

BURLESON CROSSING

A 60-Acre Retail Development

Highway 71 @ FM 304
Bastrop, Texas





Presented By:



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Executive Summary

PROJECT DESCRIPTION

Burleson Crossing is a 550,000 square foot retail development located on Highway 71 at State Highway 304 in Bastrop, Texas. The Site is located on the north side of Highway 71, where the majority of Bastrop's population resides.

The Shopping Center features:

- Lowe's Home Improvement
- Academy Sports & Outdoors
- Approx. 205,000 SF of Jr. Anchor Space including Hobby Lobby, Best Buy, Petco, Specs Liquors, Staples, TJ Maxx, Ross Dress For Less, Ulta, Five Below, Maurices, Rack Room Shoes and rue21
- Opening in July- HomeGoods
- 40,000 SF of smaller retail space including AT&T, Subway, Great Clips, Mattress Firm, Castle Dental, Wingstop, Subway, FastMed, Double Dave's Pizza & Bastrop Family Eye Care
- 2 pad sites available

LAND AREA

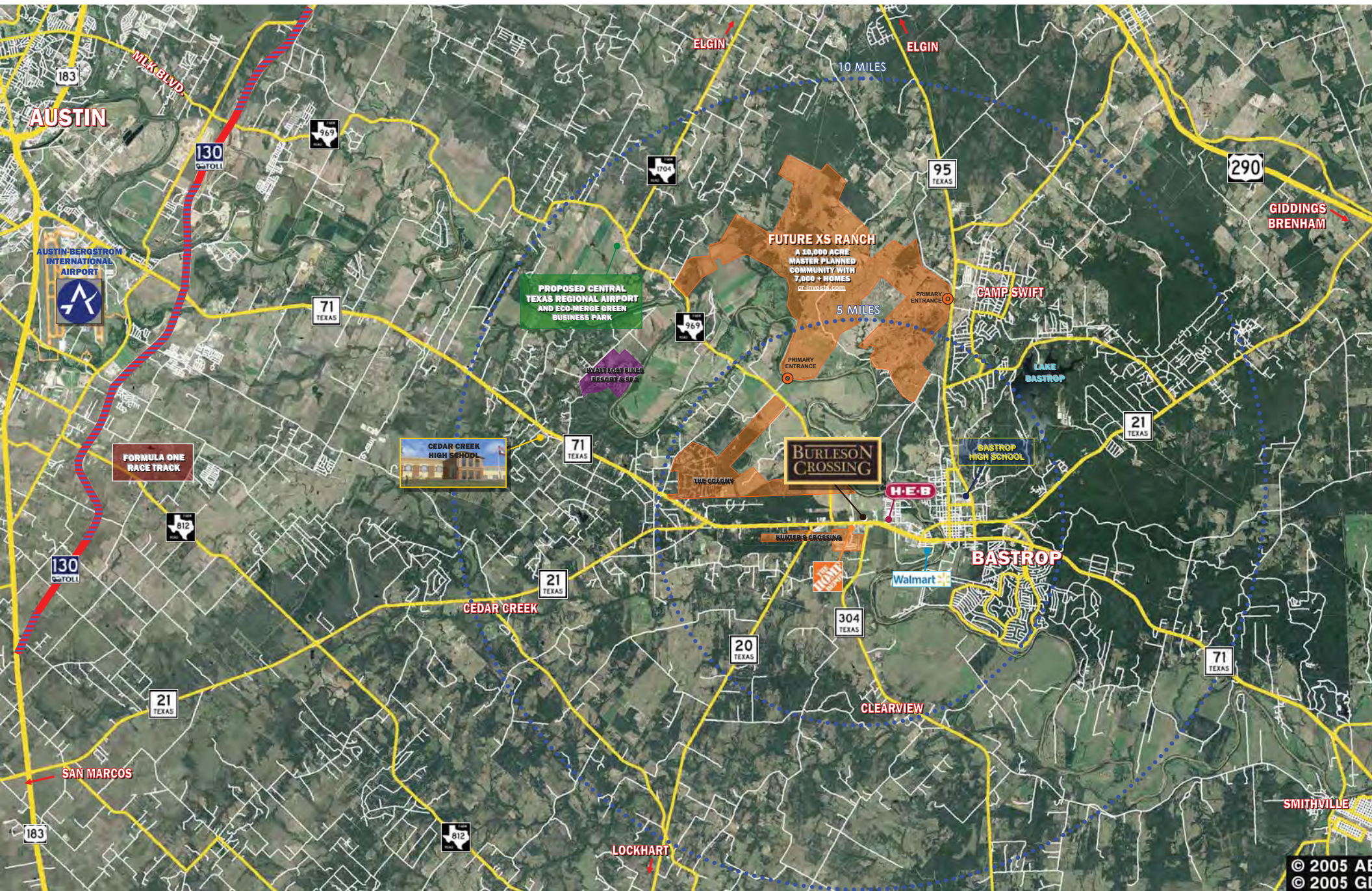
(Additional Land Available) ± 60 acres

POPULATION

Bastrop County (2018): 86,976
Bastrop Trade Area (2018): 198,251

TRAFFIC COUNTS (2016)

Highway 71 52,902 vpd



AUSTIN

MILK BLVD

ELGIN

ELGIN

10 MILES

GIDDINGS
BRENNHAM

AUSTIN-BERGSTROM
INTERNATIONAL
AIRPORT

PROPOSED CENTRAL
TEXAS REGIONAL AIRPORT
AND ECO-MERGE GREEN
BUSINESS PARK

FUTURE XS RANCH

A 30,000 ACRE
MASTER PLANNED
COMMUNITY WITH
7,000+ HOMES
gr-invests.com

CAMP SWIFT

LAKE
BASTROP

CEDAR CREEK
HIGH SCHOOL

71
TEXAS

BURLERSON
CROSSING

BASTROP
HIGH SCHOOL

FORMULA ONE
RACE TRACK

H-E-B

BASTROP

Walmart

CEDAR CREEK

21
TEXAS

20
TEXAS

CLEARVIEW

71
TEXAS

SAN MARCOS

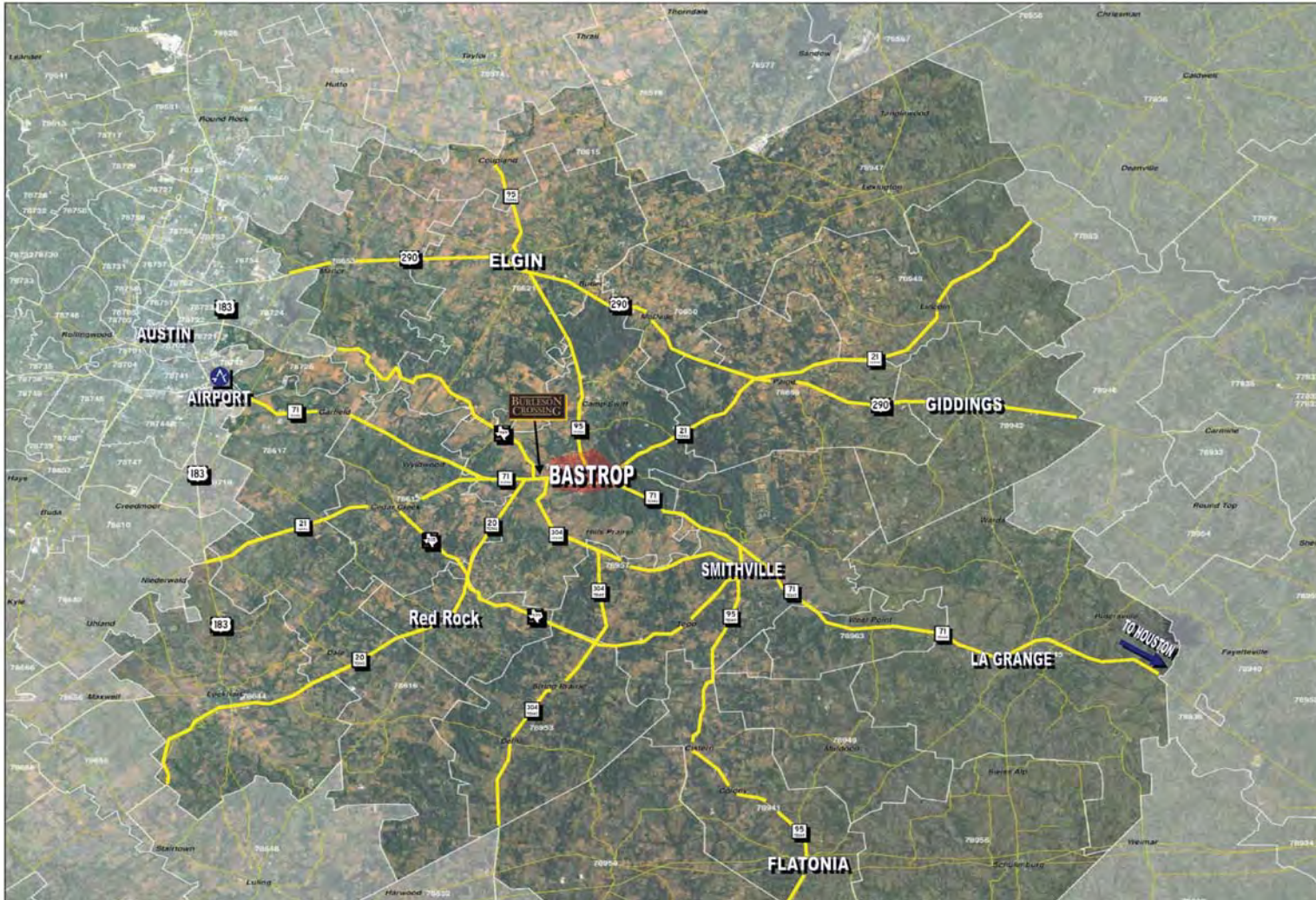
183

812

LOCKHART

SMITHVILLE

© 2005 A...
© 2005 G...



BASTROP TRADE AREA

- ▶ The population in the trade area is 198,251 (2018). The trade area shown accounts for 91% of the shoppers in Bastrop. Shoppers are visiting an average of six times per month. ⁽¹⁾

According to The United States Postal Service, in May 2019 there were 83,841 active residential postal drops in the trade area, which equates to a trade area population of 241,462 (factoring 2.88 persons per household ⁽¹⁾).

- ▶ Of the total households, 19.32% have income levels between \$50,000 and \$74,999, which is the largest segment. ⁽¹⁾ The average household income is \$78,738. ⁽¹⁾
- ▶ The Bastrop Independent School District has a total population of approximately 48,000.
- ▶ The Bastrop trade area has a current ratio of 1.13 square feet of retail space per capita. Nationally, the ratio is just over 20 square feet per capita.

(1) Source: ESRI Demographics
 (2) Retail Coach- Bastrop EDC



Durhman & Bassett
 REALTY GROUP, INC.
 (512) 833-6444



NEW BRIDGE
OVER
COLORADO RIVER



FUTURE
XS RANCH

± 9,600 ACRES
7,000 HOME SITES

COLORADO RIVER

71
TEXAS

20
TEXAS



**BURLESON
CROSSING**



304
TEXAS

H-E-B

21
TEXAS

Walmart

DOWNTOWN
BASTROP

71
TEXAS



COLORADO RIVER



BLAKEY DRIVE

EDWARD BURLESON LANE

DUFF DRIVE

71 TEXAS

304 TEXAS

HOBBY LOBBY

FIVE BEAN

ULTA

HomeGoods

Academy SPORTS+OUTDOORS

T.J. MAXX

PETCO

LOWE'S

1,603 SF

2,352 SF

1,375 SF

Lot 7-B
1.944 Acres

Lot 8-A
1.623 Acres

rue21

maunices

ROSS DRESS FOR LESS

STAPLES

BEST BUY

Federal Credit Union

Chick-fil-e

KAY JEWELERS

atby's

IBC BANK

THE HOME DEPOT

71
TEXAS

DOWNTOWN
BASTROP

H-E-B

Walmart

BURLESON LN.

LOWE'S

Academy

BEST BUY

DUFF DR.

BLAKEY DR.

COVERT AUTO
DEALERSHIP

THE
TRAINING
PARK

304
TEXAS

71
TEXAS





20
TEXAS

71
TEXAS

969

BURLESON
CROSSING

304
TEXAS

Colorado River

Walmart

71
TEXAS

H-E-B

Colorado River

Downtown
Bastrop

71
TEXAS

21
TEXAS

The Colony

319 New Lots

BLAKEY DR.

BURLESON CROSSING

71 TEXAS

On Ramp

Off Ramp

DUFF DR.

BEST BUY

Academy

LOWE'S

BURLESON LN.

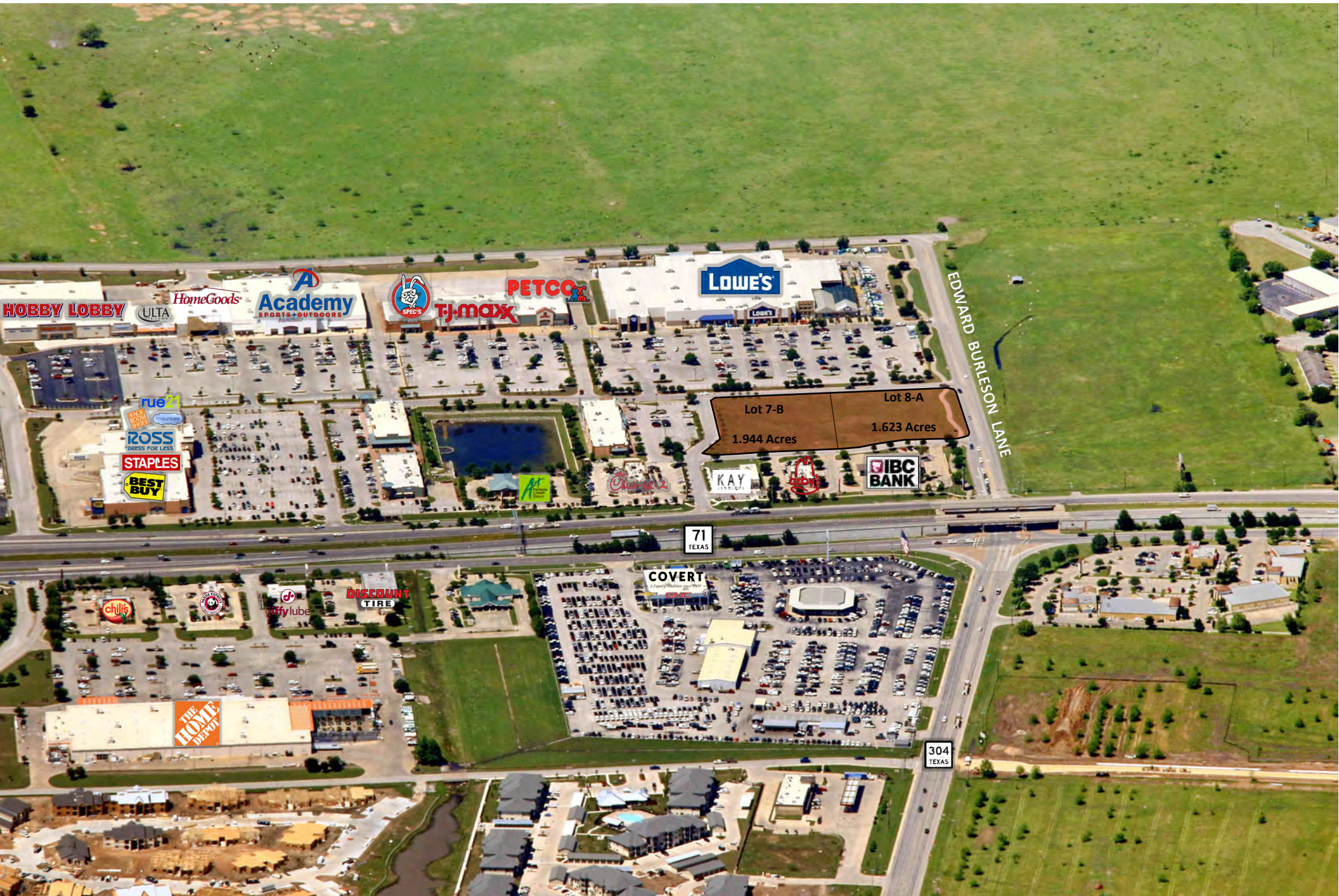
71 TEXAS

304 TEXAS

Texas Turn Around

Ascension Seton





HOBBY LOBBY

ULTA

HomeGoods

Academy
SPORTS+OUTDOORS

SPECS

TJ-maxx

PETCO

LOWE'S

EDWARD BURLESON LANE

Lot 7-B
1.944 Acres

Lot 8-A
1.623 Acres

rue21

ROSS
PRESS FOR LESS

STAPLES

BEST BUY

71
TEXAS

COVERT
A Family Business since 1962

Chili's

DISCOUNT
TIRE

THE HOME
DEPOT

304
TEXAS

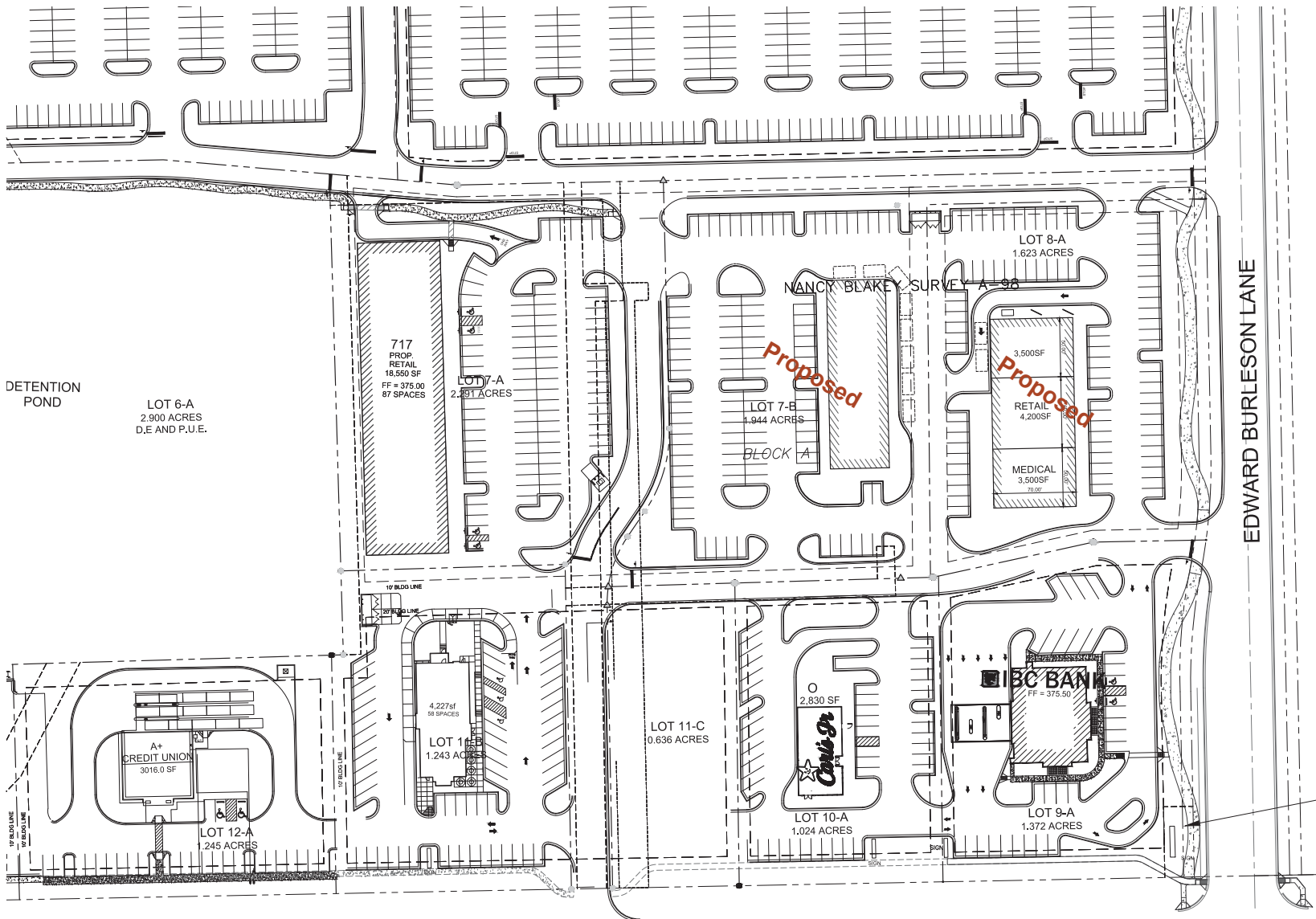
COMPLETED BUILDINGS

FUTURE BUILDINGS

BURLESON CROSSING



(512) 833-6444



*NOTE: THERE IS A 2 INCH SEPARATION BETWEEN TILT WALLS

DETECTION POND

LOT 6-A
2.900 ACRES
D,E AND P.U.E.

717
PROP.
RETAIL
18,550 SF
FF = 375.00
87 SPACES

LOT 7-A
2.491 ACRES

LOT 7-B
1.944 ACRES

BLOCK A

LOT 8-A
1.623 ACRES

3,500SF

RETAIL
4,200SF

MEDICAL
3,500SF
79.00'

EDWARD BURLESON LANE

A+
CREDIT UNION
3016.0 SF

LOT 12-A
1.245 ACRES

4,227sf
88 SPACES

LOT 11
1.243 ACRES

LOT 11-C
0.636 ACRES

2,830 SF

LOT 10-A
1.024 ACRES

IBC BANK
FF = 375.50

LOT 9-A
1.372 ACRES

SIGN 1

BURLESON CROSSING SITE PLAN
PLANS FOR SITE IMPROVEMENTS

NO.	REVISIONS	DATE

DATE: _____
DESIGNED BY: _____
DRAWN BY: _____
CHECKED BY: _____
DRAWING NAME: _____

LJA Engineering & Surveying, Inc.
 Phone: 512-859-7000
 5376 Highway 290 West
 Austin, Texas 78755
 Fax: 512-859-7016

JOB NUMBER:
A141-0401-405

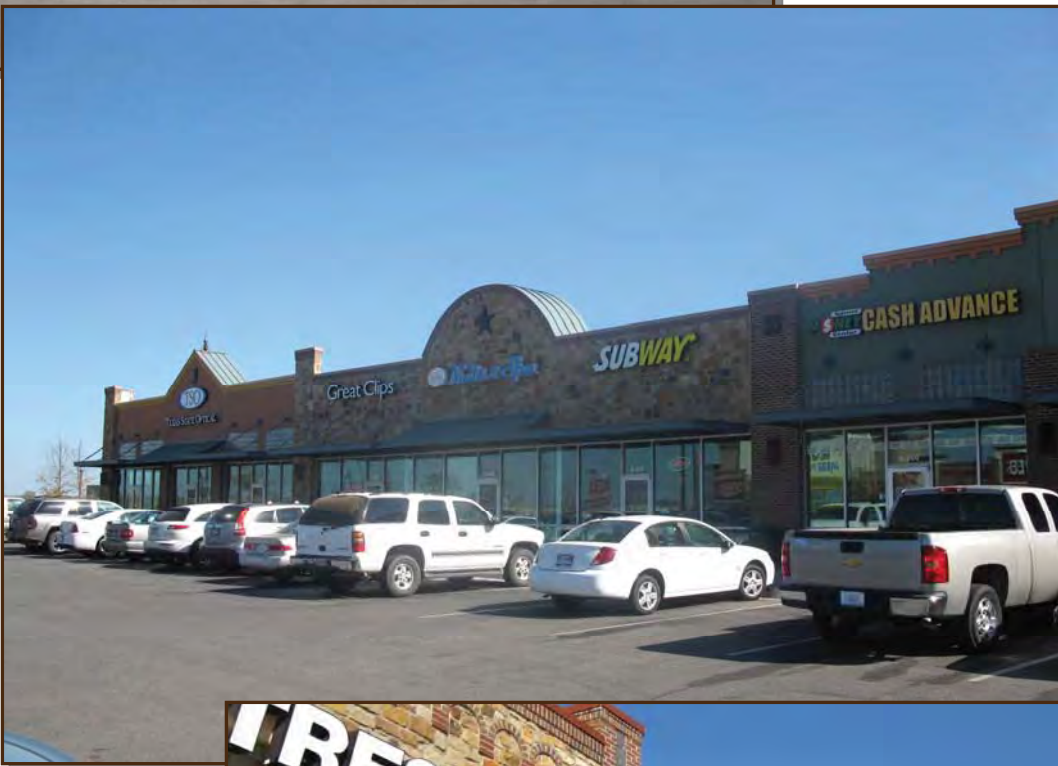
SHEET NO.

OF SHEETS

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BURLESON CROSSING





TheRetailCoach®

RETAIL TRADE AREA DEMOGRAPHIC PROFILE

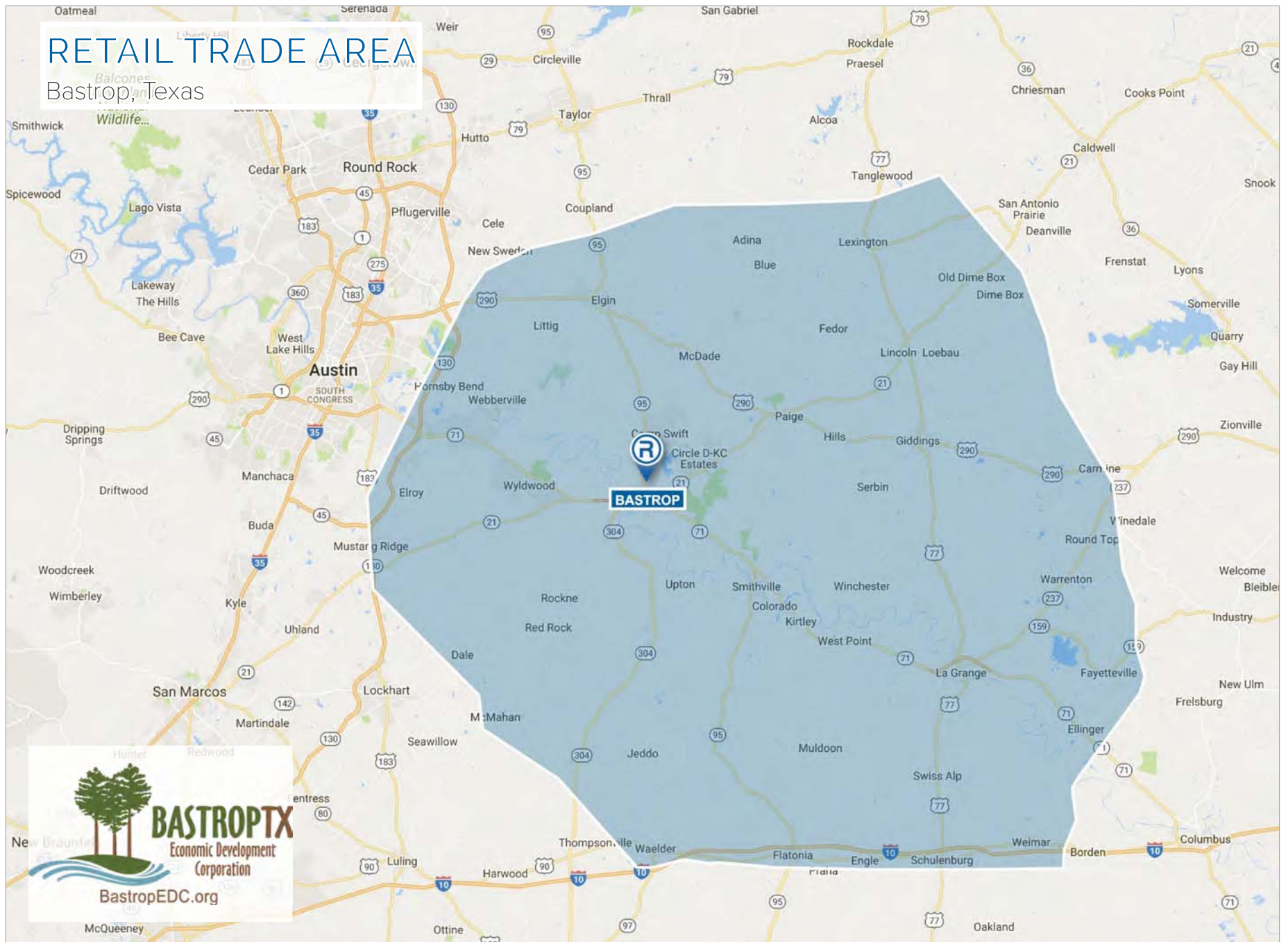
Bastrop, Texas

Prepared for
Bastrop Economic Development Corporation/City of Bastrop
June 2018



RETAIL TRADE AREA

Bastrop, Texas



 TheRetailCoach®



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Bastrop Economic Development Corporation/City of Bastrop | 301 Highway 71 West, Suite 214 | Bastrop, Texas 78602

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Bastrop, Texas



DESCRIPTION	DATA	%
Population		
2023 Projection	214,672	
2018 Estimate	198,251	
2010 Census	168,752	
2000 Census	122,781	
Growth 2018 - 2023		8.28%
Growth 2010 - 2018		17.48%
Growth 2000 - 2010		37.44%
2018 Est. Population by Single-Classification Race	198,251	
White Alone	136,207	68.70%
Black or African American Alone	21,937	11.07%
Amer. Indian and Alaska Native Alone	2,037	1.03%
Asian Alone	1,915	0.97%
Native Hawaiian and Other Pacific Island Alone	173	0.09%
Some Other Race Alone	29,869	15.07%
Two or More Races	6,113	3.08%
2018 Est. Population by Hispanic or Latino Origin	198,251	
Not Hispanic or Latino	116,986	59.01%
Hispanic or Latino	81,264	40.99%
Mexican	72,102	88.73%
Puerto Rican	828	1.02%
Cuban	370	0.46%
All Other Hispanic or Latino	7,964	9.80%

DESCRIPTION	DATA	%
2018 Est. Hisp. or Latino Pop by Single-Class. Race	81,264	
White Alone	45,984	56.59%
Black or African American Alone	839	1.03%
American Indian and Alaska Native Alone	1,353	1.67%
Asian Alone	113	0.14%
Native Hawaiian and Other Pacific Islander Alone	39	0.05%
Some Other Race Alone	29,576	36.40%
Two or More Races	3,361	4.14%
2018 Est. Pop by Race, Asian Alone, by Category	1,915	
Chinese, except Taiwanese	434	22.66%
Filipino	285	14.88%
Japanese	133	6.95%
Asian Indian	189	9.87%
Korean	76	3.97%
Vietnamese	325	16.97%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	164	8.56%
Thai	112	5.85%
All Other Asian Races Including 2+ Category	196	10.24%

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Bastrop, Texas



DESCRIPTION	DATA	%
2018 Est. Population by Ancestry	198,251	
Arab	208	0.11%
Czech	4,408	2.22%
Danish	356	0.18%
Dutch	654	0.33%
English	7,510	3.79%
French (except Basque)	2,306	1.16%
French Canadian	182	0.09%
German	23,190	11.70%
Greek	12	0.01%
Hungarian	35	0.02%
Irish	8,070	4.07%
Italian	1,469	0.74%
Lithuanian	69	0.04%
United States or American	8,153	4.11%
Norwegian	832	0.42%
Polish	892	0.45%
Portuguese	176	0.09%
Russian	275	0.14%
Scottish	2,101	1.06%
Scotch-Irish	2,199	1.11%
Slovak	10	0.01%
Subsaharan African	2,941	1.48%
Swedish	899	0.45%
Swiss	498	0.25%
Ukrainian	43	0.02%
Welsh	483	0.24%
West Indian (except Hisp. groups)	293	0.15%
Other ancestries	95,499	48.17%
Ancestry Unclassified	34,486	17.40%

DESCRIPTION	DATA	%
2018 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	127,783	69.24%
Speak Asian/Pacific Island Language at Home	1,555	0.84%
Speak IndoEuropean Language at Home	2,725	1.48%
Speak Spanish at Home	52,308	28.34%
Speak Other Language at Home	192	0.10%
2018 Est. Population by Age	198,251	
Age 0 - 4	13,689	6.91%
Age 5 - 9	14,123	7.12%
Age 10 - 14	14,707	7.42%
Age 15 - 17	8,873	4.48%
Age 18 - 20	7,971	4.02%
Age 21 - 24	10,196	5.14%
Age 25 - 34	24,178	12.20%
Age 35 - 44	24,927	12.57%
Age 45 - 54	25,130	12.68%
Age 55 - 64	25,724	12.98%
Age 65 - 74	17,893	9.03%
Age 75 - 84	7,857	3.96%
Age 85 and over	2,982	1.50%
Age 16 and over	152,820	77.08%
Age 18 and over	146,858	74.08%
Age 21 and over	138,887	70.06%
Age 65 and over	28,733	14.49%
2018 Est. Median Age		37.18
2018 Est. Average Age		37.91

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Bastrop, Texas



DESCRIPTION	DATA	%
2018 Est. Population by Sex	198,251	
Male	100,115	50.50%
Female	98,136	49.50%
2018 Est. Male Population by Age	100,115	
Age 0 - 4	6,929	6.92%
Age 5 - 9	7,044	7.04%
Age 10 - 14	7,425	7.42%
Age 15 - 17	4,625	4.62%
Age 18 - 20	4,276	4.27%
Age 21 - 24	5,485	5.48%
Age 25 - 34	12,489	12.48%
Age 35 - 44	12,775	12.76%
Age 45 - 54	12,666	12.65%
Age 55 - 64	12,937	12.92%
Age 65 - 74	8,808	8.80%
Age 75 - 84	3,579	3.58%
Age 85 and over	1,077	1.08%
2018 Est. Median Age, Male		36.41
2018 Est. Average Age, Male		37.33

DESCRIPTION	DATA	%
2018 Est. Female Population by Age	98,136	
Age 0 - 4	6,760	6.89%
Age 5 - 9	7,080	7.21%
Age 10 - 14	7,282	7.42%
Age 15 - 17	4,248	4.33%
Age 18 - 20	3,695	3.77%
Age 21 - 24	4,710	4.80%
Age 25 - 34	11,689	11.91%
Age 35 - 44	12,152	12.38%
Age 45 - 54	12,464	12.70%
Age 55 - 64	12,786	13.03%
Age 65 - 74	9,085	9.26%
Age 75 - 84	4,279	4.36%
Age 85 and over	1,905	1.94%
2018 Est. Median Age, Female		38.00
2018 Est. Average Age, Female		38.46
2018 Est. Pop Age 15+ by Marital Status		
Total, Never Married	47,800	30.69%
Males, Never Married	27,384	17.58%
Females, Never Married	20,416	13.11%
Married, Spouse present	73,677	47.31%
Married, Spouse absent	8,772	5.63%
Widowed	8,253	5.30%
Males Widowed	2,026	1.30%
Females Widowed	6,227	4.00%
Divorced	17,229	11.06%
Males Divorced	8,226	5.28%
Females Divorced	9,004	5.78%

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Bastrop, Texas



DESCRIPTION	DATA	%
2018 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	13,889	10.8%
Some High School, no diploma	13,479	10.5%
High School Graduate (or GED)	41,467	32.2%
Some College, no degree	30,592	23.8%
Associate Degree	7,316	5.7%
Bachelor's Degree	15,032	11.7%
Master's Degree	4,928	3.8%
Professional School Degree	1,201	0.9%
Doctorate Degree	787	0.6%
2018 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	19,013	44.70%
High School Graduate	13,235	31.12%
Some College or Associate's Degree	7,269	17.09%
Bachelor's Degree or Higher	3,016	7.09%
Households		
2023 Projection	72,537	
2018 Estimate	67,103	
2010 Census	57,611	
2000 Census	43,404	
Growth 2018 - 2023		8.10%
Growth 2010 - 2018		16.48%
Growth 2000 - 2010		32.73%

DESCRIPTION	DATA	%
2018 Est. Households by Household Type		
Family Households	49,518	73.79%
Nonfamily Households	17,584	26.20%
2018 Est. Group Quarters Population	5,373	
2018 Households by Ethnicity, Hispanic/Latino	19,712	
2018 Est. Households by Household Income		
Income < \$15,000	6,158	9.18%
Income \$15,000 - \$24,999	6,056	9.03%
Income \$25,000 - \$34,999	6,080	9.06%
Income \$35,000 - \$49,999	9,204	13.72%
Income \$50,000 - \$74,999	12,964	19.32%
Income \$75,000 - \$99,999	9,219	13.74%
Income \$100,000 - \$124,999	6,432	9.59%
Income \$125,000 - \$149,999	4,208	6.27%
Income \$150,000 - \$199,999	3,720	5.54%
Income \$200,000 - \$249,999	1,436	2.14%
Income \$250,000 - \$499,999	1,211	1.81%
Income \$500,000+	415	0.62%
2018 Est. Average Household Income		\$78,738
2018 Est. Median Household Income		\$60,883

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Bastrop, Texas



DESCRIPTION	DATA	%
2018 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$63,857
Black or African American Alone		\$61,089
American Indian and Alaska Native Alone		\$47,199
Asian Alone		\$76,663
Native Hawaiian and Other Pacific Islander Alone		\$48,023
Some Other Race Alone		\$46,877
Two or More Races		\$47,793
Hispanic or Latino		\$49,679
Not Hispanic or Latino		\$66,042
2018 Est. Family HH Type by Presence of Own Child.	49,518	
Married-Couple Family, own children	16,643	33.61%
Married-Couple Family, no own children	20,870	42.15%
Male Householder, own children	1,880	3.80%
Male Householder, no own children	1,948	3.93%
Female Householder, own children	4,579	9.25%
Female Householder, no own children	3,597	7.26%
2018 Est. Households by Household Size	67,103	
1-person	14,641	21.82%
2-person	21,523	32.08%
3-person	10,578	15.76%
4-person	9,275	13.82%
5-person	5,604	8.35%
6-person	2,925	4.36%
7-or-more-person	2,556	3.81%
2018 Est. Average Household Size		2.87

DESCRIPTION	DATA	%
2018 Est. Households by Presence of People Under 18	67,103	
Households with 1 or More People under Age 18:	26,500	39.49%
Married-Couple Family	18,299	69.05%
Other Family, Male Householder	2,357	8.89%
Other Family, Female Householder	5,630	21.25%
Nonfamily, Male Householder	177	0.67%
Nonfamily, Female Householder	36	0.14%
Households with No People under Age 18:	40,603	60.51%
Married-Couple Family	19,209	47.31%
Other Family, Male Householder	1,472	3.63%
Other Family, Female Householder	2,551	6.28%
Nonfamily, Male Householder	8,809	21.70%
Nonfamily, Female Householder	8,562	21.09%
2018 Est. Households by Number of Vehicles	67,103	
No Vehicles	2,586	3.85%
1 Vehicle	17,336	25.84%
2 Vehicles	28,325	42.21%
3 Vehicles	12,560	18.72%
4 Vehicles	4,481	6.68%
5 or more Vehicles	1,815	2.71%
2018 Est. Average Number of Vehicles		2.09

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Bastrop, Texas



DESCRIPTION	DATA	%
Family Households		
2023 Projection	53,601	
2018 Estimate	49,518	
2010 Census	42,325	
2000 Census	31,855	
Growth 2018 - 2023		8.25%
Growth 2010 - 2018		17.00%
Growth 2000 - 2010		32.87%
2018 Est. Families by Poverty Status	49,518	
2018 Families at or Above Poverty	44,071	89.00%
2018 Families at or Above Poverty with Children	20,430	41.26%
2018 Families Below Poverty	5,448	11.00%
2018 Families Below Poverty with Children	4,261	8.61%
2018 Est. Pop 16+ by Employment Status	152,820	
Civilian Labor Force, Employed	87,786	57.44%
Civilian Labor Force, Unemployed	6,220	4.07%
Armed Forces	6	0.00%
Not in Labor Force	58,808	38.48%
2018 Est. Civ. Employed Pop 16+ by Class of Worker	88,218	
For-Profit Private Workers	57,269	64.92%
Non-Profit Private Workers	5,812	6.59%
Local Government Workers	2,523	2.86%
State Government Workers	6,111	6.93%
Federal Government Workers	7,516	8.52%
Self-Employed Workers	8,868	10.05%
Unpaid Family Workers	120	0.14%

DESCRIPTION	DATA	%
2018 Est. Civ. Employed Pop 16+ by Occupation	88,218	
Architect/Engineer	1,134	1.29%
Arts/Entertainment/Sports	1,152	1.31%
Building Grounds Maintenance	4,476	5.07%
Business/Financial Operations	3,189	3.62%
Community/Social Services	1,129	1.28%
Computer/Mathematical	1,433	1.62%
Construction/Extraction	10,409	11.80%
Education/Training/Library	4,538	5.14%
Farming/Fishing/Forestry	879	1.00%
Food Prep/Serving	4,645	5.27%
Health Practitioner/Technician	3,286	3.73%
Healthcare Support	1,969	2.23%
Maintenance Repair	4,012	4.55%
Legal	544	0.62%
Life/Physical/Social Science	537	0.61%
Management	7,398	8.39%
Office/Admin. Support	13,061	14.81%
Production	5,621	6.37%
Protective Services	2,130	2.41%
Sales/Related	7,726	8.76%
Personal Care/Service	2,193	2.49%
Transportation/Moving	6,756	7.66%
2018 Est. Pop 16+ by Occupation Classification	88,218	
Blue Collar	45,127	51.15%
White Collar	26,797	30.38%
Service and Farm	16,294	18.47%

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Bastrop, Texas



DESCRIPTION	DATA	%
2018 Est. Workers Age 16+ by Transp. to Work	86,808	
Drove Alone	68,674	79.11%
Car Pooled	12,239	14.10%
Public Transportation	624	0.72%
Walked	1,274	1.47%
Bicycle	54	0.06%
Other Means	907	1.05%
Worked at Home	3,036	3.50%
2018 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	18,807	
15 - 29 Minutes	22,927	
30 - 44 Minutes	20,135	
45 - 59 Minutes	12,616	
60 or more Minutes	9,299	
2018 Est. Avg Travel Time to Work in Minutes		33.68
2018 Est. Occupied Housing Units by Tenure	67,103	
Owner Occupied	52,711	78.55%
Renter Occupied	14,392	21.45%
2018 Owner Occ. HUs: Avg. Length of Residence		13.55
2018 Renter Occ. HUs: Avg. Length of Residence		6.09

DESCRIPTION	DATA	%
2018 Est. Owner-Occupied Housing Units by Value	67,103	
Value Less than \$20,000	1,838	3.49%
Value \$20,000 - \$39,999	2,648	5.02%
Value \$40,000 - \$59,999	2,207	4.19%
Value \$60,000 - \$79,999	3,021	5.73%
Value \$80,000 - \$99,999	3,957	7.51%
Value \$100,000 - \$149,999	11,418	21.66%
Value \$150,000 - \$199,999	9,616	18.24%
Value \$200,000 - \$299,999	8,143	15.45%
Value \$300,000 - \$399,999	3,732	7.08%
Value \$400,000 - \$499,999	2,128	4.04%
Value \$500,000 - \$749,999	2,169	4.12%
Value \$750,000 - \$999,999	940	1.78%
Value \$1,000,000 or \$1,499,999	450	0.85%
Value \$1,500,000 or \$1,999,999	161	0.31%
Value \$2,000,000+	284	0.54%
2018 Est. Median All Owner-Occupied Housing Value		\$ 155,936
2018 Est. Housing Units by Units in Structure		
1 Unit Attached	54,902	71.04%
1 Unit Detached	991	1.28%
2 Units	1,047	1.36%
3 or 4 Units	783	1.01%
5 to 19 Units	851	1.10%
20 to 49 Units	309	0.40%
50 or More Units	155	0.20%
Mobile Home or Trailer	17,610	22.79%
Boat, RV, Van, etc.	634	0.82%

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Bastrop, Texas

DESCRIPTION	DATA	%
2018 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	7,899	10.22%
Housing Units Built 2010 to 2014	2,885	3.73%
Housing Units Built 2000 to 2009	19,955	25.82%
Housing Units Built 1990 to 1999	13,610	17.61%
Housing Units Built 1980 to 1989	11,606	15.02%
Housing Units Built 1970 to 1979	7,569	9.79%
Housing Units Built 1960 to 1969	3,661	4.74%
Housing Units Built 1950 to 1959	3,415	4.42%
Housing Units Built 1940 to 1949	2,267	2.93%
Housing Unit Built 1939 or Earlier	4,414	5.71%
2018 Est. Median Year Structure Built		1995

ABOUT THE RETAIL COACH

The Retail Coach, LLC, is a national retail analytics and locational intelligence firm that specializes in all aspects of retail market analyses and recruitment, from “macro to micro” trade area assessment to actively recruiting retailers on behalf of our clients.

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.



C. Kelly Cofer
President & CEO
The Retail Coach, LLC

Retail360®

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms’ offerings by combining current national and statewide demographics and trend data with real-world, “on-the-ground” data gathered through extensive visits within 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 helps assure our clients that they are receiving the latest and best information for their retail recruitment efforts—all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail360® 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.

The Retail Coach –

“It’s not about data. It’s about your success.”



ACKNOWLEDGEMENTS

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.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

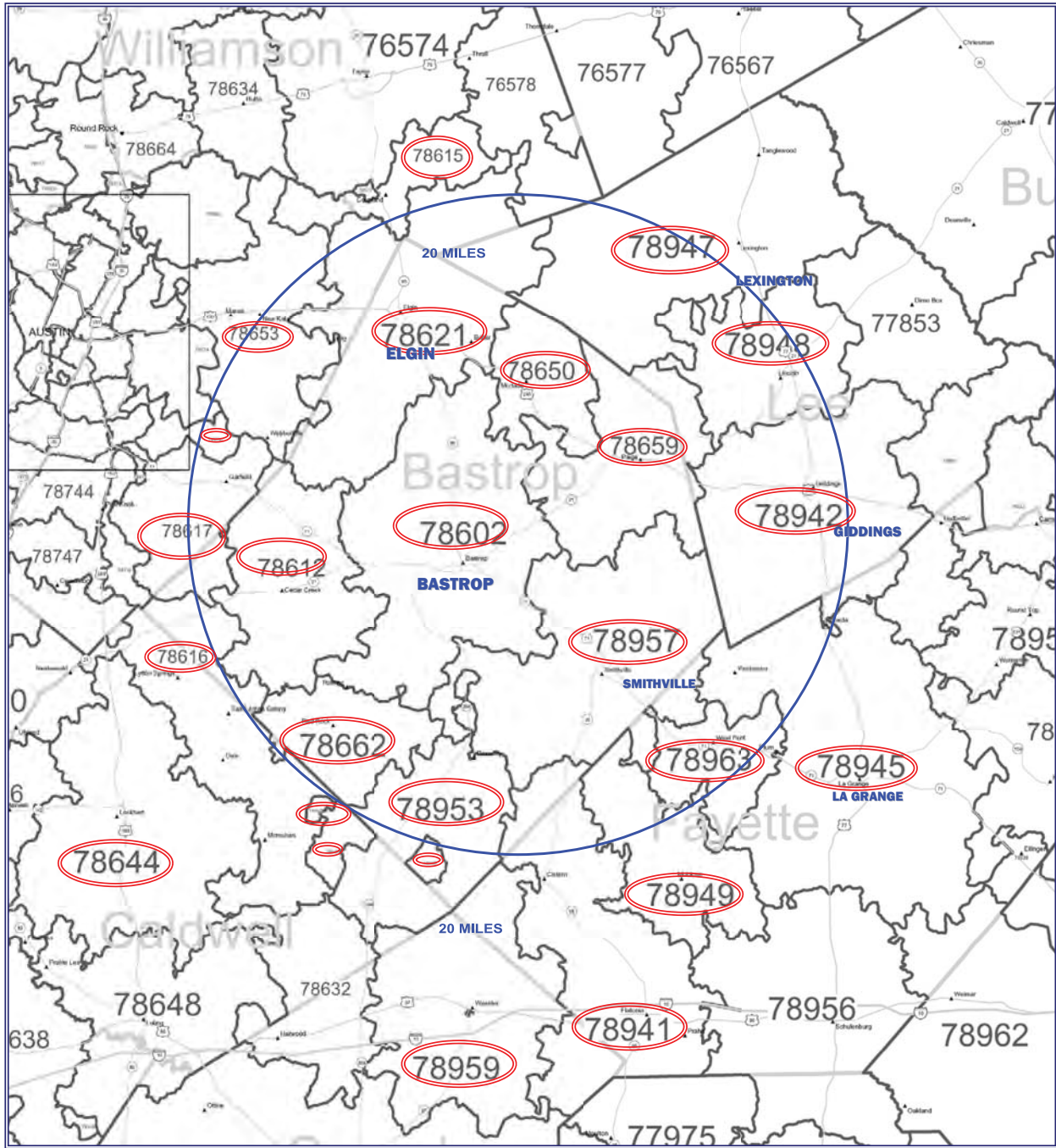
Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Environics Analytics 2018, ESRI 2017, U.S. Census Bureau, Economy.com, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics.

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 MapInfo, Nielsen, ESRI and/or Microsoft Corporation.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

ZIP CODE SUMMARY MAP BASTROP TRADE AREA



Active Residential		Population (2)		Active Residential		Population (2)	
Zip Code	Postal Drops (1)	Zip Code	Postal Drops (1)	Zip Code	Postal Drops (1)	Zip Code	Postal Drops (1)
78602	12,362	78725	3,319	78725	3,319	78725	9,559
78612	5,325	78941	1,486	78941	1,486	78941	4,280
78615	647	78942	4,015	78942	4,015	78942	11,563
78616	3,282	78945	5,367	78945	5,367	78945	15,457
78617	7,665	78947	2,217	78947	2,217	78947	6,385
78621	9,698	78949	263	78949	263	78949	757
78644	8,116	78953	621	78953	621	78953	1,788
78650	739	78957	4,707	78957	4,707	78957	13,556
78653	9,559	78959	861	78959	861	78959	2,480
78659	1,502	78963	394	78963	394	78963	1,135
78662	1,219	78948	477	78948	477	78948	1,374

TOTAL ACTIVE RESIDENTIAL POSTAL DROPS
TOTAL POPULATION (2)

83,841
241,462

(1) Source: U.S. Post Office AIS Viewer April 2019

(2) Source: ESRI Demographics. Average Household size is 2.88 people.

City of Bastrop Sales*

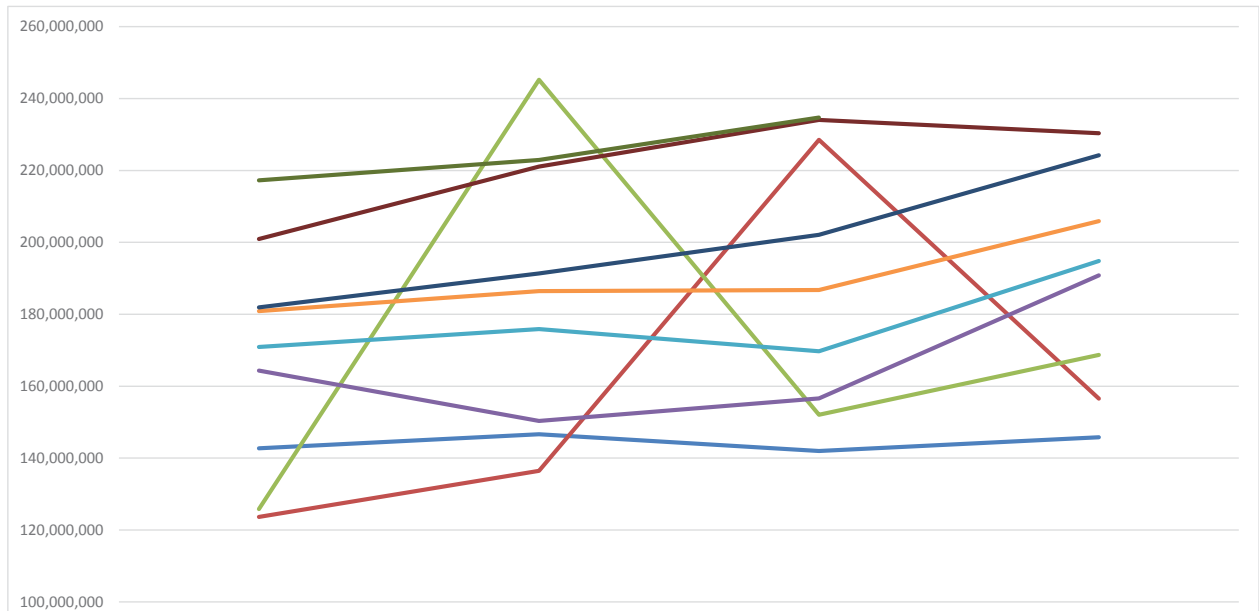
The city of Bastrop collects 1.5% of sales in tax revenue.*

	2008	2009	2010	2011	2012	2013	2014	2015	2016	Prev. Quarter % Change
Q1	142,742,352	123,634,049	125,825,787	164,310,694	170,917,129	180,881,559	181,916,843	200,934,865	217,251,856	8.12%
Q2	146,629,002	136,456,960	245,224,887	150,331,462	175,854,544	186,458,751	191,336,870	221,101,722	222,934,984	0.83%
Q3	141,970,130	228,514,983	152,063,113	156,586,396	169,708,570	186,754,628	202,118,714	234,049,612	234,714,382	0.28%
Q4	145,804,680	156,537,255	168,671,903	190,818,758	194,817,004	205,905,818	224,222,694	230,358,201		2.74%

TOTAL 577,146,164.00 645,143,247.00 691,785,690.00 662,047,310.00 711,297,247.00 760,000,756.00 799,595,121.00 886,444,400.00 674,901,222.00
YTD % Increase 11.78% 7.23% -4.30% 7.44% 6.85% 5.21% 10.86% 2.87%

2008-2015 Increase **53.59%**

* Sales tax data files are updated four times a year: Q1 - September, Q2 - December, Q3- March, Q4 - May
 * Source: Susan Combs, Texas Comptroller of Public Accounts



WHY BASTROP....

- The Bastrop trade area is comprised of approximately 185,000+ people serving a 30 mile radius.
- Bastrop serves as the retail and medical hub for Bastrop County and surrounding areas (Lockhart, Giddings, Smithville, LaGrange, Columbus).
- Bastrop ISD is one of the fastest growing school districts in Central Texas (48,000 population in the school district with 14 schools). If current trends continue, the BISS student population will grow at double the growth rate of the rest of the state¹. This growth reflects a shift in the community, which has been largely a rural, farming area and is now attracting Austin-based professionals. BISS has two 5A high schools - Bastrop High and Cedar Creek High.

¹ *Texas Comptroller of Public Accounts*

- Both Wal-Mart and HEB have doubled the size of their original stores. Home Depot built its store in Bastrop in 2004. Lowe's opened in 2008.
- State Highway 130, which was designed to encourage growth along Austin's east side, is only 10 miles west of Bastrop. The Austin-Bergstrom International Airport is 25 minutes away.
- The Hyatt Lost Pines Resort opened in 2006 and is exceeding occupancy projections.
- Many of the home sites in the Bastrop area are large lots offering hill country living within close proximity to Austin.
- Under-Served Retail: The Bastrop trade area has only 1.13 square feet of retail shopping center space per capita - compared to the national average of 20 square feet.
- The Circuit of the Americas / F1 Track opened November 2012 and has multiple events during the year, including the Formula 1 U.S. Grand Prix, X Games and multiple major concerts.

WHY BURLESON CROSSING.....

- Burleson Crossing is situated on the same side of Highway 71 as HEB and downtown (a major factor for city and local government), and offers unparalleled access and visibility.
- Accessible via three main arteries (Highway 71, CR 304, CR 969).
- Strong performing co-tenancy: Lowes, Best Buy, Petco, Spec's, Ross, Staples and TJ Maxx are all doing well. AT&T moved from across the street and has doubled its sales.
- 45,000 vehicles per day at the intersection .
- In December 2006, Coast Range Investments LLC closed on a 9,600-acre tract of land directly north of Burleson Crossing called "XS Ranch", with plans to turn what's now ranching land into a largely residential development. Plans call for approximately 7,000 homes, equestrian facilities and golf courses. The development will stretch from FM 969 to SH 95. (www.cr-invests.com)

BASTROP OVERVIEW

The City of Bastrop

The City of Bastrop is located in the bend of the Colorado River 33 miles east of downtown Austin. Bastrop was established as a part of Stephen F. Austin's "Little Colony" in 1832. It is the second oldest incorporated city in Texas. Its historic downtown attracts many visitors and gives a certain ambiance that makes the residents proud to be part of a great community.

Growth¹

Bastrop County is ranked in the top 10 fastest growing Texas counties with a rate of 16.2% and is ranked 30th in the United States. The trade area population is 150,008 and is expected to grow 16.18% by 2009. The City of Bastrop has grown 36.62% from 1990-2000. From 1995 to 2004, retail sales increased an average of 7% annually. Sales in service establishments increased from \$66 million in 1995 to \$102 million in 2004, an average annual increase of 5%.

¹*U.S. Census Bureau*

Water Resources

The single most limiting factor to development of housing and other real estate growth in many areas of Central Texas has historically been the lack of water and wastewater services. The exclusive reliance on well water and septic systems results in home construction on large lots and low building density. This has reduced the ability of homebuilders to put together high density neighborhoods, but the addition of three new water service providers will provide opportunities for more traditional home sites.

The Lower Colorado River Authority completed a wastewater system in the McKinney Roughs area. This plant serves the new Hyatt Regency Lost Pines Resort and Spa and will also provide services to future developments in the vicinity.

The regional wastewater system in the Camp Swift area north of the City of Bastrop is currently being expanded by the LCRA. The expanded system will serve many of the homes in this area that currently have septic systems and unimproved lots.

The City of Bastrop has sufficient water supply to meet the needs of a growing population. The City recently reopened its older wastewater plant and has purchased land to construct a new plant.

Trade Area

A recent survey was conducted by the Bastrop Economic Development Council to determine the Bastrop trade area by asking customers in the HEB, Home Depot, and Wal-Mart parking lots the location of their residences. The study found that customers drive approximately 20+ miles from the north and west to shop in Bastrop because the next closest metropolitan city is Austin. They will travel further from the east and south from cities such as Elgin, McDade, Cedar Creek, Uteley, and Butler since Bastrop is the closest large city.

According to a Retail Market Analysis report by Houston-based Fearon, Hepner, and Rhodes (FH&R) retail in Bastrop is “very healthy”, with retail sales climbing to \$1.3 billion in 2004 from \$753 million in 1995. FH&R stated that Bastrop is “severely underserved in many retail and service categories”. Nationally, retail shopping center space per capita is about 20 square feet per person, but in Bastrop there is only 1.13 square feet per person. The report concludes that the Bastrop area could support an additional 2.75 million square feet of retail space over just the next 5 years.

Both HEB and Wal-Mart opened Bastrop stores in 1987, and since have rebuilt to meet the needs of a growing customer base (Super Wal-Mart rebuilt 1995, and HEB rebuilt in 2003). It is reported that HEB’s current store (93,000 square feet) is already at full capacity. A new subdivision, West Bastrop Village has recognized this demand and has acquired land for production of new homes. The city has planned to build two new utility districts as a foundation for new homes being built.

Education

Bastrop Independent School District has six elementary schools, two intermediate schools, two middle schools, and two high schools. There are 5,614 students enrolled in grades K-12 and the school district has grown 27% over the past five years. Eight of the district schools recently achieved the Gold Performance Acknowledgement (GPA) by the Texas Education Agency which recognizes schools for high performance and improvement in areas crucial to the academic success.

Health Care Facilities

Seton Hospital purchased the Lakeside Hospital (28,500 sf).

Hyatt Regency Lost Pines Resort and Spa

The new Hyatt Regency Lost Pines Resort and Spa, a 492-room resort, opened June 1, 2006 after a two-year construction period. The resort is located approximately 7 miles west of the City of Bastrop near the Colorado River and McKinney Roughs Nature Park. This is the largest resort in Central Texas. With room prices beginning at \$200 per night, the resort is expected to draw more business travelers than families. The resort predicts that 70% of its clientele will be business travelers.

Economically, the 405-acre resort will benefit Bastrop in several primary ways. First, it has become the largest private employer in the area. Secondly, many existing Bastrop businesses will benefit through increased sales. The City of Bastrop will likely receive \$2 million per year in hotel taxes and \$800,000 in property taxes from the resort. New jobs are also expected to be created as new businesses come to the area to serve the resort and its clientele.

It is estimated that the resort will employ more than 550 workers. The majority of these jobs are expected to be filled through local residents although it is expected that some workers will move to the area for employment. Most workers filling managerial positions will transfer from other Hyatt hotels. Another 200 indirect jobs are expected to be created. Austin-based Resource Economics, Inc. estimates that the newly created jobs will amount to \$17.9 million to \$21.2 million per year for Bastrop County.

Demographic and Firmographic Information

The following are highlights of the demographic and firmographic findings for the Bastrop trade area (for detailed reports, please refer to the Bastrop EDC website: www.bastropedc.org)

Demographics

- ◆ The population of the trade area is 160,008 and is estimated to grow 16.18% by 2012. The number of households is expected to grow at 16.34%. Currently, there are 50,805 households in the area. The population of the trade area is predominantly White at 73.61% of the total population in the area.
- ◆ Approximately 77.9% of the population lives in owner-occupied units.

- ◆ Of the total households, 21.92% have income levels between \$50,000 and \$74,999. The second largest category is households with income levels between \$35,000 and \$49,999, representing 16.55% of the total area households.
- ◆ People between 35 and 44 years of age are the largest segment of the population, 15.68%.
- ◆ 53.94% of the population is married, followed by single males, which represent 13.47% of the total population.
- ◆ 33.39% of the population are high school graduates, while 21% have experienced some college. Another 10.92% have obtained a Bachelor's degree.

Firmographics

- ◆ There are approximately 4,959 total businesses in the trade area, and the dominant group is services at 38.01%. Retail trade businesses are the second major category, representing 21.6% of the total businesses in the area.
- ◆ The number of employees in the trade area is 47,740, and the majority work in services. Approximately 37.36% of the total employees work in services, while 18.41% of employees work in retail trade businesses.
- ◆ Total annual retail sales for the trade area are approximately \$1.3 billion. Retail sales include \$353 million for Auto Dealers and Gas Stations, \$203 million for Food Stores, \$167 million for Home Improvement Stores, and \$107 million for General Merchandise Stores.

Transportation

Bastrop is located 33 miles and 40 minutes east of downtown Austin on Highway 71. Highway 71/Ben White Blvd. has been a major east/west arterial for south Austin for over 50 years. In the 1990's the Highway began undergoing major expansion to insure easier accessibility and to enhance traffic flow. Highway 71 from Austin to Austin Bergstrom International Airport will be completed in 2006.

Additionally, the new toll road SH-130 intersects Hwy 71 just east of the airport and Hwy 973. SH-130 runs nearly parallel to IH-35 about 20 miles from Bastrop enabling easier transportation routes for the cities north and south of Bastrop.

Bastrop County Zip Codes

Population Growth
2000-2008

Map Legend

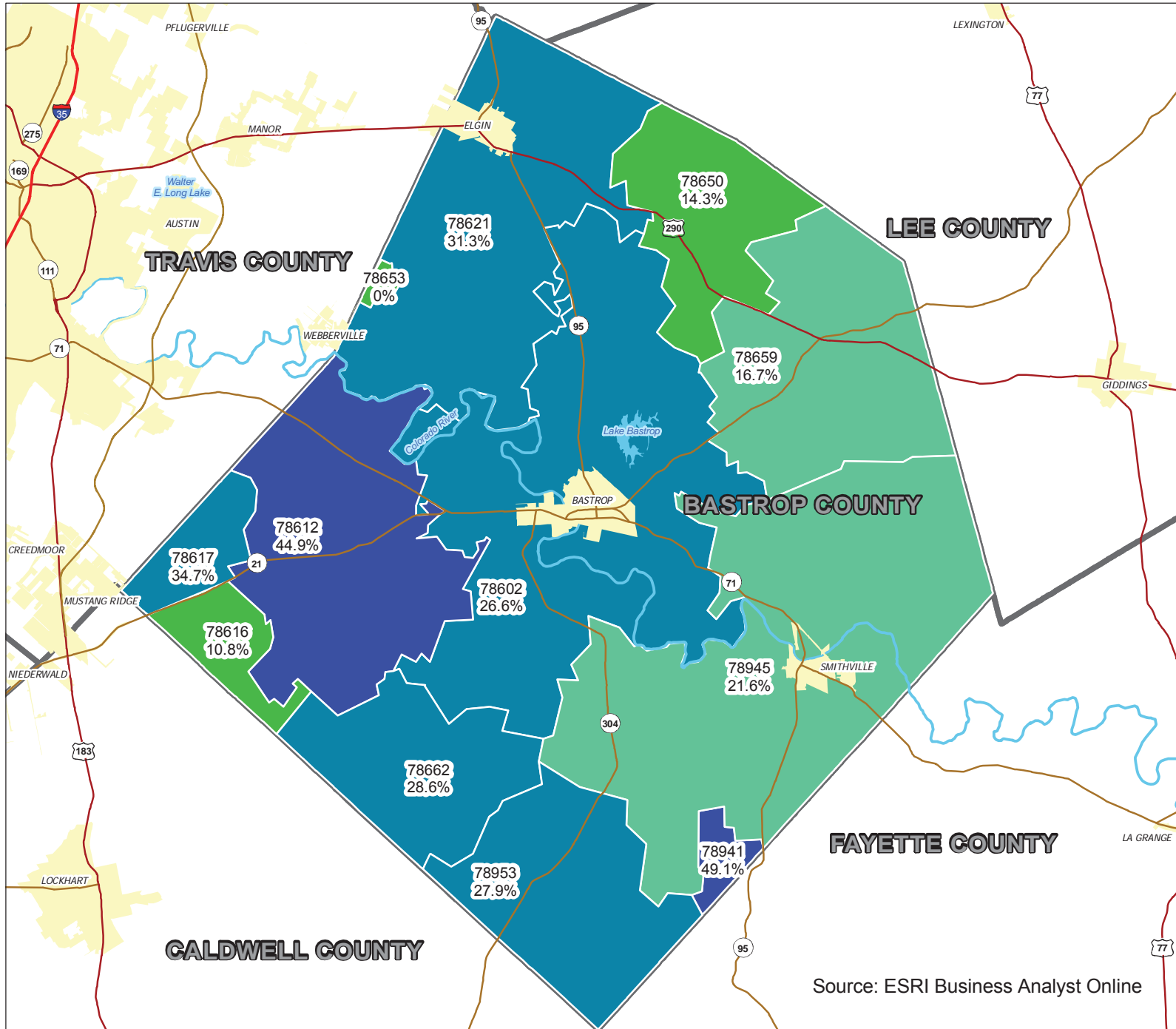
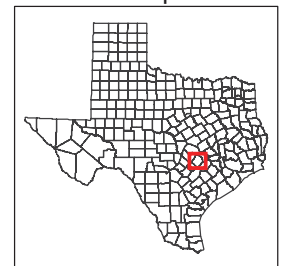
Percent Change

- 0 - 15%
- 15.1 - 25%
- 25.1 - 35%
- 35.1 - 49.1%

- Interstate
- State Highway
- US Highway
- Rivers
- Lakes
- City Limits



Overview Map



Source: ESRI Business Analyst Online

Metadata: BastropPop.mxd produced on January 14, 2009. Population Sources: 2000 U.S. Census, 2008 Estimates ESRI Business Analyst Online. Note: The percentage is calculated based on the population of that Zip Code which lies within Bastrop County. For additional info contact CAPCOG at (512) 916-6000. Disclaimer: The Capital Area Council of Governments (CAPCOG) provides this map and/or data 'as is' and assumes no liability for its accuracy or completeness. This is intended as a general representation only and is in no way intended to be used as survey grade information.

A AGENCY DISCLOSURE RULES



Before working with a real estate broker, you should know that the duties of a broker depend on whom the broker represents. If you are a prospective seller or landlord (owner) or a prospective buyer or tenant (buyer), you should know that the broker who lists the property for sale or lease is the owner's agent. A broker who acts as a subagent represents the owner in cooperation with the listing broker. A broker who acts as a buyer's agent represents the buyer. A broker may act as an intermediary between the parties if the parties consent in writing. A broker can assist you in locating a property, preparing a contract or lease, or obtaining financing without representing you. A broker is obligated by law to treat you fairly.

IF THE BROKER REPRESENTS THE OWNER The broker becomes the owner's agent by entering into an agreement with the owner, usually through a written listing agreement, or by agreeing to act as a subagent by accepting an offer of subagency from the listing broker. A subagent may work in a different real estate office. A listing broker or subagent can assist the buyer but does not represent the buyer and must place the interests of the owner first. The buyer should not tell the owner's agent anything the buyer would not want the owner to know because an owner's agent must disclose to the owner any material information known to the agent.

IF THE BROKER REPRESENTS THE BUYER The broker becomes the buyer's agent by entering into an agreement to represent the buyer, usually through a written buyer representation agreement. A buyer's agent can assist the owner but does not represent the owner and must place the interests of the buyer first. The owner should not tell a buyer's agent anything the owner would not want the buyer to know because the buyer's agent must disclose any material information known to the agent.

IF THE BROKER ACTS AS AN INTERMEDIARY A broker may act as an intermediary between the parties if the broker complies with The Texas Real Estate License Act. The broker must obtain the written consent of each party to the transaction to act as an intermediary. The written consent must state who will pay the broker and, in conspicuous bold or underlined print, set forth the broker's obligations as an intermediary. The broker is required to treat each party honestly and fairly and to comply with The Texas Real Estate License Act. A broker who acts as an intermediary in a transaction: (1) shall treat all parties honestly; (2) may not disclose that the owner will accept a price less than the asking price unless authorized in writing to do so by the owner; (3) may not disclose that the buyer will pay a price greater than the price submitted in a written offer unless authorized in writing to do so by the buyer; (4) may not disclose any confidential information or any information that a party specifically instructs the broker in writing not to disclose unless authorized in writing to disclose the information or required to do so by The Texas Real Estate License Act or a court order or if the information materially relates to the condition of the property. With the parties' consent, a broker acting as an intermediary between the parties may appoint a person who is licensed under The Texas Real Estate License Act and associated with the broker to communicate with and carry out instructions of one party and another person who is licensed under that Act and associated with the broker to communicate with and carry out instructions of the other party.

If you choose to have a broker represent you, you should enter into a written agreement with the broker that clearly establishes the broker's obligations and your obligations. The agreement should state how and by whom the broker will be paid. You have the right to choose the type of representation, if any, you wish to receive. Your payment of a fee to a broker does not necessarily establish that the broker represents you. If you have any questions regarding the duties and responsibilities of the broker, you should resolve those questions before proceeding.