

THE MARKET CENTER at HARVEST GREEN

2310 HARLEM RD, RICHMOND, TX 77406



THE B&P TEAM
COMMERCIAL REAL ESTATE

kw SOUTHWEST
KELLER WILLIAMS REALTY

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PREMIER MIXED USE RETAIL DEVELOPMENT

THE MARKET CENTER at HARVEST GREEN



PROPERTY DESCRIPTION

PROPERTY TYPE Retail - Single Tenant

DELIVERY In 2 Phases

STORIES One

PARKING 260+

PARKING TYPE Open

Welcome to the next-generation 7.4-acre mixed-use retail development called **The Market Center at Harvest Green**. This incredibly unique corner site is an exclusive opportunity for business owners, franchisees, and corporate to seize a position within the most affluent neighborhood of Richmond, Texas.

- * This premier upcoming market center is on the intersection of Harlem and John Sharp Drive (aka Owens Rd), benefiting from the high road and growing foot traffic.
- * This spectacular location is right at the entrance of the Harvest Green community and across the street from the James Bowie Middle School (1,224 students) and The DUB Sports Zone, providing tenant businesses with outstanding exposure and making it a go-to amenity for nearby residents.
- * Richmond witnessed rapid population growth over the past few years, a trend that will continue with further area development.
- * The Market Center at Harvest Green will draw patrons from some of the nation's top-selling residential developments, including Harvest Green, Aliana, and Pecan Grove communities totaling over 10,000 residences.
- * Tenants will get the added benefit of a growing local population as Harvest Green welcomes 1,400 single-family homes and four multifamily projects.
- * Within a **five-mile radius**, there are over 200,000 population. In addition, the household income within a **1-mile radius** is over \$120,000, making the area affluent and ready to welcome thriving new businesses.

Nearby Schools

- a) James Bowie Middle School (1,224 students) right across from the project
- b) William B.Travis High School (2,489 students)
- c) James C. Neil Elementary School (1000+ students)

The DUB Sports Zone is also right across the project.

By the end of 2022, the Harvest Green community will have additional 1,400 homes plus more than 4 multifamily development projects.

The commercial development segment of Phase 1 Harvest Green has been allocated 30-40 acres more to add additional retail and spur economic growth.

THE MARKET CENTER at HARVEST GREEN

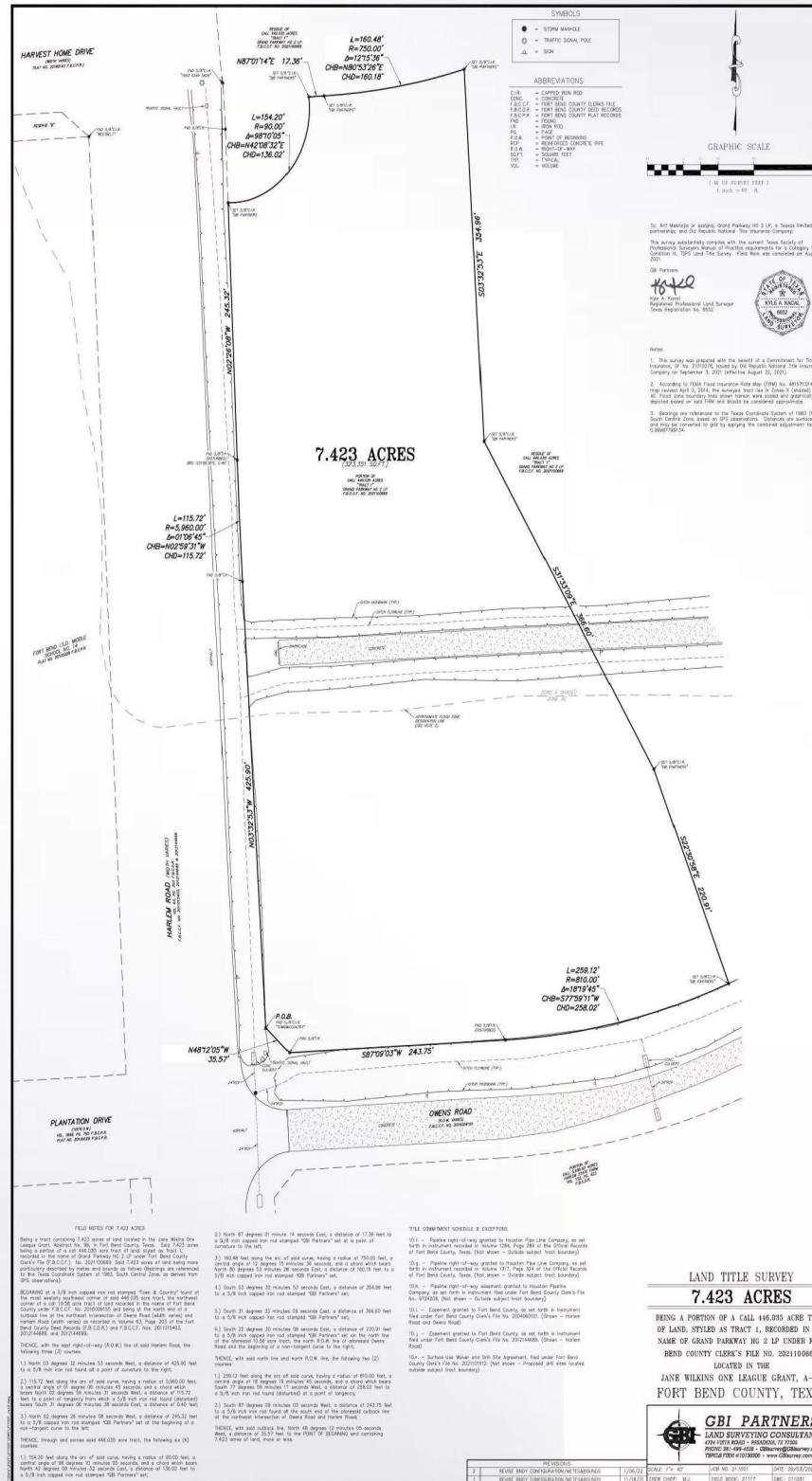


PROJECT HIGHLIGHTS

- Harvest Green is also expected to get a boost from an additional 30-40 acres of commercial development, further increasing traffic and footfall to this location.
- The brand-new retail precinct will feature end caps for businesses requiring drive-thru amenities, end caps with Patio options and approx. 40,000 square feet available with various floor plans for customized usage.
- The layout accommodates high foot traffic and promotes a pedestrian environment with convenient benches, attractive planters, phone charging stations, and a community green space.
- Parking will be plentiful, with over 260 parking spaces, including **EV charging stations**.
- Local attractions make this location desirable not only because of the nearby population but also for regional visitors.
- Harvest Green benefits from proximity to Messina Hof Harvest Green Winery & Kitchen, Target's first next-generation store, a new H-E-B supermarket, and national brand retailers, including Old Navy, Marshals, Academy Sports + Outdoors and many other name brands nearby.
- The Market Center at Harvest Green is A-class retail centered in award-winning master-planned community. Set your business up for long-term success in an area full of potential and growth.
- This new-construction development stands to benefit from nearby commercial and residential development, creating organic growth capacity for tenanted businesses
- Discover how your business can prosper at The Market Center at Harvest Green in the blossoming neighborhood.

THE MARKET CENTER at HARVEST GREEN

SITE PLAN | PARCEL MAP



THE MARKET CENTER at HARVEST GREEN

SITE PLAN | PARCEL MAP



THE MARKET CENTER at HARVEST GREEN

AERIAL OVERVIEW



THE MARKET CENTER at HARVEST GREEN

AERIAL OVERVIEW



THE MARKET CENTER at HARVEST GREEN

AERIAL OVERVIEW



THE MARKET CENTER at HARVEST GREEN

AERIAL OVERVIEW



Indigo - Near proximity

The Market Center at Harvest Green is positioned in an area that's ripe with population growth. New master-planned developments in the near proximity will add to the area's foot traffic and customer base. An exciting new development, Indigo, was recently announced, adding 750 new households to the area.

Indigo is a 235-acre development that will offer an incredibly unique lifestyle for residents, focusing on sustainability and walk-ability. The master plan includes 750 single- and multifamily homes, community green spaces, parks, a 25-acre lake, and a mixed commercial town center. What makes this new neighborhood so unique is that it's being designed as an 'agrihood' by incorporating 42 acres reserved for crop fields, pasture for livestock, and farm education opportunities into its design. Residents will benefit from fresh, local produce and projects from their neighborhood farm.

The land that Indigo will sit on has been operating as a farming property, but as the surrounding area developed, the owners decided they wanted to create their own community. David Weekly Homes, Highland Homes, and Empire communities will build houses in Indigo. Construction is expected to start in the last quarter of next year, with the first homes delivered to new residents in 2024.

Indigo's residents will add to the Market Center at Harvest Green's customer basis and will complement the Market Center's pedestrian-focused layout. Businesses at the Market Center can expect increasing footfall to their location over the coming years as the area continues to grow with new development and residents. Securing a tenancy in the Market Center at Harvest Green is an investment in Richmond's prosperous future.



THE MARKET CENTER at HARVEST GREEN

FLOOR PLANS

Store Front



A

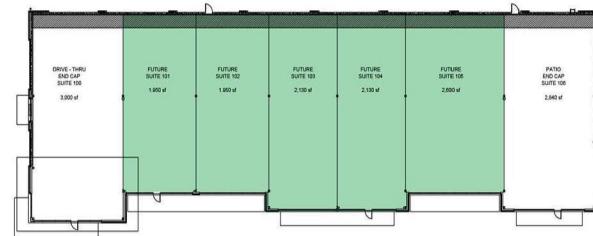
B



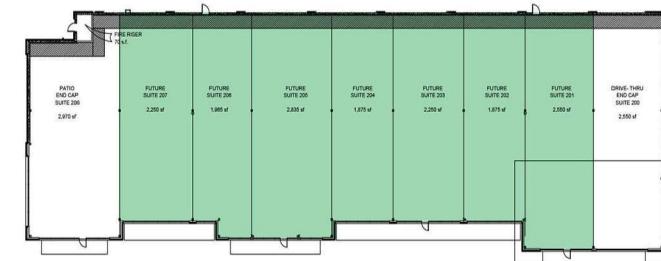
(16 Units Available)



Available



LEASE BUILDING - 'A'
16,600 s.f.



LEASE BUILDING - 'B'
21,120 s.f.

THE MARKET CENTER at HARVEST GREEN

FLOOR PLANS

Store Front

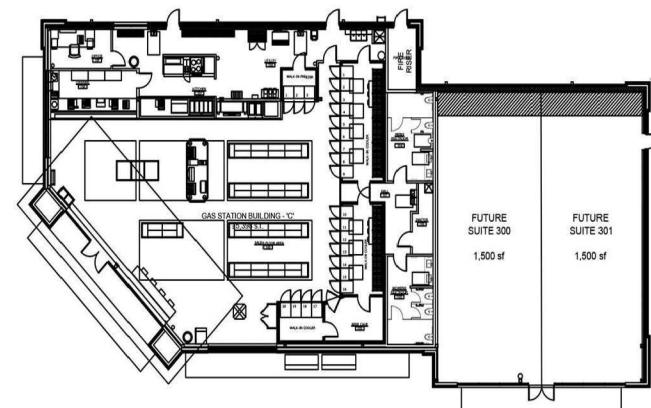


(2 Units Available)



Available

C



LEASE
BLDG
3,000 s.f.

THE MARKET CENTER at HARVEST GREEN

PROPERTY RENDERINGS



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PROPERTY RENDERINGS



THE MARKET CENTER at HARVEST GREEN

1 Massive Built-In Customer Base

Harvest Green: Thousands of new rooftops in a master-planned community that's still growing rapidly.

Pecan Grove: ~5,800 established households nearby.

Over 200,000 residents within a 5-mile radius with strong community loyalty.

Why it matters: Retailers and service providers gain immediate, repeat traffic from a dense and affluent residential base.

2 High Household Income = Strong Spending Power

Average household income >\$130,000 within 1 mile; Harvest Green's median income ~\$136,000.

Affluent demographics support premium brands, higher price points, and specialty services.

Why it matters: Businesses can command higher margins and larger basket sizes.

3 Premium Shopping Center Positioning

The Market at Harvest Green is curated as a destination center, with high-quality finishes, drive-thru/patio options, and strong co-tenants.

Part of Harvest Green's lifestyle vision—not just another strip center.

Why it matters: Aligns with consumer expectations for quality, driving more frequent visits and loyalty.

4 Exceptional Visibility and Accessibility

Harlem Rd and Grand Parkway (99) are major commuter arteries.

Daily traffic counts on Grand Parkway exceed 39,000 VPD; Harlem Rd has 16,000+ VPD, with continued growth.

Why it matters: Great visibility = free marketing; easy access draws customers from surrounding communities.

5 Underserved Retail Corridor

Rapid residential growth outpaces retail supply in Harvest Green/Pecan Grove.

Limited competition nearby creates market gaps for restaurants, services, and specialty stores.

Why it matters: Lock in prime spaces and capture unmet demand.

6 Balanced Demographics for Diverse Business Types

Harvest Green: Young, multicultural families looking for dining, child services, entertainment.

Pecan Grove: Established households that value quality, convenience, and loyalty to nearby businesses.

Why it matters: Broad consumer base supports multiple categories, from family dining to healthcare to boutique retail.

7 Long-Term Growth & Stability

Harvest Green continues to build out, adding new residents year after year.

Property values and incomes are rising, ensuring long-term demand and strong business fundamentals.

Why it matters: Businesses opening now will grow with the community, increasing revenue and brand loyalty.

Who Benefits Most?

Restaurants & Cafés (fast casual, family dining, specialty coffee): Patio and drive-thru options available.

Boutique Fitness & Wellness: Pilates, yoga, spin, physical therapy, medical spas.

Child & Family-Oriented Services: Tutoring, pediatric healthcare, enrichment programs.

Specialty Retail: Premium groceries, pet boutiques, home décor, and gift shops.

Summary

Opening at The Market at Harvest Green means:

- Built-in traffic from affluent, loyal residents.
- Prime visibility on high-traffic roads.
- Gaps in retail supply create strong demand.
- A premium brand environment that aligns with high-income demographics.
- Long-term growth as surrounding communities continue to add rooftops.

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AREA OVERVIEW

RICHMOND, TEXAS

- **Community located in the center of Fort Bend County**

From April 1, 2010 to July 1, 2019, Fort Bend County grew in population by 38.8%, from 584,699 to 811,688, ranking as the 5th fastest growing county in the state

Fort Bend County accounts for over 5% of the greater Houston region's economy (~\$26.7 billion)

Fort Bend County is home to 13,000 businesses generating \$40 billion in total sales annually

- **12,000+ population; expected to more than double in the next decade**

- **30 minutes from Houston's central business district and Texas Medical Center**

- **#17 "Best Zip Codes To Live In The Houston Area" – Niche (2021)**

ECONOMY

- City currently undergoing a renaissance due to its strategic location and improved infrastructure
- Richmond has seen the job market increase by 3.2% over the last year (versus 1.6% in the U.S.)
- Job growth over the next 10 years is predicted to be 37.7%; higher than the U.S. average of 33.5%
- The average income of a Richmond resident is \$41,913 a year; the U.S. average is \$28,555 a year
- Median household income of a Richmond resident is \$106,408 a year; the U.S. average is \$53,482
- Oak Bend Medical Center is the largest full-service healthcare facility in Fort Bend County
- The Richmond economy produces nearly \$2.5 billion per year of value-added goods and services

Construction is the largest sector of the Richmond economy, accounting for nearly one-third of gross regional product (GRP)

Oil and Gas is the next largest, at 10% of the GRP

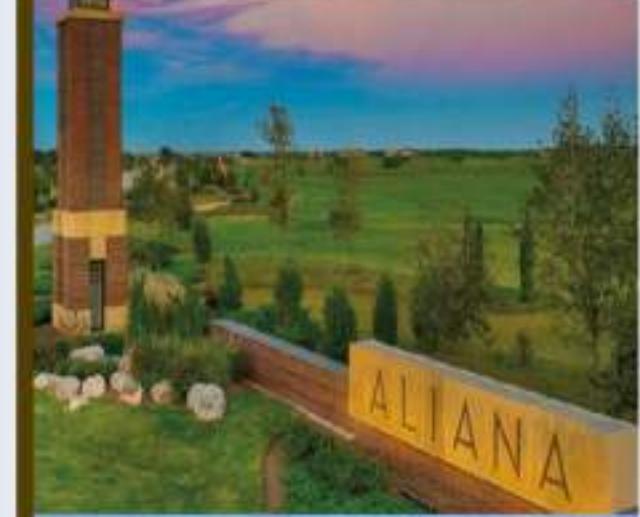
DEVELOPMENTS

- 184-mile circuit will be the largest of 3 regional loops in the metro area (estimated completion 2023)
- Amazon Fulfillment Center – 850,000 SF on 93.5 acres
- Waterview Town Center (subject development) – Over 1 million square feet of retail
- Grand Center – 43-acre site along Grand Parkway; Recently purchased to be turned into a retail center
- The Grand at Aliana – 139k SF second phase expansion
- Synergy at Waterview – 300 residential units

\$145K
AVERAGE
HOUSEHOLD
INCOME
WITHIN 2 MILES

\$240K
CURRENT
POPULATION
WITHIN 2 MILES

36%
POPULATION
GROWTH
WITHIN 1 MILES
FROM 2020 TO 2024



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LOCAL AMENITIES

Richmond, county seat of Fort Bend County, whose namesake is Richmond, England, is actually note-worthy in and of itself. With a civic personality that combines artistic culture with a bit of Texas cowboy, Richmond and its many historic landmarks, are becoming a popular destination for people seeking a pleasant place to live, work, play and learn.

Richmond, was settled in 1837 as an outpost along the Brazos River. The city is the home of the beautifully renovated Fort Bend County Courthouse, Fort Bend Museum, Moore Home, Morton Cemetery, as well as the George Ranch Historical Park, Long Acres Ranch Nature Center and 134 historical landmarks, Richmond, with over 5-miles of Brazos River frontage, offers a unique, historic setting, and is the cultural center of Fort Bend County, one of the fastest growing counties in the US. Come explore why many throughout the Houston region are coming to Richmond to invest, live, work, play, and learn.

* Texas State Technical College

* George Ranch Historical Park

* Fort Bend Museum

* Braman Winery & Brewery

* Fulbrook Ale Works

* Santikos Palladium AVX Entertainment

* Messina Hof Harvest Green Winery & Kitchen

* Houstonian Golf Club

* Dry Creek Social Club



The Market center at Harvest Green

RICHMOND, TX

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Information About Brokerage Services

11-2-2015

Texas law requires all real estate license holders to give the following information about brokerage services to prospective buyers, tenants, sellers and landlords.

TYPES OF REAL ESTATE LICENSE HOLDERS:

- **A BROKER** is responsible for all brokerage activities, including acts performed by sales agents sponsored by the broker.
- **A SALES AGENT** must be sponsored by a broker and works with clients on behalf of the broker.

A BROKER'S MINIMUM DUTIES REQUIRED BY LAW (A client is the person or party that the broker represents):

- Put the interests of the client above all others, including the broker's own interests;
- Inform the client of any material information about the property or transaction received by the broker;
- Answer the client's questions and present any offer to or counter-offer from the client; and
- Treat all parties to a real estate transaction honestly and fairly.

A LICENSE HOLDER CAN REPRESENT A PARTY IN A REAL ESTATE TRANSACTION:

AS AGENT FOR OWNER (SELLER/LANDLORD): The broker becomes the property owner's agent through an agreement with the owner, usually in a written listing to sell or property management agreement. An owner's agent must perform the broker's minimum duties above and must inform the owner of any material information about the property or transaction known by the agent, including information disclosed to the agent or subagent by the buyer or buyer's agent.

AS AGENT FOR BUYER/TENANT: The broker becomes the buyer/tenant's agent by agreeing to represent the buyer, usually through a written representation agreement. A buyer's agent must perform the broker's minimum duties above and must inform the buyer of any material information about the property or transaction known by the agent, including information disclosed to the agent by the seller or seller's agent.

AS AGENT FOR BOTH - INTERMEDIARY: To act as an intermediary between the parties the broker must first obtain the written agreement of each party to the transaction. The written agreement must state who will pay the broker and, in conspicuous bold or underlined print, set forth the broker's obligations as an intermediary. A broker who acts as an intermediary:

- Must treat all parties to the transaction impartially and fairly;
- May, with the parties' written consent, appoint a different license holder associated with the broker to each party (owner and buyer) to communicate with, provide opinions and advice to, and carry out the instructions of each party to the transaction;
- Must not, unless specifically authorized in writing to do so by the party, disclose:
 - that the owner will accept a price less than the written asking price;
 - that the buyer/tenant will pay a price greater than the price submitted in a written offer; and
 - any confidential information or any other information that a party specifically instructs the broker in writing not to disclose, unless required to do so by law.

AS SUBAGENT: A license holder acts as a subagent when aiding a buyer in a transaction without an agreement to represent the buyer. A subagent can assist the buyer but does not represent the buyer and must place the interests of the owner first.

TO AVOID DISPUTES, ALL AGREEMENTS BETWEEN YOU AND A BROKER SHOULD BE IN WRITING AND CLEARLY ESTABLISH:

- The broker's duties and responsibilities to you, and your obligations under the representation agreement.
- Who will pay the broker for services provided to you, when payment will be made and how the payment will be calculated.

LICENSE HOLDER CONTACT INFORMATION: This notice is being provided for information purposes. It does not create an obligation for you to use the broker's services. Please acknowledge receipt of this notice below and retain a copy for your records.

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Buyer/Tenant/Seller/Landlord Initials

Date