

223,360 SF - GROSS LEASABLE AREA

FOR LEASE > SHOPPING CENTER REDEVELOPMENT

CROSSROADS PLAZA

9200 WHITTIER BOULEVARD @ ROSEMEAD BLVD

PICO RIVERA, CA 90660

PROJECT COMMENCING MID-2018



For more information, please contact:



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About The Property

CROSSROADS PLAZA, PICO RIVERA

CROSSROADS PLAZA is a ±223,360 SF community shopping center located at a major commercial intersection. It offers a well configured site plan and features a balanced mix of both national and regional restaurants and retailers. The center is anchored by a high performing Superior Grocers supermarket, and features several restaurant pads. Traffic counts at the intersection of Whittier Boulevard and Rosemead Boulevard exceed 63,000 cars per day.

PROPERTY HIGHLIGHTS

Crossroads Plaza will undergo a major \$12M redevelopment in connection with the re-tenanting of the existing Home Depot.

- Ideally positioned at a major signalized corner and within a dense residential area.
- Anchored by Superior Grocers, and several other prominent restaurants and retailers.
- Strong three-mile demographics with over 186,901 residents, 53,871 households with an average household income of approximately \$82,460 and daytime population of approximately 77,835.





Birds Eye - Aerial





Crossroads Plaza - Site Plan - Scheme A





Crossroads Plaza - Site Plan - Scheme B



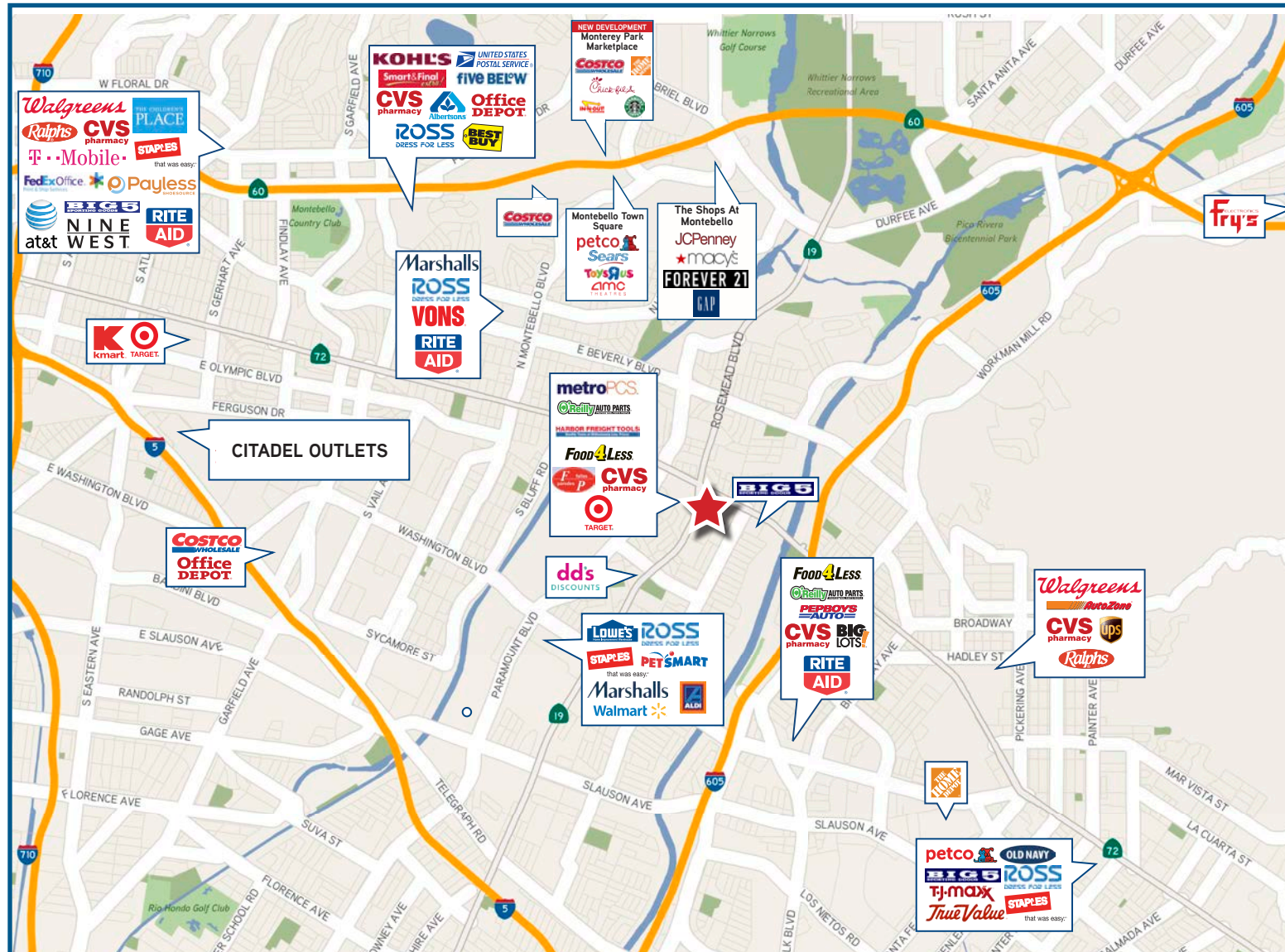


Crossroads Plaza - Renderings





Competition Map





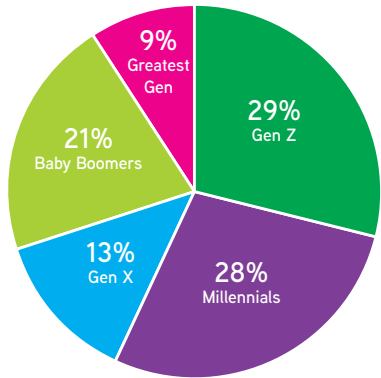
Market Overview & Demographics

PICO RIVERA, CALIFORNIA

Pico Rivera is a thriving community that offers opportunities to all who live, work and relax in the City. Situated on the eastern edge of the Los Angeles basin and the southern edge of the area known as the San Gabriel Valley, Pico Rivera is approximately 13 miles southeast of downtown Los Angeles. Industrial and commercial uses continue to be attracted to Pico Rivera, thanks in large part to the easy access provided by three freeways, major railroads and the close proximity of world-class port and airport facilities. As the community looks forward to the next 50 years, several recent and pending projects will help ensure Pico Rivera continues to be a great place to live, work and play.



MILLENNIALS — The largest generation in US history are entering their peak spending years making a huge impact on the economy. The majority of millennials have now entered the working class increasing their annual consumer spending to approximately \$1.3 trillion. 57% of the Pico Rivera population is under the age of 39. 28% of the total population are millennials.



GENERATION SEGMENTS	Age	%
GENERATION Z	0-19	29%
MILLENNIALS	20-39	28%
GENERATION X	40-49	13%
BABY BOOMERS	50-69	21%
GREATEST GEN	70+	9%

source: REgis Pro

DEMOGRAPHICS (source: Landvision and Costar)			
	1-mile	3-mile	5-mile
Population	25,380	186,901	537,331
Households	6,478	53,871	151,532
Hispanic Population	93.49%	84.55%	74.93%
Avg. HH Income	\$74,154	\$82,460	\$82,092
Daytime Population	5,082	60,549	203,852



Demographic Quick Facts 2017 | Crossroads Plaza - Pico Rivera

Description	1-Mile	%	3-Miles	%	5-Miles	%
Population						
2022 Projection	28,860		191,740		551,462	
2017 Estimate	27,663		183,831		528,723	
2010 Census	26,714		177,717		510,543	
2000 Census	25,922		177,415		508,996	
Growth 2000 - 2010		0.91%		0.06%		-0.07%
Growth 2010 - 2017		2.96%		3.02%		3.14%
Growth 2017 - 2022		3.04%		3.10%		3.12%
Daytime Population	8,465		59,165		170,791	
Households						
2022 Projection	7,367		55,111		154,360	
2017 Estimate	7,048		52,730		147,684	
2010 Census	6,872		51,460		143,942	
2000 Census	6,661		51,060		142,936	
Growth 2000 - 2010		0.99%		0.45%		0.50%
Growth 2010 - 2015		3.34%		3.33%		3.43%
Growth 2015 - 2020		3.26%		3.27%		3.29%
2017 Est. Population by Single-Classification Race						
White Alone	15,639	56.87	104,749	57.17	264,589	50.05
Black or African American Alone	237	0.86	2,191	1.20	6,651	1.26
American Indian and Alaska Native Alone	486	1.77	2,338	1.28	5,624	1.06
Asian Alone	574	2.09	11,192	6.11	81,301	15.38
Native Hawaiian and Other Pacific Islander Alone	15	0.06	238	0.13	637	0.12
Some Other Race Alone	9,484	34.49	55,224	30.14	150,644	28.50
Two or More Races	1,063	3.87	7,296	3.96	19,158	3.62
2017 Est. Population by Ethnicity (Hispanic or Latino)						
Hispanic or Latino	25,645	93.26	154,740	84.45	397,942	75.28
Not Hispanic or Latino	1,854	6.74	28,489	15.55	130,663	24.72
2017 Occupied Housing Units by Tenure						
Owner-Occupied	4,447		29,056		77,441	
Renter-Occupied	2,601		23,674		70,243	



Demographic Quick Facts 2017 Crossroads Plaza - Pico Rivera						
Description	1-Mile	%	3-Miles	%	5-Miles	%
2017 Average Household Size		3.86		3.42		3.51
2017 Est. Households by Household Income						
Income < \$15,000	686	9.69	5,219	9.83	14,669	9.83
Income \$15,000 - \$24,999	732	10.34	5,584	10.51	17,123	11.47
Income \$25,000 - \$34,999	697	9.85	5,345	10.06	15,849	10.62
Income \$35,000 - \$49,999	1,049	14.82	7,529	14.18	21,851	14.64
Income \$50,000 - \$74,999	1,312	18.54	9,797	18.45	26,603	17.82
Income \$75,000 - \$99,999	1,024	14.47	6,967	13.12	18,789	12.59
Income \$100,000 - \$124,999	692	9.78	5,153	9.70	12,932	8.66
Income \$125,000 - \$149,999	446	6.30	2,862	5.39	8,109	5.43
Income \$150,000 - \$199,999	296	4.18	2,618	4.93	7,313	4.90
Income \$200,000 - \$249,999	83	1.17	978	1.84	2,817	1.89
Income \$250,000 - \$499,999	49	0.69	824	1.55	2,509	1.68
Income \$500,000+	9	0.13	233	0.44	699	0.47
2017 Est. Average Household Income	\$73,586		\$77,796		\$78,980	
2017 Est. Median Household Income	\$61,878		\$62,905		\$63,729	

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