



# Deerbrook Mall

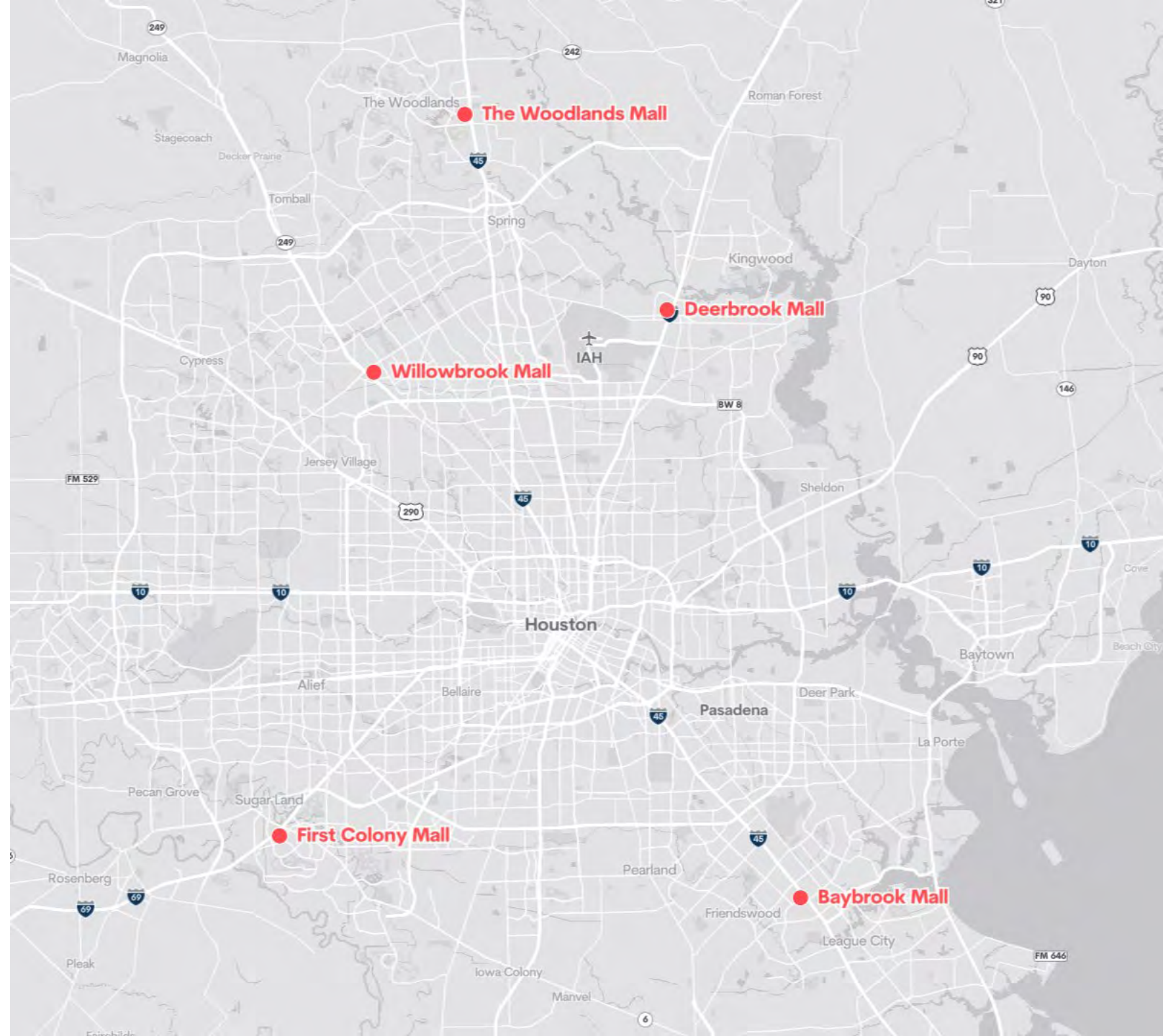
Humble, TX

# Houston's population continues to surge

Houston is expected to lead the nation's metro areas for number of new residents for years to come.

## Houston CBSA Demographics

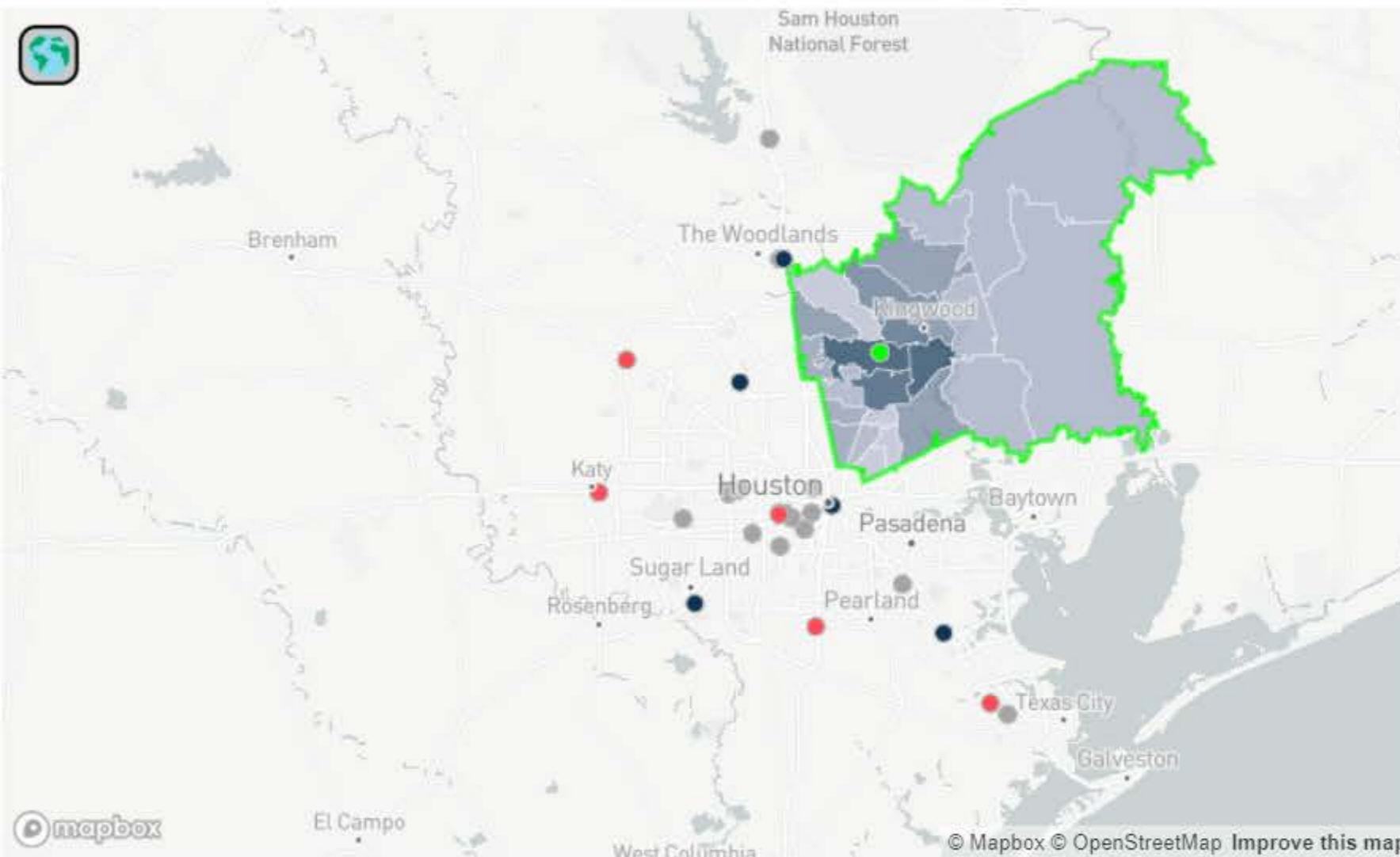
Population	7,246,553
5-Year Projected Growth	9.5%
Households	2,511,058
Average HHI	\$99,741
% HH earning \$75k+	46.735
% HH earning \$100k+	34.59%
% of HH with Bachelors Degrees or Higher	34%
% of Population 18-34	24.5%
Median Age	34.9



Source: ESRI



### Trade Area/Shopper Penetration for Deerbrook Mall



### Visitation Metrics

67.9%

% Visits within Trade Area

3.2

Shopper Frequency  
(Annual Visits/Person)

### Trade Area Demographics

857,471

Total Population

278,964

Total Households

23%

% of Pop 25+ with Bach.  
Deg. or Higher

34.5

Median Age

34%

% Of Households Earning  
\$100,000+

\$91,218

Average Household  
Income

Shopper Draw  
(By Zip Code)



Lower % of Visits

Higher % of Visits

#### Properties

(Retail Venues by Ownership)

- Brookfield Properties/Selected Center
- Other Major REITs
- Other Ownership



# Deerbrook Mall Property Overview

Deerbrook Mall is located in the Lake Houston Area of the Greater Houston metro, one of the nation's fastest-growing metropolitan areas. The region has attracted an accomplished workforce due to its low cost of living, diverse economic base and strong job growth, and market growth continues to increase by more than twice the projected national average rate.

Retailers at Deerbrook Mall benefit from access to this thriving market, and from foot traffic generated by the shopping center's strong retail lineup, which includes Dick's Sporting Goods, H&M, Victoria's Secret, Dillard's, JCPenney, Foot Locker, and Macy's. Numerous dining options and a 24-screen AMC Theatres give shoppers additional reasons to visit this outstanding retail and entertainment destination.

## PROPERTY INFORMATION

Address: 20131 Highway 59 North  
Market: Houston, TX  
Total Retail Square Footage: 1,294,318

## TRADE AREA PROFILE

2022 Population: 857,471  
2022 Households: 278,964  
2022 % of Households:  
w/Income \$75k+: 46.55%  
w/Income \$100k+: 33.52%  
2022 Average Household Income: \$91,218  
2022 % Pop Age 25+ w/Bachelor's Degree or Higher: 23.32%  
2022 Average Home Value: \$244,663  
2027 Projected Population: 934,454  
2027 Projected Households: 303,960  
2027 Projected Average Household Income: \$101,565

## 7-MILE RADIUS

2022 Population: 289,271  
2022 Households: 97,885  
2022 % of Households:  
w/Income \$75k+: 52.18%  
w/Income \$100k+: 38.58%  
2022 Average Household Income: \$99,269  
2022 % Pop Age 25+ w/Bachelor's Degree or Higher: 30.74%  
2022 Average Home Value: \$265,007  
2027 Projected Population: 317,930  
2027 Projected Households: 107,190  
2027 Projected Average Household Income: \$109,413

## DAYTIME EMPLOYMENT

3-mile radius total: 26,827  
White Collar: 58.5%  
Executive/Professional: 37.9%  
5-Mile radius: 52,723  
White Collar: 56.3%  
Executive/Professional: 35.5%

Source: Synergos

Spencer Dunn | Retail Leasing  
315.391.6022 | [spencer.dunn@bpretail.com](mailto:spencer.dunn@bpretail.com)

[BROOKFIELDPROPERTIESRETAIL.COM](http://BROOKFIELDPROPERTIESRETAIL.COM)

# In good company.

Be among over 100 tenants offering a selection of fashion retail shops, eateries, fitness, and entertainment.



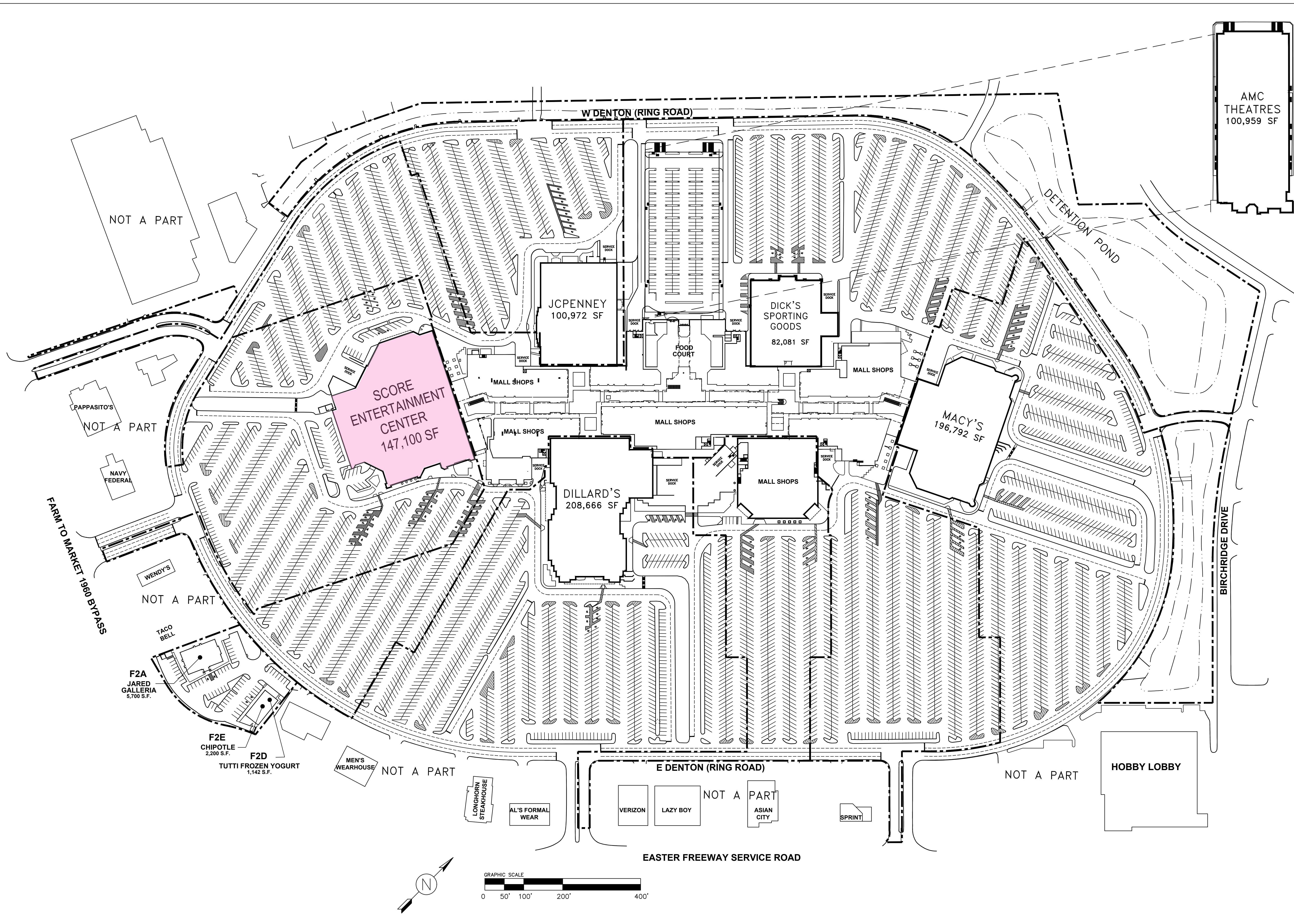
# Best in Class Sales Performance

- Retailers all around the property perform at the top of their respective chains.
- A sampling of how Deerbrook's Tenant's perform vs. other locations with Brookfield:
  - JD Sports - #2 location in BPR portfolio
  - Bath & Body Works - #2 location in BPR portfolio
  - Journey's Kidz - #2 location in BPR portfolio
  - Lids Locker Room - #2 location in BPR portfolio
  - Underground by Journey's - #2 location in BPR portfolio
  - Buckle - #3 location in BPR portfolio
  - Shoe Palace - #4 location in BPR portfolio
  - Hollister - #6 location in BPR portfolio
  - Aeropostale - #7 location in BPR portfolio
  - Champs - #8 location in BPR portfolio
  - G by Guess - #8 location in BPR portfolio

\*Based on R12 sales\*

**Brookfield**

**DEERBROOK MALL**  
20131 HIGHWAY 59 NORTH  
HUMBLE, TEXAS 77338



TENANT NAMES SHOWN ON THIS PLAN REPRESENT LEASES WHICH ARE EXECUTED, OUT FOR SIGNATURE, OR IN NEGOTIATION. SPECIFIC NAMES, LOCATIONS, DIMENSION OF ANY STORE, ENTRANCE, OR IMPROVEMENT ARE SUBJECT TO CHANGE, MODIFICATION AND DELETION BY LANDLORD OR OTHER PARTIES, AND ARE NOT A REPRESENTATION OF, OR WARRANTY AS TO THE OPENING OR CONTINUED OPERATION OF ANY STORE NAMED OR DEPICTED ON THIS PLAN.

NOTWITHSTANDING THAT CERTAIN OF THE ELEMENTS, INCLUDING BUT NOT LIMITED TO THE TENANT NAMES, SHOWN ON THIS PLAN MAY BE INDICATED AS FUTURE OR PROPOSED, LANDLORD MAKES NO REPRESENTATION THAT THE FUTURE DEVELOPMENT WILL OCCUR AS SHOWN.

ALL TENANT LEASE AREAS ARE MEASURED FROM THE CENTERLINE OF INTERIOR PARTITION, FROM THE OUTSIDE FACE OF EXTERIOR WALL, FROM THE FULL THICKNESS OF CORRIDOR AND SHAFT WALLS AND FROM THE EDGE OF SLAB AT ANCHOR STORE WALLS.

PROJECT NO: 3701  
DRAWN BY:  
© Brookfield Property REIT Inc.

DESCRIPTION  
**SITE PLAN**

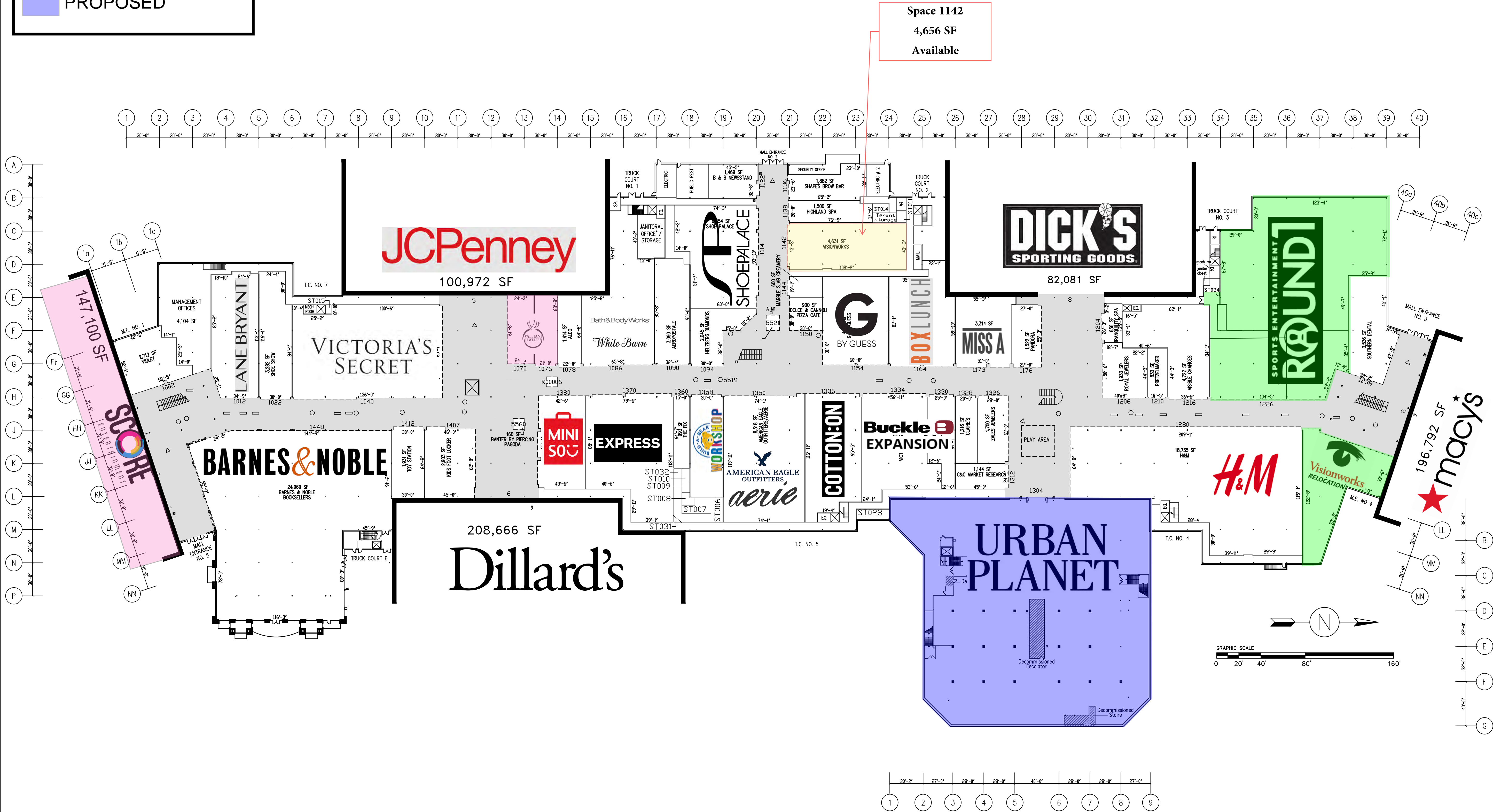
SHEET NO.  
**SP1**

DATE: October 2024

**DEERBROOK MALL**  
20131 HIGHWAY 59 NORTH  
HUMBLE, TEXAS 77338

**KEY**

- RECENT OPENINGS
- COMPLETED
- PROPOSED



TENANT NAMES SHOWN ON THIS PLAN REPRESENT LEASES WHICH ARE EXECUTED, OUT FOR SIGNATURE, OR IN NEGOTIATION. SPECIFIC NAMES, LOCATIONS, DIMENSION OF ANY STORE, ENTRANCE, OR IMPROVEMENT ARE SUBJECT TO CHANGE, MODIFICATION AND DELETION BY LANDLORD OR OTHER PARTIES, AND ARE NOT A REPRESENTATION OF, OR WARRANTY AS TO THE OPENING OR CONTINUED OPERATION OF ANY STORE NAMED OR DEPICTED ON THIS PLAN.

NOTWITHSTANDING THAT CERTAIN OF THE ELEMENTS, INCLUDING BUT NOT LIMITED TO THE TENANT NAMES, SHOWN ON THIS PLAN MAY BE INDICATED AS FUTURE OR PROPOSED, LANDLORD MAKES NO REPRESENTATION THAT THE FUTURE DEVELOPMENT WILL OCCUR AS SHOWN.

ALL TENANT LEASE AREAS ARE MEASURED FROM THE CENTERLINE OF INTERIOR PARTITION FROM THE OUTSIDE FACE OF EXTERIOR WALL, FROM THE FULL THICKNESS OF CORRIDOR AND SHAFT WALLS AND FROM THE EDGE OF SLAB AT ANCHOR STORE WALLS.

PROJECT NO: 3701  
DRAWN BY: AG  
© Brookfield Property REIT Inc.

DESCRIPTION  
LEASE PLAN  
LOWER LEVEL

SHEET NO.  
**LP1**

DATE: October 2024



