



# Valley Ranch Outlets

THE NEW RETAIL HUB FOR NORTHEAST HOUSTON



## Introducing Valley Ranch Outlets

*Northeast Houston's Premier Retail Experience*

Valley Ranch is a 1,400-acre master planned community located at the intersection of the Grand Parkway (TX-99) and Interstate 69 (I-69) in Montgomery County, one of the fastest growing counties in Texas.

Located only 25 minutes from Downtown Houston, the development consists of 1,500 single-family homes and over 650 multi-families residences with several more projected in the planning stages, planned office and medical district.

Valley Ranch Town Center, one of the largest mixed-use developments underway in Texas with over 1.5 million square feet of retail shopping, dining, entertainment, civic components and apartments has completed its first two phases with over 700,000 square feet open.

Now featuring Valley Ranch Outlets, the newest retail hub for Northeast Houston. Valley Ranch Outlets will be comprised of more than 500,000 square feet of dining, entertainment, shopping, hospitality, and luxury apartment homes. Valley Ranch Outlets provides the ideal location to relax, shop, and be entertained. Uniquely positioned to be Houston's premier destination to live, shop, work and play, Valley Ranch Outlets offers a first-class environment that benefits from prime visibility to locals and visitors alike.

Come see why Valley Ranch Outlets is at the cutting edge of mixed-use development.



## KEY

- Outlet Retail**  
approx 250,000sf
  - Power Center**  
approx 440,000sf
  - Entertainment Anchor**  
approx 100,000sf
  - Retail**  
approx 60,000sf
  - Residential**  
approx 50,000sf
  - Restaurant**  
approx 70,000sf
- 
- OVERALL RETAIL**  
APPROX 850,000SF
  - Rec Center**  
approx 40,000sf
  - Hotel**  
approx 80,000sf
  - Office**  
approx 100,000sf



## SITE LOCATION





# HOUSTON

Houston is the **4th largest metropolitan area** in the United States with a population of 6.9 million with expected growth to surpass Chicago as the largest city by 2030.

Houston had the **2nd highest population growth** in the US from July 2016 - July 2017, adding **94,417** residents in that timeframe. The city is projected to grow at an annual rate of **4.3%** with every expectation of becoming the **3rd largest city in the US by 2025**, while Montgomery County is expected to double in the next 15 years.

Strong demographics underpin this unique location which is well-positioned to capitalize on population and income growth projections:

	30 MILES	45 MILES	60 MILES
POPULATION	3,131,822	6,183,620	6,891,434
POPULATION GROWTH (2017-2022)	2.01%	2.00%	2.10%
MEDIAN AGE	32.8	34.0	34.3
AVERAGE HHI	\$89,941	\$91,645	\$92,465



165k  
POPULATION



90k  
AVERAGE  
HOUSEHOLD  
INCOME



120k+  
DAILY  
TRAFFIC  
COUNTS



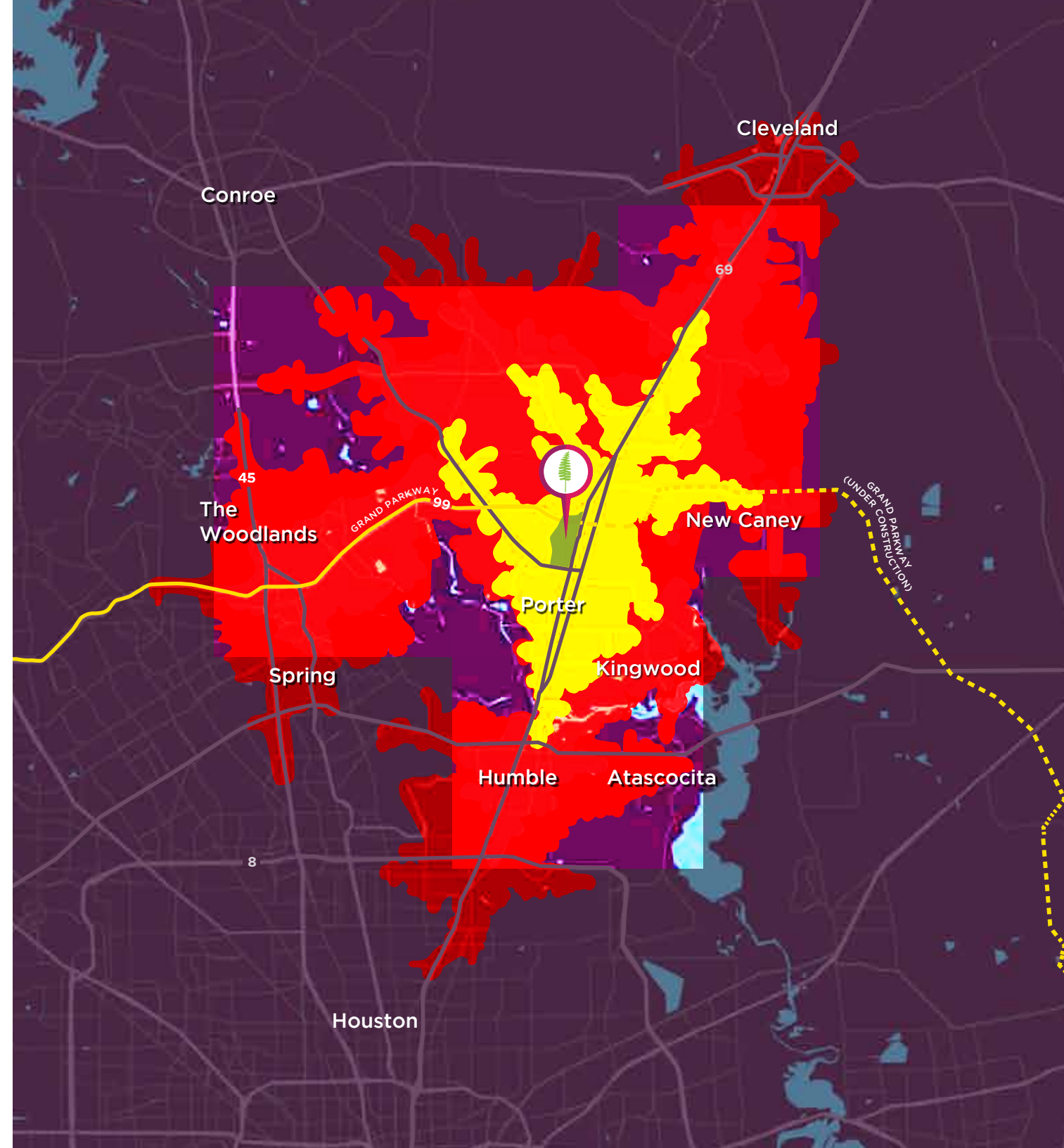
1,400  
VALLEY  
RANCH  
ACRES



240  
DEDICATED  
ACRES TO  
HEALTHCARE



100%  
FULL  
OF  
LIFE!



TOTAL ESTIMATED  
DAYTIME POPULATION  
WITHIN THE 10-MIN  
DRIVE TIME

130,000

DRIVE TIME

- 5 MIN
- 10 MIN
- 15 MIN



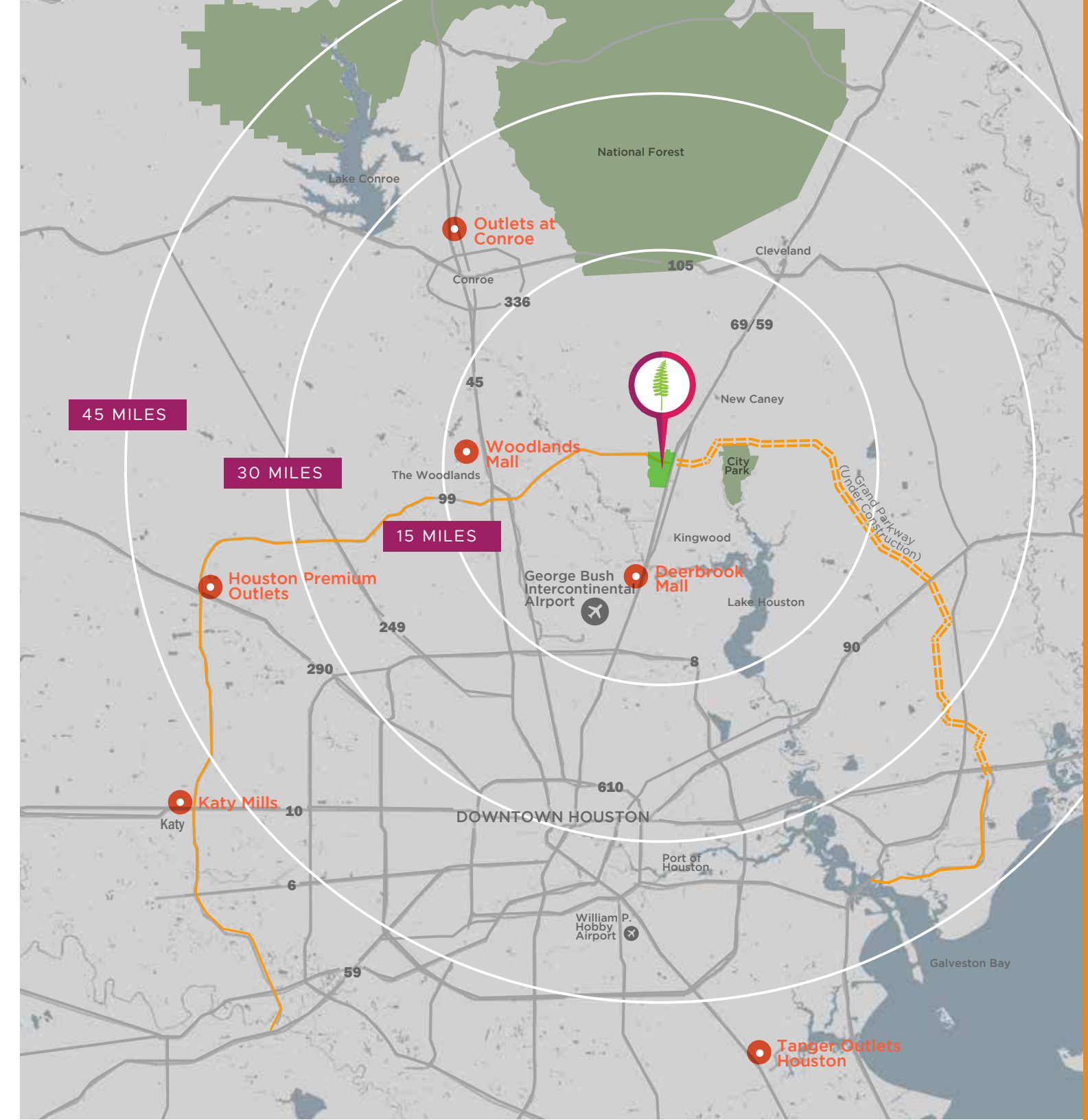
VALLEY RANCH  
OUTLETS

# Excellent Location at the Epicenter of Growth at the Interstate 69 corridor

*Interstate 69 and Grand Parkway (99) in the Northeast Houston Area*

Strong demographics underpin this unique location which is well-positioned to capitalize on population and income growth projections:

	DISTANCE FROM VALLEY RANCH OUTLETS	ANCHORS
<b>HOUSTON PREMIUM OUTLETS</b>	38 miles	Saks Fifth Saks Avenue OFF 5th, Nike Factory Store, adidas, Columbia Sportswear, Forever 21, Brooks Brothers Factory Store, Tommy Hilfiger, GAP Outlet, Express Factory Outlet, Polo Ralph Lauren Factory Store, Coach, Calvin Klein
<b>TANGER OUTLETS HOUSTON</b>	58 miles	Old Navy Outlier, Under Armour Factory House, Coach, Brooks Brothers Factory Store, J Crew Factory, Banana Republic Factory Store, Calvin Klein, Nike Factory Store, Columbia Sportswear Factory Store, Polo Ralph Lauren Factory Store
<b>DEERBROOK MALL</b>	10 miles	Macy's, Forever 21, Dillard's, Sears, JCPenney, AMC Theatres, Dick's Sporting Goods
<b>WOODLANDS MALL</b>	18 miles	Nordstrom, JCPenney, Dillard's, Dick's Sporting Goods, Forever 21, Macy's, Barnes & Noble
<b>KATY MILLS</b>	42 miles	AMC Theatres, Ross, Off Broadway Shoe Warehouse, Bass Pro Shops Outdoor World, Books-A-Million, Burlington, Neiman Marcus Last Call, Marshalls, Saks Fifth Avenue OFF 5TH, Old Navy Outlet, Sun & Ski Sports, Forever 21, H&M, Restoration Hardware Outlet
<b>OUTLETS AT CONROE</b>	21 miles	Levi's Outlet Store, Hanes Brands Outlet, rue21, dressbarn (no anchor tenants)

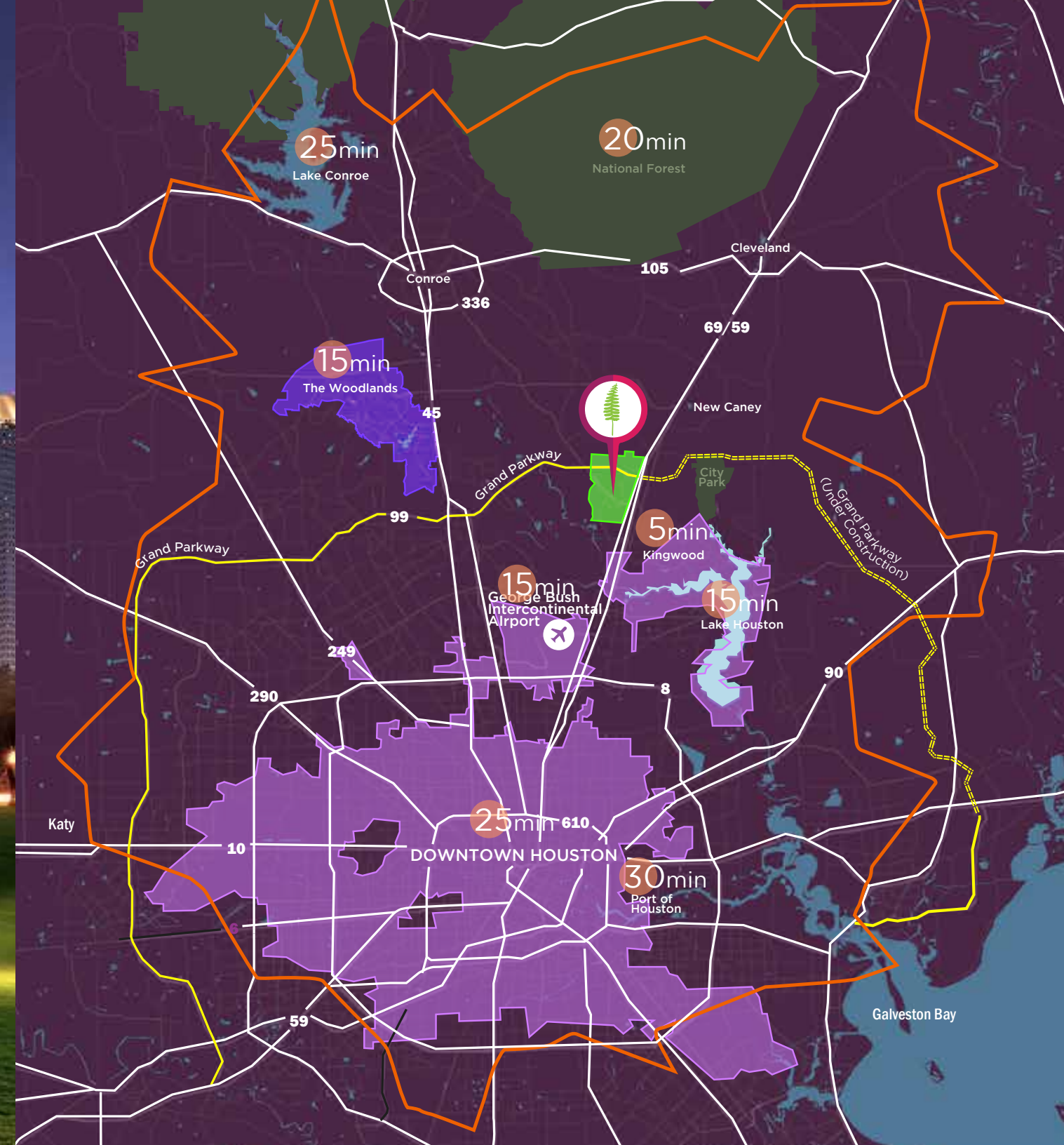







## LOCATION



Located in the Houston MSA, Valley Ranch Outlets offers all the wonderful attributes of Houston and has the added benefit of being conveniently located outside of the Houston city limits. The Valley Ranch development is **25 minutes** from downtown Houston, **15 minutes** from George Bush Intercontinental Airport and located at the main intersection of Interstate 69 and the Grand Parkway.

There is a population of over **6.9 million** living in the Greater Houston MSA, with **4.37 million within a 45 minute drive time or less** to Valley Ranch.



-  45 Minute Drive Time
-  Valley Ranch
-  Houston City Limits
-  Woodlands Township Limits
-  Valley Ranch Outlets



Projected Trade Area Population of **456,740**  
 2017 – 2022 Projected Population Growth: **+13%**  
 2017 – 2022 Projected Average Household Income Growth: **+12%**

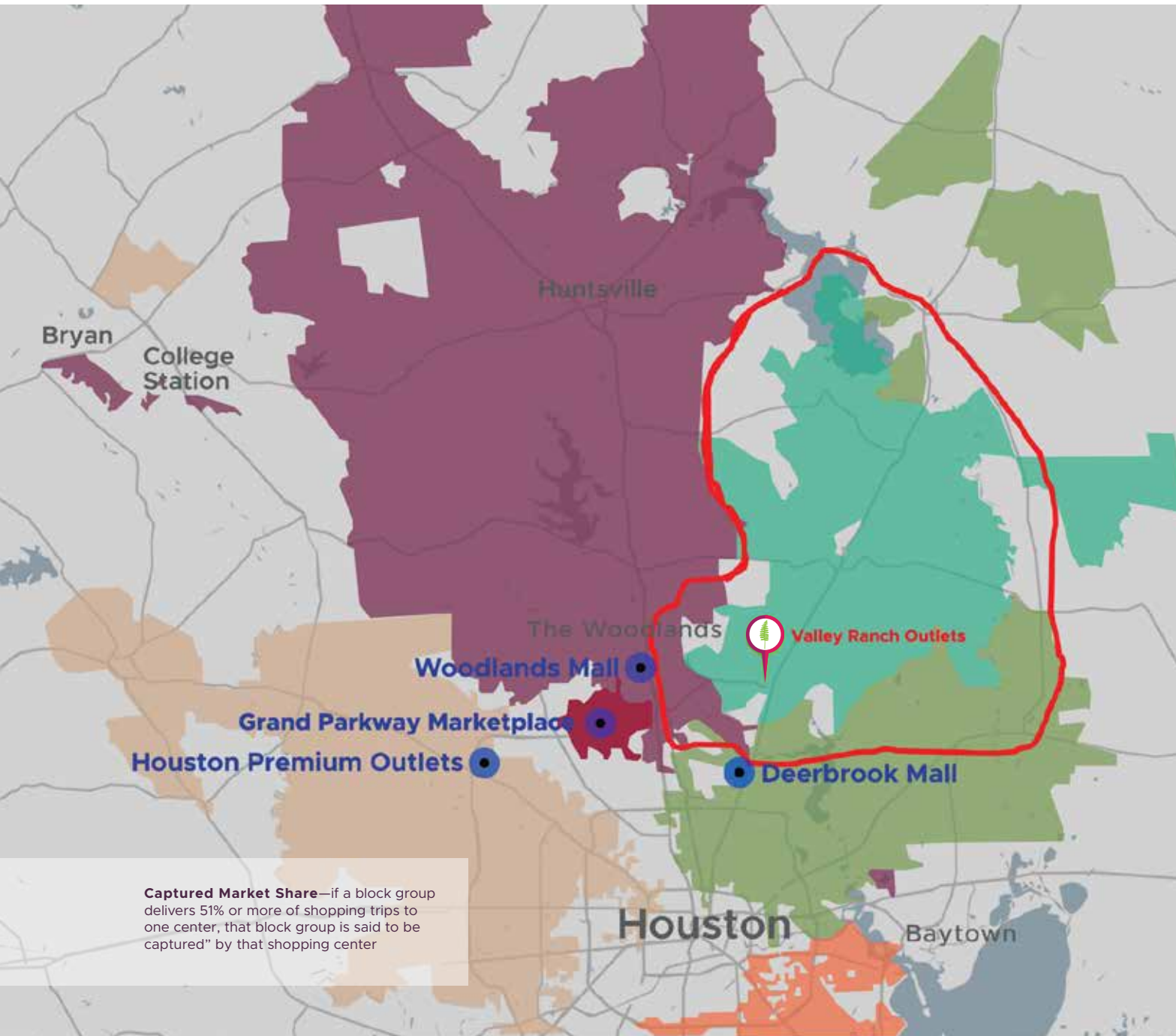
### VALLEY RANCH OUTLETS PROJECTED MARKET VS. HOUSTON MSA

2017 Projected Market Demographics		Houston Metropolitan Area	Projected Trade Area 2017	Projected Trade Area 2022	Index - Projected Trade Area vs. Houston Metro Area
<b>Population</b>		6,896,170	456,740	516,135	-
<b>Households</b>		2,383,382	154,464	173,944	-
<b>2017-2022 Population Growth Rate</b>		11.0%	13.0%	n/a	118
<b>Age</b>	18-24	13%	12%	11%	91
	25-34	21%	19%	19%	91
	35-44	19%	20%	20%	105
	45-54	17%	18%	17%	106
	55-64	15%	16%	15%	105
	65+	15%	15%	18%	103
	Average Age	44.6	45.3	45.9	102
<b>HH Income</b>	Less than \$50,000	39%	36%	24%	92
	\$50,000 - \$74,999	18%	20%	18%	111
	\$75,000 - \$99,999	12%	15%	15%	119
	\$100,000 - \$149,999	15%	16%	18%	103
	\$150,000 or more	16%	14%	17%	90
	Average Household Income	\$92,677	\$89,813	\$101,534	97
<b>Children in Household</b>		41%	41%	n/a	101
<b>Education</b>	Less than College	41%	44%	n/a	108
	Some College	27%	31%	n/a	114
	College Degree	21%	17%	n/a	84
	Post-Graduate Degree	11%	8%	n/a	67
<b>Ethnicity</b>	Caucasion/White	42%	60%	57%	144
	African-American/Black	13%	8%	8%	60
	Hispanic/Latino	27%	20%	22%	74
	Asian	6%	2%	2%	32
	Other	13%	10%	11%	82

Source: ESRI

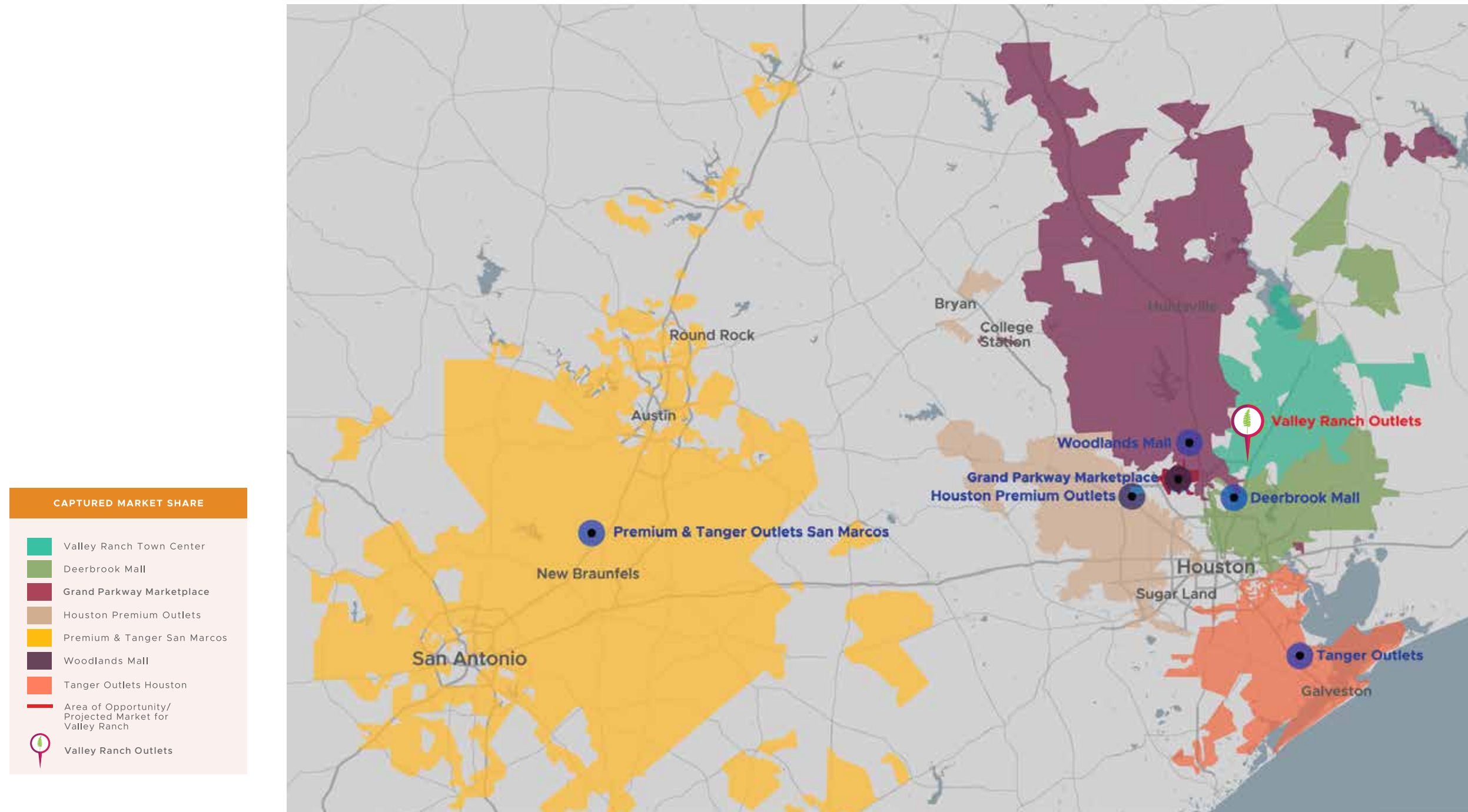


## CAPTURED MARKET SHARE—HOUSTON



**Captured Market Share**—if a block group delivers 51% or more of shopping trips to one center, that block group is said to be captured” by that shopping center

## CAPTURED MARKET SHARE—HOUSTON + CENTRAL TEXAS



- CAPTURED MARKET SHARE**
- Valley Ranch Town Center
  - Deerbrook Mall
  - Grand Parkway Marketplace
  - Houston Premium Outlets
  - Premium & Tanger San Marcos
  - Woodlands Mall
  - Tanger Outlets Houston
  - Area of Opportunity/Projected Market for Valley Ranch
  - 📍 Valley Ranch Outlets

# TORG

The **Outlet** Resource Group

Using an integrated approach, The Outlet Resource Group (TORG) works with owners and developers to strategically reposition underperforming assets, maximize performance of existing centers, develop new outlet center destinations, and provide professional guidance on retail expansion. TORG also acquires, develops, leases and markets centers around the world, from initial feasibility appraisal to a successful, value-enhancing exit.

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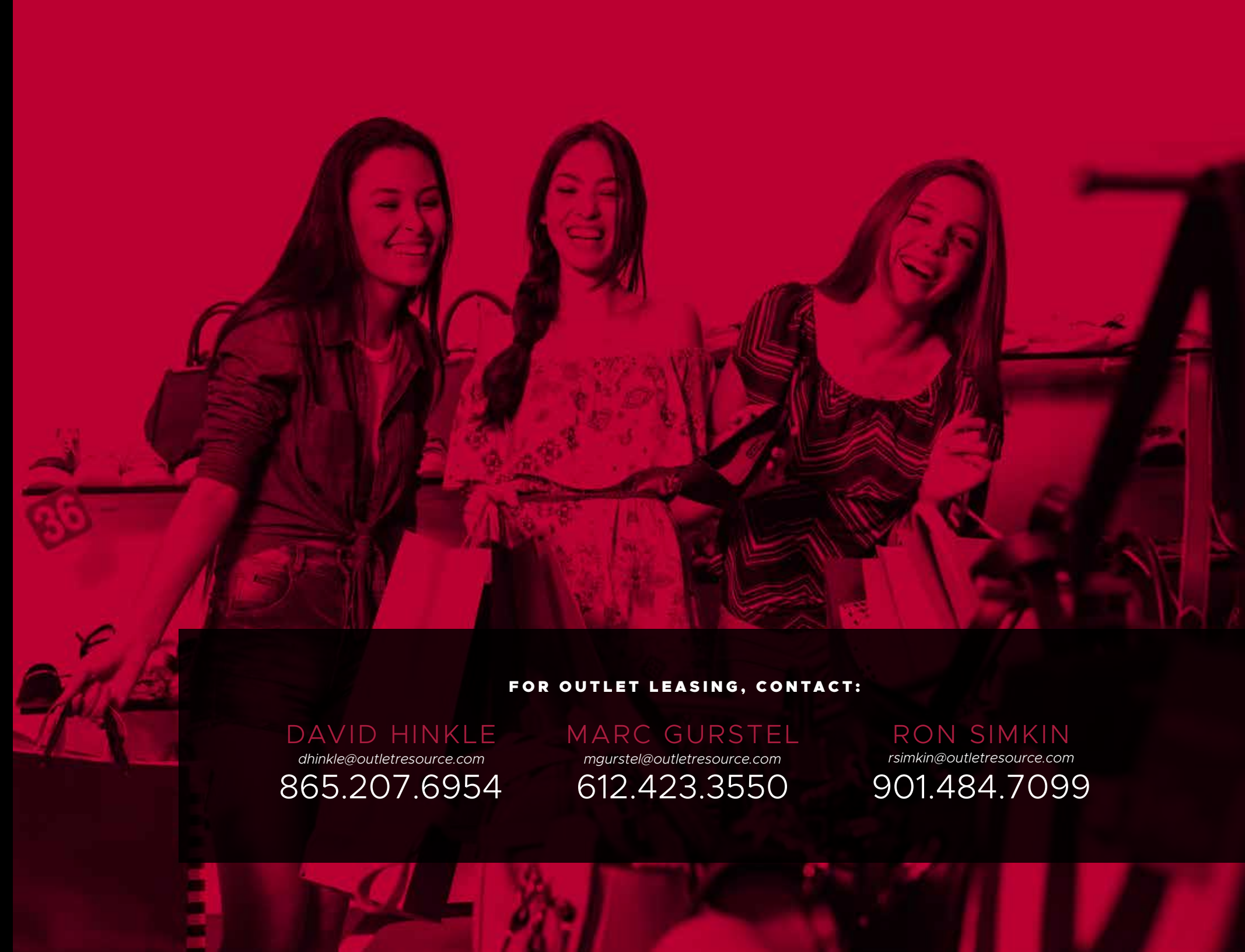
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## THE SIGNORELLI COMPANY

### Local Expertise, Entrepreneurial Mindset, Experienced Retail Team

Founded in 1994 by Daniel Signorelli, The Signorelli Company is a private real estate development company based in The Woodlands, TX and is a leader in the Texas real estate industry.

Diversified in all aspects of real estate development from single-family and multi-family to retail, commercial and mixed-use, the Signorelli leadership team has extensive development experience.

With a reputation for vision and execution, the company prides itself on identifying unique opportunities before they are obvious to the market. As the primary principal in our ventures, we have completed projects in excess in over \$800 million in past projects and current development.

The Signorelli Company has divisions in land, retail, healthcare, commercial, multi-family and single-family. Since its inception, the company has developed over 6,000 acres of residential, commercial, and multi-family projects including two of the largest master-planned communities in the Greater Houston area. The company is currently in the development and lease-up stage of over 3 million square feet of commercial, retail and medical assets within our projects.

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



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