



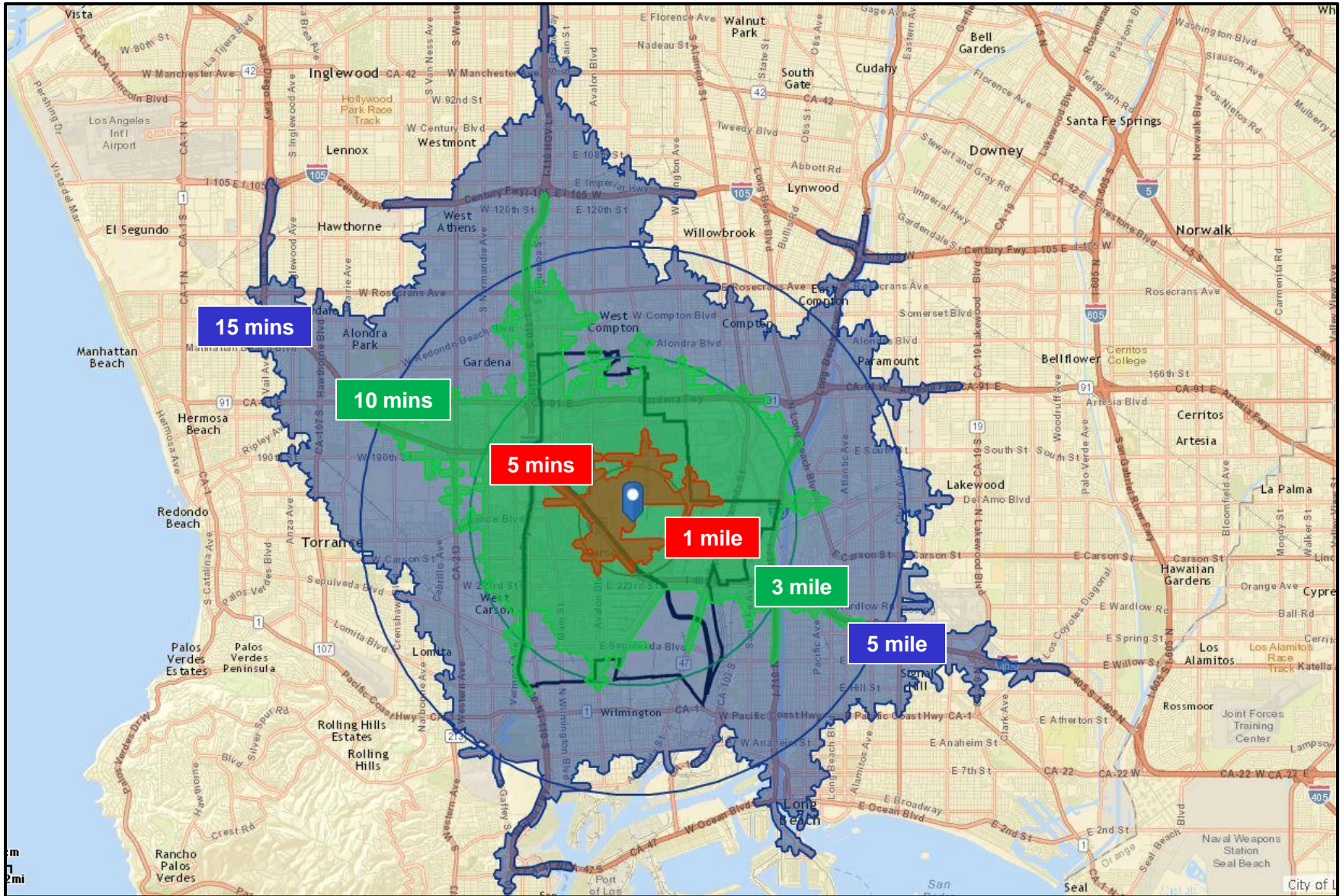
Carson Vision Plan

Demographic and Market Analysis

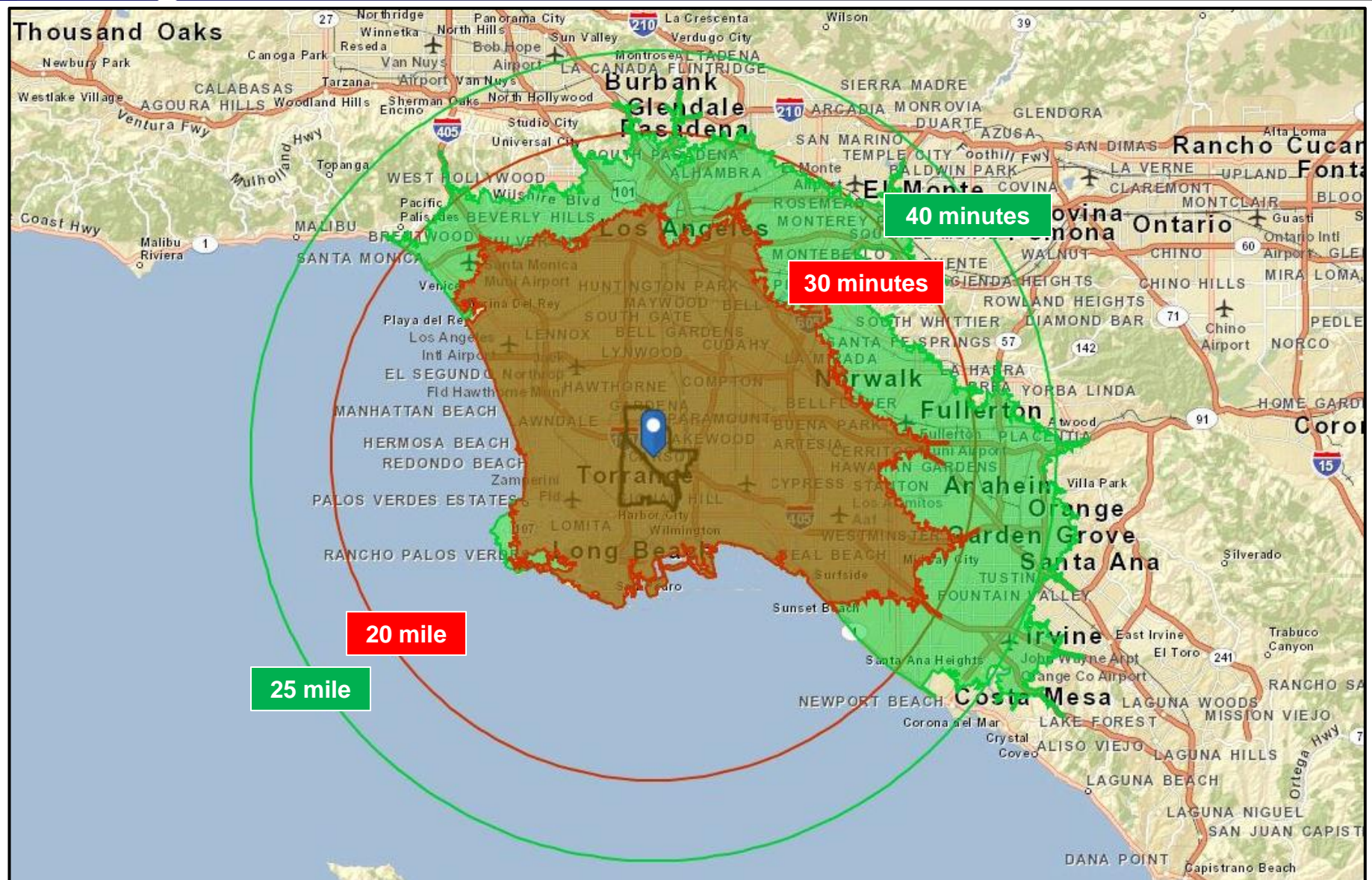
March 2016

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Local Market Radii & Drive Times



Regional Trade Area Radii and Drive Times



City Demographic Comparison

2015	City of Carson	Los Angeles County	California
Population	92,678	10,022,259	38,371,836
Households	25,695	3,302,607	12,932,388
Average HH Size	3.55	2.98	2.90
Median Age	38.2	35.3	35.7
% Hispanic Origin	39.4%	48.9%	39.1%
Per Capita Income	\$23,219	\$27,403	\$29,788
Median HH Income	\$65,979	\$54,690	\$60,382
Average HH Income	\$82,628	\$82,066	\$87,152
<u>2015-2020 Ann. Growth Rate</u>			
Population	0.35%	0.49%	0.73%
Median HH Income	3.03%	2.92%	3.36%

Local Trade Area Demographic Highlights

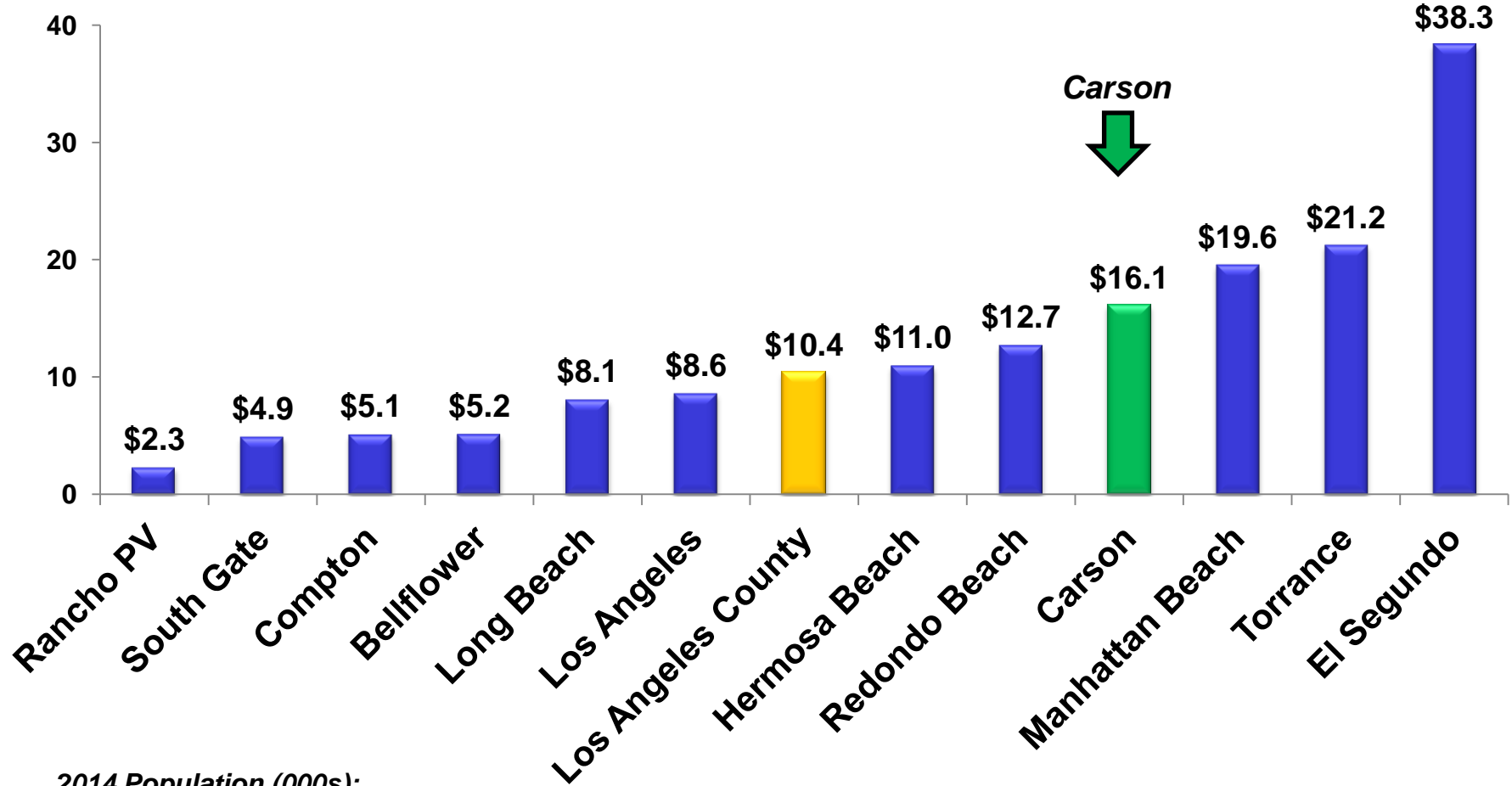
2015	3 Miles	5 Miles	10 Miles	20 Miles	25 Miles
Population	136,539	599,785	2,527,302	7,037,357	9,232,801
Households	38,829	176,939	782,957	2,322,483	3,044,702
Average Household Size	3.45	3.35	3.19	2.98	2.98
Median Age	37.8	34.0	33.4	34.8	35.2
% Hispanic Origin	41.5%	51.2%	53.9%	38.1%	48.9%
Per Capita Income	\$22,755	\$20,289	\$23,324	\$25,582	\$26,884
Median HH Income	\$61,469	\$51,566	\$51,421	\$51,526	\$54,129
Average HH Income	\$78,465	\$68,021	\$74,544	\$76,459	\$80,480

Source: ESRI (2016)

Per Capita Taxable Retail Sales Comparison

Carson & Neighboring Cities

Per Capita Taxable Retail Sales in 2014
(in \$ thousands)



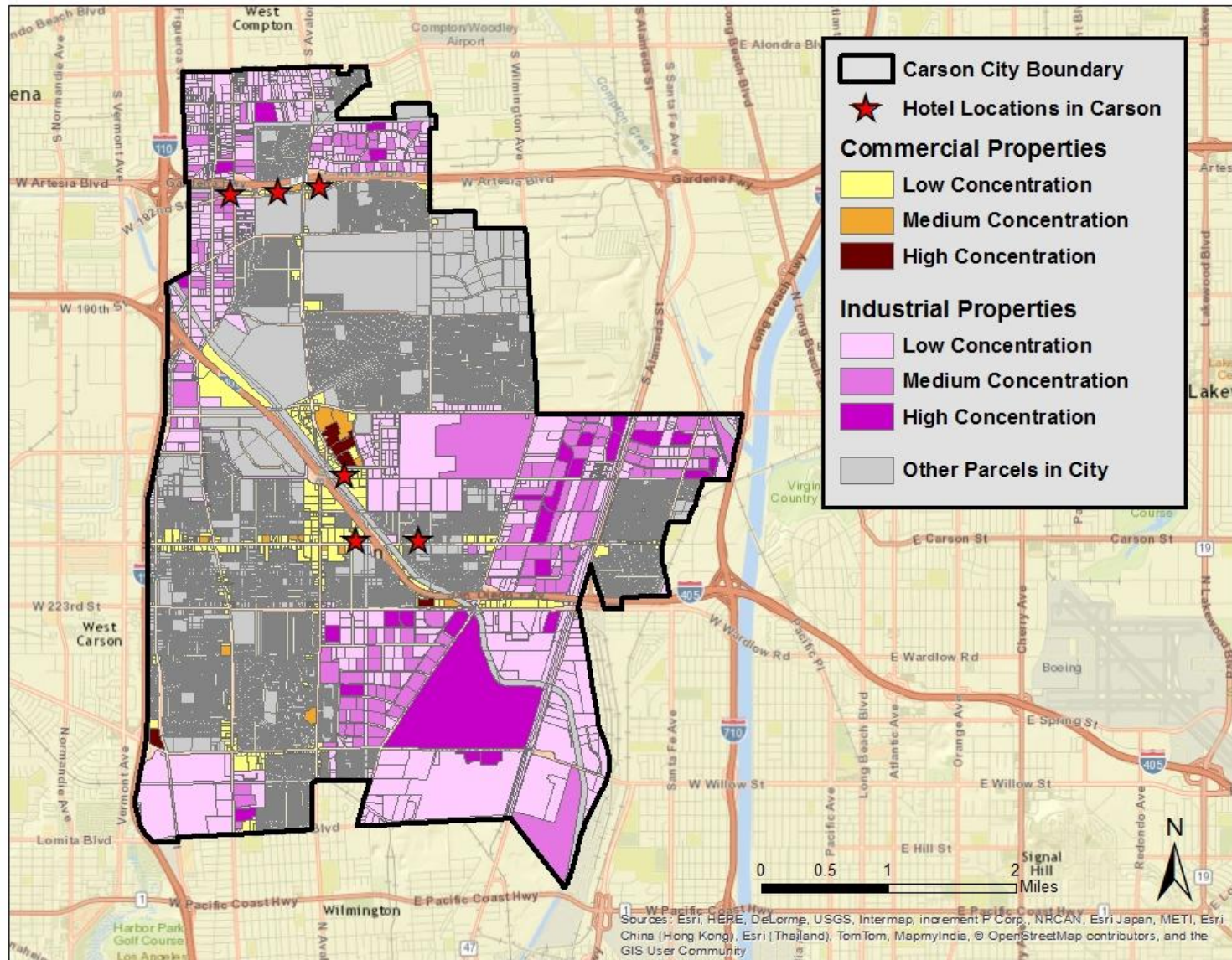
2014 Population (000s):

42	96	98	78	470	3,905	10.12M	20	68	93	36	148	17
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RETAIL OVERVIEW

- Target
- Denny's
- Home Depot
- California State University-Dominguez Hills
- Payless
- Old Navy
- ru21
- sears
- fitness
- JCPenney
- Walmart
- True Value
- Big 5
- Five Guys
- Anna's Linens

Carson Commercial/Industrial Concentration & Hotel Location Map



Carson Retail Void Analysis

■ Carson Void Analysis Summary

- City has surplus in many retail categories based on local trade area
- Exceptions are:
 - *Electronics and appliance stores*
 - *Specialty food stores*
 - *Clothing stores*
 - *General merchandise stores*
 - *Florists*
 - *Used merchandise stores*
 - *Miscellaneous store retailers*
 - *Electronic shopping and mail-order houses*
 - *Specialty food services*
 - *Drinking places – alcoholic beverages*
- Upscale outlet mall and other regional retail development will have 30-40 mile radius draw



Carson Hotel Market

Carson has a limited hotel market

Name	Address	Average Nightly Rates	Rooms
Motel 6	888 E Dominguez Street	\$85	169
DoubleTree by Hilton	2 Civic Plaza Drive	\$185	220
Econo Lodge	1325 E Carson Street	\$75	31
Extended Stay America	401 E Albertoni St	\$120	107
Hampton Inn	767 E Albertoni St	\$137	136
Carson Plaza Hotel	111 W Albertoni St	\$75	60

Total hotel rooms: 723

Average nightly rates: \$129



Carson Worker Inflow / Outflow

Working Coming (Inflow):	49,582
Workers Going (Outflow):	37,121
Net Gain:	12,471

Workers employed in the City but living outside

49,582

Workers living in the City but employed outside

37,121

Workers living & employed in the City

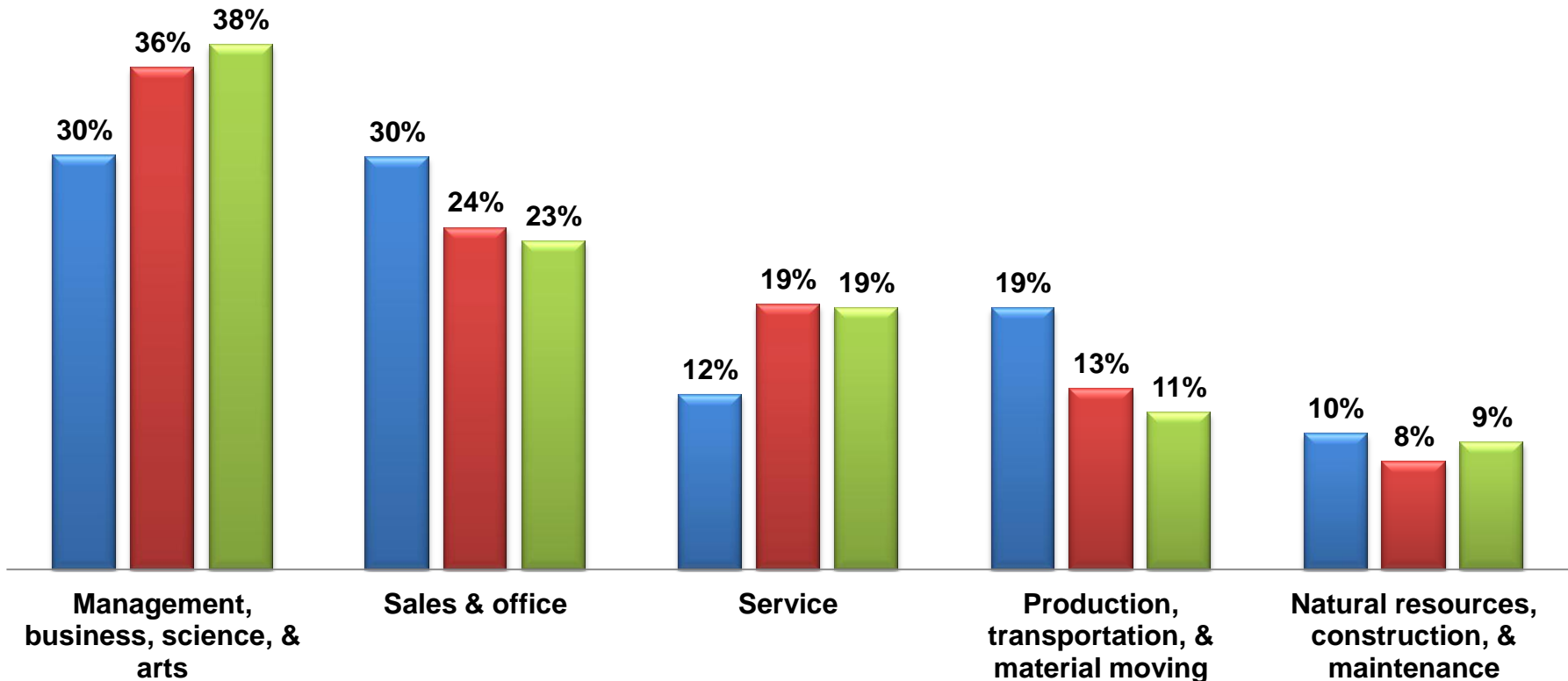
2,889

Principal Employers

#	Employer	Type	Est. # of Employees	% Total City Employment	Located in Study Area?
1)	Prime Wheel Corporation	Manufacturing	417	0.79%	No
2)	See's Candy Shops Inc.	Manufacturing/Dist.	404	0.77%	No
3)	Huck International Inc.	Manufacturing	385	0.73%	No
4)	Mag Aerospace Industries	Manufacturing	377	0.72%	No
5)	Cedarlane Natural Foods Inc.	Manufacturing	302	0.58%	No
6)	Sourcecorp Bps Inc.	Digital	301	0.57%	No
7)	General Mills Operations LLC	Manufacturing	287	0.55%	No
8)	Xerox Education Services Inc.	Education	278	0.53%	No
9)	The Pepsi Bottling Group	Manufacturing	276	0.53%	Yes
10)	Pacific Bell	Teleco	273	0.52%	No
Top 10 Total			3,300	6.29%	
Estimated City Total			52,471	100%	

Resident Employment by Occupation & Median Earnings

Civilian Employed Population by Occupation



Median Annual Earnings in Carson by Occupation:

\$48,889	\$25,877	\$17,946	\$27,334	\$40,327
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Regional Market Comparisons

	Carson	LA County	Orange County	Ventura County	Greater Los Angeles Area
Retail Rent	\$1.54	\$2.33	\$2.11	\$1.77	\$2.28
Retail Vacancy	4.0%	4.4%	4.4%	5.4%	4.5%
Office Rent	\$1.86	\$2.70	\$2.26	\$1.93	\$2.63
Office Vacancy	8.4%	11.0%	10.2%	12.9%	11.1%
Industrial Rent	\$0.64	\$0.71	\$0.71	\$0.64	\$0.70
Industrial Vacancy	2.1%	2.3%	2.5%	3.9%	2.4%
Multifamily Rent	\$1.49	\$1.96	\$2.00	\$1.89	\$1.96
Multifamily Vacancy	1.8%	3.1%	2.9%	2.7%	3.1%

Source: CoStar (2015)

Carson Single Family Residential Overview

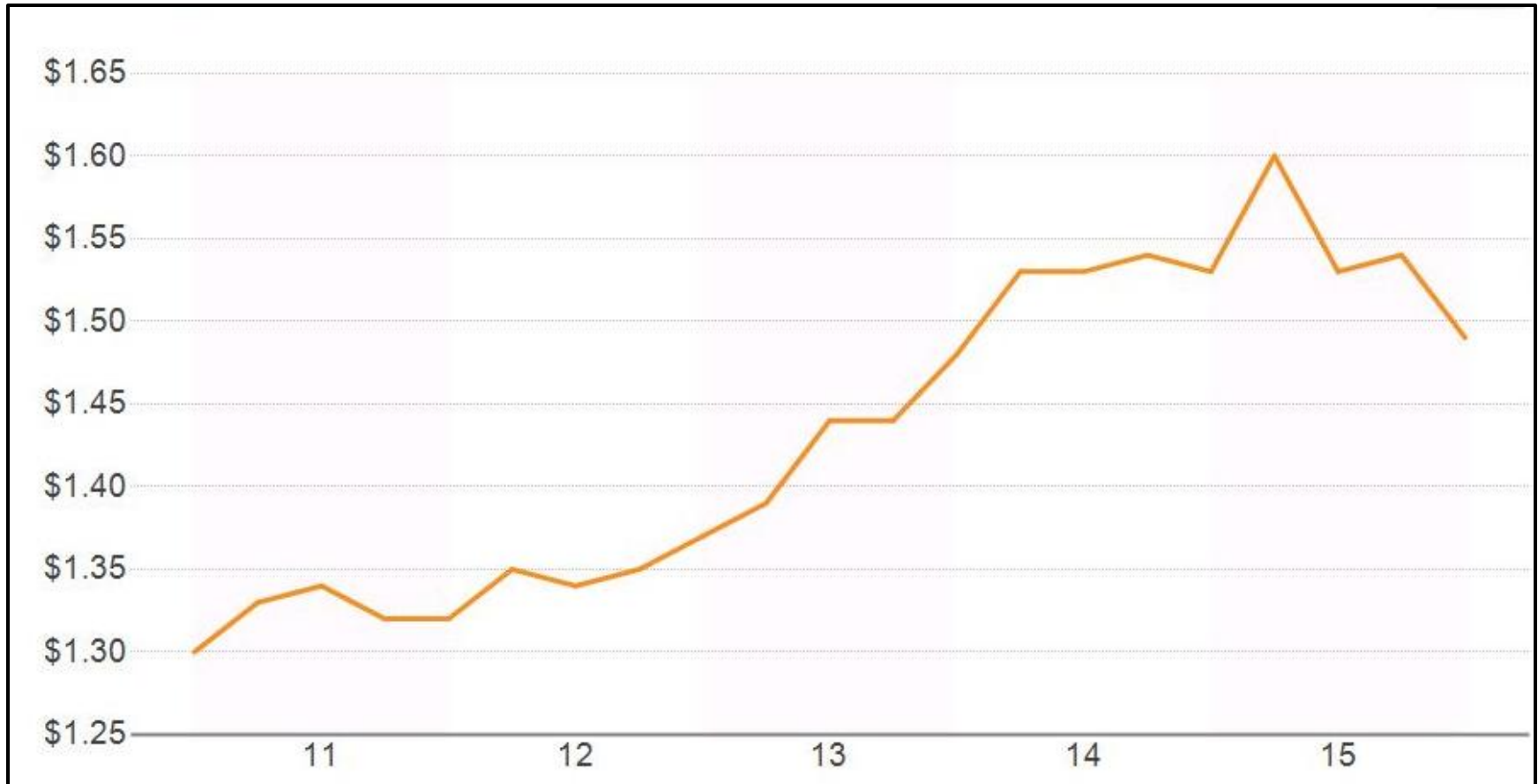
▪ Residential Median Sales Price History



- Home prices have recovered more than half of 2007 peak
- Current Median Sales Price: \$401,500
- Current Price Per Sq. Ft.: \$301
- Median Rent Per Month: \$2,687

Carson Multifamily Residential Overview

- **Multifamily Rent Trends - Effective Rent Per Sq. Ft.**



- **Current Multifamily Rent / Sq. Ft.: \$1.49**
- **Current: Multifamily Vacancy: 1.8%**

Historic Inventory of Space in Carson

	2006	2009	2012	2015
Retail SF	3,447,000	3,451,000	3,501,000	3,500,000
Office SF	1,626,000	1,626,000	1,441,000	1,441,000
Industrial SF	33,664,000	33,813,000	34,418,000	34,230,000
Multifamily SF	2,272,000	2,272,000	2,318,000	2,586,000
Multifamily Units	2,805	2,805	2,890	3,185

Current Carson Area Market Trends

OFFICE

- Vacancy trending higher
- Rents trending higher
- Negative absorption for 2015/2016

MULTIFAMILY

- Vacancy trending lower
- Rents trending higher (+20% since 2012)
- Limited new construction (314k SF absorbed since 2006)

RETAIL

- Vacancy trending higher (low Q3 2014)
- Rents trending lower
- Negative absorption for 2015/2016
- There are VOIDS

INDUSTRIAL

- Vacancy trending lower and stabilizing
- Rents trending higher

Existing Conditions for City / Visioning Area

Unique opportunity to master plan landfill and undeveloped land along 405 Freeway:

- **Landfill cleanup underway**
- **New Porsche Experience**
- **Proposed Macerich Fashion Outlet Mall**
- **Possible Costco and other big box retailers**
- **Potential relocation of Waste Management facility**

SWOT Analysis - Retail

Strengths

- 405 Freeway visibility and access
- Significant available vacant land
- Regional draw with IKEA and Porsche Experience

Weaknesses

- Retail rents are below market averages
- Adjacency to industrial uses
- Retail surplus in many retail categories

Opportunities

- Proposed Macerich Outlet Mall
- Retail & restaurant voids exist
- Regional economy improving

Threats

- Inglewood Stadium Development
- Parcel contamination within Visioning Area

SWOT Analysis - Industrial

Strengths

- Significant available vacant land
- Proximate to 405 and 110 Freeway
- Adjacent to existing industrial uses
- Proximity to Ports and Airports
- SoBay market is extremely strong

Weaknesses

- Less compatible with other land uses
- Proximity to residential neighborhoods
- Not in line with City's vision for many areas

Opportunities

- Regional demand is expanding for logistics users
- Implement commercial PACE
- Can support significant land values
- Regional economy improving

Threats

- Political opposition
- Community push-back

SWOT Analysis - Office

Strengths

- Significant available vacant land
- Proximate to 405 and 110 Freeway
- Proximate to existing retail

Weaknesses

- Limited demand for office tenants

Opportunities

- Within densely populated area
- Regional economy improving

Threats

- Competing SoBay office submarkets
- Parcel contamination within Visioning Area

SWOT Analysis - Hotel

Strengths

- Regional draws by Porsche Experience and potential Outlet Mall
- Significant available vacant land
- Developer interest

Weaknesses

- Not popular hotel destination
- Relatively low room rates

Opportunities

- Cooperation by the City of Carson
- Proximity to freeways
- Proximity to Airports
- Regional economy improving

Threats

- Beach Cities are more popular hotel destination
- Other hotels under construction in area
- Parcel contamination within Visioning Area

Thank You