



# Lakeland Square

LAKELAND, FLORIDA



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## PRIME LOCATION MIDWAY BETWEEN TAMPA AND ORLANDO

- CNN Money Magazine ranked Lakeland as the 4th best market for investment in the country in a recent survey of "Where to Buy Now".
- Popular high-traffic tourist attractions, including Walt Disney World and Universal Studios draw significant labor from Polk County.
- Currently under construction and within walking distance to the center are over 1500 homes in two gated communities.
- Lakeland's strategic location on I-4 and pro-business atmosphere have earned the city a reputation as a product warehousing and distribution hub.
- There are nine colleges and universities in Polk County, including a new University of South Florida Campus now under construction. Total enrollment of 35,000 students.
- Lakeland is the headquarters for Florida's largest private employer, Publix Super Markets.

## EXPANDING MERCHANDISE MIX

- Lakeland Square is the area's largest shopping center offering 126 shops including:
  - Victoria's Secret
  - Limited Too
  - Gap
  - Old Navy
  - Bath & Body Works
  - Christopher & Banks
  - Yankee Candle
  - Motherhood Maternity
- Strong Junior category including:
  - Hollister Co.
  - Charlotte Russe
  - Anchor Blue
  - Hot Topic
  - American Eagle
  - Aeropostale
  - Pac Sun

## STRONG SHOPPING HABITS

- 69% of the trade area shops Lakeland Square two or more times per month.
- The average shopping trip to Lakeland Square is 101 minutes, 32% longer than a typical General Growth mall.



## MALL INFORMATION

### LOCATION

Lakeland, Florida  
I-4 and U.S. Hwy. 98

### MARKET

Tampa / Orlando

### DESCRIPTION

The largest single-level enclosed shopping center in Polk County

### ANCHORS

Macy's, Dillard's Men's and Women's, JCPenney and Sears

TOTAL RETAIL SQUARE FOOTAGE 903,660

PARKING SPACES 4,450

OPENED 1988

EXPANDED 1994

## TRADE AREA PROFILE

2007 POPULATION 486,763

2012 PROJECTED POPULATION 523,362

2007 HOUSEHOLDS 187,729

2012 PROJECTED HOUSEHOLDS 202,363

2007 MEDIAN AGE 37.3

2007 AVERAGE HH INCOME \$55,316

2012 PROJECTED AVERAGE HH INCOME \$61,032

## 10-MILE RADIUS PROFILE

2007 POPULATION 228,728

2012 PROJECTED POPULATION 244,105

2007 HOUSEHOLDS 90,650

2012 PROJECTED HOUSEHOLDS 97,035

2007 MEDIAN AGE 37.8

2007 AVERAGE HH INCOME \$56,350

2012 PROJECTED AVERAGE HH INCOME \$62,282

## DAYTIME EMPLOYMENT

3-MILE RADIUS 23,734

5-MILE RADIUS 53,357

SOURCE: CLARITAS, INC.