

Retail Analysis and Merchandising Plan

Colleyville, Texas

Colleyville Economic Development Corporation

100 Main Street
Colleyville, TX 76034
August 31, 2010

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Source: City of Colleyville



Source City of Colleyville

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EXECUTIVE SUMMARY

Mr. Marty Weider
Colleyville EDC
100 Main Street
Colleyville, TX 76034

Mr. Marty Weider,

Catalyst Consulting + Solutions™ has been retained by the City of Colleyville to perform an in-depth retail market analysis with the purpose of identifying best fit in-line retail operators for the City of Colleyville whose criteria are a match based on market factors. These include: demographics, psychographics, demand/leakage analysis, and the physical constraints of available properties within the study area. This Merchandising Plan is a collection of resource materials intended to provide information to retailers regarding the suitability of properties within Colleyville and as a resource for the community.

The results of this Merchandising Plan are reflective of current market trends in the trade area, retailer site criteria, and the vision of Colleyville, as communicated by key stakeholders. The intent of this effort was to ensure that future retail in Colleyville would be consistent in market and economic reality and align with internal objectives of the stakeholders.

Our findings conclude that favorable retail characteristics exist along primary retail nodes along Highway 26, at North Tarrant and Precinct Line Road, and along 121 near Glade Road. Because of Highway 26's connectivity to major population, employment centers and other major thoroughfares, Highway 26 is highly beneficial to the City of Colleyville. Retail along Highway 26 should be carefully planned to maximize its potential. Traffic counts along Highway 26 are between 26,000 and 39,000 vehicles per day. Colleyville's strategic position in the high-growth sub-market of north Tarrant County is the North Tarrant Council of Government's 47th most populous city (2009 population 23,241) and is ranked 110 of 157 in percent growth with .22% from 2008-2009¹. Colleyville is one of the most economically resilient municipalities, due to its proximity to the Dallas/Fort Worth International Airport, affluent population, quality school district, and central location to a diverse population base making Colleyville a good location for commercial growth and sustainability.

The current population of the Colleyville is 23,241². The population of the Primary Trade Area, as identified by Catalyst Consulting + Solutions™, is 254,170³ with a projected growth of 1.73%⁴ over the next 5 years. The residents within the Primary Trade Area possess an

aggregate purchasing power of \$3,388,836,050. This trade area contains undersupplied retail categories in several types of retail categories. While many attributes are strong, Colleyville's challenges are accessibility, its close proximity to competitive markets, homogenous demographics of surrounding communities, limited commercial properties for large scale development, and over supply of certain uses within the region. These collective factors reduce the number and type of retail opportunities. This Merchandising Plan is intended to outline some of the highest and best retail uses based upon the demand and profile of Colleyville taking into account both the positive (+) and negative (-) features.

Best Regards,

Jason Claunch
President
Catalyst Consulting + Solutions™,
A Catalyst Commercial, Inc. company

¹ NTCOG

² Source: ESRI

³ Source : ESRI

⁴ Source: ESRI

MERCHANDISING PLAN

Property Analysis

According to Costar, there are 181 retail properties in Colleyville. As a part of the Merchandising Plan, Catalyst evaluated the following properties: The Village at Colleyville, Town Square, Colleyville Town Center, 6100 Colleyville, Colleyville Plaza (former Kroger), Village Park at Colleyville, 4718 Colleyville, 4620 Colleyville, 3919 Colleyville, Glade Points, Colleyville Plaza, Colleyville Square, Longwood Plaza, The Gardens of Colleyville, Village Front Door, Tara Village, 5005 Colleyville Boulevard, Via Colleyville (8300 Precinct Line Road), 6225 Colleyville and NEC of Colleyville and Glade Rd.

Vacancy rates are a good barometer of overall retail health of properties for comparison purposes. The vacancy rate for Dallas/Fort Worth was 9.4% at the end of the third quarter 2009. The following chart (Chart 1) is a comparison of the vacancy rates of Colleyville (in market), properties 10,000 to 999,999 square feet within 10 miles, and properties within a 5 mile region of Colleyville. Colleyville has a lower vacancy rate (15%) compared to properties within a five (5) mile and 10 mile region at 20% each. Although vacancy rates are valuable indicators, factors such as age, size and location can affect vacancy, and each property should be studied in detail to outline its risks.



Chart 1

Rental rates are also a good measure of the health of certain properties. The following chart (Chart 2) is a comparison of the average rental rates of Colleyville, Southlake, and properties within a 5 mile region of Colleyville. The chart reflects a higher rental average in Southlake (\$24.00) compared to (\$15.00) in Colleyville and (\$14.00) in a five mile region. Generally rent, as a portion of a tenants operating cost, is within a 6-12% percentage of total sales. Based upon this information, overall Colleyville achieves a higher sales metric that its peers within 5 miles, and Southlake has a higher rental average than Colleyville and the 5 mile region around Colleyville.

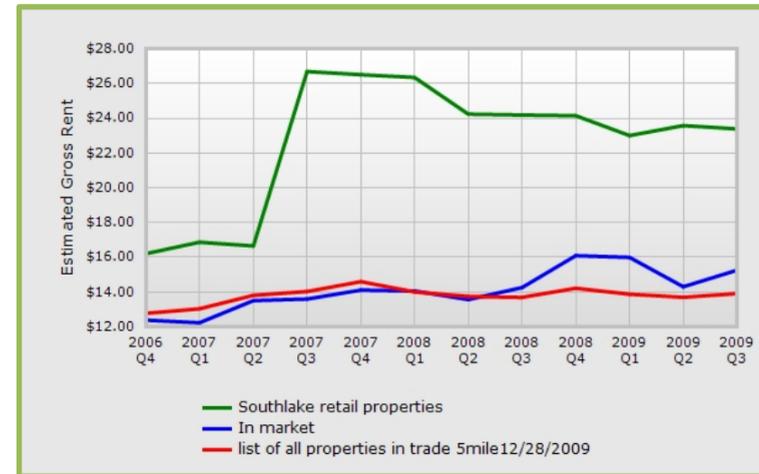


Chart 2

Using historical absorption and delivery data, the following chart shows a spike in delivery Q1-Q2 2010 and an increase in vacancy due to delayed absorption with no net new deliveries after 2010 and a stabilization of vacancy near 18% in Q2 – Q3 2011.

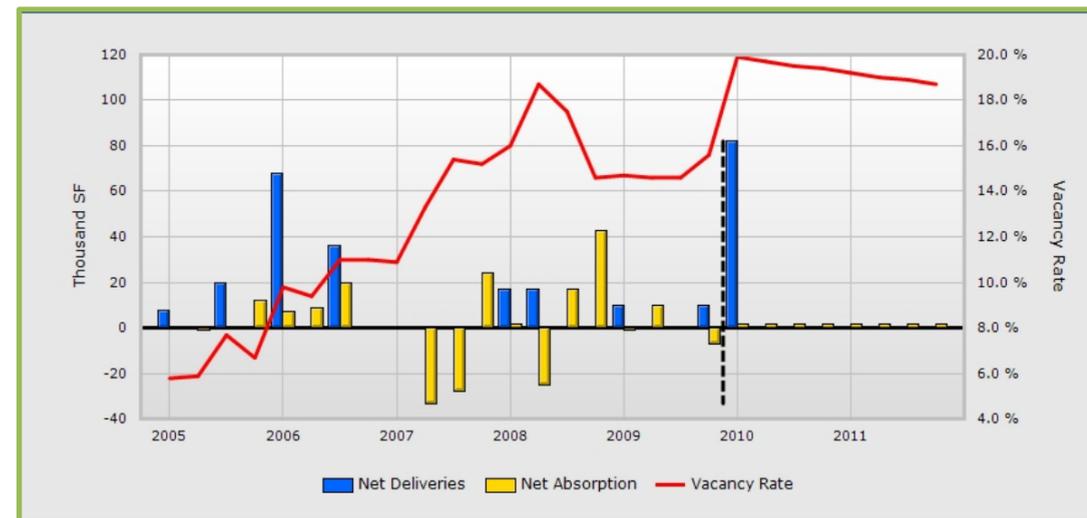


Chart 3

Village at Colleyville – (Property #1)



The Village at Colleyville is located at Main Street and Highway 26, Colleyville, Texas 76034.

Project Description

The Village consists of office, retail and restaurant uses. The Village at Colleyville is anchored by the City of Colleyville Town Hall and other municipal offices. Major retail tenants include Bella Rouge, Curves, Elixir Salon, Get Fit, Luxor jewelers, Milwaukee Joe’s, Spa at the Village. Restaurants include Ruggeri’s, Main Street Chop House, and Primo’s (planned).

Accessibility

The Village at Colleyville has good accessibility with primary access from Highway 26 via Main Street.

Visibility

The Village at Colleyville has visibility from Highway 26. The Village sits behind undeveloped land and parcels and buildings fronting Highway 26. The visibility is slightly obstructed from these improvements and provides moderate visibility to retailers closest to Highway 26 but limited visibility to a portion of the in-line shop space near Colleyville City Hall.

Size

The Village at Colleyville is 133,644 square feet with 26,766 square feet of vacancy as of December 2009⁵.

Traffic Counts

Traffic counts are 2,560 on Main Street (Jan 2010) and 29,700 on Highway 26 (Jan. 2010⁶).

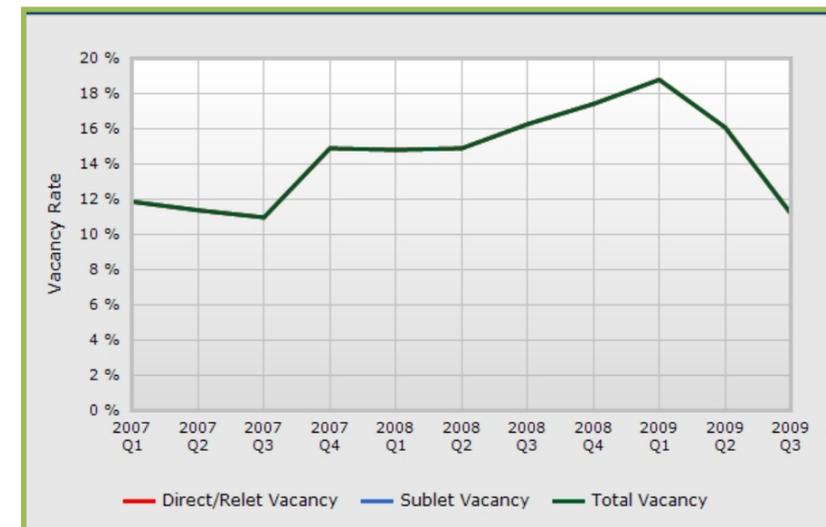
⁵ Costar, Realty Capital
⁶ City of Colleyville

Property Summary		
	Sq ft	
Total SF	133,664	
Vacancy	26,766	18%
Average Asking Rent	\$20.00	

Source: Realty Capital, Costar, Catalyst

Demographic Summary			
	1 mile	3 Mile	5 Mile
Population	5,374	76,046	243,996
Median Income	\$113,936	\$95,627	\$76,896
Average Income	\$143,951	\$127,544	\$102,707

Source: ESRI



Source: Costar

Existing Tenants

The property consists of approximately 133,644 square feet. Retail tenants are listed below in (Table 1).

Tenant	Category
Tivoli Wines	Beer/Liquor/Wine
Lash Lounge	Salon
Station House	Cards/Stationary
The Pink Hanger	Apparel Retail
Florist	Florist
Curves	Health Clubs/Gyms
Get Fit	Health Clubs/Gyms
My Gym	Health Clubs/Gyms
Bella Rouge	Home Furnishings
Luxor	Jewelry
David Kim MD Bariatric Surgery	Medical
Michael Green, MD (Center for Aesthetic Surgery)	Medical
Waddell Internal Medicine	Medical
Event Planning	Office
I doc Optical	Optical retailer
Cheveu Wig Boutique	Other
Piazza in the Village - Wedding Chapel	Other
Elixir Salon and Spa (Aveda)	Spa
Premier Photography	Photofinishing/Portrait Studios
The Spa at the Village	Spa
Cafe 26 - planned	Restaurant
Milwaukee Joes	Restaurant - Ice Cream/Yogurt
Ruggeri's	Restaurant - Italian
Main Street Chop and Fish House	Restaurant - Seafood

Table 1

Vacancy

According to information provided by Realty Capital and Costar, there is currently 11,262 square feet of vacancy (see Table 2).

Suite	Address	Vacancy	
D	33 Main	Vacant	1,562
E	33 Main	Vacant	1,835
B	33 Main	Vacant	1,025
190	55 Main	Vacant	3,500
100	62 Main	Vacant	2,197
120	16 Village Ln	Vacant	1,143
Total Retail Vacancy			11,262

Table 2

Colleyville Town Center – (Property #2)



Colleyville Town Center is located at 5501-5516 Colleyville Boulevard, Colleyville, Texas 76034. Colleyville Town Center is located on the SEC of Hall Johnson and Highway 26.

Project Description

Colleyville Town Center is a United Marketplace grocery anchored project with Bank of America, Borders, Lifetime Fitness, Wachovia, Metro Cinema, McAlister's Deli, FedEx and other local and regional in-line operators.

Accessibility

Colleyville Town Center has good accessibility with access from Hall Johnson, Highway 26 and Church Street.

Visibility

Colleyville Town Center has good visibility from Highway 26, Hall Johnson and Church Street.

Size

Colleyville Town Center is 395,403 square feet with 41,688 square feet of vacancy as of December 2009⁷.

Traffic Counts

Traffic counts are 29,700 on Highway 26 and 11,700 on Hall Johnson⁸.

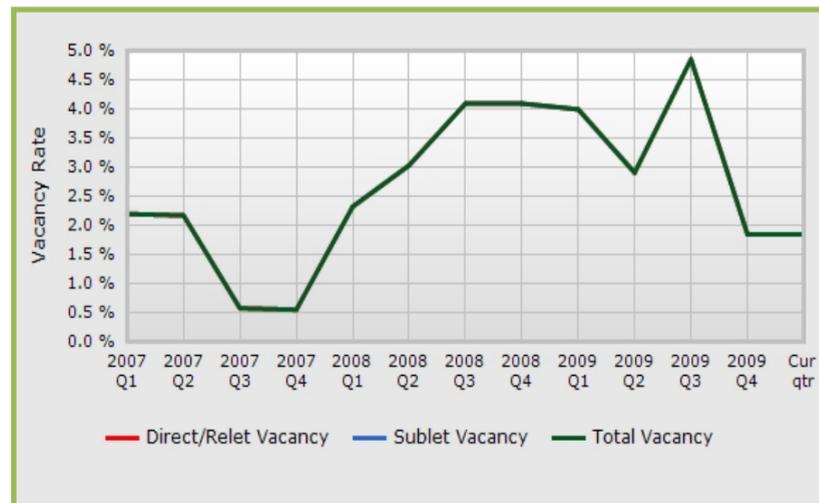
⁷ UCR
⁸ CoStar

Property Summary		
	Sq ft	
Total SF	395,403	
Vacancy	36,584	9.25%
NNN \$	\$6.21est	
Average Asking Rent	\$24-\$28	

Source: UCR, Costar, Catalyst

Demographic Summary			
	1 mile	3 Mile	5 Mile
Population	5,683	73,556	231,852
Median Income	\$120,005	\$104,261	\$77,980
Average Income	\$144,312	\$137,290	\$104,394

Source: ESRI



Source: Costar

Existing Tenants

The property consists of approximately 395,403 square feet (Table 1).

Tenant	Category
Opaj boutique	Apparel - Womens
Austin Lorin	Apparel Retail
Bank of America	Bank
Wachovia Bank	Bank
Borders Books	Book Store
Rembrant Florist	Florist
Great Clips	Hair Cutter/Salon
Back N' Time Barbershop	Hair Cutter/Salon
Art Impressions	Hobbies/Craft/Art Supplies
Hobby Town USA	Hobbies/Craft/Art Supplies
Lee Lighting	Home Furnishings
Paige's	Houseware/Giftware
Massage Envy	Massage
Colleyville Cinema Grille Imax	Movie Theater
Paradise Nail Salon	Nail Salon
Alamo Title Company	Office - Real Estate Company
Remax	Office - Real Estate Company
Merle Norman	Optical Retailer
Simply Eyes	Optical Retailer
Kinko's	Photocopy/Printing
Portrait Innovations	Photofinishing/Portrait Studios
Celebrity Cafe and Bakery	Restaurant - Bakery
McAlister's Deli	Restaurant - Deli
McDonald's	Restaurant - Fast Food/QSR (regional)
Piccomolo	Restaurant - Ice Cream/Yogurt
Costa Vida	Restaurant - Mexican
Gloria's Mexican Restaurant	Restaurant - Mexican
Red Brick Pizza	Restaurant - Pizza
Quick Thai	Restaurant - Thai
Royal Maison Day Spa	Spa

Luke's Locker	Sporting Goods Store
Sprint	Wireless Store
Le Sara Cupcake	Restaurant - Bakery
Tutti Frutti Yogurt	Restaurant - Ice Cream/Yogurt
Lapels Dry Cleaners	Dry Cleaning/Laundry

Table 1

Vacancy

According to information provided by UCR, there is currently 41,638 square feet of retail vacancy (see Table 2)

Suite	Address	Floor 1 Vacancy	
100	A-1	Vacant	6,450
100	F-1	Vacant	3,546
110	F-2	Vacant	3,950
430	G-2	Vacant	1,304
320	K-2	Vacant	2,478
300	K-4, K5	Vacant	3,593
220	H-4	Vacant	1,100
100	J-1	Vacant	2,400
140	J-3	Vacant	5,027
200-240	J-5 & J-6	Vacant	7,790
340	J-11	Vacant	2,000
100	L-1	Vacant	2,000
Total Retail Vacancy			41,638

Table 2

Colleyville Town Square – (Property #3)



Colleyville Town Square is located at 5600-5604 Colleyville Boulevard, Colleyville, Texas 76034. Colleyville Town Square is located on the NWC of Church and Highway 26.

Project Description

Colleyville Town Square is a neighborhood retail strip center with United Community Bank, Subway, Edward Jones and other local and regional in-line operators.

Accessibility

Colleyville Town Square has good accessibility from Highway 26.

Visibility

Colleyville Town Square has good visibility from Highway 26.

Size

Colleyville Town Center is 32,330 square feet with 6,810 square feet of vacancy as of December 2009⁹.

Traffic Counts

Traffic counts are 29,700 on Highway 26 and 11,700 on Hall Johnson¹⁰.

⁹ Costar
¹⁰ Costar

Property Summary		
	Sq ft	
Total SF	32,330	
Vacancy	6,810	21.1%
NNN \$	\$5.86	
Average Asking Rent	\$18-\$22	

Source: Costar, Catalyst

Demographic Summary			
	1 mile	3 Mile	5 Mile
Population	4,999	71,785	232,198
Median Income	\$112,000	\$106,536	\$78,563
Average Income	\$138,716	\$139,620	\$105,319

Source: ESRI



Source: Costar

Existing Tenants

The property consists of approximately 32,330 square feet (Table 1).

Tenant	Category
Chantal's Boutique	Apparel - Womens
United Community Bank	Bank
Karen Dillard's College Prep	Child Care/Education
Cleaners	Dry Cleaning/Laundry
Granite and Tile Outlet	Hardware/Home Improvement
Fitness Together	Health Clubs/Gyms
Massage Height	Massage
Dentist	Medical - Dentist
Nail Trix	Nail Salon
Articles A to Z	Other
Town Center Animal Hospital	Other
Ink Stop	Photocopy/Printing
Planet Beach Tanning Salon	Restaurant – Burrito
Subway	Restaurant – Deli
Smoothie King	Restaurant - Juice Retail
Edward Jones	Tax and Investment Services
Verizon Wireless	Wireless Store

Table 1

Vacancy

According to information provided by CoStar, there is currently 6,810 square feet of retail vacancy (see Table 2).

Suite	Address	Floor 1 Vacancy	
5600		Vacant	987
5600		Vacant	1,230
5600		Vacant	1,327
5600		Vacant	1,500
5604		Vacant	1,766
Total Retail Vacancy			6,810

Table 2

6000 - 6100 Colleyville Blvd – (Property #4)



6000 - 6100 Colleyville Boulevard is located at 6000 - 6100 Colleyville Boulevard, Colleyville, Texas 76034. 6100 Colleyville Blvd. is located on the SWC of Highway 26 and Hardage Lane.

Project Description

6000 - 6100 Colleyville Boulevard is a neighborhood unanchored project with Animal Crackers, Powerhouse Yoga, Portrait Studio and other local and regional in-line operators.

Accessibility

6000 – 6100 Colleyville Boulevard has good accessibility from Highway 26.

Visibility

6000 – 6100 Colleyville Boulevard has good visibility from Highway 26.

Size

6000 – 6100 Colleyville Boulevard is 17,375 square feet with 13,647 square feet of vacancy as of December 2009¹¹.

Traffic Counts

Traffic counts are 26,130 on Highway 26¹².

¹¹ Costar

¹² Costar

Property Summary		
	Sq ft	
Total SF	34,750	
Vacancy	13,647	39%
NNN \$	\$4.50	
Average Asking Rent	\$18.00	

Source: Costar, Catalyst

Demographic Summary			
	1 mile	3 Mile	5 Mile
Population	5,456	72,673	216,395
Median Income	\$128,712	\$115,056	\$81,125
Average Income	\$155,617	\$148,507	\$109,237

Source: ESRI



Source: Costar

Existing Tenants

The property consists of approximately 34,750 square feet (Table 1).

Tenant	Category
Powerhouse Yoga	2,760
Premium Urgent Care Associates	4,587
Rugs & Floors	3,009
Penny Lane	3,160
Portrait Studio	2,760
Animal Crackers	1,590
North Texas Bank	2,572

Table 1

Vacancy

According to information provided by Costar, there is currently 13,467 square feet of retail vacancy (see Table 2).

Suite	Address	Floor 1 Vacancy	
100	6000	Vacant	2,362
120	6000	Vacant	2,947
130	6000	Vacant	3,140
130	6100	Vacant	2,760
160	6100	Vacant	2,258
Total Retail Vacancy			13,467

Table 2

Colleyville Plaza – (Property #5)



Colleyville Plaza is located at 4900 – 4908 Colleyville Boulevard at the NWC of Glade Road and Highway 26, Colleyville, Texas 76034.

Project Description

Colleyville Plaza is a former Kroger grocery anchored project with Leslie Pools, Carlson Travel, Alamo Title and other local and regional in-line operators.

Accessibility

Colleyville Plaza has good accessibility with full access from Highway 26 and Glade Road.

Visibility

Colleyville Plaza is very visible from both Highway 26 and Glade Road.

Size

Colleyville Plaza is 85,408 square feet with 62,838 square feet of vacancy as of December 2009¹³, per John Bowles Company.

Traffic Counts

Traffic counts are 29,700 on Colleyville Boulevard and 9,590 on Glade Road¹⁴.

¹³ JBC

¹⁴ Costar

Property Summary		
	Sq ft	
Total SF	85,408	
Vacancy	62,838	73.57%
NNN \$	\$4.09	
Average Asking Rent	\$14.00	

Source: John Bowles Company, Costar, Catalyst

Demographic Summary			
	1 mile	3 Mile	5 Mile
Population	6,062	78,036	249,625
Median Income	\$125,000	\$92,321	\$76,527
Average Income	\$149,381	\$123,076	\$101,867

Source: ESRI



Source: Costar

Existing Tenants

The property consists of approximately 85,408 square feet (Table 1).

Retail Tenant	Category
Dance Mpact	Dance Studio
Twin Kell Cleaners	Dry Cleaning/Laundry
Travel Leaders	Entertainment
Advanced Martial Arts	Health Clubs/Gyms
Enigma	Other
Leslie Pools	Outdoor/Pool/Patio
Crown Trophy	Sporting Goods Store

Table 1

Vacancy

According to information provided by John Bowles Company, there is currently 66,838 square feet of retail vacancy (see Table 2).

Suite	Address	Vacancy	
106		Vacant	1,260
108		Vacant	1,400
204		Vacant	1,400
210		Vacant	1,820
304/308		Vacant	2,485
112		Vacant	1,855
306		Vacant	4,000
		Former Kroger	52,618
Total Retail Vacancy			66,838

Table 2

Village Park at Colleyville – (Property #6)



Village Park at Colleyville is located at 4701-4801 Colleyville Blvd, Colleyville, Texas 76262. Village Park at Colleyville is located on the SEC of Glade and Highway 26.

Project Description

Village Park is anchored by Vineyard Antique Mall and Ace Hardware. Village Park is also composed of a vacant Albertson’s grocery store and contains tenants such as Arby’s, Green Pepper and other local and regional in-line operators.

Accessibility

Village Park has good accessibility from Glade and Highway 26.

Visibility

Village Park is very visible from both Glade and Highway 26.

Size

Village Park is 114,834 square feet with 70,014 square feet of vacancy as of December 2009¹⁵, per Quine and Venture.

Traffic Counts

Traffic counts are 29,700 on Highway 26 and 9,590 on Glade Road¹⁶.

¹⁵ Quine, Costar, Venture

¹⁶ Costar

Property Summary		
	Sq ft	%
Total SF	114,834	40.4
Vacancy	70,514	59.6
DND	\$5	
Average Asking Rent	\$9-16.60	

Source: Costar, Catalyst

Demographic Summary			
	1 mile	3 Mile	5 Mile
Population	6,660	81,309	249,962
Median Income	\$120,622	\$89,236	\$75,741
Average Income	\$146,431	\$119,106	\$100,419

Source: ESRI



Source: Costar

Existing Tenants

The property consists of approximately 114,834 square feet (Table 1).

Tenant	Category
Enterprise Rent a Car	Automotive - Rental
Cachet Salon	Hair Cutter/Salon
Kenpo Karate	Health Clubs/Gyms
Import One trading Co	Home Furnishings
Boyd DDS Dentist	Medical - Dentist
Pro Nails Spa	Nail Salon
Prudential real estate	Office - Real Estate Company
Autographs Ink	Other
The Green Pepper - Japanese steakhouse	Restaurant – Japanese
Star Sport Shop	Sporting Goods Store
Tara tailor	Tailor / Alterations
Compass bank	Bank
Westlake Ace Hardware	Hardware/Home Improvement
Vineyards Antique Mall	Home Furnishings
Taco Casa	Restaurant – Mexican
Arby's	Restaurant - national Fast Food/QSR
Compass bank	Bank

Table 1

Vacancy

According to information provided by Costar, there is currently 70,514 square feet of retail vacancy (see Table 2).

Suite	Address	Vacancy	
560	4701	Vacant	1,720
590	4701	Vacant	1,400
580	4701	Vacant	1,050
520	4701	Vacant	1,400
540	4701	Vacant	1,063
200	4701	Vacant	1,260
231	4701	Vacant	2,080
251	4701	Vacant	1,750
321	4701	Vacant	2,358
	4801	Albertsons	56,434
Total Retail Vacancy			70,515

Table 2

4718 Colleyville – (Property #7)



4718 Colleyville is located at 4718 Colleyville Boulevard, Colleyville, Texas 76034. 4817 Colleyville is located at the SWQ of Glade Road and Highway 26.

Project Description

4178 Colleyville is an unanchored project with Papa John's Pizza.

Accessibility

4718 has good visibility with access on Highway 26 and two access points on Glade Road via cross access.

Visibility

4718 Colleyville is very visible from Highway 26 and has limited visibility from Glade Road.

Size

4718 Colleyville is 9,482 square feet with 7,982 square feet of vacancy as of December 2009¹⁷.

Traffic Counts

Traffic counts are 9,590 on Glade Road and 29,700 on Highway 26¹⁸.

¹⁷ Kim Martin
¹⁸ Costar

Property Summary		
	Sq ft	
Total SF	9,482	
Vacancy	7,982	84%
NNN \$	\$5	
Average Asking Rent	\$15	

Source: Kim Martin, Costar, Catalyst

Demographic Summary			
	1 mile	3 Mile	5 Mile
Population	6,747	79,900	251,605
Median Income	\$123,573	\$89,846	\$76,267
Average Income	\$148,239	\$119,932	\$101,255

Source: ESRI



Source: Costar

Existing Tenants

The property consists of approximately 9,590 square feet (Table 1).

Tenant	Category
Fight Factory	Health Club/Gym
Papa John's	Restaurant - Pizza

Table 1

Vacancy

According to information provided by Kim Martin, there is currently 7,982 square feet of retail vacancy (see Table 2).

Suite	Address	Floor 1 Vacancy	
140		Vacant	1,482
300		Vacant	1,500
		Total Retail Vacancy	2,982

Table 2

4620 Colleyville – (Property #8)



4620 Colleyville is located at 4620 Colleyville, Colleyville Texas 76034. 4620 Colleyville is located on the SWC of Centerpark and Highway 26.

Project Description

4620 Colleyville is an unanchored project with Cellspot, nail salon and other local and regional in-line operators.

Accessibility

4620 Colleyville has good accessibility with full access from Highway 26.

Visibility

4620 Colleyville has good visibility from Centerpark and Highway 26.

Size

4620 Colleyville is 6,800 square feet with 810 square feet of vacancy as of December 2009¹⁹.

Traffic Counts

Traffic counts are 29,710 on Highway 26²⁰.

¹⁹ Costar

²⁰ Costar

Property Summary		
	Sq ft	
Total SF	6,800	
Vacancy	810	12%
NNN \$	N/A	
Average Asking Rent	\$19 modified gross	

Source: Costar, Catalyst

Demographic Summary			
	1 mile	2 Mile	3 Mile
Population	7,176	79,204	255,603
Median Income	\$119,499	\$86,280	\$75,877
Average Income	\$145,273	\$114,290	\$100,335

Source: ESRI



Source: Costar

Existing Tenants

The property consists of approximately 6,800 square feet (Table 1).

Tenant	Category
Cell Spot wireless	Wireless Store
CV Nail	Nail Salon
Copy and Ship HQ	Postal retail
Opulent Cakes	Restaurant - Bakery

Table 1

Vacancy

According to information provided by Costar, there is currently 810 square feet of retail vacancy (see Table 2).

Suite	Address	Vacancy	
102		Vacant	810
Total Retail Vacancy			810

Table 2

3919 Colleyville Blvd. – (Property #9)



3919 Colleyville Boulevard is located at 3919 Colleyville Boulevard, Colleyville, Texas 76034. 3919 Colleyville is located on the NEC of Cheek-Sparger and Highway 26.

Project Description

3919 Colleyville Boulevard is an unanchored center with local in-line operators.

Accessibility

3919 Colleyville Boulevard has good accessibility from Highway 26 and limited access to Cheek-Sparger via cross access with Capital One.

Visibility

3919 Colleyville has good visibility from Highway 26 and reasonable visibility from Cheek-Sparger.

Size

3919 Colleyville Blvd. is 7,200 square feet with 5,340 square feet of vacancy as of December 2009²¹.

Traffic Counts

Traffic counts are 29,710 on Highway 26 and 10,980 on Cheek-Sparger²².

²¹ Costar

²² Costar

Property Summary		
	Sq ft	
Total SF	7,200	
Vacancy	5,430	74.2%
NNN \$	DND	
Average Asking Rent	\$14	

Source: Costar, Catalyst

Demographic Summary			
	1 mile	3 Mile	5 Mile
Population	10,671	95,172	263,421
Median Income	\$95,193	\$74,365	\$74,581
Average Income	\$116,972	\$94,006	\$96,970

Source: ESRI



Source: Costar

Existing Tenants

The property consists of approximately 7,200 square feet (Table 1).

Tenant	Category
Michaels Keys	Hardware/Home Improvement
Busy B's Bakery and Donuts	Restaurant - Bakery

Table 1

Vacancy

According to information provided by Costar, there is currently 5,340 square feet of retail vacancy (see Table 2).

Suite	Address	Vacancy	
		Vacant	1,800
		Vacant	3,540
Total Retail Vacancy			5,340

Table 2

Glade Points – (Property #10)



Glade Points is located at 3930 – 4000 Glade Road, Colleyville, Texas 76034. Glade Points is located on the NWC of Glade and State Highway 121 Service Road.

Project Description

Glade Points is an Albertson’s grocery anchored project with Old #7 Burgers, Allstate, Subway, GNC and other local and regional in-line operators.

Accessibility

Glade Points has good accessibility with full access from 121 Service Road and Glade Road. Highway 121 Service Road is a limited access roadway and no access is available from Highway 121 Service Road.

Visibility

Glade Points is very visible from both 121 and Glade Road.

Size

Glade Points is 49,643 square feet with 6,209 square feet of vacancy as of December 2009²³.

Traffic Counts

Traffic counts are 21,900 on Glade Road and 3,060 on the Service Road of 121²⁴.

²³ JBC
²⁴ Costar

Property Summary		
	Sq ft	
Total SF	49,643	
Vacancy	6,209	12%
NNN \$	\$8.08	
Average Asking Rent	\$19.00	

Source: John Bowles Company, Costar, Catalyst

Demographic Summary			
	1 mile	3 Mile	5 Mile
Population	11,848	83,090	184,828
Median Income	\$108,328	\$78,733	\$73,950
Average Income	\$131,685	\$102,999	\$97,749

Source: ESRI



Source: Costar

Existing Tenants

The property consists of approximately 49,643 square feet (Table 1).

Tenant	Category
Bank of America	Bank
Chase	Bank
Compass	Bank
Valero	Convenience Store
Centre Cleaners	Dry Cleaning/Laundry
Albertsons	Grocery
Valero	Convenience Store
Pro-Cuts	Hair Cutter/Salon
Salon G Spa	Hair Cutter/Salon
GNC	Health & Beauty Care Locations
Tri-Cities Dental	Medical - Dentist
Blockbuster	Music/Video
Luxury Nail Spa	Nail Salon
Barton Eye Associates	Optical Retailer
Heritage Veterinary Hospital	Pet Store
Instant Prints	Photocopy/Printing
Copy & Ship HQ	Postal retail
Daddy Joe's Smokehouse BBQ	Restaurant – Barbecue
Burger Island	Restaurant – Burgers
Subway	Restaurant - Deli
Sushi Nikko Japanese Restaurant	Restaurant - Japanese
Sanctuary Retreat	Spa
Platinum Tan	Tanning
YaketyYak wireless	Wireless Store

Table 1

Vacancy

According to information provided by John Bowles Company, there is currently 6,209 square feet of retail vacancy (see Table 2).

Suite	Address	Floor 1 Vacancy	
104		Vacant	1,516
114		Vacant	1,400
117		Vacant	1,750
120		Vacant	1,543
Total Retail Vacancy			6,209

Table 2

Colleyville Plaza (5005) – (Property #11)



Colleyville Plaza (5005) is located at 5005 Colleyville Boulevard, Colleyville, Texas 76034. Colleyville Plaza is located on the NEQ of Glade and Highway 26.

Project Description

Colleyville Plaza is an unanchored project with JH Interiors, Land America and First Western Title.

Accessibility

Colleyville Plaza has good accessibility with access from Highway 26 and Glade Road.

Visibility

Colleyville Plaza is visible from Glade and Highway 26.

Size

Colleyville Plaza is 20,683 square feet with 6,262 square feet of vacancy as of December 2009²⁵.

Traffic Counts

Traffic counts are 9,590 on Glade Road and 29,700 on Highway 26²⁶.

²⁵ Realty Capital
²⁶ Costar

Property Summary		
	Sq ft	
Total SF	20,683	
Vacancy	6,262	30%
NNN \$	\$5.17	
Average Asking Rent	\$10-12	

Source: Realty Capital, Costar, Catalyst

Demographic Summary			
	1 mile	2 Mile	3 Mile
Population	6,347	78,337	246,635
Median Income	\$123,526	\$92,500	\$76,225
Average Income	\$148,828	\$123,251	\$101,474

Source: ESRI



Source: Costar

Existing Tenants

The property consists of approximately 20,683 square feet (Table 1).

Tenant	Category
JH Interiors	Hard ware/home interior
Land America Commonwealth	Office – Real Estate
First Western Title	Office – Real Estate

Table 1

Vacancy

According to information provided by Costar, there is currently 6,262 square feet of retail vacancy (see Table 2),

Suite	Address	Floor 1 Vacancy	
		Vacant	3,975
		Vacant	2,287
		Total Retail Vacancy	6,262

Table 2

Colleyville Square – (Property #12)



Colleyville Square is located at 6201 Colleyville Boulevard, Colleyville, Texas 76034. Colleyville Square is located on the SEC of Highway 26 and Sanders Lane.

Project Description

Colleyville Square is an unanchored project with European Skin Care Institute and other local and regional in-line operators.

Accessibility

Colleyville Square has good accessibility with full access from Highway 26 and cross access to Sanders Lane.

Visibility

Colleyville Square is very visible from Highway 26 and Sanders Lane.

Size

Colleyville Square is 13,160 square feet with 7,910 square feet of vacancy as of December 2009²⁷.

Traffic Counts

Traffic counts are 26,130 on Colleyville Boulevard²⁸.

²⁷ Glacier
²⁸ CoStar

Property Summary		
	Sq ft	
Total SF	13,160	
Vacancy	7,910	60.1%
NNN \$	DND	
Average Asking Rent	\$16.00	

Source: Glacier Commercial, Costar, Catalyst

Demographic Summary			
	1 mile	3 Mile	5 Mile
Population	6,179	68,765	207,076
Median Income	\$137,189	\$119,172	\$82,544
Average Income	\$164,441	\$151,660	\$111,080

Source: ESRI



Source: Costar

Existing Tenants

The property consists of approximately 13,160 square feet (Table 1).

Tenant	Category
European Skin Care	Spa

Table 1

Vacancy

According to information provided by Glacier Commercial, there is currently 7,910 square feet of retail vacancy (see Table 2).

Suite	Address	Retail Vacancy	
100		Vacant	7,910
		Total Retail Vacancy	7,910

Table 2

Longwood Plaza – 7171 Colleyville Boulevard (Property #13)



Longwood Plaza is located at 7107 Colleyville Boulevard, Colleyville, Texas 76034. Longwood Plaza is located on the SEC of Longwood Drive and Highway 26.

Project Description

Longwood Plaza is an unanchored project for local, national and regional in-line operators.

Accessibility

Longwood Plaza has good accessibility from Longwood and Highway 26.

Visibility

Longwood Plaza is very visible from Highway 26 and Longwood.

Size

Longwood Plaza is 10,766 square feet with 10,766 square feet of vacancy as of December 2009²⁹.

Traffic Counts

Traffic counts are 31,950 on Highway 26³⁰.

²⁹ Venture
³⁰ Costar

Property Summary		
	Sq ft	
Total SF	10,766	
Vacancy	10,766	100%
NNN \$	DND	
Average Asking Rent	\$18.00	

Source: Venture, Costar, Catalyst

Demographic Summary			
	1 mile	3 Mile	5 Mile
Population	5,983	54,715	180,279
Median Income	\$154,948	\$126,901	\$88,068
Average Income	\$185,379	\$158,656	\$118,381

Source: ESRI



Source: Costar

Existing Tenants

The property consists of approximately 10,766 square feet (Table 1).

Tenant	Category
None	

Table 1

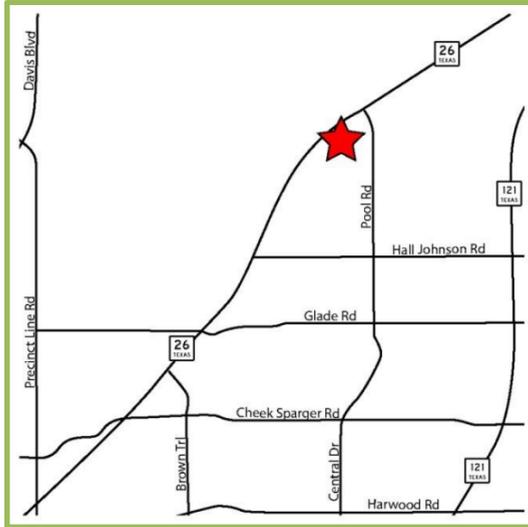
Vacancy

According to information provided by Venture, there is currently 10,766 square feet of retail vacancy (see Table 2),

Suite	Address	Vacancy	
		Vacant	10,766
Total Retail Vacancy			10,766

Table 2

Colleyville Gardens – (Property #14)



Colleyville Gardens is a 3.29 acre tract located at the SEC of John McCain and Highway 26, Colleyville, Texas 76034.

Project Description

Colleyville Gardens is a 37,500 square foot planned mixed use project consisting of office, restaurant and retail.

Accessibility

Colleyville Gardens has good accessibility with access from Highway 26 and John McCain.

Visibility

Colleyville Gardens has good visibility from John McCain and Highway 26.

Size

Colleyville Gardens is a planned 37,500 square foot retail center with 100% vacancy³¹.

Traffic Counts

Traffic counts are 29,700 on Highway 26³².

³¹ RLand
³² Costar

Property Summary		
	Sq ft	
Total SF	37,500	
Vacancy	37,500	100%
NNN \$	DND	
Average Asking Rent	\$21-25	

Source: RLand, Costar, Catalyst

Demographic Summary			
	1 mile	2 Mile	3 Mile
Population	9,647	56,450	180,818
Median Income	\$113,397	\$126,517	\$86,625
Average income	\$150,626	\$157,946	\$116,912

Source: ESRI



Source: Costar

Existing Tenants

The property consists of approximately 37,500 square feet (Table 1).

Tenant	Category
None	

Table 1

Vacancy

According to information provided by Rland, there is currently 10,500 square feet of retail vacancy (see Table 2).

Suite	Address	Vacancy	
		Vacant	10,500
		Total Retail Vacancy	10,500

Table 2

Village Front Door – 5232 Colleyville Blvd. – (Property #15)



Village Front Door is located at 5232 Colleyville Boulevard, Colleyville, Texas 76034. Village Front Door is part of The Village at Colleyville is located on Highway 26 near Main Street.

Project Description

Village Front Door is an unanchored project under construction as of December 2009.

Accessibility

Village Front Door has good accessibility with multiple curb cuts from Highway 26.

Visibility

Village Front Door is very visible from Highway 26. The shopping center sits on Highway 26 which provides excellent visibility to the shopping center.

Size

Village Front Door consists of two buildings, Total gross building area is 69,081 (Realty Capital). Building 1 is a three story building consisting of 62,346sf, of which 11,625 is first floor retail. Building 2 is 6,735 square feet (Realty Capital).

Traffic Counts

Traffic counts are 29,700 on Highway 26³³

³³ Costar

Property Summary		
	Sq ft	%
Total SF	69,081	
Vacancy	69,081	100
NNN \$	\$6.51	
Average Asking Rent	\$22-24	

Source: Realty Capital, Costar, Catalyst

Demographic Summary			
	1 mile	3 Mile	5 Mile
Population	5,217	80,295	242,303
Median Income	\$119,672	\$91,611	\$75,968
Average income	\$144,484	\$122,768	\$101,232

Source: ESRI



Source: Costar

Existing Tenants

The property consists of approximately 18,360 square feet of retail with 100% vacancy (Table 2).

Tenant	Category
None	

Table 1

Vacancy

According to information provided by Realty Capital, as of December 2009, there is currently 18,360 square feet of retail vacancy

(see Table 2) in Building 1.

Suite	Address	Floor 1 Vacancy	
Building 1			
A		Vacant	1,312
B		Vacant	1,840
C		Vacant	1,713
D		Vacant	1,801
E		Vacant	2,835
F		Vacant	2,124
Building 2		Vacant	6,735
		Total Retail Vacancy	18,360

Table 2

Tara Village (1009 – 1101 Cheek-Sparger) – (Property #16)



Tara Village is located at 1009 – 1101 Cheek-Sparger Road, Colleyville, Texas 76034. Tara Village is located on SEC of Cheek-Sparger and Bedford Road.

Project Description

Tara Village is an unanchored neighborhood center with Pat Riddle School of Dance, Avalon Cleaners, Farmer’s Insurance and other local and regional in-line operators.

Accessibility

Tara Village has good accessibility from Cheek-Sparger and Bedford Road.

Visibility

Tara Village is very visible from both Cheek-Sparger and Bedford Road.

Size

Tara Village is 39,625 square feet with 18,684 square feet of vacancy as of November 2009³⁴.

Traffic Counts

Traffic counts are 11,790 on Cheek-Sparger³⁵.

³⁴ Costar

³⁵ Costar

Property Summary		
	Sq ft	%
Total SF	39,625	
Vacancy	18,684	47.20%
NNN \$	N/A	
Average Asking Rent	\$15.00 modified gross	

Source: Costar, Catalyst

Demographic Summary			
	1 mile	3 Mile	5 Mile
Population	10,908	90,776	253,498
Median Income	\$102,879	\$77,759	\$71,712
Average Income	\$129,854	\$101,453	\$94,138

Source: ESRI



Source: Costar

Existing Tenants

The property consists of approximately 39,625 square feet (Table 1).

Tenant	Category
Village General Store Beer & Wine	Beer/Liquor/Wine
Avalon Cleaners	Dry Cleaning/Laundry
Salon at Colleyville	Hair Cutter/Salon
Master Han's Karate	Health Clubs/Gyms
Tara Nails	Nail Salon
All Paws Inn	Pet Store
Donuts	Restaurant - Bakery
Simply Cakes	Restaurant - Bakery
Amore Pasta	Restaurant – Italian
FonTANA's	Tanning

Table 1

Vacancy

According to information provided by Costar, there is currently 18,684 square feet of retail vacancy (see Table 2).

Suite	Address	Vacancy	
122		Vacant	11,500
105 - 106		Vacant	2,130
120		Vacant	2,384
124		Vacant	1,200
109		Vacant	1,470
		Total Retail Vacancy	18,684

Table 2

Via Colleyville (8300 Precinct Line Road) – (Property #17)



Via Colleyville is located at 8300 Precinct Line Road, Colleyville, Texas 76034. Via Colleyville is located on the NEC of Precinct Line Road and North Tarrant Parkway.

Project Description

Via Colleyville is an unanchored center with Young’s Chef Academy, Pack n Ship, More Smiles and other local and regional in-line operators.

Accessibility

Via Colleyville has good accessibility from North Tarrant and Precinct Line Road.

Visibility

Via Colleyville is very visible from both North Tarrant and Precinct Line Road.

Size

Via Colleyville is 20,495 square feet with 4,950 square feet of vacancy as of December 2009³⁶.

Traffic Counts

Traffic counts are 20,500 on Precinct Line Road and 11,460 on North Tarrant Parkway³⁷.

Property Summary		
	Sq ft	
Total SF	20,495	
Vacancy	4,950	24.15%
NNN \$	\$4.84	
Average Asking Rent	\$21-23.00	

Source: Herrin Commercial, Costar, Catalyst

Demographic Summary			
	1 mile	3 Mile	5 Mile
Population	4,787	68,564	214,087
Median Income	\$114,585	\$114,008	\$86,998
Average Income	\$141,503	\$144,710	\$116,440

Source: ESRI



Source: Costar

³⁶ Costar
³⁷ Herrin Commercial

Existing Tenants

The property consists of approximately 20,475 square feet.

Tenant	Category
Anytime Fitness	Health Clubs/Gyms
Antz in your Pantz	Entertainment
Eclipse Salon	Hair Cutter/Salon
Pack N Ship Plus	Postal retail
Trio Cafe	Restaurant – American
Moore Orthodontics	Medical – Orthodontist
Signature nail Salon	Nail Salon

Table 1

Vacancy

According to information provided by Herrin Commercial, there is currently 4,950 square feet of retail vacancy (see Table 2).

Suite	Address	Floor 1 Vacancy	
1		Vacant	4,950
Total Retail Vacancy			4,950

Table 2

6255 Colleyville Blvd. – (Property #18)



6255 Colleyville is located at 6255 Colleyville Boulevard, Colleyville, Texas 76034. 6255 Colleyville Blvd is located on the northeast quadrant of Highway 26 and Tinker Rd.

Project Description

6255 Colleyville Blvd is a proposed development as of December 2009.

Accessibility

6255 Colleyville Blvd has good accessibility from Highway 26.

Visibility

6255 Colleyville Blvd is very visible from Highway 26. The property sits on Highway 26 which provides excellent visibility to the site.

Size

6255 Colleyville Blvd consists of raw land that is 3.00 acres to 7.781 acres of land (City of Colleyville).

Traffic Counts

Traffic counts are 29,700 on Highway 26³⁸.

³⁸ Costar

Property Summary		
	Acres	%
Total acres	3-7.81 acres	
Vacancy	3-7.81 acres	100%
NNN \$	DND	
Average Asking Rent	DND	

Source: City of Colleyville, Tarrant Appraisal District, Costar, Catalyst

Demographic Summary			
	1 mile	3 Mile	5 Mile
Population	6,179	68,765	207,076
Median Income	\$137,189	\$119,172	\$82,544
Average Income	\$164,441	\$151,660	\$111,080

Source: ESRI



Source: Costar

Existing Tenants

The property consists of 7.781 acres of land.

Tenant	Category
None	

Table 1

Vacancy

According to information provided by City of Colleyville, as of December 2009, there is 3.00 to 7.781 acres of land (see Table 2).

Suite	Address	Vacancy	
	6255	raw land	1.178 acres
	6301	raw land	0.833 acres
	6259	raw land	5.77 acres
Total Available Land			7.781 acres

Table 2

NEC of 26 and Glade – (Property #19)



NEC of 26 and Glade is located at Colleyville Boulevard and Glade Road.

Project Description

NEC of 26 and Glade is a total of 3.68 +/- acres³⁹.

Accessibility

NEC of 26 and Glade has good accessibility from Highway 26 and Glade Road.

Visibility

NEC of 26 and Glade is very visible from Highway 26. The building sits on Highway 26 which provides excellent visibility.

Size

NEC of 26 and Glade is 3.68 acres (Tarrant Appraisal District).

Traffic Counts

Traffic counts are 29,700 on Highway 26⁴⁰

³⁹ Tarrant Appraisal District

⁴⁰ Costar

Property Summary		
	acres	%
Total acres	3.68	
Vacancy	3.68	100
NNN \$	DND	
Average Asking Rent	DND	

Source: City of Colleyville, Tarrant Appraisal District, Costar, Catalyst

Demographic Summary			
	1 mile	3 Mile	5 Mile
Population	6,660	81,309	249,962
Median Income	\$120,622	\$89,236	\$75,741
Average Income	\$146,431	\$119,106	\$100,419

Source: ESRI



Source: Costar

Existing Tenants

The property consists of approximately 3.68 acres of land.

Tenant	Category
None	

Table 1

Vacancy

According to information provided by Tarrant Appraisal District, as of December 2009, there are currently 3.68 acres of land (see Table 2).

Suite	Address	Vacancy	
	4917	Vacant	0.4500 acres
	4913	Vacant	0.3834 acres
	905	Vacant	0.2699 acres
	909	Vacant	0.5699 acres
	750	Vacant	0.4955 acres
	710	Vacant	0.7621 acres
	700	Vacant	0.7537 acres
Total available			3.68 acres

Table 2

Trade Area Delineation

DELINEATION OF PRIMARY TRADE AREA

Understanding where your target customers originate is a crucial step in any retail recruitment initiative. Accurate delineation of the trade area in which retailers can expect to reasonably attract customers is the first step in this process. Catalyst Consulting + Solutions™ delineated the Primary Trade Area by sampling customer data at various in market locations to determine the point of origination in relation to the area of study to identify shopping patterns within the trade area.

For the purpose of this study, three thousand two hundred (3,200) customer samples were collected between September 29, 2009 and December 16, 2009 from multiple locations within Colleyville. These include locations along Highway 26, at Colleyville Town Center, Village Park Shopping Center, and Albertsons Grocery Store at Glade and 121 (Map 1 – Trade Area Delineation).

While retailers traditionally use radius rings and drive times to quickly compare prospective sites against existing sites, as well as other prospective sites, the data which can be extrapolated from arbitrary trade areas is not sufficient for the decision making process of advanced retailers. For comparison, one (1) mile, three (3) mile, five (5) mile radii, seventeen (17), thirty (30) minute drive time, and the Primary Trade Area, as defined by Catalyst Consulting + Solutions™, were analyzed to extract demographic and psychographic data from each of these areas. Full demographic reports for each of these areas are available. Maps for each of these areas are located in the Appendix.

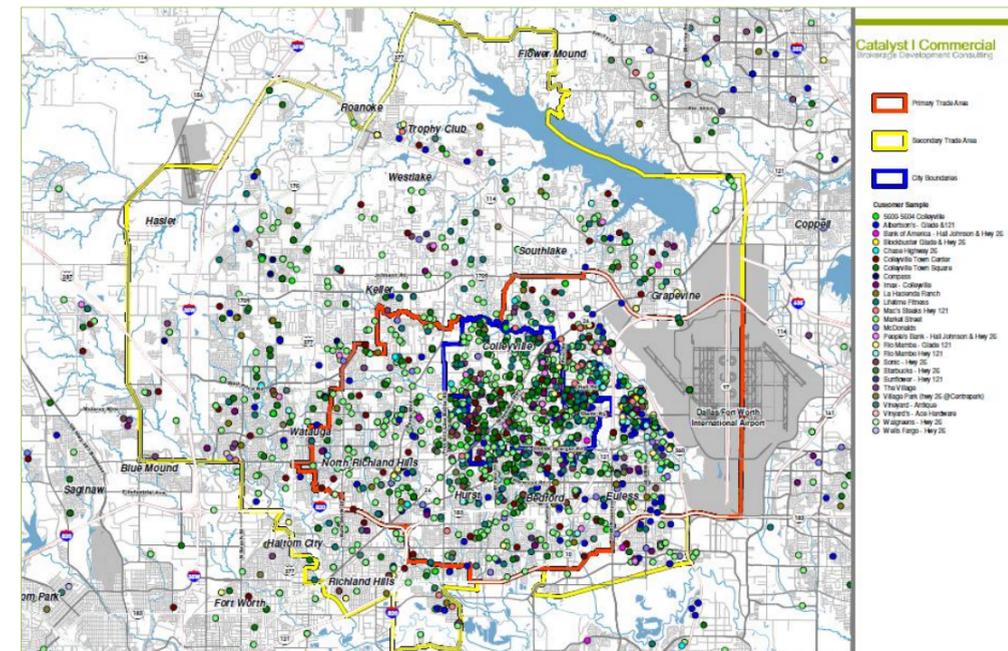
Primary Trade Area

Catalyst Consulting + Solutions™ uses a 5 Tier system to categorize the type of market being studied (See Table 1). Colleyville, Texas qualifies as a Tier 3 suburban market. To define the Primary Trade Area 3,200 customer samples were taken from various strategic retail locations within Colleyville and researched to identify points of origin. Outliers beyond 15 miles are excluded for Tier 3 markets within a major Metropolitan Statistical Area (MSA). A catchment of 65% of the remaining customer samples defined the Primary Trade Area for this study. A catchment of 80% defined the Secondary Trade Area.

Tier	Market Type	Description
Tier 1	Urban	Dense urban markets with large workforce and residential populations. Prevalent pedestrian traffic.
Tier 2	Urban Peripheral	Peripheral to CBD with dense workforce and residential populations and significant pedestrian traffic.
Tier 3	Suburban	Mature, predominantly residential-centric market with dispersed pockets of retail and office.
Tier 4	Exurban	Predominantly residential, bedroom community, growth markets. Large retail pockets, with less dense office populations.
Tier 5	Micropolitan	Removed from metropolitan markets.

Table 1

The Primary Trade Area is outlined in red reflected below (see Map 1). This area is further described as an area including Colleyville, Keller, North Richland Hills, Southlake, Bedford, Hurst and Euless. The samples taken from within the Colleyville Trade Area are shown on Map 1 below. The distribution of customer samples is wider to the south and west, but similar distribution overall compared to Tier 3 markets.



Map 1 – Trade Area Delineation

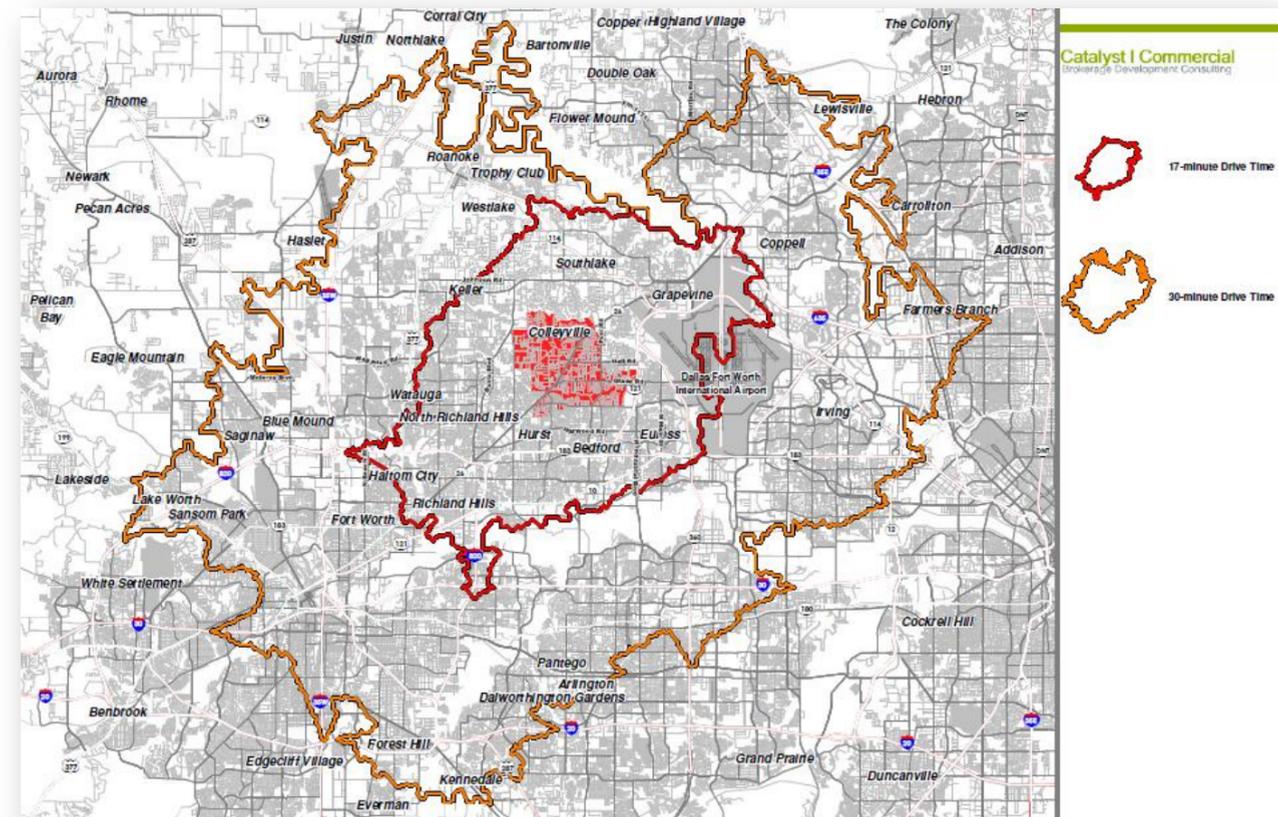
Drive Time Analysis

Drive time based trade areas are another method used to analyze trade area characteristics. A drive time analysis with 65% catchment is captured within a Drive Time Trade Area of 17 minute drive time from Highway 26 and Main Street (See Table 1). Drive time analysis is useful for quick comparisons of proposed sites against both existing store locations as well other prospective sites.

Study Description	Site Name	Count	Catchment
5 Minute Drive Time	Highway 26 & Main St	346	16.7%
7 Minute Drive Time	Highway 26 & Main St	574	27.6%
9 Minute Drive Time	Highway 26 & Main St	758	36.5%
11 Minute Drive Time	Highway 26 & Main St	923	44.4%
13 Minute Drive Time	Highway 26 & Main St	1075	51.7%
15 Minute Drive Time	Highway 26 & Main St	1208	58.1%
17 Minute Drive Time	Highway 26 & Main St	1303	62.7%
19 Minute Drive Time	Highway 26 & Main St	1367	65.8%
21 Minute Drive Time	Highway 26 & Main St	1424	68.5%
23 Minute Drive Time	Highway 26 & Main St	1480	71.2%
25 Minute Drive Time	Highway 26 & Main St	1541	74.2%
27 Minute Drive Time	Highway 26 & Main St	1615	77.7%
30 Minute Drive Time	Highway 26 & Main St	1677	80.7%
33 Minute Drive Time	Highway 26 & Main St	1742	83.8%
35 Minute Drive Time	Highway 26 & Main St	1767	85.0%

Table 1

Map 2 below reflects the areas for a 17 and 30 minute drive time from a centroid in Colleyville (Highway 26 and Main Street). The 17 minute drive time captures approximately 65% of the customer samples and a 30 minute drive captures approximately 81% of the customer samples. Drive time analysis is useful when understanding impact from one region to another, but is not as accurate in identifying the constraints of the actual trade area for Colleyville as defined via the polygon for the Primary Trade Area on page 42. Errors using drive time analysis are often considered acceptable, however notation must be made to limitations when customer samples are available and a more accurate trade area can be delineated.



Map 2 – 17 & 30 minute drive time

Concentric Ring Analysis

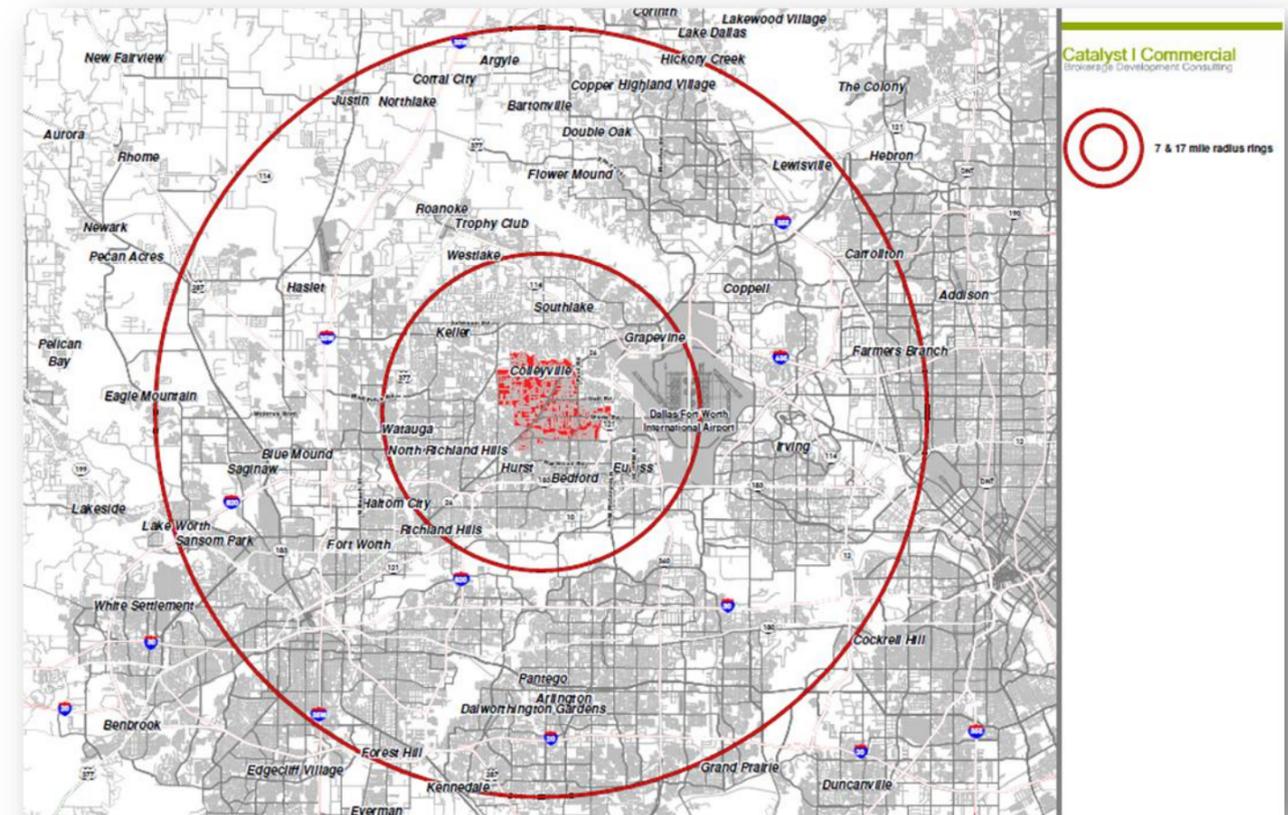
Traditional concentric rings are often used to analyze trade area characteristics. Using a Concentric Ring analysis, a 7 Mile radius from a centroid at Highway 26 and Main Street captures approximately 63.4% of the customer samples and a 17 mile ring captures approximately 80%. These can be used to delineate a Concentric Ring Trade Area (See Table 3). Retailers use concentric ring studies for quick comparisons of proposed sites against both existing store locations as well other prospective sites. A concentric map showing 7 and 17 mile radiuses is shown on Map 3 and is the Appendix.

Study Description	Site Name	Count	Catchment
3 Mile Ring	Highway 26 & Main St	659	31.7%
5 Mile Ring	Highway 26 & Main St	1088	52.4%
7 Mile Ring	Highway 26 & Main St	1318	63.4%
9 Mile Ring	Highway 26 & Main St	1480	71.2%
11 Mile Ring	Highway 26 & Main St	1581	76.1%
13 Mile Ring	Highway 26 & Main St	1661	79.9%
15 Mile Ring	Highway 26 & Main St	1718	82.7%
17 Mile Ring	Highway 26 & Main St	1800	86.6%
19 Mile Ring	Highway 26 & Main St	1853	89.2%
21 Mile Ring	Highway 26 & Main St	1898	91.3%
23 Mile Ring	Highway 26 & Main St	1944	93.6%
25 Mile Ring	Highway 26 & Main St	1961	94.4%
27 Mile Ring	Highway 26 & Main St	1988	95.7%
30 Mile Ring	Highway 26 & Main St	2007	96.6%

Table 3

Many retailers still rely on concentric ring data to analyze trade areas. Although this methodology is not as accurate as customer derived delineation it can be used for quick reference and comparison purposes. In-line retailers as well as pad site operators use concentric ring analysis more often than other methods. This report also includes trade area calculations using ring studies for Colleyville and supporting

demographic data. Demographic analyses of concentric ring trade areas is useful, but these assume a consistently even population distribution, and do not take into account such factors as natural barriers, demographic shifts, manmade barriers, shopping patterns, drive time impacts, and other geographic factors. As influence from the aforementioned external factors increase, then analysis based on concentric rings becomes less reliable.



Map 3 - 7 & 17 mile ring

Population

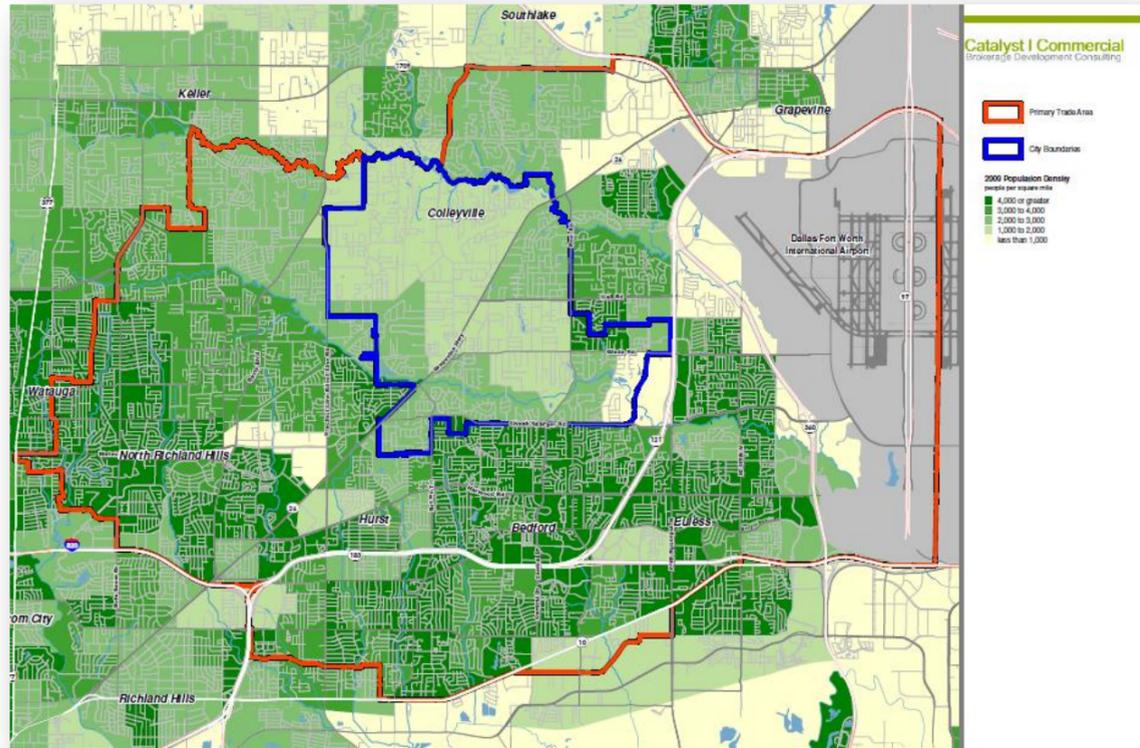
The City of Colleyville and its associated trade area have participated in the steady growth experienced within the region. Colleyville is projected to continue positive residential growth. Projections indicate that there will be a population of 276,909 (1.73% increase) within the Primary Trade Area by 2014. This continued population growth will bring with it increased demand for retail, restaurant and neighborhood services.

Population density within the city limits of Colleyville is fairly homogeneous, while population is generally greater to the west and south, and is lighter to the north.

Trade Area	7 min	10 min	17 min	1 mile	3 mile	5 mile	Primary Trade Area
2009 Population	52,389	152,469	510,982	5,169	77,715	243,265	254,170
Projected 2014 Population	56,414	165,523	558,566	5,741	84,920	265,851	276,909

Source: ESRI

According to ESRI, The Primary Trade Area population is 254,170 (2009) and is expected to increase to 276,909 by 2014. Retail demand is generally positively correlated with population density, however factors such as income, quality of existing retailers, existing retail sales, competition, co-tenancy, and generators can all attribute to success. According to Catalyst, preferred population averages for national retailers are around 8,000, or greater, within 1 mile. The current one (1) mile population is 5,169, according to ESRI.



Map 4 - Population

Income

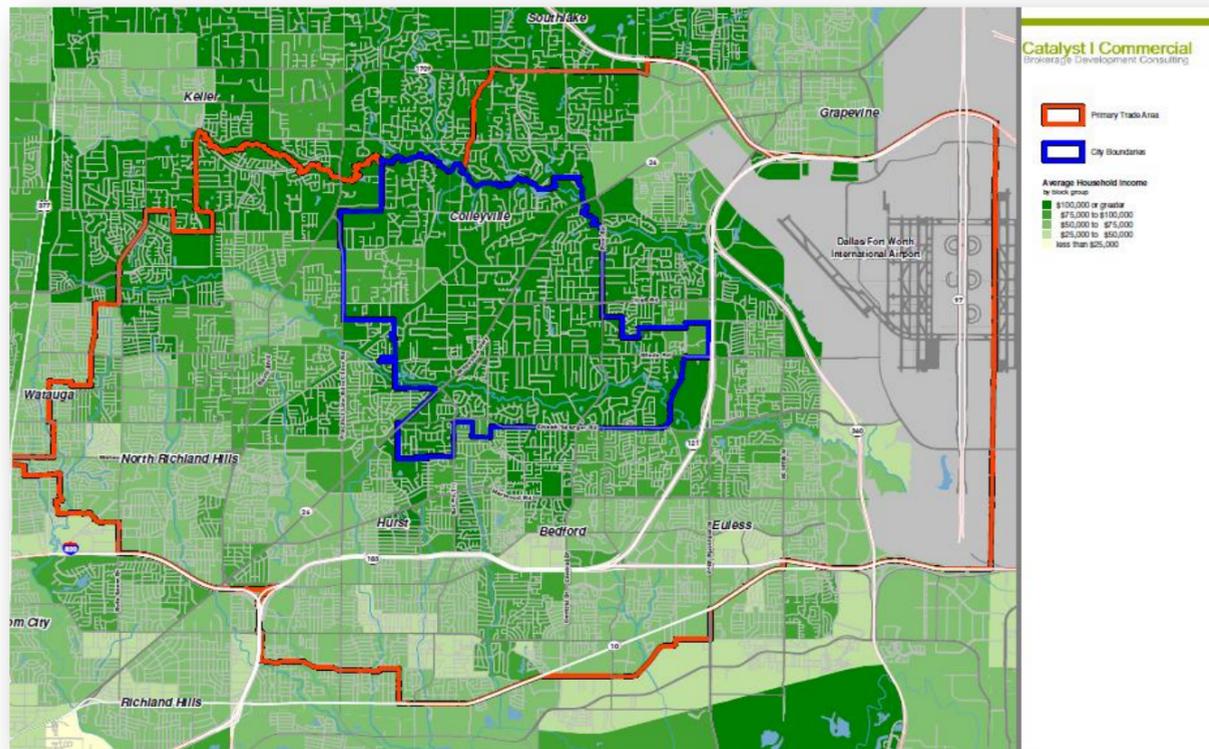
Median income levels of cities within the Primary Trade Area are relatively homogenous compared to City of Colleyville. Median household income in the Primary Trade Area is \$73,236 as compared to a median household income of \$48,062 in Dallas/Fort Worth MSA (See Map 6). Median incomes for the surrounding markets of Keller, Southlake, Grapevine, N. Richland Hills, Bedford, Euless, Hurst and Watauga are represented in Table 2. Comparing the trade areas, income levels are higher in Colleyville than all competitive areas excluding Southlake.

Trade Area	7 min	10 min	17 min	1 mile	3 mile	5 mile	Primary Trade Area
Average Household Income	\$134,437	\$101,993	\$85,138	\$144,206	\$127,783	\$106,086	\$94,355
Median Household Income	\$105,339	\$76,702	\$66,237	\$114,276	\$95,929	\$80,343	\$73,236

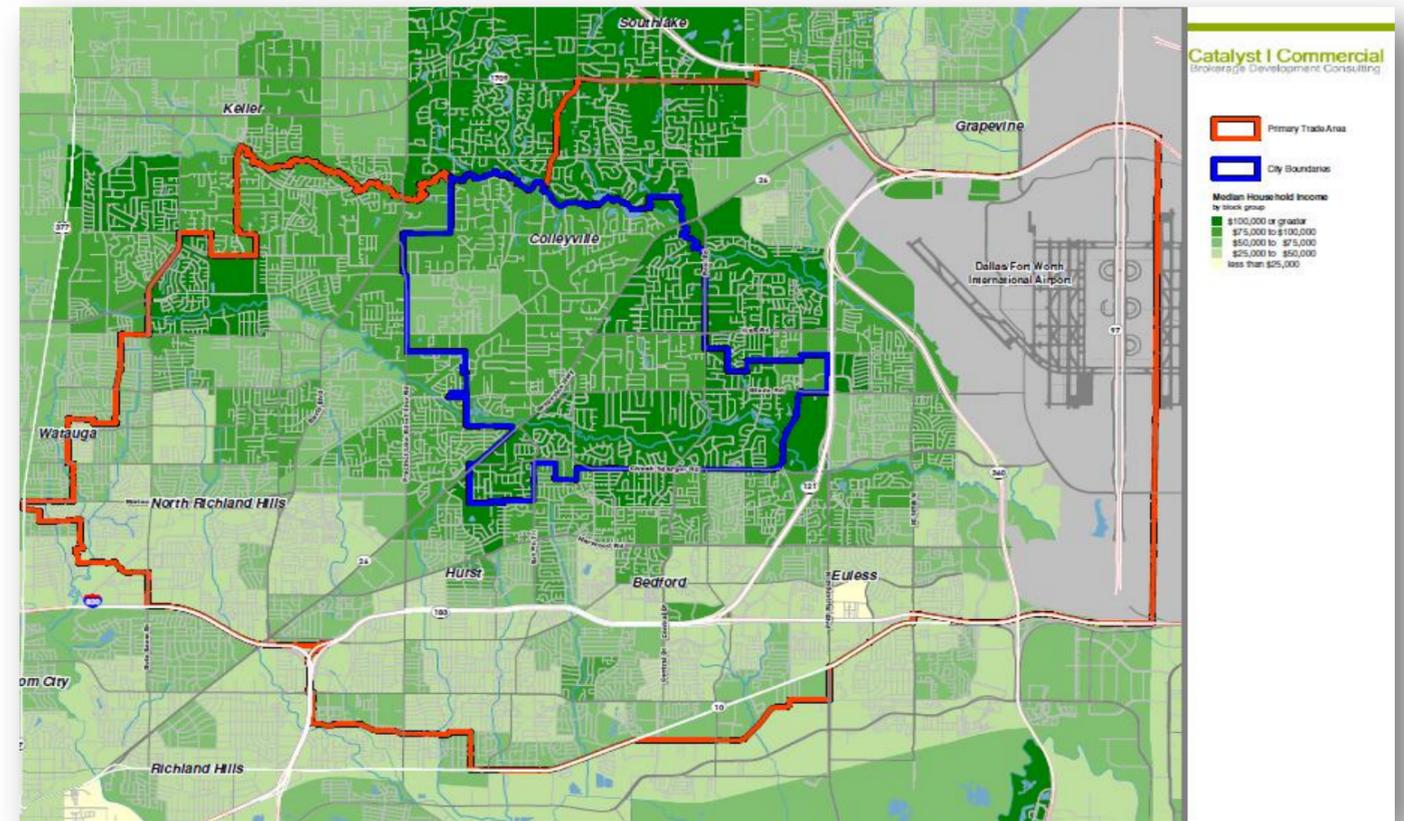
Table - Income Summary - Source ESRI

Market	Median Household Income	Average Household Income
Southlake	\$159,851	\$197,906
Colleyville	\$134,723	\$166,063
Keller	\$112,217	\$132,346
Grapevine	\$81,895	\$104,742
Watauga	\$71,496	\$76,203
N. Richland Hills	\$67,850	\$80,630
Bedford	\$65,603	\$79,172
Euless	\$63,222	\$71,169
Hurst	\$62,645	\$72,570

Table 2



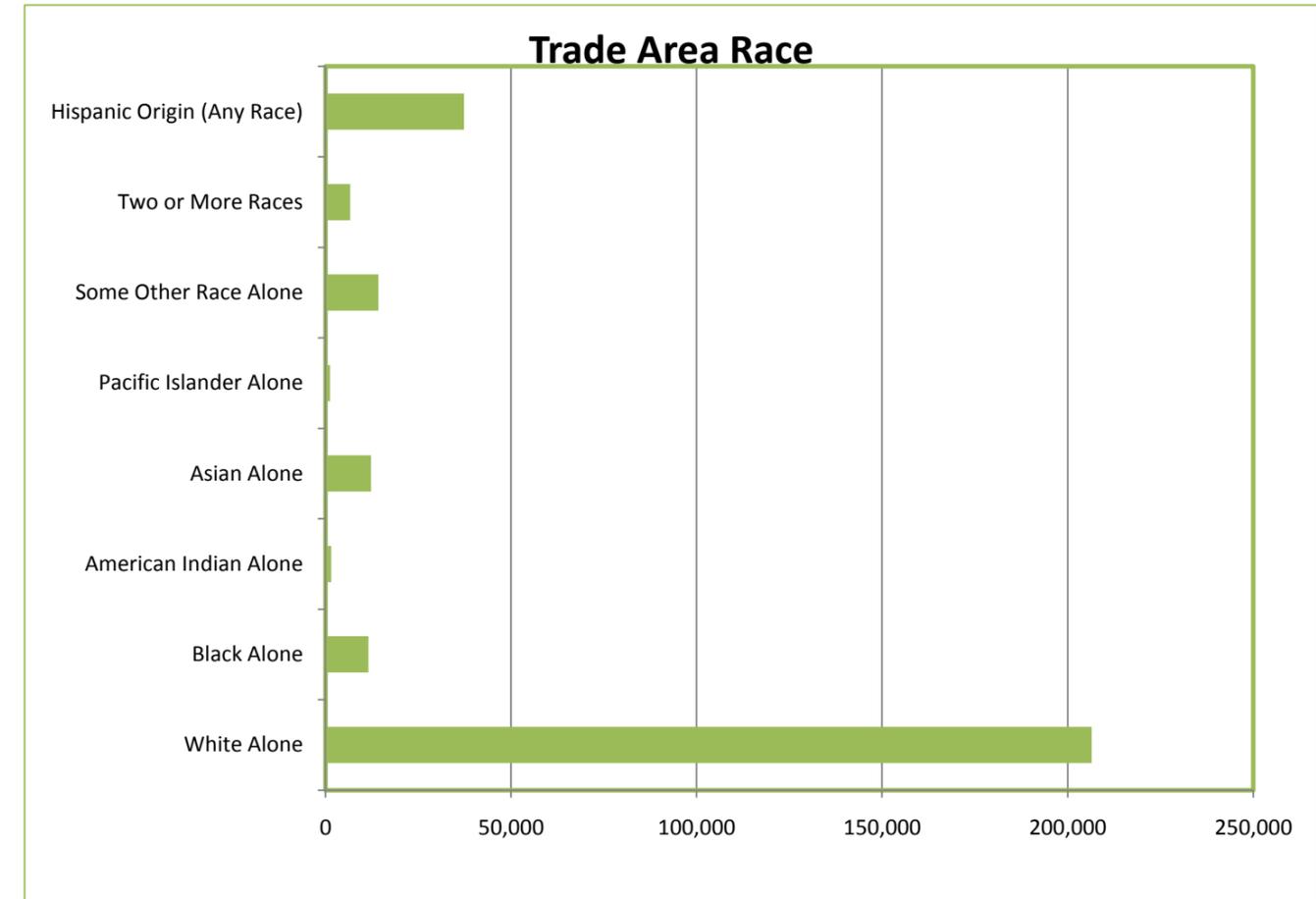
Map 5 – Income (Average)



Map 6 – Income (Median)

Ethnic Profile

Trade Area	Trade Area 2009	%	Projected Trade Area 2014	%	7 min	10 min	17 min	1 mile	3 mile	5 mile
White Alone	206,459	81.20%	217,210	8.40%	9.30%	3.90%	4.00%	9.60%	8.80%	2.50%
Black Alone	11,596	.60%	13,732	.00%	.30%	.90%	.60%	.90%	.80%	.40%
American Indian Alone	1,593	.60%	1,865	.70%	.50%	.60%	.60%	.60%	.50%	.60%
Asian Alone	12,316	.80%	15,287	.50%	.30%	.00%	.10%	.40%	.10%	.50%
Pacific Islander Alone	1,244	.50%	1,477	.50%	.10%	.20%	.40%	.00%	.10%	.50%
Some Other Race Alone	14,249	.60%	19,142	.90%	.80%	.00%	.40%	.30%	.70%	.10%
Two or More Races	6,712	.60%	8,197	.00%	.80%	.40%	.80%	.20%	.90%	.50%
Hispanic Origin (Any Race)	37,356	14.70%	49,807	18.00%	7.30%	13.60%	17.90%	7.90%	7.70%	13.70%



Education Profile

According to the US Census Bureau, 79.1% of Texas population over 25 had a high school diploma, 25.2% had a bachelor degree or higher, and 8.2% had an advanced degree. Within the Trade Area, over 94% high school diploma or above, 26.7% had a bachelor degree or higher and 10.1% had an advanced degree. Based upon this information, the Trade Area region has higher education averages than the Texas averages.

Trade Area	Trade Area 2009 %	7 min	10 min	17 min	1 mile	3 mile	5 mile
Less than 9th Grade	2.2%	0.9%	2.0%	3.4%	89.6%	88.8%	82.5%
9th - 12th Grade, No Diploma	4.8%	2.4%	4.2%	6.6%	1.9%	2.8%	4.4%
High School Graduate	21.8%	14.8%	20.0%	24.1%	0.6%	0.5%	0.6%
Some College, No Degree	26.5%	22.5%	25.3%	25.6%	4.4%	4.3%	4.9%
Associate Degree	8.0%	7.3%	7.8%	7.5%	1.3%	1.7%	5.1%
Bachelor's Degree	26.7%	35.4%	28.9%	23.9%	2.2%	1.9%	2.5%
Graduate/Professional Degree	10.1%	16.7%	11.8%	8.7%	7.9%	7.7%	13.7%

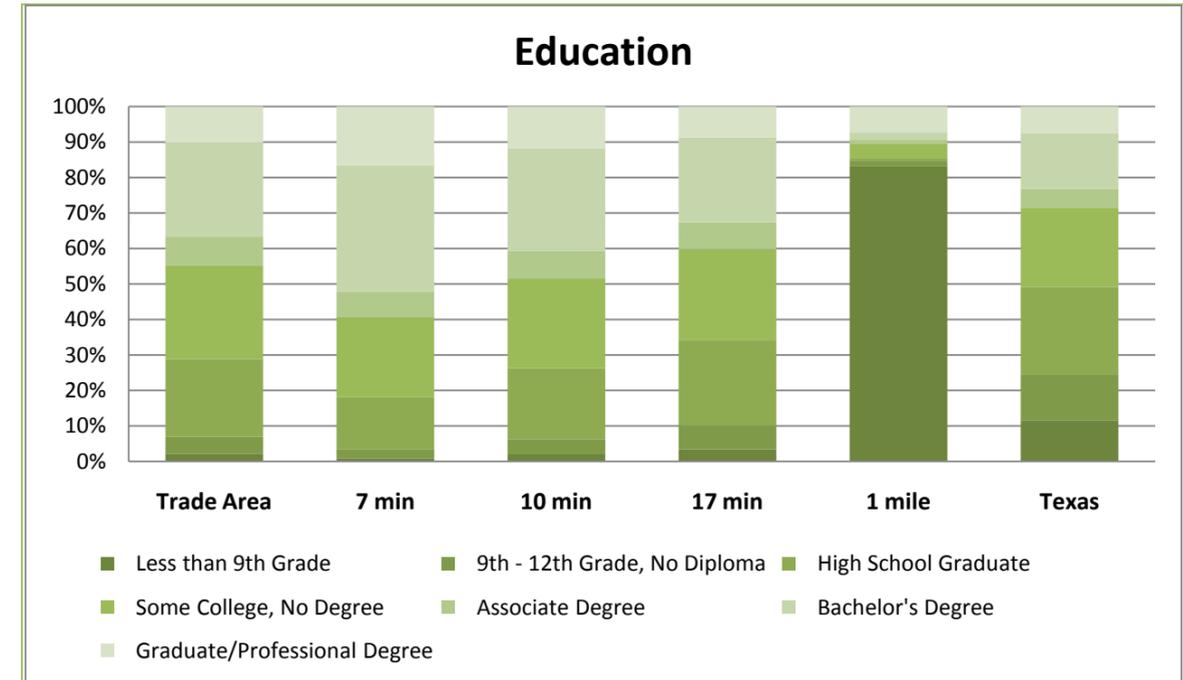


Table 3 – Source Census Bureau

Traffic count Analysis

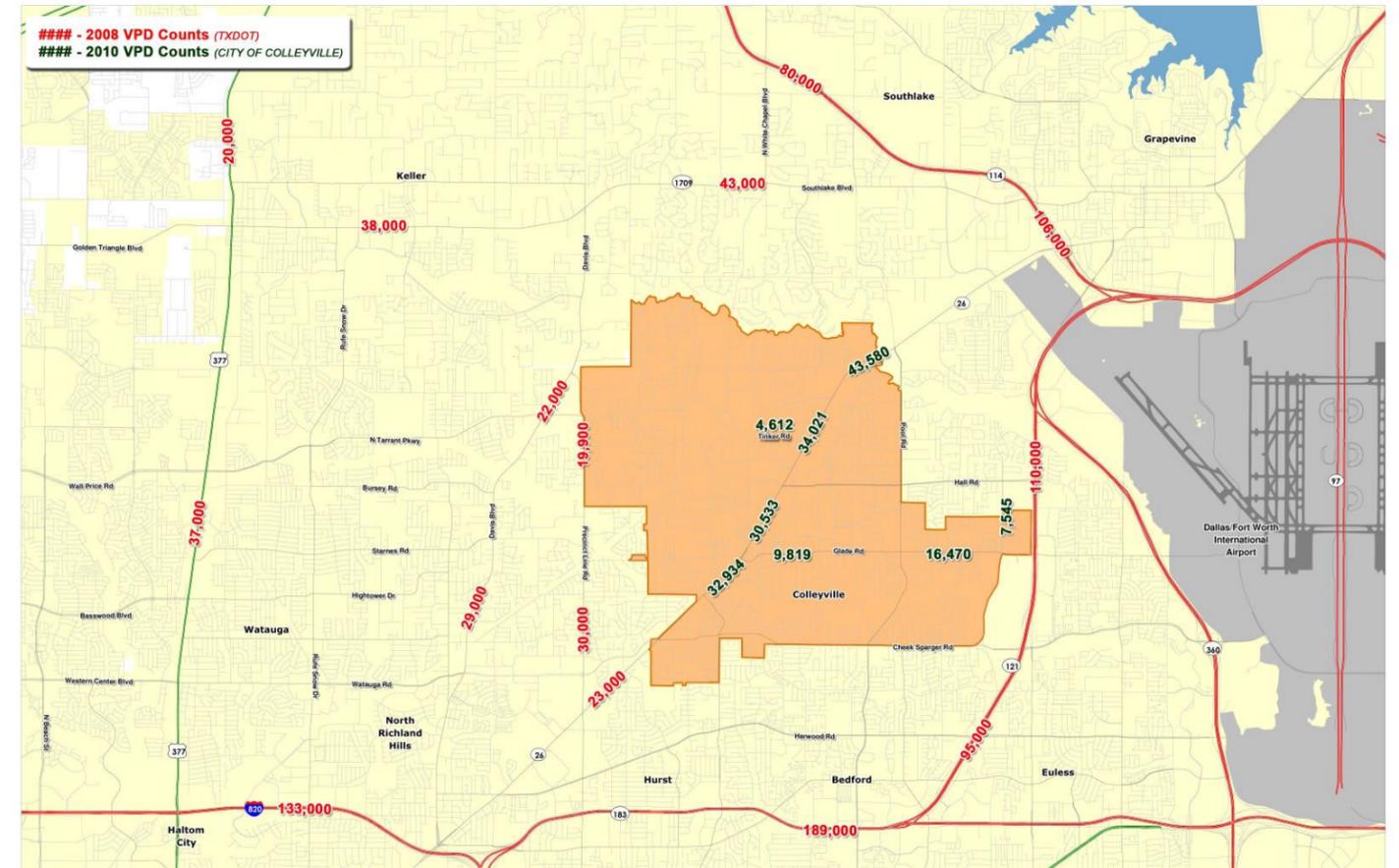
Average daily volume is an important measurement by which retailers evaluate potential sites. Generally speaking, higher traffic counts are more attractive as they are typically translated into greater retail sales potential.

A summary of traffic counts for Colleyville are as follows:

Sample Location	Cross Street	24 Hour ADT	Source
Highway 26	John McCain Road	43,580	City (2010)
Highway 26	Tinker Road	34,021	City (2010)
Highway 26	Main Street	30,533	City (2010)
Highway 26	Glade Road	32,934	City (2010)
John McCain Road	Highway 26	21,701	City (2010)
Glade Road	Highway 121	16,470	City (2010)
Glade Road	Highway 26	9,819	City (2010)
Heritage Avenue	Glade Road	7,545	City (2010)
Tinker Road	Highway 26	4,612	City (2010)

Region Traffic Counts are the highest at:

Sample Location	Cross Street	24 Hour ADT	Source
Highway 121	Highway 360	155,000	TXDOT (2008)
Highway 114	Highway 26	106,000	TXDOT (2008)
Highway 114	Kimball Avenue	83,000	TXDOT (2008)
Highway 121	Bedford Road	95,000	TXDOT (2008)
Highway 183	Central Drive	189,000	TXDOT (2008)
FM 1709	Carroll Avenue	43,000	TXDOT (2008)
Davis Boulevard	Precinct Line Road	30,000	TXDOT (2008)



Map 7 - Traffic Counts

The highest traffic counts in the region, excluding freeways, are along FM 1709 (Southlake Blvd) and Highway 26 (Colleyville Blvd). Within Colleyville, Highway 26 carries the highest traffic counts, followed by Glade Road near Highway 121, followed by Precinct Line Road. Traffic increases south to north along Highway 26 and increases west to east along Glade Roads.

Market Analysis

Market Potential analysis by Category

Expenditures and Market Potential

The following data is based upon Sales Potential and Consumer Spending Data within the Primary Trade Area. For reference, the Spending Potential Index is household based and represents the amount spent for a product or service relative to a national average of 100. Consumer spending data is derived from the Bureau of Labor Statistics with ESRI forecasts for 2009 and 2014 projections. Supply estimates are sales to consumer by establishment, and exclude business to business sales. Demand estimates reflect the expected amount spent by consumers at retail outlets. A positive value (+) represents “leakage” and negative values (-) reflect “over-supply”. Market Potential measures the relative likelihood of the households in the trade area to exhibit certain consumer behavior compared to US average. An MPI of 100 represents US average; a score above 100 is greater than national average and inversely a score below 100 is less than national average. Data for this section is provided by ESRI, MediaMark Research and InfoUsa. Demographic data is available for multiple rings, drive times and the Primary Trade Area.

Household Expenditures

Total Household Expenditures are higher in the Primary Trade Area than national average. The average amount spent in the Primary Trade Area is \$89,657.01 per household, which represents a Spending Potential Index (SPI) of 132 compared to the national average. Within the Primary Trade Area, 30.2% is spent on housing, 5.0% on food away from home, and 15.4% on transportation. According to ESRI, there is \$165,589,084 leakage of General Merchandise within the Primary Trade Area, which would indicate a stronger need for mass merchants offering value goods. The largest retail demand is for motor vehicle and parts dealers, food and beverage stores, food and drinking places, gasoline stations.

House and Home

Within the Primary Trade Area, 56.9% of the housing units are owner occupied (86.1% within 1 mile; 76.3% within 3 miles; and 60.0% within 5 miles). Residents spend approximately 33% more than the national average on Home Expenditures such as

Housekeeping Supplies, Household Textiles, Furniture and Major Appliances. Sales Potential Indices are the greatest in Furniture (SPI 141), Major Appliances (SPI 129), and Household Textiles (SPI 134). Sales potential analyses indicate a retail leakage in Furniture and Home Furnishings of \$16,762,440, and in Electronics and Appliances of \$33,363,128 for the Primary Trade Area.

Restaurant

Restaurant spending for residents in the Primary Trade Area expenditures are slightly greater than the national average. Indices indicate additional demand for both full-service and fast food restaurants. Fast food demand for drive thru and take out is higher than national average (MPI of 110 & 111 respectively).

Specific demand is indicated for full-service family restaurant brands such as Chili’s, Cheesecake Factory, Red Robin, and TGI Fridays; and restaurants such as Panera Bread, Fuddruckers, and Chipotle. There is a leakage of \$24,612,658 for limited-service eating; however, there is an oversupply for full service restaurants of \$48,270,110.

Health and Beauty

Although spending on health and beauty from residents within the Primary Trade Area is higher than the national average, the Retail Market Place Profile shows an oversupply of over \$33,029,740 of Health and Personal Care Stores. This limits the opportunity in health, fitness and beauty categories.

Pets and Pet Products

48.6% of households in the Primary Trade Area own at least one pet. Market Potential Index for Pets and Pet Products is around the national average of (102).

Sports and Leisure

Sports and leisure related activities and expenditures are higher than national averages. Some notable categories where sports and leisure activities and expenditures are disproportionately higher include high end sports and recreation equipment (MPI 140) and participation in skiing (141), jogging/running (131), weight lifting (130), aerobics (127) and tennis (124).

Electronics and Internet

Within the Primary Trade Area, 81% of households own a personal computer (MPI 113); 65.5% of households have an internet connection at home (126); 50.1% of households own a large screen TV (105). These numbers all exceed national averages.

Apparel and Jewelry

Apparel demand for children under the age of 13 years has a MPI of 110. Apparel for men is 108, women is 103 and demand for shoes has an MPI of 108. Costume jewelry has a MPI of 106, fine jewelry of 109 and watches 103.

The following chart on pages 52-54 is a summary of the number of uses, market demand and sales potential and leakage factor from within the study area.

Trade Area Demand Matrix

Categories	Existing Uses (5 miles)	(MPI)Market Potential Index above 100	SPI	Trade Area Leakage	Leakage In Market
Alterations / Tailor	16				
Apparel - Bridal/Formal	4			-\$8,130,023	\$12,642,368
Apparel - Discount	10				
Apparel - Maternity	0				
Apparel - Menswear	2	108	91		
Apparel - Womens	13				
Apparel Retail	40	103	84		
Apparel Retail - Childrens	19	110	104		
Apparel Retail - High End/Luxury	1		217		
Auction/EBay Company	1				
Automotive - Rental	1				
Automotive Retailer	11			\$105,609,363	\$90,101,483
Automotive Service	75				
Bank	77		132		
Beauty Salon/Tanning	0				
Bed & Bath & Linen Store	1	105	136		
Beer/Wine	4		139	-\$41,092,030	\$1,818,719
Boats/Marine Store	0				
Book Store	10		133	\$4,070,769	\$672,803
Candy	2		131		
Cards/Stationary	6				
Check Cashing/Pawn/Thrift	35				
Child Care/Education	17		151		
Computer & Software Retailers	4		137		
Consumer Electronics Retail	15		138	\$33,363,128	\$12,199,256
Convenience Store	105				
	6				

Dance Studio					
Department Store	3			\$5,032,588	\$20,063,763
Discount Department Store	6				
Dollar/Variety Stores	13				
Dry Cleaning/Laundry	51		17		
Entertainment	11		139		
Fabric Retail	4		134		
Fitness Equipment	2	112			
Floor Covering	3		136		
Florist/Nursery	1			-\$10,185,174	-\$11,327,987
Food Retailer	11	68	139	\$10,463,109	\$1,218,113
General Merchandise Stores	14				
Grocery	27			\$107,240,967	\$30,349,635
Hair Cutter/Salon	100				
Hardware/Home Improvement	17	107	126		
Health & Beauty Care Locations	23	71		-\$33,029,740	-\$20,544,451
Health Clubs/Gyms	42	133			
Hobbies/Craft/Art Supplies	22				
Home Appliances	1				
Home Furnishings	43		141	\$16,762,440	\$14,872,909
Hotel	19				
Houseware/Giftware	17		110		
Insurance	20	112	123		
Jewelry	20	109	138	\$1,029,863	\$975,355
Liquor / Beverage Store	0		139	\$21,109,784	\$2,618,609
Luggage/Leather Goods	1		140		
Major Appliances	0				
Massage	6				
Medical	6				
Medical - Chiropractor	7				
Medical - Dentist	24		126		
Medical - Family Practice	1				
Medical - Orthodontist	5				

CATALYST

CONSULTING + SOLUTIONS

Medical - Other	13		131		
Medical - Pediatrics	0				
Medical - Post Acute Rehabilitation	0				
Medical - Supplies & Equipment	0				
Movie Theater	2		139		
Music/Video	12	107	142		
Nail Salon	68				
Newsstand	0				
Nursery	2				
Office - Attorney	0				
Office - Financial/Tax Services	1				
Office - Mortgage Company	4	124	142		
Office - Other	8				
Office Real Estate	17				
Office Products/Stationary	6			\$6,648,804	\$1,819,096
Optical Retailer	22		130		
Other	30				
Outdoor/Pool/Patio	10				
Outlet Store	0				
Paint & Wallcoverings store	1				
Paper/Party Goods	3				
Pet Store	27	102	152		
Pharmacy	23		120		
Photocopy/Printing	10				
Photofinishing/portrait studios	6		134		
Postal retail	16				
Rental Centers	4		124		
Restaurant - American	19	108	135	\$119,909,111	\$36,379,062
Restaurant - American Traditional	3	108	135		
Restaurant - Asian	3	108	135		
Restaurant - Asian Fusion	1	108	135		
Restaurant - Bakery	53	108	128		
Restaurant - Bar/Nightclub	16	108	135		
Restaurant - Barbecue	10	108	135		

Restaurant - Burgers	19	108	135		
Restaurant - Burrito	4	108	135		
Restaurant - Caribbean	0	108	135		
Restaurant - Casual Dining	0	108	135		
Restaurant - Chinese	23	108	135		
Restaurant - Coffee	13	108	135		
Restaurant - Deli	37	108	135		
Restaurant - Diner	17	108	135		
Restaurant - Fast Casual	3	108	135		
Restaurant - French	1	108	135		
Restaurant - Full service/Sit Down - Steak	7	108	135		
Restaurant - Full service/Sit Down (w/ liquor)	5	108	135		
Restaurant - Ice Cream/Yogurt	14	108	135		
Restaurant - Indian	4	108	135		
Restaurant - Italian	24	108	135		
Restaurant - Japanese	5	108	135		
Restaurant - Juice Retail	9	108	135		
Restaurant - Limited Service & Fast Food Restaurant - Burger	44	103	135		
Restaurant - Limited Service & Fast Food Restaurant - Chicken	7	103	135		
Restaurant - Limited Service & Fast Food Restaurant - Mexican	13	103	135		
Restaurant - Limited Service & Fast Food Restaurant - Other	5	103	135		
Restaurant - Mexican	32	108	135		
Restaurant - Other	4	108	135		
Restaurant - Pan-Latin	5	108	135		
Restaurant - Pizza	43	108	135		
Restaurant - Salads	1	108	135		
Restaurant - Sandwich/Deli	8	108	135		
Restaurant - Seafood	9	108	135		
Restaurant - Specialties	0	108	135		

Restaurant - Sushi	6	108	135		
Restaurant - Tex-Mex	1	108	135		
Restaurant - Thai	5	108	135		
Restaurant - Wings	7	108	135		
Restaurant - Yakitori / Poultry	8	108	135		
Self Storage	3				
Shoe Store	10	108			
Sign Company	2				
Spa	17			-\$1,315,243	\$502,607
Sporting Goods Store	19		103		
Tanning	15				
Tax and Investment Services	15	115	123	\$6,094,907	\$2,909,622
Tobacco	5				
Toys	1	120	137		
Video Game	3				
Wholesale Club	1				
Wireless Store	27				

If Blank, then data is not available for specific category.

Leakage is the amount of under supply (+) or over supply (-) in amounts that is represented in the trade area.

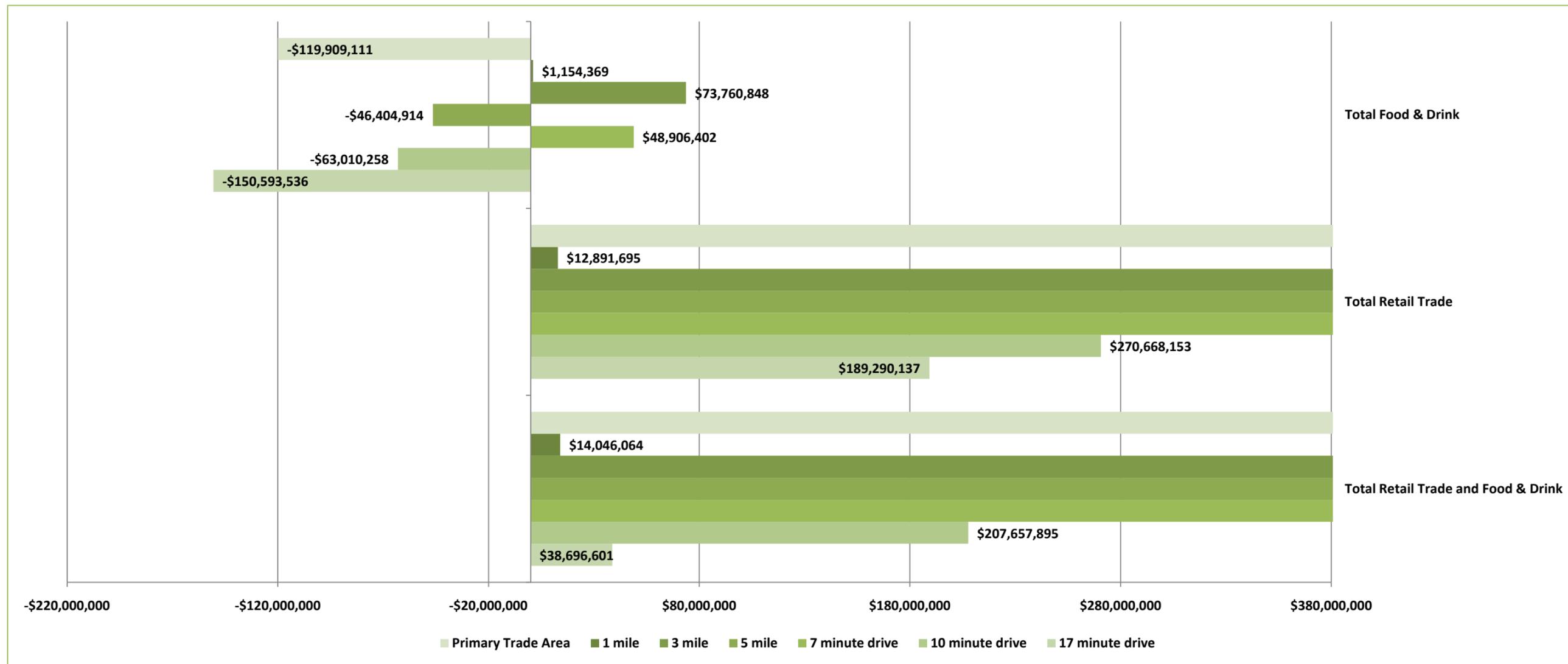
Data Notes:

Market Potential Index (MPI) measures the relative likelihood of the households in the trade area to exhibit certain consumer behavior of purchasing patterns compared to the US average. A MPI score of 100 represents the US average. (Data source Mediamark Research, Inc.)

Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. (Data source Bureau of labor Statistics with ESRI forecast)

Demand Analysis

Category	1 mile	3 mile	5 mile	7 minute drive	10 minute drive	17 minute drive	Primary Trade Area
Total Retail Trade and Food & Drink	\$14,046,064	\$805,469,368	\$673,544,800	\$500,197,118	\$207,657,895	\$38,696,601	\$505,245,750
Total Retail Trade	\$12,891,695	\$731,708,520	\$719,949,714	\$451,290,716	\$270,668,153	\$189,290,137	\$625,154,861
Total Food & Drink	\$1,154,369	\$73,760,848	-\$46,404,914	\$48,906,402	-\$63,010,258	-\$150,593,536	-\$119,909,111



Lifestyle Segmentation/Psychographic Analysis

The 65-segment Community Tapestry system classifies U.S. neighborhoods based on their socioeconomic and demographic compositions. The versatility of Community Tapestry provides several methods of dividing the 65 segments into summary groups for a broader view of U.S. neighborhoods. There are 12 summary groups (“LifeMode”) based on lifestyle and lifestage. Lifestyles are how certain groups spend money. Lifestages are based on the basis that age, income, and family status are key determinates in the type of neighborhood you live in. There are 11 summary groups based on geographic and physical features along with income.

Colleyville’s Primary Trade Area top Community Tapestry segments are: Boomburbs, Suburban Splendor, Milk and Cookies, Aspiring Young Families and Young and Restless.

Top Tapestry Segments – (1 Mile)			
Rank	Tapestry Segment	Households	U.S. Households
		Percent	Percent
1	Suburban Splendor	68.4%	1.7%
2	Exurbanites	31.6%	2.5%

Top Tapestry Segments – (3 mile)			
Rank	Tapestry Segment	Households	U.S. Households
		Percent	Percent
1	Suburban Splendor	32.6%	1.7%
2	Exurbanites	20.7%	2.5%
3	Sophisticated Squires	12.3%	2.7%
4	Boomburbs	9.6%	2.3%
5	Young and Restless	5.3%	1.4%
6	Aspiring Young Families	4.9%	2.4%
7	Up and Coming Families	3.2%	3.4%
8	Milk and Cookies	3.1%	2.0%
9	Top Rung	2.8%	0.7%
10	Cozy and Comfortable	2.5%	2.8%

Top Tapestry Segments – Colleyville (5 mile)			
Rank	Tapestry Segment	Households	U.S. Households
		Percent	Percent
1	Boomburbs	26.5%	2.3%

2	Suburban Splendor	24.0%	1.7%
3	Exurbanites	15.8%	2.5%
4	Up and Coming Families	15.4%	3.4%
5	Midland Crowd	10.6%	3.8%
6	Enterprising Professionals	3.7%	1.7%
7	Milk and Cookies	2.1%	2.0%
8	Green Acres	1.8%	3.2%
9	Sophisticated Squires	0.1%	2.7%

Top Tapestry Segments – (Primary Trade Area)			
Rank	Tapestry Segment	Households	U.S. Households
		Percent	Percent
1	Boomburbs	14.3%	2.3%
2	Suburban Splendor	10.7%	1.7%
3	Milk and Cookies	10.7%	2.0%
4	Aspiring Young Families	9.6%	2.4%
5	Young and Restless	9.1%	1.4%
6	Sophisticated Squires	8.3%	2.7%
7	Exurbanites	7.2%	2.5%
8	Enterprising Professionals	6.9%	1.7%
9	Rustbelt Traditions	3.6%	2.8%
10	Old Newcomers	3.3%	1.9%

Top Tapestry Segments – 7 minute			
Rank	Tapestry Segment	Households	U.S. Households
		Percent	Percent
1	Suburban Splendor	43.4%	1.7%
2	Exurbanites	27.4%	2.5%
3	Boomburbs	8.5%	2.3%
4	Sophisticated Squires	7.5%	2.7%
5	Cozy and Comfortable	3.5%	2.8%
6	Prosperous Empty Nesters	3.1%	1.8%
7	Milk and Cookies	2.6%	2.0%
8	Aspiring Young Families	1.5%	2.4%
9	Old and Newcomers	1.5%	1.9%
10	Up and Coming Families	0.9%	3.4%

Top Tapestry Segments – 10 minute			
Rank	Tapestry Segment	Households	U.S. Households
		Percent	Percent
1	Suburban Splendor	15.8%	1.7%
2	Aspiring Young Families	12.4%	2.4%
3	Exurbanites	10.0%	2.5%
4	Young and Restless	9.2%	1.4%
5	Sophisticated Squires	8.6%	2.7%
6	Boomburbs	8.3%	2.3%
7	Enterprising Professionals	7.1%	1.7%
8	Milk and Cookies	6.8%	2.0%
9	Rustbelt Retirees	3.2%	2.1%
10	Restbelt Traditions	2.9%	2.8%

Top Tapestry Segments – Drive – 17 minute			
Rank	Tapestry Segment	Households	U.S. Households
		Percent	Percent
1	Young and Restless	14.2%	1.4%
2	Milk and Cookies	10.8%	2.0%
3	Boomburbs	8.5%	2.3%
4	Enterprising Professionals	7.4%	1.7%
5	Rustbelt Traditions	6.9%	2.8%
6	Aspiring Young Families	6.7%	2.4%
7	Suburban Splendor	6.2%	1.7%
8	Inner City Tenants	4.4%	1.5%
9	Sophisticated Squires	4.0%	2.7%
10	Up and Coming Families	3.9%	3.4%

ERSI defines the above Tapestry segmentations as the following:

Aspiring Young Families

Aspiring Young Families neighborhoods are located in large, growing metropolitan areas in the South and West, with the highest concentrations in California, Florida, and Texas. Mainly composed of young, married-couple families or single parents with children, the median age for this segment is 30.6 years. Nearly half of the households are owner-occupied, single-family dwellings or townhomes, and over half are occupied by renters, many living in newer, multiunit buildings. Residents spend much of their discretionary income on baby and children's products and toys as well as home furnishings. Recent electronic purchases include cameras and video game systems. Leisure activities include dining out, dancing, going to the movies, attending professional football games, fishing, weight lifting, and playing basketball. Typically, vacations would include visits to theme parks. Internet usage mainly involves chat room visits.

Boomburbs

The newest additions to the suburbs, Boomburbs communities are home to younger families who live a busy, upscale lifestyle. The median age is 33.7 years. This market has the highest population growth at 5.3 percent annually more than four and one-half times the national figure. The median home value is \$334,829, and most households have two earners and two vehicles. This is the top market for households to own projection TVs, MP3 players, scanners, and laser printers as well as owning

or leasing full-sized SUVs. It is the second-ranked market for owning flat-screen or plasma TVs, video game systems, and digital camcorders as well as owning or leasing minivans. Family vacations are a top priority. Popular vacation destinations are Disney World and Universal Studios, Florida. For exercise, residents play tennis and golf, ski, and jog.

Cozy and Comfortable

Cozy and Comfortable residents are settled, married, and still working. Many couples are still living in the pre-1970s, single-family homes in which they raised their children. Households are located primarily in suburban areas of the Midwest, Northeast, and South. The median age is 42.1 years, and the median home value is \$174,687. Home improvement and remodeling are important to Cozy and Comfortable residents. Although some work is contracted, homeowners take an active part in many projects, especially painting and lawn care. They play softball and golf, attend ice hockey games, watch science fiction films on DVD, and gamble at casinos. Television is significant; many households have four or more sets. Preferred cable stations include QVC, Home & Garden Television, and The History Channel.

Enterprising Professionals

This fast-growing market is home to young, educated, working professionals, with a median age of 32.4 years. Single or married, they prefer newer neighborhoods with townhomes or apartments. The median household income is \$71,018. This segment is ranked second of all the Community Tapestry markets for labor force participation, at 75 percent. Their lifestyle reflects their youth, mobility, and growing consumer clout. Residents rely on cell phones and PCs to stay in touch. They use the Internet to find their next job or home, track their investments, and shop. They own the latest electronic gadgets. Leisure activities include yoga, playing Frisbee and football, jogging, going to the movies, and attending horse races and basketball games. These residents also travel frequently, both domestically and overseas.

Exurbanites

Open areas with affluence define these neighborhoods. Empty nesters comprise 40 percent of these households; married couples with children occupy 32 percent. Over half of the householders are between the ages of 45 and 64 years. The median age is 44.8 years. Approximately half of those who work hold professional or managerial positions. The median home value is \$288,301; the median household income is \$88,531. Financial health is a priority for the Exurbanites market; they consult with financial planners and track their investments online. They own a diverse investment portfolio and hold long-term care and substantial life insurance policies. Residents work on their homes, lawns, and gardens. Leisure activities include boating

Inner City Tenants

Inner City Tenants neighborhoods are a microcosm of urban diversity, located primarily in the South and West. This multicultural market is young, with a median age of 27.9 years. Households are a mix of singles and families. Most residents rent economical apartments in mid- or high-rise buildings. Recent household purchases by this market include video game systems, baby food, baby products, and furniture. Internet access at home is not typical; those who have no access at home surf the Internet at school or at the library. Playing games and visiting chat rooms are typical online activities. Residents frequently eat at fast-food restaurants. They enjoy going to the movies; attending football and basketball games; water skiing; and playing football, basketball, and soccer. Some enjoy the nightlife, visiting bars and nightclubs to go dancing.

Milk and Cookies

Milk and Cookies households are composed mainly of young, affluent married-couple families. Approximately half of the households include children. The median age for this market is 34 years. Residents prefer single-family homes in suburban areas, chiefly in the South, particularly in Texas. Smaller concentrations of households are located in the West and Midwest. The median home value is \$148,781. Families with two or more workers, more than one child, and two or more vehicles is the norm for this market. Residents are well insured for the future. The presence of children drives their large purchases of baby and children's products and timesavers such as fast food. For fun, residents play video games, chess, backgammon, basketball and football, or fly kites. Favorite cable channels include Toon Disney, The Discovery Health Channel, ESPNNews, and Lifetime Movie Network.

Old and Newcomers

Old and Newcomers neighborhoods are in transition, populated by those who are starting their careers or retiring. The proportion of householders in their 20s or aged 75 years or older is higher than the national level. The median age is 37.1 years. Spread throughout metropolitan areas of the United States, these neighborhoods have more single-person and shared households than families. Many residents have moved in the last five years. Over sixty percent of households are occupied by renters; approximately half live in mid-rise or high-rise buildings. Residents have substantial life insurance policies and investments in certificates of deposit, bonds, and annuities. Leisure activities include roller skating, using Rollerblades, playing golf, gambling at casinos, playing bingo, and attending college ball games. They listen to classic hits on the radio. Many residents are members of fraternal orders or school boards.

Prosperous Empty Nesters

Prosperous Empty Nesters neighborhoods are well established, located throughout the United States; approximately one-third are on the eastern seaboard. The median age is 48.7 years. More than half of the householders are aged 55 or older. Forty percent of household types are married couples with no children living at home. Educated and experienced, residents are enjoying the life stage transition from child rearing to retirement. The median household income is \$70,623. Residents place a high value on their physical and financial well-being and take an active interest in their homes and communities. They travel extensively, both at home and abroad. Leisure activities include refinishing furniture, playing golf, attending sports events, and reading mysteries. Civic participation includes joining civic clubs, engaging in fund-raising, and working as volunteers

Rustbelt Retirees

Most Rustbelt Retirees neighborhoods can be found in older, industrial cities in the Northeast and Midwest, especially in Pennsylvania and other states surrounding the Great Lakes. Households are mainly occupied by married couples with no children and singles that live alone. The median age is 45 years. Although many residents are still working, labor force participation is below average. More than 40 percent of the households receive Social Security benefits. Most residents live in owned, single-family homes, with a median value of \$129,157. Unlike many retirees, these residents are not inclined to move. They are proud of their homes and gardens and participate in community activities. Some are members of veterans' clubs. Leisure activities include playing bingo, gambling in Atlantic City, going to the horse races, working crossword puzzles, and playing golf.

Rustbelt Traditions

Rustbelt Traditions neighborhoods are the backbone of older, industrial cities in states bordering the Great Lakes. Most employed residents work in the service, manufacturing, and retail trade industries. Most residents own and live in modest single-family homes that have a median value of \$102,391. Households are primarily a mix of married-couple families, single-parent families, and singles that live alone. The median age is 36.1 years; the median household income is \$51,436. Residents prefer to use a credit union and invest in certificates of deposit. They use coupons regularly, especially at Sam's Club, work on home remodeling or improvement projects, and buy domestic vehicles. Favorite leisure activities include hunting, bowling, fishing, and attending auto races, country music shows, and ice hockey games (in addition to listening to games on the radio).

Sophisticated Squires

Sophisticated Squires residents enjoy cultured country living in newer home developments with low density and a median home value of \$268,921. These urban escapees are primarily married-couple families, educated, and well employed. They prefer to commute to maintain their semi-rural lifestyle. The median age is 38.3 years. They do their own lawn and landscaping work as well as home improvement and remodeling projects such as installing carpet or hardwood floors and interior painting. They like to barbecue on their gas grills and make bread with their bread-making machines. This is the top market for owning three or more vehicles. Vehicles of choice are minivans and full-sized SUVs. Family activities include playing volleyball, bicycling, playing board games and cards, going to the zoo, and attending soccer and baseball games.

Suburban Splendor

These successful suburbanites are the epitome of upward mobility, just a couple of rungs below the top, situated in growing neighborhoods of affluent homes with a median value of \$442,916. Most households are composed of two-income, married-couple families with or without children. The population is well educated and well employed, with a median age of 41.5 years. Home improvement and remodeling are a main focus of Suburban Splendor residents. Their homes feature the latest amenities and reflect the latest in home design. Residents travel extensively in the United States and overseas for business and pleasure. Leisure activities include physical fitness, reading, visiting museums, or attending the theater. This market is proactive in tracking investments, financial planning, and holding life insurance policies.

Top Rung

Top Rung is the wealthiest consumer market, representing less than one percent of all U.S. households. The median household income of \$185,415 is three and one-half times that of the national median, and the median net worth of \$614,206 is more than five times that of the national level. The median home value is approximately \$1,078,501. These educated residents are in their peak earning years, 45-64, in married-couple households, with or without children. The median age is 41.9 years. With the purchasing power to indulge any choice, Top Rung residents travel in style, both domestically and overseas. This is the top market for owning or leasing a luxury car; residents favor new imported vehicles, especially convertibles. A navigational system in the vehicle is a key amenity. Avid readers, these residents find time to read two or more daily newspapers and countless books.

Up and Coming Families

Up and Coming Families represents the second highest household growth market and, with a median age of 31.9 years, is the youngest of Community Tapestry's affluent family markets. The profile for these neighborhoods is young, affluent families with young children. Approximately half of the households are concentrated in the South, with another half in the West and Midwest. Neighborhoods are located in suburban outskirts of midsized metropolitan areas. The homes are newer, with a median value of \$213,306. Because family and home priorities dictate their consumer purchases, they frequently shop for baby and children's products and household furniture. Leisure activities include playing softball, going to the zoo, and visiting theme parks (generally SeaWorld or Disney World). Residents enjoy watching science fiction, comedy, and family-type movies on DVD.

Young and Restless

Change is the constant in this diverse market. With a median age of 28.7 years, the population is young and on the go. About 85 percent of householders moved in the last five years. Young and Restless householders are primarily renters, living in apartments in multiunit buildings. Almost 60 percent are singleperson or shared households. This educated market has the highest labor force participation among all the Community Tapestry segments, at 76 percent, and the highest female labor force participation, at 73 percent. The median household income is \$45,236. Residents use the Internet daily to visit chat rooms, play games, obtain the latest news, and search for employment. They read computer and music magazines and listen to public radio. They watch movies in the theater and on DVD, attend rock concerts, play pool, go dancing, and exercise weekly at a gym.

Retail Drivers

Colleyville Major Employers

Name	Estimated Number of Employees at Location
GRAPEVINE COLLEYVILLE INDEPENDENT SCHOOL DISTRICT	1650
CITY OF COLLEYVILLE	312
MORGAN STANLEY	122
ALBERTSONS SUPERMARKETS	110
LIBERMAN BROADCASTING	110
La HACIENDA (STEMNONES COMPADRES LTD)	100
HARRINGTON PROFESSIONAL ARTS PHARMACIES/DigiMEDICAL SOLUTIONS	90
EBBY HALLIDAY REAL ESTATE INC	60
MAC'S STEAK & SEAFOOD	55
CREME DE LA CREME L P	54
CROWN OF LIFE LUTHERAN CHURCH AND SCHOOL	51
THE COMPASS CHRISTIAN CHURCH	50
RWA INC	50
ELIS MEDICAL CORP	50
UNIVERSITY OF TEXAS AT ARLINGTON	49
DALLAS OBJECTWORKS INC	47
BUSY B'S BAKERY	40
MICHAEL'S KEYS	40
RIO MAMBO COLLIERVILLE INC	36
WASH DEPOT AUTO CENTERS LP	35
TOTAL ESTIMATED DAYTIME EMPLOYER	7,811

Source: Experian, City of Colleyville, Chamber
Note: all companies assumed to have 1 employee if unreported

Major Area Employers

Name	Estimated Number of Employees at Location	Type
SABRE CORPORATE HEADQUARTERS	2,532	INFORMATION
DALLAS-FORT WORTH INTERNATIONAL AIRPORT	1,600	TRANSPORTATION
TEXAS HEALTH HARRIS METHODIST HOSPITAL HEB	1,546	HEALTH CARE
GAYLORD TEXAN RESORT HOTEL & CONVENTION CENTER	1,500	HOTEL/FOOD
HEALTHMARKETS	1,450	FINANCE
BAYLOR REGIONAL MEDICAL CENTER AT GRAPEVINE	1,230	HEALTH CARE
ATLANTIC SOUTHEAST AIRLINE INC	1,000	TRANSPORTATION
TRIAD FINANCIAL CORPORATION	1,000	FINANCE
VERIZON INFORMATION SERVICES (IDEARC)	888	INFORMATION
VERIZON INTERNET SOLUTIONS	880	WHOLESALE
NORTH HILLS HOSPITAL	803	HEALTH CARE
LSG SKY CHEFS INC	800	HOTEL/FOOD
CITIFINANCIAL INC	686	FINANCE
GAMESTOP.COM	686	RETAIL
MEDICAL CLINIC OF NORTH TEXAS PA	686	HEALTH CARE
CARTER BLOOD CARE	657	HEALTH CARE
CITY OF NORTH RICHLAND HILLS -- CITY HALL	570	PUBLIC ADMINISTRATION
CAE SIMUFLITE TRAINING	534	EDUCATION
FEDERAL EXPRESS CORPORATION	500	WAREHOUSE
GREAT WOLF LODGE	500	HOTEL/FOOD
TARRANT COUNTY COLLEGE - NE CAMPUS	475	EDUCATION

Source: Experian, NTCOG
Note: all companies assumed to have 1 employee if unreported

Retail Summary

Existing Retail Uses and Categories

In effort to better understand the retail potential of the Primary Trade Area, Catalyst Consulting + Solutions™ completed a comprehensive market-wide study of the existing retailers within Colleyville. Data is compiled into the Catalyst Merchant Matrix (see Appendix 1). This data included the use by category and location. Further analysis of the Catalyst Merchant Matrix allows for deeper insight into the distribution of uses of the retail market within Colleyville, Texas. The results paint the picture of the retail categories which are existing and oversaturated, under supplied, or void of representation.

This data is useful in developing a clearer understanding of what types of retail are existing in the market as well as what types of retail are missing in the market for one reason or another. From the data compiled, Catalyst can begin to formulate a game plan as to which categories should be considered further. Categories which already have optimal market penetration and those which appear to be oversaturated should be evaluated further to determine if these should be eliminated from consideration. Void and underrepresented categories are evaluated based on factors such as alignment with the vision of the city, co-tenancy, demand/leakage analysis, and demographic and psychographic profiles within the study areas.

There were 1886 retailers identified within 5 miles from the Colleyville centroid at Highway 26 and Main Street. Several Retailers have multiple locations in this market including Subway, Kwik Lube, Bank of America, Auto Zone, McDonald's, 7-Eleven and Kroger just to name a few. There are a total of 142 retail categories present in the Colleyville area. The top 10 categories represented in the Primary Trade Area include Restaurants (473), Convenience Stores (105), Hair Cutter (100), Banks (77), Automotive Service (75), Nail Salon (68), Dry Cleaning/Laundry (51), Home Furnishings (43), Check Cashing Pawn (35), and Grocery Stores (27).

Competitive Analysis

Within the Primary Trade Area, there are several competitive undeveloped tracts and multiple shopping centers that could potentially compete with Colleyville for retail operators. While similar in nature, each site has its own set of unique characteristics which offer greater appeal to some retail operators and some which may be inferior to Colleyville property.

Among these characteristics are co-tenancy, highway frontage, traffic counts and proximity to other retail developments. A summary of properties sampled within the trade area are below (See Table 3):

Center Name	Address	Center RBA/GLA	Vacancy	Anchor Tenants	Average Weighted Rent	Percent Leased	Total Available Space (SF)
Randol Mill Shopping Center	1002-1010 N Collins St, Arlington, TX,76011	30450	7.88%	Sam's \$1.00,Rocky's Cafe, Washateria	\$ 22.56	92.12	2400
Six Flags Village	1301-1303 N Collins St, Arlington, TX,76011	86380	7.08%	OfficeMax, Save-A-Lot, Yes!Less	\$ 15.00	92.92	6115
Seville Commons	2101-2151 N Collins St ,Arlington, TX,76011	108537	7.46%	Albertsons, RadioShack, Fast Frames, Wolf Camera	\$ 21.72	92.54	25436
Landmark Village	2301 N Collins St, Arlington, TX,76011	72112	5.25%		\$ 13.08	94.75	3789
Riverview Village	2733-2755 N Collins St, Arlington, TX,76006	92977	7.66%		\$ 22.68	92.34	10397
Carriage Plaza Shopping Center	900 E Copeland Rd, Arlington, TX,76011	96075	3.61%	Bedz King, Texas Self-Defense Academy, Texas Tickets	\$ 12.00	96.39	11248
Parkway Central Center	801-841 E Lamar Blvd , Arlington, TX,76010	73600	6.79%	Whole Foods, Piccolo Mondo Restaurant	\$ 16.56	93.21	5000
Crossroads North Shopping Center	701-747 W Lamar Blvd, Arlington, TX,76012	66114	7.56%	Big Lots, Ace Hardware	\$ 8.52	92.44	15050
Randol Mill West	1608-1664 Randol Mill Rd, Arlington, TX,76012	40062	11.17%			88.83	4475
Cimarron Plaza Shopping Center	1220-1424 Airport Fwy, Bedford, TX,76022	176643	12.80%	Albertsons	\$ 11.40	87.2	24614
Central Square	1701-1833 Airport Fwy, Bedford, TX,76021	47751	19.96%	Carter Bloodcare	\$ 14.04	80.04	9530
Stonegate Shopping Center	1301-1313 Brown Trail, Bedford, TX,76021	52840	9.46%	Rent A Center, Mid-Cities Sport Center, Quick Wash	\$ 6.00	90.54	4998

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Center Name	Address	Center RBA/GLA	Vacancy	Anchor Tenants	Average Weighted Rent	Percent Leased	Total Available Space (SF)
Bedford Central Plaza	2801-2853 Central Dr, Bedford, TX,76021	85870	19.35%	Big Lots, Chinatown Restaurant, Classic Philly's	\$ 12.00	80.65	16617
Harwood Village North	601-735 Harwood Rd, Bedford, TX,76021	85931	31.88%		\$ 15.00	68.12	27395
Harwood Central Village	2101-2113 Harwood Rd, Bedford, TX,76021	119742	15.00%	Kroger		85	17967
Harwood Hills Village	3100-3346 Harwood Rd, Bedford, TX,76021	109000	10.28%		\$ 16.56	89.72	55998
Harwood Shopping Center	3504-3508 Harwood Rd, Bedford, TX,76021	127121	20.67%	The Beryl Cos.	\$ 9.96	79.33	26277
Harwood Crossing	1060 N Main St, Euless, TX,76039	91341	12.39%	Kroger, Joe's Pizza Pasta & Subs	\$ 12.96	87.61	13071
Beach Western Commons	6650 N Beach St, Fort Worth, TX,76137	125062	1.95%	Kroger, China Queen Super Buffet		98.05	3486
Beach Street Market Shopping Center	7410-7430 N Beach St, Fort Worth, TX,76131	61945	56.30%		\$ 12.00	43.7	34875
Basswood Crossing	7451 N Beach St, Fort Worth, TX,76137	101819	68.55%	Fort Worth Police Department, Hallmark, Summerfields Animal Hospital	\$ 9.12	31.45	69793
6729-6759 Bridge St	6729-6759 Bridge St, Fort Worth, TX,76112	102382	1.76%	Albertsons, Asia Super Buffet	\$ 17.28	98.24	1800
The Summit At Bridgewood	1100 Bridgewood Dr, Fort Worth, TX,76112	48696	21.66%		\$ 9.48	78.34	10549
Hwy 377 @ Basswood Blvd	Hwy 377 @ Basswood Blvd, Fort Worth, TX,76137	36400	50.01%		\$ 17.40	49.99	18205
Rufe Snow Village	6238-6248 Rufe Snow Dr, Fort Worth, TX,76148	99331	19.58%			80.42	90643
Watuppa Springs	12400 Timberland Blvd, Fort Worth, TX,76101	38626	38.03%		\$ 21.96	61.97	17214
Western Center Market Place	2700-2740 Western Center Blvd, Fort Worth, TX,76131	39810	10.48%		\$ 18.24	89.52	4172

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Center Name	Address	Center RBA/GLA	Vacancy	Anchor Tenants	Average Weighted Rent	Percent Leased	Total Available Space (SF)
Fossil Creek Plaza	4296-4398 Western Center Blvd, Fort Worth, TX,76137	68000	6.34%		\$ 18.96	93.66	4310
Western Center Plaza	5000 Western Center Blvd, Fort Worth, TX,76137	53000	69.19%		\$ 17.04	30.81	36673
Vineyard Marketplace	2030-2040 Glade Rd, Grapevine, TX,76051	121228	22.88%	Hobby Lobby Inc	\$ 20.52	77.12	27734
Fairfield on Main Street	925 S Main St, Grapevine, TX,76051	20000	86.50%		\$ 21.48	13.5	17300
Northwest Plaza Shopping Center	1601 W Northwest Hwy, Grapevine, TX,76051	101984	1.67%		\$ 12.72	98.33	3100
Park Place	2100 W Northwest Hwy, Grapevine, TX,76051	114190	4.66%	Blockbuster, Albertsons, Radio Shack	\$ 15.12	95.34	72901
North Hills Village	3500-3548 Denton Hwy, Haltom City, TX,76117	43299	3.88%	Save-A-Lot	\$ 9.60	96.12	1680
Diamond Oaks Shopping Center	4105-4121 Denton Hwy, Haltom City, TX,76117	70012	0.00%	Lonestar Antique Mall	\$ 8.52	100	3810
Shady Oaks Shopping Center	401-463 W Bedford Eules Rd, Hurst, TX,76053	82026	7.25%	Dollar General, Shady Oaks Bingo	\$ 8.04	92.75	12481
University Plaza	1600-1699 Campus Dr, Hurst, TX,76054	92692	6.47%	Black-eyed Pea, Bronco Sports Grill, Catfish & Co., Impel Management Services	\$ 12.00	93.53	6000
Stein Mart Plaza	300-316 Grapevine Hwy, Hurst, TX,76054	53420	13.01%	Stein Mart	\$ 13.56	86.99	8800
Woodbridge Plaza Shopping Center	420 Grapevine Hwy, Hurst, TX,76054	31065	29.44%	Wing Stop, Palm Beach Tan	\$ 14.04	70.56	10888
Woods Crossing	109-189 W Harwood Rd, Hurst, TX,76054	36068	36.04%	Bank of America, Ti Amo Pizza & Pasta	\$ 11.40	63.96	13000
Hurst Belaire Shopping Center	304-514 E Pipeline Rd, Hurst, TX,76053	150630	8.96%	Bel Air Cinema,1.59 Cleaners, DFW Locksmith, Flowers Galore, Redi Tax, Smile Donuts	\$ 6.00	91.04	33468
Village Square	716-756 E Pipeline Rd, Hurst, TX,76053	72699	11.55%	Super Dollar Mart, Family Dollar ,Sam's Outlet	\$ 6.00	88.45	8400

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Center Name	Address	Center RBA/GLA	Vacancy	Anchor Tenants	Average Weighted Rent	Percent Leased	Total Available Space (SF)
1101-1121 W Pipeline Rd	1101-1121 W Pipeline Rd, Hurst, TX,76053	72191	41.37%	Shades Window Tinting & Auto Access, Salad's & Such, ABA Communications Center, Cheng's Buffet	\$ 10.56	58.63	29864
Regent Cross	N Belt Line Rd, Irving, TX,75063	28000	57.68%		\$ 6.48	42.32	16151
Sterling Plaza	2904-2950 N Belt Line Rd, Irving, TX,75062	65765	11.46%	99 Cents Only	\$ 15.00	88.54	7536
Beltline Village	3435-3455 N Belt Line Rd, Irving, TX,75038	75921	9.44%	Castle Dental Center, CiCi's Pizza, All State	\$ 11.52	90.56	11323
3500 N Belt Line Rd	3500 N Belt Line Rd, Irving, TX,75062	29140	10.64%	La Michoacan Meat Market	\$ 16.44	89.36	13500
Towne North Shopping Center	3501-3631 N Belt Line Rd, Irving, TX,75062	123907	15.85%	Tom Thumb	\$ 15.96	84.15	23232
Northgate Hills Shopping Center	3602-3656 N Belt Line Rd, Irving, TX,75062	108046	6.02%	Kroger Signature Store	\$ 17.04	93.98	6500
Cottonwood Crossings	4070 N Belt Line Rd, Irving, TX,75038	55986	2.77%		\$ 14.04	97.23	1550
Golden Beach Marketplace	10716-10860 N Beach St, Keller, TX,76248	91286	2.34%	Albertsons		97.66	2137
3505-3529 Heritage Trace Pky	3505-3529 Heritage Trace Pky, Keller, TX,76248	63683	18.66%	Subway	\$ 20.04	81.34	15089
Keller Town Center East	920 Keller Pky, Keller, TX,76248	85383	2.69%		\$ 18.96	97.31	33721
Keller Town Center	1000 Keller Pky, Keller, TX,76248	114937	4.83%	Tom Thumb Supermarket, Chase Bank		95.17	5547
Keller Crossing	1540-1580 Keller Pky, Keller, TX,76248	120000	0.00%			100	4200
Bear Creek Plaza	800-900 S Main St, Keller, TX,76248	70735	34.25%		\$ 18.00	65.75	34691
Keller Place	2041-2061 Rufe Snow Dr, Keller, TX,76248	103400	11.34%	Kroger, Niki's Italian Bistro II, Hobbi's Bar-B-Q	\$ 15.96	88.66	11725

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Center Name	Address	Center RBA/GLA	Vacancy	Anchor Tenants	Average Weighted Rent	Percent Leased	Total Available Space (SF)
Richland Commons	8251 Bedford Eules Rd, North Richland Hills, TX,76180	85043	0.00%		\$ 9.00	100	3832
Tarrant Parkway Plaza	8415 Davis Blvd, North Richland Hills, TX,76180	96619	43.08%	Smith's Ultimate Fitness	\$ 17.64	56.92	41621
Greater Richland	7203-7251 Grapevine Hwy ,North Richland Hills, TX,76180	100348	7.74%	Kroger, H&R Block, Aaron's, Discount Carpets	\$ 8.52	92.26	10660
	Mid Cities Blvd, North Richland Hills, TX,76180	31350	83.44%		\$ 18.00	16.56	26160
Rufe Snow Plaza	5204-5236 Rufe Snow Dr, North Richland Hills, TX,76180	30610	9.47%	A Touch Of Class Florist, Car Sounds, Hallmark, Sandy's	\$ 11.04	90.53	6300
Brandi Place Shopping Center	5300-5352 Rufe Snow Dr, North Richland Hills, TX,76180	33917	42.16%	Supercuts	\$ 13.08	57.84	14301
North Richland Hills Shopping Center	7120-7180 Rufe Snow Dr, North Richland Hills, TX,76180	73924	1.30%	Curves	\$ 5.40	98.7	63240
North Tarrant Crossing	N Tarrant Pky, North Richland Hills, TX,76118	22300	46.38%			53.62	29592
The Venue at Home Town	6021 Walker Blvd, North Richland Hills, TX,76180	102824	53.93%		\$ 20.04	46.07	55450
Roanoke Corners	1104-1112 N Highway 377, Roanoke, TX,76262	84000	3.36%		\$ 21.96	96.64	2819
Trophy Club Plaza	301 Trophy Lake Dr, Roanoke, TX,76262	125373	9.70%	Tom Thumb Supermarket, Walgreens		90.3	12163
Jellico Square	FM 1709 @ Randol Mill, Southlake, TX,76092	72860	0.00%			100	72860
Wyndham Plaza	1709 Nolen Rd, Southlake, TX,76092	84906	25.22%		\$ 27.96	74.78	42822
Southlake Village	2110-2140 E Southlake Blvd, Southlake, TX,76092	118092	0.00%	Kroger, Eagle Postal Center	\$ 24.00	100	10946
Shafer Plaza	2707-2727 E Southlake Blvd, Southlake, TX,76092	51293	60.44%	Smoothie King, Fitness in Motion, The Luxury of Leather		39.56	31000

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Center Name	Address	Center RBA/GLA	Vacancy	Anchor Tenants	Average Weighted Rent	Percent Leased	Total Available Space (SF)
Suntree Square	100 W Southlake Blvd, Southlake, TX,76092	99690	16.76%	Tom Thumb Supermarket	\$ 18.48	83.24	16708
Greenfield Square	6500 Denton Hwy, Watauga, TX,76148	31686	29.35%			70.65	9300
Watauga Center	8416-8448 Denton Hwy, Watauga, TX,76148	140478	6.43%	Albertsons, Verizon Wireless		93.57	15538
Brooks Crossing	6245-6253 Rufe Snow Dr, Watauga, TX,76148	106050	14.19%	Dollar Store, Takara, The Scarlett Rose, Tony's Pizza		85.81	16048
6801 Rufe Snow Dr	6801 Rufe Snow Dr, Watauga, TX,76148	32545	18.30%	Texas Health Quest, Great Clips, Big Time, Curiosity	\$ 15.96	81.7	5955
Regency Square	6531-6539 Watauga Rd, Watauga, TX,76148	41237	21.95%	Tuesday Morning	\$ 12.00	78.05	9050
The Marketplace	6601 Watauga Rd, Watauga, TX,76148	78600	14.29%		\$ 14.04	85.71	11232
Westlake Corners	US 377 & SH 170, Westlake, TX,76262	34100	100.00%		\$ 23.52	0	34100
Total		77664			\$ 14.71	79.63%	

Table 4 Competitive Properties

