

Retail center to be built near Seminole mall

The Marketplace will include a SuperTarget and more than 10 other chains.

By SARAH HALE MEITNER
SENTINEL STAFF WRITER

Sanford's west side, near Seminole Towne Center, has quietly become a retail magnet, and more big-box stores are on the way.

Developers will break ground today on a new 550,000-square-foot power center — about half the size of the mall itself — near the Rinehart Road and Central Florida GreeneWay extension intersection.

The center, called The Market-

place at Seminole Towne Center, will house more than 10 national big-box chains, including a SuperTarget store, and a handful of restaurants and other retail shops.

Given the Wal-Mart Supercenter that opened near Rinehart Road earlier this year, the glut of new auto dealerships in the area and rumors that more retail is in the works, the region is looking more like a consumer's haven.

"A lot of retailers right now are looking at that market," said David

Marks, president of Marketplace Advisers Inc., a retail real-estate-consultant firm in Maitland. "It draws from Sanford, Lake Mary, west Volusia and parts of Lake [County]. The trade area is huge going north or west."

North American Properties, the company developing the 62-acre site southeast of the mall, says the region's population growth and lack of retail made the site attrac-



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OF NOTE

Jamaica on Tuesday announced plans for a major hotel and tourism development project on the island's north coast. The project, called Harmony Cove, will be situated on 1,400 acres of beachfront property.

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Center is scheduled to open in '05

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tive.

"Between Sanford and Daytona Beach, nothing will even come close to this project in terms of size or tenants," said Jeff Pape, vice president of development for the Cincinnati-based company.

In addition to the SuperTarget store, the Circuit City, Linens 'N Things, Marshalls, Petco, Dress Barn and Cost Plus World Market chains also will have locations at the center, expected to open in March 2005.

Only Cost Plus World Market is new to the area. The Southern California-based retailer, known for its moderately priced imported items and warehouse look, will open its first store in the area near the Florida Mall later this year.

Pape said lease agreements are still in the works for the remaining space at the center, including six outparcels. He said the company hopes to announce more store names soon.

As for the center's design, Pape called it a mix between a traditional power center and a

lifestyle center. Lifestyle centers tend to be more pedestrian friendly.

Street lamps, benches and landscaping will line the wide sidewalks, he said. There also will be a fountain and plaza in the center of the parking lot.

"We didn't just want a wall of stores and a big imposing parking lot," Pape said. "It's hard to do with a center of this magnitude."

Sarah Hale Meitner can be reached at smeitner@orlandosentinel.com or 407-420-5718.



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In Seminole. A construction crew clears land Tuesday on the 62-acre site where The Marketplace at Seminole Towne Center will be built.