

# BROWARD MALL

# Ft. Lauderdale

## LOCATION

Plantation, Florida

Broward Mall is located nine miles west of Fort Lauderdale and the Fort Lauderdale/Hollywood International Airport. It is accessible by the major east-west highway, Interstate 595, used by urban and suburban commuters.

## DESCRIPTION

Broward Mall is a one-level 1.0 M sf GLA retail space that has recently completed a multi-million-dollar renovation. The center features 125 retail and service shops, four department stores, and a variety of casual dining venues.

## OPENING DATE

1978

Renovation: June 1993

Renovation: September 2003

## MARKET

Fort Lauderdale Metropolitan Area

## AREA FACTS

- Shopping accounts for 40% of visitor activity in Fort Lauderdale, second only to visiting the beach, at 46%.
- Nearly one-half of Broward shoppers have children under 18 living at home; 21% have teenagers.
- One-quarter of regular Broward shoppers earn annual incomes greater than \$75,000.
- Regular Broward shoppers are 25% more likely than the average Miami resident to have a four-year college degree.
- 66,000 people work within three miles of Broward Mall: strong potential market for sit-down restaurants.

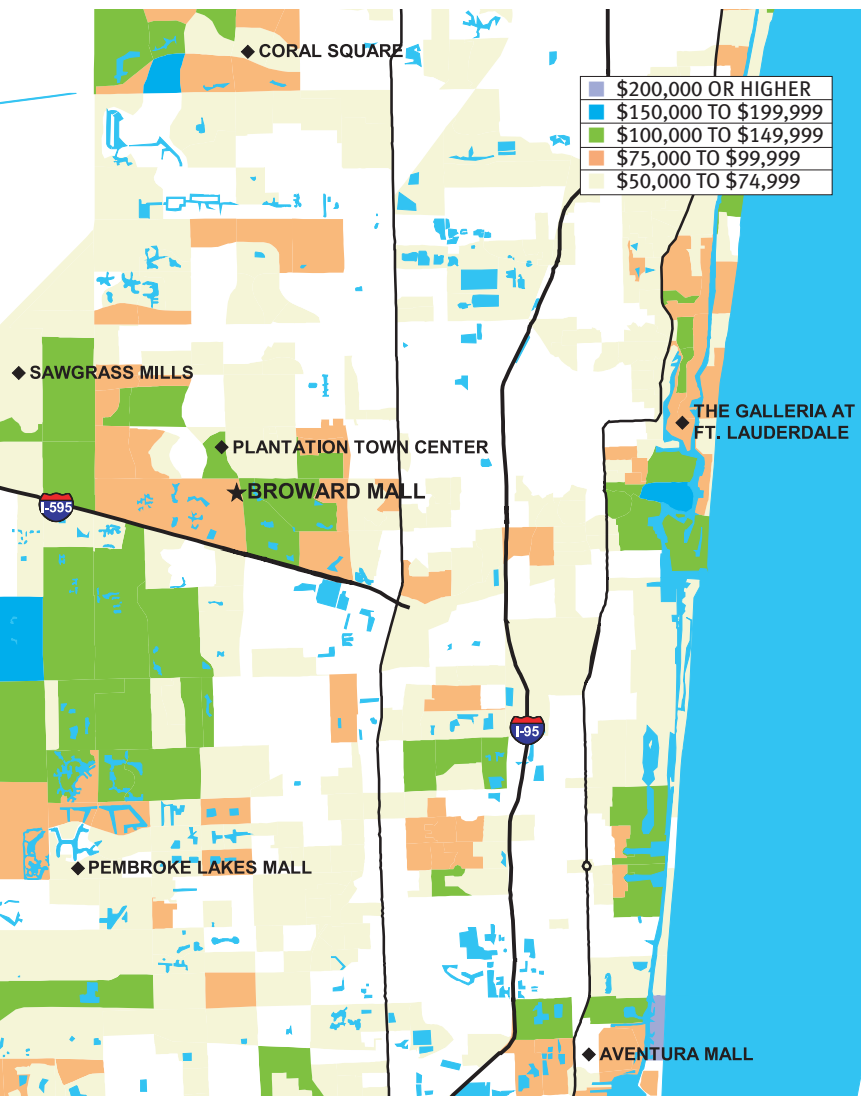
## DEMOGRAPHICS

	3 MILES	5 MILES	10 MILES
POPULATION	124,600	357,100	1,222,000
POPULATION GROWTH 2004 - 2009	3.8%	3.6%	7.4%
AVERAGE HOUSEHOLD INCOME	\$66,500	\$57,300	\$61,700
% OF HH WITH INCOME OVER \$50,000	50%	43%	45%

Source: NDS/Claritas 2004 Estimates; The Mills Corporation Research Department



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## ANCHORS/MAJORS

- Dillard's
- JCPenney
- Macy's
- Sears

## IN-LINE STORES

- American Eagle Outfitters
- Ann Taylor Loft
- Brookstone
- Casual Corner
- The Disney Store
- GAP
- Gymboree
- Hollister Co.
- Nine West
- Origins
- Victoria's Secret