
Prioritizing the 2021-2022 Plan of Work

HIRAM CLARKE /FORT BEND REDEVELOPMENT AUTHORITY - TIRZ 25

Strategy: Form public and private partnerships with like-minded entities to guide future land development

Tactics:

- Survey footprint of land and take inventory of available land
- Conduct study to identify "best use" for available land for real estate development
- Assess what infrastructure improvements are needed to make tracts more attractive, create value proposition of incentives and market to landowners/developers
- Develop growth plan for land within the boundaries of the TIRZ and promote to landowners, developers and funders
- Encourage developments based on TIRZ growth plan
- Explore potential opportunities for gifted properties with COH, State of Texas and other philanthropic organizations
- Develop written procedures defining process for land acquisition and development
- Identify public/private partnerships for funding
- Actively market growth plan to developers
- Establish a Developers Bureau to include developers, funders, forecasters, and planners as a resource network around development opportunities
- Consult with commercial real estate broker to identify land and start purchase
- Conduct developers tour for potential investors or investment groups

Opportunity Sites: Priorities

#1

South Main Street Building

14.2 Acres

14065 Main St

#2

W Fuqua & Allover St

2.15 Acres

0 w Fuqua St

#3

Post Oak Rd & W Orem Dr

0.4 Acres

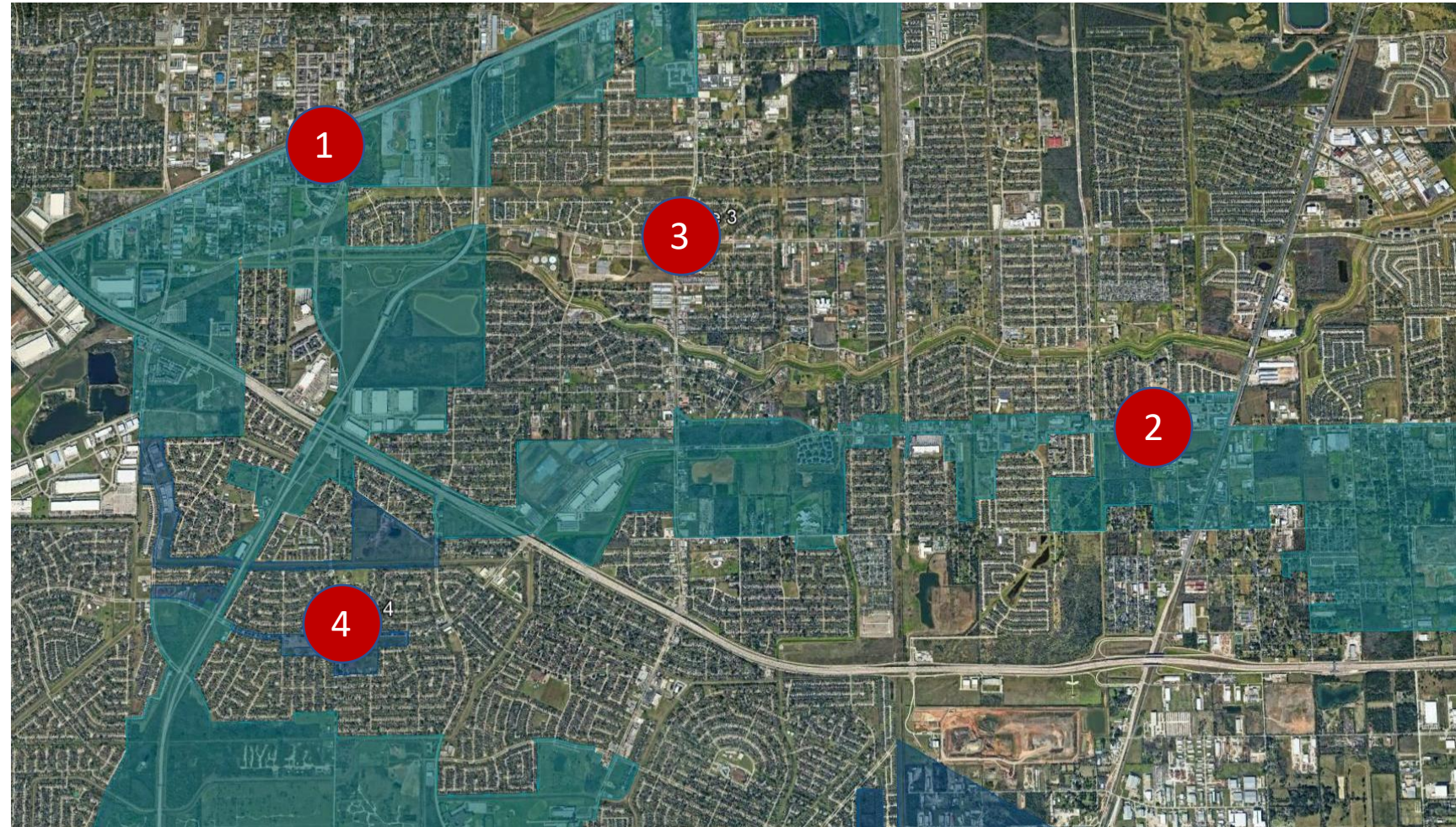
13803 S Post Oak Rd

#4

W Fuqua & Blue Ridge Area

7.6 Acres (combined)

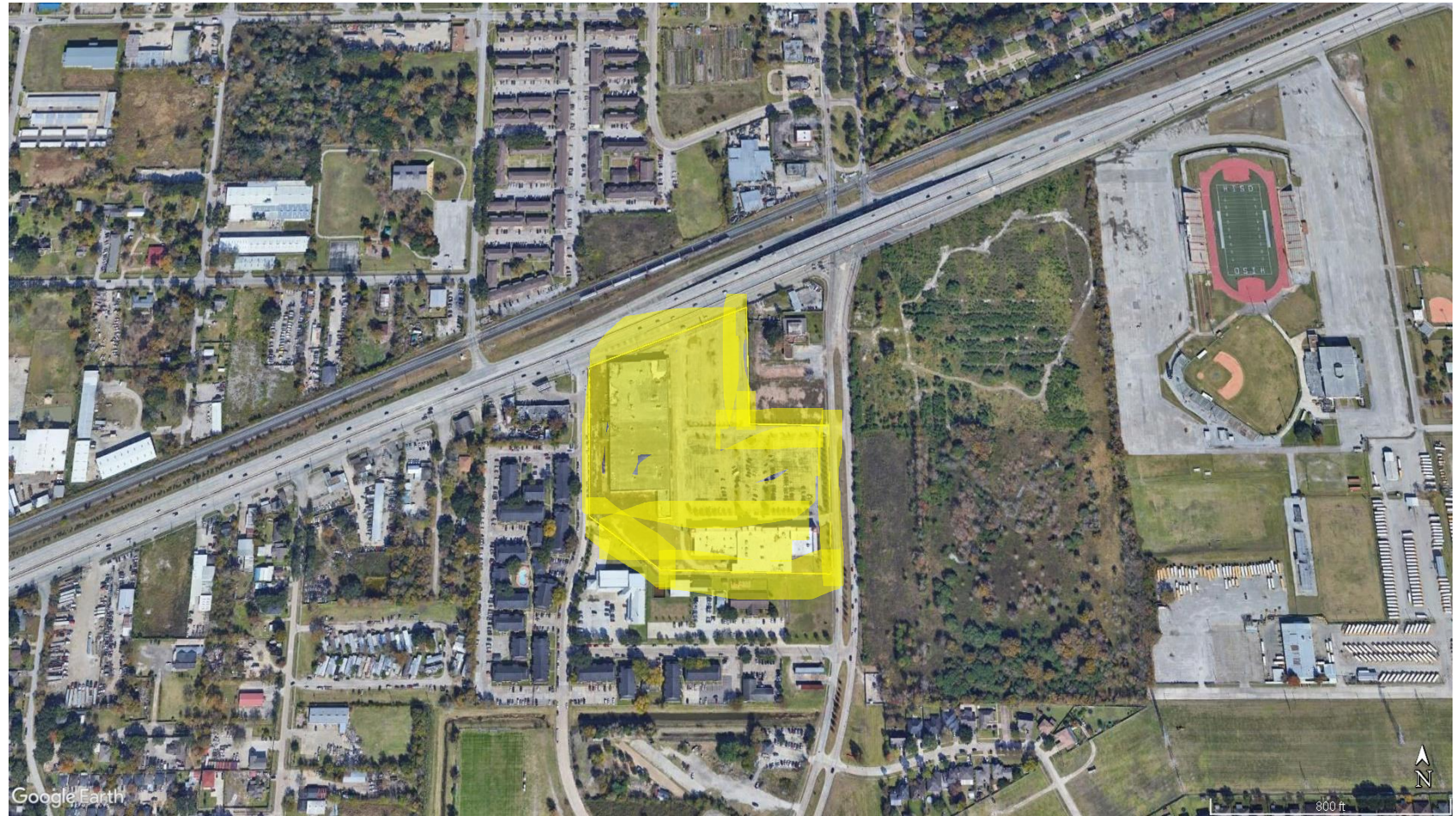
7200 W Fuqua DR, Missouri City,
TX 77489



Site 1: South Main Street Building

ADDRESS: 14065 Main ST

- Option 1: West Building: Existing uses include a healthcare, dental, legal clinic, fitness center, offices, etc.
- Option 2: Promenade Development for placemaking and a destination to include a master planned main-street and liner buildings
- Option3: Full Development of the entire 14 acres



Site 1: Walking Market Summary

TARGET MARKET SUMMARY

14065 Main St, Houston, Texas, 77035

Ring of 0.5 miles

KEY FACTS

3,973

Population

28.5

Median Age

3.1

Average Household Size

\$28,436

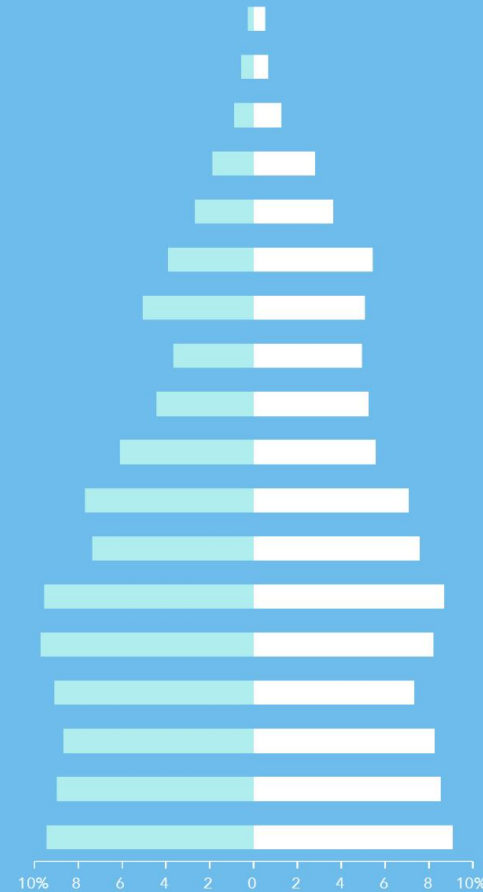
Median Household Income



This infographic contains data provided by Esri, Esri and Bureau of Labor Statistics, Esri and GfK MRI. The vintage of the data is 2021, 2026.

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AGE PYRAMID



The largest group:

2021 Females Age 0-4

The smallest group:

2021 Males Age 85+

ANNUAL LIFESTYLE SPENDING



\$1,013

Travel



\$35

Theatre/Operas/Concerts



\$43

Movies/Museums/Parks



\$24

Sports Events



\$3

Online Games



\$45

Audio

Tapestry Segments



13D

Fresh Ambitions

727 households

56.8%

of Households



13C

NeWest Residents

326 households

25.5%

of Households



4B

Home Improvement

147 households

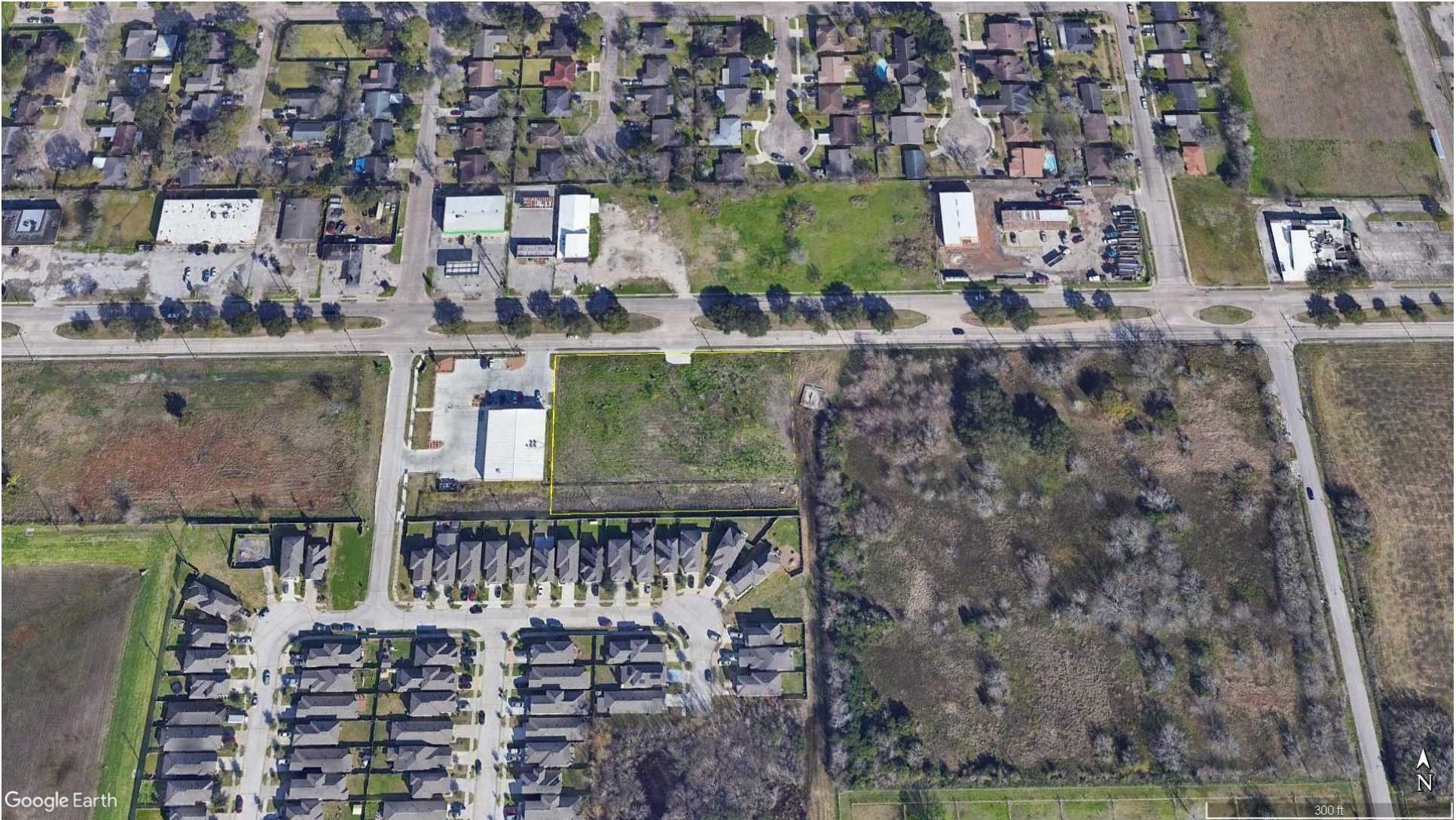
11.5%

of Households



Site 2: W. Fuqua & Alrover ST

2.5-acre site surrounded by housing, adjacent to Family Dollar



Site 2: Walking Market Summary

TARGET MARKET SUMMARY

3301 W Fuqua St, Houston, Texas, 77045

Ring of 0.5 miles

KEY FACTS

3,348

Population

33.1

Median Age

3.3

Average Household Size

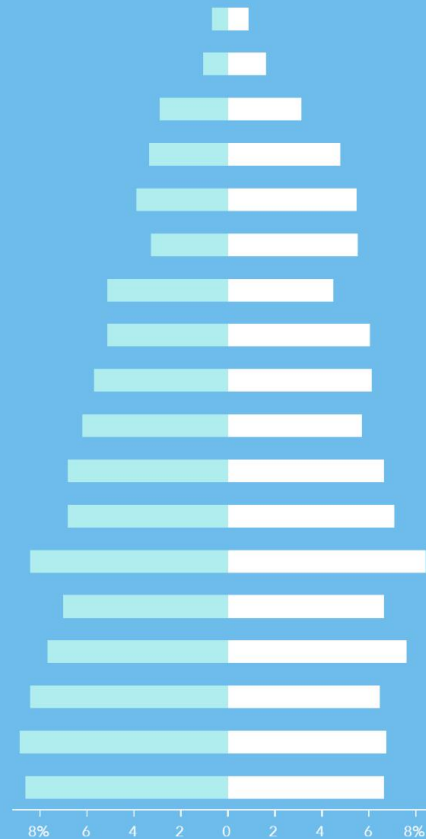
\$42,647

Median Household Income



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AGE PYRAMID



The largest group:
2021 Females Age 25-29

The smallest group:
2021 Males Age 85+

ANNUAL LIFESTYLE SPENDING



\$1,524

Travel



\$45

Theatre/Operas/Concerts



\$58

Movies/Museums/ Parks



\$38

Sports Events



\$4

Online Games



\$66

Audio

Tapestry Segments



7B

Urban Villages
452 households

44.2%
of Households



7C

Urban Edge Families
427 households

41.8%
of Households



12A

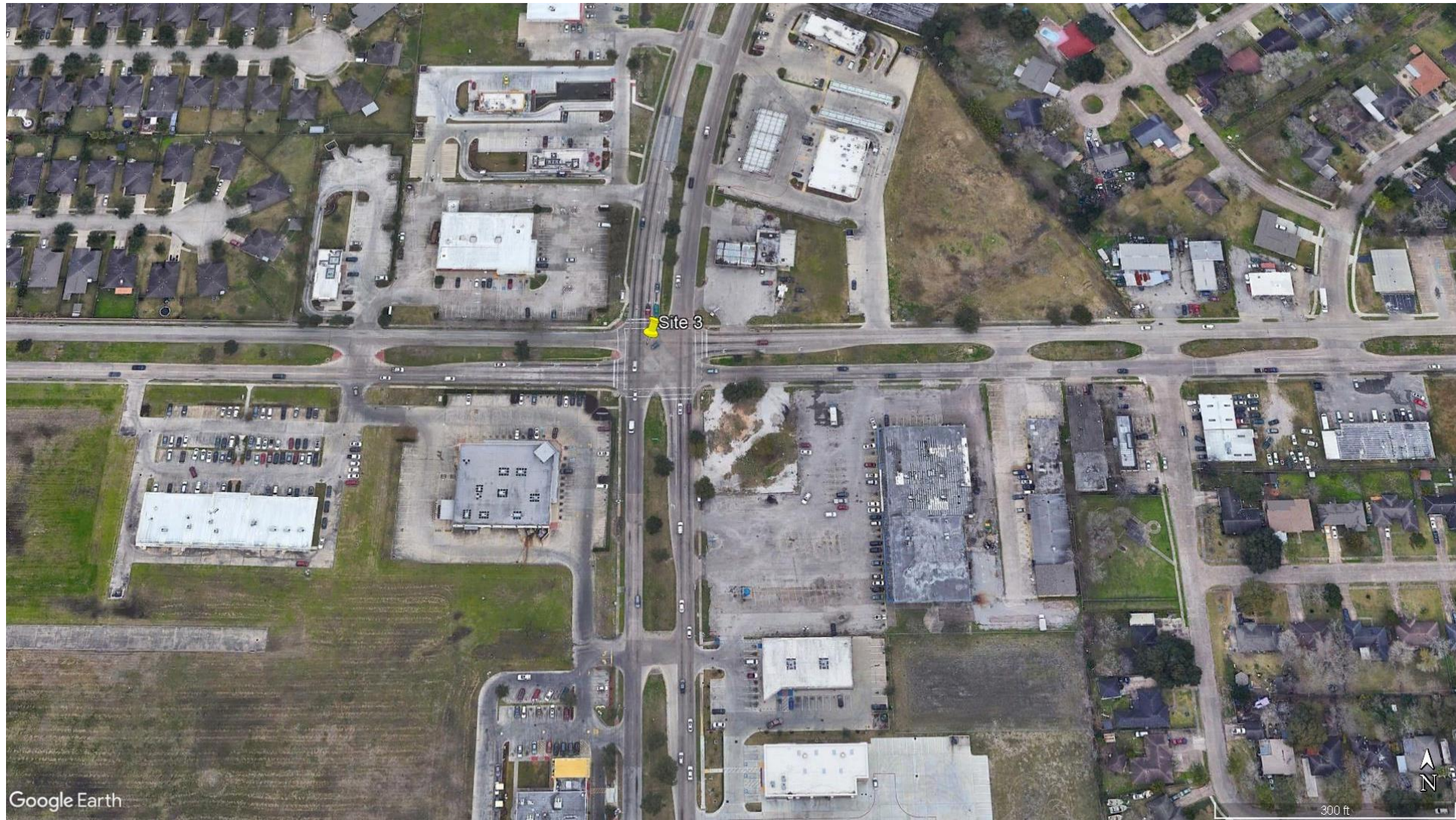
Family Foundations
142 households

13.9%
of Households



Site 3: S. Post Oak RD & W Orem DR

- No specific sites have been identified.
- The TIRZ board should create an infrastructure incentive for targeted retail recruitment, given no specific sites were identified in this opportunity area.



Site 3: Walking Market Summary

TARGET MARKET SUMMARY

S Post Oak Rd & W Orem Dr, Houston, Texas, 77045

Ring of 0.5 miles

KEY FACTS

2,731

Population

32.8

Median Age

3.3

Average Household Size

\$53,384

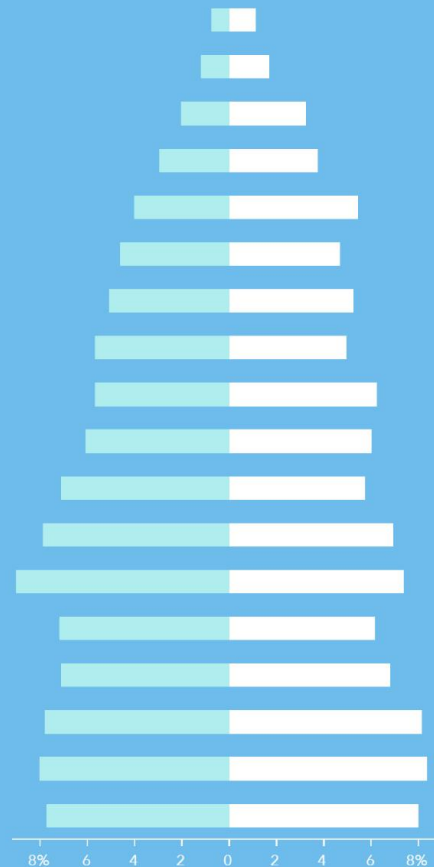
Median Household Income



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AGE PYRAMID



The largest group:
2021 Males Age 25-29

The smallest group:
2021 Males Age 85+

ANNUAL LIFESTYLE SPENDING



\$1,631

Travel



\$44

Theatre/Operas/Concerts



\$65

Movies/Museums/ Parks



\$36

Sports Events



\$4

Online Games



\$73

Audio

Tapestry Segments



7F

Southwestern Families

424 households

50.8%

of Households



7D

Forging Opportunity

206 households

24.7%

of Households



12A

Family Foundations

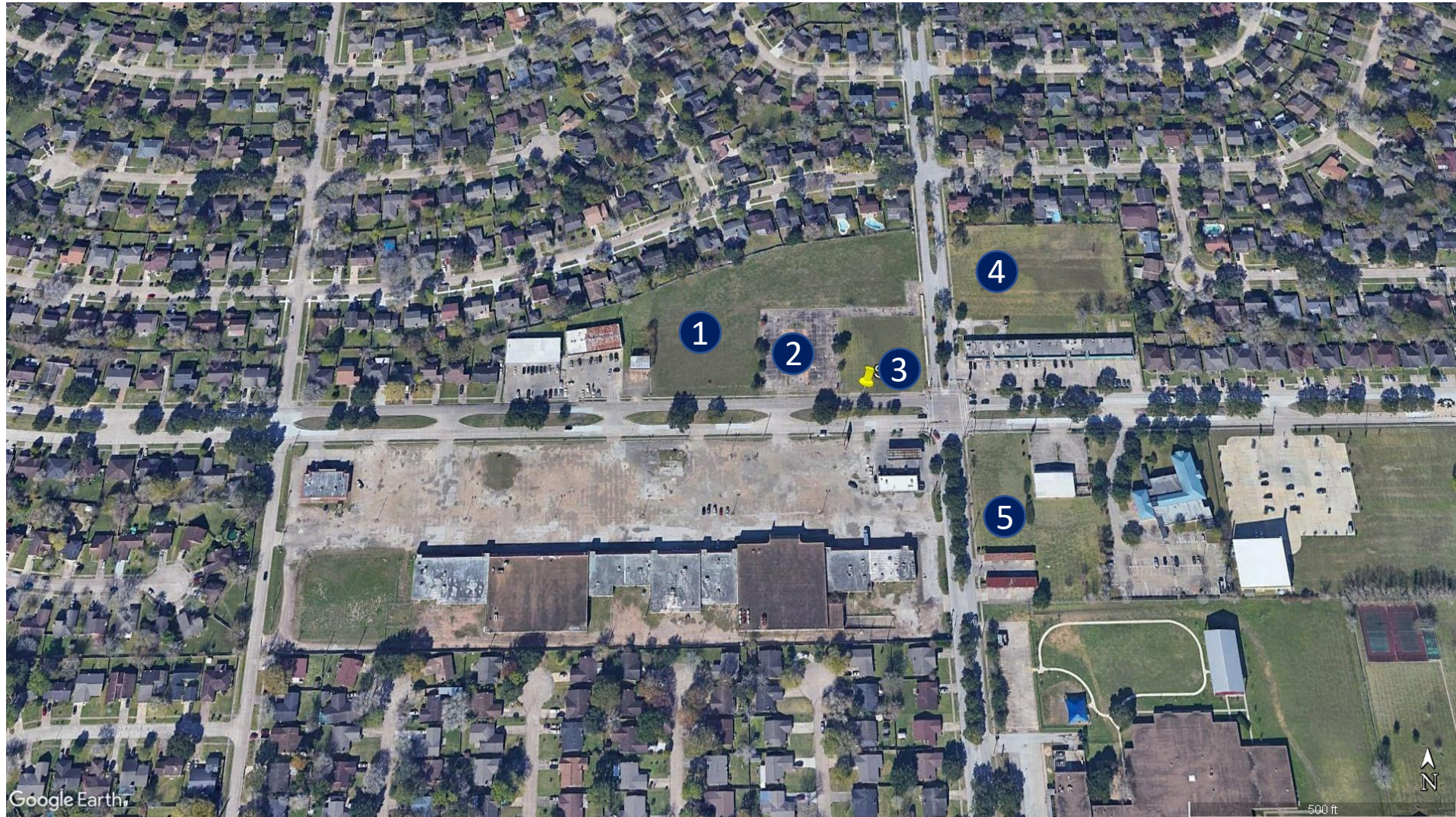
109 households

13.1%

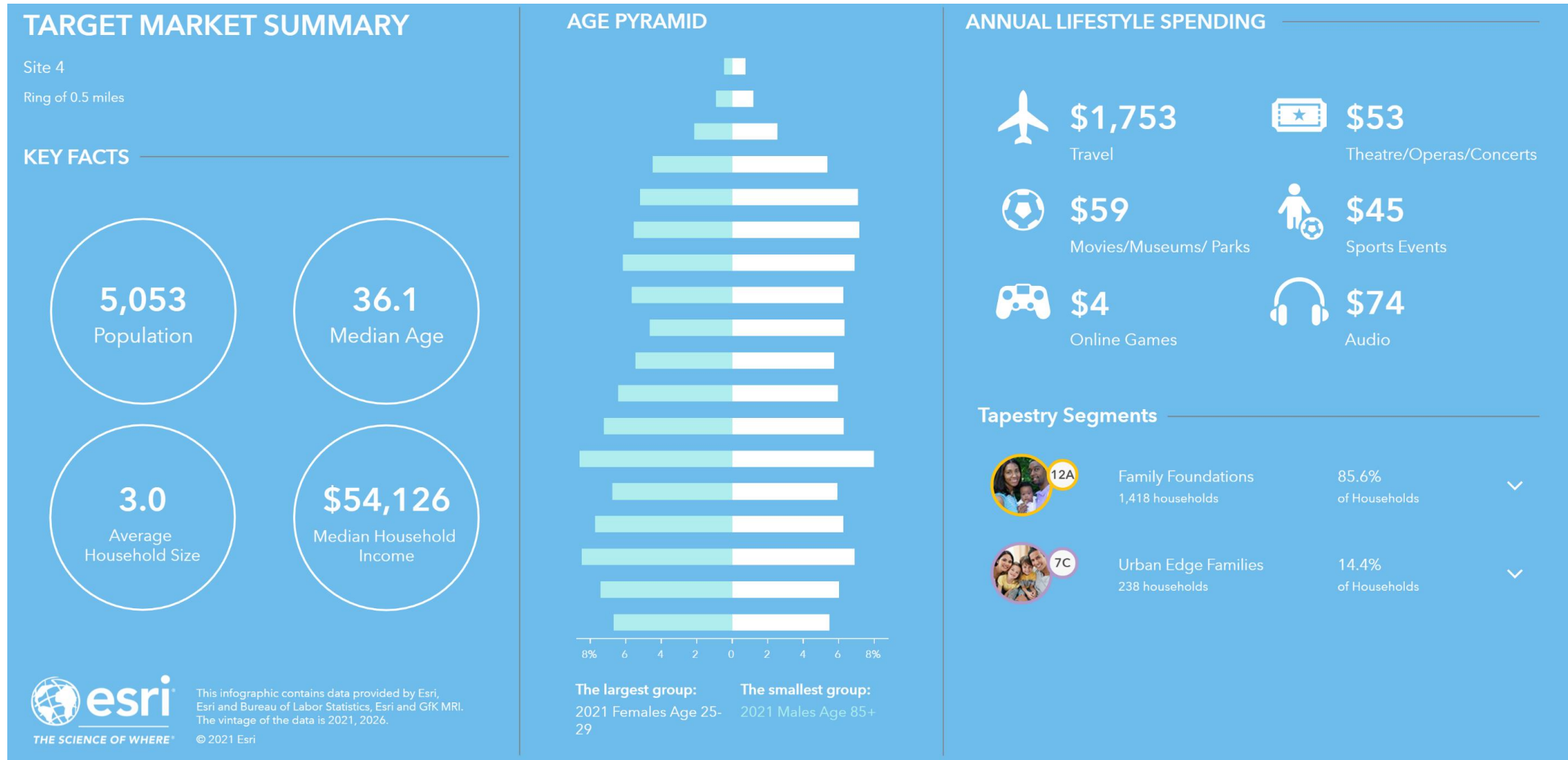
of Households



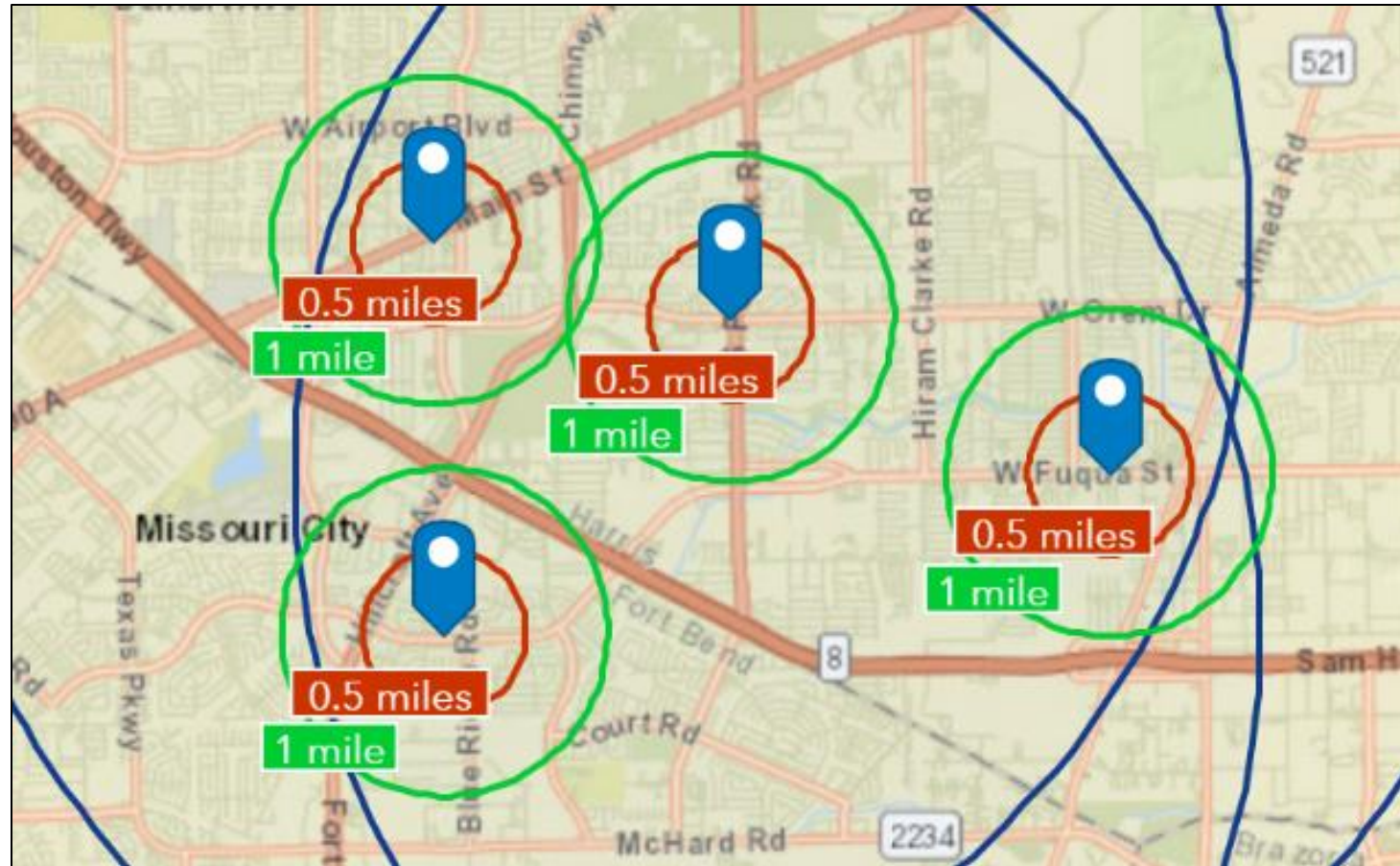
Site 4: W Fuqua & Blue Ridge Area



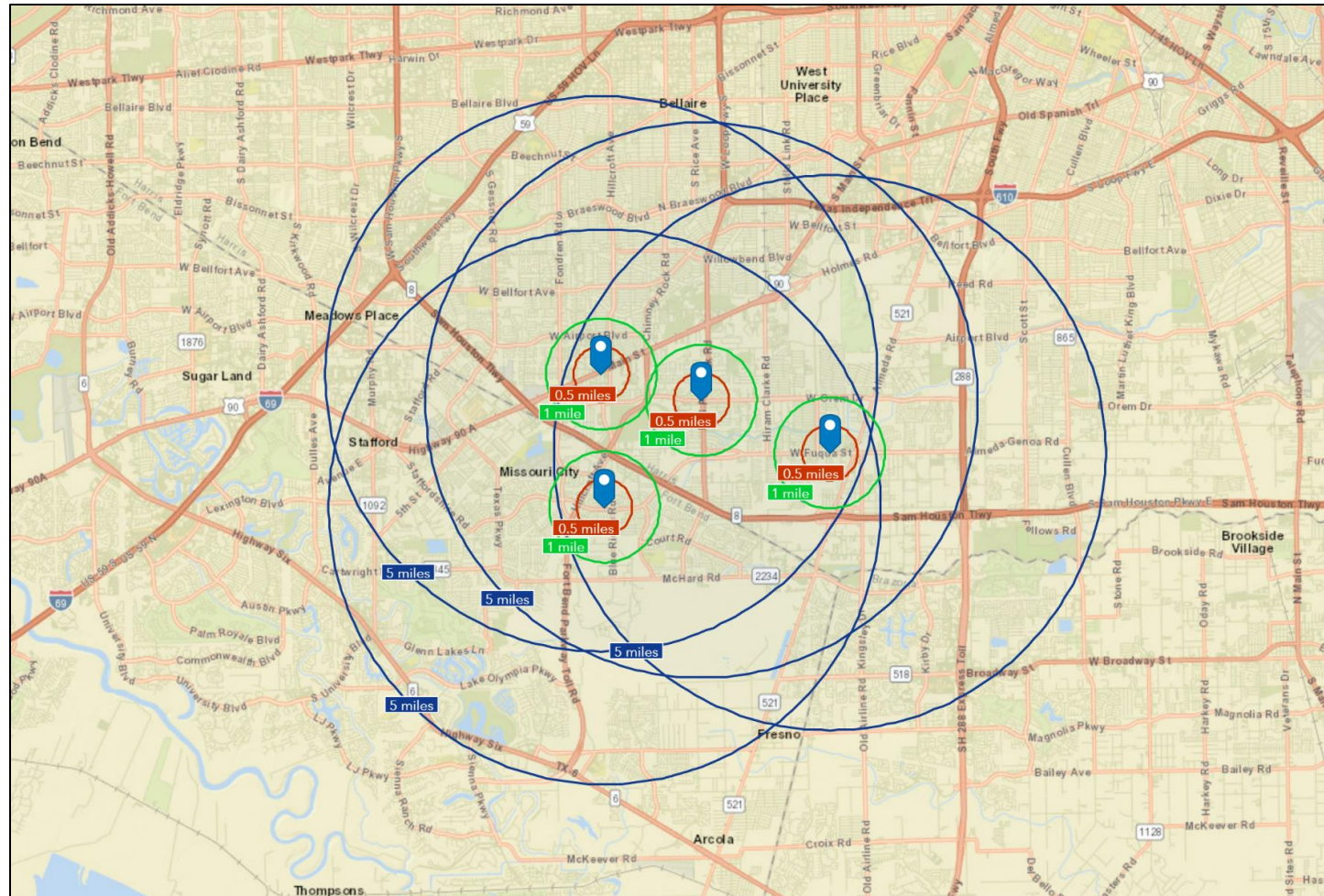
Site 4: Walking Market Summary



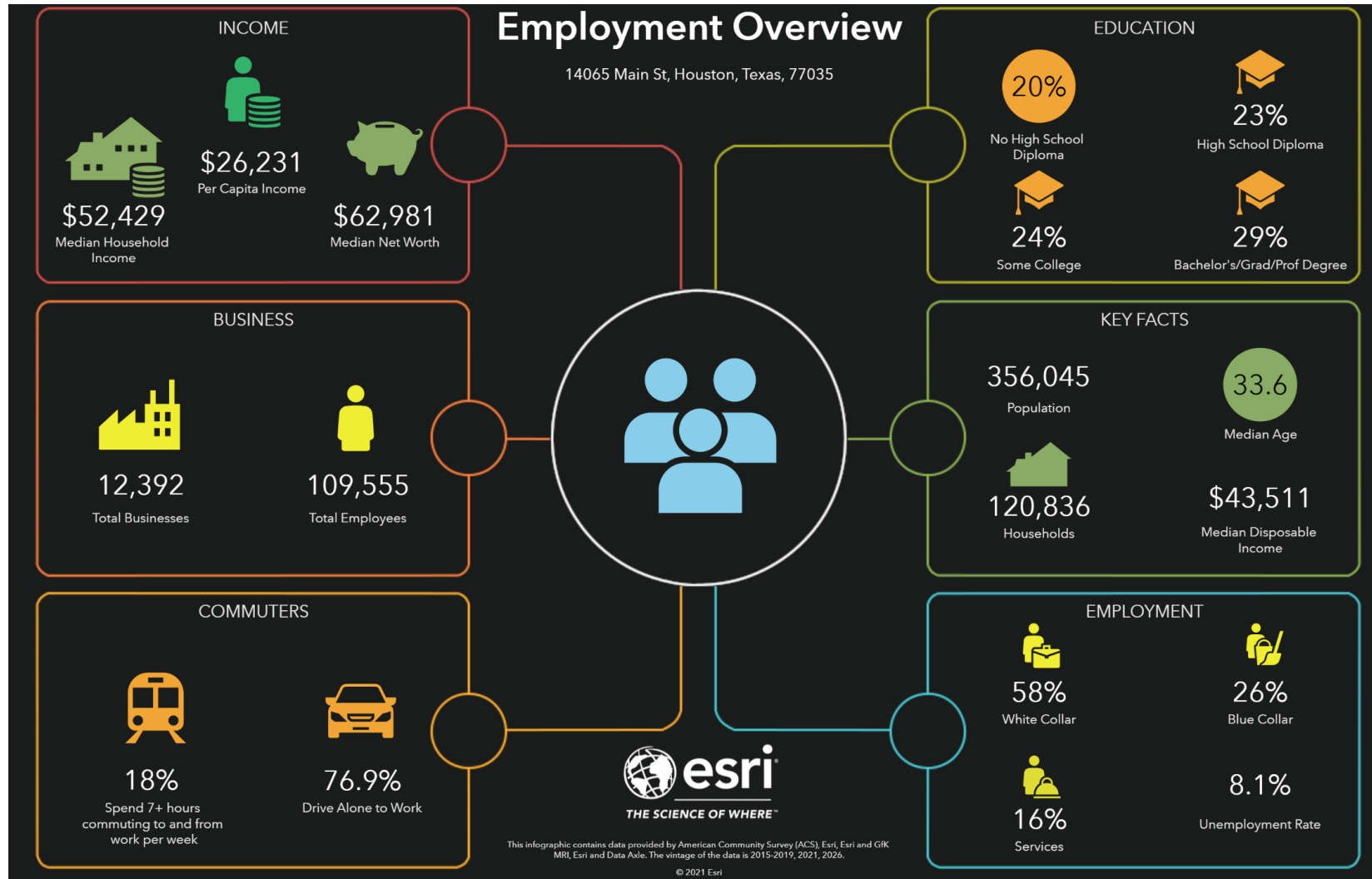
Opportunity Site Walking Radius



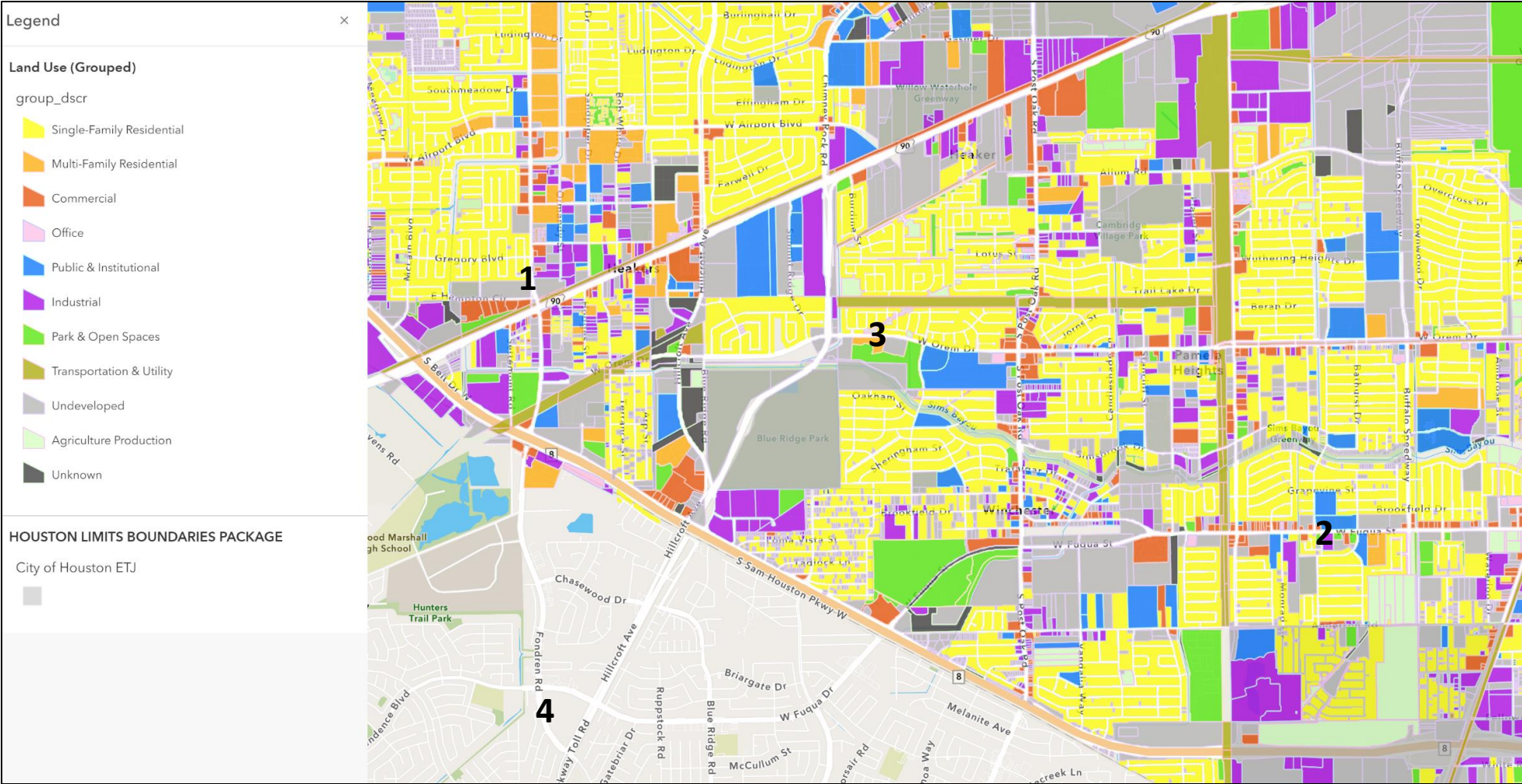
Opportunity Site Walking and Driving Radius



5 Mile Overview



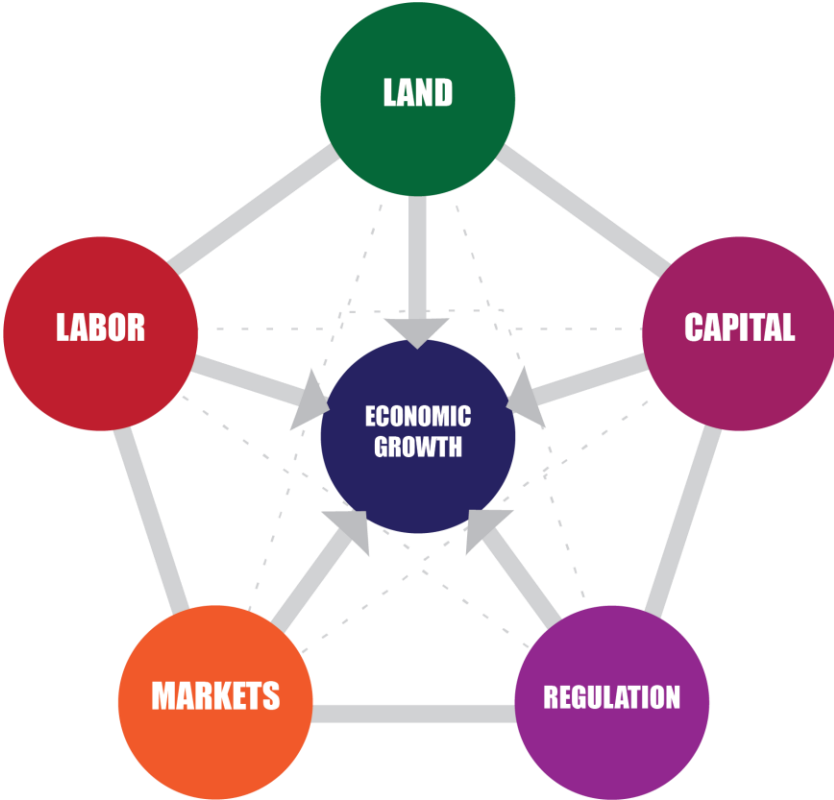
Land Use



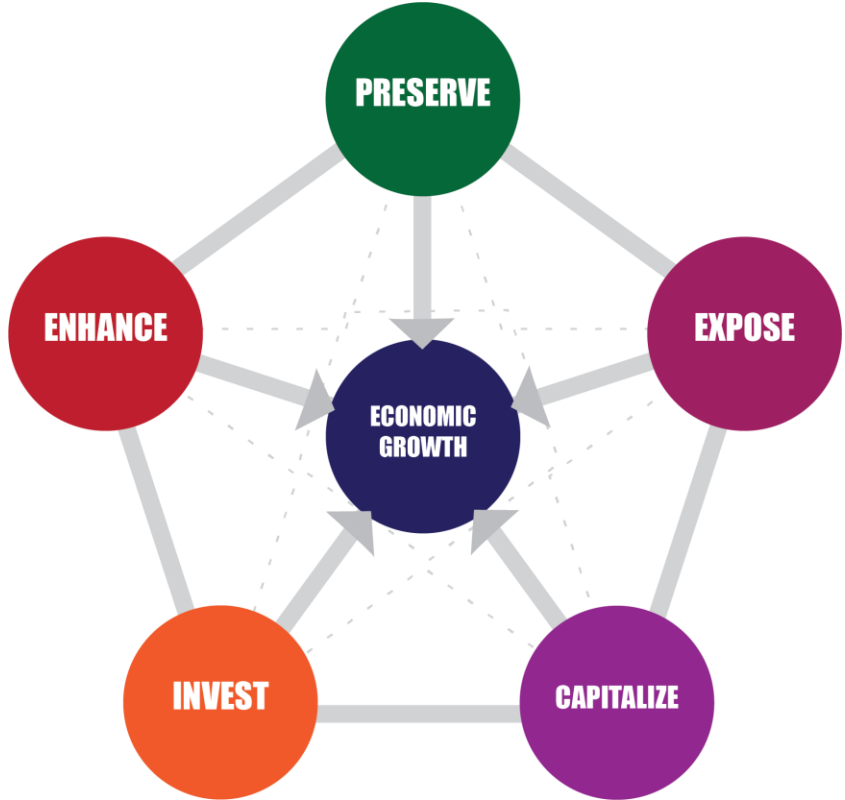
Next Analysis Steps

- Land
 - Site Boundary Confirmation
- Labor
 - Information Included
- Capital
 - Public and Private Investments
 - Funding Sources and Amounts
- Markets
 - Information Included
- Regulation
 - Entitlements and Fitment

Next Analysis Steps



Investment Drivers
Opportunities
Fitment
Feasibility



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