



THE CITY OF
COLLEYVILLE, TEXAS




ACKNOWLEDGEMENTS

CITY COUNCIL

RICHARD NEWTON, MAYOR
BOBBY LINDAMOOD, MAYOR PRO TEM
TAMMY NAKAMURA, PLACE 1
KATHY WHEAT, PLACE 3
GEORGE DODSON, PLACE 4
NANCY COPLEN, PLACE 5
MIKE TAYLOR, PLACE 6

CITY STAFF

JERRY DUCAY, CITY MANAGER
MARK WOOD, EXECUTIVE DIRECTOR OF ECONOMIC DEVELOPMENT
AND COMMUNICATIONS
JAMES HUBBARD, ASSISTANT TO THE CITY MANAGER



Colleyville Economic Development
100 Main Street
Colleyville, TX 76034
817.503.1060

www.colleyville.com



TABLE OF CONTENTS

CITY OF COLLEYVILLE, TEXAS

WHY COLLEYVILLE_____	4
TRADE AREA MAP_____	5
POPULATION_____	6
INCOME_____	7
RETAIL METRICS_____	8
PSYCHOGRAPHICS_____	9
TRAFFIC COUNT_____	12
MAJOR EMPLOYERS_____	13
CITY AERIAL _____	14
GAP ANALYSIS_____	16
DEMAND_____	18



WHY

CHOOSE

COLLEYVILLE?

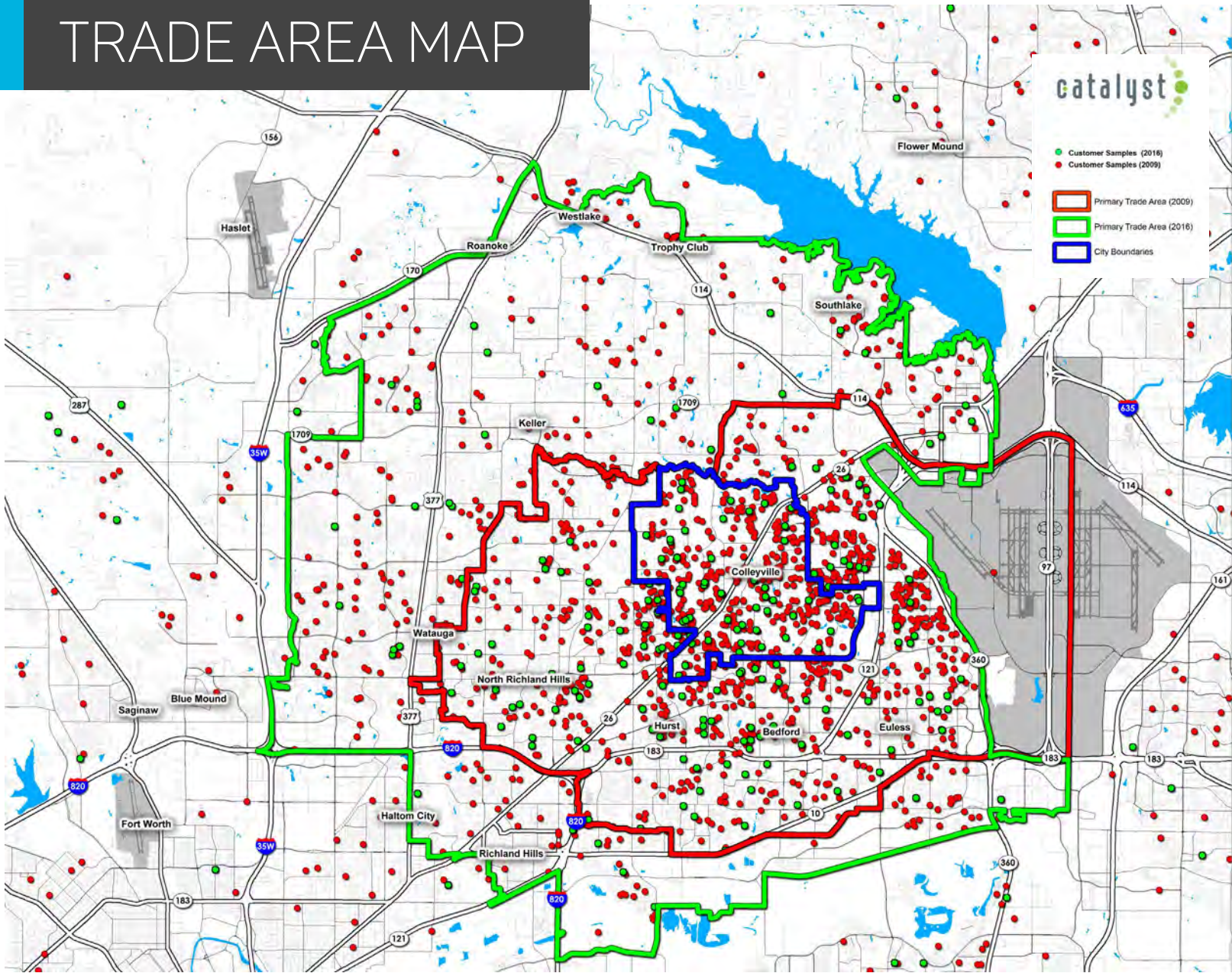
Situated in the heart of Dallas/Fort Worth area, within minutes of DFW International Airport, Colleyville offers the best of both worlds - destination shopping and sophistication, coupled with the laid-back, friendly atmosphere of a small town.

Money magazine named Colleyville to its list of "100 Best Towns in America." The choice is easy to understand. Colleyville has excellent schools, high quality neighborhoods, great places to work and is one of the safest cities in the U.S.

In addition, the city's shopping options are some of the best in the area. From upscale boutiques or luxurious spas to quality dining and signature grocers, Colleyville has something for everyone.



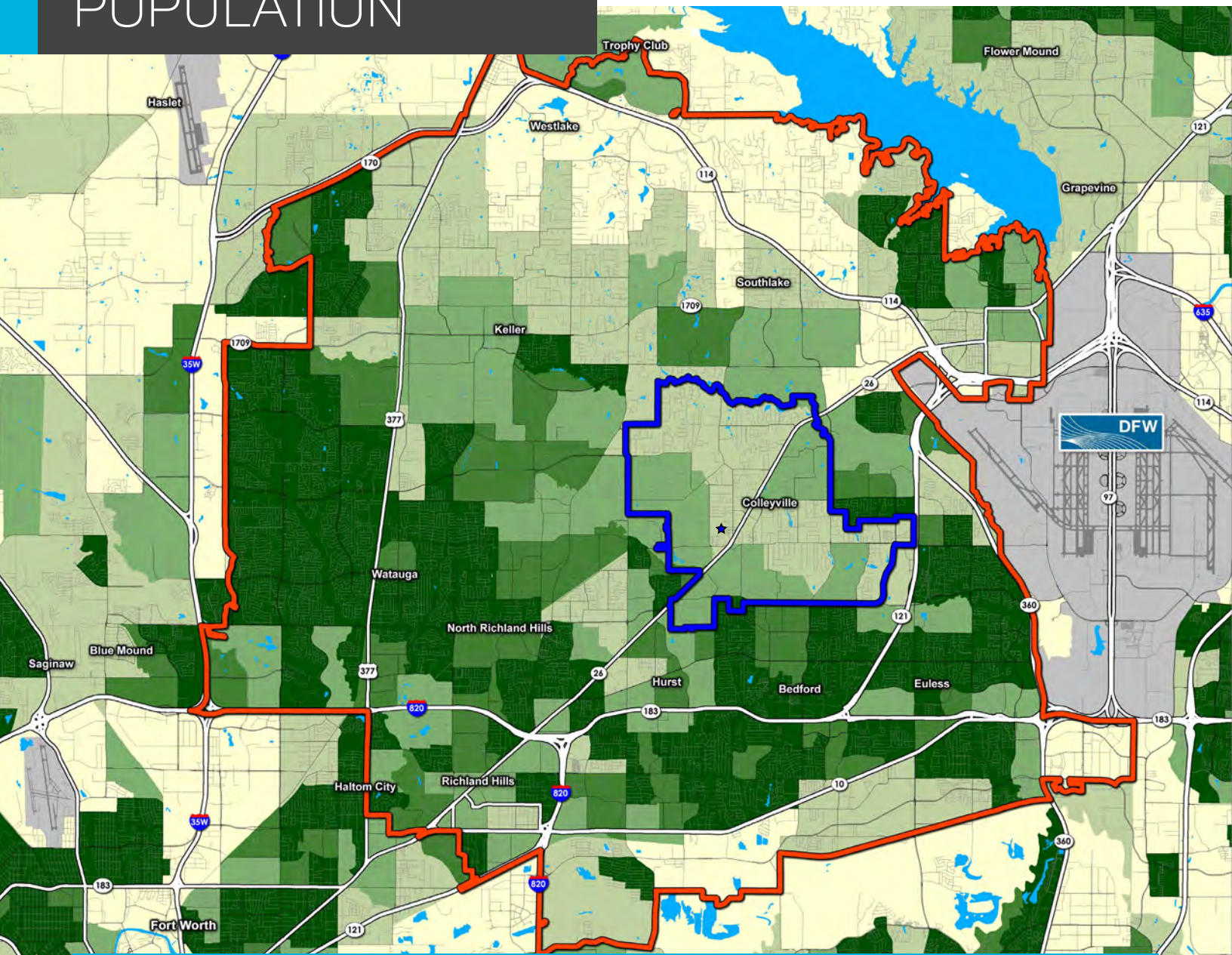
TRADE AREA MAP



METHODOLOGY

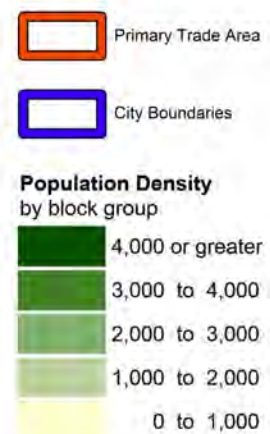
In 2009, Catalyst created the Primary Trade Area (PTA) for Colleyville using 3,200 customer intercepts. These samples were collected from locations along State Highway 26, at Colleyville Town Center, Village Park Shopping Center, and Albertsons Grocery Store at Glade Road and State Highway 121. These samples were geocoded and Catalyst used a 65% capture rate to define the Primary Trade Area for Colleyville using block groups. In 2016, Catalyst collected an additional 500 customer intercepts to update the Primary Trade Area. The map above reflects the updated 2016 Primary Trade Area and original 2009 PTA. The 2016 PTA includes greater area to the west and north due to the increase in destination tenants and modification in block group boundaries since 2009.

POPULATION



DEMOGRAPHICS

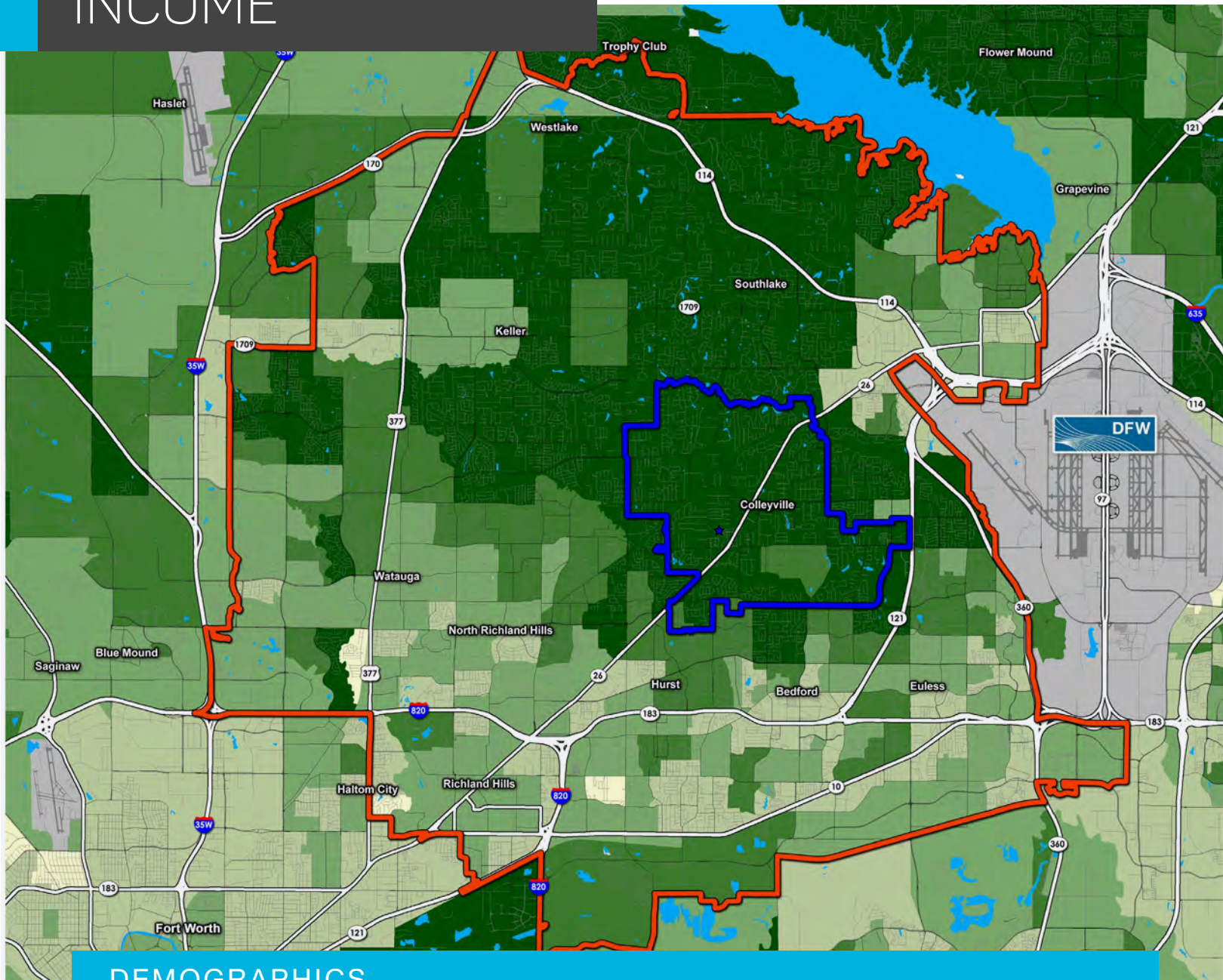
	1 mile	3 miles	5 miles	PTA
2015 Population	6,221	75,063	247,878	532,413
2020 Population	6,761	79,885	266,991	583,422
% Growth 2015 - 2020	8.7%	6.4%	7.7%	9.6%
Workplace Employees	2,860	23,603	116,933	224,186
Households	2,236	28,422	95,364	199,944
% White	83.6%	82.7%	73.5%	69.7%
% Black	2.1%	2.8%	5.2%	6.1%
% Other	14.3%	14.5%	21.3%	24.2%



COLLEYVILLE CITY HALL (100 MAIN STREET) REPRESENTS THE STUDY POINT.

SOURCE: STI

INCOME




DEMOGRAPHICS


	1 mile	3 miles	5 miles	PTA
Median HH Income	\$126,239	\$112,445	\$87,836	\$80,963
Average HH Income	\$166,528	\$139,086	\$106,634	\$96,950
% HHs w/ Income less than \$25,000	4%	7%	13%	13%
% HHs w/ Income \$25,000 - \$50,000	11%	14%	20%	20%
% HHs w/ Income \$50,000 - \$75,000	13%	14%	16%	19%
% HHs w/ Income \$75,000 - \$100,000	10%	13%	13%	15%
% HHs w/ Income \$100,000 or greater	63%	52%	38%	34%


 Primary Trade Area


 City Boundaries


Average Household Income by block group

 \$100,000 or greater

 \$75,000 to \$100,000

 \$50,000 to \$75,000

 \$25,000 to \$50,000

 less than \$25,000

COLLEYVILLE CITY HALL (100 MAIN STREET) REPRESENTS THE STUDY POINT.

SOURCE: STI

RETAIL METRICS

Retail Metrics

CITY OF COLLEYVILLE

- **1,616,944 SF**
2016 Total Square Footage
- **3.9%**
2016 Vacancy Rate



Vacancy Rate

3.9%



Average Rental Rates

\$17.96

\$15.00



Population

25,487

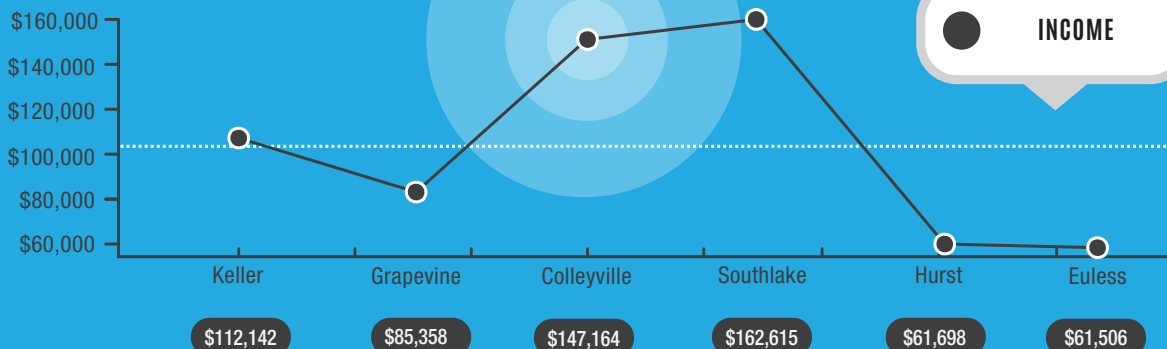
23,241

● 2016

● 2010

Market Comparison

Colleyville has a median Income of **\$147,164**



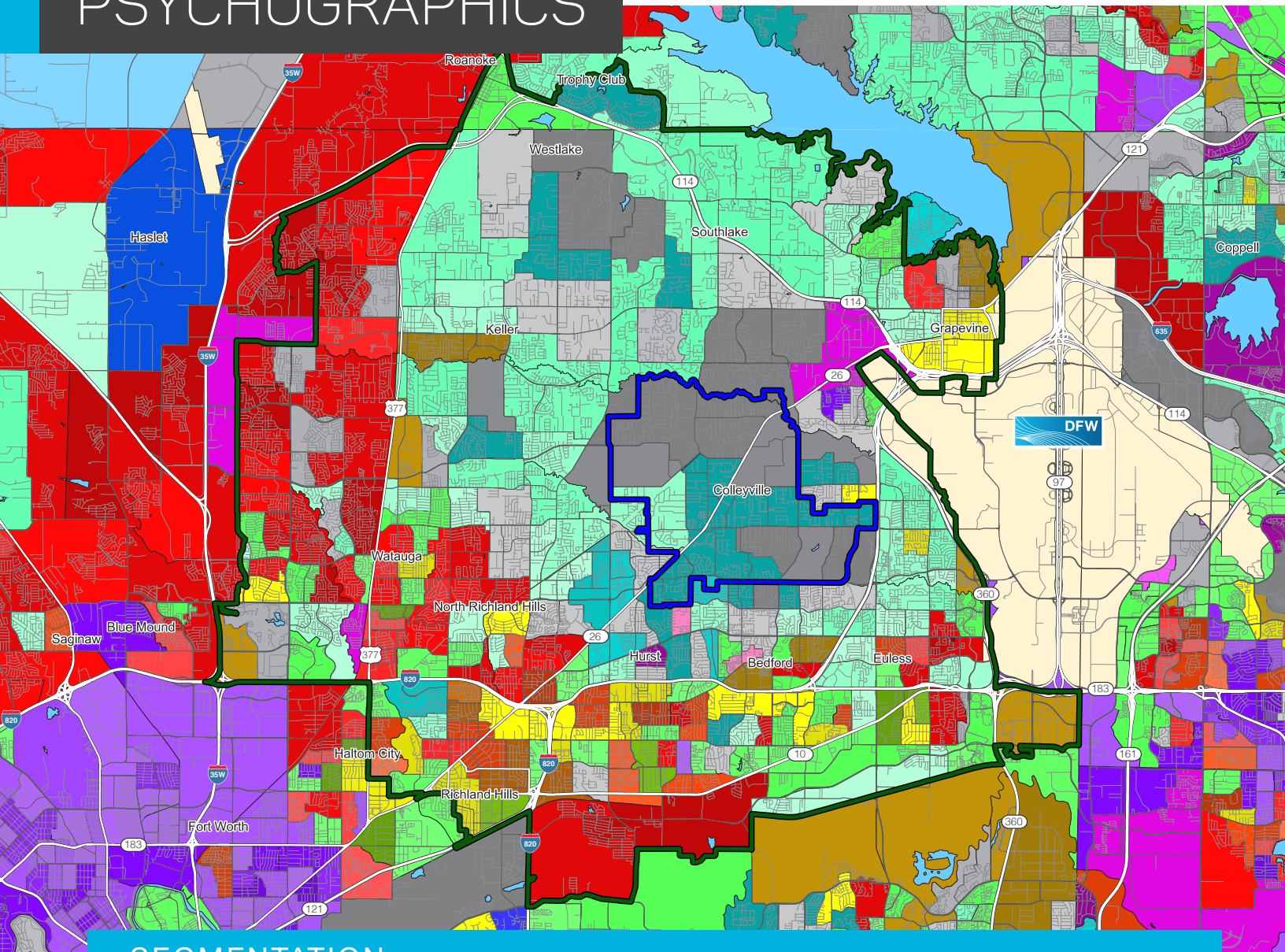
SPENDING PATTERNS



Colleyville residents spend **2.2 times** more on Retail Goods than the US Average

Colleyville	\$2,444	\$2,556	\$1,741
US Average	\$1,103 (45%)	\$1,097 (43%)	\$758 (44%)
	 Food Away From Home Per Year	 Entertainment	 Apparel and Services

PSYCHOGRAPHICS



SEGMENTATION

Crème de la Crème

- Empire Builders
- Grand Masters
- Marquis Class
- American Knights
- Urban Squires
- Regents

Urban Cliff Climbers

- Charmed Life
- Sitting Pretty
- Kindred Spirit
- Middle of the Road
- White Collar Status
- Blue Collar Starts

Urban Cliff Dwellers

- Social Whirls
- Managing Business
- Nest Builders
- Gainfully Employed
- Strapped

Seasoned Urban Dwellers

- Gray Eminence
- Fall Years
- Still in the Game

Thriving Alone

- Gurus
- Wizards
- Apprentices

Going it Alone

- Hard Act to Follow
- SM seeks SF
- Solo Acts
- Down But Not Out

Struggling Alone

- Urban Moms
- Apron Strings
- Solemn Widows

Single in the Suburbs

- Educated Earners
- Suburban Singles
- Hard Hats/Hair Nets

Married in the Suburbs

- Bonds and Babies
- Great Generations
- Couples with Capital
- Kith and Kin
- Sublime Suburbia

Retired in the Suburbs

- Stocks and Scholars
- Marmalade and Money
- Stately Suburbs

Living with Nature

- Country Villas
- Pastoral Vistas
- Terra Firma
- Stock in Trade
- Rough and Ready
- The Outback
- Cornucopia

Working With Nature

- Land Barons
- Fertile Acres
- Breadbasket
- Farmers Circle
- Crops and Tractors

Harlem Gateway

- Harlem Gentry
- East Side
- Upper East Side
- Lower East Side
- Between Jobs

Espaniola

- Anos de Quincenera
- Los Padres
- Los Novios
- Los Padrinos
- Los Solteros
- Los Trabajadores

Specialties

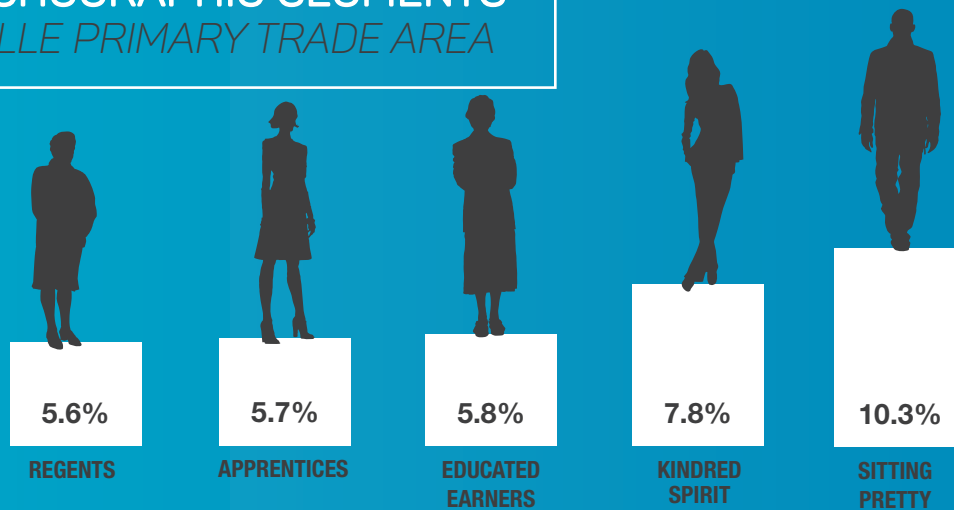
- Golden Heritage
- East Meets West
- Group Quarters
- Doublewides
- Centurions
- Legacy Years
- Collegian

Unspecified

- Unspecified

TOP PSYCHOGRAPHIC SEGMENTS

COLLEYVILLE PRIMARY TRADE AREA

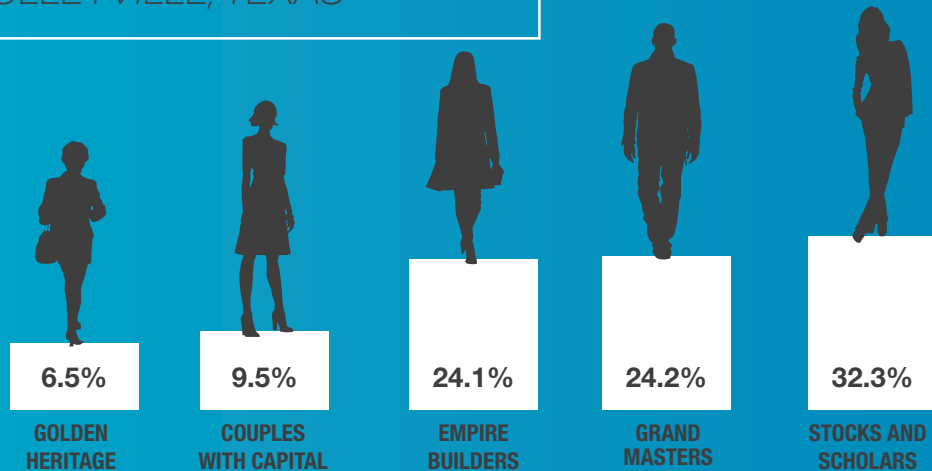


Psychographics are based upon the beliefs, attitudes, values, and behaviors of the customer base. Psychographics offer a deeper perspective on the “wants” and “needs” of the consumer. Psychographics differ from demographics; they offer ways of grouping potential consumers by spending patterns and lifestyles within the Colleyville Primary Trade Area.

- SITTING PRETTY**
 Among the Urban Cliff Climbers neighborhoods that are home to the backbone of America’s workforce are the Sitting Pretty segments. This group is young (20s to 30s), but enjoying good income levels (between \$50,000 and \$60,000). Their relatively high earnings range comes from middle class white collar jobs in several occupations, including management, protective services, personal care, sales, office administration, and repair services. Their higher than average salaries keep them and their mostly newborn to 13 year old children very comfortable in their urban abodes, in all probability surrounded by all of the creature comforts required to please all of the senses, from big screen high-def TVs, to fully equipped SUVs. With good college educations and good jobs, the Sitting Pretty residents have earned their comforts they enjoy.
- KINDRED SPIRIT**
 Kindred Spirits are home to people who keep America humming because they are the ones doing the work, as well as their fair share of the spending. The residents of these Urban Cliff Climber neighborhoods are 20 to 30 years old, married with children of all ages (but slightly more in the younger ranges), earning above average, with some college education, and employed in a cross-section of the nation’s middle class occupations. These residents earn an income slightly above the national average in a wide range of jobs, such as protective services, food preparation, personal care, sales, office administration, construction, and repair services. With kids to raise and relatively good incomes, Kindred Spirits no doubt enjoy a big slice of classic middle-class life.
- EDUCATED EARNERS**
 Residents of Educated Earners segments are an anomaly: they have a relatively high level of college education (50 percent above average) and are employed in a slightly above average level of professional, white collar jobs, but are not top earners. Contributing to their income level could be their young age, which is in the 20s and low-30s. However, they could also be held down by their relatively high rate of single parent households. This Single in the Suburbs segments has a 50 percent higher than average level of single parents (both male and female) with children, especially kids under six years old. Some of the singles have never been married (50 percent above average) and a slightly lower divorce rate. One could easily presume that because these suburbanites have a 50 percent above average level of college education and an average level of employment in fields such as management, sales, and office support, they may one day work their way into a higher income level.
- APPRENTICES**
 Sharing the spotlight in the illustrious emerging single by choice or circumstance demographic are the residents of the highly urban Apprentices neighborhoods. These areas are home to the youngest residents of the Thriving Alone category. They are dominated by single people in their 20s and low-30s without children, who are alone primarily because they’ve never been married. In fact, Apprentices rank at almost three times the national average in non-family households. Owing to their young age, it’s too early to tell if the Apprentices’ dwellers will remain single, but for now they are living the good life with strong incomes. You can imagine this group being able to, on a whim, drop off their briefcases in their well decorated homes and take off for a weekend at the shore or on the slopes. These overwhelmingly college educated segments’ residents generate their income from white collar management and professional occupations. They earn less from interest/dividends than other Thriving Alone sectors, but this will likely change as the segment matures.
- REGENTS**
 Regents are highly urban Crème de la Crème neighborhoods with the vast majority of their residents in their 40s, fewer than average children under 17 years old, and a higher than average number of 65 plus year olds. Though they have fewer children, the residents in these areas have a higher than national average quota of married couples. Also higher than average are the number of college educated residents, people employed in white collar management and professional positions, and income from retirement investments/social security. The combination of income avenues, put these neighborhoods solidly in the top median annual income range — making their “middle-age” years extremely financially secure and materially comfortable.

TOP PSYCHOGRAPHIC SEGMENTS

CITY OF COLLEYVILLE, TEXAS



1

STOCKS AND SCHOLARS

As their name implies, Stocks & Scholars segments are chock-a-block with high-income smarties. You can almost see them searching their Sunday papers, not just for local arts and leisure activities, but also for the next great investment opportunity. This Retired in the Suburbs segment ranks in with one of the highest levels of college-educated residents: over two-times the national average. This group of neighborhoods also weights in with one of the highest levels of income from interest/dividends. However, the group is also notable for a 50-percent-higher-than average level of residents with self-employment income. Those who have to work in traditional occupations are largely employed in white-collar management, financial, and other professional positions. Add to that a growing population of seniors drawing retirement income, and it all adds up to a median income range of in the \$70,000s and \$80,000s. Stocks & Scholars neighborhoods are inhabited predominately by married couples. Those who have children tend to have older kids in the 13- to 17-age range.

2

GRAND MASTERS

Grand Masters are highly urban neighborhoods that enjoy the stature of their Crème de la Crème brethren in most measured areas, including education, occupation, and family composition. Grand Masters are home to 40-something white-collar professionals who are married-with-children, college educated, and employed overridingly in management and professional positions. Residents in these areas enjoy incomes of between \$70,000 and \$80,000 on average. While residents in Grand Masters earn an average level of income from their management and professional positions, they also have a higher-than-average population earning income from self-employment enterprises and interest/dividend income. They have a slightly higher-than-average percentage of families with children; with a modestly higher-than-average number of teens aged 13 to 17. Also, Grand Masters have slightly over two-times-the-national-average in college-educated residents, and nearly twice-the average number of people in white-collar management positions.

3

EMPIRE BUILDERS

Empire Builders are the upper echelons of the nation's top-ranking urban neighborhood category, the Crème de la Crèmes. These areas are home to the leading income earners in several categories, including management and professional salaries (for those who have to work), self-employment earnings, and interest/dividend proceeds. In fact, Empire Builders contain over two-times-the-national-average in white-collar professionals, two-times-the-average in self-employed business people, and two-times-the-average in interest/dividend income earners. All this adds up to a median annual income of \$90,000. With these credentials, it's no surprise these areas also house three-times-the-average in educated adults. Empire Builders' residents tend to be in their 40s, but are also home to a slightly above-average number of 65-plus-year-olds. Empire Builders are typically populated by traditional families who are married-with-children, though many of the families may have fewer children than the national norm.

4

COUPLES WITH CAPITAL

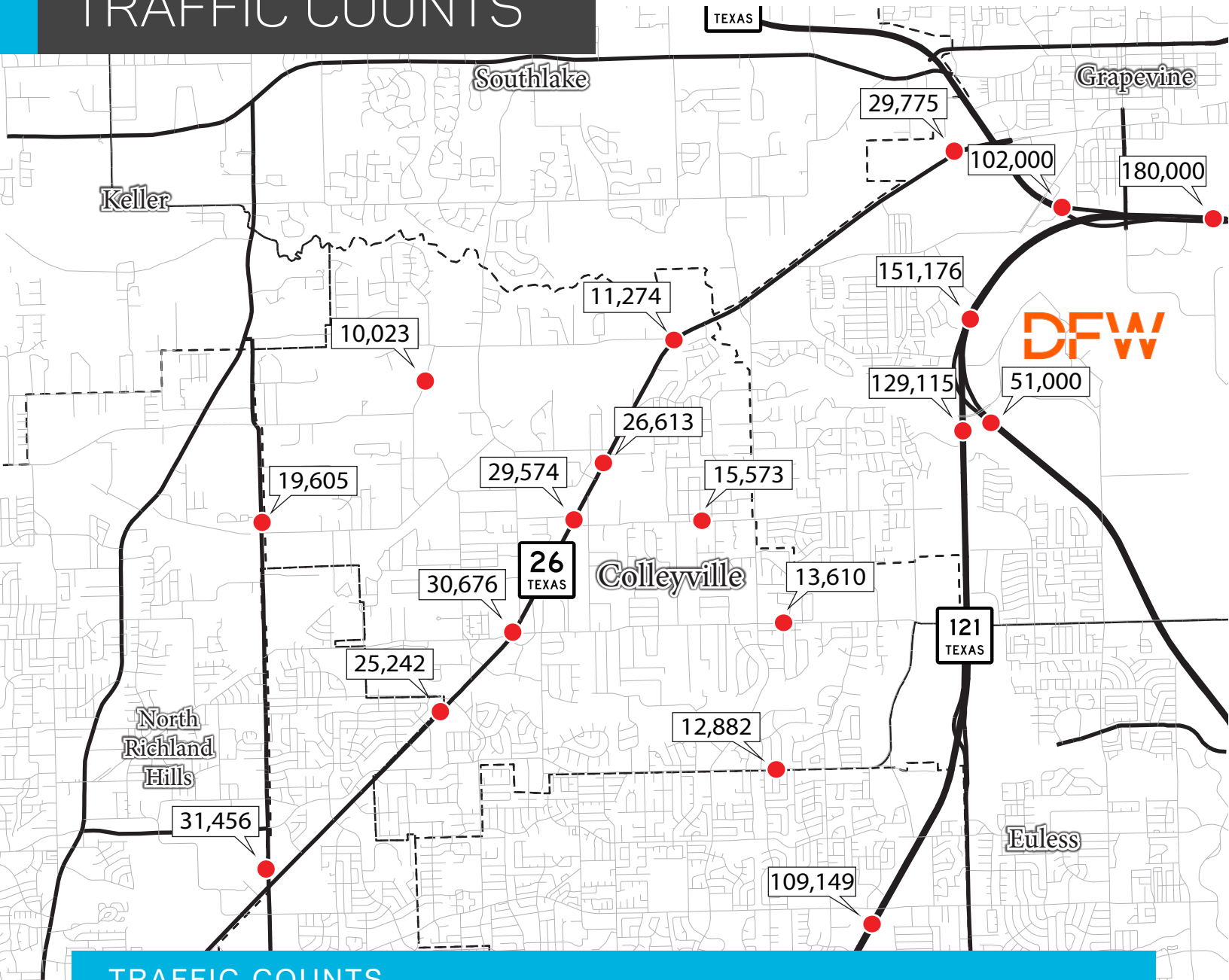
When people think of suburbs, they invariably think of kids, bicycles, ice cream trucks, and baseball games. But Couples & Capital neighborhoods defy this stereotypical suburb scenario — simply because they are home to a below-the-national-average level of children. Since these areas also rank below average in single residences, what you'll find if you knock on most doors are white-collar working couples. Most likely, the doors on which you knock are located in some pretty impressive homes — because people in these areas earn annual incomes of \$70,000s and \$80,000s. Since residents of these Married in the Suburbs segments aren't spending their money on children, it's logical to assume their spending it on nice homes, nice vacations, and other luxuries. However, since these 30-somethings are relatively young, the possibility of adding children to their homes is alive and well. But for now they'll continue to spend their days driving to their white-collar management and professional jobs — instead of to soccer games. And they'll continue looking for the wise investments that have them ranking well above average in interest/dividend income.

5

GOLDEN HERITAGE

When you think of senior citizens in America there are typically two images that come to mind. One is of very well off older citizens living comfortably, usually by the ocean, having the money both for a nice primary residence and for frequent vacations (perhaps in a comfortable recreational vehicle), playing shuffleboard or cards, and basically enjoying their post working years to the hilt. The other image is less appealing: of older Americas struggling to make ends meet and waiting each month for their social security checks to arrive. Market segmentation analytics bear out the reality of both of these images. And Golden Heritage segments are neighborhoods that are home to the former: in other words, the senior citizens living the good life in places like Florida, Arizona, and other appealing climates. The media age of these residents is 50s to low-60s. But they also show a nearly four times-average number of people over 65-years-old. These seniors are living comfortably on incomes in the median-range of the \$50,000s and \$60,000s. Much of their income is from social security and retirement (two-and-a-half-times-above-average). However, they also have a 75-percent-above-average level of interest/dividend income. Some of these seniors are still working at white-collar jobs in areas like management, professional and sales positions. There are many married-couples, but few children living in Golden Heritage neighborhoods. Obviously due to the residents' advanced years, these neighborhoods have a 50-percent-above-average level of widows and widowers.

TRAFFIC COUNTS



TRAFFIC COUNTS

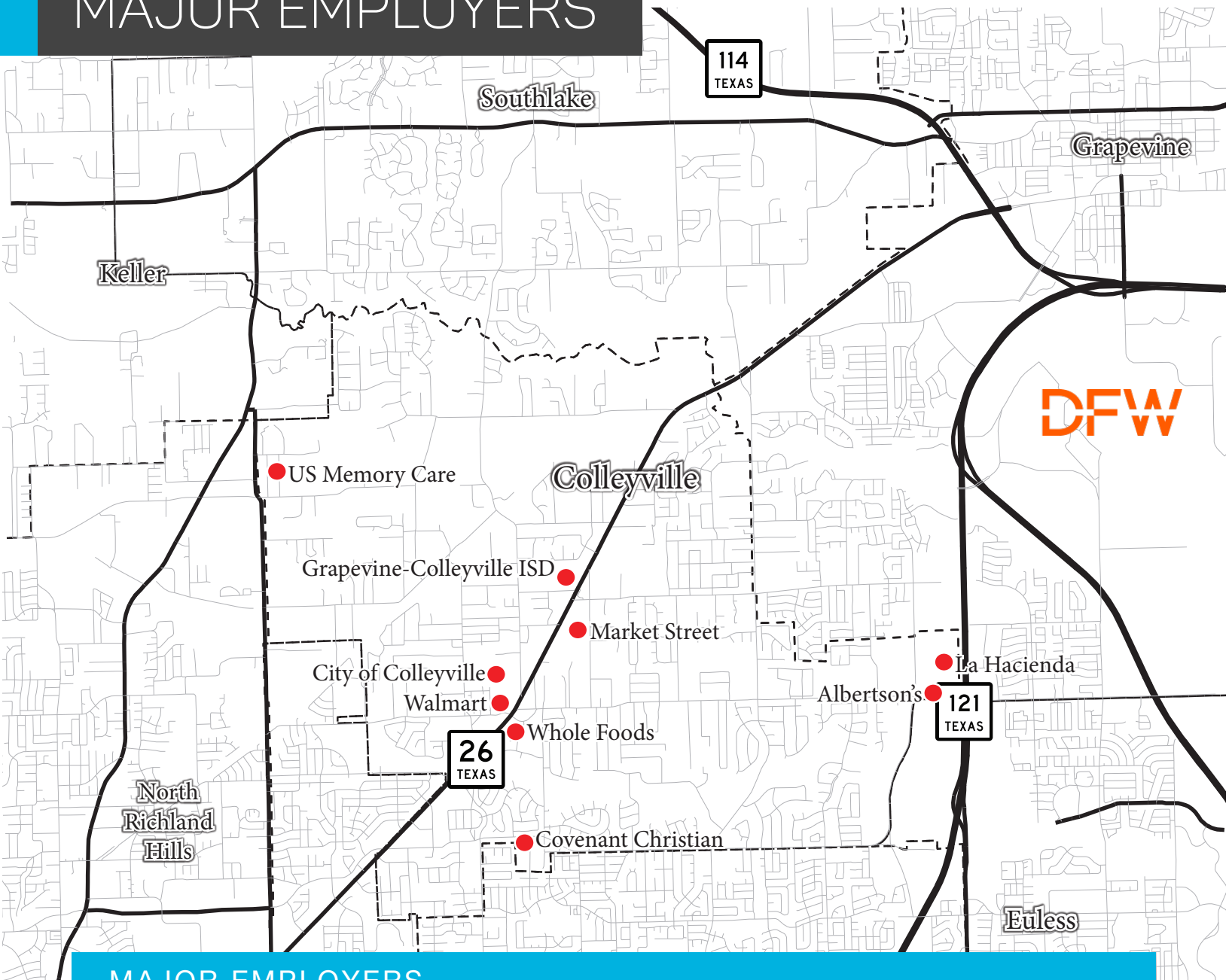
LOCATIONS

COUNTS

SH 114, East of S Main St.	180,000
SH 114, West of William D Tate Ave.	102,000
SH 26, West of SH 114	29,775
SH 121, North of SH 360	151,176
SH 121, South of SH 360	129,115
SH 360, South of SH 121	51,000
SH 26 at John McCain Rd.	34,890
SH 26, North of Tinker Rd.	26,613
Glade Rd., East of Pool Rd.	13,610

Precinct Line Rd., North of W L.D. Lockett Rd.	19,605
Cheek-Sparger Rd., East of Murphy Dr.	12,882
SH 121, South of Harwood Rd.	109,149
SH 26, South of Brown Trail	25,242
Precinct Line Rd., North of SH 26	31,456
Hall Johnson Rd., East of Highland Hills Ln.	15,573
Westcoast Dr., South of John McCain Rd.	10,023
SH 26 at Glade Rd.	30,676
SH 26 at Hall Johnson Rd.	29,574

MAJOR EMPLOYERS



MAJOR EMPLOYERS

Company	Employees	Address
Grapevine Colleyville ISD	611	3051 Ira E. Woods Grapevine, TX 76051
Market Street	345	5605 Colleyville Blvd. Colleyville, TX 76034
Life Time Fitness	250	1221 Church St. Colleyville, TX 76034
City of Colleyville	205	100 Main St. Colleyville, TX 76034
Covenant Christian Academy	130	901 Cheek-Sparger Rd. Colleyville, TX 76034
Whole Foods Market	125	4801 Colleyville Blvd. Colleyville, TX 76034
Albertsons	118	4000 Glade Rd. Colleyville, TX 76034
La Hacienda Ranch	100	5250 SH 121 Colleyville, TX 76034
Walmart Neighborhood Market	72	4904 Colleyville Blvd. Colleyville, TX 76034
US Memory Care	60	8100 Precinct Line Rd. Colleyville, TX 76034

CITY OF COLLEYVILLE TEXAS
 www.Colleyville.com
 Colleyville Economic Development
 100 Main St
 Colleyville, TX 76034
 p: 817.503.1060 | f: 817.503.1059

Southlake

Keller

Colleyville City Limits

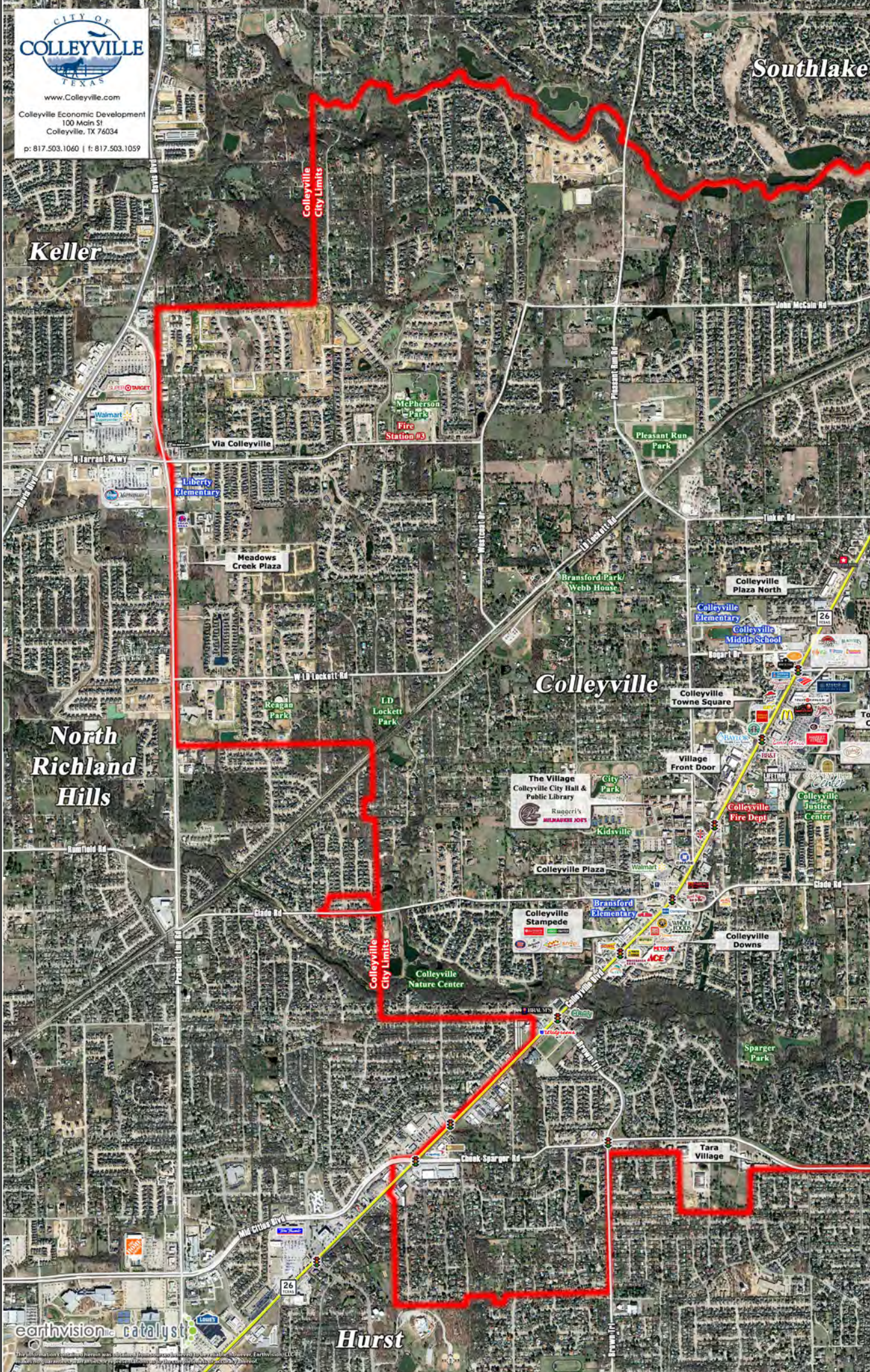
Colleyville

North Richland Hills

Colleyville City Limits

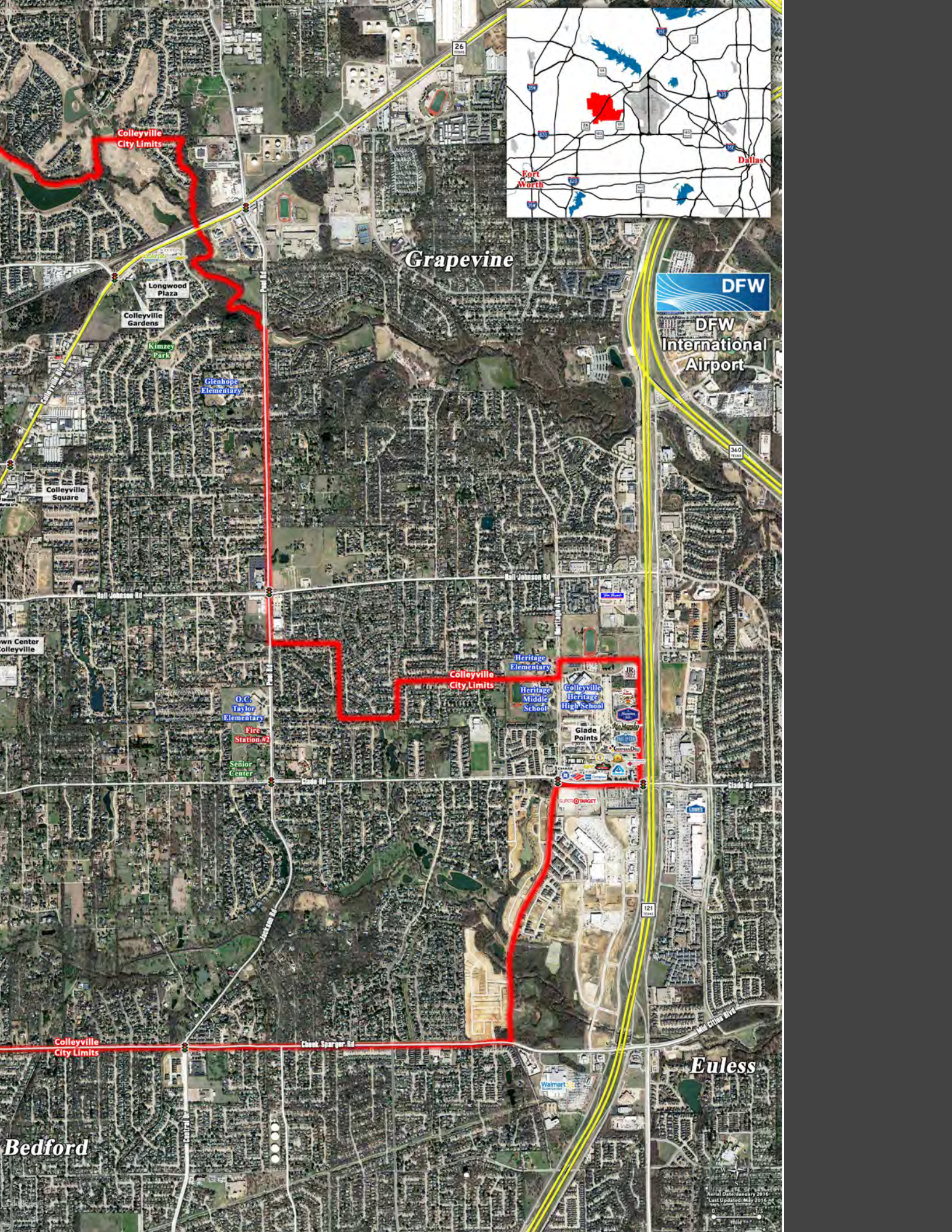
Hurst

2016 AERIAL



earthvision catalyze

This information is not intended to be used as a legal instrument. It is provided for informational purposes only. The City of Colleyville, Texas, is not responsible for any errors or omissions in this information. For more information, please contact the City of Colleyville, Texas, at 100 Main St, Colleyville, TX 76034. Phone: 817.503.1060. Fax: 817.503.1059.



Colleyville City Limits

Grapevine

DFW International Airport

Colleyville City Limits

Euless

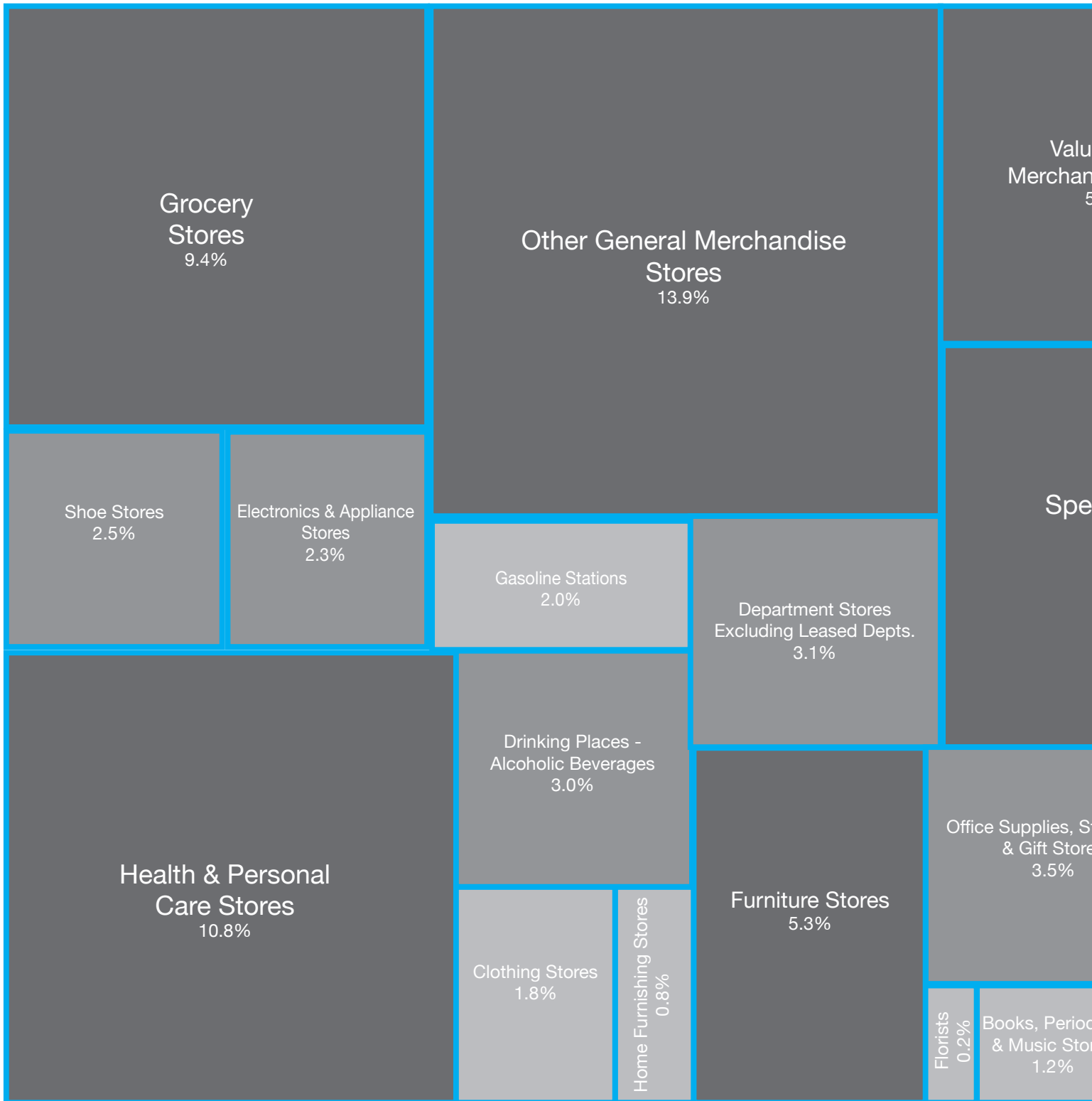
Bedford

Longwood Plaza
Colleyville Gardens
Kimzey Park
Glenhogs Elementary

Heritage Elementary
Heritage Middle School
Colleyville Heritage High School
Glade Points
Senior Center
Fire Station #2
O.C. Taylor Elementary

Aerial Data: January 2016
Last Updated: May 2016

PERCENTAGE OF DEMAND BY CATEGORY





Description:

Colleyville’s Primary Trade Area (PTA) has the greatest demand for “Other General Merchandise Stores.” This would include sub anchors like Belks, etc.

“Health & Personal Care Stores” make up the second largest percentage of retail demand within the Colleyville PTA. Sephora, ULTA Beauty, CVS, and Walgreens would all be included within this category.

“Grocery Stores” have the third most demand of any retail category in the Colleyville PTA. Within the grocery store category a variety of formats can exist, including smaller urban formats like Trader Joe’s and Royal Blue Grocery, or larger formats like Central Market.

The category of “Specialty Food Stores” has the fourth highest demand in the Colleyville PTA, which includes stores like Eatzi’s, Omaha Steaks, and niche operators like Jimmy’s Food Store in Dallas.

“Limited-Service Eating Places” has the fifth greatest demand within the Colleyville PTA. Contained in this category are stores similar to Modern Market, Start, Shake Shack, and various niche operators like R Taco.

“Value Oriented Stores” generate the sixth greatest amount of demand in the Colleyville PTA. Stores that exists under this category would include boutique resale stores, antique stores, and boutique thrift stores.

“Furniture Stores” are responsible for generating the seventh greatest amount of retail demand in the Colleyville PTA. Operators in the category exist in a variety of sizes and formats, exemplified by operators like West Elm, Weir’s, and Williams-Sonoma.

The eighth greatest demand generated in the Colleyville PTA is a result of “Building Material & Supplies Stores.” These operators can be exemplified by Home Depot, Lowe’s, and ACE Hardware.

DEMAND

Potential Supportable Retail Square Footage By Retail Category

(Note: Residential-generated retail demand only takes into account the *unmet* retail demand by retail)

Category	NAICS	Workforce Demand	Commuter Demand	Residential Demand	Total Demand (2016)
Other General Merchandise Stores	4529	87,452	969	-	88,421
Health & Personal Care Stores	4,464,461	56,844	646	11,349	68,838
Grocery Stores	4451	29,457	1,836	28,962	60,255
Specialty Food Stores	4452	-	-	49,649	49,649
Limited-Service Eating Places	7222	37,410	1,539	-	38,949
Used Merchandise Stores	4533	-	-	37,361	37,361
Furniture Stores	4421	-	-	33,968	33,968
Bldg Material & Supplies Dealers	4441	-	-	33,626	33,626
Beer, Wine & Liquor Stores	4453	-	-	30,183	30,183
Full-Service Restaurants	7221	27,779	1,086	-	28,865
Office Supplies, Stationery & Gift Stores	4532	21,377	646	-	22,023
Department Stores Excluding Leased Depts.	4521	18,948	646	-	19,594
Drinking Places - Alcoholic Beverages	7224	-	-	18,943	18,943
Shoe Stores	4482	14,575	1,292	-	15,867
Electronics & Appliance Stores	4431	14,089	646	-	14,735
Jewelry, Luggage & Leather Goods Stores	4483	11,105	615	2,902	14,622
Auto Parts, Accessories & Tire Stores	4413	-	513	12,715	13,228
Gasoline Stations	4,474,471	-	8,550	4,296	12,846
Clothing Stores	4481	10,600	705	-	11,305
Book, Periodical & Music Stores	4512	-	-	7,595	7,595
Sporting Goods/Hobby/Musical Instr Stores	4511	6,316	646	-	6,962
Home Furnishings Stores	4422	-	-	5,254	5,254
Other Miscellaneous Store Retailers	4539	-	-	3,507	3,507
Florists	4531	-	-	1,287	1,287
Total Demand (SF)		335,952	20,335	281,597	637,884

Methodology: This methodology estimated retail demand by square footage based upon the 2016 Gap Analysis to calculate residential demand, 2016 estimated workforce population to calculate workforce demand and commuter demand from the 2016 traffic counts to calculate potential square footage demand for commuters. This can be used a guide to understand retail opportunities from various retail sources and indicate opportunity for certain segments to guide a retail recruitment strategy.



Colleyville Economic Development
100 Main Street
Colleyville, TX 76034
817.503.1060

www.colleyville.com

