



TOWN SQUARE  
DEVELOPMENT ADVISORS



FULSHEAR TOWN SQUARE

# Fulshear, Ft. Bend County, Texas



Fulshear, Texas, located in Fort Bend County, characterized by rapid population growth and high levels of affluence, the nation's fastest-growing affluent suburb. Fulshear's city population has seen dramatic growth, rising from just over 1,000 residents in 2010 to an estimated 75,535 in 2025, 22,563 households within a 5-mile area, a 27% annual growth rate, making it the fastest growing wealthy suburb in the U.S. The intersection of FM 1093 and FM 359 serves as the central hub of Fulshear, Texas. The region has seen a population surge of 237% since 2020.

**#1** Ranked Fastest-Growing  
Wealthy Suburbs in the U.S.

Source: GOBankingRates

**#2** Ranked Best Places to Live  
in Fort Bend County (2025)

Source: Niche

**#3** Ranked Safest Cities  
in Texas for 2025

Source: Safewise

Source: Data sourced from U.S. Census American Community Survey, Sperling's BestPlaces, AreaVibes, Zillow Home Value Index, Bureau of Labor Statistics Consumer Expenditure Survey and Federal Reserve Economic Data.



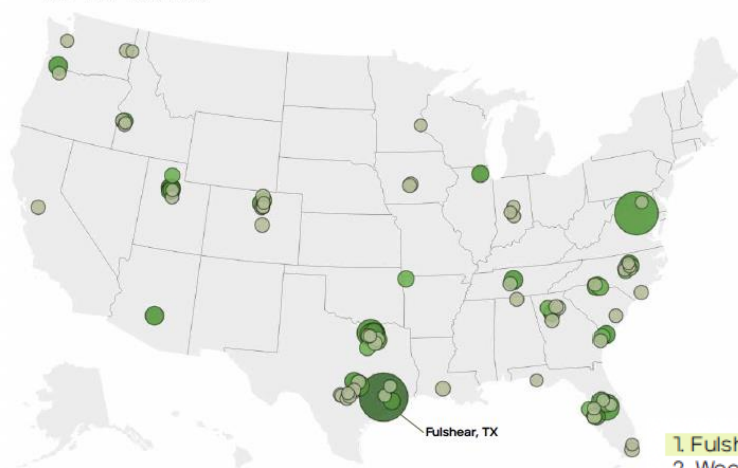


# Fulshear, Texas

## America's Boomtowns:

Top 100 Cities Leading U.S. Population Growth (2014-2023)

Population change 2023 vs 2014  
50% 80% 100% 876%



1. Fulshear, TX
2. Woodbridge, VA
3. Celina, TX
4. Davenport, FL
5. Melissa, TX
6. Manor, TX
7. Princeton, TX
8. Prosper, TX
9. Fate, TX
10. Nolensville, TN
11. Fort Mill, SC
12. Ridgefield, WA
13. Queen Creek, AZ
14. Anna, TX
15. Herriman, UT
16. Leander, TX
17. Rolesville, NC
18. Bluffton, SC
19. Groveland, FL
20. Berthoud, CO

21. Bluffdale, UT
22. Eagle Mountain, UT
23. Saratoga Springs, UT
24. Manvel, TX
25. Pingree Grove, IL
26. Star, ID
27. Wimauma, FL
28. Waxhaw, NC
29. Centerton, AR
30. Port Wentworth, GA
31. Chamblee, GA
32. Wendell, NC
33. Midlothian, TX
34. Clarkston, GA
35. Fuquay-Varina, NC
36. Celebration, FL
37. Trinity, FL
38. Holly Springs, GA
39. West Haven, UT
40. Apollo Beach, FL

41. Windsor, CO
42. Youngsville, LA
43. Royse City, TX
44. Monument, CO
45. Forney, TX
46. Grimes, IA
47. Naranja, FL
48. Wellington, CO
49. Braselton, GA
50. Leland, NC
51. Middleton, ID
52. Flowery Branch, GA
53. Kyle, TX
54. Hutto, TX
55. Lathrop, CA
56. Lovejoy, GA
57. Spring Hill, TN
58. Little Elm, TX
59. Airway Heights, WA
60. Waukegan, IA

61. Meridianville, AL
62. Richmond Hill, GA
63. Boerne, TX
64. Apex, NC
65. Erie, CO
66. Frederick, CO
67. Moncks Corner, SC
68. Buda, TX
69. Happy Valley, OR
70. Fair Oaks Ranch, TX
71. Clayton, NC
72. Frisco, TX
73. Bargersville, IN
74. Selma, TX
75. Kuna, ID
76. Gig Harbor, WA
77. New Braunfels, TX
78. Ruskin, FL
79. Firestone, CO
80. Holly Springs, NC

81. Santaquin, UT
82. Katy, TX
83. Conroe, TX
84. Westfield, IN
85. Lake Wylie, SC
86. Elkridge, MD
87. St. Cloud, FL
88. Minneola, FL
89. Lehi, UT
90. Avon, IN
91. Panama City Beach, FL
92. Johnstown, CO
93. Doral, FL
94. Liberty Lake, WA
95. Meridian, ID
96. Lake Elmo, MN
97. Knightdale, NC
98. Wake Forest, NC
99. Canyon Lake, TX
100. Wesley Chapel, FL

Source: StorageCafe analysis of the latest available data from the U.S. Census Bureau (Data covers 2014 - 2023 | Pub: March 2025).





# Demographics



## Fulshear Development

AT A GLANCE

### 5-MILE RADIUS

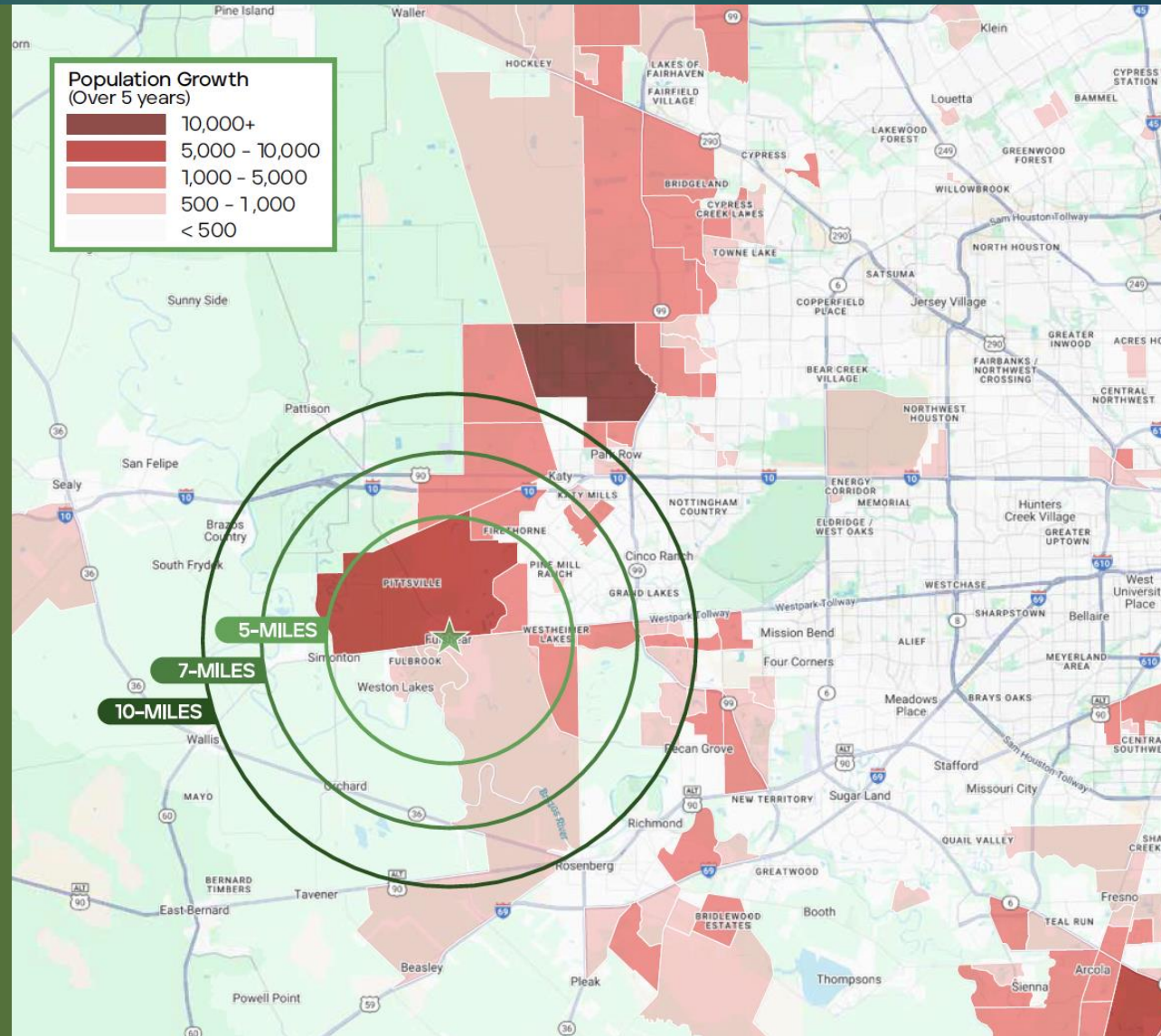
Population 2025:	97,479
Population 2030:	116,399
Projected Annual Pop. Growth:	3.88%
Average HH Income:	\$200,702
Median HH Income:	\$170,799
Average HH Net Worth:	\$1,965,682
HHI \$150K+ %:	56.4%

### 7-MILE RADIUS

Population 2025:	154,752
Population 2030:	195,266
Projected Annual Pop. Growth:	2.86%
Average HH Income:	\$193,713
Median HH Income:	\$163,955
Average HH Net Worth:	\$1,858,872
HHI \$150K+ %:	54.4%

### 10-MILE RADIUS

Population 2025:	307,942
Population 2030:	384,715
Projected Annual Pop. Growth:	2.31%
Average HH Income:	\$170,225
Median HH Income:	\$141,983
Average HH Net Worth:	\$1,654,765
HHI \$150K+ %:	44.3%





# Major Demographic Categories



53.5%

## POWER ELITE

The wealthiest households in the US, living in the most exclusive neighborhoods, and enjoying all that life has to offer.



20.1%

## FLOURISHING FAMILIES

Affluent, middle-aged families and couples earning prosperous incomes and living very comfortable, active lifestyles.





# CLARITAS PRIZM Premier Demographic Segments in 1-5 miles



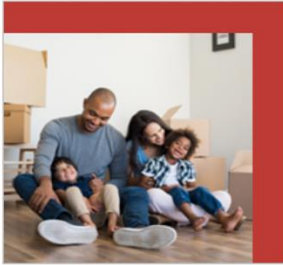
## 02 NETWORKED NEIGHBORS - Wealthy Older Mostly w/ Kids

Networked Neighbors is a family portrait of suburban wealth, a place of expensive homes and manicured lawns, high-end cars, and ski vacations. This lifestyle is characterized by married couples with children, high technology use, graduate degrees, and six-figure incomes earned by corporate executives, managers, and business professionals.



## 01 UPPER CRUST - Wealthy Mature w/o Kids

The nation's most exclusive address, Upper Crust is a haven for wealthy empty-nesting couples over the age of 65. This segment has a high concentration of residents earning \$100,000+ a year and many possess a postgraduate degree. They have an opulent standard of living - driving expensive cars, frequenting upscale restaurants, and planning their next tour group vacation.



## 25 UP AND COMERS - Upscale Younger Family Mix

Up-and-Comers are younger families, some with children and some just beginning to get married. Found in suburban areas and second cities, these mobile adults, mostly age 25 to 44, are college graduates who travel frequently for pleasure and also enjoy using the latest in technology. Many are planning for changes in the near future, including getting married, buying a home, and paying off student loan debt.



## MIDLIFE SUCCESS

A Life Stage Group within the Mature Years, featuring affluent, educated, urban/suburban households, often empty-nesters, who are established professionals with disposable income for technology, cultural events (theater, movies, books), leisure activities, and travel, focusing on an active, quality lifestyle rather than raising young kids. They enjoy fine dining, sports (like basketball), enjoy the nightlife, and are savvy tech users who support their local communities.

# 5 Mile Economic Profile



- **Median Household Income:** The median income for this 5-mile radius is \$166,836, significantly higher than both the state (\$76,292) and Fort Bend County (\$113,409). For the city proper, the median income is \$178,398.
- **Affluence:** Approximately 36% of households in this radius are classified as high-income, while only 4.2% are low-income. The poverty rate is exceptionally low at roughly 2.4%.
- **Home Values:** The average home value in the immediate area is approximately \$521,157 as of early 2025.



# 5 Mile Demographic Composition



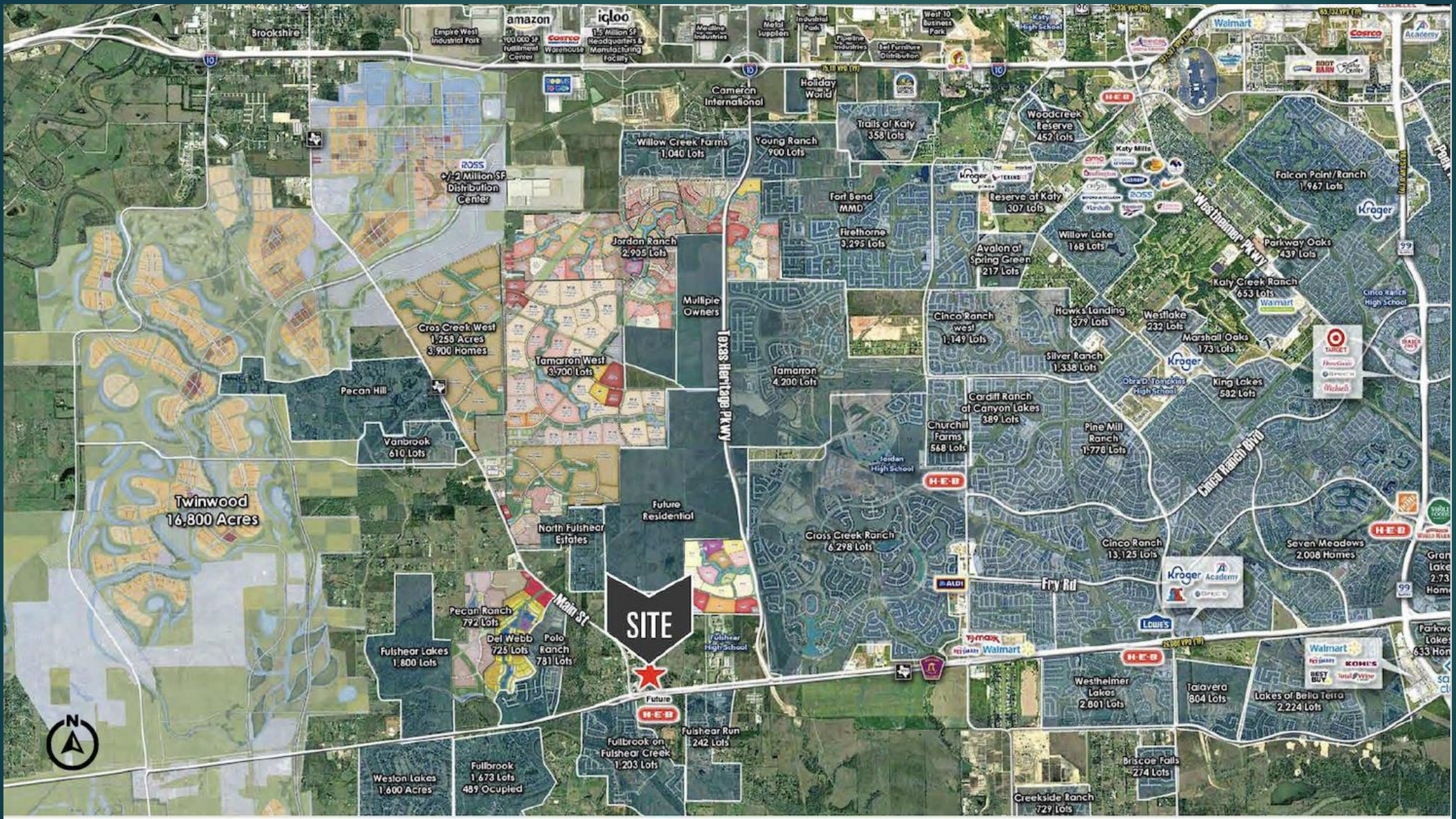
- **Zip Code Description:** The intersection of FM 1093 and FM 359 is located in Fulshear, Texas (zip code 77441), which is characterized by high levels of affluence, suburban development, and educated professionals.
- **Race & Ethnicity:** The population is predominantly White (approx. 54–60%), followed by Hispanic (approx. 20–22%), Asian (approx. 12–14%), and Black (approx. 6–7%).
- **Age Profile:**
  - Median Age: 37.4 years.
  - Children: There are approximately 25,247 children (under 18) within the 5-mile radius, making up roughly one-third of the population.
  - Seniors: The older population (65+) accounts for about 7,287 residents.
- **Education:** The area is highly educated, with nearly 79% of residents holding a bachelor's degree or higher (51% Bachelor's, 28% Graduate).
- **Occupation:** The workforce is almost entirely white-collar (99%).







# AERIAL PHOTO 1





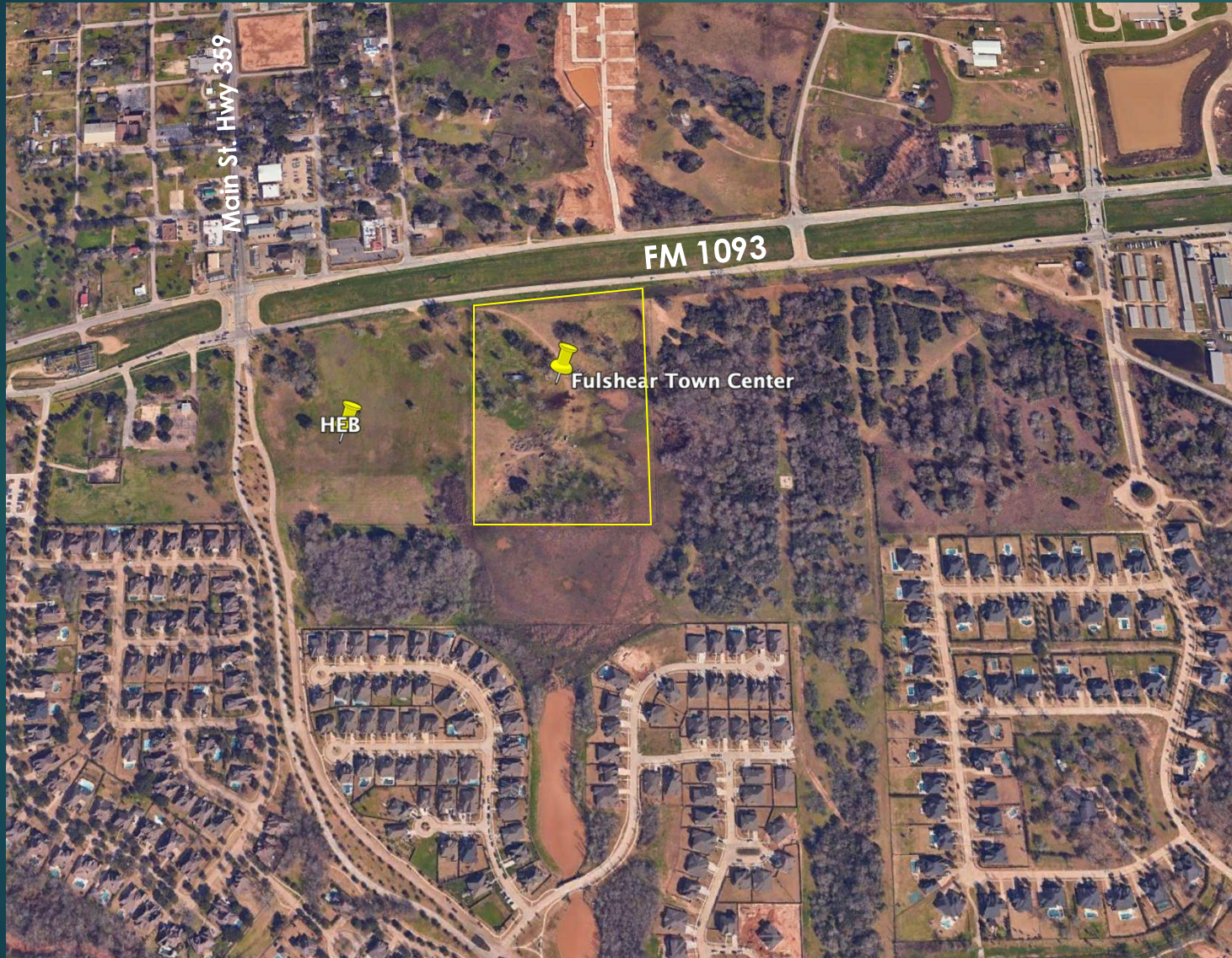


**SITE**





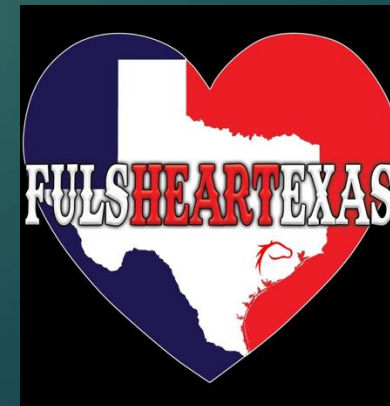
## AERIAL PHOTO 2



Size 18.86 ac

SEC of FM 1093 & Hwy 359

Fulshear, Texas







## COMPONENTS

Fulshear City Hall	45,000 sq ft	*
Retail/Restaurants	165,000 sq ft.	*
Movie Theater	35,000 sq ft.	*
Hotel	160 rooms	*
Conference Center	40,000 sq ft.	*
Medical & Office	65,000 sq ft	*
Sportsplex	40,000 sq ft.	*
Fitness Center	52,500 sq ft.	*
Bowling Ent.	26,000 sq ft.	*
Sports Bar	15,000 sq ft.	*
Miscellaneous	10,000 sq ft.	*
Total	493,500 sq ft.	*

\* approximately



# SITE PLAN CONCEPTS: Best Development Practices/Lessons Learned





# SITE PLAN & USES

Restaurants	90,000
Retail	85,000
Movie Theatre	25,000
City Hall 1st, 2nd, & 3rd levels	45,000
Medical & Office 2nd+3rd levels	52,000
Fitness Center (garage roof)	30,000
Bowling & Other (garage roof)	30,000
Conference Center	46,000
Sportsplex	76,000
<hr/>	
Total sq ft	479,000
Valencia Hotel	180 rooms



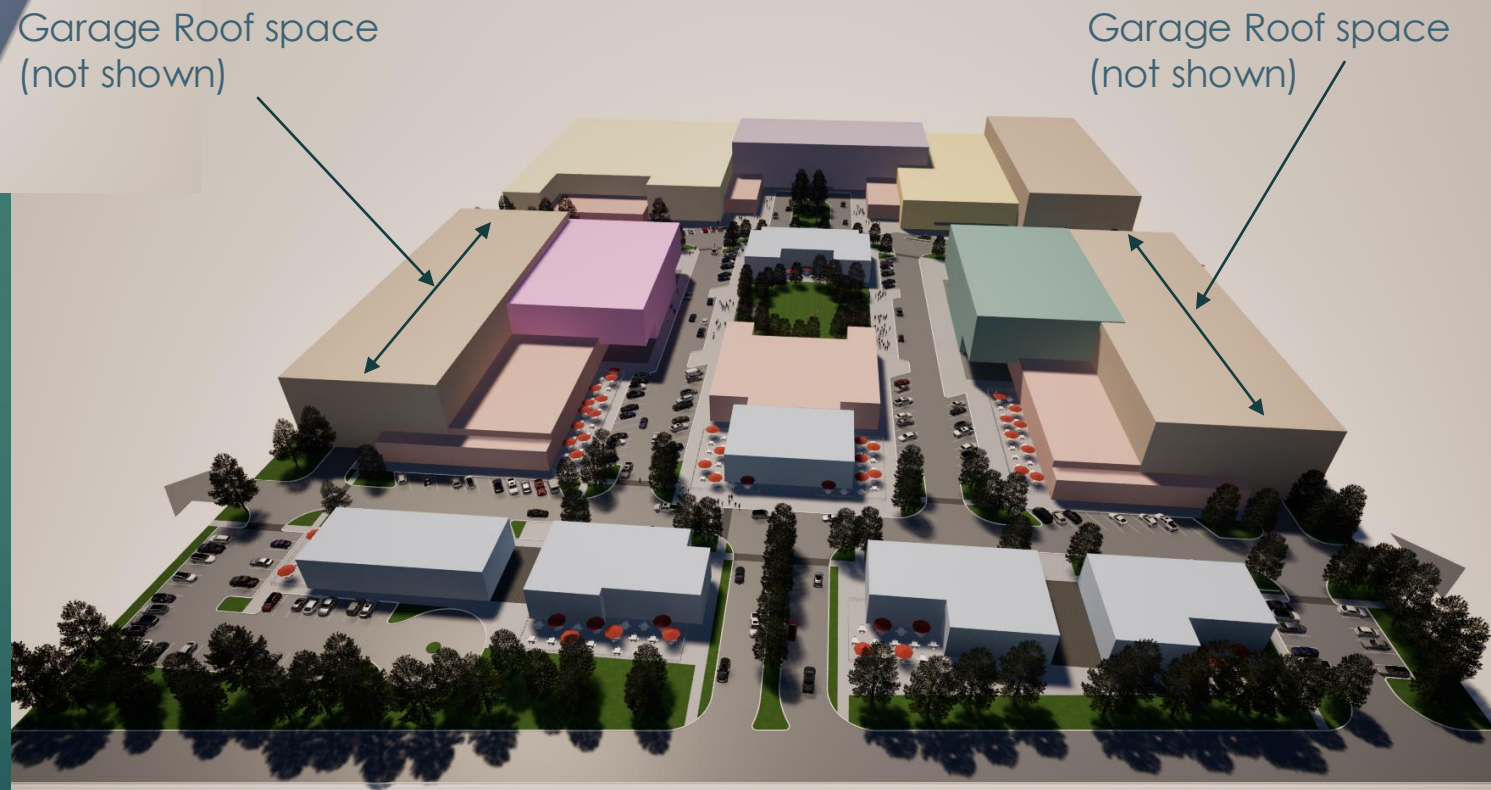




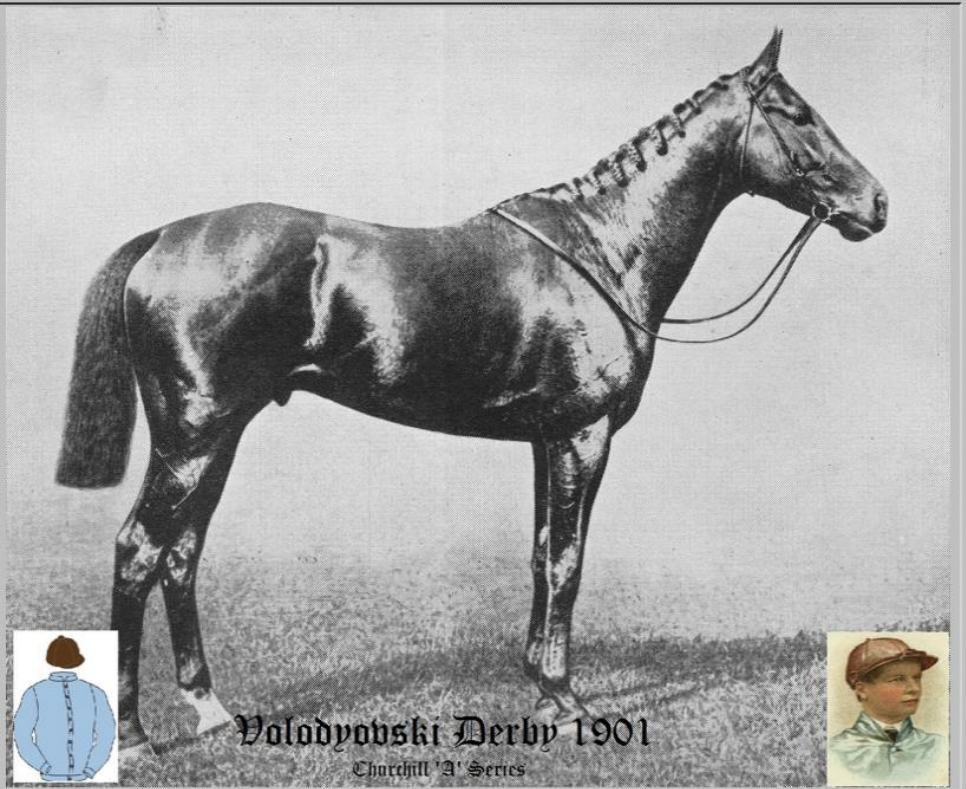
# Massing Diagrams



- Restaurants
- Retail
- City Hall
- Movie/Games
- Hotel
- Conference Center
- Sportsplex
- Parking Garages



# SITE PLANS COMPARISON



OPTION 2 AREA CALCULATION	
BUILDING NAME	AREA
REST. A	5,543 SF.
REST. B	6,401 SF.
REST. C	7,890 SF.
REST. D	5,420 SF.
RETAIL /REST. A	10,930 SF.
RETAIL /REST. B	9,280 SF.
RETAIL /REST. C	8,693 SF.
RETAIL /REST. D	10,923 SF.
RETAIL /REST. E	20,627 SF.
OFFICE A.	15,070 SF.
RETAIL /REST. F	11,203 SF.
RETAIL /REST. G	11,203 SF.
CITY HALL ABOVE	64,000 SF.
RETAIL /REST. H	20,627 SF.
OFFICE B.	15,246 SF.
RETAIL /REST. K	16,450 SF.
MOVIE THEATER OVER RETAIL	32,900 SF.
CONFERENCE HALL	81,731 SF.
SPORT VENUE (ABOVE)	81,731 SF.
TOTAL	424,945 SF

OPTION 1 AREA CALCULATION	
BUILDING NAME	AREA
REST. A	5,463 SF.
REST. B	6,193 SF.
REST. C	6,911 SF.
REST. D	4,757 SF.
REST. E	6,237 SF.
REST. F	10,192 SF.
RETAIL A	20,107 SF.
OFFICE A	13,800 SF.
RETAIL B	16,130 SF.
RETAIL C	20,083 SF.
OFFICE B	13,794 SF.
RETAIL D	11,723 SF.
LOBBY	9,096 SF.
CITY HALL ABOVE	60,000 SF.
RETAIL E	8,091 SF.
MOVIE THEATER ABOVE	16,136 SF.
RETAIL F	8,640 SF.
RETAIL G	8,640 SF.
RETAIL H	8,003 SF.
CONFERENCE CENTER	45,585 SF.
SPORT VENUE	72,124 SF.
TOTAL	371,705 SF



# Major Traffic Generators (onsite)

Restaurants / Cafes 10-12

Fulshear City Hall

Hotel – Horse Racing Theme (Huggins)

Norris Conference Center

Movie Theatre - Entertainment Complex

Sportsplex – Sports Facility Corp or  
Kemper Sports

SkyPark - Farmers Market





# Common Area Features



Central Plaza



Garage Green Roof Sky Park





# SkyPark – Farmer's Market – Events



## Education



## SkyPark



## Events Seasons





# Goals & Tenant Prospects



## Goals

Create Sustainable EcoSystem

Credit Tenants

Uniqueness

Fulshear Historical Theme



## Restaurant Prospects



Salt lick BBQ/ Millers BBQ

La Fogata/El Tiempo/Avila's/Leo's

Longhorn Grill/ Papa Burger

Pizza Shack/ Old Chicago

Walk-On/ Kirby Ice House

Chiller Bee's/ Cold Stone

Swiss Lady's Chocolates & Coffee

Christopher's Fine Dining (Bryan)

Trattoria Lisina/ Pignettis

Simone's On Sunset/ Sixty Vines

Waffle Street Company (Belton)

Fadi's/Pasha Mediterranean (SA)

PF Chang's / Pei Wei

Pappadeaux/ Monty's Lighthouse  
Food Hall



# Timetable



Entitlements & City Lease \*

1-3 months

PreDevelopment \*

2-4 months

Construction Financing \*

3 months

Horizontal Construction

6 months

Vertical Construction

1- 2 years

*\* The 3 items run concurrently*





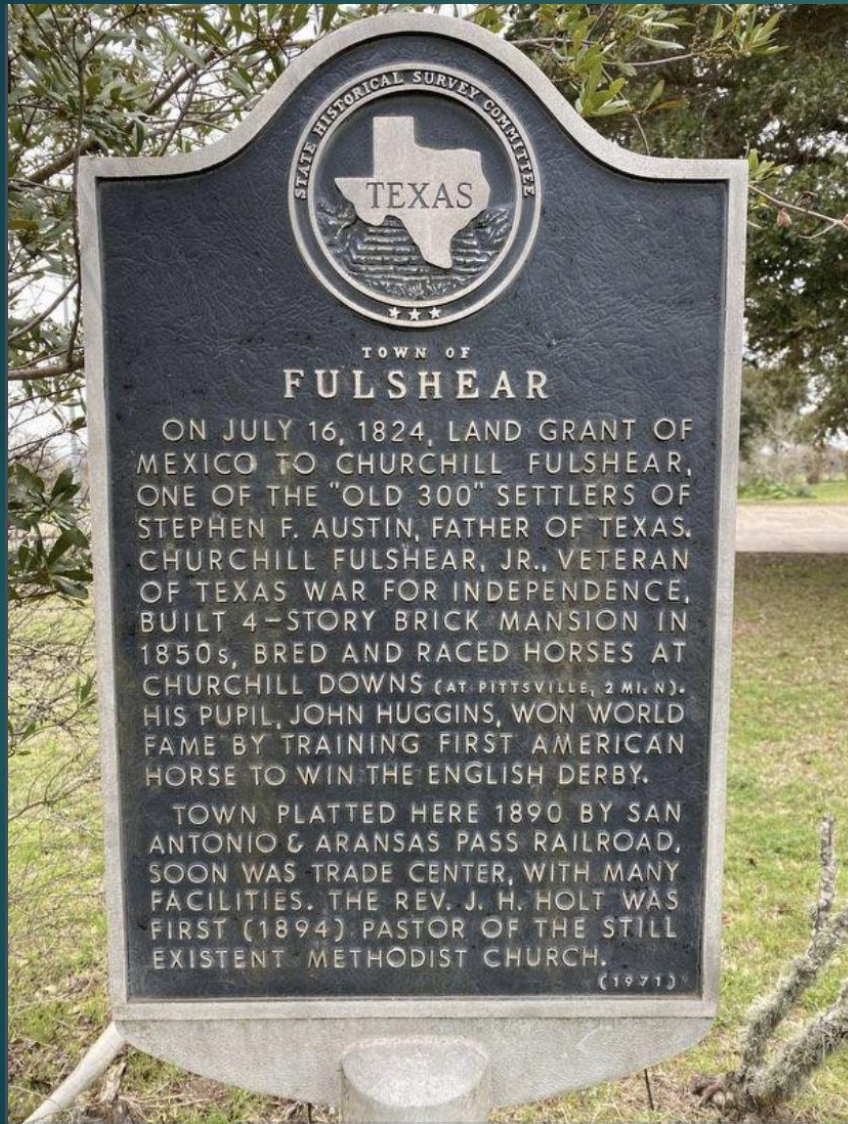
# Development, Design & Construction Team

Architect Land Planner	Johnson Design Group	Warren Johnson
Landscape Architect	SWA Group	Houston Office
Developer	Town Square Development Advisors	Joe Veytia Warren Johnson Kris Harris
Leasing		Bobby Johnson
Hotel Manager	Valencia Hotel Group	David Miller
General Contractor	Tribble Stephens	Van Martin John Castilla
Site Contractor	DNT Construction	Jason Nikkels
Parking Garages	Crain Group	Brad Crain
Conference Center	Norris Conference Centers	David & Linda Norris
Civil Engineer	TDI Engineering	Jeff Schindler





# Theme: Fulshear's Horse Racing Legacy



## Happy Birthday Fulshear!

On July 16, 1824 Churchill Fulshear was granted land from the Mexican government. Mr. Churchill was in the original 300 families that came with empresario Stephen F. Austin to settle Texas. This makes our city 201 years old in 2025.

On July 16, 1824, land grant of Mexico to Churchill Fulshear, one of the "Old 300" settlers of Stephen F. Austin, father of Texas. Churchill Fulshear, Jr., veteran of Texas War for Independence, built 4-story brick mansion in 1850s, bred and raced horses at Churchill Downs (at Pittsville, 2 mi. N).

His pupil, John Huggins, won world fame by training first American horse to win the English Derby. Town platted here 1890 by San Antonio & Aransas Pass Railroad, soon was trade center, with many facilities.



# John Huggins – American Horse Trainer from Fulshear, Texas



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On June 5<sup>th</sup>, 1901, William C. Whitney's Volodyovski (the horse) won the Epsom Derby in Great Britain, making him the second American owner (after Pierre Lorillard in 1881) to have won the race.

Whitney leased the English-bred horse for the express purpose of winning at Epsom. Whitney's trainer, John Huggins of Fulshear, Texas was the first American to train an Epsom Derby winner.

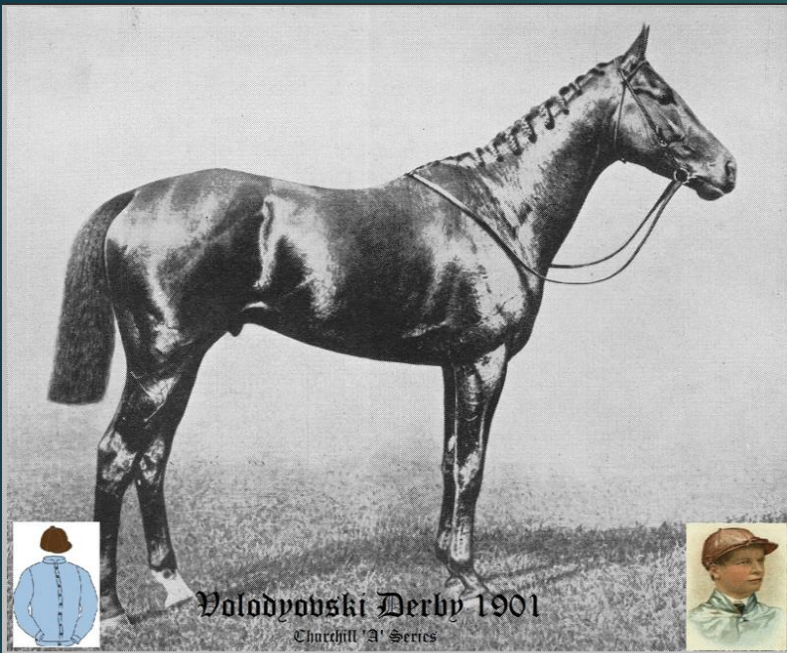
In 1901 Lester Reiff became the first American jockey to win the Epsom Derby, guiding 5-2 favorite Volodyovski to victory. It wasn't only American jockeys who were making their presence felt; it was American trainers too. They brought about a revolution in training methods, almost as radical as the jockeys had influenced riding styles with their low, crouched seats. American trainers believed in giving their horses short, sharp work, rather than over long distances. Their stables were airier with open doors and windows, and their feeding regimens were far more scientific.

His win of the Epsom Derby was the first ever by an American trainer and is commemorated in a Historical Marker in front of Huggins hometown City Hall in Fulshear, Texas.

John Huggins died in 1917 at his home in Fulshear at the age of 69. He is interred in the Fulshear Cemetery. In 1979, the new Huggins Elementary School at No. 1 Huggins Dr. in Fulshear, Texas.







### VOLODYOVSKI (SR 2027)

The bay colt Volodyovski (SR 2027), by Florizel II out of Rosicrucian, was bred by Lady Valerie Meux in 1898 and trained at Heath House Stables by John Huggins. He was highly regarded as a two-year-old despite losing his first three races, the third of which was the Coventry Stakes at Royal Ascot. However, he won the Windsor Castle Stakes, followed by a sequence of victories which saw him at the head of the Derby betting. However, in December 1890 his owner Lord William Beresford died, which led to a dispute about ownership. It was settled in court in favour of his breeder Lady Meux, and she leased him to wealthy American owner William Collins Whitney. He finished third in the 2000 Guineas, on the back of which he was made 5/2 favourite for the Derby, duly obliging by 3/4 length from William the Third. Made 5/6 favourite for the St Leger, Volodyovski was beaten by a neck, victory going to 40/1 outsider Doricles owned by Leopold de Rothschild. In a career spanning 26 races, Volodyovski won 7 times and was second on 7 further occasions.



### November 1898-December 1903 John Huggins, Lord William Beresford

Lord William Beresford leased Heath House stables in late 1898 and appointed John Huggins as his trainer, celebrating an early success in 1899 with Sibola (SR 1987) in the 1000 Guineas.

John Huggins was born in Texas, USA on 25th February 1848 and became a successful racehorse owner and trainer, winning the Preakness Stakes with The Bard in 1886. In early 1896 he trained at Park House stables before moving to Hare Park, and then to Heath House in November 1898. In April 1901 twelve of Mr W C Whitney's horses left Pimperne in Dorset, bound for Heath House Stables to be trained by John Huggins, while just 2 months later he landed the most prestigious race of his career, the Epsom Derby with Volodyovski (SR 2027) owned by William Collins Whitney, to become the first American trainer to land the Blue Riband of the Turf. That same year he was crowned British Flat Race Champion Trainer. He left Heath House in 1903, returning home to continue his career, dying on 8th May 1917 at Fulshear, Texas.



Heath House 1899 (Mr Huggins)

Above photo shown courtesy of Illustrated Sporting & Dramatic News 1899





Joe Veytia

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DEVELOPMENT ADVISOR

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Joe.Veytia@SaltOfTheEarthEnergy.com  
713.614.0640

H Warren Johnson  
AIA LEEDap

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DIRECTOR OF PLANNING & DESIGN

---

WJohnson@JohnsonDesignGroup-LLC.com  
281.414.2374

Kris Harris

---

DEVELOPMENT ADVISOR

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KHARRIS637@COMCAST.NET  
281.780.5009