



Southland Mall

Hayward, CA



Southland Mall Property Overview

Southland Mall is a 1.1+ million-square-foot regional mall serving the San Francisco East Bay area's densely populated Alameda County Corridor. Located on I-880 at W. Winton Avenue in Hayward, California, the center enjoys high visibility and traffic on the freeway and surface streets, making it easily accessible to the area residents. The center is uniquely positioned, with limited regional mall competition within 20 miles to the north, and limited development opportunities due to restricted land supply.

Shoppers and visitors can enjoy retail, dining, and entertainment options such as Century Theatres, Applebee's, Foot Locker, Forever 21, H&M, JCPenney, Macy's, Planet Fitness, Round1 Bowling & Arcade, Torrid, and Victoria's Secret.

PROPERTY INFORMATION

Address: One Southland Mall Drive
 Market: San Francisco, CA
 Total Retail Square Footage: 1.1+ million

TRADE AREA PROFILE

2023 Population: 784,340
 2023 Households: 259,943
 2023 % of Households:
 w/Income \$75k+: 58.37%
 w/Income \$100k+: 45.64%
 2023 Average Household Income: \$117,635
 2023 % Pop Age 25+ w/Bachelor's Degree or Higher: 35.49%
 2023 Average Home Value: \$1,083,385
 2028 Projected Population: 774,992
 2028 Projected Households: 257,023
 2028 Projected Average Household Income: \$153,383

7-MILE RADIUS

2023 Population: 514,614
 2023 Households: 165,576
 2023 % of Households:
 w/Income \$75k+: 63.32%
 w/Income \$100k+: 50.05%
 2023 Average Household Income: \$123,933
 2023 % Pop Age 25+ w/Bachelor's Degree or Higher: 34.68%
 2023 Average Home Value: \$1,070,521
 2028 Projected Population: 507,923
 2028 Projected Households: 163,254
 2028 Projected Average Household Income: \$161,081

DAYTIME EMPLOYMENT

3-mile radius total: 57,576
 White Collar: 58.51%
 Executive/Professional: 39.62%
 5-Mile radius total: 103,090
 White Collar: 59.16%
 Executive/Professional: 39.45%

Source: Synergos
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