

The Villages®

FLORIDA

Brownwood



Brownwood Paddock Square is the newest urban downtown and serves as a third location where entertainment, dining and shopping draw consumers from the regional market. Still in the conceptual stage, Brownwood's design is based on old-look architecture of Old World Florida and will take residents back to a time in the 1800's when Florida's cattle hunters and cowboys roamed the state. The development will be highlighted by Paddock Square, a town square where residents congregate for nightly entertainment with plenty of food and retail opportunities.

DEMOGRAPHICS

- Largest single-site mixed use residential development in the U.S.
- Currently 65,122 residents
- 26,000 acres, 36 square miles
- Projected to be over 102,127 residents by 2010 (equivalent in size to Clearwater, FL)
- Average annual income of \$93,742
- Over \$1 billion in residential sales in 2006
- Over 47% of residents pay cash for their homes
- Average home price is over \$259,287 in 2006
- Nearly 400 holes of golf at 28 different courses in The Villages
- 1800 students enrolled in The Villages Charter School

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