



# FOR LEASE RETAIL SPACE

---

3420 FM 723 ROSENBERG, TX 77471

The Next Retail Hub of Opportunities in Rosenberg!

**MELANNE CARPENTER**

Managing Director -KW Commercial Texas

(713) 489-9819

[melanne@kwcommercial.com](mailto:melanne@kwcommercial.com)

1220 Augusta Dr., Ste. 300, Houston, TX 77057

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

# RETAIL EXECUTIVE SUMMARY

Plaza @ FM 723 is a premier, multi-phase retail development delivering  $\pm 35,000$  SF across six buildings on  $\pm 4$  acres in Fort Bend County's high-growth Southwest Corridor, designed for retail, medical, service, and food/beverage users.

## Phasing at a glance:

- Phase 1: 9,500 sf retail strip (pre-leasing) , smallest space available 1,357 sf
- Phase 2: 5,900 sf retail building + 2,300 SF pad (ideal coffee/QSR)
- Target delivery: Early 2026
- Phase 3: To be Determined

## Lease terms :

- Base Rent: \$24.00 psf
- Estimated NNN: \$6.50 psf
- TI: Negotiable
- Pre-Leasing: 9,000 sf available now; 2,300 sf pad with drive-thru available
- Term: 9,500 sf (3-5 years); 2,300 sf (5-10 years)

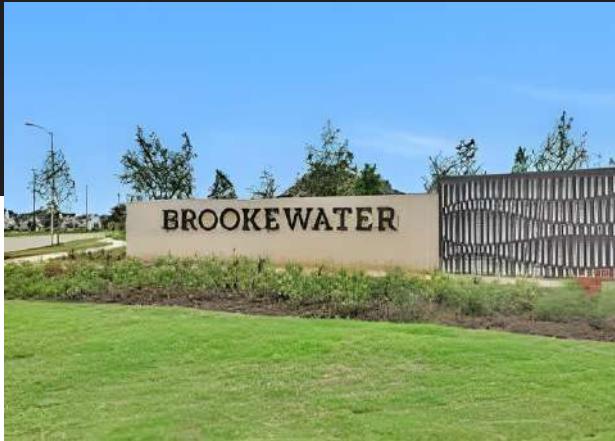
## Early Lease Incentives!

1. Up to 3 months free rent
2. Up to \$40 in TI



## PRE-LEASE NOW!

## BROOKEWATER



## KINGDOM HEIGHTS



## MILLER'S POND



## KEY HIGHLIGHTS: WHY IT WINS?

Set within Fort Bend County's fastest-growing corridor, the trade area blends established neighborhoods with a steady stream of new rooftops and services. Surrounded by thriving master-planned communities and respected schools, the site captures strong household spending and weekday-to-weekend activity. Excellent regional connectivity and everyday conveniences make this location a natural stop for coffee runs, errands, and family outings, prime conditions for retailers seeking consistent, repeat traffic.

- **Prime Exposure** - FM 723 frontage with ~13,872 VPD—perfect for repeat, daily-needs trips.
- **Built-In Demand** - Master-planned communities (Brookewater, Kingdom Heights, Miller's Pond) driving steady household growth and spend.
- **School Rush** - Briscoe JH & Wertheimer MS traffic boosts afternoons/evenings (pickup, activities, events).
- **Greenfield Opportunity** - Few nationals nearby—strong fit for coffee drive-thru, sandwich/salad, smoothie/juice, bakery/café.
- **Service Synergy** - Service-heavy co-tenants create flow for pharmacy, urgent care, dental/ortho, tutoring, and pack-and-ship.
- **Standout Launch** - High visibility + near competitors (not next door) = easier brand discovery and faster ramp.



# SNEAK PEAK INTO PLAZA @ FM 723



Call (713) 489-9819 • [melanne@kwcommercial.com](mailto:melanne@kwcommercial.com) • Plaza @ FM 723



# SNEAK PEAK INTO PLAZA @ FM 723



Call (713) 489-9819 • [melanne@kwcommercial.com](mailto:melanne@kwcommercial.com) • Plaza @ FM 723

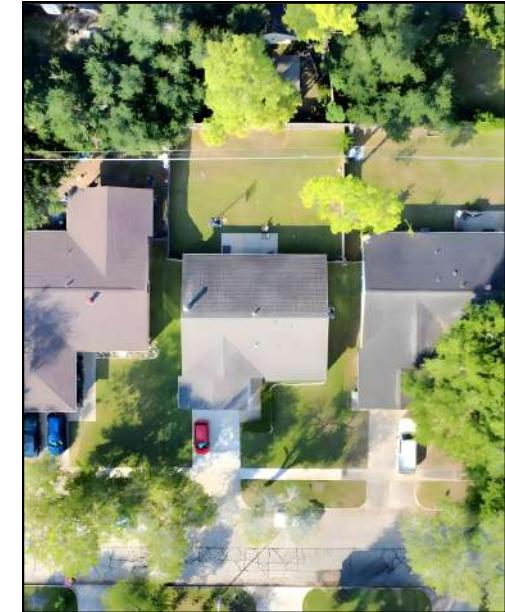


# SNEAK PEAK INTO PLAZA @ FM 723



Call (713) 489-9819 • melanne@kwcommercial.com • Plaza @ FM 723

# DEVELOPMENT PHOTOS

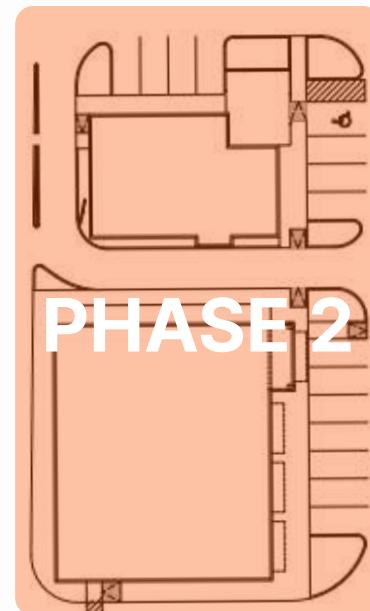


# OVERALL SITE PLAN

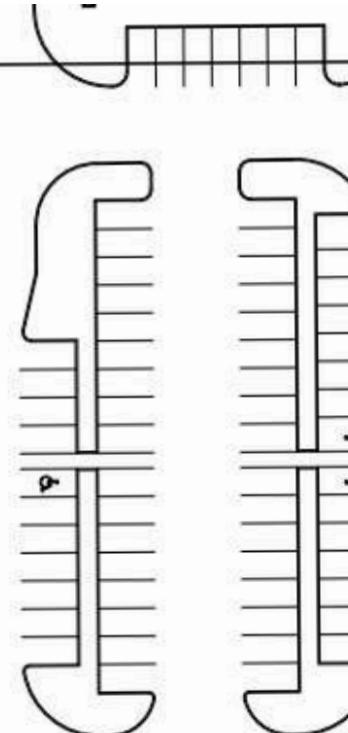
**PHASE 1: 9,500 SF**

**PHASE 2: 5,900 SF  
RETAIL BUILDING  
+ 2,300 SF PAD**

**PHASE 3: COMING  
SOON!**



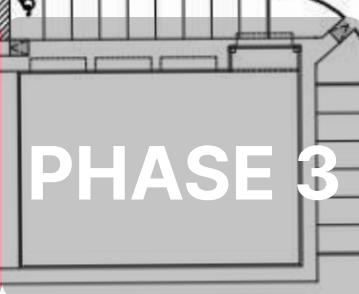
**PHASE 2**



**PHASE 3**

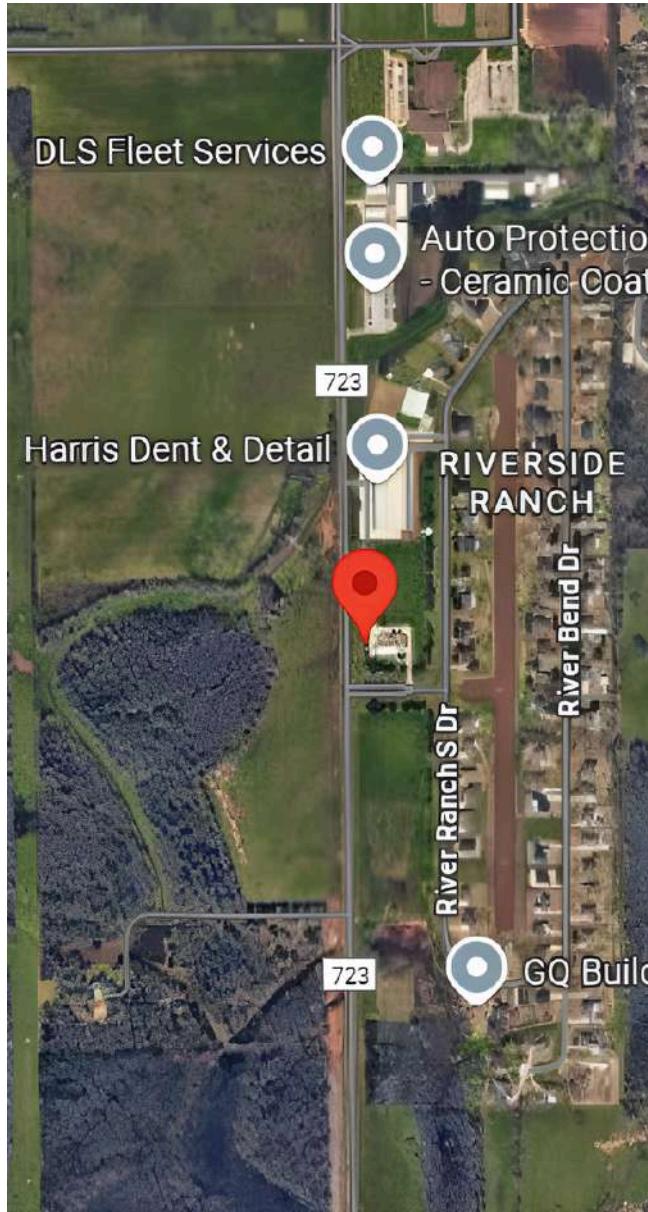
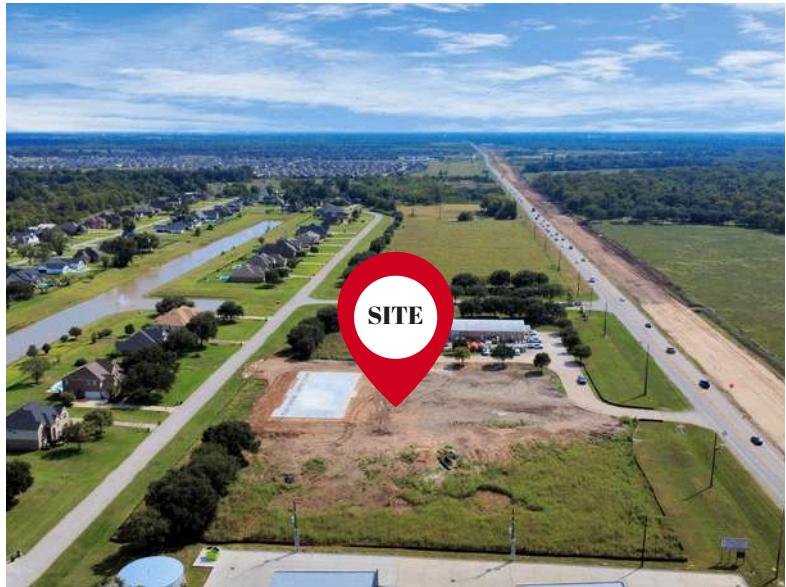


**PHASE 1**



**PHASE 3**

# LOCATION MAP



## KEY HIGHLIGHTS

- **High Visibility:** FM 723 frontage with ~13,872 cars/day—great for repeat daily-needs stops.
- **Growing Rooftops:** Surrounded by master-planned communities driving steady household growth and spend.
- **Easy Access:** Near US-59/I-69, FM 762, and Spur 10—captures commuter traffic between Richmond and Rosenberg.
- **Strong School pull:** In Lamar CISD—family-heavy area with steady daytime and after-school trips.
- **Healthy Demographics:** 1/3/5-mile rings show 2024-2029 population growth and above-average incomes.
- **Weekend Draw:** Minutes to Brazos Bend State Park and George Ranch—extra leisure traffic.
- **Proven Corridor:** Part of the Houston MSA's Southwest growth path along FM 723/FM 762.

# BUSINESS MAP



- **Active Service Hub:** Auto, fitness, and specialty trades along FM 723 keep steady weekday + weekend traffic.
- **Fitness Magnets:** Strong Style MMA, BuiltFit Athletics, and Charlo Boxing drive repeat visits—great for F&B and wellness add-ons.
- **Errand Flow:** Everyday goods & home services (e.g., mattresses, utilities) fuel quick-stop trips for daily-needs retail.
- **Food Anchors:** Texas Brisket and Spanky's Crawfish set the table for complementary quick-serve, dessert, and beverage concepts.
- **School Surge:** Briscoe JH & Wertheimer MS pump up afternoon/evening demand (pickup, practices, events).



# DEMOGRAPHICS

3420 FM 723 ROSENBERG,  
TX 77471

## TRAFFIC COUNT (VPD)

FM 723 RD      13,872 VPD

## POPULATION GROWTH (2024 - 2029)

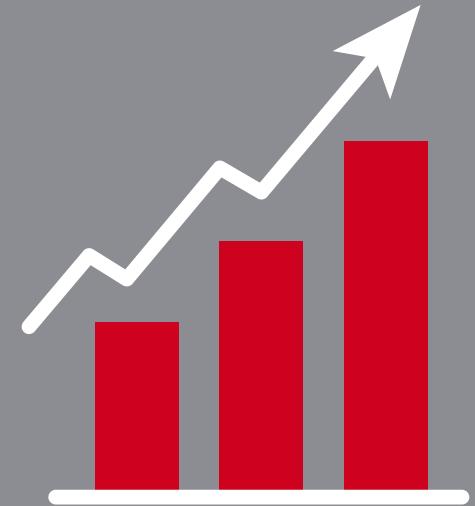
1 mile	3 miles	5 miles
21.55%	20.27%	20.70%

## 2024 MEDIAN HOME VALUE

1 mile	3 miles	5 miles
\$ 365,293	\$352,802	\$290,025

## AVERAGE HOUSEHOLD INCOME (2024)

1 mile	3 miles	5 miles
\$ 159,044	\$128,706	\$102,800





**Plug into growing  
rooftops. Capture  
the commute. Own  
the corner.**



**Front-row on FM  
723—where daily  
needs meet daily  
traffic.**



**Your next  
neighborhood  
hub: coffee,  
convenience, and  
constant  
visibility.**



# ABOUT US

KW Commercial is the commercial division of Keller Williams Realty International — a global network of more than 2,000 brokers in 800+ offices. Built on collaboration, innovation, and education, we operate across every major real estate sector, from Office and Retail to Industrial, Land, and Development. KW Commercial provides the foundation for professionals who lead with expertise and purpose.

At KW Memorial, we bring KW Commercial's national strength to the local Houston market. As the #1 KW Commercial Market Center in Houston by both volume and agent count, our team represents the city's most connected and productive commercial professionals. Within this environment, collaboration and mentorship drive success — and Houston's top-performing agents call KW Memorial home.

## MELANNE CARPENTER

M A N A G I N G   D I R E C T O R

(713) 489-9819 | [melanne@kwcommercial.com](mailto:melanne@kwcommercial.com) |  
1220 Augusta Dr., Ste. 300, Houston, TX 77057 | [www.kwcommercial.com](http://www.kwcommercial.com)



# DISCLAIMER

All materials and information received or derived from KW Commercial its directors, officers, agents, advisors, affiliates and/or any third party sources are provided without representation or warranty as to completeness, veracity, or accuracy, condition of the property, compliance or lack of compliance with applicable governmental requirements, developability or suitability, financial performance of the property, projected financial performance of the property for any party's intended use or any and all other matters.

Neither KW Commercial its directors, officers, agents, advisors, or affiliates makes any representation or warranty, express or implied, as to accuracy or completeness of the materials or information provided, derived, or received. Materials and information from any source, whether written or verbal, that may be furnished for review are not a substitute for a party's active conduct of its own due diligence to determine these and other matters of significance to such party. KW Commercial will not investigate or verify any such matters or conduct due diligence for a party unless otherwise agreed in writing.

## **EACH PARTY SHALL CONDUCT ITS OWN INDEPENDENT INVESTIGATION AND DUE DILIGENCE.**

Any party contemplating or under contract or in escrow for a transaction is urged to verify all information and to conduct their own inspections and investigations including through appropriate third-party independent professionals selected by such party. All financial data should be verified by the party including by obtaining and reading applicable documents and reports and consulting appropriate independent professionals. KW Commercial makes no warranties and/or representations regarding the veracity, completeness, or relevance of any financial data or assumptions. KW Commercial does not serve as a financial advisor to any party regarding any proposed transaction.

All data and assumptions regarding financial performance, including that used for financial modeling purposes, may differ from actual data or performance. Any estimates of market rents and/or projected rents that may be provided to a party do not necessarily mean that rents can be established at or increased to that level. Parties must evaluate any applicable contractual and governmental limitations as well as market conditions, vacancy factors and other issues in order to determine rents from or for the property. Legal questions should be discussed by the party with an attorney. Tax questions should be discussed by the party with a certified public accountant or tax attorney. Title questions should be discussed by the party with a title officer or attorney. Questions regarding the condition of the property and whether the property complies with applicable governmental requirements should be discussed by the party with appropriate engineers, architects, contractors, other consultants, and governmental agencies. All properties and services are marketed by KW Commercial in compliance with all applicable fair housing and equal opportunity laws.

Exclusively Listed by

**Melanne Carpenter – Managing Director**

(713) 489-9819

[melanne@kwcommercial.com](mailto:melanne@kwcommercial.com)

741309, Texas

The calculations and data presented are deemed to be accurate, but not guaranteed. They are intended for the purpose of illustrative projections and analysis. The information provided is not intended to replace or serve as substitute for any legal, accounting, investment, real estate, tax or other professional advice, consultation or service. The user of this software should consult with a professional in the respective legal, accounting, tax or other professional area before making any decisions.



## Information About Brokerage Services

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

2-10-2025



### **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. **An owner's agent fees are not set by law and are fully negotiable.**

**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. **A buyer/tenant's agent fees are not set by law and are fully negotiable.**

**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.

Keller Williams Realty Memorial	9000862	kirw10@kw.com	(713) 461-9393
Licensed Broker/Broker Firm Name or Primary Assumed Business Name  Michael Bossart	License No.  588215	Email  michaelb@kw.com	Phone  (713) 461-9393
Designated Broker of Firm  Roger Aad	License No.  692211	Email  Rogeraad@kw.com	Phone  713-461-9393
Licensed Supervisor of Sales Agent/Associate  Melanne Carpenter	License No.  0741309	Email  melanne@kwcommercial.com	Phone  (832) 720-5626
Sales Agent/Associate's Name	License No.	Email	Phone

Buyer/Tenant/Seller/Landlord Initials

Date



BE FIRST. BE SEEN.  
BE BUSY.

---

3420 FM 723 ROSENBERG, TX 77471

Melanee Carpenter | Managing Director — KW Commercial Texas  
| (713) 489-9819 | [melanne@kwcommercial.com](mailto:melanne@kwcommercial.com) | 1220 Augusta Dr., Ste. 300,  
Houston, TX 77057 | [www.kwcommercial.com](http://www.kwcommercial.com)