

# CEDAR BREAKS WEST



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**Durham & Bassett**  
REALTY GROUP, INC.

[derek@dbrealty.net](mailto:derek@dbrealty.net)

# Cedar Breaks West

## Project Overview

### PROJECT DESCRIPTION

An approximately 19-acre retail site located at the southwest corner of Williams Dr. and Wildwood Dr. in Georgetown, Texas. Shadow Anchored by a recently renovated  that expanded to 146,000 SF from 96,000 SF to accommodate the growing population.

- Approx. 99,906 SF of proposed junior Anchor space.
- Approx. 18,952 SF of smaller retail space
- Under Construction



### 2023 POPULATION

1 mile:	5,635
3 miles:	32,529
5 miles:	72,066

### 2028 POPULATION PROJECTION

1 mile:	5,900
3 miles:	32,900
5 miles:	86,841

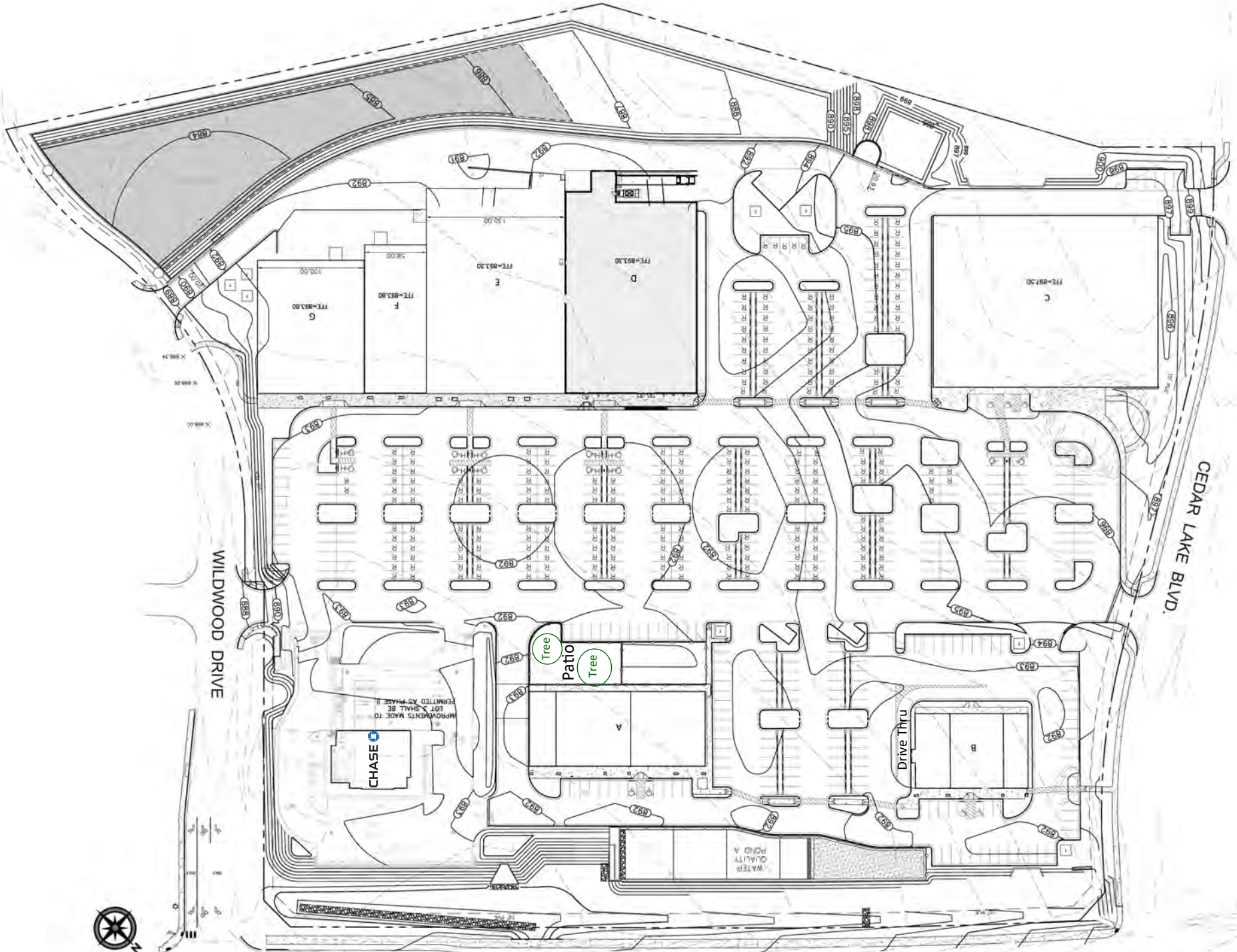
### 2023 MEDIAN HH INCOME

1 mile:	\$106,176
3 miles:	\$92,808
5 miles:	\$90,471

### 2023 TRAFFIC COUNT

(Source: TXDOT/ Esri)

Williams Dr.	33,623
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WILLOW DRIVE

CEDAR LAKE BLVD.

WILLIAMS DRIVE



CHASE  
IMPROVEMENTS MADE TO LOT SHALL BE PERMITTED AS PHASE II

Tree  
Patio  
Tree

Drive Thru

WATER QUALITY POND A

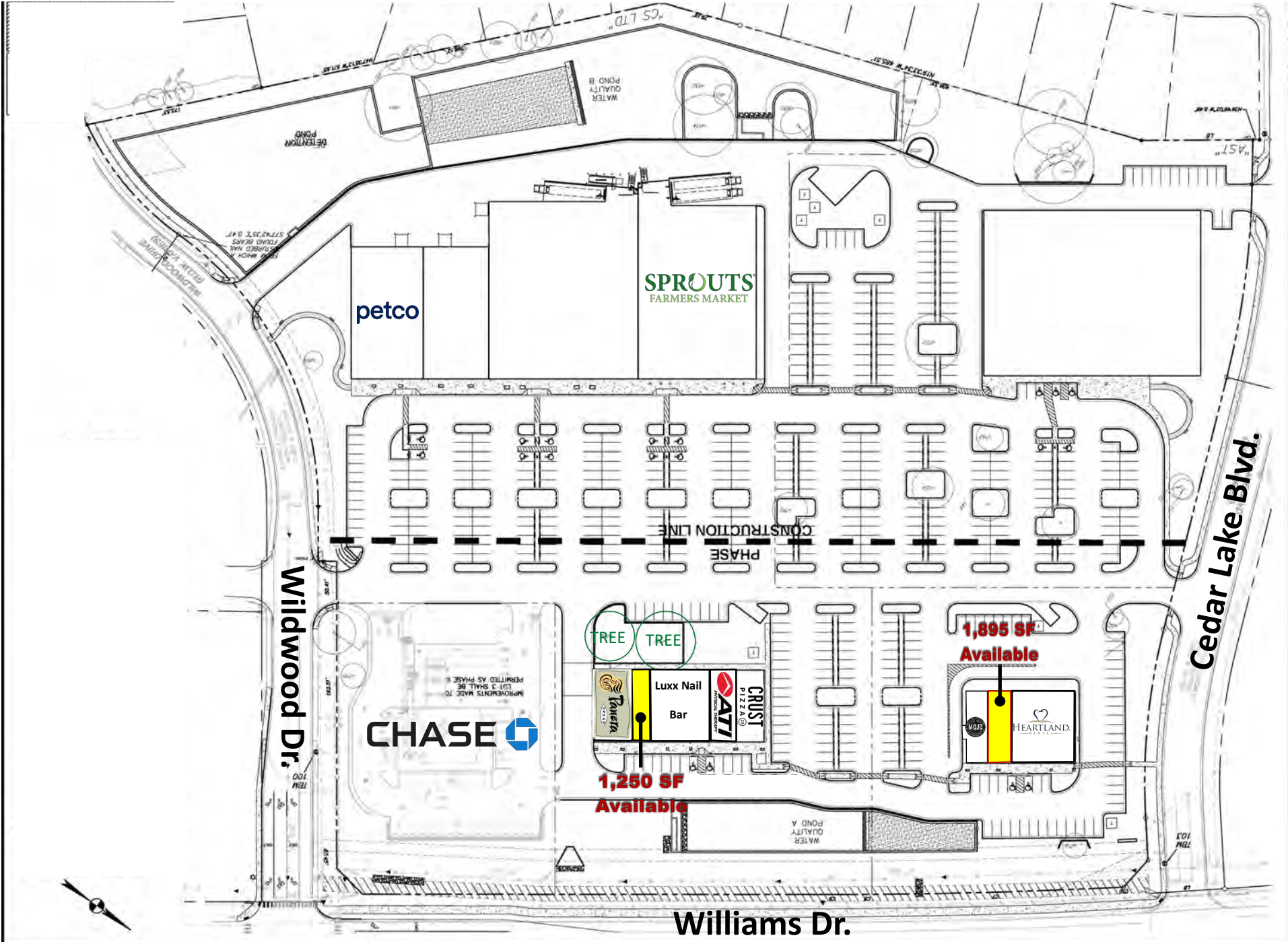
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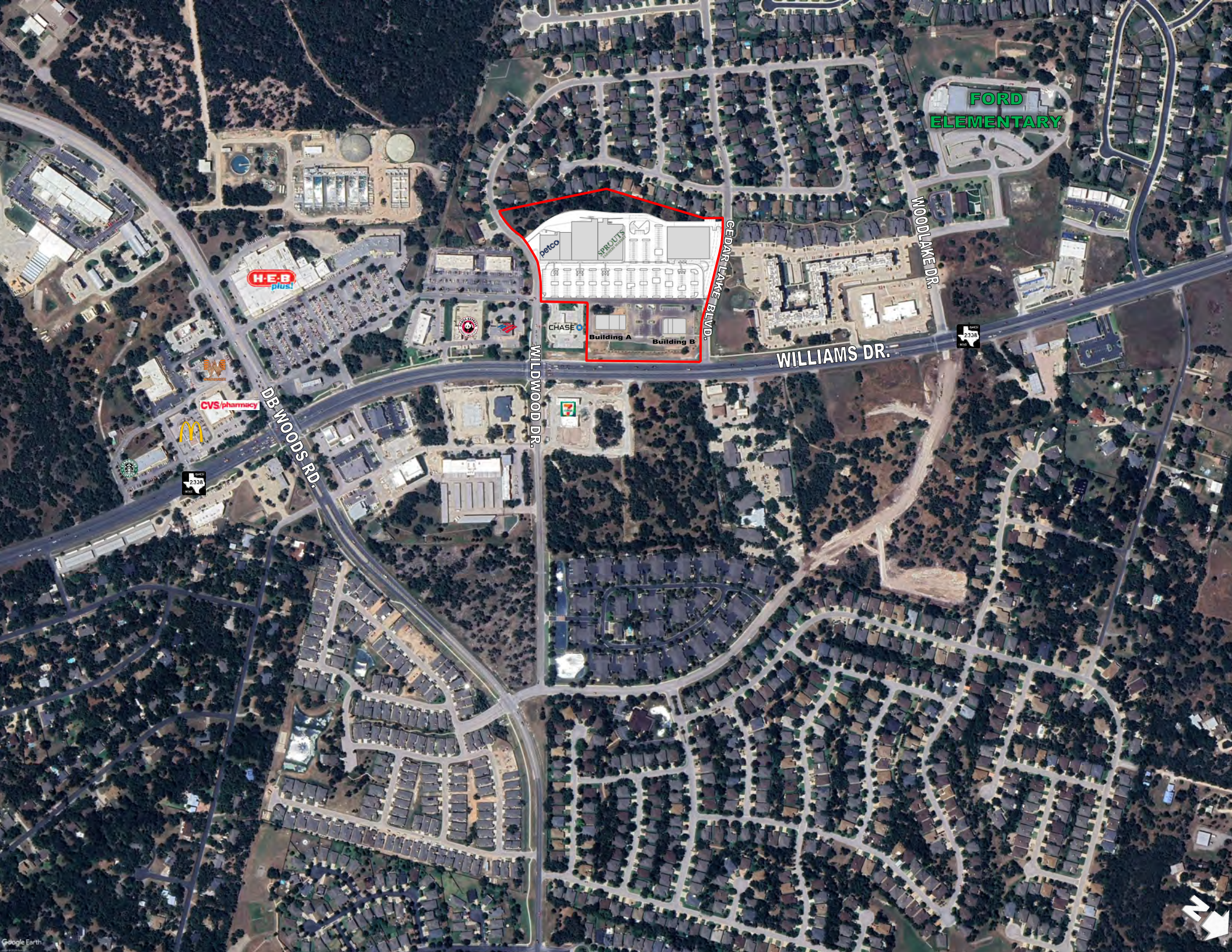
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FT. = 893.30

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FORD  
ELEMENTARY

Petco  
SPROUTS  
CHASE  
Building A  
Building B

WOODLAKE DR.

CEDAR LAKE BLVD.

WILLIAMS DR.

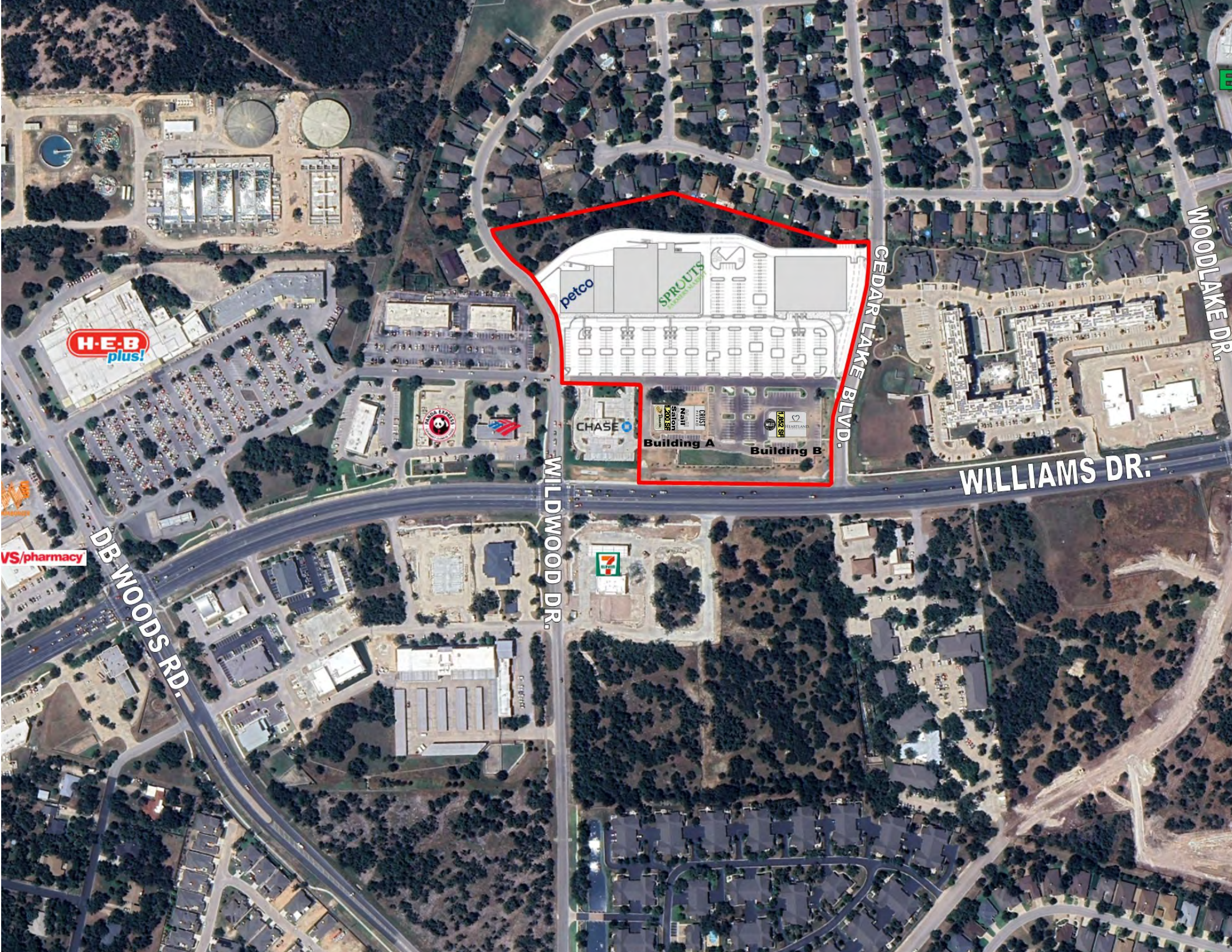
WILDWOOD DR.

DE WOODS RD.

H-E-B  
plus!

CVS pharmacy





H-E-B plus!

CVS/pharmacy

DB WOODS RD.

WILDWOOD DR.



petco  
SPROUTS  
CHASE  
Building A  
Building B

CEDAR LAKE BLVD.

WILLIAMS DR.

WOODLAKE DR.





GARY SHAW ARCHITECTS

design + planning

530 san michelle lane  
georgetown, texas 78828  
of: (512)784-7296

As only a part of the design process, this document is incomplete and may not be used for regulatory approval, permit or construction.

PRELIMINARY  
9-29-2020

CEDAR BREAKS WEST

4800 Williams Drive  
Building 'A'  
Georgetown, texas

project no.  
144.1701

date  
XXXXX

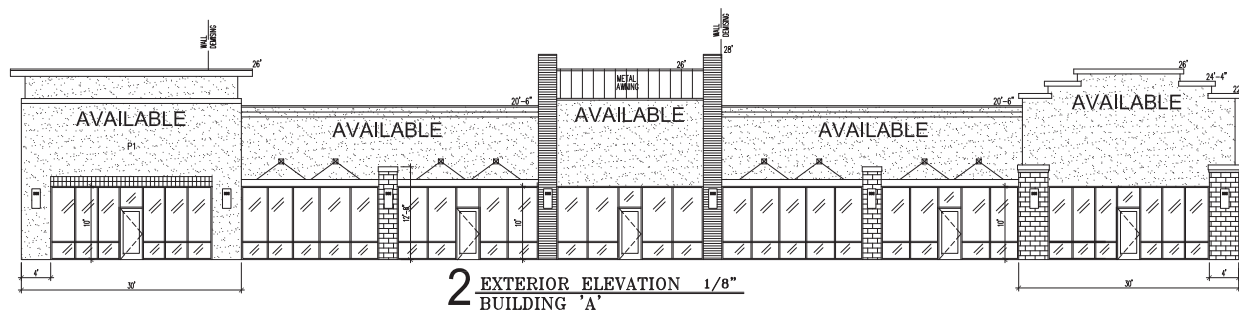
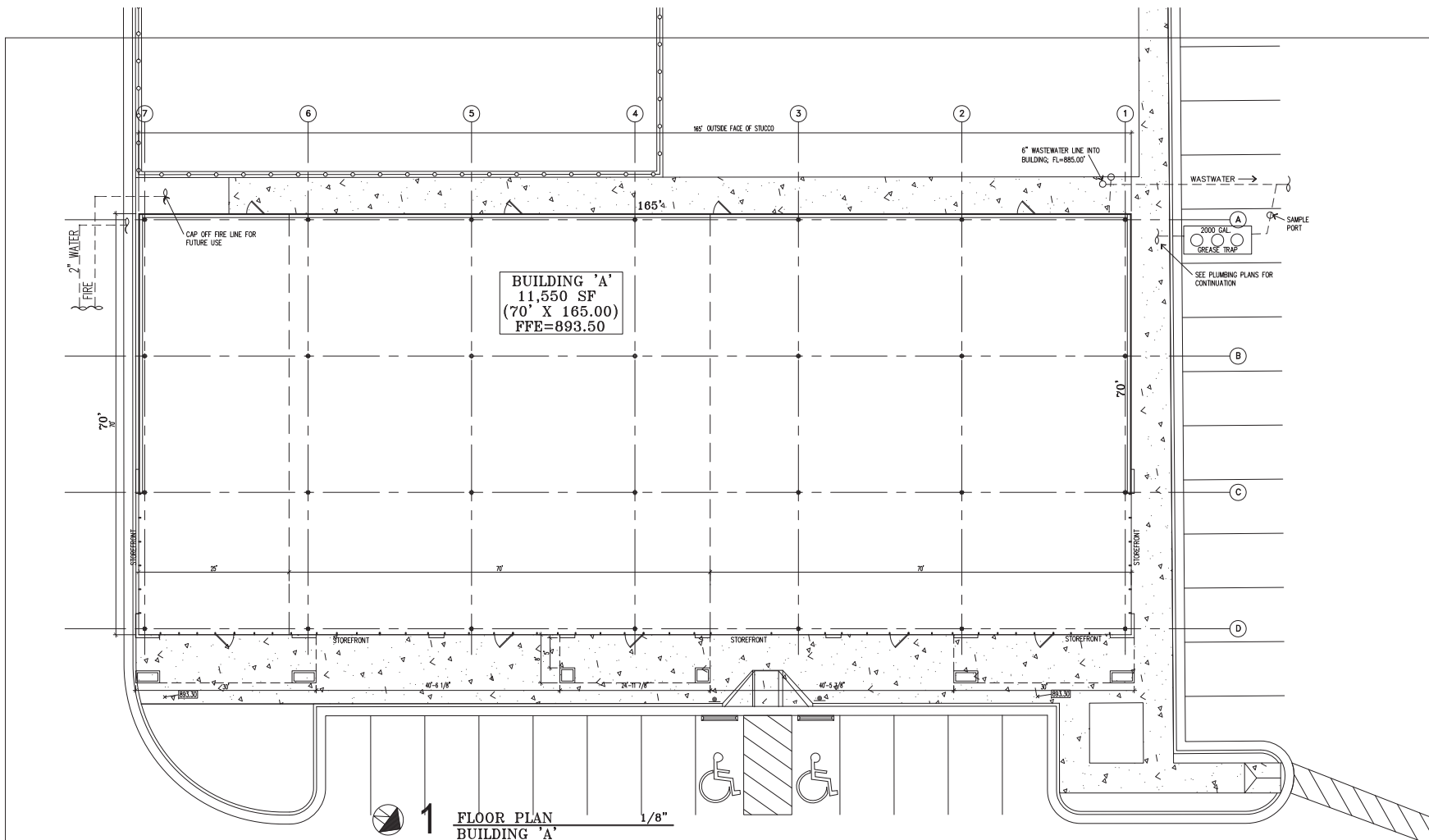
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revisions

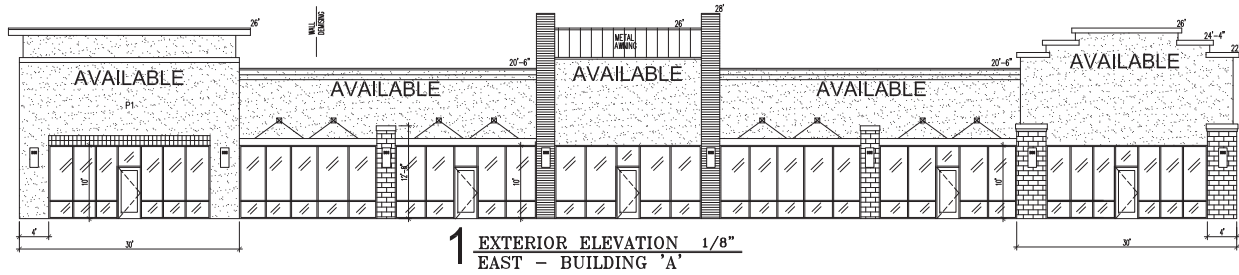
FLOOR PLAN  
ELEVATIONS

sheet no.

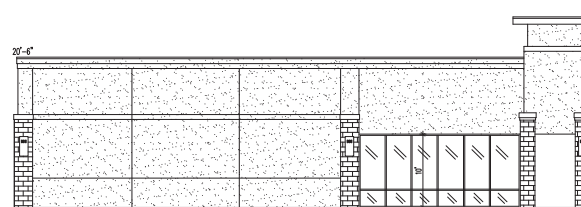
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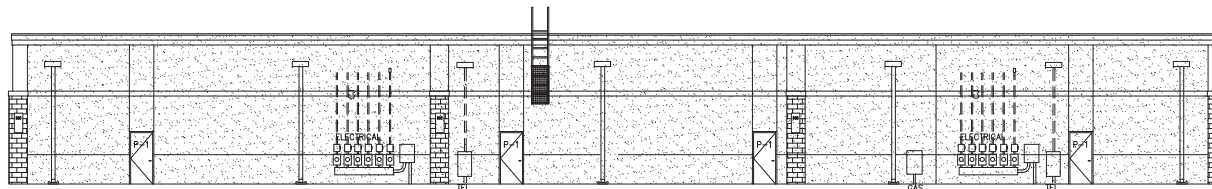




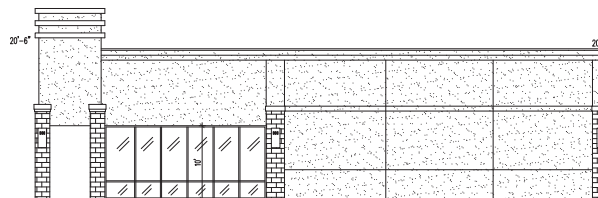
**1** EXTERIOR ELEVATION 1/8"  
EAST - BUILDING 'A'



**2** EXTERIOR ELEVATION 1/8"  
SOUTH - BUILDING 'A'



**3** EXTERIOR ELEVATION 1/8"  
WEST - BUILDING 'B'



**4** EXTERIOR ELEVATION 1/8"  
NORTH - BUILDING 'A'

**MATERIAL LEGEND**

**MASONRY**

- B1 BRICK; AOME CHARLESTON QUEEN
- MORTAR; SCS 30X
- S1 STONE; AUSTIN LIMESTONE; MATCH ADJACENT RETAIL STONE; SQUARE CUT, RANDOM SIZES; MORTAR TO BE LEIGH WHITE CEMENT TO MATCH

**PAINTS**

- P1 PAINTED TILT WALLS; HEAVY TEXTURE; SHERWIN WILLIAMS = SW 6122 CAMELBACK
- P2 SW 6125 CRAFT PAPER
- P3 MATCH DRYVIT #102 BRITE WHITE
- P4 MATCH DRYVIT #103 CHINA WHITE
- P5 MATCH DRYVIT #113 AMARILLO WHITE

**STANDING SEAM METAL ROOF**

- R1 STANDING SEAM METAL AWNING; BERRIDGE LEAD-COAT KYNAR 500

- L1 LIGHT SOURCE; ALLOWANCE OF \$450.00 EACH; MATERIAL ONLY; NO TAKES; ALLOW TEN WEEKS FOR DELIVERY

- ① TEMPERED GLASS



GARY SHAW  
ARCHITECTS

design  
+  
planning

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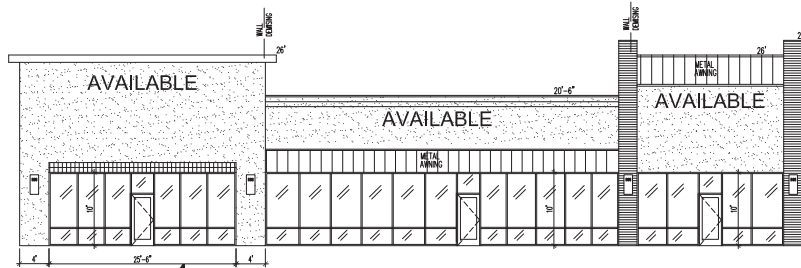
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EXTERIOR  
ELEVATIONS

sheet no.

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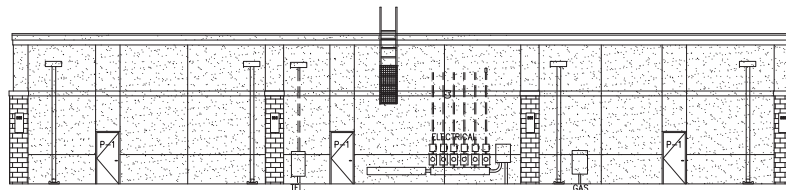




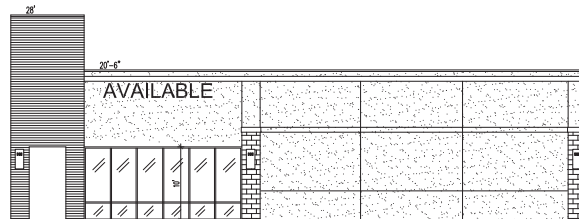
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EAST - BUILDING 'B'



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SOUTH - BUILDING 'B'



3 EXTERIOR ELEVATION 1/8"  
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9-29-2020

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4800 Williams Drive  
Building 'B'  
Georgetown, texas

project no.

144.1701

date

XXXXX

scale:

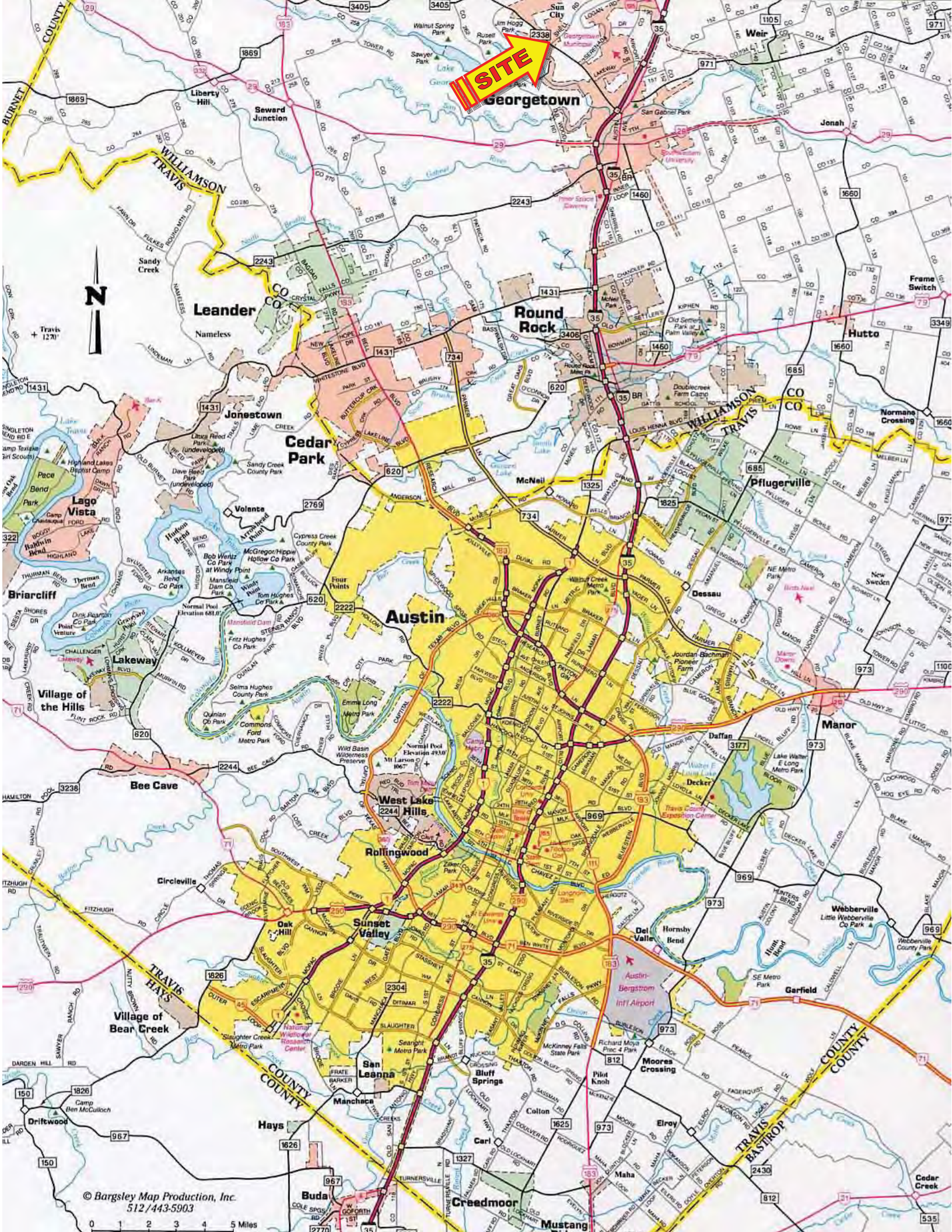
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revisions

EXTERIOR ELEVATIONS

sheet no.

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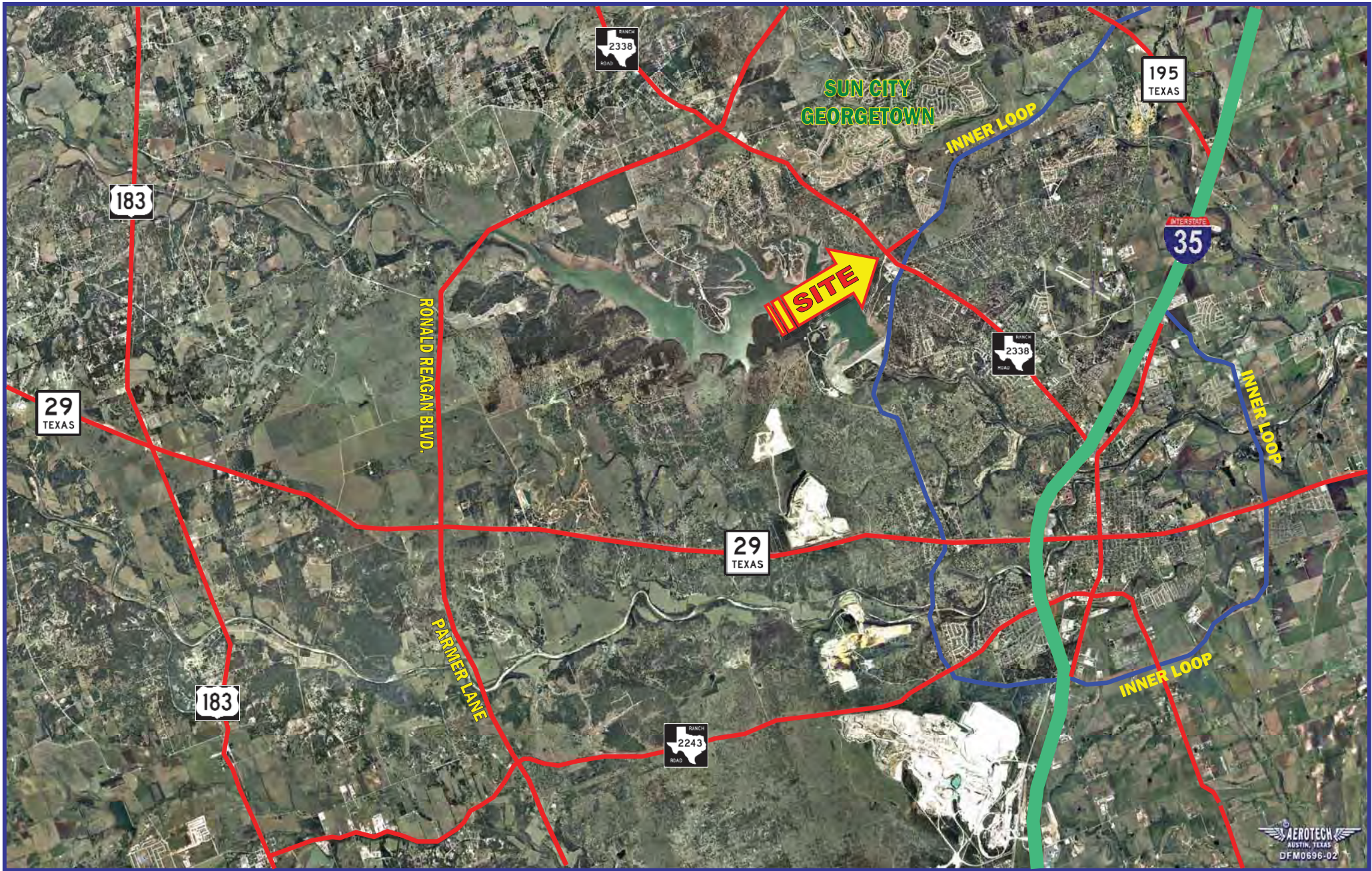
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**Georgetown**

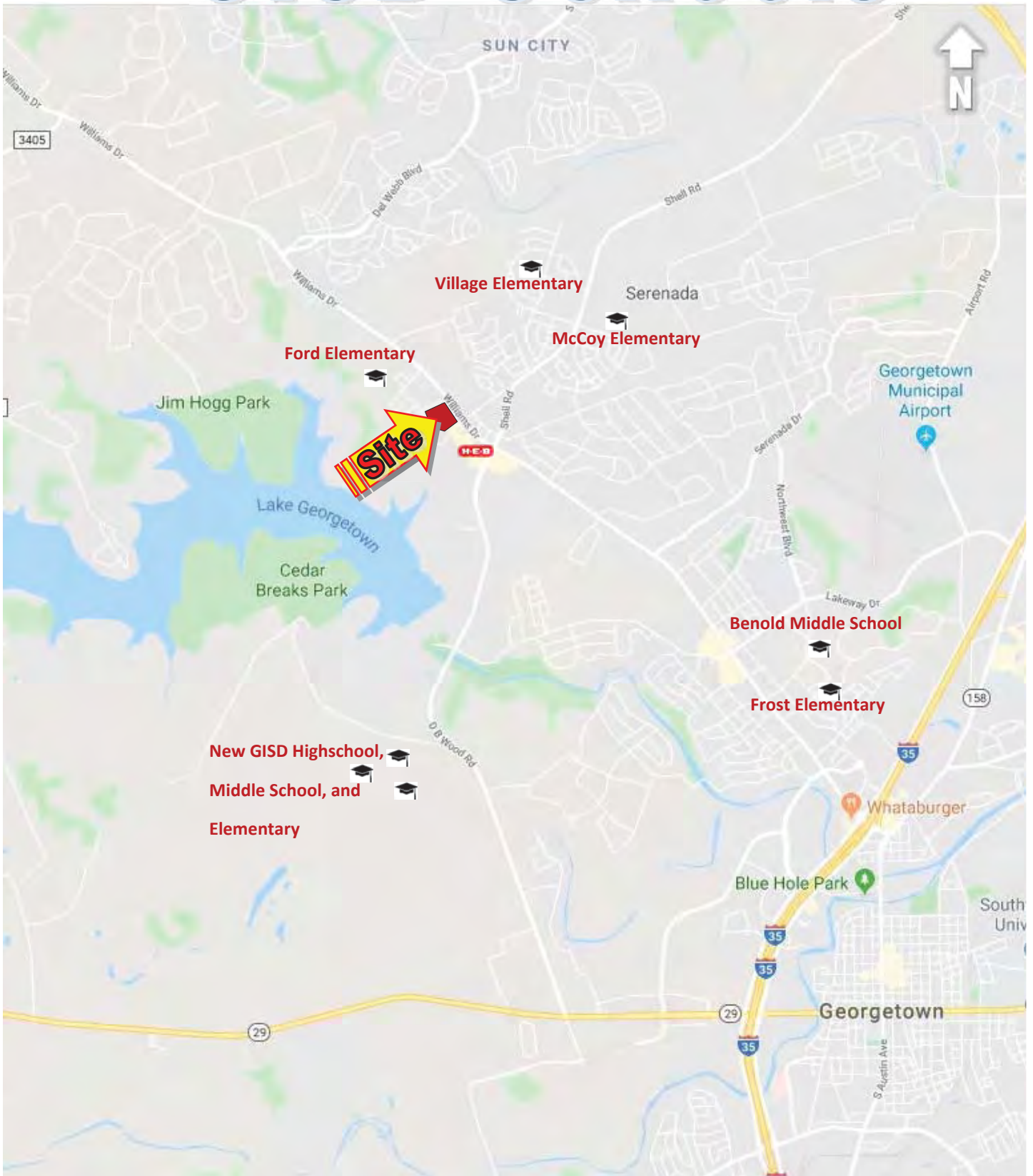


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# GISD Schools





LAKE GEORGETOWN

**H·E·B**

WILLIAMS DR.

INNER LOOP





WILLIAMS DR.



INNER LOOP



WILLIAMS DR.



Durham & Bassett  
REALTY GROUP, INC.





GEORGETOWN AIRPORT

INNER LOOP

WILLIAMS DR.



LAKE GEORGETOWN



**FUTURE  
SOMERSET HILLS  
9,000 HOMES**

**SUN CITY GEORGETOWN  
4,500 HOMES BUILT  
2,000 FUTURE**

**FUTURE  
GOODWATER  
2,500 HOMES**

**VILLAGE ELEMENTARY  
503 ENROLLMENT**

**GEORGETOWN VILLAGE  
800 HOMES BUILT  
2,400 FUTURE**

**HERITAGE OAKS  
400 HOMES BUILT  
200 FUTURE**

**OAKS AT WILDWOOD  
300 HOMES**

**FORD ELEMENTARY  
576 ENROLLMENT**

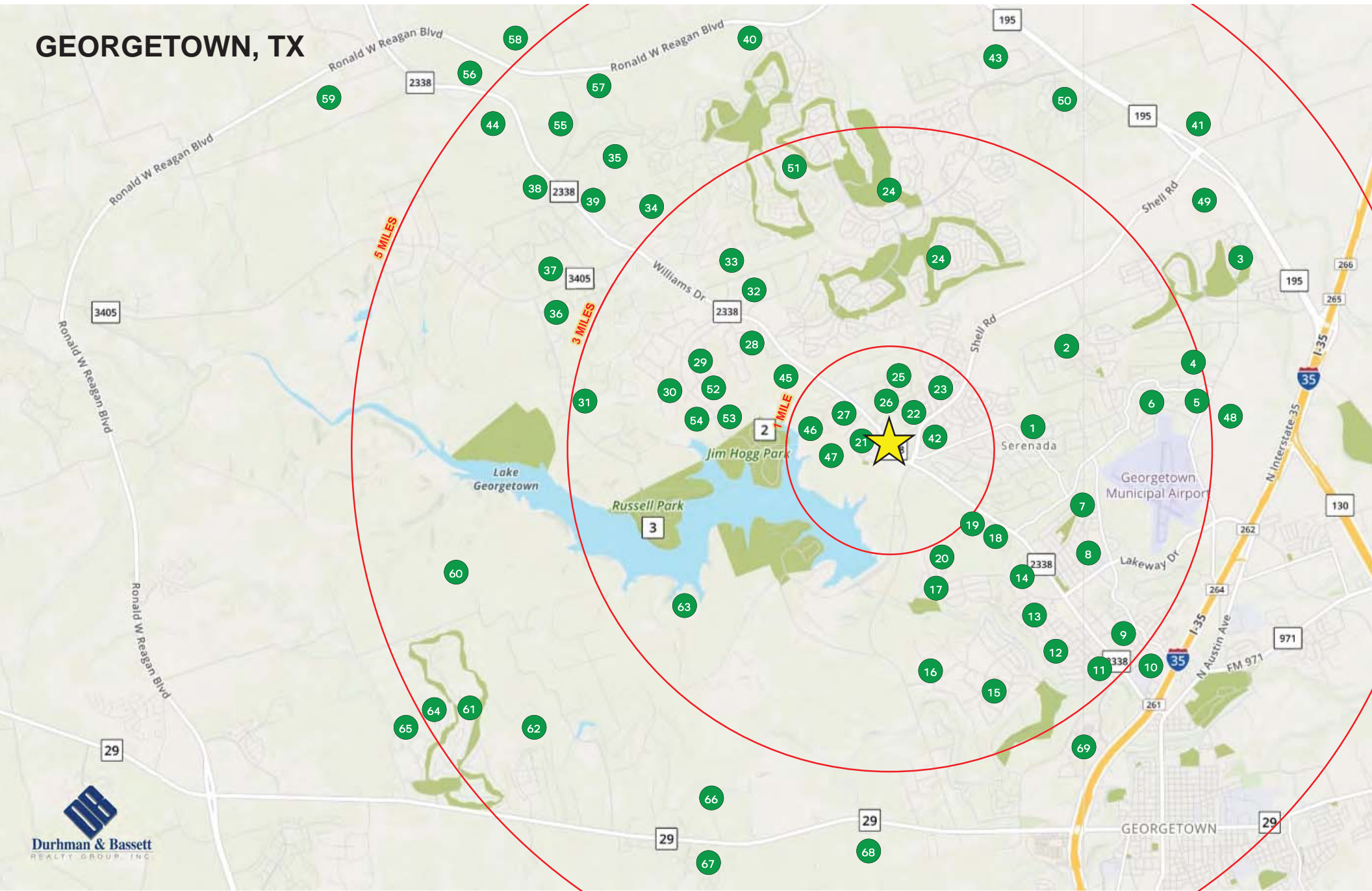
**TERRACES AT WOODLAKE  
KB HOMES  
160 HOMES**

**SERENADA  
1,125 HOMES**

**H-E-B**



# GEORGETOWN, TX



**Georgetown Subdivisions**  
**January 1, 2023**

<b>Map #</b>	<b>Subdivision</b>	<b>Occupied</b>	<b>New Homes</b>	<b>Vacant Dev. Lots</b>	<b>Future Lots</b>	<b>Total Lots</b>
1	Serenada	1,125	0	0	0	1,125
2	Logan Ranch	78	0	0	35	113
3	Berry Creek	1,320	10	590	0	1,920
4	Tonkawon Country	43	0	0	0	43
5	Brangus Ranch	32	0	0	0	32
6	Sanaloma Estates	88	0	0	0	88
7	Briarwood	186	0	0	0	186
8	Reata Trails	254	5	30	0	289
9	Williams Addition	412	0	0	0	412
10	Gabriel Heights	70	0	0	0	70
11	Crestview	33	0	0	0	33
12	Country Club	228	0	0	0	228
13	Riverbend	410	5	0	0	415
14	San Gabriel Estates	63	0	0	0	63
15	Oak Crest Estates	432	10	100	0	542
16	Greenridge	23	0	3	0	26
17	Texas Traditions	125	0	0	0	125
18	The Enclave	25	0	0	0	25
19	Country West	28	0	0	0	28
20	Turtle Bend	82	0	0	0	82
21	Terraces at Woodlake	160	0	0	20	180
22	Heritage Oaks	490	10	100	0	600
23	Georgetown Village	1,640	20	1,540	0	3,200
24	Sun City	6,783	55	392	0	7,230
25	Chapano Estates	23	2	26	0	51
26	Gabriel Estates	25	0	0	0	25
27	Olde Oak Estates	32	0	0	0	32
28	Casa Loma	32	0	0	0	32
29	Fountain Wood	303	0	0	0	303
30	Woods of Fountainwood	297	10	100	0	407
31	Lake Georgetown Estates	172	7	85	0	264
32	Lakewood Estates	85	0	0	0	85
33	Woodland Park	192	0	0	0	192
34	4T Ranch	227	15	203	0	445
35	North Lake	435	5	435	0	875
36	Twin Springs	58	7	49	225	339
37	Hawkes Ranch	57	3	347	0	407
38	Indian Springs	70	0	0	0	70
39	Oaks at Wildwood	300	0	0	0	300
40	Somerset Hills	685	3,270	0	5,000	8,955
41	Goodwater	0	0	0	2,500	2,500
42	Gardens of Verde Vista	90	8	52	0	150
43	Shady Oaks Estates	278	0	0	0	278
44	Gabriels Grove	197	0	0	0	197
45	Gatlin Estates	75	0	0	0	75
46	Lakeside at Lake Georgetown	115	15	70	200	400
47	Merrit Heritage Senior Apts.	185	0	0	0	185
48	Homestead at Berry Creek	0	0	0	985	985
49	Hidden Oaks at Berry Creek	0	0	0	223	223

## Georgetown Subdivisions January 1, 2023

Map #	Subdivision	Occupied	New Homes	Vacant Dev. Lots	Future Lots	Total Lots
50	Madison at Georgetown	0	0	0	936	936
51	Sun City Extension #1	150	10	640	800	1,600
52	Highland Estates & Overlook	335	0	0	0	335
53	Wilderness Estates	21	0	0	0	21
54	Novak Preserve	32	0	0	0	32
55	Highland Village	0	0	0	600	600
56	Parmer Ranch	150	10	640	800	1,600
57	Estates at Somerset	29	0	0	0	29
58	Mission Oaks	55	0	0	0	55
59	Owens Tract	0	0	0	937	937
60	Santa Rita (Combined)	259	60	737	2,015	3,071
61	Cimarron Hills	80	20	376	84	560
62	Oaks at San Gabriel	115	22	183	562	882
63	Fredrickson Ranch	37	2	30	0	69
64	Ridge at Cross Creek	10	5	79	64	158
65	Morning Star	170	23	464	478	1,135
66	Estancia	13	0	0	0	13
67	Crescent Bluff	67	10	60	0	137
68	Wolf Ranch (Combined)	100	35	292	1,880	2,307
69	Wolf Lakes	0	0	0	400	400
<b>Totals</b>		<b>19,686</b>	<b>3,654</b>	<b>7,623</b>	<b>18,744</b>	<b>49,707</b>

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From the Austin Business Journal:

<https://www.bizjournals.com/austin/news/2023/05/19/austin-georgetown-population-us-census-bureau.html>

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## Georgetown is the fastest-growing city in the U.S.

*May 19, 2023, 2:47pm CDT*

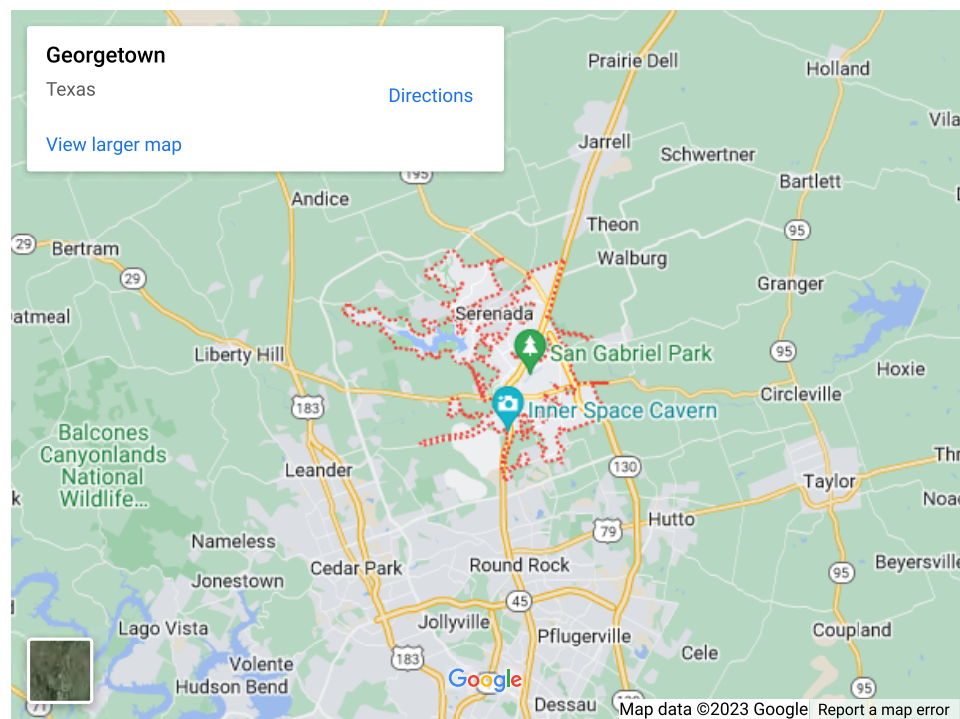


Arnold Wells/Staff

The Williamson County Courthouse in Georgetown, which is situated in the middle of the fast-growing city's historic downtown. It's surrounded by shops and restaurants on "the square." Once again, Georgetown ranked as the fastest-growing U.S. city in America.

For the second year in a row, a city in Williamson County was estimated by the U.S. Census Bureau to be the fastest-growing city in the country. It was one of three Austin-area cities that ranked among the top four.

Georgetown reached a 2022 population estimate of 86,507. That's a 14.4% year-over-year increase, according to a May 18 release from the U.S. Census Bureau. That ranked just ahead of Santa Cruz, California (61,800, +12.5%), Kyle (57,470, +10.9%) and Leander (74,375, +10.9%) among cities with a population of at least 50,000 people.



"Job growth in Georgetown and across the Austin metro continues to bring new residents to our city," Georgetown Mayor Josh Schroeder said in a May 18 statement. "People are moving here for the same reasons that brought many of us to Georgetown — wonderful and safe neighborhoods, fantastic parks and events, and welcoming people. We continue to adjust our plans and build new infrastructure to maintain the great quality of life for all of us who are proud to call Georgetown our home."

Those statistics were part of a larger continued shift of population to the U.S. South — and specifically Texas, which was the fastest-growing state in the country and surpassed the 30 million person mark for the first time last year.

The Austin-area has been a major benefit of that. Austin (974,447 people) this year became the 10th most-populous city in the country, just out-ranking Jacksonville, Florida (971,319) and San Jose, California (971,233), and just behind Dallas (1,299,544), according to the data. Despite that, the Austin-Round Rock-Georgetown Metropolitan Statistical Area still ranks 26th (2,421,115, +6.03% year-over-year increase.)

A closer glance at those number shows how Austin's outskirts are absorbing the bulk of those gains. Data showed that Austin's suburban counties continue to swell at a higher rate than Travis County, which is the biggest of the five-county metro, and saw a 1.4% increase in population from 2021 to 2022. All four of the adjacent counties to Travis saw a larger increase in population during the same time period: Williamson County (4.2%), Hays County (5.1%), Bastrop (3.9%) and Caldwell (2.0%).

That population growth has largely been precipitated by housing developers opting to build in the suburbs, where land is more

available and cheaper and the average home price is lower than Travis County. That growth is only expected to continue as industrial developers opt to build large developments near those homes, and tap into the talent pipelines that are emerging in the suburbs.

Williamson County – where Georgetown and Leander are located – is a good example of that. Samsung Electronics Co. Ltd. is building its massive chipmaking facility in Taylor, while industrial developers have opted more to build speculative developments in cities like Kyle, Lockhart, San Marcos or Georgetown.

Despite that population growth, the Austin area continues to face a number of issues, like affordability, infrastructure and transportation limitations, and more.



**Justin Sayers**  
Staff Writer - *Austin Business Journal*

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From the Austin Business Journal:

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SUBSCRIBER CONTENT:

Commercial Real Estate

## Sprouts grocery chain secures lease for store in Georgetown

Phoenix-based chain to build a 23K-square-foot store there



Interior of a Sprouts Farmers Market Inc. store.  
SPROUTS FARMERS MARKET



By Sahar Chmais – Staff Writer, Austin Business Journal  
Oct 17, 2023

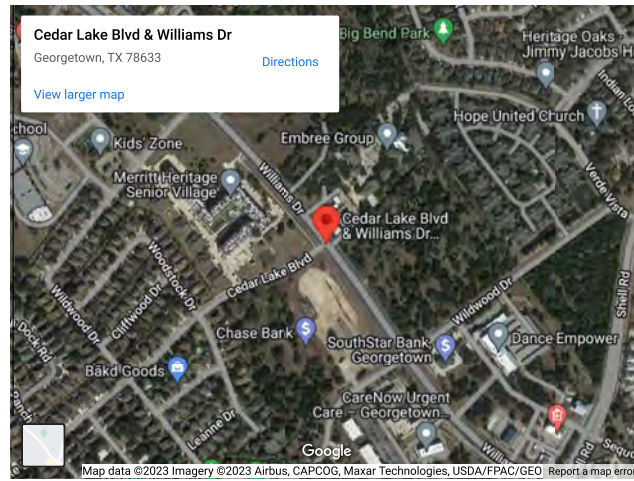
Sprouts Farmers Market Inc. has secured a 15-year lease for a property north of Austin as it continues on a quest to double its footprint in Central Texas amid a nationwide expansion.

The Phoenix-based grocery store chain plans to open its first store in Georgetown at the northwest corner of Williams Drive and Cedar Lake Boulevard, Dan Croce, Sprouts' senior vice president of real estate, said in an email. Sprouts, which is known for its fresh and organic food selection, will build a 23,000-square-foot store there, which could open in the fourth quarter of 2024, he said.

Sprouts is ramping up a nationwide expansion that could ultimately lead to 12 grocery stores across the metro, up from the six stores currently operating in the area. Croce previously told the Austin Business Journal that the chain gravitates to areas of growth, especially new development, which has been popping up all over the Austin metro as people and companies continue to plant roots here. Sprouts also looks for areas that are easy to access, adjacent to the flow of traffic and are close to neighborhoods and stoplights, he added.

"Georgetown is an area that we believe aligns nicely with our overall Austin strategy. More importantly, an area that we believe desires differentiated natural organic items that you find at Sprouts," Croce said.

Earlier this year, Georgetown was put up as the [fastest-growing American city](#) in its size category.



This part of Georgetown, close to Sun City and Lake Georgetown, is already home to one H-E-B LP store, which is less than a mile away, and a Randalls store roughly two miles away from the incoming Sprouts. Other grocery stores such as Aldi, Natural Grocers, Walmart and Target, are concentrated at the intersection of I-35 and Texas State Highway 29.

Sprouts stores are typically smaller than other major grocery store chains, like H-E-B. The organic stores are roughly 20,000 square feet to 25,000 square feet. For perspective, many of the recent H-E-B build-outs are in the 100,000-plus square foot range. Croce expects the store will employ between 80 to 100 people.

It's also easier for Sprouts to create a new-build than to open in an existing space, Croce has previously said. While new construction can be more costly overall, the developer



690,000 square feet as of the second quarter of 2023, according to Partners. Square footage in this part of the metro trends slightly lower than average at \$24.50 per square foot. The Austin metro average is \$25.28. Croce declined to disclose lease cost.

Durhman & Bassett Realty Group Inc. was tapped for construction of the store, and BRR Architecture will be the architecture firm on the project. The Durhman & Bassett portfolio includes properties such as Burselon Crossing in Bastrop, Cedar Breaks Centre in Georgetown, Crossroads Shopping Center in Austin and more. Austin-based BRR's grocery portfolio includes stores for Whole Foods Market Inc., Sprouts, Schnuck Markets Inc. and more.

Nationwide, the chain aims to grow its store count by 10% every year for the next five years, the company has said.

In Austin, Sprouts recently opened a new store in Mueller off Barbara Jordan Boulevard and I-35. And plans were revealed in August for a Sprouts grocery store to anchor a retail center project in Kyle, south of Austin. The company is still working on final elements for the South Austin suburb store, but Croce could not disclose additional information on this project due to a non-disclosure agreement. The developer behind the retail center project is seeking incentives for the project, and a deal has not yet been finalized.

Sprouts Farmers Market (Nasdaq: SFM) stock on Oct. 16 closed at \$42, up roughly 40% since the start of the year. The chain operates more than 390 stores in 23 states nationwide, according to its website.

**T H E L I S T**

## Retail Centers in the Austin area

2023 Retail GLA

Rank	Prior Rank	Retail center
1	1	The Domain Regional Mall/Domain Northside/Rock Rose
2	2	Southpark Meadows I, II & III
3	3	Barton Creek Square Mall

[View This List](#)



AUSTIN / GEORGETOWN / DEVELOPMENT

## Georgetown community Nolina to host grand opening for model homes, amenity center



By [Zacharia Washington](#) | 6:09 PM May 1, 2024 CDT  
Updated 6:09 PM May 1, 2024 CDT



*Nolina is a 524-acre master-planned community currently under construction in Georgetown. (Rendering Courtesy Johnson Development)*

Nolina, a master-planned community underway in Georgetown, is planning a May 18 grand opening for its seven new model homes and seven-acre amenity center.

Located eight miles north of the Hwy. 29 and Ronald Reagan Boulevard intersection, [Nolina is a 524-acre neighborhood expected to have 1,341 homes](#) once fully built out, according to previous *Community Impact* reporting.

### The details

At the [grand opening celebration](#), attendees can tour the new model homes and the amenity center as well as participate in games and giveaways, according to the April 4 news release. The celebration will take place from 11 a.m.-2 p.m. at 610 Golden Sage Ave., Georgetown.

Called The Wildflower House, the amenity center includes the following:

- A resort-style pool
- A splash pad
- A park and playground
- A fitness studio
- An outdoor lounge area and fire pit



AUSTIN / GEORGETOWN / DEVELOPMENT

## 362-acre mixed residential, commercial development proposed for Georgetown ETJ



By [Chloe Young](#) | 4:07 PM Apr 17, 2024 CDT  
Updated 4:07 PM Apr 17, 2024 CDT



*Heirloom is proposed to feature various commercial uses alongside a mixture of housing options. (Rendering courtesy city of Georgetown)*

A 362-acre development featuring various housing types and commercial uses may be built on land in Georgetown's extraterritorial jurisdiction.

Georgetown City Council approved amending a future land use designation under its [2030 Comprehensive Plan](#) to accommodate the proposed development at an [April 9 meeting](#).

### Two-minute impact

Council members approved a developer's request to amend the city's future land use designation for nearly 362 acres along Ronald Reagan Boulevard and RM 2338 from neighborhood to mixed-density neighborhood and regional center.

The new designation could make way for Heirloom—a development featuring 255 acres of mixed residential uses, 35 acres of multifamily housing, 15 acres of commercial developments, and 60 acres of parks and open space, [according to city documents](#).

Heirloom is planned to include up to 3,000 residential units for "a variety of household sizes and income levels," including:

- Mixed-use housing

While the property is located in the northwestern portion of Georgetown's ETJ, the developer is seeking to annex it into the city, Columar Investments representative John Landwehr said.

### What else?

All residents could live within a quarter-mile walking distance of parks and amenities, said Abby Gillfillan, a representative of planning and design firm Lionheart Places. The open nature space would include a large central park and a network of trails, city documents state.

Gillfillan said Heirloom's commercial offerings would serve as an amenity for the region as well as the community's residents.

The development would improve mobility in the area by forming connections to nearby roadways, including Ronald Reagan Boulevard, Gillfillan said. The 362-acre site is located near the [Parmer Ranch](#) and [Nolina](#) subdivisions, Georgetown ISD's new [Benold Middle School](#), and a [future H-E-B grocery store](#), Georgetown Senior Planner Ryan Clark said.

### Stay tuned

Amending the future land use designation was the first step in allowing the Heirloom development to advance, Gillfillan said.

At a council workshop in May, the developer plans to request approval of a development agreement, creating a public improvement district, amending the site's zoning and annexing the property into the city of Georgetown, according to city information.



## Construction of industrial projects continues to skyrocket in Georgetown



*Each year since 2019, Georgetown has added new commercial and industrial developments, bringing jobs and investments to the community. (Hunter Terrell/ Community Impact Newspaper)*

By [Hunter Terrell](#) | 1:17 PM May 9, 2022 CDT | Updated 1:17 PM May 9, 2022 CDT

In 2021, Georgetown became home to nine major commercial and industrial projects totaling \$422 million in investments and 382 new jobs.

So far in 2022, several economic agreements, ground breakings and property acquisitions have already occurred. Georgetown Director of Economic Development Michaela Dollar said the city has close to 6.5 million square feet of industrial or flex space under construction.

“Prior to COVID-19, there wasn’t a big demand for spec development,” Dollar said. “Now with more than seven contracts underway, Georgetown is earning recognition from developers and industrial proprietors nationwide.”

However, Dollar said the adding of more speculative development, which is a project built without any leased tenants, is one of four goals identified in the 2018 Georgetown Economic Development Strategic Plan.



“Having these companies settle in Georgetown will help boost our local economy, drive our real estate market and diversify our labor shed,” she said.

### **Attracting industrial space**

In November 2020, Titan Development broke ground on Georgetown’s first master-planned speculative industrial site called NorthPark35 on 146 acres. The first phase of the project, two Class A buildings totaling 330,000 square feet, has been completed, and the second phase, two additional buildings offering 469,736 square feet of speculative space, will be finished in 2022.

Titan Development’s success, the region’s growth along its major corridors outside urban areas and Tesla’s April 7 opening of its Gigafactory southeast of Austin was really the “linchpin” for Georgetown, Dollar said.

“Because of this big move and the growing demand for distribution centers and production manufacturing closer to population centers, speculative development really took off in Georgetown,” Dollar said.

As of early 2022, Round Rock has 176,534 square feet of industrial space under construction while Georgetown has 1,716,628 square feet under construction in the same time frame, according to data from commercial real estate firm CBRE. Additionally, CBRE data shows out of the 57,948,513 total rentable area in the Austin metro as of early 2022, Georgetown has 2,490,630 square feet of that total, or 4.3%.

“With limited land availability in North Austin and Round Rock, developers started to look more into Georgetown,” Dollar said.

### **One after another**

Titan Development broke ground on its second spec project, Gateway35 Commerce Center, in February.

“Titan’s NorthPark35 & Gateway35 location at the intersection of two major highways is a perfect spot for manufacturers and distribution companies looking to reach anywhere in the Austin metro and beyond,” said Joe Iannacone, Titan senior vice president, in an interview with *Community Impact Newspaper*.

Slightly smaller than its sister property, Gateway35 is a 114-acre, two-phase industrial park slated for completion by June.

The first phase of Gateway35 will include a Class A, 294,297-square-foot space, which will be leased by CelLink Corp., an electronics technology company that makes wiring systems for electric vehicles and battery packs.

Dollar said CelLink is expected to bring an estimated \$130 million investment into the area and about 2,000 jobs, potentially ranking it as Georgetown’s largest private employer.

On Feb. 22, the Georgetown Economic Development Corp. entered into a two-part incentive agreement with CelLink totaling \$3,025,000.

Williamson County Commissioners also struck a deal with the developers: Titan Gateway35 will receive a 50% tax abatement on the value of the land and CelLink's building, while CelLink will receive a 75% tax abatement for personal property, which includes furniture, fixtures and equipment.

The city of Georgetown unanimously approved a similar tax break - 50% on land, 75% on business property - estimated to total nearly \$2.2 million over 10 years.

The county's agreement stipulates that CelLink will provide internships and employment opportunities for students in Georgetown ISD.

"We're not abating 100% of the tax," Precinct 3 Commissioner Valerie Covey said previously. "The fact that they are coming here and will be paying taxes will benefit us more than if they didn't come at all."

The second phase of the park will have two more industrial facilities totaling 420,380 square feet.

Since beginning construction on NorthPark35 and Gateway35, Titan has leased space to CelLink, Amazon, Texas Speed & Performance, GAMA, Schunk Xycarb and Aeronet Logistics.

Also developing in the area is Jackson-Shaw Real Estate Group, a national real estate development company headquartered in Dallas. It closed on 224 acres located west of I-35, north of Hwy. 195 and south of CR 143 in February.

The company will develop the property into the CrossPoint Business District, which council approved for a tax increment reinvestment zone, or TIRZ. This TIRZ allows for new taxes to be reinvested in the site.

Phase 1 is on 61.7 acres and will have three buildings totaling 488,000 square feet. Additional phases on the remaining 162.3 acres are projected to have a combination of industrial, commercial and multifamily developments.

"We foresee a record year for commercial real estate investment, particularly for sought-after industrial and multifamily assets," said Grant Pearson, vice president of development at Jackson-Shaw, in February. "CrossPoint Business District is an excellent example where the city of Georgetown has remained steadfast in its focus on expanding employment opportunities while preparing for the strategic growth that everyone knows will come."

Onx Homes, a modular home manufacturer based in Florida, signed a lease for Building 1 of Phase 1 for a total of 204,000 square feet.

"We are excited to partner with Jackson-Shaw to not only bring a quality business like Onx Homes to our northern quadrant but also to complete a major infrastructure project that will pave the way for development in this area," Georgetown Mayor Josh Schroeder said in a release.

In mid-April, Jackson-Shaw broke ground on Phase 1, which is slated to be finished in summer 2023.

On the south side of the city at 1310 Blue Ridge Drive, Stonemont Financial Group announced March

24 it acquired an 18-acre site for the development of Westinghouse35, another speculative industrial space, totaling 230,000 square feet.

“With the industrial landscape of Central Texas growing at an accelerated rate, it was a natural decision to plant our flag in the region and utilize our spec development expertise to help address the needs of the market,” Stonemont CEO and Managing Principal Zack Markwell said.

The latest to file for a building permit is Portman Development for a parcel of land inside Longhorn Junction, 110 SW Inner Loop, Georgetown, for the annexation of 46.97 acres.

According to permit files, the project started April 15 and will have about 450,000 square feet of speculative space.

Dollar said another developer, Molto Properties, bought 43 acres in Longhorn Junction and will build 604,054 square feet of spec space.

“Between Molto and Portman, it could be just over 1 million square feet total,” Dollar said.

### **Domino effect**

Dollar said Longhorn Junction is Georgetown’s largest tract of undeveloped land along I-35. The plan includes 10 tracts of land varying from 4-70 acres.

With Portman and Molto’s site plans being reviewed, there are only two tracts left. Site work will begin in mid-2022, and other users include a charter school, a regional brewery with a restaurant and music venue, a hotel and 1 million square feet of Class A industrial space, HRE Senior Vice President Steve Madura said.

“In the next few years, we estimate this development to bring over 1,000 quality jobs to Georgetown,” he said.

Dollar said more developments and expansions are coming now that the city knows what developers and the market are interested in.

“The ball is officially rolling,” Dollar said.



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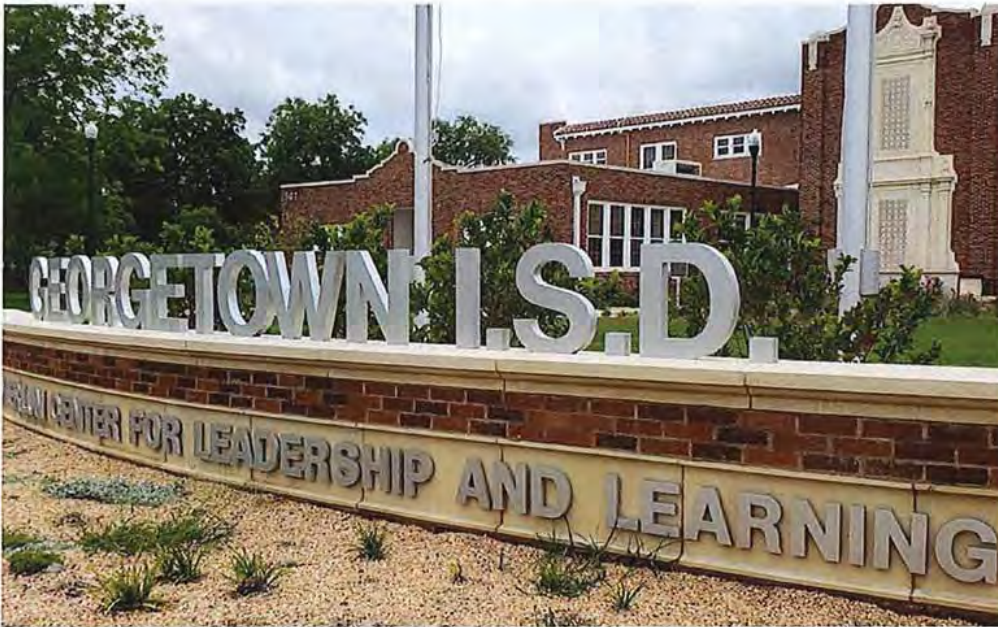
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 A graphic illustration featuring a laptop, a smartphone, and various data points, lines, and icons in shades of blue, red, and green, representing digital technology and data analysis.
 

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# Georgetown ISD closes on 135 Acres

January 6, 2020

The Georgetown Independent School District closed on its acquisition of 135 acres, situated near D.B. Wood and Cedar Breaks Park Roads in Georgetown,



TX. The land, located in the southwest portion of the school district, will allow for future development of an elementary, middle and high school site to accommodate growth in the north Austin suburb.

According to the Georgetown ISD's "board briefs," the area is one that board members and the superintendent have been watching for a while, especially taking into account the Wolf Ranch and Water Oak housing developments. If growth continues, the board indicated new schools would be needed in that area within the next five to 10 years.

The land was purchased with help from a \$150.5 million bond package, passed by voters in November 2018. The district would need taxpayer-approved future bonds to secure funds to build schools on the property.

*Connect Houston will take place Feb. 4 in Houston. For more information, or to register, click here.*

[READ MORE AT GEORGETOWN ISD](#)

[READ MORE AT COMMUNITY IMPACT](#)

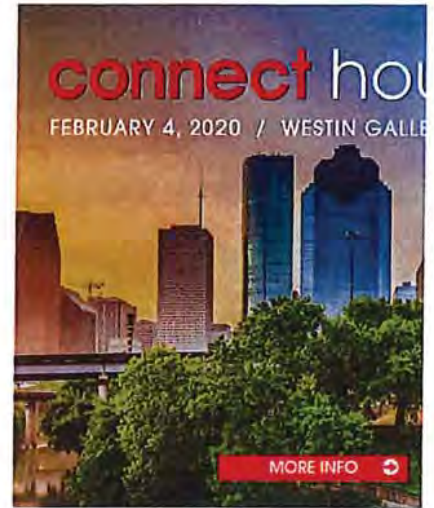
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For comments, questions or concerns, please contact Amy Sorter

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Tags: Acquisition, Land



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# 7 Georgetown ISD campuses are at or near capacity, demographers say



By **Brooke Sjoberg** | 2:06 PM Nov 3, 2023 CDT  
Updated 2:06 PM Nov 3, 2023 CDT



Seven Georgetown ISD campuses are at or near capacity, per a district demographics report released in October. (Brooke Sjoberg/Community Impact)

Seven Georgetown ISD campuses are at or near capacity, per a district demographics report released in October.

### In a nutshell

Data released by the U.S. Census Bureau in May showed Georgetown is the **fastest-growing city in the country**, with a population of more than 50,000 residents—and that stretch is being felt at the campus level. According to the report from Templeton Demographics, Cooper, Mitchell, Williams and Wolf Ranch elementary schools; Tippit and Wagner middle schools; and East View High School have student populations that are at or near capacity.

This comes as the district has reached what Superintendent Devin Padavil has described as a **"critical" point of growth**. The district began the 2023-24 school year with 600 more students than in the 2022-23 school year.

## Student populations at Georgetown ISD campuses at or near capacity

Seven Georgetown ISD campuses are at or near capacity.

Campus	Capacity	2022/23	2023/24	2024/25	2025/26	2026/27	2027/28	2028/29	2029/30	2030/31
Cooper Elementary	693	652	685	670	657	639	634	643	655	658
Mitchell Elementary	792	715	749	814	836	860	928	942	938	942
Williams Elementary	850	658	754	832	904	964	1,062	1,166	1,272	1,393
Wolf Ranch Elementary	850	847	1,017	1,344	1,509	1,669	1,790	1,912	2,023	2,119
Tippit Middle School	808	628	660	735	807	890	967	1,051	1,142	1,262
Wagner Middle School	950	936	1,018	1,081	1,141	1,244	1,311	1,365	1,439	1,568
East View High	2000	2079	2,155	2,223	2,381	2,536	2,683	2,933	3,142	3,330

 A Flourish table

### The backstory

Growth in Georgetown has long been a concern of district officials and community members. In 2021, voters who live in GISD approved the use of \$333.42 million in bonds for the construction of two elementary schools, the construction of the new [Benold Middle School](#) and the [Future Ready Complex](#).

One of those elementary schools is set to open next year in in the Santa Rita Ranch neighborhood. Padavil said Oct. 10 it will provide temporary relief to increasing enrollment and capacity concerns at Wolf Ranch Elementary.

The demographic report shows the student population at EVHS will exceed 3,000 students by the 2029-30 school year, based on growth trends subject to change.

This is one of the matters being considered by the district's [Citizen Advisory Committee](#), which is evaluating the needs of the district, Padavil said.

"Making those decisions early in terms of land acquisition, school location and what kind of schools is so important in this moment in time for our city and for our community," Padavil said in October.

By [Brooke Sjoberg](#)   
Education Reporter

Brooke is an education reporter covering Georgetown, Hutto, Pflugerville and Round Rock ISDs. When she joined Community Impact in May 2021, she covered education, city government and business news in Round Rock. Brooke is from Seguin and graduated from The University of Texas in 2020. Her last name is pronounced "Show-burg." When she's not working, Brooke is with the love of her life, her dog Doc Holliday.



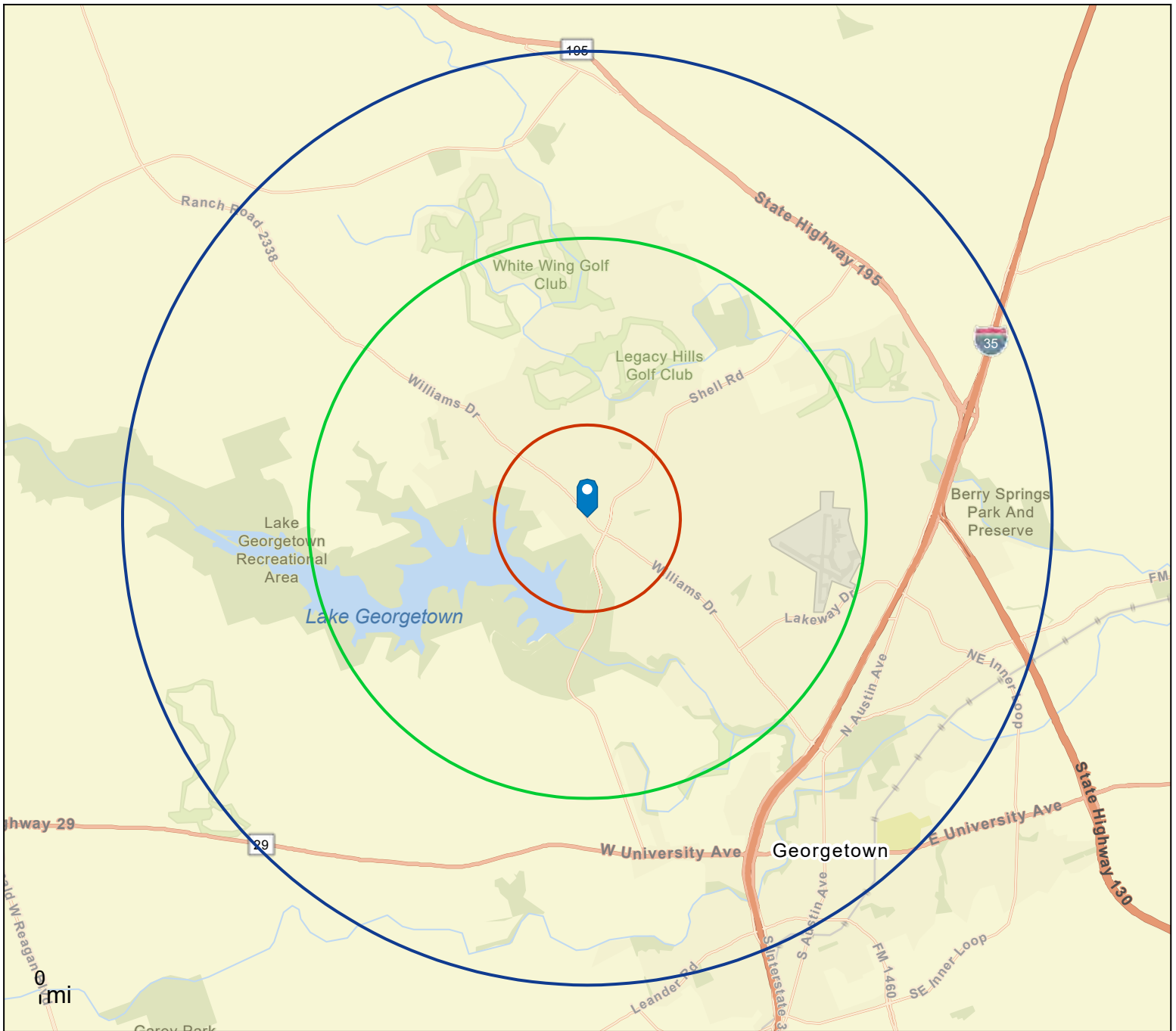
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Cedar Breaks West Center  
4617-4699 RR-2338, Georgetown, Texas, 78633  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 30.68529  
Longitude: -97.72088



**This site is located in:**

**City:** Georgetown  
**County:** Williamson County  
**State:** Texas  
**ZIP Code:** 78633  
**Census Tract:** 48491020115  
**Census Block Group:** 484910201151  
**CBSA:** Austin-Round Rock-Georgetown, TX Metropolitan Statistical Area

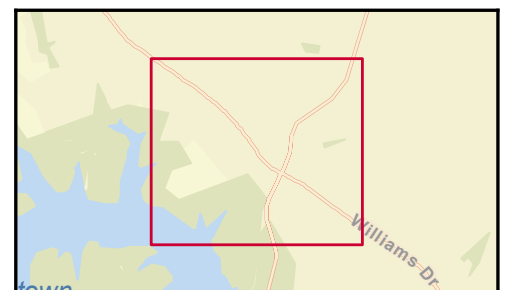
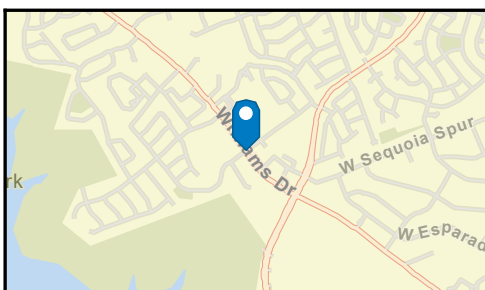
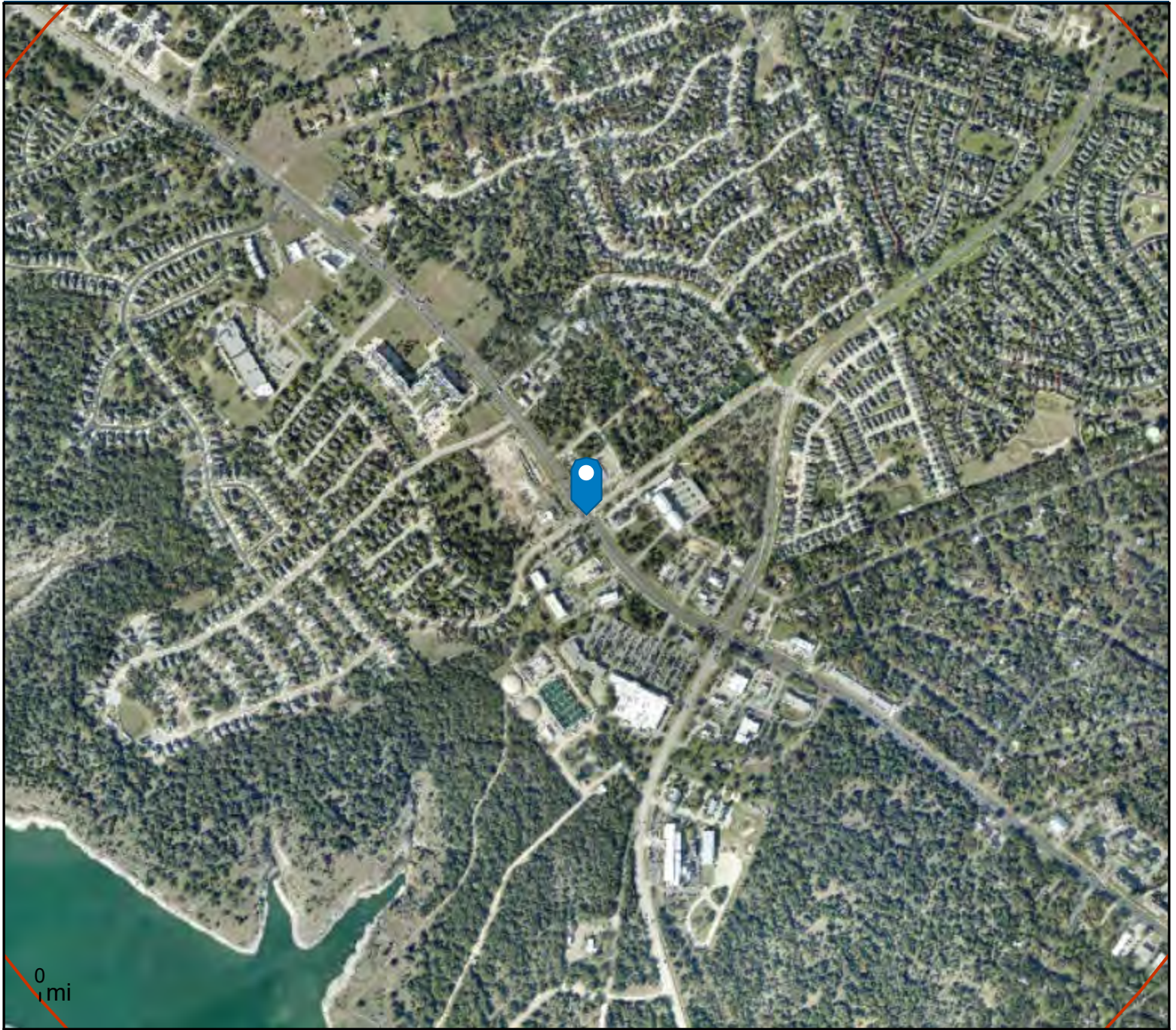




# Site Map on Satellite Imagery - 1.6 Miles Wide

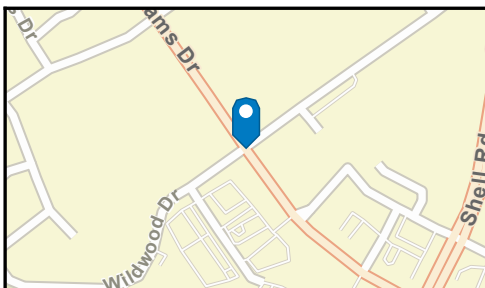
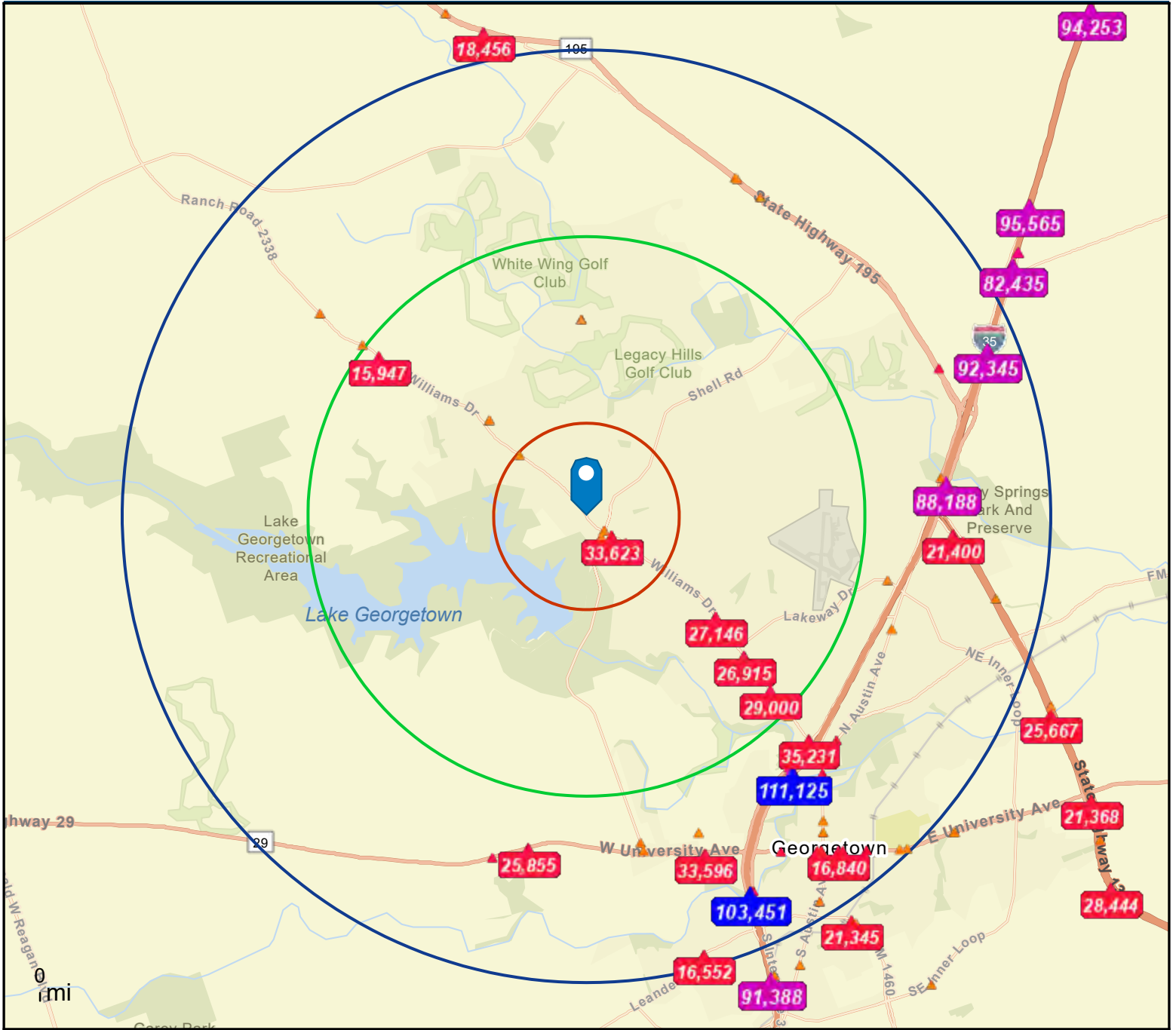
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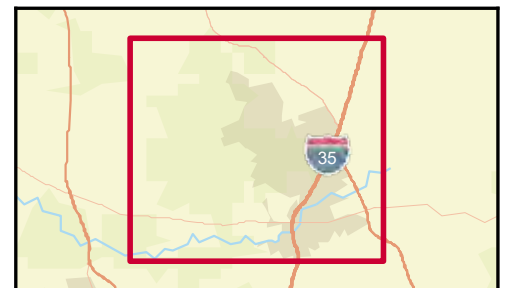


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- Average Daily Traffic Volume**
- ▲ Up to 6,000 vehicles per day
  - ▲ 6,001 - 15,000
  - ▲ 15,001 - 30,000
  - ▲ 30,001 - 50,000
  - ▲ 50,001 - 100,000
  - ▲ More than 100,000 per day



Source: ©2023 Kalibrate Technologies (Q3 2023).



# Executive Summary

Cedar Breaks West Center  
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	1 mile	3 miles	5 miles
<b>Population</b>			
2010 Population	2,905	24,371	48,460
2020 Population	5,249	32,216	63,506
2023 Population	5,635	32,529	72,066
2028 Population	5,900	32,900	86,841
2010-2020 Annual Rate	6.09%	2.83%	2.74%
2020-2023 Annual Rate	2.21%	0.30%	3.97%
2023-2028 Annual Rate	0.92%	0.23%	3.80%
2020 Male Population	45.9%	46.7%	47.3%
2020 Female Population	54.1%	53.3%	52.7%
2020 Median Age	47.0	59.3	53.8
2023 Male Population	47.6%	47.6%	48.2%
2023 Female Population	52.4%	52.4%	51.8%
2023 Median Age	44.4	56.0	50.6

In the identified area, the current year population is 72,066. In 2020, the Census count in the area was 63,506. The rate of change since 2020 was 3.97% annually. The five-year projection for the population in the area is 86,841 representing a change of 3.80% annually from 2023 to 2028. Currently, the population is 48.2% male and 51.8% female.

### Median Age

The median age in this area is 50.6, compared to U.S. median age of 39.1.

### Race and Ethnicity

2023 White Alone	79.1%	81.5%	77.5%
2023 Black Alone	3.4%	2.5%	3.5%
2023 American Indian/Alaska Native Alone	0.5%	0.5%	0.6%
2023 Asian Alone	2.0%	1.6%	2.0%
2023 Pacific Islander Alone	0.1%	0.1%	0.1%
2023 Other Race	3.3%	3.4%	4.5%
2023 Two or More Races	11.7%	10.5%	11.8%
2023 Hispanic Origin (Any Race)	16.1%	14.4%	18.5%

Persons of Hispanic origin represent 18.5% of the population in the identified area compared to 19.4% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 56.8 in the identified area, compared to 72.1 for the U.S. as a whole.

### Households

2023 Wealth Index	173	174	158
2010 Households	1,090	10,375	19,598
2020 Households	2,217	14,404	27,772
2023 Households	2,382	14,579	31,299
2028 Households	2,489	14,760	37,891
2010-2020 Annual Rate	7.36%	3.34%	3.55%
2020-2023 Annual Rate	2.23%	0.37%	3.75%
2023-2028 Annual Rate	0.88%	0.25%	3.90%
2023 Average Household Size	2.35	2.22	2.24

The household count in this area has changed from 27,772 in 2020 to 31,299 in the current year, a change of 3.75% annually. The five-year projection of households is 37,891, a change of 3.90% annually from the current year total. Average household size is currently 2.24, compared to 2.22 in the year 2020. The number of families in the current year is 22,472 in the specified area.

**Data Note:** Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units. The Gini index measures the extent to which the distribution of income or consumption among individuals or households within an economy deviates from a perfectly equal distribution. A Gini index of 0 represents perfect equality, while an index of 100 implies perfect inequality.

**Source:** U.S. Census Bureau. Esri forecasts for 2023 and 2028. Esri converted Census 2010 into 2020 geography and Census 2020 data.



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<b>Mortgage Income</b>			
2023 Percent of Income for Mortgage	23.9%	29.0%	30.1%
<b>Median Household Income</b>			
2023 Median Household Income	\$106,176	\$92,808	\$90,471
2028 Median Household Income	\$115,006	\$101,716	\$101,904
2023-2028 Annual Rate	1.61%	1.85%	2.41%
<b>Average Household Income</b>			
2023 Average Household Income	\$138,553	\$131,319	\$130,831
2028 Average Household Income	\$153,047	\$143,714	\$145,799
2023-2028 Annual Rate	2.01%	1.82%	2.19%
<b>Per Capita Income</b>			
2023 Per Capita Income	\$58,591	\$59,637	\$56,695
2028 Per Capita Income	\$64,678	\$65,341	\$63,298
2023-2028 Annual Rate	2.00%	1.84%	2.23%
<b>GINI Index</b>			
2023 Gini Index	33.7	36.0	37.4

### Households by Income

Current median household income is \$90,471 in the area, compared to \$72,603 for all U.S. households. Median household income is projected to be \$101,904 in five years, compared to \$82,410 for all U.S. households

Current average household income is \$130,831 in this area, compared to \$107,008 for all U.S. households. Average household income is projected to be \$145,799 in five years, compared to \$122,048 for all U.S. households

Current per capita income is \$56,695 in the area, compared to the U.S. per capita income of \$41,310. The per capita income is projected to be \$63,298 in five years, compared to \$47,525 for all U.S. households

<b>Housing</b>			
2023 Housing Affordability Index	91	75	73
2010 Total Housing Units	1,143	10,865	20,686
2010 Owner Occupied Housing Units	970	8,785	15,304
2010 Renter Occupied Housing Units	121	1,589	4,294
2010 Vacant Housing Units	53	490	1,088
2020 Total Housing Units	2,381	15,170	29,752
2020 Owner Occupied Housing Units	1,464	11,160	20,440
2020 Renter Occupied Housing Units	753	3,244	7,332
2020 Vacant Housing Units	131	790	1,977
2023 Total Housing Units	2,526	15,207	33,884
2023 Owner Occupied Housing Units	1,980	11,909	23,529
2023 Renter Occupied Housing Units	402	2,670	7,770
2023 Vacant Housing Units	144	628	2,585
2028 Total Housing Units	2,641	15,510	40,729
2028 Owner Occupied Housing Units	2,111	12,166	28,601
2028 Renter Occupied Housing Units	378	2,594	9,290
2028 Vacant Housing Units	152	750	2,838

### Socioeconomic Status Index

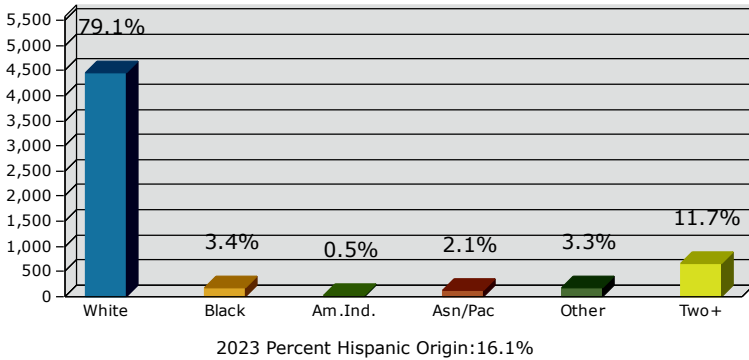
2023 Socioeconomic Status Index	68.5	61.5	58.8
---------------------------------	------	------	------

Currently, 69.4% of the 33,884 housing units in the area are owner occupied; 22.9%, renter occupied; and 7.6% are vacant. Currently, in the U.S., 58.5% of the housing units in the area are owner occupied; 31.7% are renter occupied; and 9.8% are vacant. In 2020, there were 29,752 housing units in the area and 6.6% vacant housing units. The annual rate of change in housing units since 2020 is 4.08%. Median home value in the area is \$452,762, compared to a median home value of \$308,943 for the U.S. In five years, median value is projected to change by 0.24% annually to \$458,149.

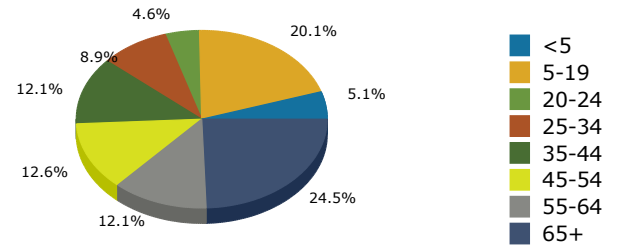
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**Source:** U.S. Census Bureau. Esri forecasts for 2023 and 2028. Esri converted Census 2010 into 2020 geography and Census 2020 data.

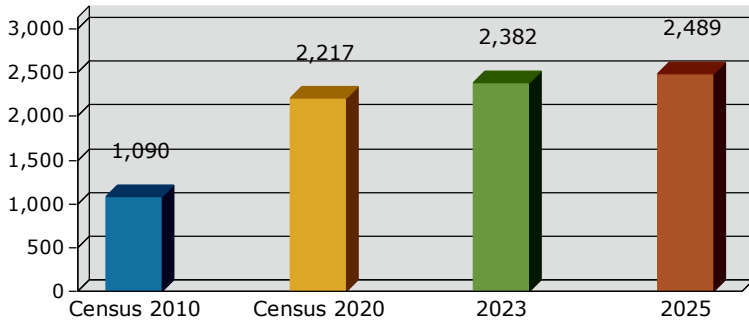
2023 Population by Race



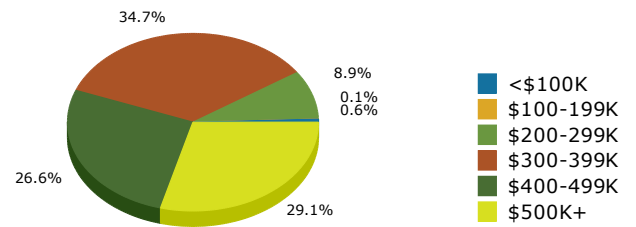
2023 Population by Age



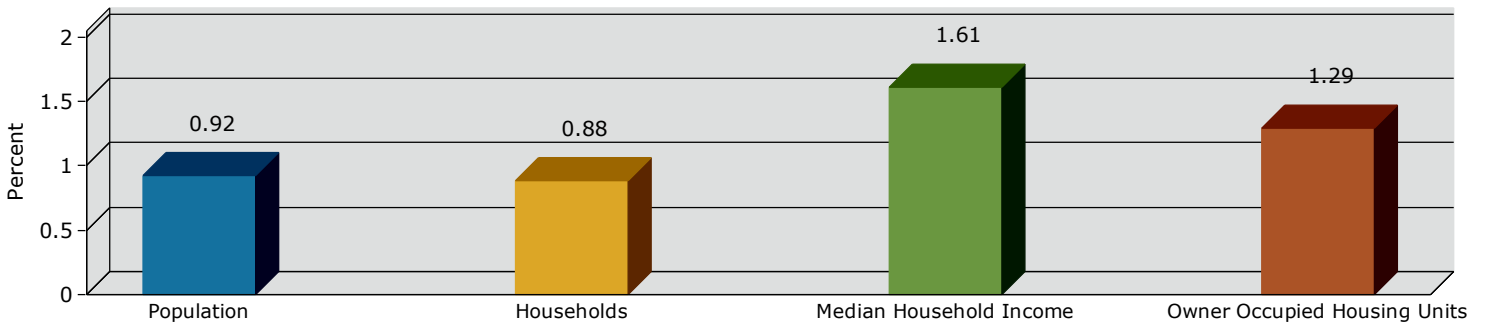
Households



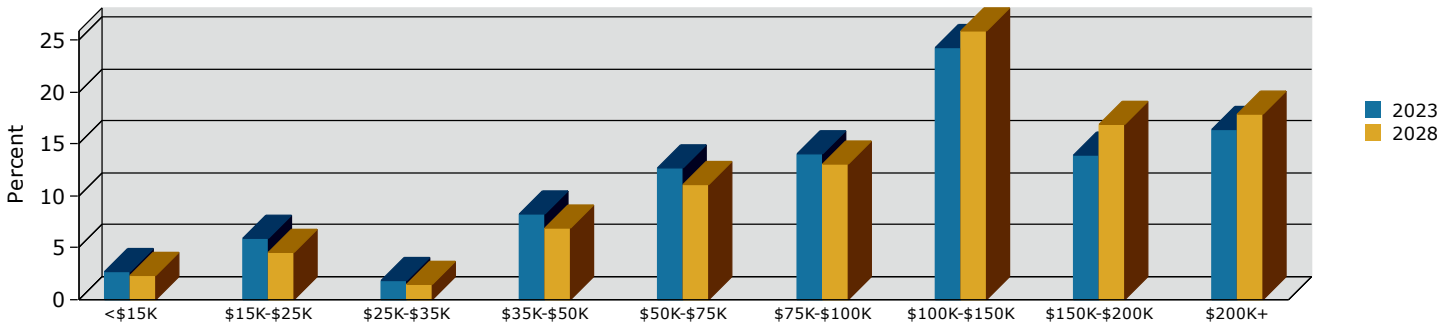
2023 Home Value



2023-2028 Annual Growth Rate

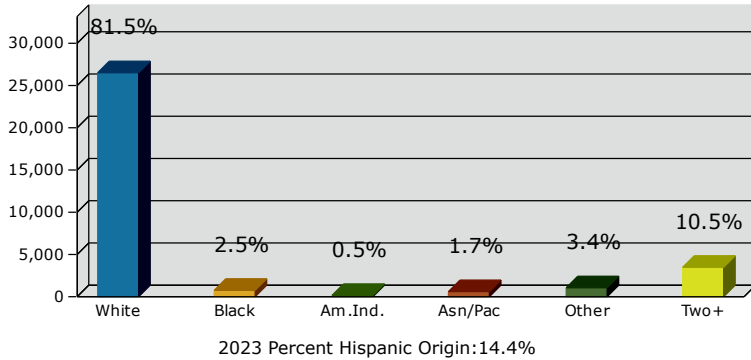


Household Income

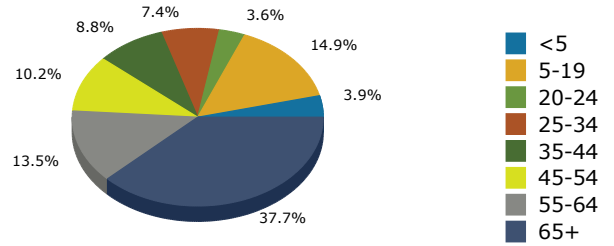


Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.

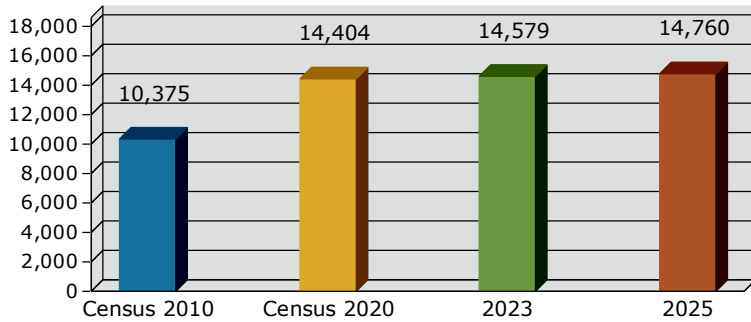
2023 Population by Race



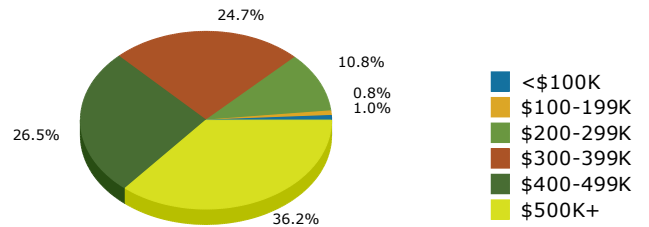
2023 Population by Age



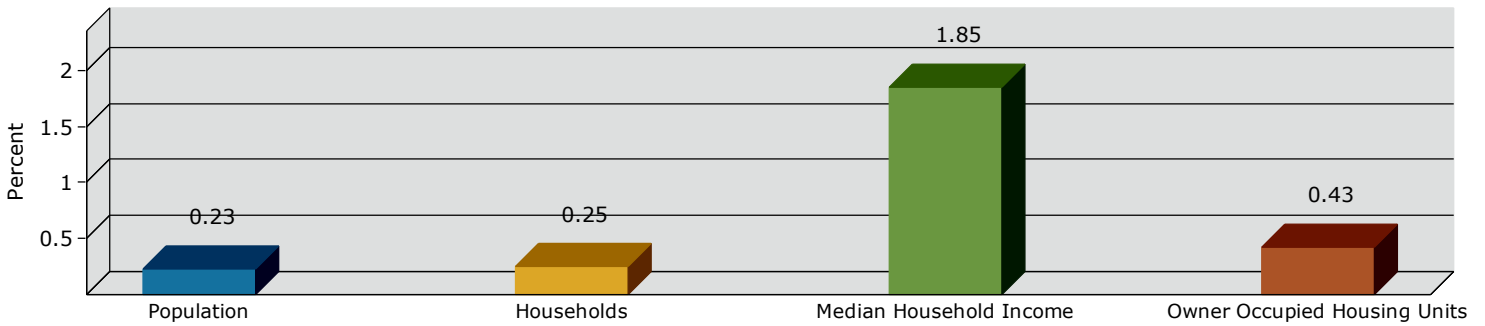
Households



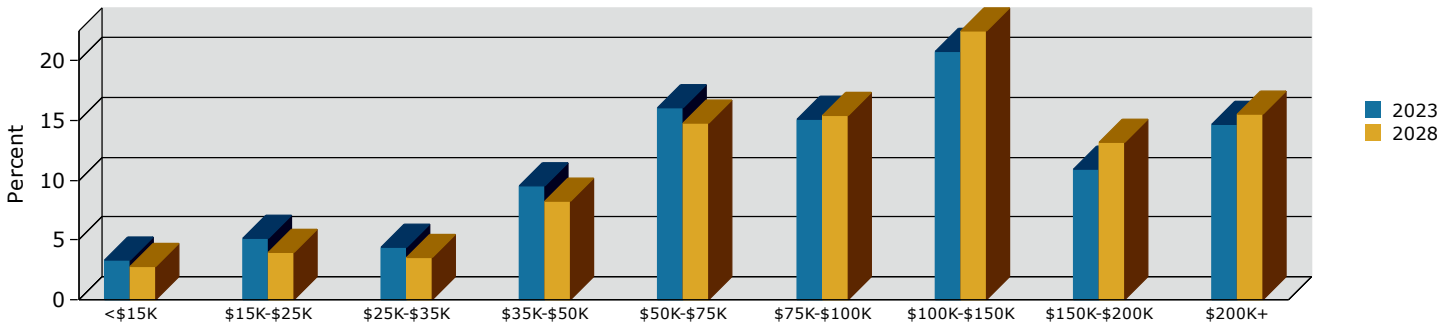
2023 Home Value



2023-2028 Annual Growth Rate



Household Income

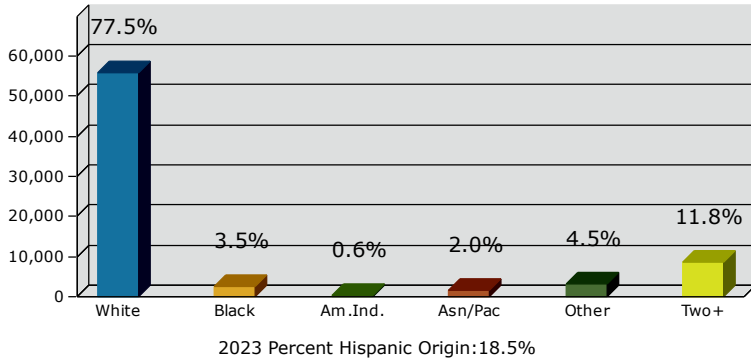


Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.

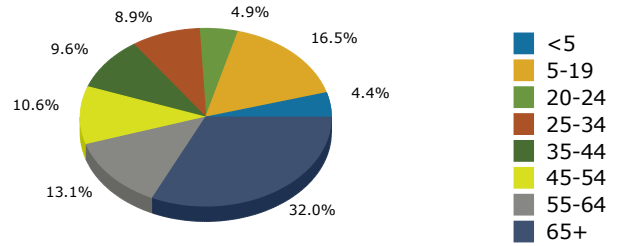
Cedar Breaks West Center  
 4617-4699 RR-2338, Georgetown, Texas, 78633  
 Ring: 5 mile radius

Prepared by Esri  
 Latitude: 30.68529  
 Longitude: -97.72088

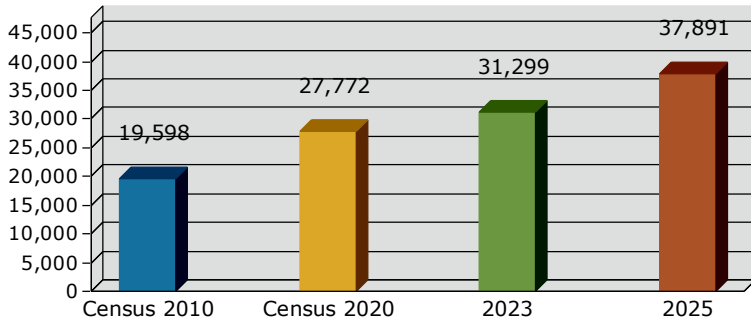
2023 Population by Race



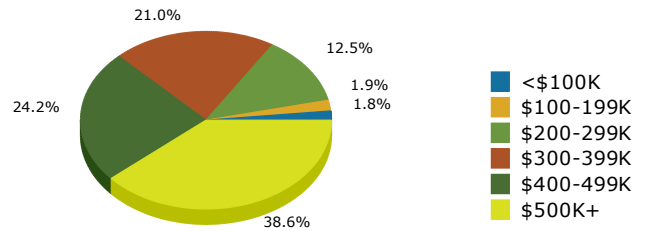
2023 Population by Age



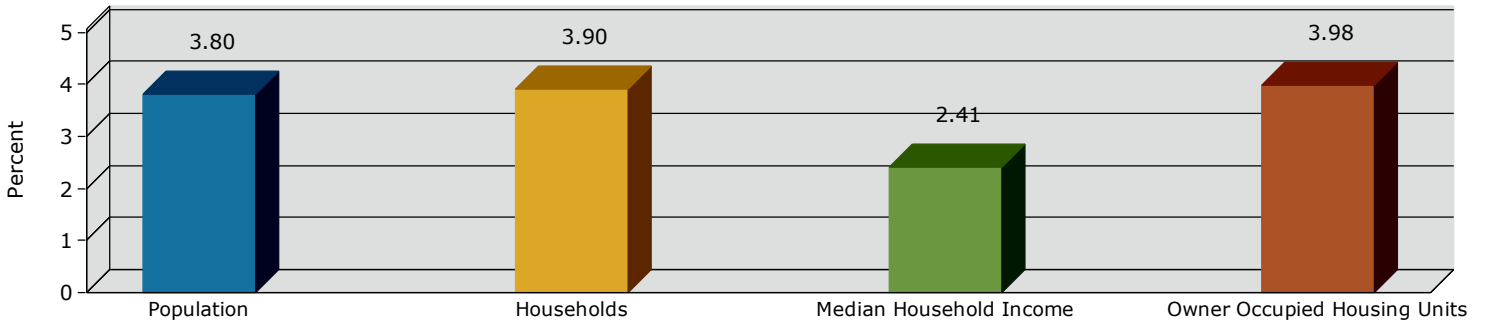
Households



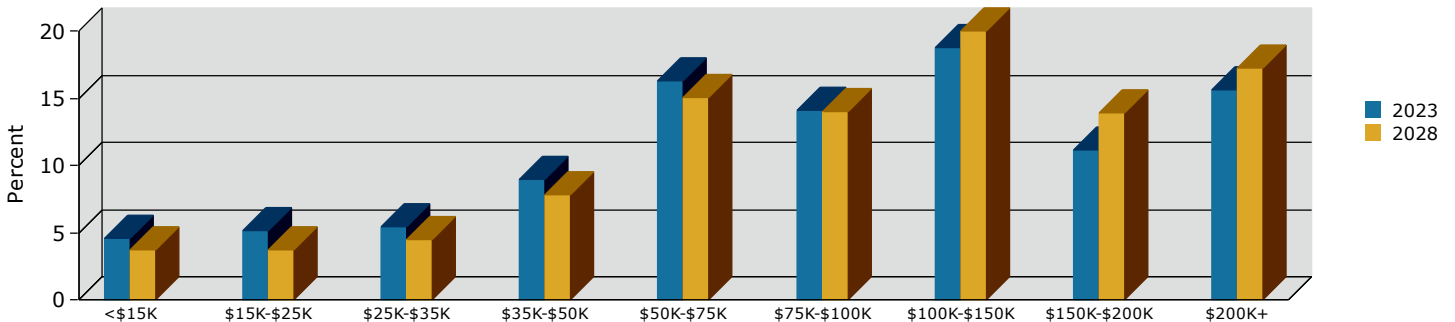
2023 Home Value



2023-2028 Annual Growth Rate



Household Income



Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.



# Market Profile

Cedar Breaks West Center  
 4617-4699 RR-2338, Georgetown, Texas, 78633  
 Rings: 1, 3, 5 mile radii

Prepared by Esri  
 Latitude: 30.68529  
 Longitude: -97.72088

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2010 Total Population	2,905	24,371	48,460
2020 Total Population	5,249	32,216	63,506
2020 Group Quarters	48	177	1,865
2023 Total Population	5,635	32,529	72,066
2023 Group Quarters	49	177	1,867
2028 Total Population	5,900	32,900	86,841
2023-2028 Annual Rate	0.92%	0.23%	3.80%
2023 Total Daytime Population	5,400	29,717	70,685
Workers	2,137	8,624	26,236
Residents	3,263	21,093	44,449
<b>Household Summary</b>			
2010 Households	1,090	10,375	19,598
2010 Average Household Size	2.66	2.35	2.35
2020 Total Households	2,217	14,404	27,772
2020 Average Household Size	2.35	2.22	2.22
2023 Households	2,382	14,579	31,299
2023 Average Household Size	2.35	2.22	2.24
2028 Households	2,489	14,760	37,891
2028 Average Household Size	2.35	2.22	2.24
2023-2028 Annual Rate	0.88%	0.25%	3.90%
2010 Families	894	7,869	14,287
2010 Average Family Size	2.96	2.70	2.75
2023 Families	1,923	10,647	22,472
2023 Average Family Size	2.63	2.62	2.67
2028 Families	2,007	10,728	27,282
2028 Average Family Size	2.64	2.62	2.66
2023-2028 Annual Rate	0.86%	0.15%	3.96%
<b>Housing Unit Summary</b>			
2000 Housing Units	432	6,048	12,023
Owner Occupied Housing Units	93.3%	81.9%	73.1%
Renter Occupied Housing Units	2.5%	13.3%	22.3%
Vacant Housing Units	4.2%	4.8%	4.6%
2010 Housing Units	1,143	10,865	20,686
Owner Occupied Housing Units	84.9%	80.9%	74.0%
Renter Occupied Housing Units	10.6%	14.6%	20.8%
Vacant Housing Units	4.6%	4.5%	5.3%
2020 Housing Units	2,381	15,170	29,752
Owner Occupied Housing Units	61.5%	73.6%	68.7%
Renter Occupied Housing Units	31.6%	21.4%	24.6%
Vacant Housing Units	5.5%	5.2%	6.6%
2023 Housing Units	2,526	15,207	33,884
Owner Occupied Housing Units	78.4%	78.3%	69.4%
Renter Occupied Housing Units	15.9%	17.6%	22.9%
Vacant Housing Units	5.7%	4.1%	7.6%
2028 Housing Units	2,641	15,510	40,729
Owner Occupied Housing Units	79.9%	78.4%	70.2%
Renter Occupied Housing Units	14.3%	16.7%	22.8%
Vacant Housing Units	5.8%	4.8%	7.0%

**Data Note:** Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

**Source:** Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.





# Market Profile

Cedar Breaks West Center  
 4617-4699 RR-2338, Georgetown, Texas, 78633  
 Rings: 1, 3, 5 mile radii

Prepared by Esri  
 Latitude: 30.68529  
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	1 mile	3 miles	5 miles
<b>2023 Households by Income</b>			
Household Income Base	2,382	14,579	31,299
<\$15,000	2.8%	3.3%	4.5%
\$15,000 - \$24,999	6.0%	5.2%	5.1%
\$25,000 - \$34,999	1.8%	4.4%	5.5%
\$35,000 - \$49,999	8.3%	9.5%	8.9%
\$50,000 - \$74,999	12.6%	16.1%	16.3%
\$75,000 - \$99,999	14.0%	15.1%	14.1%
\$100,000 - \$149,999	24.2%	20.8%	18.8%
\$150,000 - \$199,999	13.9%	10.9%	11.1%
\$200,000+	16.4%	14.7%	15.6%
Average Household Income	\$138,553	\$131,319	\$130,831
<b>2028 Households by Income</b>			
Household Income Base	2,489	14,760	37,891
<\$15,000	2.3%	2.8%	3.7%
\$15,000 - \$24,999	4.5%	3.9%	3.7%
\$25,000 - \$34,999	1.5%	3.6%	4.5%
\$35,000 - \$49,999	6.9%	8.3%	7.8%
\$50,000 - \$74,999	11.1%	14.8%	15.1%
\$75,000 - \$99,999	13.1%	15.4%	14.0%
\$100,000 - \$149,999	25.9%	22.5%	20.0%
\$150,000 - \$199,999	16.9%	13.2%	13.9%
\$200,000+	17.8%	15.5%	17.2%
Average Household Income	\$153,047	\$143,714	\$145,799
<b>2023 Owner Occupied Housing Units by Value</b>			
Total	1,980	11,909	23,529
<\$50,000	0.2%	0.8%	1.4%
\$50,000 - \$99,999	0.4%	0.2%	0.4%
\$100,000 - \$149,999	0.0%	0.3%	0.7%
\$150,000 - \$199,999	0.1%	0.5%	1.3%
\$200,000 - \$249,999	2.6%	3.7%	4.9%
\$250,000 - \$299,999	6.3%	7.0%	7.7%
\$300,000 - \$399,999	34.7%	24.7%	21.0%
\$400,000 - \$499,999	26.6%	26.5%	24.2%
\$500,000 - \$749,999	21.8%	28.6%	29.3%
\$750,000 - \$999,999	6.0%	4.1%	6.2%
\$1,000,000 - \$1,499,999	1.3%	3.1%	2.4%
\$1,500,000 - \$1,999,999	0.1%	0.2%	0.3%
\$2,000,000 +	0.0%	0.3%	0.3%
Average Home Value	\$470,745	\$497,275	\$498,450
<b>2028 Owner Occupied Housing Units by Value</b>			
Total	2,111	12,166	28,601
<\$50,000	0.0%	0.2%	0.4%
\$50,000 - \$99,999	0.0%	0.0%	0.1%
\$100,000 - \$149,999	0.0%	0.1%	0.2%
\$150,000 - \$199,999	0.0%	0.2%	0.7%
\$200,000 - \$249,999	1.5%	2.4%	3.4%
\$250,000 - \$299,999	4.8%	5.8%	6.7%
\$300,000 - \$399,999	33.9%	25.3%	22.3%
\$400,000 - \$499,999	30.1%	29.6%	27.8%
\$500,000 - \$749,999	23.8%	30.1%	30.8%
\$750,000 - \$999,999	4.6%	3.1%	5.0%
\$1,000,000 - \$1,499,999	1.1%	3.0%	2.2%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.3%
\$2,000,000 +	0.0%	0.1%	0.2%
Average Home Value	\$474,372	\$501,477	\$502,380

**Data Note:** Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

**Source:** Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



# Market Profile

Cedar Breaks West Center  
 4617-4699 RR-2338, Georgetown, Texas, 78633  
 Rings: 1, 3, 5 mile radii

Prepared by Esri  
 Latitude: 30.68529  
 Longitude: -97.72088

	1 mile	3 miles	5 miles
<b>Median Household Income</b>			
2023	\$106,176	\$92,808	\$90,471
2028	\$115,006	\$101,716	\$101,904
<b>Median Home Value</b>			
2023	\$421,483	\$448,018	\$452,762
2028	\$432,047	\$454,115	\$458,149
<b>Per Capita Income</b>			
2023	\$58,591	\$59,637	\$56,695
2028	\$64,678	\$65,341	\$63,298
<b>Median Age</b>			
2010	43.6	54.1	48.0
2020	47.0	59.3	53.8
2023	44.4	56.0	50.6
2028	45.9	57.0	49.6
<b>2020 Population by Age</b>			
Total	5,249	32,216	63,506
0 - 4	4.2%	3.3%	3.6%
5 - 9	6.3%	4.5%	4.4%
10 - 14	7.1%	4.9%	4.8%
15 - 24	11.0%	8.2%	10.9%
25 - 34	7.3%	6.3%	8.0%
35 - 44	11.6%	8.6%	9.3%
45 - 54	11.7%	9.6%	10.4%
55 - 64	10.9%	12.8%	13.3%
65 - 74	13.7%	21.0%	18.8%
75 - 84	10.5%	15.7%	12.8%
85 +	5.8%	5.2%	3.8%
18 +	77.7%	84.2%	83.9%
<b>2023 Population by Age</b>			
Total	5,634	32,527	72,065
0 - 4	5.1%	3.9%	4.4%
5 - 9	5.8%	4.5%	4.9%
10 - 14	7.4%	5.3%	5.6%
15 - 24	11.5%	8.6%	10.9%
25 - 34	8.9%	7.4%	8.9%
35 - 44	12.1%	8.8%	9.6%
45 - 54	12.6%	10.2%	10.6%
55 - 64	12.1%	13.5%	13.1%
65 - 74	13.8%	20.4%	18.0%
75 - 84	8.1%	13.4%	10.8%
85 +	2.6%	3.9%	3.2%
18 +	76.9%	82.9%	81.8%
<b>2028 Population by Age</b>			
Total	5,898	32,900	86,841
0 - 4	5.1%	3.9%	4.7%
5 - 9	5.8%	4.4%	5.0%
10 - 14	6.2%	4.9%	5.4%
15 - 24	10.8%	8.0%	10.3%
25 - 34	10.6%	7.9%	9.7%
35 - 44	10.3%	8.5%	10.1%
45 - 54	13.4%	10.2%	10.4%
55 - 64	11.8%	12.0%	11.6%
65 - 74	12.0%	18.2%	15.9%
75 - 84	10.6%	16.8%	13.0%
85 +	3.5%	5.2%	4.0%
18 +	78.6%	83.6%	81.6%
<b>2020 Population by Sex</b>			

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

January 26, 2024



# Market Profile

Cedar Breaks West Center  
 4617-4699 RR-2338, Georgetown, Texas, 78633  
 Rings: 1, 3, 5 mile radii

Prepared by Esri  
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 Longitude: -97.72088

	1 mile	3 miles	5 miles
Males	2,407	15,046	30,014
Females	2,842	17,170	33,492
<b>2023 Population by Sex</b>			
Males	2,682	15,477	34,704
Females	2,953	17,052	37,362
<b>2028 Population by Sex</b>			
Males	2,776	15,545	41,697
Females	3,124	17,355	45,144
<b>2010 Population by Race/Ethnicity</b>			
Total	2,905	24,372	48,459
White Alone	93.0%	93.1%	89.2%
Black Alone	1.3%	1.5%	3.0%
American Indian Alone	0.5%	0.5%	0.5%
Asian Alone	1.4%	1.0%	1.0%
Pacific Islander Alone	0.1%	0.0%	0.1%
Some Other Race Alone	1.8%	2.1%	4.3%
Two or More Races	1.9%	1.7%	1.9%
Hispanic Origin	10.5%	10.5%	16.1%
Diversity Index	29.6	29.5	41.7
<b>2020 Population by Race/Ethnicity</b>			
Total	5,249	32,216	63,506
White Alone	81.2%	83.2%	79.6%
Black Alone	3.1%	2.4%	3.3%
American Indian Alone	0.5%	0.5%	0.6%
Asian Alone	1.8%	1.5%	1.6%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.7%	2.9%	4.0%
Two or More Races	10.5%	9.5%	10.8%
Hispanic Origin	13.5%	12.4%	16.2%
Diversity Index	48.5	45.0	52.8
<b>2023 Population by Race/Ethnicity</b>			
Total	5,635	32,528	72,066
White Alone	79.1%	81.5%	77.5%
Black Alone	3.4%	2.5%	3.5%
American Indian Alone	0.5%	0.5%	0.6%
Asian Alone	2.0%	1.6%	2.0%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	3.3%	3.4%	4.5%
Two or More Races	11.7%	10.5%	11.8%
Hispanic Origin	16.1%	14.4%	18.5%
Diversity Index	53.2	49.0	56.8
<b>2028 Population by Race/Ethnicity</b>			
Total	5,899	32,899	86,841
White Alone	76.6%	79.3%	74.9%
Black Alone	3.5%	2.6%	3.8%
American Indian Alone	0.5%	0.5%	0.6%
Asian Alone	2.1%	1.7%	2.4%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	4.0%	3.9%	5.2%
Two or More Races	13.2%	11.8%	13.0%
Hispanic Origin	19.1%	16.7%	21.0%
Diversity Index	58.1	53.4	61.1

**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

**Source:** Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

January 26, 2024



# Market Profile

Cedar Breaks West Center  
 4617-4699 RR-2338, Georgetown, Texas, 78633  
 Rings: 1, 3, 5 mile radii

Prepared by Esri  
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	1 mile	3 miles	5 miles
<b>2020 Population by Relationship and Household Type</b>			
Total	5,249	32,216	63,506
In Households	99.1%	99.5%	97.1%
Householder	41.5%	45.1%	43.6%
Opposite-Sex Spouse	23.9%	27.2%	24.9%
Same-Sex Spouse	0.2%	0.2%	0.2%
Opposite-Sex Unmarried Partner	1.3%	1.3%	1.5%
Same-Sex Unmarried Partner	0.0%	0.0%	0.1%
Biological Child	25.2%	19.2%	19.7%
Adopted Child	0.8%	0.7%	0.6%
Stepchild	1.4%	0.9%	0.9%
Grandchild	1.1%	1.1%	1.4%
Brother or Sister	0.5%	0.5%	0.6%
Parent	0.8%	0.8%	0.8%
Parent-in-law	0.4%	0.3%	0.3%
Son-in-law or Daughter-in-law	0.3%	0.3%	0.3%
Other Relatives	0.5%	0.6%	0.7%
Foster Child	0.0%	0.0%	0.0%
Other Nonrelatives	1.1%	1.2%	1.5%
In Group Quarters	0.9%	0.5%	2.9%
Institutionalized	0.7%	0.4%	1.1%
Noninstitutionalized	0.2%	0.2%	1.9%
<b>2023 Population 25+ by Educational Attainment</b>			
Total	3,953	25,267	53,474
Less than 9th Grade	1.7%	1.7%	2.2%
9th - 12th Grade, No Diploma	2.2%	1.9%	1.9%
High School Graduate	11.7%	13.4%	14.9%
GED/Alternative Credential	1.8%	2.0%	2.5%
Some College, No Degree	20.8%	18.9%	17.9%
Associate Degree	7.3%	7.5%	7.2%
Bachelor's Degree	31.8%	34.3%	32.5%
Graduate/Professional Degree	22.6%	20.5%	20.9%
<b>2023 Population 15+ by Marital Status</b>			
Total	4,604	28,065	61,324
Never Married	20.2%	15.1%	20.8%
Married	67.3%	67.7%	62.9%
Widowed	8.6%	10.4%	7.8%
Divorced	3.9%	6.8%	8.4%
<b>2023 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	2,461	12,169	28,979
Population 16+ Employed	97.3%	94.9%	95.5%
Population 16+ Unemployment rate	2.7%	5.1%	4.5%
Population 16-24 Employed	15.2%	12.5%	13.9%
Population 16-24 Unemployment rate	2.7%	5.9%	5.7%
Population 25-54 Employed	65.2%	60.0%	59.6%
Population 25-54 Unemployment rate	2.7%	5.3%	4.8%
Population 55-64 Employed	13.6%	17.1%	16.6%
Population 55-64 Unemployment rate	3.0%	5.6%	3.9%
Population 65+ Employed	5.9%	10.5%	9.9%
Population 65+ Unemployment rate	1.4%	2.0%	2.1%

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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 4617-4699 RR-2338, Georgetown, Texas, 78633  
 Rings: 1, 3, 5 mile radii

Prepared by Esri  
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	1 mile	3 miles	5 miles
<b>2023 Employed Population 16+ by Industry</b>			
Total	2,395	11,548	27,677
Agriculture/Mining	0.4%	0.5%	1.3%
Construction	5.6%	7.6%	6.9%
Manufacturing	6.1%	6.8%	6.7%
Wholesale Trade	1.9%	2.1%	1.7%
Retail Trade	9.1%	9.2%	9.1%
Transportation/Utilities	3.8%	3.4%	4.2%
Information	1.4%	2.1%	2.0%
Finance/Insurance/Real Estate	14.3%	9.8%	8.7%
Services	51.1%	51.9%	52.2%
Public Administration	6.3%	6.5%	7.1%
<b>2023 Employed Population 16+ by Occupation</b>			
Total	2,394	11,549	27,677
White Collar	79.4%	73.5%	70.6%
Management/Business/Financial	27.1%	26.0%	24.3%
Professional	30.1%	27.1%	27.0%
Sales	11.7%	9.5%	8.1%
Administrative Support	10.4%	10.9%	11.2%
Services	12.8%	14.0%	14.9%
Blue Collar	7.7%	12.6%	14.5%
Farming/Forestry/Fishing	0.0%	0.1%	0.7%
Construction/Extraction	1.5%	3.2%	3.2%
Installation/Maintenance/Repair	2.3%	2.6%	3.0%
Production	1.4%	2.1%	2.4%
Transportation/Material Moving	2.5%	4.6%	5.3%
<b>2020 Households by Type</b>			
Total	2,217	14,404	27,772
Married Couple Households	58.0%	60.6%	57.6%
With Own Children <18	20.0%	13.0%	12.9%
Without Own Children <18	37.9%	47.6%	44.7%
Cohabiting Couple Households	3.0%	2.9%	3.6%
With Own Children <18	0.9%	0.8%	1.0%
Without Own Children <18	2.1%	2.1%	2.6%
Male Householder, No Spouse/Partner	10.7%	10.8%	12.3%
Living Alone	7.9%	8.2%	9.3%
65 Years and over	4.6%	4.9%	4.3%
With Own Children <18	1.1%	0.9%	1.0%
Without Own Children <18, With Relatives	1.3%	1.3%	1.5%
No Relatives Present	0.4%	0.5%	0.6%
Female Householder, No Spouse/Partner	28.4%	25.7%	26.5%
Living Alone	21.2%	19.4%	18.9%
65 Years and over	17.1%	15.7%	13.6%
With Own Children <18	3.8%	2.5%	3.1%
Without Own Children <18, With Relatives	2.6%	3.2%	3.7%
No Relatives Present	0.9%	0.7%	0.8%
<b>2020 Households by Size</b>			
Total	2,217	14,404	27,772
1 Person Household	29.0%	27.5%	28.2%
2 Person Household	37.6%	47.5%	45.4%
3 Person Household	12.0%	10.2%	11.1%
4 Person Household	12.9%	8.9%	9.0%
5 Person Household	5.1%	3.8%	4.1%
6 Person Household	2.3%	1.3%	1.5%
7 + Person Household	1.1%	0.7%	0.8%

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

January 26, 2024



# Market Profile

Cedar Breaks West Center  
4617-4699 RR-2338, Georgetown, Texas, 78633  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 30.68529  
Longitude: -97.72088

	1 mile	3 miles	5 miles
<b>2020 Households by Tenure and Mortgage Status</b>			
Total	2,217	14,404	27,772
Owner Occupied	66.0%	77.5%	73.6%
Owned with a Mortgage/Loan	45.9%	43.5%	43.1%
Owned Free and Clear	20.1%	34.0%	30.5%
Renter Occupied	34.0%	22.5%	26.4%
<b>2023 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	91	75	73
Percent of Income for Mortgage	23.9%	29.0%	30.1%
Wealth Index	173	174	158
<b>2020 Housing Units By Urban/ Rural Status</b>			
Total	2,381	15,170	29,752
Urban Housing Units	95.0%	97.0%	92.9%
Rural Housing Units	5.0%	3.0%	7.1%
<b>2020 Population By Urban/ Rural Status</b>			
Total	5,249	32,216	63,506
Urban Population	95.4%	96.8%	92.0%
Rural Population	4.6%	3.2%	8.0%

**Data Note:** Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

**Source:** Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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<b>Top 3 Tapestry Segments</b>			
1.	Workday Drive (4A)	The Elders (9C)	The Elders (9C)
2.	Exurbanites (1E)	Silver & Gold (9A)	Silver & Gold (9A)
3.	Golden Years (9B)	Workday Drive (4A)	Savvy Suburbanites (1D)
<b>2023 Consumer Spending</b>			
Apparel & Services: Total \$	\$6,475,689	\$36,834,441	\$80,278,337
Average Spent	\$2,718.59	\$2,526.54	\$2,564.89
Spending Potential Index	124	115	117
Education: Total \$	\$5,727,106	\$31,388,607	\$66,710,398
Average Spent	\$2,404.33	\$2,153.00	\$2,131.39
Spending Potential Index	134	120	119
Entertainment/Recreation: Total \$	\$11,519,330	\$67,945,278	\$145,138,852
Average Spent	\$4,835.99	\$4,660.49	\$4,637.17
Spending Potential Index	128	123	123
Food at Home: Total \$	\$19,814,820	\$118,224,306	\$254,296,681
Average Spent	\$8,318.56	\$8,109.22	\$8,124.75
Spending Potential Index	122	119	119
Food Away from Home: Total \$	\$11,036,490	\$63,851,048	\$138,887,618
Average Spent	\$4,633.29	\$4,379.66	\$4,437.45
Spending Potential Index	124	118	119
Health Care: Total \$	\$22,139,549	\$137,453,936	\$291,796,324
Average Spent	\$9,294.52	\$9,428.21	\$9,322.86
Spending Potential Index	126	128	127
HH Furnishings & Equipment: Total \$	\$9,080,434	\$53,182,197	\$113,754,080
Average Spent	\$3,812.10	\$3,647.86	\$3,634.43
Spending Potential Index	129	123	123
Personal Care Products & Services: Total \$	\$2,930,796	\$17,614,349	\$37,738,156
Average Spent	\$1,230.39	\$1,208.20	\$1,205.73
Spending Potential Index	129	126	126
Shelter: Total \$	\$75,249,104	\$440,112,011	\$944,112,513
Average Spent	\$31,590.72	\$30,188.08	\$30,164.30
Spending Potential Index	128	122	122
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$10,280,685	\$63,625,622	\$133,048,267
Average Spent	\$4,315.99	\$4,364.20	\$4,250.88
Spending Potential Index	138	140	136
Travel: Total \$	\$7,200,232	\$41,279,829	\$87,845,600
Average Spent	\$3,022.77	\$2,831.46	\$2,806.66
Spending Potential Index	134	126	125
Vehicle Maintenance & Repairs: Total \$	\$3,844,222	\$22,992,793	\$49,689,301
Average Spent	\$1,613.86	\$1,577.12	\$1,587.57
Spending Potential Index	123	120	121

**Data Note:** Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

January 26, 2024

**DISCLAIMER:** The information contained herein was obtained from sources believed reliable. However, Durhman & Bassett Realty Group, Inc. makes no guarantees, warranties or representations as to the completeness or accuracy thereof. The presentation of this property is submitted subject to errors, omissions, change of price, prior sale or lease, or withdrawal without notice.

### **INFORMATION ABOUT REAL ESTATE BROKERS**

Before working with a real estate broker, you should know that the duties of a broker depend on whom the broker represents. If you are a prospective seller or landlord (owner) or a prospective buyer or tenant (buyer), you should know that the broker who lists the property for sale or lease is the owner's agent. A broker who acts as a subagent represents the owner in cooperation with the listing broker. A broker who acts as a buyer's agent represents the buyer. A broker may act as an intermediary between the parties if the parties consent in writing. A broker can assist you in locating a property, preparing a contract or lease, or obtaining financing without representing you. A broker is obligated by law to treat you fairly.

**IF THE BROKER REPRESENTS THE OWNER:** The broker becomes the owner's agent by entering into an agreement with the owner, usually through a written listing agreement, or by agreeing to act as a subagent by accepting an offer of subagency from the listing broker. A subagent may work in a different real estate office. A listing broker or subagent can assist the buyer but does not represent the buyer and must place the interests of the owner first. The buyer should not tell the owner's agent anything the buyer would not want the owner to know because an owner's agent must disclose to the owner any material information known to the agent.

**IF THE BROKER REPRESENTS THE BUYER:** The broker becomes the buyer's agent by entering into an agreement to represent the buyer, usually through a written buyer representation agreement. A buyer's agent can assist the owner but does not represent the owner and must place the interests of the buyer first. The owner should not tell a buyer's agent anything the owner would not want the buyer to know because the buyer's agent must disclose any material information known to the agent.

**IF THE BROKER ACTS AS AN INTERMEDIARY:** A broker may act as an intermediary between the parties if the broker complies with The Texas Real Estate License Act. The broker must obtain the written consent of each party to the transaction to act as an intermediary. The written consent must state who will pay the broker and, in conspicuous bold or underlined print, set forth the broker's obligations as an intermediary. The broker is required to treat each party honestly and fairly and to comply with The Texas Real Estate License Act. A broker who acts as an intermediary in a transaction: (1) shall treat all parties honestly; (2) may not disclose that the owner will accept a price less than the asking price unless authorized in writing to do so by the owner; (3) may not disclose that the buyer will pay a price greater than the price submitted in a written offer unless authorized in writing to do so by the buyer; (4) may not disclose any confidential information or any information that a party specifically instructs the broker in writing not to disclose unless authorized in writing to disclose the information or required to do so by The Texas Real Estate License Act or a court order or if the information materially relates to the condition of the property. With the parties' consent, a broker acting as an intermediary between the parties may appoint a person who is licensed under The Texas Real Estate License Act and associated with the broker to communicate with and carry out instructions of one party and another person who is licensed under that Act and associated with the broker to communicate with and carry out instructions of the other party.

If you choose to have a broker represent you, you should enter into a written agreement with the broker that clearly establishes the broker's obligations and your obligations. The agreement should state how and by whom the broker will be paid. You have the right to choose the type of representation, if any, you wish to receive. Your payment of a fee to a broker does not necessarily establish that the broker represents you. If you have any questions regarding the duties and responsibilities of the broker, you should resolve those questions before proceeding.