



# MAIN STREET PLAZA

A STRONG PERFORMING REGIONAL RETAIL CENTER IN SAN DIEGO, CA



Jones Lang LaSalle Americas, Inc. ("JLL") is a real estate broker licensed with the California Department of Real Estate, license #01223413.



RETAIL  
INSITE  
COMMERCIAL REAL ESTATE



## The Opportunity

JLL and Retail Insite have been exclusively retained by Ownership to offer qualified investors the exciting opportunity to acquire the fee simple interest in Main Street Plaza (the “Property”), a 79,797 SF freestanding retail building located in infill El Cajon, California. The Property is 100% leased and features a nationally recognized tenant roster that includes 24 Hour Fitness, Ross Dress for Less and Sola Salon.

View on  
Google Maps



### PROPERTY SUMMARY

GLA	79,797
Land Area	6.68 Acres (290,981 SF)
Year 1 NOI	\$1,538,374
Address	198 W Main St, El Cajon, CA 92020
Parking	517 stalls / 6.49 stalls per 1,000 SF
Occupancy	100%
Year Built / Renovated	1993/2009

TENANT	SF	% OF GLA	RENT PSF/YR	EXP.	OPTIONS
24 FITNESS	42,000	52.6%	\$21.43	Nov-29	2x5 Year
ROSS DRESS FOR LESS	29,875	37.4%	\$17.55	Jan-25	3x5 Year
Sola	5,200	6.5%	\$25.08	Jun-27	2x5 Year
Wonder Event	2,722	3.4%	\$9.36	Sep-22	N/A

## Demographics

### POPULATION

	1-MILE	3-MILE	5-MILE
2020 Total Population:	45,123	148,648	308,376
2025 Projected Population:	45,848	150,882	314,241
Population Growth 2020-2025:	1.6%	1.5%	1.9%

### HOUSEHOLD

	1-MILE	3-MILE	5-MILE
2020 Total Households:	14,799	51,045	111,046
HH Growth 2020-2025:	1.0%	1.1%	1.6%
Median Housing Value:	\$395,465	\$519,335	\$529,148

### HOUSEHOLD INCOME

	1-MILE	3-MILE	5-MILE
Average Household Income:	\$40,805	\$60,748	\$72,542





**El Cajon Valley High School**  
1,689 students

COUNTY OF SAN DIEGO  
HEALTH & HUMAN  
SERVICES AGENCY

**Cajon Valley Middle School**  
956 students

SUPERIOR COURT  
EAST COUNTY  
DIVISION



EL CAJON CITY HALL

**North Magnolia Ave 20,000 VPD**

**West Main Street 17,000 VPD**

**MAIN STREET  
PLAZA**

## *Investment Highlights*



### **EASE OF MANAGEMENT WITH LONG-TERM SECURITY**

Three of the four tenants at Main Street Plaza are long term leases with national operators representing 98.38% of tenant income. With the short list of tenants on long-term leases, investors will enjoy ease of management with minimal leasing responsibilities throughout the life of the investment.



### **TOP TIER ROSS STORE**

Ross has one of their most productive stores in San Diego located at Main Street Plaza. Additionally, Ross' recession resistant, discount price point provides a constant stream of traffic to the property.



### **ESTABLISHED 24 HOUR FITNESS COMMITS TO MAIN STREET PLAZA**

24 Hour Fitness has been operating Main Street Plaza since 2009 and has since built a loyal following within the community, with a significant amount of gym memberships at their Super Sport formatted location. 24 Hour Fitness has recently executed an early 5-year extension through 2029, which further shows their commitment to the Property.



### **INFILL, HIGH-TRAFFIC LOCATION, WITH EXCELLENT ACCESSIBILITY**

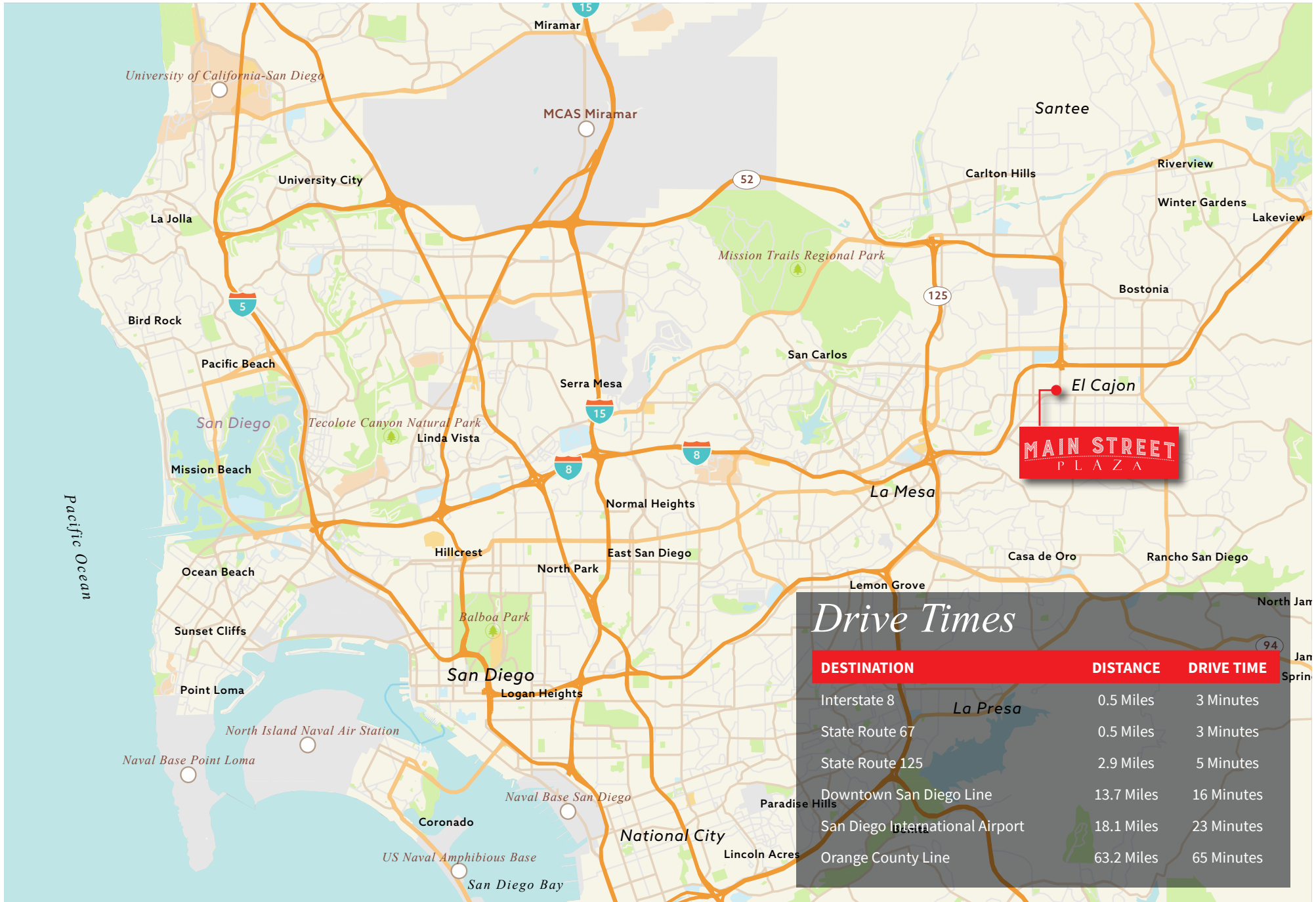
The Property is strategically located less than a half mile from Interstate-8 (160,000 VPD) at the signalized intersection of North Magnolia Avenue (20,809 VPD) and West Main Street (16,781 VPD) with traffic counts exceeding 37,000 cars per day. Accessibility is further enhanced with four (4) separate points of ingress and egress.



### **FAVORABLE ZONING PROVIDES DEVELOPMENT UPSIDE**

The shopping center's C-R (Regional Commercial) mixed-use zoning allows for a potential future opportunity for a high-density redevelopment. Currently, joint-use developments of retail, office and residential uses are highly encouraged in El Cajon's downtown area, aligning with the goals of the city's Master Plan.







### **DENSELY POPULATED, SOUTHERN CALIFORNIA TRADE AREA ENSURES CUSTOMER TRAFFIC AND LIMITS COMPETITION**

Within a half-mile radius of the Property is only 324,000 SF of retail properties over 10,000 SF representing a 0.9% vacancy rate. The same radius contains over 2,847 multifamily units, further enhancing tenant demand and foot traffic at the Property. With over 148,000 surrounding residents located within a 3-mile radius of the Property, extremely high barriers to entry, and the lack of developable land in the submarket, Main Street Plaza is certain to provide long term value appreciation.



### **EXTREMELY SECURE INCOME STREAM**

Over 96% of the GLA is leased to nationally recognized credit tenants such as 24 Hour Fitness, Ross Dress for Less, and Sola Salon. Additionally, the Property has a weighted average lease term remaining of 6.0 years.



### **FREE & CLEAR OF EXISTING DEBT**

Main Street Plaza is offered without existing debt, allowing investors to take advantage of historically low interest rates and achieve enhanced leveraged returns.

## A leader in the Fitness Segment



- 24 Hour Fitness emerged from Chapter 11 Bankruptcy, after filing on June 15, 2020, largely due to the impacts of COVID-19.
- The Company emerged with a leaner balance sheet, shedding about \$1.20 billion (86%) of debt, and about 160 (36%) of its clubs.
- Major lenders who held over 60% of the Company's prepetition Senior Secured Debt and helped provide DIP financing, received 95% equity upon emergence.
- By the end of 2020, 25% of all smaller chain domestic health clubs folded, making the segment less saturated and providing 24 Hour with a large competitive advantage moving forward.
- Management expects FY21 revenue to total \$910.9 million. Given their 290 locations, this equates to about \$3.1 million in annual revenue per club. Growth is expected to increase significantly in 2022 and beyond.

# Site Plan





## Tenant Roster

STE	TENANT	SF	% NRA	EXP.
A	24 Hour Fitness	42,000	52.6%	Nov-29
B	Ross Dress for Less	29,875	37.4%	Jan-25
C	Sola Salon	5,200	6.5%	Jun-27
D	Wonder Event	2,722	3.4%	Sep-22
<b>Total Occupied SF</b>		79,797	100%	
<b>Total Available SF</b>		0	0%	
<b>Total Overall SF</b>		79,797	100%	



## Property Description

### LOCATION

Main Street Plaza is located at 198 West Main Street at the Northwest corner of Main Street and Magnolia Avenue in the city of El Cajon, California.

### ZONING

The site's C-R (Regional Commercial) mixed-use zoning allows for a potential future opportunity for a high-density redevelopment. In this downtown area, joint-use developments of retail, office and residential uses are encouraged. The site is also located within the El Cajon Master Plan.

### PARKING

The Property contains approximately 517 parking spaces. Based on the owned building area of 79,797 SF, the parking ratio is approximately 6.49 stalls per 1,000 square feet of leasable area.

### STREET FRONTAGE

The site benefits from approximately 600 feet of frontage along Main Street and 550 feet of frontage along Magnolia Avenue, both major thoroughfares in the trade area. There is also 560 feet of frontage along Sunshine Avenue and 600 feet of frontage along Cypress Avenue.

### ACCESS

Main Street Plaza has one point of access off of Main Street, one point of access off Magnolia Avenue, two points of access off of Sunshine Avenue and one point of access off of Cypress Avenue.

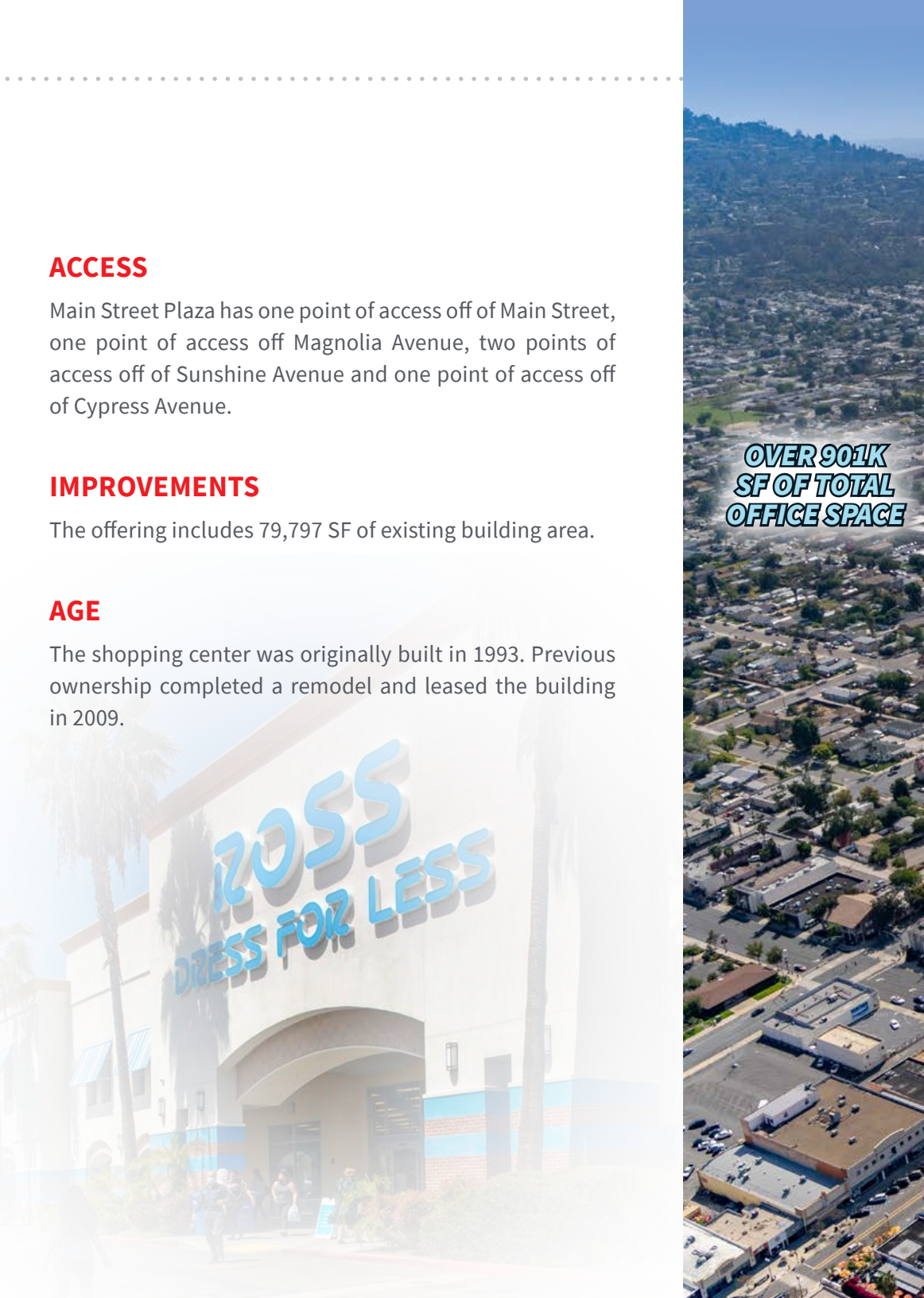
### IMPROVEMENTS

The offering includes 79,797 SF of existing building area.

### AGE

The shopping center was originally built in 1993. Previous ownership completed a remodel and leased the building in 2009.

**OVER 901K  
SF OF TOTAL  
OFFICE SPACE**



SHALOM AUTO GROUP

CBM MOTORS

MOSSY NISSAN

KIA

BMW



MITSUBISHI

HARLEY-DAVIDSON

3,134 MULTI-FAMILY UNITS



El Cajon Blvd



SUBWAY

West Main Street 17,000 VPD



North Magnolia Ave 20,000 VPD

Park Ave

COURTYARD BY MARRIOTT - EL CAJON



MAIN STREET PLAZA



## CONFIDENTIALITY AND CONDITIONS

Although information has been obtained from sources deemed reliable, neither Owner nor JLL makes any guarantees, warranties or representations, express or implied, as to the completeness or accuracy as to the information contained herein. Any projections, opinions, assumptions or estimates used are for example only. There may be differences between projected and actual results, and those differences may be material. The Property may be withdrawn without notice. Neither Owner nor JLL accepts any liability for any loss or damage suffered by any party resulting from reliance on this information. If the recipient of this information has signed a confidentiality agreement regarding this matter, this information is subject to the terms of that agreement. ©2021.

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\*\*The outbreak of the COVID-19 virus (novel coronavirus) since the end of January 2020 has resulted in market uncertainty and volatility. While the economic impact of a contagion disease generally arises from the uncertainty and loss of consumer confidence, its impact on real estate values is unknown at this stage. Given the prevailing domestic and global uncertainty arising from the Coronavirus, we recommend that the intended recipients of this information regularly seek our guidance.

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