

SUNRISE CITY PLAZA

Phase II

Stacy Miller Menendez

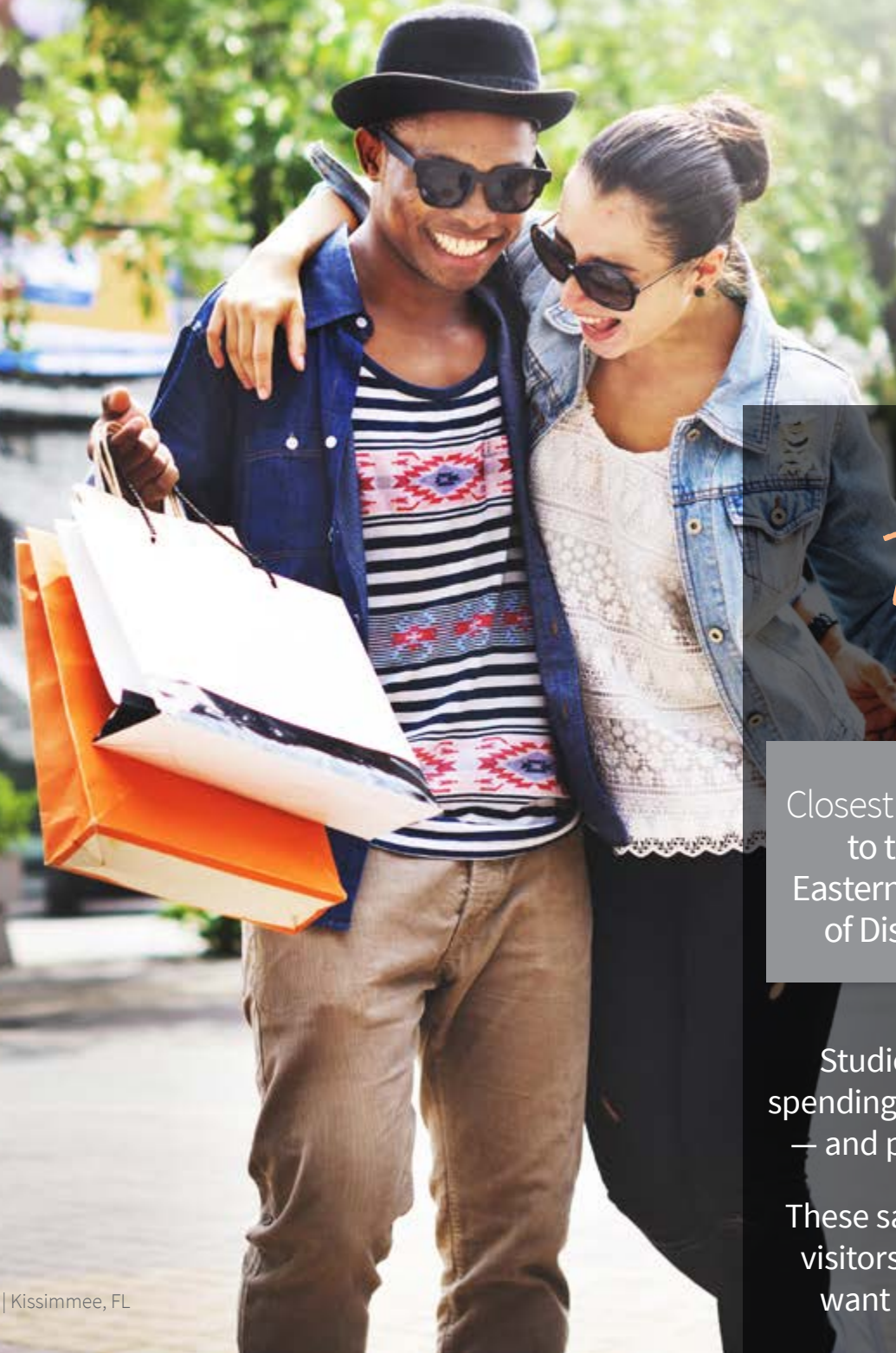
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State Road 535 & W. Osceola Parkway | Kissimmee, Florida 32821





Neighboring Trade Areas are
Top Performing
in Orlando MSA

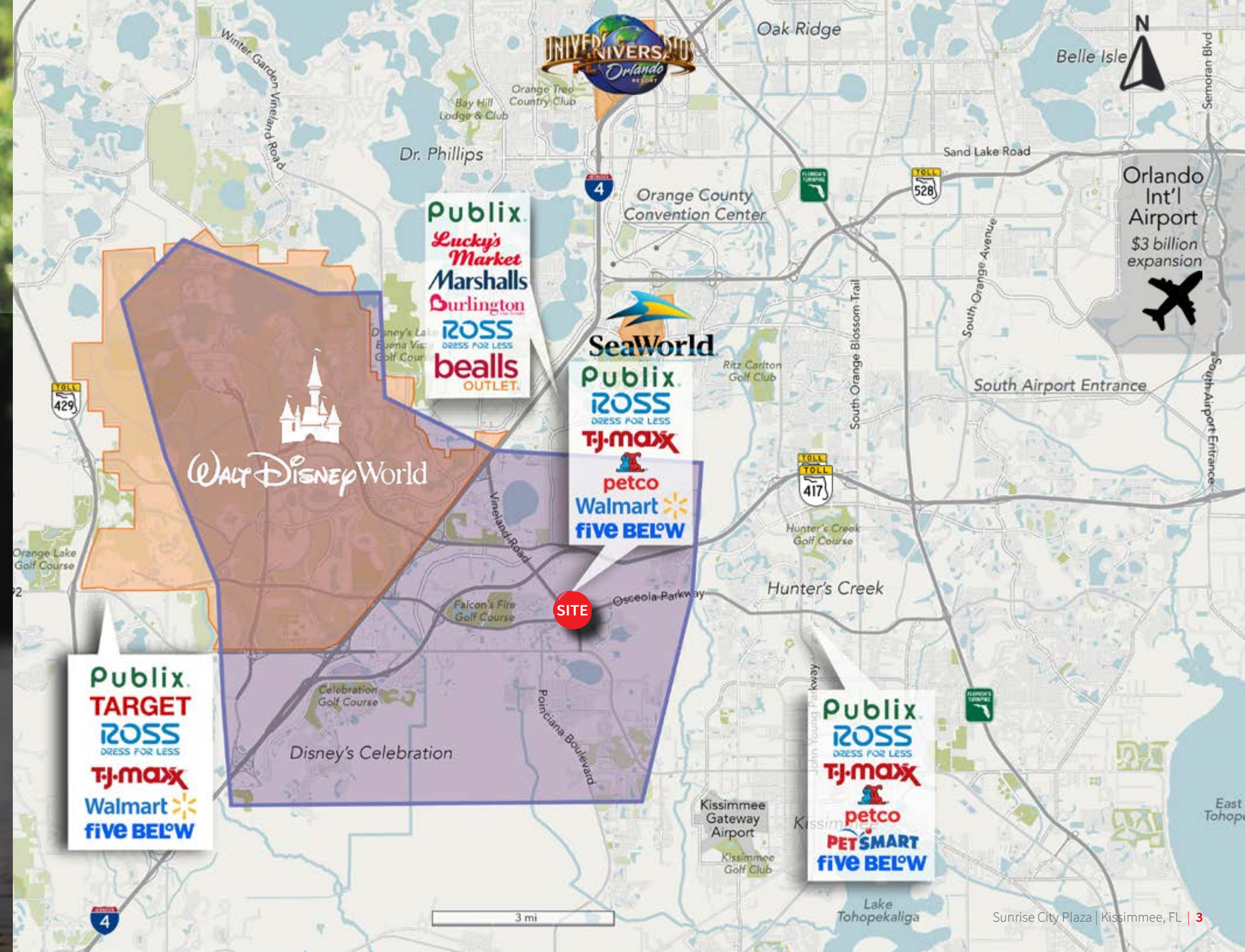
Closest center
to the
Eastern gates
of Disney

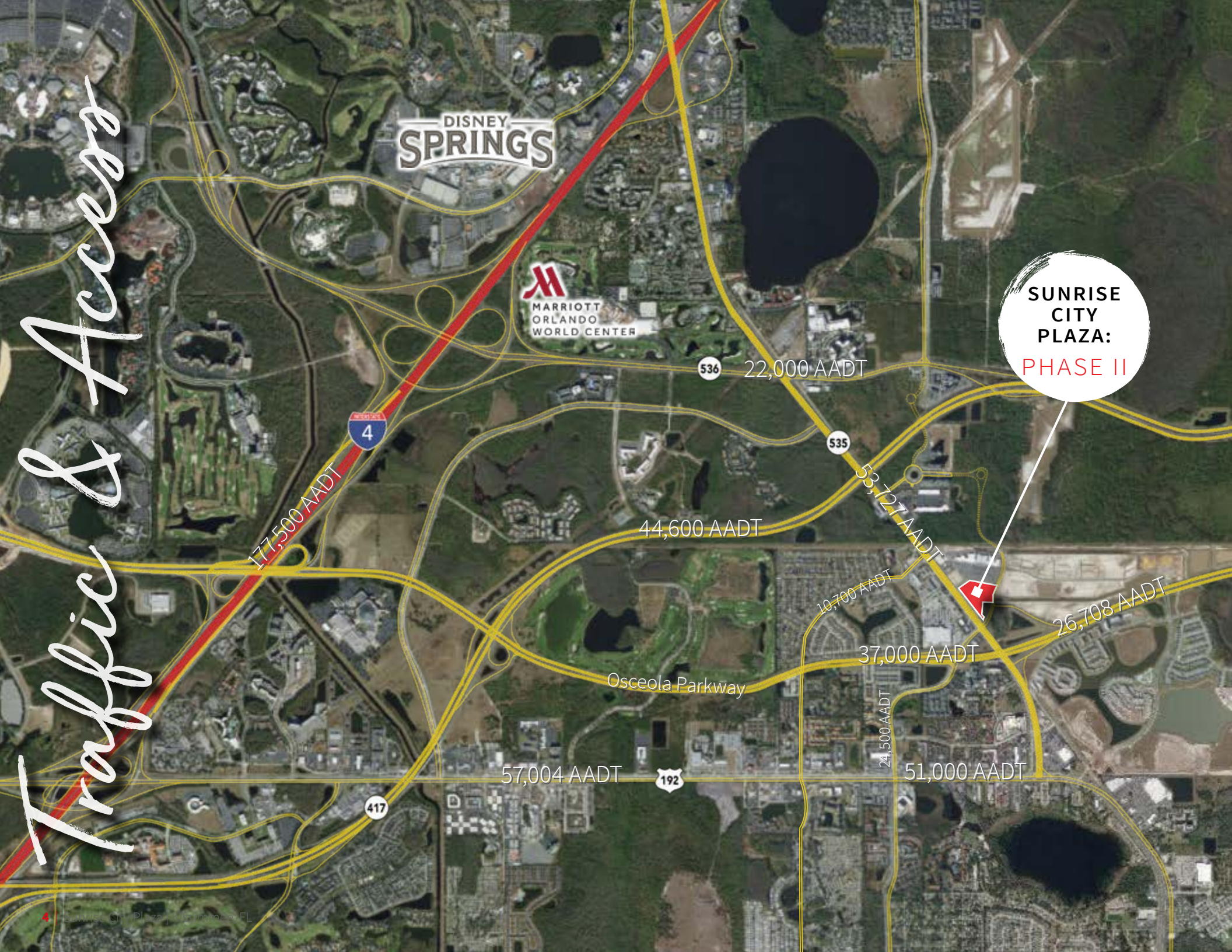
Retail sales
2-3x national
average across
brands

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.





A CLOSER LOOK



HIGH TRAFFIC ACCESS POINTS

Sunrise City Plaza Phase II is building on the immense success of the first phase of construction. The retailers in the center are all performing above the national average due, in part, to the extraordinary visibility, traffic, and access to the project. Phase II will have the same attributes with more than 67,500 cars per day and 2 lighted access points and an exit directly off of Osceola Parkway. The center benefits from both the explosion in residential growth nearby as well as it's proximity to the tourist corridor which brings in novel shoppers on a weekly basis.

Proposed Tenants



SITE PLAN LEGEND

Phase I

- Available units
- #3: 1,305 s.f.

Phase II

- Available units
- #101: 10,080 s.f. | 90 x 112
- #102: 3,375 s.f. | 45 x 75
- #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

Outparcels

- OP 5 & OP 6: ± 3,000 s.f. | ± 1 AC

Leased units

Lighted access

Access points



Residential Growth

6,400
Units adjacent to center

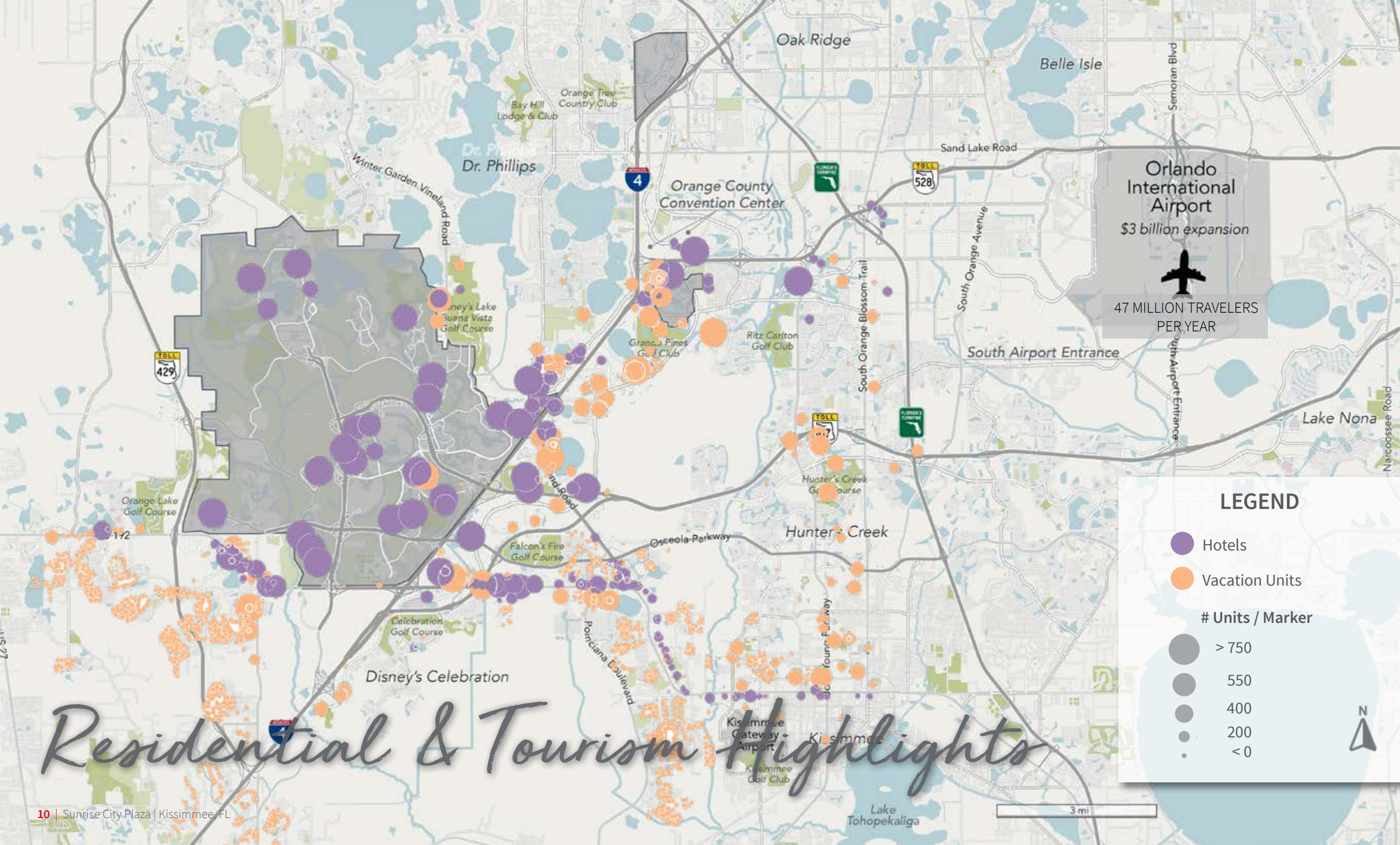
3,000
units in place (approx.)

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



DEMOGRAPHICS

81k+
Total Household
Units in
Trade Area

313k+
Customer
Population
in Trade Area

\$96k+
Median HH
Visitor Income

221k+
Average Daily
Visitors

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.



SUNRISE CITY PLAZA

Top Performing
grocery-anchored power center

Total GLA 175,000

Available:

Phase II: 24,000
Delivery planned
for Q3 2020

2
outparcels
on SR 535

High traffic, tourism corridor with multiple access points:

- Traffic light at SR 535 & Poinciana Blvd
- Traffic light at SR 535 & Polynesian Isle Blvd
- Traffic light at Osceola Parkway
- Median cut on SR 535 at entry to Phase II

Phase I Summary:

ADDRESS	State Road 535 & W. Osceola Parkway Kissimmee, FL 32821
SQUARE FOOTAGE	151,000 rsf
SITE SIZE	22.51 acres
YEAR OPEN	2017
OCCUPANCY	99.0%
MAJOR TENANTS	Publix, ROSS, TJ Maxx, Petco, Five Below



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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