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Colonial TownPark adds tenants, preps for grand opening

Retail center's stores find good business in catering to upscale clientele.

By **JILL KRUEGER** Staff Writer

LAKE MARY — Keren and Larry Speck, owners of Sugar Sugar candy shop, turn sugar and water into lollies and lollipops in front of window-watchers and onlookers across from AmStar Cinema at Colonial TownPark in Lake Mary.

The Specks' candies, based on a 200-year-old Australian recipe, are among several products new retailers are un-

veiling at Colonial Properties Trust's 191,000-square-foot town center.

In addition to Sugar Sugar's 1,000-square-foot store, other new tenants include:

- Walk On Water, upscale men's and women's sportswear, 3,000 square feet
- Re/Max Realty of Central Florida, 2,500 square feet
- Portfolio Jeweler, 2,400 square feet
- Anne Rue Interiors, interior design and furnishings, 2,400 square feet
- Studio 6, paint your own pottery, 1,700 square feet
- Sprint PCS, 1,300 square feet
- Nico's, children's clothing, 1,200

square feet

- Segreti d' Intimo, fine lingerie, 1,200 square feet
- Euro Moda European shoes, 1,200 square feet
- The Brazilian Connection, women's clothing, 900 square feet

And with the grand opening still a few weeks away, the addition of new retailers is just the ticket for development owner Colonial Properties Trust.

"We weren't sure if there were enough people to support what we were doing," says Wade Robinett, retail leas-

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OPENING SOON



- Shear Bliss day spa, 6,000 square feet, mid-June
- Black Fin Grill, 8,200 square feet, mid-June
- Two-story sports grill, 11,000 square feet, fall
- Amura Japanese Steakhouse, 7,500 square feet, early July
- SunTrust, August

Colonial

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ing agent for Colonial Properties Trust. "It's a sigh of relief that everyone is performing better than expected."

Upscale offerings

The big question in Robinett's mind as plans developed for the center was whether the TownPark's mix of tenants would work within the community in which it is located.

The population around Colonial TownPark is growing rapidly. The area experienced a 54.6 percent increase in population growth from 1990 to 2001, Robinett says. New apartments and town homes are driving the growth. In the last year and a half, nearly 2,000 apartments and town homes were built within 2 miles.

Initially, the center attracted a large number of restaurants. Other retailers have since joined the ten-



Photo by Tanya Lundine

Sugar Sugar's Larry and Keren Speck (right) wait on customers at their Colonial TownPark store.

ant mix at Colonial TownPark, and those that have done well all have one thing in common, Robinett says: They cater to Heathrow's upscale clientele.

There's plenty of upscale clientele to go around. Within a 1-mile radius are 2,600 residents with an average annual income level of \$200,000.

And with the next round of tenants, the center will be at about 90 percent occupancy, Robinett says.

A grand opening is set for June 25 and 26, with a silent auction of 23 wooden Adirondack chairs handcrafted by local artists. They will be sold to benefit the Seminole Cultural Arts Council.

Tenants say they are expecting an even greater increase in business with the new stores and grand opening just around the corner.

"We live in a community that is embracing this center," says Roxane Mann, owner of Walk On Water.

"We're all hopeful."