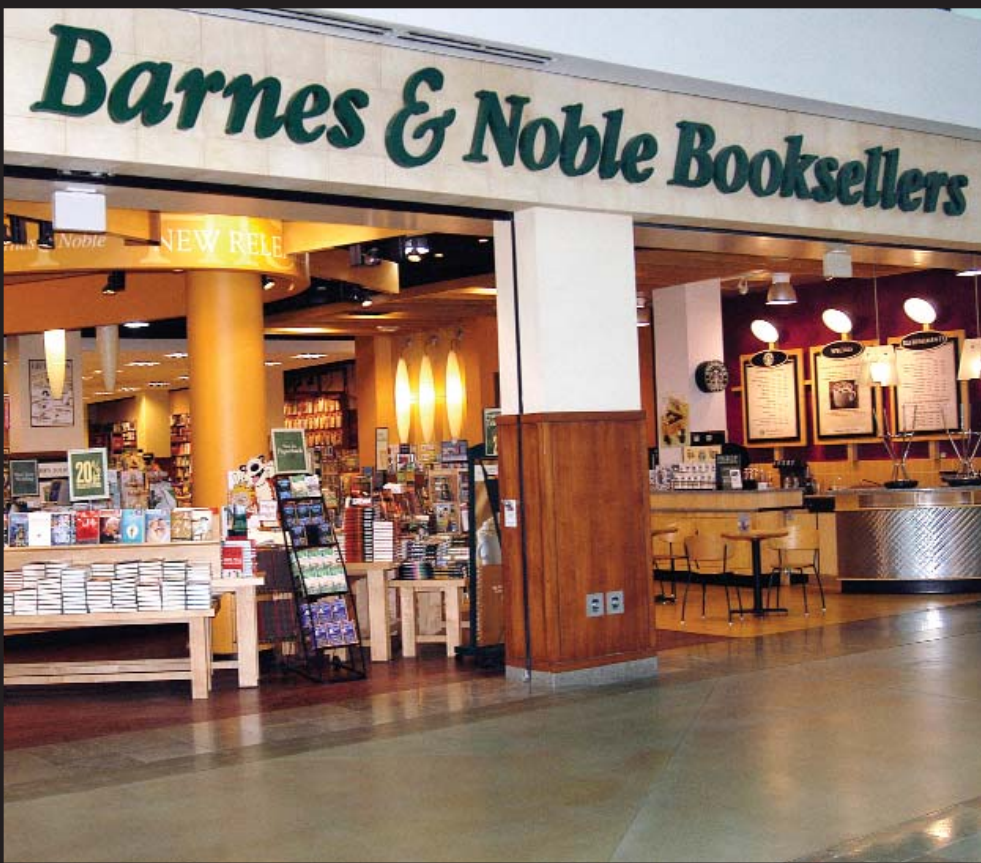




Oviedo Marketplace

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

2008 POPULATION 396,045

2013 PROJECTED POPULATION 436,622

2008 HOUSEHOLDS 145,379

2013 PROJECTED HOUSEHOLDS 159,757

2008 MEDIAN AGE 35.6

2008 AVERAGE HH INCOME \$73,013

2013 PROJECTED AVERAGE HH INCOME \$82,507

7-MILE RADIUS PROFILE

2008 POPULATION 272,531

2013 PROJECTED POPULATION 290,222

2008 HOUSEHOLDS 103,145

2013 PROJECTED HOUSEHOLDS 110,111

2008 MEDIAN AGE 35.9

2008 AVERAGE HH INCOME \$72,139

2013 PROJECTED AVERAGE HH INCOME \$81,220

DAYTIME EMPLOYMENT

3-MILE RADIUS 26,103

5-MILE RADIUS 53,595

SOURCE: CLARITAS, INC.