

Lake Deaton Plaza Grows As Tenants Continue to Lease Space

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THE VILLAGES

New business demand continues to fuel growth at Lake Deaton Plaza.

Wildwood dentist Ammar Mousa, for instance, just leased a 1,200-square-foot storefront in the main section of this neighborhood retail center, just east of Morse Boulevard and north of State Road 44.

More business is coming, too, said Scott Renick, The Villages director of commercial development.

"There will be another announcement about an outparcel lease very soon," he said. "And we're actively talking with other restaurant, retail and service providers."

Continued population growth in the neighboring villages of Osceola Hills, Osceola Hills at Soaring Eagle Preserve, La Belle and others accounts for the commercial interest, Renick said.

"In talking with the businesses down there, and even residents in that area, they're all noticing an increase in customer traffic," he said.

The retail center's growth also is evident from two major construction projects.

Steel frame work has started inside the Walgreens retail pharmacy on an outparcel at the far eastern end of the retail center.



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Interior metal framing work is well underway Monday in advance of window and door installation at the Walgreens retail pharmacy at Lake Deaton Plaza.

Deerfield, Illinois-based Walgreens Boots Alliance Inc. is building a 16,510-square-foot retail pharmacy and liquor store on the farthest outparcel along SR 44.

Right across the street, block wall work is beginning at the JPMorgan Chase Bank branch office.

The global banking giant is building a 3,507-square-foot office, its third in The Villages.

Permitting also is pending on a planned SunTrust Bank branch across the street from the existing Citizens First Bank branch.

In August, Citizens opened its ninth branch office at the neighborhood retail center.

Business interest in the Publix-achored retail center

continues in large part because of the Lakeland-based grocery chain, Renick said.

The grocer opened in July well in advance of much of the residential construction in the neighboring communities.

Its presence quickly attracted several other providers now in operation, including Nails & Beyond, Fantastic Sams Cut & Color, Mid Florida Hearing, and soon an Edward Jones branch office.

"Most of the time, The Villages Developer breaks the traditional rules of retail development by putting commercial in place before the rooftops are finished in the market," Renick said. "So, the real beneficiaries of this

commercial growth are the residents who are moving to the area for conveniences close to home and already in place. For us, it's trying to meet most of the basic, everyday wants, needs and desires in that area. Obviously, we have similar uses in similar neighborhood centers. In some instances, different providers are growing their footprint with us. But it's all about providing residents with conveniences close to home."

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