

# HULEN MALL

FORT WORTH, TEXAS





## THE MERCHANDISING

- 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 chain's Dallas/Fort Worth stores.
- Hulen has a strong lineup of better-quality specialty retailers including Brighton Collectibles, Coach, francesca's collections, G by Guess, Godiva Chocolatier and Teavana.
- The newly expanded Movie Tavern on the periphery of Hulen Mall is the top-ranked 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 also 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 115,000 employees, many who work in the nearby medical district.
- The center is just three miles from Texas Christian University, a private university that enrolls approximately 9,200 affluent students and a large faculty/support staff.

## THE TRADE AREA

- Hulen Mall's trade is projected to grow by 9% over the next 5 years.
- Fort Worth is a separate, distinct retail market from Dallas (Hulen Mall is 45 miles from NorthPark Center and 55 miles from Galleria Dallas). By not having a presence 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 (14,500), has been awarded numerous large government contracts, guaranteeing employment stability for years to come.

## NEW OUTDOOR DINING COMPONENT

- A 22,000-square-foot outdoor dining component opened in November 2011.
- Two national restaurants, Abuelo's Mexican Food and BJ's Restaurant & Brewhouse, opened their first Fort Worth locations.
- Red Robin will open in summer 2013, completing the plaza restaurant lineup.

## THE FUTURE

- The Chisholm Trail Parkway, when completed in 2014, will span 27 miles from downtown Fort Worth to Cleburne. Passing just 1/4 mile west of the mall, it will improve access to the southwest suburbs and provide an easy approach from the northern central business district.
- Fort Worth is listed among the 20 largest U.S. cities and is #6 among the fastest-growing cities in the U.S.

## TOP PERFORMING CATEGORIES

- Apparel
- Athletic shoes

## 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

PARKING SPACES: 4,320

OPENED: 1977

EXPANDED: 1994

MULTIMILLION-DOLLAR RENOVATION IN 2011: A lighter and brighter shopping experience was realized in 2011. The transformation included shopper amenities and aesthetic upgrades such as new tile flooring throughout the center, contemporary food court furnishings, a new family restroom area, play area, extensive painting and more.

## TRADE AREA PROFILE

2013 POPULATION 868,482

2018 PROJECTED POPULATION 935,100

2013 HOUSEHOLDS 308,134

2018 PROJECTED HOUSEHOLDS 332,284

2013 MEDIAN AGE 33.7

2013 AVERAGE HOUSEHOLD INCOME \$62,562

2018 PROJECTED AVERAGE HOUSEHOLD INCOME \$61,294

## 5 - MILE RADIUS

2013 POPULATION 266,423

2018 PROJECTED POPULATION 284,117

2013 HOUSEHOLDS 103,710

2018 PROJECTED HOUSEHOLDS 111,058

2013 MEDIAN AGE 34.0

2013 AVERAGE HOUSEHOLD INCOME \$66,630

2018 PROJECTED AVERAGE HOUSEHOLD INCOME \$65,187

## DAYTIME EMPLOYMENT

3 - MILE RADIUS 48,646

5 - MILE RADIUS 121,490

Source: Nielsen

