



ALOMA SHOPPING CENTER

2295 Aloma Avenue Winter Park, FL 32792

COMMERCIAL REAL ESTATE INVESTMENTS / DEVELOPMENT / ASSET MANAGEMENT / BROKERAGE



THE CHALLENGE

- High volume, 50 year old Publix.
- Publix desired a complete remodel to current prototype.
- Limit downtime and lost revenue of closed Publix, as well as the resulting lost revenue by other tenants.
- Update facade to freshen property to coincide with Winter Park style.



THE APPROACH

- Put together a plan with an architect and engineer to create development plan and scope of work to revolve around a tight timeline, with delivery of new unit prior to holiday season.
- Review of prominent buildings in Winter Park to create a style that we could reflect in the new design.
- Staged construction to minimize disruption of other tenants

SUCCESS

- Re-tenanted vacant space with higher volume franchises with stronger tenant mix.
- Delivered project on time and within budget.
- NOI increased by 27%.
- Award-winning design well received by the public and stayed within Publix's facade budget.



“The redevelopment of the Publix at Aloma Shopping Center seamlessly transformed the center into one that blends into the style and character of Winter Park.”

-Jeff Briggs, PLANNING DIRECTOR,
CITY OF WINTER PARK, FL