



# WATERSTAR

ORLANDO



New Retail, Entertainment and Recreation-Inspired Destination  
ANTICIPATED OPENING: Q2 2021

 **JLL**

 **EQUINOX**  
DEVELOPMENT

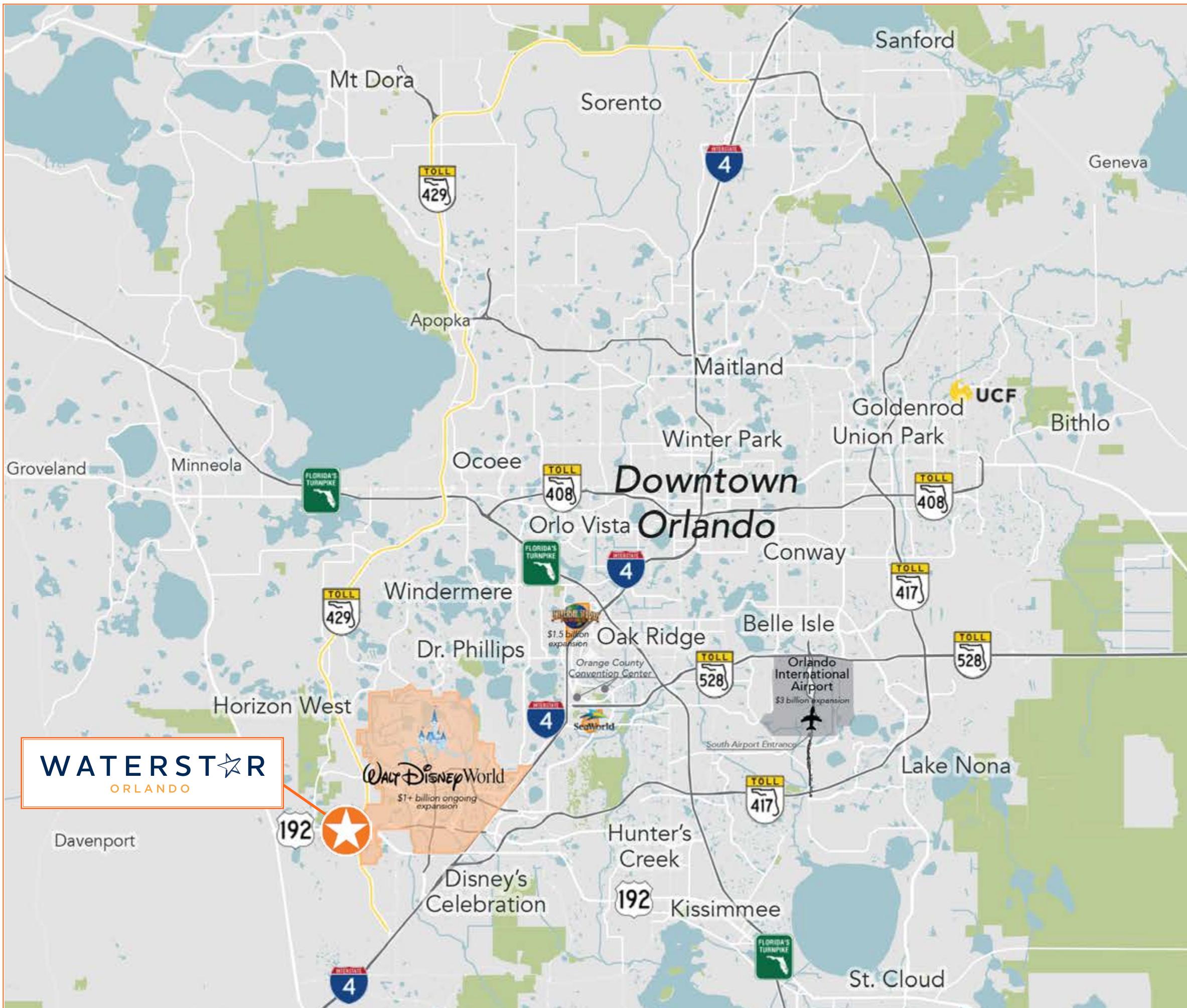
# Development Highlights

WaterStar Orlando, a new 35-acre mixed-use project perfectly positioned in SW Orange County adjacent to the fastest growing residential community, Horizon West, and Orlando's tourism and entertainment attractions.

## WATERSTAR ORLANDO

- Best-in-class retail anchor, restaurant and specialty retail leasing opportunities
- Expands the already dominant retail node on west 192
- Surrounded by powerful economic drivers with significant annual growth
- Serving demand created by new traffic pattern on SR 429 via Exit 8, the Western entry to Disney

**WATERSTAR**  
ORLANDO





# Dominant Retail Trade Area and Proven Performance

- Tourist spending 4.5x permanent resident spending
- Retail and restaurant sales 2x-3x national averages
- Average big box and grocery sales \$700 - 800/s.f.
- Average apparel retail sales \$700 - 1,000/s.f.
- Average restaurant sales \$700 - 1,000/s.f.



## Project Highlights

- 35-acre mixed-use project
- At the center of one of the strongest performing retail nodes in Central Florida
- 2,300 feet of frontage on Irlo Bronson Memorial Highway (60,000 AADT)
- Best-in-class retail anchors, restaurants, specialty retail, and community space for event programming
- Across from Sunset Walk, the Entertainment Center and Orlando's newest 12-acre water park at the \$750 million Margaritaville Resort
- Adjacent to SR-429 Beltway; the western entrance to Walt Disney World
- 320 residential units on site

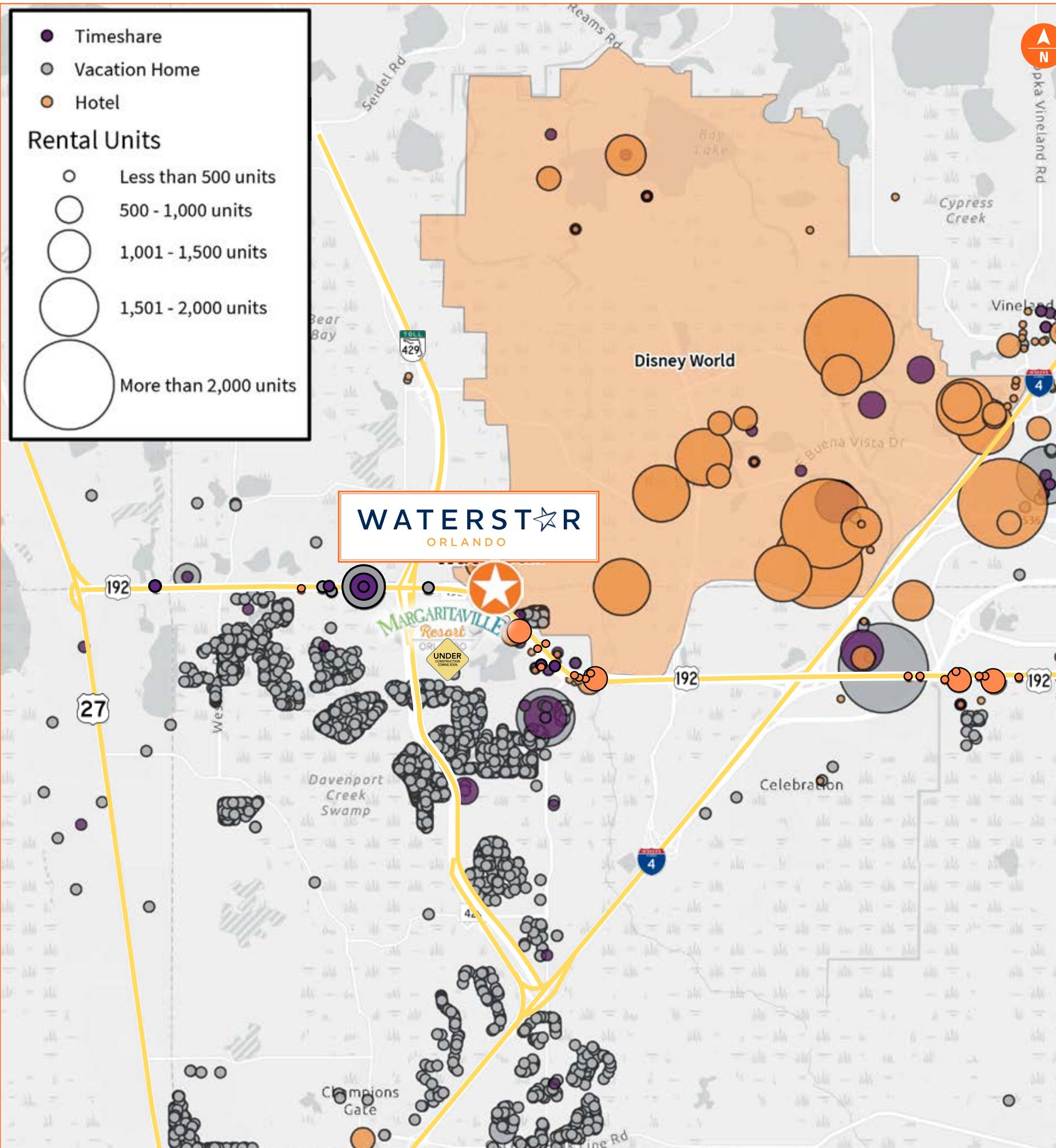


# Filling The Void West of I- 4

- 11 miles from nearest power center node
- Serving the demand driven by both tourism and residential growth

TOP PERFORMING POWER CENTERS		MILES	TYPICAL DRIVE (MINS)
1	Orlando Vineland Premium Outlets	11	16-40
2	Vineland Pointe	12.7	18-35
3	The LOOP	13.4	18-45
4	Winter Garden Village	18.5	22-25
5	Orlando International Premium Outlets	17.2	26-50
6	Millenia	21.5	30-50





# *Unparalleled Demographics*

+188,614 consumers

**\$9.4** million in daily tourism spend

**\$96,592** weighted average income

## *Demographic*

Demographics	5 MILES	7 MIN DRIVE TIME
WEIGHTED AVERAGE INCOME	\$96,592	\$96,027
DAILY TOURIST SPEND**	\$9,483,216	\$4,452,261
TOTAL HOUSEHOLDS UNITS	76,440	32,799
Permanent Resident Households	14,283	3,617
Vacation Units	62,157	29,182
<b>TOTAL CONSUMER POPULATION</b>	<b>188,614</b>	<b>81,279</b>
Permanent Residents	36,883	10,043
Average Daily Visitors*	151,731	71,236

\*\*Calculated as the number of vacation units (hotel rooms & suites, vacation homes & condominiums, and timeshares) x 79% (Calculated YTD Avg Occupancy) x 3.09 guests per unit

\*\* Calculated as \$250 per person per trip divided by 4 average days of stay.

Source: Visit Orlando, ARDA Economic and Fiscal Impacts of the Orlando Timeshare Industry, August 2011

# Economic Drivers Igniting Massive Growth



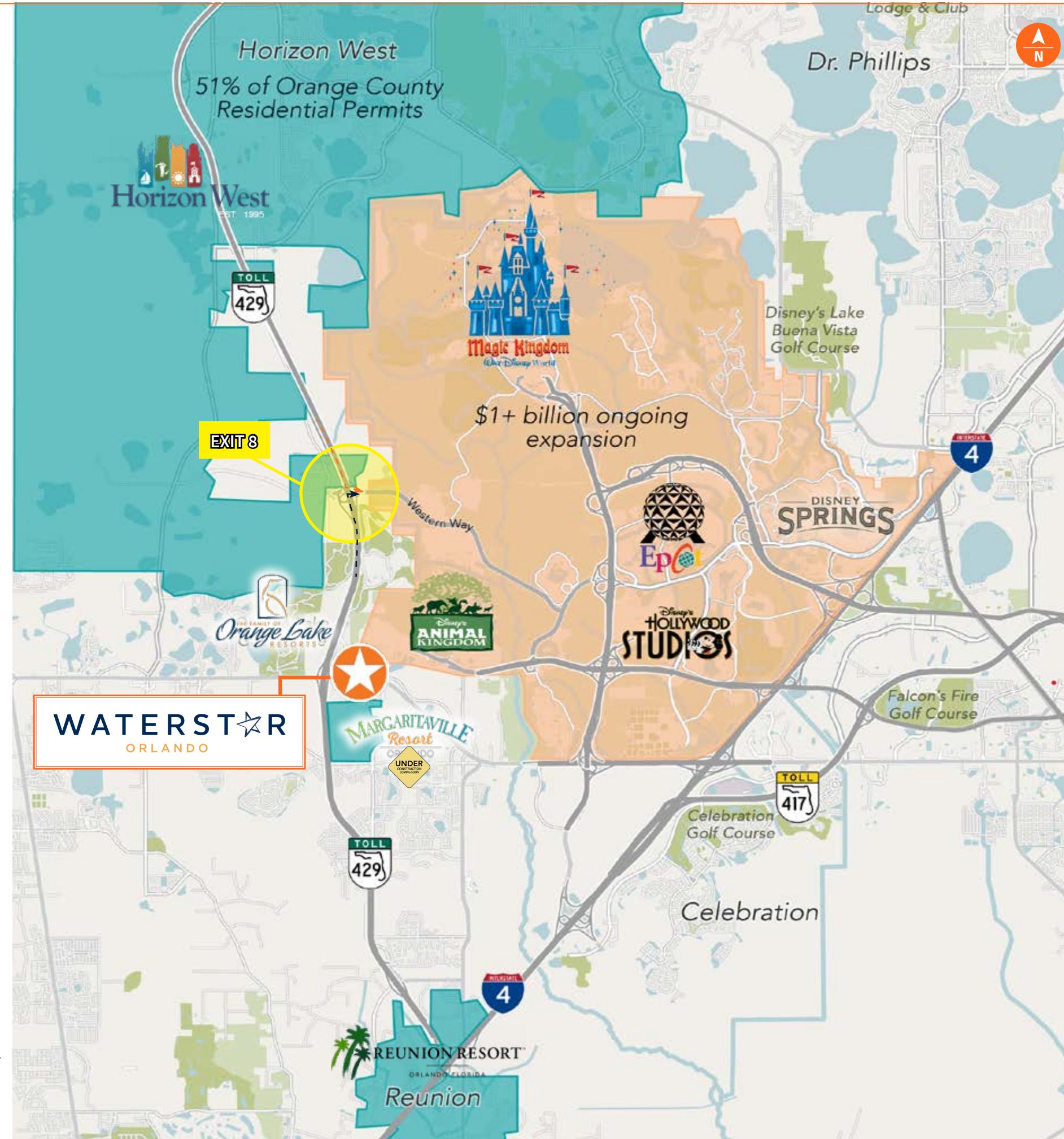
The **3rd fastest growing master-planned community in the nation**, with more than 51% of all residential permits for Orange County. A 20,700-acre master planned community with 6 residential villages totaling 40,000 new homes.



Attendance up +15% at Animal Kingdom- now the 6th most visited park in the World. Largest opening in history of Disney expected in 2019 with Star Wars Galaxy Edge. **53+ million visitors and 74,000 employees.**



**1,200 vacation homes, 187 key hotel**, ranging from 2-8 bedrooms, priced between \$350,000-\$1,000,000. Featuring Island H2O Live, a newly opened 12-acre water park with 20 attractions open year-round.



**12,000-13,000 visitors per day** occupying over 4,500 timeshare units. Each unit welcomes new visitors every week, generating new consumers who are ready to shop.



A 2,200-acre destination resort with nearly **6,800 planned units** of one- to three-bedroom villas, three- to thirteen-bedroom private vacation homes, three-story rental condos and a 1,500-key luxury hotel with plans to expand. 3 PGA golf courses, a 6-acre water park, 6 exceptional dining venues, a full-service spa and fitness/tennis center, 140,000sf of office space and almost 500,000 s.f. of retail.



**Exit 8 - Western Way**

Averaging ~122,000 vehicles per day, SR-429 is a major thruway from I-4 to Disney, Orange Lake Golf Courses and the Four Corners region. Exit 8 adds 2.6 miles of road directly from SR-429 to **Disney's new main gate**, drawing traffic to the WaterStar area.



## Metrics Driving This Market Are Unique

**75 MILLION**

visitors to Orlando in 2018



**53 MILLION**

visitors to Walt Disney World in 2018



**31,805**

hotel rooms and suites within 5 miles



**62,157**

vacation units within 5 miles

**28,612**

employees 5 mile

### Area Employers:

- Walt Disney
- Retailers and Restaurants
- Orange Lake Resorts
- Margaritaville Resort

**10,512**

employees 7 minute drive



**\$9.4 MILLION**

daily retail and restaurant spending within 5 miles





# WATERSTAR

## ORLANDO

For more information on how to make WaterStar a home for your brand, contact our project team:

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