



Hulen Mall

FORT WORTH, TEXAS



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THE MERCHANDISING

- Two fashion department stores anchor the mall and produce combined sales close to \$80 million.
- The Macy's store ranks sixth in Dallas/Fort Worth for overall volume, and among the leaders in home furnishings and misses'.
- Dillard's ranks third among the chains Dallas/Fort Worth stores.
- Hulen has a strong lineup of better-quality specialty retailers. Examples include Brighton Collectibles, Aerie, Coach, Hollister Co., Fossil and Abercrombie & Fitch.
- The Movie Tavern opened in 2007 and is the top Movie Tavern in the country.

THE LOCATION

- Hulen Mall is the only regional center in southwest Fort Worth, defined as the area west of I-35W and south of I-30. It serves a trade area that extends 35 to 40 miles south and west—far beyond the boundaries of southwest Fort Worth.
- Hulen Mall fronts on I-20 approximately four miles from its interchange with I-35W.
- Fort Worth's strongest housing market is in the southwest and its most exclusive gated community is just two miles from Hulen Mall.
- Within five miles of Hulen Mall there are over 146,397 employed, which includes two hospitals.
- The center is just three miles from Texas Christian University, a private University that enrolls approximately 8,800 affluent students and a large faculty/support staff.

THE TRADE AREA

- Hulen Mall's trade area accounts for 77 percent of sales and includes 804,414 people.
- Fort Worth is a separate, distinct retail market from Dallas. (Hulen Mall is 45 miles from North Park and 55 miles from the Galleria.) By not having a store in Fort Worth, a retailer is "missing" the market in the western half of the metroplex.
- The southwest suburbs include Fort Worth's newer gated communities as well as "old money" neighborhoods.
- Lockheed Martin, one of the area's largest employers (13,500), has been awarded numerous large government contracts guaranteeing employment stability for years to come.
- Over 49% of Hulen Mall shoppers have household incomes exceeding \$75,000.

THE FUTURE

- The Southwest Tollway, when completed, will be ¼ mile west of mall, improving access to the center from the southwest suburbs.
- Fort Worth is the 17th largest city in the US and is consistently one of the fastest growing large cities in the US.

MALL INFORMATION

LOCATION

Cross Streets: Hulen Street and I-20

MARKET

Fort Worth

DESCRIPTION

Two-level, enclosed with a super-regional draw

ANCHORS

Macy's, Dillard's, Sears

TOTAL RETAIL SQUARE FOOTAGE 942,000 sq. ft.

PARKING SPACES 4,320

OPENED 1977

EXPANDED 1994

TRADE AREA PROFILE

2009 POPULATION 804,414

2014 PROJECTED POPULATION 895,372

2009 HOUSEHOLDS 293,884

2014 PROJECTED HOUSEHOLDS 32,6612

2009 MEDIAN AGE 34.8

2009 AVERAGE HH INCOME \$64,954

2014 PROJECTED AVERAGE HH INCOME \$70,845

5-MILE RADIUS PROFILE

2009 POPULATION 271,640

2014 PROJECTED POPULATION 297,602

2009 HOUSEHOLDS 105,341

2014 PROJECTED HOUSEHOLDS 115,171

2009 MEDIAN AGE 34.2

2009 AVERAGE HH INCOME 66,519

2014 PROJECTED AVERAGE HH INCOME \$71,390

DAYTIME EMPLOYMENT

3-MILE RADIUS 41,845

5-MILE RADIUS 146,397

SOURCE: CLARITAS, INC.