

THE SHOPS AT WILLOW BEND

PLANO | TEXAS



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 on 2023 best cities to live in America 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 ranks 7th in the nation and 1st in Texas for the most coworking spaces.

Plano Independent School District ranks as a top school district in Texas for the past five years.



3RD

SAFEST CITY IN
AMERICA

12TH

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
ENERGY TRANSFER EQUITY
CBRE
BUILDERS FIRSTSOURCE
HF SINCLAIR
MATCH GROUP
TENET HEALTHCARE
COPART
VALHI
JACOBS
ENLINK MIDSTREAM
PRIMORIS SERVICES
COMERICA
SOUTHWEST AIRLINES
TEXAS INSTRUMENTS
AECOM
ATMOS ENERGY
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 - 8,127

PARKWAY CENTER V
- 201K SF OFFICE BUILDING

PARK CENTER
- 236K SF CLASS-A OFFICE BUILDING

W PLANO PKWY CPD - 17,007

DALLAS NORTH TOLLWAY CPD - 140,067

W PARK BLVD CPD - 27,023

THE SHOPS AT WILLOW BEND HAVE PRIME LOCATION IN THE MARKET, SURROUNDED BY MULTIPLE RESIDENTIAL COMMUNITIES, RETAIL CENTERS AND OFFICE COMPLEXES.
WILLOW BEND SEES **192.2K+** VEHICLES PER DAY.



TRAFFIC DATA

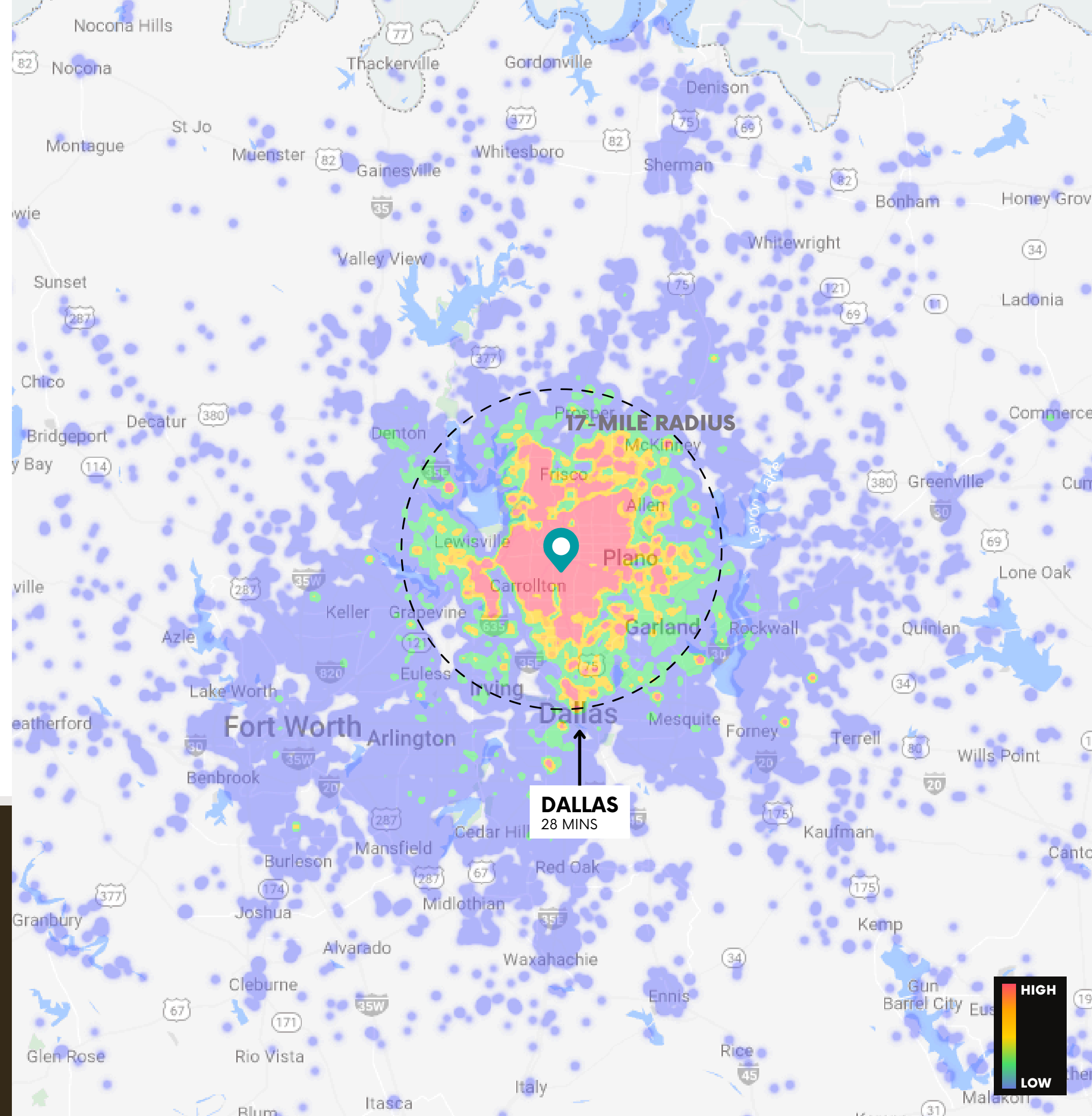
Annual Visits	2.2M
Annual Avg. Visit Frequency	2.8
Avg. Dwell Time	72 MINS

TRADE AREA DEMOGRAPHICS

Population	1.2M	Average HHI	\$141,701
Daytime Population	1.4M	HHI \$200K+	20%
Households	455,219	College Degree+	81%
Family Households	290,299		
Millennials	24%		
Gen X	23%		



WITHIN A 5 MILE RADIUS OF WILLOW BEND
MORE THAN 4,100 HOUSEHOLDS
EARN \$500K OR MORE IN ANNUAL HHI





CORE CUSTOMER INSIGHTS

SPENDING PATTERNS & PSYCHOGRAPHICS

SPENDING PATTERNS

		ABOVE U.S. AVERAGE
Household Income \$500K+	3%	+
Avg. Discretionary Income	\$74,274	+
Discretionary Income \$125K-\$150K	9%	+

PSYCHOGRAPHICS

Young Professionals Well-educated young professionals starting their careers in white-collar or technical jobs.	22%	+
Young Urban Singles Singles starting their career in trade and service jobs.	20%	+
Ultra Wealthy Families The nation's wealthiest families.	18%	+



WILLOW BEND'S CORE CUSTOMERS ARE IDENTIFIED AS SOME OF THE MOST AFFLUENT HOUSEHOLDS IN THE NATION.



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