



The Shops at Willow Bend

Plano, TX

JCDecaux

Anchor Stores

The only Neiman Marcus in North Dallas, Macy's, and Dillard's

Major Stores

The Shops at Willow Bend offers a premier blend of trendy and sophisticated shopping including Ann Taylor, Anthropologie, Apple, Aveda, Banana Republic, Bose, Brooks Brothers, Brookstone, Elizabeth Arden Red Door Salon and Spa, G by Guess, Godiva Chocolatier, H&M, J. Crew, Lacoste, L'Occitane, Lush, MAC Cosmetics, Origins, Papyrus, Sephora, Swarovski, Talbots, and Victoria's Secret.

This center is also the market's premier home furnishing destination with a flagship location for Crate & Barrel, Restoration Hardware, Mitchell Gold & Bob Williams and Z Gallerie.

Location

This two-level finely crafted, enclosed Prairie-style shopping mall is located just north of the Dallas city line. It is at the northwest intersection of the Dallas North Tollway and West Park Boulevard. The Shops at Willow Bend is half of a mile north of the President George Bush Turnpike which provides a direct route to DFW airport. The center is also easily accessible from the LBJ Freeway.

Fast Facts

Average visits per month	1,166,667
Trade area population	1,582,965
Number of stores	150
Size in sq.ft.	1,262,000
Total number of ad faces	98
Shopper Average HHI	\$104,775
DMA Average HHI	\$78,195





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Demographic Information ¹

	Trade Area 2017	Dallas CBSA 2017
Population	1,582,965	7,284,296
Households	580,799	2,606,384
Average HH Income	\$116,500	\$89,815

*2017 National Average HHI \$80,675

Plano is home to 8,000+ businesses and global headquarters. There are 27 country clubs in the trade area and 140 hotels within a 10 mile radius.

General Information

Mall Type: Super Regional Mall

Mall Owner: Starwood Retail Properties

Opening Date: August 2001

Renovation Date: 2011

DMA: Dallas, Ft. Worth #5

Address: 6121 W. Park Boulevard, Plano, TX 75093



Shopper Characteristics ²

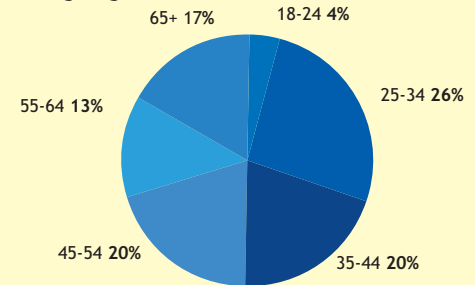
The Willow Bend trade area enjoys high, double-income households and three major corridors of exceptional technological and office development growth. 62% of shoppers at Willow Bend are married, and 40% have children under 18 at home. 77% have attended college or graduate school, and 67% are white-collar professionals.

Willow Bend shoppers are 43% more likely to have an annual household income in excess of \$100,000 than the average adult in the Dallas DMA.

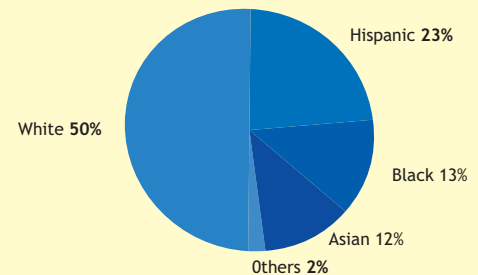
Male 31% Female 69%

Percentage of Shoppers by Age

Average Age: 45

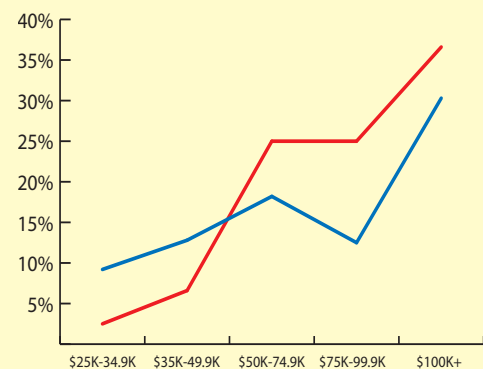


Percentage of Shoppers by Race



Household Income

The Shops at Willow Bend Shoppers
Dallas/Fort Worth/Arlington CBSA



Sources: 1-2017 ESRI Forecasts/U.S. Census Bureau; 2-2017 Nielsen/Scarborough Research Corp./VNU www.shopwillowbend.com