## MARKET DEMAND STUDY

## Housing And Retail Potential

## Nassau Bay, Texas



Prepared for:
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# Housing and Retail Market Assessment 

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## INTRODUCTION

Community Development Strategies (CDS) was asked by the City of Nassau Bay to conduct an independent market study that will identify market needs, address future opportunities and document support for retail and housing development in Nassau Bay.

Generally, the assessment will determine the degree to which the trade area is overbuilt, experiencing leakage and underserved in certain categories of goods and services. The resulting report will be appropriate for internal planning purposes, presentations and direct marketing to retailers, service providers, restaurateurs, commercial real estate brokers and land developers.

CDS will also conduct an on-line survey among the resident population to gain an understanding of existing shopping habits (businesses and locations now patronized, frequency, reasons, etc.), store preferences and perceived (unmet) retail needs.

As an add-on, CDS will also perform a ResIntel (residential intelligence) analysis concerning current and future demand for housing in terms of type, quantity and price ranges. The underlying framework for real estate market analysis is the evaluation of supply and demand within the context of the economic conditions and trends that influence development opportunities in a reasonable market area. The study will investigate the nature and magnitude of demand for all types of housing deemed to be needed in Nassau Bay. The ensuing report/plan will present conclusions and recommendations describing realistic target opportunities for redevelopment and new development to fulfill current and future needs. The survey also addressed housing needs.

## Nassau Bay

Nassau Bay is a small suburban city in Harris County, Texas, United States, bordering the southeastern edge of the city of Houston. It is located in the Clear Lake Area near Galveston Bay, directly adjacent to the Lyndon B. Johnson Space Center.

Nassau Bay is nearly two square miles, of which 1.33-miles is land. Nassau Bay is surrounded on three sides by water, including Clear Lake, Clear Creek and Cow Bayou.

Colonel Raymond Pearson established the Spirit of 1776 Ranch on what would become Nassau Bay. In 1962, a community was planned which would be an exclusive residential and commercial area emphasizing its pioneers and at a thenstaggering cost of $\$ 49$ million. In 1962 construction of Nassau Bay began and the first residents moved to Nassau Bay in 1964; its initial population was 400. It was developed by Ernest W. Roe Company, with Thompson McCleary of


Caudill, Rowlett, and Scott providing architectural services and Nassau Bay Development Associates establishing the development. The name was chosen by the developers because of the tropical feeling it generated. At the time, NASA was moving personnel from several areas in the United States with a high quality of life, including California and, notably, Florida.

In 1968 the community had 2,979 residents. The city incorporated in 1970. The population was 6,702 in 1980, 4,526 in 1982, 4,506 in 1991, and 4,170 in 2000.

NASA/Johnson Space Center


NASA's Johnson Space Center has served as a hub of human spaceflight activity for more than half a century. It is home to the nation's astronaut corps, the International Space Station mission operations, the Orion Program, and a host of future space developments.

Nassau Bay was established to accommodate Johnson Space Center and provide a community for astronauts,
 space professionals, and their families. Today, more than 60 Nassau Bay residents have visited space, and a few have walked the moon.

The Johnson Space Center was established in 1961 as the Manned Spaceflight Center, the home and Mission Control Center for the U.S. human space flight program. In 1973, it was renamed in honor of the late President, and Texas native, Lyndon B. Johnson.

The Johnson Center's $\$ 1.5$ billion complex occupies 1,620 acres southeast of downtown Houston, in the Clear Lake area.

In its early days, the center led the Gemini, Apollo, and Skylab projects. JSC presently serves as the home of mission control, NASA's lead for International Space Station operations and missions, home to the Orion Multi-purpose crew vehicle, and numerous advanced human exploration projects. The center also plays an important role in NASA's Commercial Crew programs.

As the center has evolved into one of NASA's largest research and development facilities, the greater Houston area has developed into an aerospace hub with an identity of amazing achievements, hard work, and innovation.

## Moon 2024

NASA is buzzing with excitement these days about its ambitious new mission to return to the moon - this time to stay.

The agency set an aggressive timetable to have the Gateway space station orbiting the moon by 2024, then begin ferrying astronauts from the station to the lunar surface sometime after 2026.

Gateway also will serve as an outpost for deep space science and exploration, including a manned mission to Mars in the 2030s, according to NASA.

In order to best accomplish our goals in the next five years, NASA is now going forward to the Moon in two phases.
"First, we are focused on speed to land the next man, and first woman, on the Moon by 2024. Second, we will establish sustainable missions by 2028. To do that, we need our powerful Space Launch System to put the mass of reusable systems into deep space," he said.

NASA will soon begin sending science and technology investigations to the lunar surface through its Commercial Lunar Payload Services (CLPS). By the time NASA sends crew to the Moon, many CLPS deliveries will be complete, with the first one happening by the end of this year if a commercial lander is ready.
"Using new landers, robots and eventually humans, we will conduct science and technology demonstrations across the entire lunar surface of the Moon to learn more about resources on the Moon and how we can use them for future exploration," said Bridenstine. "We will move forward to the Moon, this time to stay. And then we'll take what we learn on the Moon, and go to Mars."

The president's direction from Space Policy Directive-1 galvanizes NASA's return to the Moon and builds on progress on the Space Launch System rocket and Orion spacecraft, collaborations with U.S industry and international partners, and knowledge gained from current robotic assets at the Moon and Mars.

## Space Center Houston

The Official Visitor Center of NASA Johnson Space Center, is Houston's No. 1 attraction for international visitors in the greater Houston area.

The Manned Space Flight Education Foundation is

a 501(c)(3) nonprofit educational foundation offering extensive
science education programs and a space museum. The cornerstone of its education mission is Space Center Houston, a leading science and space exploration learning center. It is one of Houston's top attractions, the area's No. 1 attraction for international visitors, the Official Visitor Center of NASA Johnson Center and a Smithsonian Affiliate.

The center features more than 400 space artifacts, permanent and traveling exhibits, exhibits and experiences and theaters related to the exciting future and remarkable past of America's human space-flight program - all for one admission price. The experience is designed to engage adults and children alike

Space Center Houston is the home of the international landmark Independence Plaza, the only place in the world where you can enter a space shuttle replica resting on top of the original shuttle carrier aircraft, NASA 905. The exhibit immerses visitors in the science and history of the shuttle era and gives them a rare glimpse into the
ingenuity, breakthroughs and technological advances which impacted the future of exploration. Only at Space Center Houston can visitors walk through the flight deck, mid-deck and payload bay of a shuttle replica and the seven dynamic areas within the aircraft.

Space Center Houston's most popular attraction, the NASA Tram Tour is your chance to go on site at NASA Johnson Space Center and get a behind-the-scenes look at human space exploration. Explore Rocket Park, where one of only three of the remaining actual Saturn V rockets is displayed. Visit Historic Mission Control from which NASA led Gemini and Apollo missions, including the first lunar landing. Discover the Space Vehicle Mockup Facility where NASA astronauts train and where scientists are developing the next generation of space exploration vehicles.

Just announced (May 2019), Space Center Houston's newest exhibit will showcase a SpaceX Falcon 9 first stage booster rocket this summer. The rocket will be displayed horizontally to allow visitors to walk underneath it. According to SCH, the booster launched in June 2017 in support of the commercial resupply mission and landed successfully on Earth. When the booster was flown a second time in December 2017, it marked the first time a refurbished booster was used for a NASA mission.

It's one of only two SpaceX Falcon 9 boosters on display and the first commercial space exhibit for Space Center Houston.

## Tourism

The nonprofit Space Center Houston draws more than 200,000 teachers and students from around the world annually to take part in its extraordinary learning opportunities. Students train underwater like an astronaut and discover space science through immersive, hands-on activities in year-round educational programs like Space Center University.

According to Tracy Lamm, COO of Space Center Houston, there are 1.1 million guests annually. Each day is different, as they do not have a typical attendance day. Space Center Houston does see a greater number of guests around all holidays, spring break, etc.

## Traffic Counts

Although the population of Nassau Bay is around 5,000, the traffic generated in the area is eight times greater. Along Nasa Boulevard, the traffic is as high as 40,624.

Figure 1: Nassau Bay Traffic Counts
Traffic Count Report

| Nassau Bay Gateway Plaza 1354 Nasa Blvd, Houston, TX 77058 |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Building Type: General Retail <br> Secondary: Freestanding <br> GLA: 13,000 SF <br> Year Built: 2007 <br> Total Available: 0 SF <br> \% Leased: 100\% <br> Rent/SF/Yr: - |  |  |  |  |  |  |
| Street | Cross Street | Cross Str Dist | Count Year | Avg Daily Volume | Volume Type | Miles from Subject Prop |
| 1 Space Park Dr | Point Lookout Dr | 0.11 NE | 2018 | 943 | MPSI | . 16 |
| 2 Nassau Bay Dr | Space Park Dr | 0.10 N | 2018 | 1,741 | MPSI | . 22 |
| 3 Space Park Dr | E Nasa Pkwy | 0.06 NW | 2018 | 1,178 | MPSI | . 24 |
| 4 Point Lookout Dr | E Nasa Plkwy | 0.04 NW | 2018 | 2,497 | MPSI | . 25 |
| 5 E Nasa Pkwy | Space Park Dr | 0.09 NE | 2018 | 40,624 | MPSI | . 34 |
| 6 Egret Bay Blvd | E Nasa Plwwy | 0.16 NW | 2014 | 30,517 | MPSI | . 37 |
| 7 E Nasa Pkwy | Saturn Ln | 0.04 NE | 2018 | 39,896 | MPSI | . 39 |
| 8 Egret Bay Blvd | E Nasa Plkwy | 0.20 NW | 2018 | 33,100 | MPSI | . 40 |
| 9 Cape Bahamas Ln | San Sebastian Ln | 0.08 SE | 2018 | 865 | MPSI | . 44 |
| 10 el Camino Real | E Nasa Pkwy | 0.07 SE | 2018 | 15,565 | MPSI | . 49 |

## Vacant Land

Due to the small size of Nassau Bay, 2 square miles, land is a commodity on this market. As provided by the City, there is currently 22 vacant lots in the City of Nassau Bay. The lots are all zoned "residential". They are as follows:

```
2019 - Vacant Lots
*) All items
    18518 Upper Bay Rd
    18506 Prince William Ln
    2006 Port Royal Dr
    18646 Upper Bay Rd
    18650 Upper Bay Rd
    18710 Upper Bay Rd
    2014 Sea Cove Ct
    18730 Prince William Ln
    1 8 7 4 3 \text { Martinique Dr}
    1 8 6 6 2 \text { Martinique Dr}
    1 8 3 2 3 \text { Hereford Ln}
    1 3 0 0 \text { Davon Ln}
    O Pt Lookout Dr
    2 4 6 1 ~ B a y c r e s t ~ D r ~
    2 4 3 0 ~ B a y c r e s t ~ D r ~
    2 5 1 0 ~ B a y c r e s t ~ D r ~
    2 5 1 0 \text { Dauphin Ct}
    O Lazy Lake Dr
    2527 Lazy Lake Dr
    2611 Lazy Lake Dr
    1 1 0 \text { Sandy Cove Dr}
    130 Sandy Cove Dr
```

Figure 2: Map of Vacant Land


## Code Enforcement Demolition

There are six properties on the demolition list. The homes located on Baycrest, Martinique, and Antigua are being demolished due to Hurricane Harvey. Cape Bahamas and Capetown are code enforcement rehab demolitions. These homes should be demolished within 2 years according to the City. At that time, the owner will be able to sell the lot or rebuild after paying the City liens.

## (1) All items

1302 Antigua Ln
18702 Martinique Dr
18706 Martinique Dr
18223 Cape Bahamas Ln
18502 Capetown Dr
2514 Baycrest Dr


## FEMA Buyout

The seven houses along Leeward Lane are on the scheduled FEMA Buyout due to Harvey. These homes will be demolished and become public green space in perpetuity.
(4) All items

16 Leeward Ln
18 Leeward Ln
20 Leeward Ln
22 Leeward Ln
22 Leeward Ln
24 Leeward Ln
26 Leeward Ln

## Recent Announcements/Acquisitions

- In 2016, Houston Methodist Hospital acquired the Nassau Bay Shopping Village, 18021-18091 Upper Bay Rd. in Nassau Bay. The 101,759-sf shopping center situated on 7.8 acres sits adjacent to the Houston Methodist Clear Lake Campus in Nassau Bay. Colliers International has
 assumed leasing and property management responsibilities of the center on behalf of Houston Methodist Hospital.

- Houston Methodist Clear Lake Campus will begin its planned expansion in August 2019 starting with construction of a six-story, 150,000sf medical office building on land that was part of the Nassau Bay Shopping Village. The $\$ 40$ million medical office building will house Houston Methodist Orthopedics and Sports Medicine, physical therapy as well as additional physician offices. This will be the first expansion.
- The hospital will add 2,000 parking spaces over the next 8 years. An addition to the ER and a Transitional Center is also planned.
- Houston Methodist Clear Lake Campus purchased Fuddruckers on 1.28 acres at 2040 NASA Parkway in Nassau Bay. The acquisition of the property will help accommodate the hospital's growth. Fuddruckers will continue operations in this location until Q3 2019.
- Nassau Bay hosted a ceremony Jan. 2019 to celebrate the grand opening of the first new fire station in the city in nearly 40 years. The station is located at 18295 Upper Bay Road. The $\$ 4.1$ million, 17,400-square-foot facility comes equipped with the latest in fire and emergency services technology. The station includes four double-length, drive-through bays; offices; rooms for communications, exercise and training; a full kitchen; and living quarters, according to the release.
- A new multi-tenant building, 6,500 SF, will be available for lease at 1360 NASA Parkway in Nassau Bay; completion is expected June 2019. The current structure on the site will be demolished.
- Work continues on The Caroline, a Finger Cos. project. The luxury apartments are being built on 8.5 acres at 1235 NASA Parkway at Nassau Bay Drive. Planned are 334 units. Luxury amenities include a fitness center, three courtyard swimming pools - one will be a heated lap pool, a library, air-conditioned interior corridors, and gas/stainless/granite kitchens.
- Salvation Army recently announced they will be vacating Nassau Bay. Their focus will be more on recovery not retail. Erma's will take over this space with a new redesign.


## Competitive Market Area

As part of this market research process, CDS was tasked with formulating a primary Competitive Market Area (CMA) or trade area. The trade area for retail varies substantially - based on the type of goods and services available in the community and competitive areas. A retail trade area is determined by the largest distance consumers are willing to travel to buy retail goods and services. The size of a retail trade area varies widely depending on the specific goods and services being offered and the location of competing retail stores.

Studies have found that consumers will typically travel longer distances to purchase durable goods (cars, trucks, home furnishings, major apparel etc.) than to purchase non-durable, less costly goods, such as gasoline, everyday apparel, drugs, household products, and groceries. Consumers will also travel longer distances to buy at retail outlets with a wider selection of product and with lower prices.

According to interviews with brokers, retail consultants and retail publications, the delineation of trade areas varies with each retailer and location. CDS has determined that the trade area (CMA) for Nassau Bay is a 3-mile radius. The following map shows the 1-mile (blue), 3-mile (pink), 5-mile (green), and 10-minute drive time (coral) for purposes of illustration.

Figure 3: Competitive Market Area


The 1-mile radius includes zip code 77058. The 3-mile radius includes 77058 and portions of $77062,77598,77573$, 77565 , and 77586 . The 10 -minute drive time includes all of the 3 -mile radius plus a small portion of 77059 . The 5 -mile radius includes $77058,77565,77573,77598,77062$ and portions of 77586,77507 , and 77505 . The boundaries are shown on the map below.

Figure 4: Zip Code Map


## Demographic and ECONOMIC ANAlysis

CDS researched primary and secondary data sources to provide a current demographic and economic portrait of the area. Past, present and future figures were estimated by utilizing data from the following sources: US Census, American Community Survey, Nielsen/Claritas 2018 Estimates - PCensus for ArcView (hereafter referred to as "PCensus") and CDS Community Development Strategies.

Understanding the economic and demographic trends for an area is an important element in assessing the market demand for various land uses.

## Population Characteristics

This section examines the historical population growth, current population estimates, ethnic makeup, household size, educational attainment, current household income, employment, and income trends of Nassau Bay including the 1,3 , and 5 -mile radius along with the 10 -minute drive time. CDS has also included Galveston County.

## Historical Population Growth and Current Estimates

Currently 9,650 persons live within a 1-mile radius of Nassau Bay. According to data from the US Census, population in a 1-mile radius of Nassau Bay increased significantly from 2010 to 2019 (27.0\%). The 3-mile radius also saw an increase in population but at a lesser percentage as did the 5 -mile and Galveston County.

Table 1: Population and Households, 2000 to 2024

| Population | City of <br> Nassau Bay | 1-Mile | CMA <br> 3-Mile | 5-Mile | 10-Minute <br> Drive Time | Galveston Co. |
| :--- | :---: | :---: | :---: | :---: | :---: | :---: |
| 2024 Projection | 5,483 | 10,445 | 76,764 | 208,668 | 100,781 | 370,292 |
| 2019 Estimate | 5,084 | 9,650 | 71,398 | 193,164 | 93,878 | 343,368 |
| 2010 Census | 4,002 | 7,883 | 62,344 | 165,805 | 82,604 | 291,309 |
| 2000 Census | 4,170 | 6,732 | 55,340 | 138,311 | 73,708 | 250,155 |
| Growth 2010-2019 | $27.0 \%$ | $22.5 \%$ | $14.5 \%$ | $16.7 \%$ | $13.7 \%$ | $17.8 \%$ |
|  | City of |  | CMA |  | 10-Minute |  |
| Households | Nassau Bay | $\mathbf{1 - M i l e}$ | $3-M i l e$ | $5-M i l e$ | Drive Time | Galveston Co. |
| 2024 Projection | 2,660 | 5,142 | 33,774 | 82,169 | 42,904 | 137,149 |
| 2019 Estimate | 2,458 | 4,769 | 31,384 | 76,255 | 39,984 | 127,280 |
| 2010 Census | 1,925 | 3,953 | 27,402 | 66,130 | 35,313 | 108,969 |
| 2000 Census | 2,049 | 3,363 | 24,059 | 54,573 | 31,628 | 94,782 |
| Growth 2010-2019 | $27.6 \%$ | $20.7 \%$ | $14.4 \%$ | $15.4 \%$ | $13.2 \%$ | $16.8 \%$ |

Source: US Census, American Community Survey, Nielsen/Claritas 2019 Estimates - PCensus for ArcView (hereafter referred to as PCensus)
The following table breaks down the population growth by age groups. The 10-minute drive time saw the largest increase in population.

- The 1-mile radius saw the largest decrease ( $-3.4 \%$ ) in one age group, ages 21 to 24 . The largest increase was in ages 65 to 74 .
- Interestingly, the 3-mile radius saw a large decrease (-2.64\%) in ages 45 to 54 as did the 10 minute drive time (-2.59\%). Increases in these radius' were both in ages 65 to 74.

Table 2: Population by Age, 2010 to 2019

| Population By Age | 1-Mile |  |  | CMA 3-mile |  |  | 10-Minute Drive Time |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | 2010 | 2019 | Change | 2010 | 2019 | Change | 2010 | 2019 | Change |
| Total Population | 7,883 | 9,650 | 1,767 | 62,344 | 71,398 | 9,054 | 82,604 | 93,878 | 11,274 |
| Age 0 to 4 | 6.14\% | 5.30\% | -0.84\% | 5.82\% | 5.34\% | -0.48\% | 6.12\% | 5.65\% | -0.47\% |
| Age 5 to 9 | 4.27\% | 5.59\% | 1.32\% | 5.53\% | 5.50\% | -0.03\% | 5.91\% | 5.83\% | -0.08\% |
| Age 10 to 14 | 4.49\% | 5.44\% | 0.95\% | 5.92\% | 5.62\% | -0.30\% | 6.26\% | 5.94\% | -0.32\% |
| Age 15 to 17 | 2.26\% | 2.94\% | 0.68\% | 3.85\% | 3.62\% | -0.23\% | 4.14\% | 3.86\% | -0.28\% |
| Age 18 to 20 | 3.04\% | 2.93\% | -0.11\% | 3.50\% | 3.50\% | 0.00\% | 3.60\% | 3.68\% | 0.08\% |
| Age 21 to 24 | 8.11\% | 4.67\% | -3.44\% | 6.65\% | 5.16\% | -1.49\% | 6.53\% | 5.27\% | -1.26\% |
| Age 25 to 34 | 18.48\% | 15.86\% | -2.62\% | 16.00\% | 15.48\% | -0.52\% | 16.01\% | 15.38\% | -0.63\% |
| Age 35 to 44 | 12.72\% | 13.99\% | 1.27\% | 13.10\% | 13.42\% | 0.32\% | 13.36\% | 13.59\% | 0.23\% |
| Age 45 to 54 | 14.58\% | 12.07\% | -2.51\% | 15.52\% | 12.88\% | -2.64\% | 15.52\% | 12.93\% | -2.59\% |
| Age 55 to 64 | 12.51\% | 13.69\% | 1.18\% | 11.67\% | 13.54\% | 1.87\% | 11.40\% | 13.29\% | 1.89\% |
| Age 65 to 74 | 7.92\% | 10.58\% | 2.66\% | 7.34\% | 9.52\% | 2.18\% | 6.70\% | 8.97\% | 2.27\% |
| Age 75 to 84 | 4.09\% | 5.20\% | 1.11\% | 3.69\% | 4.54\% | 0.85\% | 3.35\% | 4.09\% | 0.74\% |
| Age 85 and over | 1.39\% | 1.73\% | 0.34\% | 1.41\% | 1.88\% | 0.47\% | 1.10\% | 1.52\% | 0.42\% |
| Median Age | 37.5 | 40.2 | 2.7 | 37.0 | 39.3 | 2.3 | 36.1 | 38.2 | 2.1 |

Source: US Census, American Community Survey, Nielsen/Claritas 2019 Estimates - PCensus

## Population By Race

- All areas are predominantly white
- Asians are the next largest population
- Hispanics make up about $20 \%$ of the population

Table 3: Population by Race 2019

| 2019 Est. Population by Single-Classification Race | 1-Mile | CMA 3-mile | 10-Minute Drive |
| :--- | :---: | :---: | :---: |
|  | 9,650 | 71,398 | 93,878 |
|  | $73.00 \%$ | $72.14 \%$ | $70.57 \%$ |
| Black or African American Alone | $7.73 \%$ | $8.31 \%$ | $8.64 \%$ |
| American Indian and Alaska Native Alone | $0.80 \%$ | $0.47 \%$ | $0.50 \%$ |
| Asian Alone | $9.07 \%$ | $8.02 \%$ | $8.98 \%$ |
| Native Hawaiian and Other Pacific Islander Alone | $0.22 \%$ | $0.10 \%$ | $0.09 \%$ |
| Some Other Race Alone | $4.63 \%$ | $7.35 \%$ | $7.39 \%$ |
| Two or More Races | $4.55 \%$ | $3.62 \%$ | $3.83 \%$ |
| 2019 Est. Population Hispanic or Latino by Origin | $\mathbf{1 - M i l e}$ | CMA 3-mile | $\mathbf{1 0 - M i n u t e ~ D r i v e ~}$ |
| Not Hispanic or Latino | $79.93 \%$ | $78.14 \%$ | $77.75 \%$ |
| Hispanic or Latino | $20.07 \%$ | $21.86 \%$ | $22.25 \%$ |

Source: US Census, PCensus

## Educational Attainment

- All areas have approximately $25 \%$ of the population with Bachelors' degree or higher
- Roughly $24 \%$ of have no high school diploma

Table 4: Educational Attainment of Population 25+ Years Old, 2019

| Category | 1 -Mile | CMA 3-mile | 10-Minute Drive |
| :--- | :---: | :---: | :---: |
|  | 7,056 | 50,880 | 65,500 |
|  | $4.92 \%$ | $3.47 \%$ | $3.27 \%$ |
| Some High School, no diploma | $3.25 \%$ | $3.75 \%$ | $3.86 \%$ |
| High School Graduate (or GED) | $13.29 \%$ | $16.53 \%$ | $16.64 \%$ |
| Some College, no degree | $29.82 \%$ | $24.23 \%$ | $23.91 \%$ |
| Associate Degree | $7.82 \%$ | $10.59 \%$ | $10.36 \%$ |
| Bachelor's Degree | $24.69 \%$ | $27.05 \%$ | $27.52 \%$ |
| Master's Degree | $12.38 \%$ | $10.16 \%$ | $10.44 \%$ |
| Professional School Degree | $1.80 \%$ | $2.10 \%$ | $1.95 \%$ |
| Doctorate Degree | $2.03 \%$ | $2.10 \%$ | $2.05 \%$ |

Source: US Census, American Community Survey, PCensus

## Household Size

The following table provides statistics on the various household sizes contained within the outlined geographies. The majority of the households are 1 and 2 persons. The areas are similar in household size with the 1 -mile radius having the slightly lower household size at 2.02 .

Table 5: Household Size, 2019

| Category | 1-Mile | CMA 3-mile | 10-Minute Drive |
| :--- | :---: | :---: | :---: |
| Total Households | 4,769 | 31,384 | 39,984 |
| 1-person household | $41.27 \%$ | $35.33 \%$ | $33.59 \%$ |
| 2-person household | $33.88 \%$ | $32.99 \%$ | $32.33 \%$ |
| 3-person household | $12.81 \%$ | $14.37 \%$ | $15.08 \%$ |
| 4-person household | $7.60 \%$ | $10.16 \%$ | $11.18 \%$ |
| 5-person household | $2.79 \%$ | $4.57 \%$ | $4.98 \%$ |
| 6-person household | $1.17 \%$ | $1.66 \%$ | $1.83 \%$ |
| 7+ household | $0.49 \%$ | $0.92 \%$ | $1.01 \%$ |
| Estimated HH Size | $\mathbf{2 . 0 2}$ | $\mathbf{2 . 2 5}$ | $\mathbf{2 . 3 3}$ |

Source: US Census, American Community Survey, PCensus

## Employment and Economy

This section provides local employment and economic statistics-key indicators used to examine the development potential of an area.

## Employment by Occupation and Classification

The 1-mile radius has the highest percentage of Food prep/Serving employees followed by Sales/Related. The largest percentage of Management employees are found in the 10 -minute drive time radius. Despite several hospitals in the large area, the percentage of Healthcare employees is low (5-7\%).

Table 6: Employed Population by Occupation

|  | 1-Mile | CMA 3mile | 10-Minute Drive |
| :---: | :---: | :---: | :---: |
| 2019 Est Civ Employed Pop 16+ | 5,343 | 38,593 | 50,459 |
| Architect/Engineer | 5.57\% | 4.42\% | 4.72\% |
| Arts/Entertainment/Sports | 1.00\% | 1.73\% | 1.70\% |
| Building Grounds Maintenance | 3.36\% | 3.52\% | 3.21\% |
| Business/Financial Operations | 7.64\% | 5.52\% | 5.57\% |
| Community/Social Services | 1.18\% | 1.30\% | 1.25\% |
| Computer/Mathematical | 2.46\% | 3.29\% | 3.11\% |
| Construction/Extraction | 1.93\% | 3.54\% | 3.80\% |
| Education/Training/Library | 7.50\% | 6.43\% | 6.46\% |
| Farming/Fishing/Forestry | 0.04\% | 0.04\% | 0.04\% |
| Food Prep/Serving | 15.14\% | 9.32\% | 8.47\% |
| Healthcare Practitioner/Technician | 4.57\% | 6.76\% | 6.92\% |
| Healthcare Support | 0.70\% | 1.58\% | 1.94\% |
| Maintenance Repair | 2.82\% | 3.23\% | 3.12\% |
| Legal | 1.34\% | 1.08\% | 1.10\% |
| Life/Physical/Social Science | 1.79\% | 1.22\% | 1.38\% |


|  | 1-Mile | CMA 3mile | 10-Minute Drive |
| :---: | :---: | :---: | :---: |
| 2019 Est Civ Employed Pop 16+ | 5,343 | 38,593 | 50,459 |
| Management | 9.25\% | 11.99\% | 12.07\% |
| Office/Admin. Support | 10.86\% | 10.41\% | 10.45\% |
| Production | 2.32\% | 3.40\% | 3.28\% |
| Protective Service | 1.38\% | 1.61\% | 1.49\% |
| Sales/Related | 13.51\% | 11.54\% | 11.29\% |
| Personal Care/Service | 1.97\% | 3.29\% | 3.32\% |
| Transportation/Moving | 3.66\% | 4.42\% | 5.31\% |
| Blue Collar | 10.73\% | 14.94\% | 15.51\% |
| White Collar | 66.68\% | 65.70\% | 66.03\% |
| Service \& Farm | 22.59\% | 19.36\% | 18.47\% |

As shown, there are approximately $66 \%$ white collar workers in the 1,3 -mile, and 10 -minute drive time. The 1mile radius includes the lowest percentage of blue-collar workers.

## Largest Employers

Information was obtained from employer representatives. Information on The List was supplied by individual companies through questionnaires and Houston Business Journal research. Companies with locations in the following cities were included: Baytown, Clear Lake, Dickinson, El Lago, Friendswood, Galveston, Kemah, La Porte, League City, Morgan's Point, Nassau Bay, Seabrook, Texas City and Webster.

Largest Galveston and Bay-Area Employers

| Rank | Company Name | Local Employees | Rank | Company Name | Local Employees |
| :---: | :---: | :---: | :---: | :---: | :---: |
| $1$ | The University of Texas <br> Medical Branch Health System <br> 301 University Blvd. <br> Jennie Sealy Hospital <br> Galveston. TX 77555 <br> utmbhealth.com | 8,990 |  | Marathon Petroleum Corp. <br> (Galveston Bay Refining Division) <br> 2401 5th Ave. S <br> Texas City, TX 77590 marathonpetroleum.com | $1.900^{1}$ |
| $2$ | Clear Creek ISD <br> 2425 E. Main St. <br> League City, TX 77573 ccisd.net | $4,963{ }^{1}$ |  | Texas City ISD ${ }^{3}$ <br> 1700 9th Ave. N. <br> Texas City, TX 77590 www.tcisd.org | $1.899{ }^{1}$ |
| 3 | Landry's Inc. 1510 W. Loop S Houston, TX 77027 landrysinc.com | $3,800{ }^{4}$ | $8$ | American National Insurance Co. <br> 1 Moody Plz. <br> Galveston. TX 77550 <br> www.anico.com | $1.600{ }^{1}$ |
| $4$ | NASA Johnson's Space Center Houston 1601 NASA Parkway Houston, TX 77058 www.spacecenter.org | $3.092{ }^{2}$ | $9$ | Galveston County <br> 722 Moody Ave. <br> Galveston, TX 77550 <br> galvestoncountytx.gov | $1,425{ }^{1}$ |
| 5 | Clear Lake Regional Medical Center 500 Medical Center Blvd. <br> Webster, TX 77598 <br> clearlakermc.com | 2.564 |  | Galveston ISD <br> P.O. Box 660 <br> Galveston, TX 77553 <br> gisd.org | $1,360{ }^{1}$ |

## Employment Inflow and Outflow

To better understand local demand for various land uses, it is helpful to take a look at the jobs data provided by the Longitudinal Employer-Household Dynamic (LEHD), which is part of the US Census Bureau. While the most recent data available is from 2015 (and differs slightly from the employment estimates provided previously), it is still helpful in understanding present day commuting patterns.

Figure 5: Inflow/Outflow 1-Mile radius Nassau Bay


Table 7: Employment Inflow and Outflow, 2015

| Employment Inflow/Outflow |  |  |
| :--- | :---: | :---: |
|  | $\#$ | $\%$ |
| Employed in the Area | 11,124 | 100.0 |
| Employed in the Area but Living Outside | 10,809 | 97.2 |
| Employed in the Area and Living Inside | 315 | 2.8 |
| Living in the Area | 3,926 | 100.0 |
| Living in the Area but Employed Outside | 3,611 | 92.0 |
| Living in the Area and Employed Inside | 315 | 8.0 |

Source: US Census Longitudinal Employer-Household Dynamics, 2015
Note: 2015 is latest data available from the Census LEHD

The following figures utilizes LEHD data to provide a visualization of how far the workers travel from home to work in the Nassau Bay area and the number of jobs (concentration).

Approximately $58 \%$ of the workers travel less than 10 miles. The majority of these workers would be accounted for in the 5-mile and 10minute drive time analysis zones.

The purple diagram illustrates the concentration of jobs in the 1-mile radius. Not surprising its in the middle of the area (NASA).


Job Counts by Distance/Direction in 2015


View as Radar Chart
Jobs by Distance - Work Census Block to Home Census Block

| 2015 |  |
| ---: | ---: |
| Count | Share |
| 11,124 | $100.0 \%$ |
| 6,494 | $58.4 \%$ |
| 2,294 | $20.6 \%$ |
| 1,368 | $12.3 \%$ |
| 968 | $8.7 \%$ |


| Worker Age |  |  |
| :---: | :---: | :---: |
|  | 2015 |  |
|  | Count | Share |
| $\square$ Age 29 or younger | 1,654 | 14.9\% |
| $\square$ Age 30 to 54 | 6,604 | 59.4\% |
| $\square$ Age 55 or older | 2,866 | 25.8\% |

Earnings
$\square$ \$1,250 per month or less
$\square \$ 1,251$ to $\$ 3,333$ per month More than $\$ 3,333$ per month

| 2015 |  |
| ---: | :---: |
| Count | Share |
| 878 | $7.9 \%$ |
| 2,260 | $20.3 \%$ |
| 7,986 | $71.8 \%$ |

The majority of workers in the Nassau Bay area are age 30 to 54. Seventy-one percent of these earn more than $\$ 3,333$ per month $(\$ 40,000)$.

## Market Area Forecasts

Another way to define the market area is through Transportation Analysis Zones (TAZ) as defined by Houston Galveston Area Council (HGAC). An aggregation of their transportation analysis zones (TAZ) were used which closely resemble the area used for the CMA.

## City of Nassau Bay

The first table uses projections from Claritas, a reseller of PCensus for MapInfo, for the City of Nassau Bay on page 7. These forecasts are for the period 2019 to 2023 only and demonstrate an increase of 49 households per year.

Comparatively, the next table uses data from the Houston Galveston Area Council Forecast to 2030 using the TAZ zones defined above. Finally, CDS creates their own forecasts using HGAC data combined with our knowledge of the market (new developments).

The growth estimates from H-GAC are more than CDS for all categories except population. The key finding is that both of the forecasts are predicting a net gain in population and households in the coming years.

Over the next five years, Claritas projects an increase of 412 in population in the market area while H-GAC predicts 28 and CDS predicts -27 .

Table 8: Market Area Forecasts - Nassau Bay (City)
Actuals and Projections from PCensus

|  |  |  | Increase | Annual |
| :--- | ---: | ---: | ---: | ---: |
|  | 2018 | 2023 | $\mathbf{1 8 - 2 3}$ | Increase |
| Population | 4881 | 5293 | 412 | 82.4 |
| Households | 2441 | 2686 | 245 | 49.0 |

Source: PCensus for MapInfo, Tetrad Computer Applications, 2017

Table 9: Projections for TAZ Zones
HGAC Forecast

| Market Area | $\mathbf{2 0 1 5}$ | $\mathbf{2 0 2 0}$ | $\mathbf{2 0 2 5}$ | $\mathbf{2 0 3 0}$ |
| :--- | ---: | ---: | ---: | ---: |
| Population | 3,905 | 3,873 | 3,846 | 3,762 |
| Households | 2,369 | 2,373 | 2,374 | 2,376 |
| Employment | 6,034 | 6,961 | 7,167 | 7,209 |

Source: Houston-Galveston Area Council, 2017

CDS Forecast

| Market Area | $\mathbf{2 0 1 5}$ | $\mathbf{2 0 2 0}$ | $\mathbf{2 0 2 5}$ | $\mathbf{2 0 3 0}$ |
| :--- | ---: | ---: | ---: | ---: |
| Population | 4,125 | 4,124 | 4,152 | 4,152 |
| Households | 1,955 | 1,954 | 1,966 | 1,966 |
| Employment | 4,474 | 4,661 | 4,784 | 5,082 |

Source: CDS, 2017
Average for All Forecasts

| Market Area | $\mathbf{2 0 1 5}$ | $\mathbf{2 0 2 0}$ | $\mathbf{2 0 2 5}$ | $\mathbf{2 0 3 0}$ |
| :--- | ---: | ---: | ---: | ---: |
| Population | $\mathbf{4 , 0 1 5}$ | 3,999 | 3,999 | 3,957 |
| Households | 2,162 | 2,164 | 2,170 | 2,171 |
| Employment | 5,254 | 5,811 | 5,976 | 6,146 |
| Source: CDS |  |  |  |  |

Using an average of the expected growth from the sources, the market area should be expected to add about 1 new person by 2020.

These estimates for population and household growth are conservative and can be viewed as lower end expectations relative to the growth that is likely to occur in this emerging market area. While some account for emerging patterns is in the projections, they are likely understated due to the nature of the emerging market.

We will use the averages of all sources in our analysis herein.

## CMA 3-Mile Radius

The first table uses projections from Claritas, a reseller of PCensus for MapInfo, for the CMA or 3-mile radius of the City of Nassau Bay on page 7. These forecasts are for the period 2019 to 2023 only and demonstrate an increase of 521 households per year.

Comparatively, the next table uses data from the Houston Galveston Area Council Forecast to 2030 using the TAZ zones defined above. Finally, CDS creates their own forecasts using HGAC data combined with our knowledge of the market (new developments).

The growth estimates from H-GAC are more than CDS for all categories except population. The key finding is that both of the forecasts are predicting a net gain in population and households in the coming years.

Over the next five years, Claritas projects an increase of 5,670 in population in the market area while H-GAC predicts 6,241 and CDS predicts 1,087.

Using an average of the expected growth from the sources, the market area should be expected to add about 3,664 new persons by 2020.

Table 10: Market Area Forecasts - Nassau Bay
(3-mile radius)
Actuals and Projections from PCensus

|  |  |  | Increase | Annual |
| :--- | ---: | ---: | ---: | ---: |
|  | $\mathbf{2 0 1 8}$ | $\mathbf{2 0 2 3}$ | $\mathbf{1 8 - 2 3}$ | Increase |
| Population | 71,416 | 77,086 | 5,670 | 1,134 |
| Households | 31,596 | 34,199 | 2,603 | 521 |

Source: PCensus for MapInfo, Tetrad Computer Applications, 2018

Table 11: Projections for TAZ Zones
HGAC Forecast

| Market Area | $\mathbf{2 0 1 5}$ | $\mathbf{2 0 2 0}$ | $\mathbf{2 0 2 5}$ | $\mathbf{2 0 3 0}$ |
| :--- | ---: | ---: | ---: | ---: |
| Population | 69,369 | 75,610 | 78,259 | 81,906 |
| Households | 32,540 | 33,592 | 34,287 | 35,022 |
| Employment | 57,138 | 59,187 | 60,425 | 61,262 |

Source: Houston-Galveston Area Council, 2017
CDS Forecast

| Market Area | $\mathbf{2 0 1 5}$ | $\mathbf{2 0 2 0}$ | $\mathbf{2 0 2 5}$ | $\mathbf{2 0 3 0}$ |
| :--- | ---: | ---: | ---: | ---: |
| Population | 71,866 | 72,953 | 75,324 | 78,171 |
| Households | 31,744 | 32,162 | 33,086 | 34,182 |
| Employment | 49,370 | 50,328 | 51,601 | 53,917 |

Source: CDS, 2017
Average for All Forecasts

| Market Area | $\mathbf{2 0 1 5}$ | $\mathbf{2 0 2 0}$ | $\mathbf{2 0 2 5}$ | $\mathbf{2 0 3 0}$ |
| :--- | ---: | ---: | ---: | ---: |
| Population | 70,618 | 74,282 | 76,792 | 80,039 |
| Households | 32,142 | 32,877 | 33,687 | 34,602 |
| Employment | 53,254 | 54,758 | 56,013 | 57,590 |

## Housing Characteristics and Trends

The following tables and figures present information regarding the housing characteristics and trends in Nassau Bay, the CMA, and the 10-minute drive time for comparison purposes. The majority of this information is derived from the US Census and the American Community Survey, and in some cases, is self-reported data. While this can generate minor anomalies (such as are present in the data on age of housing stock or housing values), the information presented in this section still provides a valuable overview of the housing situation in the area. One important note to make is that the total housing unit number used in this section is an estimate.

## Housing Profile

The majority of the housing units in the 1 and 3 -mile radius areas are renter occupied. The median value in the 1-mile radius is $\$ 222,265$ which is higher than the 3 -mile or 10 -minute drive.

There are 3,680 (68.7\%) multi-family units (includes apartments, townhomes, condos, duplexes, triplexes, etc.) within a 1-mile radius of Nassau Bay.

Table 12: Housing Units

|  | 1-Mile |  | CMA 3-mile |  | 10-Minute Drive |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 2018 Est. Occupied Housing Units by Tenure | 4,769 |  | 31,384 |  | 39,984 |  |
| Owner-Occupied | 1,955 | 40.99\% | 15,201 | 48.44\% | 20,186 | 50.48\% |
| Renter-Occupied | 2,814 | 59.01\% | 16,183 | 51.56\% | 19,798 | 49.52\% |
| 2018 Occupied Housing Units: Avg. Length of Residence |  |  |  |  |  |  |
| Owner-Occupied | 10 |  | 11 |  | 11 |  |
| Renter-Occupied | 4 |  | 4 |  | 4 |  |
| 2018 Est. Owner Occupied Housing Units by Value | 1,955 |  | 15,201 |  | 20,186 |  |
| Value Less than \$20,000 | 2 | 0.09\% | 124 | 0.82\% | 177 | 0.88\% |
| Value \$20,000 to \$39,999 | 4 | 0.21\% | 95 | 0.63\% | 150 | 0.74\% |
| Value \$40,000 to \$59,999 | 14 | 0.71\% | 140 | 0.92\% | 211 | 1.05\% |
| Value \$60,000 to \$79,999 | 64 | 3.30\% | 185 | 1.21\% | 237 | 1.17\% |
| Value \$80,000 to \$99,999 | 39 | 2.01\% | 322 | 2.12\% | 394 | 1.95\% |
| Value \$100,000 to \$149,999 | 209 | 10.68\% | 2,160 | 14.21\% | 2,970 | 14.71\% |
| Value \$150,000 to \$199,999 | 476 | 24.37\% | 3,448 | 22.68\% | 4,905 | 24.30\% |
| Value \$200,000 to \$299,999 | 685 | 35.03\% | 4,741 | 31.19\% | 6,030 | 29.87\% |
| Value \$300,000 to \$399,999 | 206 | 10.52\% | 2,077 | 13.66\% | 2,540 | 12.58\% |
| Value \$400,000 to \$499,999 | 65 | 3.33\% | 891 | 5.86\% | 1,126 | 5.58\% |
| Value \$500,000 to \$749,999 | 102 | 5.21\% | 583 | 3.83\% | 891 | 4.41\% |
| Value \$750,000 to \$999,999 | 56 | 2.89\% | 272 | 1.79\% | 325 | 1.61\% |
| Value \$1,000,000 to \$1,499,999 | 10 | 0.54\% | 68 | 0.45\% | 89 | 0.44\% |
| Value \$1,500,000 to \$1,999,999 | 14 | 0.74\% | 44 | 0.29\% | 53 | 0.26\% |
| Value \$2,000,000 or more | 7 | 0.38\% | 52 | 0.34\% | 88 | 0.44\% |


| 2018 Est. Median All Owner-Occupied <br> Housing Unit Value |  |  |  |  |  |  |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: |
|  | $\mathbf{\$ 2 2 2 , 2 6 5}$ |  | $\mathbf{\$ 2 2 2 , 0 4 4}$ |  | $\mathbf{\$ 2 1 5 , 4 9 0}$ |  |
| $\mathbf{2 0 1 9}$ Est. Housing Units by Units in Structure | $\mathbf{5 , 3 5 2}$ |  |  |  |  |  |
| 1 Unit Attached | 471 | $8.80 \%$ | 2,119 | $6.09 \%$ | 2,219 | $5.04 \%$ |
| 1 Unit Detached | 1,202 | $22.46 \%$ | 14,071 | $40.42 \%$ | 19,223 | $43.65 \%$ |
| 2 Units | 14 | $0.26 \%$ | 236 | $0.68 \%$ | 242 | $0.55 \%$ |
| 3 or 4 Units | 379 | $7.08 \%$ | 1,256 | $3.61 \%$ | 1,757 | $3.99 \%$ |
| 5 to 19 Units | 1,373 | $25.65 \%$ | 9,224 | $26.50 \%$ | 11,311 | $25.68 \%$ |
| 20 to 49 Units | 473 | $8.84 \%$ | 2,960 | $8.50 \%$ | 3,760 | $8.54 \%$ |
| 50 or More Units | 1,441 | $26.92 \%$ | 4,804 | $13.80 \%$ | 5,338 | $12.12 \%$ |
| Mobile Home or Trailer | 0 | $0.00 \%$ | 133 | $0.38 \%$ | 174 | $0.40 \%$ |
| Boat, RV, Van, etc. | 0 | $0.00 \%$ | 8 | $0.02 \%$ | 17 | $0.04 \%$ |

Source: US Census, American Community Survey, PCensus

|  | 1-Mile |  | CMA 3-mile |  | 10-Minute Drive |  |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: |
| 2019 Est. Housing Units by Year Structure Built | 5,352 |  | 34,811 |  | 44,040 |  |
| Housing Units Built 2014 or Later | 524 | $9.79 \%$ | 3,126 | $8.98 \%$ | 3,699 | $8.40 \%$ |
| Housing Units Built 2010 to 2013 | 273 | $5.09 \%$ | 779 | $2.24 \%$ | 904 | $2.05 \%$ |
| Housing Units Built 2000 to 2009 | 616 | $11.51 \%$ | 5,552 | $15.95 \%$ | 6,844 | $15.54 \%$ |
| Housing Units Built 1990 to 1999 | 755 | $14.11 \%$ | 6,325 | $18.17 \%$ | 6,678 | $15.16 \%$ |
| Housing Units Built 1980 to 1989 | 727 | $13.57 \%$ | 6,958 | $19.99 \%$ | 9,878 | $22.43 \%$ |
| Housing Units Built 1970 to 1979 | 1,082 | $20.22 \%$ | 6,898 | $19.82 \%$ | 9,518 | $21.61 \%$ |
| Housing Units Built 1960 to 1969 | 1,188 | $22.20 \%$ | 4,346 | $12.48 \%$ | 5,452 | $12.38 \%$ |
| Housing Units Built 1950 to 1959 | 130 | $2.43 \%$ | 481 | $1.38 \%$ | 592 | $1.34 \%$ |
| Housing Units Built 1940 to 1949 | 8 | $0.14 \%$ | 143 | $0.41 \%$ | 211 | $0.48 \%$ |
| Housing Units Built 1939 or Earlier | 50 | $0.93 \%$ | 204 | $0.59 \%$ | 265 | $0.60 \%$ |
| Median Year Structure Built | 1983 |  | 1988 |  | 1986 |  |

Source: US Census, American Community Survey, PCensus
There are 1,673 single family homes in the 1-mile radius of Nassau Bay. Only 797 homes have been developed in the past nineteen years, that is on average 41 homes per year. On average homes within 1-mile of Nassau Bay are going on 36 years old (1983).

The American Housing Survey is a statistical survey funded by the United States Department of Housing and Urban Development (HUD) and conducted by the U.S. Census Bureau. It is the largest regular national housing sample survey in the United States and contains information on the number and characteristics of U.S. housing units as well as the households that occupy those units.

Table 13 shows information about household income broken out by owner occupied housing units and renter occupied housing units. The lower portion of the table illustrates the monthly housing costs. The median owneroccupied unit cost is $\$ 1,500$ per month while renters are at $\$ 903$.

Table 13: Nassau Bay Household Income 2017 by Owner and Renter Occupancy

|  | Total Occupied Housing Units | OwnerOccupied Housing Units | RenterOccupied Housing Units |
| :---: | :---: | :---: | :---: |
| Occupied Housing Units Estimate | 1860 | 992 | 868 |
| \% Owner and Renter Occupied | \% | 53.3\% | 46.6\% |
| Household Income |  |  |  |
| Less than \$5,000 | 1.5 | 2.8 | 0.0 |
| \$5,000 to \$9,999 | 0.5 | 0.0 | 1.2 |
| \$10,000 to \$14,999 | 2.5 | 0.0 | 5.4 |
| \$15,000 to \$19,999 | 12.3 | 9.3 | 15.8 |
| \$20,000 to \$24,999 | 8.8 | 1.5 | 17.2 |
| \$25,000 to \$34,999 | 4.8 | 3.0 | 6.8 |
| \$35,000 to \$49,999 | 7.5 | 6.8 | 8.4 |
| \$50,000 to \$74,999 | 14.4 | 6.5 | 23.4 |
| \$75,000 to \$99,999 | 11.5 | 14.0 | 8.5 |
| \$100,000 to \$149,999 | 16.8 | 25.0 | 7.5 |
| \$150,000 or more | 19.4 | 31.1 | 5.9 |
| Median Household Income | 73,103 | 119,250 | 42,950 |
|  |  |  |  |
| Monthly Housing Costs |  |  |  |
| Less than \$300 | 2.7 | 0.9 | 4.8 |
| \$300 to \$499 | 4.8 | 9.1 | 0.0 |
| \$500 to \$799 | 17.5 | 11.9 | 24.0 |
| \$800 to \$999 | 16.7 | 3.5 | 31.8 |
| \$1,000 to \$1,499 | 21.5 | 24.8 | 17.9 |
| \$1,500 to \$1,999 | 15.2 | 20.4 | 9.3 |
| \$2,000 to \$2,499 | 12.0 | 17.9 | 5.3 |
| \$2,500 to \$2,999 | 5.8 | 8.1 | 3.1 |
| \$3,000 or more | 1.9 | 3.6 | 0.0 |
| Median Cost | 1,155 | 1,500 | 903 |

Source: U.S. Census Bureau, 2015 American Community Survey 5-Year Estimates

Additionally, the next table shows the breakdown of housing costs as a percentage of income. Roughly $12 \%$ of homeowners making less than $\$ 20,000$ are paying $30 \%$ or more for housing. The percentages decrease significantly as income goes up, with only $3.5 \%$ of households making $\$ 35,000$ to $\$ 49,999$ paying $30 \%$ or more.
$18.5 \%$ of renters making less than $\$ 20,000$ are paying $30 \%$ or more for housing costs; $17.5 \%$ earning $\$ 20,000$ to $\$ 34,999$ and $7 \%$ of those making $\$ 75,000$ or more.

Table 14: Nassau Bay Monthly Housing Costs as a Percentage of Income

|  | Total Occupied Housing Units | OwnerOccupied Housing Units | RenterOccupied Housing Units |
| :---: | :---: | :---: | :---: |
| Occupied Housing Units Estimate | 1860 | 992 | 868 |
| \% Owner and Renter Occupied | \% | 53.3\% | 46.6\% |
| Less than \$20,000 | 15.1 | 12.1 | 18.5 |
| Less than $20 \%$ | 0.0 | 0.0 | 0.0 |
| 20\% to 29\% | 0.0 | 0.0 | 0.0 |
| 30\% or more | 15.1 | 12.1 | 18.5 |
| \$20,000 to \$34,999 | 13.6 | 4.5 | 24.0 |
| Less than $20 \%$ | 2.8 | 1.1 | 4.8 |
| 20\% to 29\% | 1.3 | 1.0 | 1.6 |
| 30\% or more | 9.5 | 2.4 | 17.5 |
| \$35,000 to \$49,999 | 7.5 | 6.8 | 8.4 |
| Less than 20\% | 1.7 | 3.2 | 0.0 |
| 20\% to 29\% | 3.5 | 0.0 | 7.5 |
| 30\% or more | 2.3 | 3.5 | 0.9 |
| \$50,000 to \$74,999 | 14.4 | 6.5 | 23.4 |
| Less than $20 \%$ | 7.2 | 2.7 | 12.2 |
| 20\% to 29\% | 4.3 | 2.7 | 6.1 |
| 30\% or more | 2.9 | 1.0 | 5.1 |
| \$75,000 or more | 47.6 | 70.2 | 21.9 |
| Less than $20 \%$ | 36.4 | 56.9 | 13.0 |
| 20\% to 29\% | 7.6 | 12.6 | 1.8 |
| 30\% or more | 3.7 | 0.7 | 7.0 |
| Median Household Income | 73,103 | 119,250 | 42,950 |
| Median Cost | 1,155 | 1,500 | 903 |

## Household Income

This section provides information on income growth for households in the area. As can be seen in the table, the largest share of all households in the areas are making $\$ 50,000$ to $\$ 74,999$, followed by $\$ 35,000$ to $\$ 49,999$. The 1-mile radius has a lower average and median household income as compared to the 3 -mile and 10-minute drive time. Approximately $24.9 \%$ of the households in the 1 -mile radii earn $\$ 100,000$ or more compared to $33 \%$ in the other areas.

Table 15: Household Income

|  | 1-Mile | CMA 3-mile | 10-Minute Drive |
| :--- | :---: | :---: | :---: |
| Household Income | $\mathbf{4 , 7 6 9}$ | 31,384 | 39,984 |
| Less than $\$ 15,000$ | $6.26 \%$ | $7.64 \%$ | $7.42 \%$ |
| $\$ 15,000$ to $\$ 24,999$ | $15.33 \%$ | $8.25 \%$ | $7.52 \%$ |
| $\$ 25,000$ to $\$ 34,999$ | $9.11 \%$ | $8.94 \%$ | $8.44 \%$ |
| $\$ 35,000$ to $\$ 49,999$ | $13.33 \%$ | $13.22 \%$ | $13.36 \%$ |
| $\$ 50,000$ to $\$ 74,999$ | $19.52 \%$ | $18.07 \%$ | $18.10 \%$ |
| $\$ 75,000$ to $\$ 99,999$ | $11.55 \%$ | $11.17 \%$ | $11.53 \%$ |
| $\$ 100,000$ to $\$ 124,999$ | $7.63 \%$ | $8.73 \%$ | $8.95 \%$ |
| $\$ 125,000$ to $\$ 149,999$ | $5.19 \%$ | $5.98 \%$ | $6.24 \%$ |
| $\$ 150,000$ to $\$ 199,999$ | $6.12 \%$ | $8.08 \%$ | $8.50 \%$ |
| $\$ 200,000$ to $\$ 249,999$ | $2.47 \%$ | $3.63 \%$ | $3.79 \%$ |
| $\$ 250,000$ to $\$ 499,999$ | $2.77 \%$ | $4.59 \%$ | $4.56 \%$ |
| $\$ 500,000$ or more | $0.73 \%$ | $1.70 \%$ | $1.58 \%$ |
| Estimated Average HH Income | $\mathbf{\$ 8 0 , 0 6 1}$ | $\$ 97,299$ | $\$ 98,350$ |
| Estimated Median HH Income | $\mathbf{\$ 5 7 , 6 5 1}$ | $\$ 66,523$ | $\$ 68,317$ |

Along with the low-end and assisted rental units the single-family house sales are affected by the household income levels as well. The Real Estate Center at Texas A \& M University recently published a paper on how higher interest rates will affect the income qualifications and therefore the numbers of home purchasers.

For the Texas A \& M study they used a maximum debt-to-income ratio of $38 \%, 5.6 \%$ for taxes, insurance and utilities and $15 \%$ down payment with a 30 -year mortgage. Using the Texas A \& M figures from Table 20 located on the following page, at a 4.15 \% interest rate, a household will require a $\$ 64,285$ qualifying income for a \$200,000 house.

Using the Texas A \& M figures in Table 20 for total house payments by house value, the qualifying income required to purchase houses in those price ranges can be determined. The qualifying incomes for a mortgage generally require that all housing costs cannot exceed $29 \%$ of gross income. Additionally, the housing costs plus other longterm debt, such as vehicles, cannot exceed $41 \%$ of gross income. For the sake of simplicity, CDS used monthly long-term debt of an additional $\$ 500$ up to a $\$ 150,000$ house purchase and an additional $\$ 750$ for houses above $\$ 150,000$.

The qualifying income rates in Table 20 indicate that a household would need an income of $\$ 60,000$ and above for a home priced from $\$ 200,000$ and up with interest rates ranging from $3 \%$ to $5 \%$. The income goes up to $\$ 75,000$ for a $\$ 250,000$ home.

Table 16: House Payment Requirements by House Value \& Qualifying Income

| Home Price <br> $(\$)$ | $3 \%$ | $4 \%$ | $4.15 \%$ | $5 \%$ | $6 \%$ | $7 \%$ |
| :---: | ---: | ---: | ---: | ---: | ---: | ---: |
| 50,000 | $\$ 15,076$ | $\$ 15,937$ | $\$ 16,071$ | $\$ 16,854$ | $\$ 17,822$ | $\$ 18,836$ |
| 100,000 | 30,152 | 31,875 | 32,143 | 33,708 | 35,643 | 37,672 |
| 150,000 | 45,229 | 47,812 | 48,214 | 50,561 | 53,465 | 56,508 |
| 200,000 | 60,305 | 63,749 | 64,285 | 67,415 | 71,287 | 75,344 |
| 250,000 | 75,381 | 79,686 | 80,357 | 84,269 | 89,108 | 94,180 |
| 300,000 | 90,457 | 95,624 | 96,428 | 101,123 | 106,930 | 113,017 |
| 400,000 | 120,609 | 127,498 | 128,570 | 134,831 | 142,573 | 150,689 |
| 500,000 | 150,762 | 159,373 | 160,713 | 168,538 | 178,216 | 188,361 |
| 750,000 | 226,143 | 239,059 | 241,070 | 252,807 | 267,325 | 282,541 |

Note: Applies base assumptions, except for changes in mortgage interest rate. Source: Real Estate Center at Texas A\&M University
*Median house price in Houston 4/2019 was \$240,000
Source: The Real Estate Center at Texas A \& M University; CDS Community Development Strategies
Changes to the underlying assumptions, such as the mortgage interest rate and the effective tax rate, affect a household's ability to afford the same-priced home. As the mortgage interest rate or the effective tax rate increases, the required qualifying income increases, which decreases the number of households that can afford that home. In essence, a higher required qualifying income excludes more would-be buyers from homeownership at a given price.

There are 4,769 households in the 1-mile radius of Nassau Bay. The following table illustrates the number of households that could afford homes based on qualifications in Table 16. With an average income of $\$ 80,061$ in Nassau Bay, 36.4\% of the households earn \$75,000 or more. Only 1,769 Nassau Bay households can afford a home priced at $\$ 250,000$. The number of HH that can afford homes priced over $\$ 250 \mathrm{k}$ diminishes quickly. At $\$ 300 \mathrm{k}$, approximately 1,188 can afford; at $\$ 400 \mathrm{k}$ approximately 824 can afford; and at $\$ 500 \mathrm{k}$ approximately 577 can afford based on Tables 15 and 16 data. Table 17 is an approximation as Income levels in Table 15 do not follow Table 16 exactly.

Table 17: Nassau Bay Households Affordability

|  | $3 \%$ | $4 \%$ | $4.15 \%$ | $5 \%$ | $6 \%$ | $7 \%$ |
| ---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\$ 50,000$ | 4,471 | 4,471 | 4,471 | 4,471 | 4,471 | 4,471 |
| $\$ 100,000$ | 3,305 | 3,305 | 3,305 | 3,305 | 3,305 | 3,305 |
| $\$ 150,000$ | 2,670 | 2,670 | 2,670 | 2,670 | 2,670 | 2,670 |
| $\$ 200,000$ | 2,000 | 2,000 | 2,000 | 2,000 | 2,000 | 1,739 |
| $\$ 250,000$ | 1,739 | 1,739 | 1,739 | 1,739 | 1,739 | 1,739 |
| $\$ 300,000$ | 1,739 | 1,739 | 1,739 | 1,188 | 1,188 | 1,188 |
| $\$ 400,000$ | 1,188 | 824 | 824 | 824 | 824 | 824 |
| $\$ 500,000$ | 577 | 577 | 577 | 577 | 577 | 577 |
| $\$ 750,000$ | 285 | 285 | 285 | 167 | 167 | 167 |

Sources: Texas A\&M Real Estate Center, CDS

## Housing Market

## Overall Houston Housing Market - April 2019

Lower interest rates pushed fence-sitters into buying mode as single-family home sales rose nearly five percent in March compared to a year earlier. The strongest sales activity was recorded among homes priced between \$250,000 and $\$ 500,000$, followed closely by the luxury segment ( $\$ 750,000$ and above). Once again, renters placed strong demand on single-family and townhome/condo leases across greater Houston. Housing inventory expanded to its highest level in five months, laying fertile ground for consumers as we move further into the spring buying season.

According to the latest monthly report from the Houston Association of Realtors ${ }^{\circledR}$ (HAR), sales of single-family homes increased 4.9 percent in March, with 7,072 homes sold versus 6,740 in March of 2018. Home sales edged up slightly in February following three consecutive months of declines.

Prices of single-family homes reached record highs for March. The median price (the figure at which half of the homes sold for more and half sold for less) rose 2.1 percent to $\$ 240,000$ and the average price was up 2.0 percent at $\$ 298,766$.

March sales of all property types totaled 8,475, up 3.6 compared to the same month last year. Total dollar volume for the month jumped 5.7 percent to $\$ 2.4$ billion.
"Home sales are benefitting from some of the lowest interest rates in years, but we also continue to see tremendous strength in the rental segment, and with inventory growing steadily, the Houston real estate market looks solid," said HAR Chair Shannon Cobb Evans with Heritage Texas Properties. "We are also encouraged by the Texas Workforce Commission's latest report about a 2.4-percent increase in employment across metro Houston over the past year, which bodes well for housing."

## Lease Property Update

Consumer demand for lease properties was up dramatically again in March compared to a year prior. Single-family home rentals shot up 18.4 percent while rentals of townhomes and condominiums jumped 16.7 percent. The average rent for single-family homes was flat at $\$ 1,746$ while the average rent for townhomes and condominiums rose 2.0 percent to \$1,530.

## March Monthly Market Comparison

The Houston real estate market registered across-the-board gains in March. Single-family home sales, total property sales, total dollar volume and pricing were all up compared to March 2018. Month-end pending sales of single-family homes totaled 8,740 , a 14.6 percent increase over last year. Total active listings, or the total number of available properties, jumped 17.5 percent to 41,127 .

| CATEGORIES | MARCH 2018 | MARCH 2019 | CHANGE |
| :--- | :---: | :---: | :---: |
| TOTAL PROPERTY SALES | 8,182 | 8,475 | $3.6 \%$ |
| TOTAL DOLLAR VOLUME | $\$ 2,263,301,035$ | $\$ 2,393,088,711$ | $5.7 \%$ |
| TOTAL ACTIVE LISTINGS | 34,991 | 41,127 | $17.5 \%$ |
| SINGLE-FAMILY HOME SALES | 6,740 | 7,072 | $4.9 \%$ |
| SINGLE-FAMILY AVERAGE SALES PRICE | $\$ 292,966$ | $\$ 298,766$ | $2.0 \%$ |
| SINGLE-FAMILY MEDIAN SALES PRICE | $\$ 235,000$ | $\$ 240,000$ | $2.1 \%$ |
| SINGLE-FAMILY MONTHS INVENTORY* | 3.3 | 3.9 | 0.6 months |
| SINGLE-FAMIIY PENDING SALES | 7,628 | 8,740 | $14.6 \%$ |

* Months inventory estimates the number of months it will take to deplete current active inventory based on the prior 12 months sales activity. This figure is representative of the single-family homes market.


## Single-Family Homes Update

Single-family home sales climbed 4.9 percent in March, with 7,072 units sold across the greater Houston area versus 6,740 a year earlier. This marks the second consecutive month of positive sales activity. A small increase in February (1.4 percent) reversed three straight months of declines.

## SINGLE FAMILY: Home Sales



Prices reached the highest levels ever for a March. The median price increased 2.1 percent to $\$ 240,000$. The average price rose 2.0 percent to $\$ 298,766$.

## Townhouse/Condominium Update

Townhomes and condominiums remain a challenged segment of the Houston housing market. March brought the seventh straight month of declining sales, down 9.2 percent, with 551 units sold compared to 607 a year earlier. The average price was statistically flat at $\$ 211,241$ while the median price rose 2.8 percent to $\$ 174,750$. Inventory grew from a 3.6-months supply to 4.4 months.


## Condominium Market Overview

## Texas Sales Report - 2018

Texas condominium sales in Texas fell slightly while townhome sales grew between July 2017 and June 2018. Texas condominium sales fell 2.1 percent to 14,279 sales, while townhome sales increased 6.3 percent to 9,064 sales during this time frame. Despite a slight decrease in condominium sales, the Texas condominium and townhome market remains one of the most popular segments of the Texas housing market. From July 2017 to June 2018, the dollar volume of condominiums and townhomes sold in Texas was $\$ 5,748,908,746$, with $\$ 3,414,945,120$ in condominium sales and $\$ 2,333,963,626$ in townhome sales. Sales prices experienced moderate increases for condominiums and townhomes. Statewide, the year-to-date median sales price as of June 2018 was $\$ 185,000$ for condominiums, an annual increase of 3.4 percent, and $\$ 226,000$ for townhomes, an annual increase of 2.3 percent. The average price-per-square foot during this time frame was $\$ 187$ for condominiums and $\$ 139$ for townhomes in Texas. Housing inventory for Texas condominiums and townhomes decreased slightly, with condominiums declining 0.2 months to 4.5 months of inventory and townhomes decreasing 0.1 months to 4.6 months of inventory. In the first six months of
the year, Texas condominiums spent an average of 65 days on the market, while townhomes spent an average of 61 days on the market.

## Houston-Woodlands-Sugarland MSA

According to the same report, there were 6,572 new listings of condos in the MSA. The inventory was at 4.6 months as of June, 2018. The median sales price was $\$ 135,000$. The average sales price per square foot was $\$ 154$.


## CMA Condominium Market

The CMA is considered to be a 3-mile radius of Nassau Bay. Condominiums come in the form of low-rise townhomes (attached) and garden units, and mid to high-rise units.

## Low-rise Units

Currently there are sixteen active listings of condos in the CMA. The average list price is $\$ 123,993$ or $\$ 129.96 \mathrm{psf}$. The average days on the market is 91 to closing. The median price is $\$ 120,000$.

Table 18: CMA Condo Listings

|  | SqFt | BD | FB | HB | Yr Built | Lot Size | List Price | LP/SqFt |
| ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| CDOM |  |  |  |  |  |  |  |  |
| Min | 560 | 1 | 1 |  | 1977 | 79,291 | $\$ 57,500$ | $\$ 89.06$ |
| Max | 1,642 | 3 | 2 | 1 | 1999 | 611,765 | $\$ 279,900$ | $\$ 180.07$ |
| Avg | 919 | 1 | 1 |  | 1981 | 281,353 | $\$ 123,993$ | $\$ 129.96$ |
| Median | 847 | 1 | 1 |  | 1979 | 271,287 | $\$ 120,000$ | $\$ 124.93$ |

As seen on the following map, the majority of the listings are located in Houston and Webster.
Figure 6: CMA Condo Listings Map


There have been 23 sales on condos in 2019 to date (3/30/19). The average price is $\$ 95,310$ or $\$ 101.11$. This pricing is down $14.1 \%$ from 2018 to date. The median price was $\$ 90,000$.

Table 19: CMA 2019 Condo Sales

|  | SqFt | BD | FB | HB | Yr Built | Lot Size | List Price | LP/SqFt | Sale Price | SP/SqFt |
| ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| CDOM |  |  |  |  |  |  |  |  |  |  |
| Min | 587 | 1 | 1 |  | 1975 | 79,291 | $\$ 65,900$ | $\$ 80.90$ | $\$ 55,000$ | $\$ 78.34$ |
| Max | 1,480 | 2 | 2 | 1 | 1984 | 611,765 | $\$ 179,800$ | $\$ 155.53$ | $\$ 175,000$ | $\$ 155.53$ |
| Avg | 942 | 2 | 2 |  | 1981 | 357,168 | $\$ 100,839$ | $\$ 107.34$ | $\$ 95,310$ | $\$ 101.11$ |
| Median | 929 | 2 | 2 |  | 1981 | 337,435 | $\$ 93,500$ | $\$ 100.65$ | $\$ 90,000$ | $\$ 96.35$ |

Source: Houston Association of Realtors, MLS
A detailed list of the sales follows.

Table 20: 2019 Condo Sales

| Address | Subdivision | Loft | SF | Price | Prc/SF | YB | DOM |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | ---: | ---: | ---: |
| 18800 Egret Bay Boulevard Unit\#301 | Tranquility Lake Condo | No | 656 | $\$ 55,000$ | $\$ 83.84$ | 1983 | 65 |
| 18800 Egret Bay Boulevard Unit\#809 | Tranquility Lake Condo | No | 685 | $\$ 66,000$ | $\$ 96.35$ | 1983 | $32^{*}$ |
| 18515 Egret Bay Boulevard Unit\#902 | Egret Bay Condo Ph 02 | No | 788 | $\$ 68,000$ | $\$ 86.29$ | 1981 | 3 |
| 1900 Bay Area Boulevard Unit\#E136 | University Trace Condo | No | 864 | $\$ 69,900$ | $\$ 80.90$ | 1975 | 1 |
| 1500 Bay Area Boulevard Unit\#106-B | Baywind 02 Condos | No | 698 | $\$ 72,500$ | $\$ 103.87$ | 1978 | 18 |
| 793 Davis Road Unit\#204 | South Point Condos 88 | No | 587 | $\$ 72,900$ | $\$ 124.19$ | 1979 | 5 |
| 18519 Egret Bay Boulevard Unit\#1508 | Egret Bay Condo Ph 03 | No | 864 | $\$ 77,130$ | $\$ 89.27$ | 1981 | 10 |
| 1516 Bay Area Boulevard Unit\#D3 | Baywind Condo Sec 1 | No | 978 | $\$ 79,500$ | $\$ 81.29$ | 1977 | 39 |
| 1516 Bay Area Boulevard Unit\#U4 | Baywind Condo | No | 904 | $\$ 80,000$ | $\$ 88.50$ | 1977 | 9 |
| 1500 Bay Area Boulevard Unit\#A104 | Baywind Condo Sec 02 | No | 1,010 | $\$ 82,500$ | $\$ 81.68$ | 1978 | 2 |
| 4001 Nasa Parkway Unit\#133 | Lakeshore Condo | No | 1,085 | $\$ 85,000$ | $\$ 78.34$ | 1980 | $40^{*}$ |
| 18800 Egret Bay Boulevard Unit\#212 | Tranquility Lake Condo | No | 976 | $\$ 90,000$ | $\$ 92.21$ | 1983 | $32^{*}$ |
| 2323 Fairwind Drive Unit\#324 | Cloister Condo | No | 966 | $\$ 90,000$ | $\$ 93.17$ | 1984 | 104 |
| 18519 Egret Bay Boulevard Unit\#1409 | Egret Bay Condo Ph 03 | No | 929 | $\$ 92,900$ | $\$ 100.00$ | 1981 | 92 |
| 18511 Egret Bay Blvd Unit\#503 | Egret Bay | No | 864 | $\$ 95,000$ | $\$ 109.95$ | 1981 | 38 |
| 18800 Egret Bay Boulevard Unit\#401 | Tranquility Lake Condo | No | 903 | $\$ 105,000$ | $\$ 116.28$ | 1983 | 11 |
| 2323 Fairwind Road Unit\#325 | Cloister | No | 1,223 | $\$ 114,900$ | $\$ 93.95$ | 1984 | 18 |
| 18800 Egret Bay Boulevard Unit\#1007 | Tranquility Lake Condo | No | 976 | $\$ 115,000$ | $\$ 117.83$ | 1983 | $38^{*}$ |
| 18800 Egret Bay Boulevard Unit\#1101 | Tranquility Lake Condo | No | 976 | $\$ 115,000$ | $\$ 117.83$ | 1983 | 15 |
| 18809 Egret Bay Boulevard Unit\#213 | Point At Egret Bay Condo | No | 1,040 | $\$ 119,900$ | $\$ 115.29$ | 1983 | 51 |
| 351 Lakeside Lane Unit\#204 | Bayfront Towers Condo | No | 868 | $\$ 135,000$ | $\$ 155.53$ | 1978 | 1 |
| 17718 Kings Park Lane | Kings Park T/H Condo | No | 1,350 | $\$ 136,000$ | $\$ 100.74$ | 1979 | $21^{*}$ |
| 4749 Nasa Road 1 Unit\#54 | Mariner Village Condo | No | 1,480 | $\$ 175,000$ | $\$ 118.24$ | 1978 | 149 |

In 2018 there were twelve sales of condos in the CMA. The average sales price was $\$ 108,817$ or $\$ 100.83$ psf. The average days on the market to close was 28 . The median price was $\$ 92,950$.

Table 21: CMA Condo Sales, 2018

|  | SqFt | BD | FB | HB | Yr Built | Lot Size | List Price | LP/SqFt | Sale Price | SP/SqFt |
| ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| CDOM |  |  |  |  |  |  |  |  |  |  |
| Min | 595 | 1 | 1 |  | 1977 |  | $\$ 47,500$ | $\$ 67.01$ | $\$ 47,500$ | $\$ 70.10$ |
| Max | 2,741 | 3 | 2 | 2 | 2014 | 370,014 | $\$ 305,000$ | $\$ 167.90$ | $\$ 298,000$ | $\$ 167.90$ |
| Avg | 1,080 | 2 | 2 |  | 1983 | 163,616 | $\$ 110,746$ | $\$ 102.36$ | $\$ 108,817$ | $\$ 100.83$ |
| Median | 970 | 2 | 2 |  | 1980 | 132,181 | $\$ 94,325$ | $\$ 100.64$ | $\$ 92,950$ | $\$ 98.41$ |

The sales were as follows:
Table 22: CMA 2018 Condo Sales

| Address | Subdivision | Loft | SF | Price | Prc/SF | YB |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| 1516 Bay Area Boulevard Unit\#B4 |  | Baywind Condo Sec 01 | No | 652 | $\$ 47,500$ | $\$ 72.85$ | 1977 |
| 1500 Bay Area Boulevard Unit\#194 |  | Baywind 02 Condos | No | 970 | $\$ 68,000$ | $\$ 70.10$ | 1978 |
| 18617 Egret Bay Boulevard Unit\#503 |  | Egret Bay Villas Condo Ph 01 | No | 660 | $\$ 72,000$ | $\$ 109.09$ | 1983 |
| 1500 Bay Area Boulevard Unit\#440 |  | Baywind Condo | No | 970 | $\$ 75,000$ | $\$ 77.32$ | 1978 |
| 18511 Egret Bay Bl Boulevard Unit\#404 | EGRET BAY CONDO | No | 890 | $\$ 84,000$ | $\$ 94.38$ | 1981 |  |
| 18617 Egret Bay Boulevard Unit\#1105 | Egret Bay Villas Condo Ph 01 | No | 900 | $\$ 89,900$ | $\$ 99.89$ | 1983 |  |
| 18515 Egret Bay Boulevard Unit\#811 | Egret Bay Condo Ph 02 | No | 1,135 | $\$ 96,000$ | $\$ 84.58$ | 1981 |  |
| 793 Davis Road Unit\#312 |  | South Point Condos 88 | No | 595 | $\$ 99,900$ | $\$ 167.90$ | 1979 |
| 18519 Egret Bay Boulevard Unit\#1401 | Egret Bay Condo Ph 03 | No | 1,135 | $\$ 110,000$ | $\$ 96.92$ | 1981 |  |
| 4001 Nasa Parkway Unit\#222 | Lakeshore Condo | No | 1,085 | $\$ 110,000$ | $\$ 101.38$ | 1980 |  |
| 4747 Nasa Parkway Unit\#302 | Mariner Village Condo | No | 1,226 | $\$ 155,500$ | $\$ 126.84$ | 1978 |  |
| 407 Marina View Drive | Edgewater Sec 13 | No | 2,741 | $\$ 298,000$ | $\$ 108.72$ | 2014 |  |

## Mid to High Rise Units

There is one high rise condominium in the CMA, the Endeavor. The Endeavor is a 30-story building with 80 units located on Clear Lake. The Endeavor was built in 2006.

The amenities include resort pool, spa, fitness club, theatre, valet and garage parking, party room and concierge. The monthly maintenance fee varies with each unit.

There are currently four listings in the CMA. The average listing price is $\$ 899,725$ or $\$ 314.87$ psf while the median was at $\$ 609,500$. The maintenance fee ranges from $\$ 1,000$ to $\$ 3,595$ per month on the listings.


Table 23: CMA High Rise Condo Sales

|  | SqFt | BD | FB | HB | Yr Built | List Price | LP/SqFt |
| ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| CDOM |  |  |  |  |  |  |  |
| Min | 1,650 | 2 | 2 |  | 2006 | $\$ 479,900$ | $\$ 290.83$ |
| Max | 5,533 | 5 | 5 | 1 | 2006 | $\$ 1,900,000$ | $\$ 343.39$ |

In 2019, there have been two sales to date. The average price was $\$ 666,250$ or $\$ 307.74$ psf. Since 2018 , the prices have increased $13.6 \%$.

Table 24: Endeavor 2019 Sales

| Address | Building Name | SF | Price | Prc/SF | YB | BR | DOM |
| :--- | :--- | ---: | ---: | ---: | ---: | ---: | ---: |
| 4821 Nasa Parkway Unit\#20E | ENDEAVOUR | 2,165 | $\$ 600,000$ | $\$ 277.14$ | 2006 | 3 | 217 |
| 4821 Nasa Parkway Unit\#18W | ENDEAVOUR | 2,165 | $\$ 732,500$ | $\$ 338.34$ | 2006 | 3 | 454 |

Source: Houston Association of Realtors, MLS

In 2018 there was only one sale. The sales price was $\$ 270.27$ psf.
Table 25: 2018 Endeavor Sales

| Address | Building Name | Loft | SF | Price | Prc/SF | YB | BR | DOM |
| :--- | :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| 4821 E Nasa Parkway Unit\#11E | ENDEAVOUR | No | 1,702 | $\$ 460,000$ | $\$ 270.27$ | 2006 | 2 | 24 |

## Single Family

There are currently 181 homes listed in the CMA ( 3 -mile radius). They range from $\$ 176,000$ to $\$ 5,300,000$. The average list price is $\$ 145.82$ psf with the average age at 1989 . The median price is $\$ 123.79$ psf. To note, new homes are being built (2019) in this market.

Table 26: CMA Single Family Listings

## Status: Active (181)

Property Type: Single-Family (181)

|  | SqFt | BD | FB | HB | Yr Built | Acres | Lot Size | List Price | LP/SqFt |
| ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| Min | 1,398 | 2 | 2 |  | 1955 | 0.05 | 2,205 | $\$ 176,000$ | $\$ 74.69$ |
| Max | 11,601 | 6 | 6 | 2 | 2019 | 1.62 | 70,600 | $\$ 5,300,000$ | $\$ 456.86$ |
| Avg | 3,217 | 4 | 3 | 1 | 1989 | 0.25 | 10,742 | $\$ 518,006$ | $\$ 145.82$ |
| Median | 3,056 | 4 | 3 | 1 | 1988 | 0.22 | 9,293 | $\$ 365,000$ | $\$ 123.79$ |

Source: Houston Association of Realtors, MLS
In 2019 there have been 197 sales to date (May 2019). The average sales price is $\$ 290,526$ ( $\$ 118.38$ psf). The median price was $\$ 240,000$. The CMA has newer homes built in 2018 to offer, these are priced from $\$ 300$ psf.

Table 27: CMA 2019 Sales
Status: Sold (197)
Property Type: Single-Family (197)

|  | SqFt | BD | FB | HB | Yr Built | Acres | Lot Size | List Price | LP/SqFt |
| ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |$|$ LP/Acre Sale Price

The 2018, 631 homes sold at an average of $\$ 118.66$ psf, nearly the same pricing as 2019. These homes ranged from $\$ 82,000$ to $\$ 1,890,000$. The average age is 1984 . The median price was $\$ 262,000$.

Table 28: 2018 CMA Sales

## Status: Sold (631)

Property Type: Single-Family (631)

|  | SqFt | BD | FB | HB | Yr Built | Acres | Lot Size | List Price | LP/SqFt | LP/Acre |
| ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| Sale Price |  |  |  |  |  |  |  |  |  |  |
| Max | 806 | 1 | 1 |  | 1949 | 0.02 | 2,897 | $\$ 82,000$ | $\$ 59.10$ | $\$ 334,439.62$ |

In 2017, 596 homes sold ranging from $\$ 55,500$ to $\$ 1,800,000$. The average was $\$ 277,150$ and built in 1983 . The median price was $\$ 245,000$.

Table 29: CMA 2017 Sales

## Status: Sold (596)

Property Type: Single-Family (596)

|  | SqFt | BD | FB | HB | Yr Built | Acres | Lot Size | List Price | LP/SqFt | LP/Acre |
| ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | Sale Price

Source: MLS/HAR

## TOWNHOMES

Currently there are 41 active listings in the CMA. They range from $\$ 133,900$ to $\$ 329,990$. The average list price is $\$ 136.22$ psf while the median is $\$ 129.48$. Townhomes in this market range from 1975 to 2019.

Table 30: CMA Townhome Listings
Status: Active (41)
Property Type: Townhouse/Condo (41)
$\left.\begin{array}{|r|r|r|r|r|r|r|r|}\hline \text { SqFt } & \text { BD } & \text { FB } & \text { HB } & \text { Yr Built } & \text { Lot Size } & \text { List Price } & \text { LP/SqFt } \\ \hline \text { Min } & 1,280 & 2 & 2 & & 1975 & 1,032 & \$ 133,900\end{array}\right) \$ 83.03$.

New townhomes are being built in Armanwilde (BayWay Homes), located at 16 W Oaks drive in Houston. They range from 2300sf to 3100sf. Pricing is from $\$ 300$ s to $\$ 500$ s.

## Barcelona - Unit 3



Beautiful Mediterranean style townhomes boast extensive upgrades including maple cabinets, granite, tile in all wet areas and hickory hardwood floors in family and dining rooms. Enjoy the outdoors (and views of the Lakes) from your covered and uncovered rooftops or from the community infinity pool.

In 2019, 48 townhomes have sold ranging from $\$ 102,200$ to $\$ 449,000$. The average is $\$ 120.40$ psf and built in 1988. The median was $\$ 192,500$, The newest townhome was built in 2018 and sold for $\$ 449,000$.

Table 31: CMA 2019 Townhome Sales
Status: Sold (48)

| Property Type: Townhouse/Condo (48) |  |  |  |  |  |  |  |  |
| ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
|  | SqFt | BD | FB | HB Built | Lot Size | List Price | LP/SqFt | Sale Price |
| Min | 918 | 2 | 1 |  | 1965 | 20 | $\$ 97,440$ | $\$ 82.77$ |
| Max | 3,699 | 4 | 3 | 2 | 2018 | 43,560 | $\$ 449,000$ | $\$ 173.73$ |
| Avg | 1,847 | 3 | 2 | 1 | 1988 | 3,310 | $\$ 221,550$ | $\$ 120.40$ |
| Median | 1,801 | 3 | 2 | 1 | 1983 | 2,542 | $\$ 195,000$ | $\$ 112.92$ |

In 2018 there were 44 townhome sales. The sales were on average at $\$ 108.29$ psf. Homes ranged from 1963 to 2017. The median sales price was $\$ 103.39$ psf.

Table 32: CMA 2018 Townhome Sales

## Status: Sold (44)

Property Type: Townhouse/Condo (44)

|  | SqFt | BD | FB | HB | Yr Built | Lot Size | List Price | LP/SqFt | Sale Price | Close Price Adj | SP/SqFt |
| ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| Min | 675 | 1 | 1 |  | 1963 | 646 | $\$ 72,000$ | $\$ 72.56$ | $\$ 69,000$ | $\$ 69,000$ | $\$ 69.40$ |
| Max | 3,699 | 4 | 3 | 2 | 2017 | 611,765 | $\$ 559,900$ | $\$ 176.83$ | $\$ 552,100$ | $\$ 552,100$ | $\$ 169.59$ |
| Avg | 1,932 | 3 | 2 | 1 | 1986 | 21,916 | $\$ 213,122$ | $\$ 111.47$ | $\$ 207,044$ | $\$ 205,980$ | $\$ 108.29$ |
| Median | 1,826 | 3 | 2 | 1 | 1983 | 2,807 | $\$ 193,500$ | $\$ 106.11$ | $\$ 191,500$ | $\$ 191,450$ | $\$ 103.39$ |

In 2017, 122 townhomes sold. The average sales price was $\$ 112.58$ psf or $\$ 230,742$. Homes sold were built between 1965 and 2017. The median was $\$ 107.58$ psf.

Table 33: CMA 2017 Townhome Sales

## Status: Sold (122)

Property Type: Townhouse/Condo (122)

|  | SqFt | BD | FB | HB | Yr Built | Lot Size | List Price | LP/SqFt | Sale Price | Close Price Adj |
| ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| SP/SqFt |  |  |  |  |  |  |  |  |  |  |
| Min | 729 | 1 | 1 |  | 1965 | 646 | $\$ 69,900$ | $\$ 59.35$ | $\$ 62,000$ | $\$ 62,000$ |$\$ 56.70$

The townhomes in the CMA built between 2017 and 2018 were at the Veranda in League City. These homes range from 2,000sf to 2,500 sf and are 2 to 3 bedrooms. Pricing is in the $\$ 300$ s.


## Single Family Lots

The CMA falls within The Clear Lake Area in the Houston Housing Data. There are 941 vacant lots in the CMA, or 15.8 month's supply.

| Southeast |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Clear Lake Area |  | 55\% | Starts | 211 | 216 | 176 | 200 | 209 | 207 | 154 | 143 | 212 | 716 |
| \$111-\$3,000 | 20'-130' | 61\% | Closings | 253 | 206 | 203 | 192 | 180 | 224 | 185 | 160 | 166 | 735 |
| 50 subdivisions |  | 58\% | Housing Inv | 454 | 464 | 437 | 445 | 474 | 457 | 426 | 409 | 455 | 7.4 mos |
|  |  | 46\% | VDL Inv | 1,211 | 1,115 | 1,482 | 1,387 | 1,342 | 1,185 | 1,189 | 1,044 | 941 | 15.8 mos |

## Multifamily

## Southeast Multifamily Submarket

Nassau Bay falls within the boundaries of the Southeast Houston multifamily submarket. The Southeast Houston Submarket remains known as the largest submarket in Houston in terms of total inventory, with 70,000 units, and nearly $90 \%$ of this is 1 to 3 Star properties, mostly workforce housing. Although the area benefits from resilient demand drivers such as the Port of Houston, the downstream petrochemical industry, Hobby Airport, the NASA Lyndon B. Johnson Space Center, strong demand for affordable housing, and limited new affordable inventory, the area is not immune to external shocks.

The area continues to recover from aftershocks caused by the oil downturn and Harvey. A large amount of units located near major waterways were flooded during Harvey, and more than half a dozen properties remained under renovation as of 19Q1. Although 2018 saw a modest recovery in absorption, negative demand performance in 2015 to 2017 plays into CoStar's forecast model. As a result, CoStar is forecasting moderate absorption over the next five years and an elevated vacancy rate to underperform the metro average by as much as 100 basis points during that time.

Figure 7: Southeast Multifamily Market

KEY INDICATORS

| Current Quarter | Units | Vacancy Rate | Asking Rent | Effective Rent | Absorption Units | Delivered Units | Under Constr Units |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 4 \& 5 Star | 8,654 | 6.9\% | \$1,242 | \$1,204 | (14) | 0 | 516 |
| 3 Star | 40,639 | 10.4\% | \$894 | \$871 | 91 | 0 | 334 |
| 1 \& 2 Star | 20,960 | 11.1\% | \$815 | \$801 | 67 | 0 | 0 |
| Submarket | 70,253 | 10.2\% | \$918 | \$895 | 144 | 0 | 850 |
| Annual Trends | 12 Month | Historical Average | Forecast Average | Peak | When | Trough | When |
| Vacancy Change (YOY) | -0.8\% | 9.8\% | 10.1\% | 12.5\% | 2010 Q2 | 6.4\% | 2000 Q1 |
| Absorption Units | 649 | 137 | 373 | 2,033 | 2005 Q4 | $(1,614)$ | 2002 Q2 |
| Delivered Units | 88 | 406 | 376 | 1,198 | 2008 Q3 | 0 | 2015 Q2 |
| Demolished Units | 0 | 96 | 38 | 1,041 | 2014 Q1 | 0 | 2019 Q1 |
| Asking Rent Growth (YOY) | 1.4\% | 2.3\% | 1.0\% | 7.7\% | 2015 Q3 | -1.8\% | 2010 Q1 |
| Effective Rent Growth (YOY) | 1.4\% | 2.2\% | 1.1\% | 7.7\% | 2015 Q2 | -1.9\% | 2010 Q1 |
| Sales Volume | \$391 M | \$151.2M | N/A | \$460.1M | 2018 Q4 | \$23.5M | 2009 Q3 |

Source: CoStar; 4-5 Star properties would be Class A and B.

## CMA - 3 Mile radius

In the CMA there are 15,043 apartment units in 67 properties. There are 334 additional units under construction.

The vacancy rate is fairly low at $7.8 \%$. Absorption over the past 12 months was positive at 134 units.

## Historical Performance Trends

Market rents have increased significantly over the past five years while vacancy has been somewhat erratic. As seen in figure 7, vacancy tends to follow deliveries of units into this market.


Figure 8: CMA Multifamily Historical Vacancy and Rent

Vacancy \& Market Asking Rent Per Unit


Figure 9: Absorption, Deliveries and Vacancy


Table 37 (following page) is a list of multifamily units in the CMA:

- There are 14,110 conventional apartment units
- Vacancy is at 8.6\%
- Asking rents are at \$1.18psf
- Of these, 1,981 units are Class A (14\%)
- Asking rents are \$1.34psf
- Vacancy is at 6.6\%
- There are 6,792 Class B units (48\%)
- Asking rents are \$1.21psf
- Vacancy is at $11.1 \%$
- There are 5,337 Class C units
- There are 334 units under construction - Class B
- There are 100 Active Adult units in one market rate property; Rents are at $\$ 1.23$ psf with vacancy at zero.
- There are 204 units - Retirement Community offering independent living, assisted living and memory care. Offers gourmet dining, housekeeping, activities, etc.
- There are 586 Affordable units
- Asking rents on average are $\$ 1.11 \mathrm{psf}$
- Income Restricted
- Vacancy is 5.9\%

| Building Name | Building Address | Building <br> Class | Style | Number Of Units | Avg <br> Asking <br> /SF | Avg <br> Effective <br> /Unit | Number <br> Of 1 <br> Bedrooms | Number <br> Of 2 <br> Bedroom | Number <br> Of 3 <br> Bedroom | Year Built | $\begin{aligned} & \text { Avg } \\ & \text { Unit } \\ & \text { SF } \end{aligned}$ | Vacancy | $\begin{gathered} \text { Year } \\ \text { Renovated } \end{gathered}$ | Rent Type |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| University Trace | 1900 Bay Area Blvd | A | Garden | 17 |  |  | 17 |  |  |  |  | 11.76 |  | Market |
| The Moorings Apartments | 601 Enterprise Ave | A | Garden | 201 | 1.28 | 1167 | 136 | 65 |  | 1998 | 913 | 7.46 |  | Market |
| Palms at Clear Lake | 1300 Gemini St | A | Garden | 240 | 1.32 | 1236 | 144 | 96 |  | 1999 | 934 | 4.17 |  | Market |
| Fairways at South Shore Harbor | 3045 Marina Bay Dr | A | Garden | 432 | 1.24 | 1097 | 245 | 165 | 22 | 2000 | 891 | 8.33 |  | Market |
| Voyager at The Space Center | 18101 Point Lookout Dr | A | Mid-Rise | 313 | 1.64 | 1482 | 232 | 77 | 4 | 2009 | 963 | 4.47 |  | Market |
| The Marquis at Clear Lake | 501 N Sarah Deel Dr | A | Garden | 364 | 1.32 | 1228 | 232 | 132 |  | 2005 | 932 | 6.04 |  | Market |
| Century Edgewater | 200 Water St | A | Garden | 414 | 1.22 | 1289 | 180 | 192 | 42 | 2008 | 1061 | 4.11 |  | Market |
| Sub-total Class A 19 |  |  |  |  | 1.34 | 1250 | 1186 | 727 | 68 | 2003 | 949 | 6.62 |  |  |
| The Vibe at Clear Lake | 506 S Austin St | B | Garden | 180 | 1.05 | 981 | 33 | 125 | 12 | 1965 | 942 | 12.22 |  | Market |
| The Park at Clear Lake | 1239 Bay Area Blvd | B | Garden | 342 | 1.12 | 768 | 134 | 128 |  | 1976 | 688 | 6.43 |  | Market |
| Clear Lake Village | 1243 Bay Area Blvd | B | Garden | 342 | 1.15 | 819 | 140 | 160 |  | 1976 | 719 | 10.53 |  | Market |
| University Green | 1620 Bay Area Blvd | B | Garden | 194 | 1.17 | 817 | 96 | 74 |  | 1977 | 702 | 3.09 |  | Market |
| Park at Armand Bayou | 4300 Bay Area Blvd | B | Garden | 401 | 1.43 | 1315 | 207 | 194 |  | 1996 | 1045 | 9.48 |  | Market |
| CP Waterfront | 451 Constellation Blvd | B | Garden | 264 | 1.07 | 867 | 156 | 100 | 8 | 1978 | 816 | 4.17 |  | Market |
| The Shore | 501 Davis Rd | B | Garden | 176 | 1.22 | 943 | 96 | 80 |  | 1981 | 783 | 11.93 |  | Market |
| The Towers at Clear Lake | 18707 Egret Bay Blvd | B | Mid-Rise | 196 | 1.06 | 1223 | 24 | 172 |  | 1984 | 1165 | 9.69 | 2001 | Market |
| Terrace Villas | 17700 El Camino Real | B | Garden | 150 | 1.05 | 845 | 64 | 60 | 14 | 1972 | 820 | 16.89 |  | Market |
| Las Palmas - El Camino | 1400 El Camino Village Dr | B | Garden | 360 | 1.47 | 1384 | 218 | 142 |  | 1993 | 996 | 5.56 |  | Market |
| Hawthorne at South Shore | 1201 Enterprise Ave | B | Mid-Rise | 240 | 1.55 | 1189 | 168 | 72 |  | 1989 | 795 | 5.42 |  | Market |
| Harbor Walk | 2751 FM 518 Rd E | B | Garden | 138 | 1.21 | 1143 |  | 106 | 32 | 1981 | 1006 | 18.84 | 2010 | Market |
| Everwood | 444 E Medical Center Blvd | в | Garden | 530 | 1.36 | 1119 | 338 | 192 |  | 1989 | 828 | 4.15 | 2008 | Market |
| Dwell at Clear Lake | 4101 NASA Pky | в | Garden | 199 | 1.32 | 1181 | 90 | 105 | 4 | 1968 | 904 | 12.56 |  | Market |
| Solano | 535 W Nasa Rd | в | Garden | 262 | 1.08 | 963 | 130 | 122 | 10 | 1966 | 900 | 50.76 | 2019 | Market |
| The Regatta Apartments | 1315 Nasa One | B | Garden | 490 | 1.05 | 871 | 371 | 94 | 25 | 1968 | 830 | 8.16 | 1994 | Market |
| The Falls at Clear Lake | 801 E NASA Rd 1 | B | Garden | 400 | 1.13 | 882 | 280 | 120 |  | 1984 | 784 | 6.5 |  | Market |
| The Sapphire | 2002 San Sebastian Ct | B | Low-Rise | 248 | 1.25 | 1061 | 176 | 72 |  | 1967 | 882 | 31.85 | 2019 | Market |
| Signature Point | 1 Signature Point Dr | B | Garden | 304 | 1.24 | 1064 | 176 | 112 | 16 | 1994 | 859 | 6.25 |  | Market |


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## Nassau Bay Housing Market

As stated earlier in the report, due to its small size of 2 square miles, Nassau Bay is limited on its housing options and expansions. There are currently 22 vacant residential lots available for constructing homes. There are also six homes slated for demolition due to code enforcement by the City. They are all zoned residential. In addition, there are seven homes for FEMA buyout due to Harvey (green space). They are all located on Leeward Lane. A total of 28 lots would all be for single family housing units.

As far as vacant land for housing, there are two current options are each owned by individuals. One is in the Nassau Bay Town Center and the other is along the water overlooking Clear Lake. With both of these options to footprint would have to be linear, going up due to space. Condominiums or Townhomes would be the logical option as far as housing units.

CDS tested Condominiums in the online survey of residents and employees in the area (see full survey end of report). We also found the following:

## Town Center:

- When Asked would you purchase a condominium in Nassau Bay Town Center, $16.4 \%$ or 91 said "Yes".
- Their decision was based on pricing, location, amenities, and walkability
- When asked "what be the maximum" they would pay for this location, $12 \%$ (72) said between $\$ 300$ k and $\$ 400 k$


## Waterfront/Waterview:

- When asked would a waterfront/waterview appeal to you more, 59.5\% (319) said "Yes"
- When asked what would be the most you pay for a waterfront condo, respondents were willing to pay more across the board.


Of the 554 respondents to the survey:

- $65.8 \%$ currently live in a single-family detached home
- $13 \%$ of these are waterfront, water view or water access
- 75\% own their home
- $45 \%$ said their home was valued between $\$ 200 k$ and $\$ 400 k ; 15 \%$ over $\$ 400 k$
- 145 lease and pay between $\$ 1,000$ and \$1,500 on average
- $68 \%$ of all respondents are happy where they currently live
- "IF" they were going to change homes, they would choose: 3\% apartment, $13 \%$ condo (70), 20\% patio home (73) or townhome (34), 48\% SFR, 8\% Senior Living (46).
- Four things Nassau Bay needs to do:

- 91 respondents would consider purchasing a condo in Town Center; Purchase price - $\$ 175 \mathrm{k}$ to $\$ 350 \mathrm{k}$; 114 said between \$175k and \$200k
- 319 respondents said a waterfront/view would be more appealing; pricing between \$300k to \$750k
- Why didn't you choose Nassau Bay??? No housing in price range (12\%), housing stock too old and needs updating (15\%), flooding was a concern (15\%)

Of the respondents that said there was no housing in their price range (total of 66 or $43.9 \%$ ), the majority of these earn between $\$ 75,000$ and $\$ 150,000$, currently reside in 77058 zip, and their single-family detached home is valued at $\$ 150,000$ to $\$ 300,000$. This group said they would purchase a condo priced between $\$ 175 \mathrm{k}$ and $\$ 200 \mathrm{k}$ in Town Center (45.5\%) or a waterfront condo priced at $\$ 300 \mathrm{k}$ to $\$ 400 \mathrm{k}$ (45.3\%).

As a comparison, respondents who have an income of $\$ 250,000$ or greater currently live in a single-family home, $25 \%$ of these are waterfront. The value of their homes range from:

| ANSWER CHOICES | - | RESPONSES | - |
| :---: | :---: | :---: | :---: |
| - less than \$100,000 |  | 0.00\% | 0 |
| - \$100,000 to \$150,000 |  | 1.67\% | 1 |
| - \$150,000 to \$200,000 |  | 3.33\% | 2 |
| - \$200,000 to \$300,000 |  | 6.67\% | 4 |
| - \$300,000 to \$400,000 |  | 28.33\% | 17 |
| - \$400,000 to \$500,000 |  | 11.67\% | 7 |
| - \$500,000 to \$750,000 |  | 25.00\% | 15 |
| - Over \$750,000 |  | 16.67\% | 10 |
| - I do not own my home |  | 6.67\% | 4 |
| - Other (please specify) | Responses | 0.00\% | 0 |
| TOTAL |  |  | 60 |

This group said more upscale housing, urban lofts, redeveloping older housing and provide active adult housing was necessary in Nassau Bay. Only 11\% of this group would purchase a condo in Town Center while 67\% would purchase a waterfront condo. $44 \%$ said they would pay between $\$ 300 \mathrm{k}$ and $\$ 500 \mathrm{k}$ for a water condo, an additional $20 \%$ said they would pay between $\$ 500 \mathrm{k}$ to $\$ 1 \mathrm{~m}$.

In this group, 60 live outside of Nassau Bay for the following reasons: housing stock was too old and needed updating, and flooding was a concern.

Survey Take Away: Across the board, housing stock was too old and needed updating appears to be a factor for those looking for homes in Nassau Bay. Condominiums appeal to many, especially if located along water. Active Adult housing as well as density in the form of patio homes and townhomes appeal to respondents.

## Building Permits

The following are permits from 2012-2018 from the City of Nassau Bay. In the last three years there have been 9 single family residential permits (one was for the same house, different owner).

# City of Nassau Bay's <br> New Buildings Commercial \& Residential 2012-2019 

| Project <br> Number | Project Type | Project Description lssued | Date | Owner Name | Contractor Name |
| :---: | :---: | :---: | :---: | :---: | :---: |



| HOME - $17-0274$ | New Home Permit | Construction of new single family residence. | 05/24/2017 | Brian <br>  <br> Jennifer A <br> Haass | Ann Hancock | \$450,000.00 | 450000 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |

## Condominiums

There is currently one condominium project in Nassau Bay. Bayfront Towers includes 74 units built in 1978. The median square footage is 1,060 in the $1 / 1$ units. The median appraised value is $\$ 153,783$. There is currently one condo listing in Bayfront Towers on the water. The condo is listed for $\$ 159,900$ or $\$ 180.07 \mathrm{psf}$ ( 888 sf ).

Figure 10: Nassau Bay Condo Listing


- One condo has sold in 2019. Also located at Bayfront Towers, the condo sold for $\$ 135,000$ or $\$ 155.53 p s f$ (868sf).
- In 2018, one condo sold in Bayfront. This unit sold for $\$ 168.92$ psf or $\$ 150,000$. The unit was totally updated.

The price trend based on MLS sold data indicates that condos in this complex have sold for $\$ 96.70$ to \$155.66psf (2008) from 2000 to 2017. More recently, condos are selling in the $\$ 140 \mathrm{~s}$ psf on average.


## Single Family

There are currently nine "listings" in Nassau Bay. They range from $\$ 234,500$ to $\$ 595,000$. The average list price is $\$ 121.28$ psf. As seen, the homes are older ranging from 1964 to 1992. Many of the homes need updating and are not "open concept" floor plans that are so popular today.

Table 35: Nassau Bay SF Current Listings
Status: Active (9)

|  | SqFt | BD | FB | HB | Yr Built | Acres | Lot Size | List Price | LP/SqFt |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Min | 2,142 | 3 | 2 |  | 1964 | 0.17 | 7,616 | \$234,500 | \$98.65 |
| Max | 4,248 | 4 | 4 | 1 | 1992 | 0.60 | 26,053 | \$595,000 | \$151.28 |
| Avg | 2,855 | 4 | 2 | 1 | 1969 | 0.26 | 11,384 | \$347,154 | \$121.28 |
| Median | 2,850 | 4 | 2 | 1 | 1965 | 0.22 | 9,460 | \$330,000 | \$121.38 |

In 2019, there have been four sales in Nassau Bay with prices ranging from $\$ 135,000$ to $\$ 356,400$. The average sales price was $\$ 252,850$ while the median was $\$ 260,000$. These homes range from 1963 to 1968 . Some of these homes have updates (from original) with traditional floor plans.

Table 36: Nassau Bay SF 2019 Sales

## Status: Sold (4)

Property Type: Single-Family (4)

|  | SqFt | BD | FB | HB | Yr Built | Acres | Lot Size | List Price | LP/SqFt | LP/Acre | Sale Price |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Min | 1,694 | 3 | 2 |  | 1963 | 0.23 | 9,009 | \$159,900 | \$94.39 | \$439,285.71 | \$135,000 |
| Max | 2,619 | 4 | 2 | 1 | 1968 | 0.36 | 15,855 | \$359,900 | \$137.42 | \$1,335,350.04 | \$356,400 |
| Avg | 2,214 | 4 | 2 | 1 | 1966 | 0.31 | 12,303 | \$269,425 | \$119.22 | \$957,855.68 | \$252,850 |
| Median | 2,271 | 4 | 2 | 1 | 1965 | 0.33 | 12,173 | \$278,950 | \$122.54 | \$1,098,931.30 | \$260,000 |

In 2018, there were 23 home sales ranging from $\$ 145,000$ to $\$ 618,000$. These homes were built from 1962 to 1984. On average they sold for $\$ 126.64$ psf, the median was $\$ 131.47 \mathrm{psf}$.

Table 37: Nassau Bay SF 2018 Sales

## Status: Sold (23)

Property Type: Single-Family (23)

|  | SqFt | BD | FB | HB | Yr Built | Acres | Lot Size | List Price | LP/SqFt | LP/Acre | Sale Price |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Min | 1,760 | 3 | 2 |  | 1962 | 0.12 | 5,248 | \$179,900 | \$94.11 | \$821,982.15 | \$145,000 |
| Max | 3,275 | 5 | 3 | 1 | 1984 | 0.43 | 18,550 | \$639,000 | \$248.64 | \$1,748,323.88 | \$618,000 |
| Avg | 2,442 | 4 | 2 | 1 | 1967 | 0.25 | 11,009 | \$322,334 | \$130.90 | \$1,307,348.78 | \$309,272 |
| Median | 2,434 | 4 | 2 | 1 | 1965 | 0.24 | 10,710 | \$333,800 | \$123.72 | \$1,273,745.17 | \$320,000 |

In 2017, there were 40 home sales ranging from $\$ 172,000$ to $\$ 1,199,000$. These homes were built from 1961 to 1997. On average they sold for $\$ 116.40$ psf. The median was $\$ 111.83$ psf.

Table 38: Nassau Bay SF 2017 Sales
Status: Sold (40)
Property Type: Single-Family (40)

| SqFt | BD | FB | HB | Yr Built | Acres | Lot Size | List Price | LP/SqFt | LP/Acre | Sale Price |
| ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| Min | 1,690 | 3 | 2 |  | 1961 | 0.21 | 4,748 | $\$ 169,000$ | $\$ 61.73$ | - |
| Max | 6,078 | 6 | 5 | 2 | 1997 | 0.33 | 23,740 | $\$ 1,199,000$ | $\$ 298.70$ | - |
| Avg 2,706 | 4 | 2 | 1 | 1967 | 0.26 | 11,283 | $\$ 331,784$ | $\$ 119.68$ | -000 |  |
| Median | 2,526 | 4 | 2 | 1 | 1965 | 0.23 | 10,233 | $\$ 284,500$ | $\$ 115.64$ | $\$ 314,979$ |

## TOWNHOMES

Townhomes in Nassau Bay include Heritage with no water views or access. Units were built in 1975.


Nassau Townhouse Sarah Deel with some water views. Built 1965

Bal Harbour Cove with waterfront, water access and waterview lots. Built 1978.


Meridian on Clear Lake, built 1993. Some units have waterfronts and waterviews.

Currently There are five active listings in Nassau Bay, they are all at Bal Harbour. Asking prices range from $\$ 349,000$ to $\$ 589,000$. Average list price is $\$ 151.20$ psf.

Table 39: Nassau Bay Townhome Listings

## Status: Active (5)

Property Type: Townhouse/Condo (5)

| SqFt | BD | FB | HB | Yr Built | Lot Size | List Price |
| ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| LP/SqFt |  |  |  |  |  |  |
| Min | 2,932 | 3 | 3 | 1975 | 3,000 | $\$ 349,000$ |
| Max | 3,686 | 4 | 4 | 119.03 |  |  |
| Avg | 3,254 | 3 | 3 | 1991 | 3,645 | $\$ 589,000$ |
| Median | 3,295 | 3 | 3 | 1982 | 3,174 | $\$ 495,580$ |
| 151.20 |  |  |  |  |  |  |



To date in 2019 there have been 4 townhomes sold. Prices ranged from $\$ 137,000$ to $\$ 237,000$. The average sales price was $\$ 105.94$ psf. The median price was $\$ 107.03$ psf. Bal Harbour had the highest price.

Table 40: Nassau Bay 2019 Townhome Sales

## Status: Sold (4)

Property Type: Townhouse/Condo (4)

|  | SqFt | BD | FB | HB | Yr Built | Lot Size | List Price | LP/SqFt | Sale Price | Close Price Adj | SP/SqFt |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Min | 1,360 | 2 | 2 |  | 1965 | 20 | \$142,900 | \$105.07 | \$137,000 | \$137,000 | \$100.74 |
| Max | 2,203 | 3 | 3 | 1 | 1993 | 3,842 | \$248,000 | \$112.85 | \$237,000 | \$236,500 | \$108.94 |
| Avg | 1,812 | 3 | 2 | 1 | 1981 | 2,486 | \$201,450 | \$110.72 | \$192,875 | \$192,625 | \$105.94 |
| Median | 1,841 | 2 | 2 | 1 | 1982 | 3,041 | \$207,450 | \$112.47 | \$198,750 | \$198,500 | \$107.03 |

In 2018, there were 7 sales in Nassau Bay ranging from $\$ 126,000$ to $\$ 337,000$. Ages ranged from 1971 to 1993. The average pricing was $\$ 93.88$ psf while the median was $\$ 91.89$. Bal Harbour had the highest sales.

Table 41: Nassau Bay 2018 Sales Townhomes

## Status: Sold (7)

Property Type: Townhouse/Condo (7)

|  | SqFt | BD | FB | HB | Yr Built | Lot Size | List Price | LP/SqFt | Sale Price | Close Price Adj | SP/SqFt |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Min | 1,280 | 2 | 2 |  | 1971 | 1,239 | \$135,000 | \$72.56 | \$126,000 | \$126,000 | \$69.40 |
| Max | 3,170 | 4 | 3 | 1 | 1993 | 129,792 | \$365,000 | \$142.63 | \$340,000 | \$337,000 | \$132.86 |
| Avg | 2,300 | 3 | 2 | 1 | 1979 | 21,033 | \$220,129 | \$97.12 | \$213,143 | \$211,914 | \$93.88 |
| Median | 2,157 | 3 | 2 | 1 | 1978 | 3,000 | \$214,000 | \$89.49 | \$214,000 | \$212,500 | \$91.89 |

In 2017 there were 16 townhome sales in Nassau Bay. The sales ranged from $\$ 105,000$ to $\$ 581,750$. The average sales price was $\$ 111.77$ psf, the median was $\$ 114.39$. Townhomes were older built from 1965 to 1995.

## Table 42: Nassau Bay 2017 Townhome Sales

## Status: Sold (16)

Property Type: Townhouse/Condo (16)
$\left.\left.\begin{array}{|r|r|r|r|r|r|r|r|r|r|r|}\hline \text { SqFt } & \text { BD } & \text { FB } & \text { HB } & \text { Yr Built } & \text { Lot Size } & \text { List Price } & \text { LP/SqFt } & \text { Sale Price } & \text { Close Price Adj } & \text { SP/SqFt } \\ \hline \text { Min } & 1,316 & 2 & 1 & & 1965 & 1,873 & \$ 97,900 & \$ 74.39 & \$ 105,000 & \$ 105,000\end{array}\right) \$ 77.50\right)$

## Multifamily

Within Nassau Bay there are 7 multifamily properties including 1,166 units. The average vacancy is $11.6 \%$ with asking rents at $\$ 1.26 \mathrm{psf}$. Over the past twelve months, absorption has been positive at 9 units.

## Historical Performance Trends

- Market rents have increased significantly over the past five years in Nassau Bay.
- Vacancy has somewhat stabilized since 2014.
- Absorption has been somewhat negative despite no addition on new units since 2009.


Figure 11: Vacancy and Rent


Figure 12: Absorption, Deliveries and Vacancy


Table 43 on the following page is a list of the current multifamily supply in Nassau Bay. All units are conventional market rate. There is one Class A property built in 2009 at the Town Center. The average age is 1966 in this market. There are no units currently under construction or proposed in this market. However, 344 units are under construction, The Caroline, within the one-mile radius of Nassau Bay.

There are no Senior Apartments in this market.

|  |  | $\underset{\sim}{\underset{\sim}{2}}$ |  | $\stackrel{n}{\circ}$ |  |  | $\stackrel{\infty}{\stackrel{\circ}{\lambda}}$ | － |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 0 <br> 0 <br> 0 <br> $>0$ <br> $>$ | $\stackrel{\hat{\sigma}}{\dot{\sigma}}$ | $\begin{aligned} & \text { n } \\ & \underset{\mathrm{m}}{2} \end{aligned}$ | $\stackrel{\infty}{\infty}$ | $\stackrel{\text { nin }}{\substack{n}}$ | $\underset{寸}{\underset{\sim}{7}}$ | ف̣ | $\underset{\infty}{\infty}$ | $\stackrel{-}{7}$ |
|  | 饣欠 | $\underset{\infty}{\infty}$ | $\stackrel{\infty}{0}$ | $\begin{aligned} & \infty \\ & \infty \\ & \infty \end{aligned}$ | $\stackrel{-}{6}$ | N | ¢ | N |


|  | $\underset{\sim}{\circ}$ | $\begin{aligned} & \stackrel{\rightharpoonup}{\mathrm{O}} \\ & \stackrel{1}{2} \end{aligned}$ | $\stackrel{\infty}{\circ}$ | $\begin{aligned} & \infty \\ & \stackrel{\sim}{\square} \end{aligned}$ | $\stackrel{0}{\circ}$ |  | $\begin{aligned} & \infty \\ & 0 \\ & \hline \\ & \hline \end{aligned}$ | $\stackrel{\text { ¢ }}{ }$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | － |  |  | $\checkmark$ | $\checkmark$ | n | N | N |



## Projected Housing Demand

## Potential Demand - Single Family Housing

Demand for new construction of single family homes is primarily rooted in the need to house additional population in an area. Therefore, we will quantify demand for new homes within the CMA based on the previously mentioned CDS/HGAC forecasts that have been prepared for the CMA as well as market performance within the CMA.

Table 44: Average Projections for the CMA

| Market Area | $\mathbf{2 0 1 5}$ | $\mathbf{2 0 2 0}$ | $\mathbf{2 0 2 5}$ | $\mathbf{2 0 3 0}$ |
| :--- | ---: | ---: | ---: | ---: |
| Population | 70,618 | 74,282 | 76,792 | 80,039 |
| Households | 32,142 | 32,877 | 33,687 | 34,602 |
| Employment | 53,254 | 54,758 | 56,013 | 57,590 |

To plan and project new housing units, the number of projected housing units is multiplied by the percentage of owners for single family homes. As shown using the $46.51 \%$ of households owning single family homes in the CMA (2018 estimate) there is a potential demand to support 203 new homes by 2030 based on current lot supplies.

Table 45: CMA Single Family Demand

| Category | 2015 | 2020 | 2025 | 2030 |
| :--- | :---: | :---: | :---: | :---: |
| Total current and projected CMA <br> households | 32,142 | 32,877 | 33,687 | 34,602 |
| Incremental housing unit demand |  | 735 | 810 | 915 |
| CMA single family demand (46.51\%) p.22 |  | 341 | 376 | 425 |
| Less CMA Available Lots p.39 |  | -941 | 0 | -222 |
| CMA Single Family Demand |  | -599 | 376 | 203 |

Sources: US Census, American Community Survey, PCensus, CDS

At 2018, the Study Area has an estimated $10.3 \%$ (1673) of the overall CMA single family housing units (16190). Application of the capture rate to the CMA single family forecasted demand results in 59 homes by 2030 based on projected demand. At this time, Nassau Bay is limited by the amount of vacant land available to 28 single family homes.

Table 46: Study Area Single Family Demand

| Category | $\mathbf{2 0 2 0}$ | $\mathbf{2 0 2 5}$ | $\mathbf{2 0 3 0}$ |
| :--- | :---: | :---: | :---: |
| CMA Projected Single Family Demand | -599 | 376 | 203 |
| Study Area housing unit demand (10.3\%) |  | 38 | 21 |
| Study Area Single Family Demand Annually |  | $\mathbf{7}$ | $\mathbf{4}$ |

[^0]
## Recommendations and Market Opportunities from Sales and Survey for Single Family:

Given the estimated demand of 59 homes by 2030, CDS recommends:

- Based on sales, townhomes are warranted in this market ranging in price from $\$ 200 \mathrm{k}$ to $\$ 500 \mathrm{k}$.
- Entry level housing is also warranted in this market pricing from $\$ 175 \mathrm{k}$ to $\$ 250 \mathrm{k}$. These could be patio homes in in-fill lots.


## Potential Demand - Multifamily Housing

Demand for new market rate multifamily is primarily rooted in the need to house additional population in an area. Therefore, we will quantify demand for multifamily (includes apartments, duplexes - fourplexes, and condos), within the CMA based on the previously mentioned CDS/HGAC forecasts that have been prepared for the CMA as well as market performance within the CMA.

Table 47: Average Projections for the CMA

| Market Area | $\mathbf{2 0 1 5}$ | $\mathbf{2 0 2 0}$ | $\mathbf{2 0 2 5}$ | $\mathbf{2 0 3 0}$ |
| :--- | ---: | ---: | ---: | ---: |
| Population | 70,618 | 74,282 | 76,792 | 80,039 |
| Households | 32,142 | 32,877 | 33,687 | 34,602 |
| Employment | 53,254 | 54,758 | 56,013 | 57,590 |

To plan and project new housing units, the number of projected housing units is multiplied by the percentage of multifamily units. As shown using the $52.8 \%$ current multifamily units in the CMA (2018 estimate) there is a potential demand to support 44 new units through 2020 based on current units under construction and proposed. By 2025 there will additional demand for 427 units.

Table 48: CMA Multifamily Demand

| Category | $\mathbf{2 0 1 5}$ | $\mathbf{2 0 2 0}$ | $\mathbf{2 0 2 5}$ | $\mathbf{2 0 3 0}$ |
| :--- | :---: | :---: | :---: | :---: |
| Total current and projected CMA households | 32,142 | 32,877 | 33,687 | 34,602 |
| Incremental housing unit demand |  | 735 | 810 | 915 |
| CMA multifamily demand (52.8\%) p.33 |  | 388 | 427 | 483 |
| Less CMA Pipeline Units |  | -344 | 0 | 0 |
| CMA Multifamily Demand |  | $\mathbf{4 4}$ | $\mathbf{4 2 7}$ | $\mathbf{4 8 3}$ |

Sources: US Census, American Community Survey, PCensus

At 2018, Nassau Bay has an estimated $19.9 \%(3,679)$ of the total CMA multifamily $(18,480)$ currently. Assuming a $20 \%$ capture of the overall CMA multifamily units. Application of the capture rate to the CMA multifamily forecasted demand results in 8 units by 2020 and an additional 85 units by 2025 based on projected demand and an additional 96 thereafter.

Table 49: Study Area Multifamily Demand

| Category | 2020 | 2025 | 2030 |
| :--- | :---: | :---: | :---: |
| CMA Projected Multifamily Demand | 44 | 427 | 483 |
| Nassau Bay MF housing unit Capture Rate (20.0\%) | 8 | 85 | 96 |

Sources: CDS Community Development Strategies

## Recommendations and Market Opportunities from Sales and Survey for Multi Family:

- For the interim additional apartment units are not suggested due to the new Finger development (344 units).
- Condominiums are suggested in this market. Town Center location would command pricing from $\$ 175 \mathrm{k}$ to $\$ 350 k$. There is shown demand for 205 from respondents of the survey.
- Waterfront condos were also shown to be in demand. Pricing from \$300k to \$750k was shown by 319 respondents.
- Based on the survey, demand appears to be larger than the forecast would suggest. CDS recommends Condos in phases.
The total population aged 55 and older represents the primary pool of prospects that would be expected to populate a senior housing project over the near-term forecast window. From 2019 to 2024, the Seniors, age 45 and above will grow by $8.2 \%$ in a 1 -mile radius and by $7.5 \%$ in a 3 -mile radius. Currently 71,398 Seniors reside within a 3 -mile radius of Nassau Bay with a median income of $\$ 90,851$. Table 50: Senior Life

| Senior Life | Nassau Bay Radii 1 mile ring |  |  |  |  |  | Nassau Bay Radii 3 mile ring |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | 2000/2010 Census | \% | 2019 Estimate | \% | $2024$ <br> Projection | \% | 2000/2010 Census | \% | 2019 Estimate | \% | $\begin{array}{r} 2024 \\ \text { Projection } \end{array}$ | \% |
| Population* | 7,875 |  | 9,650 |  | 10,445 |  | 62,359 |  | 71,398 |  | 76,764 |  |
| $\begin{array}{\|l} \text { Percent Growth (2000 to } \\ \text { 2024)*** } \end{array}$ | 17.16\% |  | 22.54\% |  | 8.24\% |  | 12.58\% |  | 14.49\% |  | 7.52\% |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |
| Population by Age* |  |  |  |  |  |  |  |  |  |  |  |  |
| Total Population | 7,875 |  | 9,650 |  | 10,445 |  | 62,359 |  | 71,398 |  | 76,764 |  |
| Age 45 to 54 | 1,148 | 14.58\% | 1,165 | 12.07\% | 1,262 | 12.08\% | 9,680 | 15.52\% | 9,196 | 12.88\% | 9,359 | 12.19\% |
| Age 55 to 64 | 985 | 12.51\% | 1,321 | 13.69\% | 1,337 | 12.80\% | 7,277 | 11.67\% | 9,671 | 13.54\% | 10,373 | 13.51\% |
| Age 65 to 74 | 624 | 7.93\% | 1,021 | 10.58\% | 1,322 | 12.66\% | 4,577 | 7.34\% | 6,796 | 9.52\% | 8,736 | 11.38\% |
| Age 75 to 84 | 322 | 4.09\% | 502 | 5.20\% | 614 | 5.88\% | 2,300 | 3.69\% | 3,242 | 4.54\% | 3,978 | 5.18\% |
| Age 85 and over | 110 | 1.39\% | 167 | 1.73\% | 192 | 1.84\% | 881 | 1.41\% | 1,345 | 1.88\% | 1,524 | 1.99\% | Using the same analysis as the market rate illustration, we have derived the demand for basic Age Restricted or Active Adult Apartment units (no medical services) based on household growth in the CMA and Study Area over the next five years. By 2023, there will be an additional 5,366 households in the CMA age 55 or 1,73 annually.

Although the exact percentage of the population who would live in senior living developments is unknown, $23.6 \%$ of the current householders age 55 and over are renters in the CMA - Table 51.

## Potential Demand - Senior Housing

| Senior Life | 1-Mile Radius |  |  |  |  |  | 3-Mile Radius |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | 2000/2010 | \% | 2019 | \% | 2024 | \% | 2000/2010 | \% | 2019 | \% | 2024 | \% |
|  |  |  |  |  | Projection |  |  |  |  |  | Projection |  |
| Total Households | 3,950 |  | $4,769$ |  | $5,142$ |  | $27,413$ |  | $31,384$ |  | $33,774$ |  |
| Owner-Occupied | 1,527 |  | 1,955 |  | 2,115 |  | 13,367 |  | 15,201 |  | $16,288$ |  |
| Householder 55 to 64 years | 360 | 23.59\% | 453 | 23.16\% | 439 | 20.75\% | 3,106 | 23.24\% | 3,837 | 25.24\% | 3,937 | 24.17\% |
| Householder 65 to 74 years | 288 | 18.86\% | 466 | 23.86\% | 577 | 27.27\% | 2,301 | 17.21\% | 3,213 | 21.14\% | 3,977 | 24.41\% |
| Householder 75 to 84 years | 191 | 12.51\% | 293 | 14.99\% | 345 | 16.30\% | 1,162 | 8.69\% | 1,580 | 10.39\% | 1,860 | 11.42\% |
| Householder 85 years and over | 57 | 3.71\% | 93 | 4.75\% | 106 | 5.00\% | 258 | 1.93\% | 428 | 2.81\% | 491 | 3.02\% |
|  |  |  |  |  |  |  |  |  |  |  |  |  |
| Renter-Occupied | 2,422 |  | 2,814 |  | 3,027 |  | 14,046 |  | 16,183 |  | 17,487 |  |
| Householder 55 to 64 years | 263 | 10.84\% | 372 | 13.20\% | 386 | 12.77\% | 1,359 | 9.67\% | 1,960 | 12.11\% | 2,195 | 12.55\% |
| Householder 65 to 74 years | 125 | 5.16\% | 218 | 7.75\% | 301 | 9.94\% | 580 | 4.13\% | 968 | 5.98\% | 1,310 | 7.49\% |
| Householder 75 to 84 years | 43 | 1.77\% | 74 | 2.63\% | 101 | 3.35\% | 362 | 2.58\% | 530 | 3.28\% | 676 | 3.87\% |
| Householder 85 years and over | 22 | 0.92\% | 32 | 1.12\% | 36 | 1.20\% | 260 | 1.85\% | 371 | 2.29\% | 409 | 2.34\% |

CDS estimated that Nassau Bay could capture $100 \%$ of the CMA demand based on the current supply and demonstrated demand. The Study Area could capture $100 \%$ of the estimated market growth based on the percentage of households age 55+ currently renting in the Study Area and the lack of Senior Housing in the CMA. The total future Study Area household growth results in 1,266 additional renters in the next five years (by 2024) age $55+$ (Table 52).
Table 52: CMA Senior Housing Demand Projections


> vey, PCensus
Housing and Retail Market Assessment
Conclusions and findings include the following:
There are 100 Active Adult units in one market rate property; Rents are at $\$ 1.23$ psf with vacancy at zero.
There are 204 units - Retirement Community offering independent living, assisted living and memory care. Offers gourmet dining, housekeeping, activities, etc.
Senior Housing appears to be feasible at this time in the Study Area for "For Lease"
For Lease units could be built in Town Center to provide "walkability" to Seniors plus the close proximity to medical services.
Class B+ units would be appropriate for this market for market rate units. CDS assumes the market could bear rents in the $\$ 1.25$ psf average (current rates), with 1 and 2 bedroom units.
Amenities should include Clubhouse, fitness center, multi-purpose room, library, arts \& crafts, billiards, catering kitchen, pool, and walking/biking trails.

## Retail Market

According to the 1Q2019 Transwestern Retail Market report, indicators for the Houston retail sector remained steady over the quarter as vacancy was unchanged, rental rates increased, and absorption was in the black. The sector continues to evolve, influenced by the rapid growth of e-commerce and the experiential nature of hospitality. Despite the growth of e-commerce, brick-and-mortar locations continue to be in high demand as retailers look to a multichannel approach that caters to a consumer's need to touch and see the product before purchasing online. Additionally, this reduces the number of returns which are artificially inflated via online sales. As such, Warby Parker, formerly an online-only glasses retailer, opened their fourth Houston location in Highland Village in March.

As a gateway market for retailers, Grocery-Anchored and Mixed-Use projects remain the preferred asset types amongst both developers and investors. As such, HEB broke ground on a 90K SF store in the Third Ward, while Sprouts opened a new 30K SF store in Sugar Land. Additionally, a new mixed-use development, Heights Mercantile, was acquired in an off-market purchase. The construction pipeline currently sits at 3.4 million SF, a decline from its peak in 2016 as developers require large prelease commitments before breaking ground on new projects.

Big box retailers and regional malls continue to face headwinds as several retailers have recently closed their doors including LifeWay Christian Resources, Payless ShoeSource, Signet Jewelers and Charlotte Russe. Despite turmoil amongst retailers, new and expanding vendors are ready to backfill well-located space as quality locations remain limited across the metro.

The retail sector lost 5,900 jobs in the 12 months ending in March, as fourth quarter job growth was $29 \%$ below the 10-year average with only 10,600 created over the period. Retail sales through the third quarter of 2018 totaled $\$ 90.4$ billion in the Houston metro area. Although metro data has not been released for the fourth quarter, national retail sales in December declined $1.2 \%$ month-over-month. This is a sharp decline as the sector was expected to increase $0.2 \%$ over the month as holiday shopping typically boosts sales. Despite the decline nationally, retail sales in the Houston market are still anticipated to perform well in 2018.

In the first quarter, the overall direct vacancy for the retail sector was $5.3 \%$, unchanged from the previous quarter and up from the first quarter of 2018. Total availability rose to $7.3 \%$. MixedUse/Lifestyle currently sits at $2.3 \%$ vacant, down from $2.8 \%$ at yearend and down from 3.6\% at Q1 2018. Direct vacancy for GroceryAnchored centers was $3.6 \%$. Power Centers have the highest vacancy of all core retail property types with direct vacancy at 5.2\%, a slight increase from $5.0 \%$ in the fourth quarter of 2018 and up from 3.4\% in the first quarter of 2018.

## ABSORPTION



UNDER CONSTRUCTION


Retail asking rates for the overall Houston market ended the first quarter at \$17.62 per SF NNN, a 3.6\% increase quarter-over-quarter and a 9.4\% increase year-over-year. The Mixed-Use/Lifestyle sector continues to have the highest rental rates of all the core retail sectors recording $\$ 28.36$ per SF NNN in the first quarter, a decline from $\$ 29.28$ per SF NNN in the fourth quarter and down from $\$ 30.33$ per SF NNN year-over-year. Weighted average asking rents for Mixed-Use/ Lifestyle have fallen as premier space has been leased, leaving second generation space on the market. Grocery-Anchored centers rents were up to $\$ 15.77$ per SF NNN, a $0.8 \%$ increase over the quarter and a $2.5 \%$ increase over the year. Rental rates for Power Centers closed the quarter at $\$ 15.38$ per SF NNN, which is a slight decline from $\$ 15.55$ per SF NNN last quarter but is up from $\$ 15.07$ per SF NNN in Q1 2018.


The Houston retail market looks to carry its strong performance through the balance of the year as the construction pipeline has fallen from its peak levels in 2016, e-commerce and technology continue to impact the sector, and national retailers look to Houston as a gateway market. The development pipeline is anticipated to remain in check as developers require large prelease commitments before breaking ground on new projects. Additionally, technology will play a more prevalent role as retailers make a push on services to better suit their customer's needs. As such, Kroger debuted their new autonomous delivery service for the Houston market, making grocery shopping more convenient for its customers. Even as struggles at the national retail level persist, the Houston market is poised for growth over the period ahead given its strong underlying fundamentals.

## Nassau Bay Submarket

Nassau Bay lies within the NASA/Clear Lake submarket for retail. Currently there is $28,085,252$ square feet in the submarket. The vacancy is $4.8 \%$ with rents at $\$ 18.21$ psf overall. The forecast is for positive growth and absorption.

Figure 13: Submarket Overview

## Overview

## NASA/Clear Lake Retail

12 Mo Deliveries in SF 12 Mo Net Absorption in SF 12 Mo Rent Growth

KEY INDICATORS

| Current Quarter | RBA | Vacancy Rate | Market Rent | Availability Rate | Net Absorption SF | Deliveries SF | Under Construction |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Malls | 857,388 | 4.2\% | \$19.87 | 31.5\% | 0 | 0 | 0 |
| Power Center | 3,197,174 | 4.7\% | \$21.38 | 4.8\% | $(3,200)$ | 0 | 0 |
| Neighborhood Center | 8,360,094 | 6.7\% | \$18.65 | 8.5\% | 14,978 | 0 | 0 |
| Strip Center | 2,618,457 | 8.1\% | \$18.64 | 8.7\% | 24,486 | 0 | 0 |
| General Retail | 13,052,139 | 3.0\% | \$16.96 | 4.0\% | 31,164 | 0 | 118,095 |
| Other | 0 | - | - | - | 0 | 0 | 0 |
| Submarket | 28,085,252 | 4.8\% | \$18.21 | 6.7\% | 67,428 | 0 | 118,095 |
| Annual Trends | 12 Month | Historical Average | Forecast Average | Peak | When | Trough | When |
| Vacancy Change (YOY) | -0.1\% | 7.3\% | 5.0\% | 10.5\% | 2009 Q1 | 4.8\% | 2019 Q2 |
| Net Absorption SF | 198 K | 361,939 | 301,379 | 1,149,857 | 2009 Q3 | $(328,237)$ | 2007 Q2 |
| Deliveries SF | 208 K | 370,187 | 300,740 | 1,190,059 | 2008 Q4 | 67,392 | 2013 Q2 |
| Rent Growth | 2.0\% | 1.8\% | 1.2\% | 4.3\% | 2014 Q3 | -2.3\% | 2010 Q2 |
| Sales Volume | \$24.3 M | \$42.8M | N/A | \$110.9M | 2012 Q1 | \$7.1M | 2006 Q4 |

## NET ABSORPTION, NET DELIVERIES \& VACANCY



## CMA - 3-mile radius

Within the 3-mile radius of Nassau Bay, the retail market includes 10.6 million square feet of space. Another 150,000sf is under construction and 169,759 sf proposed. Vacancy is at $8.1 \%$ while rents are at $\$ 21.16$ psf NNN. Over the past year, absorption was negative at 157,000sf.

Figure 14: CMA Retail Overview

```
INVENTORY SF
10.6 M +1.6%
Prior Period 10.5 M
```

UNDER CONSTRUCTION SF
150 K $54.6 \%$
Prior Period 330 K

12 MO NET ABSORPTION SF
( 157 K )
Prior Period 49 K

MARKET RENT/SF
$\$ 21.16+1.1 \%$
Prior Period $\$ 20.93$

Figure 15: Map of CMA Retail


## Retail Trends

 steadily been declining since 2009 from 14\% to all time low of $5 \%$ in 2017.

Rents have been increasing from \$17psf and are projected to continue up to \$23psf

Absorption
fluctuates in this market. Most recently it was negative with construction deliveries.

## Vacancy \& Market Rent Per SF



Net Absorption, Net Deliveries \& Vacancy


Source:CoStar

## CMA Retail Supply

The following is a list of the current supply in the CMA (3-mile radius). Proposed properties are notated in pink highlight while under construction properties are orange.

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Housing and Retail Market Assessment

| Year <br> Built | Rentable <br> Building Area | Year <br> Renovated | Average <br> Weighted Rent | Percent <br> Leased |
| :---: | :---: | :---: | :---: | :---: |
| 1981 | 106510 | 2012 | Withheld | 100 |
| 1985 | 111886 |  | - | 100 |
| 1964 | 112412 | 1992 | Withheld | 82.46 |
| 1987 | 115000 | 2002 | 14.5 | 100 |
| 1984 | 116266 |  | Withheld | 94.75 |
| 2018 | 120000 |  | - | 100 |
| 1994 | 130000 |  | - | 100 |
| 1989 | 136505 | 2012 | 14.67 | 91.29 |
| 145000 |  | - | 100 |  |
| 2004 | 146350 |  | - | 100 |
| 2019 | 150000 |  | - | 100 |
| 1979 | 150583 |  | - | 100 |
| 1978 | 151743 |  | Withheld | 0 |
| 1979 | 155700 |  | - | 100 |
| 2009 | 163000 |  | - | 100 |
| 2003 | 173712 |  | - | 100 |
| 1986 | 175394 |  | 24 | 99.18 |
| 1991 | 189726 | 1996 | Withheld | 81.23 |
| 1995 | 200378 |  | 17.82 | 82.83 |
| 2008 | 220000 |  | - | 100 |
| 1984 | 247111 |  | - | 100 |
| 2015 | 285000 |  | - | 100 |
| 1980 | 294627 | 1998 | - | 100 |
| 1989 | 388002 | 2004 | Withheld | 76.52 |
| 1978 | 753765 | 2004 | - | 100 |
| 1989 | $10,951,964$ | 2002 | 18.36 | 94.23 |
|  |  |  |  | Source: CoStar |
|  |  |  | - |  |

## CMA PRIZM Segments

Psychographic analysis is used to identify consumer segments and match retail demand categories in the trade area(s). CDS has broken down the market area resident populations utilizing a consumer segmentation methodology. This system is used to understand and profile the population in the market area for the purpose of targeting the largest consumer lifestyle segments. Every household is defined in terms of 66 demographically and behaviorally distinct groups. Specific lifestyle segments will be quantified and ranked for the trade area. The top segments, described in this section, are correlated to likes, dislikes and purchase behavior relative to retail goods and services. The largest household segment in the CMA is Up and Comers (9.32\%) followed by Generation Web (8.60\%).

Table 54: Top 10 PRIZM Segments of the Population in the CMA

| Households by PRIZM Segment | Households | \% of Total Households |
| :---: | :---: | :---: |
| 25 Up and Comers | 2,926 | 9.32\% |
| Up-and-Comers is a stopover for younger, midscale singles before they marry, have families, and establish more deskbound lifestyles. Found in suburban areas and second cities, these mobile adults, mostly age 25 to 44, include many recent college graduates who are into athletic activities, the latest technology, and nightlife. |  |  |
| 48 Generation Web | 2,698 | 8.60\% |
| Having grown up in the age of the internet, Generation Web are younger families with above average technology use. They are more often renters, living in suburban neighborhoods and second cities, and frequent video game and accessory stores. |  |  |
| 34 Young \& Influential | 2,462 | 7.84\% |
| Young \& Influential is a segment of younger, lower middle-class households that might not have high incomes but are nonetheless influential in their communities and social networks and are very tech savvy. The segment is a common address for middle-class singles and couples who are more preoccupied with balancing work and leisure pursuits and who live in apartment complexes surrounded by ball fields, health clubs, and casual-dining restaurants. |  |  |
| 47 Striving Selfies | 2,299 | 7.33\% |
| Striving Selfies is a segment of younger singles and couples that show signs of greater potential. They are among the most tech savvy segments with some college credits under their belt. More often than not, they are renters who have not yet been able to purchase their first home. |  |  |
| 12 Cruisin' to Retirement | 2,273 | 7.24\% |
| With their children mostly grown and out of the house, these older couples are "Cruisin" to Retirement. They remain in the neighborhoods where they raised their families, enjoying the suburban lifestyle. They vacation often, watch golf on television, and listen to talk radio. |  |  |
| 36 Toolbelt Traditionalists | 1,620 | 5.16\% |
| Like many other older segments, Toolbelt Traditionalists have empty nests. If something needs to be fixed, they are likely to do the work themselves with their own power tools or paint. They enjoy the benefits of AARP and are frequent QVC and HSN shoppers. |  |  |
| 59 New Melting Pot | 1,617 | 5.15\% |
| New Melting Pot neighborhoods are populated by a blend of ethnically diverse, young families and singles in the nation's second cities. They are mainly high school graduates that rent and work in a mix of service jobs. They are big fans of gospel music, wrestling, and monster trucks. |  |  |
| 66 New Beginnings | 1,532 | 4.88\% |
| Filled with younger, mostly single adults, New Beginnings is a magnet for adults in transition. Many of its residents are singles and couples just starting out on their career paths in service jobs or starting over after recent divorces or company transfers. New Beginnings households tend to have the modest living standards typical of transient apartment dwellers. |  |  |
| 22 Middleburg Managers | 1,409 | 4.49\% |

Middleburg Managers arose when empty nesters settled in satellite communities, which offered a lower cost of living and more relaxed pace. Today, segment residents tend to be middle class with solid white-collar jobs or comfortable retirements. In their older homes, they enjoy reading and needlecrafts, while time outside the home is spent at club activities and cultural events.
37 Bright Lights, Lil City $\quad 1,234 \quad 3.93 \%$
Gray Power consists of upscale older couples typically living just beyond the nation's beltways. This segment is a haven for white-collar professionals drawn to comfortable homes and apartments within a manageable commute to downtown jobs, restaurants, and entertainment. They enjoy traveling and watching golf on television.

Source: US Census, American Community Survey, PCensus

## CMA Zip Codes (77058) Retail Sales Trends

The zip code 77058 is larger than Nassau Bay but a little smaller than the CMA. The 1-mile radius includes zip code 77058 . The 3 -mile radius includes 77058 and portions of $77062,77598,77573,77565$, and 77586 . Because you cannot portion off retail sales, CDS used 77058 zip code for the CMA in its entirety.

The sales were the highest in 2017 overall. Drinking and Eating Places has the highest sales by category. Followed by Miscellaneous Store Retailers and Food and Beverage Stores (includes Grocery).

Table 55: Actual Retail Sales in the CMA by Zip Codes, 2015 to 3Q2018

| NAICS Code | NAICS Category | $\mathbf{2 0 1 5}$ | $\mathbf{2 0 1 6}$ | $\mathbf{2 0 1 7}$ | Q1-Q3 2018 |
| :--- | :--- | ---: | ---: | ---: | ---: |
| 441 | Motor Vehicle \& Parts Dealers | $18,415,467$ | $18,649,057$ | $15,986,666$ | $\mathbf{1 1 , 9 0 1 , 1 0 9}$ |
| 442 | Furniture \& Home Furnishings | $1,474,675$ | $1,293,398$ | $1,246,683$ | 928,520 |
| 443 | Electronics and Appliance Stores | $10,981,516$ | $10,292,962$ | $12,026,461$ | $1,011,695$ |
| 444 | Building Material \& Garden Equipment |  |  |  | $2,690,433$ |
| 445 | Food \& Beverage Stores | $60,815,944$ | $51,466,280$ | $51,139,785$ | $37,613,804$ |
| 446 | Health \& Personal Care Stores | $37,262,731$ | $38,052,107$ | $36,618,638$ | $27,434,866$ |
| 447 | Gasoline Stations | $22,828,363$ | $21,731,526$ | $23,448,438$ | $24,277,677$ |
| 448 | Clothing \& Clothing Accessories | $16,287,089$ | $15,851,129$ | $17,145,245$ | $15,764,728$ |
| 451 | Sporting Goods, Hobby, Book, \& Music | $6,432,268$ | $5,880,012$ | $5,674,784$ | $4,326,907$ |
| 452 | General Merchandise | $12,984,516$ | $14,878,463$ | $16,736,330$ | $12,423,428$ |
| 453 | Miscellaneous Store Retailers | $38,024,308$ | $59,178,933$ | $55,756,158$ | $42,548,754$ |
| 454 | Non-store Retailers | $4,714,761$ | $3,605,698$ | $3,724,820$ | $2,976,988$ |
| 721 | Accommodations | $2,538,175$ | $2,325,098$ | $2,275,168$ | $1,647,742$ |
| 722 | Drinking and Eating Places | $76,426,756$ | $71,126,535$ | $72,825,614$ | $58,901,979$ |
|  | TOTAL | $\mathbf{3 0 9 , 1 8 6 , 5 6 9}$ | $\mathbf{3 1 4 , 3 3 1 , 1 9 8}$ | $\mathbf{3 1 4 , 6 0 4 , 7 9 0}$ | $\mathbf{2 4 4 , 4 4 8 , 6 3 0}$ |

Source: Texas Comptroller of Public Accounts for 2015-2018

## Retail Surplus/Leakage

Retail leakage/surplus was determined using the retail sales from 77058 and the expenditures for the 3 -mile radius. Although not entirely accurate it will give a representation of the CMA. The CMA has leakage every category with the exception of Health and Personal Care Stores ( $\$ 13,326,730$ surplus).

This is not surprising given the survey results, $70 \%$ of the respondents said they shop at CVS in Nassau Bay and 60\% said they purchase Personal Care items most often in Nassau Bay.

Over 550 ( $87 \%$ ) of the respondents said they shop further than 3 miles for most items.

Table 56: Comparison of Actual Sales with Expected Household Expenditures for the CMA

| BUSINESS CATEGORY DESCRIPTION | Actual Sales 2017 <br> Supply | Total Expenditures <br> Demand | Surplus or <br> (Leakage) |
| :--- | ---: | ---: | ---: |
| Furniture and Home Furnishings Stores (442) | $1,246,683$ | $27,065,447$ | $-25,818,764$ |
| Food and Beverage Stores (445) | $51,139,785$ | $116,580,548$ | $-65,440,763$ |
| Health and Personal Care Stores (446) | $36,618,638$ | $23,291,908$ | $13,326,730$ |
| Clothing and Clothing Accessories Stores (448) | $17,145,245$ | $31,648,092$ | $-14,502,847$ |
| Sporting Goods, Hobby, Book, and Music Stores (451) | $5,674,784$ | $12,422,323$ | $-6,747,539$ |
| General Merchandise Stores (452) | $16,736,330$ | $103,627,248$ | $-86,890,918$ |
| Food Services and Drinking Places (722) | $72,825,614$ | $125,636,733$ | $-52,811,119$ |

Source: Texas Comptroller of Public Accounts 2019, PCensus

## Nassau Bay Retail Sales Trends

The State reports the following sales for Nassau Bay. There are many years that reported zero sales. This is due to having no stores in these categories for one reason, closing of stores for another. Another reason, the data is outlet driven. If the number outlets in the area is less than 4 it does not get counted.

The sales were the highest in 2015 overall. Drinking and Eating Places has the highest sales by category. This is in part due to the daytime traffic from local employers and tourists. Miscellaneous retailers (Dollar Store/Bucky's) and Health and Personal Services (CVS) are the next highest sales categories.

Table 57: Actual Retail Sales in the CMA by Zip Codes, 2015 to 2017

| NAICS <br> Code | NAICS Category | 2015 | 2016 | $\mathbf{2 0 1 7}$ | Q1Q2Q3 <br> $\mathbf{2 0 1 8}$ |
| :--- | :--- | ---: | ---: | ---: | ---: |
| 441 | Motor Vehicle \& Parts Dealers | - | - | - | - |
| 442 | Furniture \& Home Furnishings | - | - | - | - |
| 443 | Electronics and Appliance Stores | - | 49,491 | 65,251 | - |
| 444 | Building Material \& Garden Equipment | - | - | - | - |
| 445 | Food \& Beverage Stores | $2,269,592$ | $2,428,135$ | $2,338,150$ | $1,813,434$ |
| 446 | Health \& Personal Care Stores | $14,239,550$ | $10,482,274$ | $12,044,248$ | $8,474,737$ |
| 447 | Gasoline Stations | - | - | $5,582,919$ | $13,640,888$ |
| 448 | Clothing \& Clothing Accessories | - | 201,718 | - | - |
| 451 | Sporting Goods, Hobby, Book, \& Music | 104,396 | 12,751 | 12,881 | - |
| 452 | General Merchandise | $2,652,041$ | $2,502,847$ | 427,757 | - |
| 453 | Miscellaneous Store Retailers | $18,329,249$ | $16,602,123$ | $16,953,501$ | - |
| 454 | Non-store Retailers | 17,518 | 9,995 | 43,721 | 7,894 |
| 721 | Accommodations | $2,450,786$ | $2,236,595$ | $2,190,716$ | $1,608,021$ |
| 722 | Drinking and Eating Places | $19,211,232$ | $19,259,458$ | $18,379,541$ | $16,310,391$ |
|  | TOTAL | $59,274,364$ | $53,785,387$ | $58,038,685$ | $\mathbf{4 1 , 8 5 5 , 3 6 5}$ |

## Retail Surplus/Leakage

Nassau Bay has leakage in every category with the exception of Health and Personal Care Stores (\$10,135,182 surplus) and Food Services and Drinking Places ( $\$ 8,848,930$ surplus).

Table 58: Comparison of Actual Sales with Expected Household Expenditures for Nassau Bay

| BUSINESS CATEGORY DESCRIPTION | Actual Sales 2017 <br> Supply | Total Expenditures <br> Demand | Surplus or <br> (Leakage) |
| :--- | ---: | ---: | ---: |
| Furniture and Home Furnishings Stores (442) | 0 | 762,400 | $-762,400$ |
| Food and Beverage Stores (445) | $2,338,150$ | $9,065,345$ | $-6,727,195$ |
| Health and Personal Care Stores (446) | $12,044,248$ | $1,909,066$ | $10,135,182$ |
| Clothing and Clothing Accessories Stores (448) | 0 | $2,329,523$ | $-2,329,523$ |
| Sporting Goods, Hobby, Book, and Music Stores (451) | 12,881 | 938,615 | $-925,734$ |
| General Merchandise Stores (452) | 427,757 | $8,030,632$ | $-7,602,875$ |
| Food Services and Drinking Places (722) | $18,379,541$ | $9,530,611$ | $8,848,930$ |

Source: Texas Comptroller of Public Accounts 2019, PCensus
Based on the leakage analysis, there is certainly room for more retailers in the CMA and Nassau Bay in categories Furniture, Food and Beverage Stores (Grocery), Clothing, Sporting goods, and General Merchandise.

## Over/Under

A negative number means the market is undersupplied and can use additional units in that category. The Opportunity Analysis indicates that within a 3-mile radius of Nassau Bay, the area is lacking in Used Auto Dealers by a large number (28).

Also lacking is general merchandise, convenience stores, food products, grocers, automobile parts and supplies, service stations, men's clothing, women's apparel, bridal shop, fashion accessories, children's clothing, shoes, toys, and furniture dealers. Pharmacies are also lacking in this area as well as liquor stores.

As far as restaurants, the area is lacking in Barbeque, Bars, Cajun, Mexican, Chicken and South American. These shortages (Under) are based on both population and employment.

## Opportunity Analysis <br> Over-/Under-Supply Summary Sorted by Business Category

| Business Category | Total Population Over-/Under- |  |
| :---: | :---: | :---: | :---: |
| Supply | Total <br> Employees <br> Over-/Under- <br> Supply | Average |$|$


| Business Category | Total Population Over-/UnderSupply | Total Employees Over--UnderSupply | Average |
| :---: | :---: | :---: | :---: |
| FOOD MARKETS | 0 | -1 | -1 |
| CONVENIENCE STORES | 1 | -9 | -4 |
| FOOD PRODUCTS-RETAIL | -2 | -4 | -3 |
| GROCERS-RETAIL15 | -3 | -14 | -8 |
| MEAT-RETAIL | 1 | -1 | 0 |
| BAKERS-RETAIL | 5 | 0 | 3 |
| HEALTH \& DIET FOODS-RETAIL | 5 | 3 | 4 |
| VITAMIN \& FOOD SUPPLEMENTS | 2 | 1 | 2 |
| AUTOMOBILE DEALERS-NEW CARS | 1 | -3 | -1 |
| AUTOMOBILE DEALERS-USED CARS | -17 | -38 | -28 |
| AUTOMOBILE PARTS \& SUPPLIES-RETAIL-NEW | -2 | -9 | -5 |
| BATTERY SUPPLIES | 1 | 1 | 1 |
| SERVICE STATIONS-GASOLINE \& OIL | 4 | -8 | -2 |
| MEN'S CLOTHING \& FURNISHINGS-RETAIL | -1 | -2 | -2 |
| WOMEN'S APPAREL-RETAIL | 0 | -3 | -2 |
| MATERNITY APPAREL | 0 | 0 | 0 |
| BRIDAL SHOPS | -1 | -2 | -1 |
| BOUTIQUE ITEMS-RETAIL | 2 | -1 | 0 |
| GIFTS-SPECIALTY | 0 | 0 | 0 |
| COSTUME JEWELRY | 1 | 1 | 1 |
| ACCESSORIES-FASHION | -1 | -1 | -1 |
| CHILDRENS \& INFANTS WEAR-RETAIL | -1 | -2 | -2 |
| CLOTHING-RETAIL | -3 | -10 | -7 |
| SHOES-RETAIL | -1 | -5 | -3 |
| TAILORS | 2 | 1 | 2 |
| FURNITURE-OUTDOOR | 1 | 0 | 1 |
| PATIO EQUIPMENT \& SUPPLIES | 0 | 0 | 0 |
| FURNITURE-DEALERS-RETAIL | 1 | -6 | -3 |
| MATTRESSES | 3 | 1 | 2 |
| CARPET \& RUG DEALERS-NEW | 2 | 0 | 1 |
| HOME ACCESSORIES \& FURNISHINGS | 0 | -1 | 0 |
| ELECTRONIC EQUIPMENT \& SUPPLIES-RETAIL | 3 | -1 | 1 |
| ICE CREAM PARLORS | 5 | 2 | 3 |
| RESTAURANTS | 97 | 0 | 48 |
| BARBECUE RESTAURANT | -1 | -2 | -2 |
| COFFEE SHOPS | 4 | 1 | 2 |
| BARS | 0 | -5 | -3 |
| PHARMACIES | 3 | -6 | -2 |

$\left.\begin{array}{|c|c|c|c|}\hline \hline \text { Business Category } & \begin{array}{c}\text { Total Population Over-/Under- } \\ \text { Supply }\end{array} & \begin{array}{c}\text { Total } \\ \text { Employees } \\ \text { Over-/Under- } \\ \text { Supply }\end{array} & \text { Average } \\ \hline \text { LIQUORS-RETAIL } & -1 & -5\end{array}\right]-3$

| Business Category | Total Population Over-/UnderSupply | Total Employees Over-/UnderSupply | Average |
| :---: | :---: | :---: | :---: |
| SPANISH | 0 | 0 | 0 |
| THAI | 2 | 1 | 2 |
| CONTINENTAL | 0 | 0 | 0 |
| MEXICAN | 1 | -15 | -7 |
| VIETNAMESE | 2 | 0 | 1 |
| BAKERY | 1 | 0 | 0 |
| ASIAN | 3 | 1 | 2 |
| SEAFOOD | 7 | 3 | 5 |
| POLISH | 0 | 0 | 0 |
| BURGERS | 4 | -5 | 0 |
| CHICKEN | -2 | -7 | -4 |
| FUSION | 2 | 1 | 1 |
| BRAZILLIAN | 0 | 0 | 0 |
| ENGLISH | 0 | 0 | 0 |
| INTERNATIONAL | 0 | 0 | 0 |
| MOROCCAN | 0 | 0 | 0 |
| ORGANIC | 0 | 0 | 0 |
| MEDITERRANEAN | 4 | 3 | 3 |
| SOUTH AMERICAN | -1 | -1 | -1 |
| SOUTHERN | 0 | 0 | 0 |
| TAPAS | 0 | 0 | 0 |
| AFRICAN | 0 | 0 | 0 |
| SOUTHWESTERN | 1 | 0 | 1 |
| DINER | 0 | 0 | 0 |
| CUBAN | 1 | 1 | 1 |
| SUSHI | 1 | 0 | 1 |
| CANADIAN | 0 | 0 | 0 |
| GLUTEN-FREE | 0 | 0 | 0 |
| VEGAN | 0 | 0 | 0 |

## Nassau Bay (1-Mile Radius) Retail

The 1-mile radius of Nassau Bay includes 854,233 sf of retail space with no additional space under construction. An additional 9,385sf is proposed in this market.

```
UNDER CONSTRUCTION SF
-100.0%
Prior Period 3.2 K
```

(3.4 K) 307.6\%

Prior Period 1.6 K

## VACANCY RATE

$13.0 \%$ +0.8\%
Prior Period 12.2\%

## MARKET RENT/SF

$\$ 17.60$
Prior Period \$17.42
Source: CoStar

Key Performance Indicators


Vacancy has been steadily declining from its high of $21.9 \%$ in 2014. Absorption has trended toward the negative over the past few years while deliveries were on-going. Rent growth has been steady over the past few years varying from \$15.22 to \$18.77.

Figure 16: 1-Mile Radius Nassau Bay Retail


| $\begin{aligned} & \text { t } \\ & \text { d } \\ & 0 \\ & 0 \\ & 0 \\ & 0 \\ & 0 \\ & \hline \end{aligned}$ | $\begin{aligned} & \hat{O} \\ & \dot{n} \end{aligned}$ | $\begin{aligned} & -1 \\ & 0 \\ & 0 \\ & n \end{aligned}$ | $\begin{aligned} & 6 \\ & \underset{\infty}{\infty} \end{aligned}$ | $\begin{aligned} & \circ \\ & \dot{j} \\ & \dot{\sigma} \end{aligned}$ | $\begin{aligned} & \mathbf{~} \\ & \infty \\ & \infty \\ & \infty \end{aligned}$ | $\bigcirc$ | $\stackrel{\bullet}{\stackrel{n}{\infty}} \underset{\infty}{\infty}$ | $\stackrel{\hat{N}}{\substack{0}}$ | $\begin{aligned} & \dot{m} \\ & \underset{\sim}{n} \end{aligned}$ | $\begin{aligned} & \infty \\ & \underset{n}{n} \\ & \underset{n}{n} \end{aligned}$ | $\begin{aligned} & \dot{o} \\ & \dot{\sim} \\ & \text { in } \end{aligned}$ | $\stackrel{\underset{\sim}{7}}{\underset{\infty}{-}}$ | $\stackrel{8}{-1}$ | 윽 | O-윽 | $\stackrel{\mathrm{O}}{\mathrm{r}}$ | O-1 | 윽 | O-믁 | 윽 | $0$ | -8 | 윽 | 윽 | O- | O-1 | O- | O | 윽 | 윽 | 윽 | O-1 | 악 | - |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |


| $\begin{array}{c}\text { Average } \\ \text { eighted } R \\ 17.38\end{array}$ |
| :---: |
| 10 |
| 12.29 |
| 16.8 |
| 21 |
| 23 |
| 14 |
| 24.33 |
| 22 |
| 13.24 |
| 12 |
| 14.5 |

Nassau Bay, Texas
$\square$
 $\begin{gathered}\text { Average } \\ \text { Weighted Rent }\end{gathered}$
$1,1,1,1,1$

## Source: CoStar




PropertyType

General Retail (S | General Retail (Strip Center) |  |
| :--- | :--- |
| General Retail |  | General Retail

General Retail
General Retail (Neighborhood Center)
 General Retail General Retail General Retail General Retail (Neighborhood Center)
 General Retail (Strip Center)

 General Retail (Strip Center)
General Retail
General Retail (Strip Center) General Retail (Strip Center) General Retail (Strip Center)
Generarnerail (enter)
General Retail (Strip Center)
General Retail (Neighborhood Center

## Estimating Supportable Retail in the CMA and Study Area

According to research provided by CoStar, July 2017, sales per square foot at all but a few public retailers have declined to an average of around $\$ 325$ in recent years, down from nearly $\$ 375$ in the early 2000s.

Applying this average per square foot sales to the estimated expenditures in the CMA, there is support for 289,226sf in the CMA over the next five years.

The CMA includes 10,632,205sf currently with an additional 150,000sf under construction and another 169,759sf proposed. Absorption in the CMA was a negative 157 k over the past 12 months. At 289,226 af over five years, 57,845sf annually appears to be reasonable.

Table 60: Supportable Retail in the CMA (3-mile)

| Consumer Buying Power | CMA |  |  |  |  | Avg Sales PSF | Supportable <br> Retail SF from Expenditures |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Retail Store Types | 2019 <br> Aggregate <br> Expenditure <br> Estimate |  |  |  | Increase in Sales |  |  |
|  |  | \% | $2024$ <br> Aggregate <br> Expenditure <br> Estimate | \% |  |  |  |
| TOTAL SPECIFIED CONSUMER EXPENDITURES (CMA) |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
| All retail stores (NAICS 44-45) | \$726,441,860 |  | \$820,440,427 |  | \$93,998,567 | \$325 | 289,226 |

## Study Area Supportable Retail

Nassau Bay (1-mile radius) includes $8.0 \%$ of the overall CMA retail currently. Absorption has trended toward the negative over the past few years while deliveries were on-going. Based on $10 \%$ the projected growth or $28,923 \mathrm{sf}$ over the next five years, Nassau Bay should be able to support the growth of 6,000sf annually easily.

## Conclusions and findings for the Study Area Based on Research:

- CDS estimates that Nassau Bay could absorb up 115,690sf total of retail space over the next five years (40\% of projected demand based on lack of retail).
- If a grocery store, restaurants, wine bar, women's apparel, were added to the market, Nassau Bay could easily absorb up to 289,226 sf.
- Based on the leakage analysis, there is certainly room for more retailers in the CMA and Nassau Bay in categories Furniture, Food and Beverage Stores (Grocery), Clothing, Sporting goods, and General Merchandise.
- The Opportunity Analysis indicates the area is lacking in general merchandise, convenience stores, food products, grocers, automobile parts and supplies, service stations, men's clothing, women's apparel, bridal shop, fashion accessories, children's clothing, shoes, toys, and furniture dealers. Pharmacies are also lacking in this area as well as liquor stores.
- As far as restaurants, the area is lacking in Barbeque, Bars, Cajun, Mexican, Chicken and South American. These shortages (Under) are based on both population and employment.
- Retailers over the next five years should be those which would fill the gaps in opportunities and stop the leakage.


## Conclusions and findings for the Study Area Based on the Online Survey:

- Respondents said they most frequently spend the most per month on household items, women's apparel, and services (nails, spa, hair, etc.)
- Per month spending was $\$ 100$ to $\$ 250$ for $40 \%$ of the respondents; $\$ 250$ to $\$ 400(20 \%)$ and over $\$ 400(16 \%)$ for the above items - LEAKAGE
- $465(77 \%)$ of the respondents said a grocery store was needed most in Nassau Bay followed by garden store, home improvement, hardware, and women's apparel
- $79 \%$ (477) said they would frequent a grocery store most often if located in Nassau Bay
- Services needed in Nassau Bay - Bakery (38\%), Health Club (31\%), and Spa (27\%)
- Nassau Bay could benefit from Café or Bistro (outdoor dining), Sit down casual, Wine Bar or brewery, and family style restaurant
- Seafood was the number one choice for restaurant followed by breakfast and barbeque restaurants
- If you could choose one restaurant to be located in Nassau Bay, what would it be? In order of importance: Gringo's, Buffalo Wild Wings, Seafood, Jason's Deli, Outback, Jimmy Changas, Frenchy's, Barnaby's, Carrabas, Casa Ole, Gyukaku, Local Foods, Texas Roadhouse, Whataburger, and True Foods
- 204 (35\%) of respondents said they would frequent a new restaurant once a week; $26 \%$ said 2 to 4 times per month
- $52 \%$ (301) of respondents said they would frequent a wine bar if it were in Nassau Bay
- Per month spending was $\$ 100$ to $\$ 250$ for $37 \%$ of the respondents; $\$ 250$ to $\$ 400(26 \%)$ and over $\$ 400(18 \%)$ for restaurants and bars
- Currently less than 10\% of the respondents monthly spending is spent in Nassau Bay due to lack of restaurants and bars - LEAKAGE
- Respondents go to the grocery store 2-3 times per week (46\%) or once a week (40\%)
- Average grocery expense per month $24 \%$ said $\$ 300$ to $\$ 400$ ( $\$ 686,400$ annually LEAKAGE); $17 \%$ spend $\$ 400$ $\$ 500$ per month ( $\$ 550,800$ annual LEAKAGE); and $21 \%$ spend over $\$ 500$ ( $\$ 967,200$ annual LEAKAGE)
- HEB is the most shopped grocery store (84\%)
- 263 travel over 3 miles for grocery items due to quality of food; 206 travel for Specialty items
- $56 \%$ of respondents said a Specialty grocery is needed $-30 \%$ said they would shop once a week; $26 \%$ said 2 to 3 times per week
- Grocery Store of choice in Nassau Bay: 116 said Trader Joe's; 115 said Whole Foods; 47 said HEB; 20 said Central Market; 16 said Kroger


## Online Survey

From April 5 to April 22, 2019 an online survey was available to residents and employees of Nassau Bay. At the end of the time period, there were 641 responses. The following outlines the survey results:

Demographic and Economic Questions


What is your marital status?
Answered: 641 Skipped: 0


How many children under 18 live in your household?
Answered: 641 Skipped: 0


Which one of the following broad categories approximates your total household income?

| ANSWER CHOICES | RESPONSES |
| :--- | :--- | :--- |
| $\sim$ Less than $\$ 25,000$ | $1.40 \%$ |
| $\sim \$ 25,000-\$ 34,999$ | $2.34 \%$ |
| $\sim \$ 35,000-\$ 49,999$ | $5.62 \%$ |
| $\sim \$ 50,000-\$ 74,999$ | $11.86 \%$ |
| $\sim \$ 75,000-\$ 99,999$ | $13.57 \%$ |
| $\sim \$ 100,000-\$ 149,999$ | $22.00 \%$ |
| $\sim \$ 150,000-\$ 249,999$ | $23.56 \%$ |
| $\sim \$ 250,000-\$ 499,999$ | $8.89 \%$ |
| $\sim \$ 500,000$ or more | $1.56 \%$ |
| $\sim$ Refuse to answer | $9.20 \%$ |
| TOTAL |  |

Do you live and/or work in Nassau Bay?
Answered: 641 Skipped: 0


How long have you lived and/or worked in Nassau Bay?
Answered: 641 Skipped: 0


What is the zip code of your current residence?
Answered: 641 Skipped: 0


## Retailer Questions

Which shopping centers do you visit most often when you buy articles of clothing, furniture, gifts, shoes, household needs, decorative accessories, and other goods?


Other includes: Fairmont Parkway, Sams/Walmart, Baybrook Target, Amazon, Kemah, Webster, Highland Village, Rice Village, Miramar, Marshalls, TJ Maxx, Town and Country, League City, Online

If you travel further than 3 miles to shop, what is the main reasons you travel this far for goods and services ? (choose top 5 at most)

| - Closest store to my home | 31.88\% | 197 |
| :---: | :---: | :---: |
| - Proximity to my workplace | 11.00\% | 68 |
| - Quality of items | 46.60\% | 288 |
| * Specialty items | 43.53\% | 269 |
| - Prices | 40.13\% | 248 |
| - Convenience | 26.05\% | 161 |
| - Store quality/cleanliness | 23.14\% | 143 |
| - Customer service | 16.83\% | 104 |
| - More selection | $31.39 \%$ | 194 |
| - I shop within 3 miles of my residence or employment | 12.94\% | 80 |
| - Other | 2.59\% | 16 |

[^1]On average, how much do you spend per month on retail goods and services?
(excludes grocery store items, medical expenses and restaurants)
Answered: 621 Skipped: 20


What would you say is your most frequent retail expenditure per month on average? (check top five)



Where do you shop in Nassau Bay? (check all that apply)
Answered: 601 Skipped: 40


What items do you purchase most often in Nassau Bay? (check all that apply) Answered: 603 Skipped: 38


In your opinion, Nassau Bay could benefit from the addition of these types of retailers: (check all that apply)

Answered: 603 Skipped: 38

| ANSWER CHOICES | - RESPONSES | $\checkmark$ |
| :---: | :---: | :---: |
| - Books | 17.41\% | 105 |
| - Cosmetics | 11.44\% | 69 |
| - Cookware, cutlery and/or kitchen decor | 13.10\% | 79 |
| - Teen/tween apparel | 8.13\% | 49 |
| - Women's apparel | 31.01\% | 187 |
| - Men's apparel | 15.75\% | 95 |
| - Infant/children's apparel | 11.94\% | 72 |
| - Specialty furniture and/or home furnishings | 15.75\% | 95 |
| - Lingerie | 3.65\% | 22 |
| - Maternity wear | 1.82\% | 11 |
| - Footwear | 17.74\% | 107 |
| - Jewelry | 6.30\% | 38 |
| - NONE | 5.47\% | 33 |
| $\checkmark$ Hardware | 31.84\% | 192 |
| - Home Improvement | 33.83\% | 204 |
| - Garden | 36.65\% | 221 |
| - Grocery | 77.11\% | 465 |

## Which type of retailers would you frequent MOST often if they were located in Nassau Bay? (check all that apply)

Answered: 603 Skipped: 38


In your opinion, Nassau Bay could benefit from the addition of these types of services:(check all that apply)

Answered: 603 Skipped: 38


Restaurant Questions
What type of restaurant do you MOST often frequent in Nassau Bay?
Answered: 579 Skipped: 62



How often do you eat at restaurants in Nassau Bay?
Answered: 579 Skipped: 62


## Which restaurant do you most often frequent?

Answers included in order of most answers: Chick-fil-A, Mediterranean Café, Salata, Viola \& Agnes Neo Soul Café Bon Appetit Café, 1000 Degrees, Wendy's, Luby's, Akimi Sushi, and Bullritos

In your opinion, Nassau Bay could benefit from the addition of these types of restaurants: (check all that apply)

Answered: 579 Skipped: 62


## Which type of restaurant would you like to see added to Nassau Bay? (Choose top three).

Answered: 566 Skipped: 75


## If you could choose one restaurant to be located in Nassau Bay, what would it be?

In order of importance: Gringo's, Buffalo Wild Wings, Seafood, Jason's Deli, Outback, Jimmy Changas, Frenchy's, Barnaby's, Carrabas, Casa Ole, Gyukaku, Local Foods, Texas Roadhouse, Whataburger, and True Foods

## If this restaurant were located in Nassau Bay, how often would you frequent it?



Would you frequent a wine bar or brewery for nightlife/entertainment?


On average, how much do you (your household) spend per month at restaurants/bars?

Answered: 579 Skipped: 62


From the previous question, how much of that monthly expenditure IS SPENT IN Nassau Bay?

Answered: 579 Skipped: 62


## Grocery Questions

On average how often do you or someone in your household go to the grocery store?

Answered: 577 Skipped: 64



## What is your average grocery expense per month?

Answered: 577 Skipped: 64


At which of the following stores do you regularly shop for groceries? Check all that you patronize.

| Answered: 577 Skipped: 64 |  |  |
| :---: | :---: | :---: |
| - HEB | 84.40\% | 487 |
| - Kroger | 59.79\% | 345 |
| - Aldi | 18.20\% | 105 |
| - Whole Foods Market | 9.88\% | 57 |
| - Phoenicia Specialty Foods | 2.25\% | 13 |
| - Hebert's Specialty Meats | 0.17\% | 1 |
| - Rice Epicurean | 1.04\% | 6 |
| - Randalls | 9.19\% | 53 |
| - Georgia's Farm to Market | 0.17\% | 1 |
| - Trader Joe's | 11.61\% | 67 |
| - WalMart | 25.82\% | 149 |
| - Costco | 23.40\% | 135 |
| - Sam's | 20.97\% | 121 |
| - ElSuper | 0.00\% | 0 |
| - Arlan's | 20.62\% | 119 |
| - Food Town | 2.77\% | 16 |
| - Other | 3.47\% | 20 |
| - . - --- |  |  |

If you travel further than 3 miles, what is the main reasons you travel this far for groceries (choose all that apply)?

Answered: 577 Skipped: 64


New grocery stores offer many specialty items such as butcher shop, deli, cheese/wine, fruit/juice bar, cafe, coffee bar, floral, vegan, organic, chef prepared meals, cooking classes, and on-line shopping. Which of the following statements best describes your satisfaction with the current offerings of such items?

Answered: 576 Skipped: 65


How often would you shop at a specialty grocery store if it were located in Nassau Bay?

| Answered: 576 Skipped: 65 |  |  |
| :---: | :---: | :---: |
| - Daily | 2.60\% | 15 |
| - 2-3 times a week | 25.69\% | 148 |
| - Once a week | 29.69\% | 171 |
| - 3 times per month | 7.99\% | 46 |
| - 2 times per month | 8.68\% | 50 |
| - Once a month | 8.85\% | 51 |
| - Seldom | 13.54\% | 78 |
| - Never | 2.95\% | 17 |
| TOTAL |  | 576 |

Rank the following specialty items/services by order of importance to you and your household.


Which specialty grocer would you want to see MOST in Nassau Bay?

There was a tie between Trader Joe's and Whole Foods (116 votes each), followed by HEB with 47 votes.

Housing Questions

## Please describe your current residence....

## Answered: 554 Skipped: 87

| - Single family home detached (not a manufactured home) | 65.88\% | 365 |
| :---: | :---: | :---: |
| - Condominium or Townhome (attached, multiple units) | 13.00\% | 72 |
| - Apartment | 19.13\% | 106 |
| - Mobile home on permanent site | 0.18\% | 1 |
| - RV/trailer on temporary site or seasonal location | 0.00\% | 0 |
| - House Boat | 0.18\% | 1 |
| - waterview | 4.51\% | 25 |
| - water access | 2.53\% | 14 |
| - water front | 7.04\% | 39 |
| - interior lot | 3.43\% | 19 |
| - subdivision lot | 8.12\% | 45 |
| - Acreage lot | 1.08\% | 6 |
| - Other (please specify) | Responses 0.90\% | 5 |

## Do you own or lease?

Answered: 554 Skipped: 87


## If you own, what is the value of your current home?

Answered: 554 Skipped: 87


If you lease, what is your monthly rental rate?
Answered: 554 Skipped: 87


## Are there any reasons that make you desire or need to move to a different home at the present time? (choose all that apply)

| Answered: 554 Skipped: 87 |  |  |
| :---: | :---: | :---: |
| - Nothing, I am satisfied | 68.59\% | 380 |
| - Dissatisfied with design or condition of my home | 2.89\% | 16 |
| - Will be leaving current household, group, family | 0.36\% | 2 |
| - Need a larger home | 7.76\% | 43 |
| - Need a smaller home | 4.15\% | 23 |
| - Want a larger lot | 2.71\% | 15 |
| - Want a waterfront, waterview lot | 3.79\% | 21 |
| - Want a smaller lot | 0.54\% | 3 |
| - Want to retire to a different location | 4.51\% | 25 |
| - Want to be closer to work | 2.89\% | 16 |
| - Prefer another school district | 0.54\% | 3 |
| - Want a lower priced home | 2.53\% | 14 |
| - Want to move to Nassau Bay | 2.89\% | 16 |
| - Want to move out of Nassau Bay | 0.18\% | 1 |
| - Want to sell my home and lease | 0.18\% | 1 |
| - Want to buy a home | 6.68\% | 37 |
| - Want to retire | 2.17\% | 12 |
| - Getting married or having children (household increase in size) | 1.62\% | 9 |
| - Other (please specify) | Responses 8.84\% | 49 |

Other responses included: lower maintenance, cost of taxes, be nearer grandkids, no HOA, lower rent, single story, closer to work, flood zones, close to Trader Joe's, move into Houston for restuarants/entertainment/transportation, get away from drug dealers and illegal activity, and down-size

If you were to change your current housing, what would you prefer? (choose one)


Assuming no significant changes to the current trends in the Nassau Bay economy or employers, what do you think are the most important changes needed to provide more supply and choices for housing for Nassau Bay workers? (Choose UP TO FOUR things - you may offer your own opinion as one choice after "Other")


## Would you consider purchasing a condominium in Nassau Bay Town Center?

Answered: 554 Skipped: 87

| $*$ Yes | $16.43 \%$ | 91 |
| :--- | :--- | :--- |
| $\rightarrow$ No | 278 |  |
| $\rightarrow$ Maybe | $50.18 \%$ | 185 |
| TOTAL | $33.39 \%$ | 554 |

## Would your decision be based on...

Answered: 554 Skipped: 87

| $\checkmark$ | VERYIMPORTANT * | SOMEWHATIMPORTANT | NOT VERY IMPORTANT | TOTAL | WEIGHTED AVERAGE |
| :---: | :---: | :---: | :---: | :---: | :---: |
| - Location | $\begin{array}{r} 66.54 \% \\ 358 \end{array}$ | $\begin{array}{r} 20.26 \% \\ 109 \end{array}$ | $\begin{array}{r} 13.20 \% \\ 71 \end{array}$ | 538 | 1.47 |
| - Pricing | $\begin{array}{r} 72.71 \% \\ 389 \end{array}$ | $\begin{array}{r} 15.70 \% \\ 84 \end{array}$ | $\begin{array}{r} 11.59 \% \\ 62 \end{array}$ | 535 | 1.39 |
| High-Rise Construction | $\begin{array}{r} 16.76 \% \\ 86 \end{array}$ | $\begin{array}{r} 28.27 \% \\ 145 \end{array}$ | $\begin{array}{r} 54.97 \% \\ 282 \end{array}$ | 513 | 2.38 |
| Garden-type Construction | $\begin{array}{r} 26.06 \% \\ 135 \end{array}$ | $\begin{array}{r} 43.63 \% \\ 226 \end{array}$ | $\begin{array}{r} 30.31 \% \\ 157 \end{array}$ | 518 | 2.04 |
| Walkability to Restaurants, Shopping, Entertainment | $\begin{array}{r} 50.00 \% \\ 262 \end{array}$ | $\begin{array}{r} 32.44 \% \\ 170 \end{array}$ | $\begin{array}{r} 17.56 \% \\ 92 \end{array}$ | 524 | 1.68 |
| Walkability to Employment | $\begin{array}{r} 18.20 \% \\ 93 \end{array}$ | $\begin{array}{r} 25.05 \% \\ 128 \end{array}$ | $\begin{array}{r} 56.75 \% \\ 290 \end{array}$ | 511 | 2.39 |
| - Amenities | $\begin{array}{r} 55.62 \% \\ 292 \end{array}$ | $\begin{array}{r} 30.48 \% \\ 160 \end{array}$ | $\begin{array}{r} 13.90 \% \\ 73 \end{array}$ | 525 | 1.58 |

If you were to purchase a condominium in Town Center, what would be your Maximum price point?

Answered: 554 Skipped: 87

| - \$175,000 to \$200,000 |  | 20.58\% | 114 |
| :---: | :---: | :---: | :---: |
| - \$201,000 to \$250,000 |  | 13.54\% | 75 |
| - $\$ 251,000$ to $\$ 300,000$ |  | 10.83\% | 60 |
| - \$301,000 to \$350,000 |  | 7.94\% | 44 |
| - \$351,000 to \$400,000 |  | 5.05\% | 28 |
| - I am not interested in a condominium at any price |  | 36.28\% | 201 |
| - I would be interested in a luxury condominium priced from $\$ 400,000$ to $\$ 600,000$ |  | 2.89\% | 16 |
| - Other (please specify) | Responses | 2.89\% | 16 |

## Would a waterfront/waterview condominium appeal to you more than Town

 Center?
## Answered: 536 Skipped: 105


$59.5 \%$ state they would prefer a waterfront condominium.

## What would be the most you would pay for a waterfront condo?

Answered: 537 Skipped: 104


If you live outside of Nassau Bay, why didn't you choose to live in Nassau Bay?


## AdDendum

## Qualifications



## BRENDA

CRENSHAW

Vice President

## Years of Experience: 34

## Education:

BBA, University of Texas,

## Professional Licenses:

Licensed Real Estate Agent
Licensed Real Estate Appraiser
bcrenshaw@cdsmr.com
(281) 582-0935 Direct

Brenda joined CDS in 2008 bringing a diversity of experience to the team including Commercial Appraiser, Site Location Analyst, Portfolio Analyst, and CFO. As Vice President of CDS she is responsible for managing a wide variety of market feasibility and economic studies. Her work entails commercial retail/restaurants, business parks, office, multifamily and single-family housing demand studies. Brenda performs market planning and feasibility studies for private developers, investors, municipalities and local economic development entities. At CDS, Brenda has completed student housing planning and feasibility studies for privately developed and institutionally owned facilities.

She began her career at Weingarten Realty in 1985 as a Site Location Analyst. She assessed land acquisitions for market feasibility, financial feasibility, and business plan fit of new commercial developments. In 1988 at Bank One Corporation, she was a Portfolio Analyst of approximately 80 commercial properties held for disposition by the FDIC.

Her experience includes performance of over 400 appraisal assignments including multifamily housing, hotels and motels, urban/CBD office buildings, retail centers, churches, and industrial properties throughout Texas. Brenda is a member of the Houston Association of Realtors and Commercial Real Estate Women, ULI, and ICSC.

Mrs. Crenshaw's recent professional work includes:

- Student Housing - Evaluated market potential and feasibility for proposed private and public owned and operated student housing facilities both on and off campus for pricing, unit mix and amenities in the US, Canada, and Mexico.
- Business/Industrial Park - Conducted study of market opportunities to assist cities in planning and marketing a new park. City of Conroe, Tomball and Cuero all invested in business parks.
- HGAC Livable Centers Studies - Provided wide-ranging market and economic research to planning teams working together to design Livable Centers.
- Mid/High-rise Residential - Conducted market feasibility analyses determining demand, timing, mix and lease/sales rates for proposed Multifamily and Condo projects.
- Mixed-use Development - Performed studies for planners, developers and land owners to determine the best market supported mix of uses.
- Retail and Office Studies - Both private developers and Cities throughout Texas.


## Company History, Staffing \& Services

CDS Community Development Strategies was formed in 1971 for the purpose of providing professional market and economic research and consulting services. Specialties include market feasibility and market planning for real estate and economic development. We assist our clients in identifying opportunities and evaluating the conditions and trends that influence project feasibility, site location, design criteria, and financing. Our Mission is to provide objective recommendations for optimal positioning of each development relative to market area demographics, economic trends/conditions, site considerations, competitive market activity and urban growth patterns.

Staff members have completed over 4,000 research and planning studies addressing all types of residential, commercial, industrial and recreational real estate development.

## Professional Services

Real estate development planning and feasibility

* Market and economic analysis
- Strategic market planning for communities
* Urban redevelopment / revitalization
- Public investment impact analysis
- Suburban, urban and exurban housing studies
* Demographic, economic and competitive analyses
- Commercial and industrial development opportunities
- Market support for special districts
* Approved by the TDHCA for LITCH affordable housing studies
- Commercial and industrial development opportunities

Economic development and land utilization

- Semi-annual Subdivision and Lot Price Survey

Professional Staff

| Steven R. Spillette | President |
| :--- | :--- |
| Brenda G. Crenshaw | Vice President |
| Michael Pratts | Market Analyst |
| Ty Jacobsen | Market and GIS Analyst |
| Kent Dussair | Managing Director |
| Charles R. Savino, AICP | Principal Associate |
| Arlene Fisher | Senior Associate |
| Kirby Snideman | Senior Associate |
| Senior Associate |  |



## CDS Community Development Strategies

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[^0]:    Sources: US Census, American Community Survey, PCensus, CDS

[^1]:    Total Respondents: 618

