



Richland Mall

Waco, TX

Location	Intersection of TX State Highway 6 and U.S. Highway 84 (two miles from I-35)
Anchors	Bealls, Dillard's (2 stores), JCPenney, Sears and XXI
Size	685,317 square feet
Website	RichlandMall.com

Mall Facts Richland Mall features more than 100 specialty stores including Aéropostale, American Eagle Outfitters, Bath & Body Works, Build-A-Bear Workshop, Gymboree, Hollister Co., Journeys, Kids Foot Locker, Kirkland's, Rocky Mountain Chocolate Factory, Vanity and Victoria's Secret.

Several restaurants are located on the Richland Mall periphery including BJ's Brewhouse, Fuji Japanese Steak & Sushi, Olive Garden and Red Lobster.

Richland Mall is the largest enclosed regional mall between Dallas/Ft. Worth and Austin, Texas. Customer traffic counts exceed 5.3 million visitors annually.

Trade Area Facts Waco is located in the heart of the Texas manufacturing and technology corridor on I-35, just 90 miles south of Dallas and 100 miles north of Austin.

Waco is home to three institutions of higher education. With more than 15,000 students, Baylor University is the largest Baptist institution of higher education in the world. Two additional colleges in Waco are McLennan Community College (9,000 students) and Texas State Technical College (4,000 students).

Local attractions include 18 museums featuring the Texas Ranger Hall of Fame & Museum, The Texas Sports Hall of Fame and the Dr. Pepper Museum. Waco is also home to Cameron Park, the largest municipal park in Texas with 416 acres of some of the most challenging mountain bike trails in the state. The Cameron Park Zoo, a natural habitat facility and Lake Waco, the largest man-made lake in Texas, attract a combined total of six million tourists each year.

Major employers are Baylor University, Caterpillar Logistic, Hillcrest Baptist Medical Center, L-3 Platform Integration, Mars, Inc., Providence Health Network and Waco VA Medical Hospital.

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Demographics

Population Trends

	Primary Trade Area	Secondary Trade Area	Total Trade Area
2019 Projection	258,479	399,341	657,820
2014 Estimate	247,931	370,746	618,677
2010 Census	238,380	352,029	590,409
2014 - 2019 % Change	4.25%	7.71%	6.33%
2014 Daytime Population Estimate	123,127	137,608	260,735

Average Household Income

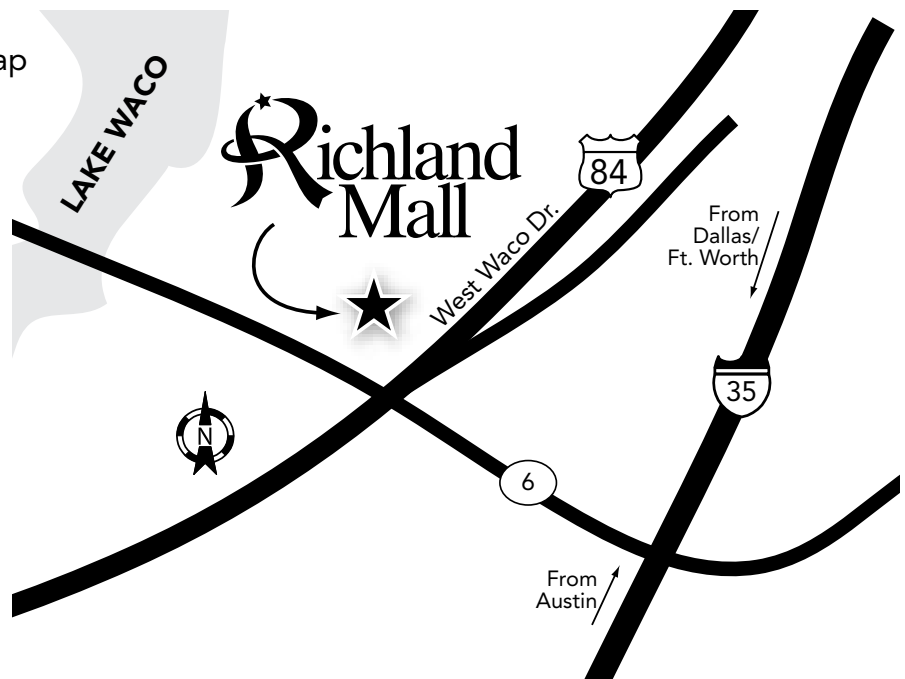
2019 Projection	\$62,508	\$63,885	\$63,333
2014 Estimate	\$58,380	\$59,411	\$58,991
2010 Census	\$54,767	\$55,669	\$55,297
2014 - 2019 % Change	7.07%	7.53%	7.36%

Median Age

2014 Estimate	37	41	40
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Source: 2010 Census; Scan/US 2014/2019 Estimates

Location Map



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