

# WESTERN AVENUE

## SUB MARKET SNAPSHOT

Western Avenue is one of five Business Improvement Districts in Oklahoma City. The BID runs from NW 36th Street to Wilshire Boulevard. Property owners work with the City to maintain and promote the area. Branching off Western Avenue are upscale shopping centers Classen Curve and Nichols Hills

Plaza. Antique stores, specialty shops, diverse dining options, and national brands define the area. It is bordered in two stretches by the historic Crown Heights neighborhood and Nichols Hills, with some of the highest household incomes and home values in the metro.

## AS OF 2020



### NICHOLS HILLS

**\$237,119**

**Avg. Household Income**

197% Higher than OKC MSA

**\$803,683**

**Median Home Value**

386% Higher than OKC MSA

### CROWN HEIGHTS

**\$141,200**

**Avg. Household Income**

77% Higher than OKC MSA

**\$393,333**

**Median Home Value**

138% Higher than OKC MSA

## RETAILERS

**Western Avenue** and its surroundings include one of the most eclectic mixes in Oklahoma City. Longtime eateries and watering holes like VZD's and Flip's share stretches of road with the likes of hot national chains like Torchy's and Chicken Salad Chick. The area is also home to the metro's only Whole Foods Market and Trader Joe's. Jeweler BC Clark announced in late 2019 it would relocate its Penn Square Mall store to Classen Curve.



**WHOLE FOODS MARKET**  
**TRADER JOE'S**  
**LULULEMON**  
**TORCHY'S TACOS**  
**MIZZEN + MAIN**  
**STARBUCKS**



**BC CLARK JEWELERS**  
**SUSHI NEKO**  
**HIDEAWAY PIZZA**  
**RED COYOTE**  
**COOLGREENS**  
**ROCCO**

## EMPLOYMENT AND EDUCATION

### MAJOR EMPLOYERS

**1,200** **2,000**

Chesapeake Energy Employees

MidFirst Bank Employees

### BISHOP MCGUINNESS HIGH SCHOOL

NW 50th + Western

**70YRS** **700+**

in Operation

Students

**CONTACT US TODAY**

**Outlook:** Although mostly thought of as a retail area, Western Avenue indeed provides options for shops and eateries, but also small office spaces. With the future of Chesapeake uncertain, its buildings could be re-purposed to multi-tenant use, or an entirely new use, such as multi-family, if those properties ever hit the market. The area is poised for continued retail growth with land available for multifamily and hotel projects to meet the need of local employers and high-income residents nearby. Classen Curve and Nichols Hills Plaza will continue to attract a mix of boutique and niche local and national tenants.



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