



Oakwood Mall

EAU CLAIRE, WISCONSIN



Oakwood Mall EAU CLAIRE, WISCONSIN

STRONG RETAIL MIX ENHANCED BY AMENITIES

- Co-tenancy with major national brands including: Hollister Co., Victoria's Secret, GAP, GapKids, TGI Friday's, Old Navy, American Eagle, Aeropostale, Eddie Bauer, Bath & Body Works, The Children's Place and Dress Barn. Charlotte Russe & Motherhood Maternity opening in 2008.
- Oakwood Mall is the largest shopping center in western Wisconsin offering more than 100 diverse stores.
- Strong family draw with balanced retail mix.
- New children's soft play area.
- 12-screen movie theater with stadium seating.
- Family restrooms.

EXCELLENT LOCATION AND VISIBILITY

- Oakwood Mall is a retail hub of a large regional market with excellent regional access and visibility.
- Oakwood benefits from proximity to three excellent higher educational colleges with over 25,867 students attending and 14,800 continuing education students.
- Over 10 million shoppers visit Oakwood Mall on an average annual basis from over 12 counties.

OAKWOOD MALL INCOME CHARACTERISTICS

- 44% of households in the primary trade area earn over \$50,000.
- Within five miles of the mall, the average household income is \$60,700.
- Within five miles of the mall, 41% of households earn over \$50,000, while 23% earn in excess of \$75,000.

EAU CLAIRE, ABUNDANT WITH QUALIFIED BUYERS

- Eau Claire offers 4 hospitals that employ over 600 independent physicians.
- Referred to as the "Silicone Valley" of Wisconsin due to a large cluster of high-tech companies including Hutchinson Technology, Phillips Plastics and 3M.
- Home of Menards Corporate Headquarters.
- Eau Claire named in the top 100 of America's Best Places to Live for Young People by America's Promise Alliance in 2007.
- The Eau Claire Area is hard working and has a high labor force participation rate of 71.5%.



MALL INFORMATION

LOCATION

Cross Streets: Golf Road and Hwy. 53

MARKET

Eau Claire

DESCRIPTION

Largest regional shopping center in western Wisconsin

ANCHORS

Macy's, Younkers, JCPenney, Scheels All Sports, Sears

TOTAL RETAIL SQUARE FOOTAGE 823,000

PARKING SPACES 5,225

OPENED 1986

EXPANDED 1991, 1996

OTHER FEATURES

Children's soft-play area, 12-screen movie theater, cafe court with 10 eateries, 3 sit down restaurants

PERIPHERAL LAND USE

Retail, financial, restaurant

TRADE AREA PROFILE

2007 POPULATION 254,509

2012 PROJECTED POPULATION 263,898

2007 HOUSEHOLDS 99,667

2012 PROJECTED HOUSEHOLDS 104,750

2007 MEDIAN AGE 36.4

2007 AVERAGE HH INCOME \$55,533

2012 PROJECTED AVERAGE HH INCOME \$61,566

20-MILE RADIUS PROFILE

2007 POPULATION 148,989

2012 PROJECTED POPULATION 154,005

2007 HOUSEHOLDS 59,064

2012 PROJECTED HOUSEHOLDS 61,973

2007 MEDIAN AGE 35.9

2007 AVERAGE HH INCOME \$57,577

2012 PROJECTED AVERAGE HH INCOME \$63,625

DAYTIME EMPLOYMENT

3-MILE RADIUS 21,069

5-MILE RADIUS 54,652

SOURCE: CLARITAS, INC.