

2019 RETAIL MARKET PROFILE



CREEKSIDE 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.

New Braunfels Town Center at Creekside is a 400+ acre master planned, mixed use development positioned at the epicenter of the rapidly growing Austin/San Antonio corridor in historic New Braunfels, TX. The project integrates over one million square feet of retail with a 130+ bed hospital, a multi-family development and an entertainment complex—all interlaced with streams and fountains.

RETAIL

SECTOR	POTENTIAL
Motor Vehicle Parts/Dealers	\$36,984,132
Foodservice/Drinking	\$18,521,442
General Merchandise	\$17,585,129
Food & Beverage Stores	\$17,460,252
Bldg Material/Garden Equip.	\$8,754,846
Health & Personal Care	\$8,029,565

DEMOGRAPHICS

	RETAIL TRADE AREA
2018 Population Estimate	11,632
2023 Population Estimate	13,321
2018 Population Density	1,122
2023 Population Density	1,285
2018 Total Households	4,392
2023 Total Households	5,124

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 Town Center at Creekside, Village at Creekside, Westpointe Village, and Downtown New Braunfels.

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 Creekside include:

- Target
- JCPennys
- Dick's Sporting Goods
- Best Buy
- Petsmart
- Burlington Coat Factory
- Panda Express
- Hobby Lobby
- Five Below
- Belk
- Bath & Body Works
- Ulta
- Specs
- James Avery

MARKET SEGMENTATION

15 MIN DRIVE TIME

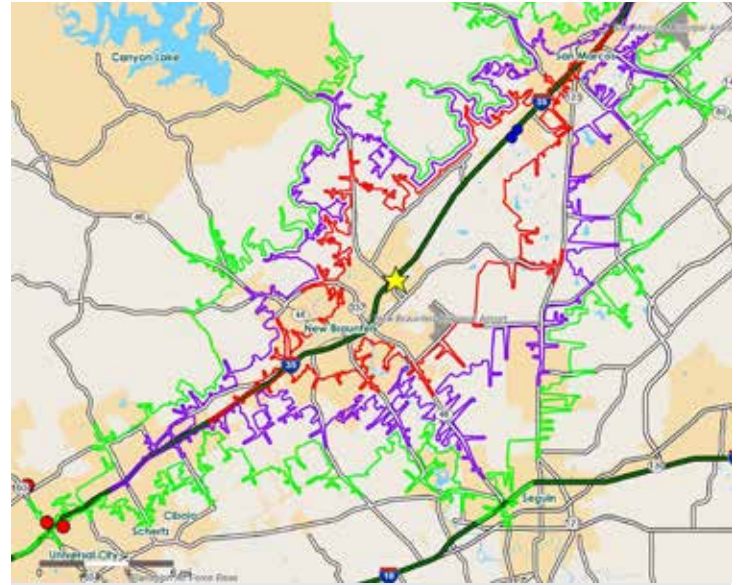
Market Segment	Avg. Age	Avg. Salary	Age of Kids	Notes
051: Digital Dependent	27.5	\$62,499	7-9	Single, Tech
F22: Fast Track Couple	32.5	\$115,000	7-9	
E20: No Place Like Home	58	\$62,499	0-3 Grandkid	Smart Shopper

20 MIN DRIVE TIME

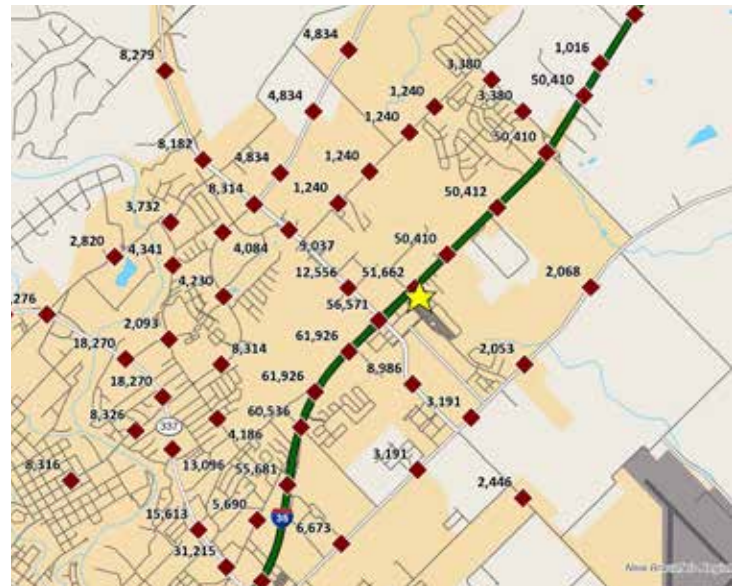
053: College and Cafe	22	\$15,000	0	Active, Educated
054 Striving Single	27	\$20,000	0	Career, Foodie
051: Digital Dependent	27.5	\$62,499	7-9	Single, Tech



RETAIL



TRAFFIC



LOCATION MAP

