



# Governor's Square

Tallahassee, FL



# Governor's Square Property Overview

Governor's Square is the only regional shopping center located within 100 miles of the Tallahassee market, which includes the Florida State Capitol and tens of thousands of students attending the many universities, colleges, and technical schools in the area.

The center provides the region's residents with a unique shopping and dining destination, including the department stores JCPenney and Dillard's — the latter of which currently ranks as the top-performing department store in the Tallahassee trade area. Shoppers are also drawn by national brands such as Victoria's Secret, H&M, Sephora, PANDORA, Talbots, American Eagle, and Vans.

## PROPERTY INFORMATION

Address: 1500 Apalachee Parkway  
Market: Tallahassee, FL  
Total Retail Square Footage: 1.1+ Million

## TRADE AREA PROFILE

2024 Population: 472,317  
2024 Households: 190,108  
2024 % of Households:  
w/Income \$75k+: 42.42%  
w/Income \$100k+: 29.46%  
2024 Average Household Income: \$88,795  
2024 % Pop. Age 25+ w/Bachelor's Degree or Higher: 36.46%  
2024 Average Home Value: \$364,172  
2029 Projected Population: 486,577  
2029 Projected Households: 196,068  
2029 Projected Average Household Income: \$97,533

## 7-MILE RADIUS

2024 Population: 213,326  
2024 Households: 90,371  
2024 % of Households:  
w/Income \$75k+: 39.34%  
w/Income \$100k+: 26.96%  
2024 Average Household Income: \$85,944  
2024 % Pop. Age 25+ w/Bachelor's Degree or Higher: 48.19%  
2024 Average Home Value: \$395,231  
2029 Projected Population: 219,159  
2029 Projected Households: 93,011  
2029 Projected Average Household Income: \$93,967

## DAYTIME EMPLOYMENT

3-Mile Radius Total: 80,839  
White Collar: 71.85%  
Executive/Professional: 47.32%  
5-Mile Radius: 117,844  
White Collar: 71.31%  
Executive/Professional: 46.63%

Source: Synergos

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