

# New Retail and Restaurant Space Adjacent to The Avenue Viera Viera (Melbourne), FL

**LOCATION:** Lake Andrew Drive adjacent to The Avenue Viera.

**MARKET:** Adjacent retailers include TJ Maxx, Home Goods, Ulta, Total Wine, Chipotle, Mattress Firm, Kohl's, Belk, Books-A-Million, Bed Bath & Beyond, Sports Authority, Old Navy, Michaels, Chico's, Coldwater Creek, World Market, Office Depot. Nearby retailers include Target, Wal-Mart, Petco, Pier One, Ross, TJ Maxx, Home Goods & Hobby Lobby.



## Contacts:



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2015 Drive Time DEMOGRAPHICS	10 Mins	15 Mins	25 Mins
Population	75,458	171,112	436,851
Households	31,558	73,609	187,459
Average HH Income	\$79,960	\$67,209	\$62,728
Median HH Income	\$67,225	\$54,667	\$51,036

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## Property and Market

### Location:

The site is part of the multi-building Viera Shops retail project located at the southeast corner of Lake Andrew Drive and Colonnade Avenue in the Community of Viera, Brevard County, FL 32940. Viera Shops is contiguous to The Avenue Viera and Marketplace Viera, which are open air shopping centers totaling over 700,000 square feet and featuring such retailers as Kohl's, Belk, Old Navy, World Market, Bed Bath & Beyond, Sports Authority, Office Depot, Michaels and Rave Theater. Other area retailers include Target, Wal-Mart, Petco, Pier One, Hobby Lobby & Ross Dress for Less.

### Property:

Phase One of Viera Shops featuring Total Wine & More, Mattress Firm and Chipotle Mexican Grill opened in March 2013. Phase Two opened in May 2014 and includes a 46,000 square foot TJ Maxx / Home Goods combo store, a 10,000 square foot Ulta Beauty store and 4,500 square feet of small shop and restaurant space. Phase Three is scheduled to open in May 2015 and will feature PetSmart, Five Below and Buffalo Wild Wings.

### Market Area:

Brevard County, Florida is located 35 miles east of Orlando on the Atlantic coast. Brevard County is known worldwide as the home of Kennedy Space Center and the birthplace of U.S. manned spaceflight. The area offers this and much more to its over 500,000 residents. Major technology companies and Port Canaveral, the second-busiest cruise port in the world, round out the economic base. Among Brevard's natural resources, you'll find 72 miles of beautiful beaches; Canaveral National Sea Shore, the Indian River Lagoon and Merritt Island National Refuge.

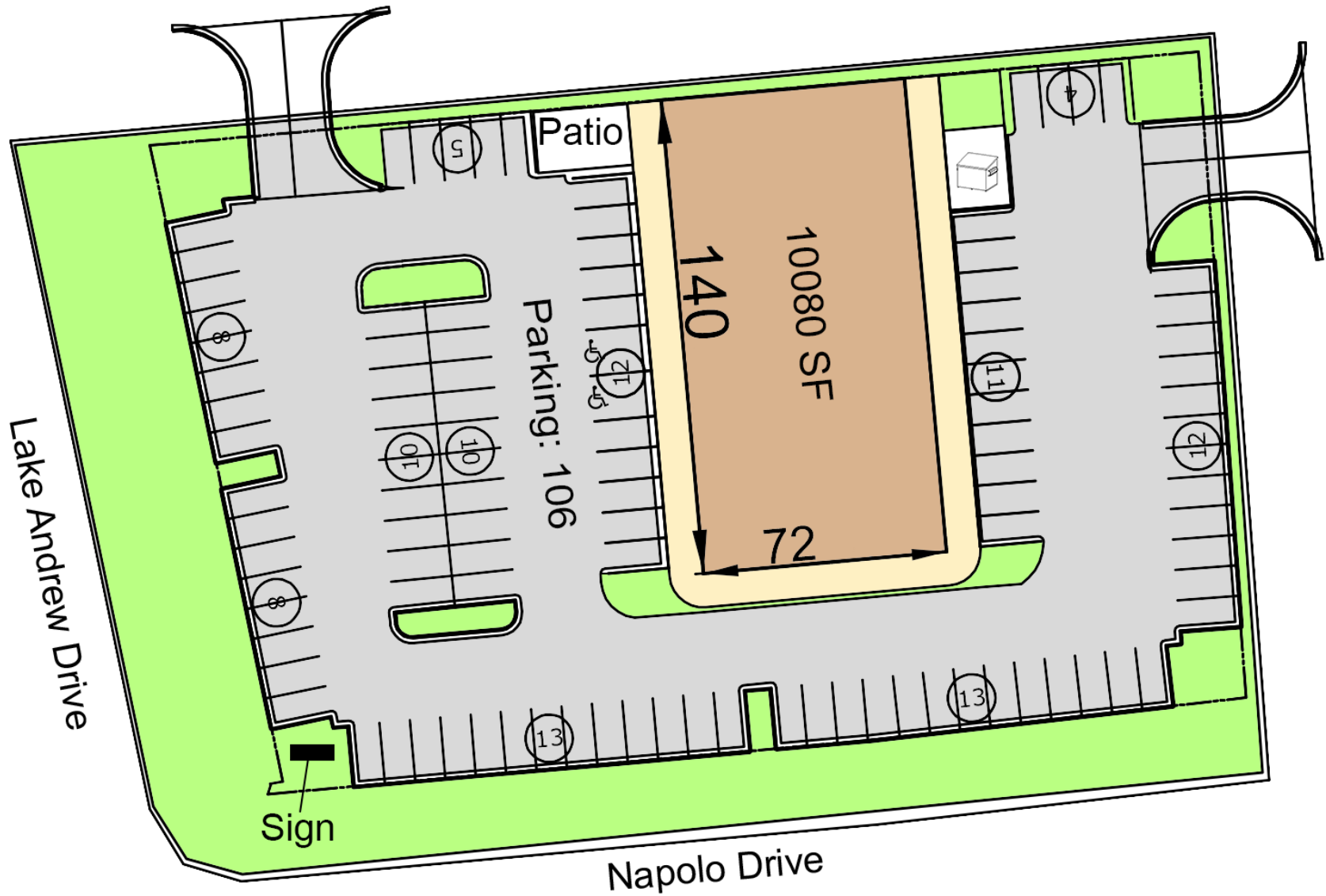
Viera is a master-planned community located in central Brevard County. Viera is one of the fastest growing communities in Florida. The Community of Viera is comprised of three regions totaling over 30,000 acres. Viera has become a major regional hub in Brevard County and is home to Brevard County Government, Brevard District Schools, HealthFirst Hospital, Moore Justice Center, the Avenue Viera and a host of religious and recreational venues. See [www.viera.com](http://www.viera.com) for more information.

**Total Wine & More, Mattress Firm and Chipotle Mexican Grill Opened March of 2013. TJ Maxx and Home Goods Opened 2014. Phase Three Coming May 2015.**



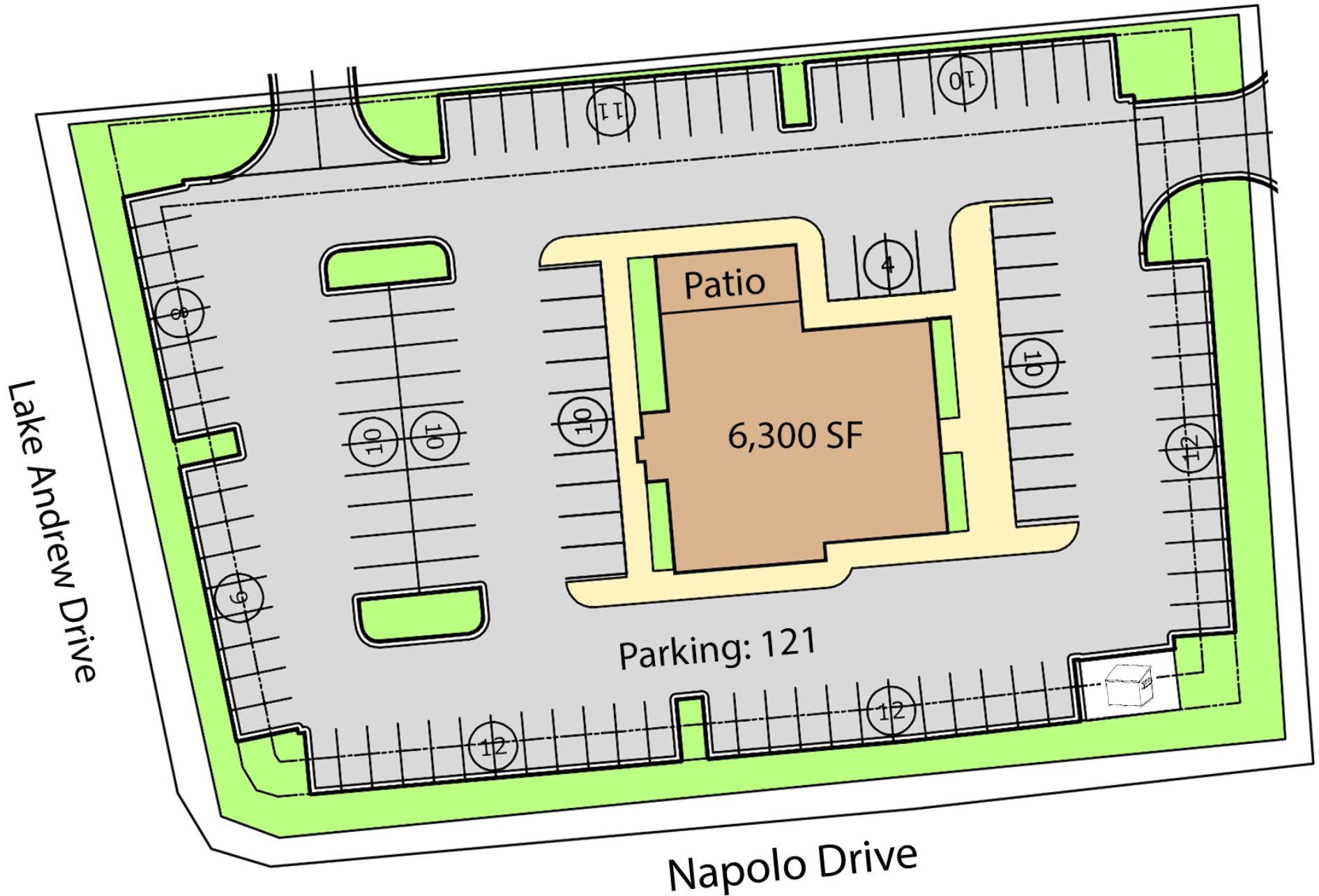
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## Conceptual Site Plan



New Retail and Restaurant Space  
Adjacent to The Avenue Viera  
Viera (Melbourne), FL

Conceptual Site Plan



# New Retail and Restaurant Space Adjacent to The Avenue Viera Viera (Melbourne), FL

## Conceptual Site Plan



SITE PLAN



**CORPORATE  
PROPERTY  
GROUP, INC.**

7332 OFFICE PARK PLACE, SUITE 101  
MELBOURNE, FL 32940  
PHONE 321-951-1500

MELBOURNE,  
FLORIDA  
LAKE ANDREW DRIVE AND  
COLONNADE AVENUE  
DATE: FEBRUARY 19, 2014  
CONTACT: MYLES WILKINSON

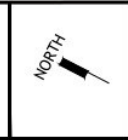
OPTION:  
**5.5A**  
phase 3

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## Market Aerial Photo



OVERALL AERIAL OVERLAY



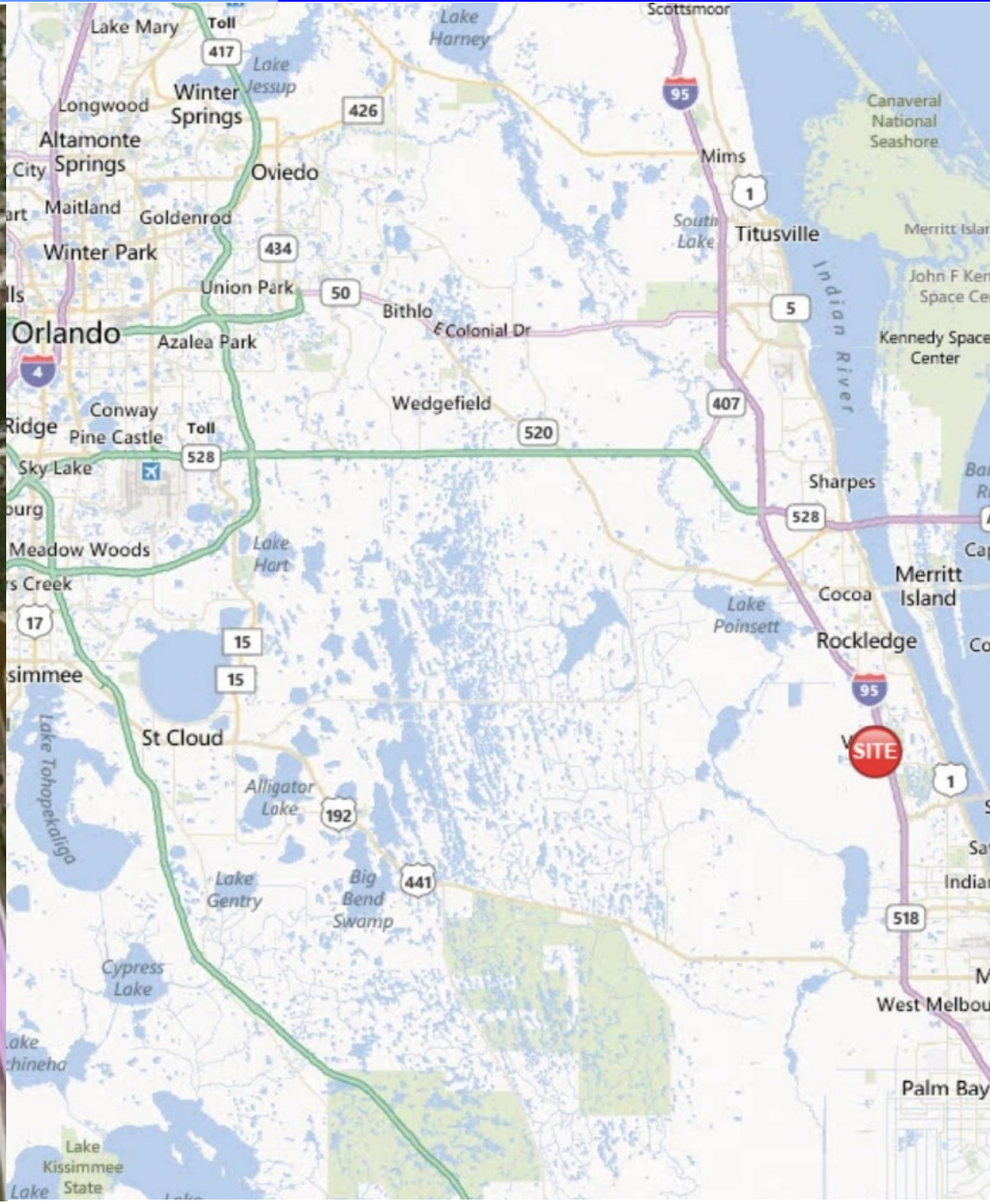
**CORPORATE PROPERTY GROUP, INC.**  
7332 OFFICE PARK PLACE, SUITE 101  
MELBOURNE, FL 32940  
PHONE 321-951-1500

MELBOURNE, FLORIDA  
LAKE ANDREW DRIVE AND COLONNADE AVENUE  
DATE: JULY 15, 2013  
CONTACT: MYLES WILKINSON

AERIAL:  
1.1

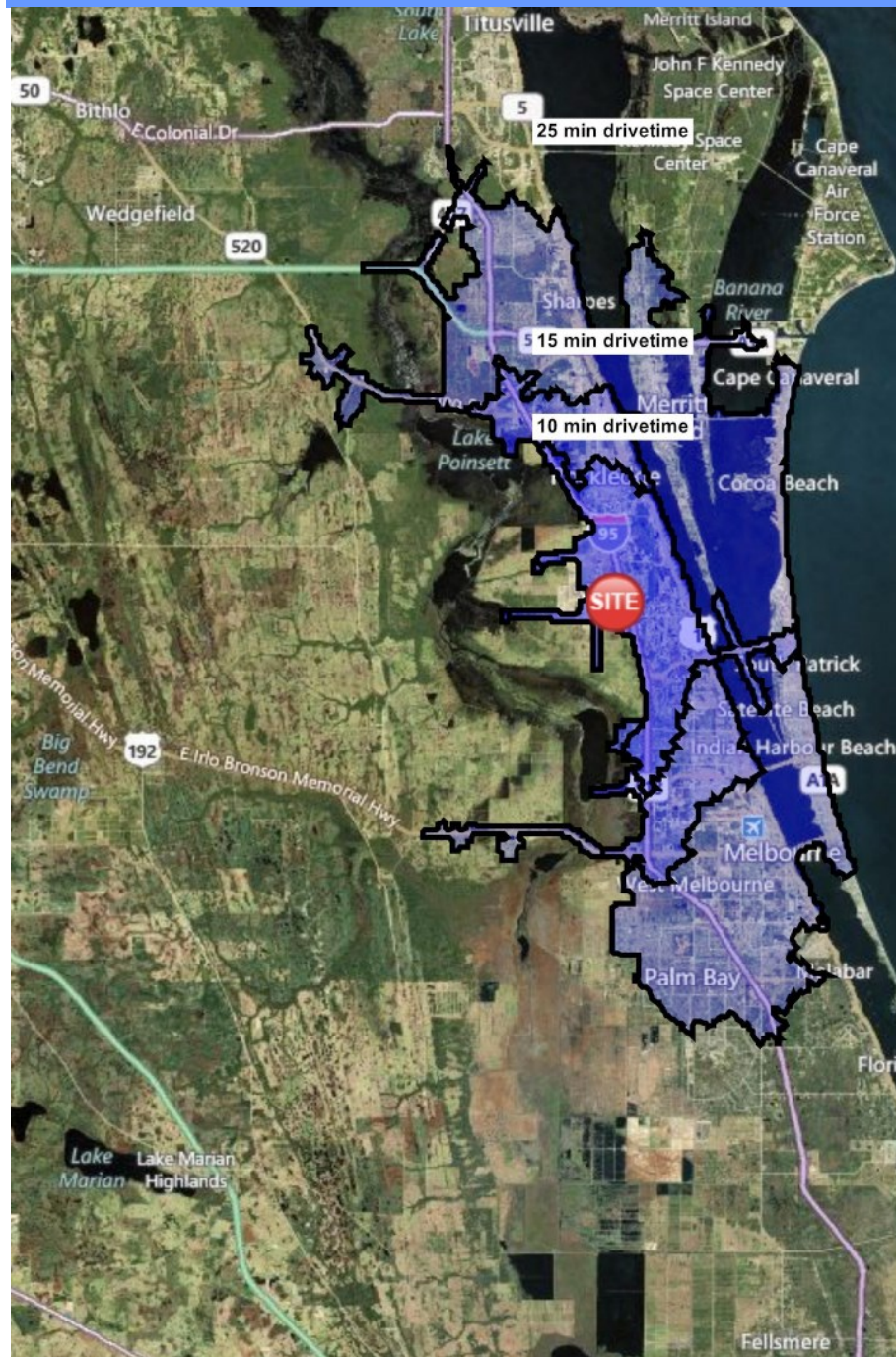
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## Market Map



# New Retail and Restaurant Space Adjacent to The Avenue Viera Viera (Melbourne), FL

## Demographic Report



Town Center Ave Melbourne, FL 32940		10 min drivetime	15 min drivetime	25 min drivetime
POPULATION	2015 Estimated Population	75,458	171,112	436,851
	2020 Projected Population	79,840	182,603	466,113
	2010 Census Population	73,693	164,869	419,618
	2000 Census Population	48,257	140,313	373,328
	Projected Annual Growth 2015 to 2020	1.2%	1.3%	1.3%
	Historical Annual Growth 2000 to 2015	3.8%	1.5%	1.1%
HOUSEHOLDS	2015 Median Age	46.3	44.5	44.6
	2015 Estimated Households	31,558	73,609	187,459
	2020 Projected Households	32,232	75,823	193,140
	2010 Census Households	30,448	70,070	177,060
	2000 Census Households	19,309	58,165	154,613
	Projected Annual Growth 2015 to 2020	0.4%	0.6%	0.6%
RACE AND ETHNICITY	Historical Annual Growth 2000 to 2015	4.2%	1.8%	1.4%
	2015 Estimated White	85.3%	80.9%	81.8%
	2015 Estimated Black or African American	6.8%	10.8%	10.4%
	2015 Estimated Asian or Pacific Islander	3.7%	3.0%	2.7%
	2015 Estimated American Indian or Native Alaskan	0.2%	0.3%	0.3%
	2015 Estimated Other Races	4.0%	5.0%	4.8%
INCOME	2015 Estimated Hispanic	8.6%	9.1%	9.3%
	2015 Estimated Average Household Income	\$79,960	\$67,209	\$62,728
	2015 Estimated Median Household Income	\$67,225	\$54,667	\$51,036
EDUCATION (AGE 25+)	2015 Estimated Per Capita Income	\$33,494	\$28,957	\$27,033
	2015 Estimated Elementary (Grade Level 0 to 8)	3.3%	4.2%	4.3%
	2015 Estimated Some High School (Grade Level 9 to 11)	6.9%	10.5%	11.0%
	2015 Estimated High School Graduate	18.7%	22.4%	23.5%
	2015 Estimated Some College	17.0%	18.6%	19.3%
	2015 Estimated Associates Degree Only	9.8%	9.4%	9.1%
BUSINESS	2015 Estimated Bachelors Degree Only	18.7%	15.4%	15.1%
	2015 Estimated Graduate Degree	25.6%	19.6%	17.7%
	2015 Estimated Total Businesses	2,967	8,303	19,894
	2015 Estimated Total Employees	31,221	79,385	199,155
BUSINESS	2015 Estimated Employee Population per Business	10.5	9.6	10.0
	2015 Estimated Residential Population per Business	25.4	20.6	22.0