




SUGAR LAND
TOWN SQUARE



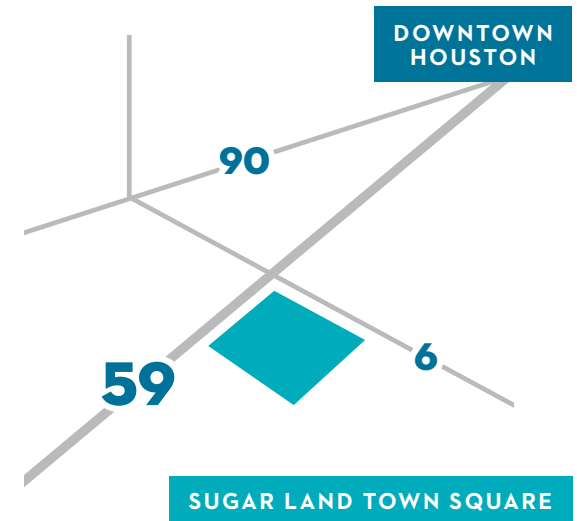


Sugar Land Town Square delivers a delightful experience for those who shop, dine, work, live and play here.

Originally planned as a walkable shopping, entertainment and office venue, Sugar Land Town Square has become so much more in its 15 years.

Located at the corner of Hwy 6 and the Southwest Freeway (U.S. I-69), in the suburb of Sugar Land, Town Square is located in one of the highest income ZIP codes in Houston.

Visitors come from all over as the mixed-use urban district has become a regional landmark. Sugar Land Town Square, with its dynamic components of retail space, class A office space, a Marriott hotel and conference center, upscale residences, and a programmed central Plaza, is the true heart of the community.



SIZEABLE benefits

A 32-acre, 1.4-million-square-foot **mixed-use development.**

566,000

SQUARE FEET OF
CLASS A OFFICE SPACE

255,000

SQUARE FEET OF
ESTABLISHED AND OCCUPIED
HIGH-END RESIDENTIAL SPACE

255,000

SQUARE-FOOT
**SUGAR LAND MARRIOTT
TOWN SQUARE HOTEL &
CONFERENCE CENTER**
WITH 300 ROOMS AND
26,000 SQUARE FEET OF
MEETING AND EVENT SPACE

243,000

SQUARE FEET OF
**"MAIN STREET"
RETAIL SPACE**

82,000

SQUARE-FOOT
SUGAR LAND
CITY HALL

1.4

ACRE **PUBLIC PLAZA**
WITH PROGRAMMED
EVENTS

KEY
location

The mix of residences, office, retail and entertainment makes Sugar Land Town Square a convenient place to live, work and play.

With more than 60 places to shop, dine and play, Sugar Land Town Square is your one stop destination.

Sugar Land Town Square Buildings

- 1. City Hall
- 2. Marriott Hotel and Conference Center
- 3. Retail
- 4. Office
- 5. Office over retail
- 6. City Plaza condominiums



Source: TXDOT, 2017.

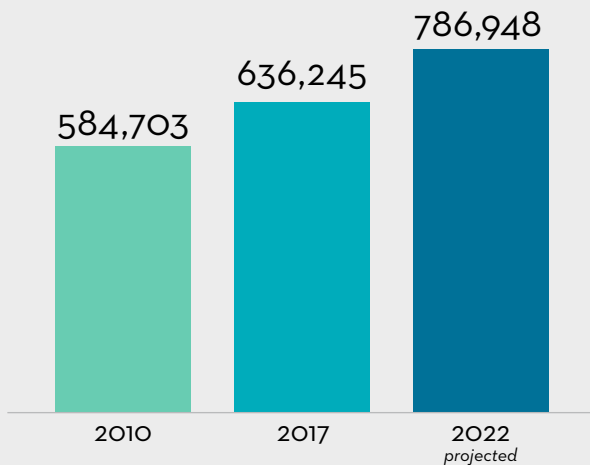


ABOUT FORT BEND COUNTY



POPULATION GROWTH

Growth Trends 8-mile Ring



Sources: 2017 Sites USA; 2022 Projected: OMB Texas Health and Human Services.

PEOPLE

- Fort Bend County was the fastest-growing large county in the U.S. from 2013 to 2015.¹
- Its current population is 636,245.¹
- It experienced a 12 percent population growth from 2010 to 2014.²
- It is the most ethnically diverse county in the Houston metro area.³

EDUCATION

- Fort Bend County is home to four public high schools ranked at the top in the Houston metro area, two in the top 3 and five in the top 25.⁴
- Fort Bend County has the highest percentage of college graduates in the Houston MSA.⁵
- Of Fort Bend County residents age 25+, 88.5 percent are high school graduates or higher and 41.4 percent hold a bachelor's degree or higher.²

ECONOMY

- Fort Bend County has a diverse economic base with top industries, including food manufacturing, energy, engineering, education, health care and technology.
- It is home to six of the nation's top 30 master planned communities.⁶
- The HH income averages \$118,558.²
- Texas is one of seven states in the country with no state income tax.

¹U.S. Census Bureau, 2017.

²Sites USA - 2016.

³U.S. Bureau of Labor Statistics,

2014, 2015, 2016.

⁴Niche, 2016.

⁵U.S. Census Bureau, 2016

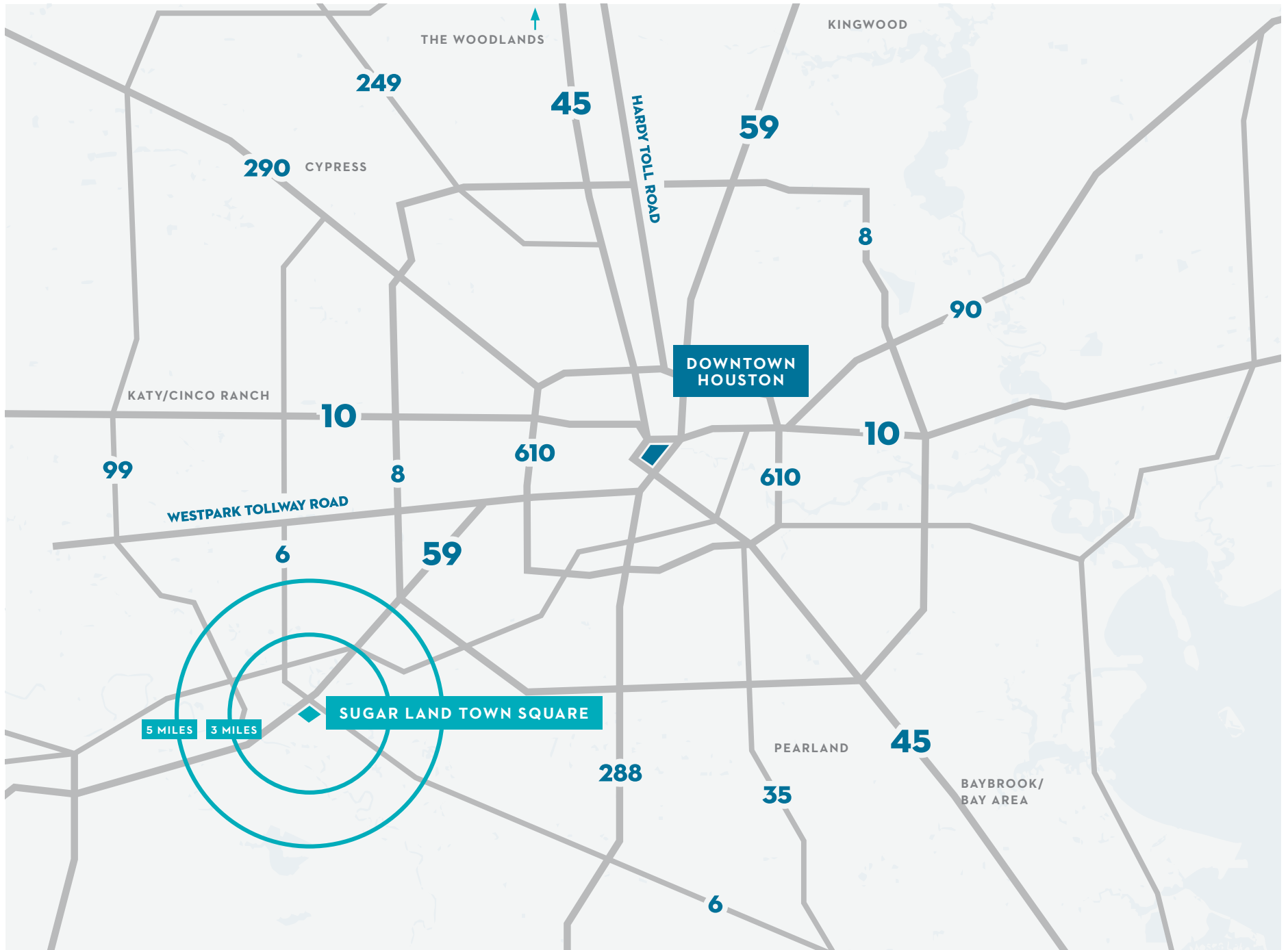
⁶RCLCO Real Estate, 2014.

FEELS LIKE
community

Fort Bend residents have the second-highest purchasing power in the United States.

Financial technology company SmartAsset compared the median income and cost of living nationwide and found that Fort Bend County residents have the second-highest purchasing power in the U.S. According to the report, Fort Bend residents with no children have a median income of \$91,152 - the highest in the state—with a cost of living averaging about \$43,451 per year. For comparison, the U.S. median income is \$54,727 and the average cost of living is \$33,092.





HOUSTON SUBURBAN MARKETS

LOCATION	3-MILE RING				5-MILE RING			
	Population	Avg. HH income	% with bachelor's degree or higher	% with household income > \$150K	Population	Avg. HH income	% with bachelor's degree or higher	% with HH income > \$75K
Sugar Land <i>Hwy 6 and I-69</i>	87,378	\$152,546	57.9%	39.6%	236,261	\$128,162	49.7%	30.8%
The Woodlands <i>Woodlands Parkway and I-45</i>	61,960	\$115,325	44.9%	24.4%	155,600	\$117,841	25.7%	25.7%
Baybrook/Bay Area <i>Bay Area Boulevard and I-45</i>	70,317	\$97,476	39.6%	19.8%	186,804	\$103,706	41.9%	22.1%
Katy/Cinco Ranch <i>Hwy 99 and I-10</i>	106,308	\$105,131	39.1%	21.4%	254,322	\$121,741	44.9%	28.4%
Kingwood <i>Kingwood Drive and West Lake Houston Parkway</i>	66,642	\$137,316	50.7%	31%	133,144	\$119,295	41.7%	24.8%
Pearland <i>Hwy 288 and FM 518</i>	73,637	\$134,777	57.7%	36.1%	149,298	\$106,089	42.9%	24.6%
Cypress <i>Hwy 290 and Spring Cypress Road</i>	70,238	\$133,431	49.9%	31%	169,042	\$132,467	48.7%	32.5%

Source: Sites USA, 2017.



BY THE Thousands

GROWTH PROJECTIONS for Houston Suburban Lifestyle Retail

LOCATION	Population within 5 miles	% actual annual growth 2010-2017	Projected annual growth 2017-2022
Sugar Land Hwy 6 and I-69	236,261	2.1%	4.3%
The Woodlands Woodlands Parkway and I-45	155,600	3%	3.5%
Baybrook/Bay Area Bay Area Boulevard and I-45	186,804	1.3%	2.1%
Katy/Cinco Ranch Hwy 99 and I-10	254,322	4.1%	2.7%
Kingwood Kingwood Drive and West Lake Houston Parkway	133,144	1.2%	2.1%
Pearland Hwy 288 and FM 518	149,298	4.3%	2.3%
Cypress Hwy 290 and Spring Cypress Road	169,042	6%	1.9%

Source: Sites USA, 2017



POWER
shoppers

The cost of living index for Houston (including rent) is 93.40 compared to a 100 index for all cities in the U.S.

This means our cost of living is lower than the national average. With a median HH income topping \$128,000 (for the 3-mile ring around Sugar Land Town Square), there are a lot of people with a lot to spend.

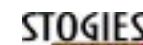
(Source: Sites USA)





WHERE IT ALL happens

Sugar Land Town Square features southwest Houston's largest collection of themed restaurants, lifestyle brands and community events.



Altar'D State

Altar'D State started with a mission to fill a gap in the retail industry and change the world for the better. It began as one little shop - learning, growing, defining who they are. It then branched out and continued developing along the way. Since 2009, it has grown its footprint from one fledgling retail shop to more than 100 booming fashion boutiques across the nation with no plans to stop.

www.altardstate.com

 @altardstate

 @altardstate

 @Altard_State





Vino & Vinyl

Vino & Vinyl is Fort Bend County's locally owned premier wine bar/lounge and record store that supports local art. It is small and the soulful... and hopes to create an atmosphere where people can have "ah-ha!" moments with wine and music, so that no matter where they are on their path to discovery, they will feel at home, appreciated and inspired.

www.vino-vinyl.com

 @vinovinylls

 @vinovinylls



Sur La Table

Sur La Table is the ultimate place for culinary exploration and discovery. From a knowledgeable staff and in-store cooking classes to innovative products and gadgets, Sur La Table helps every customer get inspired to create memorable meals for memorable occasions.

www.surlatable.com

 @SurLaTable

 @SurLaTable



Z Gallerie

Z Gallerie boasts an ever-changing combination of traditional and contemporary designs by incorporating products and ideas from around the world. From pillows and tableware to outdoor accessories and unique furniture, it's the perfect store to find both fashionable and stunning home furnishings.

www.zgallerie.com

 @ZGallerie

 @ZGallerie

STEELCITYPOPS



Steel City Pops

Steel City Pops sells gourmet popsicles made from the freshest, all-natural or certified-organic ingredients that are harvested locally where possible.

www.steelcitypops.com

 @SteelCityPopsSugarLand

 @SteelCityPopsHouston

 @SteelCityPops





Japaneiro's

Japaneiro's serves up a unique fusion of Japanese sushi and South American cuisine, including the signature Shaggy Dog roll, a hearty Churrasco steak, delicate Sashimi, Yucca fries and tasty Tempura.

www.japaneiros.net

 @japaneiros

 @japaneiros

 @japaneiros



Revolution Studio

With a team of elite instructors motivating clients through a full-body workout, Revolution Studio combines high-energy music and spectacular lighting with dynamic cycling workouts.

www.revolution-studio.com

 @RevolutionStudioCyclingYoga

 @RevolutionStudio



YesYoga

YESyoga is about more than taking a yoga class. It's also about saying yes to the possibility of more in life—living a dynamic life, caring for others, navigating a career, maintaining friendships, and valuing self-care. YESyoga is dedicated to making self-care easy and fun by offering dynamic in-studio classes.

www.yesyogastudio.com

 @YESyogastudiotx

 @YESyogastudiotx





WHERE PEOPLE

gather

*Lots of people come to
Sugar Land Town Square!*

They visit City Hall, where public and citizen groups host meetings and nearly 200 city employees report for work daily.

They frequent the offices of a large number of corporate and regional headquarters, including The Minute Maid Company/The Coca-Cola Company Houston headquarters.

They come to eat and shop before cheering on the Sugar Land Skeeters at nearby Constellation Field or seeing a show at Smart Financial Centre, which is less than a mile away.

They attend conferences, conventions and corporate meetings and vacations at the Sugar Land Marriott Town Square Hotel and Conference Center.

They visit and participate in activities at sports centers, like the Don Cook Natatorium, the Sugar Land Ice Center, Mercer Stadium and the Oyster Creek Boathouse.

They come to have medical treatments or do business with one of the large medical facilities within close proximity, like Methodist Hospital, The University of Texas MD Anderson Cancer Center or CHI St. Luke's.

They enjoy movies and events in the Plaza, including some of the area's biggest fairs and festivals. More than 15,000 people gather for the annual Christmas tree lighting.





EVENT SERIES

- Movies Under the Moon
- Concert series
- Dancing Under the Stars

LANDMARK EVENTS

- Sugar Land Superstar
- Sugar Land Jr. Superstar Edition
- The Art of Wining and Dining
- Project One Way
- Halloween Town
- Christmas Tree Lighting

COMMUNITY EVENTS

- Car Shows
- Holidays in the Plaza
- Fitness in the Plaza
- Community Partnerships and Awareness Events

More than 115,000 people attend 281 total events throughout the year.

SOCIAL MEDIA EVENT OUTREACH

760,777

EVENT IMPRESSIONS

252,236

EVENT REACH

3,009

EVENT RESPONSES

LET'S GET social

All tenants have the opportunity for inclusion in the following on-going advertising efforts:

- Website promotions and listings
- Directories
- Paid search
- Paid social media on advertising on Facebook and Instagram
- Organic social media posts on Facebook, Instagram and Twitter
- Weekly e-newsletters
- Print ads
- Public relations coverage
- On-site events
- On-site signage
- Media sponsorships



38K

Page Likes

@SugarLandTownSquare



2K

Followers

@SL_TownSquare



5.3K

Followers

@SLTownSquare

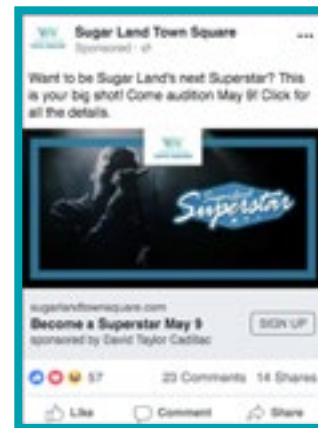


14.9K+

E-newsletter subscribers

SugarLandTownSquare.com

More than 3.5 million social media impressions in the past 12 months across all social channels.



PUBLIC ART

Sugar Land Town Square provides the perfect backdrop for social media-worthy posts allowing our community to connect with us and share their experiences with their friends and family, too.



The selfie statue garnered national attention and is a local attraction for residents and visitors alike.



PLAZA FEATURES



Source: Team Reames

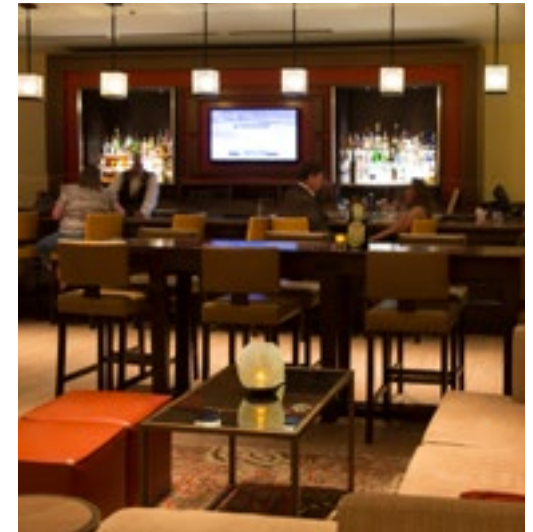


PLAN A getaway

Whether you're in town for the weekend or want to stay forever, there's a place for you at **Sugar Land Town Square**.

Sugar Land Marriott Town Square

Winner of Marriott's 2014 Service Excellence Award, Sugar Land Marriott Town Square offers an unparalleled experience from check-in to checkout. This award-winning hotel is centrally located in the heart of Sugar Land Town Square with popular eateries and shopping destinations within walking distance of the hotel. Featuring 26,000 square feet of meeting and event space, The Burning Pear – an exquisite restaurant – a Starbucks, a 24-hour fitness center, and a heated outdoor pool, your stay is sure to be comfortable and enjoyable.



SERIOUS *business*

Town Square is home to more than 2,000 office workers daily. The largest employers in Sugar Land Town Square include:

Amica

Ameriprise
Financial

Coca-Cola


C.H. ROBINSON
WORLDWIDE, INC.

Colliers
INTERNATIONAL

Minute
Maid

Regus

 UBS



6:00 AM

Wakes up 5 minutes from the office



6:30 AM

Practices yoga at YesYoga



7:00 AM

Grabs coffee at Starbucks in the Marriott



8:00 AM

Walks to work



12:00 PM

Crushes a salad at bellagreen for lunch



6:00 PM

Stops for happy hour with coworkers at Rouxpour



7:00 PM

Shops at Sugar Land Town Square



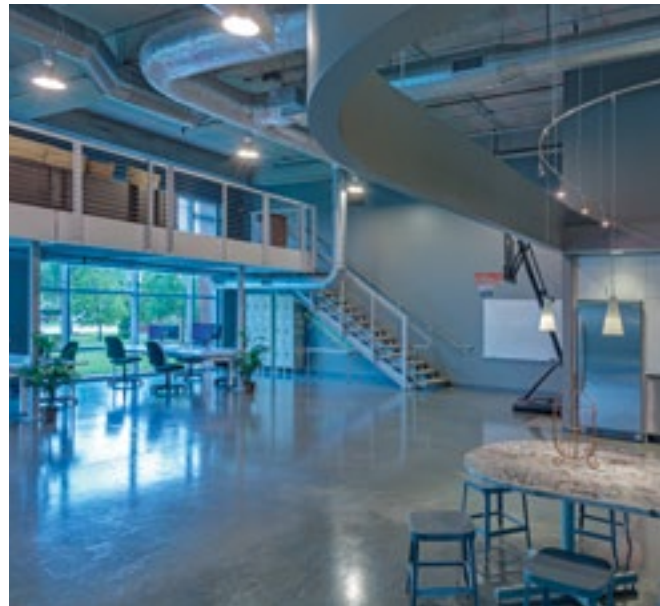
8:00 PM

Eats dinner at Japaneiro's

TOWN SQUARE OFFICE TENANTS

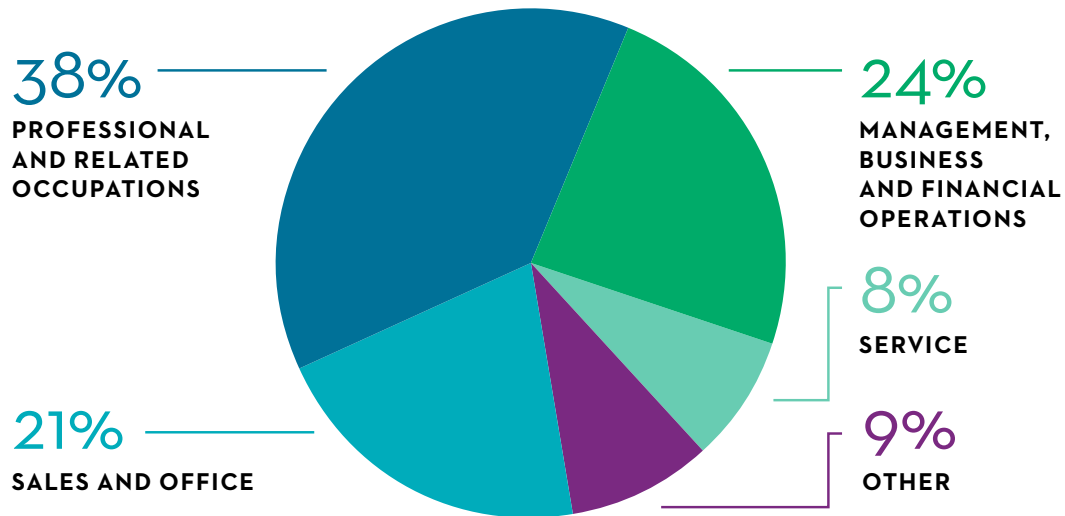
*It's more than just a **daytime** population.*



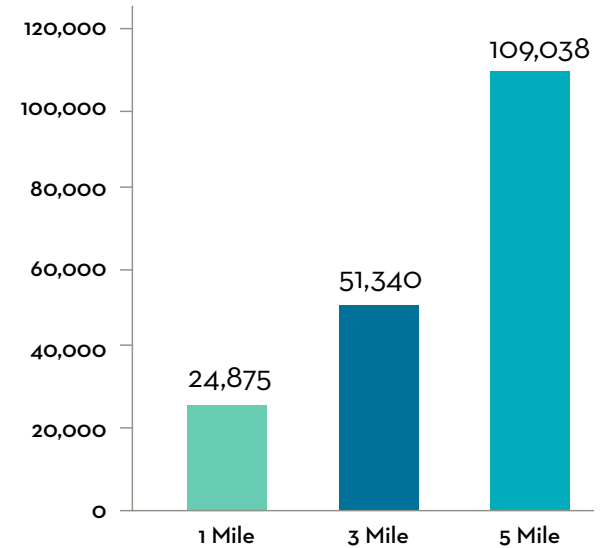


CLASSIFICATION OF DAYTIME EMPLOYMENT

3-mile radius



DAYTIME POPULATION



Source: Sites USA, 2017.





PLANNED COMMUNITY DEVELOPERS, LTD

Planned Community Developers, Ltd. (PCD) is the developer of the 97,000-acre First Colony master planned community in Sugar Land, Texas, located southwest of Houston. PCD is also developing two other major projects: River's Edge, a 370-acre mixed-use development at the intersection of I-69 and Hwy 6.

PCD continues to oversee the phased development of the 32-acre Sugar Land Town Square, located at the intersection of U.S. 59 and Hwy 6. Town Square includes the 300-room full-service Sugar Land Marriott Town Square Hotel and Conference Center, the 82,000-square-foot Sugar Land City Hall, 167 mid-rise residential condos, 566,000 square feet of office space, 243,000 square feet of upscale Main Street retail and restaurants, and a 1.4-acre pedestrian Plaza.

				
1975 ▶ Began First Colony	1977 ▶ Sugar Land Business Park	1981 ▶ Sweetwater Country Club	1991 ▶ First Colony Commons	1993 ▶ Creekside @ Town Center
				
1995 ▶ Market @ Town Center	1997 ▶ Offices @ Kensington	1998 ▶ Sweetwater Plaza	1999 ▶ Town Center Lakeside	2000 ▶ Kingwood Commons
				
2003 ▶ Sugar Land Town Square	2004 ▶ River's Edge	2005 ▶ Lake Pointe Town Center	2007 ▶ Whole Foods Market	2010 ▶ Completion of Sugar Land Town Square
				
2011 ▶ First Colony Substantial Completion	2012 ▶ Lake Pointe Village Completion	2013 ▶ Texas Instruments Build-to-Suit	2015 ▶ Lake Pointe One	2015 ▶ Lake Pointe Village East
				
2016 Lake Pointe Village East				



**SUGAR LAND
TOWN SQUARE**

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