



**Case Studies**

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Downey, CA

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West Covina, CA

[North Haven Commons](#)  
North Haven, CT

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Derby, CT

[Piilani Promenade](#)  
Maui, HI

[Maui Outlets](#)  
Maui, HI



## CASE STUDY | PIILANI PROMENADE

Piilani Promenade  
Maui, Hawaii

## COMING SOON

### Project Description

Piilani Promenade is made up of roughly 68 acres of developable land on Piilani Highway in Kihei Hawaii. The property is truly irreplaceable with the future "Up Country Road" bisecting the site creating access to Kahului from Kihei and the Up Country residential community. Homeowners, tourists and thousands of timeshare owners will find this retail development the most convenient, time saving and entertaining choice to eat, play and shop.

Piilani Promenade is currently in the pre-development phase and doing pre-leasing for spaces from 1,000 square feet to 160,000 square feet.

The projected Grand Opening is for Piilani Promenade is early 2014.

[DOWNLOAD SITEPLAN](#)

# **ECLIPSE DEVELOPMENT GROUP**

## **RETAIL SPACE AVAILABLE PIILANI PROMENADE 415,000 SQUARE FOOT POWER CENTER PART OF A 65 ACRE RETAIL DEVELOPMENT MAUI, HAWAII**

Eclipse Development Group is pleased to offer for lease a truly irreplaceable first class retail development located on the Island of Maui. The development is located on Piilani Highway, the major north/south arterial for the west side of the Island. Piilani Highway is also the only route into the higher end resort communities of Makena and Wailea. With over 700,000 total square feet of retail Piilani Promenade will capture shoppers from the entire Island.

Piilani Promenade is situated with primary frontage along Piilani Highway (over  $\frac{3}{4}$  of a mile of frontage), the islands major traffic arterial (over 38,000 cars per day), and will be bisected by what will become the "Up County Road" which will ultimately provide direct and quick access to Kahului Airport. Piilani Highway is the connector between the higher end hotel travel destinations of Makena and Wailea, the Kahului Airport and Cruise Ship ports in Kahului; and the northern road to Lahaina, Ka'anapali and Kapalua. These two roads and unparalleled 1<sup>st</sup> class architectural design put this development at "Main & Main" and help make this the new retail and entertainment focal point for tourists and locals alike.

The location of Piilani Promenade benefits from sitting at what is projected to be the largest intersection on the Island which provides easy access to; the tourist population (whose average stay is roughly 9 days on the Island); the permanent population on the Island; and the vacation home owners. In addition to all the high end residential growth planned immediately surrounding Piilani Promenade as well as planned developments further

# ECLIPSE DEVELOPMENT GROUP

down Piilani Highway in Makena (2 planned communities) there is a brand new high school projected for 2014 opening on Piilani Highway roughly a half a mile from the site.

With significant barriers to entry in the market, Piilani Promenade is the shining example of prime retail sites. Taking over 14 years to entitle and being located at Main & Main for traffic on the west end of the Island, this development is one that will likely never be duplicated on the Island of Maui.

Maui currently provides approximately 61 hotels with over 10,600 rooms; 103 condominium projects with over 7,300 rooms; and 40 different Bed and Breakfast properties. Maui attracts approximately 2,900,000 visitors each year which only adds to the already strong demographic base of the Island.

Piilani Promenade will be a roughly 415,000 square foot retail development with national and local retailers which will provide a one-stop shopping experience for the Island. We have tenants that will range from 1,000 square feet up to over 150,000 square feet, and space is available now for those ready to move on this dynamic retail opportunity.

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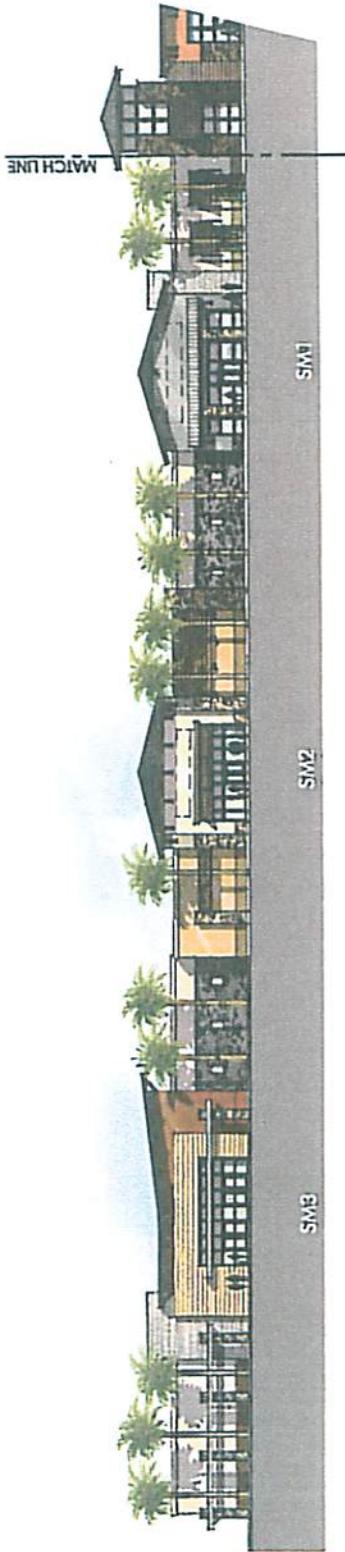
## OPPORTUNITY HIGHLIGHTS

- ✚ IRREPLACEABLE RETAIL LOCATION
- ✚ SIGNIFICANT BARRIERS TO ENTRY
- ✚ FUTURE TRANSPORTATION CORRIDOR FOR AIRPORT AND UP COUNTRY RESIDENTIAL COMMUNITY
- ✚ LOCATED IN THE MIDDLE OF TOURISM TRAFFIC (MAIN AND MAIN)
- ✚ 2.9 MILLION VISITORS ANNUALLY ( Nine (9) day average stay)
- ✚ STRONG DEMOGRAPHIC BASE WITH AVG HH INCOME IN EXCESS OF \$86,000 PER YEAR
- ✚ ADJACENT HIGH SCHOOL CONSTRUCTION TO BEGIN IN APPROX 2012
- ✚ FUTURE RESORT, RESIDENTIAL, GOLF COURSE IN PLANNING ALONG PIILANI HIGHWAY NEAR THE PROPERTY
- ✚ UNPARALLELED ARCHITECTURAL DESIGN

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SM1

SM2

SM3



BUILDING M1



BUILDING M2

REV: 04/01 02/12/12



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SCALE: 1/4" = 1'-0"  
 ELEVATIONS

MAUI, HAWAII

MAUI RETAIL CENTER

ARCHITECTS ORANGE  
 144 NORTH ORANGE ST., ORANGE, CALIFORNIA 92665 (714) 838-8880

**ECLIPSE**  
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WALEA

KIHEI

NORTH TO  
KAHULUI AIRPORT  
AND LAHAINA

PIILANI HIGHWAY

KANOUA STREET

FUTURE  
BUSINESS  
PARK

PLANNED COMMUNITY  
DEVELOPMENT

NEW HIGH  
SCHOOL

PLANNED  
COMMUNITY  
DEVELOPMENT

UP COUNTRY ROAD

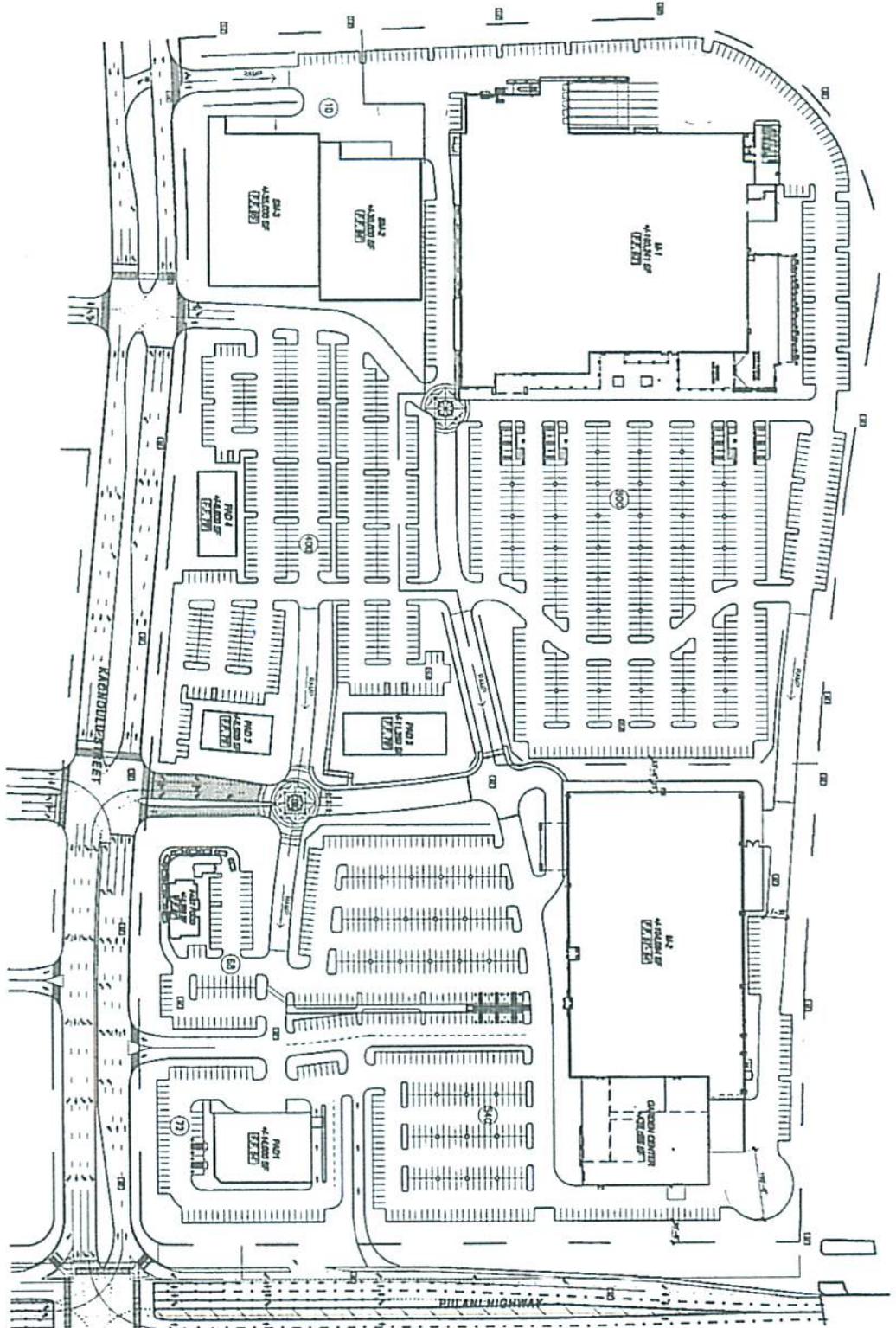
PLANNED COMMUNITY  
DEVELOPMENT

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DEVELOPMENT  
**GROUP**



**MAUI RETAIL CENTER**

MAUI, HAWAII



**SITE SUMMARY:**

BLDG AREA:	370,178 SF
TOTAL:	418,178 SF
PARKING PROVIDED:	1,680 STALLS
RAATIO:	5.1/ 1,000 SF



**SITE PLAN**

**ARCHITECTS ORANGE**  
144 NORTH ORANGE ST., ORANGE, CALIFORNIA 92666 (714) 639-9880



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# Demographic Profile Expanded

## Census, Estimates & Projections

Lon: -156.453892 / Lat: 20.771033

May 2010

Kihei, HI	1.00 Mile		3.00 Miles		5.00 Miles	
<b>Population</b>						
Estimated Population (2010)	7,481		17,444		23,433	
Census Population (1990)	3,315		9,831		13,407	
Census Population (2000)	5,811		15,037		20,462	
Projected Population (2015)	9,418		19,292		24,945	
Forecasted Population (2020)	11,422		21,655		27,433	
Historical Annual Growth 1990 to 2000	2,496	7.5 %	5,205	5.3 %	7,056	5.3 %
Historical Annual Growth 2000 to 2010	1,671	7.5 %	2,408	5.3 %	2,971	5.3 %
Projected Annual Growth 2010 to 2015	1,937	5.2 %	1,848	2.1 %	1,512	1.3 %
Est. Population Density (2010)	2,828.84	psm	937.66	psm	447.92	psm
Trade Area Size	2.64	sq mi	18.60	sq mi	52.32	sq mi
<b>Households</b>						
Estimated Households (2010)	2,706		6,549		9,208	
Census Households (1990)	1,191		3,697		5,081	
Census Households (2000)	2,034		5,464		7,777	
Projected Households (2015)	3,530		7,473		10,088	
Forecasted Households (2020)	4,362		8,588		11,371	
Households with Children (2010)	927	34.3 %	2,122	32.4 %	2,761	30.0 %
Average Household Size	2.76		2.66		2.54	
<b>Average Household Income</b>						
Est. Average Household Income (2010)	69,614		75,036		78,762	
Proj. Average Household Income (2015)	\$76,351		\$82,246		\$86,488	
Average Family Income (2010)	\$77,462		\$87,484		\$92,894	
<b>Median Household Income</b>						
Est. Median Household Income (2010)	\$60,427		\$60,620		\$63,683	
Proj. Median Household Income (2015)	\$63,550		\$64,462		\$68,261	
Median Family Income (2010)	\$66,890		\$72,651		\$79,343	
<b>Per Capita Income</b>						
Est. Per Capita Income (2010)	\$25,181		\$28,390		\$31,194	
Proj. Per Capita Income (2015)	\$28,620		\$32,106		\$35,261	
Per Capita Income Est. 5 year change	\$3,439.47	-12.0 %	\$3,715.30	-11.6 %	\$4,066.87	-11.5 %
<b>Other Income</b>						
Est. Disposable Income (2010)	\$50,073		\$50,153		\$52,338	
Proj. Disposable Income (2015)	\$52,562		\$53,133		\$55,795	
Disposable Income Est. 5 year change	\$2,489.18	5.0 %	\$2,979.66	5.9 %	\$3,457.44	6.6 %
Est. Average Household Net Worth (2010)	\$422,553		\$480,534		\$537,668	
<b>Daytime Demos</b>						
Total Number of Businesses (2010)	316		886		1,151	
Total Number of Employees (2010)	2,230		6,249		8,588	
Company Headqtrs: Businesses (2010)	0	0.0 %	1	0.1 %	1	0.1 %
Company Headqtrs: Employees (2010)	0	0.0 %	10	0.2 %	15	0.2 %
Unemployment Rate (2010)		5.64 %		5.41 %		5.27 %
Employee Population Per Business		7.1 to 1		7.0 to 1		7.5 to 1
Residential Population per Business		23.7 to 1		19.7 to 1		20.4 to 1
Est. Adj. Daytime Demographics (Age16+)		4,019		10,416		14,089

Demographic Source: Applied Geographic Solutions / TIGER Geography

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.

# Demographic Profile Expanded Census, Estimates & Projections

Lon: -156.453892 / Lat: 20.771033

May 2010

Kihel, HI

1.00 mile 3.00 miles 5.00 miles

Race & Ethnicity		Age		Gender Age Distribution	
White (2010)	3,640 48.7 %	9,161 52.5 %	13,485 57.5 %	3,640 48.6 %	8,455 48.5 %
Black or African American (2010)	119 1.6 %	278 1.6 %	396 1.7 %	946 26.0 %	2,133 25.2 %
American Indian & Alaska Native (2010)	40 0.5 %	110 0.6 %	160 0.7 %	946 26.0 %	2,133 25.2 %
Asian (2010)	1,920 25.7 %	3,994 22.9 %	4,642 19.8 %	2,378 65.3 %	5,517 65.3 %
Hawaiian & Pacific Islander (2010)	627 8.4 %	1,343 7.7 %	1,566 6.7 %	315 8.6 %	804 9.5 %
Other Race (2010)	98 1.3 %	216 1.2 %	284 1.2 %	315 8.6 %	804 9.5 %
Multirace (2010)	1,036 13.8 %	2,343 13.4 %	2,900 12.4 %	946 26.0 %	2,133 25.2 %
Not Hispanic or Latino Population (2010)	6,728 89.9 %	15,752 90.3 %	21,238 90.6 %	946 26.0 %	2,133 25.2 %
Hispanic or Latino Population (2010)	753 10.1 %	1,693 9.7 %	2,195 9.4 %	2,378 65.3 %	5,517 65.3 %
Not of Hispanic Origin Population (1990)	3,060 92.3 %	9,087 92.4 %	12,452 92.9 %	2,378 65.3 %	5,517 65.3 %
Hispanic Origin Population (1990)	255 7.7 %	745 7.6 %	954 7.1 %	2,378 65.3 %	5,517 65.3 %
Not Hispanic or Latino Population (2000)	5,358 92.2 %	13,907 92.5 %	18,976 92.7 %	2,378 65.3 %	5,517 65.3 %
Hispanic or Latino Population (2000)	453 7.8 %	1,130 7.5 %	1,486 7.3 %	2,378 65.3 %	5,517 65.3 %
Not Hispanic or Latino Population (2015)	8,365 88.8 %	17,205 89.2 %	22,335 89.5 %	2,378 65.3 %	5,517 65.3 %
Hispanic or Latino Population (2015)	1,054 11.2 %	2,088 10.8 %	2,610 10.5 %	2,378 65.3 %	5,517 65.3 %
Hist. Hispanic Ann Growth (1990 to 2010)	498 13.0 %	948 8.5 %	1,241 8.7 %	2,378 65.3 %	5,517 65.3 %
Proj. Hispanic Ann Growth (2010 to 2015)	301 8.0 %	395 4.7 %	415 3.8 %	2,378 65.3 %	5,517 65.3 %
Age 0 to 4 yrs (2010)	536 7.2 %	1,195 6.8 %	1,528 6.5 %	536 7.2 %	1,195 6.8 %
Age 5 to 9 yrs (2010)	515 6.9 %	1,161 6.7 %	1,480 6.3 %	515 6.9 %	1,161 6.7 %
Age 10 to 14 yrs (2010)	440 5.9 %	996 5.7 %	1,257 5.4 %	440 5.9 %	996 5.7 %
Age 15 to 19 yrs (2010)	443 5.9 %	987 5.7 %	1,242 5.3 %	443 5.9 %	987 5.7 %
Age 20 to 24 yrs (2010)	452 6.0 %	1,064 6.1 %	1,365 5.8 %	452 6.0 %	1,064 6.1 %
Age 25 to 29 yrs (2010)	612 8.2 %	1,382 7.9 %	1,793 7.7 %	612 8.2 %	1,382 7.9 %
Age 30 to 34 yrs (2010)	725 9.7 %	1,589 9.1 %	2,068 8.8 %	725 9.7 %	1,589 9.1 %
Age 35 to 39 yrs (2010)	651 8.7 %	1,507 8.6 %	1,962 8.4 %	651 8.7 %	1,507 8.6 %
Age 40 to 44 yrs (2010)	590 7.9 %	1,414 8.1 %	1,906 8.1 %	590 7.9 %	1,414 8.1 %
Age 45 to 49 yrs (2010)	562 7.5 %	1,338 7.7 %	1,817 7.8 %	562 7.5 %	1,338 7.7 %
Age 50 to 54 yrs (2010)	549 7.3 %	1,307 7.5 %	1,868 8.0 %	549 7.3 %	1,307 7.5 %
Age 55 to 59 yrs (2010)	458 6.1 %	1,134 6.5 %	1,654 7.1 %	458 6.1 %	1,134 6.5 %
Age 60 to 64 yrs (2010)	382 5.1 %	907 5.2 %	1,294 5.5 %	382 5.1 %	907 5.2 %
Population age 65-74 (2010)	351 4.7 %	869 5.0 %	1,325 5.7 %	351 4.7 %	869 5.0 %
Population age 75-84 (2010)	154 2.1 %	416 2.4 %	623 2.7 %	154 2.1 %	416 2.4 %
Population age 85+ (2010)	62 0.8 %	178 1.0 %	253 1.1 %	62 0.8 %	178 1.0 %
Median Age (2010)	34.3 yrs	35.4 yrs	36.7 yrs	34.3 yrs	35.4 yrs
Population Female (2010)	3,640 48.6 %	8,455 48.5 %	11,317 48.3 %	3,640 48.6 %	8,455 48.5 %
Age 0 to 19 yrs (2010)	946 26.0 %	2,133 25.2 %	2,691 23.8 %	946 26.0 %	2,133 25.2 %
Age 20 to 64 yrs (2010)	2,378 65.3 %	5,517 65.3 %	7,446 65.8 %	2,378 65.3 %	5,517 65.3 %
Age 65 yrs plus (2010)	315 8.6 %	804 9.5 %	1,180 10.4 %	315 8.6 %	804 9.5 %
Median Age Females (2010)	35.0 yrs	35.8 yrs	37.3 yrs	35.0 yrs	35.8 yrs
Population Male (2010)	3,842 51.4 %	8,990 51.5 %	12,117 51.7 %	3,842 51.4 %	8,990 51.5 %
Age 0 to 19 yrs (2010)	988 25.7 %	2,206 24.5 %	2,816 23.2 %	988 25.7 %	2,206 24.5 %
Age 20 to 64 yrs (2010)	2,602 67.7 %	6,124 68.1 %	8,280 68.3 %	2,602 67.7 %	6,124 68.1 %
Age 65 yrs plus (2010)	253 6.6 %	659 7.3 %	1,020 8.4 %	253 6.6 %	659 7.3 %
Median Age Males (2010)	33.9 yrs	35.0 yrs	36.3 yrs	33.9 yrs	35.0 yrs

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# Demographic Profile Expanded

## Census, Estimates & Projections

Lon: -156.453892 / Lat: 20.771033

May 2010

Kihei, HI	1.00 Mile		3.00 Miles		5.00 Miles	
<b>Household Income Distribution</b>						
HH Income \$200,000 or More (2010)	25	0.9 %	169	2.6 %	305	3.3 %
HH Income \$150,000 to 199,999 (2010)	86	3.2 %	285	4.4 %	566	6.1 %
HH Income \$100,000 to 149,999 (2010)	461	17.0 %	1,112	17.0 %	1,640	17.8 %
HH Income \$75,000 to 99,999(2010)	307	11.3 %	809	12.4 %	1,133	12.3 %
HH Income \$50,000 to 74,999(2010)	754	27.9 %	1,536	23.5 %	1,957	21.3 %
HH Income \$35,000 to 49,999(2010)	457	16.9 %	1,013	15.5 %	1,336	14.5 %
HH Income \$25,000 to 34,999(2010)	245	9.1 %	638	9.7 %	900	9.8 %
HH Income \$15,000 to 24,999(2010)	187	6.9 %	485	7.4 %	697	7.6 %
HH Income \$0 to 14,999 (2010)	185	6.8 %	502	7.7 %	674	7.3 %
HH Income \$35000+ (2010)	2,089	77.2 %	4,924	75.2 %	6,937	75.3 %
HH Income \$75000+ (2010)	878	32.5 %	2,375	36.3 %	3,644	39.6 %
<b>Housing</b>						
Total Housing Units (2010)	3,778		9,918		14,814	
Housing Units Occupied (2010)	2,706	71.6 %	6,549	66.0 %	9,208	62.2 %
Housing Units, Owner Occupied (2010)	1,345	35.6 %	3,210	32.4 %	4,548	30.7 %
Housing Units, Renter Occupied (2010)	1,361	36.0 %	3,339	33.7 %	4,660	31.5 %
Housing Units, Vacant (2010)	1,072	28.4 %	3,369	34.0 %	5,606	37.8 %
Median Years in Residence (2010)	3 yrs		3 yrs		3 yrs	
<b>Marital Status</b>						
Never Married (2010)	1,743	29.1 %	4,150	29.4 %	5,546	28.9 %
Now Married (2010)	2,790	46.6 %	6,526	46.3 %	8,901	46.4 %
Separated (2010)	337	5.6 %	713	5.1 %	960	5.0 %
Widowed (2010)	245	4.1 %	615	4.4 %	861	4.5 %
Divorced (2010)	879	14.7 %	2,096	14.9 %	2,909	15.2 %
<b>Household Type</b>						
Population Family (2010)	6,091	81.4 %	14,001	80.3 %	18,518	79.0 %
Population Non-Family (2010)	1,357	18.1 %	3,368	19.3 %	4,820	20.6 %
Population Group Qtrs (2010)	34	0.5 %	75	0.4 %	95	0.4 %
Family Household (2010)	1,680	62.1 %	3,930	60.0 %	5,408	58.7 %
Married Couple Family With Kids (2010)	635	47.2 %	1,430	44.6 %	1,848	40.6 %
Average Family Household Size (2010)	3.63		3.56		3.42	
Non-Family Household (2010)	1,026	37.9 %	2,618	40.0 %	3,800	41.3 %
<b>Household Size</b>						
1 Person Household (2010)	767	28.4 %	2,003	30.6 %	2,922	31.7 %
2 Person Households (2010)	796	29.4 %	1,936	29.6 %	2,877	31.2 %
3 Person Households (2010)	409	15.1 %	957	14.6 %	1,313	14.3 %
4 Person Households (2010)	344	12.7 %	796	12.2 %	1,065	11.6 %
5 Person Households (2010)	178	6.6 %	397	6.1 %	489	5.3 %
6+ Person Households (2010)	211	7.8 %	459	7.0 %	543	5.9 %
<b>Household Vehicles</b>						
Total Vehicles Available (2010)	5,517		13,073		17,986	
Household: 0 Vehicles Available (2010)	75	1.4 %	231	1.8 %	363	2.0 %
Household: 1 Vehicles Available (2010)	889	16.1 %	2,208	16.9 %	3,253	18.1 %
Household: 2+ Vehicles Available (2010)	1,742	31.6 %	4,110	31.4 %	5,593	31.1 %
Average Vehicles Per Household (2010)	2		2		2	

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Demographic Source: Applied Geographic Solutions / TIGER Geography

# Demographic Profile Expanded

## Census, Estimates & Projections

Lon: -156.453892 / Lat: 20.771033

May 2010

Kihei, HI	1.00 Mile		3.00 Miles		5.00 Miles	
<b>Labor Force</b>						
Est. Labor: Population Age 16+ (2010)	5,898		13,888		18,913	
Est. Civilian Employed (2010)	4,100	69.5 %	9,664	69.6 %	13,346	70.6 %
Est. Civilian Unemployed (2010)	333	5.6 %	751	5.4 %	996	5.3 %
Est. In Armed Forces (2010)	9	0.2 %	57	0.4 %	65	0.3 %
Est. Not in Labor Force (2010)	1,456	24.7 %	3,416	24.6 %	4,506	23.8 %
<b>Occupation (2000)</b>						
Occupation: Population 16+	3,053		8,004		11,225	
Mgmt, Business, & Financial Operations	343	11.2 %	869	10.9 %	1,312	11.7 %
Professional and Related	370	12.1 %	1,010	12.6 %	1,582	14.1 %
Service	939	30.8 %	2,412	30.1 %	3,263	29.1 %
Sales and Office	798	26.1 %	2,127	26.6 %	3,005	26.8 %
Farming, Fishing, and Forestry	33	1.1 %	62	0.8 %	98	0.9 %
Construction, Extraction, & Maintenance	301	9.9 %	870	10.9 %	1,123	10.0 %
Production, Transport, & Material Moving	269	8.8 %	653	8.2 %	841	7.5 %
Percent White Collar Workers	49.5 %		50.1 %		52.6 %	
Percent Blue Collar Workers	50.5 %		49.9 %		47.4 %	
<b>Consumer Expenditure (in Millions)</b>						
Total Household Expenditure (2010)	\$149		\$379		\$552	
Total Non-Retail Expenditures (2010)	\$86	57.7 %	\$219	57.6 %	\$318	57.6 %
Total Retail Expenditures (2010)	\$63	42.3 %	\$161	42.4 %	\$234	42.4 %
Apparel (2010)	\$7	4.8 %	\$18	4.8 %	\$26	4.8 %
Contributions (2010)	\$5	3.5 %	\$14	3.6 %	\$21	3.8 %
Education (2010)	\$3	2.3 %	\$9	2.4 %	\$14	2.5 %
Entertainment (2010)	\$8	5.6 %	\$21	5.6 %	\$31	5.6 %
Food And Beverages (2010)	\$23	15.4 %	\$58	15.3 %	\$84	15.2 %
Furnishings And Equipment (2010)	\$7	4.4 %	\$17	4.4 %	\$25	4.5 %
Gifts (2010)	\$4	2.6 %	\$10	2.6 %	\$15	2.7 %
Health Care (2010)	\$9	6.1 %	\$23	6.0 %	\$33	6.0 %
Household Operations (2010)	\$5	3.5 %	\$14	3.6 %	\$20	3.7 %
Miscellaneous Expenses (2010)	\$2	1.7 %	\$6	1.7 %	\$9	1.7 %
Personal Care (2010)	\$2	1.5 %	\$6	1.5 %	\$8	1.4 %
Personal Insurance (2010)	\$1	1.0 %	\$4	1.0 %	\$6	1.0 %
Reading (2010)	\$0	0.3 %	\$1	0.3 %	\$2	0.3 %
Shelter (2010)	\$29	19.2 %	\$73	19.3 %	\$107	19.3 %
Tobacco (2010)	\$1	0.7 %	\$2	0.6 %	\$3	0.6 %
Transportation (2010)	\$30	20.4 %	\$76	20.2 %	\$110	20.0 %
Utilities (2010)	\$11	7.1 %	\$26	7.0 %	\$38	6.9 %
<b>Educational Attainment</b>						
Adult Population (25 Years+)(2010)	5,095		12,041		16,562	
Elementary (0 to 8)(2010)	190	3.7 %	354	2.9 %	409	2.5 %
Some High School (9 to 11)(2010)	349	6.8 %	678	5.6 %	849	5.1 %
High School Graduate (12)(2010)	1,557	30.6 %	3,709	30.8 %	4,923	29.7 %
Some College (13 to 16)(2010)	1,274	25.0 %	3,070	25.5 %	4,248	25.6 %
Associate Degree Only(2010)	525	10.3 %	1,249	10.4 %	1,717	10.4 %
Bachelor Degree Only(2010)	852	16.7 %	2,156	17.9 %	3,045	18.4 %
Graduate Degree(2010)	348	6.8 %	824	6.8 %	1,372	8.3 %

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.

# Demographic Profile Expanded

## Census, Estimates & Projections

Lon: -156.453892 / Lat: 20.771033

May 2010

Kihei, HI	1.00 Mile		3.00 Miles		5.00 Miles	
<b>Units In Structure</b>						
1 Detached Unit (2000)	900	31.6 %	2,587	31.5 %	3,672	29.8 %
1 Attached Unit (2000)	238	8.3 %	538	6.6 %	636	5.2 %
2 to 4 Units (2000)	122	4.3 %	358	4.4 %	576	4.7 %
5 to 9 Units (2000)	455	16.0 %	881	10.7 %	1,588	12.9 %
10 to 19 Units (2000)	179	6.3 %	577	7.0 %	813	6.6 %
20 to 49 Units (2000)	169	5.9 %	677	8.3 %	1,267	10.3 %
50 or more Units (2000)	786	27.6 %	2,589	31.5 %	3,756	30.5 %
Mobile Home or Trailer (2000)	0		0		0	
Other Structure (2000)	0		0		0	
<b>Homes Built By Year</b>						
Homes Built 1999 to 2000	15	0.5 %	54	0.7 %	128	1.0 %
Homes Built 1995 to 1998	241	8.5 %	475	5.8 %	750	6.1 %
Homes Built 1990 to 1994	696	24.4 %	1,810	22.1 %	2,887	23.5 %
Homes Built 1980 to 1989	738	25.9 %	2,104	25.6 %	3,380	27.5 %
Homes Built 1970 to 1979	972	34.1 %	3,126	38.1 %	4,303	35.0 %
Homes Built 1960 to 1969	110	3.8 %	373	4.5 %	496	4.0 %
Homes Built 1950 to 1959	37	1.3 %	122	1.5 %	167	1.4 %
Homes Built Before 1949	41	1.4 %	142	1.7 %	198	1.6 %
<b>Home Values (2000)</b>						
Home Values \$1,000,000+	15	2.5 %	61	3.8 %	88	4.1 %
Home Values \$500,000-\$999,999	0	0.0 %	9	0.6 %	58	2.7 %
Home Values \$400,000-\$499,999	0	0.0 %	20	1.2 %	93	4.3 %
Home Values \$300,000-\$399,999	92	15.0 %	283	17.7 %	414	19.3 %
Home Values \$200,000-\$299,999	383	62.7 %	844	52.9 %	1,041	48.5 %
Home Values \$150,000-\$199,999	81	13.3 %	254	15.9 %	293	13.7 %
Home Values \$100,000-\$149,999	37	6.0 %	106	6.7 %	136	6.3 %
Home Values \$70,000-\$99,999	3	0.5 %	14	0.9 %	14	0.7 %
Home Values \$50,000-\$69,999	0	0.0 %	0	0.0 %	0	0.0 %
Home Values \$25,000-\$49,999	0	0.0 %	0	0.0 %	0	0.0 %
Home Values \$0-\$24,999	0	0.0 %	6	0.4 %	9	0.4 %
Owner Occupied Median Home Value	\$249,831		\$251,935		\$270,194	
Renter Occupied Median Rent	\$757		\$752		\$766	
<b>Transportation to Work (2000)</b>						
Drive to Work Alone	2,302	75.3 %	6,118	76.2 %	8,470	75.3 %
Drive to Work in Carpool	336	11.0 %	940	11.7 %	1,457	12.9 %
Travel to Work - Public Transportation	21	0.7 %	38	0.5 %	57	0.5 %
Drive to Work Motorcycle	45	1.5 %	94	1.2 %	95	0.8 %
Walk or Bicycle to Work	166	5.4 %	410	5.1 %	551	4.9 %
Other Means	35	1.1 %	73	0.9 %	98	0.9 %
Work at Home	152	5.0 %	355	4.4 %	523	4.7 %
<b>Travel Time (2000)</b>						
Travel to Work in 14 Minutes or Less	792	27.3 %	2,410	31.4 %	3,728	34.8 %
Travel to Work in 15 to 29 Minutes	1,348	46.4 %	3,324	43.3 %	4,247	39.6 %
Travel to Work in 30 to 59 Minutes	638	22.0 %	1,644	21.4 %	2,353	21.9 %
Travel to Work in 60 Minutes or More	127	4.4 %	295	3.8 %	400	3.7 %
Average Travel Time to Work	21 mins		20 mins		20 mins	

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**Case Studies**

[Downey Landing](#)  
Downey, CA

[West Covina Heights](#)  
West Covina, CA

[North Haven Commons](#)  
North Haven, CT

[Derby Landing](#)  
Derby, CT

[Piilani Promenade](#)  
Maui, HI

[Maui Outlets](#)  
Maui, HI



## CASE STUDY | MAUI OUTLETS

Maui Outlets  
Maui, Hawaii

## COMING SOON

### Project Description

Located on Maui's south side at the center of the island's tourist resorts and attractions in Lahaina and Maalea Harbor, Maui Outlets offers a second-to-one opportunity to become part of a first-class outlet shopping destination set in a first-class location. Not only situated near the vast majority of the island's permanent population, the property's proximity to the airport along with Wailea, Kapalua and other upscale resort areas makes Maui Outlets accessible to nearly three million affluent visitors annually whose average length of stay exceeds nine days.

Developed on a roughly 30-acre site of pristine real estate, Maui Outlets offers a gross leasable area of approximately 300,000 square feet. Its stellar visibility coupled with its unparalleled location will result in the project becoming the shopping focal point of the island where tenants will enjoy unprecedented market presence.

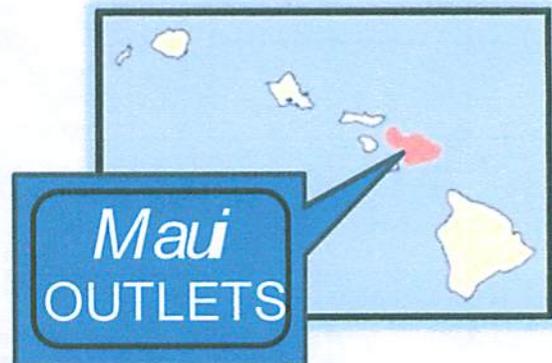
With more than three quarters of a mile of frontage along one of Maui's busiest highways, the site sees roughly 38,000 cars per day. This figure is expected to double once the expansion of Upcountry Road is completed, conveniently connecting Maui Outlets to the area's residential market and on to nearby Kahului. In fact, the addition of right turn lanes along Piilani Highway and the installation of two signalized intersections added along Kaonoulu Street, will truly make the Maui Outlets' site "Main and Main."

 [DOWNLOAD SITEPLAN](#)

# Maui Outlets | Maui, Hawaii



The location of the Maui Outlets provides an amazing opportunity to be part of a first class Outlet Mall that is located on the west side of Maui at the center of the tourist resorts and the tourist attractions of Lahaina and Maalaea Harbor, where charter fishing, whale watching and snorkeling trips to Moloiki depart.



The proximity to Wailea, Kapalua and other high end destination resorts, will make this project accessible to over 2.9 million visitors per year whose average stay is in excess of 9 days. This coupled with the unparalleled quality of this development and the ocean and island views make the Maui Outlets a multiple visit tourist attraction for each visitor.

## Project Information

### Location

- Kahului Airport..... 10 m
- Wailea..... 5 m
- Up Country area..... 21 m
- Lahaina ..... 21 m
- Kapalua..... 27.6 m

## Mai OUTLETS

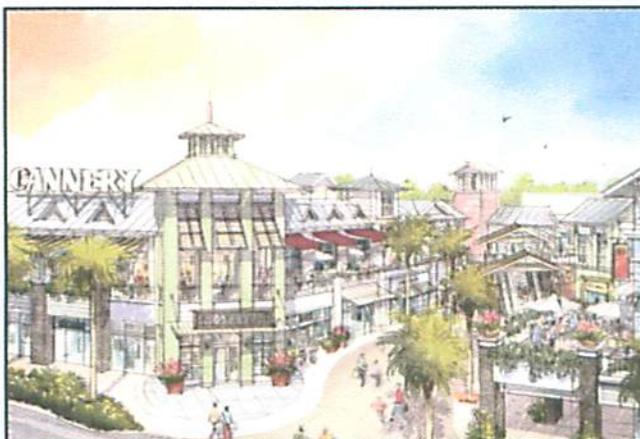


### Site Description

The 300,000 SF GLA Maui Outlet center sits on roughly 30 acres of pristine irreplaceable real estate on the Island of Maui. The site provides over three quarters of a mile of frontage on one of the busiest highways on the island with over 38,000 cars per day. This is expected to almost double when the expansion of the "Up Country Road" is completed, connecting the site to the Up Country residential market then on to Kahului.

Proximity to Wailea, Lahaina, Kapalua and other high end resort communities will make this project the shopping focal point of the Island and will provide tenants with a market presence not seen in many other development opportunities in the country.

In addition to its tremendous visibility, access will be excellent with the addition of right turn lanes along Piilani highway and the addition of two signalized intersections added along the extension of Kaonoulu Street which turns into the Up Country Road extension. The new access, signals and road extension will truly make this site "Main and Main" on the Island of Maui.



# Demographics | Market Retail

• • • • •

Maui Outlets represents a unique opportunity at a location that has significant barriers to entry for future competition within a retail market that is underserved, despite having strong demographics and high household incomes.

The project will be of a high level timeless design patterned to fit the architectural heritage of Hawaii and will include numerous amenities for both tourists and local customers. The site is a premier location that captures travelers to the islands tourist destinations and the airport, but also will continue to command future growth due to adjacent highway connections which will define the site as "Main and Main" within the flow of tourism traffic patterns.

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**Size:** 2nd largest of the Hawaiian Islands.

**Population:** 117,644

**Biggest Towns:**

1. Kahului, 2. Wailuku and 3. Lahaina

**Number of Visitors Annually:**

Approx. 2.9 million/ year. Avg. Stay = 9 days

**Average Household Income:** □□□□□

\* This represents a 2015 projection

**Number of Hotels:**

Approximately 61 with 11,000 rooms.

**Number of Vacation Condominiums:**

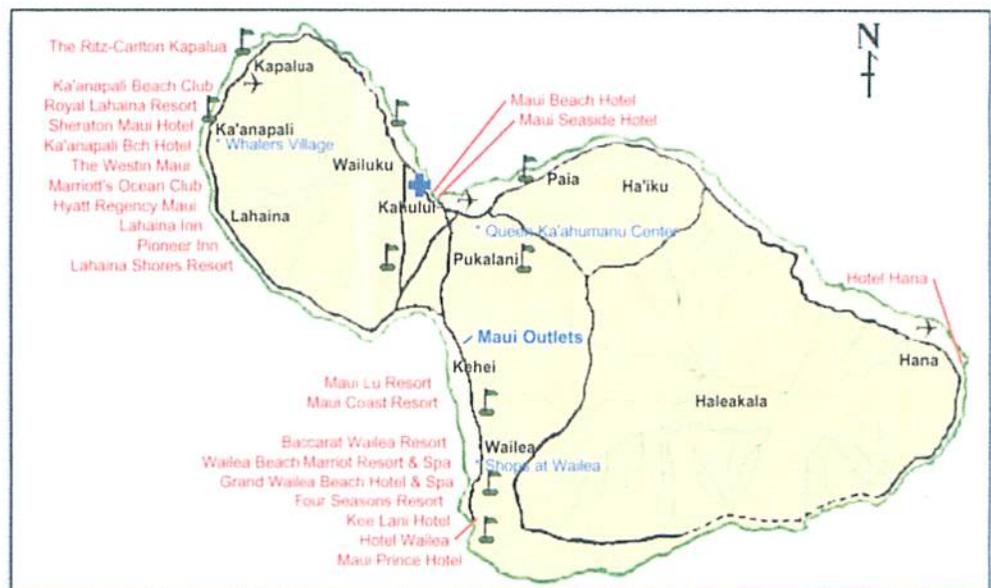
Approximately 103 with 7,500 units.

**Major Industries:**

Tourism, Sugar, Cattle and Agriculture

- • ≤ • ¥ 2 • ¥ • • • • • Other retail centers on the island include:

- Queen Ka'ahumanu Center: (9.6 m)
  - Macy's
  - Sears
  - Forever 21
  - American Eagle
- Shops at Wailea: (6.4 m)
  - Louis Vuitton
  - Gucci
  - St. John Boutique
  - Guess
- Whalers Village: (24 m)
  - Coach
  - Louis Vuitton
  - Billabong
  - Crocs



# Mauī · ʻŌiā || Aerial



Another quality development from

9P 12s 5 sōs, J, s, CDrāj J  
 Cānā rōl'sh-l'zāi ACl, J, s, Aēs + Gē sī J, 2sī sōs, J, s, Gtrāj J, J, □  
 [s, Aē, L'F CCh wē, Aē, zāns, Aē, J, □

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 DEVELOPMENT  
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