

# THE SHOPS AT WILLOW BEND

PLANO | TEXAS



Centennial



# BIGGER IN TEXAS BETTER IN PLANO

THE SHOPS AT WILLOW BEND ARE LOCATED IN PLANO – A NORTH DALLAS SUBURB KNOWN FOR ITS COMBINATION OF SMALL TOWN VIBES AND BIG CITY BENEFITS.

NICHE RANKS PLANO AS **#11 AMONG THE BEST CITIES TO LIVE IN AMERICA** IN 2023 REPORT.

PLANO IS A **MAJOR HUB FOR FORTUNE 1,000 COMPANIES** & CORPORATE HEADQUARTERS WITH 19 COMPANIES INDIVIDUALLY EMPLOYING 1,000+ AND 16 COMPANIES EACH WITH 500-999 EMPLOYEES.

**23 BUSINESSES** RELOCATED TO PLANO IN 2022.

PLANO **RANKED 7TH IN THE NATION AND 1ST IN TEXAS** FOR THE MOST COWORKING SPACES.

PLANO INDEPENDENT SCHOOL DISTRICT HAS BEEN RANKED A **TOP SCHOOL DISTRICT IN TEXAS** FOR THE PAST FIVE YEARS.



 **3<sup>RD</sup>**

SAFEST CITY IN  
AMERICA

 **12<sup>TH</sup>**

BEST CITY IN AMERICA  
TO FIND A JOB



DALLAS-FORT WORTH HAS  
**43 FORTUNE 1000**  
**COMPANIES**

**DENTON**  
 SALLY BEAUTY

**MCKINNEY**  
 GLOBE LIFE  
 ENCORE WIRE

**PLANO**  
 JCPENNEY  
 YUM CHINA HOLDINGS  
 ALLIANCE DATA SYSTEMS  
 CINEMARK HOLDINGS  
 RENT-A-CAR CENTER  
 TOYOTA NORTH AMERICA  
 FRITO-LAY NORTH AMERICA

**RICHARDSON**  
 LENNOX INTERNATIONAL  
 FOSSIL GROUP

**IRVING**  
 EXXON MOBIL  
 MCKESSON  
 FLUOR  
 KIMBERLY-CLARK  
 PIONEER NATURAL RESOURCES  
 VISTRA ENERGY  
 CELANESE  
 MICHAEL COMPANIES  
 COMMERCIAL METALS  
 FLOWSERVE  
 DARLING INGREDIENTS  
 NEXSTAR MEDIA GROUP  
 CATERPILLAR

**DOWNTOWN DALLAS**

|                        |                      |
|------------------------|----------------------|
| AT&T                   | JACOBS               |
| ENERGY TRANSFER EQUITY | ENLINK MIDSTREAM     |
| CBRE                   | PRIMORIS SERVICES    |
| BUILDERS FIRSTSOURCE   | COMERICA             |
| HF SINCLAIR            | SOUTHWEST AIRLINES   |
| MATCH GROUP            | TEXAS INSTRUMENTS    |
| TENET HEALTHCARE       | AECOM                |
| COPART                 | ATMOS ENERGY         |
| VALHI                  | BINKER INTERNATIONAL |

**FORT WORTH**  
 AMERICAN AIRLINES GROUP  
 RANGE RESOURCES



**THE CLUBS OF PRESTONWOOD + THE HILLS**  
- PRIVATE GOLF COURSE  
- 725 HOMES

**TOWNS OF CHAPEL HILL**  
- 232 APARTMENTS

**CHAPEL HILL BLVD CPD - 5,213**

**PARKWAY CENTER V**  
- 201K SF OFFICE BUILDING

**PARK CENTER**  
- 236K SF CLASS-A OFFICE BUILDING

**W PLANO PKWY CPD - 16,225**

**DALLAS NORTH TOLLWAY CPD - 169,733**

**W PARK BLVD CPD - 28,607**

THE SHOPS AT WILLOW BEND HAVE PRIME LOCATION IN THE MARKET, SURROUNDED BY MULTIPLE RESIDENTIAL COMMUNITIES, RETAIL CENTERS AND OFFICE COMPLEXES.  
WILLOW BEND SEES **219K+** VEHICLES PER DAY.





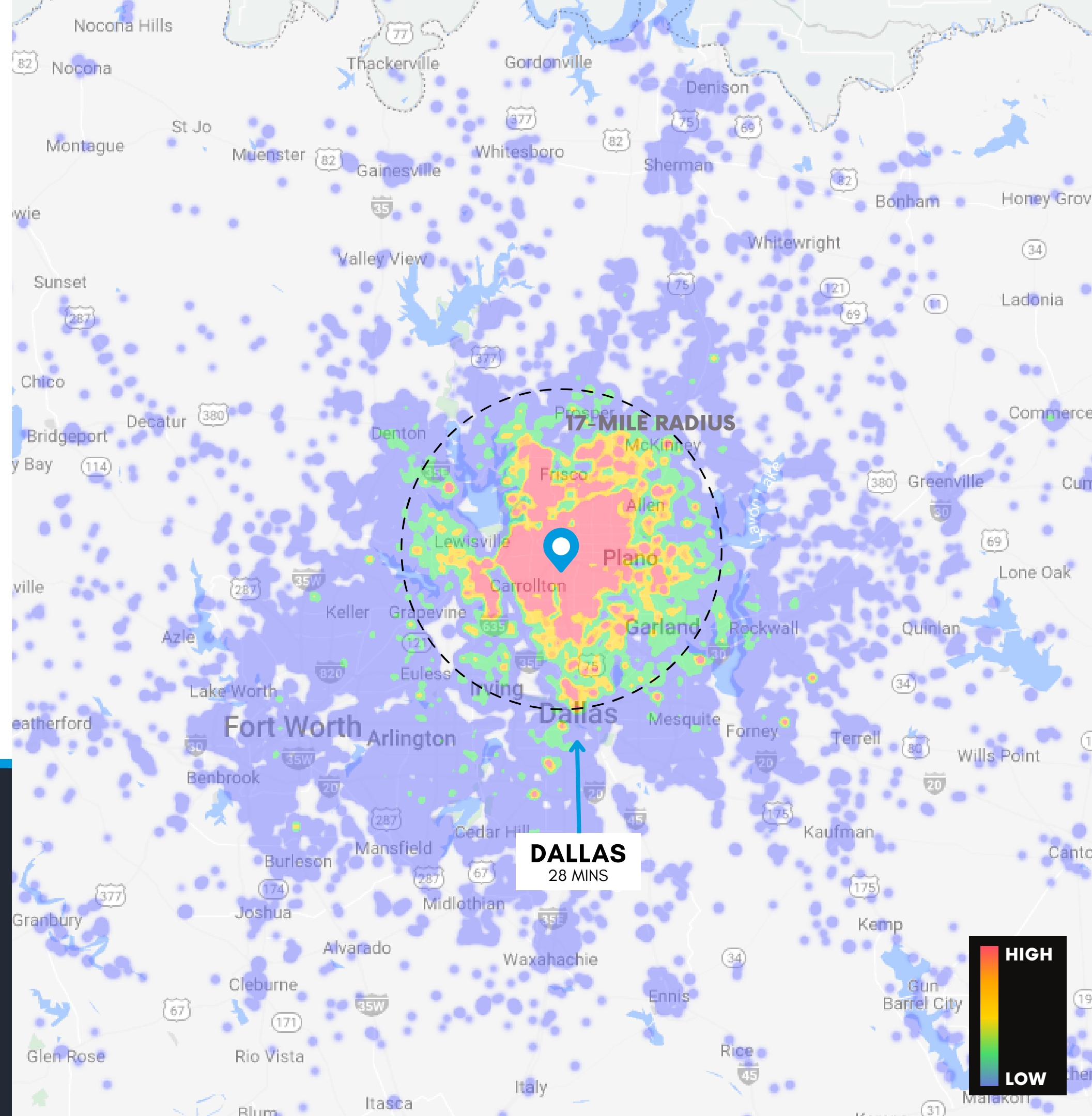
# TRAFFIC DATA

Annual Number of Visits **2.2M**  
Annual Avg. Visit Frequency **2.74**  
Avg. Dwell Time **84 MINS**

## TRUE TRADE AREA DEMOGRAPHICS

Population **1.1M**  
Daytime Population **1.4M**  
Households **436,999**  
Family Households **273,473**  
Average HHI **\$144,000**  
College Degree+ **80%**

**19,600+ HOUSEHOLDS**  
WITHIN 5 MILES OF WILLOW BEND  
**EARN \$200,000 OR HIGHER**







# OUR CORE CUSTOMER

DATA BASED ON 40% OF TRADE AREA

## SPENDING PATTERNS

Household Income **\$500K+**

**2%** ABOVE U.S. AVERAGE **+ 1.5X**

Avg. Discretionary Income

**\$67,600** **+ 1.3X**

Discretionary Income **\$150K+**

**5.6%** **+ 2.2X**

## GENERATIONAL BREAKDOWN

Gen Z

**12.4%**

Millennial

**25.3%**

Gen X

**21.1%**

## PSYCHOGRAPHICS

**SINGLES & STARTERS**

**27.2%**

Young singles starting out and some starter families living a city lifestyle

**POWER ELITE**

**23.5%**

The wealthiest households in the US, living in the most exclusive neighborhoods, and enjoying all that life has to offer



23.5% OF WILLOW BEND'S CORE CUSTOMER CONSISTS OF THE WEALTHIEST PSYCHOGRAPHIC SEGMENT IN PLACER.A- NEARLY 3X HIGHER THAN THE NATIONAL AVERAGE.







**NATIONAL LEASING**

KELLIE FORMAN  
KFORMAN@CENTENNIALREC.COM  
312.504.3598

**LOCAL LEASING, NATIONAL POP UPS,  
ADVERTISING, SPONSORSHIPS, EVENT TOURS**

HEIDI KEMPF  
HKEMPF@CENTENNIALREC.COM  
813.333.3993

THE SHOPS AT  
WILLOW BEND

 SHOPWILLOWBEND.COM

