

Oakland Mall

412 West 14 Mile Road, Troy, MI 48083



Where Families Shop in Michigan's Automotive Alley

Oakland Mall is located 20 minutes north of Detroit in Troy, Michigan. The center's family friendly atmosphere, selection of stores, access and visibility make it a top retail destination in the Metropolitan area. Anchored by Macy's, JCPenney and Dick's Sporting Goods, along with 100 other specialty stores, it serves a wide variety of shoppers from tweens to baby boomers.

Year Built/Renovated	1968/1982/1991
Gross Leasable Area	1,500,000 SF
No. of Retailers	100
Parking Stalls	8,500 (5.6/1,000 SF)

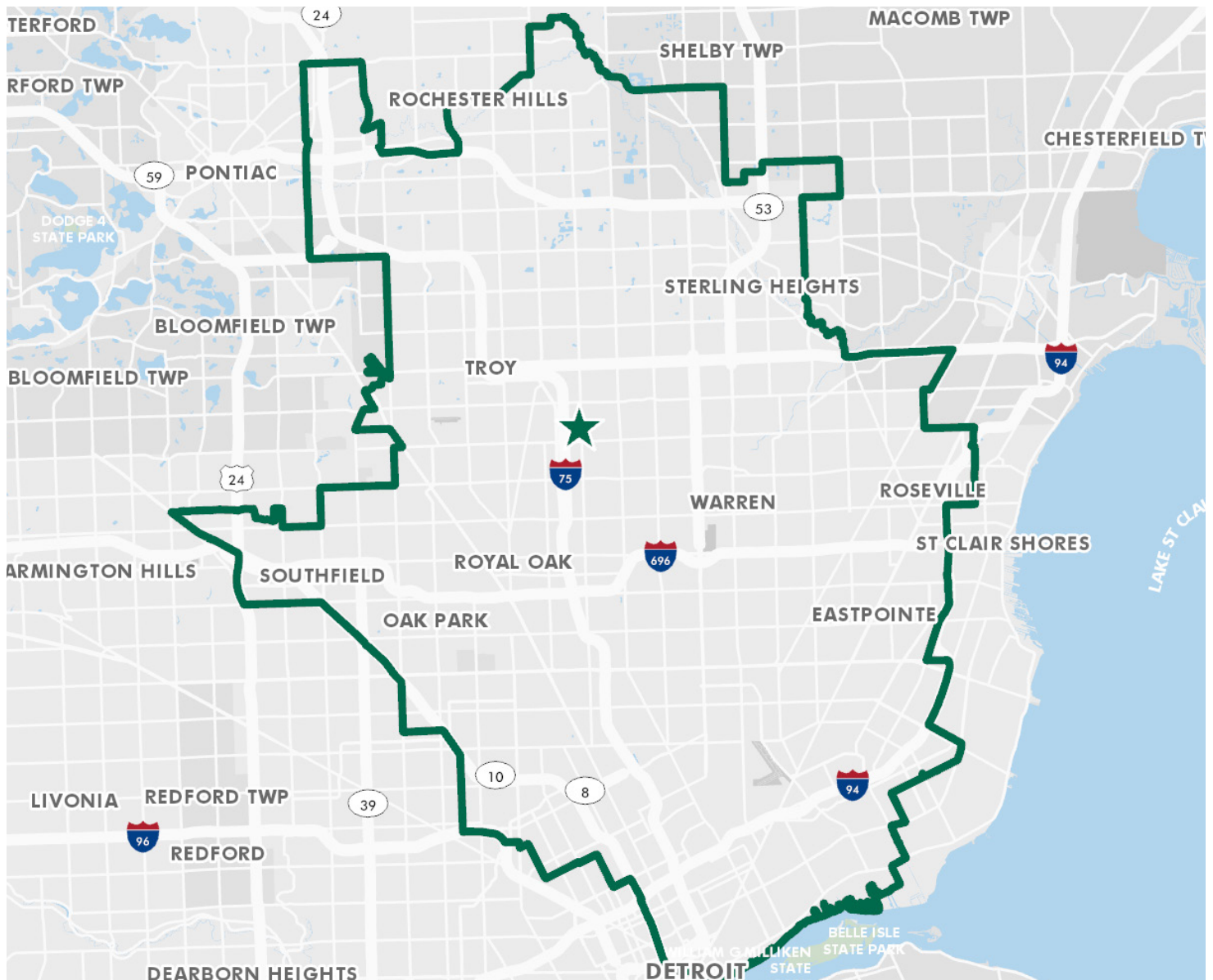
PROPERTY HIGHLIGHTS

- Oakland Mall's access from major thoroughfares Interstate 75 and 14 Mile Road with in excess of 567,427 vehicles per day make it a top shopping destination in the tri county area.
- In affluent Oakland County, Oakland Mall sits in the 6th wealthiest city in the Midwest Region.
- The center serves 1,266,882 people and household income is \$68,867.
- Oakland Mall's trade area includes 36,313 businesses which employ over 512,279 people, positioning the center as a strong dining destination for employees.
- Retailers include Field & Stream, Macy's, Macy's Backstage, Dick's Sporting Goods, H&M, At Home, Forever 21, JCPenney, Victoria's Secret, Kay Jewelers, Express, Bath & Body Works, Rue 21, Express, Qdoba, Chili's and Panera (coming soon).

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TRADE AREA



KEY RETAILERS

★ macy's

DICK'S
SPORTING GOODS

FIELD &
STREAM

JCPenney

at home
The Home Décor Superstore

FOREVER 21 H&M rue21. VICTORIA'S SECRET THE CHILDREN'S PLACE

Bath & Body Works®

HOT TOPIC

lanebryant

Justice

claire's

's

KAY
JEWELERS

HELZBERG
DIAMONDS

QDOBA

NEW YORK & COMPANY

EXPRESS

Panera
BREAD®

CBRE MALL AND LARGE FORMAT RETAIL

MOBILE INSIGHTS (Primary Trade Area)

Visitor Origin*



LOCAL
79%



REGIONAL
21%

*of visitors are less than 75 miles from the center

Seasonality



SPRING
22%



SUMMER
40%



FALL
19%



WINTER
19%



Average Length of Stay

68 MINUTES

Distance Decay



60%
11 MILES

70%
13 MILES

80%
15.6 MILES

2018 DEMOGRAPHIC DATA (Primary Trade Area)

Population



TOTAL POP.
1,266,882



POP. GROWTH RATE (2018-2023)
0.20%



DAYTIME POP.
803,998



MEDIAN AGE
40

Household Stats



AVG SIZE
2.4



AVG INCOME
\$68,867



EATING OUT
\$2,848
per household



APPAREL & SERVICES
\$1,756
per household



GROCERIES
\$4,163
per household

Source: Esri

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www.oaklandmall.com

CBRE



SHOPPER PROFILE

15.5% Rustbelt Traditions

- Married couples
- Svcs/Prof/Admin
- HS Diploma Only
- Buy American-made products
- Hold home mortgage
- Play games online
- Read newspapers; watch TV
- Own 2–3 vehicles

11.5% Emerald City

- Singles
- Prof/Mgmt
- College Degree
- Travel frequently
- Contribute to NPR/PBS
- Buy, eat organic foods
- Read books, magazines on tablets
- Prefer natural, green products

7.5% Family Foundations

- Singles
- Svcs/Prof/Admin
- HS Diploma Only
- Shop at T.J. Maxx, Sam's Club
- Style & appearance is important
- Go online for games, entertainment
- Subscribe to premium cable TV
- Drive 1–2 vehicles

Source: Esri

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CBRE MALL AND LARGE FORMAT RETAIL