

OAK VIEW MALL

OMAHA, NEBRASKA



YOUNG, AFFLUENT AND GROWING MARKET

- Conveniently located at the intersection of 144th Street and West Center Road in southwest Omaha.
- Located in the city's fastest growing area.
- Omaha is the 40th largest city in the U.S.
- The population of the primary trade area is growing at a faster rate than the U.S.
- Households with incomes of \$100,000+ make up the area's fastest growing market segment.
- Omaha is currently ranked 14th out of the 20 hottest domestic markets.
- Omaha has more millionaires and billionaires per capita than any other mid- or large-sized city in the U.S.
- Population in the eight-county region exceeds one million.
- Home of five Fortune 500 Companies – Berkshire Hathaway, Union Pacific, ConAgra Foods, Kiewit and Mutual of Omaha.

MORE STORES, MORE STYLE

- Great merchandise mix features GAP, GapKids, Buckle, Hollister Co., New York & Company, Victoria's Secret, Bath & Body Works and Nebraska's only Aerie and Build-A-Bear Workshop.

OUR CUSTOMERS LIKE TO SHOP

- Strong family draw with balanced retail mix.
- Nearly one-quarter of households have incomes above \$100,000.
- Featuring the Kids Coliseum play area.

OUR TOP THREE PERFORMING CATEGORIES

- Teens'
- Women's
- Children's

MALL INFORMATION

LOCATION: 144th Street and West Center Road
MARKET: Omaha
DESCRIPTION: Two-level, enclosed, regional center
ANCHORS: Dillard's, jcpenny, Sears, Younkers
TOTAL RETAIL SQUARE FOOTAGE: 870,323
PARKING SPACES: 3,770
OPENED: 1991
OTHER FEATURES: 12-unit food court with seating for 500

TRADE AREA PROFILE

2013 POPULATION 615,028
2018 PROJECTED POPULATION 650,586
2013 HOUSEHOLDS 237,339
2018 PROJECTED HOUSEHOLDS 251,065
2013 MEDIAN AGE 34.0
2013 AVERAGE HOUSEHOLD INCOME \$74,810
2018 PROJECTED AVERAGE HOUSEHOLD INCOME \$79,801

10 - MILE RADIUS

2013 POPULATION 568,985
2018 PROJECTED POPULATION 601,839
2013 HOUSEHOLDS 222,048
2018 PROJECTED HOUSEHOLDS 234,876
2013 MEDIAN AGE 34.2
2013 AVERAGE HOUSEHOLD INCOME \$74,121
2018 PROJECTED AVERAGE HOUSEHOLD INCOME \$78,560

DAYTIME EMPLOYMENT

3 - MILE RADIUS 78,057
5 - MILE RADIUS 178,762

Source: Nielsen

