

# SOUTHBAY PAVILION



**20700 AVALON BLVD, CARSON, CA**









1,000,000 SF | SUPER REGIONAL SHOPPING CENTER



# MARKET AERIAL

## CARSON, CA

- **Community Engagement:** Southbay Pavilion fosters community engagement by providing a central gathering place for residents and visitors alike. Its prominent central location within the Southbay market acts as a hub for social interaction and events, creating a vibrant atmosphere that benefits businesses through increased community connection and loyalty. The adjacent accessibility to the I-405 freeway, along with the proximity of the I-110, creates an ideal location for retailers looking to establish a presence within the submarket.
- **Proximity to Dignity Health Sports Park:** Southbay Pavilion benefits from its close proximity to the Dignity Health Sports Park, a major sports and entertainment venue. This strategic location draws a diverse and dynamic crowd, providing a constant flow of potential customers to the mall.
- **Cal State University, Dominguez Hills (CSUDH):** With CSUDH nearby, Southbay Pavilion taps into a large student population, creating a dynamic market for a variety of retail offerings, spanning from fashion to technology.
- **High Visibility Location:** Positioned at the highest visibility location in Southbay, Southbay Pavilion stands out as a central focal point. This prime visibility ensures businesses within the mall are easily accessible, maximizing foot traffic and attracting both local residents and visitors.
- **Luxury Appeal with Porsche Experience Center:** The Porsche Experience Center brings a touch of luxury to Southbay Pavilion, attracting high-end clientele interested in exploring premium shopping and dining options within the mall.

DEMOGRAPHICS		1 MILE	3 MILE	DEMOGRAPHICS		1 MILE	3 MILE
	TOTAL BUSINESSES	866	7,601		HS GRADUATE	24.9%	24.6%
	TOTAL EMPLOYEES	9,572	104,197		SOME COLLEGE / ASSOCIATE'S DEGREE	30.7%	27.3%
	AVERAGE HOUSEHOLD INCOME	\$128,545	\$116,421		BACHELOR'S/ GRAD/ PROF DEGREE	31.3%	30.9%
	MEDIAN NET WORTH	\$265,998	\$198,279		AVERAGE HOUSEHOLD SIZE	3.1	3.3


SOURCE: ESRI





# SUPER REGIONAL SHOPPING CENTER

## CATEGORY RANKING

	REGION	RANK BY VISITS	VISITS RANKED BY %	ANNUAL VISITS & POPULATION
	NATIONWIDE	55 /858	6.4%	8.6M VISITS
	CALIFORNIA	19 /116	16%	1.9M VISITORS
	LOCAL: 30 MILES	8 /24	33%	POP: 10,785,838
	LOCAL: 10 MILES	2 /7	28%	POP: 2,522,178
	LOCAL: 5 MILES	1 /3	33%	POP: 594,474

MOST VISITED RETAILERS AT CENTER		CATEGORY	ANNUAL VISITS
	TARGET	SUPERSTORE	1.7M
	IKEA	FURNITURE & HOME FURNISHINGS	1.6M
	24 HOUR FITNESS	FITNESS	565.9K

MOST VISITED RETAILERS IN CLOSE PROXIMITY		CATEGORY	ANNUAL VISITS
	WALMART NEIGHBORHOOD MARKET	GROCERIES	671.1K
	RAISING CANE'S	DINING	371.9K
	CHICK-FIL-A	DINING	317.5K



SOURCE: PLACER.AI - DATA WITHIN 12 MONTH PERIOD



# SITE PLAN

## SOUTHBAY PAVILION



### REGIONAL POWER CENTER



1,000,000 SF

### RETAIL SPACE



605,000 SF

### MAJOR ANCHORS



70 UNITS

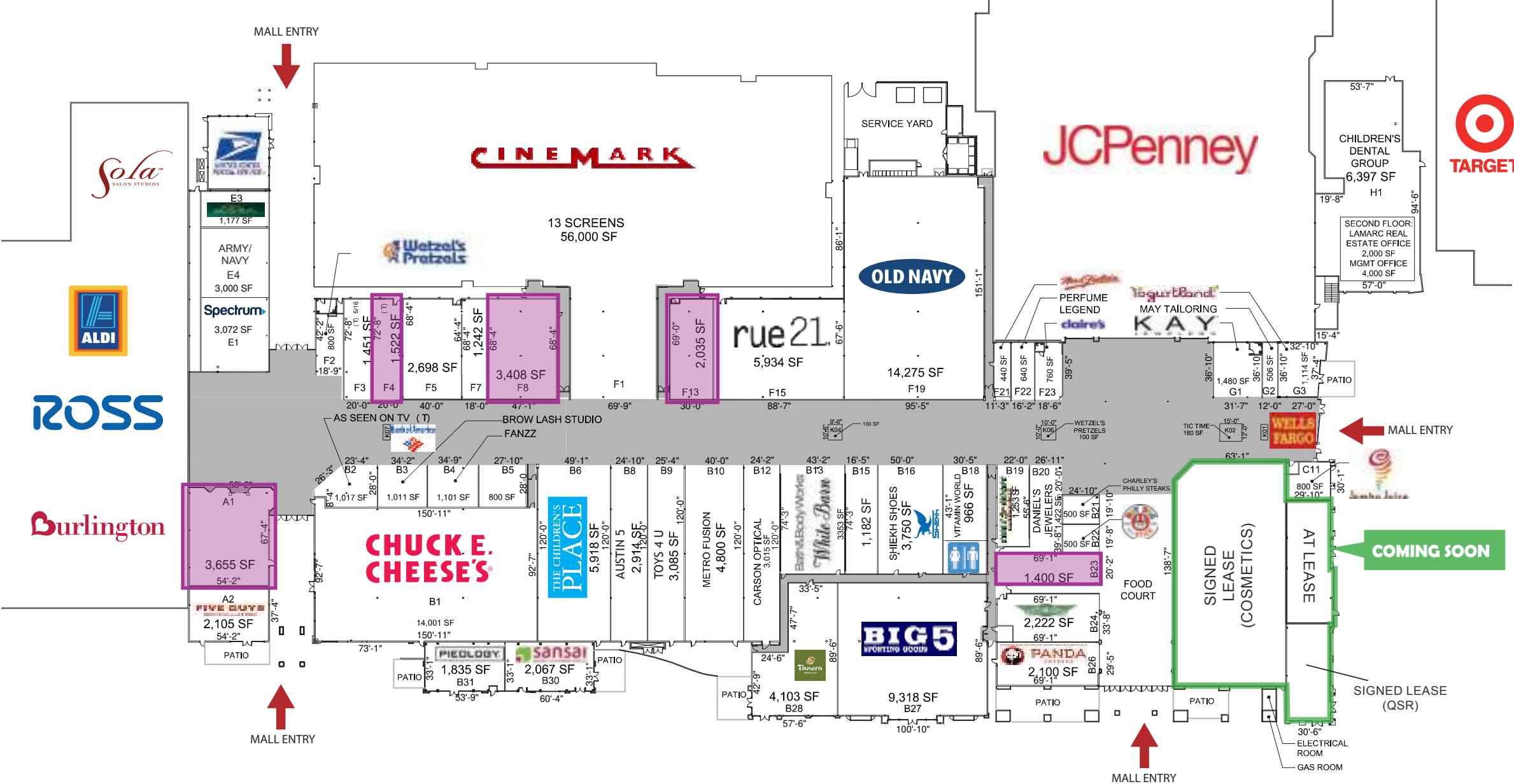
### AMPLE PARKING



13 LOTS

# MERCHANDISING PLAN

## SOUTHBAY PAVILION



VACANT	
UNIT NUMBER	SIZE - SF
FOOD SERVICE	
B23	1,400 SF
SHOP SPACE	
A1	3,655 SF
F4	1,522 SF
F8	3,408 SF
F13	2,035 SF



# TENANTS

RETAILERS, RESTAURANTS & MORE



Indulge your senses at the vibrant Farmers Market hosted at Southbay Pavilion in Carson, CA. Every week, local farmers and artisans converge to create a lively marketplace, offering a bountiful array of fresh, locally sourced produce, artisanal goods, and culinary delights. Stroll through the market's lively aisles, where the air is filled with the enticing aroma of freshly baked goods and the vibrant colors of seasonal fruits and vegetables. Engage with passionate local vendors who bring the community together through their unique offerings. The Farmers Market at Southbay Pavilion is not just a market; it's a celebration of community, sustainability, and the rich tapestry of flavors that make Carson a culinary haven. Join us and savor the farm-to-table experience in the heart of Southbay Pavilion.



CARSON, CALIFORNIA

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