

# SOONER MALL

NORMAN, OKLAHOMA



## RAPIDLY GROWING TRADE AREA

- Norman is at the center of a rapidly growing trade area. The population increased 17% in the past decade.
- Norman is home to the University of Oklahoma, with an enrollment of more than 31,000 students.
- Conveniently located on Interstate 35, the center is easily accessible to more than 99,000 cars that pass by the center each day.
- Population inside the city limits of Norman has increased by over 8% in the last five years to 112,384, and future projections show that strong growth rate will continue.
- Cost of living in Norman and the surrounding areas is one of the most affordable in the country, with a cost of living index of 87.6%.
- 52% of the households within a 10-mile radius have incomes of more than \$50,000, and 31% have household incomes of \$75,000 or more.

## STRONG MIX OF HOT RETAIL CONCEPTS

- Norman's only enclosed regional shopping center.
- Sooner Mall has a strong department store mix, with Dillard's, jcpenny, Sears and Old Navy.
- 70+ retailers, including Forever 21, Aéropostale, The Children's Place, Sun & Ski Sports, GAP/GapKids, Hot Topic, Bath & Body Works, Victoria's Secret, American Eagle Outfitters, Eddie Bauer, Justice, Finish Line, Buckle and Gymboree.

## FRESH NEW LOOK AND APPEALING CUSTOMER AMENITIES

- Multimillion-dollar mall renovation provides a fresh, new look, enhancing customers' shopping experience.
- Indoor children's soft play area.
- Family restrooms featuring a nursing lounge and baby-changing areas.
- Comfort Zones soft-seating areas positioned throughout the center.

## TOP THREE PERFORMING CATEGORIES

- Jewelry
- Women's accessories and specialty
- Personal care

## MALL INFORMATION

LOCATION: Cross streets: I-35 and Main Street

MARKET: Oklahoma City

DESCRIPTION: Single-level, enclosed, regional center

ANCHORS: Dillard's, jcpenny, Sears, Old Navy

TOTAL RETAIL SQUARE FOOTAGE: 511,569

PARKING SPACES: 2,740

OPENED: 1976

EXPANDED: 1989

RENOVATED: 1999/2000

OTHER FEATURES: Family restrooms, nursing lounge, children's soft play area, soft-seating areas

## TRADE AREA PROFILE

2013 POPULATION 309,509

2018 PROJECTED POPULATION 329,637

2013 HOUSEHOLDS 118,386

2018 PROJECTED HOUSEHOLDS 126,520

2013 MEDIAN AGE 34.4

2013 AVERAGE HOUSEHOLD INCOME \$63,596

2018 PROJECTED AVERAGE HOUSEHOLD INCOME \$64,954

## 20 - MILE RADIUS

2013 POPULATION 677,385

2018 PROJECTED POPULATION 718,685

2013 HOUSEHOLDS 259,980

2018 PROJECTED HOUSEHOLDS 276,322

2013 MEDIAN AGE 33.7

2013 AVERAGE HOUSEHOLD INCOME \$55,264

2018 PROJECTED AVERAGE HOUSEHOLD INCOME \$56,707

## DAYTIME EMPLOYMENT

3 - MILE RADIUS 40,936

5 - MILE RADIUS 54,127

Source: Nielsen

