

The official opening of the Chula Vista Shopping Center was Nov. 12, 1962. It was built at Broadway and H Street on the 40-acre site of the Vista Square war housing project. In 1959, planning began for what was originally called the "Vista Plaza Shopping Center" (using part of the name of the popular South Bay Plaza shopping center that opened in National City in 1954) Broadway-Hale leased the site in 1960, and planned a 3-story Marston department store with basement for 4500 as civil defense shelter. The shopping center was renamed the Chula Vista Shopping Center and the first store to open was Sav-On in July 1962. Other stores opened later: Kresge in Feb. 1963, Penney's in Nov. 1963 with the city's 1st escalator, and Sears last in 1964. The Chula Vista Shopping Center featured an mall 640 feet long and 40 feet wide. The center fountain duplicated the Alhambra palace in Granada, Spain. See Steve Schoenherr "Chula Vista Shopping Center Chronology and Notes" at <http://sunnycv.com/steve/local/docs/doc525.pdf>

## CHULA VISTA SHOPPING CENTER



*— where shopping is a pleasure*

**EASY TO GET TO!**  
Right in the heart of Chula Vista. No involved freeways to contend with.

**FREE PARKING**  
and oceans of it!

**LOVELY RESTAURANTS**  
From Marston's elegant Orange Tree Dining Room to Cafe Continental (foods from round the world) to delicious snacks at Kresge's and De Falco's.

**NIGHT OPENINGS**  
Many stores open every night till 9:30 for your shopping convenience.  
ALL STORES OPEN MONDAY AND FRIDAY EVES TO 9:30

**Cafe Continental**  
**C. V. Beauty Shop**  
**De Falco's Market**  
**Flagg Bros. Shoes**  
**GallenKamp's**  
HANK & PAUL'S **Barber Shop**  
**Harris & Frank**  
**Koven's Jewelry**  
**Kresge's**

Complete assortment of merchandise to fit your every need from these 19 stores—

**The Lerner Shops**  
**Lloyd's Chevron Service**  
**Marsi's**  
**Marston's**  
**Rayas Men's Wear**  
**Sav-On Drugs**  
**Security FIRST NATIONAL Bank**  
**Dr. Gene Sieben, OPTOMETRIST**  
**Streicher's Shoes**  
**Winchell's Do-Nut Shop**



*The Chula Vista*  
**Shopping Center**  
**In Pictures**



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