

ALMEDA MALL

Redevelopment & Remerchandising Plan





DEMOGRAPHICS

2017

3 Mile Radius	
Population	133,876
Average Household Income	\$63,881
Median Household Income	\$52,798
Median Age	32.70

5 Mile Radius	
Population	284,591
Average Household Income	\$65,613
Median Household Income	\$51,524
Median Age	33.40

10 Mile Radius	
Population	901,533
Average Household Income	\$74,079
Median Household Income	\$54,383
Median Age	34.70

FACT SHEET

ALMEDA MALL **12200 Gulf Fwy, Houston, TX 77034**

Total Area	67 Acres
Year Opened	1968
Overall Mall GLA	807,456 sf
GLA (1st Floor)	712,408 sf
Macy's	147,738 sf
Burlington Coat Factory	79,385 sf
Palais Royal	30,133 sf
Jr Anchor	94,780 sf
Small Shop	192,861 sf
Out Parcels	49,906 sf

PARKING

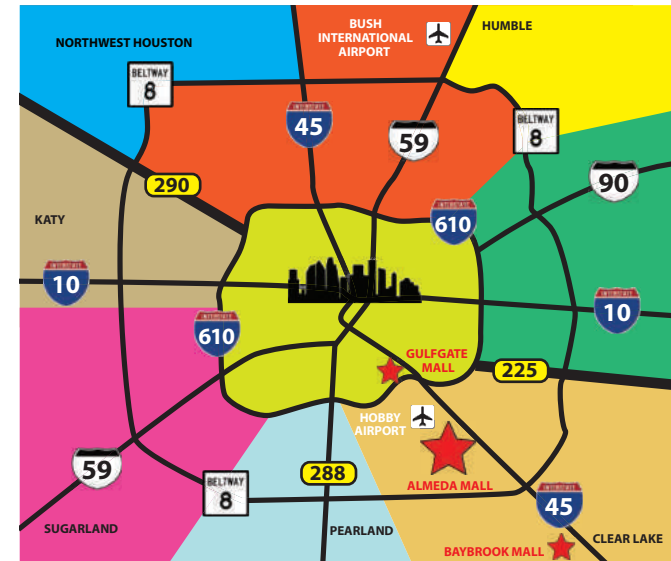
Number of Parking Spaces	5,195
Handicap	78

SIGNAGE

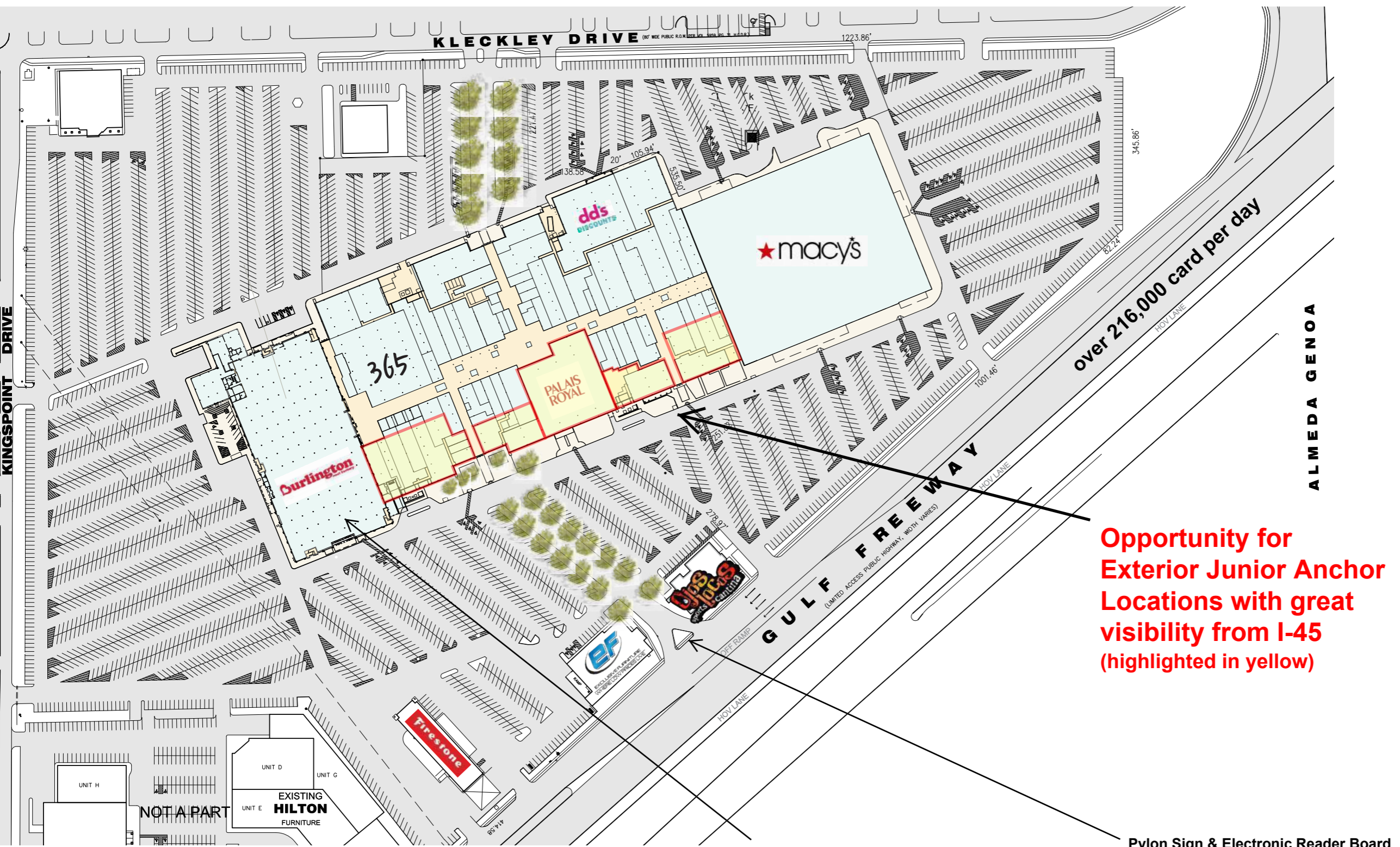
Pylon Sign	32' x 89' 1/2"
Pylon Sign Reader Board	6'8" x 14'8"

TRAFFIC

I-45	218,684 cars per day
Almeda-Genoa	24,750 cars per day



SITE PLAN



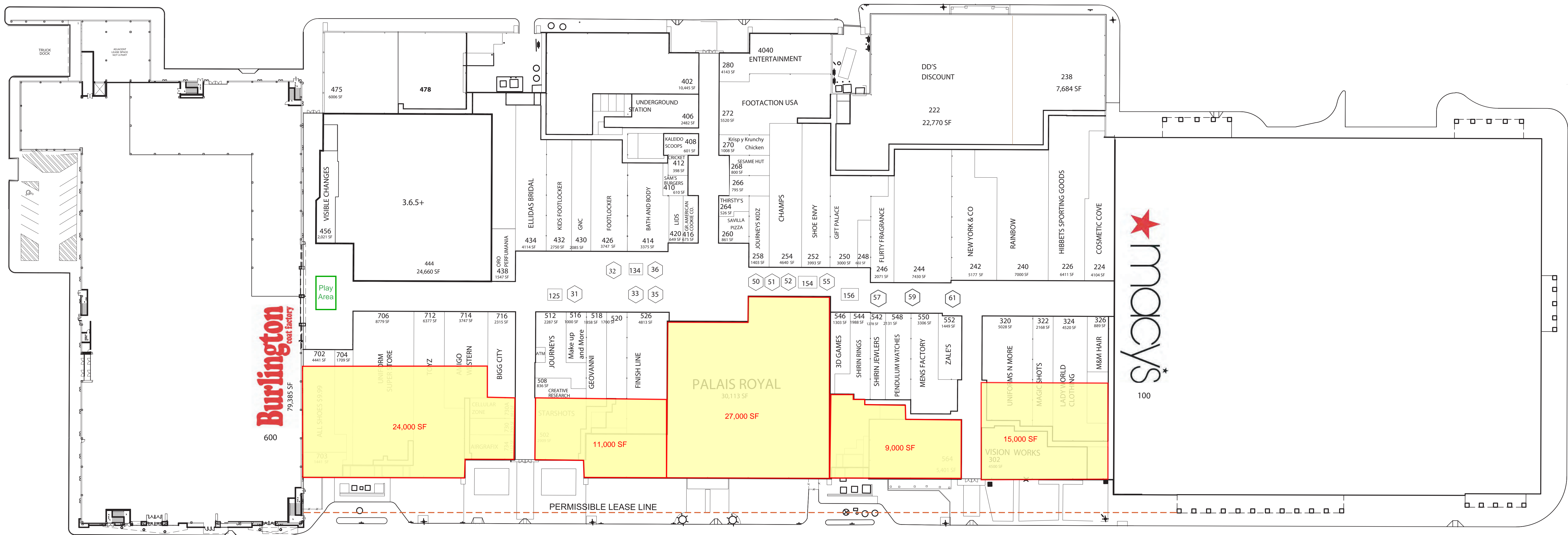
Opportunity for Exterior Junior Anchor Locations with great visibility from I-45 (highlighted in yellow)

100,000 SF 2nd floor space available

Pylon Sign & Electronic Reader Board



JUNIOR ANCHOR OPPORTUNITIES



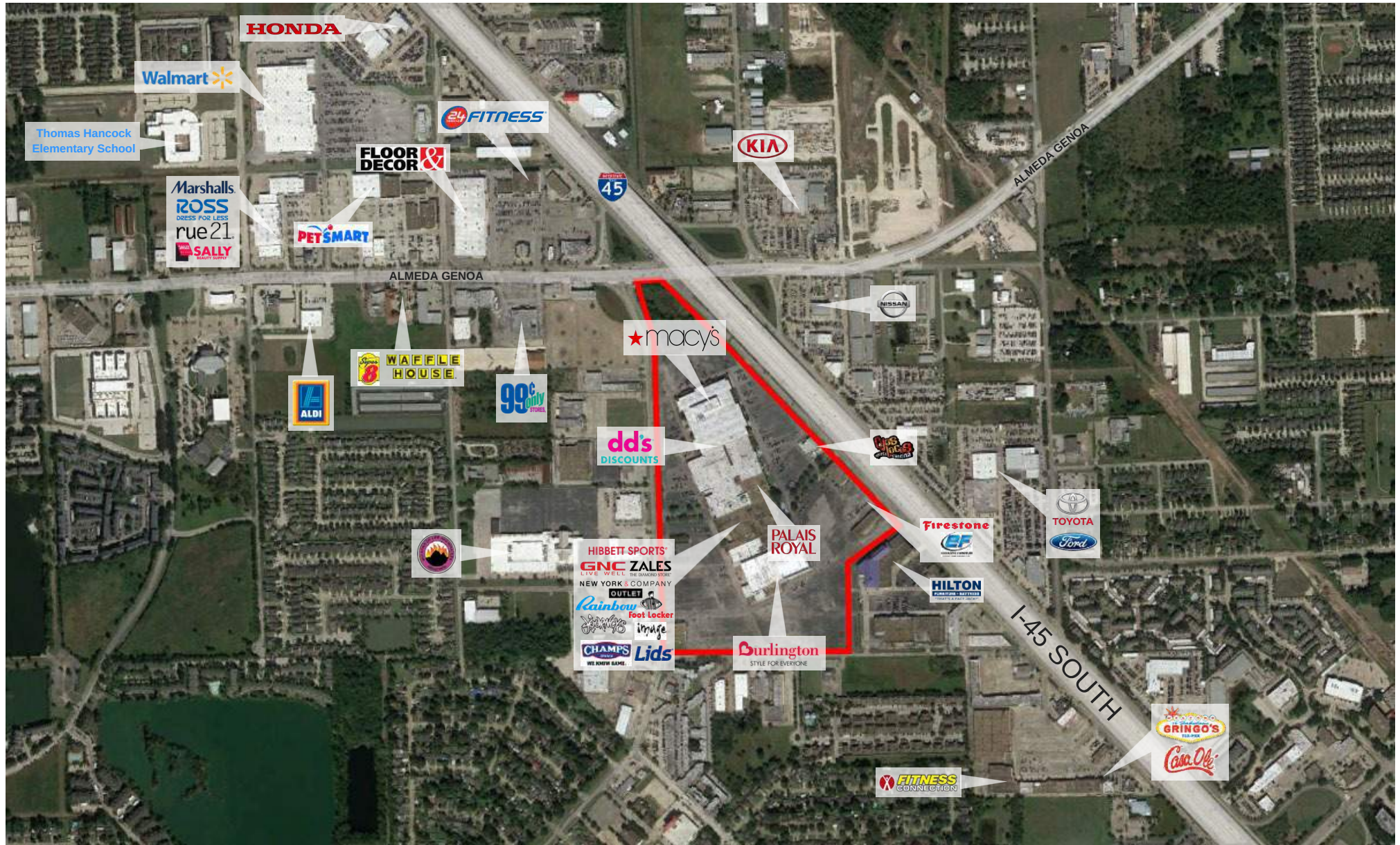
Alameda is over 87% leased.

Areas marked in yellow outline locations that have existing tenant's who can be relocated in order to create Junior Anchor Locations.

PROPOSED EXTERIOR FACADES



AERIAL



STRONG MALL SALES

In 2015, Mall sales were over **\$88.8 million dollars** and National Tenant sales were **over \$348 psf**.

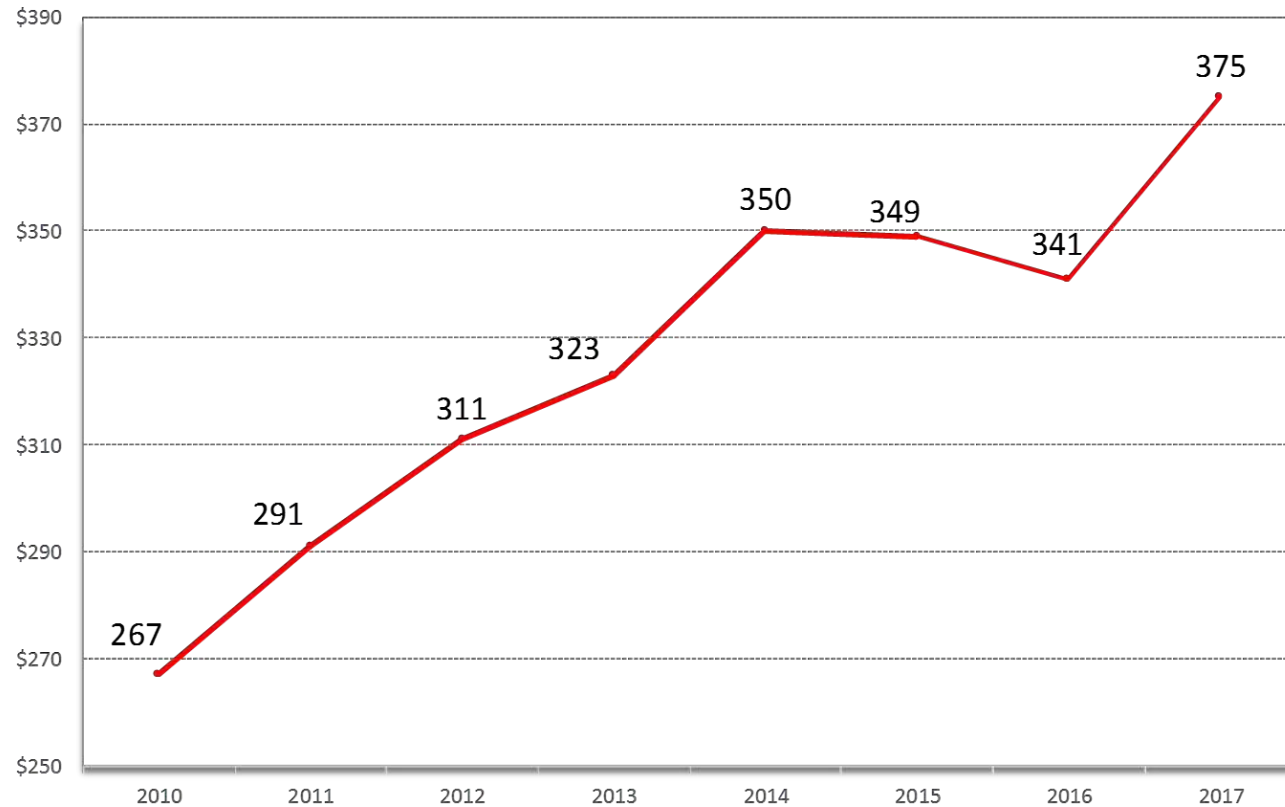
The Mall's sales have increased over **30%** from 2012 - 2016.



Anchor sales:	19.8%
Apparel sales:	87.4%
Jewelry sales:	49.8%
Shoe sales:	16.1%
Small Shop sales:	51.4%



ALMEDA MALL NATIONAL SMALL SHOP SALES PSF



INCREASE IN MALL SALES FROM 2012-2017 SHOWS STABILITY & STRENGTH IN THE MARKET

Macy's

They spent \$27 million dollars remodeling this location which is indicative their long term vision for this market!

- * 2013 Sales: \$26,845,000 (Top 10 Nationwide for increase 2013 over 2014)
- * 2014 Sales: \$29,500,000
- * 2015 Sales: \$31,434,000

Burlington

- * 2013 Sales: \$8,659,209
- * 2014 Sales: \$9,017,517
- * 2015 Sales: \$9,208,817
- * Average sales are \$8.4 million nationwide, so this is an above average store.

DD's Discounts

- * 2013 Sales: \$3,500,000
- * 2014 Sales: \$4,400,000
- * 2015 Sales: \$5,000,000

Image 3.6.5

- * Opened in November 2015
- 2016 Sales: \$2.7 million

SALES CATEGORIES

Anchors:	19.8%
Total Apparel:	87.4%
* Women's	71.0%
* Men's	24.0%
Jewelry:	49.8%
Shoes:	16.1%
Food Court:	30.7%

LEADING STORES

<u>Shoes:</u>	
Champs Sports	23.8%
Footlocker	31.5%
Finish Line	36.8%
All Shoes \$9.99	114.5%
Hibbett's	11.7%

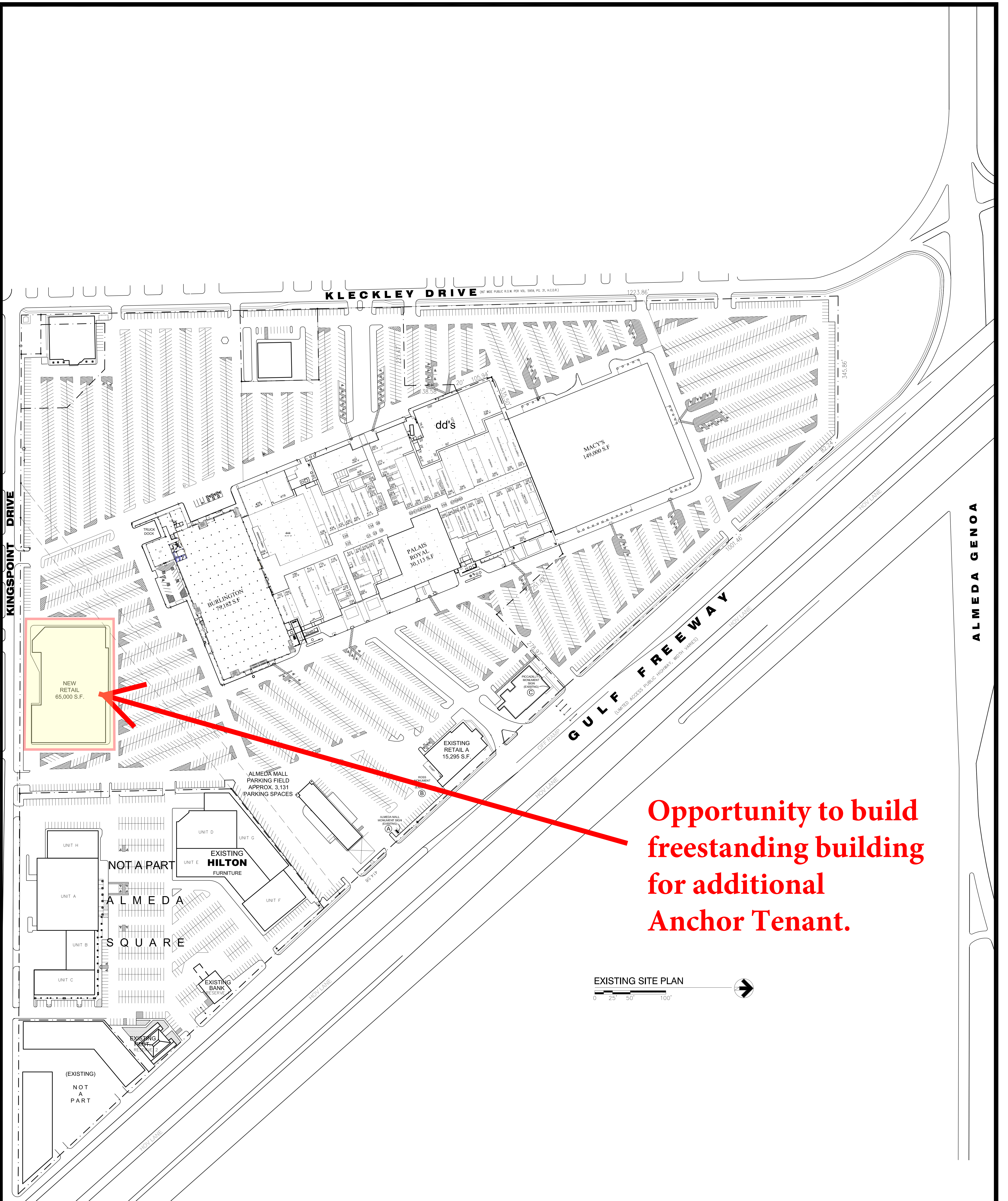
<u>Jewelry:</u>	
Shirin Jewelers	40.3%

<u>Clothing:</u>	
Uniforms & More	296.7%
Rainbow	7.5%
Underground Station	6.3%
Journey's	9.9%

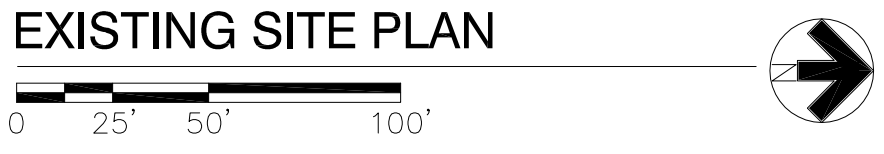
<u>Additional Retailers:</u>	
Bath & Body Works	67.0%
Cellular Zone	96.7%
Toyz	28.4%
Oro Perfumania	47.6%

<u>Food Court:</u>	
Great American Cookie	28.2%
Thirsty's	36.2%
Sam's Burgers	19.7%





Opportunity to build freestanding building for additional Anchor Tenant.



February 27, 2018
LEASE EXHIBIT
 a master schematic development plan for

Alameda Mall

*I.H. 45 @ Alameda Genoa
 Houston, Texas*

exclusive leasing by a development by



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In addition to the \$27 million dollars that Macy's invested in the total store remodel, the overall market analysis on Macy's is positive and shows long term stability for the company as a whole

Macy's unseats Kohl's as...

APRIL 20, 2016 | BY MARIANNE WILSON



Macy's ranked as the department store of the year in the Harris Poll's 28th annual EquiTrend Stud, which recognizes the strongest brands based on consumer response.

In coming out on top, Macy's unseated Kohl's, which has held the honor since 2012. Macy's also showed one of the largest brand equity increases (+7%) over a three-year period.

"Consumers form impressions of brands long before they ever use them, based on their perceptions and what they may know from trusted sources," said Joan Sinopoli, VP of brand solutions at Nielsen, which owns The Harris Poll. "This high-level equity is the gateway to eventual purchase; it also helps to protect brands from the consequences of an occasional misstep."



Gensler

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