



# REDEMPTION S Q U A R E AT GENERATION PARK





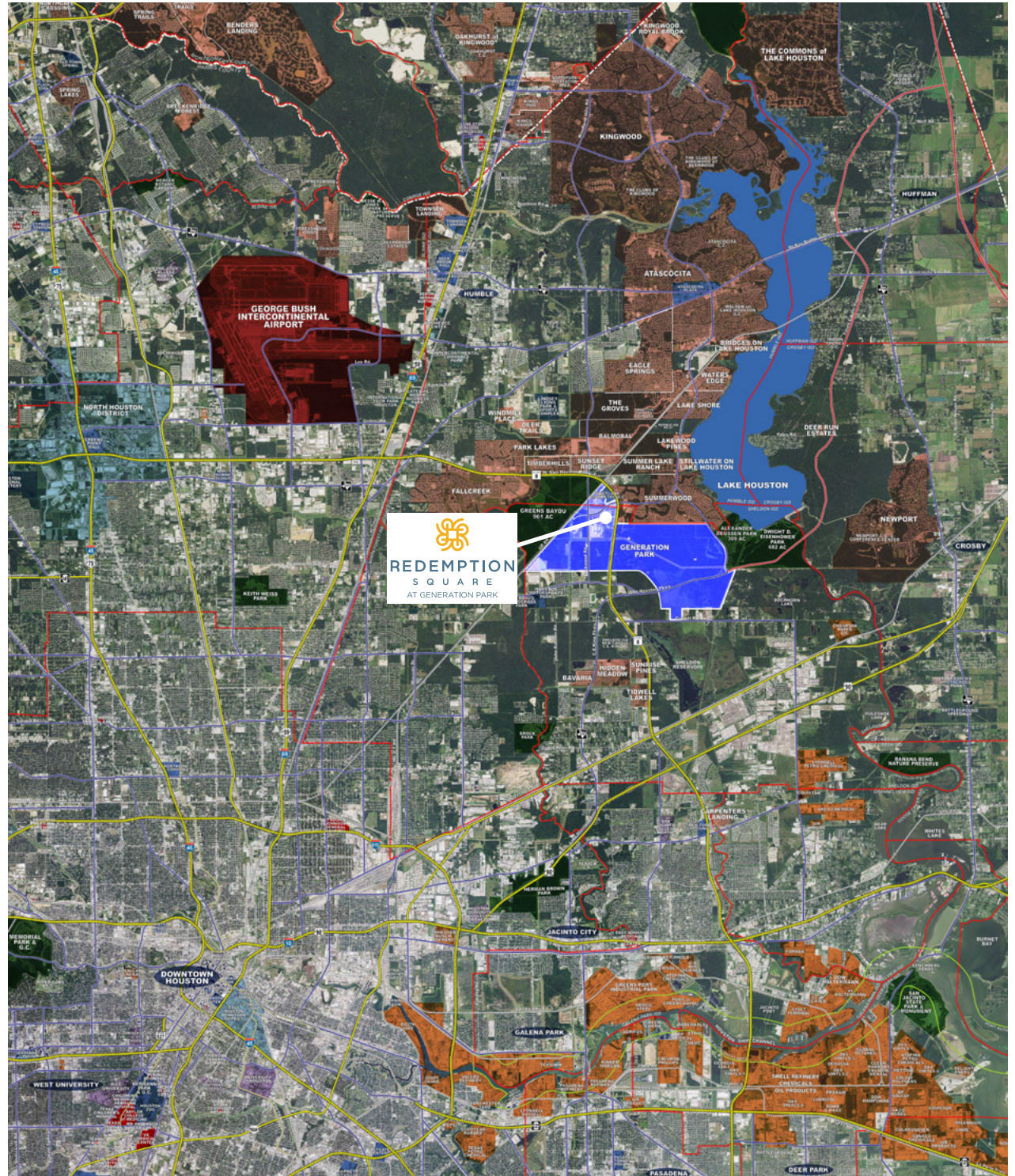


# REDEMPTION S Q U A R E AT GENERATION PARK

Redemption Square is Lake Houston's premier mixed-use lifestyle destination attracting guests from near and far. Here you'll find an array of curated restaurants, shops, services, entertainment, hotels, and luxury apartments in a thoughtfully programmed environment.

## ABOUT GENERATION PARK

Over 1/4 the size of Manhattan and located on Beltway 8 in Houston's fastest growing submarket, Lake Houston, Generation Park is a master-planned environment unlike any other with the clear and simple goal of driving business performance for our clients. We do this by creating an environment where employees can thrive, companies can grow, and shareholder value can be maximized.





# The Lake Houston Trade Area

Houston's Infill Growth Corridor

**173k**

Population

**\$129k**

Avg  
Income

**\$99k**

Avg  
Disposable  
Income

Population  
grew

**55%**

over past 12  
years

**57k**

Households

**13k**

Apartment  
Units

Per capita income  
growing

**\$1.8B**

in Retail  
Goods Sales

**25%**

faster than  
The Woodlands

HHs within  
3-miles growing

**4x**

faster than  
The Woodlands  
Town Center  
CAGR

**5**

minutes to  
I-59 and  
Highway 90

**10**

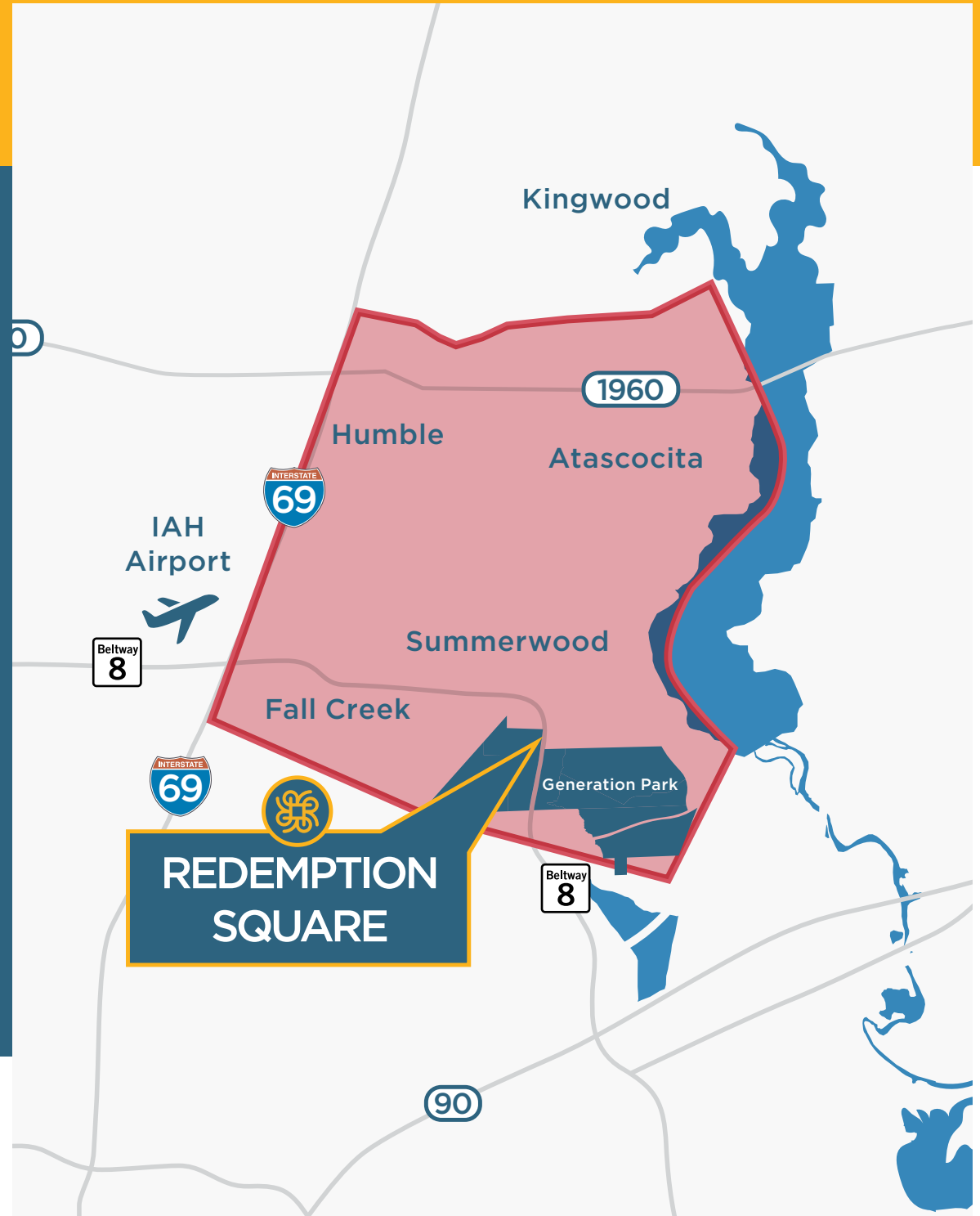
minutes to  
I-10 and  
IAH Airport

**15**

minutes to  
the Port of  
Houston

**20**

minutes to  
Downtown  
Houston





# Generation Park Master Plan

An urban core 3.5x the size of downtown Houston





# Redemption Square

The Experiential Core for Lake Houston

Redemption Square is the region's upscale entertainment destination to live, work, and play. On the major corridors of Beltway 8 and W. Lake Houston Parkway and surrounded by established power centers, Redemption Square fills the void for a vibrant, urban destination.

## The Program

400,000 SF  
Retail

1,300  
Multifamily Units

350  
Hotel Keys

380,000 SF  
Office

200+ /year  
Events & Activations







The Block Party at Redemption Square

## An Activated Place to Gather

Hundreds of community events and programs take place every year at Generation Park's Redemption Square. From live music and farmers markets, to movies on the lawn and outdoor fitness classes, and everything in between.





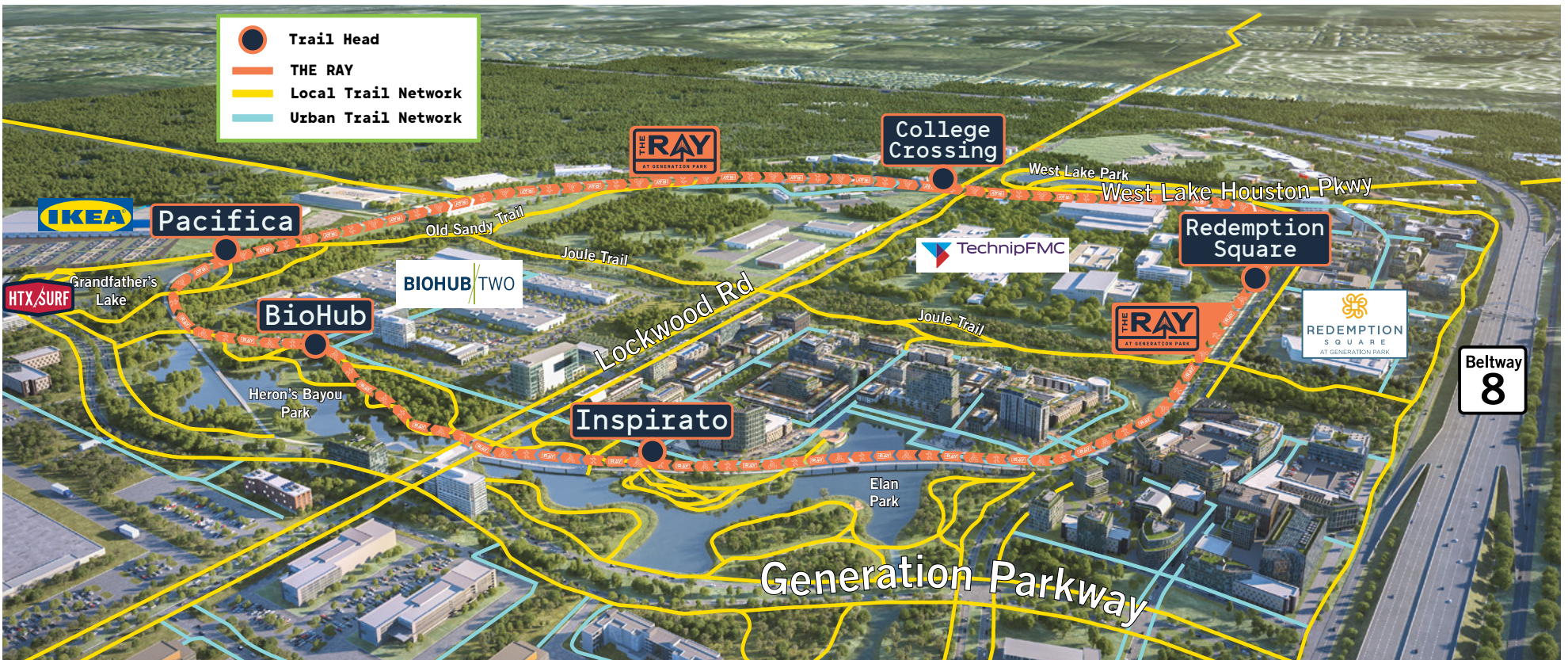
Connecting all of Generation Park West is The Ray, a 4-mile, looping, multi-modal, pedestrian superhighway. Whether you want to go to the park, hang 10 at HTX Surf, or shop and dine at Redemption Square, The Ray gets you there by foot, bike, or ultra-light rail quickly.



Bountiful parks connected to The Ray



HTX SURF Opening Spring 2025





# A Thriving Retail Environment

825k SF Existing | 330k SF Planned

## 1 | REDEMPTION SQUARE



## 2 | WEST LAKE VILLAGE

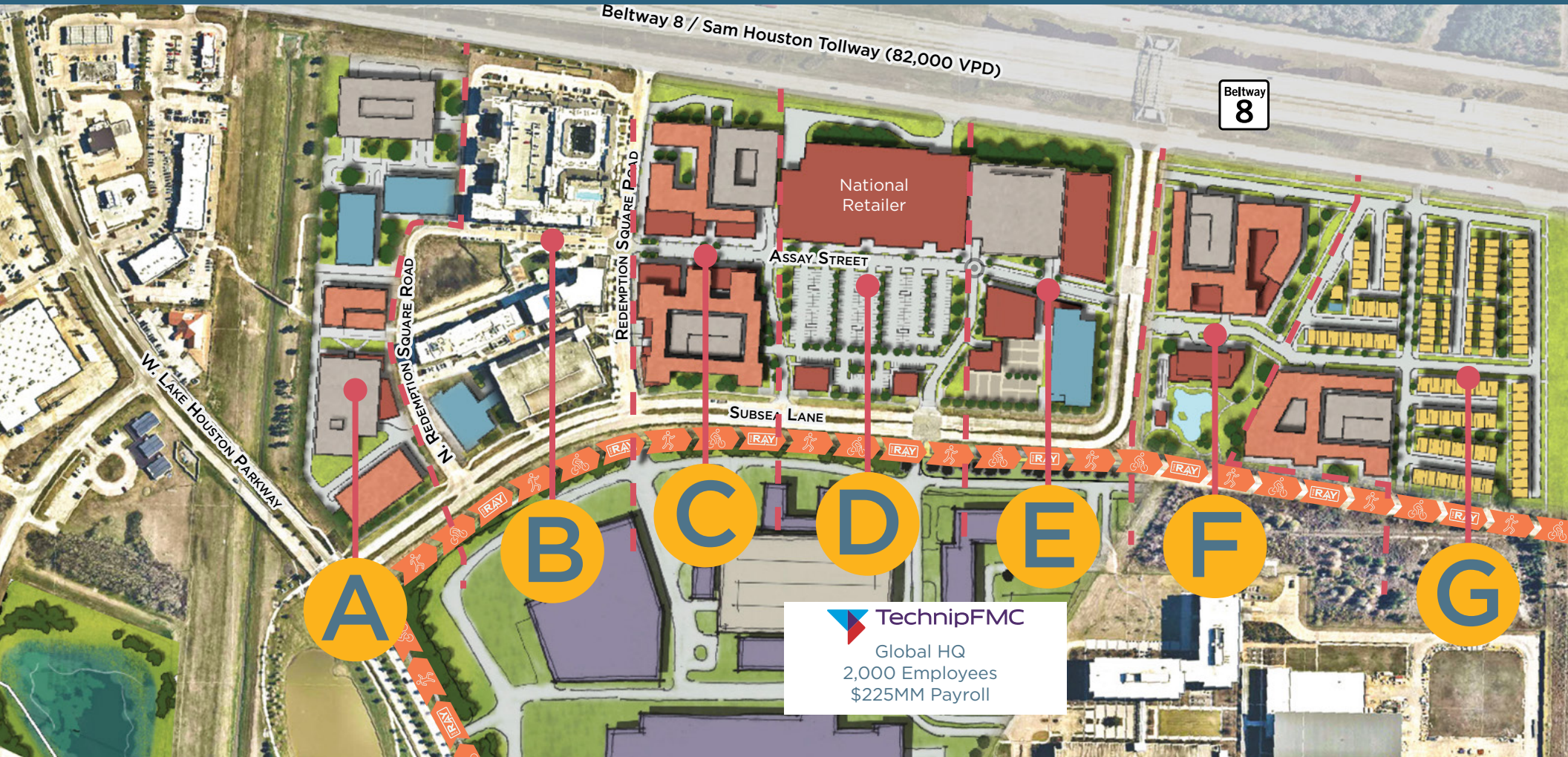


## 3 | WEST LAKE MARKETPLACE





# Redemption Square Master Plan



**A** Retail: 31,080 SF  
Hotel: 100 Keys  
Office: 158,800 SF

**B** Retail: 54,236 (37,156 SF complete)  
Hotel: 144 Key Courtyard Marriott (complete)  
Office: 119,182 (69,182 SF complete)  
Multi: 251 Units (complete)

**C** Retail: 53,440 SF  
Multi: 391 Units

**D** Retail: 158,550 SF

**E** Retail: 108,760 SF  
Office: 152,520 SF

**F** Hotel: 110 Keys  
Multi: 269 Units

**G** Multi: 380 units



# Phasing Plan



## RETAIL BLOCK DETAIL

A	31,090 SF	E1	12,040 SF	J	Multi - 269 units
B1	17,082 SF	E2	148,000 SF National Retailer	K	Multi - 273 units
B2	21,920 SF	F	68,751 SF	L	SFR - 103 units
C	27,800 SF	G	40,017 SF		
D	25,646 SF	H	Hotel - 110 Keys		





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