



FREDERICKSBURG MIXED-USE
RESTAURANT OPPORTUNITY
FREDERICKSBURG, TEXAS



ABOUT THE MARKET

FREDERICKSBURG & GILLESPIE COUNTY

Fredericksburg may be the most famous small town in Texas. With a population just over twelve thousand, Fredericksburg hosts millions of visitors every year. Known for its charm, the city pairs a laid-back rustic vibe with deep-rooted German heritage. Its active mainstreet district teems with shoppers and diners, while numerous wineries line the roads leading into town.

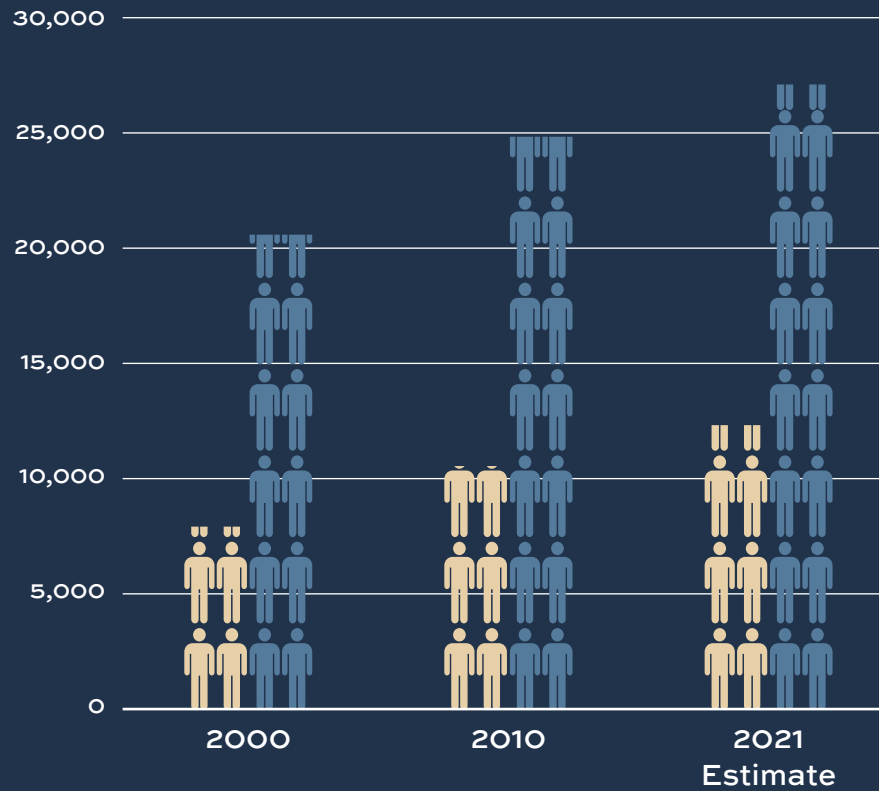
While Fredericksburg has been a weekend destination for decades, the volume and affluence of its patrons continues to grow. And these visitors are increasingly expecting the type and quality of dining they have in their much larger hometowns.



DEMOGRAPHICS

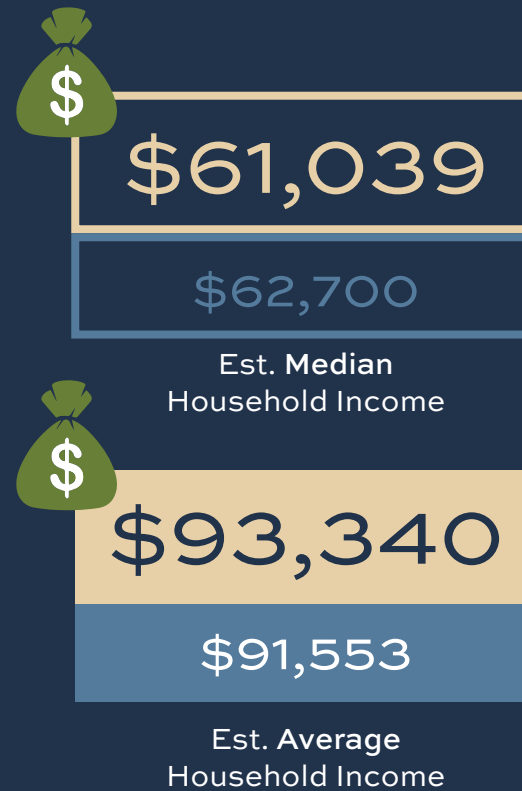
Fredericksburg and Gillespie County are growing rapidly and are in need of increased services, both in quality and quantity.

Population Growth



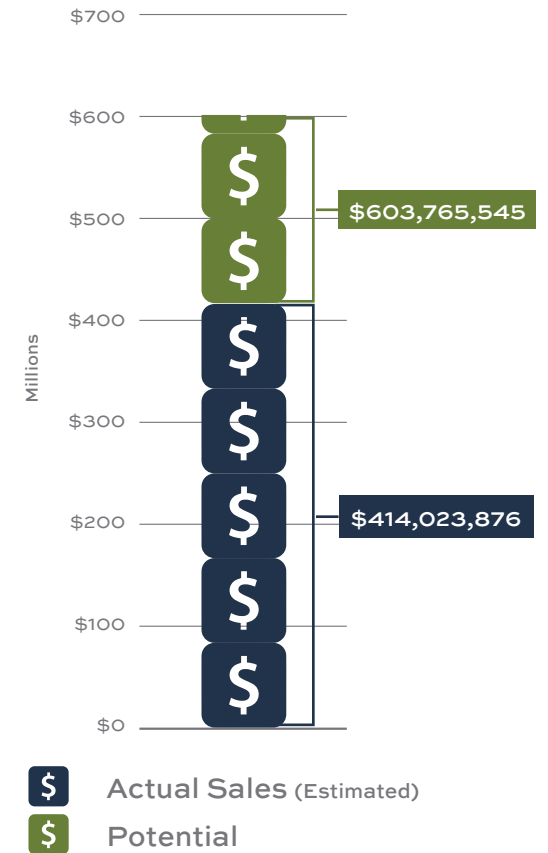
Fredericksburg Gillespie County

Income (2021)



Retail Sales Leakage

Total Retail Opportunity
\$189,741,669



SITE OVERVIEW

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Seco Ventures is developing on the south side of Fredericksburg. As a part of this master plan, Seco is seeking retail concepts that will serve and enrich its project as well as the broader community

 Subject Property



SURROUNDING PROJECTS

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-  Subject Property
 - 354 Units
 - 61 Homes
-  Central Shopping District
-  Existing Neighborhoods & Multifamily
-  Current & Future Development

Friendship Oaks (Proposed)

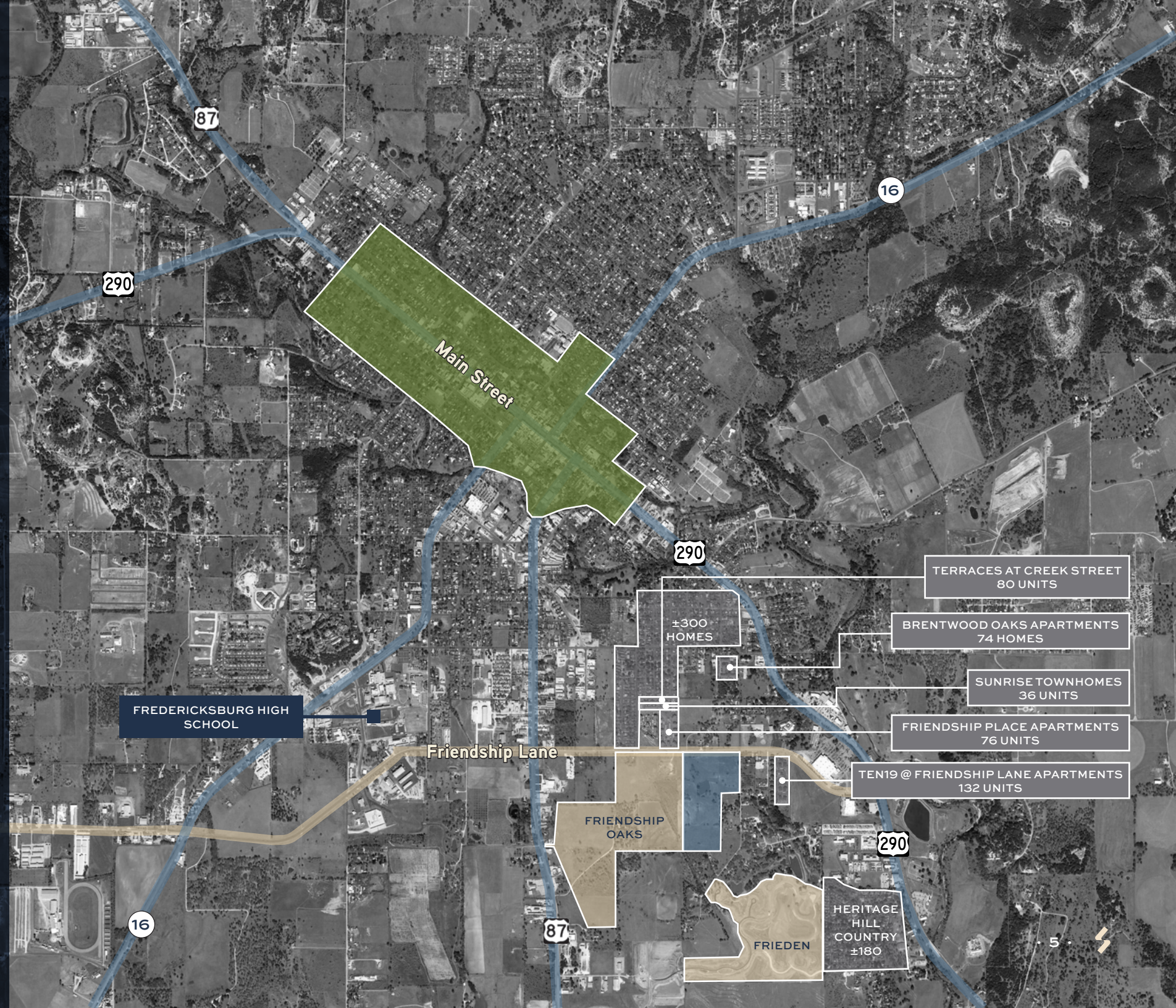
- 474 Homes

Frieden (Ongoing)

- 240 Homes
- +88 acres of Commercial

1,129 UNITS

UNDER CONSTRUCTION
OR PROPOSED



MASTER PLAN

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-  Retail Area
-  SF / MF Housing
-  LiveWork
-  Amenity

| | |
|--------------------|-----------------------------------------|
| Retail | ±10,000 sf |
| Residential | 415 Units 354 MF Units / 61 SF Units |
| Leasing / Amenity | 9,300 sf |
| Office / Live Work | 3,700 sf |
| Parking Provided | 902 spaces |
| Retail Parking | 59 spaces |
| Site Area Gross | 32.55 acres |
| Density Gross | 13 units / acre |



ONSITE COMMUNITY AMENITIES

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- A** Pickleball Courts
- B** Leasing & Community Space
- C** Kids Play Area in Park Grove
- D** Dog Park
- E** Retail & Event Lawn
- F** Pedestrian Footbridge
- G** Sitting Area at Preserved Dock
- H** Community Garden
- I** Shaded Picnic Area



CONCEPT IMAGERY

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LEASING & RETAIL

A place for community and culture with views focused on lawn & landscape. Locally inspired building materials include limestone, metal roofs, & board formed concrete. Retail spaces feature shaded outdoor areas for year-round enjoyment and boast large openings to maximize natural light and showcase the surrounding vistas.



Materials



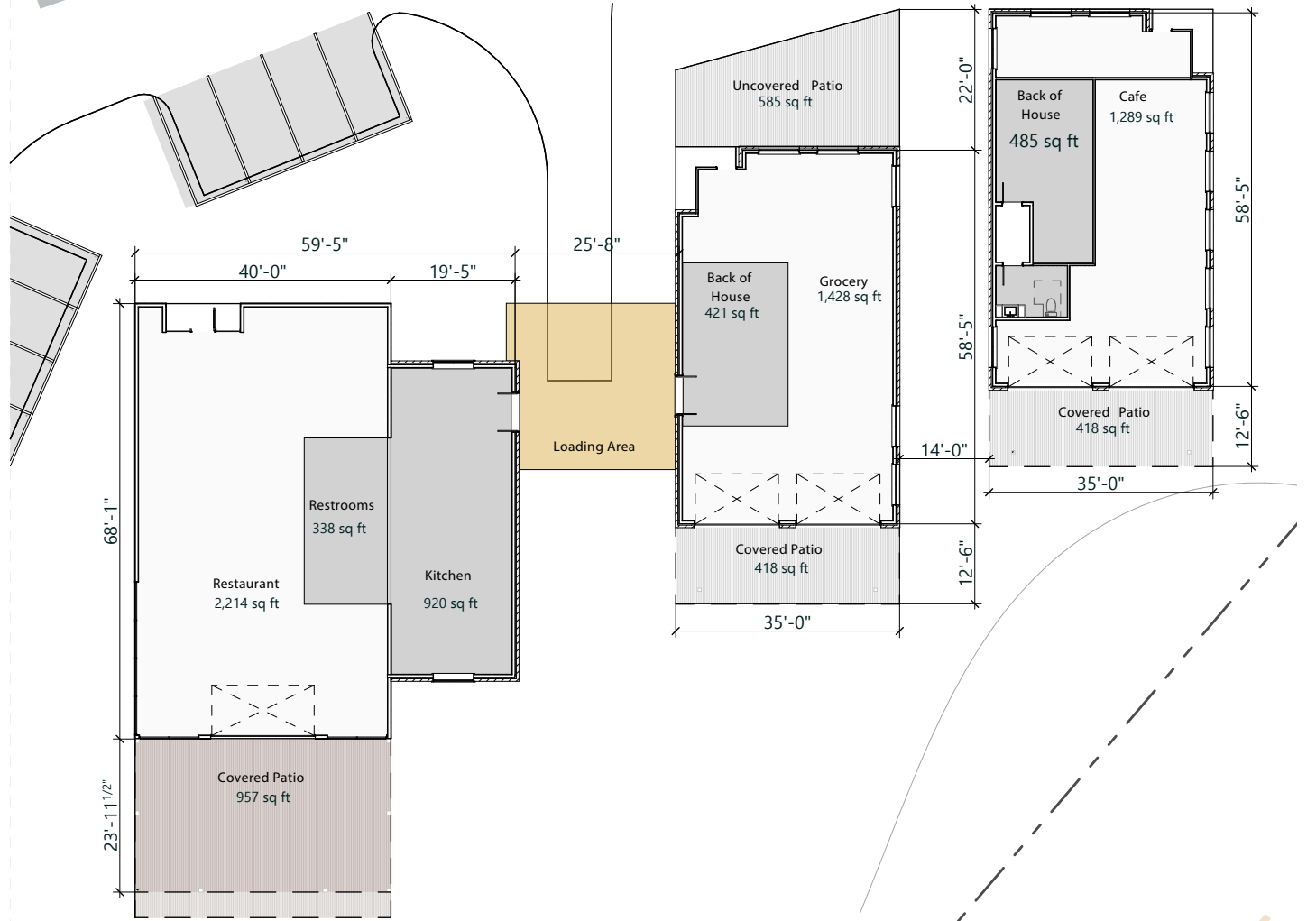
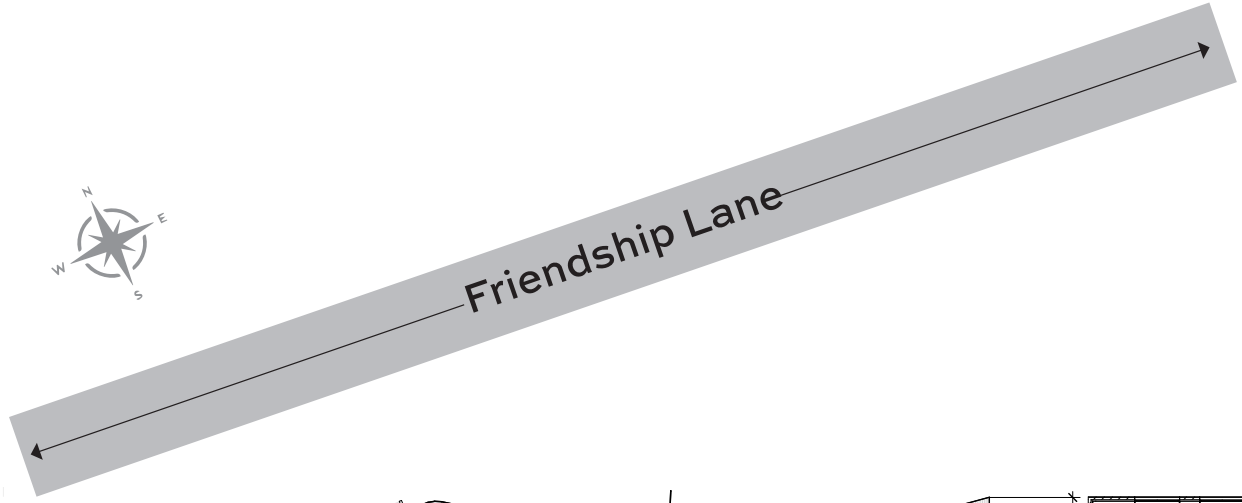
RETAIL LANDSCAPE

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RETAIL PLAN

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SINGLE FAMILY & MULTI-FAMILY FOR RENT

FREDERICKSBURG MIXED-USE

SINGLE FAMILY



MULTI-FAMILY





ABOUT US

JOHN NEEDHAM

- CPA from the University of Texas at Austin
- Co-founded a firm in 1990 that is recognized for deep expertise in commercial real estate development, investment, and leasing

JOSHUA NEEDHAM

- BSM from the United States Air Force Academy
- Served 7 years in the United States Air Force as a Contracting Officer
- Has worked in commercial real estate development for 5 years where he has focused on design, construction and project management

JORDAN NEEDHAM

- Graduated from Vanderbilt University with a dual major in Economics and Engineering Science
- Has worked in commercial real estate in both Houston and Austin, where his expertise has been on acquisition and underwriting



FOR LEASING INQUIRIES

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