

Demographic & Trade-Area Report

25311 Kingsland Blvd
Katy, Texas 77494

280,688

2025 population
within 5 miles

\$122,560

Median HHI
within 5 miles

11.2%

Projected 5-mile growth
2025-2030

Prepared for leasing and tenant marketing | August 2026

High-Growth, Affluent Katy Trade Area

Katy Mills Crossing combines fast-growing residential rooftops with destination retail traffic, strong household incomes and regional access via I-10 and Grand Parkway.

7,608	107,068	280,688	312,181
2025 population - 1 mile	2025 population - 3 miles	2025 population - 5 miles	2030 projected population - 5 miles
\$119.6K	\$113.0K	\$122.6K	13.25%
Median HHI - 1 mile	Median HHI - 3 miles	Median HHI - 5 miles	1-mile population growth 2025-2030

Why this matters for tenants

- The trade area reaches more than 107,000 residents within three miles and more than 280,000 within five miles.
- Population growth is projected above 10% across all three rings through 2030, with the one-mile ring growing more than 13%.
- Median household income remains above \$113,000 across every radius, supporting both neighborhood services and discretionary retail.
- The property sits immediately behind Katy Mills, which Simon describes as South Texas' largest indoor outlet and value retail destination.
- ZIP 77494 has a median household income of approximately \$148,700, 66.7% bachelor's-degree attainment and a large 3.3-person average household.
- The adjacent Katy Boardwalk District remains a planned mixed-use destination; the City of Katy has continued amending the district's development framework through 2025.

Marketing headline

“More than 280,000 residents within five miles, double-digit projected growth through 2030, strong six-figure household incomes and immediate proximity to Katy Mills.”

Source: LoopNet property demographics for 25311 Kingsland Blvd; U.S. Census Bureau ACS 2024 for ZIP 77494; Simon Property Group; City of Katy.

Katy Mills / I-10 / Grand Parkway Retail Position

Katy Mills Crossing is positioned behind Katy Mills with easy access to I-10 and Grand Parkway and adjacency to the planned Katy Boardwalk District.

Address	25311 Kingsland Blvd, Katy, TX 77494
Property	Katy Mills Crossing
Current marketed building size	Approximately 31,000 SF
Year built	2014
Available uses	Office / retail / professional service
Current availability	Approximately 1,200-5,500 SF in current public listing
Primary access	Kingsland Blvd / I-10 / Grand Parkway

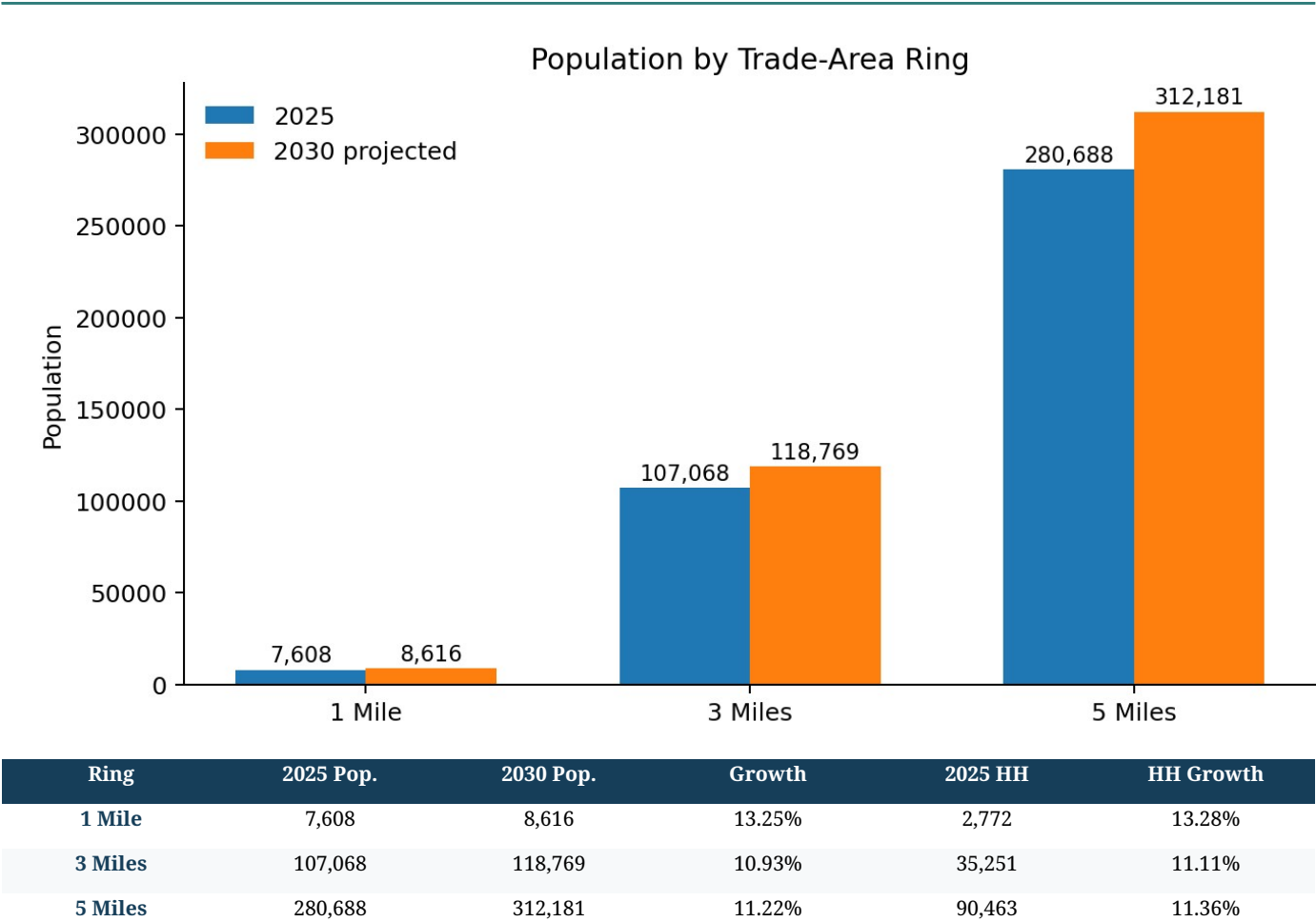
Location strengths

- Immediately behind Katy Mills, a regional shopping, dining and entertainment destination.
- Easy access to Interstate 10 and Grand Parkway (SH 99), providing regional connectivity across west Houston.
- Adjacent to the Katy Boardwalk District planning area, an approximately 86-acre mixed-use district envisioned for residential, commercial, hospitality and recreation uses.
- Surrounded by hotels, restaurants, retail and the broader Katy Mills commercial district.
- Current public marketing identifies the center as a high-traffic location with multiple office/retail configurations.

Source: LoopNet current leasing listing; City of Katy Boardwalk District development guidelines; Simon Property Group.

Population Scale & Growth

The property combines a large established population base with unusually strong projected growth.



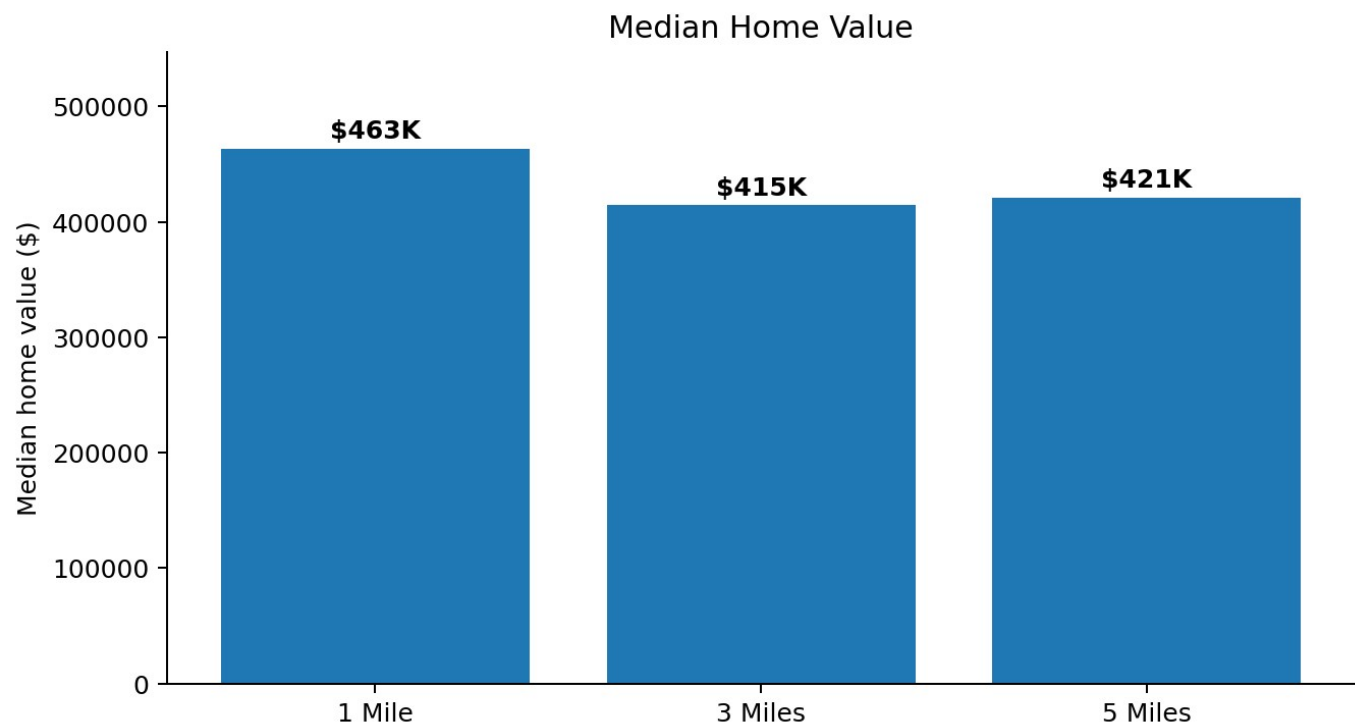
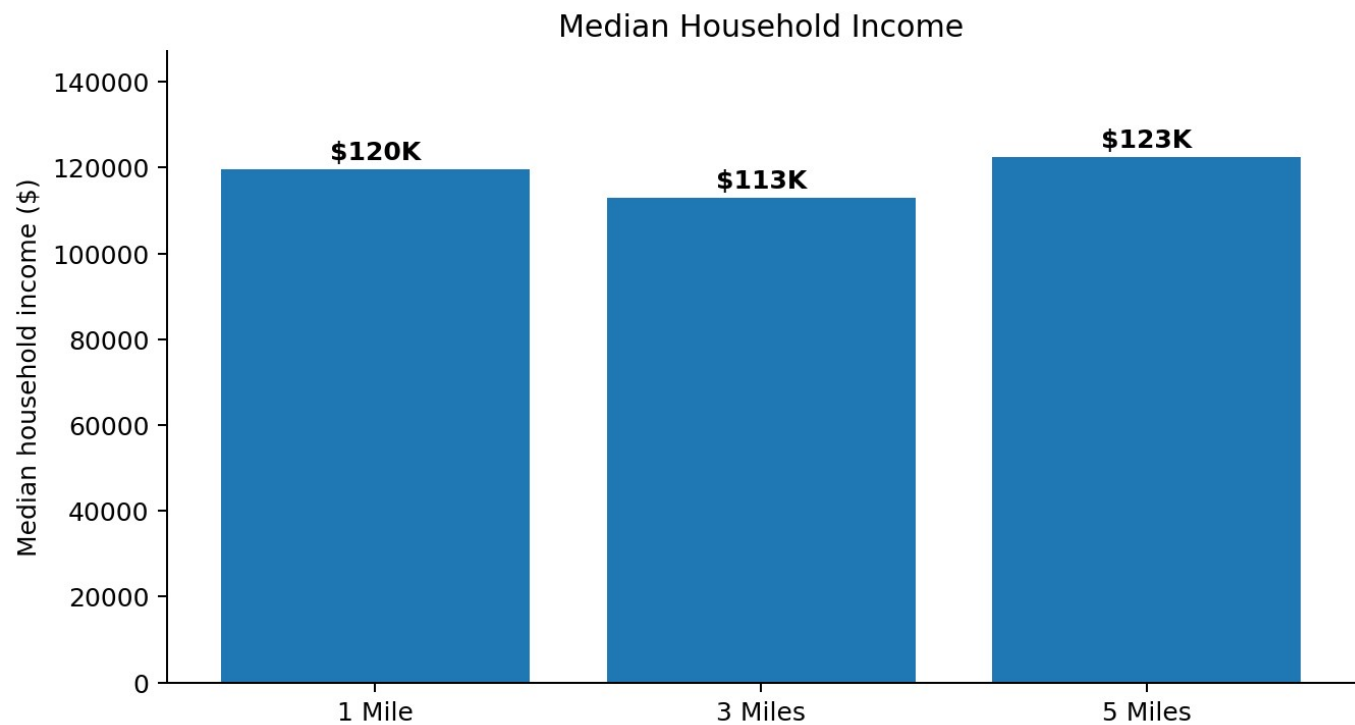
Leasing interpretation

- The three-mile trade area already contains more than 35,000 households and is projected to add roughly 3,900 households by 2030.
- The five-mile ring exceeds 90,000 households and is projected to grow by more than 10,000 households through 2030.
- Double-digit growth across every radius supports expanding demand for retail, healthcare, fitness, beauty, education and professional services.

Source: LoopNet property record demographics for 25311 Kingsland Blvd. 2030 values are vendor projections.

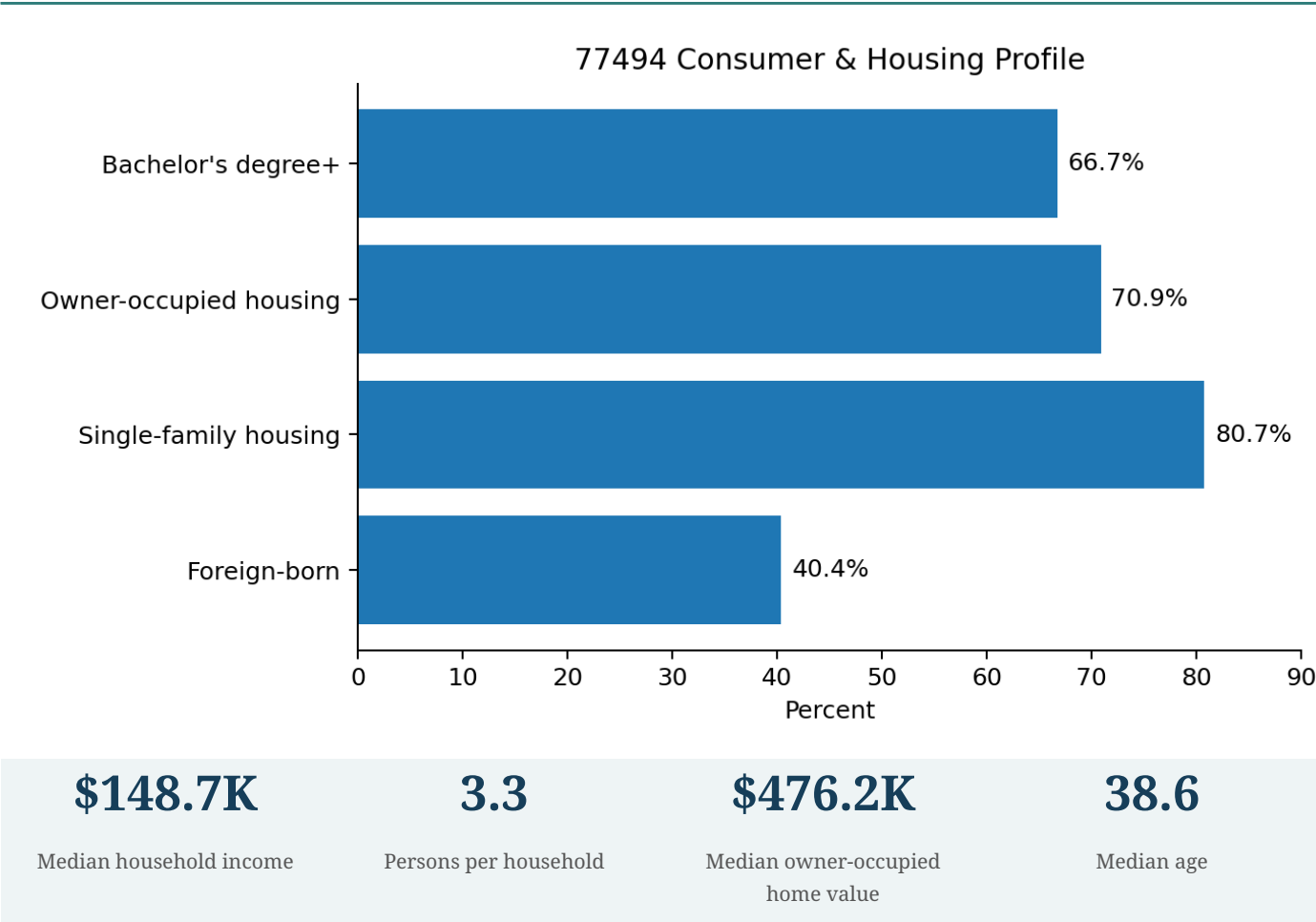
Six-Figure Household Income Across Every Ring

Household purchasing power remains strong even as the trade area expands outward.



Affluent, Highly Educated and Family-Oriented

ZIP 77494 provides a strong broader consumer profile surrounding the property.



Tenant implications

- A 66.7% bachelor's-degree attainment rate supports professional, medical, financial, education and specialty-service demand.
- Approximately 71% of occupied housing is owner-occupied, supporting stable neighborhood spending and recurring service relationships.
- More than 80% of housing units are single-family, reinforcing the area's suburban family character.
- A 40.4% foreign-born population signals a highly international customer base and supports culturally specific food, retail and professional services.
- Median household income in ZIP 77494 is nearly twice the Houston metro median, supporting discretionary spending.

Source: U.S. Census Bureau ACS 2024 via Census Reporter and Census data tables for ZIP Code Tabulation Area 77494.

Katy Mills, Employment and Future Mixed-Use Growth

Demand extends beyond surrounding rooftops because the property sits in one of Katy's principal regional commercial nodes.

Katy Mills

- Simon markets Katy Mills as South Texas' largest indoor outlet and value retail destination serving the 7M+ Houston metro population.
- Key tenants highlighted by Simon include Bass Pro Shops Outdoor World, Coach Outlet, Polo Ralph Lauren Factory Store and Michael Kors Outlet.
- The broader Katy Mills district includes hotels, restaurants, entertainment and highway-oriented retail.

Katy Boardwalk District

- The City of Katy's Boardwalk District covers approximately 86 acres adjacent to the Katy Mills area.
- The district's adopted purpose is to create a mixed-use destination combining commercial, residential and recreation uses.
- City Council continued to amend the Boardwalk District development framework in late 2025, so it should be marketed as an evolving planned district rather than as completed development.

Greater Katy employment base

- Recent Katy-area employer profiles identify Katy ISD, BP America, Shell USA, Academy Sports + Outdoors, Wood Group, Houston Methodist, Amazon, Igloo, H-E-B and Katy Mills among major employers.
- A 2025-26 Katy community guide lists Katy Mills / Simon Group at approximately 3,200 employees across retail, stores and offices.
- Katy Area EDC reports more than 33,000 businesses across the broader Katy region, including large retail, professional, healthcare and food-service sectors.

Source: Simon Property Group; City of Katy; Katy Area Economic Development Council; Fulshear-Katy Community Guide 2025-26.

Best-Fit Tenant Categories

The location can support both destination-oriented retail and recurring neighborhood/professional uses.

Tenant Category	Why the Location Fits
Medical / Dental / Wellness	Affluent households, large family base, strong population growth and regional accessibility.
Fitness / Boutique Wellness	High household income, young-to-middle-age families and expanding residential density.
Beauty / Med Spa / Personal Care	Strong discretionary income, owner-occupied households and recurring service demand.
Professional / Financial Services	Highly educated ZIP 77494 population and broad Greater Katy employment base.
Education / Tutoring / Enrichment	Large family households and strong educational attainment in the surrounding ZIP code.
Specialty Retail	Immediate proximity to Katy Mills plus strong residential purchasing power.
Restaurant / Food Concepts	Destination retail traffic, hotels, family households and regional highway access.
Showroom / Service Retail	Flexible office-retail configurations and convenient I-10 / SH 99 access.

Recommended leasing pitch

Katy Mills Crossing offers immediate access to Katy Mills and the I-10 / Grand Parkway corridor, more than 280,000 residents within five miles, six-figure household incomes across the trade area and double-digit projected population growth through 2030.

How to Use This Report

This report combines exact property-centered radius estimates with broader ZIP-code and regional market context.

Important methodology notes

- 1-, 3- and 5-mile demographics are centered on the exact property address, 25311 Kingsland Blvd, and come from the LoopNet property record.
- ZIP 77494 statistics are U.S. Census Bureau 2024 ACS 5-year estimates and describe a broader geography than the property-radius rings.
- 2030 radius figures are vendor projections, not official Census forecasts.
- Katy Boardwalk District is an evolving planned mixed-use district. This report intentionally avoids representing planned residential, hotel or conference-center components as completed unless separately verified.
- Katy Mills destination information is based on Simon Property Group's current 2026 leasing materials.
- For site selectors requiring drive-time, daytime-population, consumer-spending or mobile-location analytics, a parcel-centered Esri/CoStar/Placer.ai study would be a useful supplemental appendix.

Primary sources

- LoopNet - 25311 Kingsland Blvd property record and Katy Mills Crossing leasing listing.
- U.S. Census Bureau / Census Reporter - ZIP 77494, 2024 ACS 5-year estimates.
- Simon Property Group - Katy Mills leasing and current property information.
- City of Katy - Katy Boardwalk District development guidelines and 2025 council actions.
- Katy Area Economic Development Council - regional business and employer information.
- Fulshear-Katy Community Guide 2025-26 - current Katy-area employer profile.

Prepared: August 2026