

# COASTLAND CENTER

NAPLES, FLORIDA



## EXCELLENT LOCATION

- Centrally located in the trade area's commercial hub/affluent concentrated area.
- Minutes from Interstate 75, with excellent access off of Exit 105 (CR 886).
- Only enclosed regional shopping center in the area.
- Bordering streets, U.S. 41 and Golden Gate Parkway, average 90,380 vehicles per day.

## EXTRAORDINARY DEMOGRAPHICS AND TOURIST AREA

- 1,573,000 tourists visit Collier County annually.
- One of Florida's most affluent trade areas.
- Naples hosts over 342,000 year-round residents and 130,000 seasonal residents.
- 95,933 people work within a 5-mile radius of Coastland Center.

## PROMINENT NATIONAL RETAILERS AND SERVICES

Family-friendly amenities: The Everglades Adventure soft play area, comfortable seating areas, family restrooms and the area's only carousel, all in a lush tropical setting.

H&M – First to market, opened November 2012 with a 20,000-square-foot store.

Strong national line-up of retailers includes:

- H&M
- Hollister Co.
- American Eagle Outfitters
- G by Guess
- Aéropostale
- Victoria's Secret
- Abercrombie & Fitch
- Forever 21
- abercrombie
- Gymboree
- Buckle
- Old Navy

## AFFLUENT CUSTOMER

- Coastland Center's primary trade area is one of the most affluent in Florida. Over 25% have income of \$100,000 to \$500,000 or more.
- 35.1% of adults with house hold incomes of \$100,000+ identified shopping at Coastland Center.
- Coastland Center's trade area is highly educated with 32% of the population with bachelor's degree or above.
- Trade area composed of the most desirable PRIZMne lifestyle segments including upper crust, big fish small pond, second city elite and new empty nest.

## STRONG SHOPPING HABITS

- Customers spend an average of \$100 per visit.
- Coastland Center trade area enjoys an aggregate effective buying income of \$11.4 billion.
- Top three performing categories are food court, sales average over \$1,000 per square foot, followed by jewelry and apparel accessories.
- Consumers visit an average of 42 times a year and stay 1 1/2 hours per visit.

## MALL INFORMATION

LOCATION: U.S. 41 North and Golden Gate Parkway

DESCRIPTION: Only enclosed regional center in area; single level

ANCHORS: Dillard's, Jcpenney, Macy's, Sears, The Cheesecake Factory, and Calistoga Bakery Café.

TOTAL RETAIL SQUARE FOOTAGE: 960,000

PARKING SPACES: 4,354

OPENED: 1977

EXPANDED: 1985, 1996

RENOVATED: 1985, 1996, 2007 (interior renovation, exterior streetscape redevelopment and small shop re-merchandising)

OUTPARCEL OPPORTUNITIES: Street-facing retail and restaurants

## TRADE AREA PROFILE

2013 POPULATION 342,682

2018 PROJECTED POPULATION 365,309

2013 HOUSEHOLDS 147,305

2018 PROJECTED HOUSEHOLDS 157,397

2013 MEDIAN AGE 49.5

2013 AVERAGE HOUSEHOLD INCOME \$76,390

2018 PROJECTED AVERAGE HOUSEHOLD INCOME \$71,283

## 20 - MILE RADIUS

2013 POPULATION 387,422

2018 PROJECTED POPULATION 414,166

2013 HOUSEHOLDS 169,662

2018 PROJECTED HOUSEHOLDS 181,778

2013 MEDIAN AGE 51.1

2013 AVERAGE HOUSEHOLD INCOME \$76,424

2018 PROJECTED AVERAGE HOUSEHOLD INCOME \$70,814

## DAYTIME EMPLOYMENT

3 - MILE RADIUS 62,387

5 - MILE RADIUS 95,933

Source: Nielsen

