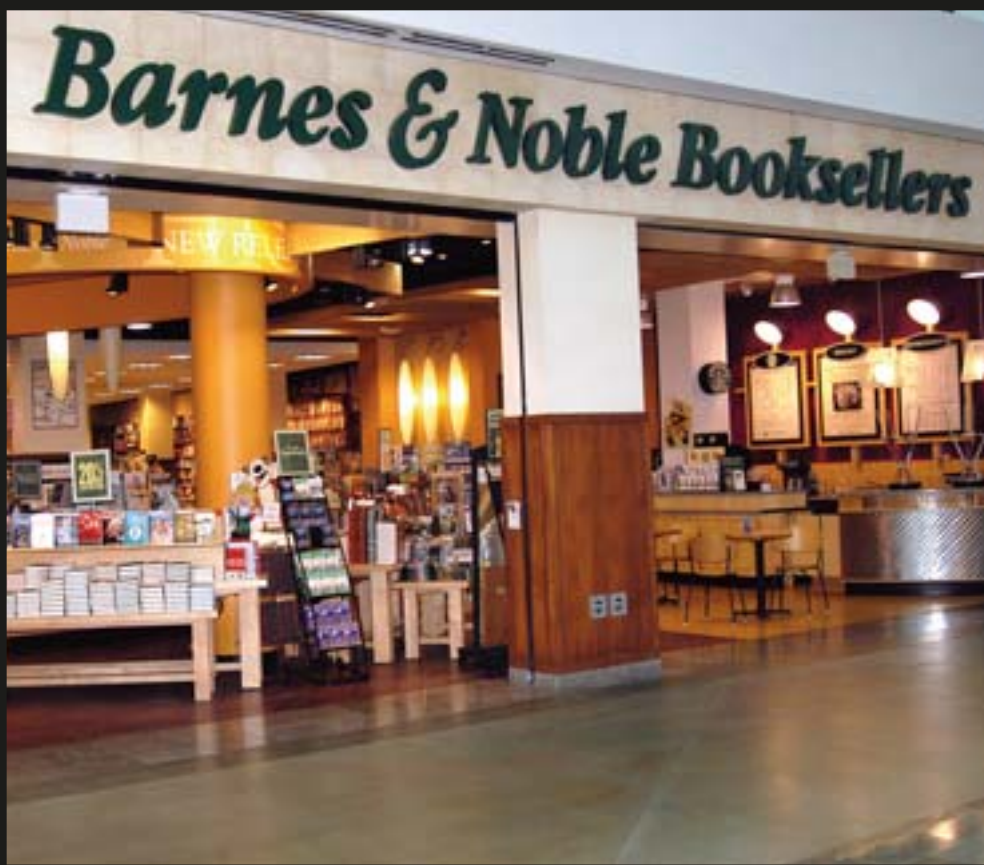




# Oviedo Marketplace

OVIEDO, FLORIDA



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## THE MERCHANDISING

- Oviedo Marketplace is a regional center located in Orlando's rapidly growing and affluent northeast suburbs. With its trade area absorbing a third of Orlando's growth, Oviedo Marketplace is an optimal location for a retailer seeking to capture sales from the metro area's newer upscale communities.
- Oviedo Marketplace opened in 1998 and is anchored by Macy's, Dillard's, Sears, and a 22-screen Regal Cinema complex.
- In addition to traditional anchor stores, Oviedo Marketplace features four mini-anchors, including Barnes & Noble, Bed Bath & Beyond, Chamberlin's Market & Cafe and FYE (For Your Entertainment).
- Unique restaurants together with a large food court adjacent to the theater complement the retail environment.

## THE LOCATION

- Oviedo Marketplace is in a town center location in Orlando's northeast suburbs at the juncture of Central Florida GreeneWay (Route 417) and Red Bug Lake Road, a major east-west highway. The northeast suburbs capture a third of Orlando's housing growth.
- Employers within 5 miles include University of Central Florida's research/tech park, AT&T, Lockheed Martin, Orlando Regional Medical Center, Florida Hospital and Siemens Westinghouse.

## THE TRADE AREA

- Oviedo Marketplace's resident trade area extends 5 miles north and west and 15 miles south and east. Its current population of over 382,718 is growing rapidly with a projected population of 430,513 by 2011.
- The University of Central Florida is just a mere 5 miles south and will grow from 45,000 students today to 52,000 students by year 2010.
- Oviedo's primary trade area is characterized by high-quality, custom homes in Tuskawilla, newly constructed town homes throughout the area, master-planned communities in the city of Oviedo and has household incomes of \$69,604, significantly above Orlando's average.

## THE FUTURE

- Development throughout the Route 417 corridor, and the newly renovated downtown Oviedo, has solidified Oviedo Marketplace's position as an attractive gathering place for Orlando's rapidly growing northeast suburbs.



## MALL INFORMATION

### LOCATION

1700 Oviedo Marketplace Blvd., near the intersection of 417/  
Central Florida Greenway and Red Bug Lake Road - five miles  
northeast of Orlando

### MARKET

Orlando

### DESCRIPTION

Two-level, enclosed with a super-regional draw

### ANCHORS

Dillard's, Macy's, Regal Cinema, Sears, Bed Bath & Beyond,  
Chamberlin's Market & Café

TOTAL RETAIL SQUARE FOOTAGE 952,000 sq. ft.

PARKING SPACES 5,700

OPENED 1998

## TRADE AREA PROFILE

2007 POPULATION 392,918

2012 PROJECTED POPULATION 439,081

2007 HOUSEHOLDS 145,342

2012 PROJECTED HOUSEHOLDS 162,356

2007 MEDIAN AGE 35.2

2007 AVERAGE HH INCOME \$70,291

2012 PROJECTED AVERAGE HH INCOME \$77,773

## 7-MILE RADIUS PROFILE

2007 POPULATION 273,737

2012 PROJECTED POPULATION 296,015

2007 HOUSEHOLDS 104,071

2012 PROJECTED HOUSEHOLDS 112,901

2007 MEDIAN AGE 35.3

2007 AVERAGE HH INCOME \$69,632

2012 PROJECTED AVERAGE HH INCOME \$76,811

## DAYTIME EMPLOYMENT

3-MILE RADIUS 25,084

5-MILE RADIUS 52,331

SOURCE: CLARITAS, INC.