

PACIFIC
RETAIL

BROWARD MALL

SHOPPING, DINING, AND
ENTERTAINMENT DESTINATION
IN PLANTATION FLORIDA

WE HAVE IT ALL

**EVOLVING
REAL ESTATE
FOR THE NEXT
GENERATION**



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Welcome

Located in downtown Plantation, Broward Mall is a vibrant hub spanning over 1 million square feet of retail space, attracting 3.6 million visitors annually. Home to top brands like H&M, Foot Locker, and Victoria's Secret, the mall offers the latest in fashion trends and unique finds.

More than just shopping, Broward Mall is a community centerpiece where families can enjoy diverse amenities, including a children's play area, the Regal Stadium 12 & RPX cinema, and the interactive Young At Art Museum.

Enjoy dining options from Brio Italian Grille to Buffalo Wild Wings, and partake in seasonal and community events that make every visit memorable. At Broward Mall, we prioritize family connection and community engagement, ensuring every visit is more than just shopping—it's an experience.

At Broward Mall, we don't just offer shopping—we deliver an experience. Whether you're browsing, dining, or enjoying a family day out, we make family time fun, memorable, and effortless. Join us for exciting activities, enriching programs, and endless opportunities for connection—because at Broward Mall, family comes first!

QUICK FACTS

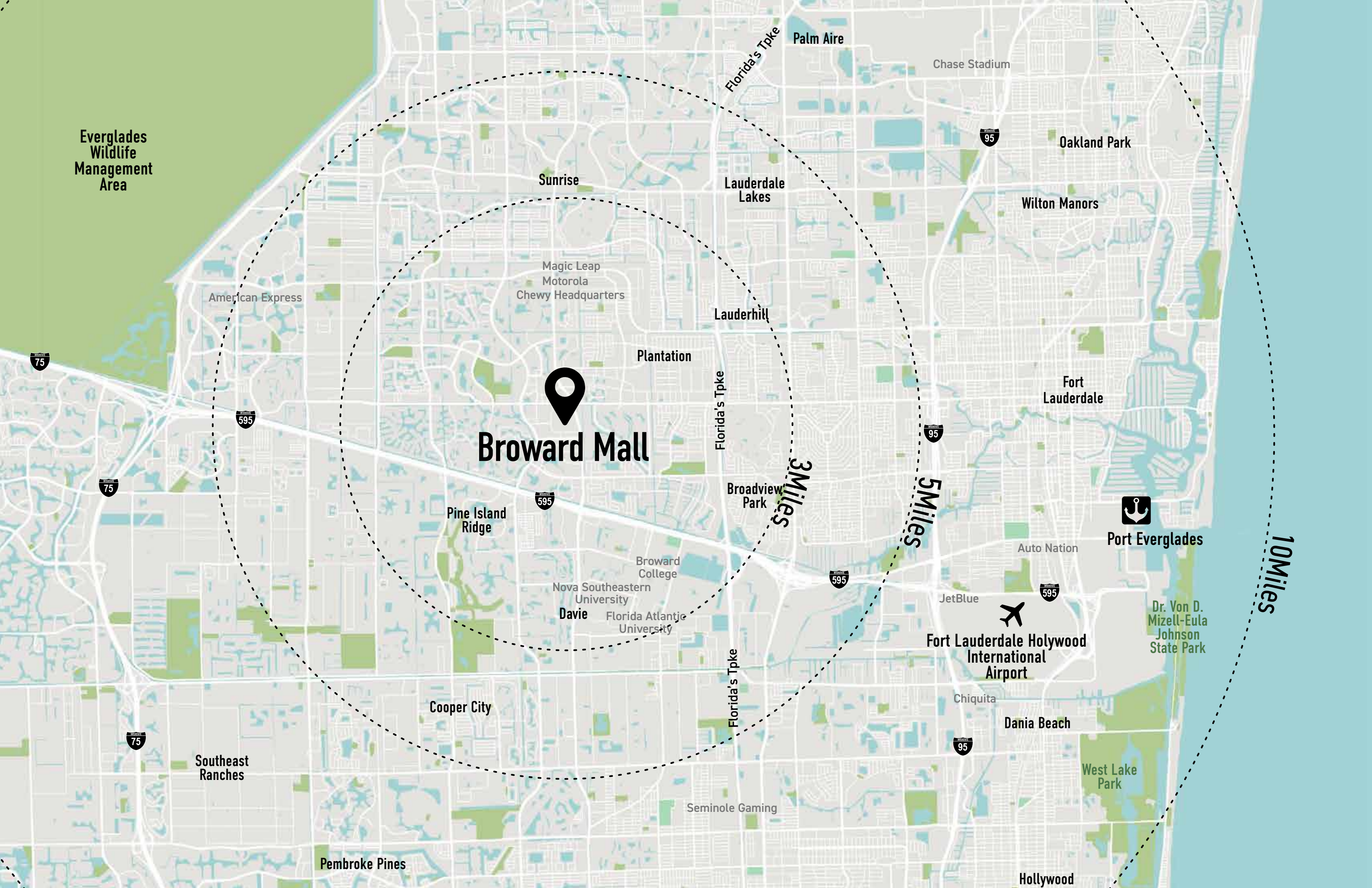
Built	1978
Redeveloped	2014
Stores	102
Total Center GLA	1,050,011 sqft
Annual Visitors	3.6 Million
Parking Spaces	4,775





A CENTRAL GATHERING PLACE

Broward Mall offers a memorable, inviting, experiential, energetic, and fun destination. This beloved local gem provides an enhanced shopping experience that fully engages the community and activates the center with entertainment and excitement for guests of all ages.



Everglades
Wildlife
Management
Area


Broward Mall

Sunrise

Lauderdale
Lakes

Palm Aire

Chase Stadium

Oakland Park

Wilton Manors

American Express

Magic Leap
Motorola
Chewy Headquarters

Lauderhill

Plantation

Florida's Tpke

Broadview
Park

Pine Island
Ridge

595

Broward
College

Nova Southeastern
University

Davie

Florida Atlantic
University

Cooper City

Florida's Tpke

5 Miles

3 Miles

10 Miles

Fort
Lauderdale



Port Everglades

Auto Nation

595

JetBlue



Fort Lauderdale Hollywood
International
Airport

Dr. Von D.
Mizell-Eula
Johnson
State Park

Chiquita

Dania Beach

West Lake
Park

Seminole Gaming

Southeast
Ranches

Pembroke Pines

Hollywood

75

75

75

595

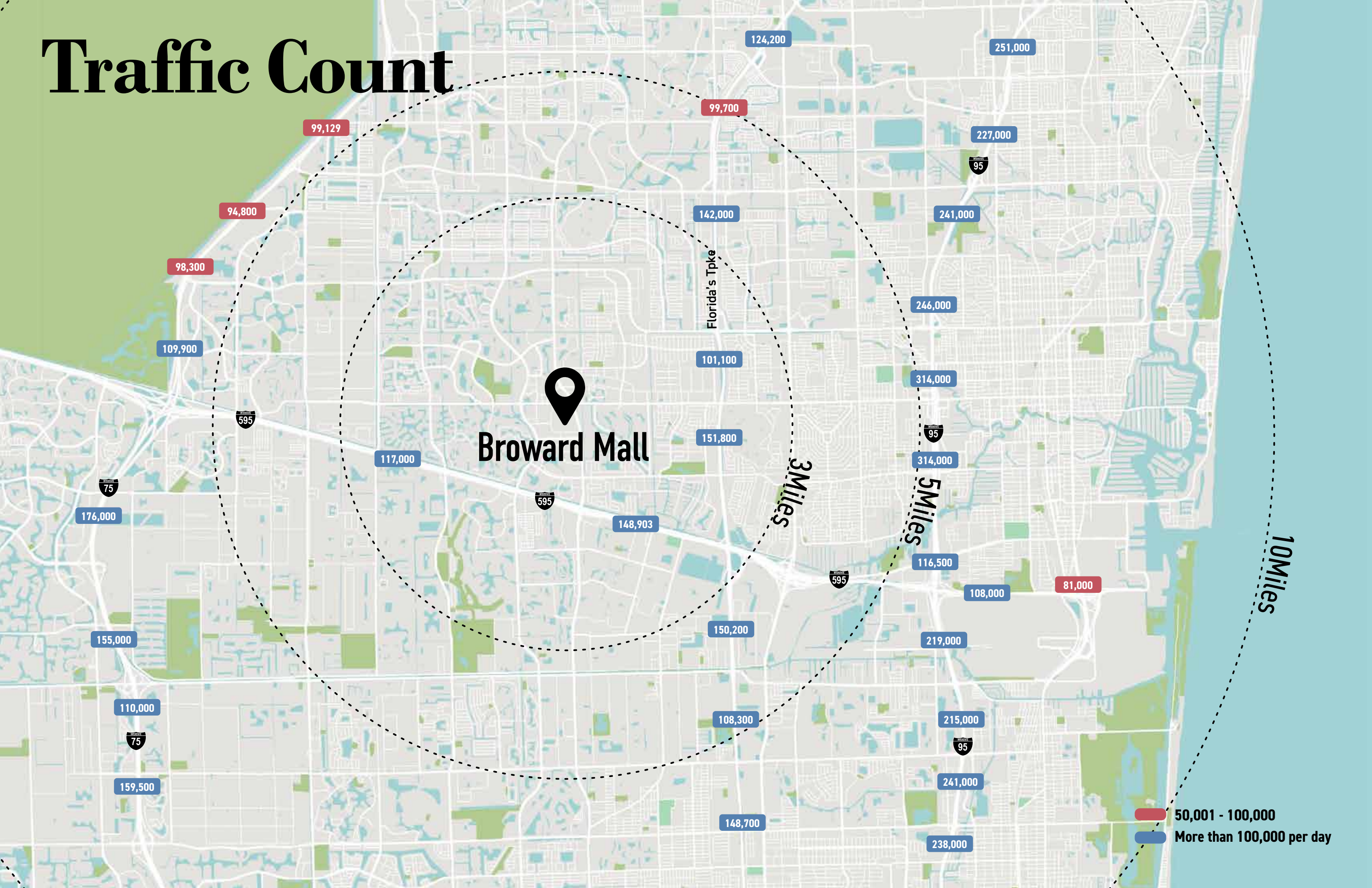
95

595

595

95

Traffic Count





Retail Mix

SHOPPING

Dillard's ★macy's JCPenney H&M JD KAY JEWELERS LOFT

PINK sunglass hut VICTORIA'S SECRET ZALES zumiez

Foot Locker HOLLISTER Bath&BodyWorks PANDORA

charlotte russe ALDO GBG THE CHILDREN'S PLACE

DINING

BRIO Buffalo Wild Wings Starbucks Chick-fil-A CHARLEY'S PANDA EXPRESS

ENTERTAINMENT

REGAL VAA

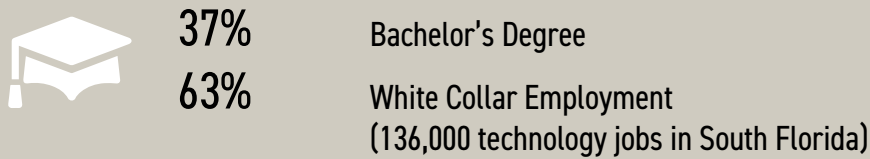
Demographics

	3-MILE	5-MILE	10-MILE
POPULATION	135,731	398,909	1.34M
TOTAL HOUSEHOLDS	53,449	151,139	522,268
AVG. HOUSEHOLD INCOME	\$122,699	\$106,209	\$115,236

* 1.3 MILLION DAYTIME POPULATION WITHIN A 10-MILE DRIVE

HOUSEHOLDS & EDUCATION

10-MILE RADIUS

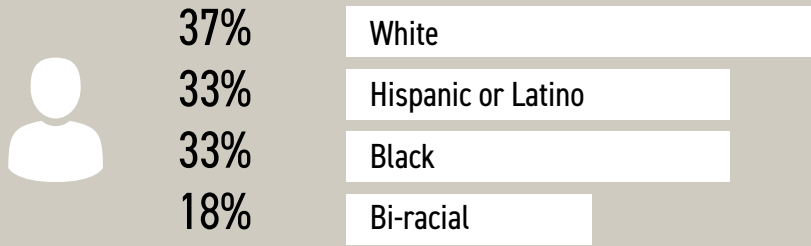


BUSINESS LOCATIONS



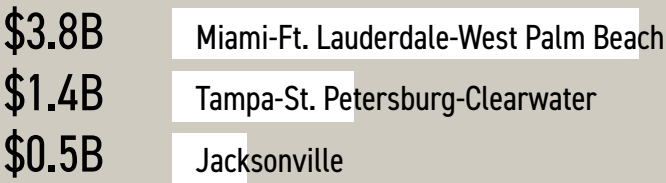
RACE & ETHNICITY

10-MILE RADIUS



FLORIDA METROS WITH HIGHEST CAPITAL INVESTMENT

RANKED BY CAPITAL INVESTED (2023)

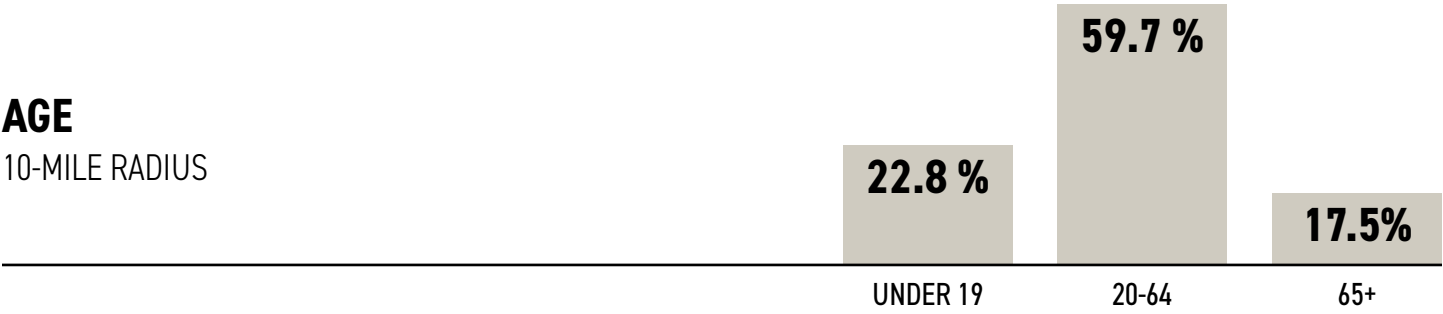


Dominant tapestry profiles within 3 to 5 mile radius

- 8C Bright Young Professionals - 2.7 million
- 7C Urban Edge Families - 1.8 million
- 4B Home Improvement - 2.1 million

AGE

10-MILE RADIUS



* ESTIMATED 3.6 MILLION SHOPPERS PER YEAR, WITH AN AVERAGE DWELL TIME OF 66 MINUTES AND 3.8 FREQUENT VISITS PER SHOPPER

Placemaking

CREATING A SENSE OF PLACE

Broward Mall serves as a hub to the community by providing guests with a sense of belonging to shop, dine and engage in activations and entertainment. Creating convenience, a sense of place and destination shopping offers residents and office workers everything they need to enjoy their visits and share their experiences with others.



Customization, Localization & Curation

Context and details are important
Destination-worthy public spaces
Custom artwork & FF&E
Customized music lists



Tenant Marketing

Broward features a full service Marketing team to develop and execute strategic Marketing campaigns and programs from community events to public art installations to public relations to increase sales, traffic, and visibility at the center.

— DIGITAL & SOCIAL

Inclusion on property website and directories.
Regular social media posts on property social media channels with paid support when applicable.
Opportunity to include info (offers, events, promotions) in monthly e-newsletter.

— PUBLIC RELATIONS

Press releases coordinated with tenants, released in conjunction with paid social posts.
Strong relationships with local media and influencers who can offer turnkey services.

— ADVERTISING

General campaigns for center brand awareness across digital, social, print and sponsorships.





**24/7 SECURITY
PRESENCE**



**AMPLE
PARKING**



**ARTFUL
COMMUNITY**



**EXCITING
EVENTS**



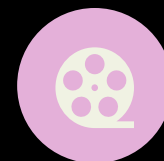
**EXTRAORDINARY
TENANT MIX**



FAMILY ORIENTED



COMMUNITY FOCUSED



**SUPREME
ENTERTAINMENT**



Broward _____ Mall

Represents the elevated, easygoing nature that embodies the downtown Plantation lifestyle.



By The Numbers

FACEBOOK

17,237+ Page Likes
49,903+ Reach

WEBSITE

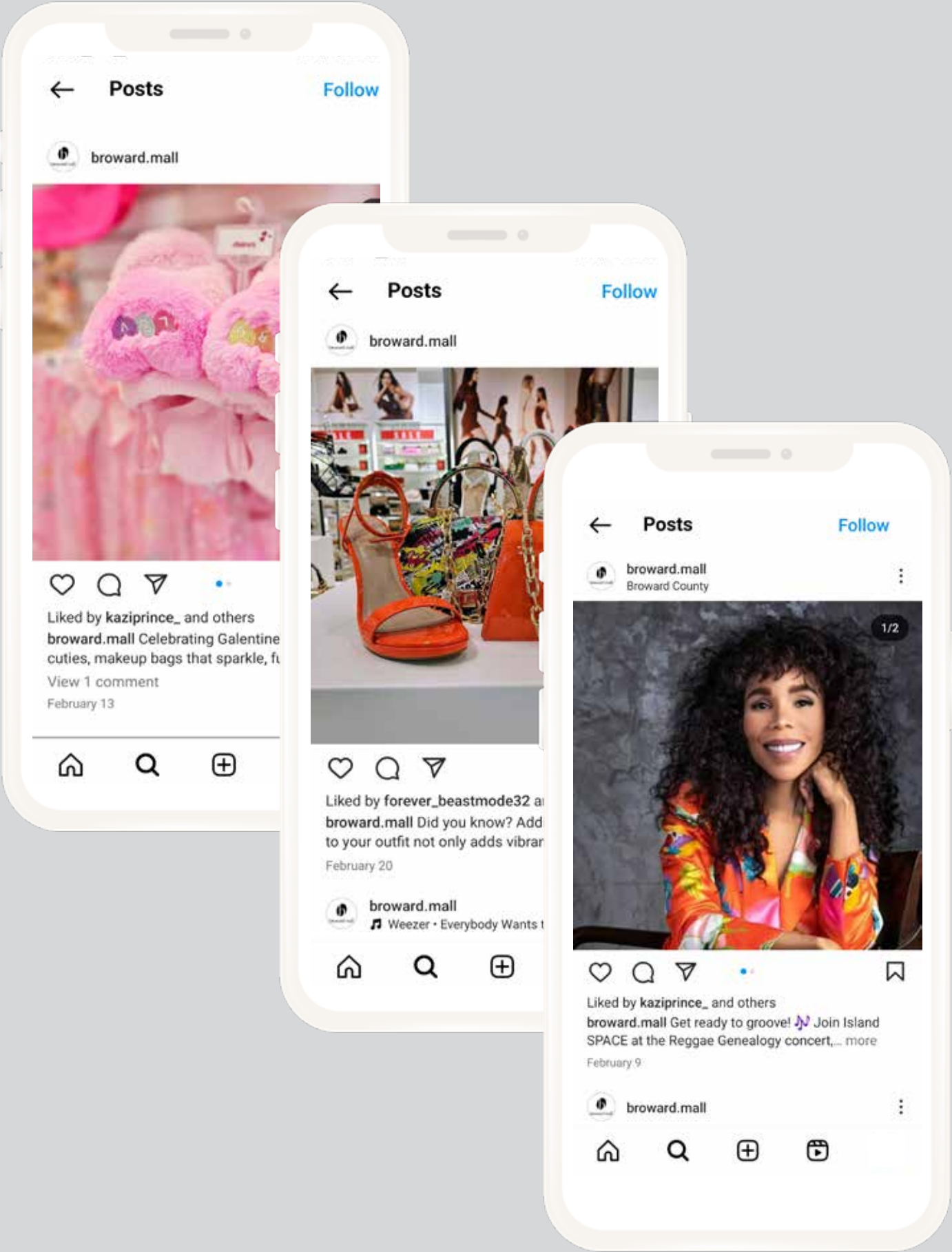
22,200+ Average Monthly Sessions
84.21% New Visits

INSTAGRAM (NEW ACCOUNT)

3,140+ Total Followers
335k+ Reach

EMAIL

33,000+ Total Subscribers



Environmental, Social & Governance

OUR COMMITMENT

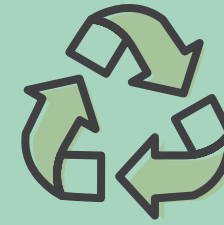
At Broward, we honor our connection to the community and the environment, recognizing blessings and generously sharing resources with others. Our management team at Pacific Retail strives to be stewards of sustainability across their portfolio of properties by collaborating with stakeholders at all levels.



LED is highly energy efficient technology. The widespread use of LED lighting has the greatest potential impact on energy savings, and we're proud to have over 2,000 LED lights installed.



This is a crucial component to centralizing property infrastructure. Our operations run efficiently to monitor ventilation, lighting, energy, fire, security systems and more.



We make recycling easy for our tenants and our customers. All recyclables are placed in a single bin for recycling.

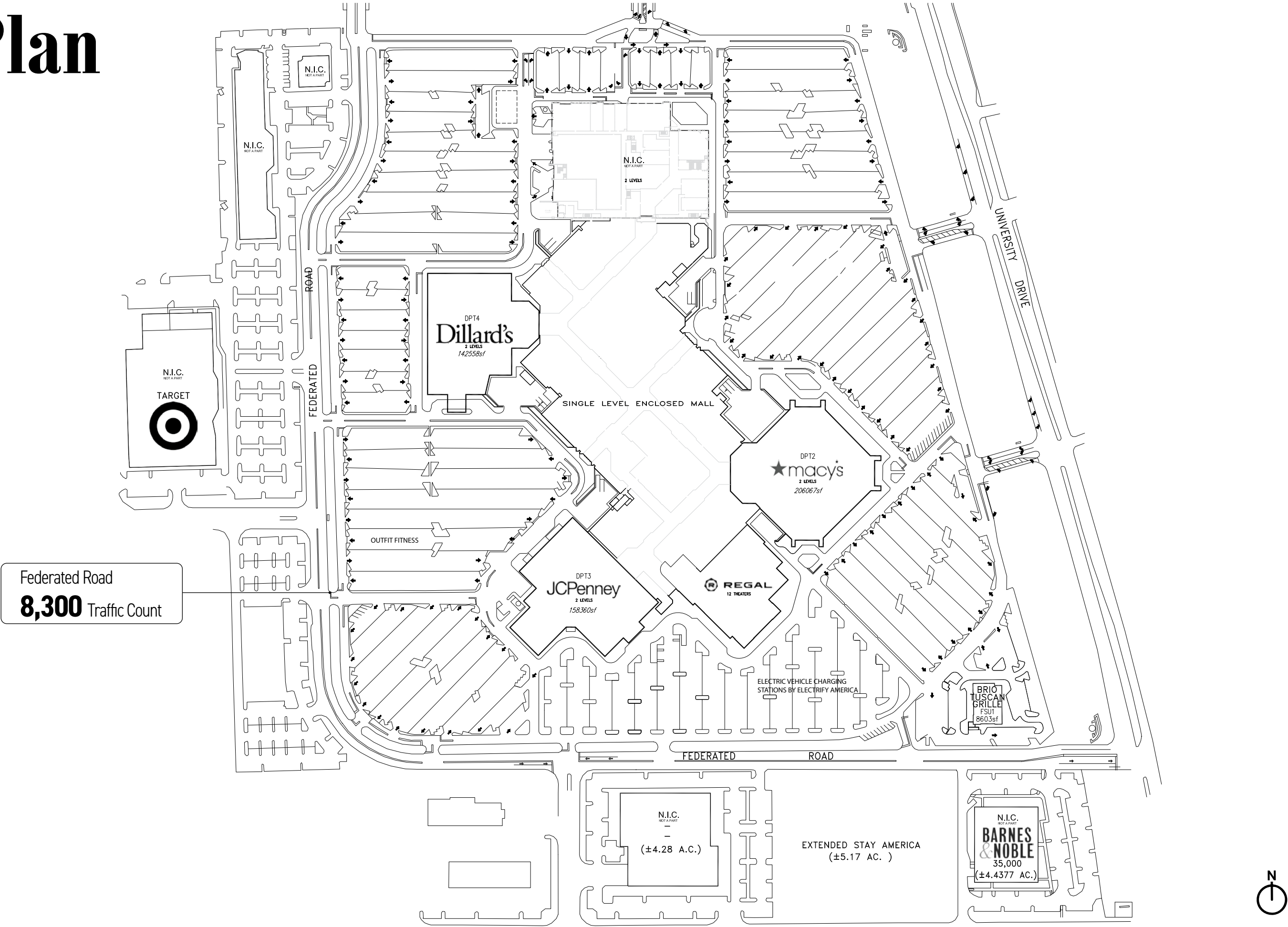


We will have several new stations to supply electricity for electric cars and plug-in hybrids in the upcoming year.

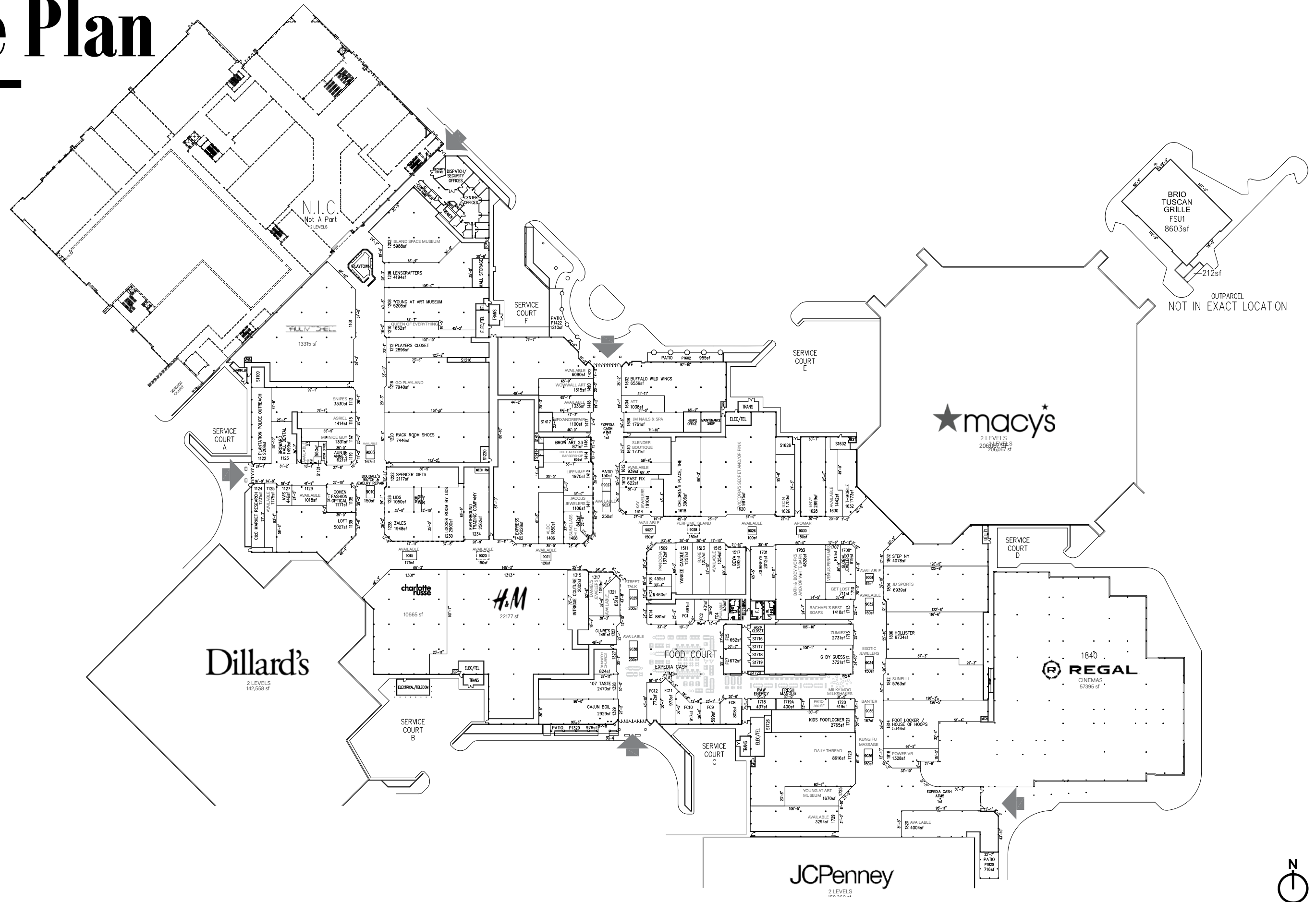


Cardboard recycling minimizes waste and improves the overall hygiene of the environment. It also helps conserve natural materials. Over 250 tons of waste are recycled per year at Broward Mall.

Site Plan



LEVEL ONE





LEASING

TYLER BURKHART

617.356.4549

TBURKHART@PACIFICRETAIL.COM

ROCKY MCMURTRAY

415.531.0909

RMCMURTRAY@PACIFICRETAIL.COM

LOCAL LEASING

HUMBERTO MALDONADO

786.405.3600

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broward mall

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Partner with us!

Pacific Retail Capital Partners (PRCP) is one of the nation's premier real estate investment groups, with a proven track record of evolving and repositioning large-format retail properties. Based in Southern California, PRCP strategically leads over \$3 billion and 24 million square feet in assets under direct management and leasing. Additionally, 17 million square feet of asset management, advisory and master planning services.

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