Appendix J:

The Carson Marketplace, City of Carson, Retail Impact Study

The Carson Marketplace
City of Carson
Retail Impact Study

Prepared for:

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Chapter 1 - INTRODUCTION

Stanley R. Hoffman Associates has completed a study of the likely economic impacts of the proposed Carson Marketplace project. The economic impact study included an analysis of the likely impacts of the proposed project on other retail activity within the primary trade area and an evaluation of the likelihood that any adverse economic impacts might lead indirectly to adverse physical consequences, specifically to "urban decay."

A recent California Appellate Court decision (Bakersfield Citizens for Local Control v. City of Bakersfield, December 2002) found that the EIRs for two proposed Wal-Mart stores in Bakersfield were deficient "because they failed to consider the projects' individual and cumulative potential to indirectly cause urban/suburban decay by precipitating a downward spiral of store closures and long-term vacancies in existing shopping centers."

The proposed Carson Marketplace project includes an estimated 1,995,125 square feet of commercial and hotel floor space plus 1,550 housing units. The proposed commercial components will include a combination of regional and local-serving retail uses that will comprise approximately 79 percent of the total project area. The remaining square footage will be allocated to entertainment and lodging uses (Table 1-1).

Table 1-1
Carson Marketplace
Proposed Use Mix Summary

USE	Total SF
Shopping Center	500,000
Value-Oriented Retail	650,000
Large-Format Food/Grocery Store	70,000
Specialty Retail	150,000
Neighborhood Retail	130,000
Restaurants	81,125
Entertainment	214,000
Hotel (300 rooms)	200,000
Total Proposed New Square Footage	**1,995,125**
Retail Uses	**1,581,125**
Percent of Total Project	79.2%

Source: Stanley R. Hoffman Associates, Inc.
Conversations with City of Carson and Hopkins Real Estate Group.

The present study focused upon the proposed retail components and addressed several key questions. The first question addressed is what is the present state of retail activity in the area surrounding the location of the proposed project? What stores and centers would the proposed project compete with? Is such retail activity strong or weak? Are commercial vacancy rates high or low? Obviously, the introduction of a major new commercial project will have a different impact in a strong market than in a weak one.

The second question addressed is will the proposed project likely to lead to store closures and in turn to an increase in commercial vacancies? If an increase in retail vacancies would likely occur, how large would it be and would it be absorbed by future increases in retail demand? In most metropolitan commercial real estate markets change is constantly occurring; new stores are born, other stores are moving, expanding, consolidating, closing or changing in response to many conditions including new competition, expansion or contraction in consumer spending, new technology, changes in consumer tastes and preferences, good or bad management decisions and a host of other factors.

The third question is will any projected increases in retail vacancies likely lead to "urban decay," that is, "a downward spiral of store closures and long-term vacancies"? The answer depends upon the extent, location and duration of such vacancies. And the duration of vacancies depends in part on conditions in other sectors of the real estate market as well as the retail sector. If a building comes vacant and remains vacant for a protracted period, is it likely to be converted to another use or be removed and replaced by another use?

To address these questions, Stanley R. Hoffman Associates defined the trade area for the project's regional and community center-oriented uses (5.0-mile radius) and for its local-serving food uses (2.5-mile radius). Within these trade areas, the supply and condition of existing retail stock, and current vacancy rates were inventoried. Retail sales were estimated for businesses within the 5.0-mile radius. Existing and future population and demographic characteristics for the residents of both trade areas were calculated.

These prior steps enabled Stanley R. Hoffman Associates to estimate current and future retail demand from the primary trade area residents and from primary trade area employees. The analysis concludes by measuring the potential impact of the proposed project on average retail vacancies and retail sales per square foot for the 2.5 and 5.0-mile rings. The findings are highlighted in the Executive Summary and are detailed in the body of this report.

Chapter 2 – EXECUTIVE SUMMARY

Located to the northwest of the I-405 and Avalon Boulevard interchange, the proposed Carson Marketplace project will add an estimated 1.6 million square feet of retail space, 414,000 square feet of entertainment and lodging uses, and 1,550 housing units to the City of Carson. The proposed project is currently planned for completion by 2010. This chapter presents the key findings by Stanley R. Hoffman Associates, Inc. about the likely impact of the proposed project on existing retail stores and centers within the primary trade area and on the potential for the proposed project to indirectly cause "urban decay." The findings are summarized as answers to a set of questions relating to the potential for the proposed project to generate adverse economic impacts that will in turn lead to "urban decay." When appropriate, references are made to sections of the report where additional detail can be found.

1) What is the present state of retail activity in the area surrounding the location of the proposed project?

    - The primary trade area for the regional retail components of the project was defined as a 5.0-mile radius from the proposed project site. A 2.5-mile radius was used to identify the primary trade area of the proposed grocery and specialty food tenants likely to be included within the proposed project (see Appendix Tables B-1 and B-2 for a list of the census tracts included within the two areas).

    - The retail supply located in the 5.0-mile primary trade area is generally well maintained and in good condition. A field survey conducted by the consultant found retail properties within the primary trade area generally to be in good or excellent condition (Table 6-10). The survey did find two nearby small centers (less than 25,000 square feet) showing some signs of distress. One of these centers contained a closed and fenced off gasoline service station. The field survey of sample properties found no instances of abandoned retail buildings or centers within the primary trade area.

    - In addition to the proposed project, approximately 1,120,937 square feet of new retail space is planned to come on-line between 2005 and 2010 in the 5.0-mile primary trade area. Much of this new retail space is concentrated at the Del Amo Fashion Center and the Compton Gateway Towne Center. Del Amo Fashion Center is renovating to update its appearance and services.

    - The Compton Gateway Towne Center is a proposed mixed-use retail and housing project in preliminary planning stages on a former auto mall site that has been vacant for a number of years. The Compton project would include between 356,000 and 480,000 square feet of retail space and between 34 and 256 housing units, depending upon the alternative selected (Table 6-14).

    - Two Target stores are under construction within the 5.0-mile primary trade area, one at the South Bay Pavilion and one adjacent to the South Bay Galleria for a total of 288,040 square feet.

2) With what stores and centers would the proposed project compete?

- The regional and big box retailers at the proposed project would generally compete with the three existing regional malls and other big box retailers within the 5.0-mile primary trade area (Del Amo Fashion Center, South Bay Galleria, and South Bay Pavilion).

- The proposed project would not significantly change the spatial distribution of General Merchandise retailing within the primary trade area. The City of Carson currently has about 23.8 percent of the General Merchandise floor area within the primary trade area. After the addition of the proposed project and other known and planned retail projects, the City of Carson would have about 23.4 percent of the General Merchandise floor area within the primary trade area.

- The proposed project is expected to include a substantial amount of space devoted to retail foods. This component could include a large-format grocery store, a food component within a superstore and a specialty food store. This retail food space at the proposed project would compete with local grocery stores and grocery-anchored shopping centers. Eighteen of the 49 shopping centers within the 2.5-mile radius of the proposed project are anchored by grocery stores (Table 6-6).

3) Is retail activity strong or weak within the City of Carson and the 5.0 Mile Primary Trade Area?

- Carson's taxable retail sales, in constant 2005 dollars, grew at an average annual rate of 5.0 percent from 1995 to 2003, outpacing all of the other cities in the primary trade area except Long Beach (6.1 percent), as shown in Table 6-1. Carson's per capita taxable retail sales grew at an average annual rate of 3.6 percent over the same period, above the average for the other cities within the primary trade area (Table 6-2).

- Retail activity is currently strong in the primary trade area. Total taxable retail sales, in 2005 constant dollars, for the cities that are partly or wholly included within the 5.0-mile primary trade area have grown at an average annual rate of 2.6 percent from 1995 to 2003 (latest data available). Over the same period, per capita retail sales have grown at an average annual rate of 1.8 percent for these cities. (Table 6-2).

4) Are commercial vacancy rates high or low?

- Commercial vacancy rates are currently very low in the primary trade area. The consultant conducted a sample survey of retail properties within the primary trade area in June 2005, and found that the area exhibits low commercial vacancy rates. The overall vacancy rate for retail properties within 2.5-miles of the proposed project was found to be 1.5 percent. The vacancy rate for retail properties beyond 2.5 miles but within 5 miles of the proposed project (including the regional malls) was found to be 1.6 percent.

- Vacancy rates were found to be higher for the neighborhood shopping centers than for the regional malls. When the regional malls are excluded from the survey data set, the retail vacancy rate for the area within 2.5 miles of the proposed project was 1.8 percent (Table 6-6). It rises to 5.1 percent for neighborhood centers beyond 2.5 miles but within 5 miles of the proposed project (Table 6-9).

- The pool of grocery-anchored centers within the 2.5-mile radius had virtually no vacancy (0.7 percent), as shown in Table 6-6.

5) Will the proposed project likely lead to store closures and in turn to an increase in commercial vacancies?

   - Major new retail projects involve the addition of a substantial amount of retail space into the market in a very short period of time. In a mature market, this addition of new retail will typically produce some decline in the retail sales of existing stores, at least in the short run. The loss of sales often will generate a loss of profits for the existing retailer (depending upon how much the retailer can reduce costs). Strong retailers in a strong retail market can sustain some reduction in profits and still remain profitable; that is, their performance will warrant continuing in business at their present locations. Retail conditions are currently very strong in the primary trade area as was mentioned above.

   - Since data on individual store sales and costs are not publicly available, an analysis of how much new retail space could be absorbed without any increase in vacancies is not possible. Therefore, the consultants performed a worst-case analysis to determine the maximum impact that the proposed project, in combination with other known and planned retail projects, could have on the retail stock in the primary trade area. That analysis assumed that the addition of new retail floor space would immediately produce an offsetting increase in vacancies somewhere else in the primary trade area. As a general rule of thumb, based on Stanley R. Hoffman Associates experience, a commercial vacancy rate of around 5.0 percent is considered characteristic of a stable retail market and is used as a comparative measure for evaluating impacts.

   - In the short term (2005 to 2010), the vacancy rate is projected to increase to a maximum of 11.0 percent (Section 7.1). The Compton project is currently in very early planning stages and if excluded from the calculation, the vacancy rate would be 8.8 percent by 2010 under the worst-case scenario.

   - Total household retail expenditures by residents within the 5-mile primary trade area are estimated to increase about 10.0 percent from 2005 to 2020 (Table 5-8).

   - In the longer term (2010 to 2020), the market would begin to adjust as demand within the 5.0-mile primary trade area continues to expand. Residential and employment-driven retail demand is projected to bring retail vacancy back down significantly, reaching 6.0 percent by 2020. If the Compton project is excluded the projected vacancy rate declines to 3.6 percent by 2020.

- Current market conditions indicate leakage for the grocery category in both the 2.5 and 5.0-mile market areas – that is, grocery expenditures by local residents are estimated to exceed household grocery sales by local stores. Within the 2.5-mile ring, household expenditures for food store and groceries are projected to grow by approximately 12 percent between 2005 and 2020.

6) Will any projected increases in retail vacancies likely lead to "urban decay," that is, "a downward spiral of store closures and long-term vacancies"?

   - In the initial years after completion of the proposed project, an impact on vacancy and sales per square foot will most likely be felt by the smaller, older shopping centers. The projected growth in retail demand within the 5.0-mile primary trade area will offset much but not all of the impact over the 2010-2020 period. The likely increase in the commercial vacancy rate, however, is not large enough to produce a significant adverse economic impact (e.g., lower rents, deferred maintenance, mortgage and tax defaults) that would lead to adverse physical impacts (e.g., property deterioration and abandonment).

   - The 2.5-mile trade area is currently estimated to be underserved by grocery retailers. The addition of new retail such as the proposed uses at the Carson Marketplace will not likely cause any widespread, prolonged urban decay in the food sector of the retail market. However, some of the older, less-profitable grocery stores would likely be impacted in the short term.

   - The draw for the proposed Carson Marketplace could extend beyond the 5.0-mile ring given the mix of regional and entertainment uses anticipated and its excellent accessibility along the Interstate 405 freeway. The neighboring Cal-State Dominguez Hills campus, Home Depot Center and the 300-room hotel proposed for the Carson Marketplace could provide additional retail demand not directly captured in the analytical models utilized in this report.

   - In addition, average daily traffic -- currently estimated at 529,000 trips for the Avalon Boulevard and I-405 interchange adjacent to the proposed project -- has been increasing at an average annual rate of 2.2 percent over the past nine years.

7) If a building becomes vacant and remains vacant for a protracted period, is it likely to be converted or replaced by another use?

   - In a strong real estate market, properties frequently transition from one use to another as market conditions change. The Los Angeles Basin generally (and the City of Carson specifically) have seen many examples in the recent past of retail properties converting to residential, office and other non-retail uses. Several examples are presented in Sections 8.1 and 8.2. The demand for housing in the LA Basin continues to be very strong as prices and rents continue to increase faster than the overall rate of inflation. The changing nature of real estate markets is illustrated by these example that show the potential for older retail centers to successfully undergo redevelopment to newer forms of retail, residential, office or mixed use.

Chapter 3 - METHODOLOGY

As mentioned in the Introduction, a series of steps were taken to complete the Retail Impact Analysis for the Carson Marketplace project. The methodology behind these steps is presented herein.

3.1 Definition of Trade Area for Proposed Project

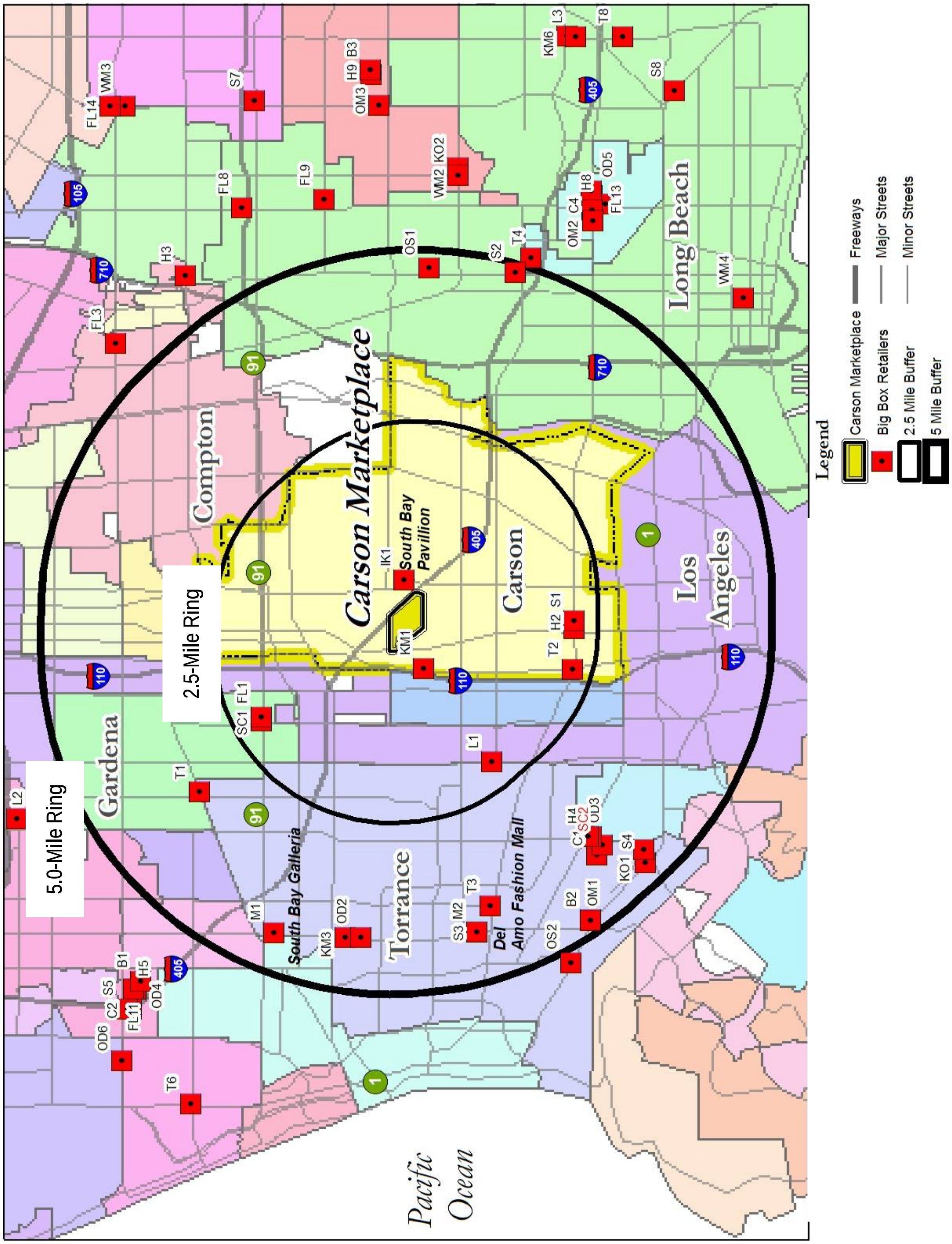
To complete the analysis it was necessary to first define the proposed project's competitive market area from which it will derive its customer base. For community and regional centers, such as the proposed Carson Marketplace, a typical area for retail demand is a 5.0-mile radius from the subject site. According to Deb Connelly of The Research Shop, a recent study on customer draw information for the adjacent South Bay Pavilion regional mall found that approximately 80.0 percent of the mall customers come from within a 5.0-mile radius, supporting this primary trade area assumption.

The Carson Marketplace will also include local-serving tenants such as neighborhood retail, a large-format grocery store and a specialty grocery store. These tenants tend to pull customers from a smaller market area. A 2.5-mile radius has been utilized to analyze demand for the proposed food store uses.

The 5.0-mile and 2.5-mile trade area data were comprised by taking the census tracts contained within each ring. When a tract fell on the border of a ring, the percentage of the tract area included within the ring was calculated. That percentage share was applied to the relevant demographic indicators (population, households, retail sales and employment). For growth projections, the 2000 Census was used for the base year and SCAG RTP 2004 projections were used for future years.

The City of Carson's population comprises approximately 55.0 percent of the 2.5-mile trade area and approximately 15.0 percent of the 5.0-mile trade area. The boundaries of both trade areas are illustrated in the map on the following page (Figure 3-1).

Figure 3-1
Carson Marketplace Market Area
2.5 and 5.0-Mile Trade Areas



3.2 Inventory of Existing Retail Stock and Vacancy

Existing retail supply and vacancy rates were examined for the 2.5 and 5.0-mile trade areas. The Shopping Center Directory and a shopping center database provided by CB Richard Ellis were used to generate a list of centers within the 2.5 and 5.0-mile trade areas. Stanley R. Hoffman Associates visited all centers within the 2.5-mile radius during June 2005 to confirm anchor tenants, size (SF) and vacancy. Given the volume of centers within the 5.0-mile trade area, a sample of 16 centers (including the two regional malls) outside of the 2.5-mile radius and within 5.0 miles was surveyed.

3.3 Condition Assessment of Existing Retail Supply

For all of the centers in the 2.5-mile trade area and the sample from the 2.5 to 5.0-mile trade area, Stanley R. Hoffman Associates made a qualitative assessment of the general condition of each of the centers using the following guidelines to categorize the assessments:

Evaluation	Center Characteristics
“1” – Poor	Faded/chipping paint, potholes and/or cracks in parking lot, worn parking lot striping, graffiti, litter, broken windows, dated signage, minimal landscaping.
“2” – Good	Clean paint and common areas, landscaping in good condition, visible parking lot striping, minimal wear and tear on parking lot and building(s).
“3” – Excellent	Recent construction, freshly painted, clean windows and common areas, well-landscaped, clear signage.

The three-point scale is based on Stanley R. Hoffman Associates’ judgment in an effort to assign a general indicator of obsolescence to each of the centers. The assessment scores were intended to provide a qualitative evaluation of obsolescence for the centers based on visual observation and did not constitute a complete physical inspection.

3.4 Competitive Retail Supply Under Construction and Planned

Under construction and planned retail projects that will add significant competitive retail space to the 5.0-mile market area were also identified. Stanley R. Hoffman Associates researched city websites, held discussions with The Mills Company (Del Amo Fashion Center), Hopkins Real Estate Group (South Bay Pavilion), the City of Compton Redevelopment Agency, and representatives from the Carson Redevelopment Agency to identify retail projects coming on line between 2005 and 2010.

3.5 Estimate of Retail Sales for Primary Trade Area Stores

To measure the current retail sales for stores within the 5.0-mile ring, Board of Equalization sales tax data for 1995, 2000 and 2003 (latest available) was compiled for the cities falling within the 5.0-mile ring. For cities not fully contained by the ring a proportionate share of their sales were used. The proportionate share was calculated by applying the percentage of that city’s population share falling within the ring.

3.6 Estimate of Existing and Future Population and Demographic Characteristics

Population, households and employment statistics were analyzed. Data for historic years (1995 and 2000) were collected from the US Bureau of the Census and the Bureau of Labor Statistics (employment). Growth rates from 2000 to 2020 were estimated using the Southern California Association of Governments ("SCAG") RPT 2004 projections.

3.7 Estimate of Current & Future Retail Demand by Primary Trade Area Residents

The total amount spent on various kinds of retail purchases by Primary Trade Area ("PTA") residents was generated by multiplying an estimate per household by the total number of households in the PTA (5.0-mile ring). The amount spent per household varies according to the characteristics of the household. Most of these spending variations are explained by household size and income. The household spending estimates were generated by using a model of consumption patterns that was derived from US Consumer Expenditure Survey data. These were converted into estimates of average household spending by store category by using data from the US Census of Retail on merchandise line by category.

3.8 Estimate of Current & Future Retail Demand from Primary Trade Area Employees

Additional daytime retail demand is typically generated from business and service-related employment in the market area. In the primary trade area, this would include Cal-State Dominguez Hills, Carson City Hall, and other office and business park employers. Estimates of employee demand were made for the period prior to the proposed Carson Marketplace completion (2005 to 2010) and following the project completion (2010 to 2020).

Demand was derived using Bureau of Labor Statistics and SCAG employment data to calculate the employment growth increments for the two periods discussed. A portion of this employment growth (44.0 percent) is projected to be captured by the 5.0-mile retail market area. The capture rate was derived from a review of major employment categories by NAICS classifications for four zip codes comprising a representative share of the City of Carson (90745, 90746, 90747 and 90810). Of the employment categories, business and service-oriented jobs ("Professional, Managerial and Admin," "Finance, Insurance & Real Estate," "Health Care, Social Assistance and Local Services," and "Government") comprised 44.0 percent of the total employment.

The employment increment captured was then multiplied by annual spending per worker provided by International Council of Shopping Centers' Office Worker Retail Spending report and then is divided by average retail sales per square foot provided by Urban Land Institute's (ULI) *Dollars and Cents of Shopping Centers, 2004* to estimate total square feet demanded by employees in the primary trade area.

3.9 Potential Impact of Proposed Project on Retail Vacancy & Sales per Square Foot

The final stage of our analysis estimates the impact of the proposed project on current retail vacancy and sales per square foot.

5.0-Mile Market Area

To measure the impact on vacancy rates, it was assumed that the retail market (5.0-mile radius) is currently at equilibrium based on our survey of the inventory and the relatively low vacancies. The difference between the incremental retail demand and the incremental retail supply is calculated for two time periods, 2005 to 2010 and 2005 to 2020.

The incremental retail demand is calculated as discussed in Sections 3.7 and 3.8. An additional factor of 10.0 percent is applied to estimate non-retail, service/financial square feet demanded. As shown in Appendix Table E-1, this estimate was derived from ULI's *Dollars and Cents of Shopping Centers, 2004* where sample data indicated that on average 13.1 percent of Community Center gross leasable area is dedicated to these types of non-retail uses. For Regional Centers the percentage share for non-retail uses is 7.0 percent of gross leasable area. For this analysis, the midpoint between the two center types was used, or 10.0 percent. This factor accounts for service and office-designated space typically included within a regional or community shopping center's total gross leasable area. The difference between the incremental demand and supply is then divided by the estimated total retail square feet for the market, given new retail supply anticipated, to yield an estimated vacancy rate. This analysis is completed both including and excluding the proposed Carson Marketplace retail square footage.

A similar process is used to estimate the impact of the proposed project on current retail sales per square foot. The total existing retail sales are derived for the 5.0-mile market area using Board of Equalization sales tax data for the cities in the market area. Each city's proportionate population share of the 5.0-mile ring is applied to its total retail sales to estimate the total retail sales for the 5.0-mile ring. The 2005 retail sales divided by the retail supply (square feet) for the 5.0-mile ring results in an estimated equilibrium retail sales per square foot amount ($314), as shown in Table 7-4. This is comparable to median sales per square foot amounts derived from ULI's *Dollars and Cents of Shopping Centers, 2004* as shown in Table F-1.

Projected retail sales are obtained by multiplying the per capita sales by projected household growth for the 5.0-mile ring. The sales projections are then divided by retail supply (square feet) for the periods of 2005 to 2010 and 2005 to 2020 both including and excluding the Carson Marketplace square feet. It is then possible to compare the existing retail sales per square foot for the 5.0-mile market area to the projected retail sales per square foot.

2.5-Mile Market Area

The 2.5-mile market area was analyzed to measure the impact on the grocery stores. The impact was measured by determining the difference between estimated total food sales and household food expenditures. This analysis provided an estimate of food sales leakage for the existing market and expenditures as a percent of sales (118.3 percent). That is, about 18.3 percent of potential household food sales were not being captured within the 2.5-mile trade area.

Then the supportable food store floor area from new residential demand was calculated. Total household expenditures for the projection period were calculated taking expenditures per household multiplied by the number of projected households through 2020. Using the sales per square foot estimate of $475 for food expenditures (based on ULI data as shown in Table G-1), a supportable floor area is derived by dividing total expenditures by $475. The analysis then takes the current and projected food store supply (square feet) and divides it into the supportable food store floor area for each of the projection years. The result is a ratio of grocery demand to grocery supply. This analysis was completed both including and excluding the Carson Marketplace food store square footage.

Chapter 4 - PROJECT DESCRIPTION

The Carson Marketplace project area is located to the southwest of the I-405 freeway in the City of Carson just north of the Avalon Boulevard interchange. Carson is immediately surrounded by the cities of Compton, Long Beach, Los Angeles and unincorporated Los Angeles County. Nearby cities within the 5.0-mile market area include Torrance, Redondo Beach, Gardena, Hawthorne, Rolling Hills Estates, Lawndale and Lomita. The project area is generally bounded by Del Amo Boulevard to the north, the Torrance Lateral Flood Control channel to the south, Main Street to the west and I-405 to the east. The area encompasses approximately 168 acres of developed and developable area and is predominately characterized by vacant land with some existing, older single-family residential uses along the western and southern portions of the site.

The proposed mixed-use project will include a combination of regional and community-center-oriented retail uses, entertainment, lodging, and approximately 1,550 housing units. Stanley R. Hoffman Associates has had conversations with representatives from the City of Carson and Hopkins Real Estate Group, the developer of the planned Carson Marketplace mixed-use project. Through these conversations, we have been provided with the following detail regarding the proposed project uses. Some of the uses are aggregated into common retail categories by Stanley R. Hoffman Associates for purposes of our analysis.

Table 4-1
Carson Marketplace
Proposed Use Mix

USE		Total SF
Shopping Center		**500,000**
General Merchandise/Big Box	340,000	
Apparel	160,000	
Value-Oriented Retail		**650,000**
Home Improvement Superstore	150,000	
Home Furnishing Superstore	350,000	
Discount Club Store	150,000	
Large-Format Food/Grocery Store		**70,000**
Specialty Retail		**150,000**
Electronic Superstore	50,000	
Office Supply Store	50,000	
Pet Supply Store	50,000	
Neighborhood Retail		**130,000**
Supermarket	20,000	
Specialty Food	30,000	
Eating/Drinking	10,000	
Other Retail	45,000	
Services	25,000	
Restaurants		**81,125**
Sit Down Restaurants	50,000	
Fast Food Restaurants	15,000	
Quality Restaurants	16,125	
Entertainment		**214,000**
Multiplex Theater (4,500 seats)	110,000	
Bowling Alley	25,000	
Health Club	35,000	
Recreational/Entertainment	44,000	
Hotel (300 rooms)		**200,000**
Total Proposed New Square Footage		**1,995,125**
Retail Uses		**1,581,125**
Percent of Total Project		**79.2%**

Source: Stanley R. Hoffman Associates, Inc.
Conversations with City of Carson and Hopkins Real Estate Group.

Chapter 5 - DEMOGRAPHIC & ECONOMIC MARKET AREA PROFILE

This chapter provides a descriptive profile of demographic and economic characteristics and trends for the City of Carson. This includes population, households, household income, housing characteristics and employment. In addition, selected demographics for the market area, including population, households and income are discussed. Growth projections from 2000 to 2020 from the Southern California Association of Governments ("SCAG") are also presented. The demographic and economic characteristics will provide the framework for discussing opportunities for the Carson Marketplace.

5.1 Population and Household Characteristics

Population and Household Growth: 1990 to 2000

Table 5-1 presents population and household growth from 1990 to 2000 for the City of Carson and Los Angeles County. As shown, the City's population grew only slightly during this time period, at an average annual rate of 0.7 percent. This growth from 1990 to 2000 represents a total increase of 6.8 percent for the City, bringing its population to nearly 90,000 persons by 2000. By January 1, 2005, the city's population was estimated at 98,329 by the California Department of Finance. The City's annual growth rate mirrors that of Los Angeles County. However, the County's total percentage change for the 10-year period was slightly higher at 7.4 percent.

From 1990 to 2000, Carson's households increased by 3.5 percent (0.3 percent annual growth) reaching about 24,648 households. By January 1, 2005, the city's households were estimated at 26,385 by the California Department of Finance. The County's households grew slightly faster for the 10-year period (4.8 percent) and on an average annual basis (0.5 percent). The average household size increased for the City and County during this time period at an average annual rate of 0.2 percent.

Table 5-1
Population and Household Growth: 1990 - 2000

	1990	2000	Numerical Change	Percent Increase	1990 to 2000 Average Annual Growth
Population					
Carson	83,995	89,730	5,735	6.8%	0.7%
Los Angeles County	8,863,164	9,519,338	656,174	7.4%	0.7%
Households					
Carson	23,808	24,648	840	3.5%	0.3%
Los Angeles County	2,989,552	3,133,774	144,222	4.8%	0.5%
Average Household Size					
Carson	3.53	3.59	0.06	1.8%	0.2%
Los Angeles County	2.96	3.04	0.07	2.5%	0.2%

Sources: Stanley R. Hoffman Associates, Inc.
U.S. Census Bureau, SF-1, 1990 and 2000.

Race and Ethnicity

Table 3-2 shows the population by race and ethnicity for the City of Carson compared to the County in 1990 and 2000. As shown, the predominant ethnicity in Carson in 2000 was Hispanic (34.9 percent), which is less than the County (44.6 percent). Carson had more than double the proportion of Blacks and Asians relative to the County. The proportion of White residents in Carson (12.0 percent) was markedly less than the County (31.1 percent). The City's White population declined by 42.1 percent from 1990 to 2000, while the County's White population declined by 18.6 percent. Carson's Asian population increased by 12.2 percent compared to 21.7 percent in the County.

Table 5-2

Population by Race and Ethnicity: 1990 and 2000

Ethnicity/Race	1990	Percent of Total	2000	Percent of Total	Percent Change
City of Carson					
Non-Hispanic					
White	18,596	22.1%	10,767	12.0%	-42.1%
Black	21,542	25.6%	22,485	25.1%	4.4%
Asian[1]	19,875	23.7%	22,300	24.9%	12.2%
Other[1]	569	0.7%	351	0.4%	-38.3%
Two or More Races	n/a	n/a	2,495	2.8%	n/a
	60,582	72.1%	58,398	65.1%	-3.6%
Hispanic	23,413	27.9%	31,332	34.9%	33.8%
Total	**83,995**	**100.0%**	**89,730**	**100.0%**	**6.8%**
Los Angeles County					
Non-Hispanic					
White	3,634,722	41.0%	2,959,614	31.1%	-18.6%
Black	946,862	10.7%	901,472	9.5%	-4.8%
Asian[1]	924,291	10.4%	1,124,569	11.8%	21.7%
Other[1]	51,173	0.6%	68,809	0.7%	34.5%
Two or More Races	n/a	n/a	222,661	2.3%	n/a
	5,557,048	62.7%	5,277,125	55.4%	-5.0%
Hispanic	3,306,116	37.3%	4,242,213	44.6%	28.3%
Total	**8,863,164**	**100.0%**	**9,519,338**	**100.0%**	**7.4%**

1 - "Asian" included Pacific Islander. "Other" includes American Indian, Alaska Native, Native Hawaiian and Other Pacific Islander, and some other race as classified in the 2000 census.

2 - The 2000 Census includes a new category for origin of two or more races.

Source: Stanley R. Hoffman Associates, Inc.
US Bureau of the Census, Census 2000 SF-1

5.2 Household Purchasing Power in Market Area

Purchasing power in the market area is a significant indicator when determining the potential for retail activity and the types of retail uses that could serve an area. Purchasing power was estimated by obtaining data for specified census tracts within the market area (2.5 and 5.0-mile rings) to provide a picture of spending relative to a household's proximity to the project site.

Market Area Data for 2.5 and 5.0-Mile Ring

Table 5-3 shows demographic data for the proposed Carson Marketplace project based on the 2.5 and 5.0-mile rings. The market area definition was selected based on the distance that someone might typically travel to make retail purchases at a regional or community shopping center. The Carson Marketplace will be largely concentrated with regional and community uses, as well as some neighborhood-serving retail. As a rule of thumb, a 5.0-mile ring is generally the area in which an establishment would draw about 80 percent of its business. As stated earlier, this is similar to survey statistics from the South Bay Pavilion. The proposed grocery uses typically draw from a smaller market area and therefore a 2.5-mile ring was also analyzed.

Ring data was measured from the intersection of Avalon Boulevard and the east side of Interstate 405, roughly the location of the proposed project. Carson's population comprises approximately 55.0 percent of the 2.5-mile ring and approximately 15.0 percent of the 5.0-mile ring.

As shown in Table 5-3, there are about 638,324 persons and 200,338 households within a 5.0-mile radius of the project area based on 2000 Census data. The estimated average annual household income of about $67,222 for the 2.5-mile radius is higher than for households within a 5.0-mile radius ($63,153). The per capita income is similarly higher within the 2.5-mile radius at $20,481 relative to the 5.0-mile radius at $20,090, in constant 2005 dollars.

Table 5-3
Demographics for City of Carson, 2.5 and 5.0-Mile Radii
Based on Year 2000 Demographics by Census Tracts
(in constant 2005 dollars)

	City of Carson	2.5-Mile Radius	5.0-Mile Radius
Population	89,730	141,664	638,324
Household Population	88,520	139,627	630,721
Total Households	24,648	42,531	200,338
Avg. HH Size	3.59	3.28	3.15
Aggregate HH Income	$1,775,016,745	$2,859,680,570	$12,671,140,595
Sample Households	24,618	42,541	200,642
Per Capita Income	$20,052	$20,481	$20,090
Avg. HH Income	$72,102	$67,222	$63,153

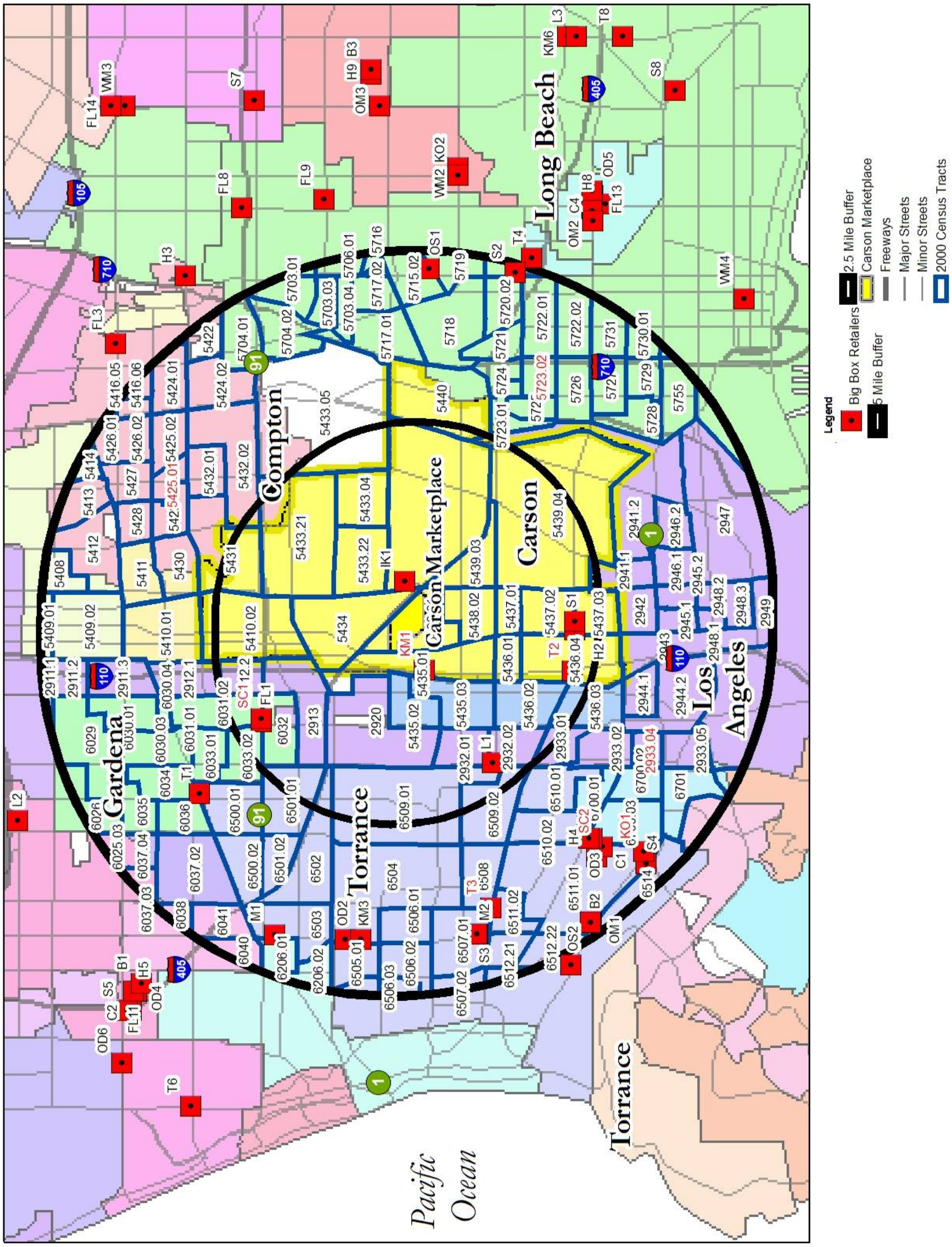
Source: Stanley R. Hoffman Associates, Inc.
Census 2000, SF-1 (Population and Households), SF-3 (Income)

As shown in Table 5-3, the aggregate household income increases outward from the 2.5-mile radius to the 5-mile radius. Households within a 2.5-mile radius have an estimated total aggregate income of about $2.9 billion, while households within a 5.0-mile radius have an estimated $12.7 billion.

Census Tract Data

Figure 5-1 shows the census tracts for which data was aggregated in order to estimate population and households within a 2.5-mile and 5.0-mile radius of the project location. For tracts that fall on the ring boundary, the population and households was determined based on the pro-rata share of the tract area falling within the ring. Detail of the included census tracts and their relative share of the 2.5 and 5.0-mile rings is provided in the Addenda of this report.

Figure 5-1
Carson Marketplace Market Area Census Tracts
2.5 and 5.0-Mile Rings



5.3 Housing Characteristics

This section provides a descriptive profile of Carson's existing housing characteristics, including housing stock and housing tenure.

Housing Stock

The City's dwelling unit composition for 1990 and 2000 compared to that of the County is shown in Table 5-4. The composition of both Carson's and the County's housing stock has remained about the same from 1990 to 2000. The City's total housing units increased by about 3.5 percent from 24,441 to 25,306 units during this time period, while the total number of housing units in Los Angeles County increased by 3.4 percent.

Carson's housing stock consists primarily of single-family units (78.8 percent), much higher than the percentage of single-family units in the County (55.0 percent). About 11.3 percent of the City's housing stock is comprised of multi-family units, while more than three times this much (43.3 percent) of the County's total units are multi-family. The City's percentage of mobile home/other units (9.9 percent) well exceeds the County's share at 1.7 percent, although there was a slight decline from 1990 for the City.

Table 5-4
Dwelling Units: 1990 - 2000

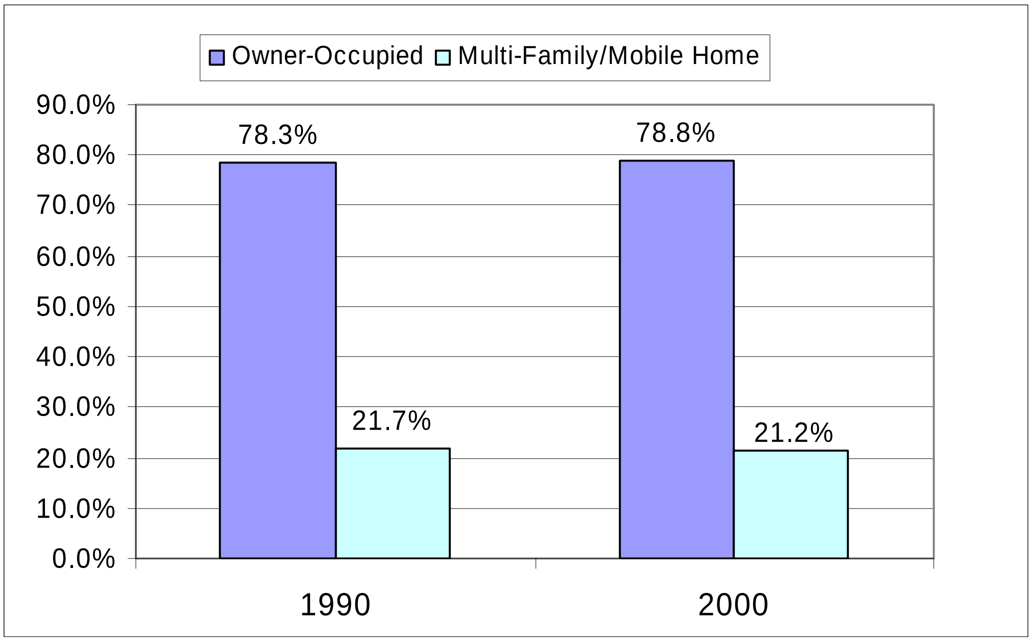
	City of Carson		Los Angeles County	
Dwelling Unit Type	**1990**	**2000**	**1990**	**2000**
Single Family	19,149	19,932	1,745,645	1,800,905
% of Total	78.3%	78.8%	55.2%	55.0%
Multi-Family	2,435	2,872	1,361,936	1,415,474
% of Total	10.0%	11.3%	43.1%	43.3%
Mobile Homes/Other	2,857	2,502	55,729	55,790
% of Total	11.7%	9.9%	1.8%	1.7%
Total Units	24,441	25,306	3,163,310	3,272,169
1990 - 2000: % Increase		3.5%		3.4%

Sources: Stanley R. Hoffman Associates, Inc.
California Department of Finance, E-5 Reports, 2000.
1990 and 2000 U.S. Census, SF-1.

Housing Tenure

As shown in Figure 5-2, Carson is primarily a community of owner-occupied housing units. According to U.S. Census data, this composition has remained virtually unchanged from 1900 to 2000, with owners occupying about 78.0 percent of the total occupied units and multi-family/mobile home units representing about 21.0 percent of the total.

Figure 5-2
Housing Tenure in Carson: 1990 and 2000



Source: Stanley R. Hoffman Associates, Inc.
1990 and 2000 U.S. Census, SF-1.

5.4 Projected Population, Household and Employment Growth

City of Carson and Los Angeles County

Projections provided by the Southern California Association of Governments ("SCAG") RTP 2004 suggest that Carson will experience slight growth in population, households and employment over the next five to fifteen years. As shown in Table 5-5, population is projected to reach about 103,678 in 2020, representing an annual average growth rate of about 0.73 percent over the twenty-year period from 2000 to 2020.

Household growth parallels population growth during this time period, at an annual rate of about 0.72 percent for the City of Carson. It is projected by SCAG that employment in Carson will increase by about 15,463 jobs, from about 56,839 jobs in 2000 to 72,302 jobs by the year 2020. At an average annual growth rate of 1.21 percent, this outpaces population and household growth. The projected number of jobs per household or jobs-housing ratio of 2.3 in 2000 increases slightly to 2.5 by 2020.

The County population is projected to grow slightly faster than the City between 2000 and 2020, with County population increasing at an average annual rate of 0.78 percent. County households grow slightly more slowly than the City at an average annual rate of 0.67 percent from 2000 to 2020. Like the City, the County's employment is projected to increase at a rate greater than its population growth, or about 0.94 percent annually. In addition, the number of jobs per household in the County is projected to remain nearly unchanged from 1.4 in 2000 to 1.5 in 2020.

Table 5-5

Population, Households and Employment Projections: 2000 - 2020[1]

					2000-2020		
Jurisdiction	**2000**	**2005**	**2010**	**2020**	**Numerical Change**	**Percent Change**	**Average Annual Change**
Proposed New Units in Carson (starting in 2010):				1,550			
City of Carson							
Population	89,730	95,856	97,532	103,678	13,948	15.5%	0.73%
Household Population	88,520	94,563	96,217	102,280	13,760	15.5%	0.73%
Households	24,648	25,446	26,296	28,449	3,801	15.4%	0.72%
Employment	56,839	59,739	68,552	72,302	15,463	27.2%	1.21%
Persons per Household	3.6	3.7	3.7	3.6	0.0	0.1%	0.01%
Jobs per Household	2.3	2.3	2.6	2.5	0.2	10.2%	0.49%
Los Angeles County							
Population	9,519,338	10,258,304	10,718,007	11,113,772	1,594,434	16.7%	0.78%
Household Population	9,344,078	10,069,439	10,520,678	10,909,157	1,565,079	16.7%	0.78%
Households	3,133,774	3,235,358	3,405,566	3,584,243	450,469	14.4%	0.67%
Employment	4,312,264	4,503,683	5,022,215	5,198,739	886,475	20.6%	0.94%
Persons per Household	3.0	3.1	3.1	3.0	0.1	2.1%	0.10%
Jobs per Household	1.4	1.4	1.5	1.5	0.1	5.4%	0.26%

1. Population and household estimates for the year 2000 are from the Census 2000, SF-1. Employment estimates for 2000 are from the Bureau of Labor Statistics. Projections are based on the projected SCAG average annual growth rates.

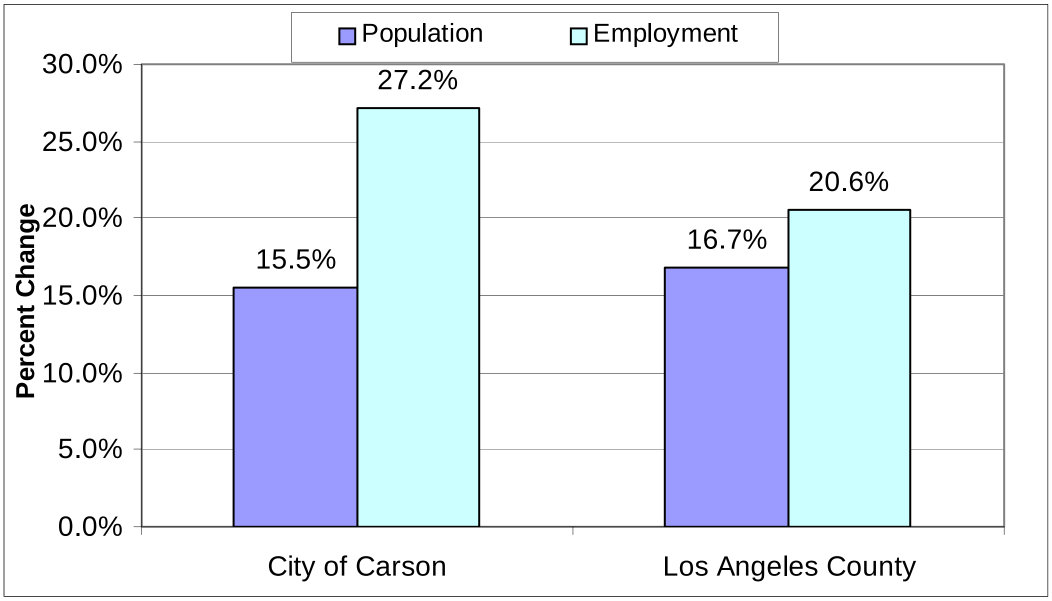
Source: Stanley R. Hoffman Associates, Inc.
Southern California Association of Governments ("SCAG"), 2004 RTP (April 2004) forecasts of population, households and employment.
U.S. Bureau of the Census, Census 2000, SF-1 and SF-3.
Department of Finance, Table E-5

Figure 5-3 shows the percentage change in population and employment projected from 2000 to 2020 for the City and County. As shown, employment and population in the City of Carson are projected to increase only slightly faster than for the County over the period.

Figure 5-3

Projected Population and Employment Growth

Percent Change 2000 to 2020



Source: Southern California Association of Governments RTP 2004 (April 2004) forecasts.
U.S. Bureau of the Census, Census 2000, SF-1 and SF-3.

2.5 and 5.0-Mile Retail Trade Areas

SCAG projections for the 2.5 and 5.0-mile market areas indicate similar growth rates for population and households from 2000 to 2020 (Table 5-6). The 2.5-mile ring experiences a modest decline in average household size during this period. Between 2000 and 2020, households are the fastest growing category for the 2.5-mile ring with an average annual growth rate of 0.8 percent.

Table 5-6
Carson Marketplace Demographic Projections
Based on Demographics by Census Tracts for 2.5 and 5.0-Mile Radii

	1990	2000	2005	2010	2020	Percentage Change 2000 to 2020	Average Annual Growth Rate 2000 to 2020
Proposed New Units in Carson (starting in 2010):				1,550			
5.0-MILE RADIUS							
Population	630,593	638,324	671,650	685,157	726,225	13.8%	0.6%
Household Population	604,445	630,721	663,650	676,996	717,575	13.8%	0.6%
Households	200,625	200,338	203,066	209,363	225,260	12.4%	0.6%
Avg. HH Size	3.01	3.15	3.27	3.23	3.19	1.3%	0.1%
Avg. HH Income[1]	$42,699	$53,927					
Avg. HH Income (1999 $)	$55,279	$53,927					
HHI 1990 to 2000 AAGR		-0.2%					
2.5-MILE RADIUS							
Population	130,368	141,664	151,116	153,889	162,550	14.7%	0.7%
Household Population	121,699	139,627	148,943	151,676	160,213	14.7%	0.7%
Households	42,301	42,531	43,745	46,573	50,224	18.1%	0.8%
Avg. HH Size	2.88	3.28	3.40	3.26	3.19	-2.7%	-0.1%
Avg. HH Income[1]	$46,003	$57,402					
Avg. HH Income (1999 $)	$59,556	$57,402					
HHI 1990 to 2000 AAGR		-0.4%					

1 - Average household income is calculated based on sample data from census file SF-3.

Source: Stanley R. Hoffman Associates, Inc.
US Bureau of the Census, SF-1 and SF-3; SCAG Projections 2004.
Bureau of Labor Statistics.

5.5 Projected Residential Retail Demand

Table 5-7 illustrates the average retail expenditures per household for the 5.0-mile ring taken from the US Consumer Expenditure Survey. It is evident that food and general merchandise comprise the largest share of total retail expenditures over the projection period in constant 2005 dollars. Retail expenditures average between 40.0 and 41.0 percent of the 5.0-mile ring household income (in constant 2005 dollars) over the projection period, holding income constant at the 2000 level.

Table 5-7
Average Expenditures per Household by Store Type
5.0-Mile Ring
(in constant 2005 dollars)

	2000	2005	2010	2020
Apparel Stores	$1,500	$1,525	$1,522	$1,512
General Merchandise Stores	4,437	4,509	4,503	4,472
Drug Stores	1,278	1,306	1,303	1,291
Food Stores	6,157	6,345	6,328	6,250
Liquor Stores	602	616	614	608
Eating and Drinking Places	3,147	3,189	3,185	3,168
Home Furnishings	1,059	1,070	1,069	1,064
Building Materials	986	1,002	1,000	994
Auto Dealers and parts	4,034	4,077	4,074	4,056
Gasoline Service Stations	1,715	1,756	1,754	1,736
Other Retail	1,197	1,215	1,213	1,206
Total Retail Expenditures	$26,112	$26,610	$26,565	$26,358
Household Size	3.15	3.27	3.23	3.19
Household Income	$64,986	$64,986	$64,986	$64,986
Retail Spending As % of Income	40.18%	40.95%	40.88%	40.56%

Source: Stanley R. Hoffman Associates, Inc.
Consumer Expenditure Survey

To estimate total household expenditures by store type, the averages from Table 5-7 are multiplied by the total number of households for the 5.0-mile ring, shown in Table 5-8.

Table 5-8
Total Household Expenditures by Store Type
5.0-Mile Ring
(in constant 2005 dollars)

	2000	2005	2010	2020
5.0-Mile Ring Households	200,338	203,066	209,363	225,260
Apparel Stores	$300,413,199	$309,678,160	$318,747,694	$340,654,407
General Merchandise Stores	888,828,019	915,630,328	942,695,933	1,007,438,454
Drug Stores	255,953,860	265,139,467	272,824,909	290,890,739
Food Stores	1,233,538,907	1,288,419,821	1,324,856,784	1,407,811,814
Liquor Stores	n/a	n/a	n/a	n/a
Eating and Drinking Places	630,450,831	647,653,654	666,776,905	713,636,385
Home Furnishings	212,101,417	217,188,651	223,790,222	239,634,734
Building Materials	197,608,246	203,409,367	209,456,208	223,891,864
Auto Dealers and parts	n/a	n/a	n/a	n/a
Gasoline Service Stations	n/a	n/a	n/a	n/a
Other Retail	239,879,641	246,724,928	253,931,217	271,681,695
Total Retail Expenditures	$3,958,774,121	$4,093,844,374	$4,213,079,871	$4,495,640,092

Source: Stanley R. Hoffman Associates, Inc.
U.S. Bureau of the Census, 2000
SCAG RTP 2004 Projections

A similar calculation was completed for the 2.5-mile ring, used primarily for measuring growth in food store expenditures. Again, food and general merchandise expenditures capture the largest share of total retail expenditures for the 2.5-mile market area (Table 5-9). When multiplied by household growth in Table 5-10, food expenditures exhibit steady growth through 2020, despite a slight decline in the average expenditure per household.

Table 5-9
Average Expenditures per Household by Store Type
2.5-Mile Ring
(in constant 2005 dollars)

	2000	2005	2010	2020
Apparel Stores	$1,581	$1,607	$1,600	$1,584
General Merchandise Stores	4,679	4,752	4,733	4,685
Drug Stores	1,343	1,371	1,364	1,345
Food Stores	6,440	6,627	6,581	6,455
Liquor Stores	632	646	642	632
Eating and Drinking Places	3,324	3,366	3,356	3,327
Home Furnishings	1,120	1,131	1,128	1,121
Building Materials	1,041	1,056	1,052	1,042
Auto Dealers and parts	4,268	4,310	4,301	4,272
Gasoline Service Stations	1,799	1,841	1,832	1,803
Other Retail	1,263	1,281	1,276	1,265
Total Retail Expenditures	$27,490	$27,988	$27,864	$27,533
Household Size	3.28	3.40	3.26	3.19
Household Income	$69,174	$69,174	$69,174	$69,174
Retail Spending As % of Income	39.74%	40.46%	40.28%	39.80%

Source: Stanley R. Hoffman Associates, Inc.
U.S. Bureau of the Census, 2000
SCAG RTP 2004 Projections

Table 5-10
Total Household Expenditures by Store Type
2.5-Mile Ring
(in constant 2005 dollars)

	2000	2005	2010	2020
2.5-Mile Ring Households	42,531	43,745	46,573	50,224
Apparel Stores	$67,244,472	$70,278,538	$74,525,186	$79,535,614
General Merchandise Stores	199,005,467	207,861,054	220,427,817	235,322,186
Drug Stores	57,118,968	59,969,285	63,515,184	67,554,438
Food Stores	273,910,896	289,900,674	306,487,793	324,204,142
Liquor Stores	26,868,589	28,251,675	29,905,011	31,765,900
Eating and Drinking Places	141,372,938	147,264,779	156,291,920	167,100,863
Home Furnishings	47,629,243	49,490,358	52,541,443	56,308,400
Building Materials	44,254,376	46,191,930	48,997,145	52,327,709
Auto Dealers and parts	181,522,145	188,561,238	200,289,733	214,569,129
Gasoline Service Stations	76,528,291	80,536,394	85,304,439	90,573,340
Other Retail	53,734,167	56,038,914	59,444,120	63,549,574
Total Retail Expenditures	$1,169,189,552	$1,224,344,839	$1,297,729,789	$1,382,811,296

Source: Stanley R. Hoffman Associates, Inc.
Consumer Expenditure Survey

5.6 Projected Employment Demand

Additional demand is derived from employment within the market area. Two of the major employers within the 5.0-mile ring include Cal-State Dominguez Hills and the City of Carson, in addition to other professional services firms located in nearby offices and business parks.

To estimate future retail demand from employment, the employment growth increment for the 5.0-mile ring was taken for two projection periods: 2005 to 2010 and 2010 to 2020 using the SCAG RTP 2004 (April 2004) forecasts (Table 5-11). The forecast from 2005 to 2010 shows an increase in employment of 8,813, with an additional increase of 3,750 from 2010 to 2020 (Table 5-11). This represents a total incremental increase in employment of 12,563 in Carson over the 2005 to 2020 period.

Of this employment growth, a portion will be dedicated to office/professional jobs which are those most likely to generate retail demand. To estimate this capture rate, employment was looked at by category for four zip codes comprising the bulk of Carson. Professional, finance, health care, local services and government employment was used as representative of these types of jobs, and comprise approximately 44.0 percent of the total employment (Appendix Table D-1). From 2005 to 2010 this shows a projected increase in office/professional employment of 3,878, with an additional increase of 1,650 from 2010 to 2020 (Table 5-12). This represents a total incremental increase in office/professional employment of 5,528 in Carson over the 2005 to 2020 period.

This capture rate was used to project the size of demand for the forecast periods. When multiplied by the average annual spending per worker for the various retail categories, the total expenditures in 2005 dollars are estimated for the two periods. Going one additional step and dividing these expenditures by the average sales per square foot for each category, square feet of retail demand from office/professional employment is estimated as shown in Table 5-12.

While not a large share of projected retail demand, office/professional employment will generate approximately 71,855 square feet of demand through 2010 and another 30,575 square feet from 2010 to 2020, as shown in Table 5-12. This represents a total of 102,430 incremental square feet over the 2005 to 2020 period, projected to be generated by office/professional employment.

Table 5-11

Carson Marketplace Employment Projections
Based on Demographics by Census Tracts for 2.5 and 5.0-Mile Radii

	2000	2005	2010	2020	Numeric Change 2005 to 2010	Numeric Change 2010 to 2020	Percentage Change 2005 to 2020	Average Annual Growth Rate 2000 to 2020
Employment								
City of Carson	56,839	59,739	68,552	72,302	8,813	3,750	21.0%	1.2%
5.0-Mile Radius	333,826	338,578	387,091	408,127	48,513	21,036	20.5%	1.0%
2.5-Mile Radius	91,619	92,893	105,903	110,879	13,009	4,977	19.4%	1.0%

Source: Stanley R. Hoffman Associates, Inc.
SCAG RTP 2004 (April 2004) forecasts.

Table 5-12
City of Carson
Retail Demand Generated by Office Workers
(in constant 2005 Dollars)

Retail Group	Estimated Sales Per SF	Annual Spending 1997 $	Annual Spending Per Worker[1] 2005 $	2005 - 2010 Total Expenditures 2005 $	2005 - 2010 Square Feet	2010 - 2020 Total Expenditures 2005 $	2010 - 2020 Square Feet	2005 - 2020 Total Square Feet
Total Employment Growth Increment[2]				8,813		3,750		12,563
Estimated Capture Rate[3]				44.0%		44.0%		44.0%
Office/Professional Employment Growth Increment				3,878		1,650		5,528
Eating & Drinking Establishments		**$1,257**	**$1,554**	**$6,027,657**	**18,836**	**$2,564,815**	**8,015**	
Lunches	$320	1,105	1,366	5,298,776	16,559	2,254,670	7,046	
Dinner/Drinks	$320	152	188	728,881	2,278	310,145	969	
Work Day Retail		**$2,595**	**$3,209**	**$12,443,731**	**49,497**	**$5,294,904**	**21,061**	
Comparison Goods	$230	1,036	1,281	4,967,902	21,600	2,113,881	9,191	
Apparel & Accessories	$325	552	683	2,646,990	8,145	1,126,315	3,466	
Other Shoppers Goods	$230	483	597	2,316,116	10,070	985,526	4,285	
Convenience Goods	$230	262	324	1,256,361	5,462	534,591	2,324	
Incidentals	$230	124	153	594,614	2,585	253,013	1,100	
Food Stuffs	$475	97	120	465,141	979	197,921	417	
Other	$300	41	51	196,606	655	83,657	279	
After Work Retail		**$283**	**$350**	**$1,357,062**	**3,522**	**$577,440**	**1,499**	
Food & Groceries	$475	170	210	815,196	1,716	346,872	730	
Other	$300	113	140	541,866	1,806	230,568	769	
Total		**$4,135**	**$5,113**	**$19,828,450**	**71,855**	**$8,437,160**	**30,575**	**102,430**

1. Spending per worker derived from International Council of Shopping Centers' survey.
2. Based on SCAG RTP 2004 (April 2004) forecasts, as shown in Table 5-11.
3. Professional, finance, health care, local services and government employment was used as representative of these types of jobs, as shown in Appendix Table D-1.

Sources: Stanley R. Hoffman Associates, Inc.
International Council of Shopping Centers, *Office Worker Retail Spending, 1988.*
Urban Land Institute, *Dollars and Cents of Shopping Centers, 2004.*

Chapter 6 - THE COMPETITIVE RETAIL CONTEXT

Stanley R. Hoffman Associates has conducted field research and collected data on retail centers located within a 2.5-mile and 5.0-mile radius of the planned Carson Marketplace site to assess current retail market conditions. The data collected includes taxable retail sales, center size, vacancy rates, traffic counts, general retail center condition, and anchor tenant and tenant mix details. The following chapter highlights our findings.

6.1 Historic Taxable Retail Sales Trends

As one measure of the health of the retail market area, historic taxable retail sales trends were analyzed for the cities falling within the 5.0-mile ring. Board of Equalization taxable retail sales data was used for the analysis. Table 6-1 shows the cities comprising the 5.0-mile ring and the taxable retail sales for each in 1995 and 2003 (latest available). In order to compare retail growth trends among various cities in the market area, the year 1995 was chosen as a sufficient time period from the present date (10 years). This period is viewed as representative of various cyclical changes in the local economy, including periods of growth and recession. Three smaller municipalities within the ring are excluded because detailed taxable sales were not available (Lomita, Rancho Palos Verdes, Rolling Hills Estates and Signal Hill).

The City of Carson had the second strongest average annual growth rate for taxable retail sales at 5.0 percent between 1995 and 2003, falling second only to Long Beach (6.1 percent). The growth rate for the City of Carson exceeds the weighted average for all of the cities in the ring (2.6 percent) and for Los Angeles County (3.2 percent).

Table 6-1
Nearby Cities Taxable Retail Sales Trends
Carson Marketplace 5.0 Mile Ring
(in constant 2005 dollars)

	Taxable Retail Sales		Percent	Average Annual
5.0 - Mile Ring Cities	**1995**	**2003**	**Change**	**Change**
Carson	$844,846,216	$1,250,271,385	48.0%	5.0%
Compton	217,569,665	232,237,112	6.7%	0.8%
Gardena	452,120,905	540,165,956	19.5%	2.2%
Hawthorne	611,786,079	760,415,859	24.3%	2.8%
Lawndale	169,153,893	183,563,814	8.5%	1.0%
Long Beach	1,936,075,920	3,102,444,508	60.2%	6.1%
Los Angeles City	21,936,900,644	26,935,193,431	22.8%	2.6%
Redondo Beach	703,787,635	697,107,175	-0.9%	-0.1%
Torrance	2,633,824,460	2,964,566,526	12.6%	1.5%
Weighted Average	**$17,535,974,426**	**$21,570,034,562**	**23.0%**	**2.6%**
Los Angeles County	$65,707,083,165	$84,744,530,365	29.0%	3.2%

Source: Stanley R. Hoffman Associates, Inc.
California State Board of Equalization, 1995 and 2003.

Table 6-2 illustrates the taxable retail sales trends on a per capita basis for the cities within the 5.0-mile ring. The average annual growth rates vary slightly from Table 6-1 due to population growth from 1995 to 2003.

Table 6-2
Nearby Cities Per Capita Taxable Retail Sales Trends
Carson Marketplace 5.0 Mile Ring
(in constant 2005 dollars)

5.0 - Mile Ring Cities	Taxable Retail Sales Per Capita 1995	Taxable Retail Sales Per Capita 2003	Percent Change	Average Annual Change
Carson	$9,875	$13,080	32.4%	3.6%
Compton	2,412	2,382	-1.2%	-0.2%
Gardena	8,334	8,943	7.3%	0.9%
Hawthorne	7,833	8,658	10.5%	1.3%
Lawndale	2,166	5,556	156.5%	12.5%
Long Beach	4,429	6,408	44.7%	4.7%
Los Angeles City	6,191	6,926	11.9%	1.4%
Redondo Beach	11,528	10,443	-9.4%	-1.2%
Torrance	19,692	20,397	3.6%	0.4%
Los Angeles County	7,217	8,438	16.9%	2.0%
Weighted Average	**$7,036**	**$8,092**	**15.0%**	**1.8%**

Source: Stanley R. Hoffman Associates, Inc.
California State Board of Equalization, 1995 and 2003.

To estimate the taxable retail sales trends for the 5.0-mile market area, the pro rata share of each city's population within the ring was applied to the per capita sales data presented in table 6-2. Each city's population and relative share is shown in Table 6-3. Table 6-4 shows each city's pro rata share of population in the 5.0-mile ring. Table 6-5 shows the total weighted per capita taxable retail sales and per capita total retail sales for the 5.0-mile ring market area.

6.2 Per Capita Retail Taxable Transactions Comparison

As shown in Table 6-3, when per capita taxable sales are compared to the County of Los Angeles as a benchmark, Carson shows a ratio of 1.55. This indicates that overall Carson is capturing more taxable retail sales than the Countywide average – thus, indicating an inflow of retail dollars into the community largely due to the South Bay Pavilion regional mall. Similarly, the nearby communities of Torrance (2.42) and Redondo Beach (1.24) also show greater capture than the Countywide average. However, there is some retail leakage for selected retail categories in Carson. As shown in Table 6-3, the ratios that are less than 1.0 – thus, indicating retail leakage – are Apparel (0.39), Food Stores (0.93) and Eating and Drinking establishments (0.77).

Table 6-3
Taxable Retail Transactions for Selected Cities: 2003
(in thousands of 2003 dollars)

PANEL A - Taxable Retail Transactions by Jurisdiction

Retail Group	Compton	Gardena	Hawthorne	Lawndale	Long Beach	Los Angeles	Redondo Beach	Torrance	City of Carson	Los Angeles County
Apparel Stores	$14,282	$5,816	$12,102	$3,939	$105,942	$1,451,760	$73,387	$185,127	$16,195	$4,356,666
General Merchandise	19,069	88,723	154,783	4,026	387,954	3,351,395	146,439	547,799	137,101	11,749,089
Food Stores	34,599	36,497	25,918	9,445	194,872	1,590,925	55,893	83,924	37,561	4,240,110
Eating & Drinking Places	32,509	83,278	56,572	22,133	520,374	4,267,618	131,335	287,296	81,644	11,151,772
Home Furnishings & Appliances	12,175	8,932	23,034	7,224	93,983	1,221,327	28,599	199,435	69,477	3,820,296
Building Materials & Farm Implem.	4,652	87,593	119,358	34,383	516,578	1,971,383	31,845	159,534	114,666	6,545,569
Auto Dealers & Auto Supplies	22,164	111,920	161,405	20,718	314,220	4,057,625	34,223	686,161	352,969	17,468,531
Service Stations	49,443	48,686	37,293	34,868	336,850	2,789,646	45,078	145,725	87,487	7,440,662
Other Retail Stores	28,771	34,825	122,234	35,309	436,990	4,543,304	106,564	483,536	274,716	12,654,031
Retail Subtotal	$217,664	$506,270	$712,699	$172,045	$2,907,763	$25,244,983	$653,363	$2,778,537	$1,171,816	$79,426,726
2003 Population	97,488	60,400	87,825	33,038	484,166	3,889,126	66,753	145,346	95,588	10,043,406

PANEL B - Per Capita Taxable Retail Transactions

Retail Group	Compton	Gardena	Hawthorne	Lawndale	Long Beach	Los Angeles	Redondo Beach	Torrance	City of Carson	Los Angeles County
Apparel Stores	$147	$96	$138	$119	$219	$373	$1,099	$1,274	$169	$434
General Merchandise	196	1,469	1,762	122	801	862	2,194	3,769	1,434	1,170
Food Stores	355	604	295	286	402	409	837	577	393	422
Eating & Drinking Places	333	1,379	644	670	1,075	1,097	1,967	1,977	854	1,110
Home Furnishings & Appliances	125	148	262	219	194	314	428	1,372	727	380
Building Materials & Farm Implem.	48	1,450	1,359	1,041	1,067	507	477	1,098	1,200	652
Auto Dealers & Auto Supplies	227	1,853	1,838	627	649	1,043	513	4,721	3,693	1,739
Service Stations	507	806	425	1,055	696	717	675	1,003	915	741
Other Retail Stores	295	577	1,392	1,069	903	1,168	1,596	3,327	2,874	1,260
Retail Subtotal	$2,233	$8,382	$8,115	$5,208	$6,006	$6,491	$9,788	$19,117	$12,259	$7,908

PANEL C - Comparison of City to County Per Capita Retail Transactions

Retail Group	Compton	Gardena	Hawthorne	Lawndale	Long Beach	Los Angeles	Redondo Beach	Torrance	City of Carson	Los Angeles County
Apparel Stores	0.34	0.22	0.32	0.27	0.50	0.86	2.53	2.94	0.39	1.00
General Merchandise	0.17	1.26	1.51	0.10	0.68	0.74	1.88	3.22	1.23	1.00
Food Stores	0.84	1.43	0.70	0.68	0.95	0.97	1.98	1.37	0.93	1.00
Eating & Drinking Places	0.30	1.24	0.58	0.60	0.97	0.99	1.77	1.78	0.77	1.00
Home Furnishings & Appliances	0.33	0.39	0.69	0.57	0.51	0.83	1.13	3.61	1.91	1.00
Building Materials & Farm Implem.	0.07	2.23	2.09	1.60	1.64	0.78	0.73	1.68	1.84	1.00
Auto Dealers & Auto Supplies	0.13	1.07	1.06	0.36	0.37	0.60	0.29	2.71	2.12	1.00
Service Stations	0.68	1.09	0.57	1.42	0.94	0.97	0.91	1.35	1.24	1.00
Other Retail Stores	0.23	0.46	1.10	0.85	0.72	0.93	1.27	2.64	2.28	1.00
Retail Subtotal	**0.28**	**1.06**	**1.03**	**0.66**	**0.76**	**0.82**	**1.24**	**2.42**	**1.55**	**1.00**

Sources: Stanley R. Hoffman Associates, Inc.
CA State Board of Equalization, 2003

Table 6-4

5.0-Mile Ring Population Composition by City

	Carson	Compton	Gardena	Hawthorne	Lawndale	Long Beach	Los Angeles	Redondo Beach	Torrance	Unincorp LA County	TOTAL
5.0 Mile Ring Populations 2000	89,365	64,957	53,723	8,564	13,769	110,861	111,811	5,130	105,823	53,490	617,493
Pro Rata Share of Total	14.5%	10.5%	8.7%	1.4%	2.2%	18.0%	18.1%	0.8%	17.1%	8.7%	100.0%

Note: The jurisdictions listed in this table represent 96.7 percent of the total population for the 5.0-mile ring. Retail sales tax detail was not available from BOE for Lomita, Signal Hill, Rolling Hills Estates, and Rancho Palos Verdes. Because these cities represent less than 4.0 percent of the total population, they have been excluded from these calculations. The total population for the 5.0-mile ring, including all jurisdictions, is 638,334 persons.

Table 6-5

Nearby Cities Per Capita Pro Rata Taxable Retail Sales: 5.0-Mile Ring
(in constant 2005 dollars)

Retail Group	Carson	Compton	Gardena	Hawthorne	Lawndale	Long Beach	Los Angeles	Redondo Beach	Torrance	Unincorp LA County	Weighted Average Taxable Sales	Weighted Average Total Sales[1]
PANEL A - 2003 (in 2005 $)												
Apparel Stores	$26	$16	$9	$2	$3	$42	$72	$10	$233	$40	$453	$453
General Merchandise	221	22	136	26	3	153	166	19	689	108	1,545	1,674
Food Stores	61	40	56	4	7	77	79	7	106	39	476	1,487
Eating & Drinking Places	132	37	128	10	16	206	212	17	361	103	1,222	1,222
Home Furnishings & Appliances	112	14	14	4	5	37	61	4	251	35	537	537
Building Materials & Farm Implem.	185	5	135	20	25	204	98	4	201	60	938	938
Auto Dealers & Auto Supplies	570	26	172	27	15	124	202	5	863	161	2,164	2,164
Service Stations	141	57	75	6	25	133	139	6	183	68	834	834
Other Retail Stores	444	33	54	21	25	173	226	14	608	116	1,714	1,714
Taxable Retail Sales Per Capita	$1,893	$251	$778	$120	$124	$1,150	$1,254	$87	$3,495	$731	**$9,883**	**$11,023**
PANEL B - 1995 (in 2005 $)												
Apparel Stores	$34	$15	$6	$5	$2	$37	$86	$8	$337	$42	$572	$572
General Merchandise	186	38	137	30	N/A	102	152	27	597	99	1,368	1,482
Food Stores	69	35	45	5	4	85	85	8	129	43	507	1,584
Eating & Drinking Places	104	34	119	10	6	162	177	16	322	87	1,036	1,036
Home Furnishings & Appliances	95	15	12	9	2	18	71	7	360	35	625	625
Building Materials & Farm Implem.	122	8	119	16	7	58	70	2	167	44	613	613
Auto Dealers & Auto Supplies	416	29	148	10	6	95	137	9	552	111	1,513	1,513
Service Stations	166	42	73	8	7	114	125	5	156	61	759	759
Other Retail Stores	238	38	67	16	15	122	217	15	756	102	1,584	1,584
Taxable Retail Sales Per Capita	**$1,429**	**$254**	**$725**	**$109**	**$48**	**$795**	**$1,121**	**$96**	**$3,375**	**$625**	**$8,577**	**$9,768**

1. The weighted average total sales are factored to account for non-taxable sales at food and drug stores. Based on historical BOE data, drug stores are estimated to comprise 13.0 percent of General Merchandise with 61.0 percent of drug store sales assumed to be taxable. Approximately 32.0 percent of food store sales are estimated as taxable.

Source: Stanley R. Hoffman Associates, Inc.; California State Board of Equalization; CA Department of Finance 2000

6.3 Existing Retail Supply

We identified approximately 246 shopping centers within a 5.0-mile radius of the Carson Marketplace site. Of these centers, 49 are within a 2.5-mile radius and represent approximately 2.9 million square feet. Three regional shopping centers are located within the 5.0-mile radius including Del Amo Fashion Center (Torrance), South Bay Galleria (Redondo Beach) and South Bay Pavilion (Carson). The South Bay Pavilion regional shopping center falls within the 2.5-mile radius and accounts for 783,753 square feet, or roughly one quarter of the 2.5-mile retail supply.

6.4 Retail Vacancy Rates: 2.5-Mile Radius

As shown in Table 6-6, the retail shopping centers in the Carson market area exhibit strong occupancy with an overall vacancy rate of 1.5 percent for all centers. Over one third of shopping centers in the 2.5-mile ring contain a grocery tenant. Vacancy rates are less than one percent (0.7%) for the shopping centers anchored by a grocery or convenience food tenant, approximately half the vacancy rate for the total retail supply (1.5%). Vacancy is just slightly higher (1.8%) when the South Bay Pavilion is excluded from the calculations.

Table 6-6
Carson Marketplace 2.5-Mile Radius
Shopping Center Vacancies
June 2005

	No. of Centers	Square Feet	Percent of Supply
Total Retail Supply	49	2,928,378	100.0%
Retail Vacancy		42,957	**1.5%**
Retail Supply (excluding regional)	48	2,144,625	73.2%
Retail Vacancy (excluding regional)		38,771	**1.8%**
Grocery-Anchored Centers	18	1,125,132	38.4%
Grocery-Anchored Center Vacancy[1]		7,975	**0.7%**

1 - Grocery vacancy is calculated out of total supply of grocery-anchored centers.

Source: Stanley R. Hoffman Associates, Inc.
Field research, June 2005

As illustrated in Table 6-6, vacancy is concentrated in the centers under 25,000 square feet, that were generally older and less well maintained, and representing roughly 10.0 percent of the total retail supply. When taken alone, these centers had an estimated vacancy of 7.8 percent. Minimal vacancy was noted in the centers over 100,000 square feet, which includes the South Bay Pavilion regional mall.

Table 6-7
Carson Marketplace 2.5-Mile Radius
Shopping Center Vacancies by Size
June 2005

	No. of Centers	Total Square Feet	Vacant Square Feet	Vacancy Rate (%)
Total Retail Supply	49	2,928,378	42,957	1.5%
Centers < 25,000 SF	23	301,068	23,496	7.8%
25,000 - 49,999 SF	9	282,217	3,475	1.2%
50,000 - 99,999 SF	9	629,099	10,400	1.7%
100,000 +	8	1,715,994	5,586	0.3%

Source: Stanley R. Hoffman Associates, Inc.
Field research, June 2005

As shown in Table 6-7, vacancy is less than one half of a percent for the 1.0 million square feet of supply in a 1.0-mile radius from the proposed project. This is largely driven by the presence of the South Bay Pavilion (783,753 existing retail) located within the 1.0-mile ring. When the regional mall is excluded from the analysis, vacancy drops to zero among the remaining five centers within a 1.0-mile radius.

Table 6-8
Carson Marketplace 1.0-Mile to 2.5-Mile Radii
Shopping Center Vacancies by Distance
June 2005

	No. of Centers	Total Square Feet	Vacant Square Feet	Vacancy Rate (%)	Vacancy Rate (%) Excluding Regional Mall
1.0-mile radius	6	1,030,629	4,186	0.4%	0.0%
1.5-mile radius	23	1,642,540	15,157	0.9%	1.3%
2.0-mile radius	34	2,216,673	25,557	1.2%	1.5%
Total Retail 2.5-mile radius	**49**	**2,928,378**	**42,957**	**1.5%**	**1.8%**

Source: Stanley R. Hoffman Associates, Inc.
Field research, June 2005

6.5 Retail Vacancy Rates: 2.5 to 5.0-Mile Ring

Stanley R. Hoffman Associates physically inspected a sample of 16 of the larger centers between the 2.5 and 5.0-mile ring plus the two regional malls that fall within this geographic area. The sample of centers had a vacancy rate of 1.6 percent which is comparable to the retail supply within the 2.5-mile ring. However, when the two regional malls are excluded, the vacancy jumps to 5.12 percent (Table 6-8).

Table 6-9
Carson Marketplace 2.5 to 5.0-Mile Ring SAMPLE
Shopping Center Vacancy
June 2005

	No. of Centers	Total Square Feet	Vacant Square Feet	Vacancy Rate (%)
Sample Retail Supply	16	5,025,157	80,343	1.6%
Excluding Regional Malls	14	1,570,157	80,343	5.1%

Source: Stanley R. Hoffman Associates, Inc.
Field research, June 2005

A former 108,000-square-foot swap meet, Discount Priceland, located in Gardena has been vacated and purchased by the City of Gardena for future use as a bus maintenance yard. The structure remains, however the grounds are boarded up and in a state of disrepair. This retail vacancy has been excluded from our analysis because its planned use is not retail, nor is it positioned in a strong neighborhood or community center location.

6.6 Qualitative Assessment of Shopping Center Condition: Methodology

Stanley R. Hoffman Associates physically visited all of the centers identified within the 2.5-mile radius and a sample of centers in the 2.5 to 5.0-mile radius in June 2005. Each center was given a qualitative score for its general condition, including level of maintenance, and signs of wear and tear on a scale of one to three (1.0 = poor; 3.0 = excellent). The three-point scale is based on Stanley R. Hoffman Associates' judgment in an effort to assign a general indicator of obsolescence to each of the centers. The assessment scores were intended to provide a qualitative evaluation of obsolescence for the centers based on visual observation and did not constitute a complete physical inspection.

6.7 Qualitative Assessment of Condition: 2.5-Mile Radius

The Condition Assessment for the Shopping Centers is presented Table 6-5 for the 2.5-mile radius. The weighted average assessment of condition is highest among the centers above 100,000 square feet, inclusive of the South Bay Pavilion. The weakest assessments are for the centers under 25,000 square feet. Based on our visual inspection these smaller centers represent much of the older, less maintained retail product within the market area.

Table 6-10
Qualitative Assessment of Shopping Center Condition: 2.5-Mile Radius
June 2005

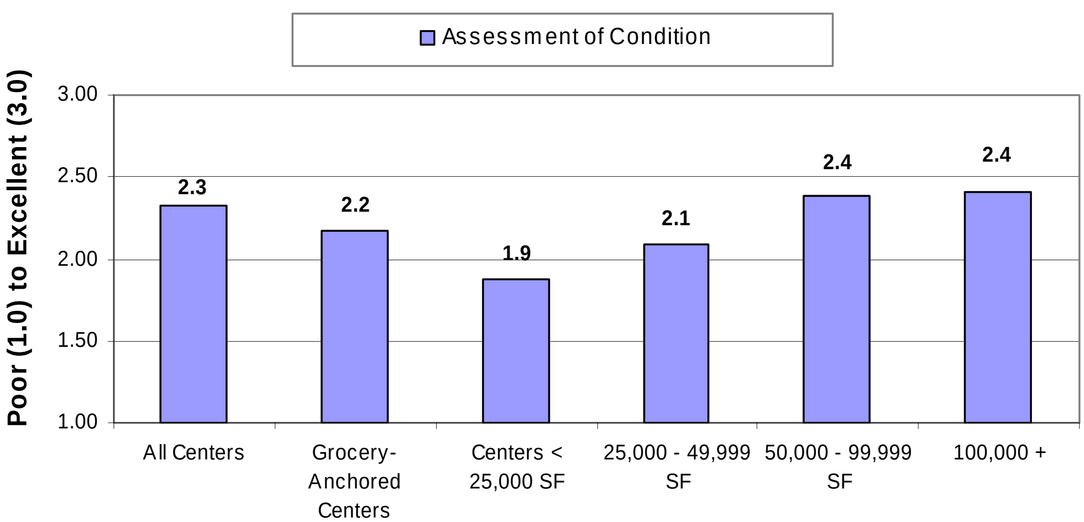
Scale of 1 (Poor), 2 (Good), 3 (Excellent)

	No. of Centers	**Total Square Feet**	**Share of Total Retail Supply (%)**	**Qualitative Assessment of Condition**
All Centers	49	2,928,378	100.0%	2.3
Grocery-Anchored Centers	18	1,125,132	38.4%	2.2
Centers < 25,000 SF	23	301,068	10.3%	1.9
25,000 - 49,999 SF	9	282,217	9.6%	2.1
50,000 - 99,999 SF	9	629,099	21.5%	2.4
100,000 +	8	1,715,994	58.6%	2.4

1 - The condition assessment is weighted by each retail center's pro rata share of total gross leasable area.

Source: Stanley R. Hoffman Associates, Inc.
Field research, June 2005

Figure 6-1
Qualitative Assessment of Shopping Center Condition



1 – The condition assessment is weighted by each retail center's pro rata share of total gross leasable area on a scale of 1 (Poor), 2 (Good) and 3 (Excellent).

Source: Stanley R. Hoffman Associates, Inc.
Field research, June 2005

6.8 Qualitative Assessment of Condition: 2.5 to 5.0-Mile Ring

The condition assessments of the Shopping Centers are presented in Table 6-10 for the 2.5 to 5.0-mile ring sample. These assessments reflect the sample of 16 centers that were surveyed within this geography. The assessments are shown both including and excluding the two regional centers that fall within this geography. Grocery-anchored centers are shown separately as well.

The regional malls represent approximately 69.0 percent of the sample square footage and both are well maintained and generally in good condition. The greatest wear and deterioration was evident among the non-regional, non-grocery-anchored centers. The grocery-anchored centers exhibited an assessment slightly lower than the overall sample averages, but still achieve an estimated above-average score.

Table 6-11
Qualitative Assessment of Shopping Center Condition
2.5 to 5.0-Mile Radius SAMPLE

Scale of 1 (Poor), 2 (Good), 3 (Excellent)

	No. of Centers	Total Square Feet	Share of Total Retail Sample (%)	Average Size of Center (SF)	Qualitative Assessment of Condition1
Shopping Center Sample	16	5,025,157	100.0%	314,072	2.6
Sample excluding Regional Malls	14	1,570,157	31.2%	112,154	1.9
Grocery-Anchored Centers	9	308,340	6.1%	38,543	2.2

1 - The assessment of condition is weighted by each retail center's pro rata share of total gross leasable area.

Source: Stanley R. Hoffman Associates, Inc.
Field research, June 2005

6.9 Traffic Counts

Traffic count data collected by Caltrans for the intersection of I-405 and Avalon Boulevard adjacent to the Carson Marketplace site is presented in Table 6-11. The years shown are 1995, 2000, and 2004 (latest available).

The most notable growth has occurred in the average annual daily traffic ("AADT") counts by over 21.0 percent since 1995. Peak hour total change was roughly 14.0 percent growth for the same period (1995 to 2004). The average annual growth rates range from just over 2.0 percent for AADT and 1.5 percent for peak hour growth.

Table 6-12
Carson Marketplace Traffic Counts: 1995, 2000 and 2004
I-405 at Avalon Boulevard

	1995	2000	2004	1995 to 2004 Numeric Change	1995 to 2004 Percent Change	1995 to 2004 Average Annual Rate of Growth
Average Annual Daily Traffic						
S and W of intersection ("Back")[1]	210,000	201,000	255,000	45,000	21.43%	2.18%
N and E of intersection ("Ahead")[2]	226,000	261,000	274,000	48,000	21.24%	2.16%
Peak Hour Traffic						
S and W of intersection ("Back")[1]	15,100	14,500	17,300	2,200	14.57%	1.52%
N and E of intersection ("Ahead")[2]	16,700	19,300	19,100	2,400	14.37%	1.50%

1 - Back AADT and Peak Hour counts traffic traveling to the south and west of the designated intersection.
2 - Ahead AADT and Peak Hour counts traffic traveling to the north and east of the designated intersection.

Source: Stanley R. Hoffman Associates, Inc.
CalTrans

6.10 New Retail Development Under Construction and Planned

Stanley R. Hoffman Associates identified the following planned retail additions for the 5.0-Mile market area through a review of each city's website and field inspections, as shown in Table 6-12. In addition, we held conversations with representatives from the City of Torrance, the City of Compton, The Mills Company (Del Amo Fashion Center), and Hopkins Real Estate Group (South Bay Pavilion) during July and August 2005. The major regional supply changes will result from ongoing renovations of the Del Amo Fashion Center in Torrance and the South Bay Pavilion in Carson, plus a new Target store adjacent to the South Bay Galleria in Redondo Beach. The proposed, mixed-use Gateway Towne Center is planned in Compton and currently three alternative configurations are under consideration. No other major competitive additions to the retail market were identified. The following table illustrates new additions to the retail supply by store type.

Table 6-13
Planned Retail Developments
Carson and Nearby Cities

Uses by Location	Total Planned SF
South Bay Pavilion[1]	
General Merchandise	26,510
Other Retail	16,118
Subtotal New Retail	42,628
Del Amo Fashion Center	
General Merchandise	120,000
Other Retail	336,843
Subtotal New Retail	456,843
Theater (non-retail)	80,000
Target, Redondo Beach (Stand Alone)	
General Merchandise	141,800
Subtotal New Retail	141,800
Compton Gateway Towne Center ("Preferred Plan")	
General Merchandise	268,735
Food Stores	43,785
Other Retail Stores	167,146
Subtotal New Retail[2]	479,666
Residential (owner occupied - 34 units)	47,061
Theater (non-retail)	65,000
Fitness (non-retail)	30,000
Subtotal Non-Retail	142,061
PLANNED RETAIL DEVELOPMENT BY USE	
General Merchandise	557,045
Food Stores	43,785
Other Retail Stores[3]	520,107
Total Planned Retail SF	**1,120,937**

1 - This represents the increase in square footage at the South Bay Pavilion from 966,579 SF in 2003 prior to any demolition to the total of 1,009,207 SF after the renovation in 2005. The net increase is allocated in proportion to the overall type of new development.
2 - This represents the Preferred Plan for Compton, with the other alternatives ranging from 355,931 to 424,562 square feet of retail.
3 - Other retail includes Eating & Drinking Places.

Source: Stanley R. Hoffman Associates, Inc.
City of Compton Redevelopment Agency; Prism Realty.
City websites for cities located within the 5.0-Mile ring.

The majority of the planned retail space can be classified as General Merchandise or Other Retail concentrated primarily at the Del Amo Fashion Center, South Bay Pavilion and the Compton Gateway Towne Center. However, "Eating and Drinking" space was generally not distinguished from "Other Retail" square footage. Del Amo Fashion Center experienced vacancy of approximately 450,720 square feet in 1999 with the closure of a Montgomery Ward and the adjacent in-line shops. The Montgomery Ward building was subsequently torn down, but the square footage is now being added back in the form of a new department store, movie theater and "lifestyle center." Similarly, South Bay Pavilion responded to recent significant vacancy in its mall shops by removing a portion of the shop space. It is replacing the square footage with a 146,240-square-foot Target store, 24 Hour Fitness and new in-line retail stores.

The Compton project is the re-use of a former auto mall which has sat vacant for a number of years. The City of Compton Redevelopment Agency indicates that they are targeting a number of big box tenants, a movie theater, grocery store, and a range of 34 to 256 owner-occupied, residential units depending on the amount of retail space developed. Table 6-13 highlights the three alternatives under consideration.

Table 6-14
Proposed Compton Gateway Towne Center
Current Alternative Use Mixes

	Alternative 1	**Alternative 2**	**Alternative 3**
General Merchandise	268,735	145,000	268,735
Food Stores	43,785	43,785	43,785
Other Retail Stores	167,146	167,146	112,042
Subtotal New Retail	479,666	355,931	424,562
Residential	34 units	maximum of 256 units	maximum of 256 units
Theater (non-retail)	65,000	0	0
Fitness (non-retail)	30,000	30,000	30,000
Subtotal Non-Retail	142,061	30,000	30,000

Note: Square footages are approximate allocations to the various proposed uses for the Compton Gateway Towne Center. The project is currently in the planning stages and while the City of Compton identified "Alternative 1" as a preferred alternative, a final selection has not yet been determined.

Source: Stanley R. Hoffman Associates, Inc.
Prism Realty.
City of Compton Redevelopment Agency.

6.11 Comparison of General Merchandise and Population Growth Trends

Based on a current survey of the Primary Market Area, Carson has a higher concentration of general merchandise establishments (about 24 percent) than its proportion of population (about 14 percent). However, when the general merchandise space that is either under-construction or planned is cumulatively added to the current space, Carson retains its same percentage of the Primary Market Area (about 23 percent) and its population percentage is still about 14 percent. This indicates that the overall expansion of general merchandise space is occurring at about the same rate in the market area.

Table 6-15
Comparison of General Merchandise and Population Growth Trends
Carson Marketplace: 5.0-Mile Ring

	Square Feet		Population	
Regional Malls & Selected Big-Box Retailers	**Existing**	**Future**	**2005**	**2010**
Carson				
Sears	172,380	172,380		
JC Penney	189,224	189,224		
Target (South Bay Pavilion)	0	146,240		
Super K Mart	104,000	104,000		
Big Lots	15,000	15,000		
Target (NWC Sepulveda & Figueroa)	154,700	154,700		
Carson Subtotal	635,304	781,544	95,856	97,532
Remainder of 5.0-Mile Ring				
Robinson's May (Del Amo)	171,400	171,400		
JC Penney (Del Amo)	163,300	163,300		
Macy's (Del Amo)	251,900	251,900		
Sears (Del Amo)	313,500	313,500		
New Department Store (Del Amo)	0	120,000		
Nordstrom's	148,778	148,778		
Robinson's May (South Bay Galleria)	334,896	334,896		
Mervyn's (South Bay Galleria)	84,000	84,000		
Target (adjacent to South Bay Galleria)	0	141,800		
Compton Gateway Towne Center	0	268,735		
Mervyn's	86,200	86,200		
Wal-Mart	160,900	160,900		
Sam's Club	111,300	111,300		
Big K-Mart	77,000	77,000		
Target	132,500	132,500		
Remainder of 5.0-Mile Ring Subtotal	2,035,674	2,566,209	575,794	587,625
Total for 5.0-Mile Ring	2,670,978	3,347,753	671,650	685,157
Percent within Carson	**23.79%**	**23.35%**	**14.27%**	**14.23%**

Source: Stanley R. Hoffman Associates, Inc.
Field inspection of sample of centers within 5.0-mile ring, June 2005.
Conversations with City of Carson, Hopkins Real Estate Group,
Compton Redevelopment Agency.

Chapter 7 - POTENTIAL IMPACTS OF NEW RETAIL DEVELOPMENT

This chapter examines the economic impacts that the proposed project would have on the commercial real estate market. Within the 5-mile primary trade area, the analysis takes two alternative approaches to estimating the maximum potential impact of the proposed project. The first is to estimate the impact that the proposed project would have on retail vacancy rates assuming that retail sales per square foot of store space remains constant. The second estimates the change in retail sales per square foot that would occur assuming that retail vacancy rates remain constant. The effect in the market place would likely be some mix of the two effects. This chapter also examines the supply of and demand for grocery-related retail space within the 2.5 mile trade area.

The analysis assumes an equilibrium market currently exists and estimates hypothetical changes from this equilibrium. The estimates represent a maximum because some stores may be more or less profitable than others. This could result in closures and land use changes (e.g. conversions from retail to residential or office uses). In addition, due to the presence of regional and entertainment uses at the proposed Carson Marketplace, a portion of visitors will likely come to the center from outside of the primary trade area.

7.1 Vacancy Rate Impact of New Retail Development

The impact of new additions to the retail supply on the commercial vacancy rate has been examined over two periods (2005-2010 and 2005-2020), both including and excluding the proposed Carson Marketplace. Retail demand is derived from a number of sources. The primary source of demand is households, whose square feet demanded is estimated by taking the incremental increase in household expenditures for each period and multiplying by the average sales per square foot, based on ULI estimates. Additional demand comes from employees working in the market area. The incremental growth in employment for the 5.0-mile ring for each period is multiplied by a factor of 44.0 percent, representing the share of employment dedicated to office and professional service-related jobs in the City of Carson as shown in Table 5-12. Most regional and community centers have a component of square footage dedicated to service-related uses, for e.g. dry cleaner, bank, beauty salon, gym, etc. According to ULI's Dollars and Cents of Shopping Centers, 2004, this share of gross leaseable area ranges from 7.0 to 13.0 percent as shown in Table E-1. A 10.0 percent estimate has been included.

Table 7-1
Estimated Retail Center Demand by Source: 2005 - 2020
5.0-Mile Ring
(in square feet)

Retail Center Demand	Case 1: 2005 to 2010	Percent Distribution	Case 2: 2005 to 2020	Percent Distribution
Households	366,747	75.3%	1,240,509	83.1%
Employment	71,855	14.7%	102,430	6.9%
Professional/Office (@10%)	48,734	10.0%	149,215	10.0%
Total Square Feet	487,336	100.0%	1,492,155	100.0%

Source: Stanley R. Hoffman Associates, Inc.

The Case 1 (2005-2010) and Case 2 (2005-2020) retail supply includes the ongoing renovations to the South Bay Pavilion and the Del Amo Fashion Center as well as the Target store adjacent to the South Bay Galleria, currently under construction. Both cases look at the impacts with and without the proposed Carson Marketplace project, which is projected to open in 2010.

Through the field data collected in June 2005, a current retail vacancy rate was estimated for the 2.5-mile and 5.0-mile rings. As a general rule of thumb, based on Stanley R. Hoffman Associates experience, a commercial vacancy rate of around 5.0 percent is considered characteristic of a stable retail market and is used as a comparative measure for evaluating impacts. The retail vacancy rate impact scenarios are presented in Table 7-2 and discussed below.

Table 7-2
Estimated Maximum Vacancy Rate Impact: 2005 - 2020
5.0-Mile Ring

	Incremental Retail Demand (SF)	Incremental Retail Supply (SF)	Incremental Supply minus Demand	Maximum Vacancy Rate Impact
Current Retail Vacancy Rate[1]				1.6%
Case 1: 2005 - 2010				
1a. Excluding Carson Marketplace	487,336	1,120,937	633,601	3.5%
1b. With Carson Marketplace	487,336	2,677,062	2,189,726	11.0%
Case 2: 2005 - 2020				
2a. Excluding Carson Marketplace	1,492,155	1,120,937	-371,218	-2.0%
2b. With Carson Marketplace	1,492,155	2,677,062	1,184,907	6.0%

1 - The estimated market vacancy rate is based on our survey of 49 retail centers within the 2.5-mile ring and a sample of 16 centers in the 2.5 to 5.0-mile ring as of June 2005. This vacancy rate estimate is inclusive of the three regional malls that fall within the 5.0-mile primary trade area.

Source: Stanley R. Hoffman Associates, Inc.

Case 1: 2005 – 2010

1a. Short-Term Impact of New Retail, Excluding Carson Marketplace

From 2005 and 2010 approximately 1,120,937 square feet of new retail space is under construction or planned. This new retail supply will increase the existing market vacancy rate of 1.6 percent to a maximum of 3.5 percent by 2010.

1b. Short-Term Impact of New Retail, Including Carson Marketplace

Including the proposed retail square footage for Carson Marketplace of 1,556,125 (excluding services, lodging and entertainment uses) in year 2010 increases the market vacancy rate to an estimated maximum of 11.0 percent.

Case 2: 2005 – 2020

2a. Long-Term Impact of New Retail, Excluding Carson Marketplace

Assuming only the planned 1,120,937 square feet of retail is added to the market the long-term impact (to 2020) is a supply shortfall. The vacancy rate drops to -2.0 percent under this scenario indicating that growth in retail demand in the 5.0-mile ring more than absorbs the estimated increases in retail supply.

2b. Long-Term Impact of New Retail, Including Carson Marketplace

The cumulative impact of the addition of Carson Marketplace and all other planned retail through 2020 is a vacancy rate of approximately 6.0 percent. This represents a decline of 4.4 percentage points from the 2010 vacancy rate and shows that the growth in demand reduces the impact of the short-term vacancy increase, but remains above the current vacancy rate. However, under this scenario, by 2020 the vacancy rate is relatively close to the 5.0-percent level and one would not expect long-term, persistent vacancies leading to urban decay.

As discussed later in Chapter 8, using case studies both in Carson and the greater Southern California market area, the changing nature of the real estate markets is illustrated by these examples that show the potential for older retail centers to successfully undergo renovations and redevelopment to newer forms of retail, residential, office or mixed use.

Excluding Planned Compton Gateway Towne Center

Of the potential new retail development, the Compton Gateway Towne Center project is the one project still in the early planning stages. While it will likely occur, the Compton Redevelopment Agency has not yet selected a final layout and land use scenario. We therefore looked at the above cases excluding the Gateway Towne Center square footage for comparative purposes (479,666 square feet as shown in Table 6-13). The impact on vacancy is lessened for both the shorter and longer-term periods. Through 2010 (including Carson Marketplace) the vacancy rate is estimated at 8.8 percent (versus 11.0 percent) and through 2020 (including Carson Marketplace) it declines to 3.6 percent (versus 6.0 percent).

7.2 Estimated Retail Sales Impact of New Retail Development

The impact of new additions to the retail supply on the expenditures per square foot has been examined over two periods (2005-2010 and 2005-2020), both including and excluding the proposed Carson Marketplace. Retail sales are derived from a number of sources, as illustrated in Table 7-3.

Existing retail sales are established by taking current households and multiplying them by per capita sales amounts from Board of Equalization (BOE) data. The BOE data reflects taxable sales, as shown in Table 6-5. Incremental retail sales are primarily derived from households. As with estimating retail square footage demanded, a portion of retail sales come from office/professional employment in the market area as well as from a small share of service-related square footage at the retail centers.

Table 7-3
Estimated Retail Center Sales by Source: 2005 - 2020
5.0-Mile Ring
(in constant 2005 dollars)

Retail Center Demand	Case 1: 2005 to 2010	Percent Distribution	Case 2: 2005 to 2020	Percent Distribution
Existing Retail Sales: 2005[1]	$5,389,991,250		$5,389,991,250	
Incremental Retail Sales				
Incremental HH Retail Sales[2]	$119,235,497	75.7%	$401,795,719	83.3%
Office/Professional Employment[3]	22,588,277	14.3%	32,199,765	6.7%
Service/Office (@10%)	15,758,197	10.0%	48,221,720	10.0%
	$157,581,971	100.0%	$482,217,204	100.0%
Total Retail Sales	$5,547,573,221		$5,872,208,454	

1. Existing retail sales are estimated as the total market area population of 638,324 times 2003 per capita total retail sales, as shown in Table 6-4, excluding Auto Dealers & Parts and Service Stations.
2. The projected incremental growth in household retail expenditures is calculated based on the total retail expenditures shown in Table 5-8 between years 2005 and 2020.
3. This is based in the incremental growth in office/professional space as shown in Table 5-12, times the average sales per square foot estimate of $314.

Source: Stanley R. Hoffman Associates, Inc.

It is assumed that retail space operates at the current estimated average sales per square foot amount of $314. Given the current low market area vacancy rate, this sales per square foot average is assumed to be reflective of the market in a stable, equilibrium state. The retail sales-per-square-foot impact scenarios are presented in Table 7-4 and discussed below.

Table 7-4
Estimated Retail Sales per SF Impact
5.0-Mile Ring

	Total Retail Square Feet	Total Retail Sales	Retail Sales per Square Foot	Estimated Maximum Percent Change
Current Retail Sales/Sq. Ft. [1]			$314	
Case 1: 2005 - 2010				
1a. Excluding Carson Marketplace	18,266,997	$5,547,573,221	$304	-3.4%
1b. With Carson Marketplace	19,823,122	$5,547,573,221	$280	-11.0%
Case 2: 2005 - 2020				
2a. Excluding Carson Marketplace	18,266,997	$5,872,208,454	$321	2.3%
2b. With Carson Marketplace	19,823,122	$5,872,208,454	$296	-5.8%

1 - Retail sales per square foot are estimated for the 5.0-mile ring based on BOE retail sales data for each of the cities in the ring. A proportionate share of each city's per capita retail sales is taken based on each city's population share of the ring. The amount is in constant 2005 dollars.

Source: Stanley R. Hoffman Associates, Inc.

Case 1: 2005 – 2010

<u>1a. Short-Term Impact of New Retail, Excluding Carson Marketplace</u>

From 2005 to 2010 retail expenditures per square foot are estimated to decline by 3.4 percent from their estimated current level of $314.

<u>1b. Short-Term Impact of New Retail, Including Carson Marketplace</u>

Including the proposed retail square footage for Carson Marketplace of 1,556,125 (excluding services, lodging and entertainment uses) decreases the retail expenditures per square foot in year 2010 to approximately $280, or an estimated decline of 11.0 percent.

Case 2: 2005 – 2020

<u>2a. Long-Term Impact of New Retail, Excluding Carson Marketplace</u>

Assuming only the planned 1,120,937 square feet of retail is added to the market the long-term impact (to 2020) is an increase in estimated expenditures per square foot to $321 (+2.3 percent).

<u>2b. Long-Term Impact of New Retail, Including Carson Marketplace</u>

The cumulative impact of the addition of Carson Marketplace and all other planned retail through 2020 is a decline in estimated expenditures per square foot of 5.8 percent to $296 per square foot.

Excluding Planned Compton Gateway Towne Center

The above scenarios take into account the maximum impact on retail sales per square foot, including the addition of the planned Compton Gateway Towne Center. Because the Gateway Towne Center project is in the planning stages and a final configuration and construction date are not yet set, we have looked at the new retail development impact on retail sales per square foot excluding this project. Under Case 2b. (2005-2020, including Carson Marketplace), the impact on retail sales per square foot still declines without the Gateway Towne Center, but only by 3.5 percent (versus a 5.8 percent decline) to $303 per square foot. This is considered within a reasonable range and would not likely cause persistent vacancies or store closures in the market area.

7.3 Retail Impact Analysis on Food Stores: 2.5-Mile Ring

The analysis also considers the projected supply and demand for food stores, estimating the square footage demanded, and projected food store supply within the 2.5-mile ring. An average sales per square foot of $475 is estimated from ULI's Dollars and Cents of Shopping Centers, 2004 data, as shown in Table F-1. Additions to the grocery supply come from the proposed Compton Gateway Towne Center, which includes a 43,785-square-foot grocery store under all three alternative configurations being considered for the project. The two scenarios presented below estimate the supportable food store floor area through 2020 both including and excluding the Carson Marketplace grocery square footage.

Table 7-5
Food Store Floor Area Supportable by New Residential Demand
2.5-Mile Ring
(in constant 2005 Dollars)

	2.5-Mile Ring 2000	**2.5-Mile Ring 2005**	**2.5-Mile Ring 2010**	**2.5-Mile Ring 2020**
Average Expenditures per Household	$6,440	$6,627	$6,581	$6,455
Households	42,531	43,745	46,573	50,224
Total Household Expenditures	$273,910,896	$289,900,674	$306,487,793	$324,204,142
Supportable Floor Area at $475/Sq. Ft.	576,655	610,317	645,237	682,535
Increase Over Previous Period		33,663	34,920	37,298
Case 3: Excluding Carson Marketplace				
Grocery SF	458,302	458,302	502,087	502,087
Ratio of Grocery Demand to Supply	126%	133%	129%	136%
Case 4: With Carson Marketplace				
Grocery SF	458,302	458,302	622,087	622,087
Ratio of Grocery Demand to Supply	126%	133%	104%	110%

Source: Stanley R. Hoffman Associates, Inc.

Case 3: Food Store Demand Excluding Carson Marketplace

Currently, the 2.5-mile market area is exhibiting a supply shortfall with demand exceeding supply by a ratio of 133.0 percent. Excluding Carson Marketplace from the analysis, this shortfall continues through 2020, with a slight dip in 2010 from the addition of the Gateway Towne Center grocery store. By the end of the projection period (2020) the shortfall of food store supply for the 2.5-mile trade area actually exceeds today's level, with demand reaching 136.0 percent of supply.

Case 4: Food Store Demand Including Carson Marketplace

In Case 4, the addition of the Carson Marketplace grocery square footage brings demanded space into the market. With Carson Marketplace, an excess of demand relative to supply persists through 2020 but the ratio drops to 110.0 percent or 10.0 percent excess demand over supply.

The data indicates a strong market for food stores within the 2.5-mile ring. The strong, established food stores should continue to do well. The field research revealed a handful of smaller, more convenience-oriented food stores that were generally older and less well-maintained (based on visual observations in June 2005). These stores would be more likely to experience some of the impacts of new grocery space at the Carson Marketplace. However, the overall supply and demand projections illustrate a market that is currently underserved by grocery uses.

Chapter 8 - RETAIL MARKET GROWTH DYNAMICS

The retail market is generally in fluctuation, with older retailers undergoing renovations over time to keep pace with customer tastes and changing demand. In some cases, aging retail uses will be replaced by newer, more contemporary centers (e.g. lifestyle centers) and some undergo conversions to a different or mixed use. Illustrated below are some examples of both completed and planned retail conversions from both the broader Southern California market as well as relevant examples from the City of Carson.

8.1 Retail Re-Use Examples, Southern California

Completed Projects

Paseo Colorado, Pasadena

The Paseo Colorado project on Colorado Boulevard in Pasadena redeveloped a 1970's era enclosed retail mall, Plaza Pasadena, into a mixed used development with retail, commercial and residential uses. By the time the redevelopment was undertaken in the late 1990's, Plaza Pasadena had lost much of its retail draw. The redevelopment reduced the retail space from 777,330 sq. ft. to 565,970 sq. ft., kept one of the original two retail anchor spaces (Macy's), added four stories of apartments (387 units) and an office component, renovated the remaining retail space to accommodate 60 upscale retail shops and restaurants, added a 14-screen movie theater and an upscale fitness club and reconfigured and added parking capacity. Since its reopening in 2001, the project has met strong success in the marketplace.

Sherman Oaks Galleria

The original Sherman Oaks Galleria, an enclosed regional shopping mall anchored by Robinsons-May, became famous as the home of the "Valley Girl" in the early 1980's as a result of a movie set there and a Frank Zappa song. Badly damaged in the 1994 Northridge earthquake, the mall lost most of its tenants and closed down in 1999. It was remodeled and reconfigured and reopened in 2002 as a major office complex with a supporting retail/restaurant/entertainment component. Presently the Sherman Oaks Galleria has about 700,000 square feet of office space overlooking 300,000 square foot restaurant, entertainment and specialty retail complex. The original enclosed mall included 510,000 square feet of regional retailing space.

Projects in Planning Stage

Beverly Connection, Los Angeles

An August 6, 2005 Los Angeles Times articles noted that the Beverly Connection neighborhood retail center in Los Angeles is undergoing a similar conversion to incorporate residential uses in the face of increased competition from The Grove lifestyle center located nearby.

Santa Monica Place, Santa Monica
Currently, plans are in place for the conversion of the Santa Monica Place regional shopping center to a mixed use project including a revitalized retail component and the addition of residential and office space.

8.2 Retail Conversion Examples, City of Carson

Completed Projects

Plaza Avalon
Plaza Avalon is a small neighborhood shopping center located on the west side of Avalon Boulevard just south of Bayport Street. After experiencing a period of decline and vacancy in the late 1980's, the project was sold and underwent a redevelopment, downsizing the retail space on the site and adding a residential component in the mid 1990's. A subdivision at this time allocated 7.35 acres for residential development, upon which 119 attached condominiums were built. The anchor grocery store was remodeled and new commercial space was added for a total of about 62,000 square feet. As of August 2005, the center was fully leased.

Avalon Boulevard & 231st Street retail to residential conversion
Just north of the Plaza Avalon project a former retail and church development located on the west side of Avalon Boulevard, just north of 231st Street was converted to a purely residential development of town homes and single-family residences.

Projects in Planning Stage

Avalon Boulevard and East Carson Street Redevelopment
Redevelopment proposals are in the planning stages for the NW, SW and SE corners of the intersection of Avalon Boulevard and East Carson Street. Carson City Hall is located on the NE corner.

The plans for the NW corner are currently expected to include replacement retail and possible mixed use. The SW corner is currently developed with a 59,552 square foot retail center anchored by a Ralph's grocery store. An addition of 41,856 square feet has been proposed with Walgreen's as a possible tenant. In addition, 85 attached condominiums are proposed on 8.26 acres of the site. The SE corner is currently developed with 12,200 square feet of commercial space and a single family home. A mixed-use development with ground floor commercial space and upper story residential units has been proposed.

APPENDICES

Table A-1
CARSON MARKETPLACE
SHOPPING CENTER INVENTORY
0.0 to 2.5-MILE RING

No.	Center Name	Distance From Project (miles)	Center Address	City	ST	ZIP	Center GLA (SF)	Estimated Vacancy (%)	Grocery-Anchored Centers ("G")
2.5-MILE RING									
1	EL CAMINO CENTER	0.29	20740 Figueroa	Carson	CA	90745	172,076	0%	
2	ALPINE VILLAGE	0.57	833 W. Torrance Blvd.	Torrance	CA	90502	40,000	0%	G
3	SOUTHBAY PAVILION AT CARSON	0.98	20700 Avalon Blvd	Carson	CA	90746	783,753	1%	
4	SASSONY	0.99	21614-21636 Figeuroa	Carson	CA	90745	8,400	0%	
5	Unnamed	1.00	129-139 W. Carson	Carson	CA	90745	13,000	0%	
6	Unnamed	1.00	101-111 E. Carson	Carson	CA	90745	13,400	0%	G
7	BONITA CENTER	1.01	860 E. Carson	Carson	CA	90745	22,000	0%	
8	CARSON PLAZA	1.01	1141-1247 E. Carson	Carson	CA	90745	12,400	25%	G
9	CARSON SHOPPING CENTER	1.01	100-198 W. Carson	Carson	CA	90745	84,418	0%	G
10	CARSON PLACE	1.02	239-251 W. Carson	Carson	CA	90745	31,600	0%	
11	PLAZA AVALON	1.03	20761-20775 Avalon Blvd.	Carson	CA	90746	11,400	0%	
12	Unnamed	1.08	251-267 E. Carson	Carson	CA	90745	10,200	0%	
13	Unnamed	1.10	307-323 E. Carson	Carson	CA	90745	15,500	0%	
14	Unnamed	1.12	17920-17952 E. Victoria	Carson	CA	90746	8,000	0%	

Table A-1
CARSON MARKETPLACE
SHOPPING CENTER INVENTORY
0.0 to 2.5-MILE RING

No.	Center Name	Distance From Project (miles)	Center Address	City	ST	ZIP	Center GLA (SF)	Estimated Vacancy (%)	Grocery-Anchored Centers ("G")
2.5-MILE RING									
15	VICTORIA PARK	1.12	18401-18515 Avalon Blvd.	Carson	CA	90746	25,500	5%	G
16	CARSON PLAZA	1.16	603-677 E. University Dr.	Carson	CA	90746	78,698	0%	G
17	Unnamed	1.18	441 E. Carson St.	Carson	CA	90745	25,212	0%	
18	Unnamed	1.18	20220-20238 Avalon Blvd.	Carson	CA	90746	31,400	7%	G
19	HOME DEPOT	1.20	740 W. 182nd St.	Gardena	CA	90248	110,400	0%	
20	CARSON CIVIC PLAZA	1.32	21609-21635 Avalon	Carson	CA	90745	21,600	16%	
21	CARSON/ AVALON	1.37	21703-21819 Avalon Blvd.	Carson	CA	90745	59,783	0%	G
22	CALAS CENTER	1.40	21728-21740 Avalon Blvd.	Carson	CA	90745	10,400	0%	
23	SIERRA WEST CENTER	1.48	100-117 S. Main St.	Carson	CA	90745	35,000	0%	G
24	AVALON COUNTRY MART	1.55	22002-22028 Avalon Blvd.	Carson	CA	90745	13,700	0%	
25	Unnamed	1.58	22001-22005 Avalon Blvd.	Carson	CA	90745	4,700	20%	
26	220TH CENTER	1.59	21950 Avalon Blvd.	Carson	CA	90745	7,800	0%	
27	Unnamed	1.72	22211-22233 Avalon Blvd.	Carson	CA	90745	6,000	0%	
28	The Plaza	1.74	1530 W. Carson	Carson	CA	90810	7,500	0%	
29	CARSON TOWN CENTER	1.80	20800-20806 Figueroa 500-514 W. Torrance	Carson	CA	90745	171,665	0%	G
30	FOOD 4 LESS	1.80	1299 W. Artesia Blvd.	Gardena	CA	90248	54,400	0%	G

Table A-1
CARSON MARKETPLACE
SHOPPING CENTER INVENTORY
0.0 to 2.5-MILE RING

No.	Center Name	Distance From Project (miles)	Center Address	City	ST	ZIP	Center GLA (SF)	Estimated Vacancy (%)	Grocery-Anchored Centers ("G")
2.5-MILE RING									
31	C I PLAZA	1.89	1658 W. Carson St.	Torrance	CA	90501	32,900	0%	G
32	Unnamed	1.89	1249-1257 W. Carson Blvd.	Carson	CA	90745	96,000	0%	G
33	Unnamed	1.89	1657-1669 W. Carson St.	Torrance	CA	90501	8,000	0%	
34	SAM'S CLUB	1.90	1399 W. Artesia Blvd.	Gardena	CA	90248	111,300	0%	G
35	WESTERN PLAZA	2.04	18547-18515 Western Ave.	Gardena	CA	90504	17,568	0%	G
36	EASTGATE PLAZA	2.05	1735-1757 W. Carson	Torrance	CA	90501	61,000	17%	
37	GARDENA GATEWAY CENTER	2.08	1304-1398 W. Artesia Blvd.	Gardena	CA	90248	100,900	0%	G
38	SOUTH BAY TOWNE CENTER	2.10	1420 W. 190th St.	Torrance	CA	90248	75,000	0%	
39	WALMART	2.10	19503 S. Normandie	Torrance	CA	90248	160,900	0%	
40	WESTERN PLAZA	2.12	18200 Western Ave.	Gardena	CA	90248	21,500	0%	
41	PLAZA DEL PRADO	2.13	1231-1261 Cabrillo Ave.	Torrance	CA	90501	25,605	0%	
42	GATEWAY PLAZA	2.15	1401-1451 W. Artesia Blvd.	Gardena	CA	90248	65,000	0%	
43	Unnamed	2.18	1889 W. Carson St.	Torrance	CA	90501	15,000	0%	
44	Unnamed	2.20	1820-1842 182nd St.	Gardena	CA	90248	23,500	68%	
45	CARSON WESTERN CENTER	2.35	1640-1648 W. Carson St.	Carson	CA	90745	35,000	0%	
46	Car-Wil Plaza	2.39	1750-1822 W. Carson St.	Carson	CA	90745	21,200	0%	

Table A-1
CARSON MARKETPLACE
SHOPPING CENTER INVENTORY
0.0 to 2.5-MILE RING

No.	Center Name	Distance From Project (miles)	Center Address	City	ST	ZIP	Center GLA (SF)	Estimated Vacancy (%)	Grocery-Anchored Centers ("G")
2.5-MILE RING									
47	Unnamed	2.45	1691-1753 Artesia Blvd.	Gardena	CA	90247	105,000	1%	G
48	CENTRAL PLAZA	2.50	17531-17535 Central Ave.	Carson	CA	90746	8,300	0%	
49	RALPH'S MARKETPLACE	2.50	1770-1790 W. Carson	Torrance	CA	90501	54,800	0%	G
TOTALS - 2.5-Mile Radius		1.58			**2.5-Mile Radius**		2,928,378	1.5%	18

Table A-2 CARSON MARKETPLACE SHOPPING CENTER INVENTORY 2.5 To 5.0-MILE RING									
No.	Center Name	Distance From Project (miles)	Center Address	City	ST	ZIP	Center GLA (SF)[1]	Estimated Vacancy (%)[1]	Grocery-Anchored Centers ("G")
2.5 to 5.0-Mile Ring									
1	NORMANDIE SQUARE	2.51		Cerritos	CA	90710	15,000	100%	
2	VILLAGE SEPULVEDA	2.51	1233-1253 Sepulveda Blvd.	Torrance	CA	90710	11,719	0%	
3	CENTRAL PLAZA	2.52	17531-17535 Central Ave.	Carson	CA	90746	0	0%	
4	HARBOR CITY PLAZA	2.52	1302 W. Sepulveda Blvd.	Harbor City	CA	90710	0	0%	
5	TORDONDO CENTER	2.52	2615 190th St.	Torrance	CA	90501	0	0%	
6	GARDENA BLVD. SHOPPING CENTER	2.53		Gardena	CA	90247	0	0%	
7	Unnamed	2.53	955 Sepulveda Blvd.	Torrance	CA	90502	0	0%	
8	PALO WOODS SHOPPING CENTER	2.56	902-970 W Sepulveda Blvd	Harbor City	CA	90710	107,682	0%	G
9	VAN NESS PLAZA	2.56	18195 Van Ness Ave.	Torrance	CA	90504	0	0%	
10	SEPULVEDA CENTER	2.57	1645-1649 Sepulveda Blvd.	Torrance	CA	90710	0	0%	
11	CAMERON PARK SHOPPING CENTER	2.58	1630-1668 Sepulveda Blvd	Harbor City	CA	90710	0	0%	
12	WESTERN TOWNE PLAZA	2.63	1730 W. Sepulveda Blvd.	Torrance	CA	90501	22,855	0%	
13	Unnamed	2.68	2710-2746 Cabrillo	Torrance	CA	90501	0	10%	
14	DEL WEE CENTER	2.79	2120-2150 Artesia	Torrance	CA	90504	18,454	0%	
15	THE PLAZA NORTH	2.84	2200-2214 W. Artesia	Torrance	CA	90504	50,000	0%	

Table A-2
CARSON MARKETPLACE
SHOPPING CENTER INVENTORY
2.5 To 5.0-MILE RING

No.	Center Name	Distance From Project (miles)	Center Address	City	ST	ZIP	Center GLA (SF)[1]	Estimated Vacancy (%)[1]	Grocery-Anchored Centers ("G")
2.5 to 5.0-Mile Ring									
16	TARGET	2.90	651 W. Sepulveda Blvd.	Carson	CA	90745	154,700	0%	
17	SOUTH BAY PLAZA	2.92	2216-2236 Sepulveda Blvd.	Torrance	CA	90501	0	0%	
18	Unnamed	2.94	2225 W. Sepulveda Blvd.	Torrance	CA	90501	0	0%	
19	Unnamed	2.95	16418 S. Western Ave.	Gardena	CA	90247	0	0%	
20	Unnamed	2.97	23700 Western Ave.	Harbor City	CA	90710	0	0%	
21	TORRANCE PLAZA	2.99	2515 Carson St.	Torrance	CA	90503	25,000	0%	
22	SASSONY PLAZA	3.01	16334 Western Ave.	Gardena	CA	90247	0	0%	
23	Unnamed	3.02	3116-3126 182nd St.	Torrance	CA	90504	0	0%	
24	IMPERIAL VILLAGE	3.04	18010-18036 Crenshaw Blvd.	Torrance	CA	90504	0	0%	
25	Unnamed	3.04	3132 182nd St.	Torrance	CA	90504	0	0%	
26	LOS ARCOS CENTER	3.05	2340 Sepulveda Blvd.	Torrance	CA	90501	0	0%	
27	THE PLAZA SOUTH	3.06	2350 Sepulveda Blvd.	Torrance	CA	90501	30,000	0%	
28	BARON PLAZA	3.07	16219 Western Ave.	Gardena	CA	90247	0	0%	
29	GARDENA PLAZA	3.07	16206 Western Ave.	Gardena	CA	90247	15,000	0%	

Table A-2
CARSON MARKETPLACE
SHOPPING CENTER INVENTORY
2.5 To 5.0-MILE RING

No.	Center Name	Distance From Project (miles)	Center Address	City	ST	ZIP	Center GLA (SF)[1]	Estimated Vacancy (%)[1]	Grocery-Anchored Centers ("G")
2.5 to 5.0-Mile Ring									
30	Unnamed	3.08	2355 W. Sepulveda Blvd.	Torrance	CA	90501	0	0%	
31	Unnamed	3.13	16120 Western Ave.	Gardena	CA	90247	0	0%	
32	Unnamed	3.13	16127 S. Western	Gardena	CA	90247	0	0%	G
33	SEPULVEDA CRENSHAW PLAZA	3.17	2424 Sepulveda Blvd.	Torrance	CA	90501	0	0%	
34	TIMES SQUARE	3.18	16008 Western Ave.	Gardena	CA	90247	0	0%	
35	Unnamed	3.20	3025 W. Artesia Blvd.	Torrance	CA	90504	0	0%	
36	Unnamed	3.20	2396 Crenshaw Blvd.	Torrance	CA	90501	0	0%	
37	DARUMA PLAZA	3.24	15915 Western Ave.	Gardena	CA	90247	0	0%	
38	L & L PLAZA	3.25	22505-22535 Crenshaw	Torrance	CA	90505	0	0%	
39	ANTHONY'S PLAZA	3.26	1800-1818 Palo Verde Ave.	Torrance	CA	90504	0	0%	
40	GARDENA MEDICAL CENTER	3.27		Gardena	CA	90247	15,000	0%	
41	Unnamed	3.27	2520 W. Sepulveda Blvd.	Torrance	CA	90505	0	0%	

Table A-2
CARSON MARKETPLACE
SHOPPING CENTER INVENTORY
2.5 To 5.0-MILE RING

No.	Center Name	Distance From Project (miles)	Center Address	City	ST	ZIP	Center GLA (SF)[1]	Estimated Vacancy (%)[1]	Grocery-Anchored Centers ("G")
2.5 to 5.0-Mile Ring									
42	CARSON SQUARE	3.28	145 E Lomita Blvd	Carson	CA	90745	40,000	25%	G
43	Unnamed	3.29	1124 Redondo Beach Blvd.	Gardena	CA	90247	0	0%	
44	TARGET	3.30	2169 W. Redondo Beach Blvd.	Gardena	CA	90247	132,500	0%	
45	GARDENA VALLEY CENTER	3.32	1280 Redondo Beach Blvd.	Gardena	CA	90247	141,000	0%	G
46	COMPTON PLAZA	3.33	906-936 S Central Ave	Compton	CA	90220	0	5%	
47	GARDENA VALLEY SHOPPING CENTER	3.33		Gardena	CA	90247	95,000	0%	G
48	RUSS CENTER SHOPPING CENTER	3.34	1423 W. Redondo Beach Blvd.	Gardena	CA	90247	0	0%	
49	Unnamed	3.34	1367 Redondo Beach Blvd.	Gardena	CA	90247	0	0%	
50	Unnamed	3.34	1569 W. Redondo Beach Blvd.	Gardena	CA	90247	0	0%	
51	Unnamed	3.34	1601 W. Redondo Beach Blvd.	Gardena	CA	90247	0	0%	
52	REPUBLIC PLAZA	3.38	1825 Redondo Beach Blvd.	Gardena	CA	90249	0	0%	
53	CHERRY PLAZA	3.45	2130 Redondo Beach Blvd.	Torrance	CA	90504	0	0%	
54	TOWN & COUNTRY SHOPPING CENTER	3.45		Gardena	CA	90247	0	0%	

Table A-2
CARSON MARKETPLACE
SHOPPING CENTER INVENTORY
2.5 To 5.0-MILE RING

No.	Center Name	Distance From Project (miles)	Center Address	City	ST	ZIP	Center GLA (SF)[1]	Estimated Vacancy (%)[1]	Grocery-Anchored Centers ("G")
2.5 to 5.0-Mile Ring									
55	NEW HORIZONS PLAZA	3.47	2758-70 W Sepulveda Blvd	Torrance	CA	90505	17,549	0%	
56	Unnamed	3.47	2220 Redondo Beach Blvd.	Gardena	CA	90504	0	0%	G
57	Unnamed	3.48	2230 Redondo Beach Blvd.	Torrance	CA	90504	0	0%	
58	Unnamed	3.49	2302 Redondo Beach Blvd.	Torrance	CA	90504	0	0%	
59	GARDENA VILLAGE	3.50	15435 S. Western Ave.	Gardena	CA	90249	0	0%	
60	THE CARPENTER VILLAGE	3.53	2814-2830 Sepulveda Blvd.	Torrance	CA	90505	0	0%	
61	TOZAI PLAZA	3.55	15400 Western Ave	Gardena	CA	90247	39,369	5%	
62	VILLAGE SEPULVEDA	3.58		Lomita	CA	90717	0	0%	
63	CARSON DEPOT	3.60	104-286 E. Sepulveda	Carson	CA	90745	255,600	1%	G
64	LOWE'S HOME IMPROVEMENT	3.60	22255 S. Western Ave.	Torrance	CA	90501	118,100	0%	
65	Unnamed	3.61	3541 W. Artesia Blvd.	Torrance	CA	90504	0	0%	
66	EL CAMINO PLAZA	3.64	16300 Crenshaw	Torrance	CA	90504	0	0%	
67	KYOTO PLAZA	3.64	15200 S. Western Ave.	Gardena	CA	90247	0	0%	
68	LEWIS AUTO CENTER	3.70	15106 S. Western Ave.	Gardena	CA	90247	0	0%	

Table A-2 CARSON MARKETPLACE SHOPPING CENTER INVENTORY 2.5 To 5.0-MILE RING									
No.	Center Name	Distance From Project (miles)	Center Address	City	ST	ZIP	Center GLA (SF)[1]	Estimated Vacancy (%)[1]	Grocery-Anchored Centers ("G")
2.5 to 5.0-Mile Ring									
69	SOUTH BAY PLAZA	3.70	102-116 Lomita Blvd.	Lomita	CA	90717	17,530	0%	
70	CAMINO CENTER	3.72	16200 Crenshaw Blvd.	Torrance	CA	90249	0	0%	
71	LLANO PLAZA	3.78	2136 Lomita	Lomita	CA	90717	0	0%	
72	CAMPUS SQUARE	3.80	16010 Crenshaw Blvd.	Gardena	CA	90249	0	0%	
73	Unnamed	3.80	23844 Crenshaw Blvd.	Torrance	CA	90501	0	0%	
74	Unnamed	3.81	3040-3050 W. Sepulveda	Torrance	CA	90503	75,000	0%	G
75	COAST PLAZA	3.84		Wilmington	CA	90744	11,495	0%	
76	EL CAMINO FESTIVAL	3.84	15900 Crenshaw Blvd.	Gardena	CA	90249	11,240	0%	
77	Unnamed	3.84	3455 Torrance Blvd	Torrance	CA	90503	0	0%	
78	WILMINGTON PLAZA	3.88	311 W. Pacific Coast Hwy.	Wilmington	CA	90744	20,273	0%	
79	Unnamed	3.89	2017 Marine Ave.	Gardena	CA	90249	0	0%	
80	FOOD 4 LESS	3.90	851 E. Sepulveda	Carson	CA	90745	73,300	0%	G
81	STRAWBERRY SQUARE SHOPPING CENTER	3.91	1034 Rosecrans Ave.	Gardena	CA	90247	37,000	30%	

Table A-2
CARSON MARKETPLACE
SHOPPING CENTER INVENTORY
2.5 To 5.0-MILE RING

No.	Center Name	Distance From Project (miles)	Center Address	City	ST	ZIP	Center GLA (SF)[1]	Estimated Vacancy (%)[1]	Grocery-Anchored Centers ("G")
2.5 to 5.0-Mile Ring									
82	EL CAMINO CENTER	3.92	15701-15709 S. Crenshaw Blvd.	Gardena	CA	90249	0	0%	G
83	TORRANCE VILLAGE	3.93	3535 Torrance Blvd.	Torrance	CA	90503	68,000	0%	
84	Unnamed	3.95	24218 Crenshaw	Torrance	CA	90505	0	0%	
85	Unnamed	3.96	15630 Crenshaw	Gardena	CA	90249	0	0%	
86	NADER'S PLAZA	3.99	2210 Marine	Gardena	CA	90249	0	0%	
87	Carson Shopping Center Plaza	4.00	129-155 E. Lomita	Carson	CA	90745	64,700	0%	G
88	NADER'S LA POPULAR	4.00	2201 Marine	Gardena	CA	90249	0	0%	
89	ROSECRANS PLAZA	4.01	1353 Rosecrans Ave.	Gardena	CA	90247	0	0%	
90	NORMANDIE CENTER	4.02		Gardena	CA	90247	0	0%	
91	Unnamed	4.02	1204-1224 Pacific Coast Hwy.	Harbor City	CA	90710	0	0%	
92	Unnamed	4.02	15516 Crenshaw	Gardena	CA	90249	0	0%	
93	Unnamed	4.02	15506 Crenshaw Blvd.	Gardena	CA	90249	0	0%	
94	TRIANGLE CENTER	4.03	3931-3961 Artesia Blvd.	Torrance	CA	90504	11,656	0%	
95	Unnamed	4.04	24416 Crenshaw Blvd.	Torrance	CA	90505	0	0%	
96	Unnamed	4.05		Wilmington	CA	90744	0	0%	
97	SAINT JOSEPH PLAZA	4.06	15416 Crenshaw Blvd.	Gardena	CA	90249	0	0%	

Table A-2 CARSON MARKETPLACE SHOPPING CENTER INVENTORY 2.5 To 5.0-MILE RING									
No.	Center Name	Distance From Project (miles)	Center Address	City	ST	ZIP	Center GLA (SF)[1]	Estimated Vacancy (%)[1]	Grocery-Anchored Centers ("G")
2.5 to 5.0-Mile Ring									
98	Unnamed	4.06	2400 Marine Ave.	Gardena	CA	90249	0	0%	
99	Unnamed	4.07	24520 Crenshaw Blvd.	Torrance	CA	90505	0	0%	
100	Unnamed	4.10	14051 S Avalon Blvd	Gardena	CA	90061	10,000	0%	
101	CROSSROADS SHOPPING CENTER	4.14	24451 Crenshaw Blvd	Torrance	CA	90505	495,447	0%	G
102	Unnamed	4.16	3737 Torrance Blvd.	Torrance	CA	90503	0	30%	
103	DEL AMO FASHION CENTER	4.18	#3 Del Amo Fashion Center	Torrance	CA	90503	2,500,000	0%	
104	WILMINGTON CENTER	4.19	1222 N. Avalon Blvd.	Wilmington	CA	90744	40,000	0%	
105	GATEWAY PLAZA	4.20	1900 W Rosecrans Ave	Compton	CA	90220	125,000	20%	G
106	Unnamed	4.20	1605 Pacific Coast Hwy.	Lomita	CA	90717	0	0%	
107	Unnamed	4.21	3720 Sepulveda Blvd.	Torrance	CA	90505	0	5%	
108	BEST PLAZA	4.22	20020-20148 Hawthorne Blvd.	Torrance	CA	90503	0	0%	
109	TORRANCE PROMENADE	4.22	19800 Hawthorne Blvd	Torrance	CA	90503	266,917	0%	
110	Unnamed	4.22	18208-18270 Prairie Ave.	Torrance	CA	90504	0	0%	
111	PACIFIC COAST SQUARE	4.23	1735 Pacific Coast Hwy.	Lomita	CA	90717	0	0%	

Table A-2
CARSON MARKETPLACE
SHOPPING CENTER INVENTORY
2.5 To 5.0-MILE RING

No.	Center Name	Distance From Project (miles)	Center Address	City	ST	ZIP	Center GLA (SF)[1]	Estimated Vacancy (%)[1]	Grocery-Anchored Centers ("G")
2.5 to 5.0-Mile Ring									
112	TOWNE CENTER I	4.23	20912-21008 Hawthorne Blvd.	Torrance	CA	90503	0	0%	
113	ROSECRANS PLAZA	4.24	1700 W. Rosecrans	Compton	CA	90220	120,000	0%	G
114	TOWNE CENTRE II	4.24	21010-21160 Hawthorne Blvd.	Torrance	CA	90503	0	0%	
115	PLAZA DEL AMO	4.26	21017 Hawthorne Blvd.	Torrance	CA	90503	115,000	0%	G
116	Unnamed	4.27	25820-25834 Western Ave.	Harbor City	CA	90717	0	0%	
117	Unnamed	4.27	1807-1819 Pacific Coast Hwy.	Lomita	CA	90717	0	0%	
118	VILLAGE DEL AMO	4.27	21235 Hawthorne Blvd	Torrance	CA	90503	204,000	0%	
119	ATHENS PLAZA	4.28	1836-1848 Pacific Coast Highway	Lomita	CA	90717	0	30%	
120	PLAZA 190TH	4.28	19019 190th St.	Torrance	CA	90503	0	0%	
121	LOMITA CENTER	4.29	1841-1865 Pacific Coast Highway	Lomita	CA	90717	0	0%	
122	Unnamed	4.30	18506 Hawthorne Blvd.	Torrance	CA	90504	0	0%	
123	Unnamed	4.30	1872-1878 Pacific Coast Hwy.	Lomita	CA	90717	0	0%	
124	SEASIDE PALACE	4.34	22330 Hawthorne Blvd.	Torrance	CA	90505	0	0%	
125	Unnamed	4.34	18228 Hawthorne Blvd.	Torrance	CA	90504	0	0%	
126	CRENROSE PLAZA	4.35	3103 Rosecrans Ave.	Gardena	CA	90249	0	0%	

Table A-2
CARSON MARKETPLACE
SHOPPING CENTER INVENTORY
2.5 To 5.0-MILE RING

No.	Center Name	Distance From Project (miles)	Center Address	City	ST	ZIP	Center GLA (SF)[1]	Estimated Vacancy (%)[1]	Grocery-Anchored Centers ("G")
2.5 to 5.0-Mile Ring									
127	LOMITA VILLAGE	4.35	1929 Pacific Coast Hwy	Lomita	CA	90717	29,567	15%	
128	Unnamed	4.35	18228-18236 Hawthorne Blvd.	Torrance	CA	90504	0	0%	
129	Unnamed	4.35	22411-22553 Hawthorne	Torrance	CA	90505	0	0%	
130	Unnamed	4.36	1950-1966 Pacific Coast Highway	Lomita	CA	90717	0	0%	
131	PACIFIC PLAZA	4.40	2014-2022 Pacific Coast Highway	Lomita	CA	90717	0	40%	
132	Unnamed	4.40	3820-3860 Sepulveda	Torrance	CA	90505	60,000	0%	
133	Unnamed	4.40	22750 Hawthorne Blvd.	Torrance	CA	90505	0	0%	
134	CALIFORNIA MALL	4.41	2200 Rosecrans	Gardena	CA	90249	0	0%	G
135	TORRANCE BANK FINANCIAL CENTER MEADOWPARK	4.41	22733-22929 Hawthorne Blvd.	Torrance	CA	90505	20,000	0%	
136	Unnamed	4.41	3817-3827 226th St.	Torrance	CA	90505	0	0%	
137	Unnamed	4.41	2040-2068 Pacific Coast Highway	Lomita	CA	90717	0	0%	
138	SOUTH BAY CENTER	4.45	1609-1613 Hawthorne Blvd	Redondo Beach	CA	90278	160,300	10%	
139	Unnamed	4.45	2201 W. Willow St.	Signal Hill	CA	90810	24,000	0%	
140	TORRANCE ANZA SQUARE	4.46	4455 Anza Ave.	Torrance	CA	90503	0	0%	

Table A-2 CARSON MARKETPLACE SHOPPING CENTER INVENTORY 2.5 To 5.0-MILE RING									
No.	Center Name	Distance From Project (miles)	Center Address	City	ST	ZIP	Center GLA (SF)[1]	Estimated Vacancy (%)[1]	Grocery-Anchored Centers ("G")
2.5 to 5.0-Mile Ring									
141	Unnamed	4.46	22922-22930 Hawthorne Blvd.	Torrance	CA	90505	0	0%	
142	Unnamed	4.48	2124-2154 Pacific Coast Hwy	Lomita	CA	90717	65,000	0%	G
143	DEL AMO VISTA CENTER	4.50		Torrance	CA	90505	0	0%	
144	Unnamed	4.51	14617 Crenshaw Blvd.	Gardena	CA	90249	0	0%	
145	NORTHPOINTE CENTER	4.52	4330 Redondo Beach Blvd	Torrance	CA	90504	90,700	44%	G
146	Unnamed	4.55	4501 102-107 Artesia Blvd.	Lawndale	CA	90278	0	0%	
147	Unnamed	4.57	18425-18545 Hawthorne Blvd.	Torrance	CA	90504	0	0%	
148	Unnamed	4.57	18225-18305 Hawthorne Blvd.	Torrance	CA	90504	0	0%	
149	CATHAY BANK CENTER	4.58	23228-23252 Hawthorne Blvd	Torrance	CA	90505	0	2%	
150	WESTGATE SHOPPING CENTER	4.58	17400-17544 Hawthorne Blvd	Torrance	CA	90278	121,000	0%	
151	SOUTH BAY GALLERIA	4.59	1815 Hawthorne Blvd	Redondo Beach	CA	90278	955,000	0%	
152	SOUTH BAY PLACE SHOPPING CENTER	4.60	4401 Redondo Beach Blvd	Lawndale	CA	90260	51,942	0%	
153	TAMARIND CENTER	4.60	509-513 Tamarind	Compton	CA	90220	20,532	0%	
154	Unnamed	4.60	23215 Hawthorne Blvd.	Torrance	CA	90505	0	0%	

Table A-2
CARSON MARKETPLACE
SHOPPING CENTER INVENTORY
2.5 To 5.0-MILE RING

No.	Center Name	Distance From Project (miles)	Center Address	City	ST	ZIP	Center GLA (SF)[1]	Estimated Vacancy (%)[1]	Grocery-Anchored Centers ("G")
2.5 to 5.0-Mile Ring									
155	CREST CENTER	4.61	4110 Sepulveda Blvd.	Torrance	CA	90505	0	70%	
156	Unnamed	4.65	4403-4415 Torrance Blvd.	Torrance	CA	90503	0	0%	
157	AIRPORT PLAZA	4.66	25355 Crenshaw Blvd	Torrance	CA	90505	208,564	3%	G
158	Unnamed	4.67	4419-4435 Torrance Blvd.	Torrance	CA	90503	0	0%	
159	YUKON SQUARE	4.69	3560-3596 Yukon	Torrance	CA	90505	0	0%	
160	COMPTON TOWNE CENTER	4.70	104-290 Compton Blvd	Compton	CA	90220	196,442	0%	G
161	Unnamed	4.71	20100-20120 Anza Ave	Torrance	CA	90503	0	0%	
162	Unnamed	4.72	20200-20210 Anza Blvd.	Torrance	CA	90503	0	0%	
163	Unnamed	4.73	20207 Anza Blvd.	Torrance	CA	90503	0	0%	
164	Unnamed	4.74	4417 W. Sepulveda Blvd.	Torrance	CA	90503	0	25%	
165	Unnamed	4.78	4625-4705 Torrance Blvd.	Torrance	CA	90503	83,000	0%	G
166	Unnamed	4.79	1552-1560 Willow	Long Beach	CA	90810	2,500	0%	
167	TOWN & COUNTRY	4.80	2821 Pacific Coast Hwy.	Torrance	CA	90505	0	0%	
168	Unnamed	4.80	23727 Hawthorne Blvd.	Torrance	CA	90505	0	0%	

Table A-2
CARSON MARKETPLACE
SHOPPING CENTER INVENTORY
2.5 To 5.0-MILE RING

No.	Center Name	Distance From Project (miles)	Center Address	City	ST	ZIP	Center GLA (SF)[1]	Estimated Vacancy (%)[1]	Grocery-Anchored Centers ("G")
2.5 to 5.0-Mile Ring									
169	Unnamed	4.80	4509 Sepulveda Blvd.	Torrance	CA	90503	34,000	0%	
170	Unnamed	4.82	2670-2678 Pacific Coast Hwy.	Torrance	CA	90505	0	0%	
171	Unnamed	4.82	5391-5397 Long Beach Blvd.	Long Beach	CA	90805	0	0%	
172	ARTESIA PLAZA SHOPPING CENTER	4.83		Long Beach	CA	90805	5,975	0%	
173	NEWTON PACIFIC PLAZA	4.83	3100 Pacific Coast Highway	Torrance	CA	90505	0	0%	
174	SYLVIA SQUARE	4.83	23811-23827 Hawthorne Blvd.	Torrance	CA	90505	0	0%	
175	Unnamed	4.83	2750 Pacific Coast Hwy.	Torrance	CA	90505	0	0%	
176	MADISON PARK	4.84	3515 Pacific Coast Highway	Torrance	CA	90505	0	5%	
177	RALPH'S SUPERMARKET	4.84	1500-1508 W Willow	Long Beach	CA	90810	65,000	0%	G
178	Unnamed	4.85	23845 Hawthorne Blvd.	Torrance	CA	90505	0	0%	
179	ROLLING HILLS PLAZA	4.86	25340 Crenshaw Blvd.	Torrance	CA	90505	201,000	0%	G
180	Unnamed	4.86	4719-4817 Torrance Blvd.	Torrance	CA	90503	0	0%	
181	WILLOW WEST SHOPPING CENTER	4.87		Long Beach	CA	90810	26,700	0%	G
182	HAWTHORNE FESTIVAL	4.88		Lawndale	CA	90260	10,207	11%	

Table A-2 CARSON MARKETPLACE SHOPPING CENTER INVENTORY 2.5 To 5.0-MILE RING									
No.	Center Name	Distance From Project (miles)	Center Address	City	ST	ZIP	Center GLA (SF)[1]	Estimated Vacancy (%)[1]	Grocery-Anchored Centers ("G")
2.5 to 5.0-Mile Ring									
183	Unnamed	4.88	3675 Pacific Coast Hwy.	Torrance	CA	90505	0	0%	
184	HARBOR HILLS	4.90	1740 Palos Verdes Dr. N.	Lomita	CA	90710	20,000	14%	
185	NORTH TORRANCE CENTER	4.90	5020 W 190th	Torrance	CA	90503	110,715	0%	G
186	Unnamed	4.91	5100 Long Beach Blvd.	Long Beach	CA	90805	10,000	0%	
187	Unnamed	4.93	1370 Willow	Long Beach	CA	90810	0	0%	
188	VON'S SHOPPING CENTER	4.93	620 E El Segundo	Los Angeles	CA	90059	86,545	0%	G
189	Unnamed	4.96		Torrance	CA	90503	0	0%	
190	PRAIRIE PLAZA	4.97	15020 Prairie Ave.	Hawthorne	CA	90250	0	13%	
191	WILLOW GLEN PLAZA	4.97	1336 Willow	Long Beach	CA	90810	0	0%	
192	PRAIRIE COMPTON CENTER	4.98	15000 Prairie Ave.	Hawthorne	CA	90250	0	0%	
193	THE CAMELOT CENTER	4.98	4901-4931 Long Beach Blvd.	Long Beach	CA	90805	10,000	10%	
194	WILLOW PLAZA	4.98	1320 Willow	Long Beach	CA	90810	4,500	0%	
195	MERVYN'S	5.00	1799 Hawthorne Blvd.	Redondo Beach	CA	90278	86,200	0%	
196	OFFICE DEPOT	5.00	19800 Hawthorne Blvd.	Torrance	CA	90503	25,400	0%	

1 - Gross leaseable area and vacancies are estimated by CB Richard Ellis. In Table A-3, the estimated gross leasable area and vacancy for a sample of 16 centers in the 2.5 to 5.0-mile ring is shown.

Table A-3

CARSON MARKETPLACE

SHOPPING CENTERS INCLUDED IN 2.5 to 5.0-MILE SAMPLE

No.	Center Name	Distance From Project (miles)	Center Address	City	ST	ZIP	Center GLA (SF)	Estimated Vacancy (%)	Grocery-Anchored Centers ("G")
2.5 to 5.0-MILE SAMPLE									
1	GARDENA VALLEY CENTER	3.32	1280 Redondo Beach Blvd.	Gardena	CA	90247	141,000	0%	G
2	Unnamed	3.81	3040-3050 W. Sepulveda	Torrance	CA	90503	75,000	0%	G
3	TORRANCE VILLAGE	3.93	3535 Torrance Blvd.	Torrance	CA	90503	68,000	0%	
4	DEL AMO FASHION CENTER (REGIONAL MALL)	4.18	#3 Del Amo Fashion Center	Torrance	CA	90503	2,500,000	0%	
5	GATEWAY PLAZA	4.20	1900 W Rosecrans Ave	Compton	CA	90220	125,000	20%	G
6	PLAZA DEL AMO	4.26	21017 Hawthorne Blvd.	Torrance	CA	90503	115,000	0%	G
7	VILLAGE DEL AMO	4.27	21235 Hawthorne Blvd	Torrance	CA	90503	204,000	0%	
8	Unnamed	4.40	3820-3860 Sepulveda	Torrance	CA	90505	60,000	0%	
9	TORRANCE BANK FINANCIAL CENTER MEADOWPARK	4.41	22733-22929 Hawthorne Blvd.	Torrance	CA	90505	20,000	0%	G
10	SOUTH BAY CENTER	4.45	1609-1613 Hawthorne Blvd	Redondo Beach	CA	90278	160,300	10%	
11	NORTHPOINTE CENTER	4.52	4330 Redondo Beach Blvd	Torrance	CA	90504	90,700	44%	G - Vacant
12	WESTGATE SHOPPING CENTER	4.58	17400-17544 Hawthorne Blvd	Torrance	CA	90278	121,000	0%	
13	SOUTH BAY GALLERIA (REGIONAL MALL)	4.59	1815 Hawthorne Blvd	Redondo Beach	CA	90278	955,000	0%	
14	COMPTON TOWNE CENTER	4.70	104-290 Compton Blvd	Compton	CA	90220	196,442	0%	G
15	Unnamed	4.78	4625-4705 Torrance Blvd.	Torrance	CA	90503	83,000	0%	G
16	NORTH TORRANCE CENTER	4.90	5020 W 190th	Torrance	CA	90503	110,715	0%	G
TOTALS									
	Sample with Regional Malls	4.33		**Sample with Regional Malls**			5,025,157	1.6%	9
	Sample excluding Regional Malls	4.32		**Sample excluding Regional Malls**			1,570,157	5.1%	

Table B-1
2.5-Mile Radius Trade Area
Census Tracts & Population: 2000

Case	Census Tract	Place Name	Percent in 2.5-Mile Ring	Population in 2.5-Mile Ring	Place Population Totals 2000: 2.5-Mile Ring
1		Unincorporated LA County	0.0000	0	
2	2920	Unincorporated LA County	1.0000	445	
3	5433.05	Unincorporated LA County	0.1875	438	
4	5435.01	Unincorporated LA County	1.0000	1,038	
5	6032	Unincorporated LA County	1.0000	1	
				Unincorp LA COUNTY	**1,922**
6	5410.02	Carson	0.8351	2,780	
7	5431	Carson	0.4215	2,708	
8	5433.03	Carson	0.9947	7,102	
9	5433.04	Carson	1.0000	6,551	
10	5433.21	Carson	0.9623	3,352	
11	5433.22	Carson	1.0000	7,033	
12	5434	Carson	1.0000	4,386	
13	5435.01	Carson	1.0000	5,452	
14	5436.01	Carson	1.0000	3,970	
15	5436.04	Carson	0.7230	3,732	
16	5437.01	Carson	1.0000	3,062	
17	5437.02	Carson	1.0000	6,354	
18	5437.03	Carson	0.5581	2,018	
19	5438.01	Carson	1.0000	5,232	
20	5438.02	Carson	1.0000	6,952	
21	5439.03	Carson	1.0000	3,786	
22	5439.04	Carson	0.6014	2,661	
23	5440	Carson	0.0861	662	
				Carson	**77,793**
24	5431	Compton	0.4215	137	
25	5432.02	Compton	0.0463	227	
26	5433.05	Compton	0.1875	2	
27	5433.21	Compton	0.9623	426	
				Compton	**792**
28	6031.02	Gardena	0.8580	3,385	
29	6032	Gardena	1.0000	1,901	
30	6033.02	Gardena	0.3398	1,246	
				Gardena	**6,532**
31	2912.10	Los Angeles	0.0286	141	
32	2912.20	Los Angeles	0.9996	3,477	
33	2913	Los Angeles	1.0000	2,715	
34	2920	Los Angeles	1.0000	6,175	
35	2932.01	Los Angeles	1.0000	6,540	
36	2932.02	Los Angeles	0.9993	6,617	
37	2933.01	Los Angeles	0.2821	839	
38	2941.10	Los Angeles	0.1071	434	
39	2941.20	Los Angeles	0.0284	71	
40	5435.01	Los Angeles	1.0000	2	
41	6032	Los Angeles	1.0000	12	
42	6032	Los Angeles	1.0000	380	
				Los Angeles	**27,403**

Table B-1 2.5-Mile Radius Trade Area Census Tracts & Population: 2000					
Case	**Census Tract**	**Place Name**	**Percent in 2.5-Mile Ring**	**Population in 2.5-Mile Ring**	**Place Population Totals 2000: 2.5-Mile Ring**
43	6032	Torrance	1.0000	14	
44	6033.02	Torrance	0.3398	2	
45	6501.01	Torrance	0.4199	2,327	
46	6502	Torrance	0.1341	767	
47	6509.01	Torrance	0.7172	3,894	
48	6509.02	Torrance	0.3171	1,856	
				Torrance	**8,860**
49	5435.02	West Carson - Unincorp. LA County	1.0000	4,147	
50	5435.03	West Carson - Unincorp. LA County	1.0000	5,643	
51	5436.02	West Carson - Unincorp. LA County	1.0000	7,232	
52	5436.03	West Carson - Unincorp. LA County	0.3257	1,340	
		West Carson-Unincorp LA COUNTY			**18,362**
		2000 Population Total - 2.5-Mile Ring			**141,664**
		Carson Population as a Share of the 2.5-Mile Trade Area			**54.9%**

Table B-2 5.0-Mile Radius Trade Area Census Tracts & Population: 2000					
Case	**Census Tract**	**Place Name**	**Percent in 5.0-Mile Ring**	**Population in 5.0-Mile Ring**	**Place Population Totals 2000: 5.0-Mile Ring**
1		Unincorporated LA County	0.0000	0	
2	2920	Unincorporated LA County	1.0000	445	
3	5412	Unincorporated LA County	0.9951	566	
4	5422	Unincorporated LA County	0.5243	2264	
5	5433.05	Unincorporated LA County	1.0000	1890	
6	5435.01	Unincorporated LA County	1.0000	1038	
7	6032	Unincorporated LA County	1.0000	1	
			Unid. - Unincorp LA COUNTY		**6,204**
8	6037.02	Alondra Park	1.0000	4856	
9	6037.04	Alondra Park	1.0000	3735	
			Alondra Park - Unincorp COUNTY		**8,591**
10	5410.02	Carson	1.0000	3329	
11	5431	Carson	1.0000	3734	
12	5432.02	Carson	1.0000	16	
13	5433.03	Carson	1.0000	7140	
14	5433.04	Carson	1.0000	6551	
15	5433.21	Carson	1.0000	3353	
16	5433.22	Carson	1.0000	7033	
17	5434	Carson	1.0000	4386	
18	5435.01	Carson	1.0000	5452	
19	5436.01	Carson	1.0000	3970	
20	5436.04	Carson	1.0000	5162	
21	5437.01	Carson	1.0000	3062	
22	5437.02	Carson	1.0000	6354	
23	5437.03	Carson	1.0000	3617	
24	5438.01	Carson	1.0000	5232	
25	5438.02	Carson	1.0000	6952	
26	5439.03	Carson	1.0000	3786	
27	5439.04	Carson	1.0000	4426	
28	5440	Carson	1.0000	5702	
29	5723.01	Carson	1.0000	108	
				Carson	**89,365**
30	5411	Compton	1.0000	0	
31	5411	Compton	1.0000	142	
32	5412	Compton	0.9951	4289	
33	5413	Compton	0.7910	4505	
34	5416.03	Compton	0.0488	140	
35	5416.05	Compton	0.3434	1808	
36	5416.06	Compton	0.9920	2523	
37	5421.02	Compton	0.0200	153	
38	5422	Compton	0.5243	1233	
39	5424.01	Compton	0.9044	4433	
40	5424.02	Compton	1.0000	3142	
41	5425.01	Compton	1.0000	4126	
42	5425.02	Compton	1.0000	4249	
43	5426.01	Compton	0.8980	2636	

Table B-2 5.0-Mile Radius Trade Area Census Tracts & Population: 2000					
Case	**Census Tract**	**Place Name**	**Percent in 5.0-Mile Ring**	**Population in 5.0-Mile Ring**	**Place Population Totals 2000: 5.0-Mile Ring**
44	5426.02	Compton	1.0000	4927	
45	5427	Compton	1.0000	5288	
46	5428	Compton	1.0000	2996	
47	5429	Compton	1.0000	3239	
48	5430	Compton	1.0000	2758	
49	5431	Compton	1.0000	3018	
50	5432.01	Compton	1.0000	3403	
51	5432.02	Compton	1.0000	4897	
52	5433.05	Compton	1.0000	462	
53	5433.21	Compton	1.0000	574	
54	5704.01	Compton	0.9215	16	
				Compton	**64,957**
55	6026	Gardena	0.5638	4613	
56	6029	Gardena	0.9839	4095	
57	6030.01	Gardena	1.0000	6637	
58	6030.03	Gardena	1.0000	8163	
59	6030.04	Gardena	1.0000	1615	
60	6031.01	Gardena	1.0000	4072	
61	6031.02	Gardena	1.0000	3946	
62	6032	Gardena	1.0000	1901	
63	6033.01	Gardena	1.0000	4004	
64	6033.02	Gardena	1.0000	3644	
65	6034	Gardena	1.0000	4382	
66	6035	Gardena	1.0000	2955	
67	6036	Gardena	1.0000	3649	
68	6500.01	Gardena	1.0000	47	
				Gardena	**53,723**
69	6025.02	Hawthorne	0.0066	58	
70	6025.03	Hawthorne	0.4812	4223	
71	6037.02	Hawthorne	1.0000	30	
72	6037.03	Hawthorne	0.6525	1714	
73	6037.04	Hawthorne	1.0000	2539	
				Hawthorne	**8,564**
74	6038	Lawndale	0.2756	2302	
75	6040	Lawndale	0.5017	4761	
76	6041	Lawndale	0.9985	6706	
				Lawndale	**13,769**
77	2951.01	Lomita	0.4438	24	
78	6700.01	Lomita	1.0000	3244	
79	6700.02	Lomita	1.0000	3773	
80	6700.03	Lomita	1.0000	6037	
81	6701	Lomita	0.9961	6458	
82	6707.01	Lomita	0.0828	231	
				Lomita	**19,767**

Table B-2 5.0-Mile Radius Trade Area Census Tracts & Population: 2000					
Case	**Census Tract**	**Place Name**	**Percent in 5.0-Mile Ring**	**Population in 5.0-Mile Ring**	**Place Population Totals 2000: 5.0-Mile Ring**
83	5424.02	Long Beach	1.0000	0	
84	5440	Long Beach	1.0000	1995	
85	5703.01	Long Beach	0.7953	5400	
86	5703.03	Long Beach	1.0000	3867	
87	5703.04	Long Beach	1.0000	4824	
88	5704.01	Long Beach	0.9215	7571	
89	5704.02	Long Beach	1.0000	3410	
90	5705.01	Long Beach	0.0849	618	
91	5706.01	Long Beach	0.5683	2931	
92	5715.02	Long Beach	0.8957	4147	
93	5716	Long Beach	0.8423	1674	
94	5717.01	Long Beach	1.0000	6114	
95	5717.02	Long Beach	1.0000	7626	
96	5718	Long Beach	1.0000	3118	
97	5719	Long Beach	0.4520	2395	
98	5720.01	Long Beach	0.2330	1184	
99	5720.02	Long Beach	1.0000	4519	
100	5721	Long Beach	1.0000	1083	
101	5722.01	Long Beach	0.9990	6450	
102	5722.02	Long Beach	0.8786	3262	
103	5723.01	Long Beach	1.0000	3544	
104	5723.02	Long Beach	1.0000	3502	
105	5724	Long Beach	1.0000	1073	
106	5725	Long Beach	1.0000	3700	
107	5726	Long Beach	1.0000	5130	
108	5727	Long Beach	1.0000	5495	
109	5728	Long Beach	1.0000	263	
110	5729	Long Beach	1.0000	5113	
111	5730.01	Long Beach	0.5983	4252	
112	5731	Long Beach	0.8249	6014	
113	5754.01	Long Beach	0.0655	358	
114	5755	Long Beach	0.9049	228	
115	5756	Long Beach	0.0222	1	
				Long Beach	**110,861**
116	2911.10	Los Angeles	0.2912	912	
117	2911.20	Los Angeles	1.0000	2282	
118	2911.30	Los Angeles	1.0000	3507	
119	2912.10	Los Angeles	1.0000	4961	
120	2912.20	Los Angeles	1.0000	3479	
121	2913	Los Angeles	1.0000	2715	
122	2920	Los Angeles	1.0000	6175	
123	2932.01	Los Angeles	1.0000	6540	
124	2932.02	Los Angeles	1.0000	6622	
125	2933.01	Los Angeles	1.0000	2977	
126	2933.02	Los Angeles	1.0000	4302	
127	2933.04	Los Angeles	1.0000	4207	

Table B-2 5.0-Mile Radius Trade Area Census Tracts & Population: 2000					
Case	**Census Tract**	**Place Name**	**Percent in 5.0-Mile Ring**	**Population in 5.0-Mile Ring**	**Place Population Totals 2000: 5.0-Mile Ring**
128	2933.05	Los Angeles	1.0000	4660	
129	2941.10	Los Angeles	1.0000	4060	
130	2941.20	Los Angeles	1.0000	2529	
131	2942	Los Angeles	1.0000	4425	
132	2943	Los Angeles	1.0000	7059	
133	2944.10	Los Angeles	1.0000	3854	
134	2944.20	Los Angeles	1.0000	3270	
135	2945.10	Los Angeles	1.0000	4266	
136	2945.20	Los Angeles	1.0000	3609	
137	2946.10	Los Angeles	1.0000	3875	
138	2946.20	Los Angeles	1.0000	3931	
139	2947	Los Angeles	0.8174	2672	
140	2948.10	Los Angeles	1.0000	4039	
141	2948.20	Los Angeles	1.0000	3555	
142	2948.30	Los Angeles	1.0000	3274	
143	2949	Los Angeles	0.3676	1199	
144	2951.01	Los Angeles	0.4438	2277	
145	5435.01	Los Angeles	1.0000	2	
146	6029	Los Angeles	0.9839	12	
147	6030.01	Los Angeles	1.0000	99	
148	6030.04	Los Angeles	1.0000	18	
149	6031.01	Los Angeles	1.0000	43	
150	6032	Los Angeles	1.0000	12	
151	6032	Los Angeles	1.0000	380	
152	6510.01	Los Angeles	1.0000	12	
				Los Angeles	**111,811**
153	6707.01	Rancho Palos Verdes	0.0828	329	
				Rancho Palos Verdes	**329**
154	6206.01	Redondo Beach	0.5229	2503	
155	6206.02	Redondo Beach	0.5045	2627	
				Redondo Beach	**5,130**
156	6702.01	Rolling Hills Estates	0.1633	635	
				Rolling Hills Estates	**635**
157	5734.01	Signal Hill	0.0717	100	
				Signal Hill	**100**
158	6032	Torrance	1.0000	14	
159	6033.02	Torrance	1.0000	33	
160	6500.01	Torrance	1.0000	5842	
161	6500.02	Torrance	1.0000	7136	
162	6501.01	Torrance	1.0000	5542	
163	6501.02	Torrance	1.0000	2266	
164	6502	Torrance	1.0000	5721	
165	6503	Torrance	1.0000	6439	
166	6504	Torrance	1.0000	3980	
167	6505.01	Torrance	1.0000	3161	
168	6505.02	Torrance	0.2297	947	
169	6506.01	Torrance	1.0000	7818	

Table B-2 5.0-Mile Radius Trade Area Census Tracts & Population: 2000					
Case	**Census Tract**	**Place Name**	**Percent in 5.0-Mile Ring**	**Population in 5.0-Mile Ring**	**Place Population Totals 2000: 5.0-Mile Ring**
170	6506.02	Torrance	0.9164	6306	
171	6506.03	Torrance	0.2939	1162	
172	6507.01	Torrance	1.0000	2134	
173	6507.02	Torrance	0.3342	1500	
174	6508	Torrance	1.0000	5783	
175	6509.01	Torrance	1.0000	5430	
176	6509.02	Torrance	1.0000	5856	
177	6510.01	Torrance	1.0000	5044	
178	6510.02	Torrance	1.0000	4516	
179	6511.01	Torrance	1.0000	5029	
180	6511.02	Torrance	1.0000	3355	
181	6512.01	Torrance	0.1436	723	
182	6512.21	Torrance	1.0000	3012	
183	6512.22	Torrance	0.5398	3138	
184	6514	Torrance	0.4677	3936	
				Torrance	**105,823**
185	6028	West Athens	0.0475	399	
			West Athens - Unincorp COUNTY		**399**
186	5435.02	West Carson - Unincorp. LA County	1.0000	4147	
187	5435.03	West Carson - Unincorp. LA County	1.0000	5643	
188	5436.02	West Carson - Unincorp. LA County	1.0000	7232	
189	5436.03	West Carson - Unincorp. LA County	1.0000	4116	
			West Carson - Unincorp COUNTY		**21,138**
190	5410.01	West Compton - Unincorp. LA County	1.0000	1166	
191	5411	West Compton - Unincorp. LA County	1.0000	3040	
192	5430	West Compton - Unincorp. LA County	1.0000	1577	
			West Compton - Unincorp COUNTY		**5,783**
193	5408	Willowbrook - Unincorp. LA County	0.3915	2185	
194	5409.01	Willowbrook - Unincorp. LA County	0.3744	1773	
195	5409.02	Willowbrook - Unincorp. LA County	1.0000	4370	
196	5412	Willowbrook - Unincorp. LA County	0.9951	561	
197	5414	Willowbrook - Unincorp. LA County	0.3705	2457	
198	5415	Willowbrook - Unincorp. LA County	0.0056	29	
			Willowbrook - Unincorp COUNTY		**11,375**
		2000 Population Total - 5.0-Mile Ring			**638,324**
		Carson Population as a Share of the 5.0-Mile Trade Area			**14.0%**

Exhibit C-1
Memorandum and Market Survey for South Bay Pavilion

Judi Lapin
Lapin Consulting Group
949 South Coast Drive, Suite 180
Costa Mesa, CA 92626

Dear Judi,

This is in reply to your request for information regarding customer draw for lifestyle and power centers over traditional retail. I pulled three examples, which represent various retail formats located in the LA area.

The information that I am sharing is based on Customer Intercept Studies conducted at each property. During these studies we ask customers for their home zip code and use that information to establish a trade area for the center. The resulting trade area delineation is based on zip code penetration rather than radius. In order to provide comparability across these various studies, the trade area for each center was examined and the individual zip codes were parsed out to best reflect a 3-mile and 5-mile radius. The population figures provided in the following table are based on the zip codes included for each area rather than actual radius information. The following page provides a summary of the customer draw for each center.

Overall, these examples are reflective of the trends we typically see for these types of retail formats, and demonstrate the difference in draw between the various retail formats and the strength of draw over distance for lifestyle and power centers. A significant share of the customers and retail dollars for these formats comes from customers living over 5 miles from these centers. Components such as a movie theater, unique/destination retailers and restaurants typically help expand draw over distance.

Example 1 – SouthBay Pavilion, Carson California
SouthBay Pavilion is a traditional 900,000 square foot shopping center anchored by Sears and JCPenney. This center has a stronger mix of local retailers than is typical for a regional shopping center. Although IKEA is also an anchor – it has an exterior location at this center, with no interior access to the mall.

This project provides a good comparison of customer draw for a traditional regional shopping center with a strong mix of local retailers versus a destination retailer. SouthBay Pavilion draws customers from 100 zip codes, the majority of which are located in LA County. The trade area for this center encompasses 36 of these zip codes, which represents 78% of their customers.

A comparison of relative draw for the mall versus IKEA, indicates that 47% of SouthBay Pavilion's mall customers live within 3 miles of this center, while 79% live within 5 miles. IKEA, on the other hand, generates a significantly larger share of in-flow traffic. Only 9% of the IKEA shoppers live within 3 miles of the center and 22% live within 5 miles. Over three-fourths of the IKEA customer base lives more than 5 miles from this center, which represents a considerable amount of inflow customers and dollars.

In addition, as part of the study conducted at SouthBay Pavilion, both mall shoppers and IKEA shoppers were asked how likely they would be to use the new Target store expected to open at this center. Shoppers were very supportive of this addition, with 83% indicating they would shop Target at least once a month.

Example 2 – The Grove, Los Angeles California
The Grove is a 575,000 square foot open-air lifestyle center. This center offers a mix of retail, entertainment and dining -- with a Farmer's Market located adjacent to the property, as well as a 14-screen theater, Nordstrom and a wide variety of unique and destination retailers and restaurants located on the property.

The study for The Grove was conducted 7 months after they opened (conducted in October 2002). The Grove was still building its customer base and trade area draw at that time, so it is expected that this center's draw has continued to expand. However, at the time of the 2002 study The Grove drew customers from 199 zip codes and 14 countries. The trade area for this center encompassed 78 zip codes, which represented 70% of the customer draw for this center.

In converting these results to a 3 and 5-mile radius, 37% The Grove shoppers live within 3 miles of this center, while 51% live within 5 miles. The inflow customers for this center include shoppers from throughout the LA metro area, as well as a significant share of visitors from southern California, out-of-state and out of the country.

Example 3 – Power Center (unnamed for confidentiality purposes), Los Angeles California
This center is a 1,000,000 square foot power center located about 10-12 miles from SouthBay Pavilion. This center encompasses a multi-screen theater, as well as a wide variety of dining and retail options (mainly value and big box retailers).

This center pulls customers from 88 zip codes, the majority of which are located in LA County. The trade area for this center encompasses 31 zip codes, which represents 82% of the customer base.

This center's radius draw provides a better comparison of its pulling power, as 30% of the shoppers live within 3 miles of this center, while 52% live within 5 miles. The inflow customers for this center include shoppers from throughout LA County, as well as parts of Orange County.

Comparative Draw Information

	% of customers living within:		**Population within:**	
	3 miles	**5 miles***	**3 miles**	**5 miles***
Example 1: SouthBay Mall customers	47%	79%	164,140	689,410
SouthBay IKEA customers	9%	22%	164,140	689,410
# of zip codes included:	5 zips	16 zips		
Example 2: The Grove	37%	51%	372,451	877,887
# of zip codes included:	8 zips	17 zips		
Example 3: Power Center	30%	52%	214,320	528,127
# of zip codes included:	13 zips	26 zips		

*Note – these figures are not additive. The information for the 5-mile radius encompasses the 3-mile radius. For example the 5 zip codes that encompass SouthBay Pavilion's 3-mile radius are included in the 16 zip codes represented in the 5-mail radius.

Please let me know if you have any additional questions or need more clarification.

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Table D-1
Major Employment Categories by NAICS Classification: 2003
City of Carson (Zip Codes: 90745, 90746, 90747 and 90810)

Major Employment Categories	NAICS Classification	Sub-Category Totals	Category Totals	Percent of Total
AGRICULTURE & MINING			*******	n/a
	Agriculture, Forestry, Fishing & Hunting	***		
	Mining	***		
CONSTRUCTION			**1,531**	3.1%
	Construction	1,531		
MANUFACTURING			**8,866**	17.9%
	Manufacturing	8,866		
TRANSPORTATION & WAREHOUSING			**2,772**	5.6%
	Transportation & Warehousing	2,772		
UTILITIES			*******	
	Utilities	***		
WHOLESALE TRADE			**4,359**	8.8%
	Wholesale Trade	4,359		
RETAIL TRADE			**4,306**	8.7%
	Retail Trade	4,306		
ACCOMMODATION & FOOD SERVICES			**1,879**	3.8%
	Accommodation and Food Services	1,879		
ARTS, ENTERTAINMENT, & RECREATION			**63**	0.1%
	Arts, Entertainment and Recreation	63		
PROFESSIONAL, MANAGERIAL & ADMINISTRATION			**6,656**	13.4%
	Professional, Scientific & Technical Skills	1,808		
	Information	***		
	Admin & Support & Waste Mgmt & Remdiation	4,193		
	Management of Companies & Enterprises	655		
FINANCE, INSURANCE & REAL ESTATE			**1,153**	2.3%
	Finance & Insurance	559		
	Real Estate & Rental & Leasing	594		
HEALTH CARE, SOCIAL ASSISTANCE & LOCAL SERVICES			**3,355**	6.8%
	Health Care & Social Assistance	2,072		
	Educational Services	86		
	Other Services	1,197		
GOVERNMENT			**10,618**	21.4%
	Federal Govt	***		
	Local Govt	8,865		
	State Govt	1,753		
Total Employment[1]			**49,504**	100.0%
Office/Professional Employment[2]				**44.0%**

1 - Total employment includes non-classified and confidential listings excluded from the detail in the table above.
2 - This category includes "Professional, Managerial & Administration", "Finance, Insurance & Real Estate", "Health Care, Social Assistance & Local Services", and "Government & Local Services."

Source: Stanley R. Hoffman Associates, Inc.

Table E-1
U.S. Shopping Centers
GLA Distributions by Retail Category

Category	Community Centers				Regional Centers			
	No. in Sample	**Median GLA**	**Total GLA**	**Percent of Total**	**No. in Sample**	**Median GLA**	**Total GLA**	**Percent of Total**
General merchandise	288	25,788	7,426,944	24.4%	66	66,582	4,394,412	59.4%
Food	297	16,500	4,900,500	16.1%	32	1,200	38,400	0.5%
Food service	1,114	2,261	2,518,754	8.3%	165	1,216	200,640	2.7%
Clothing and accessories	686	4,000	2,744,000	9.0%	252	3,999	1,007,748	13.6%
Shoes	181	3,240	586,440	1.9%	89	3,000	267,000	3.6%
Home furnishings	334	5,066	1,692,044	5.6%	33	5,287	174,471	2.4%
Home appliances/music	203	3,104	630,112	2.1%	48	2,676	128,448	1.7%
Building materials/hardware	65	12,500	812,500	2.7%	1		0	0.0%
Automotive	64	4,700	300,800	1.0%	1		0	0.0%
Hobby/special interest	283	4,090	1,157,470	3.8%	57	3,537	201,609	2.7%
Gifts/specialty	309	3,715	1,147,935	3.8%	73	3,171	231,483	3.1%
Jewelry	88	1,500	132,000	0.4%	57	1,200	68,400	0.9%
Liquor	35	3,440	120,400	0.4%	2		0	0.0%
Drugs	81	10,920	884,520	2.9%	4		0	0.0%
Other retail	645	2,108	1,359,660	4.5%	110	1,500	165,000	2.2%
Personal services	1,006	1,500	1,509,000	5.0%	113	1,200	135,600	1.8%
Entertainment/community	227	5,000	1,135,000	3.7%	32	7,723	247,136	3.3%
Financial	363	1,800	653,400	2.2%	30	1,290	38,700	0.5%
Offices (other than financial)	400	1,672	668,800	2.2%	43	2,295	98,685	1.3%
Non Taxable Totals	2,641	9,972	3,966,200	**13.1%**	328	12,508	520,121	**7.0%**
Totals	6,669	112,904	30,380,279	100.0%	1,208	105,876	7,397,732	100.0%

Sources: Stanley R. Hoffman Associates, Inc.
ULI "Dollars and Cents of Shopping Centers, 2004."

Table F-1
Urban Land Institute (ULI)
Median Retail Sales Per Square Foot
(in constant 2005 dollars)

Category	**Western Region Median Sales PSF** Neighborhood Centers	Community Centers	Regional Centers	Super Regional Centers	Estimated Median Sales per Square Foot[1]
Department Stores[2]	--	--	$203	$235	$219
Discount Department Stores	$229	$244	--	--	$236
Supermarket	$435	$514	--	--	$475
Drug/Pharmacy	$636	$390	--	--	$513
Restaurant/Liquor	$328	$339	--	--	$333
Furniture	--	$253	--	--	$253
Apparel					
Women's ready-to-wear	--	$235	$280	$324	$280
Special apparel - unisex	--	--	--	$331	$331
Family shoes	--	--	$276	$348	$312
Family wear	--	--	$413	$459	$436
Apparel Average	--	$235	$323	$365	$333
Building Materials					
Paint & wallpaper	--	$308	--	--	$308
Hardware	--	$119	--	--	$119
Home Improvements	--	$446	--	--	$446
Building Materials Average	--	$291	--	--	$291
Auto Parts & Supplies					$235
Other Retail[3]					
Non-department (regionals)	--	--	$224	$299	$261
Liquor	$271	$343	--	--	$307
Book stores	--	$166	$237	$255	$219
Photographic equipment	--	$367	--	$400	$383
Pet stores	$167	$162	--	$331	$220
Jewelry	$299	$476	$768	$960	$626
Other Retail Average	$246	$303	$410	$449	$358

1. Estimate is based on an average of the median sales per square foot by center type.
2. Department store sales per square foot data is a median of the entire United States.
3. Other retail category data are medians of the entire United States.

Sources: Stanley R. Hoffman Associates, Inc.
ULI "Dollars and Cents of Shopping Centers: 2004."

Exhibit G-1
List of Persons and Websites Consulted

Persons Contacted

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Websites Consulted

California Department of Transportation, http://www.dot.ca.gov/hq/traffops/saferesr/trafdata/2004all.htm

CB Richard Ellis, http://www.cbre.com

City of Carson, http://www.ci.carson.ca.us

City of Compton, http://www.comptoncity.org

City of Hawthorne, http://www.cityofhawthorne.com

City of Lomita, http://www.lomita.com

City of Lawndale, http://www.lawndalecity.org

City of Redondo Beach, http://www.redondo.com

City of Torrance, http://www.ci.torrance.ca.us

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