

# BAYBROOK MALL

FRIENDSWOOD, TEXAS



## AFFLUENT, GROWING MARKET

- Baybrook Mall is located within the Greater Houston Metro Service Area, recognized as one of the nation's fastest-growing areas.
- The trade area attracts an educated workforce due to the low cost of living, diverse economic base and strong job growth.
- Strategically located at the dynamic intersection of I-45 South and Bay Area Boulevard.
- Baybrook Mall has excellent access and is known for its convenience to the densely populated commercial and residential neighborhoods of Clear Lake.
- Growth in the area is fueled by a diverse economy and is supported by an assortment of major industries, including aerospace engineering, bioscience/biotechnology R&D, chemical and plastics, and health care.
- Major companies include NASA/Johnson Space Center, The Boeing Company, Lockheed Martin, Clear Creek Independent School District, Clear Lake Regional Medical Center, Equistar Chemicals, Jacobs Engineering, Bayshore Medical Center, and Industrial Specialists, Inc.

## STRONG SALES AND HOT RETAILERS

- Department store volumes are all above Houston average.
- Anchored by favorites Dillard's, Forever 21, jcpenny, Macy's and Sears, which offer a broad assortment of merchandise and reflect the center's strong presence in the market.
- 18 million visits per year.
- Baybrook Mall features an exciting variety of many of the most sought-after, point-of-difference retailers in America, including Abercrombie & Fitch, American Eagle Outfitters, Apple, Banana Republic, Caché, Chico's, Coach, Coldwater Creek, Garage, H&M, The LEGO Store, Michael Kors, Sephora, Talbots, White House | Black Market and Williams-Sonoma. The Cheesecake Factory and P.F. Chang's China Bistro offer full-service dining options.

## TOP TWO PERFORMING CATEGORIES

- Home entertainment and electronics
- Jewelry

## MALL INFORMATION

LOCATION: High-profile presence at I-45 South at Bay Area Boulevard in Friendswood, TX

MARKET: Houston

DESCRIPTION: One-level, enclosed, regional shopping center

ANCHORS: Dillard's, Macy's, jcpenny, Sears, Forever 21

TOTAL RETAIL SQUARE FOOTAGE: 1,293,593

PARKING SPACES: 5,725

OPENED: 1978

EXPANDED: 1984

RENOVATED: 1994, 2004

DAILY TRAFFIC COUNTS:

165,000 Vehicles I-45 South/Gulf Freeway

52,000 Vehicles Bay Area Boulevard

## TRADE AREA PROFILE

2013 POPULATION 787,655

2018 PROJECTED POPULATION 853,945

2013 HOUSEHOLDS 279,239

2018 PROJECTED HOUSEHOLDS 301,955

2013 MEDIAN AGE 35.1

2013 AVERAGE HOUSEHOLD INCOME \$83,745

2018 PROJECTED AVERAGE HOUSEHOLD INCOME \$89,819

## 5 - MILE RADIUS

2013 POPULATION 191,052

2018 PROJECTED POPULATION 206,859

2013 HOUSEHOLDS 72,672

2018 PROJECTED HOUSEHOLDS 78,612

2013 MEDIAN AGE 36.6

2013 AVERAGE HOUSEHOLD INCOME \$96,158

2018 PROJECTED AVERAGE HOUSEHOLD INCOME \$100,906

## DAYTIME EMPLOYMENT

3 - MILE RADIUS 41,164

5 - MILE RADIUS 85,711

Source: Nielsen

