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FRONT PAGE



Chino Hills a Rare Jewel

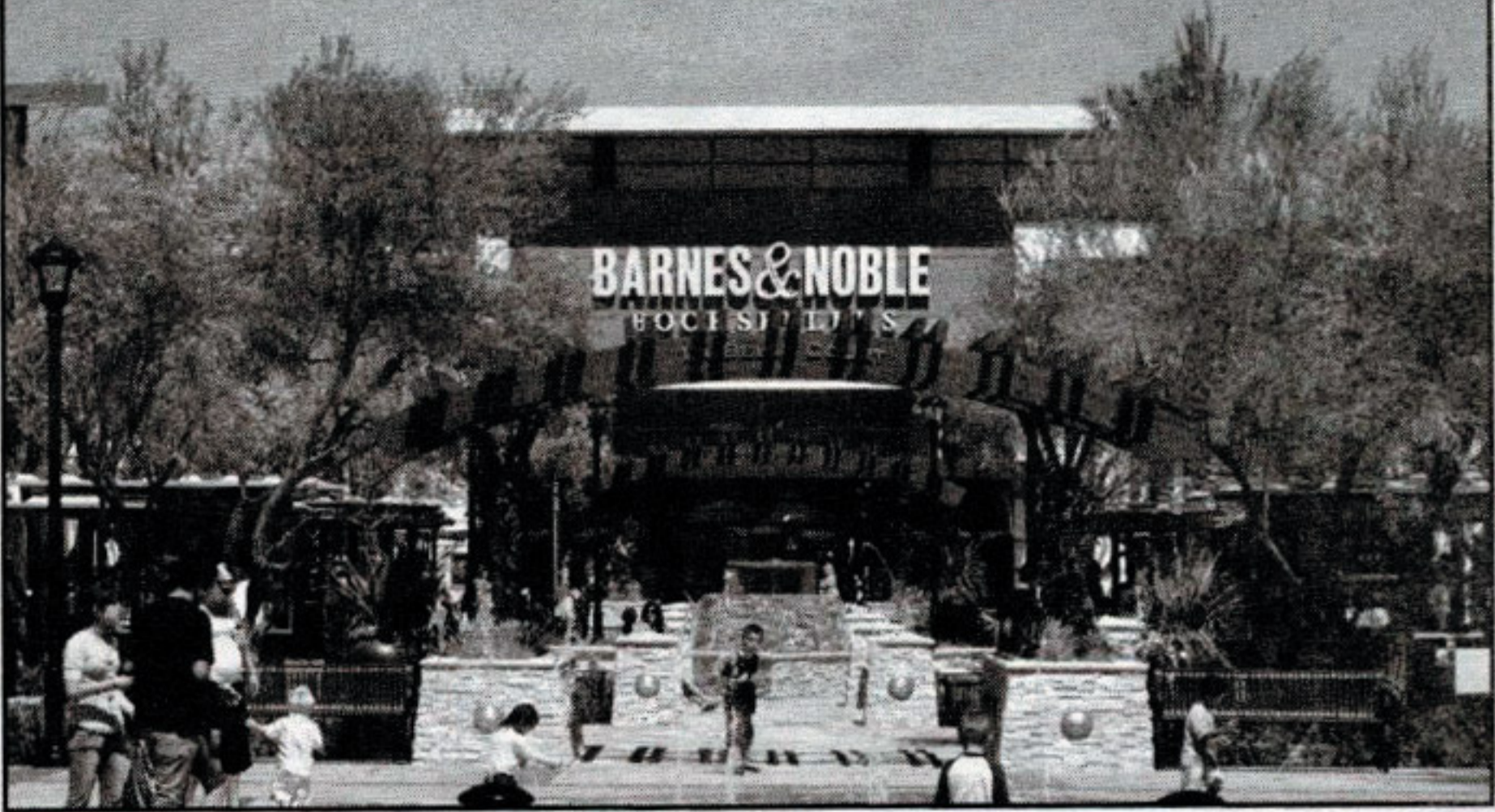
By: Matthew J. Landers, Senior Manager

When Opus West began looking at the Inland Empire for possible locations to develop a high-end, open-air lifestyle center, the city of Chino Hills was the obvious

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choice based on several key factors.

The number one factor that makes Chino Hills a desirable region for retail development is the supporting demographics. The city boasts one of the highest incomes in the country for its size and the surrounding area has great population density. The trade area also has a strong future housing market that will be made available by the completion of several residential developments that are currently planned in nearby Ontario and Chino.

Its location, as compared to other Inland Empire sites, was another element that put Chino Hills on the map for Opus West. The area is situated in a donut hole between several regional malls, none of which are located close enough to serve the trade area. The lack of direct competitors is appealing to retailers who are eager to enter markets that are known as "underserved" for retail. It is very rare to find a location that possesses both high density and high income that has not already been targeted for major shopping center development.

The city also possessed a specific vision to bring an exciting lifestyle center to Chino Hills and agreed to relocate the city park in order to make the best intersection in the city available for such a development. The park was upgraded and relocated to a nearby location providing Opus West with property on which to develop The Shoppes. This site is located off a highly trafficked commuter street with tremendous freeway visibility.

Though Chino Hills was an ideal location to build The Shoppes at Chino Hills, it was not without a sufficient amount of challenges that needed to be overcome. The entire process has taken more than seven years to complete from start to finish.

City officials wanted to confirm that Opus West had the necessary tenant relationships and experience developing successful lifestyle centers. City representatives toured various Opus developments around the country to ensure that the work of Opus West matched the city's vision for a center that would be both high quality and financially successful.

The Shoppes at Chino Hills also required several years of entitlements and design work as well as

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a highly sophisticated development agreement to guarantee that all parties would deliver a strong mixed-use project.

The result has been a phenomenal success with a strong restaurant line-up, national retailers and local boutiques. Le Creuset, a French manufacturer of high-end cookware, will open next month, making The Shoppes location one of the brand's only independent stores in the country. Harvey's seatbelt handbags and accessories chose The Shoppes for its first Inland Empire boutique, as did Peet's Coffee & Tea. The popular XXI Forever will open a 21,000 square-foot location, one of the company's only stores in the Inland Empire, in December. H&M is another major brand that chose Chino Hills for the brand's launch in San Bernardino County.

Chino Hills has been underserved by quality dining for years. The Shoppes features a strong restaurant line-up including, P.F. Chang's China Bistro, California Pizza Kitchen (CPK), RA Sushi, the first Yard House Bar & Grill concept, Panera Bread, Modo Mio Cucina Rustica Ristorante and Wood Ranch BBQ & Grill. The restaurants have opened with strong sales. CPK reported that Chino Hills had the strongest opening in the history of the company, which has over 200 stores.

The Shoppes at Chino Hills is a rare jewel for major national retailers, offering the right mix of high density, high income, lack of competition and the ability to open in a lifestyle center that emulates the quality and attention to detail for which Opus West is known.

The response by the community has proven as warm as expected, with young people, families, couples and friends enjoying the shopping, the dining and the wonderful outdoor experience.

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