

# OAC

## ICSC 2010 Conference on Open-Air Centers

**The New Normal: The Information, Insights, and Contacts to Adapt, Survive and Prosper in Today's Shopping Center Environment**

March 10 – 12, 2010

The Ritz Carlton Grande Lakes  
Orlando, FL



### Wednesday, March 10, 2010

1:00–1:30 PM **Tour Registration**      1:30–4:30 PM **Tour Visits**

The cost of the tour is \$45, which includes transportation and a guided tour of all three locations. Space is limited and registrations will be accepted on a first-come first served-basis. **Pre-registration is required.** Deadline: March 5, 2010. To register complete the form below.

**Please Return Form to:**      **Conference on Open-Air Centers Pre-Event Tour**  
PO Box 26958  
New York, NY 10087-6958  
  
Fax: +1 732 694 1800 (*credit card payments only*)

If you have any questions or need additional information, please call **Michelle James** at +1 646 728 3689 or email at [mjames@icsc.org](mailto:mjames@icsc.org). No refunds will be given at anytime.

Name	Title
Company	
Address	
City	State/Province
Zip/Postal Code	Country
Telephone	Fax
E-mail	Membership No.

**Fee:** \$45.00 per person (*fee includes transportation and guided tour*)

Number of tickets \_\_\_\_\_ for \_\_\_\_\_

**Total \$** \_\_\_\_\_

#### METHOD OF PAYMENT

Check or money order *made payable to ICSC* enclosed for \$ \_\_\_\_\_

MasterCard     Visa     AMEX     Discover \$ \_\_\_\_\_

**Name** (as it appears on credit card) \_\_\_\_\_

**Account Number** (include all digits) \_\_\_\_\_      **Expiration Date** (mo/yr) \_\_\_\_\_

**Signature** \_\_\_\_\_



**LOOP-Orlando  
&  
LOOP West**

**L**ocated at the intersection of John Young and Osceola Parkways in the southern portion of the Orlando trade area, LOOP & LOOP West were opened in 2005 and 2007, respectively. The LOOP is 440,000 sf and features seven specialty anchors and nearly

40 shops and restaurants including *Kohl's*, *Macaroni Grill* and *Regal Cinema 16*. Due to the overwhelming success of The LOOP and the demand for increased shopping opportunities, The Wilder Companies went on to develop the adjacent, complementary center, LOOP West. This center is 400,000 sf and features six specialty anchors including *JCPenney*, *Belk* and *Babies R Us*. A seventh anchor, *TJ Maxx*, is on its way as a replacement for the now defunct *Circuit City*. Smaller shops and restaurants include *Jared*, *Ulta*, *Zales* and *Bonfish Grill*. Family oriented and pedestrian friendly, each open-air center is unique in its design, yet both are vibrant and inviting with wide sidewalks, street lamps, benches and distinctive streetscape designs. The centers sparked a retail boom in the formally underserved market resulting in over one million square feet of retail now open at the intersection. [www.attheloop.com](http://www.attheloop.com).





## Winter Garden Village at Fowler Greens

**W**inter Garden Village at Fowler Groves is an open-air shopping center designed to enhance the West Orlando community. Around every corner you'll find beautiful landscaping, park benches, walkways and ornate architecture creating a welcoming environment. The property also features premier fashion retailers and boutiques along with home improvement, electronics and a bookstore. From various dining establishments, a health club and service oriented retailers, Winter Garden Village offers shopping and gathering opportunities to fit everyone's needs.



## Winter Park Village

**W**inter Park Mall opened in 1965 as the first enclosed mall (500,000 sf) in Florida. It became the model with two department store on either end and shops and restaurants in the middle. Winter Park Mall thrived as it became "the place" in Orlando for shopping. As time passed, the interstate highway system allowed for the creation of new suburban areas that attracted affluent residents who wanted the suburban lifestyle. This phenomenon together with the new department store model of 200,000+ sf made the Winter Park Mall and obsolete "in fill" location.

Although the mall was obsolete and failing it was not the fault of the location. It was still great real estate in a superb market. Casto Lifestyle Properties was encouraged by the City of Winter Park to "think out of the box" and redevelop the mall in a mixed use format. The plan was conceived and implemented from 1995 to 2000 and today enjoys a renewed success. The mix of uses includes 350,000 sf of retail, 115,000 sf of office and 58 loft apartments. Casto also purchased 5 acres of adjacent land which intends to develop in the near future for a hotel or office. Winter Park Village set a new trend toward mixed use development that blossomed throughout the country and is continually bringing people back to the urban areas.