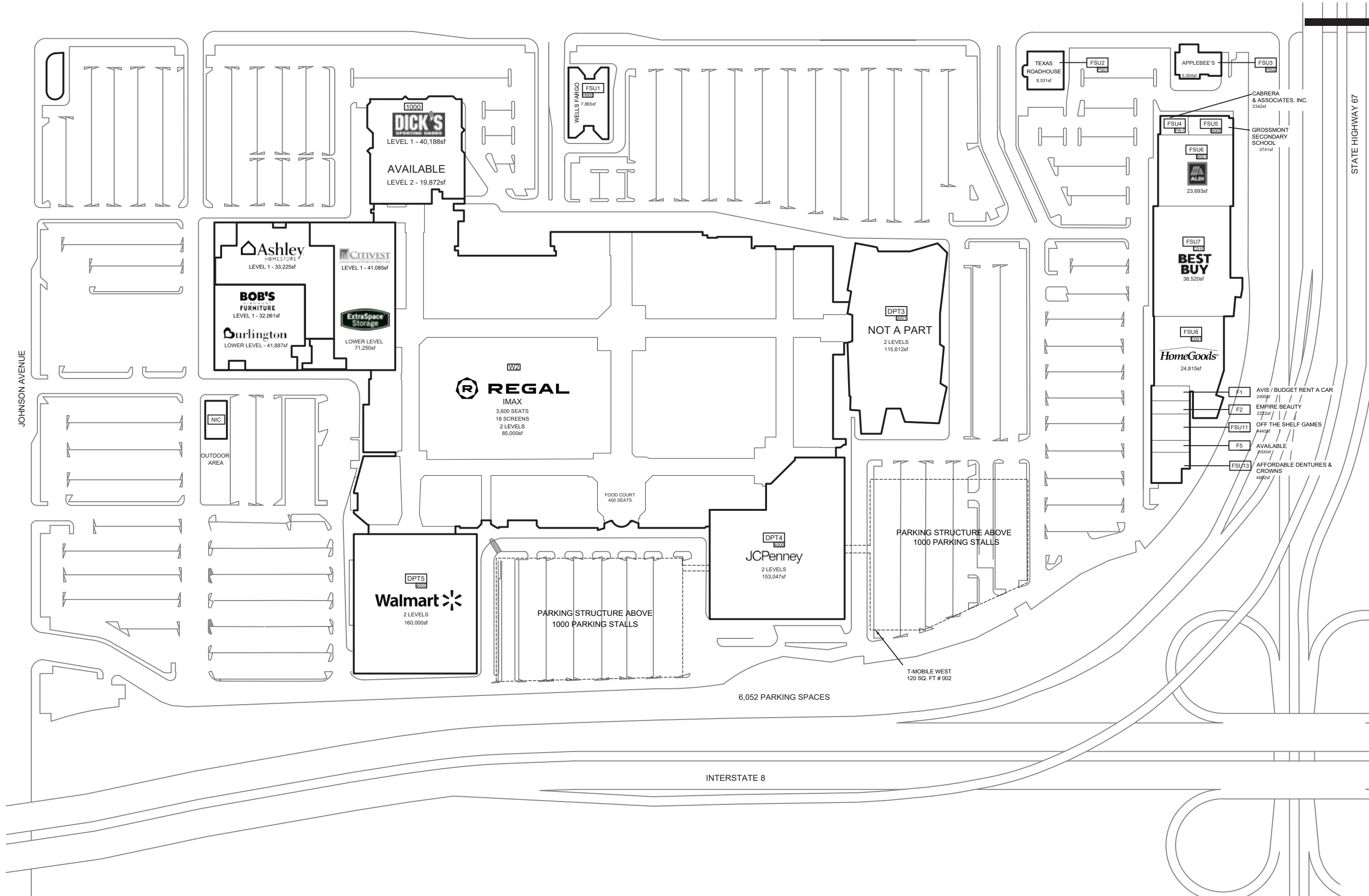


We will have several new stations to supply electricity for electric cars and plug-in hybrids in the upcoming year.



Cardboard recycling minimizes waste and improves the overall hygiene of the environment. It also helps conserve natural materials. Over 250 tons of waste are recycled per year at Bridgewater Commons.

Site Plan





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PACIFIC
RETAIL

PARKWAY PLAZA

Partner with us!

Pacific Retail Capital Partners (PRCP) is one of the nation's premier real estate investment groups, with a proven track record of evolving and repositioning large-format retail properties. Based in Southern California, PRCP strategically leads over \$3 billion and 24 million square feet in assets under direct management and an additional 17 million square feet of asset management, advisory and master planning services.



PACIFIC
RETAIL

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