



Southbay Pavilion

Carson, California

Exclusive Representation by JLL



Welcome

SouthBay Pavilion is a 1.01 Million square foot enclosed mall located in the greater Los Angeles market. SouthBay Pavilion enjoys direct freeway visibility from the 405 freeway, where the traffic count exceeds 300,000 cars per day. The center is positioned between the 405, 110, 710 and 91 freeways, and the center enjoys a broad-based trade area that is enhanced by exceptional daytime foot traffic, producing impressive small shop sales volume. The center's strong retail line-up includes Ikea, Target, and JCPenney.



Dining



Shopping



Experiences



Key Retailers



- 1,010,942 square feet of center GLA
- The center, anchored by Target, JCPenney, Ikea, Cinemark XD Theater and F21 red.
- Strategically located between four major freeways, the 405, 110, 710 and 91 for shopper accessibility and visibility.
- Carson, California is home to California State University, Dominguez Hills, a major commuter school enrolling over 14,000 students.
- Carson is the location of Dignity Health Sports Park, which consists of a professional soccer stadium, tennis stadium and track and field facility. Multiple events will be held at the sports park during the 2028 Summer Olympics, consisting of Rugby, Modern Pentathlon, Tennis, Field Hockey and Track cycling.



Who is the Southbay Shopper?

Pleasantville

- Young, Educated professionals
- Not cost-conscious these consumers are willing to spend more for quality and brands they like
- Work on home improvement and remodeling projects
- enjoy outdoor gardening, going to the beach, visiting theme parks, frequenting museums and attending rock concerts

Comfortable Empty Nesters

- Married couples with children who have left the home
- Homeowners with multiple vehicles
- These consumers are physically and financially active
- Prefer eating home instead of dining out
- Home maintenance is a priority among these homeowners

Urban Villages

- Married couples with children living in multi-generational homes
- Brand conscious but not necessarily brand loyal; open to trying new things
- Status conscious consumers; choices reflect their youth - attention to style and pursuit of trends
- Comfortable with technology and interested in the latest innovations.



5-mile radius

2019 Population

599,761
Population

178,841
Total Households

\$84,098
Average Household Income

639,506
Daytime Population

35
Median Age

Hispanic	49%
White	32%
Other	25%
Asian	20%
Black/African American	17%
American Indian/Alaska	1%
Native Pacific Islander	1%
Female	51%
Male	49%

SITE PLAN







*Achieve
Ambitions*

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