

LAKE PLEASANT  
TOWNE CENTER



SEPTEMBER 2023 TENANT NEWSLETTER

NOW OPEN

Your favorite Halloween superstore is now open at Lake Pleasant Towne Center! Spirit Halloween is located near Kohl's and Ross.





## Guns N' Roses Giveaway

Lake Pleasant Towne Center announced a Guns N' Roses Website Giveaway featuring a pair of tickets to see Guns N' Roses at the Chase Field October 11th. To participate our shoppers will enter their name and email in the dedicated website landing page from September 1st-September 30th. The goal of this promotion is to increase our email database.

[CLICK TO VIEW GIVEAWAY](#)

## Employee Parking

Customers at Lake Pleasant Towne Center should enjoy the best parking spaces available. Why? Visitors cannot shop and dine at your location if they are unable to quickly locate a parking space. Employees should not park in "Front-In" spaces, however tenants who have vehicles with handicap/disabled license plates are entitled to utilize these spaces.

### **Parking spaces are directly linked to shopping center sales!**

- Each parking space, on average, according to ICSC Shopping Center Resources, is worth \$1,000/per space/per day.
- Parking spaces are estimated to turn over 10 to 15 times per day.
- Therefore, spaces that are employee-occupied for long periods of time contribute to a direct loss of revenue.

The Landlord would like to avoid the establishment of a formal policy for tenant parking as violations are deemed to be a breach of your Lease Agreement. In the best interest of the tenants and customers of Lake Pleasant Towne Center, your cooperation and common sense regarding parking is appreciated.

# Parking Lot Refresh

We will be restriping the parking lot stalls, crosswalks and stopbars this month. Please be aware of the crews and inform your employees that parts of the parking lots may be closed temporarily while this work is done. Please don't drive through barricades during this time.

## Tenant Handbook

The Lake Pleasant Towne Center tenant handbook should serve as a quick and easy reference for general rules on operating your store or restaurant. Please review the handbook [here](#). If you would like a printed copy, please respond to this email.

## Promotions/Specials

Shoplptc.com is regularly updated with specials and offers. Please check your location's listing [here](#) to make sure any offers listed are correct. If you would like any information to be added to the website, please email [mgonzalez@vestar.com](mailto:mgonzalez@vestar.com) with the details.

### Facebook Page Likes

5,016

### Instagram Followers

2,195

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**LAKE PLEASANT**  
TOWNE CENTER



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