



VIBRANT BUSTLING FAMILY-FRIENDLY

BAYBROOK MALL

HOUSTON, TX



Quaint charm beside the big city

Nestled between downtown and Galveston Island lies a charming stretch of land that's home to Baybrook Mall — the region's premier shopping and entertainment destination, and the only part of the metro with direct access to both NASA and the bay. Residents here value the wide-open spaces, the freedom to drive, and a more relaxed pace of life. That mindset, paired with more affordable living, gives them the flexibility to shop, dine, and enjoy unique experiences at Baybrook Mall — helping it stand out as the most visited shopping center in the Houston CBSA.



Quick trips or road trips



Strategically located just off I-45, Baybrook Mall offers exceptional convenience for commuters looking to complete errands or enjoy a quick meal en route to or from work. Additionally, it's an ideal pit stop for out-of-town visitors traveling through the greater Houston area.

The perks of city living



Baybrook Mall attracts a loyal base of local shoppers while also drawing a diverse mix of visitors from the greater Houston trade area. With minimal competition within a 5-mile radius, it remains a trusted destination for shopping, dining, and entertainment—earning lasting loyalty even as new developments emerge.

An exclusive collection



Shoppers in the region are drawn to Baybrook Mall as it is the only place within Bay Area Houston you can find key retailers and restaurants like REI, Warby Parker, Yard House and ZARA.

A true highlight of Bay Area Houston

~13M

VISITORS LAST YEAR

Baybrook Mall stands out as the most visited property in the Houston market, driven by its vibrant Lifestyle Center—a lively hub of dining and events anchored by a central community lawn.

20+
NEARBY HOTELS

Baybrook Mall's prime location—near top hotels and a renowned medical center—adds to its strong appeal. Nearby developments can't match its seamless blend of shopping, dining, entertainment, and community experiences.

HCA HOUSTON HEALTHCARE CLEAR LAKE
(WITHIN 1.3 MILES OF BAYBROOK MALL)

2024-25 Best Hospital

#10 IN GREATER HOUSTON –
U.S. NEWS & WORLD REPORT

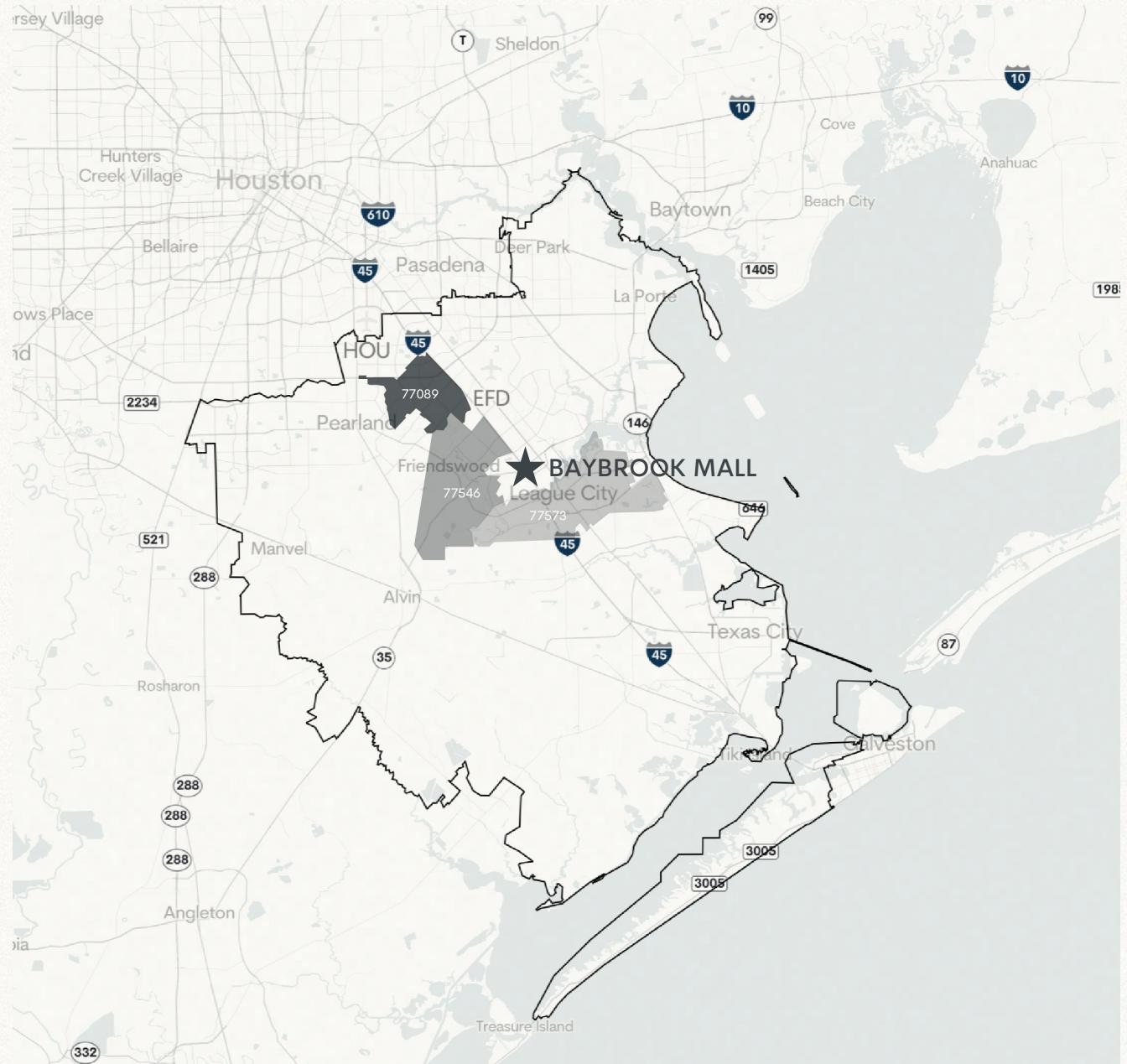


Successful in its own right

Baybrook Mall leads Houston's retail landscape with a hyperlocal and loyal shopper base. Zip codes west of the center—77089, 77546, and 77573—stand out with an average household income of \$136K and 42% of residents holding a college degree or higher. These areas account for the top 33% of visits, demonstrating strong shopping behaviors. Combined with a projected 1% population growth over the next five years and continued investment from brands like Apple and Kendra Scott, Baybrook's position as a resilient, high-performing retail destination is further reinforced.

TRADE AREA DEMOGRAPHICS

Total Population	902,535
Projected 5-year Population Growth	3.2%
Total Households	324,850
Average Household Income	\$117,788
% Households with Income \$100K+	46%
Residents with Bachelors Degree or Higher	34%
Average Home Value	\$361,043
Median Age	38
Annual Visitation	13M



Dave & Buster's reimagined

A first of its kind renovation, Dave & Buster's added new immersive experiences while modernizing the space — increasing visitation by 10% after the opening of the remodeled location.



New Name. Next Level.

Dick's Sporting Goods was completely redesigned to align with the brand's new concept — Dick's House of Sports. This experiential space features interactive areas customers can discover throughout their time at the store. After remodeling, visitation rose 20% and sales increased from \$20M to \$37.5M.



Reconfigure your home needs

Living Spaces revitalized Baybrook Mall in 2024 by transforming the former Sears anchor into a modern furniture and home décor destination, bringing fresh style and inspiration to the Houston area.

Modernizing spaces, elevating experiences

Baybrook Mall evolves with fresh concepts and updates, keeping the experience exciting for loyal guests and new visitors alike.



BAYBROOK MALL

LIVING SPACES REVIVES BAYBROOK

A 2024 Sears-to-showroom transformation refreshed Baybrook Mall, bringing a new home décor destination to Houston.



DAVE & BUSTER'S REIMAGINED

A first-of-its-kind renovation boosted visitation by 10%, thanks to new immersive experiences and a modernized space.

DICK'S SALES JUMP 87%

A redesign into Dick's House of Sports drove visitation up 20% and sales from \$20M to \$37.5M.

Home to the very best in class

Retailers at Baybrook Mall rank at the top of their respective chains across Brookfield Properties' portfolio*.



BUCKLE #1



SPENCER GIFTS #1



ZALES #1



KENDRA SCOTT #2



PERRY'S STEAKHOUSE & GRILLE #3



VICTORIA'S SECRET #3



DAVE & BUSTERS #3

Uplifting families & empowering community

While the size and scope of Baybrook Mall's community outreach and programming has evolved over the years, its steadfast dedication to supporting and uplifting the Houston community has remained at the heart of its mission.

Heart Gallery Houston



The mall is home to a Heart Gallery photo display. This installation is part of a national program dedicated to connecting children in foster care with loving families.

Family-centric community events



Year-round Baybrook Mall offers families and community members a safe space to celebrate, gather, and create memorable moments in everyday life. Some of the mall's signature events include:

- MOVIES ON THE LAWN
- SUMMER KICK-OFF EVENT
- FALL FESTIVAL
- HOLIDAY CELEBRATION
- LIVE MUSICAL PERFORMANCES
- EASTER BUNNY & SANTA PHOTOS

Driven by dining

Whether it's a lunch break stop, a family night out, or a quick bite before an event on The Lawn, the food and beverage options at Baybrook Mall are unmatched. The Lawn is surrounded by 12 restaurants with covered patios perfect for relaxed sit-down dining, while Dave & Buster's and Star Cinema Grill offer unique experiences that entertain guests of all ages. Plus, with endless weekly Happy Hour options, Baybrook has become a go-to spot for casual meetups, after-work drinks, and spontaneous evenings out.

\$70M+
IN FULL-SERVICE
FOOD SALES*



*Within in Brookfield Properties Retail portfolio, Current R12

The taste of success

With a vibrant mix of restaurants and experiences, Baybrook Mall sets itself apart as the ultimate dining destination—where every visit turns into a shared moment.



Houston — we have an icon

THE OFFICIAL HOME OF NASA'S JOHNSON SPACE CENTER

Just five miles from Baybrook Mall, Johnson Space Center is the heart of Bay Area Houston's space scene. Home to Mission Control, NASA HQ, and Space Center Houston, it's launched over 11,000 jobs (and 110 astronauts!) and draws over a million visitors a year. Johnson Space Center is also behind big discoveries in science and tech, establishing Houston as a true hub of innovation.

SPACE CENTER HOUSTON NAMED

“One of the Most spectacular science museums in the world”

– CONDE NAST TRAVELER, 2017

This museum welcomes 1.3M visitors annually and allows guests to explore the future-focused vision of NASA and Houston at large.



Sources: spacecenter.org, google.com, traveler.es, nasa.gov/johnson

In good company



SEPHORA

lululemon  athletica

ZARA

LUCCHESETM
BOOTMAKER

WARBY PARKER

KENDRA SCOTT

LIVING SPACES

 **STAR**
CINEMA GRILL

ALTAR'D STATE

DICK'S
HOUSE OF SPORT

Abercrombie & Fitch





BAYBROOK MALL





Core beliefs

- Cater to the unique needs of consumers
- Highlight small businesses
- Partner with national brands
- Provide jobs + resources to communities

Brookfield Properties

Our centers provide consumers with a sensory experience that other platforms simply cannot match — the benefit of touching, tasting, and feeling products in real time. That is part of how we're reimagining what retail can be — an unrivaled experience for our customers and a sustainable place for our tenant partners to thrive.

BAYBROOK MALL

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