

SOUTHBAY PAVILION

Carson, CA
Vintage Real Estate, LLC



20150010 - Photography © John Bare

Typology

Retail
Renovation | Repositioning
Regional Mall

Facts

Area: 1,039,875 sq. ft.

KTGY created a modern and contemporary look for the retailer expansion of SouthBay Pavilion, making way for Forever 21's F21 RED brand to establish a 17,000 square foot store. KTGY provided design services for the renovation of the shopping center, as well as for the adaptation of the store branding for new retailers to the site. In addition to F21 RED, these include food concepts: Wing Stop, Chile Verde Mexican Food and health retailer Vitamin World. A phased lease plan, new flooring, a comfortable and accommodating bathroom and other upgrades to the property were part of the scope of work.

Large contemporary letters and clean lines create visibility for the F21 RED store, both from the curb and inside the enclosed retail center. The exterior entry design incorporates stone veneers, metal louvers and wood siding, resulting in a fresh and enduring feeling that resonates with this Southern California destination. While reimagining the design of the retail center, KTGY used textured walls, up-lighting and clean, open storefronts to create a contemporary space that feels happy and is easy to navigate.

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