

SUNRISE CITY PLAZA

Phase II

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State Road 535 & W. Osceola Parkway | Kissimmee, Florida 32821



Power Center Foot Print



Neighboring Trade Areas are
Top Performing
in Orlando MSA

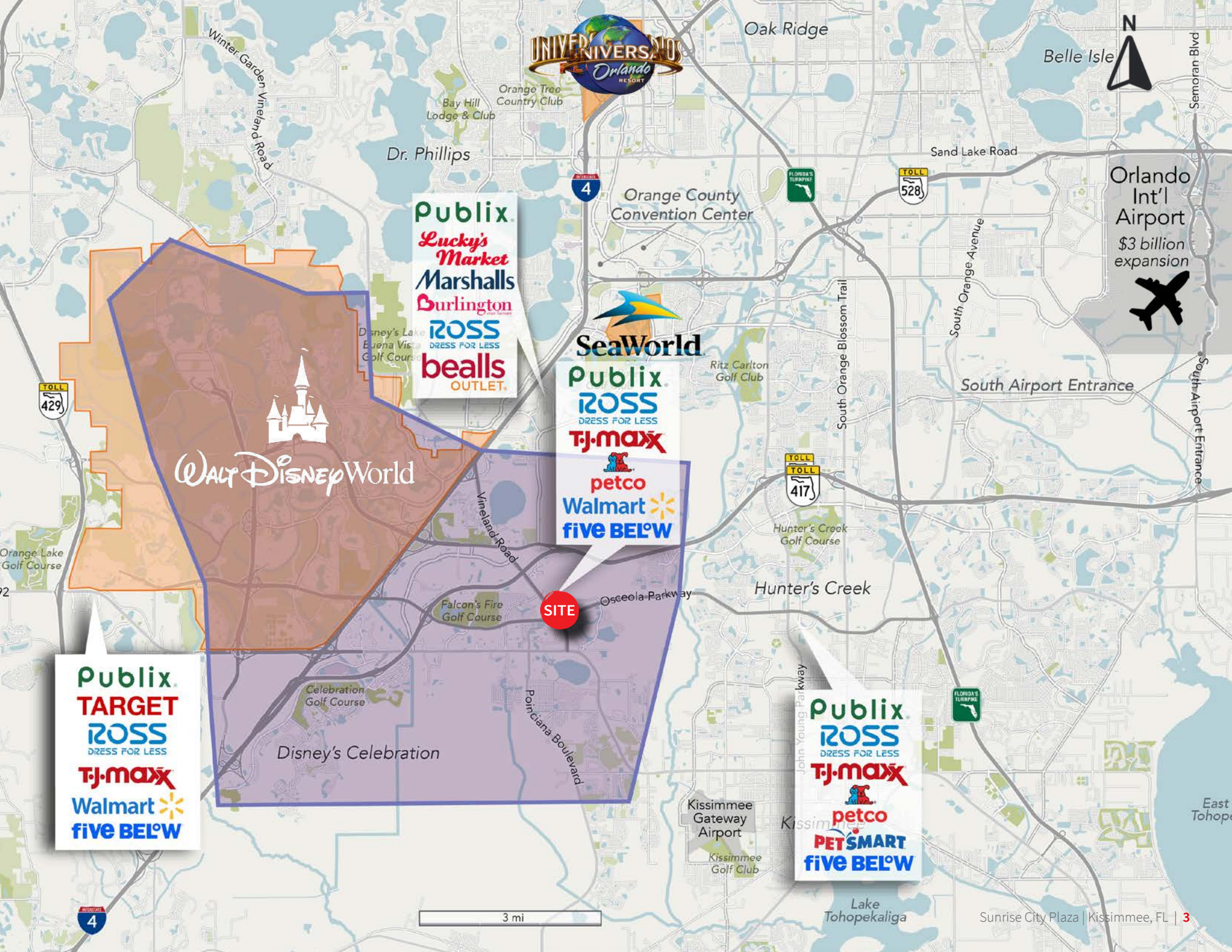
Closest center
to the
Eastern gates
of Disney

Retail sales
2-3x national
average across
brands

Trade Area
Population
of
313,296

Studies confirm that tourists are avid shoppers, spending significantly more at stores while on vacation — and purchasing significantly higher margin items.

These same studies show that “shopping” is cited by visitors as the second highest priority activity they want to engage in while vacationing in Orlando.



Oak Ridge



Belle Isle

Seminole Blvd

Winter Garden Vineland Rd

Orange Tree Country Club
Bay Hill Lodge & Club

Dr. Phillips



Orange County Convention Center



Sand Lake Road

Orlando Int'l Airport
\$3 billion expansion



Publix
Lucky's Market
Marshalls
Burlington
ROSS
DRESS FOR LESS
bealls
OUTLET

SeaWorld

Publix
ROSS
DRESS FOR LESS
TJ-maxx

petco
Walmart
five BELOW

Ritz Carlton Golf Club

South Orange Blossom Trail

South Orange Avenue

South Airport Entrance

South Airport Entrance



WALT DISNEY WORLD



Vineland Road



Hunter's Creek Golf Course

Hunter's Creek

SITE

Osceola Parkway

Falcon's Fire Golf Course

Celebration Golf Course

Disney's Celebration

Poinciana Boulevard

John Young Parkway

Kissimmee Gateway Airport

Kissimmee Golf Club

Publix
ROSS
DRESS FOR LESS
TJ-maxx
petco
PET SMART
five BELOW



Lake Tohopekaliga

East Tohopekaliga

Publix
TARGET
ROSS
DRESS FOR LESS
TJ-maxx
Walmart
five BELOW



3 mi

Traffic & Access

DISNEY
SPRINGS

MARRIOTT
ORLANDO
WORLD CENTER

SUNRISE
CITY
PLAZA:
PHASE II

177,500 AADT



536

22,000 AADT

535

53,127 AADT

44,600 AADT

10,700 AADT

26,708 AADT

37,000 AADT

Osceola Parkway

24,500 AADT

57,004 AADT



51,000 AADT

417

A CLOSER LOOK



HIGH TRAFFIC ACCESS POINTS

5 access points and 3 traffic signals:

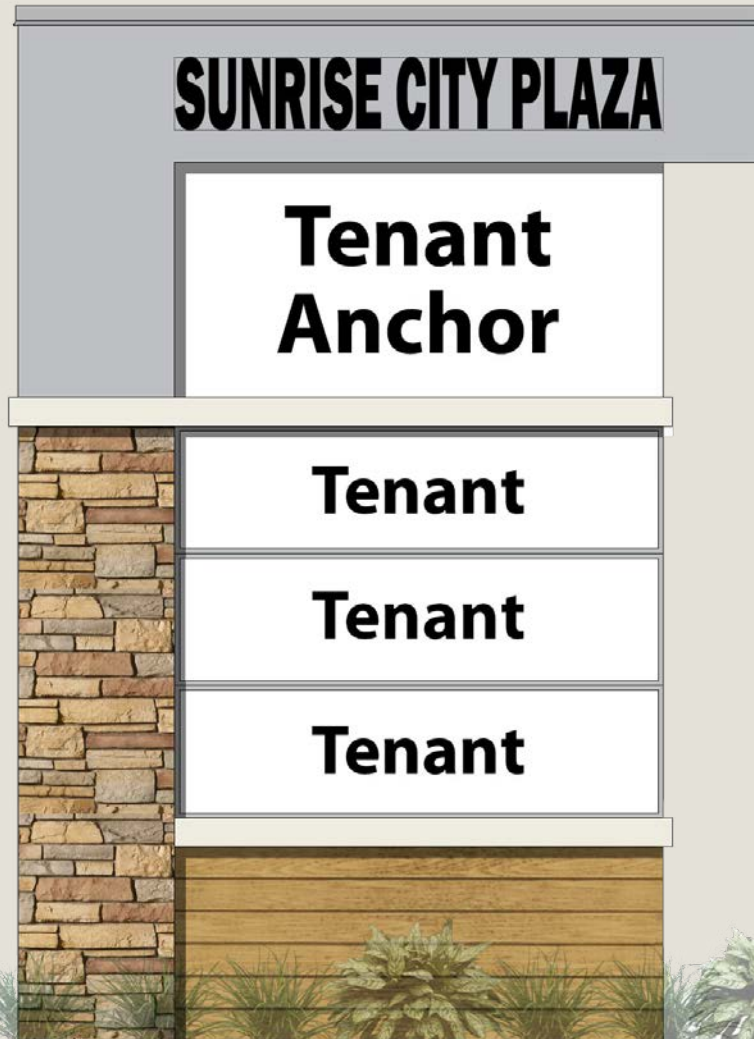
- SR 535 (53,727 AADT)
- Signalized Osceola Parkway (26,708 AADT)
- Signalized N Poinciana Blvd (24,500 AADT)
- Signalized Polynesian Isle Blvd (10,700 AADT)
- International Drive extension (future)



LEGEND

- Available units
 - #3: 1,305 s.f. | 20 x 62.5
 - #101: 10,080 s.f. | 90 x 112
 - #103: 2,400 s.f. | 30 x 65
 - #104: 1,200 s.f. | 19 x 65
 - #105: 1,200 s.f. | 19 x 65
 - #106: 1,200 s.f. | 19 x 65
 - #107: 4,500 s.f. | 70 x 65
- Leased/At Lease units

Artist Renderings



Proposed Sign for Sunrise City Phase 2
- Submitted but not yet approved



535

Future Resort,
MF, Hotel
(±600 units)

Sunrise City

Walmart

Wawa

Sunrise City
(2,600+ units)

Osceola Parkway

Lennar's Storey Lake
(3,000+ units)



The Cove at
Storey Lake
(240+ units)



Residential Growth

6,400

Units adjacent to center

3,000

units in place (approx.)

Storey Lake

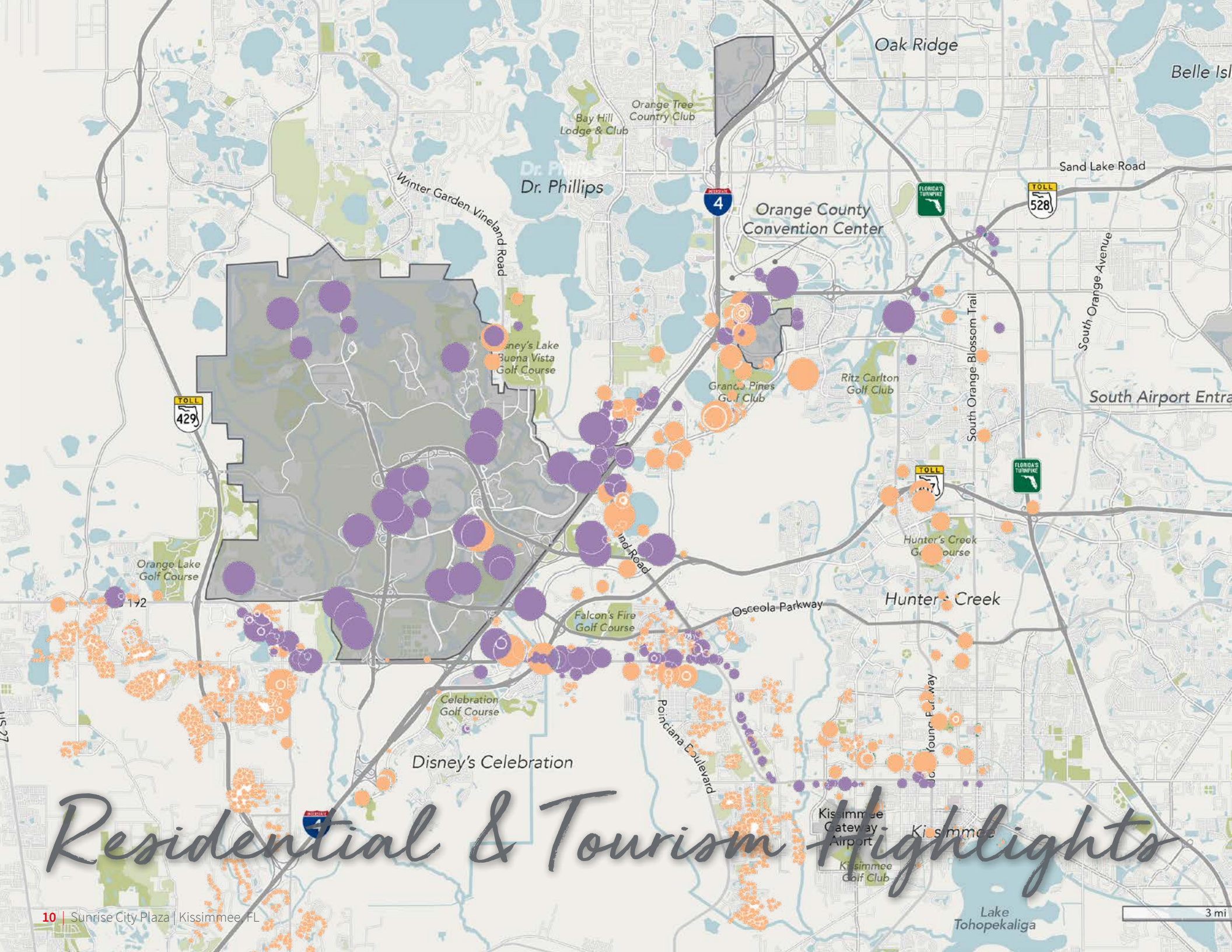
is the fastest
selling Lennar
Community in the U.S.
\$80M sold 2017

Sunrise City

adjacent land sold to
4 separate
MF developers



Terraces at Storey Lake Condominiums \$221k - \$463k



Residential & Tourism Highlights



LEGEND

- Hotels
- Vacation Units

Units / Marker

- > 750
- 550
- 400
- 200
- < 0



81k+
Total Household
Units in
Trade Area

313k+
Customer
Population
in Trade Area

\$96k+
Median HH
Visitor Income

221k+
Average Daily
Visitors

DEMOGRAPHICS

2017 HOUSEHOLDS	10 MIN DRIVE TIME	TRADE AREA
Permanent Resident Households	10,694	11,881
Vacation Units*	59,438	69,469
Total Units	70,132	81,350

2017 POPULATION	10 MIN DRIVE TIME	TRADE AREA
Permanent Residents	34,234	39,899
Average Daily Visitors**	189,476	221,453
Daytime Employment	45,923	51,944
Total Customer Population	269,633	313,296

2017 MEDIAN HOUSEHOLD INCOME	
Visitor	\$96,707
Trade Area Permanent Resident	\$55,824

*Vacation Units comprised of hotel, hotel suites, timeshare, condominiums, and vacation homes.

**Calculated as the number of hospitality units x 75.9% occupancy x 4.2 guests per unit using data collected from the Florida DBPR, Experience Kissimmee Visitors Bureau, ESRI, JLL Research.

Vineland Rd/SR 535

five BELOW

ROSS
DRESS FOR LESS

Publix

Wendy's



TWISTEE TREAT

COMING SOON:

Dixie Chix
SOUTHERN KISSED CHICKEN

Phase II Now Leasing



Leasing Team



STACY MILLER MENENDEZ
Senior Vice President

Based in Orlando, Stacy provides agency leasing, tenant representation, development, acquisitions and dispositions for the state of Florida. Stacy focusing on helping grow the firm's agency leasing business from Jacksonville through Orlando and Tampa.

With more than 25 years of experience, Stacy brings significant market knowledge along with 25 years of project development and transaction experience. Stacy is adept at underwriting retail trade areas, developing and implementing merchandising strategy, procuring synergistic national, regional, and local operators and negotiating agreements, all the while being mindful of creating value for ownership, the tenant and the trade area at large.

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