



# Burleson Crossing East

Highway 71 @ FM 304 | Bastrop, Texas



Durhman & Bassett  
REALTY GROUP, INC



# Property Highlights

- Upcoming 19-acre development adjacent to Burleson Crossing
- Close proximity to Hwy 21 and SH 304 for regional connectivity
- 32 miles from Downtown Austin via Hwy 71 E

### Traffic Counts

Edward Burleson Lane - 8,215 vpd  
 TX-304 - 13,839 vpd  
 SH 71 - 52,530

### AREA RETAILERS

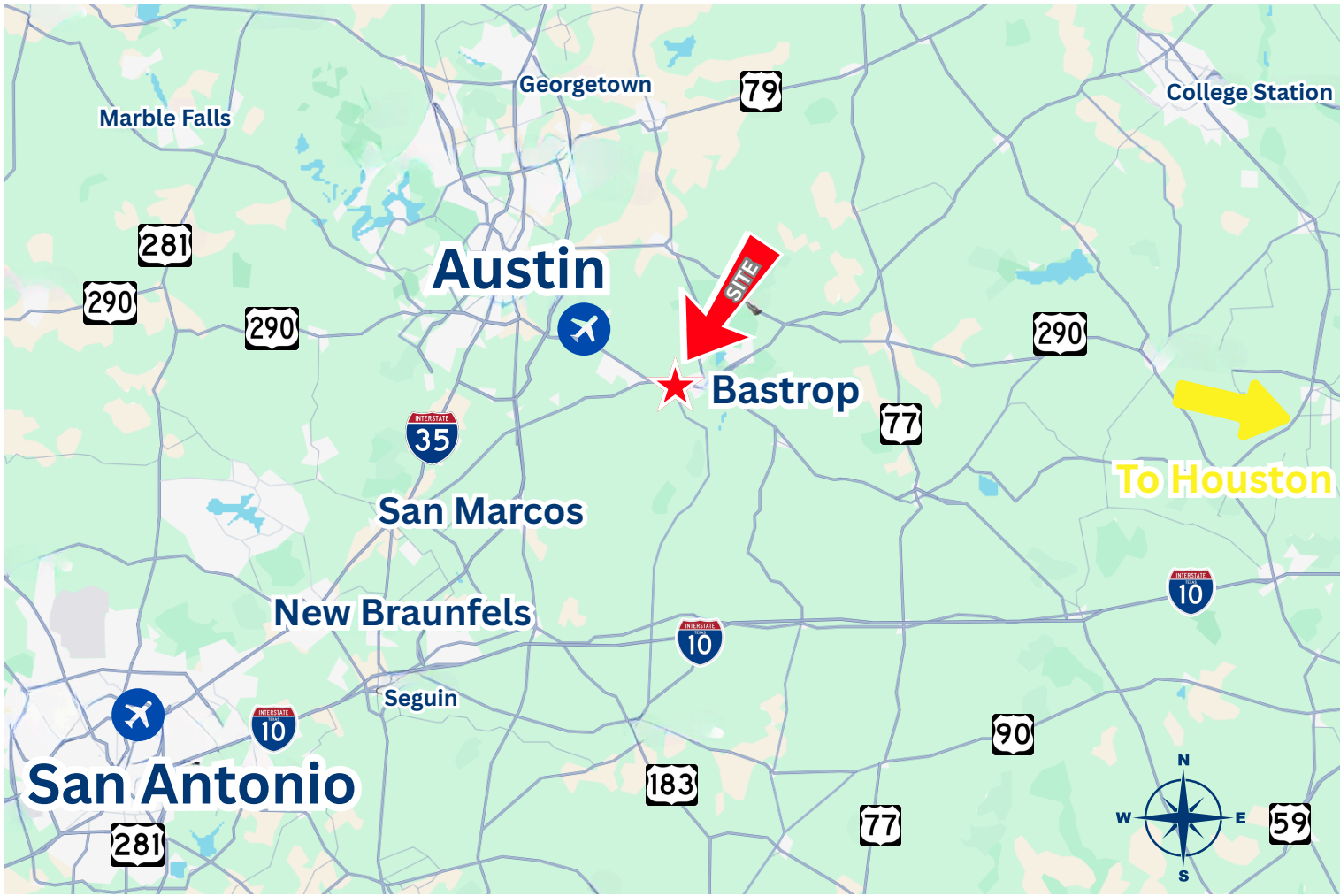


# Demographics

Radius	5 miles	10 miles	20 miles	2030 Projections
Population	28,392	55,184	211,794	247,686
Households	11,301	20,234	69,474	82,877
Avg. Household Income	\$105,756	\$102,278	\$107,868	\$119,995



# AREA MAP



- 27 miles from Downtown Austin via Hwy 71 E
- 22 miles from Austin Airport via Hwy 71 E
- 89 miles from San Antonio via I-35 N
- 84 miles from San Antonio Airport via I-35 N
- 135 miles from Houston via I-10 W and State Hwy 71

# RETAIL TRADE AREA



Durhman & Bassett  
REALTY GROUP, INC.



**THE BORING COMPANY**



**The Colony**  
Master-Planned Community  
± 3,283 homes

**Valverde**  
Single/Multi-Family Homes  
± 2,177 homes

**Burleson Crossing**  
Retail

**Riverside Grove**  
Single-Family Homes

**Burleson East**  
Retail

**Hunters Crossing**  
Single-Family Homes

**Bastrop 75**  
Mixed-Use/Retail

**Pecan Park Retail**  
Mixed-Use Development

**The Grove**  
Mixed-Use Development

**River Bend at Pecan Park**  
Single-Family Homes  
± 650 homes

**Bastrop Middle School**  
929 students

**Bastrop Intermediate School**  
± 416 students



TO AUSTIN

TO DOWNTOWN BASTROP



BEAR HUNTER DR

BLAKEY LN

DUFF DR

DUFF DR

BLAKEY LN

EDWARD BURLESON LN

SETTLEMENT DR

# Executive Summary

Burleson Crossing  
739 TX-71 W, Bastrop, Texas, 78602  
Rings: 5, 10, 20 mile radii



Population	5 miles	10 miles	20 miles
2010 Population	15,601	34,832	124,322
2020 Population	21,274	46,002	175,517
2025 Population	28,392	55,184	211,794
2030 Population	34,516	65,412	247,686
2010-2020 Annual Rate	3.15%	2.82%	3.51%
2020-2025 Annual Rate	5.65%	3.53%	3.64%
2025-2030 Annual Rate	3.98%	3.46%	3.18%

Age	5 miles	10 miles	20 miles
2025 Median Age	41.8	40.9	36.3
U.S. median age is 39.1			


Race and Ethnicity	5 miles	10 miles	20 miles
White Alone	64.0%	60.3%	45.0%
Black Alone	7.5%	6.1%	9.3%
American Indian Alone	1.0%	1.2%	1.5%
Asian Alone	2.1%	1.5%	1.6%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	9.9%	14.1%	22.1%
Two or More Races	15.3%	16.7%	20.4%
Hispanic Origin	30.7%	38.4%	53.5%
Diversity Index	74.2	78.1	84.8

Households	5 miles	10 miles	20 miles
2010 Total Households	5,963	12,366	40,287
2020 Total Households	8,174	16,169	56,061
2025 Total Households	11,301	20,234	69,474
2030 Total Households	13,912	24,404	82,877
2010-2020 Annual Rate	3.20%	2.72%	3.36%
2020-2025 Annual Rate	6.36%	4.36%	4.17%
2025-2030 Annual Rate	4.24%	3.82%	3.59%
2025 Average Household Size	2.45	2.65	2.99
Wealth Index	88	84	85

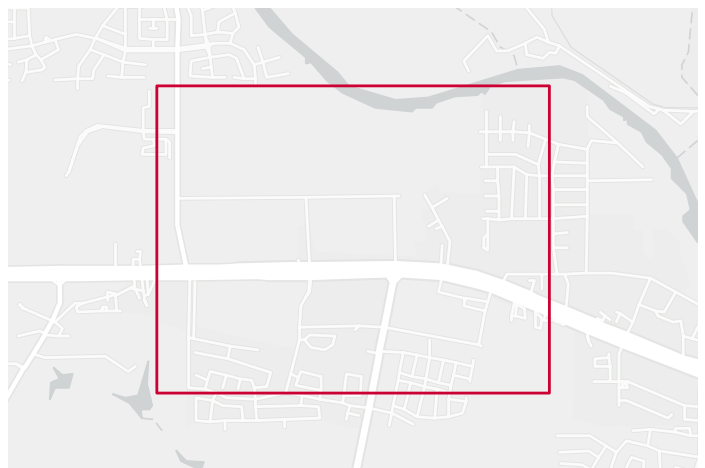
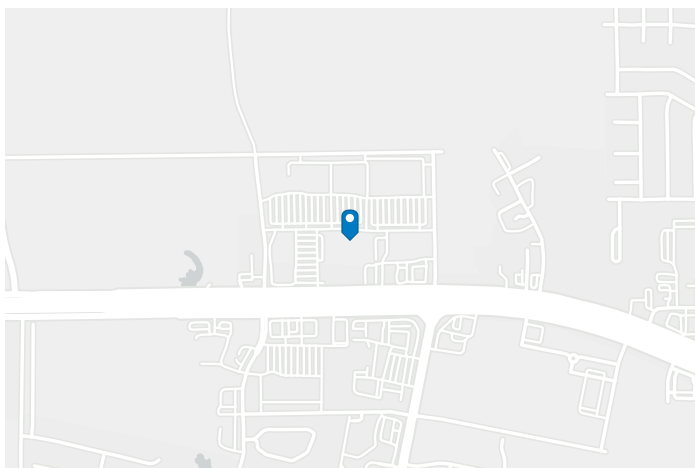
**Source:** Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography.

<b>Mortgage Income</b>	<b>5 miles</b>	<b>10 miles</b>	<b>20 miles</b>
2025 Percent of Income for Mortgage	26.4%	26.5%	24.5%
<b>Median Household Income</b>			
2025 Median Household Income	\$85,054	\$83,632	\$85,570
2030 Median Household Income	\$93,070	\$91,845	\$97,250
2025-2030 Annual Rate	1.82%	1.89%	2.59%
<b>Average Household Income</b>			
2025 Average Household Income	\$105,756	\$102,278	\$107,868
2030 Average Household Income	\$112,104	\$109,255	\$119,995
<b>Per Capita Income</b>			
2025 Per Capita Income	\$41,439	\$37,621	\$35,366
2030 Per Capita Income	\$44,514	\$40,869	\$40,093
2025-2030 Annual Rate	1.44%	1.67%	2.54%
<b>Income Equality</b>			
2025 Gini Index	38.7	37.5	39.2
<b>Socioeconomic Status</b>			
2025 Socioeconomic Status Index	47.8	48.0	44.9
<b>Housing Unit Summary</b>			
Housing Affordability Index	84	83	90
2010 Total Housing Units	6,592	13,854	45,228
2010 Owner Occupied Hus (%)	70.1%	76.1%	78.3%
2010 Renter Occupied Hus (%)	29.9%	23.9%	21.6%
2010 Vacant Housing Units (%)	9.5%	10.7%	10.9%
2020 Housing Units	8,943	17,800	60,930
2020 Owner Occupied HUs (%)	69.7%	74.7%	77.5%
2020 Renter Occupied HUs (%)	30.3%	25.3%	22.5%
Vacant Housing Units	8.3%	8.9%	7.9%
2025 Housing Units	12,223	21,967	74,916
Owner Occupied Housing Units	75.2%	77.7%	79.1%
Renter Occupied Housing Units	24.8%	22.3%	20.9%
Vacant Housing Units	7.5%	7.9%	7.3%
2030 Total Housing Units	14,873	26,259	88,671
2030 Owner Occupied Housing Units	10,668	19,426	66,012
2030 Renter Occupied Housing Units	3,244	4,978	16,865
2030 Vacant Housing Units	961	1,855	5,794

 **Source:** Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography.

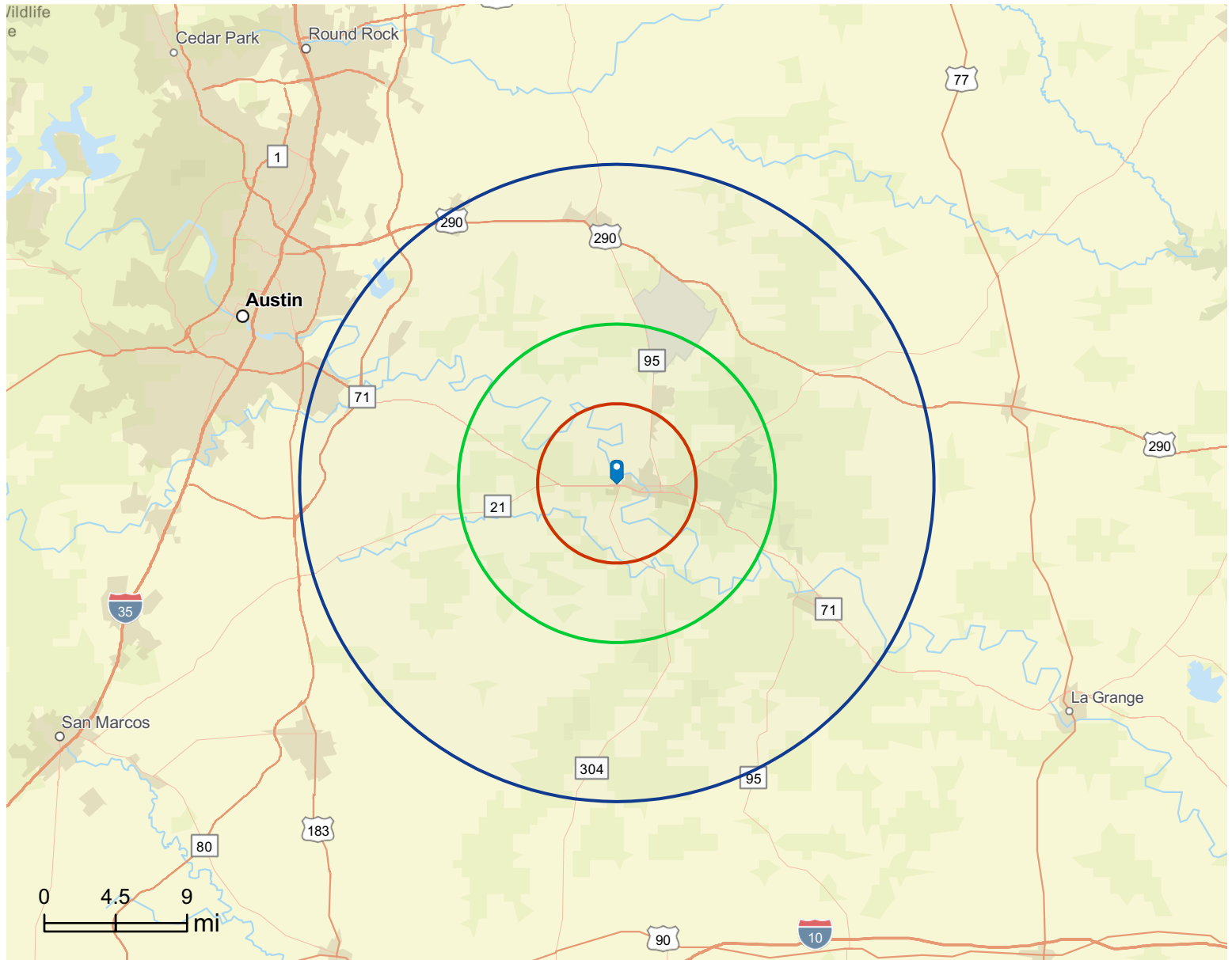
# Site Map on Satellite Imagery - 1.6 miles wide

Burleson Crossing  
739 TX-71 W, Bastrop, Texas, 78602  
Rings: 5, 10, 20 mile radii



# Site Details Map

Burleson Crossing  
739 TX-71 W, Bastrop, Texas, 78602  
Rings: 5, 10, 20 mile radii



This site is located in:

**City:** ---

**County:** Bastrop County

**State:** Texas

**ZIP Code:** 78602

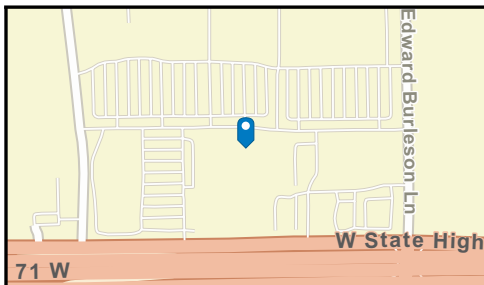
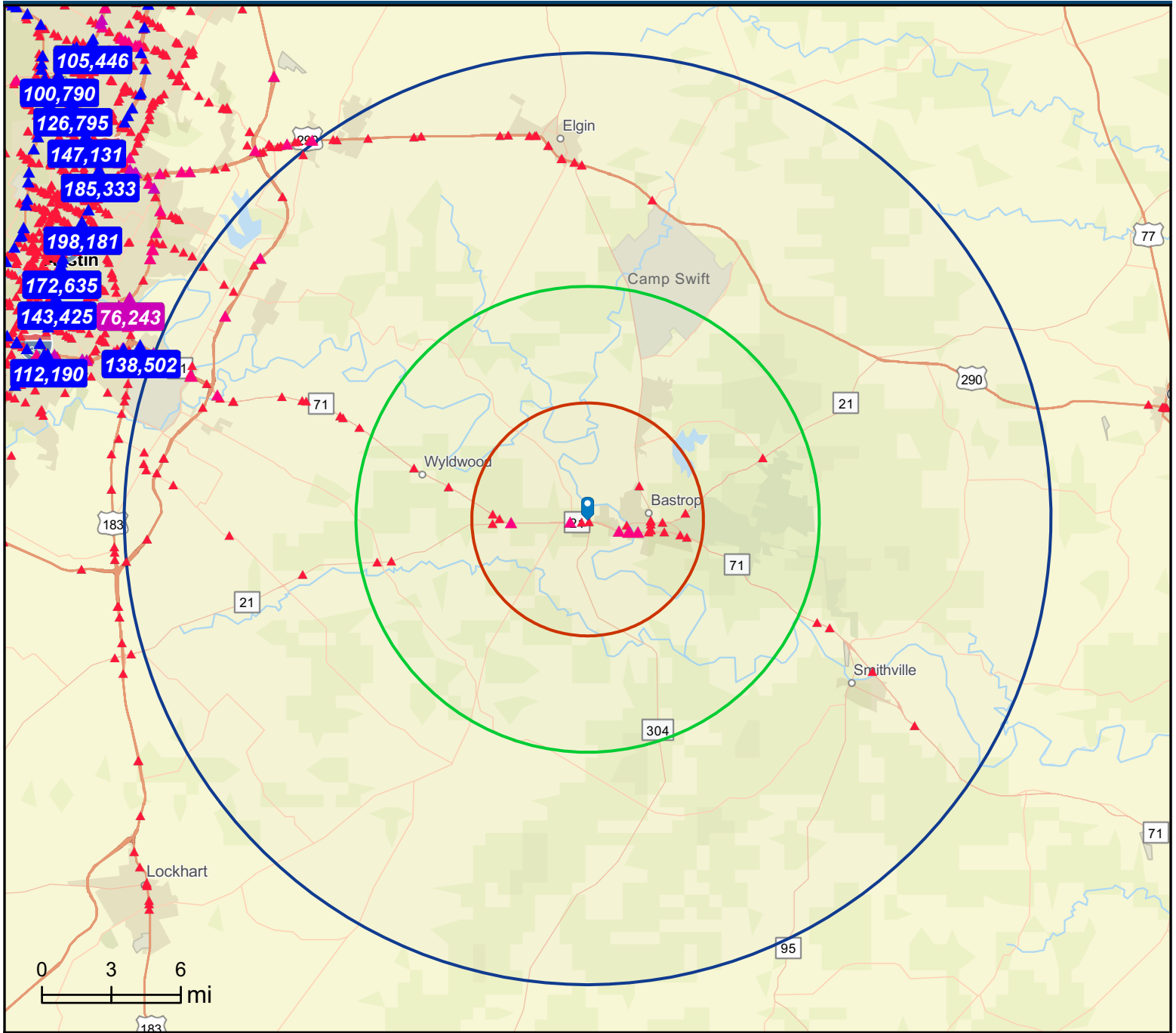
**Census Tract:** 48021950301

**Census Block Group:** 480219503011

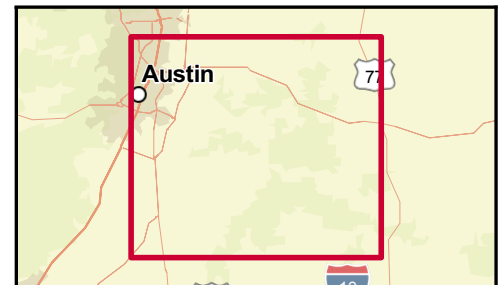
**CBSA:** Austin-Round Rock-San Marcos, TX Metropolitan Statistical Area

Burleson Crossing  
739 TX-71 W, Bastrop, Texas, 78602  
Rings: 5, 10, 20 mile radii

Prepared by Esri  
Latitude: 30.11295  
Longitude: -97.35308



- Average Daily Traffic Volume**
- ▲ Up to 6,000 vehicles per day
  - ▲ 6,001 - 15,000
  - ▲ 15,001 - 30,000
  - ▲ 30,001 - 50,000
  - ▲ 50,001 - 100,000
  - ▲ More than 100,000 per day



Source: ©2025 Kalibrate Technologies (Q1 2025).



The **Retail**Coach®

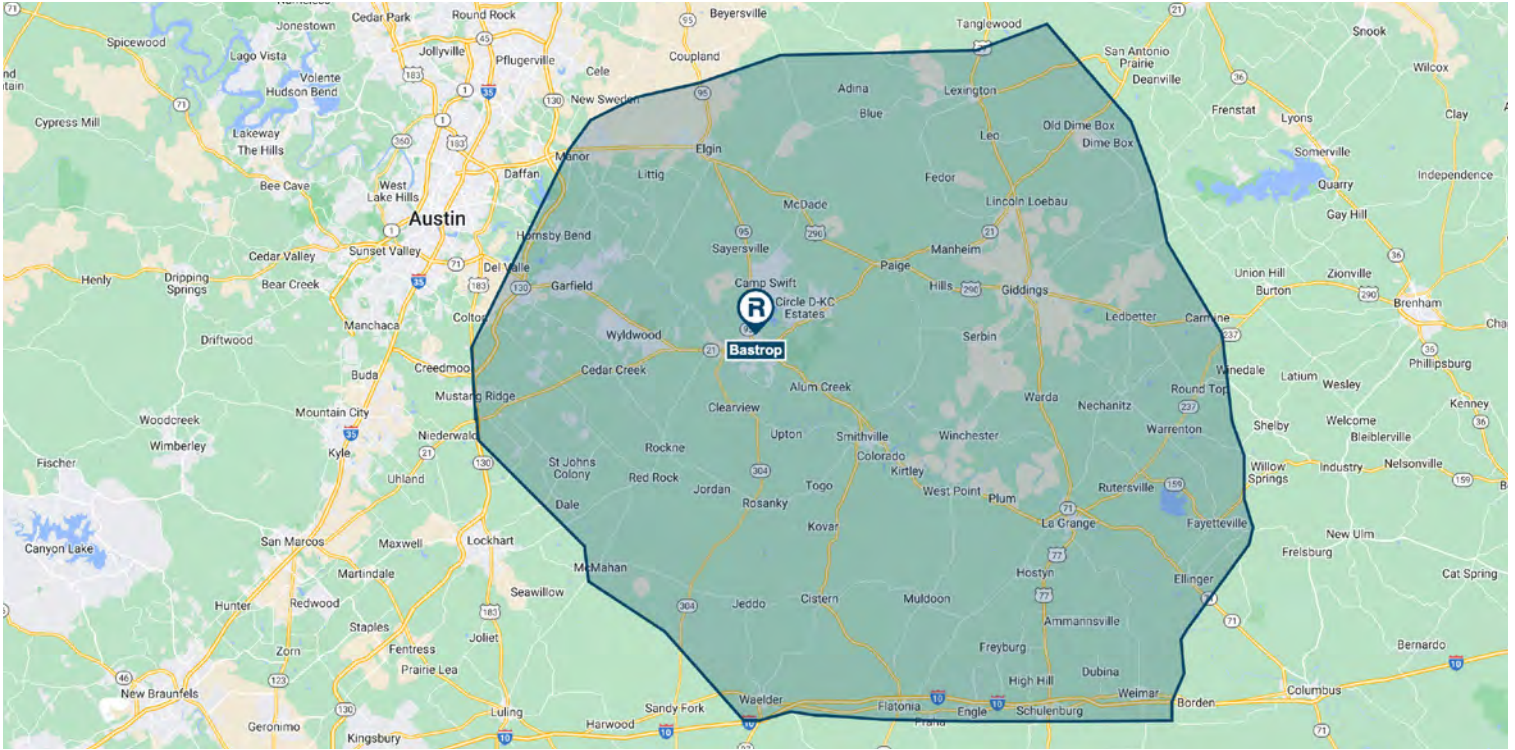
# Retail Trade Area Psychographic Profile

BASTROP, TEXAS

Prepared for Bastrop Economic Development Corporation  
City of Bastrop  
July 2024

# Retail Trade Area • Demographic Snapshot

## Bastrop, Texas



### Population

2020	223,905
2024	249,725
2029	275,007

### Educational Attainment (%)

Graduate or Professional Degree	7.61%
Bachelors Degree	14.87%
Associate Degree	6.61%
Some College	21.10%
High School Graduate (or GED)	33.27%
Some High School, No Degree	7.67%
Less than 9th Grade	8.87%

### Income

Average HH	\$104,534
Median HH	\$83,844
Per Capita	\$35,666

### Age

0 - 9 Years	12.61%
10 - 17 Years	11.87%
18 - 24 Years	9.51%
25 - 34 Years	12.44%
35 - 44 Years	13.75%
45 - 54 Years	12.03%
55 - 64 Years	11.74%
65 and Older	16.05%
Median Age	37.61
Average Age	38.54

### Race Distribution (%)

White	49.03%
Black/African American	8.83%
American Indian/Alaskan	1.40%
Asian	1.27%
Native Hawaiian/Islander	0.07%
Other Race	20.49%
Two or More Races	18.91%
Hispanic	49.41%

# bastrop

## EDC

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City of Bastrop  
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# Retail Trade Area • Psychographic Profile

Bastrop, Texas

PSYCHOGRAPHIC LIFEMODE GROUPS	2024 HOUSEHOLDS			2024 ADULT POPULATION		
	DATA	%	INDEX	DATA	%	INDEX
<b>Total:</b>	<b>83,418</b>	<b>100.0%</b>		<b>188,588</b>	<b>100.0%</b>	
<b>1. Affluent Estates</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
<b>2. Upscale Avenues</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
<b>3. Uptown Individuals</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
<b>4. Family Landscapes</b>	<b>2,836</b>	<b>3.4%</b>	<b>44</b>	<b>6,412</b>	<b>3.4%</b>	<b>42</b>
Workday Drive (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	2,836	3.4%	111	6,412	3.4%	110
<b>5. GenXurban</b>	<b>3,837</b>	<b>4.6%</b>	<b>41</b>	<b>7,732</b>	<b>4.1%</b>	<b>37</b>
Comfortable Empty Nesters (5A)	1,585	1.9%	80	3,206	1.7%	72
In Style (5B)	584	0.7%	31	1,132	0.6%	29
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	1,668	2.0%	83	3,206	1.7%	73
<b>6. Cozy Country Living</b>	<b>18,686</b>	<b>22.4%</b>	<b>190</b>	<b>38,472</b>	<b>20.4%</b>	<b>175</b>
Green Acres (6A)	6,840	8.2%	251	14,521	7.7%	226
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	5,589	6.7%	432	11,881	6.3%	411
Prairie Living (6D)	2,920	3.5%	363	5,846	3.1%	323
Rural Resort Dwellers (6E)	2,419	2.9%	290	4,715	2.5%	269
Heartland Communities (6F)	834	1.0%	47	1,697	0.9%	42
<b>7. Sprouting Explorers</b>	<b>24,608</b>	<b>29.5%</b>	<b>395</b>	<b>55,445</b>	<b>29.4%</b>	<b>348</b>
Up and Coming Families (7A)	18,269	21.9%	767	40,924	21.7%	721
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
Urban Edge Families (7C)	2,252	2.7%	179	5,092	2.7%	156
Forging Opportunity (7D)	2,419	2.9%	282	6,035	3.2%	269
Farm to Table (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	1,668	2.0%	252	3,395	1.8%	212

# Retail Trade Area • Psychographic Profile

Bastrop, Texas

PSYCHOGRAPHIC LIFEMODE GROUPS	2024 HOUSEHOLDS			2024 ADULT POPULATION		
	DATA	%	INDEX	DATA	%	INDEX
<b>8. Middle Ground</b>	<b>4,087</b>	<b>4.9%</b>	<b>45</b>	<b>8,109</b>	<b>4.3%</b>	<b>43</b>
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	2,920	3.5%	151	5,846	3.1%	149
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	751	0.9%	59	1,509	0.8%	52
Old and Newcomers (8F)	417	0.5%	21	754	0.4%	21
Hometown Heritage (8G)	0	0.0%	0	0	0.0%	0
<b>9. Senior Styles</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
<b>10. Rustic Outposts</b>	<b>28,279</b>	<b>33.9%</b>	<b>429</b>	<b>68,080</b>	<b>36.1%</b>	<b>456</b>
Southern Satellites (10A)	15,683	18.8%	605	38,095	20.2%	639
Rooted Rural (10B)	2,669	3.2%	176	6,035	3.2%	175
Economic BedRock (10C)	1,168	1.4%	244	2,452	1.3%	227
Down the Road (10D)	7,508	9.0%	774	19,236	10.2%	871
Rural Bypasses (10E)	1,251	1.5%	123	2,452	1.3%	106
<b>11. Midtown Singles</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
<b>12. Hometown</b>	<b>1,001</b>	<b>1.2%</b>	<b>21</b>	<b>1,886</b>	<b>1.0%</b>	<b>19</b>
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
Small Town Sincerity (12C)	1,001	1.2%	68	1,886	1.0%	63
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
<b>13. Next Wave</b>	<b>0</b>	<b>0.0%</b>	<b>1</b>	<b>0</b>	<b>0.0%</b>	<b>1</b>
Diverse Convergence (13A)	0	0.0%	0	0	0.0%	0
Family Extensions (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	3	0	0.0%	3
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
<b>14. Scholars and Patriots</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	205	2,263	1.2%	505

# Retail Trade Area • Psychographic Profile

Bastrop, Texas

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<b>1. Principal Urban Center</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	3	0	0.0%	3
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
<b>2. Urban Periphery</b>	<b>9,259</b>	<b>11.1%</b>	<b>67</b>	<b>20,368</b>	<b>10.8%</b>	<b>62</b>
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
Urban Edge Families (7C)	2,252	2.7%	179	5,092	2.7%	156
Forging Opportunity (7D)	2,419	2.9%	282	6,035	3.2%	269
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City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	2,920	3.5%	151	5,846	3.1%	149
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
Diverse Convergence (13A)	0	0.0%	0	0	0.0%	0
Family Extensions (13B)	0	0.0%	0	0	0.0%	0
<b>3. Metro Cities</b>	<b>1,752</b>	<b>2.1%</b>	<b>12</b>	<b>3,395</b>	<b>1.8%</b>	<b>11</b>
In Style (5B)	584	0.7%	31	1,132	0.6%	29
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	751	0.9%	59	1,509	0.8%	52
Old and Newcomers (8F)	417	0.5%	21	754	0.4%	21
Hometown Heritage (8G)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

# Retail Trade Area • Psychographic Profile

Bastrop, Texas

PSYCHOGRAPHIC URBANIZATION GROUPS	2024 HOUSEHOLDS			2024 ADULT POPULATION		
	DATA	%	INDEX	DATA	%	INDEX
<b>4. Suburban Periphery</b>	<b>21,522</b>	<b>25.8%</b>	<b>80</b>	<b>47,336</b>	<b>25.1%</b>	<b>75</b>
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
Workday Drive (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Comfortable Empty Nesters (5A)	1,585	1.9%	80	3,206	1.7%	72
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	1,668	2.0%	83	3,206	1.7%	73
Up and Coming Families (7A)	18,269	21.9%	767	40,924	21.7%	721
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
<b>5. Semirural</b>	<b>12,179</b>	<b>14.6%</b>	<b>156</b>	<b>29,231</b>	<b>15.5%</b>	<b>170</b>
Middleburg (4C)	2,836	3.4%	111	6,412	3.4%	110
Heartland Communities (6F)	834	1.0%	47	1,697	0.9%	42
Farm to Table (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	7,508	9.0%	774	19,236	10.2%	871
Small Town Sincerity (12C)	1,001	1.2%	68	1,886	1.0%	63
<b>6. Rural</b>	<b>38,623</b>	<b>46.3%</b>	<b>284</b>	<b>85,808</b>	<b>45.5%</b>	<b>278</b>
Green Acres (6A)	6,840	8.2%	251	14,521	7.7%	226
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	5,589	6.7%	432	11,881	6.3%	411
Prairie Living (6D)	2,920	3.5%	363	5,846	3.1%	323
Rural Resort Dwellers (6E)	2,419	2.9%	290	4,715	2.5%	269
Southern Satellites (10A)	15,683	18.8%	605	38,095	20.2%	639
Rooted Rural (10B)	2,669	3.2%	176	6,035	3.2%	175
Economic BedRock (10C)	1,168	1.4%	244	2,452	1.3%	227
Rural Bypasses (10E)	1,251	1.5%	123	2,452	1.3%	106
Unclassified (15)	0	0.0%	205	2,263	1.2%	505

# About The Retail Coach®

The Retail Coach is a national retail recruitment and development firm that combines strategy, technology, and creative expertise to develop and deliver high-impact retail recruitment and development plans to local governments, chambers of commerce, economic development organizations and private developers.

Through its unique Retail360® Process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

## Retail:360® Process

Providing more than simple data reports of psychographic and Psychographic trends, The Retail Coach goes well beyond other retail consulting and market research firms' offerings by combining current national and statewide Psychographics and trend data with real-world, "on-the-ground" information gathered through extensive visits to our clients' communities. Every community is different, and there is no "one size fits all" retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community's needs help assure our clients that they are receiving the latest and best information for targeted retail recruitment efforts — all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail:360® Process assures that communities get timely, accurate and relevant information. Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.



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## ACKNOWLEDGMENTS

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

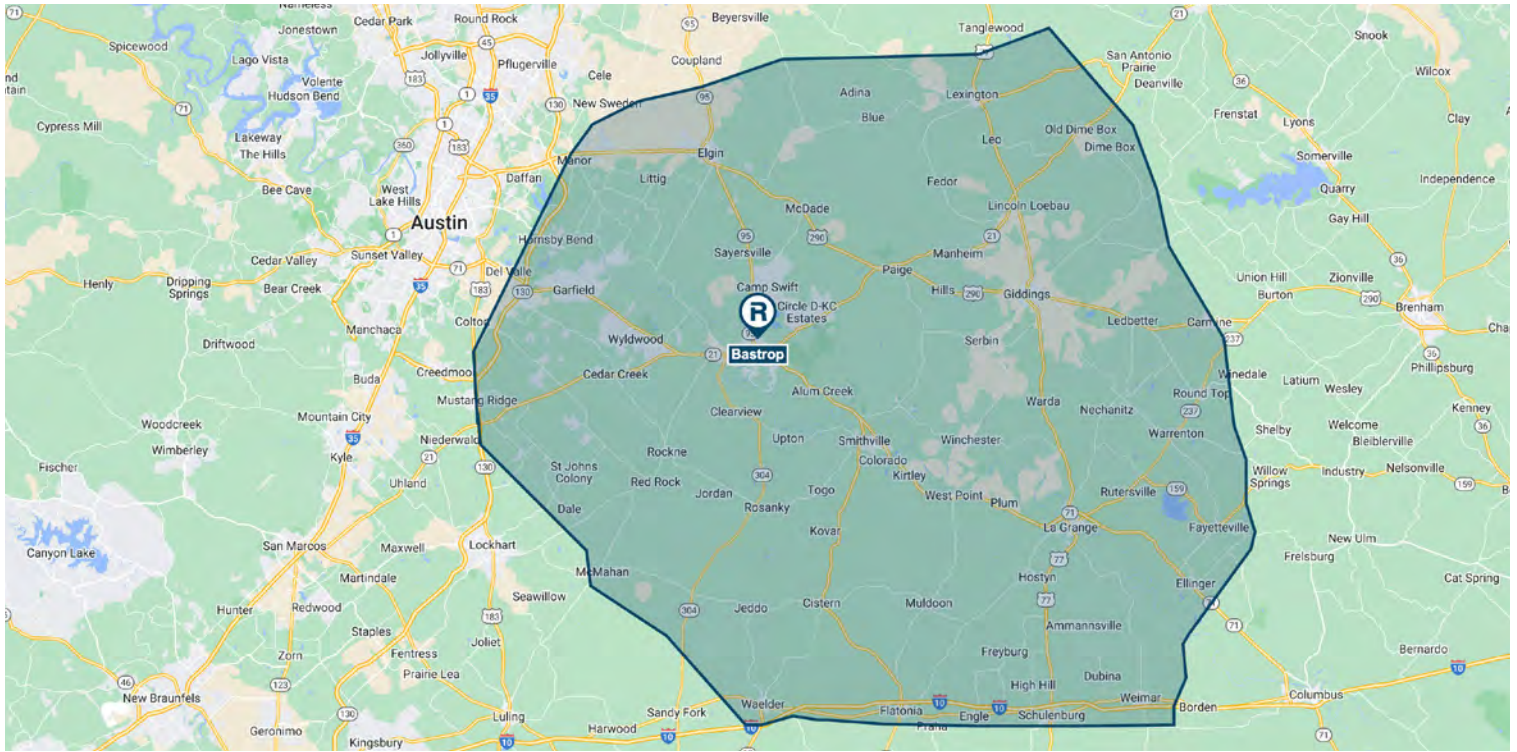
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Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Claritas, ESRI, U.S. Census Bureau, Economy.com, Unacast, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics. To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model. Mapping data is provided by Google, Nielsen, ESRI and/or Microsoft Corporation.

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# Retail Trade Area • Retail Market Profile

Bastrop, Texas



## Population

2020	223,905
2024	249,725
2029	275,007

## Educational Attainment (%)

Graduate or Professional Degree	7.61%
Bachelors Degree	14.87%
Associate Degree	6.61%
Some College	21.10%
High School Graduate (GED)	33.27%
Some High School, No Degree	7.67%
Less than 9th Grade	8.87%

## Income

Average HH	\$104,534
Median HH	\$83,844
Per Capita	\$35,666

## Age

0 - 9 Years	12.61%
10 - 17 Years	11.87%
18 - 24 Years	9.51%
25 - 34 Years	12.44%
35 - 44 Years	13.75%
45 - 54 Years	12.03%
55 - 64 Years	11.74%
65 and Older	16.05%
Median Age	37.61
Average Age	38.54

## Race Distribution (%)

White	49.03%
Black/African American	8.83%
American Indian/Alaskan	1.40%
Asian	1.27%
Native Hawaiian/Islander	0.07%
Other Race	20.49%
Two or More Races	18.91%
Hispanic	49.41%

# bastrop

## EDC

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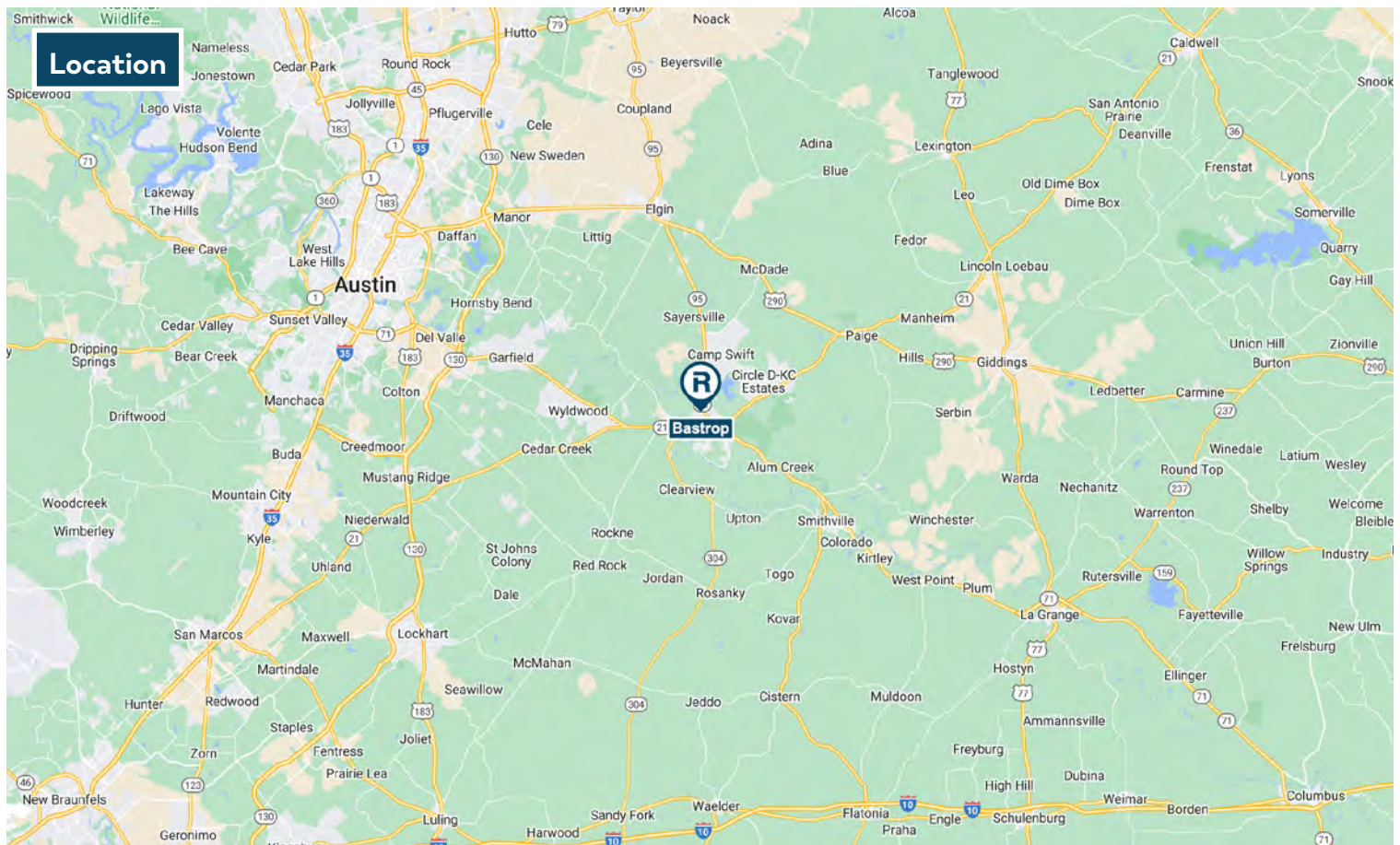
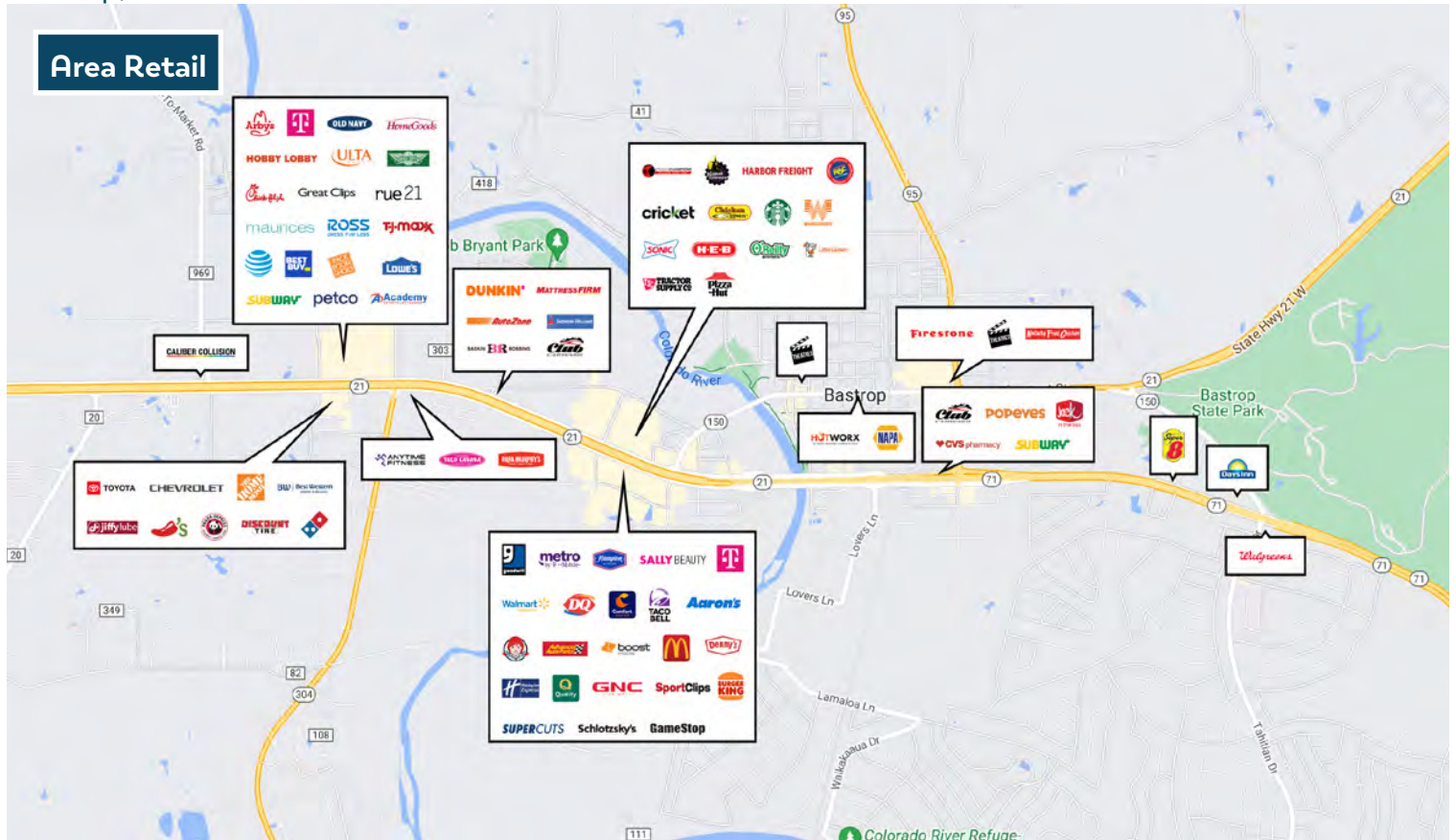


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# Retail Trade Area • Retail Market Profile

Bastrop, Texas



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From the Austin Business Journal:

<https://www.bizjournals.com/austin/news/2025/03/12/spacex-280-million-investment-bastrop-abbott-musk.html>

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Technology

# **SpaceX to make \$280M investment in Bastrop facility, awarded Texas grant**

**Company's Bastrop operations to expand by 1 million square feet over three years**



The SpaceX facility in Bastrop a few years ago

ARNOLD WELLS / ABJ

By [Sean Hemmersmeier](#) – Staff Writer, Austin Business Journal

Mar 12, 2025

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[SpaceX](#) is set to invest more than \$280 million in its Bastrop manufacturing facility, and a grant from the new Texas Semiconductor Innovation Fund will help fund the endeavor.

Gov. Greg Abbott announced on March 12 that Elon Musk-led SpaceX will get \$17.3 million to expand its semiconductor research and advanced packaging facility in Bastrop. The expansion will include \$280 million in capital investments by SpaceX and create more than 400 jobs, Abbott said.

He said SpaceX's new square footage "will be the largest of its kind in North America."

Abbott's announcement also said that SpaceX's Bastrop facility will expand by 1 million square feet over the next three years, and it will produce Starlink kits and associated parts. Once the expansion is complete, it will have the largest printed circuit board and panel level packaging facility in North America, the announcement said.

"We Love Texas," said Gwynne Shotwell, president and chief operating officer of SpaceX, in a statement. "This grant will help continue to expand Bastrop's manufacturing for Starlink to help connect even more people across the state and around the world with high-speed, low-latency internet."

SpaceX isn't the only company in Central Texas to receive a grant through the Texas Semiconductor Innovation Fund. On March 7, Abbott announced that [KoMiCo Technology Inc.](#) in Round Rock got \$2 million in grant funding. The award to SpaceX marks the fourth company in Central Texas to get a grant from the innovation fund and the fifth overall.

SpaceX has received other government support for its Bastrop operations. It has sought federal designation as a [foreign trade zone](#) for the manufacturing facility, which would enable the company to qualify for certain tax exemptions.

## THE LIST

# Manufacturing Firms in the Austin area

Total s.f. in the Austin area

Rank	Prior Rank	Company name (Prior rank)
1	1	Tesla Inc.
2	2	NXP Semiconductors
3	3	Samsung Austin Semiconductor LLC

[View This List](#)



AUSTIN / BASTROP - CEDAR CREEK / DEVELOPMENT

# Fields to factories: Elon Musk-led companies spur transformation of Bastrop landscape



By **Jane Turchi** | 4:59 PM Apr 2, 2024 CDT  
Updated 9:58 AM Apr 5, 2024 CDT



Together, The Boring Co. and SpaceX companies own 281 acres off FM 1209 northwest of the city of Bastrop. (Barry Tate/Community Impact)

*Editor's note: This article has been updated to reflect that The Boring Co. and SpaceX received at least 13 Texas Commission on Environmental Quality violations and number of modular homes on The Boring Co. site.*

Since moving his startup [The Boring Co.](#) to Bastrop County in 2021, Elon Musk has grown his land holdings. The development includes Boring's 80,000-square-foot warehouse, a bodega and a housing complex.

Another Musk venture, [SpaceX](#), completed construction on the company's 12-acre Project ECHO warehouse in 2023 opposite FM 1209 along the Colorado River.

Together, the two companies make up about 281 acres of the billionaire's roughly 3,500 acres in

opportunity."



### The big picture

The installation of Boring and SpaceX in Bastrop County has expanded the workforce opportunities in the region.

The two companies have brought about 1,200 medium- to high-level jobs to Bastrop County and employ local contractors, Precinct 1 County Commissioner Mel Hamner said.

The two businesses follow the establishment of Tesla—another company owned by Musk. Musk moved Tesla's headquarters to eastern Travis County—30 minutes from SpaceX and Boring facilities—in 2020. Since that time, the company has paid \$15 million in taxes to Travis County. Tesla now boasts 15,000 employees in the Austin area.



With an estimated value of \$7 billion, Boring manufactures tunneling machinery for traffic, utility, freight and pedestrian use. SpaceX's Project ECHO facility produces Starlink satellites capable of global internet service.

Boring and Starlink did not ask for or receive incentives from the county for building in the area, Hamner said. The 108-acre space neighboring Boring has the potential to accommodate 1,500 houses.

Select your community >



### The impact



As expansion of the area continues, water and road improvements are a priority for the city of Bastrop, City Manager Sylvia Carrillo said.

Hamner said traffic from the two companies has not added to transportation issues on county roads in the immediate area because Walker Watson Road, the side road for Boring, was built by the two companies and paved by the county. The road can handle 1,700 cars a day, more than the current demand.

"[Boring and Starlink] have been a little slow sometimes to get the correct permits, but they'll pay the final one," Hamner said.

Since May 2022, SpaceX and Boring Co. have received at least 13 Texas Commission on Environmental Quality violations, four of which are major. A complaint about the possible disposal of wastewater was received on Jan. 1, awaiting investigation.

Select your community >

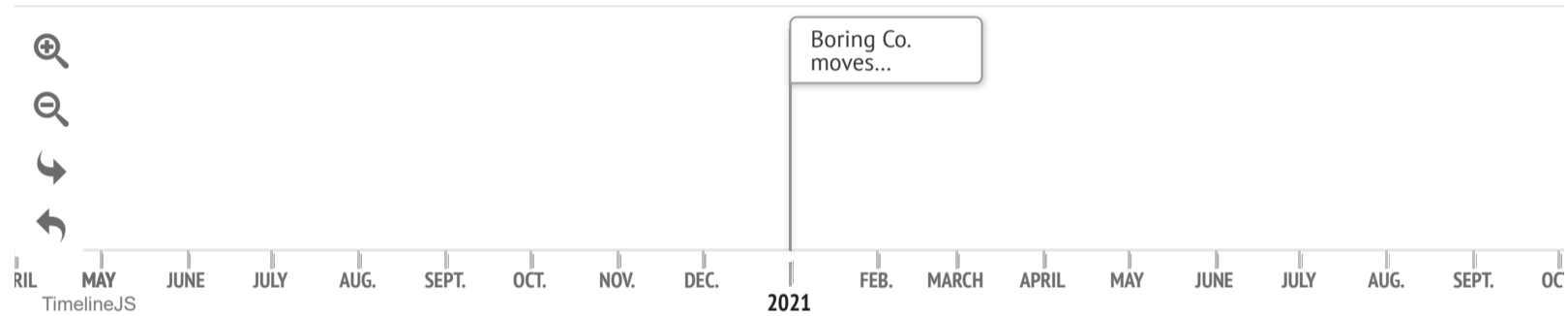


As of the time of publication, Boring has not responded to *Community Impact's* request for comment.

### Musk companies' Central Texas impact

2021

Boring Co. moves headquarters to Bastrop County



Sources: Texas Department of Licensing and Regulation, Texas Commission on Environmental Quality, Bastrop ISD/Community Impact

Chap Ambrose runs the "Keep Bastrop Boring" campaign to bring attention to the company's violations.



"It's really unfortunate and disappointing as someone who's, like, a fan of a lot of the same things Elon wants to do," Ambrose said.

### Going forward

Bastrop Chamber of Commerce President Becki Womble has observed some positive outcomes from the two companies.

Under Boring ownership, Hyperloop Plaza opened on a neighboring plot of land in November. The plaza is home to three businesses: The Boring Bodega, His & Her Barbershop Salon, and Prufrock Pub, all of which are open to the public.



*The Boring Bodega sells snacks, drinks and frozen meals. (Jane Turchi/Community Impact)*

Events such as Sunshine Yoga are hosted weekly at the plaza. Pickleball courts, paddles and balls are available for use outside the building for \$1 an hour.

“We’re seeing a lot more interaction from The Boring Co., especially with a bodega,” Womble said. “They’re starting to engage, but I think there’s just a natural curiosity.”



A playground and pickleball court are located at Hyperloop Plaza. (Traci Rodriguez/Community Impact)

## What's next

While at the time of publication, Boring and SpaceX have not responded to *Community Impact's* request for comment, there are signs of more development to come to Bastrop.

According to a job posting on WayUp, Musk will open a Montessori school called Ad Astra in July. The school will be located on about 40 acres on a former horse ranch.

The companies are trying to generate community interest in a sports center on the property along the Colorado River, Hamner said.

"It's all just fascinating and fantastic," Sharp said. "[To] think about [how] that's happening in our own backyard and the benefits that our own children and grandchildren might see out of it—I mean, we're really on the map."

By **Jane Turchi**

Jane is the digital editor for Bastrop. She received a master's degree in international affairs from The Bush School of Government and Public Service in 2023. She attended Texas A&M for her undergraduate degree where she was the special sections editor for the Maroon Life Magazine. Email Jane with news tips, story ideas or feedback at [jturchi@communityimpact.com](mailto:jturchi@communityimpact.com).



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AUSTIN / BASTROP - CEDAR CREEK / DEVELOPMENT

# Bastrop 552 film studios no longer waiting in the wings, building to begin



By **Amanda Cutshall** | 5:52 PM Oct 30, 2024 CDT  
Updated 6:14 PM Oct 30, 2024 CDT



Bastrop 552 Founder Alton Butler will open a film-play-stay concept on 545 acres of riverfront property in Bastrop. (Amanda Cutshall/Community Impact)

Three years in the making, founder Alton Butler said the stage is set to resume building Bastrop 552 film studios after a recent plot twist: [the disannexation of his 545-acre property](#) on Lovers Lane.

Butler said his film-play-stay concept will include live music stages, immersive sets, river activities and more—all over the next decade.

During that time, Bastrop 552 is projected to bring nearly 1,000 jobs to Bastrop, generate over \$59 million for the local economy and create over \$9 million in local taxes, per an economic impact report

conducted by Austin-based consulting firm Impact DataSource.

"The moment I came out here and looked at the property, I had to have it," he said. "It was like God put me on this path, and this place was it."



*Bastrop 552 founder Alton Butler said from the moment he saw the property, he knew it was meant to be. (Amanda Cutshall/Community Impact)*

## **The big picture**



Butler, who founded production rental company Line 204 in Los Angeles, said the project experienced delays due to ongoing incentive negotiations with the city—which led to his request for disannexation per [Senate Bill 2038](#), which was signed into law in early 2023. The bill permits landowners to ask to be removed from a municipality’s extraterritorial jurisdiction—the unincorporated area surrounding city limits—allowing them [to develop with fewer restrictions](#).

Butler said he wants to make Bastrop 552 a place for everyone to get a behind-the-scenes look at how films are made without having to travel far.

“Growing up poor in Alabama, we couldn’t have gone all that way, but we could have driven to Texas,” he said. “That’s what we’re trying to create here.”

Butler said his decision to move his career to Texas was made after seeing a steady rise in production costs in California, while Texas continues to increase its film tax incentives.



“Filming a project in Los Angeles can increase budgets by 25-35% due to high costs of goods, rules and regulations, and union wages,” Butler said. “In Bastrop, the construction cost per square foot is \$185 compared to \$740 per square foot in Los Angeles.”

Martin Jones—head of Austin Studios, part of the Austin Film Society—said he has also seen a slowdown with filming in California.

“Thankfully, production inquiries and new project starts are remaining consistent in Central Texas,” Jones said, noting that the region’s natural beauty and diverse locations fuel those inquiries.

Butler said the steady interest in the region, coupled with Bastrop’s “natural charm and welcoming nature,” sealed the deal for him.

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### Setting the stage


The 545-acre spot will serve as a mixed-use project with film studios, recreation facilities, overnight accommodations and more.







Line 204 production offices and stages

RENDERING COURTESY BASTROP 552

- Property line
- 1 Accommodations: 40 acres
- 2 Studios: 135 acres
- 3 Recreation/studios hybrid: 150 acres
- 4 Recreation: 220 acres



**Bastrop 552 will feature**

-  Film studios, sound stages, construction warehouse and offices
-  Immersive sets and cabins for overnight stays
-  Live music stages, longhorn ranch
-  Yoga studios and water recreation activities

© GOOGLE MAPS  
SOURCE: BASTROP 552/COMMUNITY IMPACT

### Measuring the impact

Based on Planning and Zoning Commission meetings that took place in June 2021, locals have asked two major questions since the beginning of the project:

- How will this benefit us economically?
- How will this hurt us environmentally?

To the first, Butler said the tax revenues Bastrop 552 will generate will be significant.

Per the economic impact report, the project is expected to generate \$9.1 million in local tax revenues during the first 12 years, including \$4.1 million for the city, \$3.9 million for the county and \$1.1 million for the school district. Statewide, Bastrop 552 is expected to generate \$57.5 million during that time.



On Oct. 9, Adriana Cruz, executive director of the Texas Economic Development and Tourism Office, [testified before the Senate Finance Committee on the Texas Moving Image Industry Incentive Program](#), which aims to boost the Texas economy by providing grants to media productions in the state.

"Since its inception in 2009 ... the program has generated \$2.5 billion in in-state spending," Cruz said, adding that although the incentives make Texas a strong contender against other states, more needs to be done.

Producer Tommy Warren, who opened Elgin's Spiderwood Studios in 2009, said he was the first in the industry to move into Bastrop County.

"There weren't a lot of incentives at that time, but I am very hopeful after going to the hearing," Warren said.

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Regarding the environmental consequences, Butler said that although there are no specific water or wildlife regulations at this point in the project, he works with the Lower Colorado River Authority to ensure he is environmentally responsible.

Mel Hamner, Bastrop County Precinct 1 commissioner, said Butler will have to complete an environmental impact study as part of the permit process, adding that the only environmental regulations for the property concern the Colorado River.

Residents living in the Margie's Way and River Meadows areas—less than 300 feet away—are still concerned, noting that they depend on the undisturbed flora and fauna for a variety of reasons ranging from relaxation to their livelihoods.

### Spotlight on the economy

The economic impact on the city of Bastrop, the county and the school district is estimated to be around \$9.1M in the first 12 years.



SOURCE: BASTROP SE2/COMMUNITY IMPACT

### Who it affects

- “[Butler] will be eliminating the natural habitat on that property with chemicals like pesticides and herbicides right on the river’s edge. We raise chickens, sheep and honey bees. ... This is our life,” said Christopher Huegel, Bastrop County resident living near Bastrop 552 and owner of [Blinderhund Ranch](#).
- “We want to collaborate, and we want to cooperate. ... With the size of this property and the natural features that it has, it is going to be one of a kind,” said Bill McLean, [Austin land use attorney](#) representing Bastrop 552.

### Stay tuned

Construction will be split into two phases: Phase 1, called 204 Texas, includes the filming areas, and Phase 2, called Butler Ranch, includes the hospitality areas.

Butler said wrap-up is set for the studios and offices in late 2025.

“We will bring the stages on one by one as they’re finished, but all eight of them will be in operation by early 2026,” he said. “Our existing clientele includes Disney, HBO, Netflix, Universal Studios and many, many more. We will continue working with them and expanding our reach as we grow.”

The hospitality areas should begin opening next summer, he said.

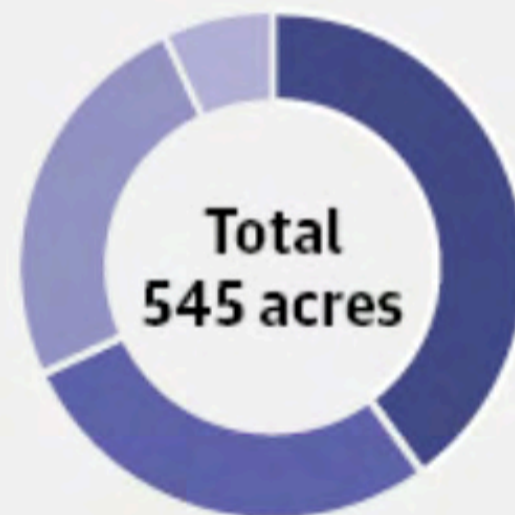
“A big chunk of them will be done by the end of 2026,” he said, adding that he expects to expand those offerings over the next decade.

Butler said he and his team are excited to see the project come to fruition, and explained that he does not plan to change Bastrop’s way of life—only to enhance it by adding to the local economy, and maybe the occasional celebrity sighting.

“Bastrop provides for a once-in-a-lifetime opportunity where the imagination is the limit,” Butler said. “I’m not looking to California your Texas, but to Tex-ify Hollywood with star-studded Southern hospitality.”

## Curtain call

Bastrop 552 is expected to be fully completed by 2036.



- **220 acres** of recreation space (Phase 2)

- **150 acres** of rec/studio hybrid space (Phase 1)

- **135 acres** of filming/studio space (Phase 1)

- **40 acres** for accommodations (Phase 2)

SOURCE: BASTROP 552/COMMUNITY IMPACT



AUSTIN / BASTROP - CEDAR CREEK / EDUCATION

## Bastrop ISD enrollment growing amid statewide decline, demographic report shows



By **Brooke Sjoberg** | 2:01 PM May 6, 2025 CDT  
Updated 2:01 PM May 6, 2025 CDT



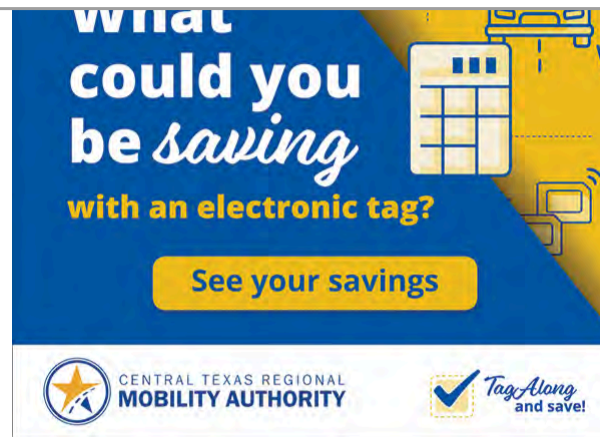
Rocky Gardiner, director of school district consulting for Zonda Education, shared an update on the district's enrollment projections April 15. (Brooke Sjoberg/Community Impact)

Bastrop ISD is projected to enroll 19,500 students over the next decade, due in part to the area's potential for housing development and business activity.

### In a nutshell

A quarterly update from demographics firm Zonda Education shows Bastrop ISD's student population is growing as many independent school districts around the state are experiencing a decline in enrollment.

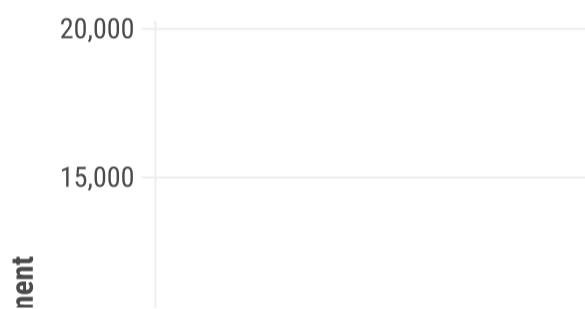
Rocky Gardiner, director of school district consulting for the firm, said business activity in the area and potential for housing development are key factors driving enrollment growth.



Between the 2019-20 and 2024-25 school years, BISD enrollment increased by about 1,936 students, Gardiner said in an April 15 [presentation](#) to the district's school board. This accounts for about 20% of all growth in Region 13, which covers most of Central Texas. The region added 8,561 students in that time, he said. For the region, that's about a 2.3% increase.

## Enrollment projections

Zonda Education demographers estimate Bastrop ISD could enrollment about 19,500 students by the 2034-35 school year.



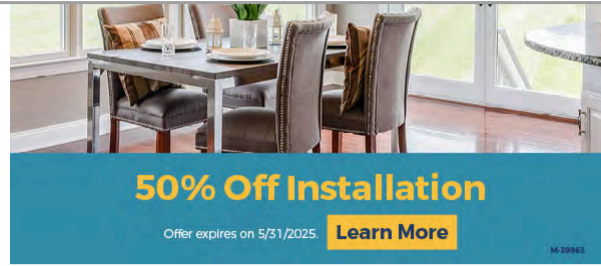
Sources: Bastrop ISD, Zonda Education/Community Impact

\* A Flourish chart

"The challenge that we're seeing is the enrollment change," Gardiner said. "That's what the state's seeing right now. It's all enrollment growth, even though we're probably the fastest growing area in the country."

Gardiner attributed slowed growth statewide in recent years to charter and virtual education growth. In the 2024-25 school year, ISDs added 13,000 new students to their rolls, while charter schools enrolled 18,000 new students, he said.

"Last year was about the same," he said. "Pre-COVID we were adding 50,000 students a year statewide. There's a lot of students [that] just haven't come back."

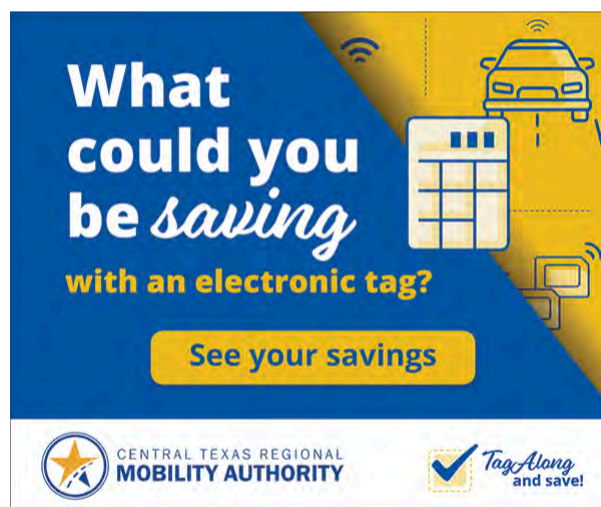


### Some context

The district has 31 actively building subdivisions within its bounds, he said, accounting for about 4,800 lots that future homes can be built on. These projections, also known as "housing futures," are one of the factors help the firm make projections about school enrollment.

18 more subdivisions are in various stages of planning, Gardiner said, and will make about 21,700 lots available for future homes.

There are also many multifamily developments in the works, he said. However, housing starts in the area are beginning to slow down, he said, in line with regional housing market trends.



### What's next?

The district will open two middle schools and one elementary school this fall to address growth needs, after the conversion of its intermediate campuses. Voter-approved bond proposals include plans for a second new elementary school in the future.

By **Brooke Sjoberg**   
Education Reporter

Brooke is an education reporter covering Georgetown, Hutto, Pflugerville and Round Rock ISDs. When she joined Community Impact in May 2021, she covered education, city government and business news in Round Rock. Brooke is from Seguin and graduated from The University of Texas in 2020. Her last name is pronounced "Show-burg." When she's not working, Brooke is with the love of her life, her dog Doc Holliday.



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Commercial Real Estate

# **Retail developer snags incentives for road improvements as it lures big brands to Bastrop**

**Sprouts, PetSmart and LongHorn Steakhouse among names tied to project**



A Sprouts Farmers Market is expected to open in Bastrop as part of the Burleson Crossing East shopping center project.

SPROUTS PHOTO

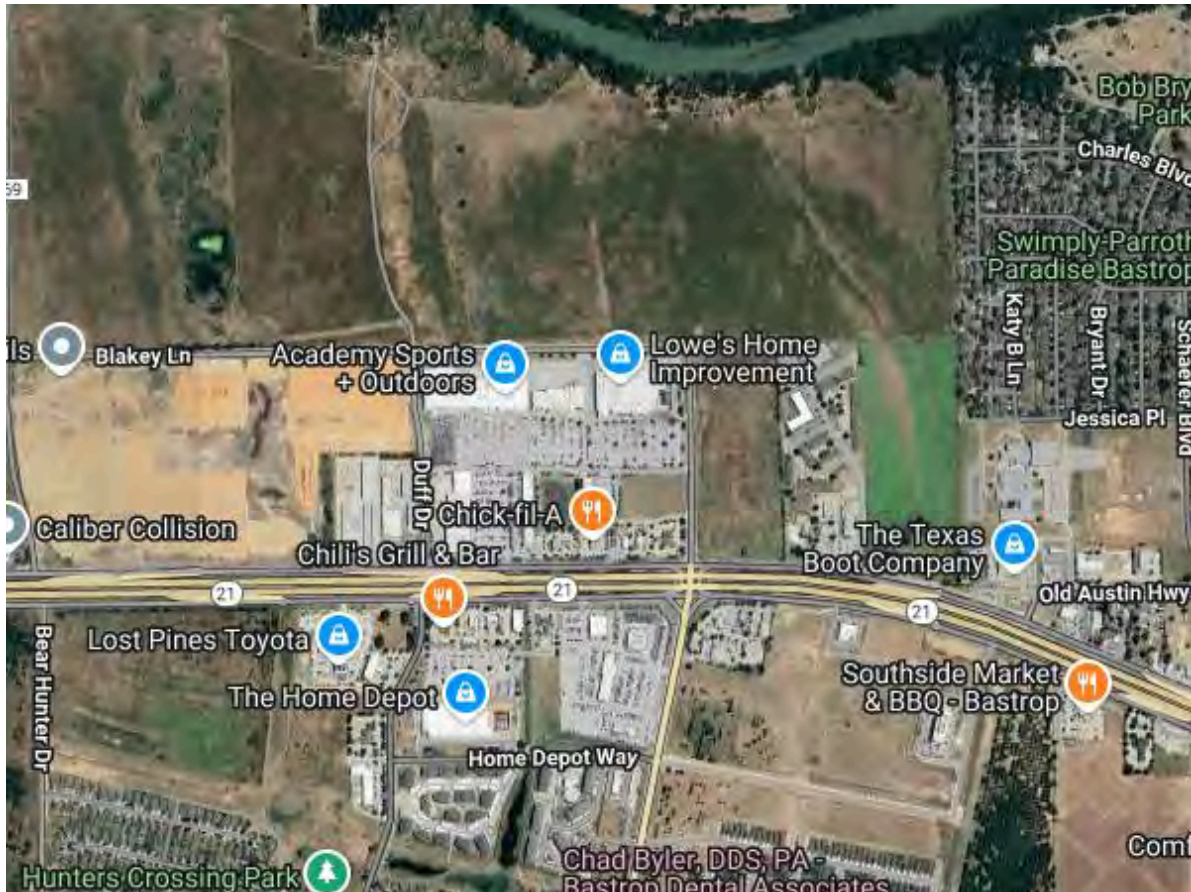
By [Justin Sayers](#) and [Sahar Chmais](#) – Austin Business Journal  
Apr 10, 2025

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A developer [bringing Sprouts Farmers Market Inc. and other retailers](#) to Bastrop was approved for a \$1 million incentive from the city to fund road improvements for the project.

Austin-based Durhman & Bassett Realty Group Inc. on April 8 was unanimously approved by the Bastrop City Council for the incentive for the Burleson Crossing East shopping center, which is located at the northeast corner of State Highway 71 and Edward Burleson Drive, according to the documents.

The agreement requires the developer to bring Sprouts, PetSmart Inc., LongHorn Steakhouse and two multitenant retail buildings to the project as part of a \$30 million first phase, according to the documents. All of those companies are either confirmed as part of the project or have been publicly tied to it. It does not include Kohls Corp., [which has been eyeing the site](#) but has not finalized a lease. Occupancy is expected in 2026.



Large retail projects such as Burleson Crossing East bring much-needed relief to Austin's tight retail market that has a [97% occupancy](#). And even as more projects come down the pipeline, space is quickly pre-leased.

Burleson Crossing East is said to potentially be 10 lots and 826,000 square feet at buildout. Durhman & Bassett also owns the neighboring 60-acre, 550,000-square-foot Burleson Crossing retail center that is home to major retailers such as Academy Sports and Outdoors, Petco, [Lowe's](#), [Best Buy](#) and others.

The agreement between the city and Durhman & Bassett subsidiary BEBD Frontage Road LLC provides \$1 million for improvements and additions of roads to aid with traffic flow to the new site. That's made up of \$400,000 from the Bastrop Economic Development Corp. and \$600,000 from the city. The city approved its portion of the money to be borrowed from the BEDC, with 4% interest, creating a revenue stream for the BEDC.

City officials estimated the project would result in \$525,000 in property taxes annually and it would add an estimated \$1.43 million annually to the city's general fund.

"The city is paying itself back with the sales and property tax," said City Manager Sylvia Carrillo-Trevino, who estimated the payment would be recouped through tax generation in seven years.

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### ***Leasable square footage, tenants of [Austin's largest retail centers](#) listed***

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The developer will receive \$400,000 upon obtaining a site development permit for the first phase of the project and \$600,000 upon obtaining a permit from the Texas Department of Transportation for the Highway 71 Frontage Road improvements, according to the documents. It was estimated that the first phase of the project would create 300 jobs.

Steve Durhman said during the meeting he's paying for road improvements "at my nickel." He said they've already bid the project, and it should come under the \$1 million mark, but there's a chance they could find something during construction that drives costs up. The incentive includes a clause that the city is responsible for any costs above \$1 million.

Bastrop, located southeast of Austin, was home to about 12,000 residents as of 2023, according to the [U.S. Census Bureau](#), and has been growing. A large

number of people in the area live outside the city limits, however, giving Bastrop County a population of about 100,000. Bastrop had a retail trade area of about 250,000 people in 2024, according to data from The Retail Coach.

Bastrop County has a ratio of 41.6 square feet of retail space per capita – meanwhile, the Austin metro averages at 73 square feet of retail per capita, according to Steve Triolet, senior vice president of research and market forecasting operations at Partners.

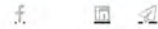


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## Bastrop sees early stages of housing development; residents voice concerns



By [Elisabeth Jimenez](#) | 5:26 PM May 14, 2025 CDT  
Updated 5:26 PM May 14, 2025 CDT



*Bastrop City Council is expected to discuss approval of a municipal utility district that would fund infrastructure for the Ironwood Development, following a recommendation from Bastrop Planning and Zoning to create the MUD. (Amanda Cutshall/Community Impact)*



Bastrop is getting closer to the creation of its fifth municipal utility district, or MUD, in the county to fund infrastructure needed for a future housing development called Ironwood Development.

The Bastrop Planning and Zoning Commission approved a recommendation to the City Council to approve the creation of Bastrop County MUD No. 5 in a 6-1 vote during a special meeting May 1. Commissioner Jeffrey Estes voted no.

### The MUD explained

The future project, which sits at the intersection of SH 304 and Lower Red Rock Road, would consist of 1,256 lots and could include 550 townhomes, said Ryan Harper, representative for the developer's legal counsel [Allen Boone Humphries Robinson](#).



A portion of the WB Bastrop Land Ironwood Development project sits within Bastrop's extraterritorial jurisdiction, or ETJ. This triggers the need for developers to request the city's approval for the creation of MUD No. 5, as the ETJ is under city territory.

The developers would be able to generate funding through the MUD as MUDs give developers the ability to levy fees on residents within the district, as [previously reported](#) by *Community Impact*.

Money generated through fees often goes to infrastructure projects such as roads, water and wastewater services and other utilities, Assistant City Manager Andres Rosales said. Additionally, through the agreement, WB Bastrop Land has agreed to annex property to the city in order for the city to collect tax revenues from the housing development.

### What people are saying



Many community members voiced concern about the future location of the Ironwood Development as it would sit close to residential properties.

Bella Smith, resident of the Cassena Ranch community on Hwy. 304, said the development would "basically be my backyard."

"I prefer the cattle," she said.



Harper and planning and zoning commissioners said the Ironwood Development would not be legally allowed to build over their existing land. Harper, who spoke on behalf of WB Bastrop Land, said the developer has "no intent to create the district over anybody else's property."

Still, because of the lack of clarity on the official boundary lines, the approved recommendation by commissioners includes an amendment to provide the development's metes and bounds lines.

Residents also voiced concern about drainage in the area. Smith, who lives near Hwy. 304, said that when Hwy. 304 was redone, it created drainage problems for her property.

"My backyard turns into a pool every time it rains," she said. "I have a lot of concerns about this new development and where that water is going to drain, and I don't want it in my house."



Additionally, residents said they were concerned about the impervious cover that would come from the development. Impervious cover is a human-made surface, such as pavement or rooftops, that doesn't absorb water into the ground, which can lead to flooding from stormwater runoff.

Harper said the development agreement with the city includes a requirement that the project would not have more than 50% impervious cover.

Some community members said there was not enough information about the details of the MUD and the development, such as infrastructure planning details and specifications about housing.

Ryan Reynolds said that while he wanted to listen to the developer before forming a strong opinion, the lack of information led him to oppose the Ironwood Development.

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