

Regional Draw - Natural Appeal

BROKEN ARROW, OKLAHOMA

Stone Wood Hills

Encompassing 430 acres of natural trees and beautiful rolling hills fronting the busy Broken Arrow Expressway (Highway 51), Stone Wood Hills offers a combination of unique development opportunities. Surrounded by a 2008 (estimated) population of 165,288 – the majority of them in family households earning an average of over \$65,680 a year – Stone Wood Hills provides outstanding views of both Tulsa and Broken Arrow centered around a combination of retail, commercial and office development.



BROKEN ARROW

Where opportunity lives

*Broken Arrow Economic Development Corporation
Broken Arrow Area Chamber of Commerce*





Anchored by the nationally acclaimed Bass Pro Shop, a Holiday Inn Express, Los Cabos Restaurant, Lone Star Steakhouse and other coming attractions, this master planned community evolved from the collaborative efforts of land developer Phil Roland, principal of Roland Investments, and Mike Parrish, principal of the Parrish Company Realtors. They set out to build a new front door for Broken Arrow and create a regional attraction for the city.



Growing consistently at a rate of about 1,000 new homes per year, the population of Broken Arrow has increased more than 20% since 1990. It is very much a "family friendly" city, with more than 80% of the residents in Broken Arrow living in family households. Travelers along the Broken Arrow Expressway, a six-lane freeway connecting the 100,000+ residents of Broken Arrow to Tulsa, cannot help but notice the Stone Wood Hills development.



Lakes, trees, varying elevations, and a unique building style all contribute to the appeal of the area. Since more than 78,600 cars travel the stretch of the Broken Arrow Expressway in front of Stone Wood Hills every day, businesses located in the development receive tremendous market exposure. With a complete, improved interchange between the Expressway and Albany Street, a main arterial, access to the site is quick and easy. Shoppers can also reach the site through feeder roads into the main development from either the east or west.

STATISTICS

	5 MINUTE DRIVE TIME	10 MINUTE DRIVE TIME
2008 Est. Average Family Household Income	\$68,597	\$65,680
2008 Est. Median Family Household Income	\$57,438	\$56,740
2008 Est. Population	15,163	165,288
Estimated Growth (00-08)	11.37%	3.12%
College Degree (Age 25+)	32.27%	33.35%



OVERALL TOTAL RETAIL LEAKAGE	\$130,877,200	244,816,261
KEY OPPORTUNITY GAP CATEGORIES	5 MINUTE DRIVE TIME	10 MINUTE DRIVE TIME
Automotive Dealers		\$69,096,990
Furniture and Home Furnishings	\$294,081	\$902,508
Computer and Software Stores	\$834,830	
Camera/Photographic Equipment	\$362,229	\$1,282,091
Grocery Stores/Supermarkets	\$31,312,337	\$273,517
Specialty Food Stores (4452)	\$1,313,124	\$4,267,395
Food Service & Drinking Places (722)	\$399,764	
Pharmacy & Drug Stores		\$3,088,570
Cosmetics, Beauty Supplies, Perfume Stores	\$425,251	\$888,685
Clothing Stores (4481)	\$11,811,119	\$21,924,419
Men's Clothing Stores	\$793,989	\$1,846,677
Women's Clothing	\$2,840,769	\$6,114,198
Children's, Infants Clothing Stores	\$752,285	\$2,449,742
Family Clothing Stores	\$6,839,294	\$8,939,429
Clothing Accessories/Other Clothing Stores	\$584,782	\$2,574,373
Luggage & Leather Good Stores (44832)	\$198,324	\$447,652
Book, Periodical & Music Stores	\$473,866	
General Merchandise Stores (45299)	\$973,546	
Office Supplies, Stationery, Gift Stores (4532)	\$2,133,031	
Nursery & Garden Centers (44422)	\$2,188,364	

Information provided by Claritas Inc. 2007.



2007 Traffic Count

Broken Arrow Expressway at Elm Place (161st)

20,148

On Elm Place (161st)

12,741

On 23rd (County Line)

28,729

Broken Arrow Expressway at 9th Street (Lynn Lane)

18,354

phase II & phase III



A retail operation as a tourist attraction?

What skeptics thought unlikely has become reality at Stone Wood Hills as more than 2 million visitors have come through the doors of Bass Pro Shop since it opened. An estimated 40 percent of visitors stay overnight in the area. Developers say that the average shopper invests more than four hours in the store, then lingers to enjoy the amenities of nearby shops, restaurants and motels, including the Holiday Inn Express, Steak 'N Shake, Los Cabos Restaurant, Runt's Bar-B-Q, and Lone Star Steakhouse. Phase I of the additional retail space features gourmet coffee establishment, home décor, additional restaurants, an upscale day spa, upscale ice cream retailer, and much more. Phases II and III are now under development and seeking tenants.



Highlighted area
represents 5
and 10 minute
drive time.

*Learn more about this unique
development opportunity by contacting:*

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