

# Town Center Plaza & Town Center Crossing Acquisitions

LEAWOOD, KS



# Executive Summary

Federal Realty has acquired Town Center Plaza and Town Center Crossing, located in Leawood, Kansas, a vibrant and affluent suburb of Kansas City in Johnson County, KS. The two premier open-air retail centers total over 550,000 square feet and feature top-performing national brands.

The centers draw almost 8 million visits annually and together are one of the top ranked retail destinations in Kansas City on Placer.ai.<sup>1</sup>

Federal is excited to expand into Johnson County, a market characterized by affluent demographics, strong job and population growth, excellent public schools, and unmet retail demand – creating a compelling opportunity for long-term value creation.

## Kansas City's Dominant Retail Destination

- 7.9 million visits annually to the two centers. The new acquisitions rank in Federal's top ~10<sup>th</sup> percentile of properties by annual foot traffic.<sup>1</sup>
- Proven hub for market entry: Aritzia, Yeti, Tecovas and Arhaus demonstrate the two centers' value to retailers without a footprint in KC.
- In-place rents estimated to be well below market, providing for value creation potential over time.

## Centrally Located in Thriving Commercial Hub

- Garmin, Euronet Worldwide, Black & Veatch and AMC Entertainment, have HQ offices in Johnson County, KS.
- In 2026 FiServ, a Fortune 500 fintech provider, plans to open a strategic hub in the neighboring Aspiria Campus, bringing approx. 2,000 new jobs to Town Center Plaza & Crossing's backyard. The investment will bring up to \$4B in payroll and generate \$6.5B in total economic impact over the next ten years.<sup>2</sup>
- Convenient proximity to I-435, Kansas City's beltway, ensures easy access to all KC has to offer.

## Best-in-Class Demographics

3-MILE RADIUS <sup>3</sup>	DAYTIME POPULATION	AVERAGE HHI	COLLEGE EDUCATED
TOWN CENTER CROSSING	130,000	\$160,000 <sup>4</sup>	69%
TOWN CENTER PLAZA	135,000	\$163,000 <sup>4</sup>	70%
FRT PORTFOLIO WTD. AVG.	195,000	\$161,000	55%

Source:

(1) Foot traffic estimate for 2024. Data provided by Placer Labs, Inc.

(2) "Governor Kelly Announces Fiserv to Open Strategic Fintech Hub in Kansas; Create 2,000 Jobs." KansasCommerce.Gov. April 21, 2025.

(3) Esri Demographics (2024).

(4) Using the Bureau of Economic Analysis' 2023 regional price parity values for Kansas City, the cost of living-adjusted average household income values are approx. \$172,000 and \$174,000 for Town Center Crossing and Town Center Plaza, respectively. Regional Price Parity values use inflation and regional price data to estimate cost of living vs. the national avg.

# Town Center Plaza & Crossing

## Super-Regional Assets With Highly Productive Tenant Mix

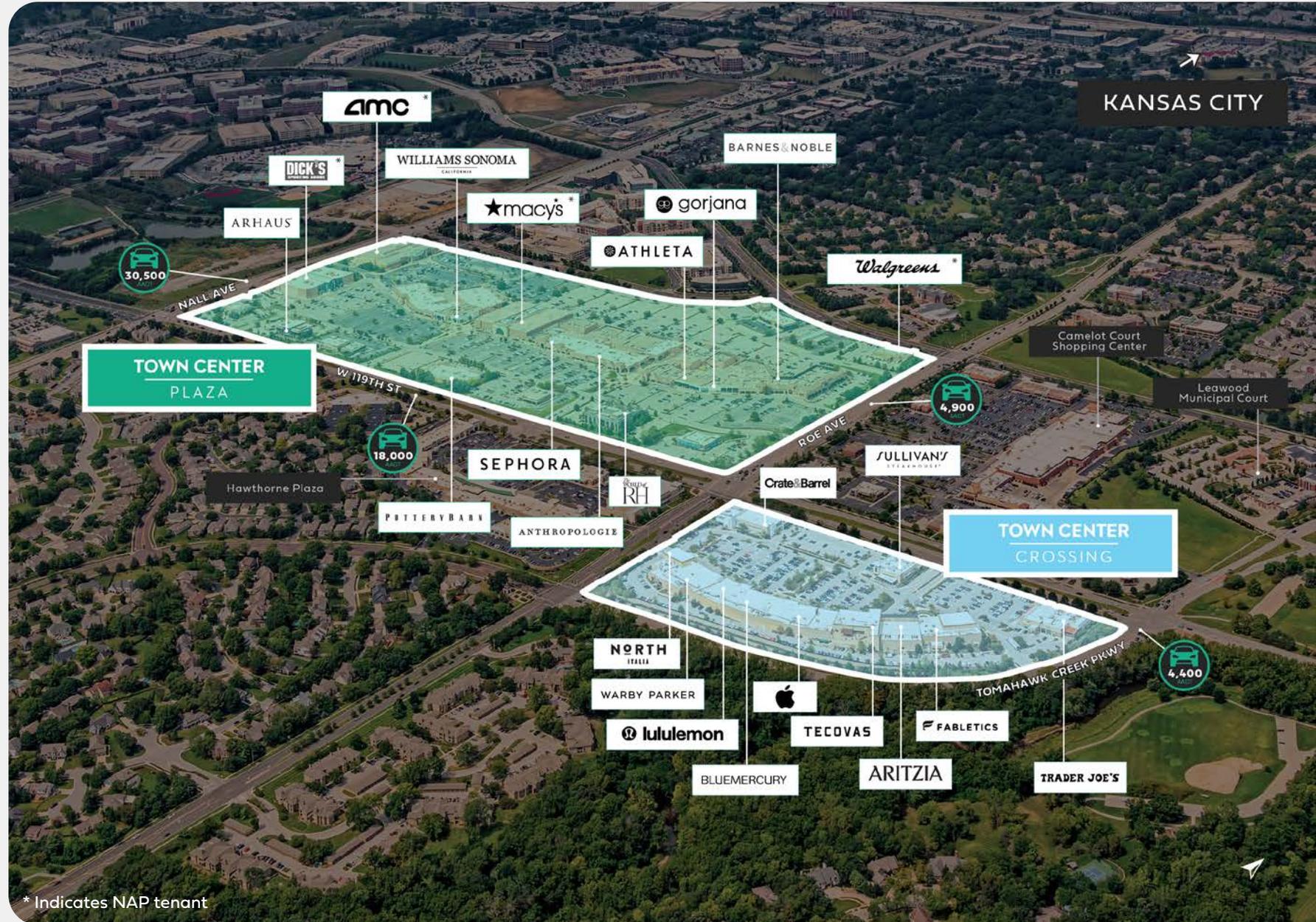
- 550k SF, 59 acres
- 7.9M visits in 2024<sup>1</sup>
- Highly productive tenants
- Go-to choice for retailers seeking market entry
- Regional trade area (150 sq mi and 600,000 consumers)<sup>2</sup>

## Premier Location In Affluent, Highly Desirable Area

- **3-mile Avg Net Worth:** \$2.25M – 80% above US average<sup>3</sup>
- **3-mile Avg HHI:** \$160,000+<sup>3</sup>
- **\$1.8M median home price** in 66211 zip code<sup>4</sup>

Source:

- (1) Foot traffic estimate for 2024. Data provided by Placer Labs, Inc.
- (2) Mobile trade area corresponding to 2024's foot traffic and visitors. Data provided by Placer Labs, Inc.
- (3) Esri Demographics (2024).
- (4) Eastdil Secured.



# Town Center Plaza

PREMIER REGIONAL SHOPPING DESTINATION IN THE MARKET



## Featured Tenants

WILLIAMS  
SONOMA  
CALIFORNIA

SEPHORA

THE  
NORTH  
FACE

BN

Madswell

SHAKE  
SHACK  
NAP

POTTERY  
BARN

ATHLETA

## By the numbers

Total GLA	385,000 SF
Acres	44
Leased/Occupied	92%
Price	\$192M
Annual Foot Traffic	5.0 million visits
Average Dwell Time	61 min
Trade Area Population	622,000 people
3-Mile Radius	
Daytime Population	135,000
Average Household Income	\$163,000
Bachelor's Degree or Higher	70%

Source: Foot traffic and demographic data provided by Placer Labs, Inc. and Esri (2024).

# Town Center Crossing

DOMINANT GROCERY-ANCHORED LIFESTYLE DESTINATION IN THE MARKET



## Featured Tenants



## By the numbers

Total GLA	165,000 SF
Acres	15
Leased/Occupied	94%
Price	\$97M
Annual Foot Traffic	2.9 million visits
Average Dwell Time	40 min
Trade Area Population	613,000 people
3-Mile Radius	
Daytime Population	130,000
Average Household Income	\$160,000
Bachelor's Degree or Higher	69%

Source: Foot traffic and demographic data provided by Placer Labs, Inc. and Esri (2024).

# Location Overview

Prime access to key business hubs like the neighboring Aspria Office Campus and affluent local demographics. The center also benefits from a **regional trade area covering more than 150 square miles and 600,000 consumers.**<sup>1</sup>

## Leawood and Surrounding Suburbs

- Population Growth – 1.1% compound annual growth rate since 2014, almost double the national average.<sup>2</sup>
- High Educational Attainment – 76% of residents aged 25+ have a bachelor's degree or higher.<sup>2</sup>
- Top-rated public schools – Blue Valley School District consistently ranked among Kansas' best.<sup>3</sup>
- Recognized for high quality of life, low crime, and desirable suburban environment.

Source:

(1) Mobile trade area corresponding to 2024's foot traffic and visitors. Data provided by Placer Labs, Inc.

(2) Esri Demographics (2024). 2014-2024 population CAGR for Johnson County, KS

(3) [Niche \(2025 High School Ratings\)](#).

