

BROOKSVILLE, FLORIDA

BROOKSVILLE SQUARE



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THE VISION

Brooksville Square is a 94,370 SF retail redevelopment positioned at the primary signalized entrance to the Cortez Boulevard corridor. It sits at the front door of Brooksville's core retail trade area and captures the daily traffic that drives this market.

The project is anchored by a high-performing Publix and proposed tenant line up including TJ Maxx, Ross and Five Below, creating a powerful value-driven co-tenancy that does not currently exist in this corridor. This merchandising strategy intentionally clusters national traffic drivers that complement one another and serve everyday demand.

With a refreshed facade, improved site flow, and a curated tenant mix, Brooksville Square is being repositioned as the dominant neighborhood retail destination in the market.

**19456 Cortez Boulevard
Brooksville, FL 34601**





BROOKSVILLE SQUARE OVERVIEW

Brooksville sits roughly 45 miles north of Downtown Tampa with direct access to the Suncoast Parkway, making it an easy commute into the Tampa MSA. Over the last several years, the market has seen steady residential growth as households move north for more space and stronger value.

Often referred to as the heart of Florida's "Adventure Coast," Brooksville stands out for its rolling hills and outdoor amenities. Southern Hills' championship fairways and the custom homes throughout the surrounding highlands have brought higher-income rooftops into the trade area and continue to elevate the corridor.

Retail in Brooksville has historically been limited, but that is changing. As new rooftops deliver, demand for national brands, and daily-needs services continues to deepen. The market is ready for a more consolidated, credit-driven retail presence which is currently underway at Brooksville Square.



BROOKSVILLE & HERNANDO COUNTY STATS

\$1.6B+

Retail Spending Opportunity Hernando households spend over \$1.6B annually on apparel and groceries—much of which currently “leaks” to neighboring counties due to a lack of local Class A options.

Source: Hernando Office of Economic Development

0.37%

New Construction vs. Inventory With only ~37,000 SF of retail space projecting to deliver in the next 8 quarters in a 10M SF market, there is virtually no new supply to meet surging tenant demand.

Source: CoStar Submarket Analytics

13.7%

Annual Income Growth Median household income in the trade area grew by double digits in the last 12-month cycle, significantly outbounding the national average and increasing local buying power.

Source: US Census Bureau / Economic Census

\$512,000

Median Home Value (Brooksville) A 19.1% year-over-year increase in local home values signals a rapid shift toward a more affluent, high-spending demographic in the immediate trade area.

Source: Redfin Market Insights

12.2%

Population Growth Since 2020 Hernando County is one of the fastest-growing regions in the Tampa MSA, now reaching an estimated population of 218,150.

Source: Source: US Census Bureau QuickFacts

10.5%

Taxable Property Value Increase Reflecting massive capital investment, the county's tax base rose to \$16.4 Billion, indicating a booming local economy and rising commercial asset values.

Source: Hernando County FY 25-26 Budget

2.5%

Market Vacancy Rate Hernando County is at a functional “zero-vacancy” state for Class A retail. This represents one of the tightest submarkets in the Florida Suncoast.

Source: CoStar Group (Submarket Report)

218,000+

Trade Area Population The county has reached a critical mass that justifies “Tier 1” national retail expansion, supported by a regional labor force of over 6,500 retail-specialized employees.

Hernando Office of Economic Development

ACCESS & LOCATION

Brooksville Square serves as the strategic northern terminus of the Tampa-Suncoast Parkway growth corridor. As the Tampa MSA continues its aggressive expansion, Brooksville has emerged as the premier residential landing spot for the region’s professional workforce. Directly connected via the Suncoast Parkway to Downtown Tampa and the 12.4M SF Westshore Business District, Brooksville Square intercepts high-income commuters returning home to the “Adventure Coast.” With immediate proximity to major medical institutions like TGH Brooksville and HCA Oak Hill, the property captures a daily-needs customer base in the most supply-constrained submarket in the Florida Suncoast.

1 12.4M SF
WESTSHORE DISTRICT
OFFICE MARKET

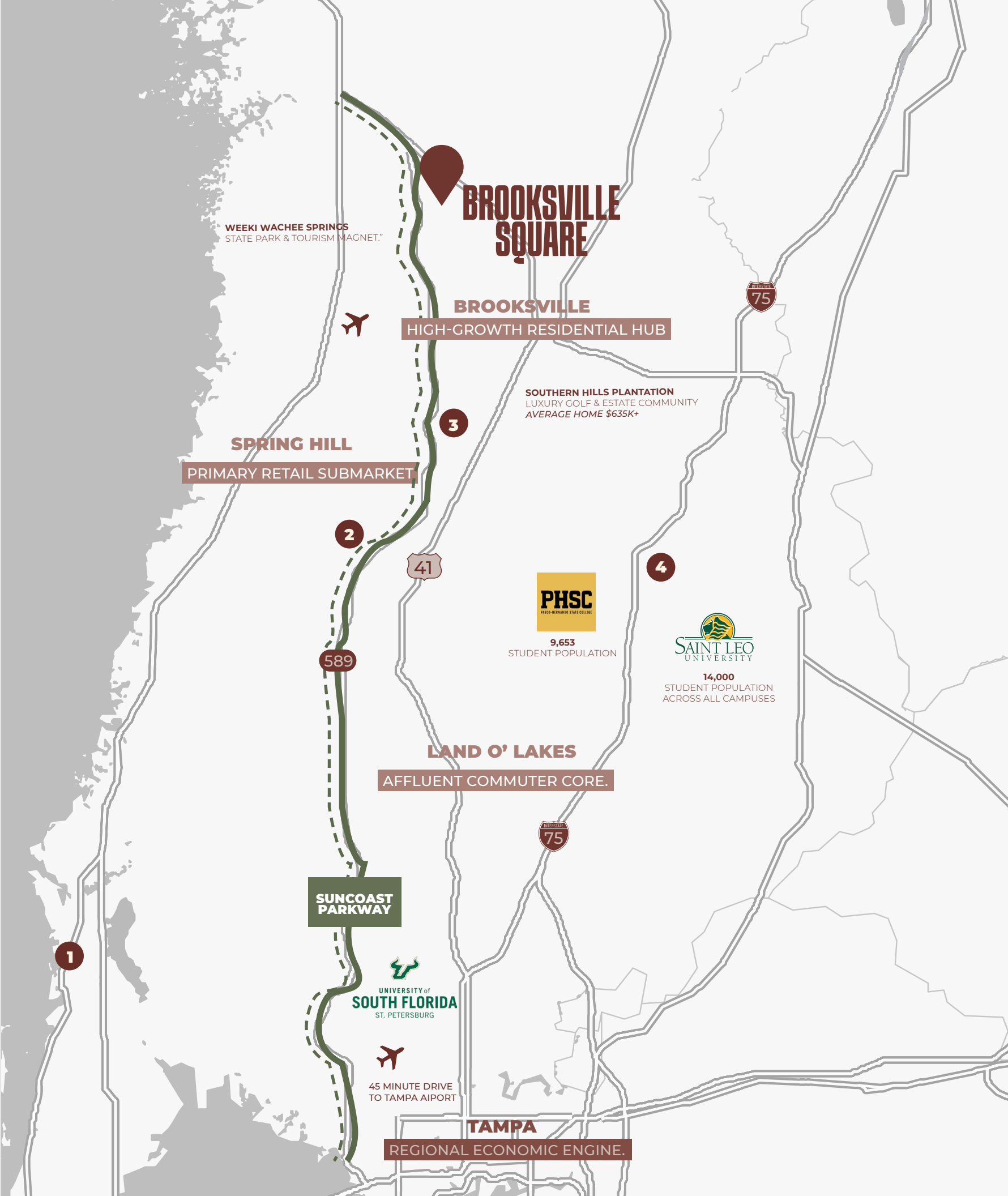
2 1.5K
HCA FLORIDA OAK HILL
LOCAL EMPLOYEES

3 TGH BROOKSVILLE
MEDICAL ANCHOR

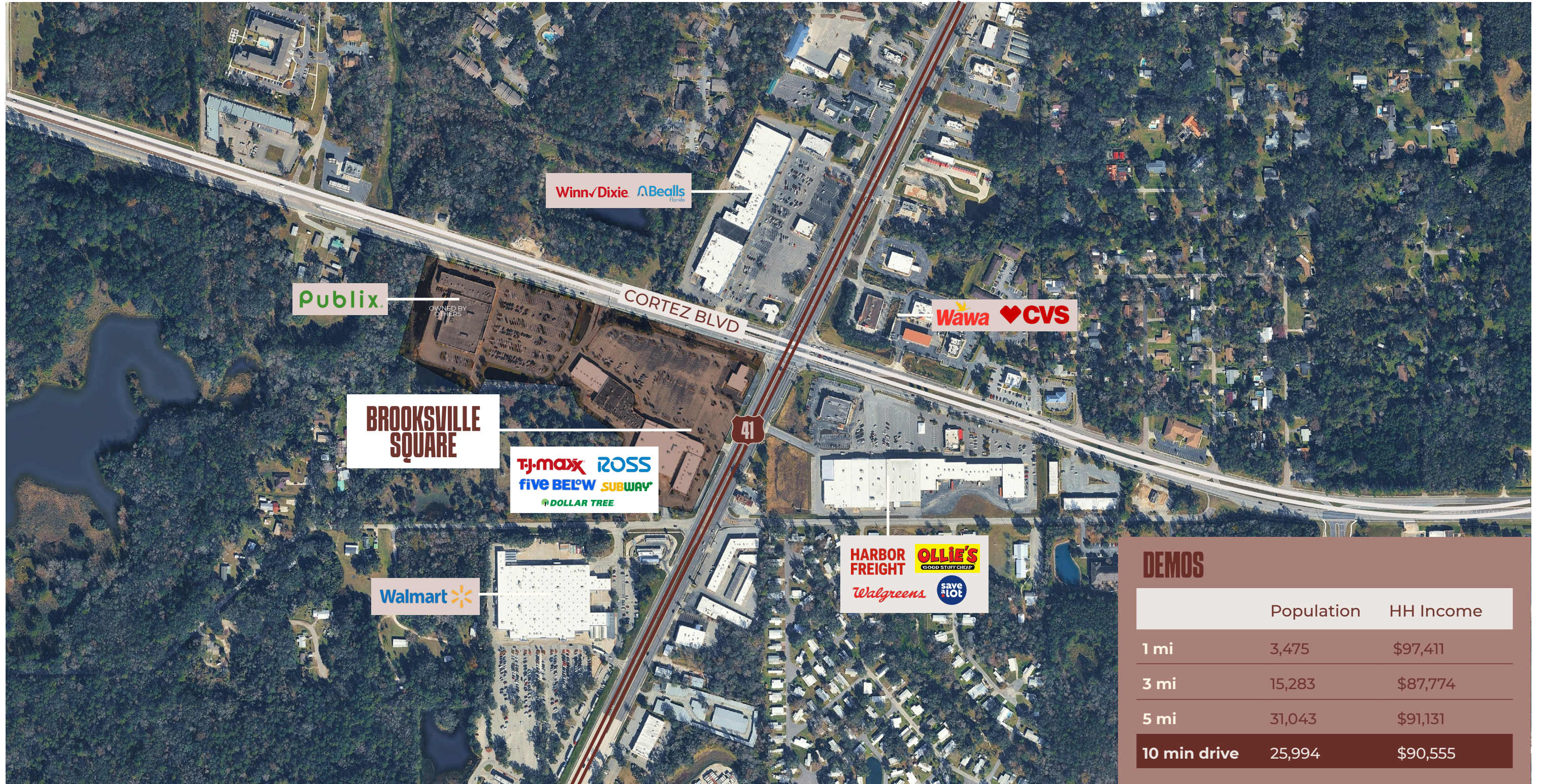
4 WALMART DISTRIBUTION
REGIONAL INDUSTRIAL HUB

✈ \$154M
BKV REGIONAL AIRPORT
LOGISTICS EXPANSION

USF (University of South Florida) 50,000+ Students & Faculty
PHSC (North Campus) Immediate Academic Anchor (Located in Brooksville)
Saint Leo University Saint Leo University



CLOSE UP SITEPLAN



DEMOS

	Population	HH Income
1 mi	3,475	\$97,411
3 mi	15,283	\$87,774
5 mi	31,043	\$91,131
10 min drive	25,994	\$90,555

AVAILABILITY



Suite	SF	Tenant Type
1	1,700	XLNT Smoke Shop
2	1,050	Direct Auto Insurance
3	1,200	AVAILABLE
4	1,200	Cricket Wireless
5	1,500	AVAILABLE
6	900	Imperial Cleaners
7	900	Boost Mobile
8	1,500	AVAILABLE
9	1,200	Brooksville Liquor
10	1,450	Metro PCS
11	1,000	Edward Jones
12	1,750	Little Ceasars
13	22,276	TJ maxx (PROPOSED)
14	18,028	Ross (PROPOSED)
15	1,575	AVAILABLE
16	900	Queen Nails
17	900	AVAILABLE
18	1,200	AVAILABLE
19	8,345	Dollar Tree
20	4,465	AVAILABLE
21	8,502	Five Below (PROPOSED)
22	1,600	Subway
23	2,400	AVAILABLE
24	4,858	AVAILABLE
25	3,971	Buddy's Home Furnishings

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