

# Fulshear, TX



*Fort Bend County's  
Premier Address*

# Welcome

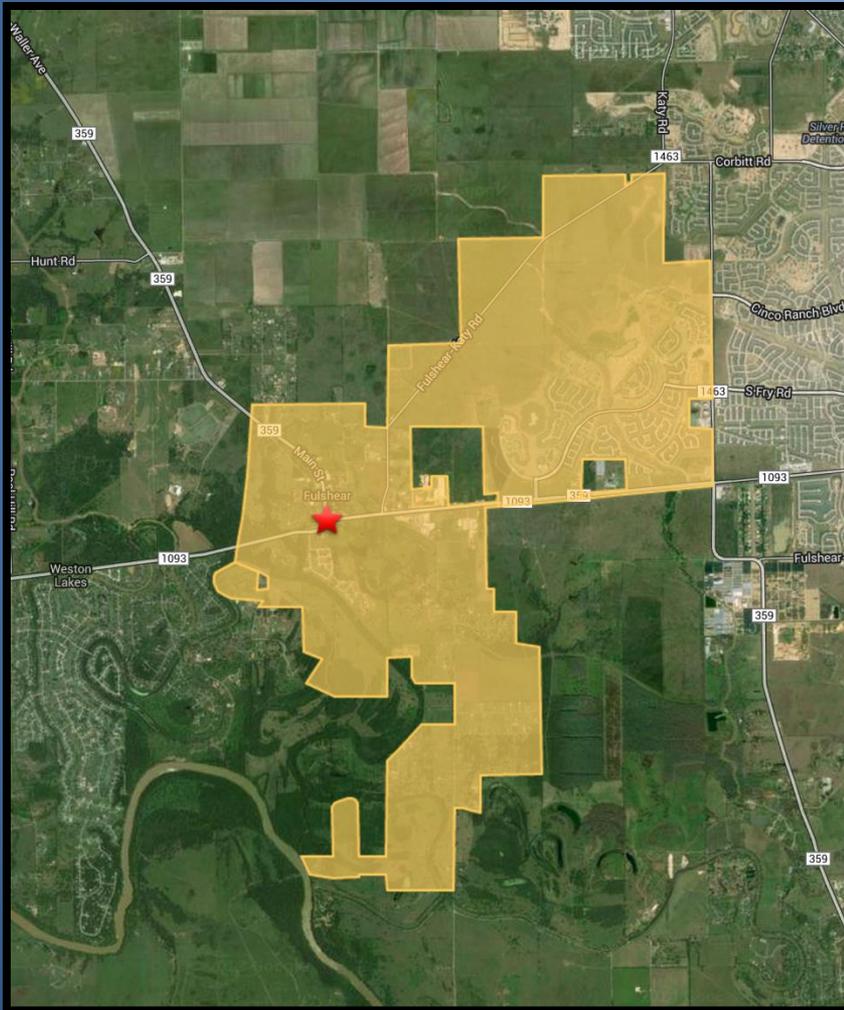


Mayor Thomas “Tommy” C. Kuykendall, Jr., P.E. was first elected to office in May 2010 and is currently serving his 3<sup>rd</sup> term.

He has modeled his service to Fulshear and guides his daily decisions as Mayor on the slogan “*Fulshear deserves the best*”.

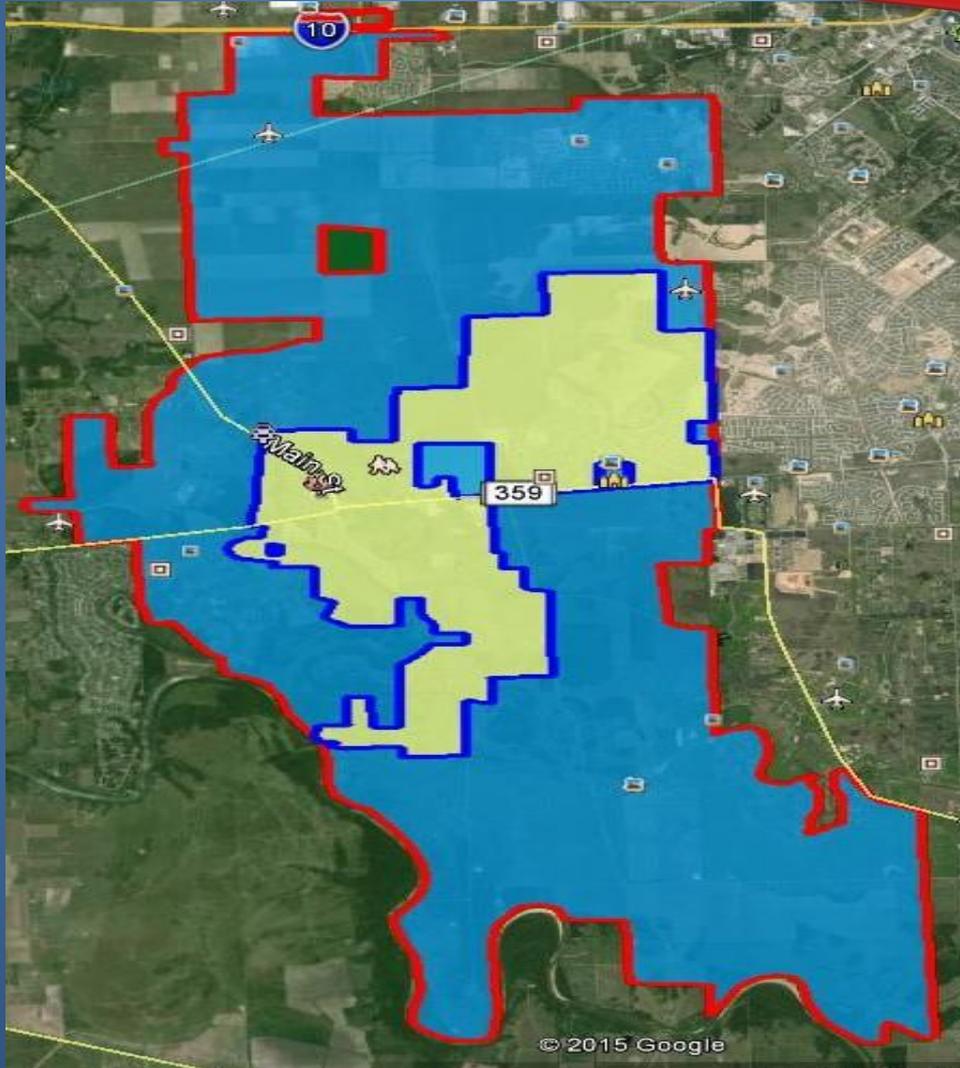


# City Limits & ETJ



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.

# City Limits & ETJ



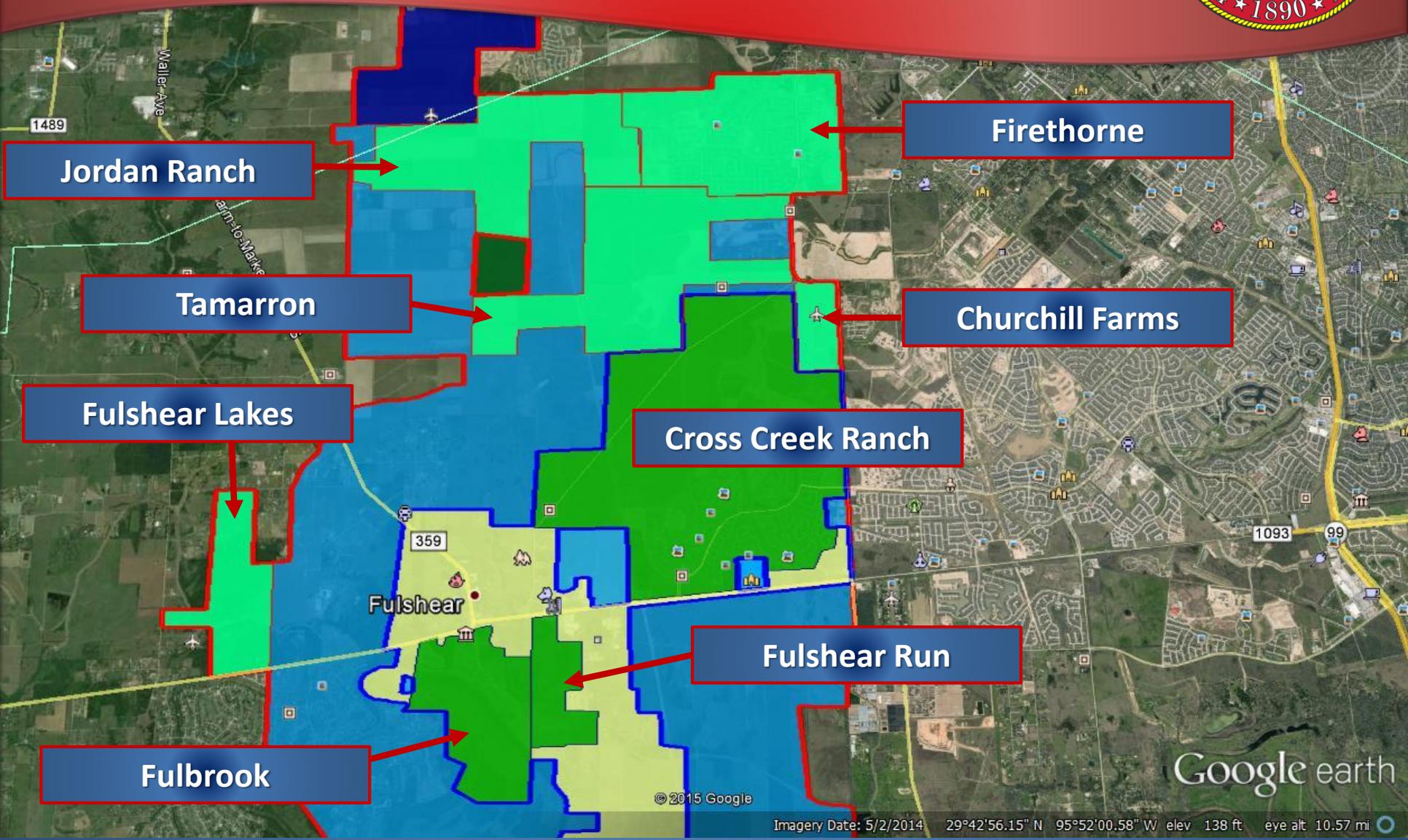
Spanning approximately 40 square miles, Fulshear has one of the largest ETJ's of general law cities within Texas which ensures the growth and expansion of this community in years to come.

# Regional Growth



- 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





**Current Homes Total: 5,138**

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

# Future Development



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

# Tamarron Grand Opening



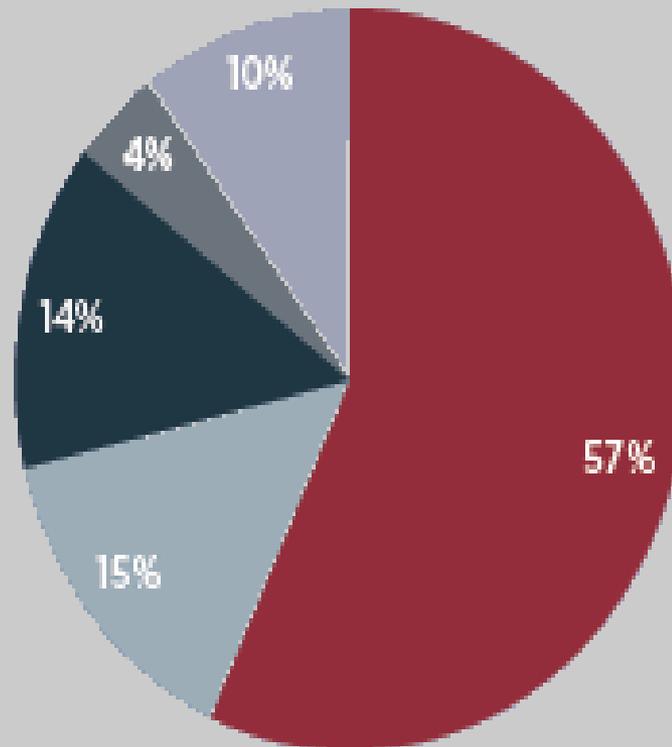
# Demographic Insights



## 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



- Management, Business, Science, Arts
- Service
- Sales and Office
- Natural Resources, Construction, Maintenance
- Production, Transportation, Material Moving

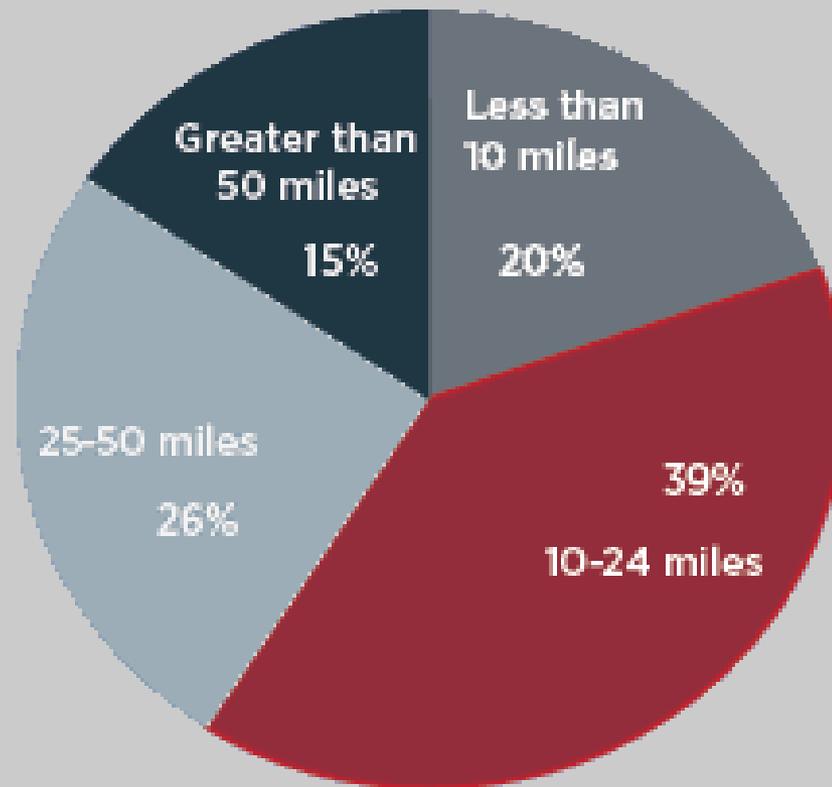
# Demographic Insights



## 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



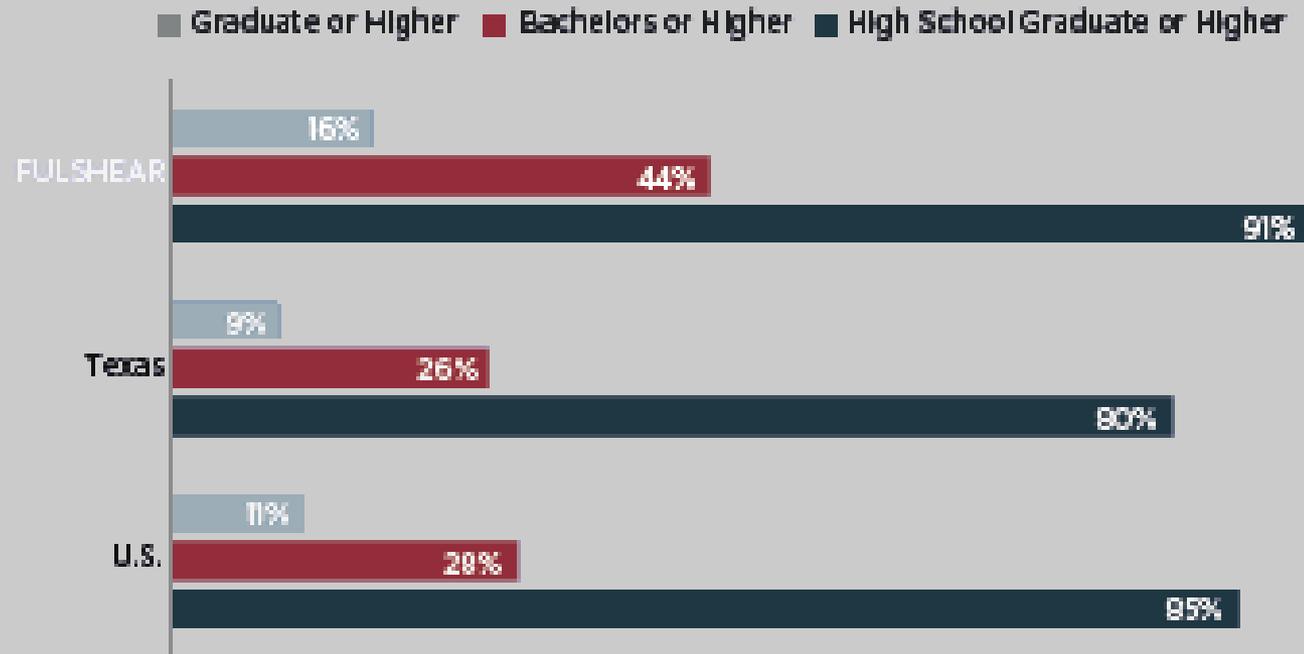


# Demographic Insights

## 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.

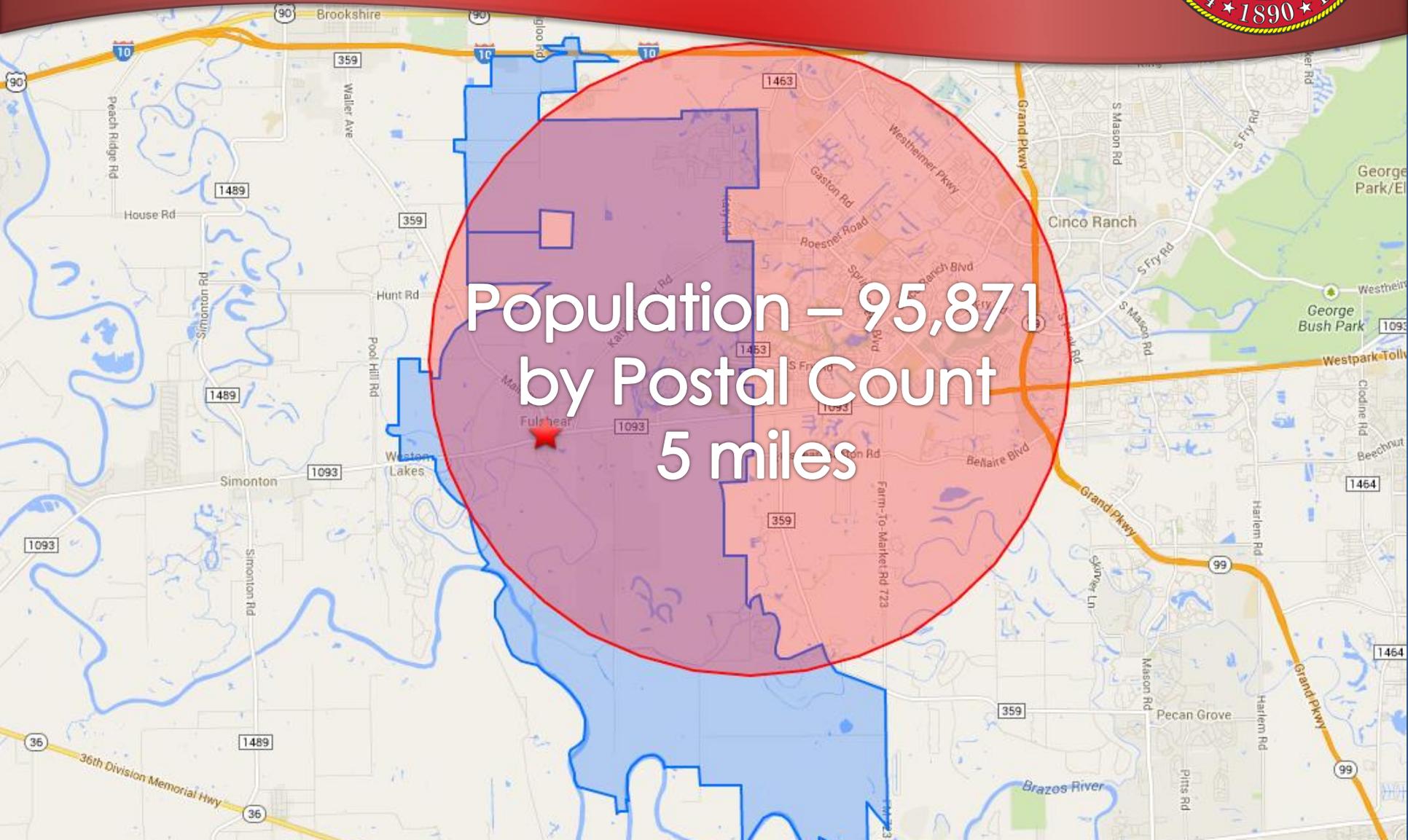
Source: U.S. Census Bureau



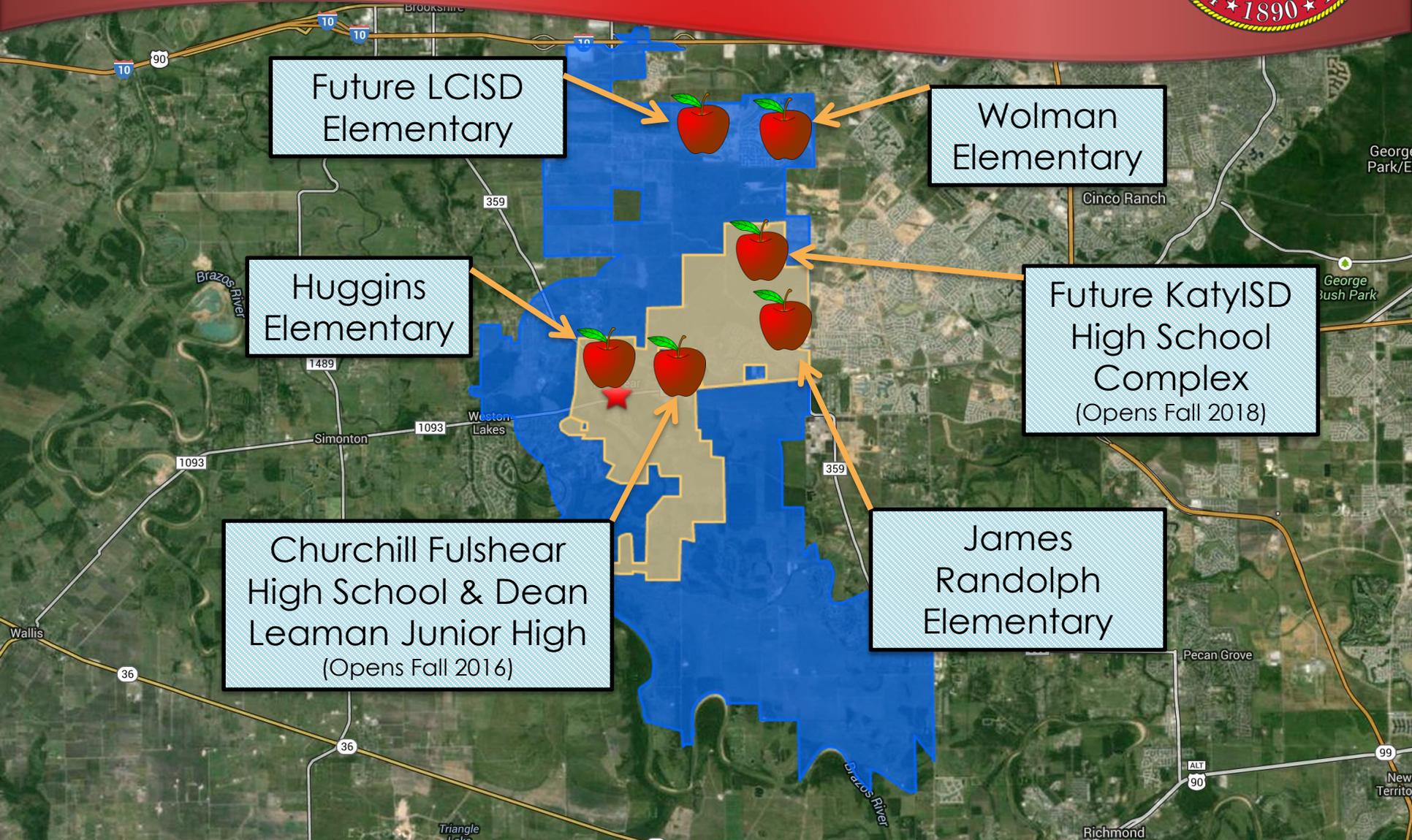
# Active Population



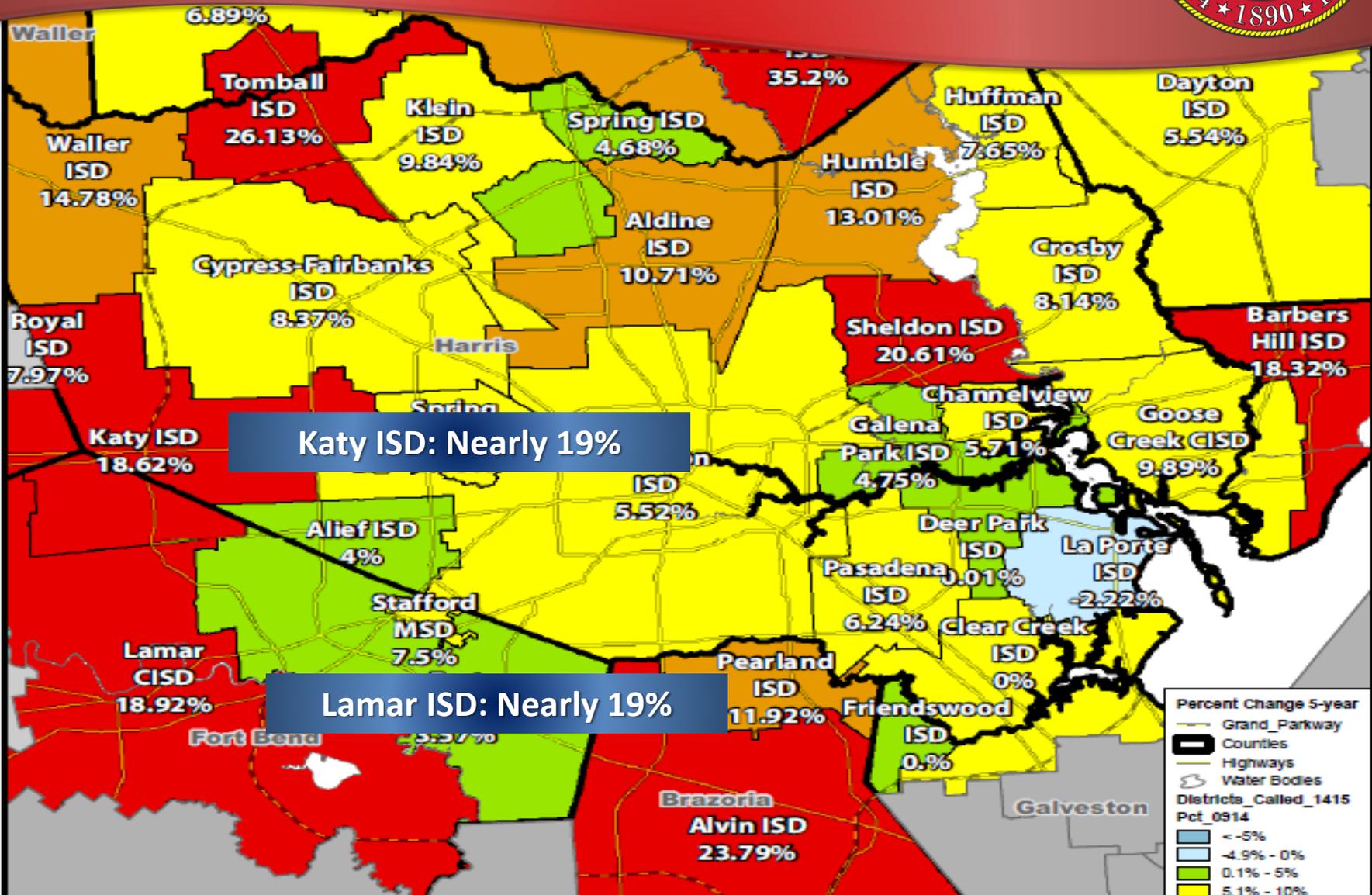
Population – 95,871  
by Postal Count  
5 miles



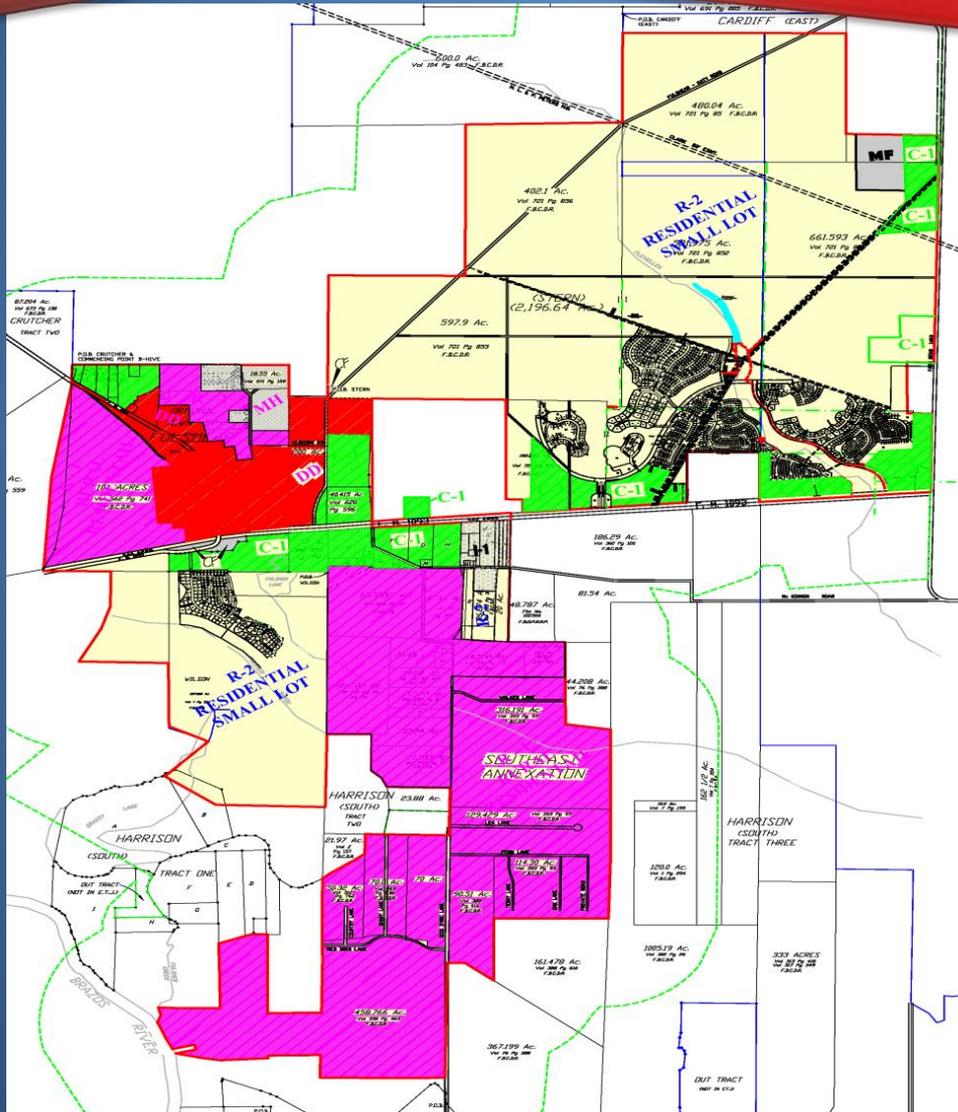
# Education



# School Growth

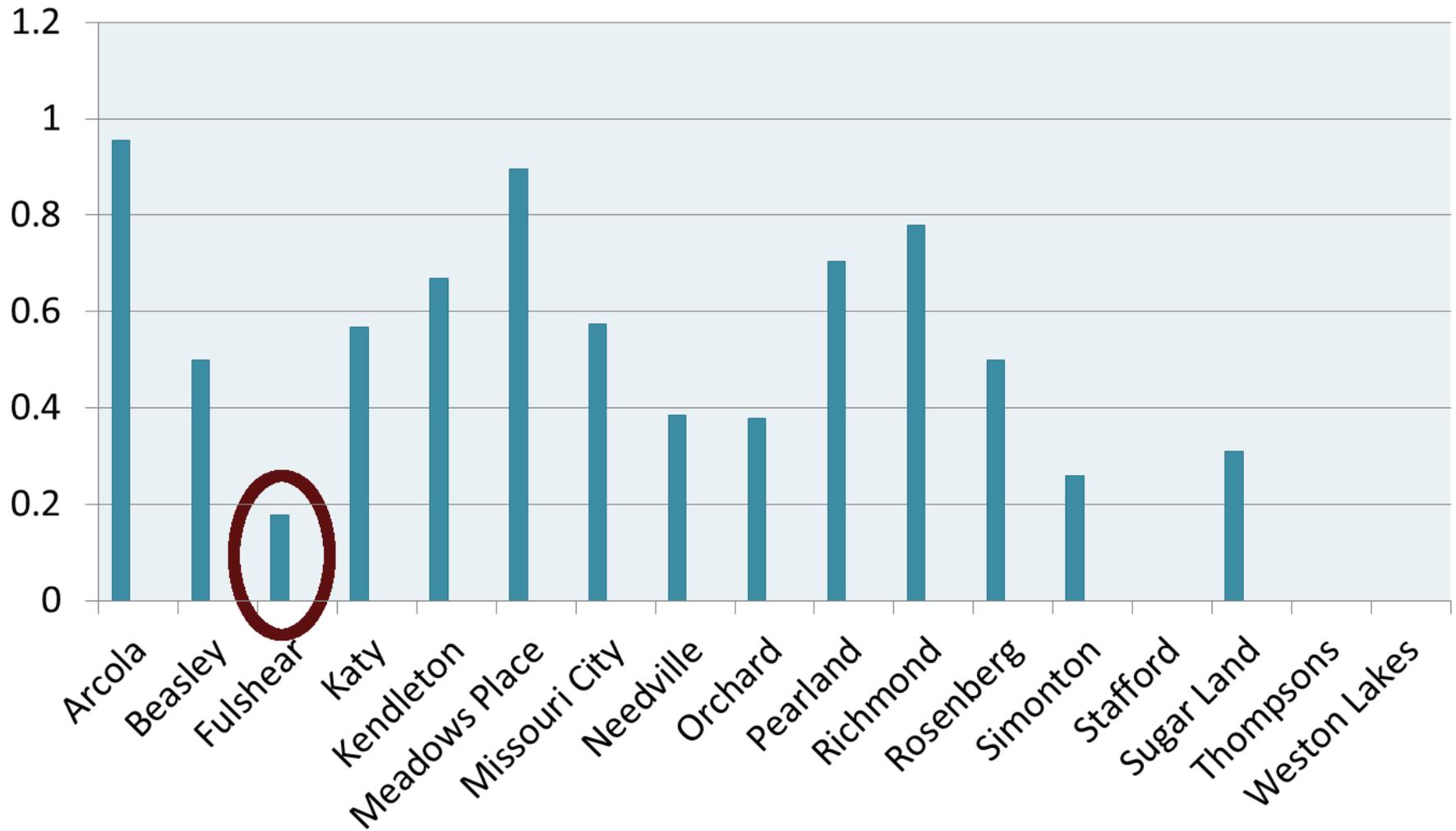


# Zoning

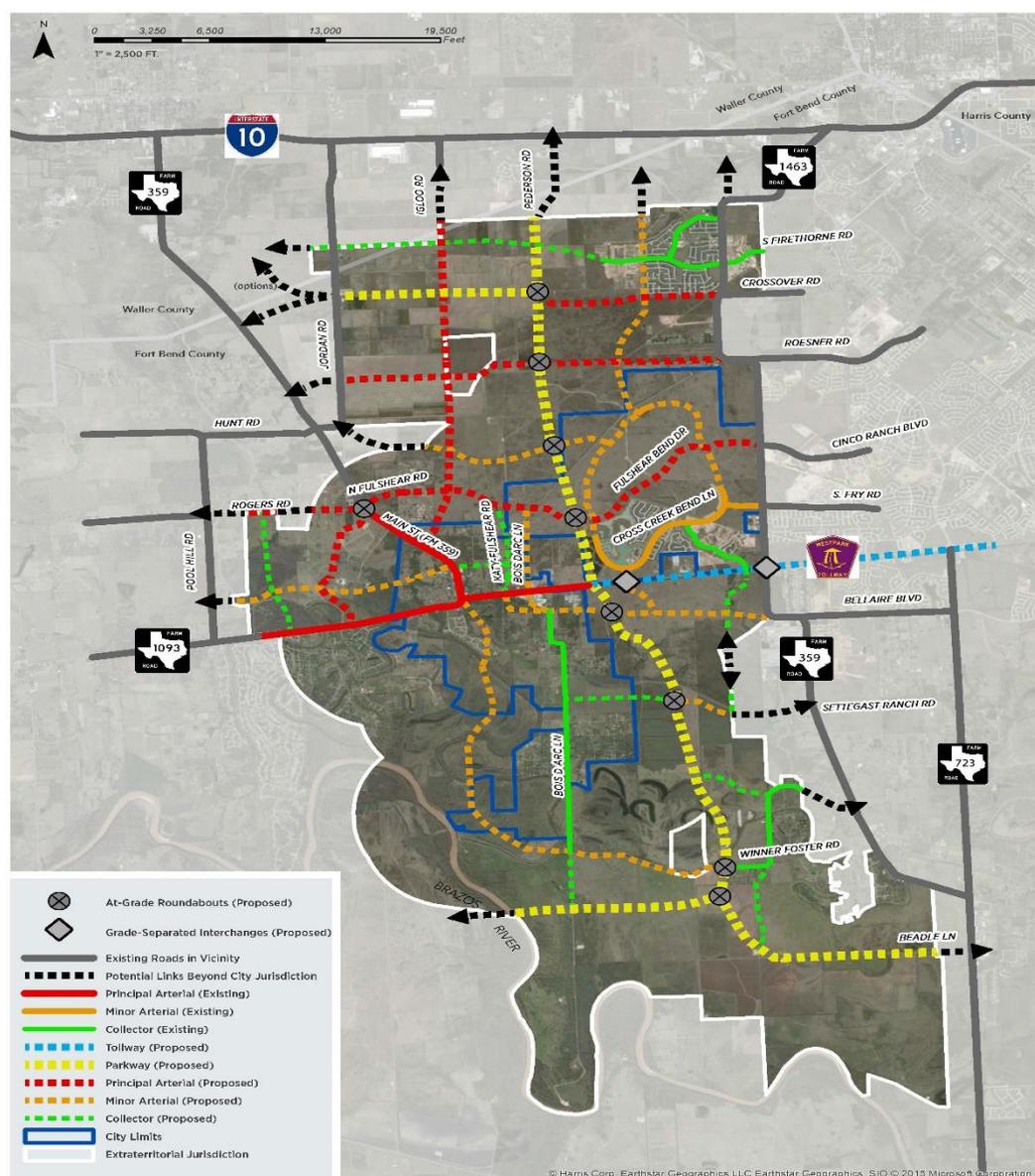


-  Commercial
-  Mixed Use
-  Residential Lots
-  Rural Residential (1 Acre)

# Ad Valorem Tax Rate



# Mobility



**Figure 3.1**  
**MAJOR THOROUGHFARE PLAN**

Adopted 01.20.2015



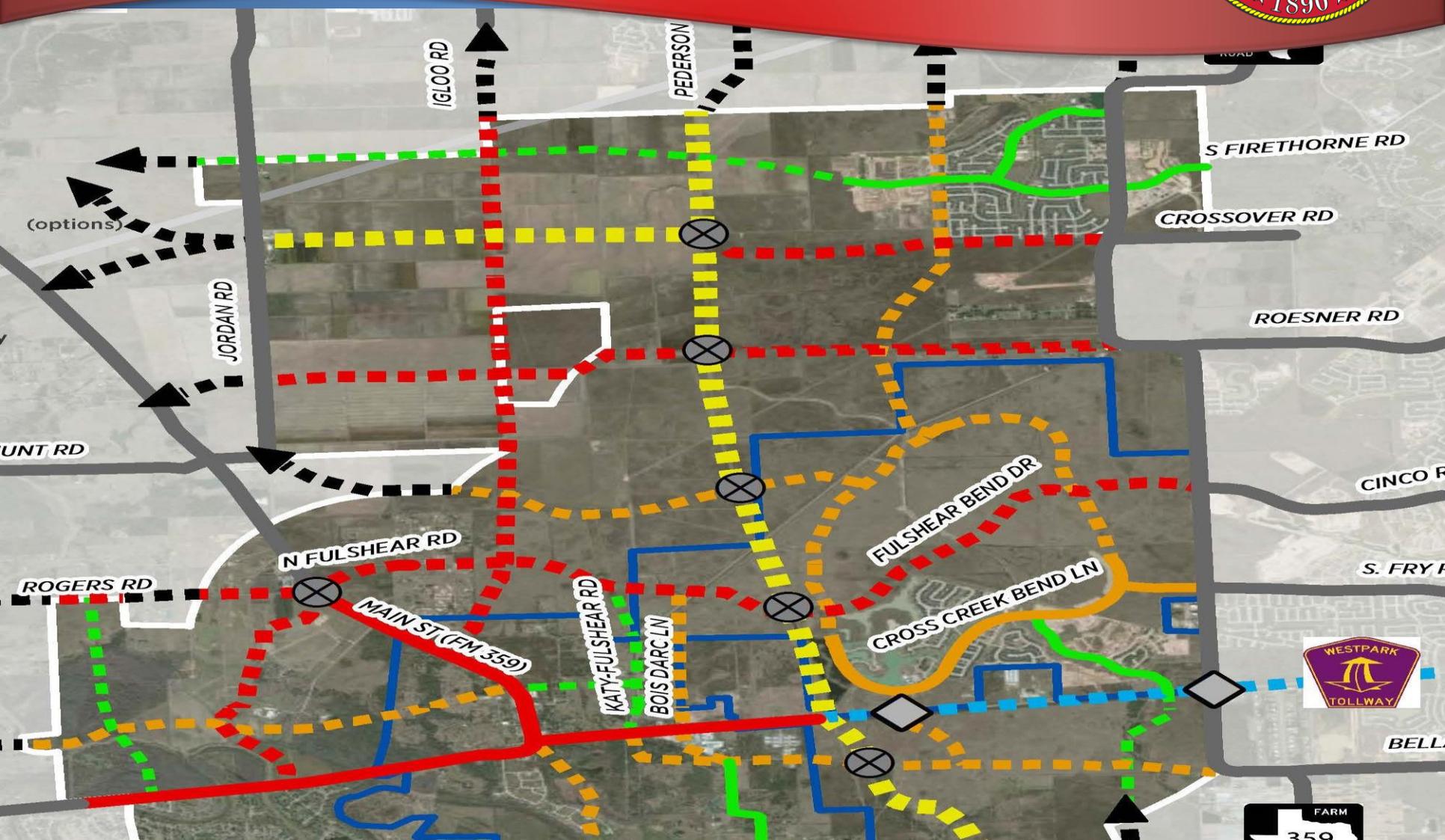
**NOTE:** The Thoroughfare Plan shows general alignments for existing and planned roadways. The Plan is a guide for general transportation planning and right-of-way preservation and acquisition. While the Plan alignments indicate planned roadway extensions, connections and improvements, actual alignments are subject to change based upon design and implementation considerations.

Any future extension of the Westpark Tollway, beyond the pending construction of an extension to a point just west of Cross Creek Ranch Boulevard, will depend upon area development trends and associated traffic growth, as well as funding availability. Additionally, 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 ETJ.



# Major Thoroughfare Plan



# FM 1093 Expansion



McCann Carole Ann et al

City of Fulshear

# Proposed FM 1093 Expansion @ Downtown

Fulshear Land Investment Partners Ltd

LAKE HILL WAY

Fulshear Land Investment Partners Ltd

FM 359

WILSON DR

SYMS ST

Metro

Multiple Owner

Hunsaker High

DANNE

# FM 1093 Expansion



**PRELIMINARY**

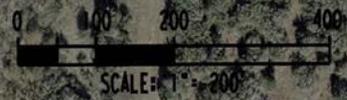


Croftree Janis

George R. Road Jr.  
Teagenerary  
By Road 1093

Gordon  
Winter

FM 1093 WESTPARK EXTENSION  
SCHEMATIC RE-DESIGN  
METRO 100' ROW ALTERNATIVE  
DANNENBAUM ENGINEERING CORPORATION  
OCTOBER 2013

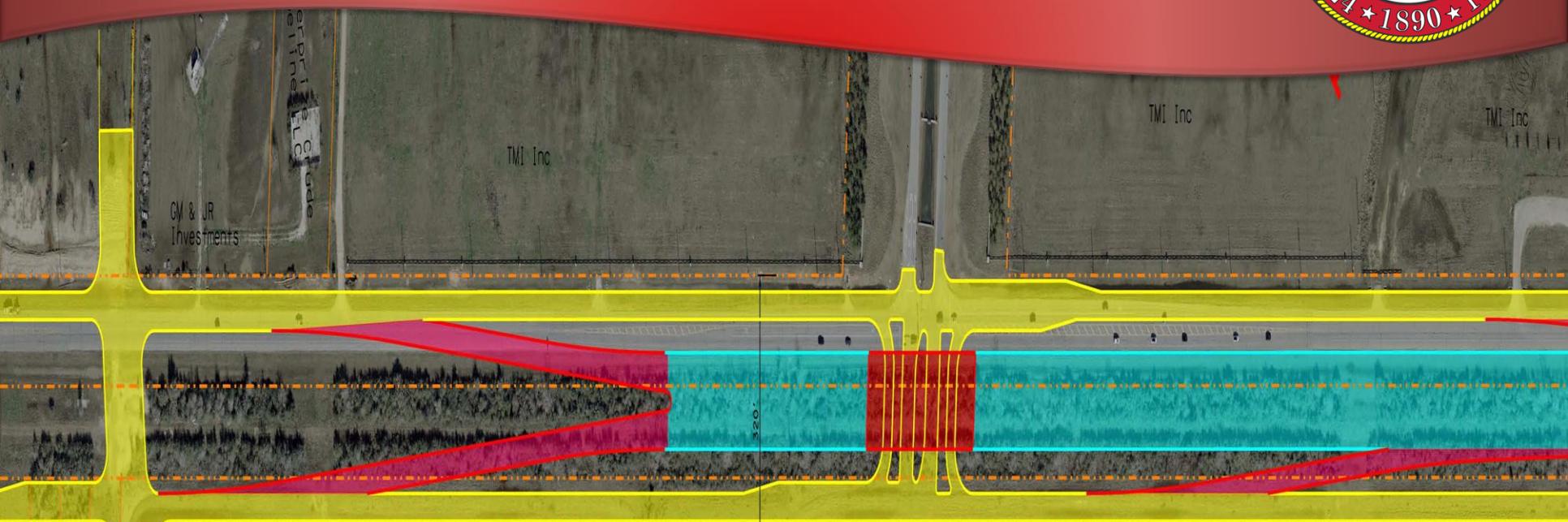


# FM 1093 Expansion



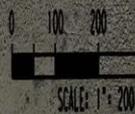
**Proposed FM 1093  
Expansion @ Bois  
D'Arc**

# FM 1093 Expansion

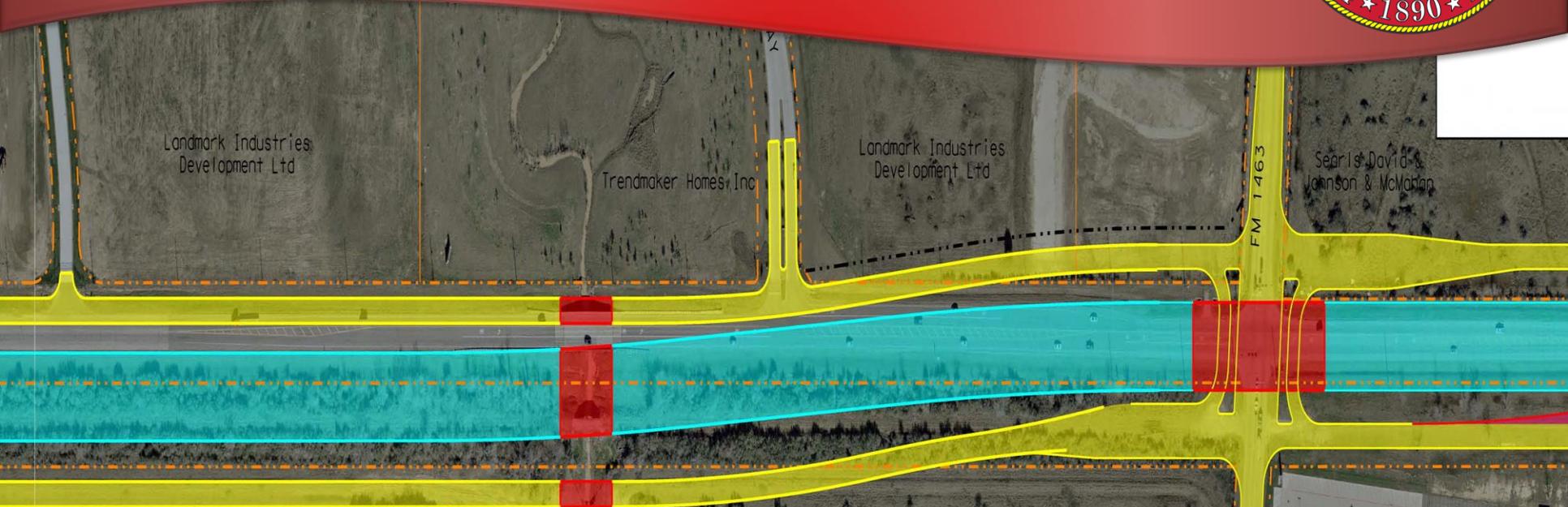


## Proposed FM 1093/ Westpark Expansion @ CCR Entrance

FM 1093 WESTPARK EXTENSION  
SCHEMATIC RE-DESIGN  
ETC. NARROW ALTERNATIVE  
DANNENBAUM ENGINEERING CORPORATION  
JUNE 2010



# FM 1093 Expansion



**Proposed FM 1093/  
Westpark Expansion @  
FM 1463**

Harrison Investment Ltd

Harrison Investment Ltd

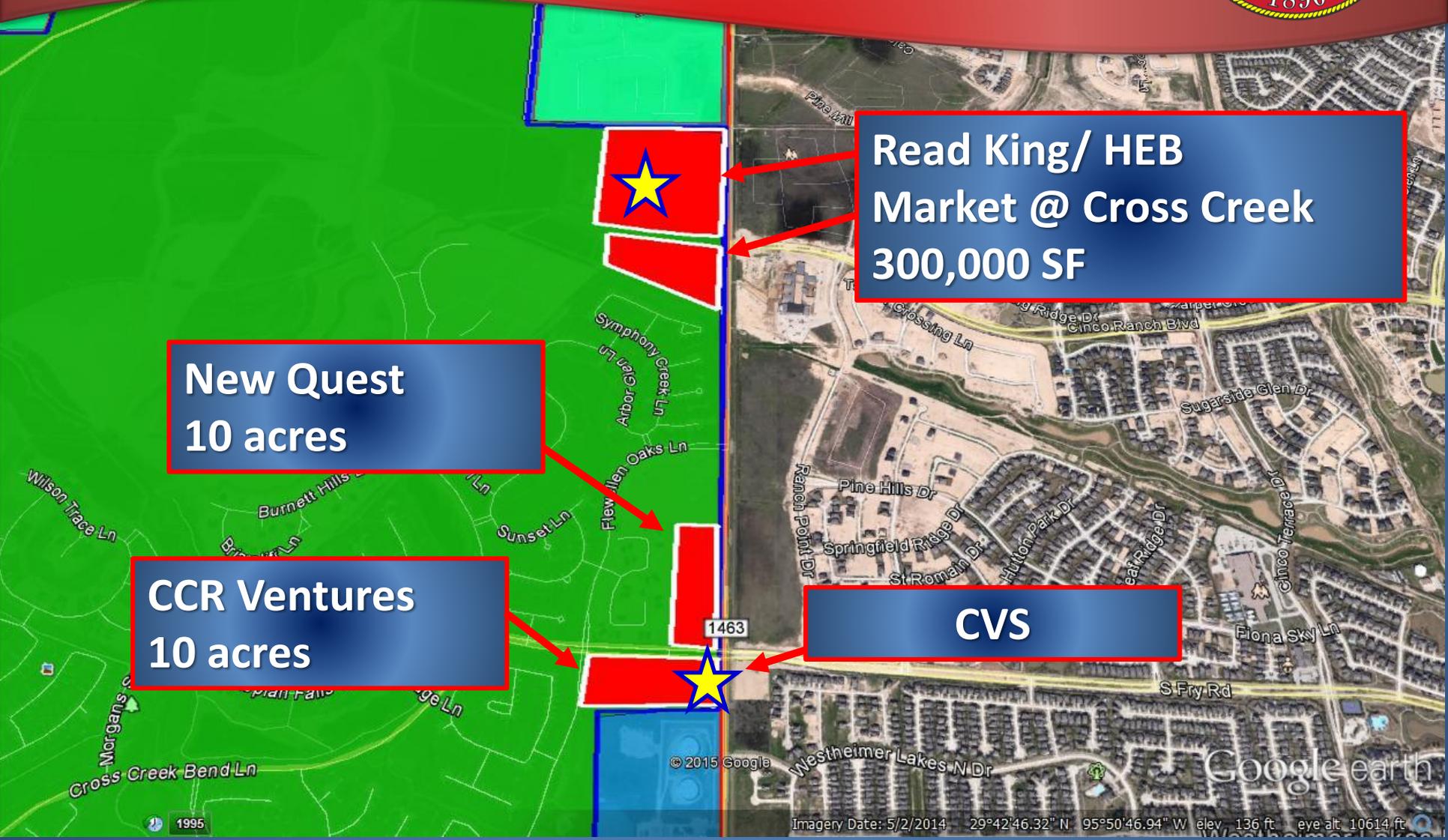
Parkway

# 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**

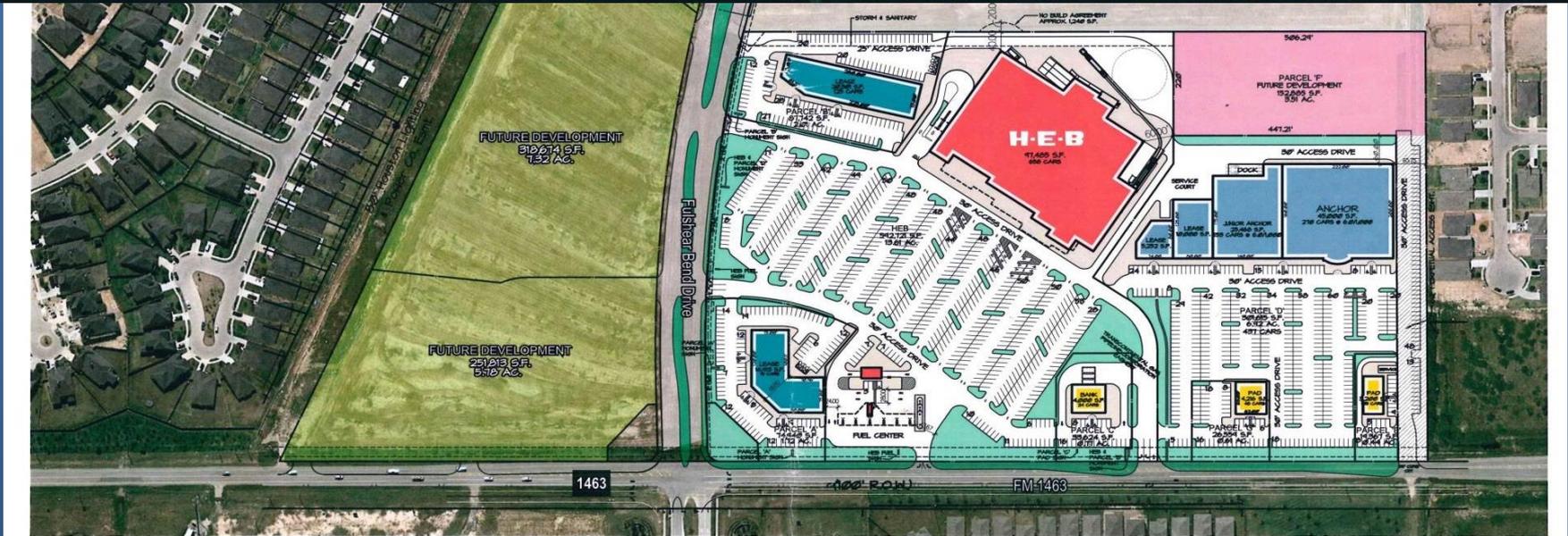
**CCR Ventures  
10 acres**

**CVS**

# The Market at Cross Creek Ranch



HEB will anchor this development with an additional 199,000 SF of retail developed by Read King.





# Cross Creek Commons



Entrance to the 3,200 acre master community of Cross Creek Ranch in Fulshear

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

Rachel Keener, [rkeener@newquest.com](mailto:rkeener@newquest.com), 281-477-4313

Bob Conwell, [bconwell@newquest.com](mailto:bconwell@newquest.com), 281-477-4324

# CCR Ventures



# New Businesses/Developments



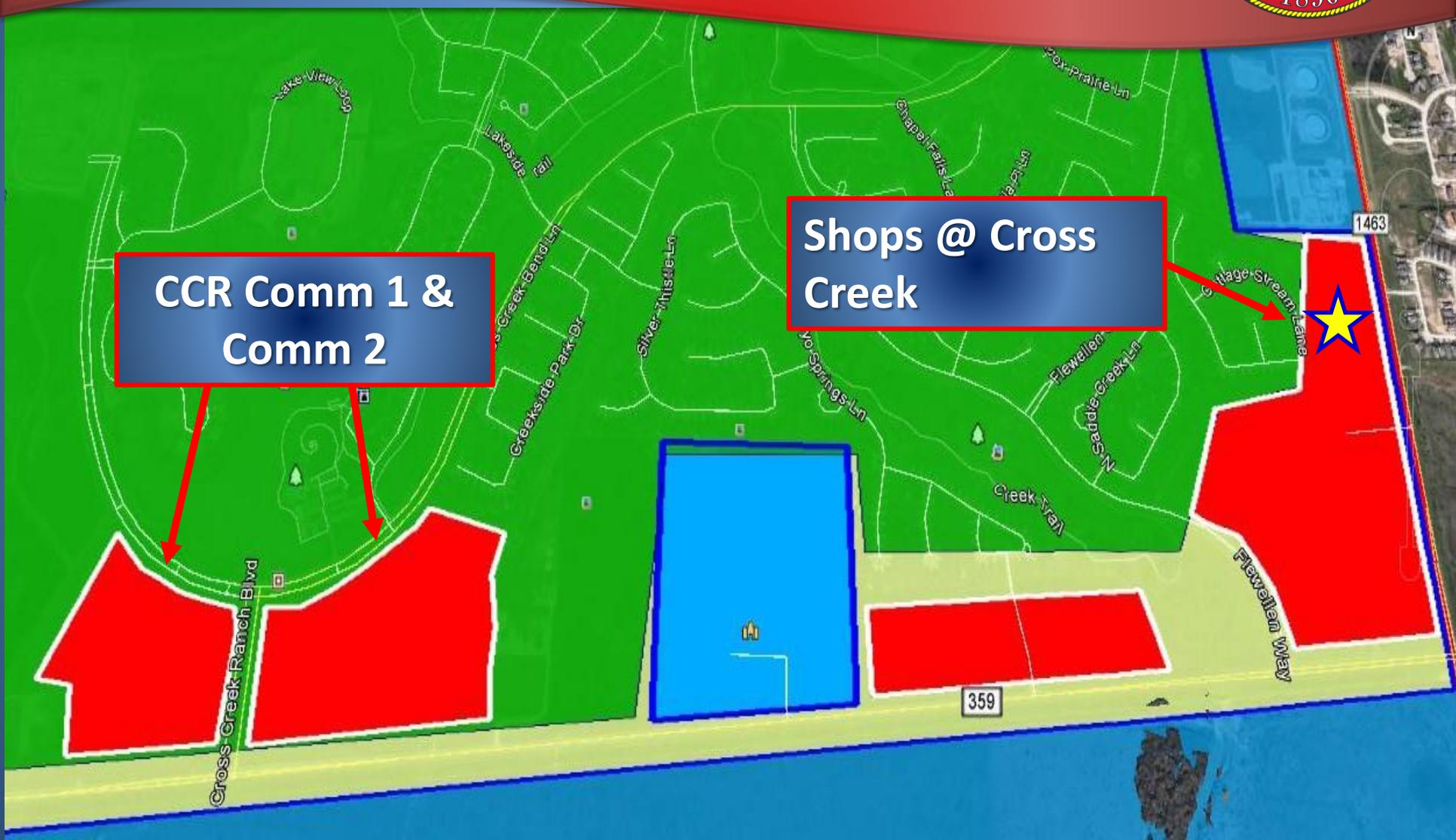
- **FM 1463 (just North of FM 1093)**
  - Shops at Cross Creek, 24,000 SF
  - Will host Fulshear's first Starbuck's Coffee location
- **FM 1093**
  - Two medical office buildings including multiple practices
  - .795 acre site for sale, build to suit.
- **I-10 & Woods Rd.**
  - Pointe West Business Park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

# New Businesses/Developments



CCR Comm 1 & Comm 2

Shops @ Cross Creek





**HUNINGTON  
PROPERTIES • INC**

**FOR LEASE-RETAIL CENTER**

# 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



The information contained herein while based upon data supplied by sources deemed reliable, is subject to errors or omissions and is not, in any way, warranted by Huntington Properties or Acorn Development Company, or by any agent, independent associate, subsidiary or employee of Huntington Properties or Acorn Development Company. This information is subject to change without notice.

Contact:

**GiGi Strang**  
gigi@aroncompanies.com  
**713.623.6944**

109 N. Post Oak Lane • Suite 550  
Houston, Texas 77024  
Tel (713) 623.6944  
Fax (713) 963.9329



**HUNINGTON  
PROPERTIES • INC**

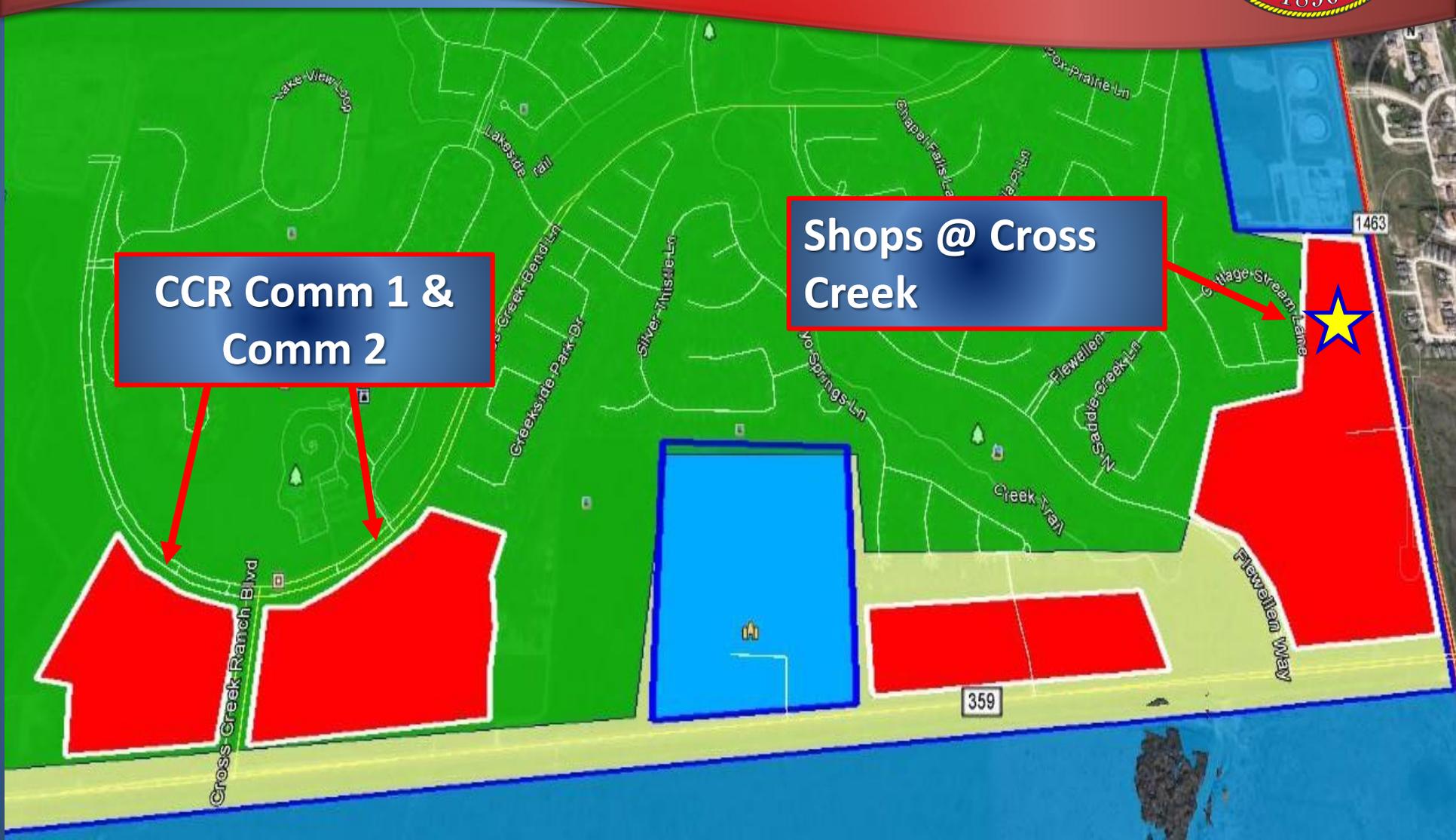
[www.hpiproperties.com](http://www.hpiproperties.com)

# New Businesses/Developments



CCR Comm 1 &  
Comm 2

Shops @ Cross  
Creek

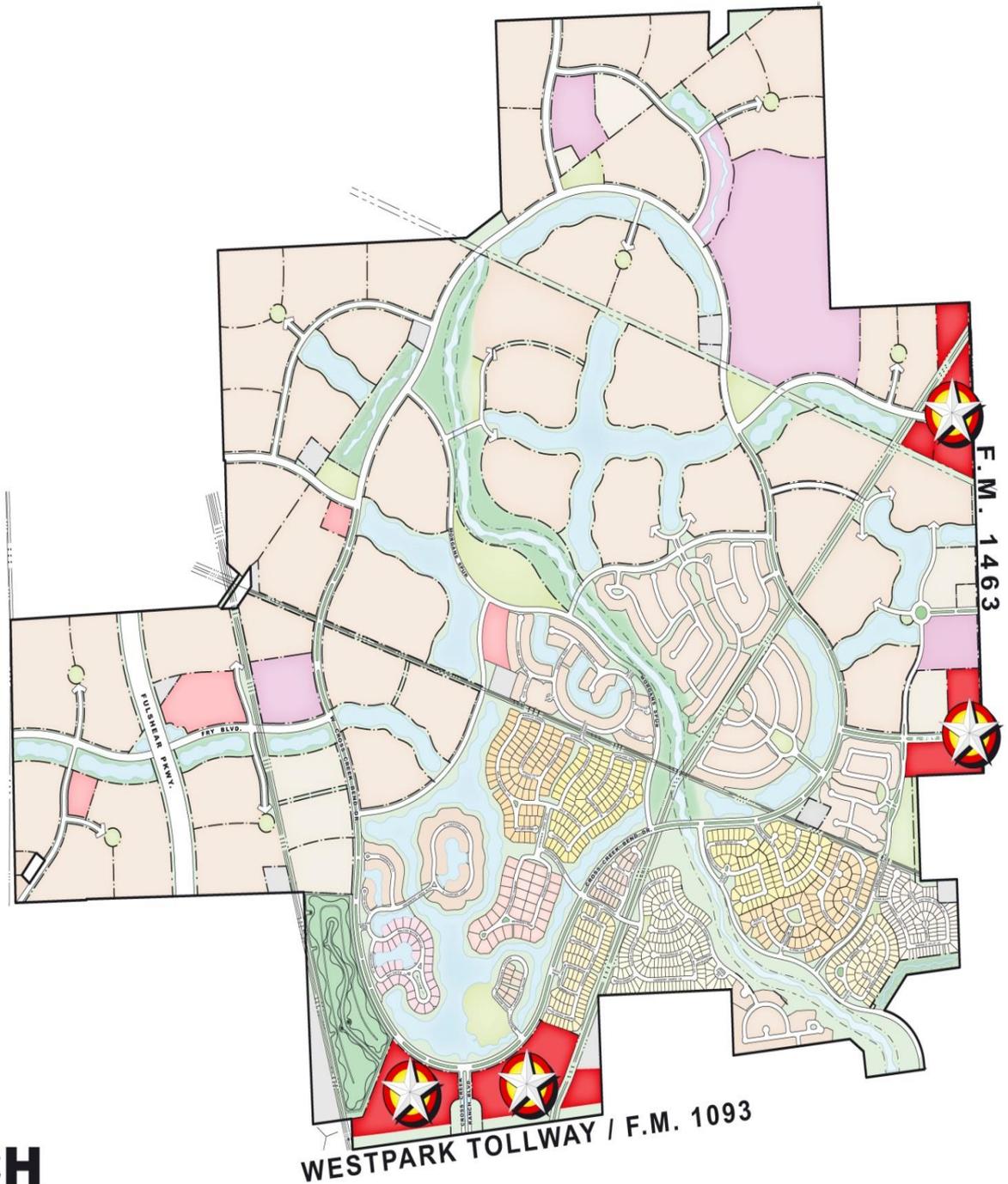




Located in the highly active north Fort Bend County and popular Energy Corridor west of Houston, Cross Creek Ranch is currently home to over 550 families. Nestled in the City of Fulshear, the 3,200 acre Master Planned Community of Cross Creek Ranch offers new home buyers a great choice of Houston's best 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 it's way to becoming the premier master planned community in the greater west Houston area.

For more information please contact Rob Bamford.  
[robb@johnsondev.com](mailto:robb@johnsondev.com)

## OVERALL MAP OF CROSS CREEK RANCH





# Point West



**Rooms to Go**



**Point West  
900 acres  
Full Utilities  
I-10 Access  
Potential  
Incentives**



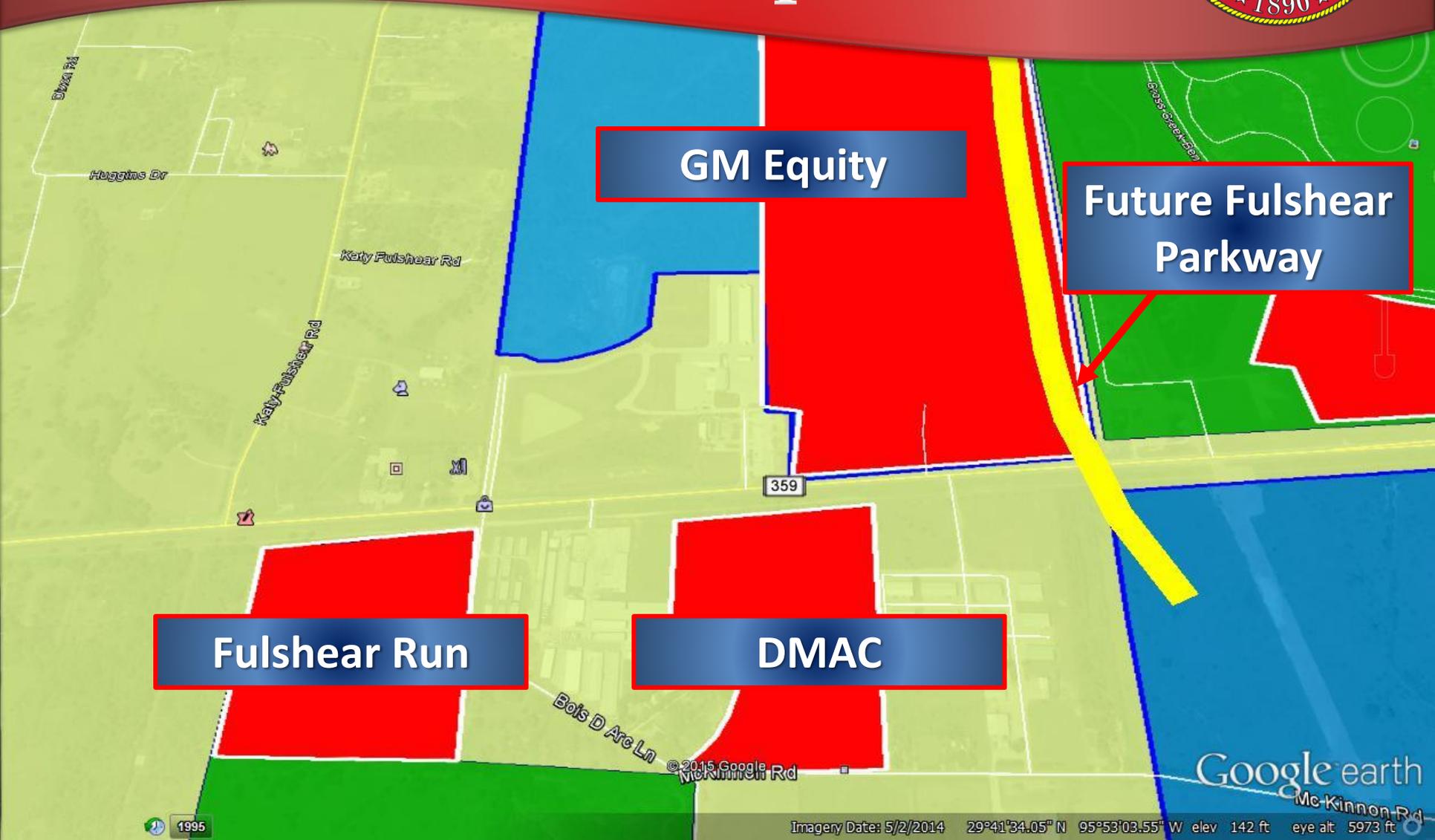


# New Businesses/Developments



- **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





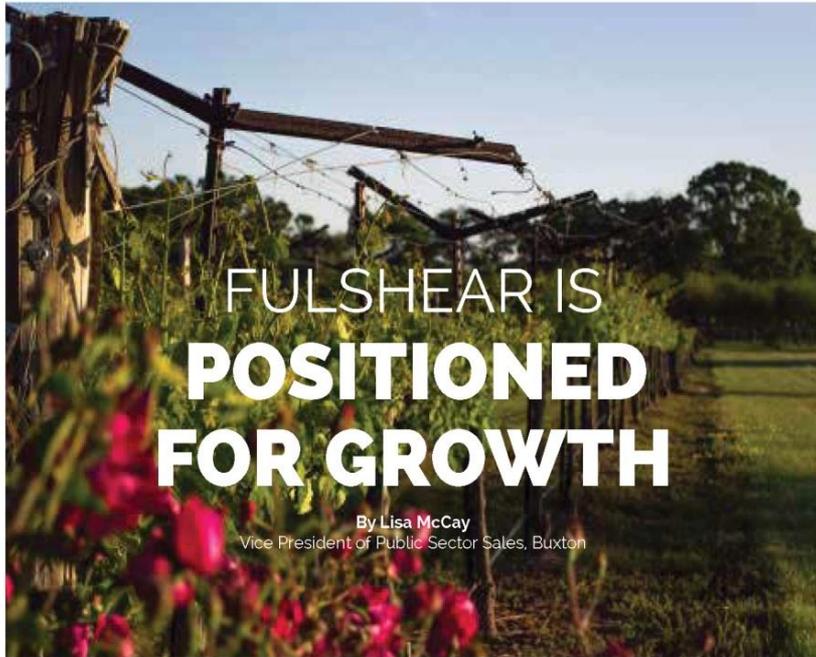
# Fulshear Area Chamber of Commerce

Photos provided by the  
Fulshear Area Chamber of Commerce





# Texas Town & City



## 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 respite from the hectic pace of city life discovered Fulshear's hidden charm. Fulshear Community and Economic Development Director Cheryl Stalinsky

recalls that when she came to the city in 2006, there were approximately 900 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 13 master planned developments either in process or coming under development agreement. At build-out, the city's population is projected to be 69,000.

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 rooftop count 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 consumers 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. Analytics 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 will 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 educate developers about the opportunities available in the community.

Fulshear also loaded 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 new 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 grocers that were recruited using the analytical approach. The largest retail center will be home to a 98,000 square foot H-E-B grocery store, with a surrounding 199,000 square feet of retail at the corner of Cinco Ranch Boulevard and FM1483, adjacent to the more than 3,200 acre Cross 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. ★

## EN·GI·NEER

**Definition:** /enjəˈni(ə)r/  
A trusted adviser concerned with applying scientific knowledge, mathematics and ingenuity to develop solutions for technical problems.

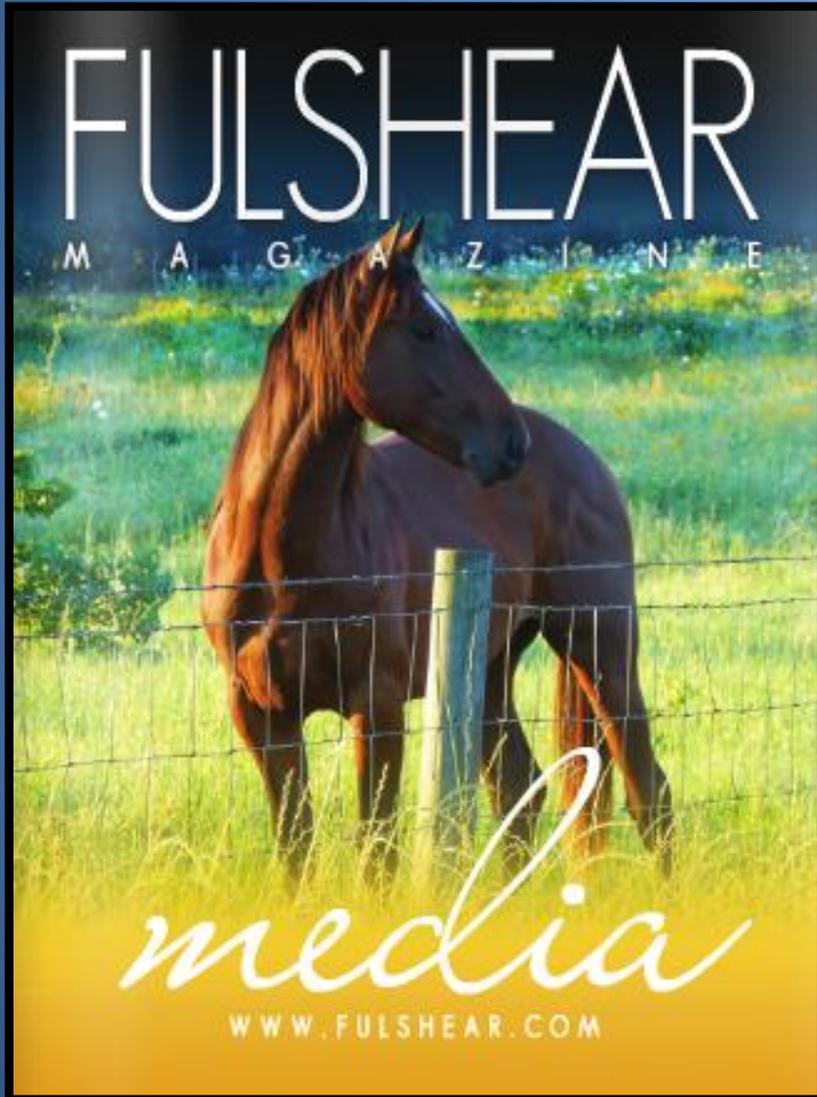
To learn more about selecting an engineer, go to:

[www.tspe.org/QBS](http://www.tspe.org/QBS)





# Fulshear Magazine



For more information,  
go to:

[ISSUU.com](http://ISSUU.com)

# Contact Information



For more information, please visit:  
[www.fulsheartexas.gov](http://www.fulsheartexas.gov)

Or Contact:  
CJ Snipes,  
City Administrator  
[cjsnipes@fulsheartexas.gov](mailto:cjsnipes@fulsheartexas.gov)  
281-202-5392 Cell  
281-346-1796 Office



We're on  
Facebook!