

PARAGON OUTLETS
HOUSTON, TX

EXPERIENCE. QUALITY. RELATIONSHIPS.

PARAGON
OUTLETS

PARAGON OUTLETS HOUSTON, TX



City: Rosenberg, TX

County: Fort Bend

GLA: 300,000sf

OPENING: 2017



CENTER OVERVIEW

- Paragon Outlets Houston is a 300,000 square foot outlet destination on US 59 / Interstate 69 in Rosenberg.
- Ten minutes southwest of Sugar Land in one of the most affluent and fastest growing cities in Texas.
- This easily accessible ground up development is only 25 minutes southwest of downtown Houston and 30 minutes away from Pearland.
- Within 20 miles there are more than 1.5 million people with an average household income in excess of \$93,000.
- Nearly 6.3 million people live in the Houston-The Woodlands-Sugar Land metropolitan area, making it the 5th-largest MSA in the nation.

PARAGON OUTLETS HOUSTON, TX

4th

largest city in
the country

5th

largest MSA in
the nation

Houston ranks on numerous
"best of" lists including
Travel & Leisure's roundup of
America's Favorite Cities.

Ranked the 2nd fastest
growing city in the US

The most populous
city in Texas



HOUSTON

Houston is a diverse, cosmopolitan global city that is home to nearly 6.3 million people. It is the 4th largest city in the US (trailing only New York, Los Angeles and Chicago). A recent study by the US Council of Mayors predicted Houston will grow larger than Chicago by the year 2050.

- If Houston were an independent nation, it would rank as the world's 30th largest economy.
- Between 2000 and 2013, Greater Houston's population expanded by 35% while New York, Los Angeles, Boston, Philadelphia and Chicago grew by 4% to 7%.
- With its low cost of living and high rate of job growth Houston and the surrounding metro region have become a top destination for college graduates and young families.
- Some of the toniest addresses in Houston are found within communities such as Bunker Hill Village, River Oaks and Bellaire on the southwest side of the city approximately 25 miles from Paragon Outlets Houston. River Oaks has one of the wealthiest zip codes in the US and is often compared to Beverly Hills, with home values ranging from \$1 million to upwards of \$20 million.
- Highest growth in new households of any major city between 2014 and 2017 according to Pitney Bowes
- Houston now has the highest standard of living of any large city in the US and among the highest in the world.
- Houston has the highest total personal income in the US. It ranks a close 2nd to San Jose (Silicon Valley) in millionaire growth rate.
- Record number of domestic and international travelers visited Houston in 2015. 17.5 million travelers in 2015 which is up 18 percent from 14.8 million the year before.

#7

in job growth

Forbes recently ranked Houston #25 in its list of best places for business and careers.

Headquarters for 26 Fortune 500 companies are based in Houston.

During 2012 retail sales reached an estimated \$109.7 billion

Houston is the gateway for Mexico and Latin America

HOUSTON (CONT)

- Houston is considered the energy headquarters of the US and a world center for virtually every oil and gas industry including exploration, production, transmission, marketing, supply and technology. Known as the Energy Capital of the Future, Houston is growing its presence in both traditional and renewable forms of energy technology. The city is one of the most important industrial bases in the world and is home to nearly 6,100 manufacturers.
- Home to NASA's Johnson Space Center, an aerospace hub with one of NASA's largest R&D facilities and a source of the nation's best high-tech professionals in science and engineering.
- In 2012 Bush Intercontinental served over 39.8 million passengers while Hobby served more than 10.4 million passengers.
- Houston has the fastest growth in foreign visitors. It ranked 7th on The New York Times' list of the 46 Places to Go in 2013.
- The city is a cultural center with more than 200 institutions dedicated to the arts, science and history, and nearly 500 cultural, visual and performing arts organizations.



▲ Home to the Texas Medical Center, the largest concentration of hospitals and research institutions in the world and, by itself, the metro region's 3rd-largest source of jobs.



9th

fastest-growing county
in the country

#6

in the nation for
employment growth

Home to five of the
top 20 Master Planned
Communities in the U.S.

Top 10 Employers:

- Fort Bend ISD
- Lamar CISD
- Fluor Corporation
- Fort Bend County
- Schlumberger Technology Corporation
- Richmond State School
- Methodist Sugar Land Hospital
- Texas Instruments
- Texas Department of Criminal Justice
- United Parcel Service

FORT BEND COUNTY

- Paragon Outlets Houston is located in Fort Bend County
- Population of more than 640,000
- Fort Bend School District is Texas's 7th largest with more than 71,000 students enrolled throughout 74 campuses, 11 high schools, 14 middle schools and 45 elementary schools.
- The Washington Post and US News & World Report both rank Fort Bend's high schools on their lists of Top High Schools in the nation.
- Most family-friendly community in Texas
- By 2030 the population is expected to exceed one million.
- In 2013, the average annual household income was \$109,000.
- Over the past 20 years Fort Bend County has continuously ranked as one of the top 20 counties in the US for economic excellence and population growth.
- Fort Bend County leads the region for job creation in numerous industries including energy, healthcare, engineering, development, and entertainment.
- The county is the regional leader in having a dynamic educated workforce that attracts many new industries to the area such as software development and innovative gaming studios.



10 minutes from site

#3

Top Best Cities to
Live in the U.S.

One of the most
affluent and fastest
growing cities
in Texas

SUGARLAND, TX

- Sugar Land is the 3rd largest city in population in the Houston metropolitan area
- 2nd largest in economic activities in the Houston metro area
- Over 86,000 people live in Sugar Land.
- In the last decade, the city has grown more than 158%
- Large energy industry presence in Sugar Land includes the headquarters for several high-profile regional and international corporations; among them Fortune 500's CVR Energy, Inc., Minute Maid, Noble Drilling, Western Airways, and Nalco Champion's Energy Services division
- Large number of international energy, software, engineering and product firms located in the city.



PARAGON OUTLETS HOUSTON, TX



PROPERTY INFORMATION

Location:
The southeast quadrant of
US-59 and Reading Road
in Rosenberg, TX

County: Fort Bend

GLA: 300,000sf

OPENING: 2017

DEMOGRAPHICS (ESRI)

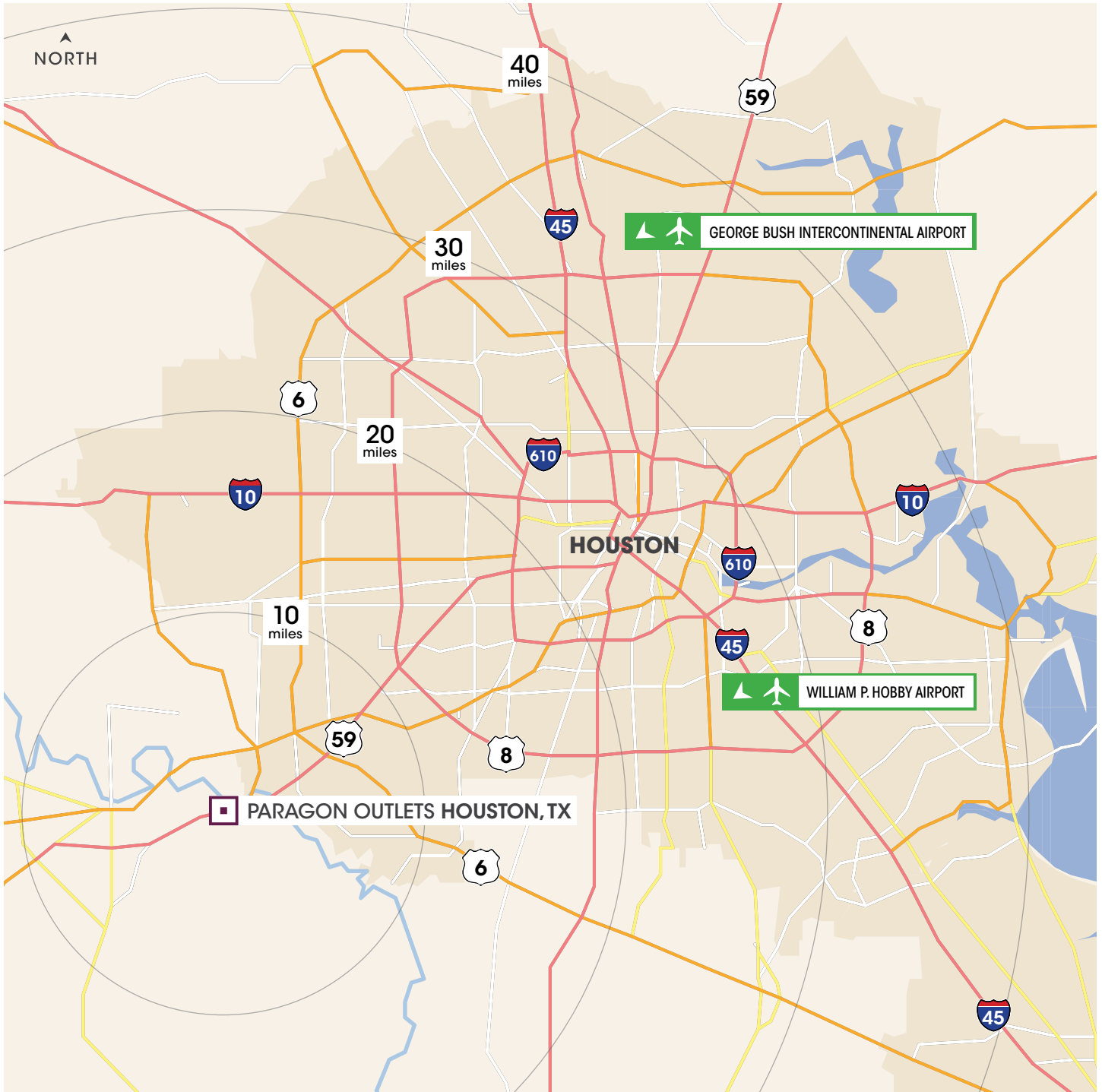
RADIUS	2015 POPULATION	2015 AVG. HH. INC.	2020 (projected) POPULATION	2020 (projected) AVG. HH. INC.
10 miles	228,476	\$119,720	262,804	\$133,452
15 miles	745,240	\$109,897	852,660	\$125,016
20 miles	1,511,948	\$93,068	1,690,715	\$105,930
30 miles	3,110,436	\$90,128	3,430,615	\$102,463
45 miles	5,535,505	\$84,410	6,059,544	\$95,882
50 miles	5,994,064	\$85,557	6,567,091	\$97,090
60 miles	6,413,802	\$85,089	7,031,125	\$96,525

PARAGON OUTLETS HOUSTON, TX

LOCATION

The site is located in the southeast quadrant of US 59 and Reading Road in Rosenberg, TX

Latitude 29.53746, Longitude -95.75915 (per ESRI)



PARAGON OUTLETS HOUSTON, TX

AERIAL

The site is located in the southeast quadrant of US 59 and Reading Road in Rosenberg, TX

Latitude 29.53746, Longitude -95.75915 (per ESRI)



Daily Traffic:
(vehicles daily)

US 59 | 75,000

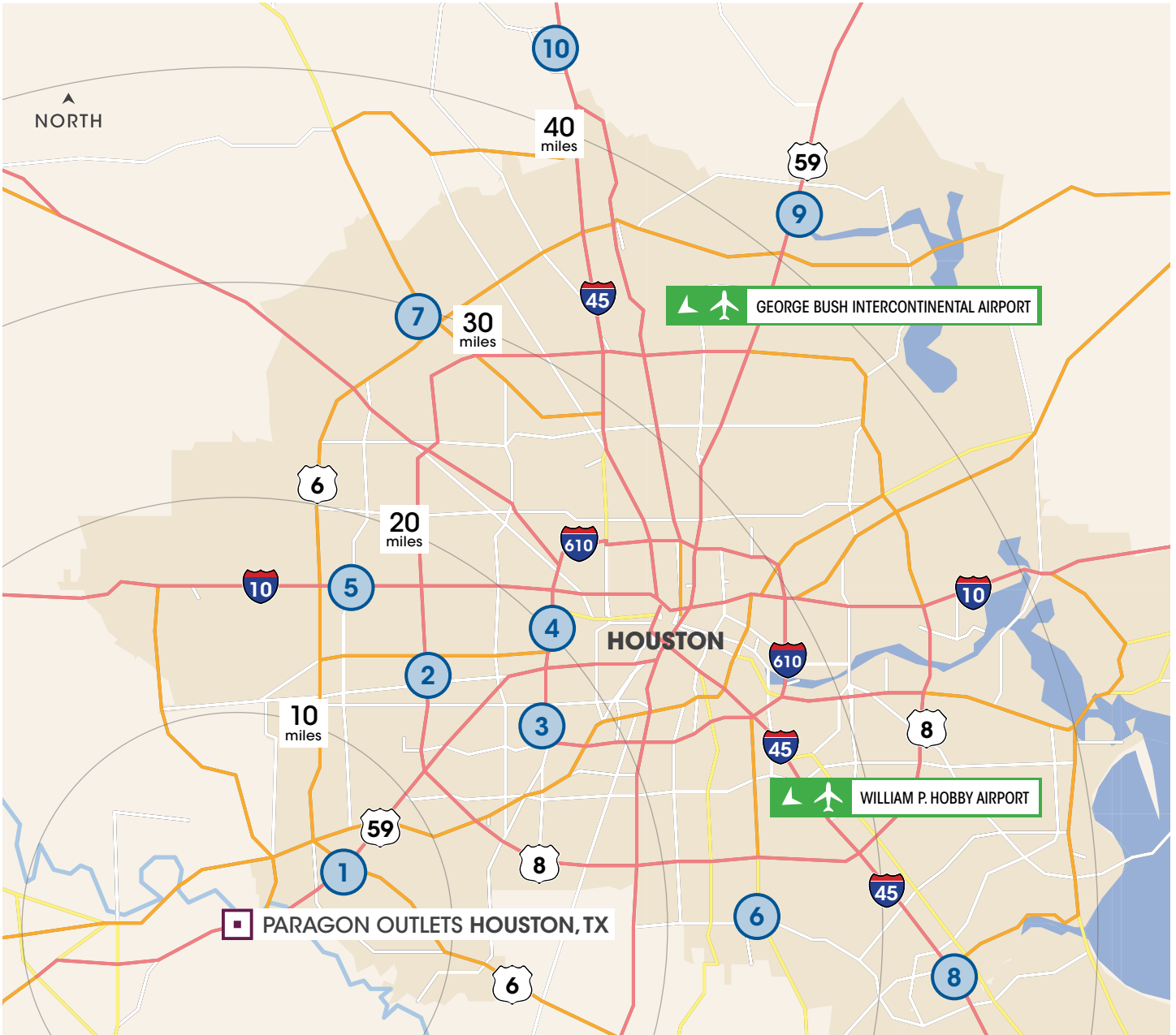
Reading Road | 12,500

Spacek Road | 4,170

Brazos Town Crossing | 8,200

PARAGON OUTLETS HOUSTON, TX

COMPETITION - FULL PRICE MALLS



1 - First Colony Mall

9.7 drive miles / 8.9 straight miles
Owner: General Growth Properties

2 - West Oaks Mall

18.7 drive miles / 15 straight miles
Owner: Pacific Retail Capital Partners

3 - Meyerland Plaza

22.3 drive miles / 20.6 straight miles
Owner: Fidelis Realty Partners

4 - The Galleria

24.5 drive miles / 22.4 straight miles
Owner: Simon Property Group

5 - Memorial City Mall

25.9 drive miles / 21.4 straight miles
Owner: MetroNational

6 - Pearland Town Center

30.4 drive miles / 22 straight miles
Owner: CBL & Associates

7 - Willowbrook Mall

37.4 drive miles / 32 straight miles
Owner: General Growth Properties

8 - Baybrook Mall

43.9 drive miles / 36.7 straight miles
Owner: General Growth Properties

9 - Deerbrook Mall

49.5 drive miles / 43.8 straight miles
Owner: General Growth Properties

10 - The Woodlands Mall

59.5 drive miles / 47 straight miles
Owner: General Growth Properties

Houston's Top Largest Employers

Memorial Hermann
Healthcare System
19,500 employees

Continental Airlines, Inc.
16,000 employees

The University of Texas M.D.
Anderson Cancer Center
15,000 employees

Exxon Mobil
13,000 employees

Shell Oil Company
13,000 employees

Kroger Company
12,000 employees

National Oilwell Varco
10,000 employees

The Methodist Hospital
9,991 employees

The University of Texas
Medical Branch at Galveston
9,318 employees

BUSINESS & EMPLOYMENT

- Houston's economy has an expansive industrial base in energy, manufacturing, aeronautics, and transportation. It leads in health care sectors and building oilfield equipment.
- Wind and solar renewable energy sources are growing economic bases for the city. The Port of Houston, the 10th-largest port in the world, is a man-made shipping channel that ranks 1st in the United States in international commerce.



- Houston has a strong presence in the international community. There are 92 consular offices established by foreign governments in metropolitan Houston – the 3rd highest in the nation. Thirteen nations are represented by 25 foreign banks operating in Houston, and 40 foreign governments maintain trade and commercial offices in the city.
- Houston is the home of the Texas Medical Center—the world's largest concentration of healthcare and research institutions (45.5 million square feet within 280 buildings in a 1,300 acre area).

PARAGON OUTLETS HOUSTON, TX



BUSINESS & EMPLOYMENT (CONT)

Of the 52 Texas companies on the 2014 Fortune 500 list, 26 are in Houston:



PHILIPS 66 NEW HEADQUARTERS



HALLIBURTON CO.

- #6: Phillips 66
- # 47: ConocoPhillips
- # 56: Enterprise Products Partners
- #63: Sysco Corp.
- #70: Plains GP Holdings
- #103: Halliburton Co.
- #131: National Oilwell Varco
- #132: Baker Hughes
- #179: Apache Corp.
- #188: Marathon Oil Corp
- #202: Anadarko Petroleum Corp.
- #203: EOG Resources
- #206: Kinder Morgan
- #207: Waste Management
- #286: Cameron International Corp.
- #307: Group 1 Automotive
- #333: CenterPoint Energy
- #360: KBR
- #368: FMC Technologies
- #395: Targa Resources Corp.
- #396: Quanta Services
- #414: Calpine Corp.
- #461: Spectra Energy Corp.
- #478: MRC Global
- #485: Buckeye Partners
- #491: Noble Energy



CONOCO PHILIPS



HOUSTON ROCKETS



THE ALLEY THEATRE



NASA'S LYNDON B. JOHNSON SPACE CENTER



HOUSTON LIVESTOCK SHOW AND RODEO

TOURISM

- Houston is represented by 3 of the 4 major sports leagues in the US: the **Astros** (MLB), **Rockets** (NBA) and **Texans** (NFL).
- The Shell and Pennzoil Grand Prix of Houston is an annual auto race on the IZOD IndyCar Series circuit held on a 1.7-mile temporary street course in Reliant Park.
- The Museum District attracts more than 7 million visitors a year. Notable facilities include **The Museum of Fine Arts**, the largest cultural institution in the southwest region, **Houston Museum of Natural Science**, one of the most heavily attended museums in the US, and the **Contemporary Arts Museum Houston**, a leading destination to experience dynamic, innovative art.
- Over 1.84 million visitors enjoy spending time at the **Houston Zoo** each year and attend a variety of public and private events and entertainment.
- **The Theater District**, a 17-block area in the center of downtown Houston, is home to 9 major performing arts organizations and 6 performance halls. It is the 2nd-largest concentration of theater seats in a downtown area in the country.
- Houston was nicknamed "Space City" in 1967 because it is home to **NASA's Lyndon B. Johnson Space Center**. The center is located on nearly 1,700 acres southeast of downtown Houston
- The City of Houston's **George R. Brown Convention Center** is a gathering place for more than 1 million visitors every year.
- Held each March, the annual **Houston Livestock Show and Rodeo** is the world's largest live entertainment, rodeo, and livestock exhibition. Since moving the event into Reliant Center and Reliant Stadium in 2002, annual attendance has steadily grown to over 2.4 million guests.

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EDUCATION

The University of
Houston - Sugar Land
8 miles from site
2,930 enrolled

The University of
Houston Cinco Ranch
21 miles from site

Rice University
29 miles from site
6,490 enrolled

The University of
Houston - Downtown
31 miles from site
13,915 enrolled

The University of Houston
32 miles from site
40,750 enrolled

The University of
Houston - Clear Lake
47 miles from site
4,950 enrolled



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