



# Oklahoma City

2011 Year-End  
Retail Market Summary



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# Oklahoma City

## 2011 Year-End Retail Market Summary



### THE RETAIL MARKET

The Oklahoma City retail market has seen a continuation of a marked improvement this past year. This is borne out both in our firm's transactional activity and the year-end 2011 survey results. Price Edwards manages and leases nearly 7 million square feet of retail space across Oklahoma; we generated a 20 percent increase in lease transactions this past year. The market vacancy at year-end dropped below 10 percent for the first time in years, ending the year at 9.8 percent. This is an improvement from 10.5 percent at mid-year and 11 percent at the end of 2010. Looking inside the numbers, the improvement can be attributed to the following:

- A number of vacant big boxes being filled;
- National tenants becoming more active after a 2-year hiatus;
- Limited new construction combined with the success of new projects, principally the Outlet Shoppes coming on line 100 percent occupied and a handful of existing property additions that were quickly occupied;
- Nationally, retail sales are now 20 percent above the 2009 trough and 5.5 percent above the pre-recession peak (not adjusted for inflation).

Three of the submarkets – Edmond, Moore-Norman, and North – are showing significant growth and vitality. The West Central submarket is close behind, particularly given the success to the Outlet Shoppes. The South and Northwest submarkets are stable, but given their established neighborhoods and less retail-friendly demographics, are seeing less activity with vacancies in the mid-teens. New product in the Eastern Oklahoma County submarket is generally full, while older centers have some vacancy.

Nationally, improvement was seen as well although it was more uneven and accompanied by more uncertainty. Garrick Brown, analyst for Chainlinks Retail Advisors - our national affiliation with the leading retail firms in other states, takes a closer look at the national picture on the back cover article.

### Questions/Issues of Interest

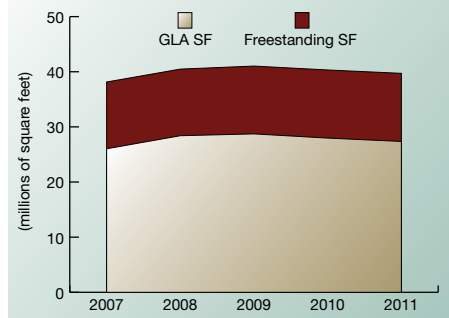
As part of our year-end study, we wanted to address a number of questions or issues about which we are frequently asked:

**Is all the news good news?** In a word, no. There are a number of positives, as you would expect during a general economic recovery. However, national retailers are still being cautious, capital markets are tight, shoppers are still spending less, and more uncertainty remains than you'd like. Local mom and pop tenants have probably been hurt the most and will be the last group to recover. The market is moving in the right direction, but the ongoing recovery is somewhat uneven.

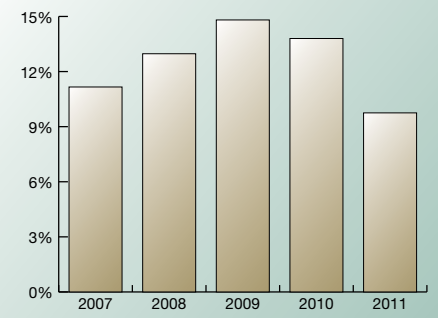
**Outlet Shoppes of Oklahoma** – why has it been so successful and what will be its long-term impact? The initial sales of the Outlet Shoppes have been huge and probably surprised everyone a bit. We attribute them to a combination of factors: some new stores not previously in our market; discounters have typically done well in our market and an outlet mall plays to that demand; it's a new concept having an in-town outlet mall; and, as noted, our market is doing better than we sometimes think. As to its longer-term impact, it's too early to tell. Historically, retailers haven't wanted outlet malls nearby because they tend to cannibalize their regional mall business and compete with their full price stores. Penn Square is such a juggernaut that we don't see this being much of an issue, though the Outlet Shoppes could pull some sales away from Yukon and northwest Oklahoma City. Time will tell, although, we believe the Outlet Shoppes will continue to be successful and is a good addition to our market's retail offerings.

**What new retailers are coming to town or are expanding?** One of the signs of our market getting healthier is the number of retailers expanding or looking to our market for the first time. Gyms and grocery stores lead the expansion efforts. Gyms expanding include Gold's Gym, Planet Fitness, Fitness 19 and the YMCA. LA Fitness is seeking sites as well. On

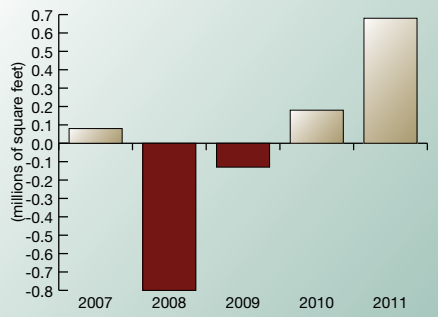
OKC TOTAL RETAIL MARKET INVENTORY



OKC TOTAL RETAIL MARKET VACANCY



OKC TOTAL RETAIL MARKET ABSORPTION



the grocery front, everyone knows about Whole Foods opening; Sunflower has two locations and is looking for others; Aldi and Save-A-Lot have expansion plans; Sprouts continues to look in the market; the Fresh Market would like to be here as would Tulsa's Reasons; Buy for Less & Crest are both expanding with their Market concepts; and, Walmart is planning additional grocery stores as well. Costco has said they would come if Oklahoma changed their liquor laws to allow them to sell wine; and, they might eventually come anyway. A

number of other retailers are either actively looking in Oklahoma City or would like to be here, including Dick's Sporting Goods, Home Goods, Sam Moon, Von Maur, Performance Bikes, Monarch Dental, Urban Outfitters, The Container Store, Nordstrom Rack and a number of smaller tenants and restaurants. With limited vacancy in good locations, many of these will either have to build stand-alone stores or wait until a new development breaks ground.

**When will we see new construction?**

Construction the last couple of years has been limited to smaller additions to existing centers with the notable exception of the 348,000 square foot Outlet Shoppes. This past year, University North Park has added an 8,000 square foot strip and a couple of outparcel buildings; Fritts Farm is nearing completion of a 12,000 square foot small shop building; and, Shoppes at Moore finished their last couple of buildings. A few stand-alone buildings are new as well, including a Walmart Neighborhood Market in Midwest City, and Dave & Busters on Northwest Highway, and the planned Walmart Supercenter at Choctaw's Town Square. Newer centers are uniformly well occupied. With the above tenants, and others, looking for space in our market, we anticipate the announcement of two or three new developments this upcoming year. The most likely locations will be the Memorial corridor and I-35 in Edmond. Expect continued expansion of existing projects in Moore, Norman and Midwest City. While there is demand for new product, development remains difficult given continued tight capital markets, rental rates that have yet to return to pre-recession levels, and caution among national retailers.

**What is the outlook for the grocery market?**

The above list of grocers expanding and entering our market will greatly enhance shopping choices for consumers and is filling several of the larger vacant spaces. A number of these grocers are specialty grocers, which have smaller stores and focus more on fresh product and prepared foods. We see a three to five year window of these expansions and increased competition. Given that Walmart, up until recently, had nearly 60 percent grocery market share, the additional choices and competition are welcome. As in all things retail, there will be winners and losers based upon

location and the reception the market gives these different concepts. Downtown grocery is always a topic of interest. A smaller, local limited product grocer or two may open downtown in the next couple of years, starting with Native Roots at the Level Apartments; but, until there are more people living downtown, no full-service or national grocer is expected to be interested. A remodel of the Homeland at 17th and Western is a possibility.

**What does the future hold for Crossroads Mall?**

The Mall was recently purchased from the lender by a local group of investors. The Mall is being re-positioned as a mixed-use value-retail center. A combination of physical improvements, marketing, and affordable rent will be used to attract value-oriented retailers and other users to the Mall. The 1.2 million square foot mall (this includes all the outparcels and various owners) contains nearly 900,000 square feet of vacancy and is currently not included in our survey numbers.

**Where do you see Internet sales going and what is the prospect for sales tax on Internet sales?**

Currently, Internet sales are approximately 9 percent of total retail sales; and, Internet sales have been growing at a double-digit rate. A lot has been written about this threat to brick and mortar stores. Over the next several years, expect Internet sales to continue to grow rapidly, but they will begin to grow at a declining rate. The biggest winners will be retailers who figure out how to integrate their web sites and Internet sales/marketing with their stores. A bill is pending at the Federal level that would allow states to charge sales taxes on Internet sales. Whether this bill passes or not, we don't know, but, it's only a matter of time, particularly given the funding problems at the state and municipal level across the country.

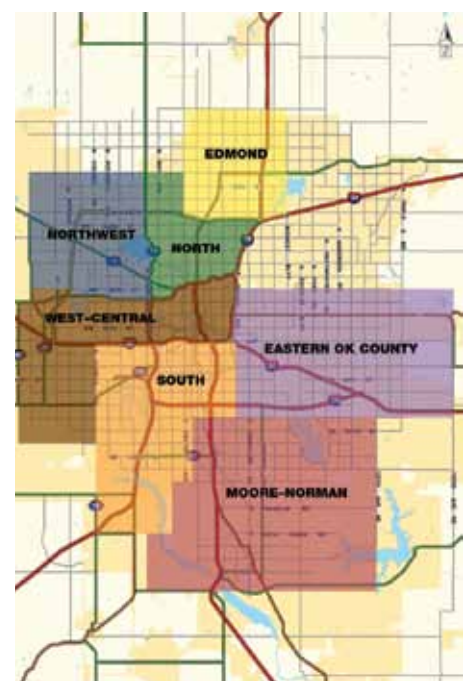
**Outlook for 2012** – We anticipate continued improvement in 2012 with further gains in market occupancy. Stress remains in the market given national economic uncertainty and the problems retailers are having in other states. Local retailers have probably faced the most challenges this past year and have benefited the least from our improving market as they have not been able to reduce costs, increase advertising and implement other strategies that

have helped national/regional retailers improve their performance. This will start to change in the upcoming year, as all retailers should begin to see the benefit of an improved market. This doesn't mean that there won't be store closures or weak performers. This is the nature of retail. In the aggregate, tenant sales are expected to increase at an increasing rate, market rents will begin to rise, and landlords will be in the best position they've been in the past four years to negotiate deals. As with the past two years, improvement won't always seem readily evident as we are in the middle of it, but it will be real.

**Survey Footnote:**

Our survey tracks 27.4 million square feet in 231 buildings of over 25,000 square feet and 13.0 million square feet of stand-alone buildings for a total market of \$40.4 million square feet.

There continues to be a significant number of smaller strip centers in the market (under 25,000 square feet in size). We would estimate there are easily 3 million square feet of these properties in the market.



Submarket Map

OKC Retail Market Totals	GLA SF	Vacant SF	Vacant %
	27,362,806	2,668,006	9.75%



## SALES SUMMARY

Property	Address	City	Buyer	Seller	Sales Price	Sq Ft	Year Built	Price PSF	Date Sold
Mustang Trade Center	Mustang Rd & E Trade Center Ter.	Mustang	SFP Pool Shopping Center LLC	Strickling LLC	\$2,425,000	35,875	1984	\$67.60	3/1/11
Shields Plaza	NW I-240 and Shields	OKC	Shields Plaza LLC	Enterprise South Shields LLC	\$2,850,000	200,820	1972	\$14.19	3/20/11
Heritage Park Mall	6707 E Reno	Midwest City	ABAB Inc	Roc Asap LLC	\$1,300,000	276,481	1978	\$4.70	4/20/11
University Towne Center	1400 24th Ave	Norman	Inland Diversified Norman Univ	UTC I, LLC	\$32,500,000	158,516	2008	\$205.00	4/29/11
Silver Springs	9001 NW Passage	OKC	Inland Diversified OKC	Silver Springs Pointe Holdings	\$16,012,500	135,028	2001	\$119.00	5/3/11
Crossroad Mall	7000 Crossroads Blvd	OKC	CRM Properties Group	Crossroads Maiden Lane	\$3,500,000	762,532	1974	\$4.59	8/19/11
Southern Hills	1610 SW 74th	OKC	Southern Hills Capitall LLC	Phillips Edison	\$11,580,000	202,247	1962	\$57.26	Nov-11
MacArthur Shops	5801 W Britton Rd	OKC	Vista Point, Inc.	RBP, LTD	\$1,400,000	25,630	1984	\$54.62	Dec-11
<b>Sales Volume reported</b>					\$71,557,500				
<b>Average Price PSF</b>					\$59.04				
<b>Square Foot Sold</b>					1,797,129				

The one area of the retail market that continues to lag is investment sales. After five large transactions during the first half of the year, the second half only saw three transactions, but two were significant – Crossroads Mall & Southern Hills. Sales continue to be focused on the high and low end of the market with the exception of the November purchase of Southern Hills Shopping center by Westpoint Group. This has been one of the only sales of a mid-market neighborhood center of any size in the last three years. Here’s what we see for the upcoming year:

- A modest increase in the number of sales is expected although the total dollar amount of transactions may decline given the size of the Inland purchases this year.
- There will be stronger investor demand; investors previously searching for distressed assets will expand their investment criteria to include more traditional centers.
- The primary factors limiting deal flow will be the current stringent lending environment and the lack of suitable investment alternatives for sellers.
- High end assets will continue to be in more demand as more institutional investors seek quality and will continue to move capitalization rates down.
- The relative performance of our market may very well push more national investors to our market.
- There will be a handful of distressed sales, but lenders won’t be significant sellers as the number of problem properties in our market is limited.

There are five classes of shopping centers being evaluated. “A” centers are super regional centers containing in excess of 900,000 square feet. “B” centers are regional centers containing from 300,000 to 900,000 square feet. Class “C” centers are those community shopping centers with 100,000 to 300,000 square feet. Class “D” centers contain 30,000 to 100,000 square feet and are classified as neighborhood strip centers. “E” centers are strip centers with 25,000 square feet to 30,000 square feet. You will be able to see how each of the classes of centers in each sector are performing.

# 2011 Year-End Oklahoma City Retail Market Summary

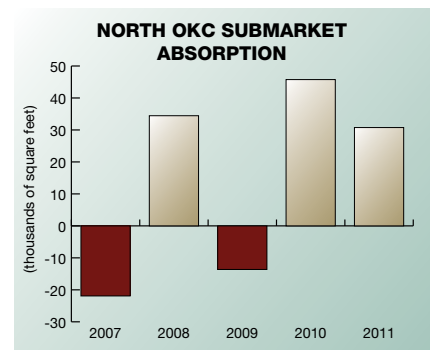
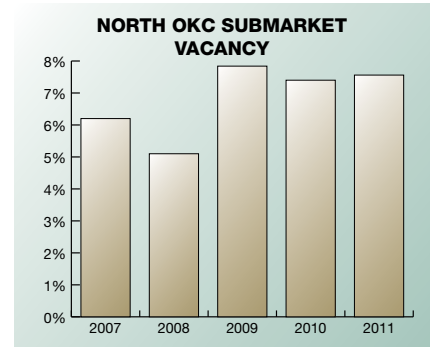
## NORTH SUBMARKET

### SUBMARKET SUMMARY

The North submarket is Oklahoma City's largest concentration of retail and one of the areas where all national retailers want to be. Vacancy declined moderately the last six months of the year, reaching 7.6 percent compared to 8.1 percent at mid-year. And, despite all the activity in the Edmond & Moore-Norman submarkets, the North submarket is the most desired area for retailers, particularly the Memorial road corridor and the Penn Square Mall area.

Both of Oklahoma City's regional malls are located in this submarket and appear to be performing very well. Quail Springs Mall and Penn Square Mall stay near 100 percent occupancy. Penn Square is the strongest performing mall in the state with estimated sales of over \$600 per square foot and a waiting list of tenants. The Classen Curve continues its lease up with primarily local tenants; Whole Foods has opened to large crowds. Marshalls leased the bulk of the former Circuit City space at Memorial Square. The new owners of 50 Penn are renovating the property and working to address the retail vacancy there. Most of the national retailers new to Oklahoma City mentioned in the summary are actively seeking sites either along Memorial Road or near Penn Square.

Because of this interest and activity, the recently vacated big boxes in this submarket will be filled in 2012; deals are pending on the former Borders, the former Ultimate Electronics, and the former Linens N Things spaces. Given the lack of available space, particularly for larger users, some tenants are expected to build their own buildings. The Memorial Road corridor is anticipated to see a new development or two announced in 2012.



## 2011 Year-End Oklahoma City Retail Market Summary NORTH SUBMARKET

Center	Class	Year Built	Leasing Agent	GLA	Vacant	Vac.	Rate 1	Rate 2	Anchor Tenant(s)
50 Penn Place NW 50th St & N Pennsylvania Ave	C	1973/1985/00	Colliers Gary Gregory	86,082	73,888	85.83%	\$12.00	\$15.00	Bank of Oklahoma Belle Isle Brewery
6900 Place 6900 N May Ave	D	1981/91/92	CBRE/Oklahoma Ryan Storer	49,502	7,500	15.15%	\$8.00	\$10.50	Ted's Cafe, Cricket Subway, At the Beach,
Belle Isle Station NW Expressway & N Classen Blvd	B	2000	Price Edwards & Compnay Laci Jackson/ Karleen Krywucki/Susan Brinkley/Ev Ernst	433,333	45,396	10.48%	\$18.00	\$23.00	Walmart Supercenter Ross
Britton Plaza Shopping Center 2648 W Britton Rd	E	1955/2005	Gerald Gamble Co. Gerald Gamble	27,340	5,050	18.47%	\$8.00	\$8.00	Johnnies' Charcoal Broiler
Britton Square 9415 N May Ave	D	1983	Grubb & Ellis Levy Beffort Jim Rose	27,326	5,189	18.99%	\$9.00	\$0.00	Beauty Alliance Gourmet Yarn Company
Camelot Square NW 122nd St & N Pennsylvania Ave	C	1984	Blanton Property Co. Jeff Bolding	107,799	3,895	3.61%	\$0.00	\$0.00	Cox Communications
Casady Square W Britton Rd & N Pennsylvania Ave	C	1953/83/95	Price Edwards & Company Laci Jackson//Susan Brinkley/Ev Ernst	158,764	23,713	14.94%	\$10.00	\$14.00	CVS Pharmacy Walmart Neighborhood Mkt
Centennial Plaza NW 58th St & N May Ave	B	1993	CBRE/Oklahoma Mark Inman	233,794	0	0%	\$10.00	\$14.00	Best Buy Home Depot
Charter At May 9494 N May Ave	D	1963/88/96	The Boettcher Companies Fred Boettcher	99,757	1,400	1.40%	\$11.00	\$6.50	Luby's Cafeteria Mill Creek
Classen Curve NW Grand Blvd & N Classen Blvd	C	2008	Blanton Properties Tom Blanton	141,066	32,709	23.19%	\$20.00	\$24.00	Balliet's, Republic, Whole Foods Cafe 501
Colonial Plaza 9225 N May Ave	C	1971/2011	Eric Roberts Eric Roberts	122,000	0	0%	\$0.00	\$0.00	Homeland Cato
Colonnade 9600 N May Ave	D	1984	Brady's Properties Ali Ghaniabadi	78,000	2,119	2.72%	\$8.00	\$13.00	Party Bazaar Boca Boca
Country Club Corner 6410 N May Ave	D	1959/96	JAH Realty, LP Jeff Norman/Ethan Slavin	53,477	0	0%	\$16.00	\$0.00	Sunflower Farmers Market Half Price Books
Country Club Plaza 2800 W Country Club Dr	D	1970/92/03	NAI Sullivan Group Susan Davis Jordan	38,436	1,200	3.12%	\$12.00	\$12.00	Fitness Together Edward Jones, Heritage Trust
Cross Rock Shops 3521-3561 W Memorial Rd	E	2001	Dan Ward Companies Chris Bruel	25,060	1,375	5.49%	\$18.00	\$20.00	ME/CU Credit Union AAA, McAlister's Deli
Fenwick Plaza 16524 N Pennsylvania Ave	D	2009	Lease Space OKC Gretchen Bybee	35,304	9,999	28.32%	\$10.00	\$13.00	
French Market Mall 2850 NW 63rd St	C	1985	CBRE/Oklahoma Mark Inman	244,724	3,750	1.53%	\$8.00	\$25.00	Bed Bath & Beyond Staples
Gold's Gym Center 2301 W Memorial Rd	E	2008	Hawkins Companies Ryan Manteuffel	66,662	0	0%	\$12.00	\$18.00	ATT Flagship Store Gold's Gym
Highland Park Retail Center W 189th St & N Western Ave	D	2009	Steve Walters Steve Walters	26,369	9,000	34.13%	\$17.00	\$0.00	Louie's Lapels Dry Cleaners
Lakehurst Plaza 8025 N May Ave	D	1980	CBRE/Oklahoma Jason Little	32,637	2,400	7.35%	\$12.00	\$0.00	Gulffport Sea Food Movement Inovations Dance
Lakeside Shops Shopping Center 7500 N May Ave	D	1950/99/07	Pippin Properties Julie Shelton	67,000	16,129	24.07%	\$9.00	\$12.00	Freestone Freddy's Frozen Custard
Lakewood Shopping Center 6901 N May Ave	D	1953/95	The Pilchner Group Gaby Villarreal	55,247	2,500	4.53%	\$9.00	\$0.00	Mazzio's Cokesbury Bookstore
Mayfair Place 2900 NW 63rd St	D	1978	Price Edwards & Company Karleen Krywucki	95,000	3,747	3.94%	\$10.00	\$0.00	Akin's Health Foods PetsMart, Big Lots
Memorial Square W Memorial Rd & N Pennsylvania Ave	C	2004/06	CBRE/Oklahoma Inman/Graham	225,000	12,666	5.63%	\$20.00	\$18.00	Super Target PF Changs
Midland Center NW Expressway	C	1961	Price Edwards & Company Susan Brinkley, Ev Ernst, Laci Jackson	54,272	3,503	6.45%	\$0.00	\$0.00	Conn's Panera Bread
Nichols Hills Plaza 6501 Avondale Dr	C	1963	Chesapeake Energy Rena Owen	130,000	6,036	4.64%	\$14.00	\$16.00	Crescent Market Starbucks, Body by Decker
North Penn Plaza 5601 N Pennsylvania Ave	D	1970/71	Steve Hetherington Steve Hetherington	32,000	0	0%	\$0.00	\$0.00	Koslow's Commercial Federal Bank
Northpark Mall 12100 N May Ave	C	1971/81	Morris Enterprises Kevyn Colburn	200,000	43,509	21.75%	\$14.00	\$0.00	Rococco B.C. Clark
Penn Square Mall 1901 NW Expressway	A	1960/88	Simon Property Simon Property	1,100,000	0	0%	\$0.00	\$0.00	Apple Store Macy's, Dillard's
Penn-Hefner Plaza 2121 W Hefner Rd	D	1973/77	Haydel Associates Aimee Dial Parrish	69,392	0	0%	\$10.00	\$12.00	Buy For Less Beauty World
Quail Plaza 10950 N May Ave	C	1965/89/91	Morris Enterprises Kevyn Colburn	144,335	40,000	27.71%	\$10.00	\$15.00	USA Baby Goodyear Tire
Quail Springs Mall W Memorial Rd & N Pennsylvania Ave	A	1980/98/99	General Growth Mgmt., Inc. Kelly Waswo	1,124,482	5,500	0.49%	\$0.00	\$0.00	Macy's JC Penney
Quail Springs MarketPlace W Memorial Rd & N Pennsylvania Ave	B	1998	Bayer Properties Mary Beyerzell	450,000	66,100	14.69%	\$0.00	\$0.00	Old Navy, Ross Lowe's
Quail Springs Village 13801 N Pennsylvania Ave	E	1983	JAH Realty, L.P. Ethan Slavin	26,500	0	0%	\$16.00	\$20.00	RadioShack Pier 1 Imports
Quail Village 14101 N May Ave	D	2007	Grubb & Ellis Levy Beffort John Cohlma	49,845	4,500	9.03%	\$18.50	\$20.00	Tan &Tone Edward Jones
Shoppes at North Pointe W Memorial Rd & N May Ave	D	2002	Price Edwards & Company Phillip Mazaheri	37,684	0	0%	\$15.00	\$0.00	
Shops at the Veranda 150th St & N Western Ave	B	2006	Grubb & Ellis Levy Beffort Vicki Knotts	30,650	23,978	78.23%	\$17.00	\$0.00	Holder Brothers Beef
Spring Creek North 12200 N May Ave	D	1981	Price Edwards & Company Laci Jackson//Susan Brinkley/Ev Ernst	89,006	9,890	11.11%	\$11.00	\$0.00	CVS Pharmacy Homeland
The Plaza at Quail Springs 2221 NW 138th St	E	2005	JAH Realty, L.P. Ethan Slavin	104,001	4,080	3.92%	\$14.00	\$0.00	Fabrics Unlimited Dollar Tree
Town & Country Village 12335 N May Ave	D	1982/92	Brady's Properties Ali Ghaniabadi	43,500	3,262	7.50%	\$10.00	\$0.00	Cocina De Mino Subway, At the Beach
Village at Quail Springs 2201 W Memorial Rd	C	2004	Inland Companies Laurie Long	100,404	0	0%	\$0.00	\$0.00	Gordmans Best Buy
Village Park* 10405 N May Ave	E	1972	CBRE/Oklahoma Ryan Storer	32,574	9,995	30.68%	\$8.00	\$0.00	Magnolia Hair Salon
Village Plaza (Waverly Crossing) 1505 W Britton Rd	D	1964/73/89	Legacy Properties Candace Sullivan	49,133	2,000	4.07%	\$9.50	\$0.00	Westlake Hardware Dollar General
Wilshire Village W Wilshire Blvd & N Western Ave	E	1986	Dr. Scott Samara,M.D.	27,000	0	0%	\$11.00	\$12.00	Dodson Art Gallery Makeup Bar
<b>North Totals</b>				<b>6,424,457</b>	<b>485,978</b>	<b>7.56%</b>			

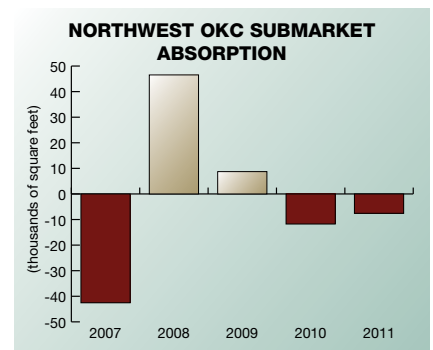
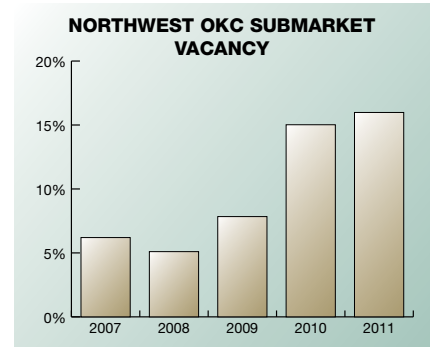
# 2011 Year-End Oklahoma City Retail Market Summary

## NORTHWEST SUBMARKET

### SUBMARKET SUMMARY

The northwest submarket has probably been hit the hardest since the downturn and, while there has been tenant movement at specific centers, the aggregate vacancy of the submarket remains at 16 percent, unchanged from mid-year and up from 15 percent last year. The northwest submarket is characterized by established neighborhoods with limited population growth and relatively unchanged demographics. Most of the retail product is established neighborhood shopping centers with little new product. For many retailers, this market is their second or third choice; the I-40 corridor and the Memorial corridor are the more in demand markets at this time. As is prevalent in many of the submarkets we analyze, the newer well-located centers in the market are doing quite well, but seven of the 30 centers in the submarket have over 30,000 s.f. vacant. And, Council Crossing, after Buy for Less vacated, is three-quarters vacant. Local tenants, who are feeling the effects of the downturn of the last three years, make up much of this submarket's tenant base.

There is activity. Joann's is moving into Rockwell Plaza, the YMCA is taking over the former Aspen space, and two previously noted trade colleges have filled blocks of vacant space. And, Inland's purchase of Silver Springs shows confidence in the area. This area will be one of the last submarkets to benefit from the ongoing recovery; although, it is starting to show improvement.



Brixton Square



## 2011 Year-End Oklahoma City Retail Market Summary NORTHWEST SUBMARKET

Center	Class	Year Built	Leasing Agent	GLA	Vacant	Vac.	Rate 1	Rate 2	Anchor Tenant(s)
122nd & MacArthur NW 122nd St & N MacArthur Blvd	D	1985		34,000	0	0%	\$4.00	\$10.00	Dollar General
Brixton Square 7101 NW Expressway	C	1985	GBR Properties, Inc. Bob Parker	89,607	4,410	4.92%	\$10.00	\$13.00	Clear Sight Party Galaxy
Circuit City Center Lake Hefner Pkwy & NW Expy	D	1992	CBRE/Oklahoma Inman, Graham	49,339	0	0%	\$9.95	\$0.00	Century 21 Gold's Gym
Cornerstone Plaza NW 39th St & N MacArthur Blvd	D	58/78/2003	Republic Commercial Tracye Miller	141,049	3,450	2.45%	\$6.00	\$5.00	Jackson Hewitt, City Bites Ocean Dental
Council Crossing 8101 NW Expressway	C	1986/92/03	NAI Sullivan Group David Hartnack	142,197	108,450	76.27%	\$4.00	\$10.00	
Courtyard Plaza 6401 NW Expressway	D	1984	CBRE/Oklahoma Ryan Storer	38,998	4,809	12.33%	\$14.00	\$14.00	Chelino's Blockbuster At The Beach
Lakeshore Shopping Center 4200 NW Expressway	C	2002	The Pilcher Group Gaby Villarreal	139,447	28,735	20.61%	\$9.00	\$8.00	Academy Sporting Goods Jason's Deli
Lakeshore Shops 7930 N MacArthur Blvd	D	1998	Charles Shadid Charles Shadid	33,140	0	0%	\$5.00	\$8.00	Bangkok Restaurant Al's Bicycles
MacArthur Shops W Britton Rd & N MacArthur Blvd	E	1983	Collier's International Jim Sanders	25,630	2,400	9.36%	\$8.00	\$0.00	VitaCare Home Health
Market Place OKC 5501 NW Expressway	C	1985	Grubb & Ellis Levy Belfort Louis Almaraz	178,854	27,761	15.52%	\$12.00	\$10.00	Vatterott College
Market Plaza 7001 NW Expressway	C	1981/82	CBRE/Oklahoma Mark Inman/Ryan Storer	151,439	39,147	25.85%	\$8.00	\$10.00	Tuesday Morning Westlake Hardware
MayFair Village NW 50th St & N May Ave	C	1948/90	Price Edwards & Company Susan Brinkley, Ev Ernst, Laci Jackson	174,911	47,908	27.39%	\$14.00	\$10.00	Michael's Steinmart
Newport 9120 N MacArthur Blvd	E	1972	Charles Shadid Charles Shadid	25,740	5,400	20.98%	\$5.00	\$6.00	7-Eleven Sunshine Laundry
OKC Market Square 8400 NW Expressway	C	1983/00	Price Edwards & Company Susan Brinkley/Laci Jackson/Ev Ernst	143,579	17,198	11.98%	\$7.00	\$9.00	Family Leisure Dress Barn
Peppertree Square 6444 NW Expressway	D	1984	Grubb & Ellis Levy Belfort Jim Rose	77,938	26,822	34.41%	\$8.00	\$10.00	Tan & Tone America
Portland Plaza NW 39th St & N Portland Ave	C	1994	JAH Realty, L.P. Ethan Slavin	103,312	37,991	36.77%	\$12.00	\$7.00	Locke Supply
Quailbrook Center 4401 W Memorial Rd	D	1987	Price Edwards & Company Phillip Mazaheri	90,389	0	0%	\$12.50	\$0.00	Panera Bread Mercy Health System
Rock Center 6710 NW Expressway	E	1982	Grubb & Ellis Levy Belfort John Cohlmlia	29,000	0	0%	\$10.50	\$0.00	Avis H & R Block, Avis
Rockwell Crossing 12100 N Rockwell Ave	E	1986	CBRE/Oklahoma Stuart Graham	30,200	5,250	17.38%	\$14.00	\$12.00	First Class Learning
Rockwell Northwest 7000 NW Expressway	C	1984/99	JAH Realty, L.P. Ethan Slavin	163,000	18,037	11.07%	\$10.00	\$18.00	Hobby Lobby Chick-Fil-A
Rockwell Plaza 8375 N Rockwell Ave	B	1981/2002	Medallion Real Estate Whitney Ward	414,507	23,562	5.68%	\$12.00	\$18.00	Target Ross Dress for Less, Petsmart
Silver Springs 7600 NW Expressway	B	2000	CBRE/Oklahoma Stuart Graham	700,000	4,331	0.62%	\$15.00	\$0.00	Wal-Mart Home Depot
Springbrook 6207 NW Expressway	D	1968	First Commercial Mgmt., Inc. John W. Meek, RPA	50,000	1,236	2.47%	\$7.50	\$0.00	All American Fitness China Super Buffet
Springdale NW 50th St & N Meridian Ave	C	1961/86/93/99	Grace Commercial Mary R. Grace/Larry Emmer	126,000	15,788	12.53%	\$7.50	\$7.50	Dollar General
Walnut Village NW 122nd St & N Rockwell Ave	D	1986/00	Howard Properties Bill Howard	53,850	5,000	9.29%	\$12.00	\$0.00	Lady Of America
Warr Acres NW 50th St & N MacArthur Blvd	D	1950/94	Inovex Ken Park	34,400	2,000	5.81%	\$10.00	\$0.00	Big Red Shop Taj Grocers
Warwick 11122 N Rockwell Ave	D	1985	Ta Enterprises Moon Ta	69,433	31,600	45.51%	\$8.00	\$0.00	Crest Dollar General, Eden Salon & Spa
Warwick Crossing W Hefner Rd & N Rockwell Ave	D	1995	NAI Sullivan Group David Hartnack	31,804	12,004	37.74%	\$9.75	\$0.00	Westside Batting Cages FX Salon
Warwick Plaza NW 122nd St & N MacArthur Blvd	D	1978/84	Grubb & Ellis Levy Belfort John Cohlmlia	69,433	32,650	47.02%	\$8.00	\$0.00	Dollar General
West Park Mall NW 63rd St & N MacArthur Blvd	C	1972	GBR Properties, Inc. Randy Valencourt	130,155	59,845	45.98%	\$16.00	\$0.00	
<b>Northwest Totals</b>				<b>3,541,351</b>	<b>565,784</b>	<b>15.98%</b>			

# 2011 Year-End Oklahoma City Retail Market Summary

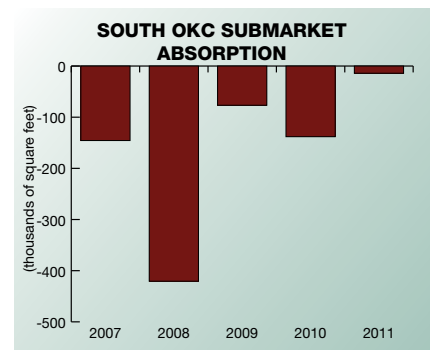
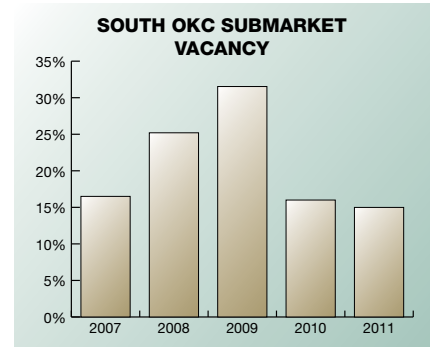
## SOUTH SUBMARKET

### SUBMARKET SUMMARY

The south submarket is somewhat unique in that its retail is predominantly neighborhood centers and stand-alone buildings. As previously noted, Crossroads Mall is not included in our survey numbers while it is being repositioned. There is also a large amount of older product filled with primarily local tenants; the downturn has been harder on these smaller, local retailers. And, the lack of concentrated co-tenancy and readily developable sites has made attracting new retailers to the area more difficult even though a number of the retailers along I-240 post very strong sales.

As a result, this is one of the few submarkets that didn't show improvement over the second half of the year. Submarket vacancy increased slightly to 15 percent from 14.6 at mid-year. For the year, there was improvement from the year-end 2010 vacancy of 16 percent (the year-end number adjusts for Crossroads Mall). A number of big boxes are available here, including the former Homeland at I-240 & May, the former Ultimate Electronics, the recently vacated Best Buy at Crossroads (which is now open at 240 Penn Park). Over the next year, this submarket should see some significant improvement as a number of the vacant/distressed properties in the market are being renovated or repositioned. We've mentioned Crossroads Mall. Local developer Terry Zerby bought South Shields Plaza with plans to renovate it; a large tenant deal is pending which should take much of South Shields vacancy. The renovation of the former Hobby Lobby space at Brookwood is well underway. And, a local developer is about to close on the former Homeland space on May. All these bode well for the submarket.

The portion of this market north of I-240 is heavily Hispanic. With the exception of one or two obsolete properties, centers in the area are generally well-occupied. The Hispanic grocers in the submarket have tended to do very well.



Brookwood Shopping Center

## 2011 Year-End Oklahoma City Retail Market Summary

### SOUTH SUBMARKET

Center	Class	Year Built	Leasing Agent	GLA	Vacant	Vac. %	Rate 1	Rate 2	Anchor Tenant(s)
119th Street & Market Place SW 119th St & S Western Ave	E	2005/09	JR Fulton Brad Worster	27,480	12,938	47.08%	\$0.00	\$0.00	Lemon Grass Papa Murphys
29th & Kentucky Shops SW 29th St & S Kentucky Ave	D	1970	L & S Real Estate Young Shin	32,500	0	0%	\$4.00	\$0.00	Family Dollar New Century Food
74 South Centre SW 74th St & S Pennsylvania Ave	D	1973/77/06	Paul B. Odom Construction Linda Brown	50,000	1,200	2.40%	\$12.00	\$14.00	Pancho's Mexican Rest. At the Beach
89'er Plaza SW 89th St & S Walker Ave	E	1984	Robert Jenks Robert Jenks	30,000	5,500	18.33%	\$4.00	\$0.00	Body Beautiful Sharp Cleaners
Airline 3400 SW 29th St	C	1999	Charles Shadid Charles Shadid	121,368	19,000	15.65%	\$3.00	\$5.00	Tom's Tires El Rodeo Carnecaria
Almonte Square 6100 S May Ave	C	1963	Blanton Property Co. Jeff Bolding	107,676	74,745	69.42%	\$0.00	\$0.00	Almonte Bingo
Brookwood North I & II SW 89th St & S Western Ave	D	1998	Charles Shadid Charles Shadid	58,249	9,700	16.65%	\$5.00	\$7.00	China Wok Restaurant Chelino's Restaurant
Brookwood Shopping Center SW 89th St & S Western Ave	C	1972/2011	Precor Ruffin, LLC Rick Pritchett	123,087	86,250	70.07%	\$10.00	\$15.00	Boomerang Leslie's Pool
Centre 8400 8400 S Western Ave	E	1984	Precor Ruffin, LLC Rick Pritchett	29,355	1,560	5.31%	\$9.00	\$9.00	H&R Block Johnnie's Bakery
Chatenay Square SW 104th St & S Pennsylvania Ave	C	1999	PB Odom, III PB Odom, III	114,115	9,300	8.15%	\$16.50	\$0.00	Homeland Panera Bread
Country Park Shopping Center SW 59th St & S Agnew Ave	D	1978	NAI Sullivan James Durocher	30,000	5,950	19.83%	\$5.76	\$6.00	Value Thrift Diaper Outlet
Crest Center SW/C SW 104th & S. May	C	2010	Grubb & Ellis Levy Beffort John Cohlma	96,000	10,098	10.52%	\$17.50	\$20.00	Crest Grocery
Economy Square SW 29th St & S May Ave	C	1963/98	Grubb & Ellis Levy Beffort Michael Almaraz	203,451	23,265	11.44%	\$8.00	\$12.00	Buy For Less Walgreens
Grant Square SW 44th St & S Pennsylvania Ave	C	1958/91/92	Price Edwards & Company Susan Brinkley/Laci Jackson/Ev Ernst	103,810	11,916	11.48%	\$8.00	\$5.00	Family Dollar Blockbuster Video
Greenway Plaza SW 119th St & S Western Ave	D	1985	Grubb & Ellis Levy Beffort Jim Rose	73,240	12,022	16.41%	\$11.00	\$0.00	Westlake Hardware Tuesday Morning
Hillcrest Shopping Center 2100 SW 59th St	D	N/A	Blanton Property Co. Jeff Bolding	50,000	25,000	50%	\$0.00	\$0.00	Dollar General Rent-A-Center
I-240 Penn Park Phase I I-240 & S Pennsylvania Ave	C	2005	CBRE/Oklahoma Mark Inman	239,743	9,625	4.01%	\$17.00	\$0.00	Marshalls Pets Mart
Lightning Creek 8100 S Western Ave	D	1985	Lightning Creek Complex Tammie Knight	48,005	0	0%	\$9.00	\$9.00	
Mayridge Shopping Center SW 44th St & N May Ave	D	1956	Shadid Properties Buddy Shadid	38,000	0	0%	\$3.00	\$4.00	Dollar General
Palagio Shops on So. Western SW 104th St & S Western Ave	C	2005	Paul B. Odom Construction Paul Odom III	49,003	6,800	13.88%	\$16.50	\$0.00	Pizza Hut, Marble Slab Fitness 19
Reding Shopping Center Grand Blvd & S Western Ave	D	1972	JAH Realty, L.P. Ethan Slavin	69,344	7,770	11.21%	\$12.00	\$7.00	El Chico Little Caesars
South 240 Plaza 7800 S Western Ave		1988	Brady Properties Ali Ghiaibadi	25,000	1,500	6%	\$8.00	\$0.00	US Cellular Hewitt Packer Tax Service
South Meridian Plaza 1100 S Meridian Ave	D	1983	CBRE/Oklahoma Ryan Storer	36,000	6,000	16.67%	\$6.00	\$12.00	Waffle House Quizno's
South Park 4500 S May Ave	D	1975	South Park Henry	86,848	0	0%	\$0.00	\$0.00	Dept. of Corrections Messiah Church Ministries
South Penn Plaza 1620 SW 89th St	D	1984	Commercial OKC Marc Weinmeister	90,000	3,600	4%	\$10.00	\$0.00	Family Dollar City Gym
South Shields Plaza SW 74th & S Shields Blvd	C	1972/85/92/05	CBRE/Oklahoma Mark Inman	224,527	79,748	35.52%	\$3.00	\$12.00	Langston's Western Wear Burlington
Southeast Plaza SE 44th St & S High Ave	C	1972	Grubb & Ellis Levy Beffort Jim Rose	185,266	34,700	18.73%	\$4.00	\$8.50	Buy For less Family Dollar
Southern Hills SW 74th St & S Pennsylvania Ave	C	1964/89/90	Phillips Edison & Company Jeff Valiquett	210,419	584	0.28%	\$18.00	\$8.00	Payless Mill Creek
Southwestern Plaza SW 59th St & S Western Ave	C	1962/87	Southern Properties Steve Cupit/Amanda	117,846	3,800	3.22%	\$9.00	\$0.00	Cocina de Mino Restaurant Family Dollar
Stonebriar Shopping Center 13400 S Western Ave	E	2005	Brady's Properties Ali Ghianiabadi	30,000	1,300	4.33%	\$10.00	\$0.00	Rusty's Custard Country Wide Insurance
Summit Point SW 89th St & S Western Ave	D	2008	Steve Hetherington Hunter Miller	30,000	14,316	47.72%	\$16.00	\$0.00	Louie's
Towne South Center SW 74th St & S Walker Ave	C	5/4/10	Price Edwards & Company Phillip Mazaheri	130,000	0	0%	\$15.00	\$15.00	Sam's Optical Primo's
Walker Square SW 59th St & S Walker Ave	C	1983	Precor Ruffin, LLC Rick Pritchett	100,430	13,928	13.87%	\$9.00	\$14.00	El Mariachi Super Mercado Metro Tech
Walnut Square 2209 SW 74th St	C	1985	Price Edwards & Company Laci Jackson/Susan Brinkley/Ev Ernst	294,500	7,500	2.55%	\$9.00	\$12.00	Big Lots, Hobby Lobby Conn's
Westernview Center I-240 & S Western Ave	C	1958/78	Grubb & Ellis Levy Beffort Jim Rose	104,000	13,926	13.39%	\$8.00	\$16.00	Taste of China
Westminster Village 10601 S Western Ave	D	1986	Brady's Properties Ali Ghianiabadi	79,500	1,750	2.20%	\$8.00	\$0.00	Westminster Executive Suite
<b>South Totals</b>				<b>3,438,762</b>	<b>515,291</b>	<b>14.99%</b>			

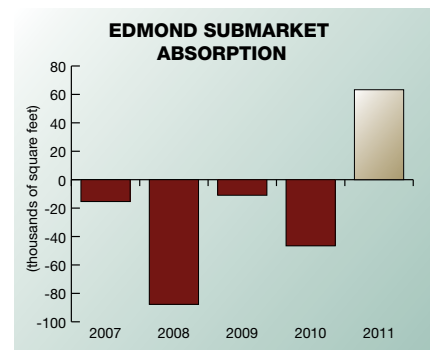
# 2011 Year-End Oklahoma City Retail Market Summary

## EDMOND SUBMARKET

### SUBMARKET SUMMARY

The Edmond market, already in pretty good shape, has shown significant improvement over the second half of 2011. Vacancy has dropped to 9.7 percent from 11.9 percent at mid-year. Some larger vacancies have been filled – a thrift shop moved into Kelly Plaza and Sunflower Market took the vacant box at 2nd and Broadway, among others. Edmond Market Place and Eagle Crest are virtually the only Edmond centers with significant vacancy. Most of the well-located centers in the market have a sub 5 percent vacancy. Overall, Edmond demographics remain a draw and continue to make this community a desirable market for retailers. 2nd Street and Bryant remains ground zero for Edmond retail and the centers at this intersection are strong performers. In addition to the Sunflower Market and the under construction Buy for Less market concept at Covell & Kelly, other grocers are looking in the market, including, perhaps the first Oklahoma City Reasor's. Edmond along with the Memorial corridor is where most national retailers tend to look first.

Consequently, Edmond will be one of the first areas to attract new development. One of the leading locations is Fox Lake north of the Walmart on 15th and I-35; this dirt was bought out of foreclosure by local developer Jim Tapp. Kelly & Covell remains a strong candidate for future retail growth. And, there is talk of resurrecting other I-35 developments that were planned prior to the downturn.



## 2011 Year-End Oklahoma City Retail Market Summary EDMOND SUBMARKET

Center	Class	Year Built	Leasing Agent	GLA	Vacant	Vac. &	Rate 1	Rate 2	Anchor Tenant(s)
33rd & Boulevard E 33rd St & S Boulevard St	D	1982	Lee Segal Lee Segal	49,400	0	0%	\$7.00	\$0.00	Mardel's Family Dollar
Alta Mesa 301 S Bryant Ave	D	2008	JAH Realty, L.P. Ethan Slavin	31,061	6,249	20.12%	\$20.00	\$13.00	Qdoba, Edwards Jones At the Beach
Berkshire Plaza W 15th St & S Broadway	D	2002	Price Edwards & Company Laci Jackson//Susan Brinkley/Ev Ernst	35,612	1,800	5.05%	\$13.00	\$15.00	Office Depot
Boulevard Village 3404-3456 S Boulevard St	D	1985	Irish Realty Misty Doney	36,604	7,200	19.67%	\$0.00	\$0.00	Radio Shack Pizza Hut
Broadway South 3320 S Broadway	D	1977	Grubb & Ellis Levy Beffort John Cohlma	61,524	3,398	5.52%	\$15.00	\$0.00	Edmond Music
Broadway Square 3601 S Broadway	C	1968/2004	Land Run Commercial Jeremy Foraker	98,000	0	0%	\$13.00	\$14.50	City Bites Morrison Group
Bryant Square E 2nd St & N Bryant Ave	C	1973/92	Price Edwards & Company Susan Brinkley/Laci Jackson/Ev Ernst	274,930	2,683	0.98%	\$8.00	\$16.00	Bed Bath & Beyond Steinmart
Danforth Plaza W Danforth Rd & S Sante Fe Ave	D	2003	CBRE/Oklahoma Mark Inman	30,000	7,124	23.75%	\$13.00	\$13.00	Cato H&R Block
Danforth Square W Danforth Rd & S Kelly Ave	C	1999	Gianos Gianos	108,000	3,600	3.33%	\$12.00	\$0.00	Athletic Village Domino's Pizza
Eagle Crest 3000 E Memorial Rd	D	1983	CBRE/Oklahoma Stuart Graham	51,000	33,240	65.18%	\$5.00	\$10.00	Blockbuster Video
Edmond Crossing 24 E 33rd St	C	1995	CBRE/Oklahoma Ryan Storer	159,600	7,000	4.39%	\$10.00	\$16.00	Homeland TJ Maxx
Edmond Exchange 3233 S Broadway	B	2003	JAH Realty, L.P. Ethan Slavin	71,243	5,250	7.37%	\$12.00	\$16.00	On the Border Coach's
Edmond Market Place 3301 S Boulevard	D	1981/82/90	Price Edwards & Company Susan Brinkley, Ev Ernst, Laci Jackson	96,112	80,347	83.60%	\$6.50	\$14.00	Delta Cafe' Traditions
Edmond Plaza E 15th St & Broadway Ext.	C	1964/89/05	Price Edwards & Company Susan Brinkley/Laci Jackson/Ev Ernst	158,373	5,481	3.46%	\$8.00	\$14.00	Westlake Hardware Conn's
Edmond Trails 289 S Santa Fe Ave	E	2007	Sooner Investments Bob Stearns	25,215	0	0%	\$14.00	\$12.00	YMCA of Edmond Game X Change
Homestead Plaza W Danforth Rd & N Santa Fe Ave	D	2003	Paradigm Real Estate Charlene Wilson	39,000	9,906	25.40%	\$15.00	\$0.00	US Cellular Buffalo Wild Wings
Kelly Centre Shopping Center 610 S Kelly Ave	D	2003	Matrix David Lide	43,769	9,925	22.68%	\$10.00	\$14.00	Nichols Hills Bank
Kelly Plaza W Edmond Rd & S Kelly Ave	D	1984	Matrix David Lide	87,503	15,000	17.14%	\$10.00	\$0.00	Colortyme Sherwin Williams
Kickingbird Square 1323 W Danforth Rd	C	1983/88	Grubb & Ellis Levy Beffort Jim Rose	110,000	0	0%	\$13.90	\$0.00	Regal Cinema Interurban
North Oaks 821 W Danforth Rd	D	1983/89	Price Edwards & Company Karleen Krywucki	70,672	15,077	21.33%	\$12.00	\$8.00	Westlake Hardware Dollar General
Oak Brook 218 S Santa Fe Ave	D	1982/91/92	Wiggin Properties Don Faulkner	43,006	3,991	9.28%	\$10.00	\$0.00	Hunan Dollar General
Oxford Pointe Shops E 2nd St & S Bryant Ave	E	1986	Price Edwards & Company Susan Brinkley	26,600	3,500	13.16%	\$9.00	\$10.00	The Archives The Vision Center
Pebble Creek W Danforth Rd & N Santa Fe Ave	D	2001	Walter Morris & Associates Andy Boyd	62,500	0	0%	\$18.00	\$0.00	Kohl's Dollar Tree
Shoppes On Broadway E 33rd St & S Broadway	C	2008	Price Edwards & Compnay Susan Brinkley, Karleen Krywucki, Ev Ernst, Laci Jackson	160,000	14,760	9.22%	\$20.00	\$22.00	Hobby Lobby IO Metro
Signal Shops LLC 1700 S Kelly Ave	D	1986	Fotis Bargeliotis Fotis Bargeliotis	35,000	3,600	10.29%	\$9.00	\$10.00	Conoco Daylight Donuts
Spring Creek Plaza E 15th St & S Bryant Ave	D	2000	Zerby Interests Shawn Driver	63,000	2,750	4.37%	\$20.00	\$23.00	Talbot's, Ann Taylor Loft Panera Bread, Coldwater Creek
Spring Creek Village of Edmond E 15th St & S Bryan Ave	D	2007	Charles Ballenger Charles Ballenger	70,000	2,500	3.57%	\$18.00	\$26.00	Legacy Bank Louie's
University Plaza 3 E 2nd St & S Bryant Ave	B	2000	Sooner Investment Brad Goodwin	400,000	0	0%	\$16.00	\$20.00	Target Super Center Lowe's
University Village II E 2nd St & S Bryant Ave	B	2000	Sooner Investment Brad Goodwin	76,500	1,426	1.86%	\$18.00	\$22.00	Wal Mart NH Market Half Price Books
Willow Creek E 2nd St & N Santa Fe Ave	E	1985	Grubb & Ellis Levy Beffort Jim Rose	31,000	7,200	23.23%	\$13.00	\$10.00	Oasis Church Vernon Millspaugh
<b>Edmond Submarket Totals</b>				<b>2,605,224</b>	<b>253,007</b>	<b>9.71%</b>			

# 2011 Year-End Oklahoma City Retail Market Summary

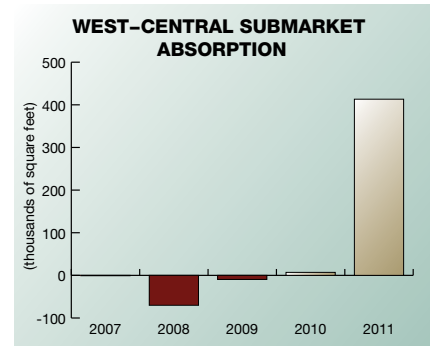
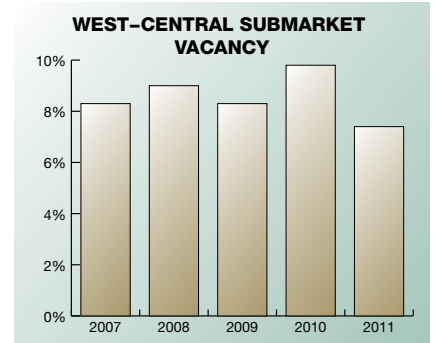
## WEST-CENTRAL SUBMARKET

### SUBMARKET SUMMARY

The West Central submarket showed the most significant improvement of any market over the second half of the year, moving to 7.4 percent vacancy from 9.7 percent at mid-year. The opening of the 348,000 square foot Outlet Shoppes of Oklahoma at 100 percent occupancy had much to do with the improvement. Further improvement is expected as a handful of expansions are anticipated in 2012, including outparcels around the Outlet Shoppes and some additions to Westgate Marketplace.

The submarket is really the aggregation of several separate markets, including new development along I-40, a number of aged neighborhood centers scattered throughout the submarket, the Asian district along Classen, and the I-40 and Portland area which remains the major retail furniture and design center for the community and the state. By our count, there are 32 stores, containing over 1.6 million square feet, operating in this area that specialize in furniture and accessories. While our furniture market did not escape the effects of the downturn, there has been limited fallout.

It is expected that the older neighborhood centers in this market will take longer to recover as the larger and newer developments continue to expand and draw a larger share of the market. The projects along I-40 in this market have re-aligned shopping patterns over the past 5 to 10 years, pulling the focus of the market to the south.



## 2011 Year-End Oklahoma City Retail Market Summary WEST-CENTRAL SUBMARKET

Center / Address	Class	Year Built	Leasing Agent / Co.	GLA	Vacant	Vac. %	Rate1	Rate 2	Anchor Tenant(s)
16th & Indiana NW 16th St & N Indiana Ave	D	2002	Charles Shadid Charles Shadid	41,079	0	0%	\$3.00	\$5.00	Discount Dollar Store Bad Granny's
36th & May Center SW 36th St & S May Ave	C	1986	B.D. Eddie Enterprises Terry McGuire	97,500	1,250	1.28%	\$8.00	\$0.00	Pole Position Raceway
Ann Arbor Terrace 4913 NW 23 St	E	1971	Grubb & Ellis / Levy Beffort Jim Rose	30,000	3,000	10%	\$8.00	\$0.00	Family Dollar
Arvest Plaza 915-917 S Cornwell Dr	D	1986/00	J. S. Ferguson J. S. Ferguson	32,600	2,800	8.59%	\$9.00	\$0.00	Arvest Bank
Chisholm I-40 & Garth Brooks Blvd	C	1979/82	CBRE/Oklahoma Ryan Storer	232,510	60,078	25.84%	\$3.00	\$16.00	CiCi's Big Lots
Glen Oaks NW 23rd St & N Rockwell Ave	D	1968/98	JAH Realty, L.P. Ethan Slavin	49,161	9,220	18.75%	\$15.00	\$7.00	Westlake Hardware Blockbuster Video
MacArthur Court 3820 N MacArthur Blvd	D	1985	CBRE/Oklahoma Mark Inman	35,228	0	0%	\$10.00	\$15.00	
MacArthur Park 2300 N MacArthur Blvd	D	1997	Charles Shadid Charles Shadid	55,506	2,400	4.32%	\$5.00	\$6.50	Community Thrift Store Queen of Sheba Restaurant
Meridian Plaza NW 16th St & N Meridian Ave	D	1959	Grubb & Ellis Levy Beffort Jim Rose	90,590	30,777	33.97%	\$6.00	\$0.00	James Lighting Dollar General
Mustang Shopping Center 216 N Mustang Mall Terr	D	2004	CBRE/Oklahoma Stuart Graham	35,846	7,367	20.55%	\$16.00	\$0.00	CATO DOLLAR TREE
Mustang Trade Center Hwy 152 & S Mustang Rd.	C	1983	LandRun Commercial Jeremy Foracre	106,850	2,950	2.76%	\$9.00	\$10.00	Dollar General Factory Connection
Old Mill 301 Elm Ave	D	NA	National Properties Ray Wright	82,730	2,300	2.78%	\$6.00	\$0.00	Locke Supply
Outlet Shops of Oklahoma NE C of I-40 & Council Rd	A	2010	Horizon Development Curt Hammontree	348,000	0	0%	\$0.00	\$0.00	Nike, Brooks Brothers Coach Outlet
Penn Crossing NW 23rd St & N Pennsylvania Ave	D	1994	Sooner Investment Brad Goodwin	133,356	22,000	16.50%	\$9.00	\$14.00	Walmart Neighborhood Mkt. FedEx Office
Plaza DeVille NW 23rd St & N Council Rd	C	1964/92/94	BakerFirst Ben Schmidt	125,377	5,270	4.20%	\$8.00	\$8.00	Buy For Less Heart & Hand Thrift
Portland Square NW 23rd St & N Portland Ave	D	1958/87	Charles Johnson, DDS Chuck Johnson	38,000	10,000	26.32%	\$4.00	\$0.00	Sam's Wholesale Liquor
Rock Glen Center 1500 N Rockwell Ave	E	1994	Rebublic Commercial Trayce Miller	25,308	1,400	5.53%	\$3.64	\$0.00	Coleman's Pawn Labor Ready
Shartel Plaza 5225 N Shartel Ave	D	1965	Pro Realty Greg Downs	40,736	0	0%	\$14.00	\$0.00	CVS
Silver City Town Center 101 N Mustang Rd	D	1974/94	Price Edwards & Company Susan Brinkley, Ev Ernst, Laci Jackson	88,851	40,321	45.38%	\$8.00	\$0.00	Tractor Supply Salvation Army
Ten-M NW 10th St & N Meridian Ave	D	1958/88/91	Joe LaBar Joe LaBar	33,000	0	0%	\$7.00	\$0.00	Summit Business System Apple Tree Antique Mall
Walnut Creek 1110 N MacArthur Blvd	D	1974	Charles Shadid Charles Shadid	52,822	3,882	7.35%	\$3.00	\$4.00	
West End Pointe I-40 & Garth Brooks Blvd	B	2001	CBRE/Oklahoma Mark Inman	507,500	10,600	2.09%	\$16.00	\$16.00	Lowe's Kohl's
West Pointe Shoppes W Reno Ave & N Mustang Rd	E	2006	CBRE/Oklahoma Stuart Graham	25,000	17,192	68.77%	\$16.00	\$18.00	Human Performance Centers
Westgate Marketplace I-40 & S MacArthur Blvd	A	2000	Zerby Interests Caleb Hill	715,406	4,000	0.56%	\$23.00	\$0.00	Wal-Mart Best Buy, Ulta
Westoaks Village NW 10th St & N Rockwell Ave	D	1964/74/82	Baker - First Ben Schmidt	91,347	2,000	2.19%	\$4.00	\$0.00	Family Dollar Cabinet Outlet
Will Rogers 3000 N Portland Ave	C	1982	Charles Shadid Charles Shadid	160,000	29,000	18.13%	\$4.00	\$6.00	Oriental Imports McSalty's Pizza
Windsor Hills 4601 NW 23rd St	C	1960/98	Phillips Edison Co. Jeff Valiquett	235,561	20,116	8.54%	\$6.50	\$12.00	Crest Foods Big Lots
Windsor Park 2500 N Meridian Ave	E	1982	Grubb & Ellis Levy Beffort Jim Rose	26,700	1,215	4.55%	\$10.00	\$10.00	Ci Ci's Pizza
Yukon Hills S Cornwell Dr & E Vandament Ave	C	1978	JAH Realty, L.P. Ethan Slavin	127,200	15,600	12.26%	\$6.00	\$9.00	Cross Trainers Fitness Buy For Less
Yukon Shopping Center I-40 & Garth Brooks Blvd	D	2005	CBRE/Oklahoma Ryan Storer/Stuart Graham	231,500	2,040	0.88%	\$14.00	\$0.00	Dollar Tree Cato
Yukon Village I-40 & Garth Brooks Blvd	C	2008	Gulf Coast Commercial Group Danny Miller	275,000	1,807	0.66%	\$0.00	\$0.00	Target PetsMart
Westgate Marketplace I-40 & S MacArthur Blvd	A	2000	Zerby Interests Caleb Hill	715,406	20,000	2.80%	\$23.00	\$0.00	Wal-Mart Best Buy
<b>West-Central Totals</b>				<b>4,170,264</b>	<b>308,585</b>	<b>7.40%</b>			

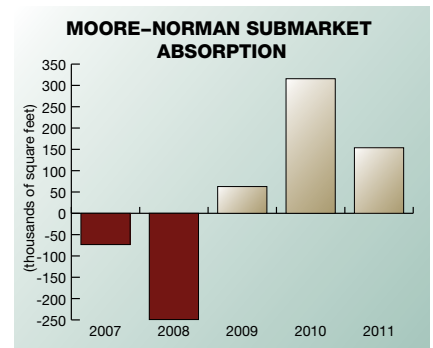
# 2011 Year-End Oklahoma City Retail Market Summary

## MOORE-NORMAN SUBMARKET

### SUBMARKET SUMMARY

The Moore-Norman submarket continues to excel, ending the year with a vacancy of only 5.13 percent. Space that has been added to Shops at Moore, Fritts Farm and University Northpark has all been occupied upon opening. Given the co-tenancy and retail energy, this area is rapidly becoming a must-have location for retailers. This is one of the few submarkets where, with limited exception, both new projects and established projects are well-occupied. This speaks well to the demographics of Moore, Norman, and South Oklahoma City. The Warren Theater IMAX Theater is under construction, a 12,000 s.f. outparcel in front of Home Depot at Fritts Farm is almost complete, and University North Park just completed a small strip outparcel and is about to start another. There is some momentum for a re-start of the second larger phase of University North Park that was delayed by the national recession.

We see continued activity in this market and expect, given the limited availability of space, rents to gradually start improving. The newer developments are drawing top-of-the-market rents and should have a positive effect on the overall market.



Target on 19th Street



## 2011 Year-End Oklahoma City Retail Market Summary MOORE-NORMAN SUBMARKET

Center	Class	Year Built	Leasing Agent	GLA	Vacant	Vac.	Rate 1	Rate 2	Anchor Tenant(s)
Alameda Square 12th Ave SE & E Alameda St	D	1984	Equity Commercial Realty, LLC Eric Fleske	85,420	12,000	14.05%	\$14.00	\$10.00	Gold's Gym Dollar Tree
Anatole 12th Ave SE & E Alameda St	D	1985	Equity Commercial Realty, LLC Gayla Artman	64,555	1,600	2.48%	\$18.00	\$19.55	Harbor Freight Tools Sherwin Williams
Broadway Plaza 2200 N Broadway St	D	2003	Equity Commercial Realty, LLC Eric Fleske	31,588	16,881	53.44%	\$11.00	\$0.00	Home Creation
Brookhaven Village 36th Ave NW & W Robinson St	C	1985	Price Edwards & Company Lee Chancellor	153,889	20,663	13.43%	\$0.00	\$0.00	Chico's Talbots
Camden Plaza 1003-1035 SW 19th St	E	2006	Equity Commercial Realty, LLC Eric Fleske	31,100	1,300	4.18%	\$17.00	\$0.00	
Campus Corner Shops 301 W Boyd St	C	1911/93	Equity Commercial Realty, LLC Judy Hatfield	225,000	0	0%	\$15.00	\$0.00	OU Authentic Louie's Rest.Lucca
Carriage Plaza 2001 W Main St	E	1983	Gus Gianos Family Partnership Peter Gianos	25,500	0	0%	\$0.00	\$0.00	The Webb Cayman's
Center on Main (Downtown Center) 500 Main St	C	1965	Retail Investors, Inc. Perry Trout	107,000	0	0%	\$7.50	\$0.00	Firestone
Colonial Estates 12th Ave SE & E Lindsey St	C	Ren. 1988	Equity Commercial Realty, LLC Gayla Artman	104,051	0	0%	\$10.00	\$12.00	Value Foods
East Moore Shopping Center 406 S Eastern Ave	D	2006	Grace Commercial Mary Grace/Larry Emmer	24,484	0	0%	\$8.50	\$0.00	Dollar General Cleveland Co. Health Dept.
Empire Plaza Norman	D	2006	DGM Real Estate Services Dana L. Hare	30,000	5,960	19.87%	\$12.00	\$14.00	Subway Acapulco Mexican Restaurant
Fritts Farm 2119 Riverwalk Drive	A	2011	TBP LLC Development Terry Fritts	293,550	12,000	4.09%	\$24.00	\$26.00	Home Depot Target
Heisman Square 12th Ave SE & E Alameda St	D	1999	CBRE/Oklahoma Stuart Graham	93,000	7,150	7.69%	\$13.00	\$15.00	Homeland At the Beach
Hobby Lobby Bldg. 555 W Main St	D	1980	Price Edwards & Company Lee Chancellor	47,000	29,000	61.70%	\$10.00	\$10.00	Wine Store University of Oklahoma
Hollywood Center 1600 W Lindsey St	C	1964	Foreman Properties Lynn Foreman	127,600	1,500	1.18%	\$0.00	\$0.00	Homeland Hancock Fabric
Malibu Shopping Center 824 NW 12th St	E	2005	Gerald Gamble Co. Gerald Gamble	27,000	3,700	13.70%	\$8.00	\$8.00	Advance America Cash Armstrong McCall
Merkle Creek 2203 W Main St	D	1985	Equity Commercial Realty, LLC Gayla Artman	32,000	5,040	15.75%	\$13.50	\$15.55	Play It Again Sports Tan & Tone America
Moore Towne Center I-35 & SW 19th St	D	2005	Domain Commercial, LLC Micah Alcorn	35,000	2,437	6.96%	\$17.00	\$0.00	McAlester's Mazzios Pizza
New City Center 605 N Moore Ave.	C	1963/98	Precor Ruffin, LLC Rick Pritchett	181,170	30,538	16.86%	\$11.00	\$15.00	Family Dollar Hyatt
Normandy Creek 2200 W Main St	C	1974	Dillard Group Steve Williams/Sandy Taylor	107,366	7,430	6.92%	\$10.00	\$0.00	Hastings Books Furr's Cafeteria
Park On Main 36th Ave SW & W Main St	D	1982	Huettner Properties Deby Busking	68,045	2,000	2.94%	\$8.00	\$12.00	POM Executive Suites Moto Photo
Parkway Plaza Ed Noble Parkway	B	1996	Zamias Services, Inc. Carolyn Kellogg	375,000	6,262	1.67%	\$12.00	\$15.00	Barnes & Noble Bed Bath & Beyond
Riverwalk Centre I-35 & SW 19th St	E	2000	CBRE/Oklahoma Ryan Storer	159,127	0	0%	\$16.00	\$0.00	Kohl's Gordman's
Riverwalk Plaza 2109-2139 Riverwalk Dr	E	2000	Precor Ruffin, LLC Rick Pritchett	26,939	1,326	4.92%	\$15.00	\$15.00	Midwest Regional Hospital Integris Physical Therapy
Riverwalk Shops 192713 Service Rd	D	2006	EquityCommercial Realty, LLC Gayla Artman	34,000	5,250	15.44%	\$15.50	\$16.50	Alfredo's
Robinson Crossing 1300 N Interstate Dr	C	1986/89	Brady's Properties Ali Ghaniabadi	118,000	2,000	1.69%	\$12.00	\$14.00	Dollar Six Movie Papa Murphy's Pizza
Shops @ Moore Power Center I-35 & SE 19th St	C	2007	CBRE/Oklahoma Mark Inman	568,679	52,108	9.16%	\$18.00	\$24.00	Office Depot Best Buy
Silver Leaf SE 12th St & S Eastern Ave	D	1985	Sun Lee Sun Lee	88,097	3,500	3.97%	\$0.00	\$0.00	SilverLeaf Furniture Family Dollar
Sooner Fashion Mall I-35 & W Main St	B	1976/88/99	General Growth Properties Steve Hughes	503,851	0	0%	\$0.00	\$0.00	Dillard's Sears
Sooner Shopping Center NW 5th St & N Broadway St	D	1966	Ultra-Thin Joe Bryant	50,000	3,000	6%	\$5.00	\$0.00	Moore Rexall Drugs Moore Tag Agency
Sooner West Plaza 36th Ave SW & W Main St	D	1981	Equity Commercial Realty, LLC Gayla Artman	64,500	1,500	2.33%	\$16.50	\$18.50	Wright's IGA Tuesday Morning
Stubbeman Village Elm Ave & Elmwood Dr	E	1972	Equity Commercial Realty, LLC Judy Hatfield	33,475	0	0%	\$17.00	\$0.00	Mr. Bill's Ratcliff's Bookstore
The Main Center N Flood Ave & W Main St	D	2005	HEW Marketing, Inc. Heather Warrington	106,307	0	0%	\$9.00	\$9.00	Hobby Lobby Rent A Center
University North Park I-35 & W Robinson St	B	2008	Price Edwards & Company Everest Ernst	813,617	7,910	0.97%	\$17.00	\$22.00	Kohl's, Target Academy
West Port Shopping Center 1200 N Santa Fe Ave	D	1979	City Properties Jennifer/Amy	40,898	8,066	19.72%	\$10.50	\$14.50	Moore Family Clinic GFF Foods
<b>Moore-Norman Totals</b>				<b>4,876,808</b>	<b>250,121</b>	<b>5.13%</b>			

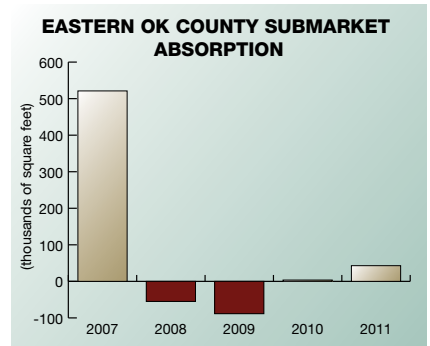
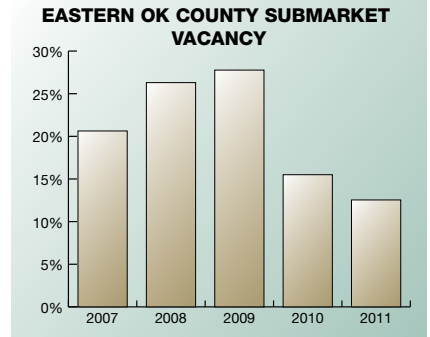
# 2011 Year-End Oklahoma City Retail Market Summary

## EASTERN OK COUNTY SUBMARKET

### SUBMARKET SUMMARY

The Eastern Oklahoma County submarket showed improvement in the second half of the year. Vacancy improved to 12.5 percent at year-end, compared to 14.4 percent at mid-year and 15.5 percent last year. This submarket continues to be the tale of two markets: Town Center and newer developments are doing quite well and have demonstrated a pent up demand in the market for new retail, while, at the same time, there is significant vacancy in the older product in the market, including Choctaw Plaza, Northeast Shopping Center, Del Crest Shops and Uptown Plaza, although Choctaw Plaza and Uptown Plaza have filled some of their vacancy. Some of these older, less well-located centers will need to figure out new strategies to address vacancy, whether it is targeted renovations or marketing to a different niche.

Town Center is expected to add to the west end of their project sometime in 2012 with a couple of build-to-suit boxes. Walmart Neighborhood Market opened a new store at Reno & Midwest Boulevard, and Walmart is opening a Supercenter to kick off Choctaw's Town Square development. No other significant development is anticipated.



## 2011 Year-End Oklahoma City Retail Market Summary EASTERN OK COUNTY SUBMARKET

Center	Class	Year Built	Leasing Agent	GLA	Vacant	Vac. %	Rate 1	Rate 2	Anchor Tenant(s)
23 Post Plaza NE 23rd St & N Post Rd	D	1986	Nancy Brewer Nancy Brewer	35,000	2,000	5.71%	\$7.00	\$0.00	Spencer's Smokehouse Farmer's Insurance
Boulevard Market Place 101 N Douglas Ave	D	1983	Weingarten Realty Andrew Clifton	36,148	2,501	6.92%	\$0.00	\$0.00	Subway Papa Murphy
Choctaw Plaza 14407 NE 23rd St	C	1974/84	Grubb & Ellis Levy Beffort Michael Almaraz	130,765	29,000	22.18%	\$5.59	\$5.95	Williams Food Chase Bank
Decker Center 1200 S Air Depot Blvd	D	1982	Brady's Properties Ali Ghaniabadi	33,500	3,750	11.19%	\$5.00	\$8.00	Allied Medical FedEx Office
Del Crest Shops SE 15th St & S Sunnyslane Rd	D	1957/90	NAI Sullivan Group Bob Sullivan	78,150	48,306	69.09%	\$3.50	\$0.00	Uptown Thrift Family Dollar
Dixon Plaza SE 15th St & S Post Rd	D	1978/80	Joe Leon Joe Leon	34,900	0	0%	\$8.00	\$0.00	Shapes Gym Farmer's Insurance
Eastgate Shopping Center 1100 N Midwest Blvd	D	1965	North Star Joseph Atkinson	51,052	25,399	49.75%	\$4.00	\$0.00	Family Dollar
Gateway Plaza SE 15th St & S Air Depot Blvd	C	1985	Olde Town Properties Karen King	100,000	0	0%	\$10.00	\$10.00	Dollar Tree Hobby Lobby
Greenhaw NE 10th & N Lee Ave	D	1960	Law Offices Edward Lee	33,000	0	0%	\$6.00	\$0.00	Dollar General
Hartsdel SE 44th St & S Bryant Ave	D	1995	Charles Shadid Charles Shadid	50,000	22,700	45.40%	\$3.00	\$5.00	Highlander Laundry Beauty Supply
Heritage Plaza 351 N Air Depot Blvd	D	1987	GBR Properties, Inc. Bob Parker	75,071	12,509	16.66%	\$7.50	\$11.71	People's Church, Edwards Jones Ron's Hamburgers
Holiday Square 1100 S Air Depot Blvd	D	1974	Pelfriz Investments Ray Pelfriz	85,000	6,000	7.06%	\$4.00	\$0.00	Dinner Club, Los Vaqueros Karen's Kids
North East Shopping Center 1124 NE 36th St	D	1968	Charles Shadid Charles Shadid	100,000	31,200	31.20%	\$3.00	\$5.00	Options Unlimited Jackson Hewitt
Park Estates SE 36th & S Kelly Ave	D	1952	Shapard Properties, Inc. Bill Shapard	38,000	10,250	26.97%	\$3.00	\$0.00	Scott Cleaners Dollar General
Park Plaza 3700 Springlake Dr	D	1993	Charles Shadid Charles Shadid	38,268	0	0%	\$3.00	\$4.00	Diva Beauty Supply Whirlwind Cleaners
Sooner Market Place E Reno Ave & N Sooner Rd	D	1995	Charles Shadid Charles Shadid	63,013	14,400	22.85%	\$5.00	\$7.00	Chelino's Speed Mart
Spencer's Center NE 23rd St & N Spencer Rd	D	2000	Charles Shadid Charles Shadid	40,000	5,100	12.75%	\$3.00	\$5.00	Conoco Discount Beauty Supply
Sunnyslane Plaza SE44th St & S Sunnyslane Rd	D	1979	Ken Park Ken Park	84,888	12,500	14.73%	\$4.66	\$0.00	Family Dollar Advance America
Tan & Tone America Center 1900 S Air Depot Blvd	E	2005	Ta Enterprises Moon Ta	25,300	3,000	11.86%	\$12.00	\$15.00	Tan & Tone America Pro Cuts, Gentle Dental
The Village SE 29th St & S Vicki Ave	D	1968	Michael Biddinger Real Estate Morgan Hall	32,353	2,000	6.18%	\$6.00	\$0.00	Rent A Center
Town & Country E Reno Ave & N Air Depot Ave	C	1966/89	Weingarten Realty Daniel Goldware	138,000	4,500	3.26%	\$10.00	\$0.00	Office Depot/City Trends Big Lots/Ace Hardware
Town Center Plaza SE 29th St & S Air Depot Blvd	B	2005	Sooner Investment Brad Goodwin	750,000	1,350	0.18%	\$21.00	\$0.00	Target, J C Penney Lowe's, Kohl's
Uptown Plaza 7430 SE15th St	C	1958/72/06	Tice Realty Brandy Rundel	168,032	40,275	23.97%	\$10.00	\$11.00	Langston's, Michael's, Tuesday Morning
Village Oak 1000 S Douglas Blvd	E	1981	Brady's Properties Ali Ghaniabadi	27,500	3,500	12.73%	\$5.00	\$6.00	Lupe's Restaurant Papa John Pizza
Westminster Shopping Center NE 23rd St & S Westminster Rd	D	1963	V. C. Davidson Davidson	58,000	9,000	15.52%	\$4.00	\$0.00	Angle's Furniture B & B Surplus
<b>Eastern OK County Totals</b>				<b>2,305,940</b>	<b>289,240</b>	<b>12.54%</b>			

## 2011 Year-End Oklahoma City Retail Market Summary

# NATIONAL RETAIL REVIEW AND OUTLOOK

As this report went to press, the 2011 holiday shopping season had just kicked off with a Black Friday weekend that broke all records. A record 226 million consumers shopped over the Thanksgiving weekend spending over \$52.4 billion in the process. There were more shoppers this year—retail foot traffic increased by 5.1%. And shoppers spent more as well—consumers spent an average of \$398.62 this year, up from \$365.34 one year ago. Retailers opened earlier than ever before, many on Thanksgiving night, and shoppers turned out in force. 13% of consumers began shopping or were in line before midnight on Black Friday. Despite continued economic uncertainty, the American consumer continues to show up. All indications are that retail sales for this holiday season will be up substantially. Last year, we entered the holiday shopping season with consumer confidence levels lower than this year's. The National Retail Federation (NRF) and International Council of Shopping Centers (ICSC) both predicted sales growth of between 2.5% and 3.0%. Instead, we saw growth in the range of 5.0% to 6.0%. This spurred a round of retailer expansion that lasted through August of this year. All signs indicate that we may replicate that performance this year. But the real question is will it have the same impact on real estate demand?

We recently completed our quarterly retailer demand survey, which asks over 600 top retail brokers in over 50 markets nationally to rank current retailer demand on a scale of one (reflecting the lowest levels of demand possible) to ten (reflecting the highest levels of demand possible).

While the national average of retailer demand remained stable at a ranking of seven—indicating levels of retailer demand that are slightly above average, we did see a number of cracks in the façade that our brokers at the local level reported to us. First off, one almost unanimous response was that deals were taking longer to get done. Retailers have responded to big picture economic uncertainty with caution. Secondly, urban levels of demand were immensely higher than those that we are seeing in suburban marketplaces. Our informal polling of retailers found similar results... retailers are remaining cautious. While we don't expect current demand levels to falter, we also do not expect the same bounce in demand that we saw last year, even if this year's holiday sales are strong.

The good news for landlords is that we do see vacancy levels continuing to slowly drop. This year's retail occupancy gains were largely mitigated by major bankruptcies. There will certainly be plenty of retail failures in 2012, but we don't expect anything on the scale of Blockbuster or Borders—between them these two retailers alone returned over 14 million square feet of space to the market over the past year. That being said, retailers in the middle will continue to face the greatest challenges. Retailers on either extreme are doing well. Luxury shoppers are back, but middle class shoppers have downsized to discount retail. This goes across all retail types; from mid-priced apparel chains, to mid-priced grocers (look for more bankruptcies from unionized regional players) and to casual dining chains.

But even with more challenges ahead, occupancy gains will outpace losses this year, if only minimally. Landlords of neighborhood and community centers may fare the best as the next round of retail failures will disproportionately impact malls, lifestyle and power centers. Meanwhile, first-tier centers are already recording rental rate growth in most markets. This will increasingly spill over to second-tier centers in 2012, but the weakest projects will still struggle in an extremely competitive environment.

### **Garrick H Brown**

*National Director of Research*  
Chainlinks

