

The Shops at Wiregrass

28211 PASEO DRIVE
WESLEY CHAPEL, FL

www.theshopsatwiregrass.com



CBRE



About the Property:

CONVENIENCE, CULTURE AND THE GREAT OUTDOORS

Year Built/Renovated	2008
Gross Leasable Area	760,379 SF
Specialty Retailers	88 Specialty / 3 Anchors
Parking Stalls	3,300

The Shops at Wiregrass

CONVENIENCE, CULTURE AND THE GREAT OUTDOORS

Rich in authenticity, diversity and local spirit, The Shops at Wiregrass is the place to come together, browse quality stores and enjoy a great day out. Located in the high-growth trade area of Wesley Chapel, Florida, The Shops at Wiregrass is the leading lifestyle destination for North Tampa shoppers.

PROPERTY HIGHLIGHTS

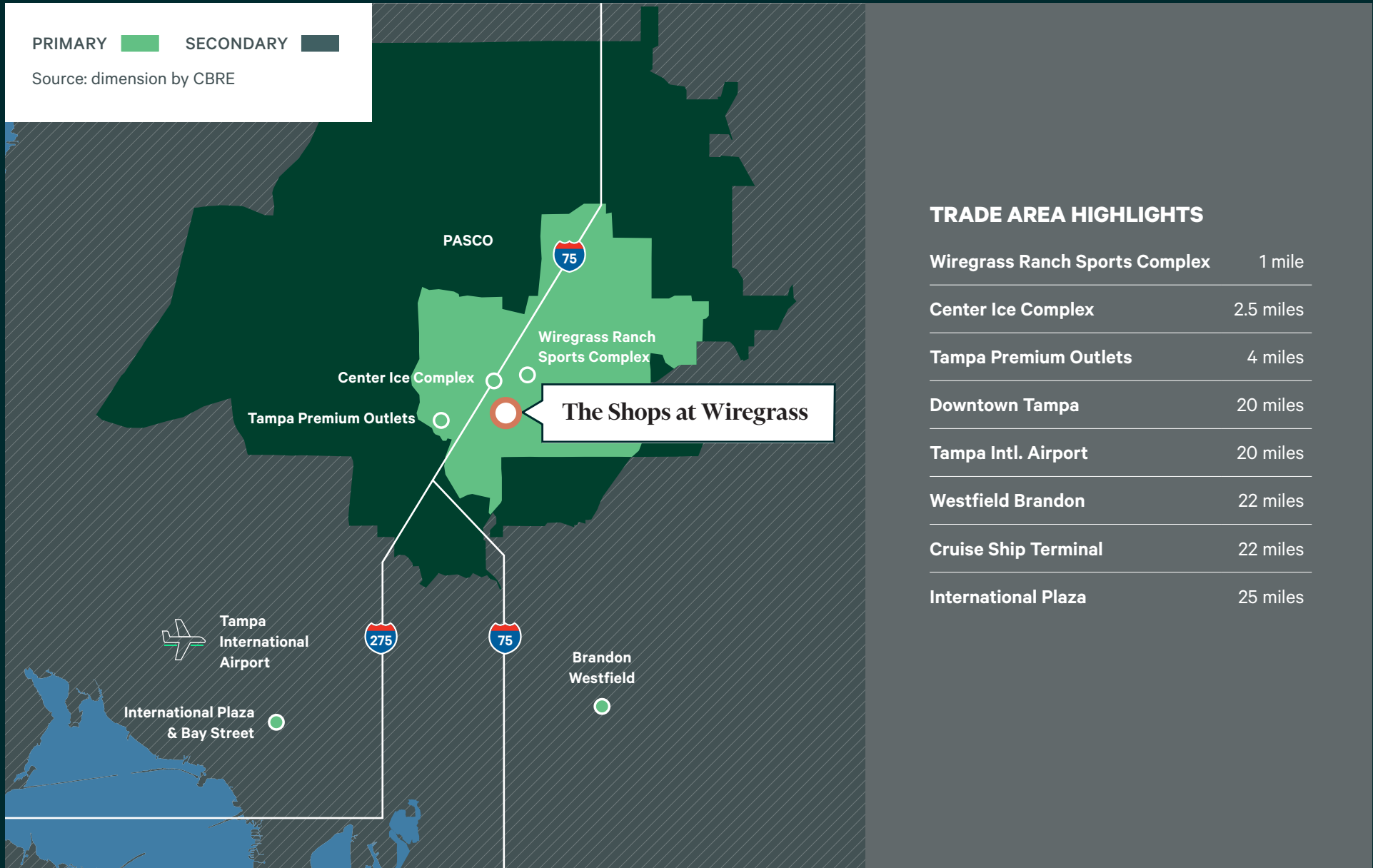
- Built in 2008 with 760,379 SF of gross leasable area.
- Major anchors include Macy's, JCPenney, Dillard's, Barnes & Noble, Pottery Barn, and Signature Workspace.
- The 352,000 SF of inline space is home to a wide range of nationally-regarded retailers, such as Victoria's Secret, Pandora, Chico's, Talbots, White House Black Market, Hollister, Bath & Body Works, Sephora and Athleta. Local renowned restaurants add to the hometown, main street atmosphere.
- A distinctive mix, from young families to retirees, Wesley Chapel is home to diverse and affluent households.
- Shoppers spend 37.6% of annual HH budget on household goods and services.
- Shoppers spend 20.1% of annual HH budget on food, entertainment, and recreation.

MARKET HIGHLIGHTS

- 100,000 SF RADD Sports Complex opened nearby in September 2020
- Over 11,000 new homes under development in the last 3 years
- 2 nearby hospitals increase daytime population
- Tampa, FL is the 3rd hottest Housing Market in the U.S.
- 150,000 SF nearby Center Ice Complex gets 1 million visitors annually.



Trade Area



Demographics

With demographics boasting steady household growth and income levels exceeding those of the competition, The Shops at Wiregrass provides an optimal environment for retailers to succeed.



THE SHOPS AT WIREGRASS



Average Income

- Primary/Secondary: \$102,898
- 30 Minute Drive Time: \$80,136



Population Growth

- Primary/Secondary: 2.39%
- 30 Minute Drive Time: 1.58%



Household Growth

- Primary/Secondary: 2.28%
- 30 Minute Drive Time: 1.52%



INTERNATIONAL PLAZA



Average Income

- Primary/Secondary: \$88,222
- 30 Minute Drive Time: \$78,201



Population Growth

- Primary/Secondary: 1.46%
- 30 Minute Drive Time: 1.18%



Household Growth

- Primary/Secondary: 1.40%
- 30 Minute Drive Time: 1.13%



WESTFIELD BRANDON



Average Income

- Primary/Secondary: \$82,614
- 30 Minute Drive Time: \$83,583



Population Growth

- Primary/Secondary: 1.85%
- 30 Minute Drive Time: 1.65%



Household Growth

- Primary/Secondary: 1.76%
- 30 Minute Drive Time: 1.59%

Source: Esri 2022 & dimension by CBRE
*Includes Primary & Secondary Trade Areas

Shopper Profiles



THE SHOPS AT WIREGRASS

23.3% 7A Up & Coming Families

- Median age: 31.4
- Younger, mobile and ethnically diverse families
- One of the fastest-growing markets in the country, over indexing by 350+ points

10.3% 4A Workday Drive

- Median age: 37
- Affluent and family oriented
- Tech and trend savvy

9.9% 1C Boomburbs

- Median age: 34
- Affluent, young families
- Leaving large metro areas



INTERNATIONAL PLAZA

7.0% 11B Young and Restless

- Median age: 29.8
- This market ranks in the top 5 for renters, movers, college enrollment, and labor force participation rate
- Diverse, favoring densely populated neighborhoods in large metropolitan areas

5.2% 7A Up & Coming Families

- Median age: 31.4
- Younger, mobile and ethnically diverse families
- One of the fastest-growing markets in the country, over indexing by 350+ points

3.9% 11C Metro Fusion

- Median age: 29.3
- Young, diverse market with many households having young children
- Many residents do not speak English fluently and have moved into their homes recently
- Median incomes are 36% lower than the US level



WESTFIELD BRANDON

18.2% 7A Up & Coming Families

- Median age: 31.4
- Younger, mobile and ethnically diverse families
- One of the fastest-growing markets in the country, over indexing by 350+ points

5.8% 9C The Elders

- Median age: 72.3
- Oldest market segment
- Informed, independent and involved

5.6% 10D Down the Road

- Median age: 35
- Low-density, semi-rural neighborhoods in large metropolitan areas
- Young and diverse, higher unemployment and much lower median household income than the US average

Shopper Behavior



THE SHOPS AT WIREGRASS



\$4,199

Average amount spent eating out per household. 14% above national average.



\$2,477

Average amount spent on apparel & services per household. 13% above national average.



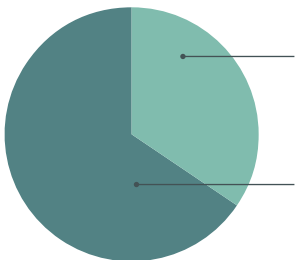
\$6,073

Average amount spent on groceries per household. 12% above national average.



\$81,136

Average annual HH discretionary budget.



Food/Entertainment
& Recreation
20%

Household Goods
& Services
38%



INTERNATIONAL PLAZA



\$3,645

Average amount spent eating out per household.



\$2,160

Average amount spent on apparel & services per household.



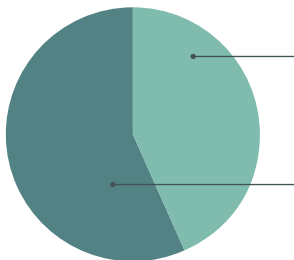
\$5,280

Average amount spent on groceries per household.



\$69,483

Average annual HH discretionary budget.



Food/Entertainment
& Recreation
17%

Household Goods
& Services
22%



WESTFIELD BRANDON



\$3,384

Average amount spent eating out per household.



\$1,961

Average amount spent on apparel & services per household.



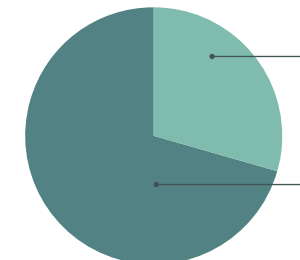
\$4,730

Average amount spent on groceries per household.



\$67,477

Average annual HH discretionary budget.



Food/Entertainment
& Recreation
16%

Household Goods
& Services
38%

Key Tenants

WHY THE SHOPS AT WIREGRASS?

Dining & Food



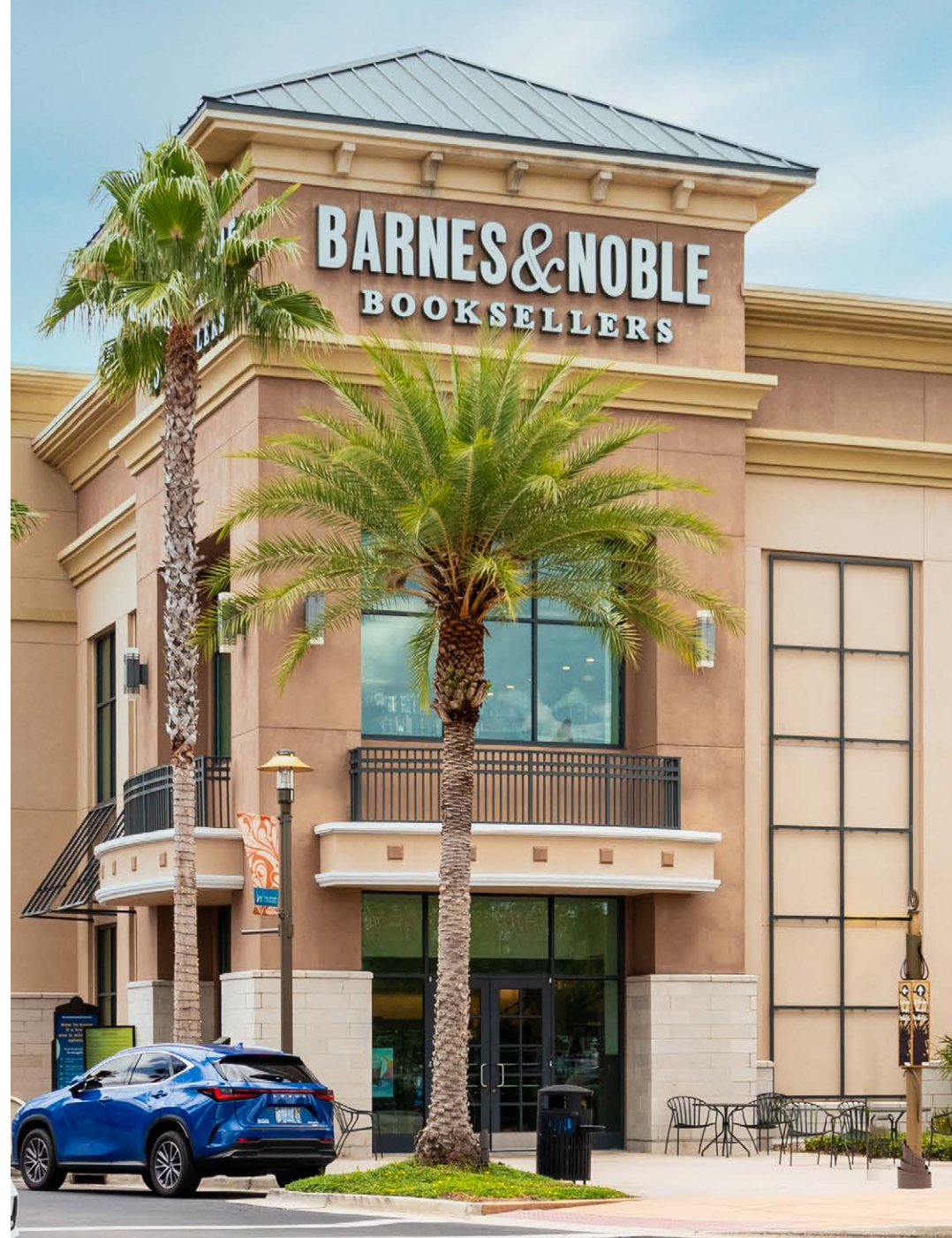
Shopping



Health & Wellness



Office/Service



Site Plan





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