

An aerial night rendering of the Katy Boardwalk District. The central focus is a large, modern, multi-story building with a blue roof and illuminated windows. To its right is a large, curved, tiered seating area overlooking a body of water. A swimming pool with lounge chairs is situated in front of the main building. The area is surrounded by landscaped green spaces, trees, and pedestrian walkways. In the background, other commercial buildings and parking lots are visible. The overall scene is illuminated with warm and cool lights, creating a vibrant atmosphere.

DISCOVER WHAT KATY'S BEEN MISSING

KATY
BOARDWALK
DISTRICT

KATY BOARDWALK DISTRICT

Who is visiting us and living here?



Mobile, affluent and established career professionals with young families.

Focused on building successful careers, families and homes.

An appreciation for style, fitness and luxury.

Seeking new experiences through travel and engagement in the local community.

A NEW DESTINATION FOR KATY'S RETAIL, RESTAURANT & ENTERTAINMENT SCENE

The Katy Boardwalk District will be a true “third place” for local residents, a place outside of the home and office where they seek relaxation, entertainment, and new experiences. The district’s retail mix, amenities, and dining and entertainment options will draw the well-educated and well-traveled from Katy, the greater Houston area, and beyond.

This mixed-used project will engage visitors by fusing the best in **live music**, **homegrown** restaurants and **new-to-town** retailers, **flavors** and **experiences**. The tenant lineup reflects the diversity of the city, and regular community-driven events on the **sprawling green** space, **art-infused** streetscapes and the **buzz** of constant conference attendees and visitors to the onsite Hyatt Regency will give this center an **energy** that visitors can feel seven days a week. And, by evening, KBD will transform into a popular **late-night** entertainment destination.



KATY BOARDWALK DISTRICT MASTER PLAN



80 ACRE
LAKE & NATURE PRESERVE

LEGEND

- A 11 AC. COMMERCIAL SITE
- B 319 UNITS, CLASS A MF.
- C 141,000 SF MXU RETAIL
(WITH 35K SF GROCER)
- D 323 UNITS, CLASS A MF
- E 384 KEY HOTEL + C.C.
- F 24 AC APPROX. 150 LOT
SINGLE FAMILY COMMUNITY



80 Acre lake and
hike + bike trail



141,000 SF of retail



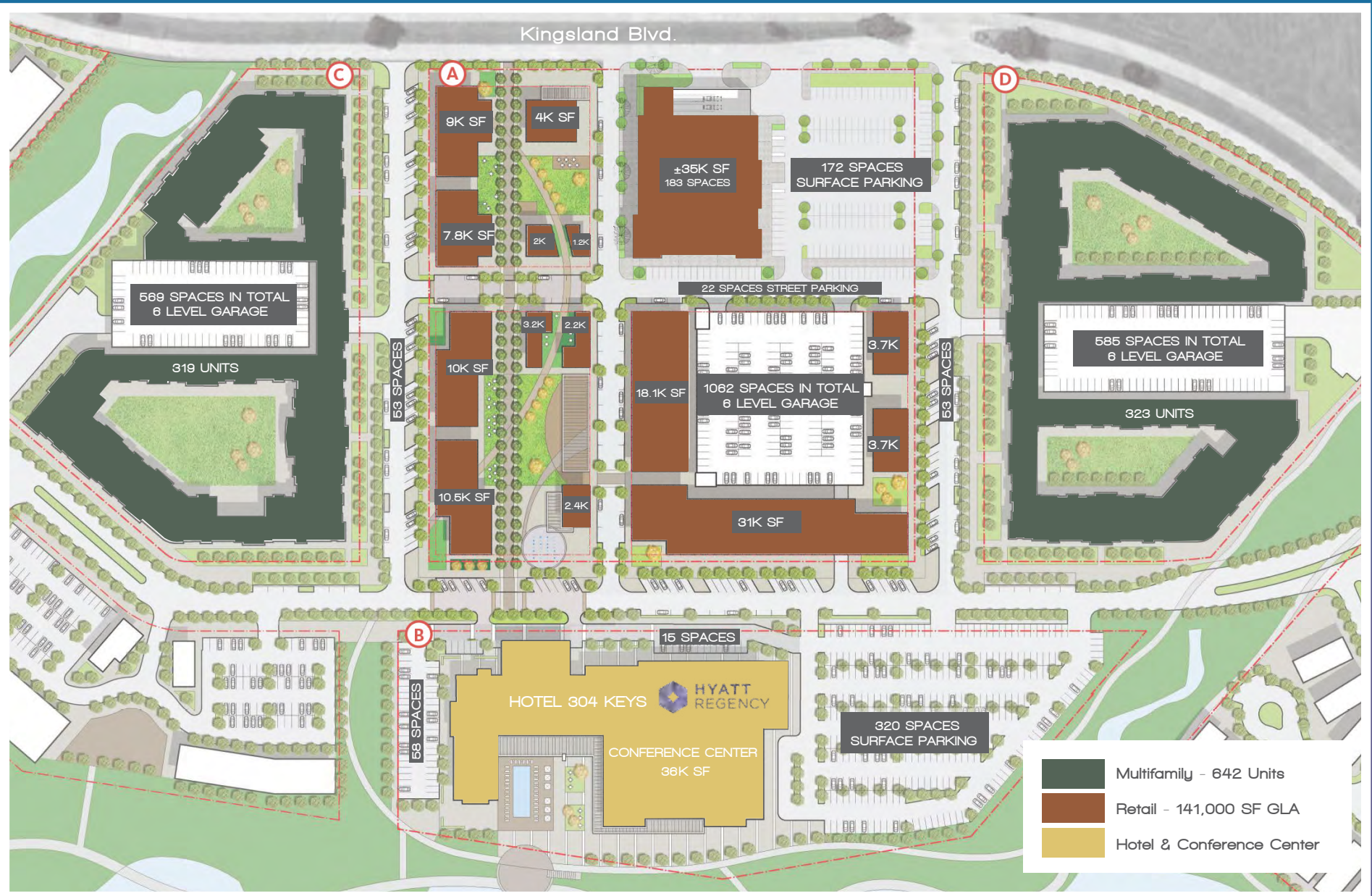
2 Acres of green space



304 Key Full-Service Hyatt
Regency Conference Center



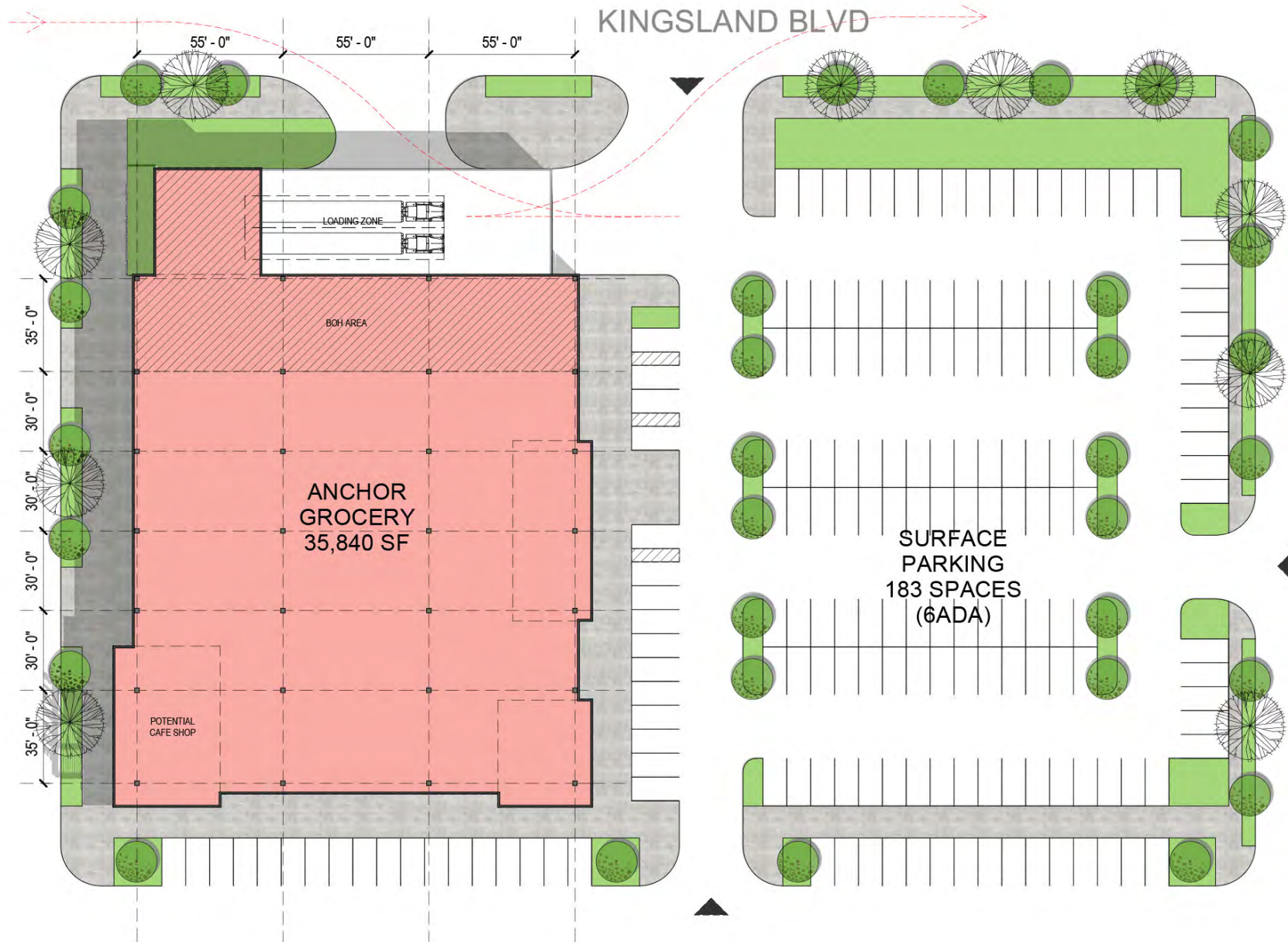
642 Luxury Loft Style
Apartments



SOUTHWEST ARRIVAL VIEW OF GROCERY STORE ALONG KINGSLAND BLVD



PROPOSED GROCERY SITE LAYOUT



PEDESTRIAN VIEW OF GROCERY STORE FROM WITHIN THE BOARDWALK DISTRICT



A WEEK AT KATY BOARDWALK



7am:



Monday;

Start your week with a run around the lake, or grab a juice before yoga class followed by lunch with friends at noon



9am:



Tuesday;

Look sharp with a blowout at the salon before walking to your conference at the Hyatt – and grab a coffee and crepe on the way in



4pm:



Wednesday;

Leave the office early to catch the best cycle class in town, then pick up the perfect gift for three upcoming birthdays



12pm:



11am:



6pm:



Enjoy a well-deserved patio happy hour with the PTA, and bring home dinner for the kids from their favorite pizza spot



Treat yourself to mani/pedi at the salon to unwind from the week and prepare for the weekend. 7pm Parents date night with craft cocktails, the perfect steak and a live band.



Round up the kids for a movie on the green – each with an ice cream or cake-pop in hand while you enjoy a glass of wine and flatbread on the nearby patio



Thursday;



Friday;



Saturday;





80 ACRE

LAKE & HIKE + BIKE TRAIL



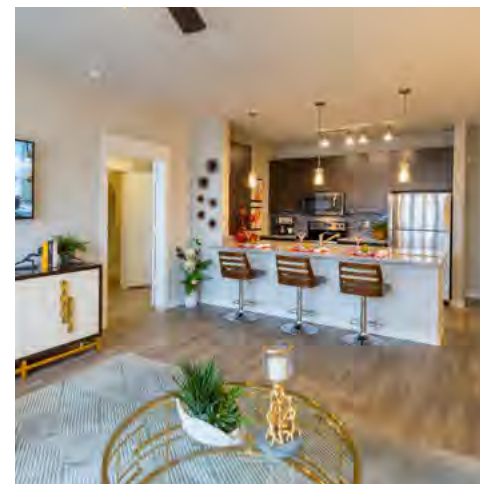


-304 Keys; 43,000 SF Conference Center





642 CLASS A MULTI-FAMILY UNITS

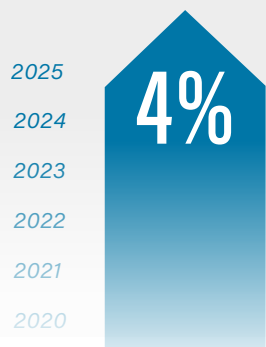


KATY:

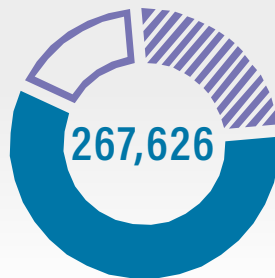
SETTING THE STANDARD FOR HOUSTON'S SUBURBS

Within a five-mile radius of Katy Boardwalk, 2020

Fastest growing suburb at
over 6% annual growth



Population density
of 267,626



Daytime Population
density of 247,470



2020 estimated
AVG. HHI \$135,646



2020 Estimated Median
HHI of \$106,186



Median Home
Value \$293,652



TAPESTRY SEGMENTATION

The following top 3 unique segments within a five-mile radius of Katy Boardwalk make up nearly 66% of the population within five miles.

BOOMBURBS

36.9%



Average Household Size

3.25

Median Age

34.0

Median Household Income

\$113,400

PROFESSIONAL PRIDE

12.1%



Average Household Size

3.13

Median Age

40.8

Median Household Income

\$138,000

UP & COMING FAMILIES

15.3%



Average Household Size

3.12

Median Age

31.4

Median Household Income

\$72,000

Compared to the National Average, Katy residents in the Professional Pride consumer segment:



Spend 93% more on
Food and Dining Out



Spend 111% more on
Apparel and Services



Spend 105% more
on Entertainment

POPULATION SUMMARY

ANNUAL HOUSING

Starts of 2,729 in 2020



GROWING POPULATION

385,000 expected to grow to 449,000 people + by 2025 (4% growth rate.)



HOUSEHOLD GROWING

124,000 to 144,000 by 2025 with an average household income of \$101,000 growing to \$105,000 by 2025.



AREA EMPLOYERS: TOP 10 EMPLOYERS – KATY AREA

EMPLOYER	EMPLOYMENT ESTIMATES
Katy ISD	11,000
Shell Exploration & Production	5,000
Wood Group	4,500
BP North America	4,000
Katy Mills	3,000
Amazon	2,800
Academy Sports & Outdoors	2,700
Houston Methodist (Hospital)	2,000
La Centerra	1,600
Geico Claims	1,400

AMAZON HAS THREE FULFILLMENT CENTERS IN THE KATY AREA OVER 2,800 FULL-TIME EMPLOYEES.

RETAIL GAP ANALYSIS

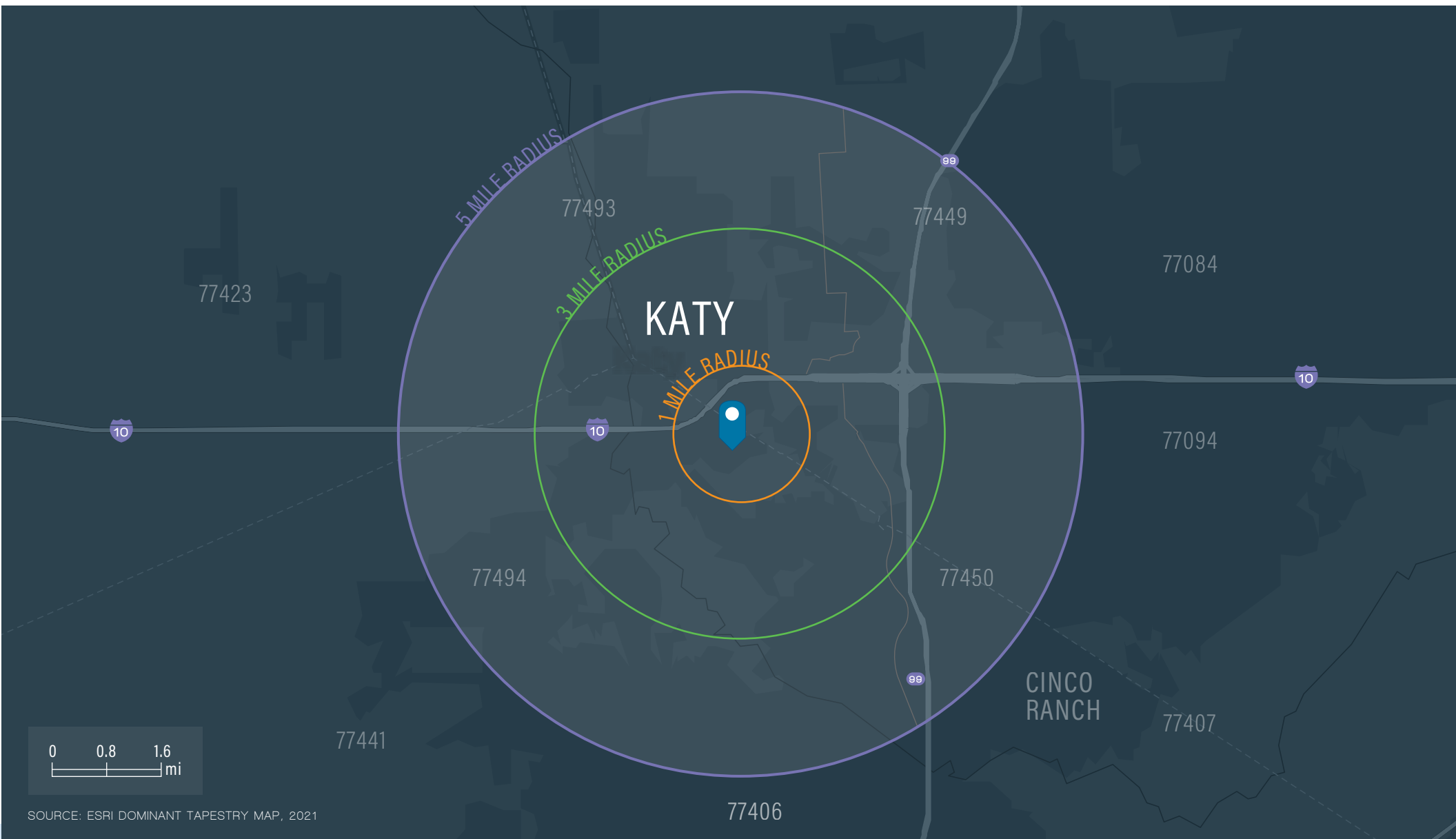
AMOUNT SPENT FOR FOOD (2020)

DOLLARS SPENT	AVERAGE	TOTAL
At Home	\$7,539.78	\$935,061,263
Away From Home	\$5,531.41	\$689,709,658
Total	\$13,101.20	\$1,624,277,263

RETAIL GAP (2017)

GROUP	GAP	LEAKAGE/SURPLUSE FACTOR
Grocery	\$226,000,000	13.5
Specialty	\$28,000,000	46.1
Beer/Wine/Liquor	\$151,000,000	15.9

DEMOGRAPHIC OVERVIEW

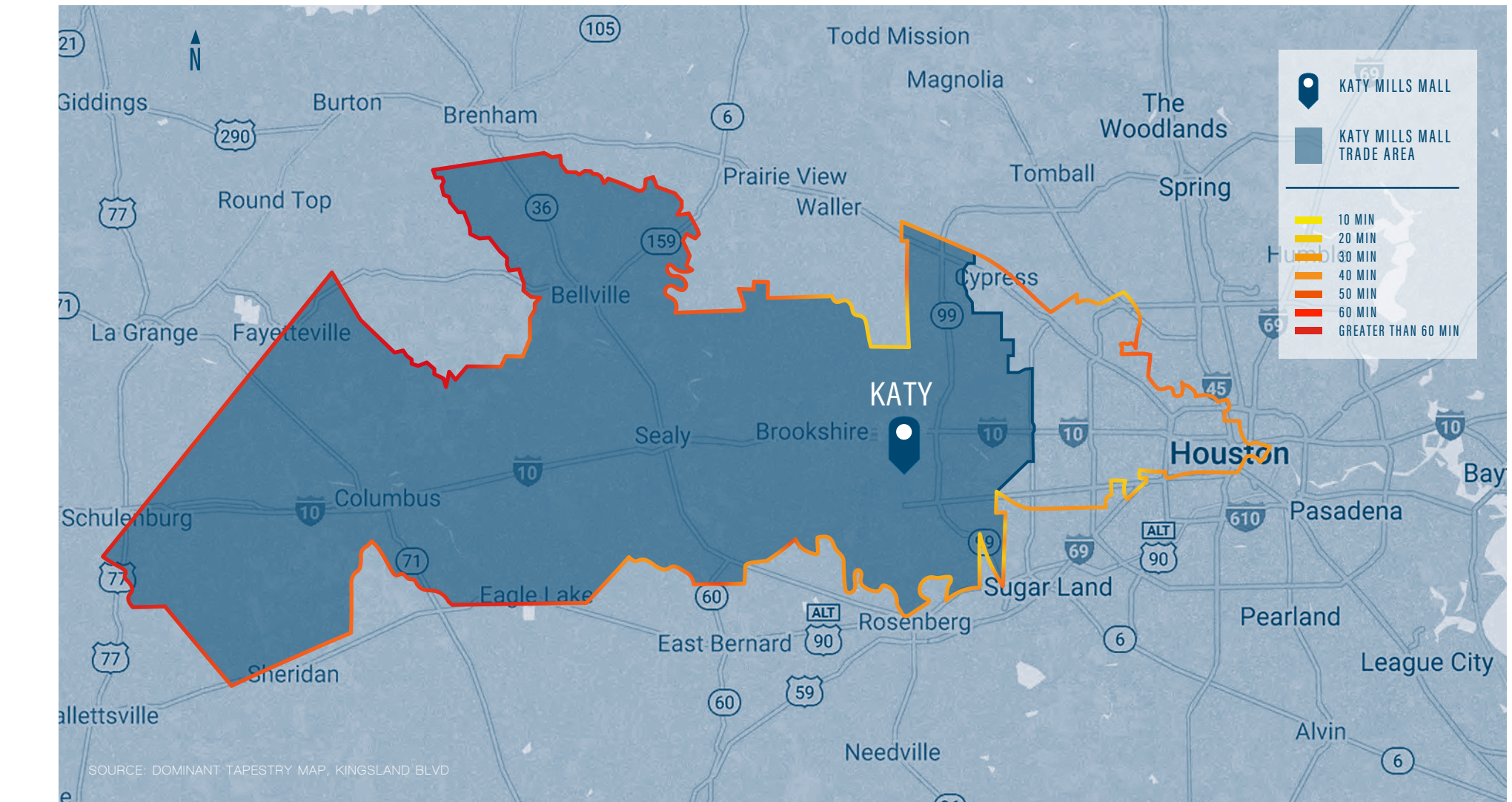


SOURCE: ESRI DOMINANT TAPESTRY MAP, 2021

DEMOGRAPHIC SUMMARY

1 MILE RADIUS



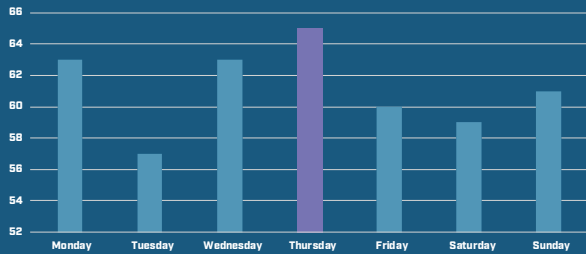


A REGIONAL DESTINATION

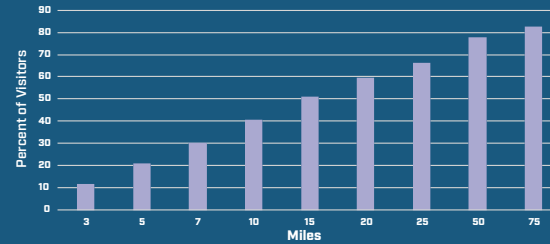
"14-15M VISITORS PER YEAR"

– KATY EDC

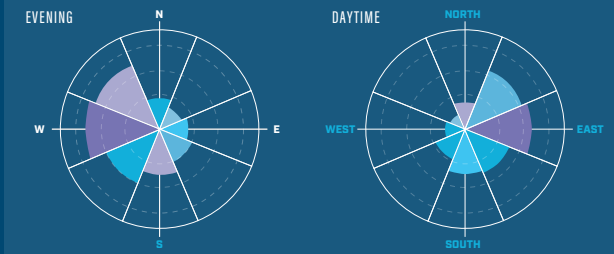
WEEKLY LINGER TIME (MINUTES)



CUSTOMER DISTANCE FROM KATY BOARDWALK



VISITOR DISTRIBUTION



KATY BOARDWALK



CONTACT

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A BRIGHT FUTURE
AT THE HEART OF KATY'S GROWTH