Fulshear, TX

Fort Bend County’s Premier Address
Fulshear’s city limits encompass 33,280 acres of prime realty located 35 miles from downtown Houston and just 30 minutes outside of the 610 Loop. Fulshear’s current population is approx. 8,012 a 900% increase over an 8 year period.
Spanning approximately 40 square miles, Fulshear has one of the largest ETJ’s of general law cities within Texas which ensures the growth and expansion of this community in years to come.
According to the Lamar CISD annual survey:

- 2 out of 4 ‘Epicenters of Growth’ in this survey lay within either the City of Fulshear or its ETJ;
- one other epicenter is on the border of our ETJ.
- Fulshear ETJ could have up to 50,000 residents in 2020.
Current Master Planned Communities

Jordan Ranch
Tamarron
Fulshear Lakes
Cross Creek Ranch
Fulshear Run
Firethorne
Churchill Farms
Fulbrook
<table>
<thead>
<tr>
<th>Development</th>
<th>Build Out</th>
<th>Average Home Sale Price</th>
<th>YTD Sales '15</th>
<th>PTD Sales</th>
<th>Future Homes</th>
<th>Projected Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Firethorne 1,400 Ac.</td>
<td>2016</td>
<td>$375,000</td>
<td>74</td>
<td>2,433</td>
<td>3,400</td>
<td>10,880</td>
</tr>
<tr>
<td>Cross Creek Ranch 3,200 Ac.</td>
<td>2022</td>
<td>$378,000</td>
<td>44</td>
<td>1,917</td>
<td>5,800 est.</td>
<td>18,560</td>
</tr>
<tr>
<td>Fulbrook at Fulshear Creek 670 Ac.</td>
<td>2022</td>
<td>$450,000</td>
<td>56</td>
<td>198</td>
<td>1,203</td>
<td>3,850</td>
</tr>
<tr>
<td>Churchill Farms 207 Ac.</td>
<td>2015</td>
<td>$336,874</td>
<td>17</td>
<td>500</td>
<td>637</td>
<td>2,038</td>
</tr>
<tr>
<td>Tamarron</td>
<td>2022</td>
<td>$200-800,000</td>
<td>90</td>
<td>90</td>
<td>2,300 SF 300 MF</td>
<td>8,320</td>
</tr>
</tbody>
</table>
## Future Development

<table>
<thead>
<tr>
<th>Development</th>
<th>Start Date</th>
<th>Build Out</th>
<th>Price Point</th>
<th>Future Homes</th>
<th>Projected Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jordan Ranch</td>
<td>Spring 2016</td>
<td>2026</td>
<td>$290’s to $800,000</td>
<td>3,163 SF</td>
<td>10,121</td>
</tr>
<tr>
<td>1,300 Ac.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fulshear Lakes</td>
<td>2015</td>
<td>2020</td>
<td>$325,000</td>
<td>1,800 SF</td>
<td>7,680</td>
</tr>
<tr>
<td>500+ Ac.</td>
<td></td>
<td></td>
<td></td>
<td>600 MF</td>
<td></td>
</tr>
<tr>
<td>Fulshear Run</td>
<td>2015</td>
<td>2020</td>
<td>Half Acre $450-700</td>
<td>250 SF</td>
<td>2,336</td>
</tr>
<tr>
<td>287 Ac.</td>
<td></td>
<td></td>
<td>One Acre $600-1mil</td>
<td>480 MF</td>
<td></td>
</tr>
</tbody>
</table>
Demographic Insights

Occupations
The majority of employed residents in Fulshear have Management, Business, Science, and Arts related occupations (57%). The next most common occupations are Service (15%) and Sales and Office (14%) related occupations. Of those employed in 2010, 5% were self-employed, with another 20% of Fulshear’s residents working in occupations within the public sector.
Source: U.S. Census Bureau
Demographic Insights

Commute Distance

The majority of employed Fulshear residents live 10-24 miles away (40%) from their work, with another 26% of residents driving between 25-50 miles for their respective jobs. This data illustrates that Fulshear is largely a "bedroom community" at this stage of its growth and development. In addition, the data suggests that residents are willing to have longer commutes in exchange for the various benefits of living in Fulshear.

Source: U.S. Census Bureau
Demographic Insights

Education

Fulshear is a highly educated community, especially when compared to Texas and the U.S. In particular, 44% of Fulshear's population over age 25 has at least a Bachelor degree, with 16% of this group also having a Graduate, Professional, or higher degree. The large percentage of highly educated Fulshear residents can be directly related to the relatively high household income in the community. Source: U.S. Census Bureau
Active Population

Population – 95,871
by Postal Count
5 miles
School Growth

Katy ISD: Nearly 19%

Lamar ISD: Nearly 19%
Education

Future LCISD Elementary

Huggins Elementary

Churchill Fulshear High School & Dean Leaman Junior High (Opens Fall 2016)

Future KatyISD High School Complex (Opens Fall 2018)

Wolman Elementary

James Randolph Elementary
Zoning

- Commercial
- Mixed Use
- Residential Lots
- Rural Residential (1 Acre)
Figure 3.1
MAJOR THOROUGHFARE PLAN

Adopted 01.20.2015

NOTE: The Thoroughfare Plan shows general alignments for existing and planned roadways.
The Plan is a guide for general transportation planning and right-of-way preservation and acquisition.
It is subject to change based upon development needs and other considerations. School alignments are subject to change based upon design and construction considerations.

Any future extension of the Westpark Tollway, beyond the preceding construction of an extension to
a point just east of Cross Creek Ranch Boulevard, will depend upon development needs and
other considerations. The potential alignment of any further extension will be subject to detailed planning and design.

The City of Fulshear has no jurisdiction over roadway planning and alignments outside its PTI.
Phase 1 of the FM 1093/ West Park Tollway project is currently under way East of FM 1463.

Phase 2 of this project will see construction starting in early 2017 and will carry four lanes out to James Lane.

Construction is expected to take a little more than 2 years.
Proposed FM 1093 Expansion @ Downtown
FM 1093 Expansion

Proposed FM 1093 Expansion @ Bois D’Arc
FM 1093 Expansion

Proposed FM 1093/ Westpark Expansion @ CCR Entrance
Proposed FM 1093/Westpark Expansion @ FM 1463
New Businesses/Developments

- FM 1463 and Fulshear Bend (Cinco Ranch Blvd.)
  - The Market at Cross Creek Ranch developed by Read King
    - HEB
    - Additional 199,000 SF of surrounding retail
  - 442 apartments
- FM 1463 & Fry Rd.
  - CVS Pharmacy
  - Children’s Lighthouse
  - Cross Creek Commons, developed by New Quest
  - CCR Ventures, 10 Acre Tract with 20K SF lots of interest
New Businesses/Developments

- Read King/ HEB Market @ Cross Creek
  - 300,000 SF

- New Quest
  - 10 acres

- CCR Ventures
  - 10 acres

- CVS
HEB will anchor this development with an additional 199,000 SF of retail developed by Read King.
Cross Creek Commons

FM 1463 & Fry Rd - Fulshear, Texas
Cross Creek Commons

- Located directly across from the Second Baptist Fort Bend campus opening Spring 2015
- 25,000 SF Retail Center

Rachel Keener, rkeener@newquest.com, 281-477-4313
Bob Conwell, bconwell@newquest.com, 281-477-4324
New Businesses/Developments

- **FM 1463** (just North of FM 1093)
  - Shops at Cross Creek, 24,000 SF
  - Will host Fulshear’s first Starbuck’s Coffee location
- **FM 1093**
  - Two medical office buildings including multiple practices
  - .795 acre site for sale, build to suit.
- **I-10 & Woods Rd.**
  - Pointe West Business Park (Industrial), 900 Acres for sale
New Businesses/Developments

CCR Comm 1 & Comm 2

Shops @ Cross Creek
The Shops at Cross Creek
NWC F.M. 1463 at Westpark Tollway/F.M. 1093 • Katy, Texas 77450

PROPERTY INFORMATION:
- Lot Size: 3.8 acres
- Space For Lease: 24,209 s.f.
- Rental Rate: $30.00-$32.00/s.f.
- NNN: $7.50/s.f.

DEMOGRAPHICS:
Average HH Income
2 mi. - $128,916
3 mi. - $130,202
5 mi. - $131,913

Population
2 mi. - 6,853
3 mi. - 15,263
5 mi. - 55,411

Contact:
GiGi Strang
gigi@croncompanies.com
713.623.6944

The information contained herein was based upon data supplied by sources deemed reliable, is subject to errors and omissions and is in any way, warranted by Huntington Properties or Ann Development Company, or by any agent, independent associate, subsidiary or employee of Huntington Properties or Ann Development Company. This information is subject to change without notice.
Located in the highly active North Fort Bend County and popular Energy Corridor west of Houston, Cross Creek Ranch is currently home to over 550 families. Nestled in the City of Fulshear, the 3,200 acre Master Planned Community of Cross Creek Ranch offers new home buyers a great choice of Houston’s best builders and home sites. New home price ranges start from the $170’s to over $1 million in seven different product types with 13 builders. Cross Creek Ranch is a project of Trendmaker Homes and Development. It opened in May of 2008 and is well on its way to becoming the premier master planned community in the greater west Houston area.

For more information please contact Rob Bamford.
robb@johnsondev.com

OVERALL MAP OF CROSS CREEK RANCH
Landmark Southern Development

COMMERICAL PROPERTY
TRACT A - 22.99 AC.
TRACT B - 36.11 AC.
TRACT C - 11.64 AC.
TOTAL - 70.71 AC.

ORIGINAL BOUNDARY - 230.71 AC.
COMMERCIAL PROPERTY - 70.71 AC.
REMAINDER - 160.00 AC.

NOTE: ROAD LOCATION SCALED FROM SKETCH ONLY
Point West

- 900 acres
- Full Utilities
- I-10 Access
- Potential Incentives

Rooms to Go
New Businesses/Developments

- **FM 1093**
  - Fulshear Village Walkable New Urban Mixed Use Development
  - DMAC 22 acres
  - GM Equity 132 acres with frontage on 1093 and Fulshear Parkway
New Businesses/Developments

- GM Equity
- Future Fulshear Parkway
- Fulshear Run
- DMAC
FULSHEAR IS POSITIONED FOR GROWTH

By Lisa McCay
Vice President of Public Sector Sales, Buxton

The City of Fulshear, located just 20 minutes west of Houston, is a town with a rich history. Established in 1824, the community has a proud tradition of farming and ranching. For years, the quiet, tight-knit community remained relatively untouched by the population growth of the Houston metro area. But things changed drastically.

In the early 2000’s, affluent Houston residents seeking a escape from the hectic pace of city life discovered Fulshear’s hidden charm. Fulshear Community and Economic Development Director Cheryl Stilinsky recalls that when she came to the city in 2006, there were approximately 500 residents. Today, the population is more than 8,000, nearly a 900% increase in eight years. In fact, Fulshear is currently the fastest growing community in Fort Bend County.

More growth is on the way, with 23 master planned developments either in process or coming under development agreement. At build-out, the city’s population is projected to be 65,000.

With such rapid growth, Fulshear city leaders suddenly faced questions about the city’s future, specifically how to create a vibrant shopping and dining sector to support the needs of residents. The city was rich in land but needed to recruit retailers and developers willing to invest in new construction.

Local leaders were also concerned about recruiting the right type of retail to the city. They envisioned Fulshear as a community where “small town charm meets urban sophistication,” and wanted to recruit retailers and restaurants that matched the lifestyles of the city’s affluent residents. The city even adopted the tagline “Fort Bend County’s Premier Address.”

Finally, even though dramatic growth was taking place, the current retail catchment area was still relatively small. Fulshear needed a way to show businesses the true potential of the city’s trade area.

The solution? Analytics.

While analytics have been used by retailers and other businesses since the early 1990s, their application for local governments was not immediately apparent. But over time, forward-thinking local governments began partnering with analytics firms to conduct in-depth analyses of consumer trends in their trade areas. The data mining techniques yield insights into the “psychographics” of residents – how they spend their money, where they like to shop and dine, and their overall lifestyles. Analysts also provide insights into the buying power and preferences of people in the surrounding trade area, rather than just the political boundaries of the city.

Ultimately, the results can be used to match the community with specific retailers and restaurants that meet the needs and preferences of local consumers.

For the City of Fulshear, analytics helped confirm many observations about the retail potential of the city and its trade area. Armed with this validation, city leaders wasted no time putting the data to use.

Fulshear integrated the wealth of information into their presentations and marketing materials for prospective new businesses and began using the customer analytics on a daily basis to advise developers about the opportunities available in the community.

Fulshear also hosted portable thumb drives with a presentation that tells the story of the community in pictures and numbers, as well as statistics that are relevant to the business being recruited. The thumb drives have become Fulshear’s “calling card” and have proven to be effective tools in the economic development process.

Ultimately, the analytics have helped Fulshear sell an entire corridor of retail development. Cheryl notes that the data-driven insights allow the city “to tell a story that you couldn’t tell otherwise,” a story that has proven to be extremely attractive to investors.

Today, developers and investors come to Fulshear weekly requesting information on opportunities. There are currently several retail developments in process and the city is welcoming not one, but two Home Centers that were recruited using the analytical approach. The largest retail center will be home to a 90,000 square foot H-E-B grocery store, with a surrounding 190,000 square foot of retail at the corner of Cinco Ranch Boulevard and FM 1093, adjacent to the more than 3,000 acre Greens Creek Development.

Other businesses including Starbucks, Children’s Lighthouse, Orange Leaf Yogurt, Community Coffee Shop, a well-known upscale restaurant, and several clothing and shoe retailers, have also been recruited.

While Fulshear’s days as a small Texas town appear to be drawing to a close, city leaders are confident they are laying a solid foundation for a bright future.
For more information, please visit:
www.fulsheartexas.gov

Or Contact:

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Economic Development Director

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281-346-8874