

# FOR LEASE RETAIL SPACE

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***3420 FM 723 ROSENBERG, TX 77471***

**The Next Retail Hub of Opportunities in Rosenberg!**

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# 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







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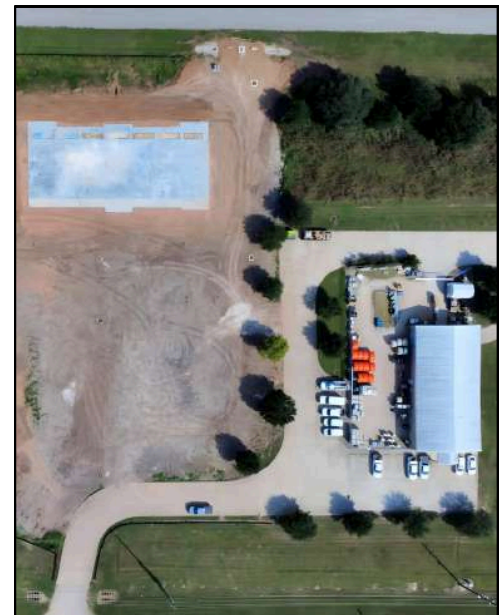
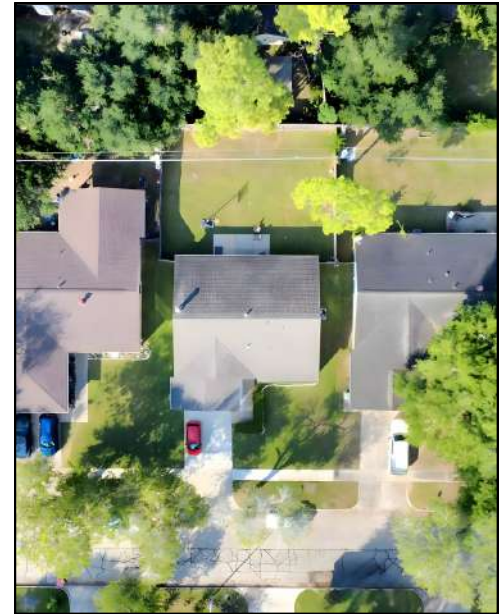
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# DEVELOPMENT PHOTOS





# 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**

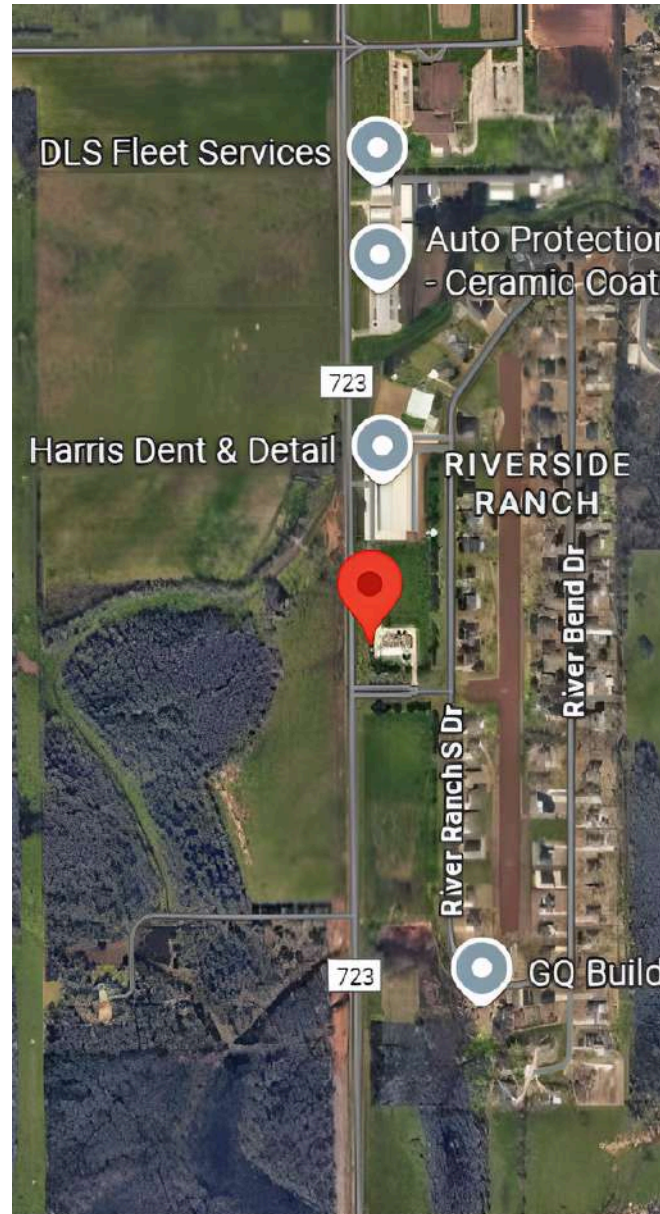
**PHASE 3**

**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**

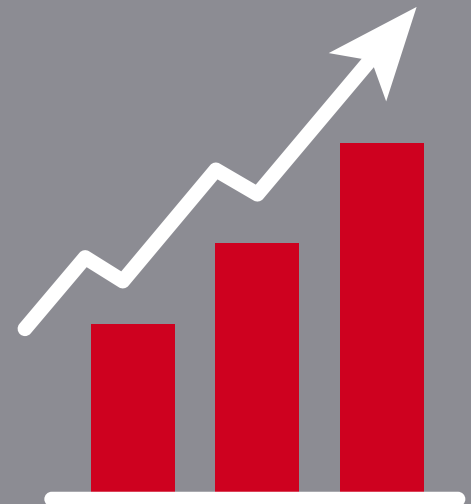
**3 miles**

**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

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Exclusively Listed by

**Melanne Carpenter – Managing Director**

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## 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.*

### 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.

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Licensed Supervisor of Sales Agent/ Associate	License No.	Email	Phone
Melanne Carpenter	0741309	melanne@kwcommercial.com	(832) 720-5626
Sales Agent/Associate's Name	License No.	Email	Phone

Buyer/Tenant/Seller/Landlord Initials

Date

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Information available at [www.trec.texas.gov](http://www.trec.texas.gov)





# BE FIRST. BE SEEN. BE BUSY.

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