

# Orlando Fashion Square

ORLANDO, FLORIDA



Orlando Fashion Square is located between three affluent residential areas just outside of downtown Orlando: Winter Park, Thornton Park and Baldwin Park. These neighborhoods host a diverse mix of upscale residents, young urban upstarts and double income households without children. The primary trade area of five miles boasts over 300,000 residents and the secondary market of ten miles includes 700,000. This area is growing both in population and affluence due to the gentrification and upgrading of the in town and downtown neighborhoods. Prestigious Baldwin Park is within walking distance and boasts homes priced from \$300,000 to several million dollars attracting well heeled, established families as well as upwardly-mobile professionals. Premiere Cinema opened in 2005 featuring 14 screens, stadium seating and full digital projection.

3201 E. Colonial Drive  
Orlando, FL 32803  
407.896.1132  
[www.orlandofashionsquare.com](http://www.orlandofashionsquare.com)

#### **MALL HIGHLIGHTS**

Center Size – 1,085,651 sf  
Year Opened – 1973  
Year Remodeled – 2002  
Food Court – 14 Units

#### **ANCHORS & JUNIOR ANCHORS**

Dillard's – 164,290 sf  
JCPenney – 121,853 sf  
Sears – 155,576 sf  
Macy's – 205,855 sf

#### **RESTAURANTS & OUTPARCELS**

Red Star Tavern – 6,082 sf  
Panera Bread – 5,500 sf  
Olive Garden – 9,100 sf  
Premier Cinema – 41,336 sf

#### **FEATURED RETAILERS**

The Limited, The Children's Place,  
Charlotte Russe, New York & Company,  
Panera Bread, Victoria's Secret, Justice,  
Hot Topic, Torrid, Vans, PacSun, Express

#### **TRADE AREA DEMOGRAPHICS**

Population – 686,805  
Households – 271,064  
Average Household Income – \$61,619  
% of Households with incomes > \$50K – 48.9%  
Average Home Value – \$186,314  
Median Age – 34.5  
Total Businesses – 38,333  
Daytime Population – 412,395

Source: ESRI 2009