

W

BRANDON



CURRENT
CENTER SNAPSHOT

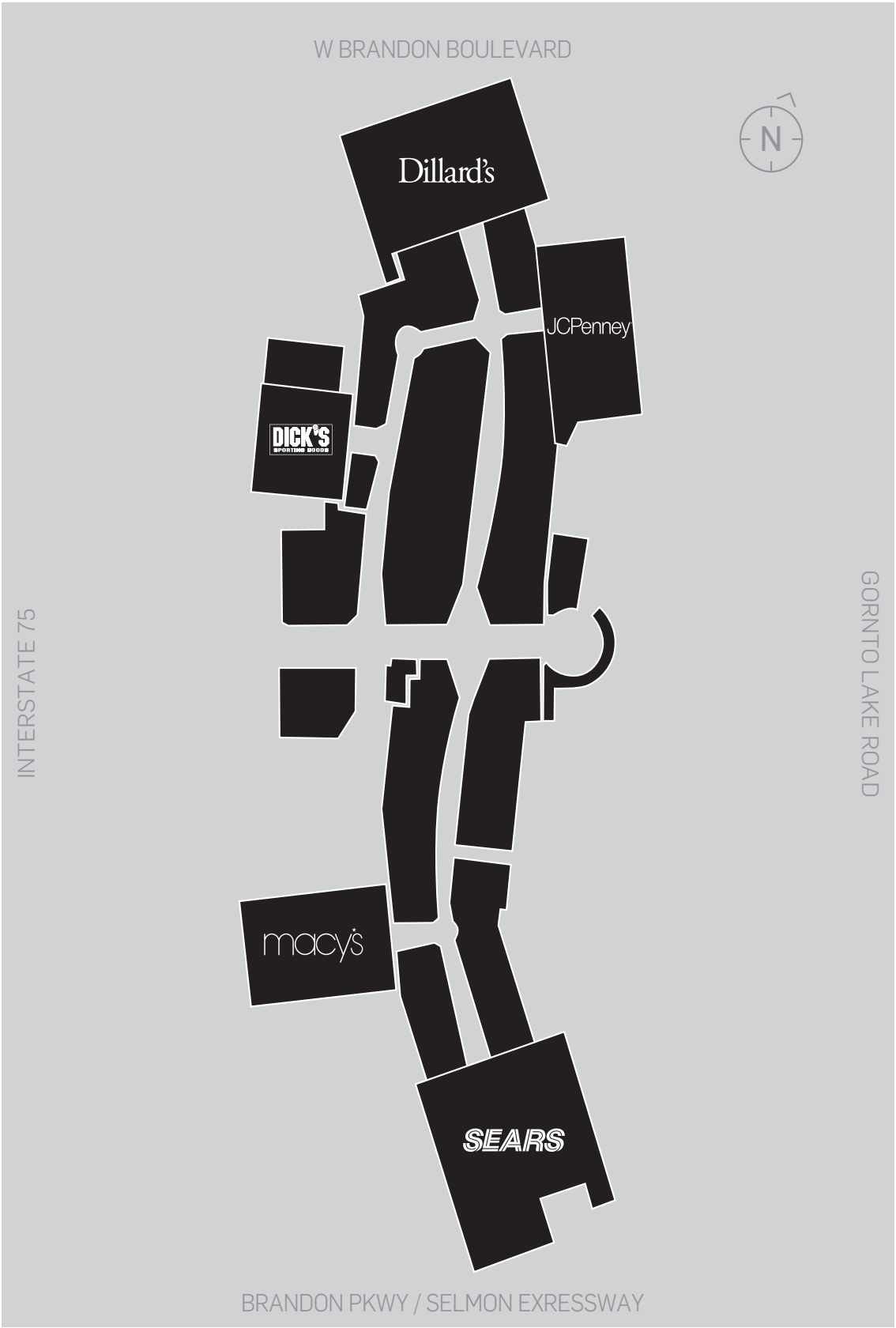
1 MIL
SQ FT OF RETAIL SPACE

358,464 SF
SPECIALTY GLA

161
RETAILERS AND RESTAURANTS

355 M+
TOTAL CENTER SALES

9.2 MIL
ANNUAL TRAFFIC



THE MARKET
OPPORTUNITY

804,008
POPULATION

292,368
HOUSEHOLDS

\$77,071
AVERAGE HOUSEHOLD
INCOME (2018)

\$90,973
AVERAGE HOUSEHOLD
INCOME (2023)

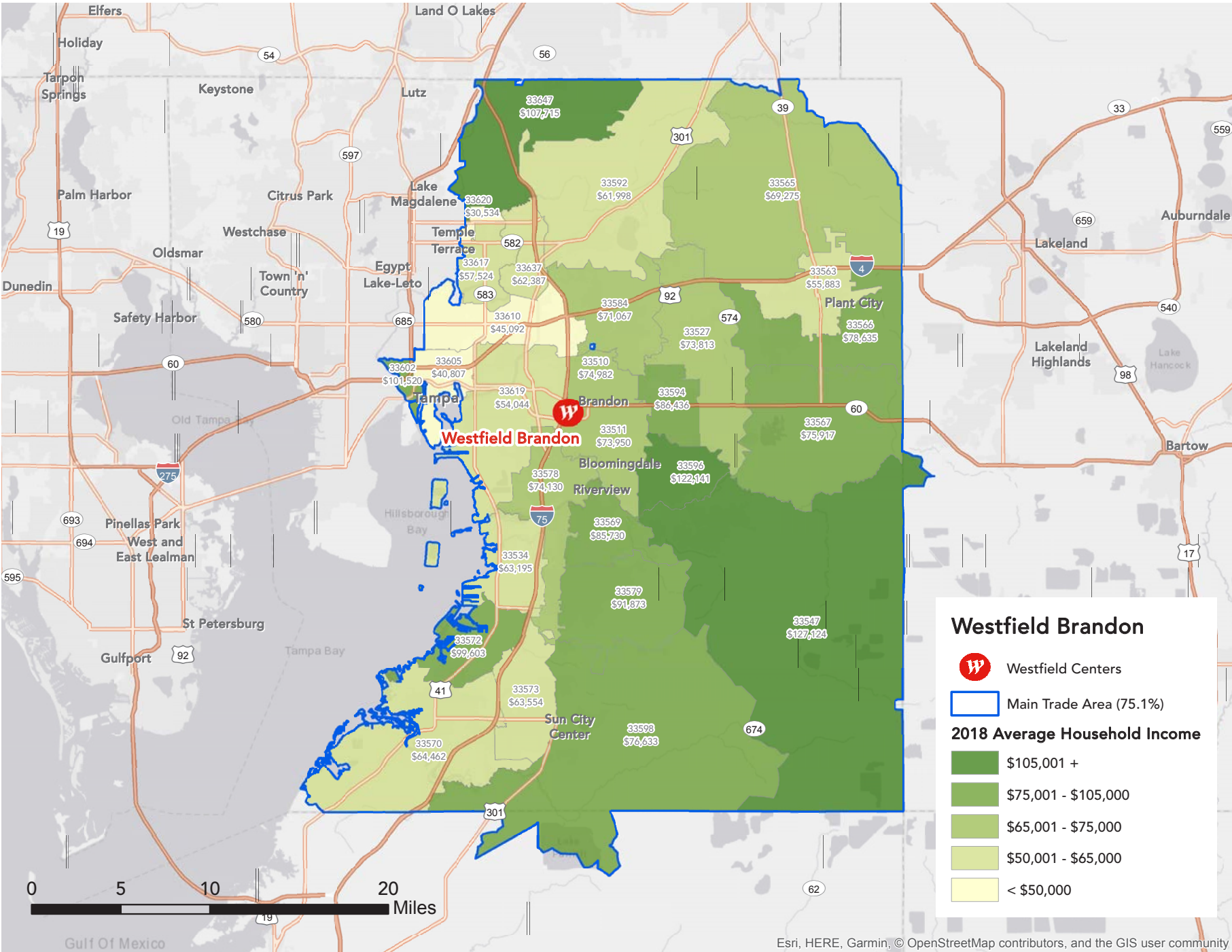
18.0%
HOUSEHOLD INCOME
GROWTH (2018-2023)

23.8%
HOUSEHOLD INCOME
>\$100K

30.5%
COLLEGE GRADUATE
(4 YEAR DEGREE+)

89,267
TOTAL DAYTIME
EMPLOYMENT (5 MILES)

7,250
TOTAL BUSINESS
ESTABLISHMENTS (5 MILES)



Source: Esri 2018
*Assumes 150 SF of office space for every employee.



WELCOME TO THE NEIGHBORHOOD

BRANDON TRADE AREA COMMUNITY	ZIP CODE	MEDIAN HOME VALUE	CURRENT AVERAGE HOUSEHOLD INCOME
LAKELAND, FL	33813*	\$234,900	\$103,454
RIVERVIEW, FL	33569	\$243,400	\$85,730
DOVER, FL	33527	\$258,800	\$73,813
PLANT CITY, FL	33565	\$264,300	\$69,275
WIMAUMA, FL	33598	\$267,400	\$76,633
WESLEY CHAPEL, FL	33544*	\$274,900	\$101,347
VALRICO, FL	33596	\$286,200	\$122,141
APOLLO BEACH, FL	33572	\$288,700	\$99,603
LITHIA, FL	33547	\$325,400	\$127,124
DOWNTOWN TAMPA, FL	33602	\$327,700	\$101,520
SAINT PETERSBURG, FL	33715*	\$347,600	\$129,743



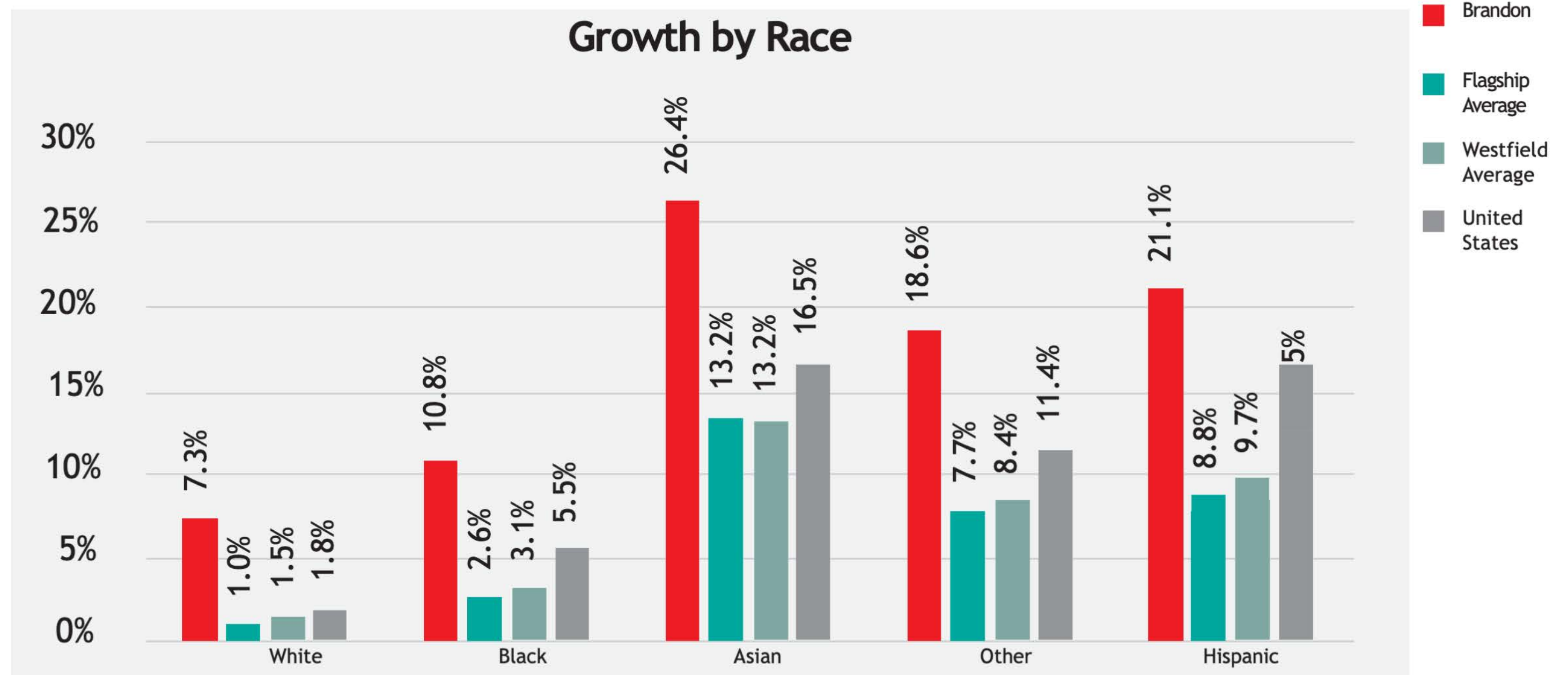
SURGE

IN POPULATION & WEALTH

CONVENIENTLY LOCATED NEAR I-75, WESTFIELD BRANDON IS SITUATED IN ONE OF THE FASTEST GROWING TRADE AREAS ON FLORIDA’S GULF COAST AND SERVES AS THE LEADING RETAIL DESTINATION FOR EASTERN HILLSBOROUGH COUNTY.

TRADE AREA PROJECT GROWTH	10.1% OVER 5 YEARS, MORE THAN DOUBLE THE US AVERAGE
PROJECTED 2022 NEW HOUSEHOLDS	29K
PROJECTED 2022 NEW TRADE AREA INCOME	\$2.5 BILLION
PROFESSIONAL/BUSINESS SERVICES	+8,000
EDUCATION/HEALTH SERVICES	+8,000
MIGRATING FROM NEW YORK-NEWARK	+6.6%
MIGRATING FROM MIAMI-FORT LAUDERDALE-WEST PALM BEACH	+5.9%
MIGRATING FROM ORLANDO-KISSIMMEE-SANFORD	+4.9%
MIGRATING FROM CHICAGO	+2.7%
MIGRATING FROM WASHINGTON DC AREA	+2.2%

WESTFIELD BRANDON GROWTH STATS OVER THE NEXT 5 YEARS



DEMOGRAPHIC

COMPARISON

RANK	1st	2nd	3rd
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10 MILE	WESTFIELD BRANDON	INTERNATIONAL PLAZA	LAKELAND SQUARE MALL	TAMPA PREMIUM OUTLETS	THE SHOPS AT WIREGRASS	HYDE PARK VILLAGE
2019 TOTAL POPULATION	627,931	703,520	263,463	391,992	349,836	681,773
2024 TOTAL POPULATION	685,191	752,235	279,747	429,594	384,711	732,382
POPULATION GROWTH (2019-2024)	9.1%	6.9%	6.2%	9.6%	10.0%	7.4%
COLLEGE GRADUATES	31.4%	33.9%	22.4%	41.8%	40.9%	31.7%
2019 TOTAL HOUSEHOLDS	232,602	284,932	100,963	146,623	131,150	272,447
TOTAL BUSINESSES	23,631	37,439	8,337	11,429	9,643	36,805
TOTAL EMPLOYEES	278,788	447,518	104,502	153,401	133,874	450,851
2019 HH INCOME \$100,000+	55,545	63,780	19,448	46,940	40,954	54,672
2019 HH INCOME \$150,000+	24,533	30,545	7,673	22,798	19,727	25,252
2019 HH INCOME \$100,000+ (%)	23.9%	22.4%	19.3%	32.0%	31.2%	20.1%
2019 HH INCOME \$150,000+ (%)	10.6%	10.7%	7.6%	15.6%	15.0%	9.3%
2019 AVERAGE HH INCOME	\$76,799	\$75,755	\$68,689	\$90,968	\$89,479	\$71,801
2019 AVERAGE NET WORTH		\$522,209	\$594,614	\$806,616	\$800,121	\$445,281
2019 AVERAGE HOME VALUE	\$253,346	\$290,013	\$189,885	\$301,670	\$290,782	\$274,133
WHITE COLLAR OCC	64.2%	63.6%	57.5%	70.9%	70.9%	61.6%

IN GOOD COMPANY

NOTABLE WESTFIELD RETAILERS



aerie



Bath & Body
Works

Buckle

The
Cheesecake
Factory



Dillard's

Finish Line
Get there first.

FOSSIL



HELZBERG
DIAMONDS

HOT TOPIC

Justice

lane bryant



NEW YORK & COMPANY



SEPHORA

sleep  number



VICTORIA'S SECRET


WINDSOR

ZALES
THE DIAMOND STORE

PLATFORM STRATEGY



LUXURY

ICONIC GLOBAL BRANDS WITH STRONG PRESENCE AT WESTFIELD'S FLAGSHIP PROPERTIES IN KEY MARKETS, INCLUDING LOS ANGELES, SILICON VALLEY, NEW YORK, AND LONDON



HEALTH & WELLNESS

OFFERING A SENSE OF COMMUNITY AND HELPING CONSUMERS LOOK AND FEEL THEIR BEST WITH HEALTH, WELLNESS, ATHLEISURE, AND BOUTIQUE FITNESS BRANDS



DINING

BRINGING FOOD TO THE FOREFRONT WITH A UNIQUE, CHEF-LED CULINARY COLLECTION



ARTS & CULTURE

OFFERING AWE-INSPIRING CULTURAL EXPERIENCES THAT IGNITE A SENSE OF DISCOVERY IN OUR GUESTS AND THAT FOSTER INVESTMENT IN OUR CREATIVE COMMUNITIES, ALL WHILE EMOTIONALLY AND TANGIBLY REDEFINING THE RETAIL EXPERIENCE



DIGITAL NATIVE VERTICAL BRANDS

EMERGING AND ESTABLISHED PREMIUM BRANDS WITH STRONG CONSUMER ENGAGEMENT BOTH ONLINE AND OFFLINE



ENTERTAINMENT

SHOWCASING LARGE SCALE PRODUCTIONS FROM LEADING ENTERTAINERS, ARTISTS, AND BRANDS TO CREATE LIMITED TIME EXPERIENCES THAT WILL LEAVE LASTING MEMORIES

CURRENT CENTER





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