

# 2022-2023 GROUNDS FOR DEVELOPMENT

---

FOURTH-LARGEST CITY IN OKLAHOMA

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# BROKEN ARROW, OKLAHOMA

Located right outside of Tulsa in northeast Oklahoma, Broken Arrow is the state's fourth-largest city. Our rapidly growing population can be attributed to a high commitment to the quality of life for our residents and continued investment in serving our business community. Our community has seen a steady uptick in new housing starts in 2019, which has continued into 2022. With our expanding population and strategic access to traffic from the Broken Arrow Expressway and the Creek Turnpike, there has never been a better time to invest in Broken Arrow.

Learn more about development opportunities by contacting the Broken Arrow Economic Development Corporation (BAEDC), which works with the City of Broken Arrow Tourism and Economic Development team to make Broken Arrow an attractive place for businesses to locate. An independent organization that partners with the business community, city government, and public-school systems, the BAEDC focuses on creating wealth, jobs, and economic growth in the community through attraction and retention of businesses, workforce development and education, and collaboration with regional partners.

The BAEDC and the City of Broken Arrow Tourism and Economic Development teams work hand in hand with regional brokers and landowners to meet the needs of businesses, from land identification through the city permitting and planning process. To see how we can help you meet your project requirements, to view available real estate, and to learn why Broken Arrow is the right choice for your business, contact our offices or visit [brokenarrowedc.com](http://brokenarrowedc.com).



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### JENNIFER CONWAY

President and CEO

Broken Arrow Chamber of Commerce and  
Economic Development Corporation

918-893-2117

[jennifer.conway@bachamber.com](mailto:jennifer.conway@bachamber.com)

### JENNIFER RUSH

Economic Development Manager

City of Broken Arrow

918-629-4529

[jrush@brokenarrowok.gov](mailto:jrush@brokenarrowok.gov)

## BROKEN ARROW DEMOGRAPHICS

POPULATION: 116,492  
FOURTH-LARGEST CITY IN OKLAHOMA  
OVER 300 MANUFACTURERS  
MEDIAN HOME VALUE: \$203,998

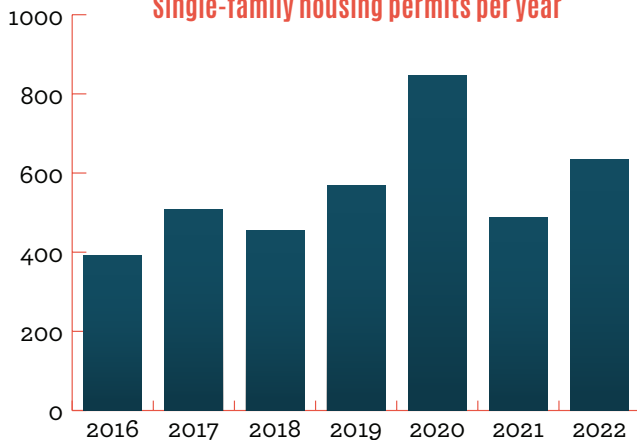
MEDIAN HOUSEHOLD INCOME: \$81,425  
UNEMPLOYMENT RATE: 3.0%\*  
MEDIAN AGE: 37.8  
AVERAGE COMMUTE TIME: 21.5 MIN\*\*

\*ESRI Demographic and Community Profile \*\*2020 US Census Bureau Quickfacts



### Steady Single-Family Housing Growth - 2022

Single-family housing permits per year



### MAJOR INDUSTRY SECTORS\*

- Manufacturing
- Government
- Retail trade
- Accommodation and food services
- Healthcare and social assistance

### GROWTH

- 25% higher median household income than Tulsa County
- 13% higher median household income than Wagoner County
- 18% Broken Arrow population growth 2016-2022
- 3.5% Tulsa Region population growth 2016-2022

### WORKFORCE

- City of Broken Arrow labor force: 61,645
- Wagoner County labor force: 40,057
- Tulsa County labor force: 342,088
- Average commute time: 21.5 minutes\*\*

### EDUCATIONAL ATTAINMENT

- 95% High school graduate or higher in Broken Arrow
- 88% High school graduate or higher in the U.S.

### PUBLIC SCHOOL ENROLLMENT

- Broken Arrow Public Schools: 20,140 enrolled
- Union Public Schools: 15,011 enrolled

# MAJOR RETAIL DEVELOPMENTS

1. **TUCSON & OLIVE**  
121st & 129th
2. **INNOVATION DISTRICT**  
Florence & Olive
3. **TUCSON & ASPEN**  
121st & 145th
4. **ASPEN RIDGE**  
Aspen Ave. & Creek Turnpike
5. **THE SHOPS AT ASPEN CREEK**  
Elm & Creek Turnpike
6. **STONE WOOD HILLS**  
Elm & BA Expressway
7. **NEW ORLEANS SQUARE**  
New Orleans & Elm
8. **THE ROSE DISTRICT**  
Main & Broadway
9. **MISSION HILLS CORNER**  
Albany & Lynn Lane
10. **HILLSIDE CROSSING**  
Hillside Drive & BA Expressway
11. **SHOPS AT BROKEN ARROW**  
Hillside Drive & Lynn Lane
12. **ALBANY & COUNTY LINE**  
61st & 193rd
13. **ADAMS CREEK TOWN CENTER**  
Hillside Drive & 193rd
14. **BA EXPRESSWAY & COUNTY LINE**  
BA Expressway & 193rd
15. **NEW ORLEANS & COUNTY LINE**  
101st & Elm
16. **NORTHEAST CROSSROADS**  
Kenosha & 209th
17. **CREEK 51 BUSINESS PARK**  
Creek Turnpike & Hwy 51







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## PRIMARY AND SECONDARY TRADE AREAS

### RETAIL TRADE AREA

- Primary trade area:
  - Population: 160,250
  - Total purchasing power: \$8.5 billion
- Secondary trade area:
  - Population: 346,031
  - Total purchasing power: \$16 billion
- Cost-of-living index: 90
- 2021 taxable goods sold: \$1.8 billion

### HIGH PROJECTED SPENDING GROWTH AREAS

- \$2.1 B: Food at Home
- \$1.5 B: Food Away from Home

Drive Time: 45-minute radius of New Orleans Square

# Leakage Summary

Industry Group	NAICS	Retail Gap	Number of Businesses
Furniture Stores	4421	\$15,561,823	114
Electronics & Appliance Stores	443	\$4,330,774	225
Food & Beverage Stores	445	\$302,002,057	441
<i>Grocery Stores</i>	4451	\$289,568,637	230
<i>Specialty Food Stores</i>	4452	\$10,373,271	90
<i>Beer, Wine &amp; Liquor Stores</i>	4453	\$2,060,149	122
Gasoline Stations	447,4471	\$375,455,374	328
Jewelry, Luggage & Leather Goods Stores	4483	\$43,492,291	80
Book, Periodical & Music Stores	4512	\$24,047,241	45
Florists	4531	\$4,363,197	83
Office Supplies, Stationery & Gift Stores	4532	\$2,158,198	142
Other Miscellaneous Store Retailers	4539	\$3,571,453	333
Electronic Shopping & Mail-Order Houses	4541	\$779,515	28
Special Food Services	7223	\$3,906,158	38

Drive Time: 45 Minute Radius of New Orleans Square | Source: Esri 2017 Retail MarketPlace

# Consumer Expenditures

Retail Category	Average Amount Spent	Total Amount Spent
Apparel and Services	\$2,225.96	\$93,392,198
Computer	\$203.82	\$8,601,695
Entertainment & Recreation	\$3,300.65	\$139,293,938
Food	\$9,288.99	\$392,013,971
<i>Food At Home</i>	\$5,440.54	\$229,601,868
<i>Food Away From Home</i>	\$3,848.45	\$162,412,103

Retail Category	Average Amount Spent	Total Amount Spent
Health	\$591.74	\$24,972,513
Home	\$20,362.73	\$859,347,646
Household Furnishings	\$1,476.29	\$62,302,807
Household Operations	\$1,963.58	\$82,866,717
Insurance	\$8,467.78	\$357,357,266
Transportation	\$6,404.16	\$270,268,074

Within City Limits / Source: Esri 2019 Retail Goods & Services Expenditures

# Spending Potential Index

Retail Category	Spending Potential Index
Apparel and Services	102
<i>Computers &amp; Hardware for Home Use</i>	101
<i>Computer Accessories</i>	108
Entertainment & Recreation	102
<i>Fees and Admissions</i>	105
<i>Toys/Games/Crafts/Hobbies</i>	107
<i>Sports/Recreation/Exercise Equipment</i>	105
Food	100
<i>Food at Home</i>	100
<i>Food Away from Home</i>	101

Retail Category	Spending Potential Index
Financial	--
<i>Value of Stocks/Bonds/Mutual Funds</i>	108
Health	--
<i>Eyeglasses &amp; Contact Lenses</i>	103
Home	--
<i>Mortgage Payment and Basics</i>	109
Household Furnishings and Equipment	--
<i>Furniture</i>	105
<i>Rugs</i>	105
<i>Major Appliances</i>	108

Retail Category	Spending Potential Index
Household Operations	--
<i>Child Care</i>	109
Insurance	--
<i>Owners and Renters Insurance</i>	108
Transportation	--
<i>Payments on Vehicles excluding Leases</i>	108
Travel	--
<i>Airline Fares</i>	103
<i>Auto/Truck Rental on Trips</i>	105
<i>Food and Drink on Trips</i>	104

Within City Limits / Source: Esri 2019 Retail Goods & Services Expenditures / The Spending Potential Index (SPI) represents the amount spent in the area relative to a national average of 100. A SPI of 110 means that the area spends 10 percent more than the national average on that good or service.





1

## TUCSON & OLIVE

This proposed 25-acre tract is ready to develop new pad sites to provide consumer retail businesses that deliver convenience to these new neighborhoods along 129th and 121st Streets. This development will follow the current Broken Arrow Master Plan along this busy corridor just off the Creek Turnpike. New sanitary sewer and water are on-site.

The highly visible Tucson & Olive will be a great location for a needed neighborhood-corridor convenience retail

provider. Adjacent retail pad options will support this development with a walkable, landscaped, trail-themed site that connects with planned trail extensions.

A gated townhouse development, with extended trails and a contemplative pond, is also being planned.





\*These renderings are for reference purpose only and do not represent the final layout or design of the development.

## 2

# INNOVATION DISTRICT

An innovation district can be described as a dense enclave that merges the innovation and employment potential of research-oriented anchor institutions, high-growth firms, and tech and creative startups in well-designed, amenity-rich residential and commercial environments.

Broken Arrow's Innovation District boasts 90 acres of prime development, with access to major highways and proximity to a top-five career tech system.

### About Broken Arrow

We are one of the fastest-growing communities in Oklahoma, with a population over 116,000. Part of the Tulsa MSA, Broken Arrow is within a 45-mile radius of more than million residents and has a city labor force of more than 61,000.

### 45-minute demographics from site:

Population	1,014,442
Labor Force	515,907
Med HH Income	\$57,283
Med. Home Value	\$177,528
Unemployment Rate	3.1%

### District features:

- Class A office space
- Advanced manufacturing and engineering
- Collaborative spaces
- Retail, shopping, entertainment
- Educational alliances
- A walkable, authentic place to gather



Demographics	5 Minute Drive Time	15 Minute Drive Time	30 Minute Drive Time
2027 Projection	34,262	363,023	840,921
2022 Population	33,490	354,402	820,598
2022 Median HH Income	\$91,706	\$71,046	\$64,610

Source: Esri forecasts for 2022 and 2027 Market Profile



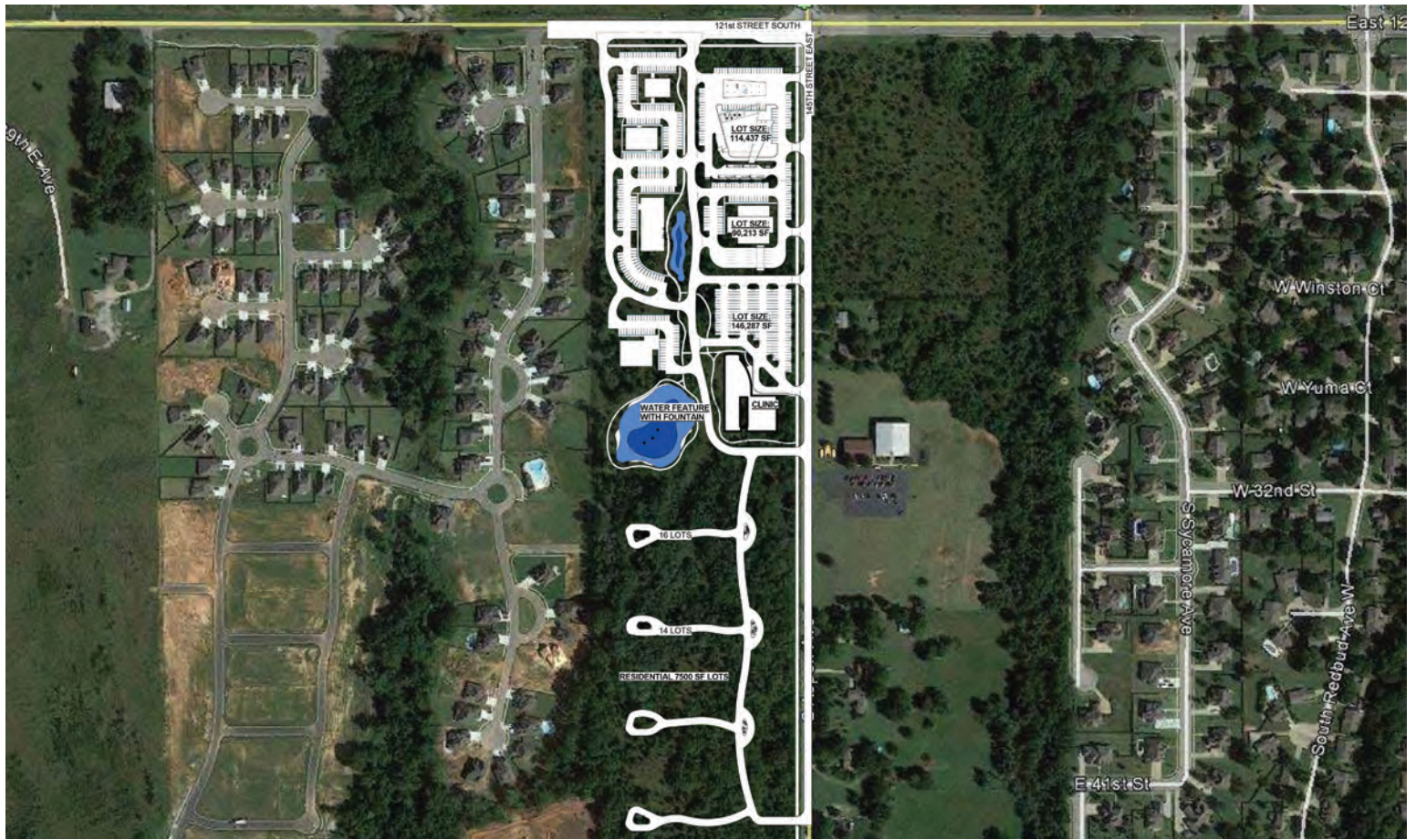
Ideally located just off the Creek Turnpike near a high-growth area focused on development, this 33.92-acre parcel has been approved for commercial zoning (subject to platting). Tucson & Aspen stands ready for your development, with City of Broken Arrow water and sewer to the site. This property has the possibility of being divided for commercial uses.

Demographics	5 Minute Drive Time	15 Minute Drive Time	30 Minute Drive Time
2027 Projection	27,090	327,480	837,844
2022 Population	26,434	318,811	817,589
2022 Median HH Income	\$86,504	\$73,167	\$64,482

Source: Esri forecasts for 2022 and 2027 Market Profile





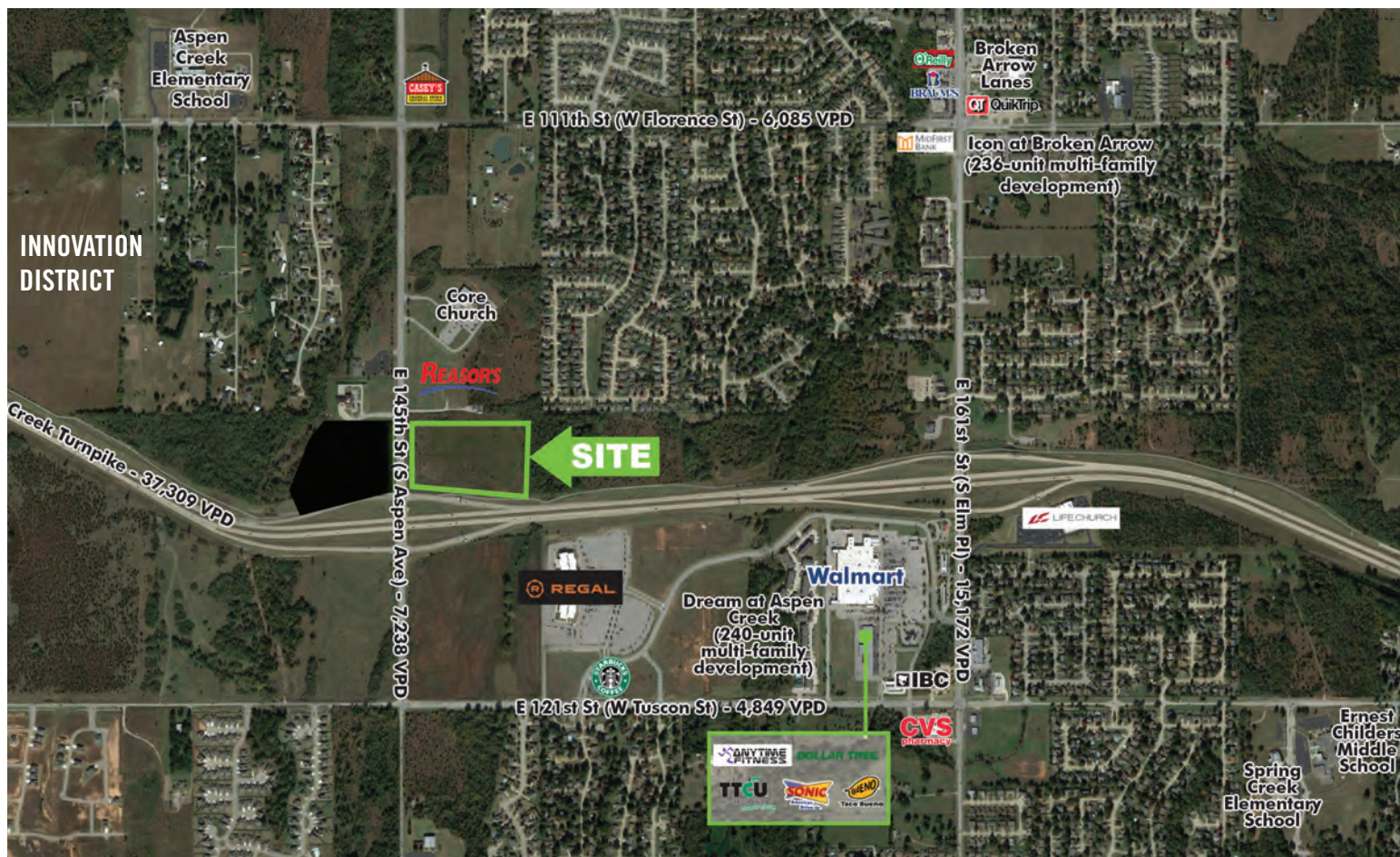


## SOUTHWEST CORNER 39 ACRES AT 121<sup>ST</sup> & 145<sup>TH</sup> EAST AVENUE

This rapidly growing new community area is developing into a high-traffic corridor with several nearby retail and entertainment options.

With the expanding single-family neighborhoods adjacent to this proposed 39-acre development, this is an excellent opportunity to support an underserved area with convenient retail options. Convenient Creek Turnpike access provides easy connections to Broken Arrow.





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4

## ASPEN RIDGE

Aspen Ridge of Broken Arrow is a 60-acre, mixed-use development that will feature 150,000 square feet of retail shopping, restaurant, grocery, entertainment, and 170 residential apartments. The project is located immediately north of the Creek Turnpike and 145th East Ave. (Aspen) in south Broken Arrow. The center will be home to a popular household name grocery operator, Reasor's, that will include 65,000 sq. ft. grocery store adjacent to retail shop space and restaurant parcels.

Demographics	5 Minute Drive Time	15 Minute Drive Time	30 Minute Drive Time
2027 Projection	21,816	300,456	824,408
2022 Population	21,385	292,891	804,303
2022 Median HH Income	\$81,421	\$74,144	\$64,501

Source: Esri forecasts for 2022 and 2027 Market Profile















## 7

## NEW ORLEANS SQUARE

Significant growth in south Broken Arrow has focused the city's efforts on revitalizing the intersection of Elm Place and New Orleans Street (101st). The retail district is home to an array of businesses, including restaurants, service-based businesses, and one-of-a-kind boutiques.

Businesses and area residents have helped create a vision of a beautifully landscaped, walkable shopping destination. An appointed Citizens Advisory Committee has taken recommendations to the City Council to assist in the

revitalization efforts. Home Church now occupies the previous Hobby Lobby location, and New Orleans Square Theatre reopened in 2022. Other private improvements show that the area is both viable and vital to sustained growth in south Broken Arrow. Many commercial lots and buildings are available for sale and lease.

Demographics	5 Minute Drive Time	15 Minute Drive Time	30 Minute Drive Time
2027 Projection	35,527	279,351	808,926
2022 Population	34,878	271,730	788,947
2022 Median HH Income	\$73,895	\$75,815	\$64,330

Source: Esri forecasts for 2022 and 2027 Market Profile







## 8

## THE ROSE DISTRICT

The Rose District is a collaborative public/private partnership that breathed new life into Broken Arrow's 100-year-old historic downtown. Community leaders envisioned a downtown district that would provide a pedestrian-friendly atmosphere, unique dining experiences, and boutique shopping. The Rose District now draws residents and visitors into the downtown core.

Already home to many exciting restaurants and boutiques, an open plaza with an interactive fountain, and a 1,500-seat Performing Arts Center, this retail and arts district is primed for more growth.

Demographics	5 Minute Drive Time	15 Minute Drive Time	30 Minute Drive Time
2027 Projection	16,208	317,217	829,533
2022 Population	15,648	309,313	809,362
2022 Median HH Income	\$59,410	\$66,643	\$64,379

*Source: Esri forecasts for 2022 and 2027 Market Profile*





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## MISSION HILLS CORNER

Located at the intersection of Albany and Lynn Lane, this property is minutes from Broken Arrow's Ascension St. John Hospital, Bass Pro Shops, and Target, and offers easy access to the Broken Arrow Expressway. Mission Hills Corner has excellent potential to serve retail and office users in a high-density area of Broken Arrow.

Demographics	5 Minute Drive Time	15 Minute Drive Time	30 Minute Drive Time
2027 Projection	23,551	327,417	842,824
2022 Population	22,802	319,528	822,561
2022 Median HH Income	\$81,902	\$64,617	\$64,518

Source: Esri forecasts for 2022 and 2027 Market Profile



## HILLSIDE CROSSING

East Hillside Drive includes the Hillside Village and Hillside Crossings developments, with more lots planned. Pad sites are available for sale and build-to-suit.

These developments are anchored by Sprouts and Hobby Lobby, with convenient access to the Broken Arrow Expressway. Nearby retailers include Starbucks, CAVA, and Smitty's Garage Burgers & Beer.

Demographics	5 Minute Drive Time	15 Minute Drive Time	30 Minute Drive Time
2027 Projection	16,914	361,399	849,281
2022 Population	16,156	353,026	829,002
2022 Median HH Income	\$71,210	\$64,586	\$64,414

Source: Esri forecasts for 2022 and 2027 Market Profile







# 11

## THE SHOPS AT BROKEN ARROW

Phase One of this 400,000-sq.-ft. regional power center is located along the Broken Arrow Expressway (SH-51). With retailers like Target, Marshalls and PetSmart, The Shops at Broken Arrow is a destination for shoppers from Tulsa and surrounding communities. The location has great visibility and is accessible from multiple points north, south, east and west of the center. In-line and pad sites are available for development.



Demographics	5 Minute Drive Time	15 Minute Drive Time	30 Minute Drive Time
2027 Projection	2,665	207,413	788,916
2022 Population	2,573	201,617	769,279
2022 Median HH Income	\$72,519	\$65,535	\$64,269

Source: Esri forecasts for 2022 and 2027 Market Profile





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## ALBANY & COUNTY LINE

Located near Oklahoma's largest high school and multiple residential communities, this 8.47-acre parcel has been approved for commercial zoning (subject to platting). City of Broken Arrow water is already on-site, with sewer located just north of the property line. Let Albany and County Line meet your needs today.

Demographics	5 Minute Drive Time	15 Minute Drive Time	30 Minute Drive Time
2027 Projection	22,240	281,922	824,784
2022 Population	20,980	274,251	804,874
2022 Median HH Income	\$80,455	\$65,016	\$64,415

Source: Esri forecasts for 2022 and 2027 Market Profile



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# ADAMS CREEK TOWN CENTER

A prime location within an existing regional trade area, Adams Creek Town Center is a power center boasting excellent demographics and accessibility (Broken Arrow Expressway). This retail development includes 22.20 acres and is anchored by Target, Lowe's, and Cinemark.

Demographics	5 Minute Drive Time	15 Minute Drive Time	30 Minute Drive Time
2027 Projection	17,948	342,706	856,900
2022 Population	16,875	334,041	836,528
2022 Median HH Income	\$69,120	\$65,120	\$64,468

Source: Esri forecasts for 2022 and 2027 Market Profile



## BA EXPRESSWAY & COUNTY LINE

This 32-acre development is designated in the City of Broken Arrow's comprehensive plan that allows for commercial or industrial as part of a Planned Unit Development. The land has great visibility from the BA Expressway and is ready to meet your development needs.



Demographics	5 Minute Drive Time	15 Minute Drive Time	30 Minute Drive Time
2027 Projection	13,644	320,072	847,637
2022 Population	12,850	311,845	827,360
2022 Median HH Income	\$64,988	\$65,167	\$64,423

Source: Esri forecasts for 2022 and 2027 Market Profile







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## NEW ORLEANS & COUNTY LINE

Ready for commercial development, this divisible, 20-acre lot is on the hard corner of New Orleans and 193rd (County Line), with entry access from both streets. Located a half mile west of the Creek Turnpike, the property offers easy access to Broken Arrow and south Tulsa. Northeastern State University's Broken Arrow campus, which serves more than 3,500 students, is just a few minutes from this intersection.



Demographics	5 Minute Drive Time	15 Minute Drive Time	30 Minute Drive Time
2027 Projection	14,219	247,948	822,023
2022 Population	13,428	239,803	801,811
2022 Median HH Income	\$78,797	\$78,189	\$64,168

Source: Esri forecasts for 2022 and 2027 Market Profile





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## NORTHEAST CROSSROADS


Located in a high-growth area for both retail and residential, this mixed-use development land has great visibility from Creek Turnpike and Kenosha St. While it is divided into lots, there is potential to combine lots for larger development tracts, as needed. With easy access to both the Creek Turnpike and the BA Expressway, Northeast Crossroads can meet your needs for restaurant, office, medical, hotel and many other uses.

Demographics	5 Minute Drive Time	15 Minute Drive Time	30 Minute Drive Time
2027 Projection	9,672	306,833	849,087
2022 Population	9,109	298,149	828,629
2022 Median HH Income	\$68,278	\$66,854	\$64,437

Source: Esri forecasts for 2022 and 2027 Market Profile





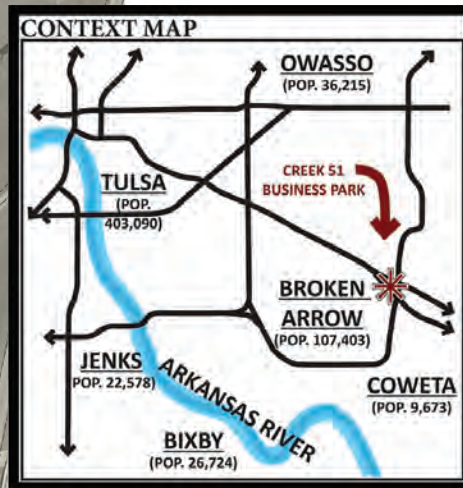


# FORD

DEVELOPMENT

## COMMERCIAL AND INDUSTRIAL LOTS AVAILABLE

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## CREEK 51 BUSINESS PARK

Creek 51 is a new, light industrial business park in Broken Arrow, Oklahoma, just east of Tulsa. The project is strategically located at the southwest corner of the Creek Turnpike and Highway 51, and will include retail, office/warehouse, light manufacturing, and distribution facilities.

Demographics	5 Minute Drive Time	15 Minute Drive Time	30 Minute Drive Time
2027 Projection	4,517	265,096	821,559
2022 Population	4,146	257,394	801,207
2022 Median HH Income	\$82,553	\$66,547	\$64,335

Source: Esri forecasts for 2022 and 2027 Market Profile





## PROPERTY SPOTLIGHT - SAINT FRANCIS MEDICAL PARK

Renovated in 2020, Saint Francis Medical Park, located at 2950 S. Elm Place, Broken Arrow, OK 74012 has available office space for lease ranging from 700 SF to nearly 40K SF. The property is less than 1 Mile from New Orleans Square, a restaurant and retail corridor in Broken Arrow, less than 4 miles (7 Min) from State Hwy 51 and the Creek Turnpike, and 6 miles (20 MIN) minutes to the Tulsa International Airport.

- Less than one mile from New Orleans Square, a restaurant and retail corridor in Broken Arrow
- Less than four miles (seven minutes) from State Hwy 51 and the Creek Turnpike
- 16 miles (20 minutes) to Tulsa International Airport

**Building:** 79,978 SF divisible office space available in a 122,422 SF building, multiple partial floors in a five-story building

### Available Space:

- P 1<sup>st</sup> 245 – 7,548 SF
- P 2<sup>nd</sup> 770 – 14,740 SF
- P 3<sup>rd</sup> 704 – 23,247 SF
- P 4<sup>th</sup> 214 – 22,112 SF
- P 5<sup>th</sup> 12,331 SF

**Parking:** 65 free covered spaces, 386 free surface spaces

**Security:** 24-hour keycard-controlled access, video-monitored corridors

**Lease:** Full-service gross lease: \$15.00 per SF/ Negotiable

**Amenities:** Atrium, biotech/lab space, courtyard, drop ceiling, signage, natural light, outdoor seating, partitioned offices, Wi-Fi, reception, and storage space.

**Additional Details to Consider:** Build out would be required. Estimated four to six months for completion, but could be less or more based on build out details.







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Broken Arrow Chamber of Commerce and  
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