



**CITY OF
LOMITA**

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RETAILER VOID ANALYSIS

SEPTEMBER 2, 2025 Presentation to City Council



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DISCLAIMER

These analyses, projections, assumptions, rates of return, and any examples presented herein are for illustrative purposes and are not a guarantee of actual and/or future results. Project pro forma and tax analyses are projections only. Actual results may differ from those expressed in this analysis, as results are difficult to predict as a function of market conditions, natural disasters, pandemics, significant economic impacts, legislation and administrative actions.

BACKGROUND

Kosmont Companies ("Kosmont") has been in business for over 39 years and is well versed in Economic Development including retail Business Expansion, Attraction, and Retention ("BEAR") using Kosmont Retail Now!® platform.

- Dating back to 2018/2019, Kosmont worked with Studio 111 on downtown Lomita vision plan, which resulted in design standards
- City hired Kosmont in 2024 to assist with business outreach / attraction and meetings at ICSC Vegas (2024 and 2025)
- Kosmont prepared a void analysis using Placer.ai and presented data to Council subcommittee in May
- City and Kosmont have the opportunity to continue to work together on BEAR including ICSC Western Palm Springs (late Sept.)

MARKETING FLYERS

Retail / Restaurant Opportunity in Lomita!

Zoning
General Commercial
Total Land Area
0.37 Ac / 16,100 SF
Building Area
3,800 SF
Building History
Former Bank
Neighborhood Center
58,000 SF
Pacific Coast Highway & Narbonne Traffic Volume
48,000 / 13,400 daily trips



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Drive-Thru Opportunity in Lomita!

Zoning
General Commercial
Total Land Area
0.40 Ac / 17,400 SF
Building Area
924 SF
Building History
Auto Dealer
Pacific Coast Highway & Eshelman Traffic Volume
48,000 / 6,500 daily trips



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PLACER.AI VOID & MATCH ANALYSIS

CITY OF LOMITA – RETAILER VOID ANALYSIS

RETAILER VOID ANALYSIS

To identify potential retailer options for the sites located near Pacific Coast Hwy. (“PCH”) and Narbonne Ave. and Lomita Blvd. and Narbonne Ave. (“Sites”), Kosmont prepared this analysis utilizing Placer.ai’s Void Analysis Tool identifying drive time trade area around the Sites and compared them to trade area data for experiential retail / entertainment brands.

This analysis determines which chains may be a good fit, based on a variety of demographic metrics and the level of trade area overlap with existing locations.

The list on the following slide identifies potential experiential retail tenants. This list is filtered for chains with in-state expansion rates greater than or equal to 0%, whose nearest location is within 200 miles away, has a maximum store size of under 30,000 SF, a relative fit score greater than 65, and excludes chains with a >95% cannibalization score.

Score	Description	How to Interpret
Demographic Fit Score	The demographic fit score measures how well a prospective retailer fits the demographic profile of a property. The demographic fit score combines the similarity scores for demographic attributes such as household income distribution, educational attainment, ethnicity, age, household type, and marital status – essentially measuring the shared level between the property and the prospective retailer.	Demographic fit scores and attribute similarity scores that are closer to 100% are a better match. A demographic fit score of 0% would mean there is no demographic similarity between the local trade area and the trade areas of the retailer chain.
Cannibalization Score	The cannibalization score measures the estimated overlap between the studied trade area and the trade areas of existing retail store locations nearby. This overlap assesses how much a new store for that brand would “cannibalize” consumers that are already served by existing nearby locations of that brand.	Cannibalization scores closer to 0% are a better match. A cannibalization score of 100% would imply full cannibalization – meaning that the trade area for a new store in the area would draw consumers that are already served by the retail brand’s existing nearby stores.
Relative Fit Score	The relative fit score combines demographic fit scores, cannibalization score, and other metrics (such as average monthly visits) to arrive at one simplified score.	Relative fit scores that are closer to 100% are a better match. A relative fit score of 100% indicates the chain is the highest-ranked match relative to the full list of chains that were examined.

VOID ANALYSIS

POTENTIAL RETAILERS

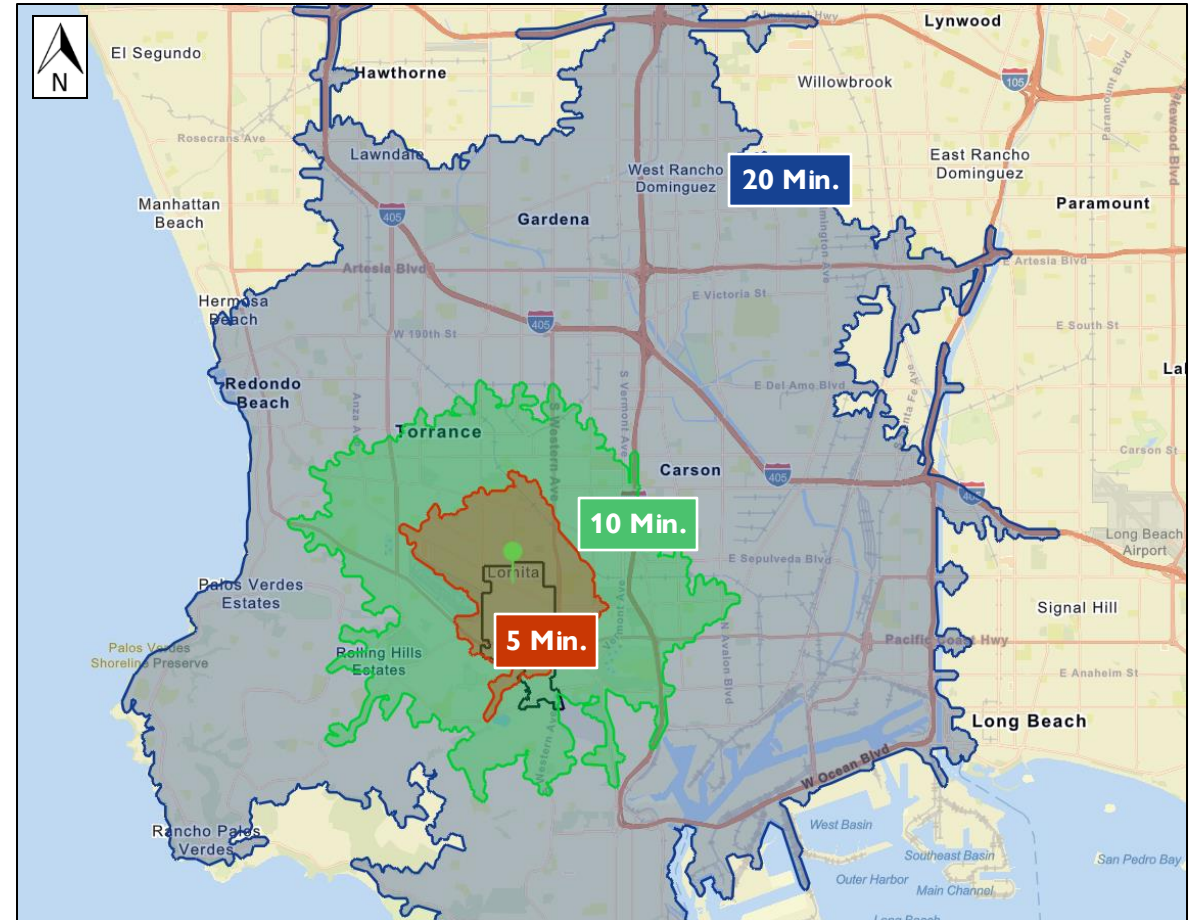
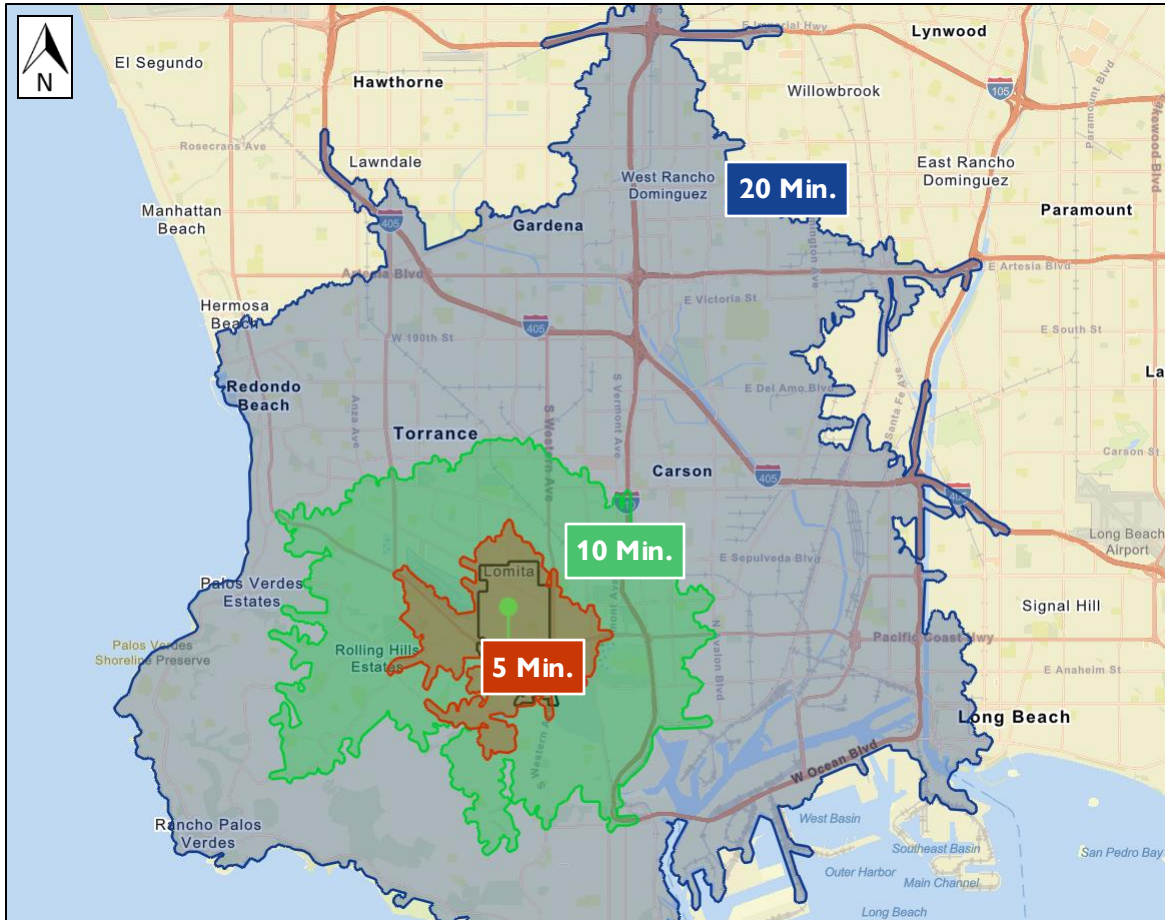
Chains	Retail Category	Min-Max Size (SF)	Typical Trade Area Drive Time (min)	Avg. Monthly Foot Traffic	Nearest Venue (mi)	# of Venues (State)	Expansion Rate in State (%)	Demographic Fit Score	Cannibalization (%)	Relative Fit Score (%)
Yoshiharu	Restaurant	1.0-3.5K	13	3,300	14	11	0	96	5	79
Great Wall Supermarket	Grocery	12.1-53.6K	11	39,600	22	6	20	96	1	77
Chuze Fitness	Fitness	14.7-62.3K	6	55,600	14	22	0	90	0	75
Pretty Kitty (spa/massage)	Beauty	0.9-1.9K	10	2,000	26	6	0	84	0	74
Country Waffles	Restaurant	2.2-7.2K	15	6,300	95	17	0	96	0	74
Top Round Roast Beef	Restaurant	1.8K	13	1,200	19	1	0	82	0	73
Daphne's Restaurants	Restaurant	2.5-3.9K	8	3,800	2	6	0	95	4	72
Al and Ed's Autosound	Auto	2.9-3.8K	11	1,600	6	10	0	96	6	72
Better Buzz Coffee Roasters	Restaurant	1.2-3.2K	11	18,800	23	26	13	90	1	71
Blenders in the Grass	Restaurant	0.8-2.6K	11	6,900	51	19	0	91	0	71
Island Pacific Supermarkets	Grocery	4.7-33.0K	11	37,700	8	17	6	88	4	71
Grabbagreen	Restaurant	1.6-2.2K	11	2,200	42	1	0	90	0	71
Angry Chickz	Restaurant	1.3-4.1K	14	13,500	22	26	18	76	0	71

VOID ANALYSIS

POTENTIAL RETAILERS (CONTINUED)

Chains	Retail Category	Min-Max Size (SF)	Typical Trade Area Drive Time (min)	Avg. Monthly Foot Traffic	Nearest Venue (mi)	# of Venues (State)	Expansion Rate in State (%)	Demographic Fit Score	Cannibalization (%)	Relative Fit Score (%)
Cauldron Ice Cream	Restaurant	1.3-2.3K	11	5,100	26	3	0	78	2	70
Tapioca Express	Restaurant	0.7-2.6K	8	3,300	16	17	0	89	0	70
Ubatuba Acai	Restaurant	0.5-3.3K	12	3,900	16	20	5	97	2	67
In-Shape Family Fitness	Fitness	14.5-60.6K	6	34,900	55	62	3	91	0	67
Urbane Café	Restaurant	1.4-4.0K	12	8,600	26	34	13	95	1	67
West Coast Sourdough	Restaurant	0.9-2.5K	16	3,600	39	49	14	95	0	67
Mr. Pickle's Sandwich Shop	Restaurant	0.9-2.7K	12	3,700	30	52	2	95	1	66
Famous Footwear	Apparel	3.1-11.9K	13	4,700	22	86	1	84	3	66
Salons by JC	Beauty	2.9-13.6K	11	2,800	18	9	13	93	0	65
Gold's Gym	Fitness	8.6-56.7K	8	20,700	7	32	3	94	6	65
Bad Ass Coffee of Hawaii	Restaurant	0.7-3.4K	11	6,100	28	6	0	93	1	65
EoS Fitness	Fitness	12.8-63.7K	7	63,700	14	21	11	84	0	65

DRIVE TIME TRADE AREAS



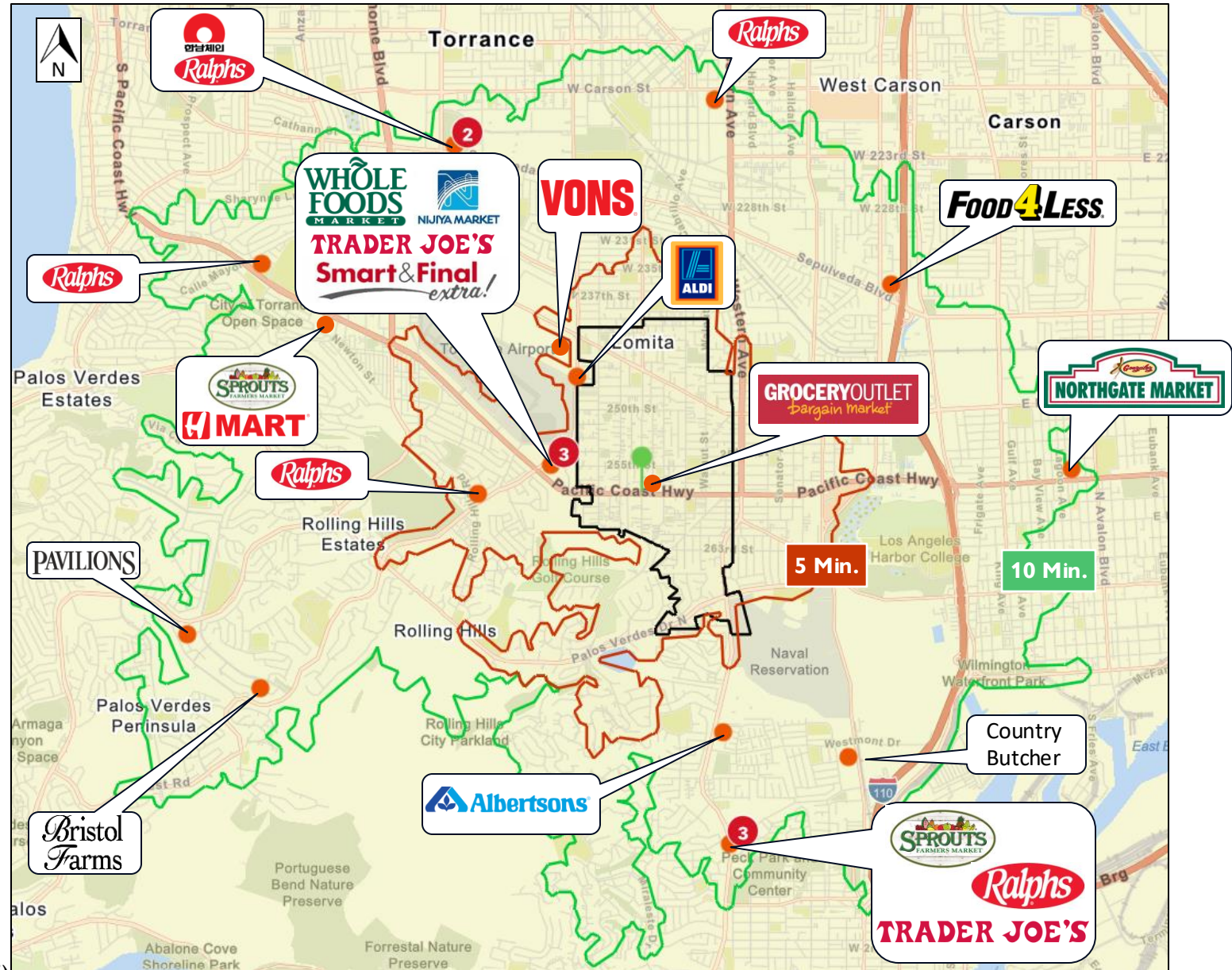
DEMOGRAPHICS

DRIVE TIME TRADE AREAS

2024	Narbonne Ave. & PCH			Narbonne Ave. & Lomita Blvd.		
Drive Times	5 minutes	10 minutes	20 minutes	5 minutes	10 minutes	20 minutes
Population	47,500	183,900	729,600	48,700	172,200	791,100
Households	18,400	68,100	261,200	18,500	64,000	278,300
Average HH Size	2.56	2.68	2.74	2.60	2.66	2.79
Median Age	41.8	42.1	41.2	41.8	42.0	41.0
% Bachelor's Degree or Higher	42.8%	46.8%	41.6%	43.3%	46.5%	40.9%
% Hispanic Origin	39.1%	36.3%	40.0%	37.4%	34.5%	40.7%
% Asian/Pacific Isl. Origin	21.6%	25.8%	22.4%	26.7%	29.1%	22.0%
Per Capita Income	\$47,800	\$54,300	\$50,700	\$51,500	\$51,600	\$50,000
Median HH Income	\$89,700	\$104,800	\$99,800	\$101,400	\$102,700	\$100,400
Average HH Income	\$123,300	\$146,900	\$141,300	\$136,200	\$138,700	\$141,400

RETAILER LOCATION MAPS - GROCERS

- Kosmont observed locations of major grocers (e.g., with 15 or more employees) within a 5- and 10-minute drive time from the intersection of Narbonne Ave. and Pacific Coast Hwy.
- Among major grocers, the drive time trade areas contain several traditional, upscale, and ethnic (Asian and Hispanic) grocers. Among the ethnic grocers there are two Korean (Hannam Market World and H Mart), one Japanese (Nijiya Market), and one Hispanic (Northgate Gozalez) markets within the trade areas
- With the exception of Nijiya Market, the ethnic grocers appear to be more along the perimeter of the trade areas. There may be room for a complementary ethnic or specialty grocer
- Sprouts has indicated a desire to be in the market



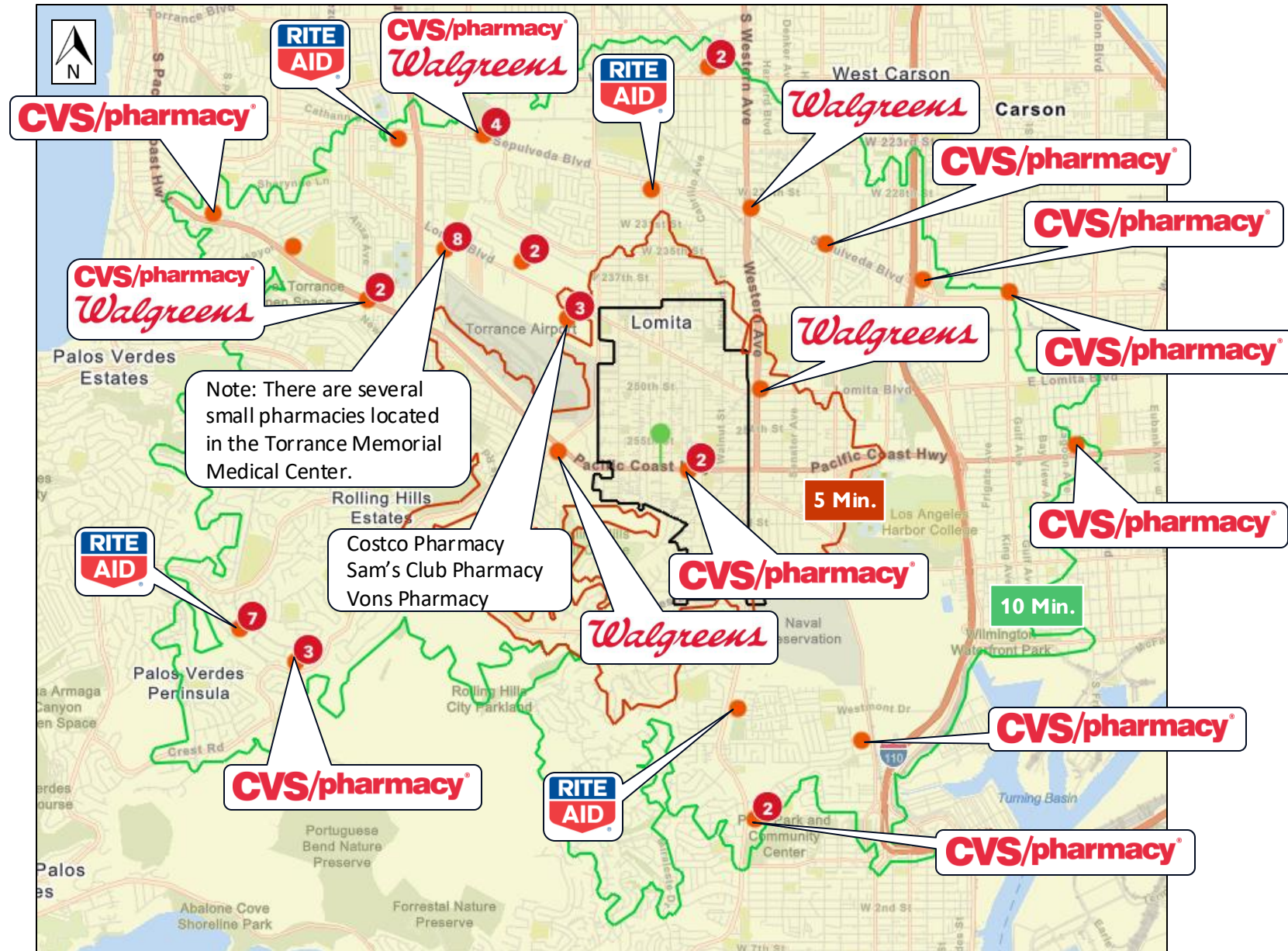
RETAILER LOCATION MAPS - FITNESS

- This map reflects the fitness center locations with five or more employees within the drive time trade areas. Major fitness chains are indicated on the map
- While there are several major chains in the trade areas, there are also many options available for residents to train at a locally-owned fitness studio
- Given there appear to be fewer fitness options in the eastern portion of the trade area (particularly east of Western Ave.), there may be additional space for a fitness retailer at the Sites



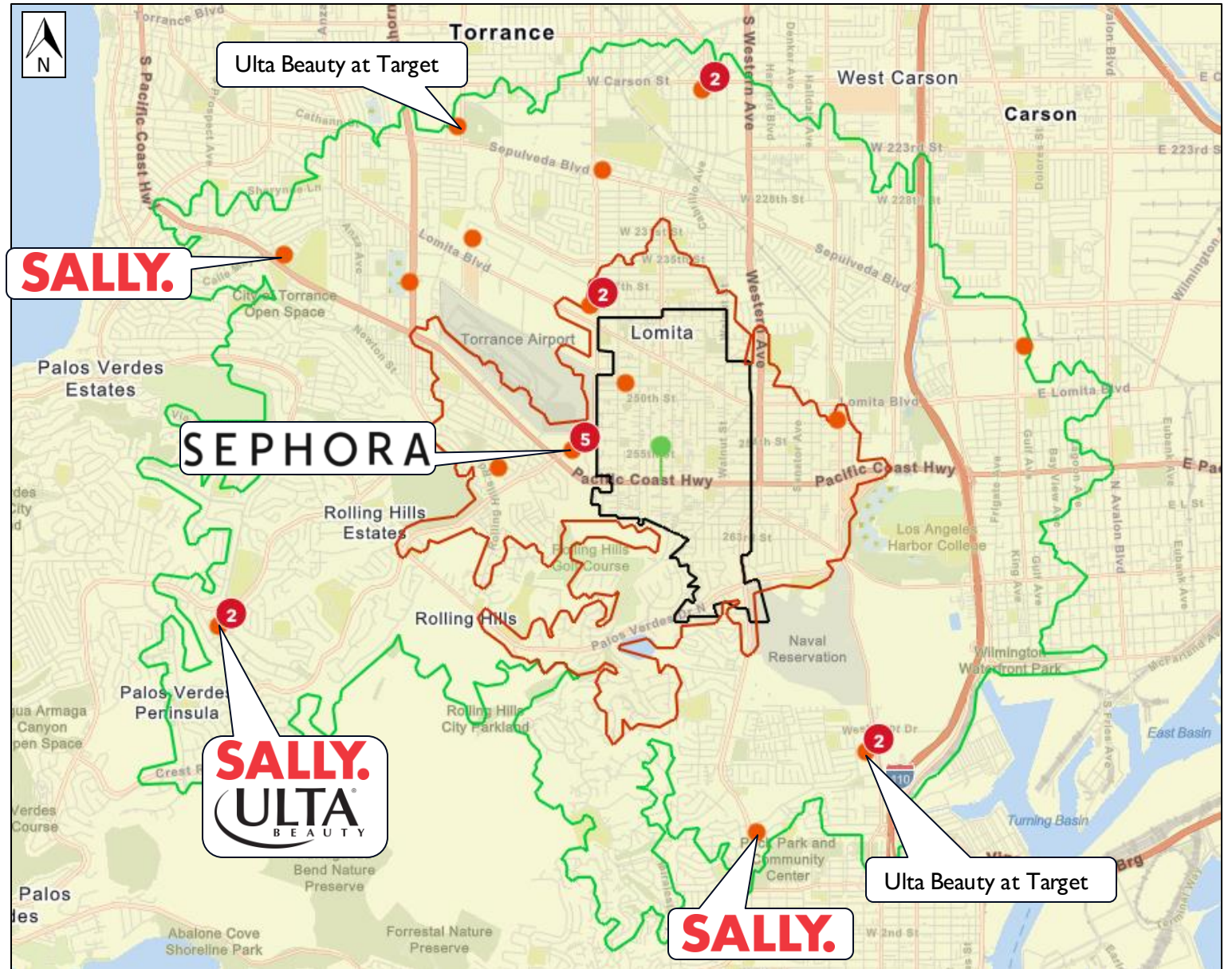
RETAILER LOCATION MAPS – HEALTH / PERSONAL CARE

- Each dot on this map reflects the location of pharmacies and first aid supply / health care products stores. Major chains are shown on the map
- It is important to note that many pharmacies may be either located within or are a part of larger retailers, such as grocery stores (e.g., Ralphs) or larger general merchandise retailers (e.g., Target)
- There does not appear to be much room for an additional pharmacy from a major chain within the trade areas. Within a five-minute drive time trade area, there are two Walgreens and one CVS Pharmacy locations. In the 10-minute drive time trade area there are several Walgreens, CVS, and Rite Aid locations



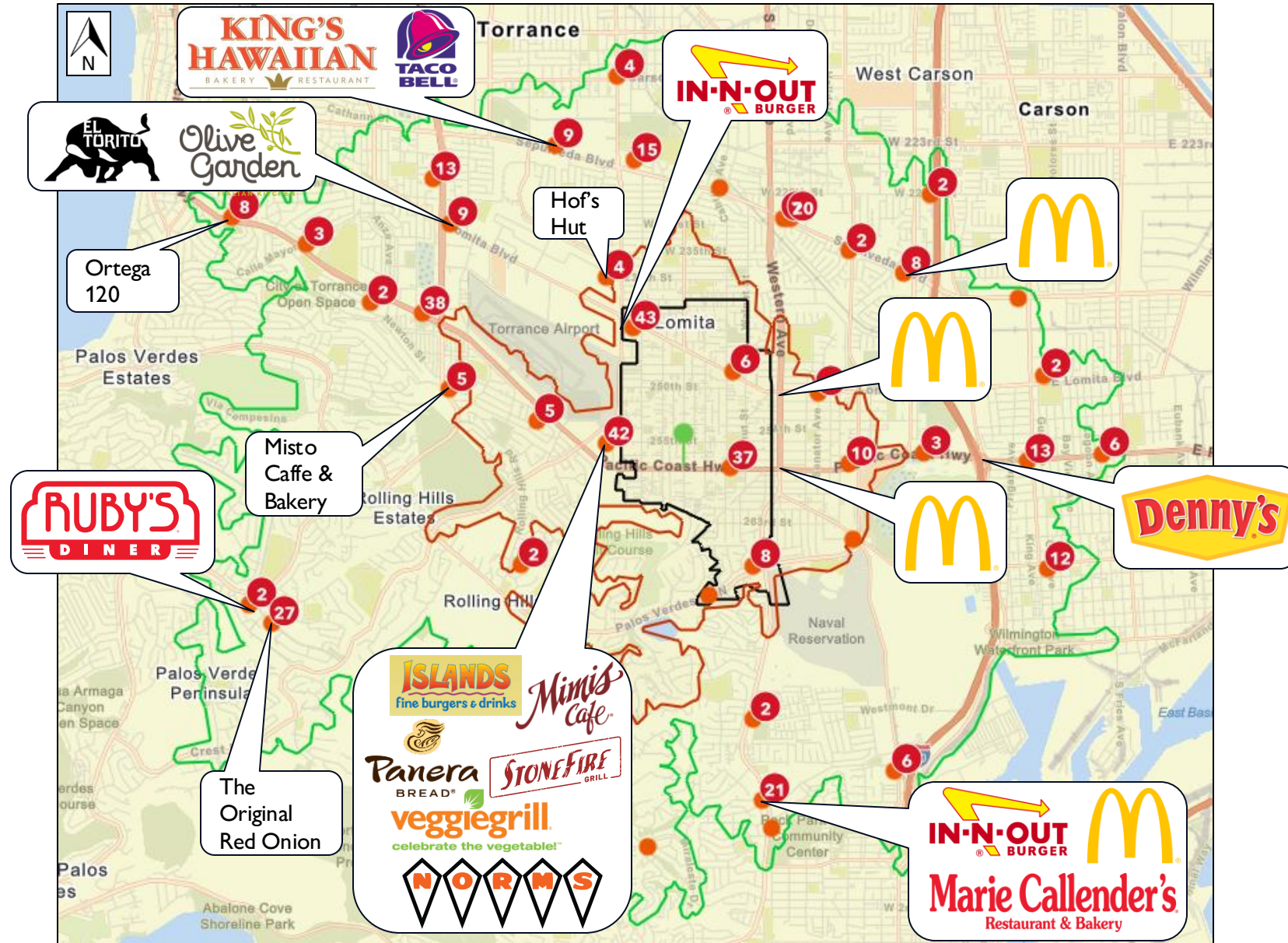
RETAILER LOCATION MAPS – BEAUTY

- This map reflects the beauty (e.g., cosmetics and perfume) retail stores within the drive time trade areas. Major chains are indicated on the map
- While there are major chains present, much of the beauty market is consumed by smaller businesses within the trade areas
- There appears to be more locations from both national chains and locally-owned businesses in the larger 10-minute trade area, indicating a possible space for such a store in the smaller 5-minute trade area
- As shown on the map, beauty stores are now finding themselves inside of larger retailers, such as Target
- Additionally, many beauty products can also be found in health and personal care stores which abound the trade areas



RETAILER LOCATION MAPS – RESTAURANTS

- The dots on the map represent various types of restaurants within the trade area. There are ~450 restaurants listed within the trade areas. Of these restaurants, 23 are considered high-volume restaurants with annual revenues of over \$2M annually (these restaurants are shown on the map)
- Higher volume restaurants typically have the capacity to add more stores and should be considered for the Sites
- Restaurants are a prime example of experiential retail and remain a growing industry. New restaurant concepts are appearing regularly and could provide additional foot traffic and revenues to the area



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