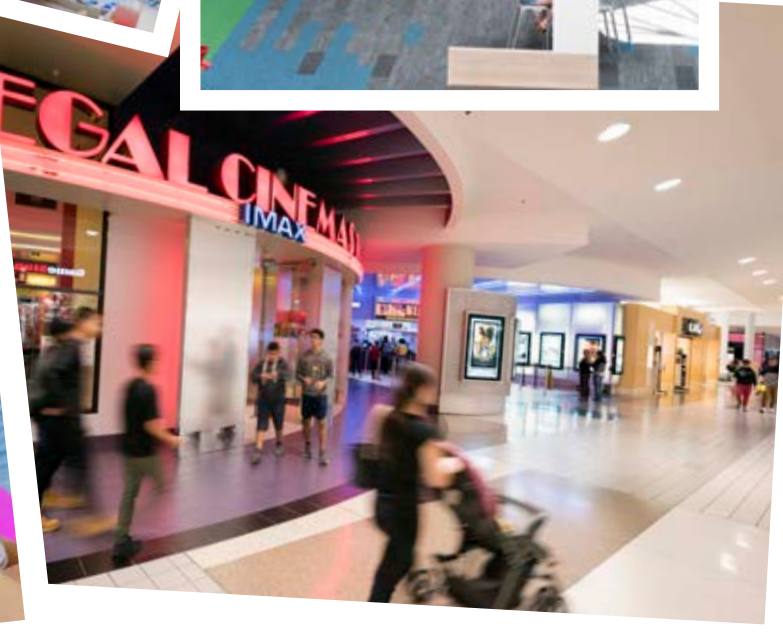


DISCOVER SOMETHING NEW

# PLAZA WEST COVINA



PACIFIC  
RETAIL



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- 02 Property Info
- 03 Retail Mix & Demographics
- 04 Placemaking & Tenant Marketing
- 05 Environmental, Social & Governance
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NORDSTROM

rack

FOREVER 21

BEST BUY

SAN BERNARDINO FREEWAY / INTERSTATE 10

GAUCHO GRILL  
ARGENTINE STEAKHOUSE

JCPenney

WEST COVINA PARKWAY

Firestone

H&M

★ macy's

# Welcome

Located off the 10 Freeway and Vincent Avenue, Plaza West Covina is the premier shopping and dining destination for the east Los Angeles County community. Anchored by Macy's, JCPenney and Best Buy, this large regional shopping center includes over 185 stores and restaurants including Nordstrom Rack, Sephora, Minsio, Crocs, Aldo, H&M, Chipotle Mexican Grill, Gold's Gym, and more. Known as a hot spot for dining, Plaza West Covina offers a vast array of restaurant options including Lazy Dog Restaurant & Bar, Lucille's Smokehouse Bar-B-Que, Mikomi Sushi and Gen Korean BBQ House. Designed with our families in mind, the Family Lounge features private nursing areas, baby changing stations, kid-friendly restrooms, and a comfortable rest area with children's programming.



# A CENTRAL GATHERING PLACE

Plaza west covina is where culture meets commerce with prime location, strong demographics and exceptional visibility and accessibility off interstate 10. Centrally positioned between los angeles, san bernardino and orange counties, it's the one-stop shop for the san gabriel valley.



**Plaza West Covina  
embraces the unique and  
vibrant community in  
Southern California's San  
Gabriel Valley.**



# PROPERTY INFO

BUILT	1975
STORES	185
TOTAL CENTER GLA	1,200,000 sq. ft.
DAILY VISITORS	28,000+
ANNUAL VISITORS	10 MILLION+
PARKING SPACES	6,000

## WEST COVINA, CA

Suburban city in Los Angeles County

## EASY ACCESS

to major 10 freeway

**18.5 MILES**

West of Los Angeles

**246,000+**

vehicles passing daily

**658,690**

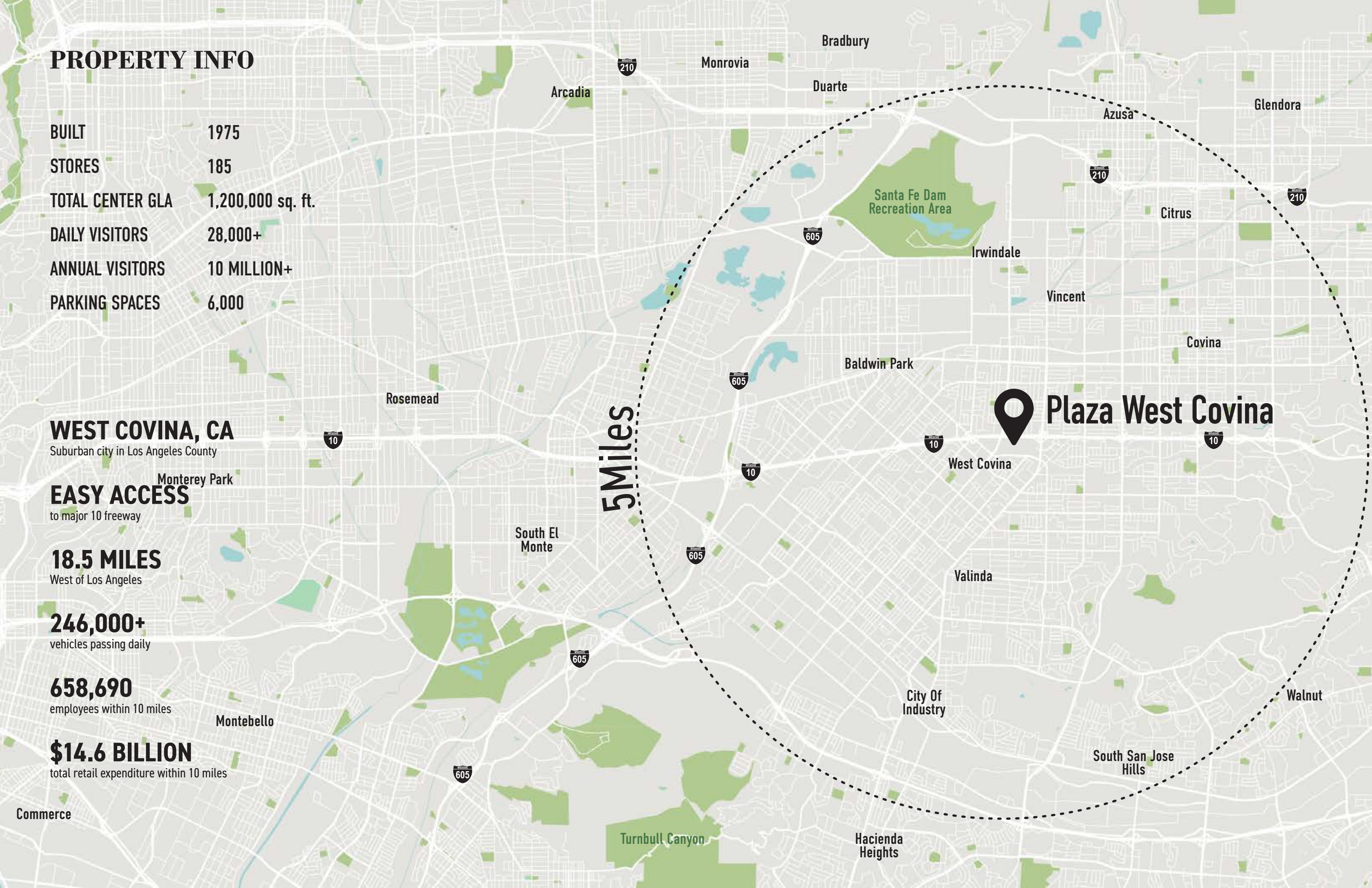
employees within 10 miles

**\$14.6 BILLION**

total retail expenditure within 10 miles

5 Miles

 **Plaza West Covina**





# Retail Mix

## SHOPPING

- NORDSTROM  
**rack**    FOREVER 21    H&M    VICTORIA'S SECRET    JCPenney    ★ macy's    **G**  
BY GUESS
- BEST BUY**    Bath&BodyWorks    AÉROPOSTALE    EXPRESS    THE CHILDREN'S PLACE
- CHAMPS**    KAY JEWELERS    SEPHORA    PACSUN    HOLLISTER CALIFORNIA    BOXLUNCH    zumiez
- Foot Locker**    **COTTON:ON**    BUILD-A-BEAR EST. 1997    SPENCERS    ZALES THE DIAMOND STORE

## DINNING

- Lazy DOG EAT DRINK    Lucille's SMOKEHOUSE BAR-B-QUE    Chipotle MEXICAN GRILL    PANDA EXPRESS CHINESE KITCHEN    CHARLEYS BUNNY STEAKS    SBARRO    Red Robin GOURMET BURGERS AND BEERS
- CINNABON    BR baskin robbins    chickenow

## HEALTH / WELLNESS

- GOLD'S GYM    GNC LIVE WELL    GRADIENCE

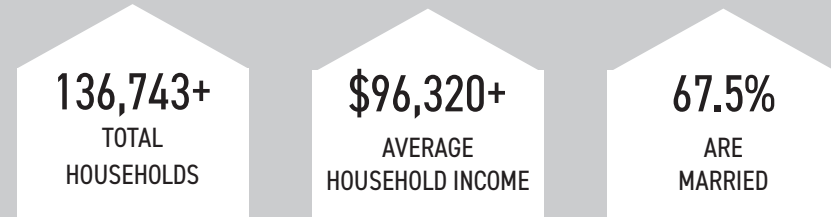


# Demographics

	3-MILE	5-MILE	10-MILE
POPULATION	229,716	492,280	1.38M
TOTAL HOUSEHOLDS	64,185	136,743	422,231
AVG. HOUSEHOLD INCOME	\$95,989	\$96,320	\$106,322

## HOUSEHOLDS & EDUCATION

5-MILE RADIUS



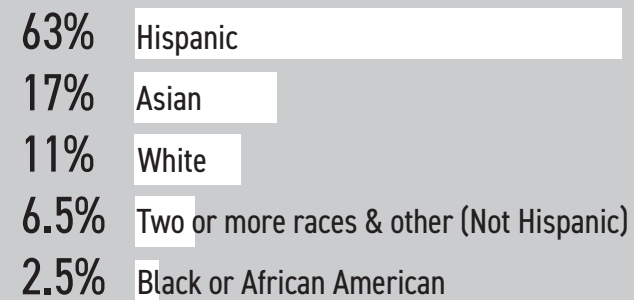
83,614+ Bachelor or Associate Degree

21,996+ Graduate Degree

91,775+ High School Graduate

## RACE & ETHNICITY

5-MILE RADIUS

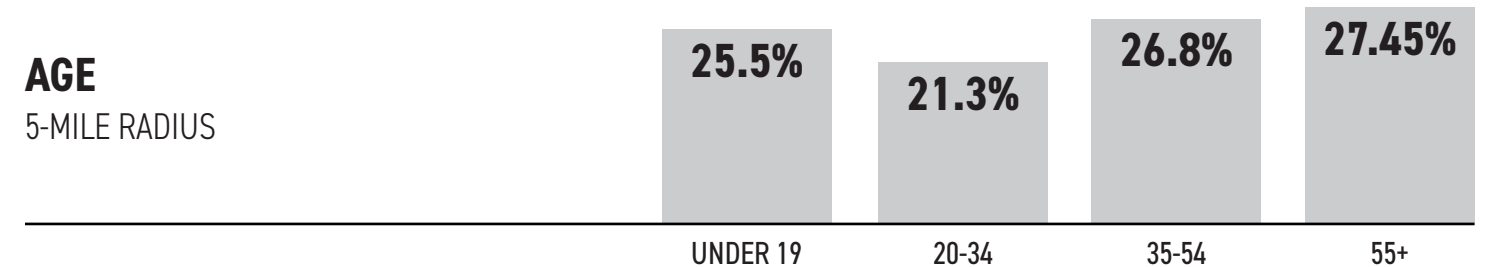


# Estimated 10+ million shoppers per year

Generates **\$300+ million** in sales annually  
**\$9.39 billion** total retail expenditure within a 5 mile radius  
**834,000** shoppers per month **208,000** shoppers per week  
**880,000** trade area population within a 7-mile radius  
**35-55+** years of age make up **54.25%** of shoppers

## AGE

5-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



Meet & greet

Social Media Influencer &  
Fashion & Beauty Blogger

Jessica Carrie Lee  
IG@jessicacarrilee

PLAZA  
WEST COVINA



# Tenant Marketing

Plaza West Covina 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.





*Plaza West Covina embraces the unique and vibrant  
community in Southern California's **San Gabriel Valley***





24/7 SECURITY  
PRESENCE



AMAZON  
LOCKER



FITNESS  
On-Site Facility



DIVERSE  
TENANT MIX

Viva PHOTO  
STUDIO  
PORTRAIT | WEDDING | QUINCEAÑERA | GLAMOUR



OUTDOOR  
DINING



AMPLE  
PARKING



COMMUNITY CENTER  
& Kid's Club



FOOTHILL TRANSIT  
Line Stop

# By The Numbers

## FACEBOOK

**53,000+** Page Likes

**94,000+** Check-ins

## INSTAGRAM

**6,500+** Total Followers

**56,000+** Average Monthly Reach

## WEBSITE

**15,000+** Average Monthly Visitors

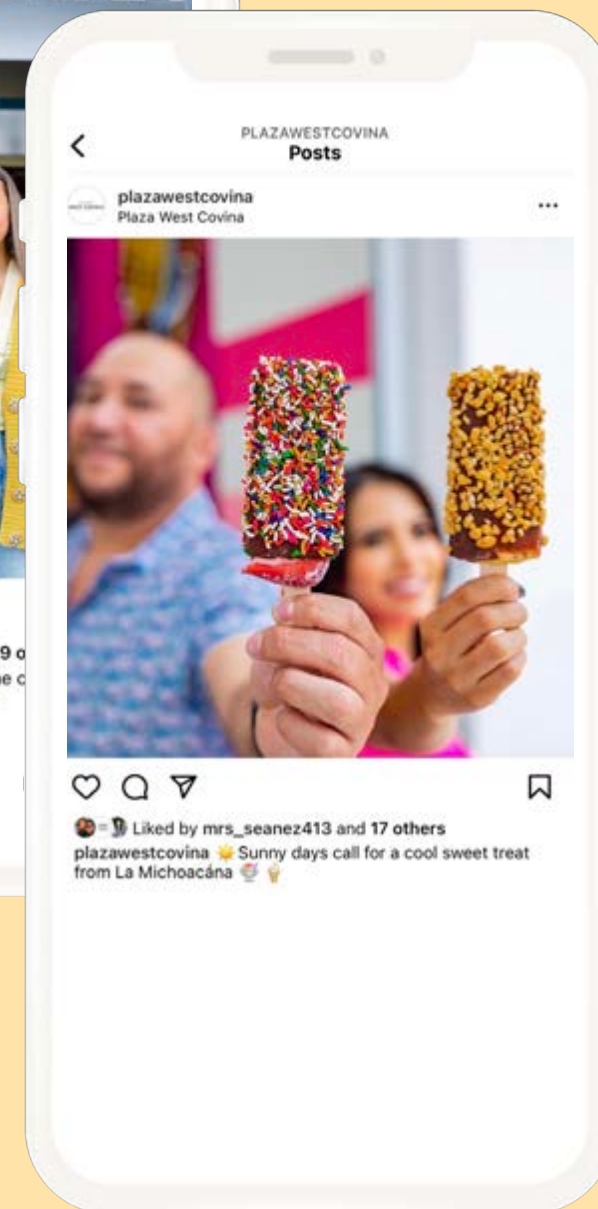
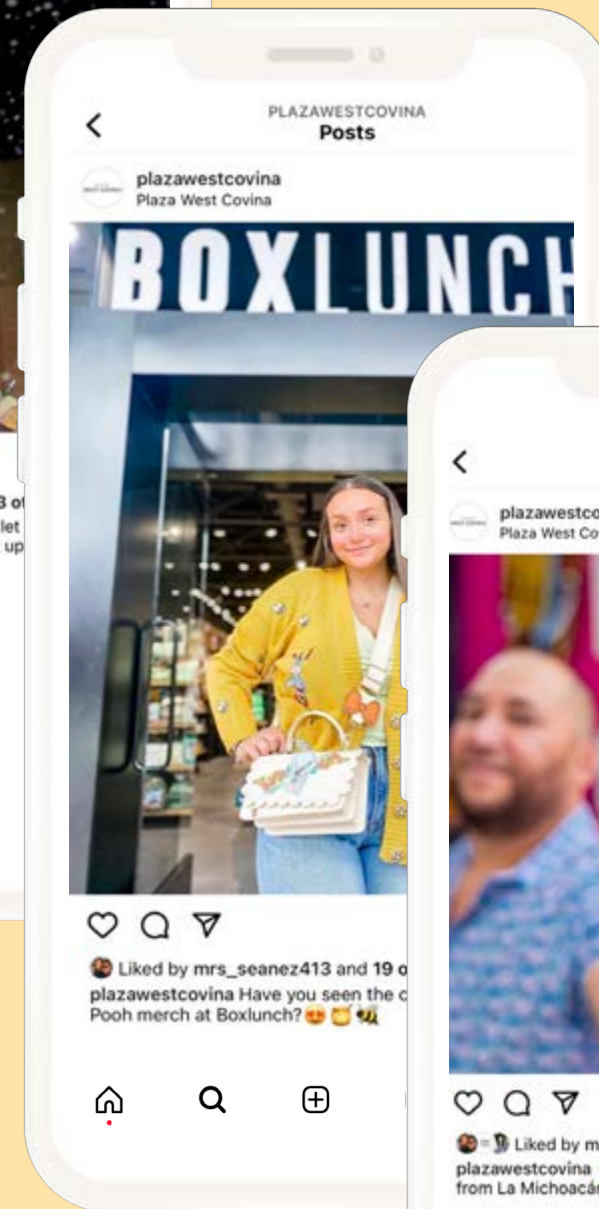
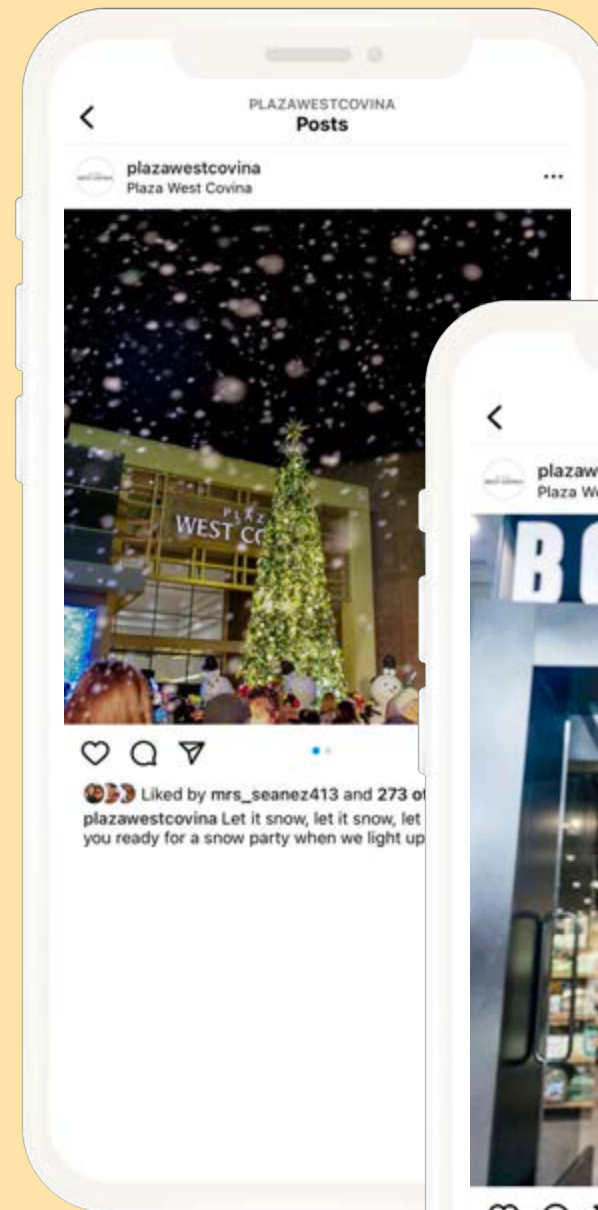
**20,000+** Average Monthly Page Views

## EMAIL

**67,000+** Total Subscribers

## SMS

**27,800+** Total Subscribers



# Environmental, Social & Governance

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## OUR COMMITMENT

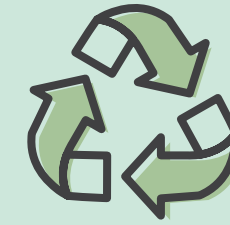
At Plaza West Covina, we honor our connection to the community and the environment, recognizing blessings and generously sharing resources with others. Our management team at Trademark Property strives to be stewards of sustainability across their portfolio of properties by collaborating with stakeholders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



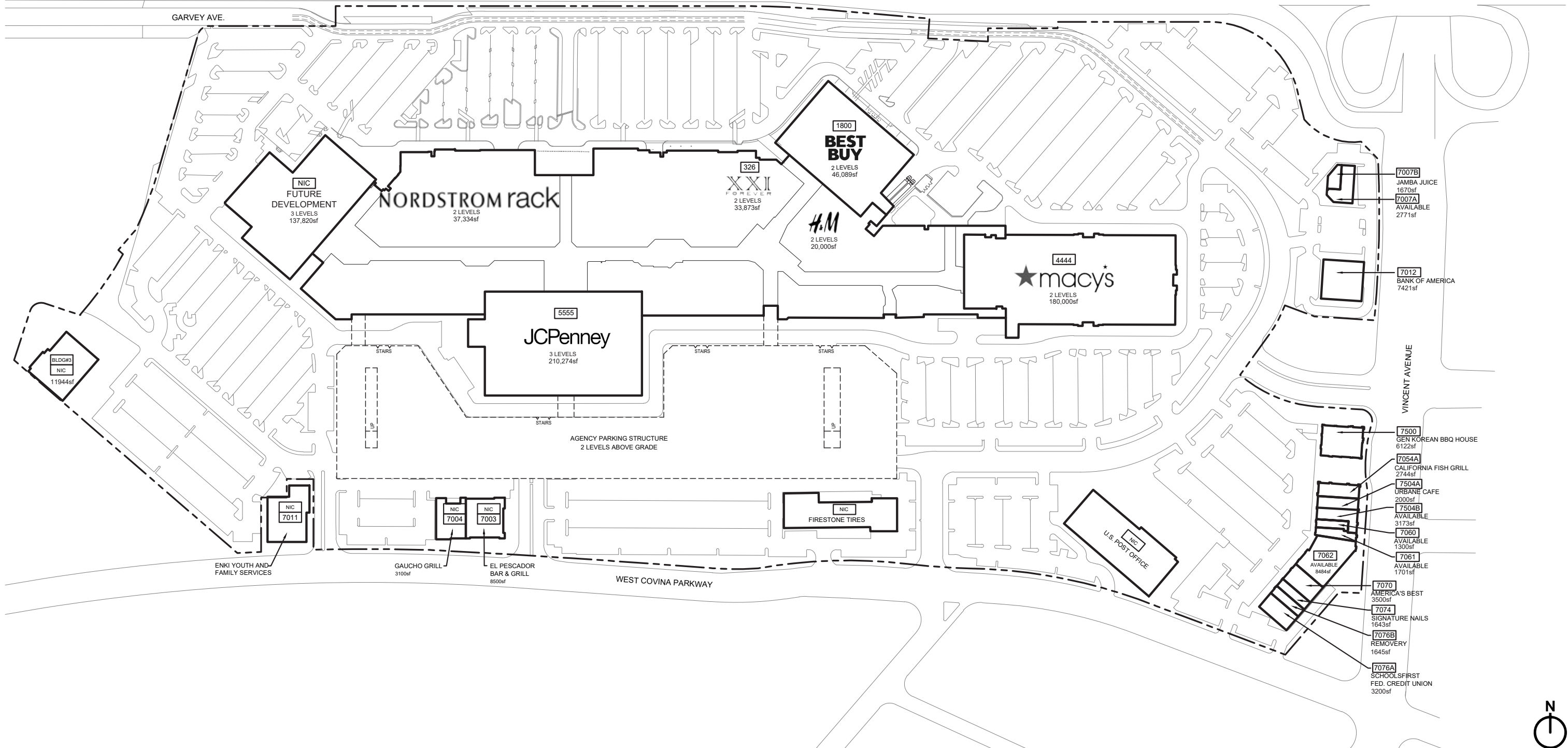
We will have several new stations to supply electricity for electric cars and plug-in hybrids in the upcoming year.



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

SAN BERNARDINO FREEWAY / INTERSTATE 10



GARVEY AVE.

NORDSTROM rack

JCPenney

BEST BUY

FOREVER 21

H.M.

macy's

WEST COVINA PARKWAY

VINCENT AVENUE

ENKI YOUTH AND FAMILY SERVICES

GAUCHO GRILL

EL PESCADOR BAR & GRILL

U.S. POST OFFICE

GEN KOREAN BBQ HOUSE

CALIFORNIA FISH GRILL

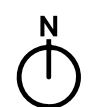
URBANE CAFE

AMERICA'S BEST

SIGNATURE NAILS

REMOVERY

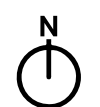
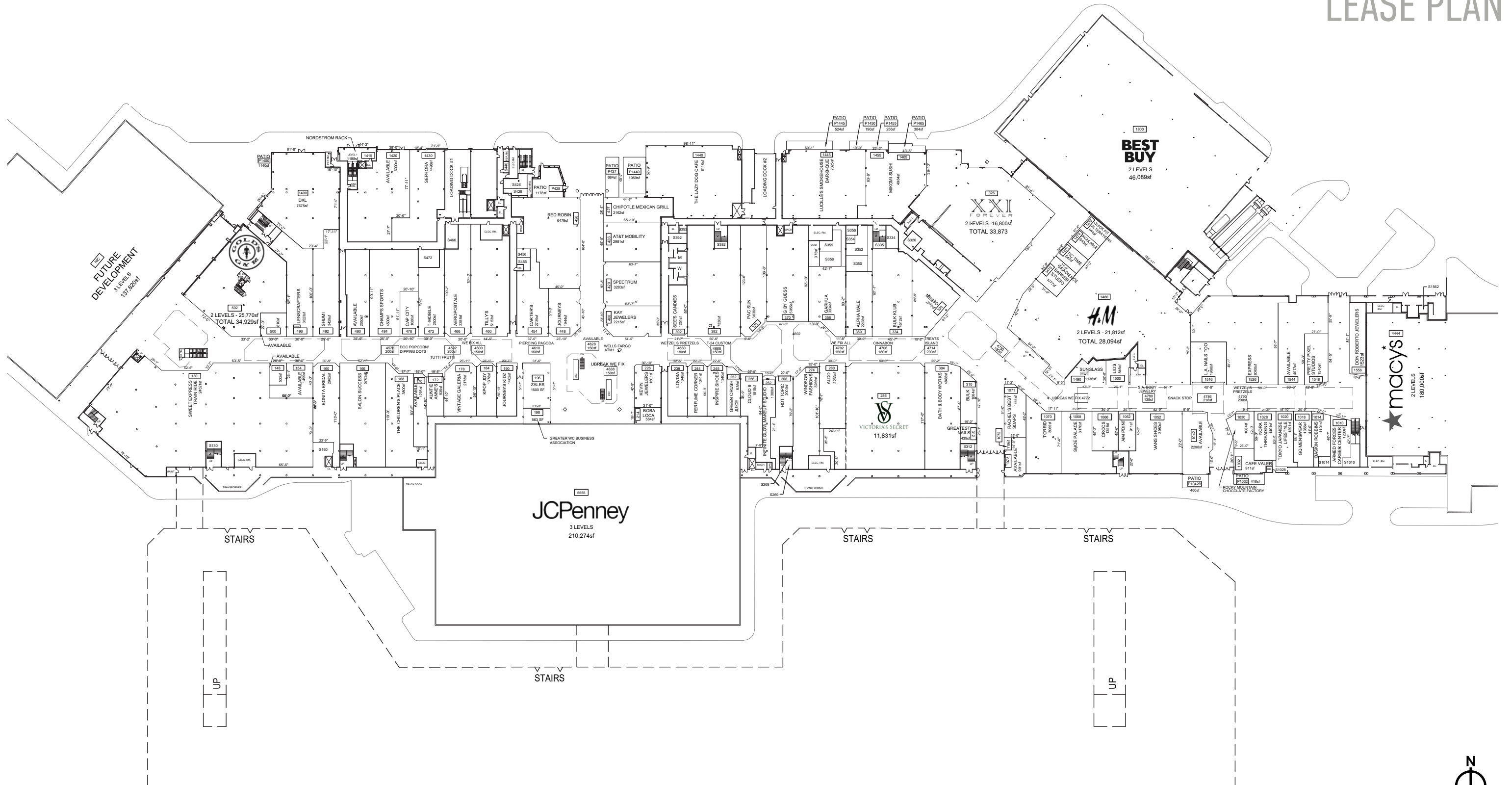
SCHOOLS FIRST FED. CREDIT UNION





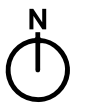
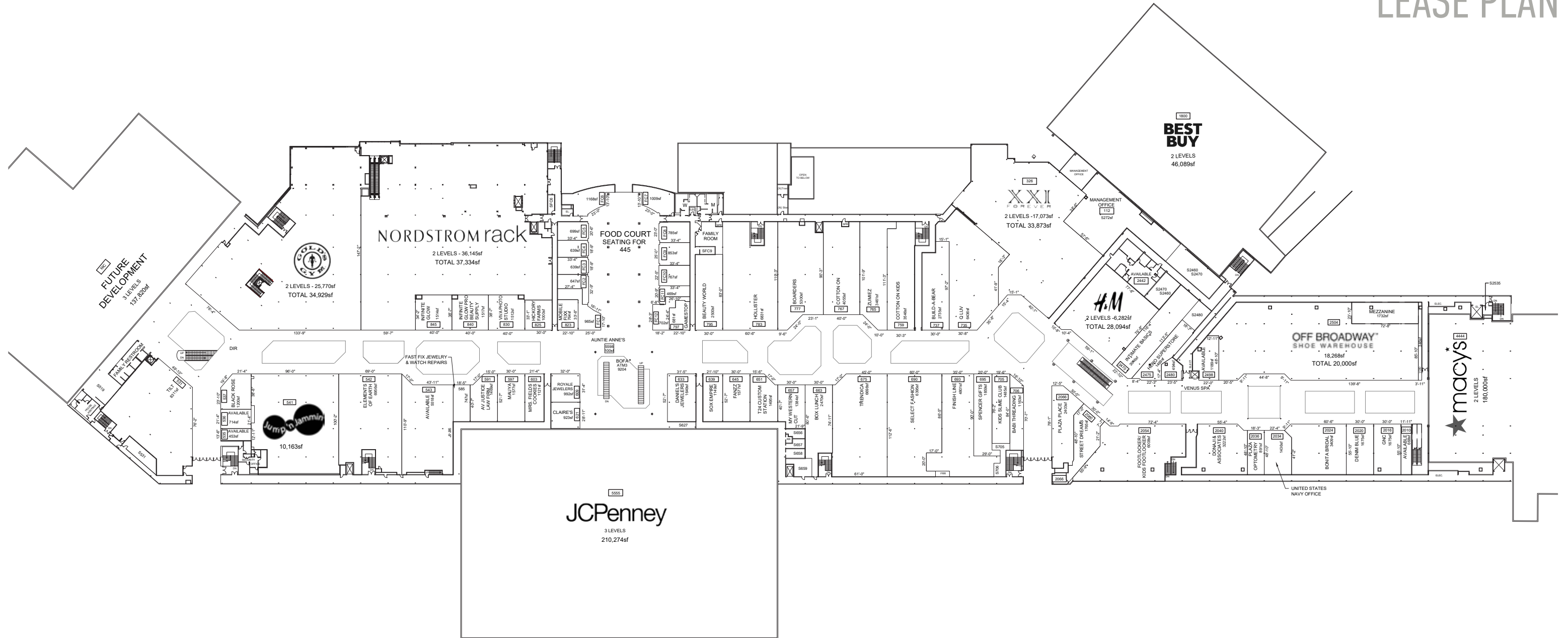
# Lower Level

## LEASE PLAN



# Upper Level

## LEASE PLAN





## LEASING

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# 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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