

The Shoppes at Park Place Pinellas Park, Florida



Developer	Boulder Venture South, LLC
Size	585,000± SF Power Center
Our Role	Exclusive Representative (in both leasing and management) of Boulder Venture South, LLC in the re-development of Parkside Mall.
Description	<p>Colliers Arnold's leasing and management teams exclusively represented Boulder Venture South, LLC in the redevelopment of the Parkside Mall. As the developer was preparing to raise the mall to build a conventional power center the management team was responsible for keeping the existing mall open and negotiate tenant lease buy-outs. That left the leasing team responsible for attracting national and regional tenants that offered shoppers a cohesive but diverse tenant line-up. The leasing team was given the assignment just weeks before the largest retail convention of the year known as the ICSC Spring Convention. Given the fact the developer had already approached several prospects with only a simple site plan and demographics receiving a loud and definitive "No" from all the major tenants, it was critical for the leasing team to have a detailed site evaluation presentation for the first convention of the year. The major issue to address with all the prospects was that the area had an extremely low median income which didn't fit the tenants' criteria. The key to our success was comparing our area demographics with every mall and power center within the entire county to show that our site was ranked #1 out of eight major category's within the demographic overview. This was only the start, but it was a successful start that attracted many tenants which therefore helped lead to our future success.</p>
Results	The Shoppes at Park Place offers shoppers a first class line-up which includes Target, Regal Theatres, Marshall's, Michael's, American Signature, Off Broadway Shoes, Office Depot, Famous Footwear, Dress Barn, Kirkland's, DOTS, Fashion Bug in addition to 11 out-parcels that were land leased at a top dollar rate.

For more information please contact:

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CASE STUDY

