COMMERCIAL®

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Irving, Texas 75060

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CENTURY 21
COMMERCIAL®
Judge Fite Company

CITY OF IRVING

100 W Rock Island Road
Irving, TX 75060

CENTURY 21
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Judge Fite Company

TABLE OF

100 W Rock Island Road, Irving, TX 75060

Property Information

Key Facts

City of Irving Market Data

Property Information

Land Size: 5.57 Acres I 24,807 Sq. Ft.

Overview

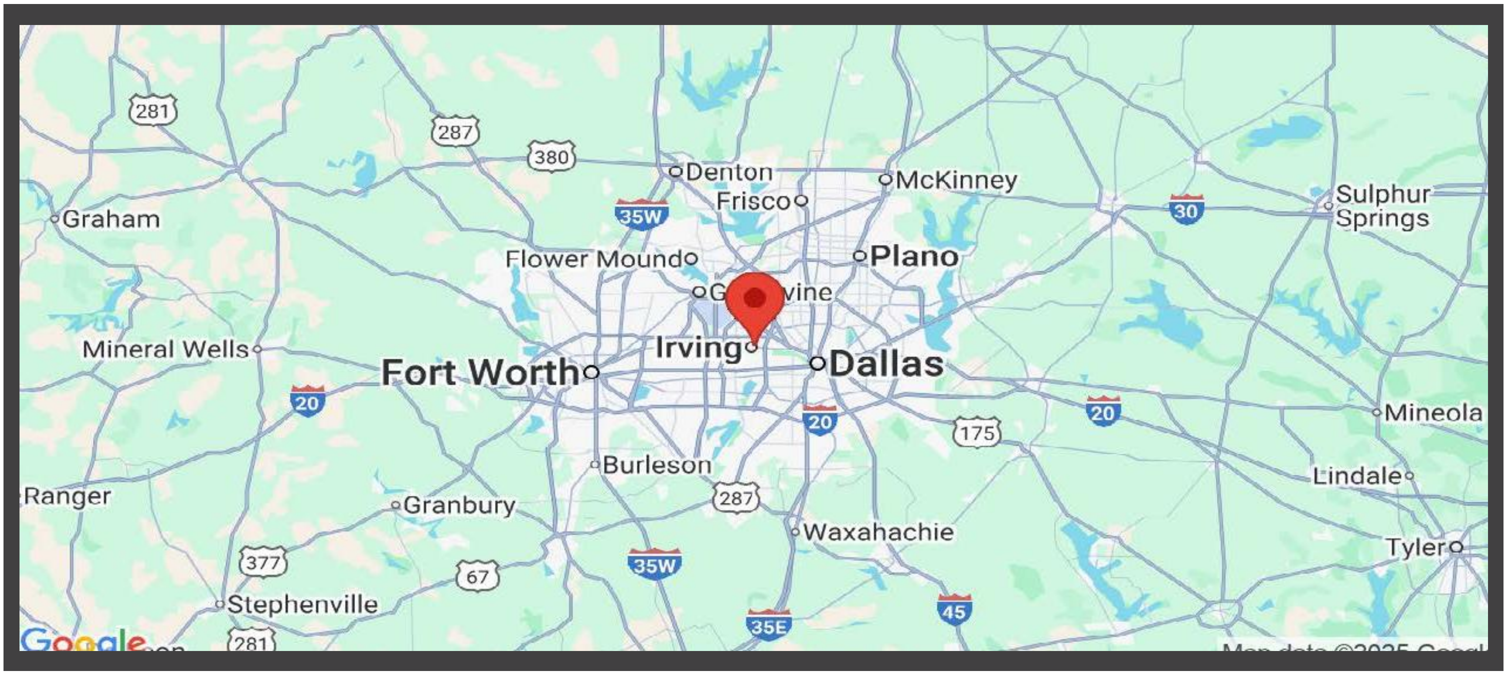
This 0.57-acre development site offers a rare opportunity directly adjacent to the TRE Rail Station, placing future users at the center of regional connectivity and daily foot traffic. Perfectly positioned for dense, walkable, mixed-use development, the property is ideal for a vibrant project that brings together active ground-floor commercial space with upper-level residential or office uses.

With excellent walkability, strong visibility, and utilities already on site, the site is development-ready and well suited for retail, office, and neighborhood-serving uses that benefit from consistent transit activity. Its location supports a pedestrian-friendly, transit-oriented environment that strengthens economic vitality, attracts local and commuter-driven customers, and creates a dynamic destination that adds lasting value to the surrounding community.

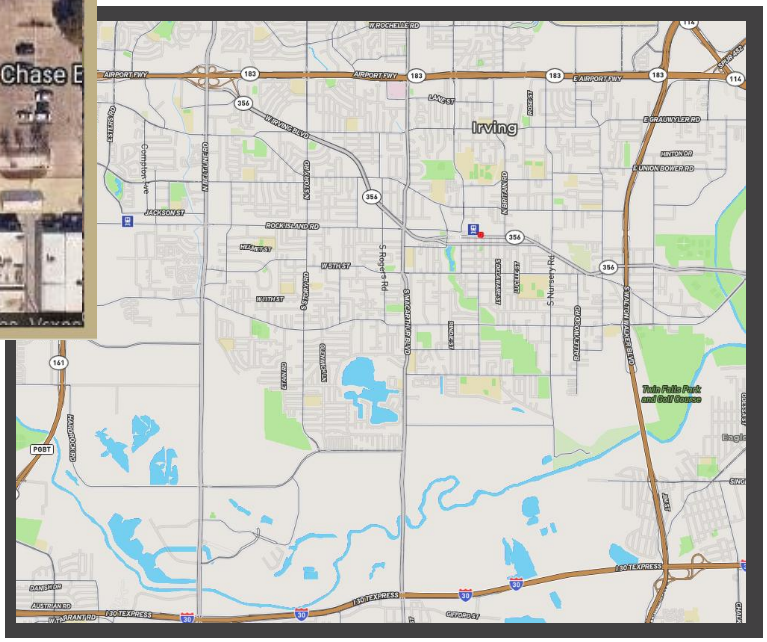
Vision Photos

Maps

Area Location



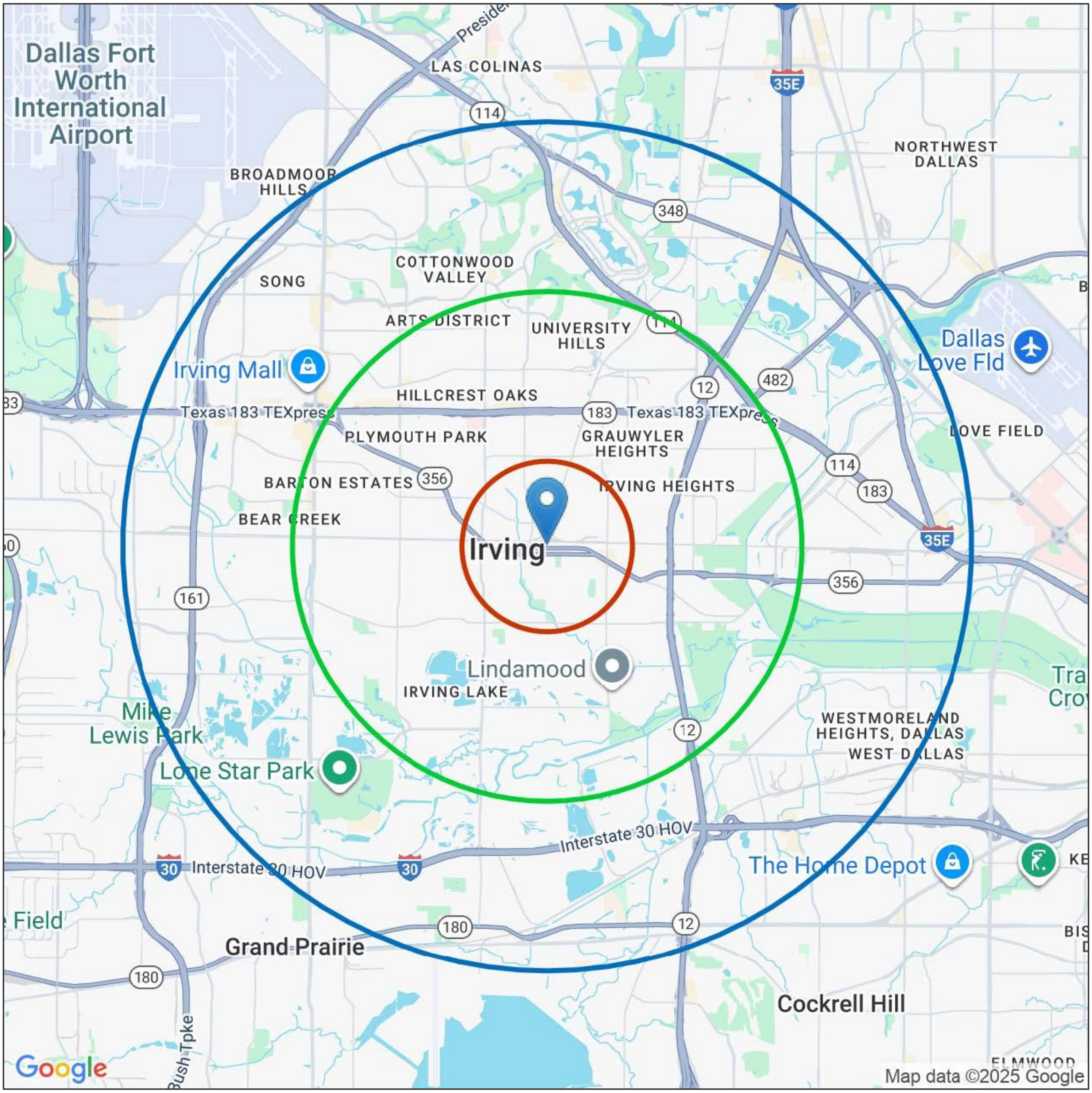
Street View



Aerial Annotation

CITY OF IRVING

Tapestry Map: (1 mile, 3 miles, 5 miles)



CITY OF IRVING

KEY FACTS (Ring 1 Mile Radius):

KEY FACTS

16,994
Population

34.4 Median Age

3.15
Average Household Size

5,453
Total Households

EDUCATION

13.95%
No High School Diploma

3.64%
High School Graduate

13.4%
Some College

10.98%
Bachelor's/ Grad

BUSINESS

826
Total Businesses

8,974
Total Employees

EMPLOYMENT

1,330
Retail Trade Employees

242
Finance/Ins/Real Estate Emp

668
Manufacturing Employees

396
Eating & Drinking Employees

2.6% Unemployment Rate

INCOME

$63,670
Median Household Income

$25,487
Per Capita Income

$80,368
Median Net Worth

Households by Income

The largest group : $100,000 - $149,999 (20.1%)
The smallest group : $200,000+ (3.25%)

Indicator	Value(%)	
< $15,000	6.8	
$15,000 - $24,999	6.35	
$25,000 - $34,999	11.17	
$35,000 - $49,999	14.18	
$50,000 - $74,999	18.03	
$75,000 - $99,999	13.02	
$100,000 - $149,999	20.1	
$150,000 - $199,999	7.08	
$200,000+	3.25	

CITY OF IRVING

KEY FACTS (Ring 3 Mile Radius):

KEY FACTS

111,770
Population

34.9 Median Age

3.09
Average Household Size

36,159
Total Households

EDUCATION

12.43%
No High School Diploma

7.15%
High School Graduate

14.42%
Some College

17.07%
Bachelor's/ Grad

BUSINESS

3,986
Total Businesses

56,454
Total Employees

EMPLOYMENT

6,605
Retail Trade Employees

1,441
Finance/Ins/Real Estate Emp

3,907
Manufacturing Employees

2,139
Eating & Drinking Employees

3.6% Unemployment Rate

INCOME

$66,476
Median Household Income

$30,284
Per Capita Income

$127,515
Median Net Worth

Households by Income

The largest group : $50,000 - $74,999 (18.58%)
The smallest group : < $15,000 (6.29%)

Indicator	Value(%)	
< $15,000	6.29	
$15,000 - $24,999	6.56	
$25,000 - $34,999	9.48	
$35,000 - $49,999	13.97	
$50,000 - $74,999	18.58	
$75,000 - $99,999	12.31	
$100,000 - $149,999	16.73	
$150,000 - $199,999	8.37	
$200,000+	7.71	

CITY OF IRVING

KEY FACTS (Ring 5 Mile Radius):

KEY FACTS

228,065
Population

33.6 Median Age

2.78
Average Household Size

80,763
Total Households

EDUCATION

9.92%
No High School Diploma

10.87%
High School Graduate

14.19%
Some College

21.23%
Bachelor's/Grad

BUSINESS

11,675
Total Businesses

176,823
Total Employees

EMPLOYMENT

27,052
Retail Trade Employees

8,908
Finance/Ins/Real Estate Emp

22,613
Manufacturing Employees

9,621
Eating & Drinking Employees

3.8% Unemployment Rate

INCOME

$67,826
Median Household Income

$33,880
Per Capita Income

$72,830
Median Net Worth

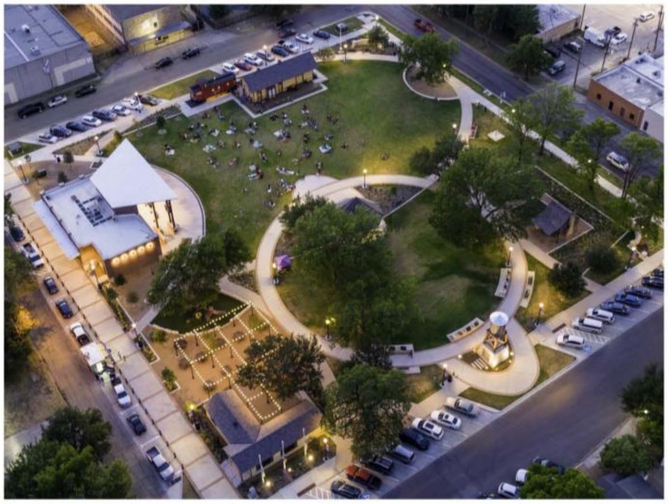
Households by Income

The largest group : $50,000 - $74,999 (19.07%)
The smallest group : $15,000 - $24,999 (5.99%)

Indicator	Value(%)	
< $15,000	6.89	
$15,000 - $24,999	5.99	
$25,000 - $34,999	8.16	
$35,000 - $49,999	14.02	
$50,000 - $74,999	19.07	
$75,000 - $99,999	13.1	
$100,000 - $149,999	16.88	
$150,000 - $199,999	8.31	
$200,000+	7.57	

Downtown Irving

Irving, Texas



Market Snapshot

Recent initiatives and substantial investments in Downtown Irving's Heritage District are bringing renewed focus and opportunities to Irving's traditional city center. A community-driven approach is driving the multifaceted vision for the Heritage District as a premier destination for residents and businesses featuring public art, as well as living, shopping, dining and recreation opportunities.

This Market Snapshot summarizes local and regional demographic, lifestyle, and retail data. The information provides a good starting point for evaluating the market; for identifying potential opportunities for existing, expanding, and new businesses; and for fine-tuning Downtown Irving economic development, redevelopment, and enhancement strategies.

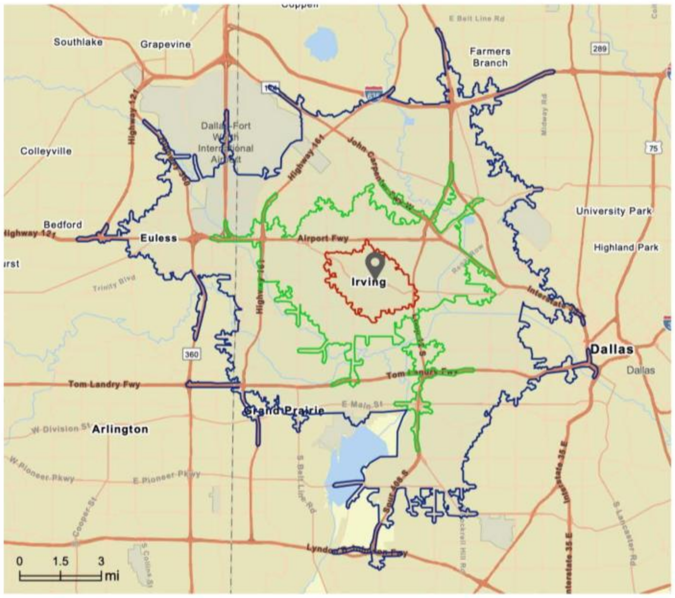
IRVING HERITAGE DISTRICT

IRVING TEXAS

CITY OF IRVING | HOUSING AND REDEVELOPMENT
825 W. Irving Blvd | Irving, TX 75060 (972) 721-4800

Downtown Irving Drive Time Market

Demographic Fast Facts | Source: Esri 2024



Population	5 Minutes	10 Minutes	15 Minutes
2010 Total	32,346	128,113	359,909
2020 Total	32,634	135,227	404,884
2024 Estimate	31,571	133,136	406,352
2029 Projection	30,640	130,884	407,595
Growth (2024-29)	-2.9%	-1.7%	0.3%
Projected State Population Growth (2024-29)			5.6%

2024 Daytime Pop	5 Minutes	10 Minutes	15 Minutes
Total Daytime Population	29,737	145,863	566,403
Workers	14,360	84,127	385,656
Residents	15,377	61,736	180,747
Daytime Change	-5.8%	9.6%	39.4%

Households	5 Minutes	10 Minutes	15 Minutes
2010 Total	9,569	42,220	127,493
2020 Total	9,938	44,304	147,314
2024 Estimate	9,712	44,001	149,872
2029 Projection	9,531	43,680	152,213
Growth (2024-29)	-1.9%	-0.7%	1.6%
Projected State Households Growth (2024-29)			7.0%

Median HH Income	5 Minutes	10 Minutes	15 Minutes
2024 Estimate	$64,156	$63,867	$67,010
2029 Projection	$79,054	$76,565	$77,792
Growth (2024-29)	23.2%	19.9%	16.1%

2024 State Median HH: $77,169 | 2024-29 State Growth: 14.0%

Downtown Irving | Drive Time Market

Market Traits | Source: Esri 2024

Housing Units	5 Minutes	10 Minutes	15 Minutes
2024 Estimate	10,328	46,556	161,078
- Owner Occupied	45.0%	47.2%	32.8%
- Renter Occupied	49.1%	47.3%	60.2%
- Vacant	6.0%	5.5%	7.0%
Estimated State Percent Vacant (2023)			9.6%

Population by Race/Ethnicity—Diversity

Diversity Index	5 Minutes	10 Minutes	15 Minutes
2010	75.4	78.4	81.4
2020	82.5	86.5	89.2
2024	81.7	86.3	89.4
2029	80.4	85.8	89.4
State Diversity Index	2024: 84.1		2029: 84.8

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

2024 Population 25+ by Educational Attainment

Education	5 Minutes	10 Minutes	15 Minutes
No HS Diploma	38.6%	28.1%	21.8%
HS Grad/GED	27.0%	26.3%	23.4%
Some College/Assoc	18.7%	20.9%	21.5%
Bachelor/Grad/Prof	15.9%	24.8%	33.3%

Per Capita Income
2024 Estimate

5 Minutes	$26,713
10 Minutes	$29,980
15 Minutes	$34,886
State	$39,971

Median Age
2024 Estimate

5 Minutes	34.2
10 Minutes	34.5
15 Minutes	33.6
State	36.3

2024 Employed
Civilian Population 16+

5 Minutes	96.7%
10 Minutes	96.1%
15 Minutes	96.2%
State	96.1%

2024 Employment by Occupation

2024 Employed 16+	5 Minutes	10 Minutes	15 Minutes
Total Estimate	16,586	73,011	230,081
- White Collar	39.4%	45.3%	53.7%
- Services	17.8%	18.7%	16.3%
- Blue Collar	42.9%	36.0%	30.0%

Source: Esri Market Profile | 24.10

Downtown Irving | Drive Time Market

Lifestyle Profile | Source: Esri 2024

Esri's Community Tapestry is a geodemographic segmentation system that integrates consumer traits with residential characteristics to identify markets and classify U.S. neighborhoods. Tapestry Segmentation combines the "who" of lifestyle demography with the "where" of local geography to create a classification with 67 distinct behavioral market segments (Tapestry Segments), each belonging to one of fourteen LifeMode Groups.

Prevalent Esri Tapestry LifeMode Groups

Tapestry LifeMode groups represent markets that share a common experience—born in the same generation or immigration from another country—or a significant demographic trait, like affluence. The Sprouting Explorers and Next Wave LifeMode Groups are among those most prevalent in the drive time areas.

Sprouting Explorers [LM7] | #1 in 5 and 10 Minutes

5 Minutes		10 Minutes		15 Minutes	
HHs	Percent	HHs	Percent	HHs	Percent
5,447	56.1%	15,936	36.2%	31,869	21.3%

- Young homeowners with families.
- Multilingual and multigenerational households with children who represent second-, third-, or fourth-generation Hispanic families.
- Neighborhoods feature single-family, owner-occupied homes built at city's edge, primarily built after 1980.
- Hardworking and optimistic, most residents aged 25 years or older have a high school diploma or some college education.
- Shopping and leisure also focus on their children—baby and children's products from shoes to toys and games and trips to theme parks, water parks, or the zoo.
- Children enjoy playing video games on personal computers or handheld or console devices.
- Many households have dogs for domestic pets.

Next Wave [LM13] | #1 in 20 Minute Drive Time

5 Minutes		10 Minutes		15 Minutes	
HHs	Percent	HHs	Percent	HHs	Percent
2,692	27.7%	11,860	27.0%	32,675	21.8%

- Urban dwellers; young, hardworking families.
- A large share are foreign born and speak only their native language.
- Young, or multigenerational, families with children are typical.
- Most are renters in older multiunit structures, built in the 1960s or earlier.
- Hardworking with long commutes to jobs, often using public transit to commute to work.
- Spending reflects the youth of these consumers, focus on children (top market for children's apparel) and personal appearance.
- Also a top market for moviegoers (second only to college students) and fast food.
- Partial to soccer and basketball.

Visit Esri Tapestry Segmentation for information on methodology and applications, along with descriptions for Tapestry's 14 LifeMode Groups and 67 segments.

Source: Esri Community Tapestry Segmentation | 24.10

Downtown Irving | Drive Time Market

Retail View | Source: Claritas 2024

An understanding of area supply and demand for retail and food and drink establishments, infused with local insights on market forces influencing performance and opportunities in the marketplace, can yield a meaningful assessment of a retail market's performance and possibilities for growth.

Data sourced from Claritas' Retail Market Power® (RMP) 2023 Retail Stores Opportunity Gap serve as a good starting point for:

- Assessing and tracking overall sales volumes and retail performance.
- Identifying market strengths, retail clusters, and possibilities for complementary business types, products, and uses.
- Detecting gaps in the business mix and possible repositioning, expansion, and recruitment opportunities.

Claritas RMP estimates provide a direct comparison between sales by businesses (supply) and consumer spending (potential sales or demand). The resulting difference between supply and demand is expressed as sales surplus or leakage.

Downtown Irving | Drive Time Markets

Sales Surplus and Leakage Estimates | ($MM)

Total Retail Trade (NAICS 44 – 45)	5 Minutes	10 Minutes	15 Minutes
- Est. Sales (Supply)	$590.8M	$2461.7M	$10872.5M
- Potential Sales (Demand)	$291.9M	$1638.6M	$5311.8M
- Est. Surplus/(Leakage)	$298.9M	$823.1M	$5560.8M
Total Food and Drink (NAICS 722)	5 Minutes	10 Minutes	15 Minutes
- Est. Sales (Supply)	$67.9M	$290.9M	$1256.1M
- Potential Sales (Demand)	$36.9M	$208.5M	$671.8M
- Est. Surplus/(Leakage)	$31.0M	$82.3M	$584.2M
Total Retail, Food and Drink (NAICS 44 – 45, 722)	5 Minutes	10 Minutes	15 Minutes
- Est. Sales (Supply)	$658.7M	$2752.6M	$12128.6M
- Potential Sales (Demand)	$328.8M	$1847.1M	$5983.6M
- Est. Surplus/(Leakage)	$329.9M	$905.4M	$6145.0M

Estimates shown in millions and rounded to nearest one hundred thousand dollars.

Supply is greater than Demand = Sales Surplus
A surplus could signal the area is attractive to retailers and offer opportunities for complementary or niche establishments that capitalize on existing strengths, clusters and consumer patterns.

Supply is less than Demand = Sales Leakage
Sectors showing leakage may help to attract new establishments or reveal changes that could be made to an existing business' menu or product mix to fill gaps and increase market share.

Source: Claritas Market Power® 2024 | Retail Stores Opportunity Gap.

Data Note: The polarity of surplus/leakage estimates and sales gap factors shown in this document (as compared to those shown in source Claritas reports) have been reversed to show surplus as a positive value, and to show leakage as a negative value. The Retail Gap (Sales Surplus/Leakage) represents the difference between Retail Potential (Demand) and Retail Sales (Supply). A positive value represents a surplus in sales, often indicating a market where sales are being captured from customers residing outside the defined area.

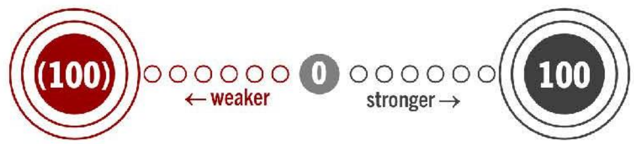
Total Sales

Downtown Irving | Irving, Texas
[Retail Trade (NAICS 44—45) + Food & Drink (NAICS 722)] | Source: Claritas 2024

$659 Million	$2.8 Billion	$12.1 Billion
5 Minutes	10 Minutes	15 Minutes

Performance by Category

Sales gap factors offer a quick look means of assessing the relative strength of retail and food and drink categories for a defined area. The factor is a measure of the relationship between supply and demand that ranges from -100 (total leakage) to 100 (total surplus).



+ Categories with a positive factor have a surplus of sales. The higher the sales gap factor, the stronger the performance. Categories with the highest factors indicate market strengths.
– Categories with a negative factor have sales leakage. The lower the sales gap factor, the weaker the performance. Categories with the lowest factors could identify business gaps and possibilities for re-positioning or expansion.

Sales Gap Factors | Downtown Irving Drive Time Areas

Category—Factor	5 Minutes	10 Minutes	15 Minutes
Motor Vehicle and Parts Dealers	55.6	39.2	49.5
Furniture / Home Furnishings Stores	50.4	11.9	24.3
Electronics and Appliance Stores	42.1	4.3	19.5
Building Materials, Garden & Supply	11.3	7.3	22.2
Food and Beverage Stores	21.8	8.3	17.3
Health and Personal Care Stores	(5.9)	2.1	23.4
Gasoline Stations	(14.4)	(5.9)	13.7
Clothing and Clothing Accessories	12.7	19.5	37.7
Sporting Goods, Hobby, Book, Music	(48.7)	(29.9)	6.9
General Merchandise Stores	7.4	(5.7)	14.2
Miscellaneous Store Retailers	(42.7)	(24.6)	7.2
Nonstore Retailers	42.4	29.6	44.8
Food Services and Drinking Places	29.6	16.5	30.3

Source: Claritas Market Power® 2024 | Retail Stores Gap | Calculations by DPN

See the Categories Detail (provided as a supplement) for sales surplus and leakage figures for more than one hundred retail and food and drink categories and subcategories.

See the supplemental Categories Detail—Page 3 for other important notes, limitations and disclaimers.

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DOWNTOWN IRVING, TEXAS | 2024 MARKET SNAPSHOT

A User's Guide to Your Market Snapshot

Data Sources and Applications

Esri Demographics Data | Market Profile

Esri's demographics provide decision makers the most current information available to understand and track changes in the population, consumer behavior, and broader market area trends. Information can help inform market strategies by analyzing and assessing:

- How trends in population, households, income, and other variables might impact existing businesses and prospects for growth.
- How changes in daytime population effect commerce, opportunities, and the district's way of life.
- How housing unit numbers and occupancy trends might influence demand, housing styles, and price points for district housing.
- How changes in age, diversity, and other population traits could effect demand for products and services, menu items, amenities, events, etc.
- How education and employment levels might impact opportunities for business growth and the cost of doing business.

Esri Segmentation Data | Tapestry Segmentation Area Profile

Esri Tapestry is a geodemographic segmentation system that integrates consumer traits with residential characteristics to identify markets and classify U.S. neighborhoods among 67 distinct market segments. For a broader view of consumer markets, segments are summarized by 14 LifeMode groups — groups of Tapestry segments that share similar demographic characteristics and consumer behavior patterns. Information profiling concentrations of different groups and segments in the marketplace can offer insights useful for:

- Gauging the market's potential response to business concepts and features such as menu items, products, services, amenities, price points, merchandising techniques, etc.
- Fine-tuning messaging, marketing, and advertising strategies to resonate with and reach intended market segments.
- Programming activities and events that appeal to the lifestyles and preferences of targeted audience members.
- Assessing how current housing styles, preferences, and life stages of different segments could impact district housing opportunities.

Claritas | Retail Market Power (RMP) Opportunity Gap Data

Claritas' Retail Market Power Opportunity Gap by Retail Store Types report enables users to assess growth strategies by depicting the sales gaps that exist in the marketplace. By using sales estimates to depict supply and geography-based estimates of potential annual consumer expenditures to depict demand, Retail Market Power® enables an opportunity gap (sales surplus and leakage) analysis of the retail environment. The information provides a good starting point for:

- Assessing and tracking overall sales volumes and retail performance.
- Identifying market strengths, retail clusters, and possibilities for complementary business types, products, and uses.
- Detecting gaps in the business mix and possible business repositioning, expansion, and recruitment opportunities.

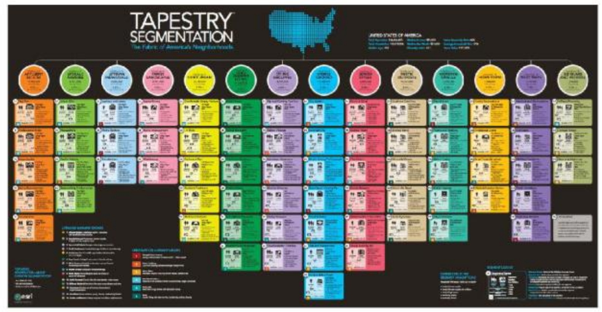
Digging Deeper | Source Reports

The Market Snapshot summarizes slices of more extensive data contained in source Esri and Claritas reports delivered with your snapshot. For example:

- Esri's Market Profile report contains in-depth demographic data for hundreds of variables, some dating back to the year 2000.
- Esri's Tapestry Segmentation Profile report shows the distribution of 67 Tapestry segments with links to detailed descriptions.
- Claritas' RMP Opportunity Gap data provides sales supply, demand, and opportunity gap/surplus estimates for more than 100 Retail and Food Services and Drinking Places categories and subcategories.

Esri's 2024/2029 release of Updated Demographics uses Census 2020–based geographic boundaries and the most current Census 2020 data available. Select Esri demographic update universes including population, housing, race, and ethnicity have now been rebased using the P.L.94-171 redistricting counts from the initial release of Census 2020 data.

View the 2024/2029 Esri Update Demographics Methodology Statement for more information.



Esri's Tapestry is a market segmentation system designed specifically to understand customers' lifestyle choices—what they buy, how they spend their free time, etc. The system's 67 different segments are grouped into and generalized in 14 LifeMode Groups. Two of your area's most prevalent LifeMode Groups are displayed in your Snapshot. Information identifying and detailing other LifeMode Groups and which of the 67 segments are present in your study area can be accessed using the Esri source reports accompanying your Market Snapshot.

Visit Esri's website to learn more about the Esri Tapestry Segmentation system.

Your Market Snapshot shows overall sales surplus and leakage estimates derived from Claritas Retail Market Power (RMP) data for the retail and food & drink sectors. Claritas RMP compares Demand and Supply estimates to display an Opportunity Gap (Leakage) or Surplus.

Example	2023 Demand ($)	20223Supply ($)	Opportunity Gap/Surplus ($)
A.	10,000,000	18,000,000	- 8,000,000
B.	10,000,000	4,000,000	6,000,000

Claritas Retail Market Power Opportunity Gap Report Display Format

Example A shows an instance where Supply ($18M) exceeds Demand ($10M) resulting in a surplus of $8 million (displayed as a negative amount in Claritas RMP reports). In Example B, Demand ($10M) is greater than Supply ($4M) resulting in an Opportunity Gap (or Leakage) of $6 million (shown as a positive figure in Claritas RMP reports).

As indicated in your Snapshot's footnotes, the polarity of the resulting Opportunity Gap/Surplus figures shown in source Claritas RMP reports has been reversed so that your Market Snapshot shows a Surplus as a positive value, and Leakage as a negative value. The same information is used to calculate the Leakage/Surplus Factor displayed in your Market Snapshot, where leakage values are shown as negative, and surplus as positive.

View or download Environics' Retail Market Power™ Release Notes.

IRVING
TEXAS

DOWNTOWN PROFESSIONALS NETWORK

Downtown Irving, TX | Retail Market Power | Source: Claritas 2024

Categories Detail: Sales Surplus and Leakage Estimates

		Estimated Sales Surplus/ (Leakage)					
NAICS	**Totals**	**5 Minutes**	**Factor**	**10 Minutes**	**Factor**	**15 Minutes**	**Factor**
44,45,722	Total retail trade including food and drink	329,892,843	33.4	905,419,370	19.7	6,144,983,425	33.9
44,45	- Total retail trade	298,874,573	33.9	823,101,465	20.1	5,560,766,714	34.4
NAICS	**Motor Vehicle and Parts Dealers**	**5 Minutes**	**Factor**	**10 Minutes**	**Factor**	**15 Minutes**	**Factor**
441	Motor vehicle and parts dealers	186,174,578	55.6	544,158,895	39.2	2,655,806,602	49.5
4411	- Automobile dealers	167,266,924	56.7	545,976,048	42.9	2,643,122,237	53.0
44111	- - New car dealers	106,806,278	48.4	416,160,219	39.2	1,877,276,860	47.4
44112	- - Used car dealers	60,460,646	81.1	129,815,828	61.9	765,845,376	74.8
4412	- Other motor vehicle dealers	(2,958,971)	(43.2)	(24,726,966)	(78.9)	(41,404,494)	(32.8)
44121	- - Recreational vehicle dealers	(1,462,901)	(77.2)	(9,405,587)	(95.4)	(17,784,324)	(47.6)
44122	- - Motorcycle, boat, and other motor vehicle dealers	(1,496,070)	(30.2)	(15,321,379)	(71.3)	(23,620,170)	(26.6)
441222	- - - Boat dealers	(640,592)	(51.5)	(5,059,277)	(87.9)	(11,065,019)	(55.4)
441228	- - - Motorcycle, ATV, and all other motor vehicle dealers	(855,478)	(23.1)	(10,262,102)	(65.2)	(12,555,152)	(18.3)
4413	- Automotive parts, accessories, and tire stores	21,866,625	66.5	22,909,813	27.0	54,088,860	21.5
44131	- - Automotive parts and accessories stores	16,214,361	70.0	19,359,652	33.0	45,293,806	26.6
44132	- - Tire dealers	5,652,263	58.3	3,550,161	13.5	8,795,054	10.8
NAICS	**Furniture and Home Furnishings Stores**	**5 Minutes**	**Factor**	**10 Minutes**	**Factor**	**15 Minutes**	**Factor**
442	Furniture and home furnishings stores	10,470,162	50.4	7,889,554	11.9	59,278,403	24.3
4421	- Furniture stores	4,029,450	40.6	220,328	0.7	18,765,708	15.1
4422	- Home furnishings stores	6,440,712	59.3	7,669,225	23.4	40,512,696	33.9
44221	- - Floor covering stores	2,349,828	57.2	2,418,817	19.2	15,168,747	32.7
44229	- - Other home furnishings stores	4,090,884	60.6	5,250,408	25.9	25,343,949	34.7
442291	- - - Window treatment stores	(62,817)	(100.0)	(266,762)	(60.4)	553,946	19.5
442299	- - - All other home furnishings stores	4,153,701	62.1	5,517,169	27.8	24,790,003	35.3
NAICS	**Electronics and Appliance Stores**	**5 Minutes**	**Factor**	**10 Minutes**	**Factor**	**15 Minutes**	**Factor**
443	Electronics and appliance stores	6,591,254	42.1	2,305,690	4.3	39,861,532	19.5
443141	- Household appliance stores	(660,719)	(65.4)	(2,278,083)	(32.1)	4,319,158	12.5
443142	- Electronics stores	7,251,972	49.5	4,583,773	10.0	35,542,373	20.9
NAICS	**Building Material and Garden Equipment and Supplies Dealers**	**5 Minutes**	**Factor**	**10 Minutes**	**Factor**	**15 Minutes**	**Factor**
444	Building material and garden equipment and supplies dealers	4,889,369	11.3	17,136,056	7.3	197,492,222	22.2
4441	- Building material and supplies dealers	7,131,591	17.7	28,002,649	13.0	234,999,640	28.3
44411	- - Home centers	3,557,978	16.3	16,991,137	14.1	167,596,616	33.8
44412	- - Paint and wallpaper stores	(356,209)	(31.7)	(2,252,461)	(37.5)	(8,727,820)	(50.6)
44413	- - Hardware stores	(1,183,216)	(69.2)	(6,868,697)	(72.7)	(20,270,861)	(63.9)
44419	- - Other building material dealers	5,113,038	32.8	20,132,671	25.4	96,401,704	33.9
4442	- Lawn and garden equipment and supplies stores	(2,242,222)	(71.2)	(10,866,593)	(55.0)	(37,507,419)	(62.4)
44421	- - Outdoor power equipment stores	(563,180)	(100.0)	(2,167,988)	(51.5)	(6,635,096)	(49.2)
44422	- - Nursery, garden center, and farm supply stores	(1,679,042)	(65.0)	(8,698,605)	(56.0)	(30,872,322)	(66.2)
NAICS	**Food and Beverage Stores**	**5 Minutes**	**Factor**	**10 Minutes**	**Factor**	**15 Minutes**	**Factor**
445	Food and beverage stores	23,245,634	21.8	41,421,852	8.3	317,298,460	17.3
4451	- Grocery stores	27,354,612	26.7	60,022,316	12.6	304,040,461	18.2
44511	- - Supermarkets and other grocery (except convenience) stores	28,118,867	28.1	56,800,473	12.5	253,376,583	16.2
44512	- - Convenience stores	(764,254)	(32.4)	3,221,844	15.7	50,663,878	46.6
4452	- Specialty food stores	(1,033,488)	(100.0)	(5,161,571)	(82.4)	2,440,116	6.1
44521	- - Meat markets	(314,632)	(100.0)	(1,485,424)	(74.2)	1,909,583	14.3
44522	- - Fish and seafood markets	(123,759)	(100.0)	(650,122)	(90.2)	(1,082,226)	(31.7)
44523	- - Fruit and vegetable markets	(217,045)	(100.0)	(1,142,135)	(91.4)	(570,991)	(7.8)
44529	- - Other specialty food stores	(378,052)	(100.0)	(1,883,890)	(82.2)	2,183,750	13.7
445299	- - - All other specialty food stores	(176,216)	(100.0)	(877,797)	(81.6)	918,131	12.5
4453	- Beer, wine, and liquor stores	(3,075,489)	(100.0)	(13,438,894)	(65.7)	10,817,883	8.8

CENTURY 21 COMMERCIAL.
Judge Fite Company

Downtown Irving, TX | Categories Detail: Sales Surplus and Leakage Estimates | Source: Claritas 2024

		Estimated Sales Surplus/ (Leakage)					
NAICS	**Health and Personal Care Stores**	**5 Minutes**	**Factor**	**10 Minutes**	**Factor**	**15 Minutes**	**Factor**
446	Health and personal care stores	(1,937,081)	(5.9)	4,149,462	2.1	193,424,831	23.4
44611	- Pharmacies and drug stores	(332,160)	(1.1)	7,877,624	4.5	180,976,358	25.0
44612	- Cosmetics, beauty supplies, and perfume stores	(764,304)	(54.8)	(881,815)	(7.9)	11,908,908	23.2
44613	- Optical goods stores	(235,747)	(37.2)	(840,103)	(20.3)	(755,551)	(5.0)
44619	- Other health and personal care stores	(604,870)	(44.7)	(2,006,243)	(22.4)	1,295,115	3.5
446191	- - Food (health) supplement stores	(205,442)	(42.2)	(906,167)	(30.4)	(2,081,174)	(19.7)
446199	- - All other health and personal care stores	(399,427)	(46.1)	(1,100,076)	(18.3)	3,376,289	12.8
NAICS	**Gasoline Stations**	**5 Minutes**	**Factor**	**10 Minutes**	**Factor**	**15 Minutes**	**Factor**
447	Gasoline Stations	(5,535,300)	(14.4)	(13,624,634)	(5.9)	129,170,361	13.7
NAICS	**Clothing and Clothing Accessories Stores**	**5 Minutes**	**Factor**	**10 Minutes**	**Factor**	**15 Minutes**	**Factor**
448	Clothing and clothing accessories stores	3,748,421	12.7	34,995,223	19.5	283,323,958	37.7
4481	- Clothing stores	3,498,195	16.0	26,636,246	20.4	202,913,457	37.7
44811	- - Men's clothing stores	12,702	2.1	780,370	18.2	7,344,534	39.0
44812	- - Women's clothing stores	142,667	4.6	1,706,894	9.1	20,799,498	27.3
44813	- - Children's and infants' clothing stores	(438,595)	(55.9)	(1,365,767)	(28.5)	519,164	2.7
44814	- - Family clothing stores	3,902,494	26.1	24,700,916	28.4	157,917,863	44.0
44815	- - Clothing accessories stores	(16,553)	(1.8)	634,933	10.3	8,506,667	31.8
44819	- - Other clothing stores	(104,521)	(7.0)	178,900	1.9	7,825,731	20.7
4482	- Shoe stores	(1,111,245)	(65.3)	(3,583,966)	(29.6)	1,859,315	3.5
4483	- Jewelry, luggage, and leather goods stores	1,361,471	23.2	11,942,941	31.8	78,551,186	48.7
44831	- - Jewelry stores	1,961,168	39.4	14,217,444	45.6	80,759,044	59.7
44832	- - Luggage and leather goods stores	(599,698)	(66.8)	(2,274,502)	(35.9)	(2,207,858)	(8.5)
NAICS	**Sporting Goods, Hobby, Musical Instrument, and Book Stores**	**5 Minutes**	**Factor**	**10 Minutes**	**Factor**	**15 Minutes**	**Factor**
451	Sporting goods, hobby, musical instrument, and book stores	(2,624,018)	(48.7)	(10,359,270)	(29.9)	10,684,864	6.9
4511	- Sporting goods, hobby, and musical instrument stores	(2,080,534)	(42.9)	(7,451,994)	(23.7)	15,008,144	10.7
45111	- - Sporting goods stores	(1,125,365)	(33.7)	(3,851,656)	(18.0)	13,186,797	14.1
45112	- - Hobby, toy, and game stores	(643,845)	(57.1)	(2,298,044)	(30.7)	1,744,886	5.2
45113	- - Sewing, needlework, and piece goods stores	(128,449)	(100.0)	(683,074)	(89.2)	(754,277)	(19.5)
45114	- - Musical instrument and supplies stores	(182,875)	(71.4)	(619,220)	(34.1)	830,738	9.4
4512	- Book stores and news dealers	(543,485)	(100.0)	(2,907,276)	(92.8)	(4,323,281)	(28.1)
451211	- - Book stores	(509,677)	(100.0)	(2,720,031)	(92.3)	(3,708,308)	(25.1)
451212	- - News dealers and newsstands	(33,807)	(100.0)	(187,245)	(100.0)	(614,972)	(100.0)
NAICS	**General Merchandise Stores**	**5 Minutes**	**Factor**	**10 Minutes**	**Factor**	**15 Minutes**	**Factor**
452	General merchandise stores	5,794,544	7.4	(21,899,292)	(5.7)	218,223,270	14.2
4522	- Department stores	2,808,625	24.2	11,074,990	18.2	106,325,629	39.8
4523	- Other general merchandise stores	2,985,918	4.5	(32,974,282)	(10.3)	111,897,641	8.8
452311	- - Warehouse clubs and supercenters	5,755,348	9.0	(17,587,699)	(5.8)	159,513,634	13.2
452319	- - All other general merchandise stores	(2,769,429)	(100.0)	(15,386,583)	(99.3)	(47,615,993)	(89.7)
NAICS	**Miscellaneous Store Retailers**	**5 Minutes**	**Factor**	**10 Minutes**	**Factor**	**15 Minutes**	**Factor**
453	Miscellaneous store retailers	(3,565,682)	(42.7)	(13,226,430)	(24.6)	16,914,192	7.2
4531	- Florists	(275,623)	(100.0)	(1,392,180)	(80.6)	(345,311)	(3.6)
4532	- Office supplies, stationery, and gift stores	(751,139)	(46.0)	(2,662,369)	(24.9)	4,044,462	8.6
45321	- - Office supplies and stationery stores	(412,115)	(64.4)	(1,689,631)	(40.3)	(495,236)	(2.7)
45322	- - Gift, novelty, and souvenir stores	(339,025)	(34.1)	(972,738)	(14.9)	4,539,698	16.0
4533	- Used merchandise stores	(169,347)	(10.9)	1,211,678	11.2	19,859,271	39.1
4539	- Other miscellaneous store retailers	(2,369,573)	(48.6)	(10,383,558)	(34.0)	(6,644,230)	(5.2)
45391	- - Pet and pet supplies stores	(476,656)	(30.6)	(1,552,905)	(15.4)	5,978,278	13.5
45392	- - Art dealers	(484,578)	(83.4)	(2,342,333)	(65.2)	(5,001,846)	(35.5)
45393	- - Manufactured (mobile) home dealers	(267,296)	(100.0)	(1,508,552)	(96.7)	(1,796,390)	(25.8)
45399	- - All other miscellaneous store retailers	(1,141,043)	(46.2)	(4,979,770)	(32.5)	(5,824,271)	(9.4)
453991	- - - Tobacco stores	(525,525)	(63.6)	(2,579,168)	(51.4)	(6,509,728)	(31.8)
453998	- - - All other miscellaneous store retailers (except tobacco stores)	(615,519)	(37.5)	(2,400,602)	(23.3)	685,456	1.7

DOWNTOWN IRVING, TX | CATEGORIES DETAIL: SALES SURPLUS AND LEAKAGE ESTIMATES | SOURCE: CLARITAS 2024

		Estimated Sales Surplus/ (Leakage)					
NAICS	**Non-store Retailers**	**5 Minutes**	**Factor**	**10 Minutes**	**Factor**	**15 Minutes**	**Factor**
454	Non-store retailers	71,622,691	42.4	230,154,360	29.6	1,439,288,020	44.8
4541	- Electronic shopping and mail-order houses	73,289,420	44.0	237,692,644	31.2	1,448,630,219	46.0
4542	- Vending machine operators	(251,305)	(100.0)	(1,386,430)	(100.0)	(2,027,141)	(28.5)
4543	- Direct selling establishments	(1,415,425)	(67.7)	(6,151,853)	(46.0)	(7,315,059)	(13.0)
45431	- - Fuel dealers	(890,257)	(97.1)	(4,703,955)	(88.8)	(12,432,695)	(61.4)
45439	- - Other direct selling establishments	(525,167)	(44.8)	(1,447,897)	(17.9)	5,117,636	14.3
NAICS	**Food Services and Drinking Places**	**5 Minutes**	**Factor**	**10 Minutes**	**Factor**	**15 Minutes**	**Factor**
722	Food services and drinking places	31,018,269	29.6	82,317,905	16.5	584,216,711	30.3
7223	- Special food services	1,007,272	15.8	1,870,243	5.8	89,804,327	47.9
72231	- - Food service contractors	(932,668)	(29.6)	926,956	3.8	68,280,426	47.8
72232	- - Caterers	1,927,330	62.7	1,178,745	15.4	20,887,312	50.1
72233	- - Mobile food services	12,609	9.2	(235,458)	(50.9)	636,590	22.1
7224	- Drinking places (alcoholic beverages)	912,158	28.2	5,913,005	30.4	31,206,986	41.6
7225	- Restaurants and other eating places	29,098,840	30.6	74,534,656	16.6	463,205,397	27.8
722511	- - Full-service restaurants	15,014,658	31.4	44,159,922	19.2	255,076,256	29.9
722513	- - Limited-service restaurants	16,493,773	36.9	38,440,451	19.5	192,066,846	27.3
722514	- - Cafeterias, grill buffets, and buffets	(243,885)	(51.2)	(112,604)	(2.9)	10,205,343	43.9
722515	- - Snack and non-alcoholic beverage bars	(2,165,708)	(100.0)	(7,953,114)	(48.4)	5,856,952	6.9

Source: Claritas Retail Market Power® 2024 | Retail Stores Gap. Sales Gap Factor Calculations by DPN.

Retail Market Power (RMP): RMP focuses on Retail Trade NAICS codes 44 and 45, as well as the Food Services industry NAICS code 722. Once national and county level CRT tables are retrieved from the U.S. Census Bureau, all establishments are coded using 2012 North American Industrial Classification System (NAICS) codes to match the data source. The 2012 NAICS codes are then matched with the latest release of NAICS codes from 2017 to reflect any changes in codes.

Sales Surplus and Leakage Estimates: The polarity of surplus/leakage estimates shown in this summary document (as compared to those shown in source Claritas Retail Market Power by Retail Stores reports) have been reversed to show surplus as a positive value, and to show leakage as a negative value. The Retail Gap (Sales Surplus/Leakage) represents the difference between Retail Potential (Demand) and Retail Sales (Supply).

- A positive value represents a surplus in sales, often indicating a market where customers are drawn in from outside the defined area.
- Conversely, in categories where demand exceeds supply, an opportunity gap - or sales leakage - exists and could indicate possibilities for attracting new retail operations or informing what changes need to be made to a store's product mix to increase market share.

Factors: Sales gap factors (sometimes referred to as Pull Factors) provide an at-a-glance means of assessing the relative strength of various retail categories within a defined geography. The factor displayed in this instance is a measure of the relationship between supply and demand that ranges from +100 (total surplus) to -100 (total leakage).

- A positive value factor represents a surplus of retail sales and can be indicative of a market where customers are drawn from outside the defined area. Categories showing the highest surplus factors may signal possible opportunities for expansion or the introduction of complementary product and service lines to build on market strengths or existing and evolving niche markets.
- Likewise, categories with negative value factors might offer an initial indication of gaps in the business mix and potential targets for re-positioning, expansion, or recruitment.

IRVING TEXAS

DOWNTOWN PROFESSIONALS NETWORK

CENTURY 21 COMMERCIAL.
Judge Fite Company

Downtown Irving

Irving, Texas

Recent initiatives and substantial investments in Downtown Irving, at the heart of the community's Heritage District, are bringing renewed focus and opportunities. A community-driven approach is driving the multifaceted vision for the Heritage District as a premier destination for residents and businesses featuring public art, as well as living, shopping, dining and recreation.

This Housing Snapshot highlights and compares housing data and trends in the Downtown Irving area and surrounding jurisdictions. The information can help guide future downtown and surrounding Heritage District housing development strategies and supporting revitalization initiatives.

IRVING HERITAGE DISTRICT

IRVING TEXAS

CITY OF IRVING
HOUSING AND REDEVELOPMENT
825 W. Irving Blvd | Irving, TX 75060
(972) 721-4800

Housing Snapshot

POPULATION AND HOUSEHOLD TRENDS | 2010—2024

			Change 2010—2024		
Description	2010	2024	Total	Annual #	Annual %
Population					
DFWA MSA	6,366,547	8,195,415	1,828,868	130,633	2.05%
Irving City, TX	216,293	258,916	42,623	3,045	1.41%
Downtown Irving	3,695	3,665	-30	-2	-0.06%
Households					
DFWA MSA	2,296,412	2,978,430	628,018	48,716	2.12%
Irving City, TX	82,539	96,699	14,160	1,011	1.23%
Downtown Irving	1,057	1,103	46	4	0.33%

POPULATION AND HOUSEHOLD PROJECTIONS | 2024—2029

			Change 2024—2029		
Description	2024	2029	Total	Annual #	Annual %
Population					
DFWA MSA	8,195,415	8,811,074	615,659	43,976	1.46%
Irving City, TX	258,916	258,640	-276	-55	-0.02%
Downtown Irving	3,665	3,548	-117	-23	-0.64%
Households					
DFWA MSA	2,978,430	3,228,215	249,785	49,957	1.62%
Irving City, TX	96,699	97,380	681	136	0.14%
Downtown Irving	1,103	1,081	-22	-4	-0.40%

HOUSING UNITS BY OCCUPANCY STATUS | 2024

Description | 2024	MSA	City	Downtown
Total Housing Units	3,180,792	103,333	1,200
- Owner-Occupied	55.8%	34.9%	40.9%
- Renter-Occupied	37.9%	58.7%	51.0%
- Vacant Units—Percent	6.4%	6.4%	8.1%

See geography definitions on page 2.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

HOUSING SNAPSHOT | IRVING, TX

DEMOGRAPHIC TRAITS | Source: Esri 2024

HOUSEHOLD AND PER CAPITA INCOME

Median Household Income	MSA	City	Downtown
2024 Median HH Income	$88,391	$80,710	$71,885
2029 Median HH Income	$102,012	$92,949	$83,587
2024—2029 Annual Rate	3.08%	3.03%	3.26%

Avg Household Income	MSA	City	Downtown
2024 Average HH Income	$123,641	$113,206	$81,776
2029 Average HH Income	$141,083	$131,388	$97,818
2024—2029 Annual Rate	2.82%	3.21%	3.92%

Per Capita Income	MSA	City	Downtown
2024 Per Capita HH Income	$44,980	$42,287	$25,465
2029 Per Capita HH Income	$51,733	$49,475	$30,863
2024—2029 Annual Rate	3.00%	3.40%	4.24%

AVERAGE HOUSEHOLD SIZE

Households	MSA	City	Downtown
2024 Avg. Household Size	2.72	2.66	3.30
2029 Avg. Household Size	2.70	2.64	3.25

AVERAGE FAMILY SIZE

Families	MSA	City	Downtown
2024 Avg. Family Size	3.36	3.43	3.78
2029 Avg. Family Size	3.35	3.41	3.73

MEDIAN AGE

Median Age	MSA	City	Downtown
2010	33.5	31.4	30.4
2024	36.1	34.0	34.6
2029	37.1	35.5	35.3

POPULATION BY GENERATION

	Greatest Gen Born 1945 & Earlier	Baby Boomer Born 1946 to 1964	Generation X Born 1965 to 1980
DFWA MSA	3.1%	15.3%	20.0%
City	2.2%	11.8%	19.0%
Downtown	2.5%	14.1%	20.2%

	Millennial Born 1981 to 1998	Generation Z Born 1999 to 2016	Alpha Born 2017 to Present
DFWA MSA	26.3%	25.3%	10.1%
City	31.9%	24.1%	11.0%
Downtown	24.9%	27.7%	10.6%

Millennials (born between 1981 and 1998) and Baby Boomers (born between 1946 and 1964) are two groups that are affecting national housing trends favorable to a traditional downtown or urban setting.

Retiring Baby Boomers consider lifestyle when weighing housing options, seeking convenience, access to health care, low-maintenance housing, and opportunities to engage in the community.

Younger Millennials tend to favor housing options and locations that offer convenience, walkability, diversity, a strong sense of community, minimal commutes, and a healthier work-life balance.

Housing Snapshot Geographies

MSA
Dallas-Fort Worth-Arlington, TX Metropolitan Statistical Area (19100)

Geography: Core-Based Statistical Area

City
Irving City, TX (4837000)

Geography: Place

Downtown
15-Minute Walk Radius

Point of Origin:
Lat: 32.81366
Long: -96.94589

Geography: Walk Time

HOUSING SNAPSHOT | IRVING, TX

MARKET DYNAMICS | Source: Esri 2024

2024 POPULATION BY RACE/ETHNICITY

Race/Ethnicity—2024	MSA	City	Downtown
Total	8,195,415	258,916	3,664
White Alone	46.9%	25.8%	25.0%
Black Alone	16.3%	12.6%	3.8%
American Indian Alone	1.0%	1.4%	2.3%
Asian Alone	8.7%	23.6%	2.9%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	12.5%	19.6%	37.9%
Two or More Races	14.5%	16.9%	28.0%
Hispanic Origin	30.2%	41.9%	78.9%
Diversity Index	83.2	89.5	80.9

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.

POPULATION AND GROUP QUARTERS

Population	MSA	City	Downtown
2024 Population	8,195,415	258,916	3,665
2024 Group Quarters	88,255	1,393	30
Percent of Population—2024	1.08%	0.54%	0.82%

2024 CIVILIAN POPULATION 16+ IN LABOR FORCE

Population	MSA	City	Downtown
Civilian Population 16+	4,506,615	155,334	1,947
Population 16+ Employed	96.5%	96.8%	98.6%

DAYTIME POPULATION

Description	MSA	City	Downtown
2024 Total Population	8,195,415	258,916	3,665
2024 Daytime Population	8,215,048	325,781	8,033
- Workers	4,316,458	214,665	6,252
- Residents	3,898,590	111,116	1,781
Daytime Population Change	0.2%	25.8%	123.1%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

$10,004
Average Spent on Mortgage and Basics

23.4%
Percent of Income for Mortgage

For Downtown Irving (15-Minute Walk Radius), 2024. Source: Esri

HOUSING UNITS BY VALUE AND AFFORDABILITY

Owner Occupied Units	MSA	City	Downtown
2024 Median Home Value	$370,937	$332,760	$269,162
2029 Median Home Value	$437,134	$401,056	$300,515
2024 Average Home Value	$449,641	$401,031	$306,020
2029 Average Home Value	$530,534	$507,430	$440,655
2024 Housing Affordability	**MSA**	**City**	**Downtown**
Housing Affordability Index	85	87	96
Avg Spent on Mortgage/Basics	$14,367	$11,935	$10,004
Pct. of Income for Mortgage	26.3%	25.8%	23.4%

KEY SPENDING FACTS [AVG ANNUAL DOLLARS PER HOUSEHOLD | ESRI 2024]

	Travel	Transport	Apparel	Entertain	Furniture
MSA	$3,254	$1,199	$2,726	$4,417	$1,100
City	$2,912	$1,093	$2,621	$3,975	$998
Downtown	$2,013	$765	$1,902	$2,872	$710

Esri's Housing Affordability Index (HAI) measures the ability of a typical resident to purchase an existing home in an area. The index has a base of 100, representing an area where the median income is sufficient to qualify for a loan on a home valued at the median home price and not be cost-burdened. An index greater than 100 references areas where homes are affordable. An HAI less than 100 indicates areas where homes are less affordable and where median income is not high enough to purchase a median valued home.

Esri's Percent of Income for Mortgage (POIFM) variable represents the share of median household income to buy a median home value. Esri's home value estimates cover owner-occupied homes only. Assumptions are a 30 year mortgage, 20% down, and 4.5% interest.

Please note that HAI and POIFM are not applicable in areas with no households or areas that primarily contain rental units. Esri's home value estimates cover owner-occupied homes only.

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

HOUSING SNAPSHOT | IRVING, TX

HOUSING CHARACTERISTICS

HOUSING UNITS PROFILE

[2018—2022 ACS ESTIMATES]

By Units in Structure	MSA	City	Downtown
Total	2,963,281	99,505	1,216
1, detached	62.8%	39.2%	58.9%
1, attached	3.1%	3.6%	8.1%
2	1.3%	1.3%	3.9%
3 to 9	3.4%	5.7%	5.2%
5 to 9	5.6%	10.4%	2.5%
10 to 19	7.3%	16.1%	6.7%
20 to 49	4.6%	9.2%	7.6%
50 or more	8.6%	12.9%	5.3%
Mobile home	3.3%	1.5%	1.6%
Boat, RV, van, etc.	0.1%	0.0%	0.0%
By Year Structure Built	**MSA**	**City**	**Downtown**
Built 2020 or later	1.2%	0.4%	0.2%
Built 2010 to 2019	15.6%	10.6%	2.5%
Built 2000 to 2009	18.8%	12.3%	10.7%
Built 1980 to 1999	31.9%	38.5%	24.8%
Built 1979 or earlier	32.4%	38.2%	61.8%
Median Year Structure Built	1990	1985	1971
Occupied Units by Move In	**MSA**	**City**	**Downtown**
Total Occupied Units	2,759,356	92,9820	1,120
Owner-Occupied			
- Moved in 2021 or later	1.7%	0.9%	0.6%
- Moved in 2018 to 2020	9.0%	4.1%	3.4%
- Moved in 2000 to 2017	35.8%	23.5%	27.1%
- Moved in 1999 or earlier	13.4%	8.7%	16.1%
Renter-Occupied			
- Moved in 2021 or later	4.2%	6.7%	5.5%
- Moved in 2018 to 2020	16.8%	27.0%	16.5%
- Moved in 2000 to 2017	18.3%	27.6%	29.9%
- Moved in 1999 or earlier	0.8%	1.7%	0.9%
Median Year Moved In—All	2014	2016	2013

OWNER-OCCUPIED HOUSING UNITS BY MORTGAGE STATUS

[2018—2022 ACS ESTIMATES]

Owner-Occupied Units	MSA	City	Downtown
Total	1,653,880	34,488	528
- Housing units with mortgage	63.8%	59.2%	47.5%
- Units without a mortgage	36.2%	40.8%	52.5%

RENTER-OCCUPIED HOUSING UNITS BY CONTRACT RENT

[2018—2022 ACS ESTIMATES]

Renter-Occupied Units	MSA	City	Downtown
Median Contract Rent	$1,226	$1,247	$1,088
Average Contract Rent	$1,319	$1,325	$1,149
Median Gross Rent	$1,409	$1,423	$1,186
Average Gross Rent	$1,508	$1,496	$1,329
Pct. pay extra for 1+ utilities	92.2%	91.2%	61.5%

VACANT HOUSING UNITS BY STATUS

[2018—2022 ACS ESTIMATES]

Vacant Housing Units	MSA	City	Downtown
Total Vacant Housing Units	203,925	6,685	70
- For rent	45.3%	62.2%	30.0%
- Rented, not occupied	7.9%	10.1%	0.0%
- For sale only	8.0%	2.6%	8.6%
- Sold, not occupied	5.7%	4.2%	0.0%
- Seasonal/occasional	5.5%	3.4%	8.6%
- For migrant workers	0.0%	0.0%	0.0%
- Other	27.5%	17.5%	52.9%

Included in the "Other" vacant category are year-round units which were vacant for reasons other than those categorized above: For example, held for settlement of an estate, held for personal reasons, or held for repairs .

Source: Esri; U.S. Census Bureau, 2018-2022 American Community Survey.

DOWNTOWN IRVING | IRVING, TEXAS

At a Glance

2024 TOP PROSPECTS SURVEY RESULTS

Survey Sample Characteristics

1,343 Total Sample	93% City Resident	9% Work Downtown
71% Female	60% Age 25 to 54	48% $100K+ HH Income

Popular Places | Top Five

Q: What is the name of the business or place located in Downtown Irving that you visit most often?

Starbucks	9.6%
McDonald's	9.1%
Di Rosani's	8.6%
Joe's Coffee Shop	6.4%
Irving Public Library	5.4%

Downtown Irving Trends

FORTY-EIGHT PERCENT

Describe recent trends in Downtown Irving as

"Improving or Making Progress"

Question: Which of the following best describes recent trends in Downtown Irving?

Improving or making progress	48.2%
Steady or holding its own	23.4%
Declining or losing ground	28.4%

GROWTH OPPORTUNITIES

Eating & Drinking Places

Homestyle Family Restaurant

Ranked No.1 based on survey results

Question: Which of the following types of expanded or new eating and drinking establishments in Downtown Irving would you be most likely to frequent at least once each month?

Eating and Drinking Places | Top Ten	Percent
Homestyle Family Restaurant	30.4%
Breakfast/Lunch Cafe	29.0%
Coffeehouse	26.5%
Mexican Restaurant	25.8%
Ice Cream & Sweets Shop	24.6%
Farm to Table Restaurant	21.3%
Deli & Sandwich Shop	20.3%
Brewpub or Microbrewery	18.5%
Healthy Menu Eatery	15.9%
Wine Bar or Winery	15.1%

Potential Market Thumbnail

For top ranked eating & drinking establishments based on survey demographics

Homestyle Family	Breakfast/Lunch Cafe	Coffeehouse
Survey Demo: Age	Survey Demo: Age	Survey Demo: Age
25 to 44: **35%**	25 to 44: **41%**	25 to 44: **57%**
45 to 64: **36%**	45 to 64: **28%**	45 to 64: **22%**
Survey Demo: HH $$	Survey Demo: HH $$	Survey Demo: HH $$
$50K to $100K: **36%**	$50K to $100K: **38%**	$50K to $100K: **35%**
$100K to $150K: **23%**	$100K to $150K: **24%**	$100K to $150K: **26%**
$150K or greater: **22%**	$150K or greater: **19%**	$150K or greater: **23%**

Mexican Restaurant	Ice Cream & Sweets	Farm to Table
Survey Demo: Age	Survey Demo: Age	Survey Demo: Age
25 to 44: **40%**	25 to 44: **49%**	25 to 44: **40%**
45 to 64: **30%**	45 to 64: **26%**	45 to 64: **37%**
Survey Demo: HH $$	Survey Demo: HH $$	Survey Demo: HH $$
$50K to $100K: **37%**	$50K to $100K: **34%**	$50K to $100K: **34%**
$100K to $150K: **26%**	$100K to $150K: **23%**	$100K to $150K: **17%**
$150K or greater: **19%**	$150K or greater: **25%**	$150K or greater: **39%**

At-a-Glance
2024 TOP PROSPECTS SURVEY RESULTS

DOWNTOWN IRVING
IRVING, TEXAS

GROWTH OPPORTUNITIES

RETAIL ESTABLISHMENTS

Bakery
Ranked No.1 based on survey results

Question: Which of the following types of expanded or new retail establishments in Downtown Irving would you be most likely to frequent at least once each month?

Retail Establishments | Top Ten	Percent
Bakery	43.7%
Bookstore	31.6%
Wine & Specialty Foods Market	26.6%
Butcher/Meat Market	26.5%
Kitchen, Home Décor & Gifts Store	25.0%
Vintage Clothing & Goods Store	17.2%
Women's Clothing Boutique	13.5%
Florist and Plants Shop	12.5%
Outdoor Recreation Store	11.8%
Pets and Pet Supplies Shop	11.8%

POTENTIAL MARKET THUMBNAIL
For top ranked retail establishments based on survey demographics

Bakery	Bookstore	Wine & Specialty Foods
Survey Demo: Age	Survey Demo: Age	Survey Demo: Age
25 to 44: 48%	25 to 44: 48%	25 to 44: 46%
45 to 64: 28%	45 to 64: 31%	45 to 64: 34%
Survey Demo: HH $$	Survey Demo: HH $$	Survey Demo: HH $$
$50K to $100K: 33%	$50K to $100K: 37%	$50K to $100K: 30%
$100K to $150K: 23%	$100K to $150K: 22%	$100K to $150K: 25%
$150K or greater: 28%	$150K or greater: 27%	$150K or greater: 34%

Butcher	Kitchen, Home, Gifts	Vintage Clothing/Goods
Survey Demo: Age	Survey Demo: Age	Survey Demo: Age
25 to 44: 46%	25 to 44: 39%	25 to 44: 50%
45 to 64: 32%	45 to 64: 34%	45 to 64: 26%
Survey Demo: HH $$	Survey Demo: HH $$	Survey Demo: HH $$
$50K to $100K: 36%	$50K to $100K: 36%	$50K to $100K: 43%
$100K to $150K: 19%	$100K to $150K: 21%	$100K to $150K: 15%
$150K or greater: 34%	$150K or greater: 29%	$150K or greater: 20%

AMUSEMENTS, VENUES AND ACTIVITIES

Question: Which of the following amusements, venues, and activities are you most likely to visit or participate in? **[Top Eight Ranked Shown]**

Live Music Venue	39%	Crafting Classes and Demos	22%
Bowling	34%	Cooking Classes	22%
Putt-Putt / Mini-golf	27%	Paint & Sip Events	22%
Arcade	23%	Comedy Club	21%

112 POTENTIAL PROSPECTS

Question: Are you interested in expanding your existing Downtown Irving business, in moving your business to Downtown Irving, or in opening a new business in Downtown Irving?

— Interested in **expanding my existing business**	22
— Interested in **moving my business to downtown**	18
— Interested in **opening a new business in downtown**	72

HOUSING OPPORTUNITIES

32%

Of those surveyed are interested in living in or within a short walk of Downtown Irving.

BUYERS: PREFERRED HOUSING STYLES More Likely to Buy | Up to two selections allowed	
3 BR Single Family Detached Home	59%
3 BR Townhome or Rowhome	17%
2 BR Single Family Detached Home	17%
Upper Level Open Concept Loft	14%

RENTERS: PREFERRED HOUSING STYLES More Likely to Rent | Up to two selections allowed	
2 Bedroom Apartment	32%
Tiny Home (~400 to 800 sq. feet)	22%
1 Bedroom Apartment	21%
2 BR Townhome or Rowhome	21%

IRVING TEXAS

CITY OF IRVING
HOUSING AND REDEVELOPMENT
825 W. Irving Blvd | Irving, TX 75060
(972) 721-4800 cityofirving.org

The City of Irving's Housing and Redevelopment Division commissioned the Top Prospects Survey to gather community feedback that could make Downtown Irving, at the heart of the community's Heritage District, an even better place to visit, live, work, shop, dine, do business and invest. Input received is helping the city develop downtown business and district enhancement strategies based on community desires and interests.

SUPPLEMENT
2024 TOP PROSPECTS SURVEY RESULTS | AT A GLANCE

DOWNTOWN IRVING
IRVING, TEXAS

A GOOD PLACE TO LIVE?
FORTY-EIGHT PERCENT
Of current downtown area residents are **very or somewhat likely to recommend** downtown to friends and family as a good place to live.

Q: How likely are you to recommend the Downtown Irving area to friends and family as a good place to live?

Very likely	16.1%
Somewhat likely	31.8%
Neither likely nor unlikely	23.7%
Somewhat unlikely	14.4%
Very unlikely	11.4%

DOWNTOWN AREA HOUSING INTERESTS
Q: Are you interested in living in or within a short walk of Downtown Irving?

Yes	32.0%
No	42.0%
I already live in or within a short walk of Downtown Irving	26.0%

POTENTIAL RESIDENT CHARACTERISTICS
For respondents interested in living in or within a short walk of Downtown Irving

More Likely to Buy or Rent?

Buy	69.5%	Rent	30.5%

Buyers: Likely Price Range		Renters: Monthly Rent (Willing to pay)	
Less than $200K	18.7%	Less than $1,000	9.2%
$200K to $299K	45.0%	$1,000 to $1,199	35.8%
$300K to $399K	26.7%	$1,200 to $1,399	20.2%
$400K or more	9.6%	$1,400 or more	34.9%

Buyers: Household Income		Renters: Household Income	
Less than $50K	14.6%	Less than $50K	30.4%
$50K to $99.9K	33.9%	$50K to $99.9K	49.0%
$100K to $149.9K	21.3%	$100K to $149.9K	11.8%
$150K or more	30.1%	$150K or more	8.8%

REASONS NOT INTERESTED IN LIVING IN DOWNTOWN AREA

I like my current living situation and have no desire to move	72.0%
The area does not feel safe	9.0%
The area does not match my lifestyle	4.8%
I prefer a place closer to my work, schools, etc.	2.7%

Top 4 shown

DOWNTOWN FEATURES
Q: To what extent do you agree or disagree with the following statements about Downtown Irving? [1 = Strongly Disagree | 5 = Strongly Agree]

Statements	Avg. Weight
Downtown Irving real estate is a good investment.	3.13
I feel safe in Downtown Irving.	3.06
Downtown Irving is a good place to start a business.	3.01
Downtown presents a positive image to visitors.	2.73
Downtown Irving is an interesting and fun place to spend time.	2.55

Average Weight based on cumulative responses for frequency range.
Scale: 1 = Strongly Disagree | 2 = Somewhat Disagree | 3 = Neither Agree nor Disagree | 4 = Somewhat Agree | 5 = Strongly Agree

PRIORITIES: NEW AND ONGOING EFFORTS
Q: On a scale from 1 (Low Priority) to 5 (High Priority), please indicate the level of priority you would place on each of the following new or ongoing Downtown Irving enhancement efforts?

LEVEL OF PRIORITY FOR NEW AND ONGOING ENHANCEMENT EFFORTS

Potential Enhancement Efforts	Avg. Weight
Create more outdoor dining areas and visitor amenities	4.36
Improve the Downtown Irving pedestrian experience	4.30
Restore and preserve the downtown's historic character	3.81
Introduce more art and cultural activities in the downtown	3.76

Average Weight based on cumulative responses for frequency range. Scale: 1 = Low | 5 = High

Q: Using the same scale from 1 (Low Priority) to 5 (High Priority), please indicate the level of priority you would place on each of the following new or ongoing Downtown Irving business and real estate development efforts?

LEVEL OF PRIORITY FOR BUSINESS AND REAL ESTATE DEVELOPMENT EFFORTS

Potential Business and Real Estate Development Efforts	Avg. Weight
Attract new retail and food establishments to expand options	4.52
Redevelop vacant and underutilized buildings and sites	4.47
Support existing downtown businesses and help them expand	3.88
Create more housing options in the downtown area	3.12

Average Weight based on cumulative responses for frequency range. Scale: 1 = Low | 5 = High

SUPPLEMENT [PAGE 2]

2024 TOP PROSPECTS SURVEY RESULTS | AT A GLANCE

DOWNTOWN IRVING

IRVING, TEXAS

BUSINESS MOVES AND INSIGHTS

Based on responses from survey participants identifying as downtown business owners

Q: In which of the following ways do you plan to change or modify your business within the next year or two?

Plans for Business Changes or Modifications	Percent
Increase marketing and/or advertising	61.9%
Complete building improvements	38.1%
Increase number of employees	33.3%
Expand your business or building	19.0%
Adjust your business model or change type of business	9.5%
Move your business out of the downtown area	9.5%

Top six shown. Multiple selections allowed.

Q: Of the following, which pose the greatest challenge to sustaining or growing your business?

Business Challenges	Percent
Growing my customer base	35.0%
Creating or improving a social media presence	30.0%
Complying with City licensing and regulatory requirements	20.0%
Creating or updating a marketing plan	20.0%
Creating, improving, or maintaining a website	20.0%
Accessing capital for business improvements or expansion	15.0%
Increasing return on marketing and advertising	15.0%

Top seven shown. Up to three selections allowed.

Q: Which of the following types of technical assistance and incentives, if available, would you be most likely to use?

Technical Assistance and Incentives Most Likely to Use	Percent
Grants or low-interest loans for business expansion	41.2%
One-on-one business counseling or coaching	35.3%
Façade improvement grants	29.4%
Free or low-cost building improvement design services	29.4%
Help to market your building or space	23.5%

Top five shown. Multiple selections allowed.

SURVEY DEMOGRAPHICS

SEX	Count	Percent
Male	305	28.0%
Female	774	71.1%
Prefer to self-describe	10	0.9%

AGE	Count	Percent
19 or younger	10	0.9%
20 to 24	72	6.6%
25 to 34	259	23.8%
35 to 44	229	21.0%
45 to 54	169	15.5%
55 to 64	165	15.2%
65 to 74	132	12.1%
75 or older	53	4.9%

RACE/ETHNICITY	Count	Percent
American Indian or Alaskan Native	4	0.4%
Asian	45	4.1%
Black or African American	37	3.4%
Hispanic, Latino or Latinx	390	35.8%
Native Hawaiian or Pacific Islander	1	0.1%
White or Caucasian	548	50.3%
Multiple ethnicities	42	3.9%
Other	22	2.0%

ANNUAL HOUSEHOLD INCOME	Count	Percent
Less than $25,000	35	3.2%
$25,000 to $34,999	61	5.6%
$35,000 to $49,999	82	7.6%
$50,000 to $74,999	192	17.8%
$75,000 to $99,999	193	17.9%
$100,000 to $149,999	231	21.4%
$150,000 to $199,999	171	15.8%
$200,000 and greater	115	10.6%

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