

Baldwin Hills Crenshaw

3650 W Martin Luther King Jr. Blvd, Los Angeles, CA 90008



Shopping, dining, and entertainment in the diverse and rapidly expanding Crenshaw corridor of Los Angeles

Anchored by Macy's, Forever 21, TJMaxx, and Cinemark Baldwin Hills Crenshaw is a state-of-the-art center with a strong mix of national retailers and local, community-driven experiential amenities. The center is uniquely positioned next to the new Crenshaw/LAX Light Rail line, currently under construction, which has turned the Baldwin Hills submarket into one of the most highly sought after neighborhoods in all of Los Angeles.

Year Built/Renovated	1947 / 2012
Gross Leasable Area	869,000 SF
No. of Retailers	100+

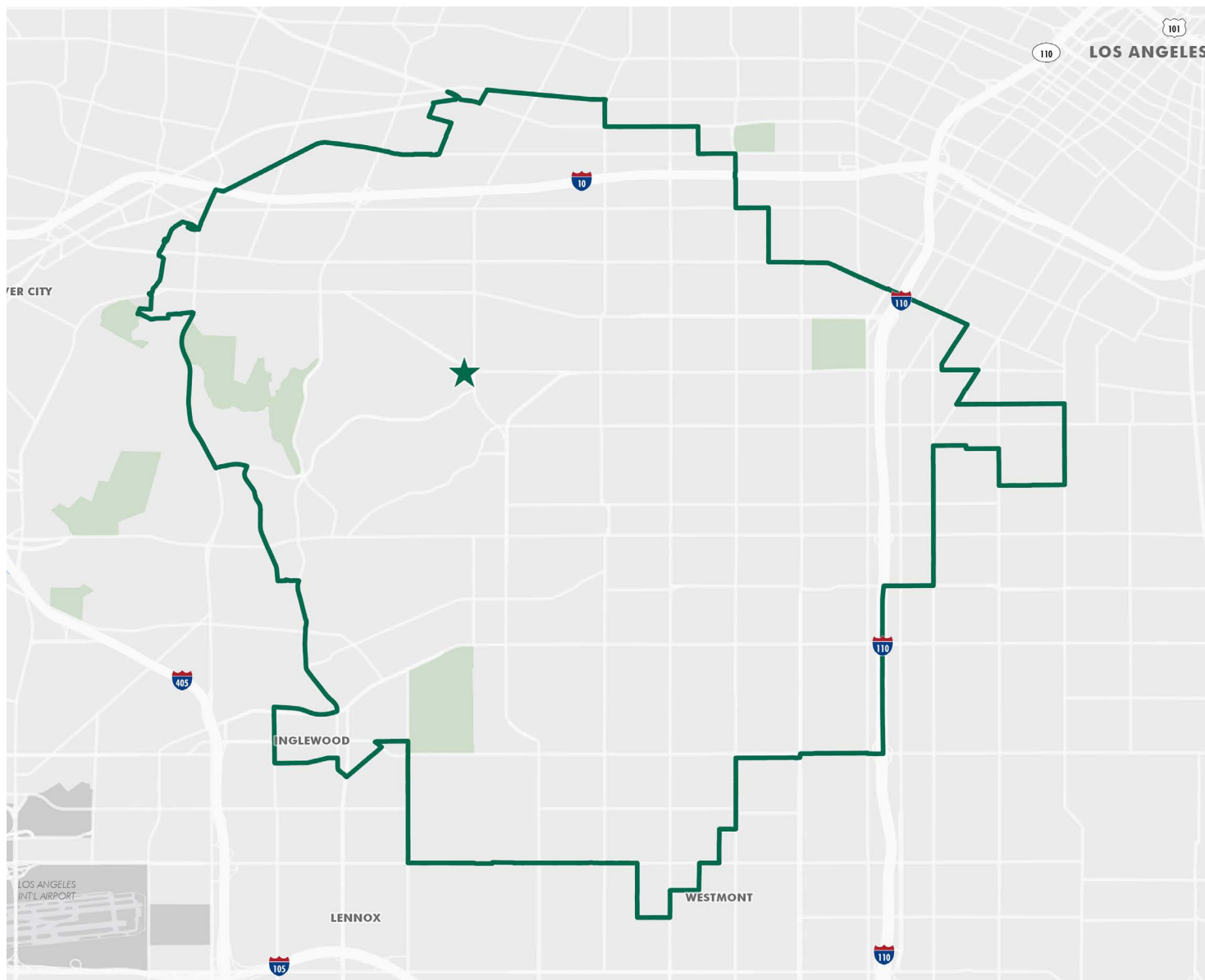
PROPERTY HIGHLIGHTS

- **Densely Populated Trade Area:** approximately 600,000 people live within a five mile radius in the Baldwin Hills submarket
- **Affluent Neighborhood:** Baldwin Hills is an upscale Los Angeles area known as one of the wealthiest African American communities in the country
- **Transit Oriented Development:** adjacent to the New Crenshaw/LAX Light Rail Line currently under construction
- **Dominant Multi-Anchor Retail Center:** Baldwin Hills Crenshaw is an established regional mall serving as the primary daily needs and proportional retail center in the trade area
- **Extensive Updating:** Baldwin Hills Crenshaw underwent a comprehensive \$35 million renovation which was completed in 2011

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TRADE AREA



KEY RETAILERS

★ macy's T.J. maxx

CINEMARK®

STAPLES®



FOREVER 21 VICTORIA'S SECRET Bath & Body Works® carter's

THE CHILDREN'S PLACE Foot Locker. SHEFF claire's



total woman
gym+spa

post & beam



CBRE MALL AND LARGE FORMAT RETAIL

MOBILE INSIGHTS (Primary Trade Area)

Visitor Origin*



LOCAL

84%



REGIONAL

16%

*of visitors are less than 75 miles from the center

Seasonality



SPRING

26%



SUMMER

26%



FALL

22%



WINTER

26%



Average
Length of Stay

122 MINUTES

Distance Decay



60%

4.67 MILES

70%

5.80 MILES

80%

7.30 MILES

2018 DEMOGRAPHIC DATA (Primary Trade Area)

Population



TOTAL POP.

451,298



POP. GROWTH RATE (2018-2023)

0.38%



DAYTIME POP.

101,785



MEDIAN AGE

33.4

Household Stats



AVG SIZE

3.2



AVG INCOME

\$56,148

Household Spending



EATING OUT

\$2,419



APPAREL & SERVICES

\$1,549



GROCERIES

\$3,547

Source: Esri

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CBRE

www.baldwinhillscrenshawplaza.com



SHOPPER PROFILE

22% Las Casas

- Married couples
- Services jobs
- Multigenerational households
- Follow soccer
- Bank in person
- Eat at fast food, family restaurants
- Choose Spanish-language TV/websites
- Buy baby/children's products

17% International Marketplace

- Married couples
- Services jobs
- Trendy consumers who focus on style
- Shop at warehouse clubs, specialty markets
- Do not save or invest
- Visit theme parks; play soccer
- Listen to Spanish/Latin music
- Take public transportation

16% City Strivers

- Buy branded clothing
- Own savings account
- Shop at discount retailers, warehouse clubs
- Watch movies on premium TV channels
- Take public transportation
- Work in health care, transportation, social services, and protective services
- Almost half have some college education

Source: Esri

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