

2019 RETAIL MARKET PROFILE



WESTPOINTE VILLAGE NEW BRAUNFELS, TEXAS



OVERVIEW

Deep in the heart of the Texas Hill Country rests beautiful New Braunfels. Founded in 1845 by German settlers. New Braunfels boasts great museums, historic districts, and performing arts all within a short distance.

Interstate 35 is a major thoroughfare along with Loop 337 and TX 46, providing convenient access into and around town.

A 146,988-square foot community shopping center anchored by an 89,192 SF H-E-B Grocery, WestPointe Village is strategically located at the gateway to the desirable Texas Hill Country. This community retail center serves the affluent trade areas in west New Braunfels, the Canyon Lake region and throughout Comal County. The SH 46 corridor has experienced dramatic residential growth over the past decade, and construction of roadway improvements is underway to support and sustain this continued growth.

RETAIL

SECTOR	POTENTIAL
Motor Vehicle Parts/Dealers	\$28,070,018
Foodservice/Drinking	\$14,592,810
General Merchandise	\$14,044,765
Food & Beverage Stores	\$13,943,861
Bldg Material/Garden Equip.	\$8,385,718
Health & Personal Care	\$7,351,624

DEMOGRAPHICS

	RETAIL TRADE AREA
2018 Population Estimate	8,673
2023 Population Estimate	9,521
2018 Population Density	1,042
2023 Population Density	1,144
2018 Total Households	3,412
2023 Total Households	3,798

RETAIL

The Retail Industry in New Braunfels employs over 11,000 people, 29% of the overall labor force market share. The growth of retail can be attributed to new developments such as Westpointe Village, Downtown New Braunfels, Town Center at Creekside and Village at Creekside.

Together these developments alone will have over 3.5 million square feet of retail space at full build-out. At one time, a 2015 retail gap study indicated New Braunfels and Comal County were experiencing over \$1 billion dollars in retail leakage. Since the study was completed, there still are potential sales of \$46 million to be made.

Some of the businesses at Westpointe Village include:

- HEB
- Chick-Fil-A
- Tomlinson's
- Discount Tire
- Dunkin Donuts
- Orange Leaf
- Longhorn Cafe
- The Reel Seafood Co
- McAlister's Deli
- Schlotzky's
- Twin Liquors
- Modern Dentistry

MARKET SEGMENTATION

10 MIN DRIVE TIME

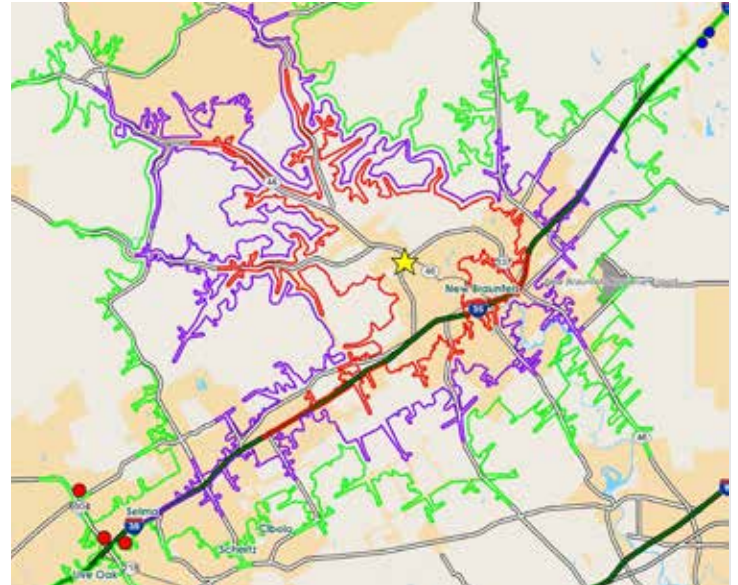
Market Segment	Avg. Age	Avg. Salary	Age of Kids	Notes
C11 Aging of Aquarius	58	\$180,000	0-3	Affluent Upscale
J34 Aging in Place	70	\$40,000	0-3	Retired Republican
O51: Digital Dependent	27.5	\$62,499	7-9	Single, Tech

15 MIN DRIVE TIME

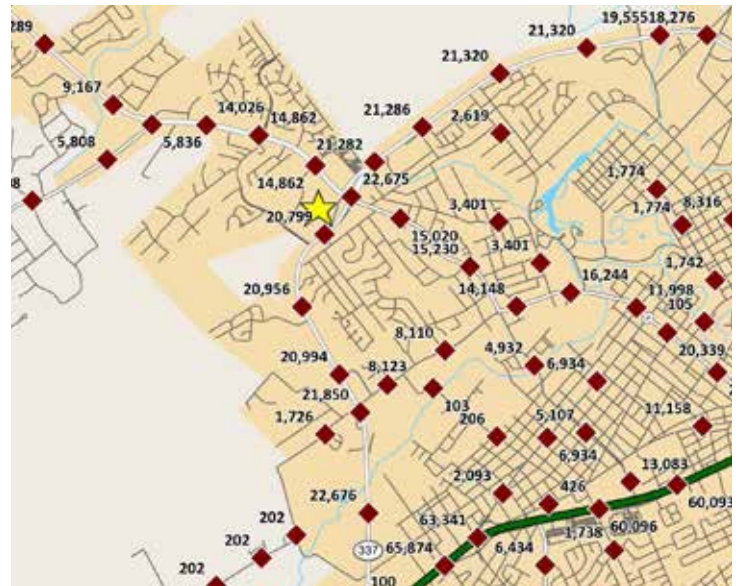
F22: Fast Track Couple	32.5	\$115,000	7-9	Active, Spender
J34: Aging In Place	70	\$42,500	Grown	Retired, Fine Arts
O51: Digital Dependent	27.5	\$62,499	7-9	Single, Tech



RETAIL



TRAFFIC



LOCATION MAP

