

# OAKWOOD MALL

EAU CLAIRE, WISCONSIN



## STRONG RETAIL MIX ENHANCED BY AMENITIES

- The Chippewa Valley's premier shopping destination, Oakwood Mall offers wide, well-lit corridors and plenty of stores to suit any number of tastes, including Ulta Beauty, Hollister Co., Old Navy, Charlotte Russe, Victoria's Secret, GAP, American Eagle Outfitters, Aéropostale, GameStop, Buckle, Bath & Body Works and The Children's Place.
- Oakwood Mall is the largest regional shopping center in western Wisconsin, offering more than 100 diverse specialty stores.
- Strong family draw with balanced retail mix and family-friendly amenities.
- 12-screen Carmike Cinemas movie theater with stadium seating located right next to Cafe Court.
- Enchanting "Oakwood Forest" children's soft play area.
- Family restrooms with private nursing area.
- Centrally located 8-unit Café Court and 2 full-service restaurants appeal to all tastes.

## EXCELLENT LOCATION AND VISIBILITY

- Located at the Golf Road exit off Hwy 53, just north of intersection Hwy 53 & I-94, take Exit #70.
- Oakwood Mall is the retail hub of a large regional market with excellent access and visibility.
- Nearly 10 million shoppers from over a 12-county radius visit Oakwood Mall on an annual basis.
- Oakwood Mall benefits from proximity to five excellent colleges with over 25,000 students and 10,000 continuing education students. The 2012 edition of U.S. News & World Report's "America's Best Colleges" ranked UWEC No. 5 among the top regional public universities in the Midwest.

## TOP PERFORMING CATEGORIES

- Food Court
- Jewelry

## MALL INFORMATION

LOCATION: Golf Road and Highway 53

MARKET: Eau Claire, Wisconsin – Chippewa Valley Region

DESCRIPTION: Single-level, enclosed, regional center

ANCHORS: JCPenney, Macy's, Scheels, Sears and Younkers

TOTAL RETAIL SQUARE FOOTAGE: 817,697

PARKING SPACES: 5,225

OPENED: 1986

EXPANDED: 1991, 1996

OTHER FEATURES: Children's soft play area, family restrooms, 12-screen movie theater with stadium seating, two sit-down restaurants, three specialty food retailers and a food court with eight eateries.

PERIPHERAL LAND USE: Retail, financial, restaurant, medical

## TRADE AREA PROFILE

2013 POPULATION 248,339

2018 PROJECTED POPULATION 253,691

2013 HOUSEHOLDS 97,909

2018 PROJECTED HOUSEHOLDS 100,763

2013 MEDIAN AGE 36.7

2013 AVERAGE HOUSEHOLD INCOME \$56,544

2018 PROJECTED AVERAGE HOUSEHOLD INCOME \$57,642

## 20 - MILE RADIUS

2013 POPULATION 157,214

2018 PROJECTED POPULATION 161,969

2013 HOUSEHOLDS 63,142

2018 PROJECTED HOUSEHOLDS 65,531

2013 MEDIAN AGE 36.0

2013 AVERAGE HOUSEHOLD INCOME \$58,765

2018 PROJECTED AVERAGE HOUSEHOLD INCOME \$60,375

## DAYTIME EMPLOYMENT

3 - MILE RADIUS 21,081

5 - MILE RADIUS 51,469

Source: Nielsen

