

THE
POINTE RETAIL CENTER II

420 Watson Way
Shelbyville, KY 40065



**THE POINTE RETAIL
CENTER II**



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THE POINTE RETAIL

PROPERTY INFORMATION

Annual Rent
\$35.00/ per SQ. FT.

Property Address
*420 Watson Way
 Shelbyville, KY 40065*

Year Built
2026

Rentable Area
13,000 Sq. Ft.

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 This information has been obtained from sources believed reliable. We have not verified it and make no guarantee, warranty or representation about it. Any projections, opinions, assumptions or estimates used are for example only and do not represent the current or future performance of the property. You and your advisors should conduct a careful, independent investigation of the property to determine to your satisfaction the suitability of the property for your needs. Photos herein are the property of their respective owners and use of these images without the express written consent of the owner is prohibited. .



PROPERTY OVERVIEW

Positioned at the heart of the high-growth Saddlebred Pointe mixed-use development, Retail Center 2 offers a premier opportunity for national and local tenants seeking maximum visibility. This 13,000 SF modern facility (plus a 1,260 SF patio) is strategically located directly across from the recently announced Publix grocery store, ensuring a constant flow of daily-needs traffic directly past your storefront.

Our center provides a "turn-key" approach where we build the shell for you, allowing you to focus on your custom build-out without the overhead of land acquisition and construction management.

**THE
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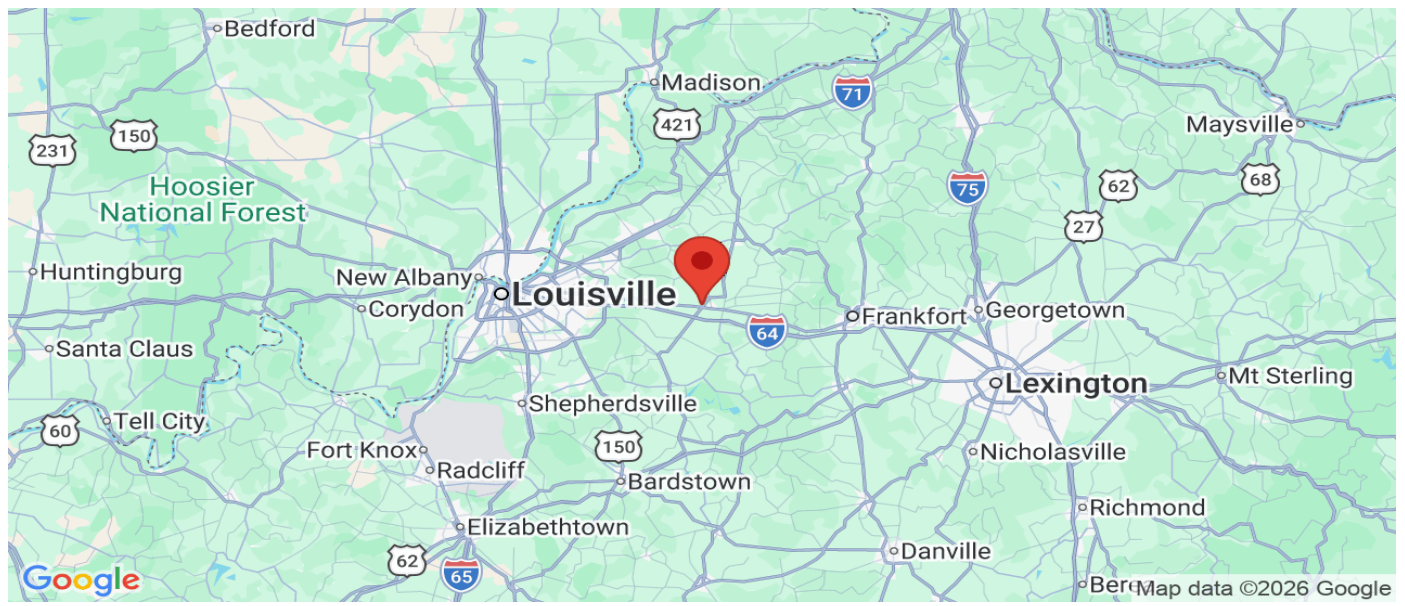
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PROPERTY DETAILS

Key Features:

- **Total Space:** 13,000 SF 1,260 SF Patio (perfect for restaurant/cafe use).
- **Prime Accessibility:** Directly adjacent to the new Publix and major apartment developments.
- **Flexible Design:** Plans can be customized for modern retail, professional, or medical applications.
- **High Traffic:** Located in a booming sector of Shelbyville with over 20,000–25,000 residents currently underserved by existing retail.
- **Timeline:** Construction is scheduled to commence in **April 2026**, with an anticipated occupancy date of **October 2026**.

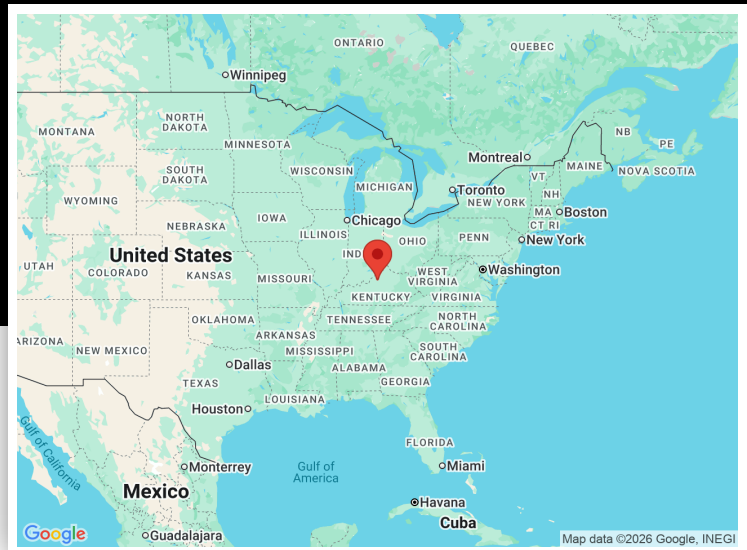
AREA LOCATION MAP



THE

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420 Watson Way
Shelbyville, KY,
40065



AERIAL ANNOTATION MAP



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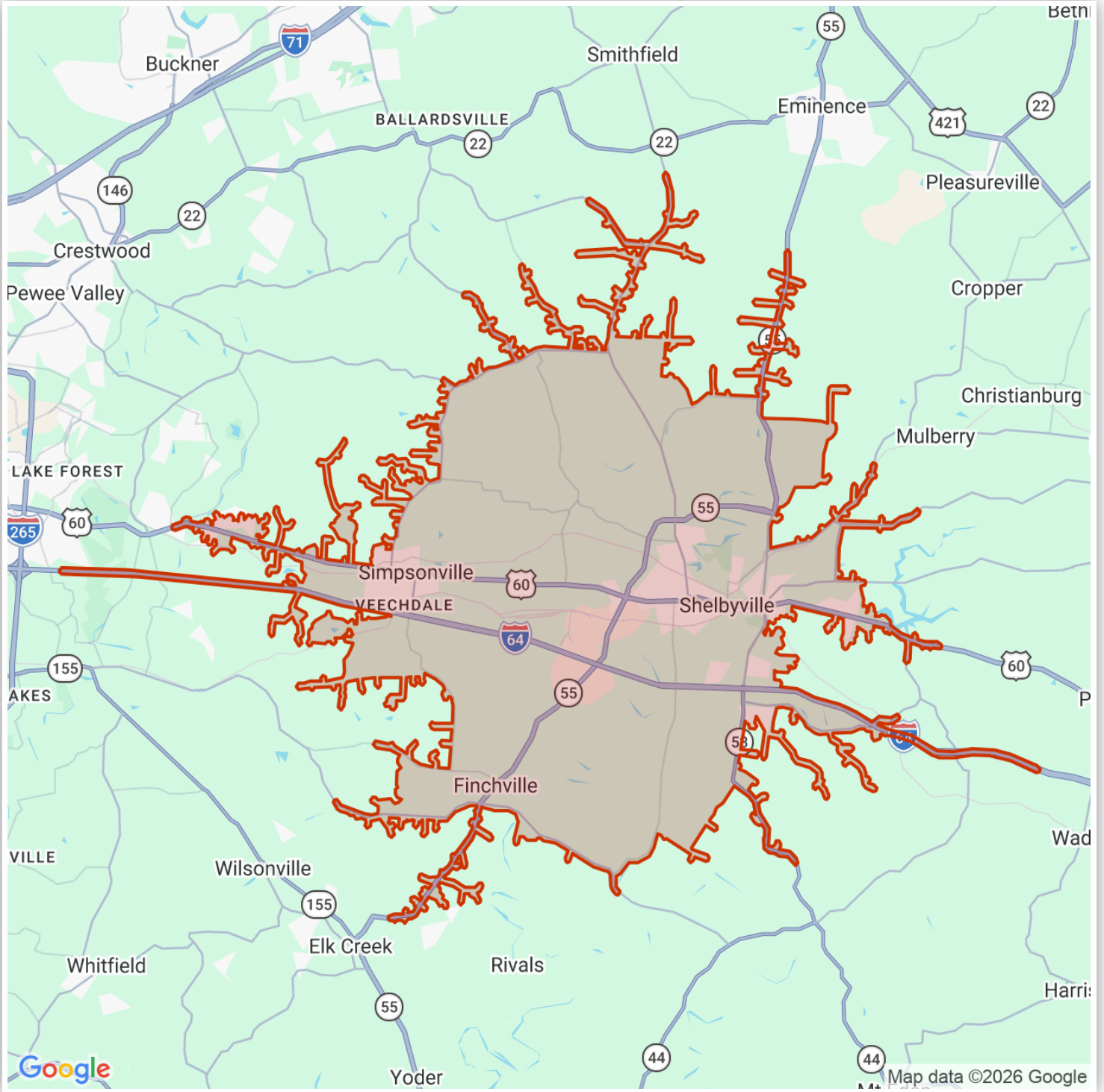
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BEYOND THE TRANSACTION

Alton Webb is celebrating over 25 years in business. We evaluate commercial real estate needs and create tailored strategies for each client by building strong relationships and delivering customized business solutions. Our commitment is to provide expert advisory support and brokerage to Sellers, Buyers, Investors, Landlords, and Tenants to advance business effectiveness and efficiency. We prioritize your goals and offer ongoing support beyond the transaction to foster long-term growth. Our flexible services adapt to your objectives with professionalism and a personalized approach to go beyond the transaction.

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LOCATION/STUDY AREA MAP (DRIVE TIME: 15 MINUTES)



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INFOGRAPHIC: KEY FACTS (DRIVE TIME: 15 MINUTES)

KEY FACTS

34,352
Population

37.5 Median Age

2.65
Average Household Size

12,160
Total Households

EDUCATION

7.27%
No High School Diploma

12.19%
High School Graduate

16.42%
Some College

20.46%
Bachelor's/ Grad

BUSINESS

1,427
Total Businesses

14,312
Total Employees

EMPLOYMENT

1,179
Manufacturing Employees

3,983
Retail Trade Employees

1,215
Eating & Drinking Employees

565
Finance/Ins/Real Estate Emp

4.3% Unemployment Rate

INCOME

\$83,271
Median Household Income

\$39,333
Per Capita Income

\$243,266
Median Net Worth

Households by Income

The largest group : \$100,000 - \$149,999 (21.49%) ■
The smallest group : \$25,000 - \$34,999 (5.81%) ■

Indicator	Value(%)	
< \$15,000	5.99	■
\$15,000 - \$24,999	7.17	■
\$25,000 - \$34,999	5.81	■
\$35,000 - \$49,999	9.77	■
\$50,000 - \$74,999	15.05	■
\$75,000 - \$99,999	15.46	■
\$100,000 - \$149,999	21.49	■
\$150,000 - \$199,999	10.26	■
\$200,000+	8.99	■



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INFOGRAPHIC: POPULATION TRENDS (DRIVE TIME: 15 MINUTES)

POPULATION TRENDS AND KEY INDICATORS
15Minute Drive Time

34,352 Population	12,785 Households	37.5 Median Age
2.65 Avg Size Household	\$83,271 Median Household Income	\$254,852 Median Home Value
94 Wealth Index	131 Housing Affordability	56.8 Diversity Index

HISTORICAL & FORECAST POPULATION

2019-2024
Historic
Growth Rate

1.13%



2024-2029
Forecasted
Growth Rate

0.77%





Household
Population

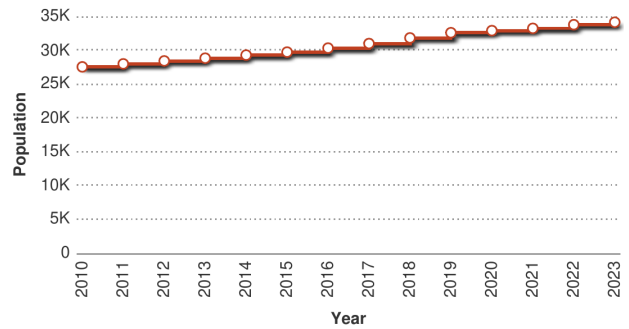
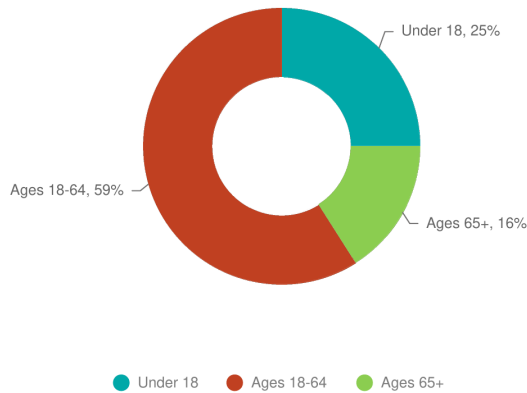
35,313



Population
Density

347

POPULATION BY AGE



DAYTIME POPULATION



35,114
2024 Total Daytime Population



17,842
2024 Daytime Pop: Residents




17,272
2024 Daytime Pop: Workers




341
2024 Daytime Pop Density


POPULATION BY GENERATION




3.97%
Greatest Gen: Born
1945/Earlier




18.09%
Baby Boomer: Born
1946 to 1964




19.16%
Generation X: Born
1965 to 1980



23.85%
Millennial: Born 1981
to 1998

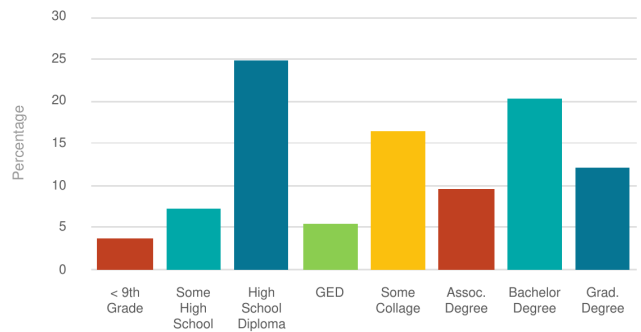


24%
Generation Z: Born
1999 to 2016



10.94%
Alpha: Born 2017 to
Present

POPULATION BY EDUCATION



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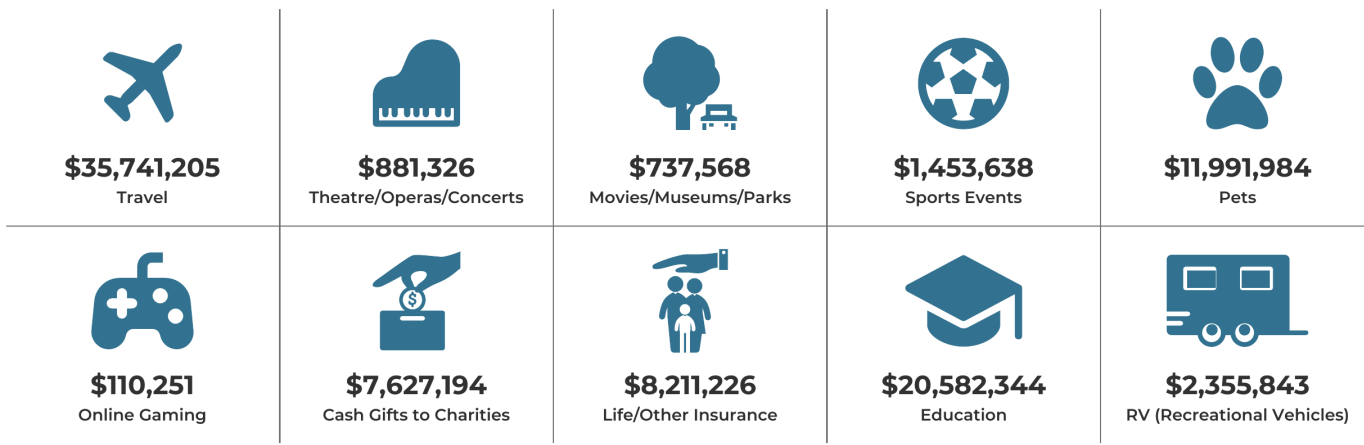
INFOGRAPHIC: LIFESTYLE / TAPESTRY (DRIVE TIME: 15 MINUTES)

Lifestyle and Tapestry Segmentation Infographic

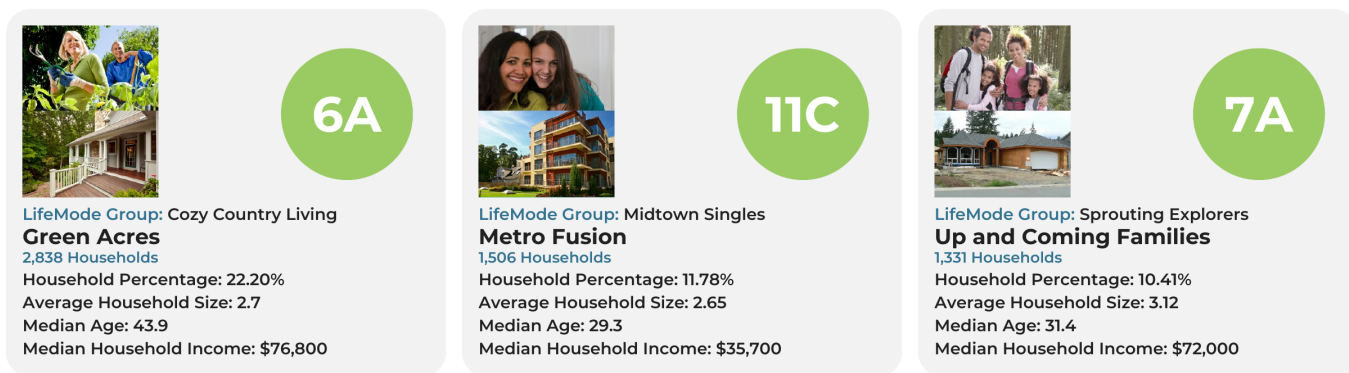
LIFESTYLE SPENDING



ANNUAL LIFESTYLE SPENDING



TAPESTRY SEGMENTS



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INFOGRAPHIC: LIFESTYLE / TAPESTRY

Esri Tapestry Segmentation

Tapestry Segmentation represents the latest generation of market segmentation systems that began over 30 years ago. The 68-segment Tapestry Segmentation system classifies U.S. neighborhoods based on their socioeconomic and demographic composition. Each segment is identified by its two-digit Segment Code. Match the two-digit segment labels on the report to the list below. Click each segment below for a detailed description.

- | | |
|---|---|
| Segment 1A (Top Tier) | Segment 8C (Bright Young Professionals) |
| Segment 1B (Professional Pride) | Segment 8D (Downtown Melting Pot) |
| Segment 1C (Boomburbs) | Segment 8E (Front Porches) |
| Segment 1D (Savvy Suburbanites) | Segment 8F (Old and Newcomers) |
| Segment 1E (Exurbanites) | Segment 8G (Hardscrabble Road) |
| Segment 2A (Urban Chic) | Segment 9A (Silver & Gold) |
| Segment 2B (Pleasantville) | Segment 9B (Golden Years) |
| Segment 2C (Pacific Heights) | Segment 9C (The Elders) |
| Segment 2D (Enterprising Professionals) | Segment 9D (Senior Escapes) |
| Segment 3A (Laptops and Lattes) | Segment 9E (Retirement Communities) |
| Segment 3B (Metro Renters) | Segment 9F (Social Security Set) |
| Segment 3C (Trendsetters) | Segment 10A (Southern Satellites) |
| Segment 4A (Soccer Moms) | Segment 10B (Rooted Rural) |
| Segment 4B (Home Improvement) | Segment 10C (Diners & Miners) |
| Segment 4C (Middleburg) | Segment 10D (Down the Road) |
| Segment 5A (Comfortable Empty Nesters) | Segment 10E (Rural Bypasses) |
| Segment 5B (In Style) | Segment 11A (City Strivers) |
| Segment 5C (Parks and Rec) | Segment 11B (Young and Restless) |
| Segment 5D (Rustbelt Traditions) | Segment 11C (Metro Fusion) |
| Segment 5E (Midlife Constants) | Segment 11D (Set to Impress) |
| Segment 6A (Green Acres) | Segment 11E (City Commons) |
| Segment 6B (Salt of the Earth) | Segment 12A (Family Foundations) |
| Segment 6C (The Great Outdoors) | Segment 12B (Traditional Living) |
| Segment 6D (Prairie Living) | Segment 12C (Small Town Simplicity) |
| Segment 6E (Rural Resort Dwellers) | Segment 12D (Modest Income Homes) |
| Segment 6F (Heartland Communities) | Segment 13A (International Marketplace) |
| Segment 7A (Up and Coming Families) | Segment 13B (Las Casas) |
| Segment 7B (Urban Villages) | Segment 13C (NeWest Residents) |
| Segment 7C (American Dreamers) | Segment 13D (Fresh Ambitions) |
| Segment 7D (Barrios Urbanos) | Segment 13E (High Rise Renters) |
| Segment 7E (Valley Growers) | Segment 14A (Military Proximity) |
| Segment 7F (Southwestern Families) | Segment 14B (College Towns) |
| Segment 8A (City Lights) | Segment 14C (Dorms to Diplomas) |
| Segment 8B (Emerald City) | Segment 15 (Unclassified) |





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