

# OAKLAND MALL

TROY, MICHIGAN



# OVERVIEW



■ Oakland Mall is a 1.5 million square foot super regional shopping center located in the Detroit Metropolitan area of Michigan, serving approximately 650,000 people with an average income of about \$73,000.

■ Oakland Mall's family friendly atmosphere, selection of stores, with great access and visibility from major thoroughfares Interstate 75, 14 Mile Road, and John R Highway make it a top destination.

■ Oakland Mall's central location in the Tri-County shopping district continue to make it a powerful retail destination today and into the future.

■ Anchored by Macy's, Sears and JCPenney, Oakland Mall includes more than 128 specialty stores.

■ Oakland Mall has a variety of exciting stores including Aeropostale, Express/Express Men, Victoria's Secret, Forever 21, Bath & Body Works, and The Children's Place.

■ The Detroit Metropolitan area is home to six community colleges plus Oakland University and Wayne State University as well as campuses for the University of Michigan, Michigan State, Central Michigan, Western Michigan, and Eastern Michigan Universities. Within the market trade area enrollment for the universities is estimated at 100,000 students in the fall of 2010 and those universities have a total combined annual operating budget in excess of \$1.4 billion.

■ Oakland Mall as a total retail complex exceeds \$300 million in annual sales. In addition, the department stores are very strong in their respective districts: Sears is #1 out of 11, Macy's is #3 out of 18, and JCPenney is #3 out of 18.





# PROPERTY INFORMATION & TRAFFIC COUNTS



## LOCATION

412 W. 14 Mile Road  
Troy, Michigan  
[www.oaklandmall.com](http://www.oaklandmall.com)

## REGIONAL ACCESS

I-75 and 14 Mile Road  
John R and 14 Mile Road

## DESCRIPTION

Super Regional Shopping Center

## TRAFFIC PATTERN

325, 121 daily vehicles\*

## MAJOR STORES

Macy's, Sears, JCPenney

## TOTAL RETAIL SQ. FT.

1,500,000

**PARKING:** 8,500 Spaces

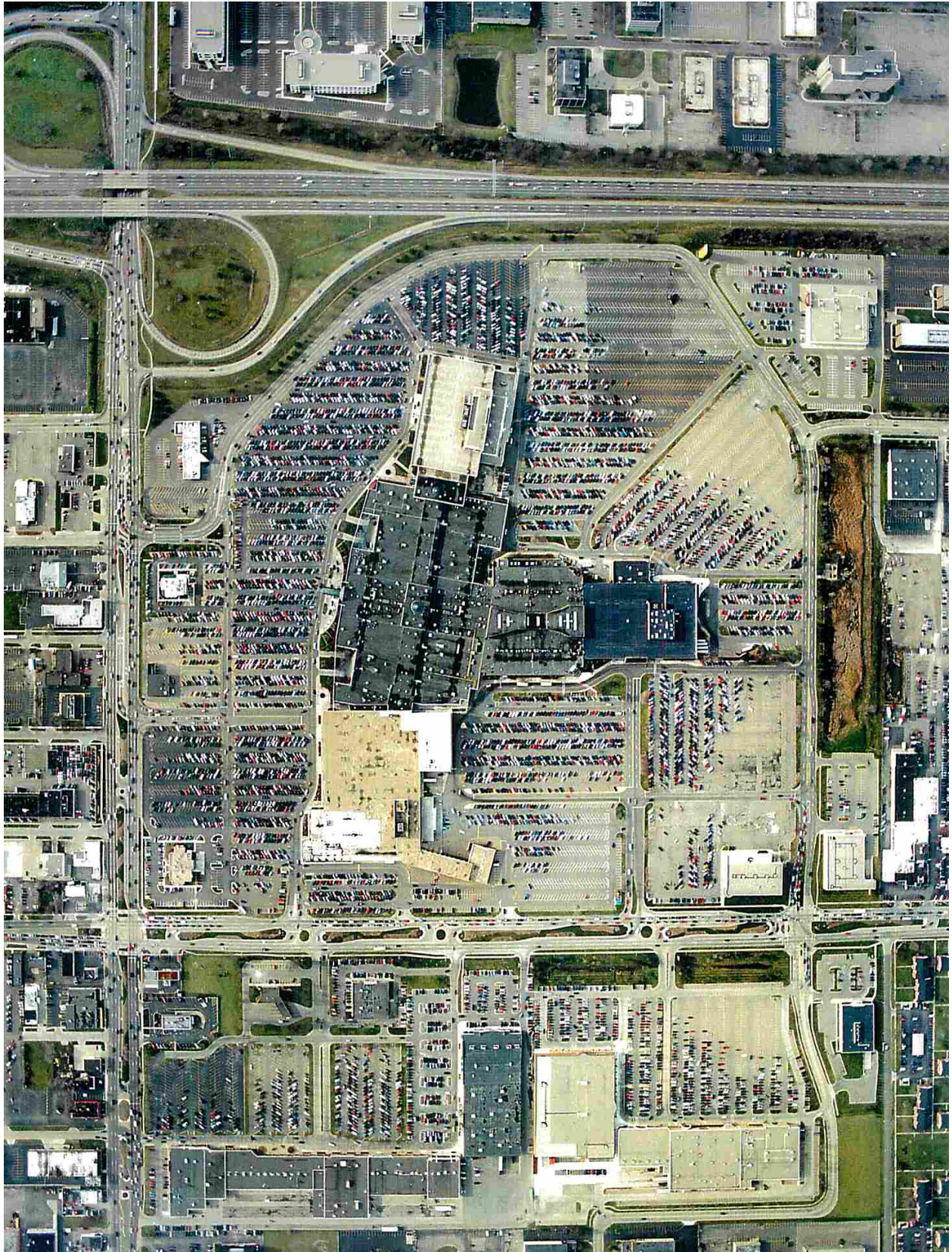
**OPENED:** 1968

**NUMBER OF STORES:** 128

\* © CoStar Inc.



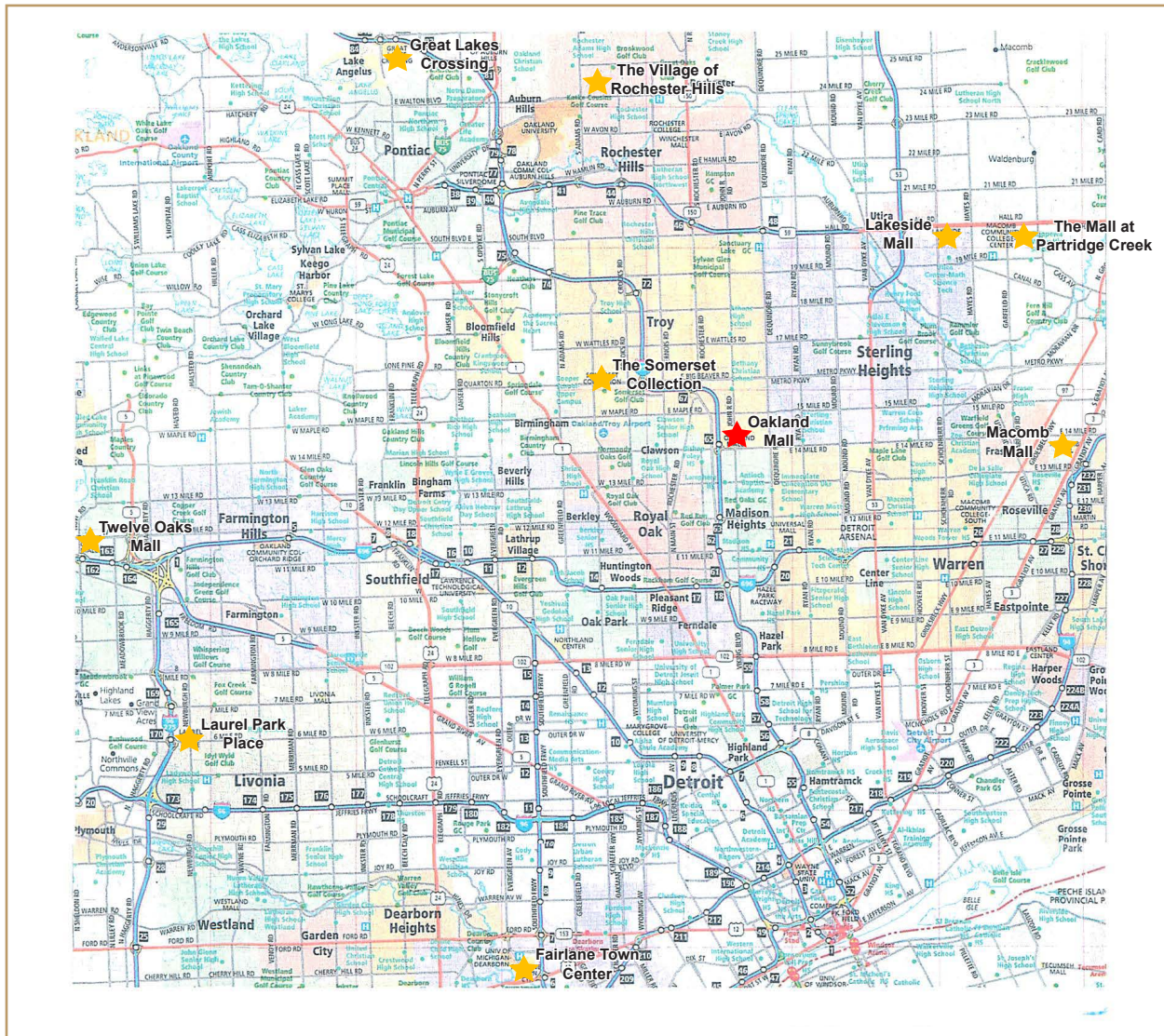
# AERIAL VIEW





# COMPETITION PROFILE

7.5 Mile Center	Radius Income	Median Income	Average Population	Projection	Population Households	Household Projection
Fairlane Town Center	\$40,370	\$50,253	796,034	746,041	290,200	270,307
Great Lakes Crossing	\$83,517	\$64,061	276,276	273,853	106,964	106,822
Lakeside Mall	\$73,974	\$62,278	495,746	506,076	194,514	200,438
Laurel Park Place	\$65,505	\$83,709	431,135	411,712	172,340	164,548
Macomb Mall	\$49,723	\$59,666	523,756	517,078	220,403	220,620
Oakland Mall	\$56,604	\$72,289	652,429	638,430	269,311	266,385
The Mall at Partridge Creek	\$56,138	\$70,749	447,178	458,492	178,559	184,536
Somerset Collection	\$65,569	\$87,595	507,361	496,295	211,253	208,601
Village of Rochester Hills	\$69,939	\$83,32	6295,682	296,826	111,574	112,785



# MARKET TRADE AREA

## POPULATION

2010 Estimate: 652,429  
70% Income over \$35,000

## HOUSEHOLD INCOME

\$72,289 Average Income

## POPULATION AGE

30% Age under 25  
42% Age 25-54  
28% Age 55+  
Median Age: 40.0

## TOTAL HOUSEHOLDS

269,311

Source: Urban Retail Properties,  
LLC Market Research  
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## BUSINESS

### PROFESSIONAL EMPLOYMENT CATEGORIES:

Professional 35%	Administrative Support 15%
Services 12%	Mgmt/Business 10%
Transportation 5%	Sales 12%
Other 3%	Production 8%

White Collar 66%  
Blue Collar 18%

# DAYTIME POPULATIONS

In Oakland Mall's primary trade area there are 28,925 businesses with 351,063 employees. Employee to residential population ratio is 53%

There are over 49 hotels within Oakland Mall's primary trade area providing 5,252 rooms.

## LARGEST PRIVATE EMPLOYERS IN METRO DETROIT

Ford Motor Company	38,000	Automotive
University of Michigan	27,754	Public University/Health Care
General Motors	24,867	Automotive
Chrysler	21,927	Automotive
Henry Ford Health System	19,951	Health Care
Trinity Health	13,122	Health Care

## LARGEST PUBLIC EMPLOYERS IN METRO DETROIT

US Government	18,900	Federal Government
Detroit Public Schools	13,039	Public School System
City of Detroit	11,396	City Government
US Postal Service	11,110	Postal Service





# ECONOMY

From January to December 2011 the number of employed Oakland County residents increased by 12,268 the largest increase among all of Michigan's counties.

Source: US. Deartment of Commerce, Bureau of Labor Statistics

Over 57% of 2010 Fortune 500 companies have at least one business location in Oakland County and 86 of the region's top Private 200 firms are headquartered in Oakland County as well.

Source: Crains

ON GUARD FOR 180 YEARS

## Detroit Free Press

Thursday 1.26.2012 www.freep.com A GANNETT COMPANY

### Auto boom: 15,000 jobs on tap

Detroit Free Press

## BUSINESS

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TOM WALSH WRITES OF THE BUSINESS LEADERS FOR MICHIGAN FORECAST

### CEOs predict 500,000 new jobs in state

In an upbeat update of its 2009 Michigan Turnaround Plan, the Business Leaders for Michigan (BLM) group of CEOs projects that the state can add 500,000 new jobs and see personal incomes rise by \$18,000 per person by 2020.

And Michigan doesn't need a right-to-work law or new industries like movie making to catapult it back into the top tier of economic growth states, according to the BLM's "New Michigan" strategy unveiled Tuesday.

State to see '12 growth, but recovery far off

By Brent Snively, Alan Priddy and Christie Thompson  
Freemedia@freepress.com

Automotive jobs are coming back, especially in Michigan, but no one expects to see the peak of 2000 anytime soon, if ever again.

The U.S. new vehicle market is expected to grow 45% from 2009 to 2015, according to IHS.

## GM's media-buying firm to bring 200 jobs to city

AGENCY TO BE 'PART OF THE FABRIC' OF DOWNTOWN DETROIT

By Zlati Meyer  
Free Press Business Writer

General Motors' new media-buying company is expected to bring an estimated 200 new jobs to downtown Detroit.

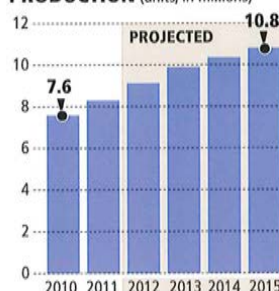
Carat, which is owned by the London-headquartered Aegis Group, is opening an office on the 23rd floor of One Detroit Center.

When the automaker was looking for a firm to handle its global media-buying, it wanted an agency

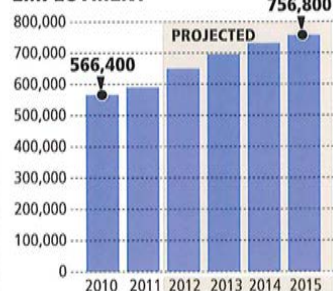


### U.S. AUTO INDUSTRY

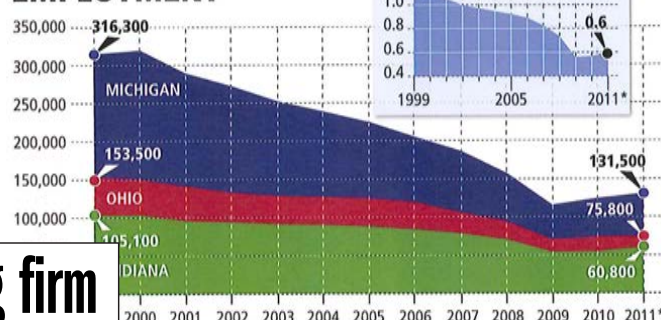
PRODUCTION (units, in millions)



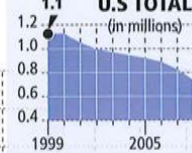
EMPLOYMENT



### U.S. AUTO INDUSTRY EMPLOYMENT



U.S. TOTAL (in millions)



Source: Department of Labor's Bureau of Labor Statistics; IHS Global; Center for Automotive Research

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## BUSINESS

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### SUSAN TOMPOR'S TAX TIPS

Check out her tax web page for advice, forms and the latest tax help news. Go to [freep.com/taxtips](http://freep.com/taxtips)

- GET TIPS FOR FILING YOUR TAXES
- LIVE CHATS WITH INDUSTRY TAX EXPERTS
- DOWNLOAD AND PRINT TAX FORMS



## 2012 vehicle sales may top expectations

Higher gas prices not hurting them yet

By Brent Snively  
Free Press Business Writer

For automakers, 2012 looks like it will be better than expected.

Industry analysts expected at the start of 2012, when analysts were predicting sales of less than 14 million.

"Results for the first quarter

That's lower than the 15.0 million rate for February, but would be the third-straight month above 14 million.

But the real test for the industry will come over the spring and summer, Schuster said, as

IN MARCH, LMC AUTOMOTIVE IS PREDICTING AN ANNUALIZED SELLING RATE OF 14.1 MILLION.

Over the last 18 months, almost every automaker has introduced a new or redesigned compact car, and the industry overall is offering features on those cars previously reserved for larger cars.

choose from 41 small car models in the U.S. market compared with just 30 back in 2007.

The U.S. housing market, meanwhile, is only starting to show signs of a recovery, which means pickup sales are unlikely



# ATTRACTIONS



■ Metro Detroit hosts year round quality entertainment featuring live music and theater performances at the following venues:

- Fox Theatre
- Fisher Theater
- Detroit Opera House
- Music Hall
- Masonic Temple
- Cobo Hall



■ Metro Detroit is the home of state of the art sports arenas:

- Comerica Park home to the Detroit Tigers
- Ford Field home to the Detroit Lions
- Joe Louis Arena home of the Detroit Red Wings
- The Palace of Auburn Hills home of the Detroit Pistons

■ The Detroit Zoo has 125 acres of wildlife attractions including one of largest polar bear exhibits, a kangaroo walk, and animals feeding.



■ The Detroit Institute of Arts, Detroit Science Center, Detroit Zoo, and Detroit Historical Museum house several exhibits and attractions.

■ The Woodward Dream Cruise held annually the second weekend in August draws over 1.7 million people and 400,000 classic cars.

■ North America International Auto Show held in January at Cobo Hall welcomes 715,000 car enthusiasts to the event. Arts, Beats, and Eats brings in over 500,000 people on

■ Arts, Beats, and Eats brings in over 500,000 people on Labor Day weekend and raises over \$350 million for local charities. It also brings in over \$40 million for the local economy by celebrating the diversity of artists, musicians, and food in Metro Detroit.