



Clearly Zephyrhills

RETAIL MARKET REPORT

ZEPHYRHILLS IS RIPE FOR RETAIL

The City of Zephyrhills, located just north of the I-4 Super Region and Tampa Bay, is an oasis of opportunity for retailers looking for growth corridor locations and small vibrant communities. Zephyrhills is a thriving town built around pure water, healthcare, light manufacturing, recreation, and family-friendly living.

Since 1930, Zephyrhills has been known as the go-to place for Snowbirds. While other Florida cities capture their share of visitors during the winter, Zephyrhills recognized early-on the economic opportunity that Snowbirds represented and began to market the City to winter residents. As a result, the population of Zephyrhills and the surrounding area swells every year from 55,000 permanent residents to 88,000 from November to April.

With our own all weather modern municipal airport and connections to interstates I-75 and I-4, access to our community is excellent. Funded expansions of State Road 56 and US 301 will greatly enlarge the future trade area.



Zephyrhills is home to *Nestle's Zephyrhills® Natural Spring Water* and the headquarters of one of the fastest growing franchise companies in the United States, *Goin' Postal*.

If you are a retailer looking for your next store location, the choice is...

Clearly
Zephyrhills



DEMOGRAPHICS

POPULATION		15 MIN. DRIVE TIME	
2021		87,501	
2016		81,896	
HOUSEHOLDS		15 MIN. DRIVE TIME	
2021		32,797	
2016		31,332	
HOUSING		15 MIN. DRIVE TIME	
Total Dwellings		44,270	
Owner-Occupied		60.9%	
Renter-Occupied		17.7%	
Seasonal/Vacant		21.2%	
HOUSEHOLD INCOME		2016	2021
< \$15K		14%	12.6%
\$15-\$35K		31.8%	29.1%
\$35-\$50K		16.9%	15.9%
\$50-\$100K		27.5%	30.5%
> \$100K		8.6%	11.4%
SALES TAX %			
Florida			6%
County			1%
City			0%

Source 2016 Gale Cengage Libraries

RETAIL OPPORTUNITIES

An analysis of Gale Cengage data shows many flourishing markets in the Zephyrhills trade area including the segments below.

2016 RETAIL SALES (0-10 MILES)

RETAIL STORES	Annual Sales
General Merchandise & Department Stores	\$127 Mil
Miscellaneous Retailers	\$9.7 Mil
Supermarkets & Grocery	\$141.2 Mil
Specialty Food Stores	\$5.3 Mil
Special Foodservices	\$6.9 Mil
Liquor Stores & Drinkeries	\$10.3 Mil
Hobbies & Gifts	\$12.2 Mil
Automotive & M/V Dealers	\$163.9 Mil
Building Supplies & Hardware	\$22.6 Mil
Home & Garden Centers	\$29 Mil
Clothing, Shoes & Accessories	\$32.8 Mil
Home Furnishing & Furniture Stores	\$15.7 Mil
Total Retail Sales	\$1 Billion

ZEPHYRHILLS SHOPPERS SPEAK OUT

The Greater Zephyrhills Chamber of Commerce asked residents for help identify stores, shops, and restaurants they would like to have in the City, but which are missing from the commercial landscape.

Winter visitors were also asked about familiar shops and restaurants they missed from “back home.”

The survey was conducted in September 2017. A 2013 survey determined interest in Hobby Lobby, which opened their doors in 2014. Both Chick-fil-A and Starbucks also made the list that year, with Chick-fil-A now in planning and Starbucks considering Zephyrhills as a location for future business.

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MOST WANTED BRANDS

1. Chick-fil-A **COMING SOON**
2. Target
3. Starbucks **CONSIDERING**
4. Red Lobster
5. Olive Garden
6. Steak n' Shake
7. ALDI Grocery **COMING SOON**
8. Outback Steak House
9. Barnes & Noble
10. Harbor Freight Tools **COMING SOON**

MOST WANTED RETAIL

1. Clothing Stores
2. Chain Restaurants
3. Bookstores (Large)

MOST WANTED ACTIVITIES

1. Community Center/Performing Arts
2. Miniature Golf
3. Recreation (Roller Rink, Tennis, Pool)
4. Night Club (Ages 20-40) **COMING SOON**



Kristian Colasacco
Art & Photography

DOWNTOWN ZEPHYRHILLS

A collection of local restaurants, retailers, and professional service companies adjacent to the Zephyrhills Historical District create a quaint walkable shopping and dining experience. Recent growth has brought us a place to shop for antiques, gifts, artwork, and unique one-of-a-kind items, as well as an award-winning micro-brewery, night club and local eateries. Future design plans for the area include interactive murals, art installations, water features, and more.

(Re)Imagine Gall Boulevard is a city initiative to transform the Gall Blvd. Corridor into a traditional and vibrant downtown. The goal is to design a framework to provide a multi-use center that identifies flexible opportunities for business, that includes design, and architectural standards, as well as pedestrian and transportation enhancements. Community workshops will continue to be held to give citizens and business owners input into the progress and future of this project. For more information, visit: ci.zephyrhills.fl.us



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UPTOWN ZEPHYRHILLS

ZEPHYR COMMONS

A mixed use, multi-parcel retail and office development situated on 60+ acres. 335,000 s.f. retail, 50,000 s.f. office space and 12 out-parcels are planned.

- A** **Phase I** was built in March 2009 and consists of 6,000 s.f., anchored by a Publix Supermarket, Staples Office Supply and Pet Supermarket. One 1,200 s.f. unit available.
- B** **Parcel Three** is a freestanding, multi-tenant building on the northwest corner of the center. 8,500 s.f. retail situated on 1 acre. Tenants include Mattress Firm, Jersey Mikes, AT&T, and a Hear USA. One 1,200 s.f. end cap available.
- C** **Phase II** is a proposed 208,000 s.f. center with large "Big Box" units, consisting of 25,000, 30,000, 55,000, and 98,000 s.f. currently available for pre-construction leasing. Future site of Chick-fil-a.

TOWNVIEW SQUARE

- D** Community center situated on 18 acres, built in 1990 and renovated in 2003. The center consists of 170,000 s.f. anchored by Rural King, Save-A-Lot Foods, TJ Maxx, and Ross "Dress for Less". A smaller retail building is situated on the south edge of the property with Panera Bread as primary tenant. Three retail spaces from 1,400-5,600 s.f. available.

LOWES HOME IMPROVEMENT CENTER

- E** 141,000 s.f., freestanding, single user retail building on 15 acres. Nearby businesses include Ruby Tuesday, Microtel, and Suntrust Bank.

NORTH TOWNE CENTER

- F** Retail strip center consisting of 16,000 s.f. situated on 4 acres. Tenants include Beef O'Brady's, GameStop, China One, Lees Nails, and Capri Pizza. One 7,000 s.f. end cap available.

- Available
- Under Construction
- Planned

35,500 Average Daily Trips

ZEPHYRHILLS WALMART SUPERCENTER

- G** 176,000 s.f., freestanding, single-user retail building on 24 acres. Nearby retailers include Dollar Tree, Amcot, Chili's Restaurant, Payless Shoes, Sally Beauty Supply, and Murphy USA.

ALDI BUILDING SITE

- H** The future site of ALDI Grocery. 19,785 s.f. with outparcels available for pre-construction leasing.

MERCHANTS SQUARE

- I** Community center consisting of 149,000 s.f. of retail space on 23 acres. Tenants include Bealls Department Store, Tractor Supply, Hobby Lobby, Hibbett Sports and Anytime Fitness. Two 1,600 - 2,030 s.f. retail units available for lease.

