

FIGURES | OKLAHOMA CITY RETAIL | H1 2024

Oklahoma City hosts a healthy retail market with rising asking rents despite a decline in occupancy

▼ 93.3%

Occupancy Rate

▼ 56,040

SF Net Absorption

▼ 441,313

SF Under Construction

▲ 106,893

SF Completions

▲ 59.8M

Total Inventory

Note: Arrows indicate change from previous half-year.

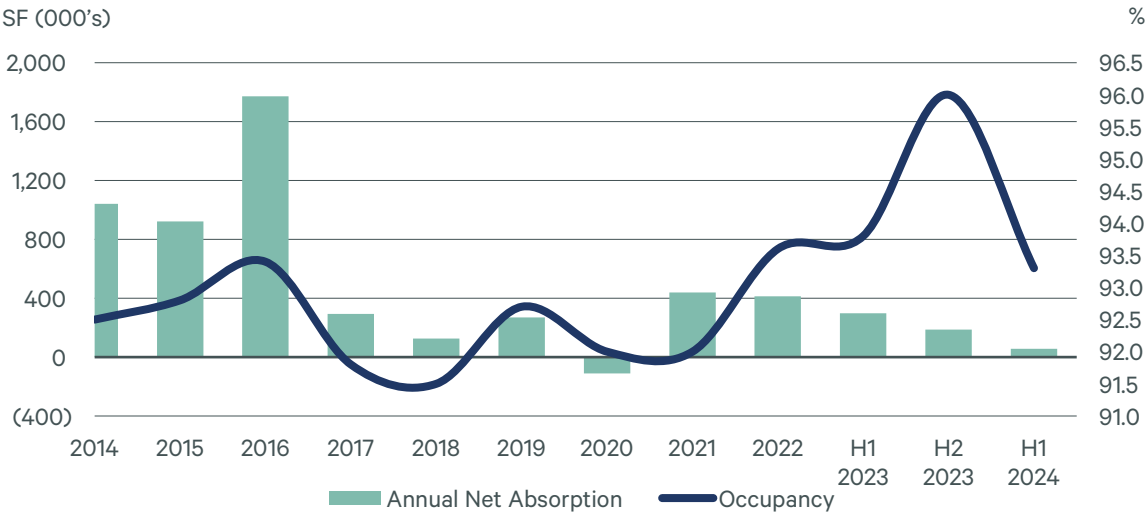
The first half of 2024 in the Oklahoma City retail market reflected a 93.3% occupancy rate, a 3.3% decrease from the last half of 2023.

In H1 2024, the total square footage of new leases equaled 458,263 sq. ft. The average rental rate was \$15.74 NNN, with a range of \$13.83 NNN per sq. ft. to \$21.45 NNN per sq. ft. The biggest lease signed in the first half of the year was Hobby Lobby, who will occupy 55,000 sq. ft. at French Market, located in the North submarket.

Deliveries increased from 91,900 sq. ft. in H2 2023 to 106,893 sq. ft. in H1 2024. The North submarket saw the highest amount of delivered construction followed closely by Canadian County. The largest contributors to delivered construction are two locations for The Learning Experience, a daycare center chain, totaling 20,000 sq. ft. combined, as well as a new retail strip building totaling 13,216 sq. ft., all located in the North submarket.

Although newly delivered construction has risen since H2 2023, active construction projects have dipped slightly from 569,078 sq. ft. in H2 2023 to 441,313 sq. ft. currently. The main project that has driven the active construction total is OAK, a 135,000-sq.-ft. Class A retail development located in the heart of the North submarket with an estimated completion date in September 2025.

FIGURE 1: Historical Net Absorption and Occupancy Rate



Source: CBRE Research, H1 2024.

FIGURE 2: Historical Market Statistics

		2019	2020	2021	2022	H1 2023	H2 2023	H1 2024
Canadian County	Absorption (Net SF)	23,163	38,488	105,558	55,187	15,681	619	179,383
	Asking Rent, NNN Avg. Annual (\$)	14.30	13.09	11.60	11.87	13.88	15.79	15.32
	Delivered Construction (SF)	35,283	80,466	97,303	57,844	10,900	30,400	47,800
	Occupancy Rate (%)	95.2	94.2	94.6	95.7	95.9	94.9	94.5
Central	Absorption (Net SF)	158,329	(28,739)	53,310	44,966	(25,086)	(87,728)	(24,623)
	Asking Rent, NNN Avg. Annual (\$)	14.62	13.38	14.07	17.23	14.91	15.43	14.56
	Delivered Construction (SF)	-	11,297	35,200	-	-	5,000	11,593
	Occupancy Rate (%)	92.3	95.7	96.1	96.5	96.1	95.1	95.0
East	Absorption (Net SF)	(26,847)	(75,680)	43,340	35,898	99,281	7,935	(3,364)
	Asking Rent, NNN Avg. Annual (\$)	14.55	13.32	12.97	14.23	14.39	14.80	12.54
	Delivered Construction (SF)	-	28,908	-	-	-	-	-
	Occupancy Rate (%)	87.2	85.9	86.0	83.8	85.9	98.9	99.1
Edmond	Absorption (Net SF)	84,594	(25,367)	40,410	138,718	22,247	(41,700)	(2,984)
	Asking Rent, NNN Avg. Annual (\$)	16.95	15.52	15.97	17.97	18.98	18.97	19.92
	Delivered Construction (SF)	49,372	49,670	-	-	-	-	16,100
	Occupancy Rate (%)	92.6	91.8	92.4	94.4	94.4	94.5	93.6
Grady County	Absorption (Net SF)	16,625	(8,668)	-	23,589	(8,567)	(17,785)	(27,419)
	Asking Rent, NNN Avg. Annual (\$)	10.75	9.84	10.68	6.13	11.68	14.52	15.93
	Delivered Construction (SF)	-	-	-	-	10,500	-	-
	Occupancy Rate (%)	96.6	95.5	95.5	99.6	98.4	97.6	97.1
Lincoln County	Absorption (Net SF)	(1,100)	200	-	-	-	-	(6,300)
	Asking Rent, NNN Avg. Annual (\$)	10.35	9.47	9.47	9.47	-	9.00	9.34
	Delivered Construction (SF)	-	-	-	-	-	-	-
	Occupancy Rate (%)	95.8	96.2	100	100	100	97.6	97.8

Source: CBRE Research, H1 2024.

FIGURE 2: Historical Market Statistics

		2019	2020	2021	2022	H1 2023	H2 2023	H1 2024
Logan County	Net Absorption (SF)	(6,950)	5,000	1,590	2,480	37,818	(4,327)	6,345
	Asking Rent, NNN Avg. Annual (\$)	12.93	11.84	11.84	12.26	13.35	13.26	10.89
	Delivered Construction (SF)	-	-	-	-	-	-	-
	Occupancy Rate (%)	93.3	97.5	97.6	98	98.1	97.3	98.1
Moore-Norman	Net Absorption (SF)	(58,687)	(15,019)	49,260	39,781	115,749	48,832	36,017
	Asking Rent, NNN Avg. Annual (\$)	16.45	15.06	15.31	15.75	16.89	16.31	17.99
	Delivered Construction (SF)	72,307	-	10,000	32,052	48,482	31,500	-
	Occupancy Rate (%)	94.9	94.0	93.7	93.7	94.4	94.6	94.4
North	Net Absorption (SF)	78,654	2,633	85,551	46,863	72,340	92,271	33,604
	Asking Rent, NNN Avg. Annual (\$)	16.18	14.81	15.93	17.92	16.04	17.23	23.28
	Delivered Construction (SF)	241,935	108,750	90,824	52,607	187,639	14,500	31,400
	Occupancy Rate (%)	94.1	93.5	93.2	93.3	93.0	93.9	95.1
South	Net Absorption (SF)	(15,822)	164	53,147	18,128	(33,489)	54,974	(139,974)
	Asking Rent, NNN Avg. Annual (\$)	13.05	11.95	13.00	11.18	10.88	11.39	12.41
	Delivered Construction (SF)	76,000	-	254,241	-	-	-	-
	Occupancy Rate (%)	84.3	84.2	84.5	93.5	93.4	93.2	90.8
South Outlying	Net Absorption (SF)	16,100	(3,652)	5,850	6,250	1,250	(10,147)	5,364
	Asking Rent, NNN Avg. Annual (\$)	10.60	9.70	9.70	9.80	12.71	13.32	16.73
	Delivered Construction (SF)	-	-	-	-	-	10,500	-
	Occupancy Rate (%)	98.3	97.6	97.9	98.7	98.7	98.9	99.8
Oklahoma City Total	Net Absorption (SF)	268,159	(110,640)	438,016	412,860	297,624	185,930	56,040
	Asking Rent, NNN Avg. Annual (\$)	14.82	13.53	13.92	15.26	15.07	14.02	15.36
	Delivered Construction (SF)	474,897	279,091	487,568	142,503	257,521	91,900	106,893
	Occupancy Rate (%)	92.7	92.0	92.0	93.6	93.8	96.0	93.3

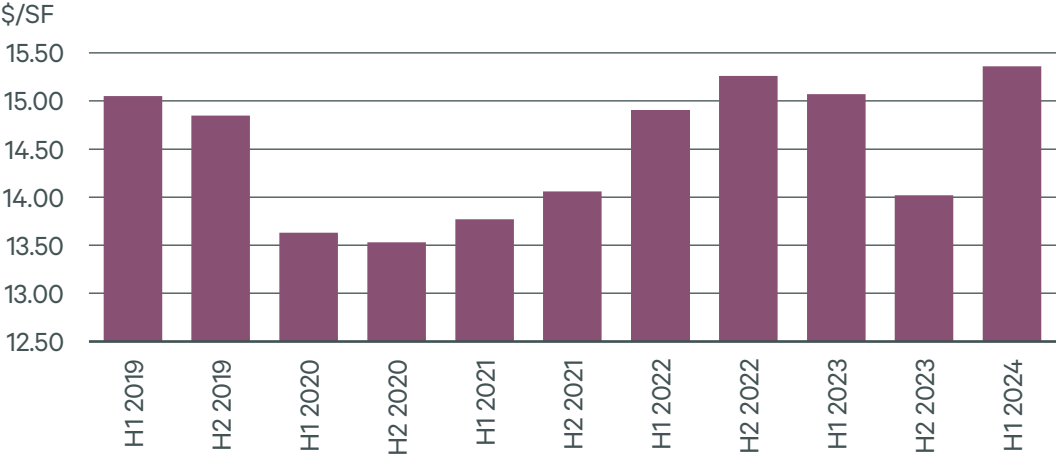
Source: CBRE Research, H1 2024.

FIGURE 3: Asking Annual Rents by Center Type, NNN Avg.



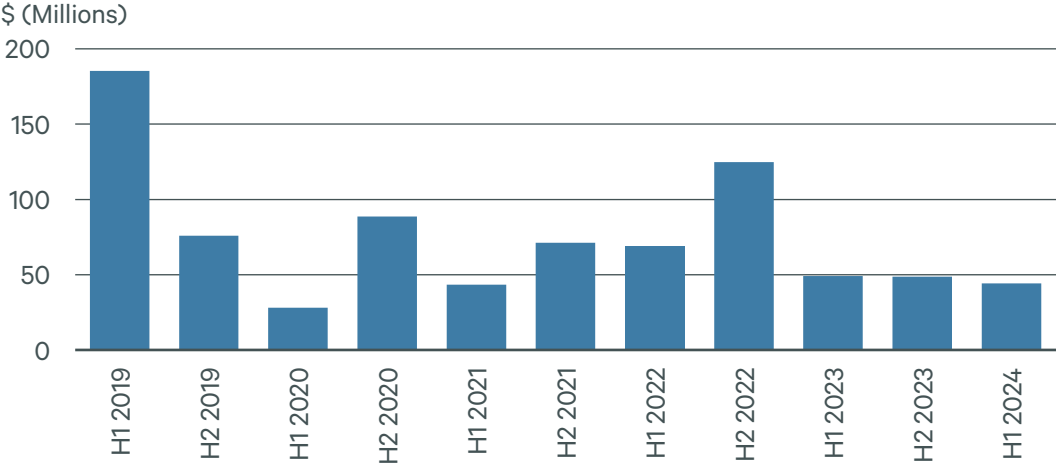
Source: CBRE Research, H1 2024.

FIGURE 4: Asking Rates, NNN Avg.



Source: CBRE Research, H1 2024.

FIGURE 6: Retail Investment Sales Volume



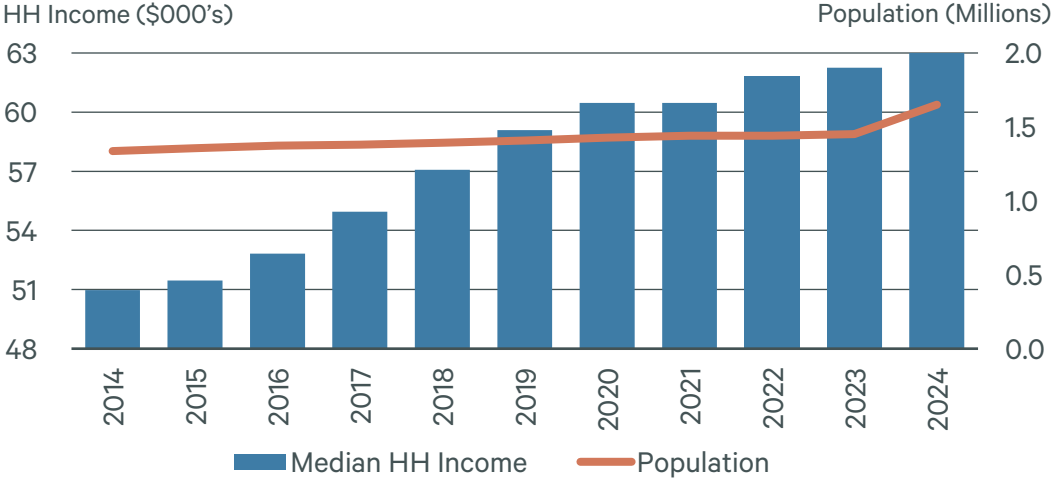
Source: Real Capital Analytics, June 2024.

FIGURE 5: Deliveries



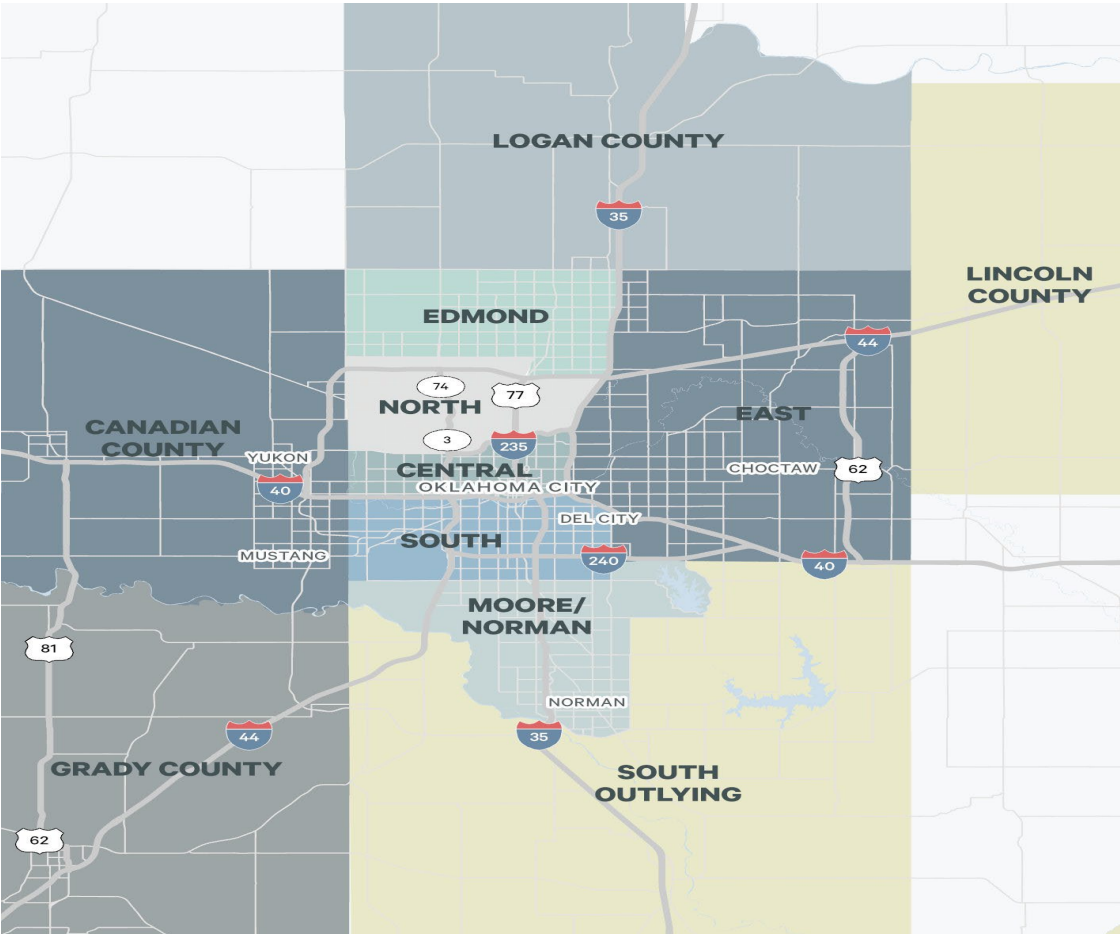
Source: CBRE Research, H1 2024.

FIGURE 7: Population Growth & Purchasing Power



Source: U.S. Census Bureau, June 2023.

Market Area Overview



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Definitions

Average Asking Lease Rate: A calculated average that includes net and gross lease rate, weighted by their corresponding available square footage. Building Area: The total floor area sq. ft. of the building, typically taken at the “drip line” of the building. Net Absorption: The change in Occupied Sq. Ft. from one period to the next. Net Lease Rate: Rent excludes one or more of the “net” costs (real property taxes, building insurance, and major maintenance) typically included in a Gross Lease Rate. Vacancy Rate: Total Vacant Sq. Ft. divided by the total Building Area.

Survey Criteria

Includes all retail buildings 10,000 sq. ft. and greater in size in the Oklahoma City metropolitan area. Buildings excluded from the survey are non-competitive or functional obsolete properties. New construction must be available for tenant build-out within 12 months.

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