



VILLAGE OF ROWLETT DOWNTOWN

ROWLETT, TEXAS

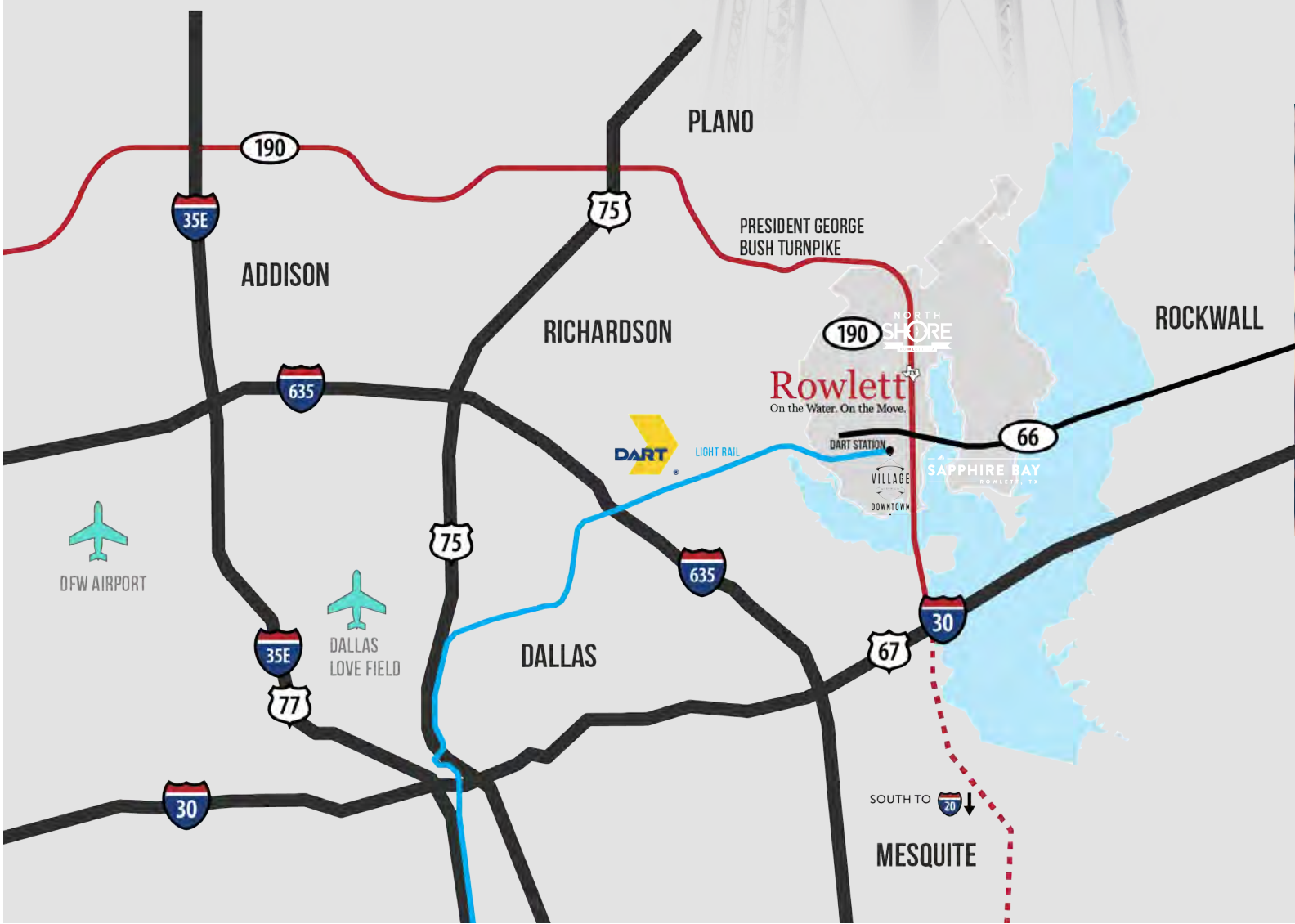


Rowlett 
On the Water. On the Move.

catalyst 

SUMMARY

The Village of Rowlett Downtown is located near the shores of Lake Ray Hubbard, along State Highway 66 (Lakeview Parkway), in Dallas County.



**OVER 24,953
DAYTIME
WORKERS**

located
within a 3 mile radius of
the district



Located within
5 miles of other niche
**RESTAURANT &
RETAIL NODES**
(Rockwall and Garland)



**DART'S
DOWNTOWN
ROWLETT STATION**

is located within the
district



**STRONG PROXIMAL
TRAFFIC COUNTS**

36,121 VPD Lakeview Pkwy
25,103 VPD Rowlett Road



**HIGH MEDIAN
HOUSEHOLD
INCOMES**

of \$88,386 within
a 3 mile radius



DISTRICT

The Village of Rowlett Downtown is located along State Highway 66 (Lakeview Parkway), Rowlett Road, Main Street, and the President George Bush Turnpike (PGBT). This 268-acre district is adjacent to the Downtown Rowlett DART Station to the northeast and has a strong residential presence to the south.

Visibility and access are excellent from SH 66, which carries over 36,082 combined daily vehicles. The district can be accessed from the PGBT as well as Main Street.

DEMOGRAPHIC OVERVIEW

	1 MILE	3 MILES	5 MILES	CITY	TRADE AREA
Population	8,300	68,641	208,928	65,002	664,365
5-Year Projected Population	8,811	74,775	222,289	71,705	738,595
% Growth (5-Year Projected)	6.2%	8.9%	6.4%	10.3%	11.2%
Households	2,798	22,234	67,147	20,820	218,795
People Per Household	2.97	3.08	3.10	3.11	3.03
Average Age	39.1	38.0	35.4	37.9	35.2
Employees	5,859	12,625	40,610	12,943	220,982
Median HH Income	\$84,783	\$88,386	\$71,607	\$96,525	\$78,260



VIEW THIS MAP AT

ITINERARY.VILLAGEOFFROWLETTDOWNTOWN.COM

VILLAGE
OF ROWLETT
DOWNTOWN



MAP LEGEND

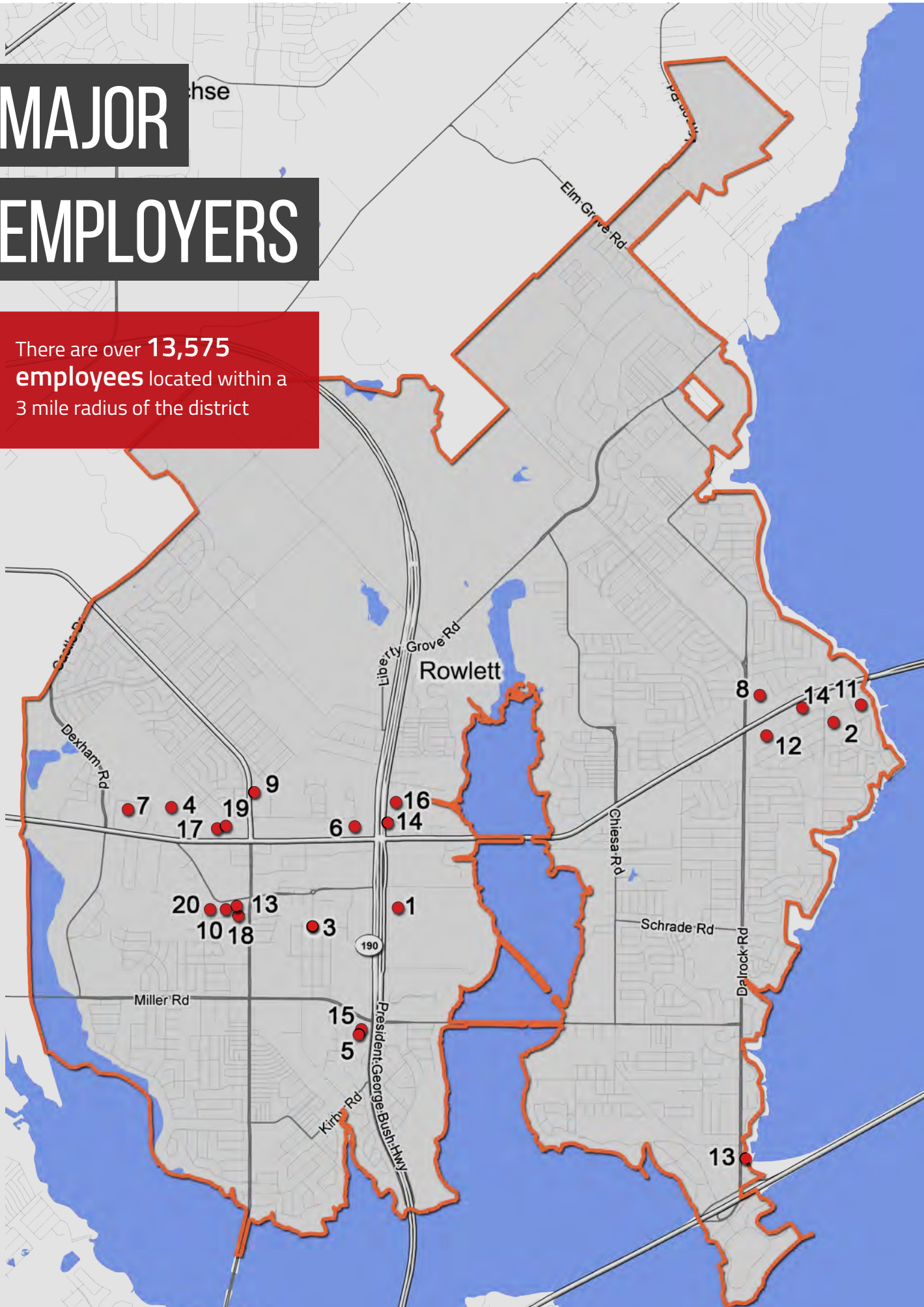
- | | |
|--|-------------------------------------|
| 1. Village of Rowlett | 31. Dairy Queen |
| 2. Bankhead Brewing Co. | 32. Champion's Nail Bar |
| 3. Girlfriends Boutique | 33. KFC |
| 4. Hot Diggity Dog Grooming & Lodging | 34. Nick's Sports Bar |
| 5. Rowlett Public Library | 35. Scooter's Coffee |
| 6. Book Club Cafe | 36. Only Nail Bar |
| 7. Lexie's Boutique | 37. Star City Barber Shop |
| 8. Barracos Latin Cuisine | 38. Shiny Wok Asian Cuisine |
| 9. Rowlett Station | 39. Harbor Freight |
| 10. Modern Well | 40. Grammy Nails & Spa |
| 11. Fresh Ink Tattoo | 41. Fit House Cafe |
| 12. Veteran's Park / Water Tower | 42. CiCi's Pizza |
| 13. City Hall | 43. SOI Brow |
| 14. Main Street Cigar | 44. Kiki's Authentic Mexican |
| 15. Main Street Events | 45. Aldi |
| 16. Slater Firearms / Slater Lawn & Garden | 46. Goody Goody Liquor |
| 17. DART Station | 47. River Nails and Spa |
| 18. Rowlett Park & Ride | 48. Nutrition With Attitude |
| 19. Coyle Middle School | 49. Tobacco Box |
| 20. Fulton Building | 50. Mincfed Meal Prep |
| 21. Rowlett Chamber of Commerce | 51. CrossFit Rowlett/PUSH Nutrition |
| 22. Herfurth Park | — Downtown Boundary |
| 23. Scentral Bark Dog Park | ★ Future Development |
| 24. Sideline Sports | 🟡 Space Available |
| 25. Rowlett Animal Shelter | 🟠 Land Available |
| 26. Camp Bow Wow | 🅑 Public Parking |
| 27. GatSplat Indoor Paintball | 🅑 EV Charging Station |
| 28. Panera Bread | |
| 29. Jersey Mike's Subs | |
| 30. Applebee's | |

VIEW THIS MAP AT
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MAJOR

EMPLOYERS

There are over **13,575 employees** located within a 3 mile radius of the district





ROWLETT TOP EMPLOYERS

	EMPLOYER	EMPLOYEES
1	Garland Independent School District in Rowlett	961
2	Baylor Scott & White Medical Center-Lake Pointe	721
3	City of Rowlett	521
4	Walmart Supercenter	358
5	D.R. Horton	265
6	Super Target	200
7	The Home Depot	189
8	Tom Thumb	147
9	Berry Family Services, Inc.	137
10	IES Residential, Inc. (Integrated Electrical Services)	130
11	Senior Care Centers-Senior Care at Lake Pointe	130
12	Walmart Neighborhood Market	127
13	Tri-Con Services, Inc.	120
14	Rowlett Health and Rehabilitation Center	115
15	DHI Mortgage & Title	87
16	Covington's Nursery and Landscape Company	78
17	Chick-fil-A	75
18	H&S Manufacturing	74
19	Sprouts Farmers Market	62
20	Gleco Plating	60

RETAIL AREA



**AVAILABLE
COMMERCIAL**

LEASED

**AVAILABLE
LAND PARCEL**



TRADE AREA

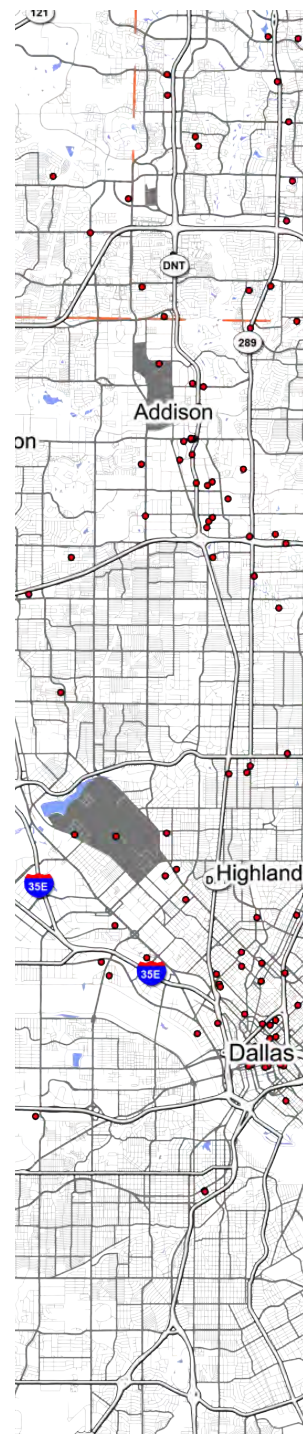
In April 2019, Catalyst conducted a customer intercept study that included over 3,150 unique samples. These samples were collected from Bankhead Brewing, which is located at the Village of Rowlett Downtown. Common Evening Locations (C.E.L) were derived from the samples and geocoded to construct the Primary Trade Area (PTA).

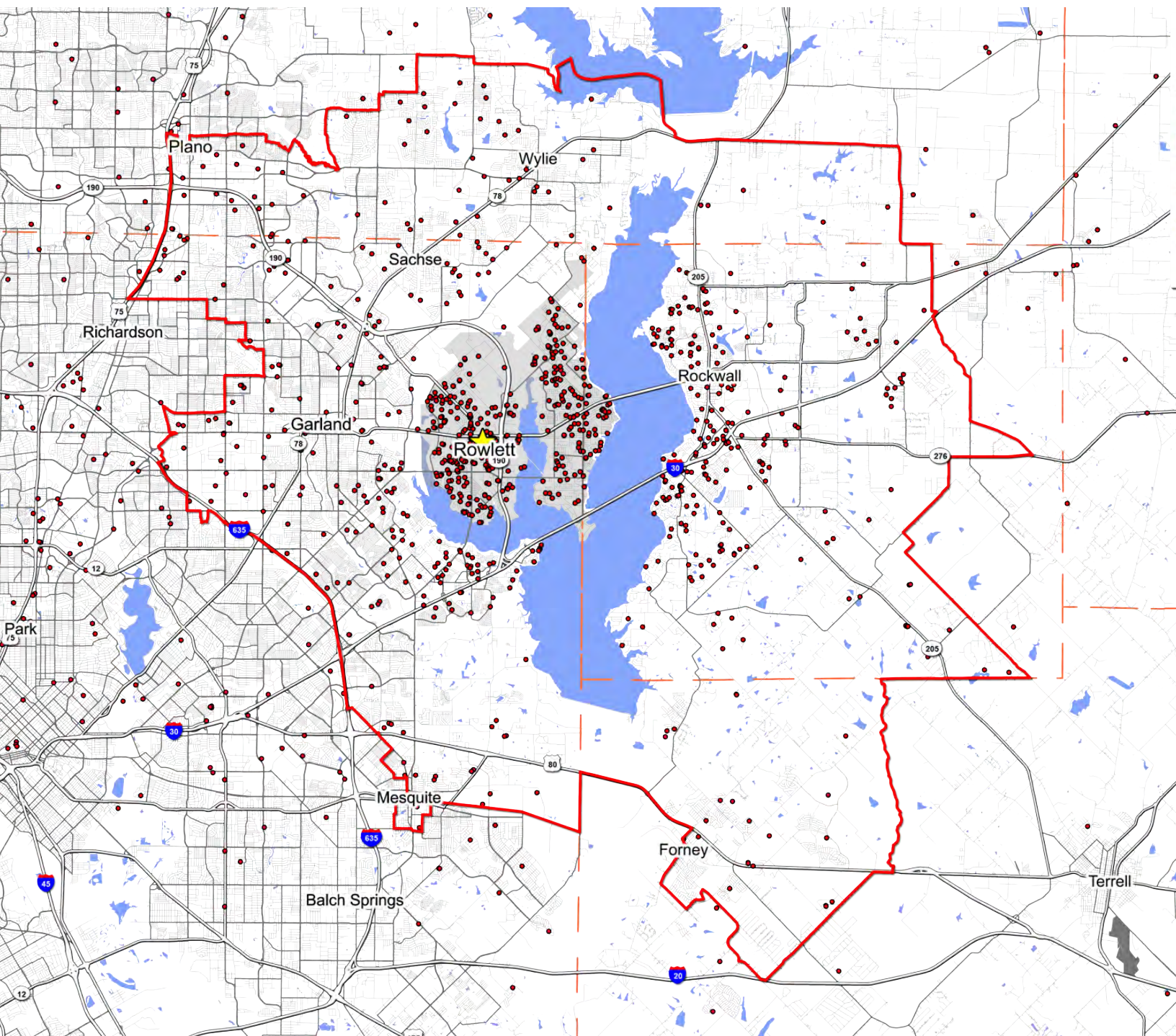
Catalyst used a conservative 66.5% capture rate of the C.E.L. to define the Primary Trade Area for Rowlett. For this analysis, samples that registered 1+ visits from the time period of April 24, 2018 - April 23, 2019 were utilized to depict a realistic "core customer".

PTA POPULATION 664,365

PTA INCOME \$78,260

PTA RETAIL PURCHASING POWER \$12,478,369,176





PRIMARY TRADE AREA
66.5% catchment

CUSTOMER SAMPLE
3,156 samples

CITY LIMITS

★ STUDY POINT

MEDIAN HOUSEHOLD INCOME



Rowlett has some of the **highest incomes** in Northeast Dallas County.

MEDIAN HOUSEHOLD INCOME

by year

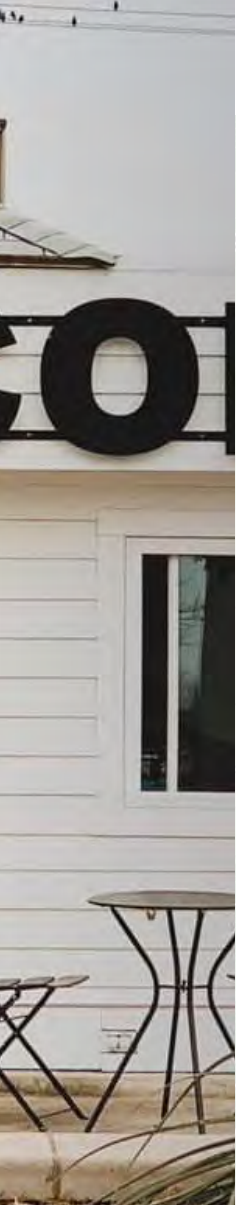
MILES

2020

2025

1 Mile	\$84,783	\$90,098
3 Miles	\$88,386	\$95,477
5 Miles	\$71,607	\$76,814





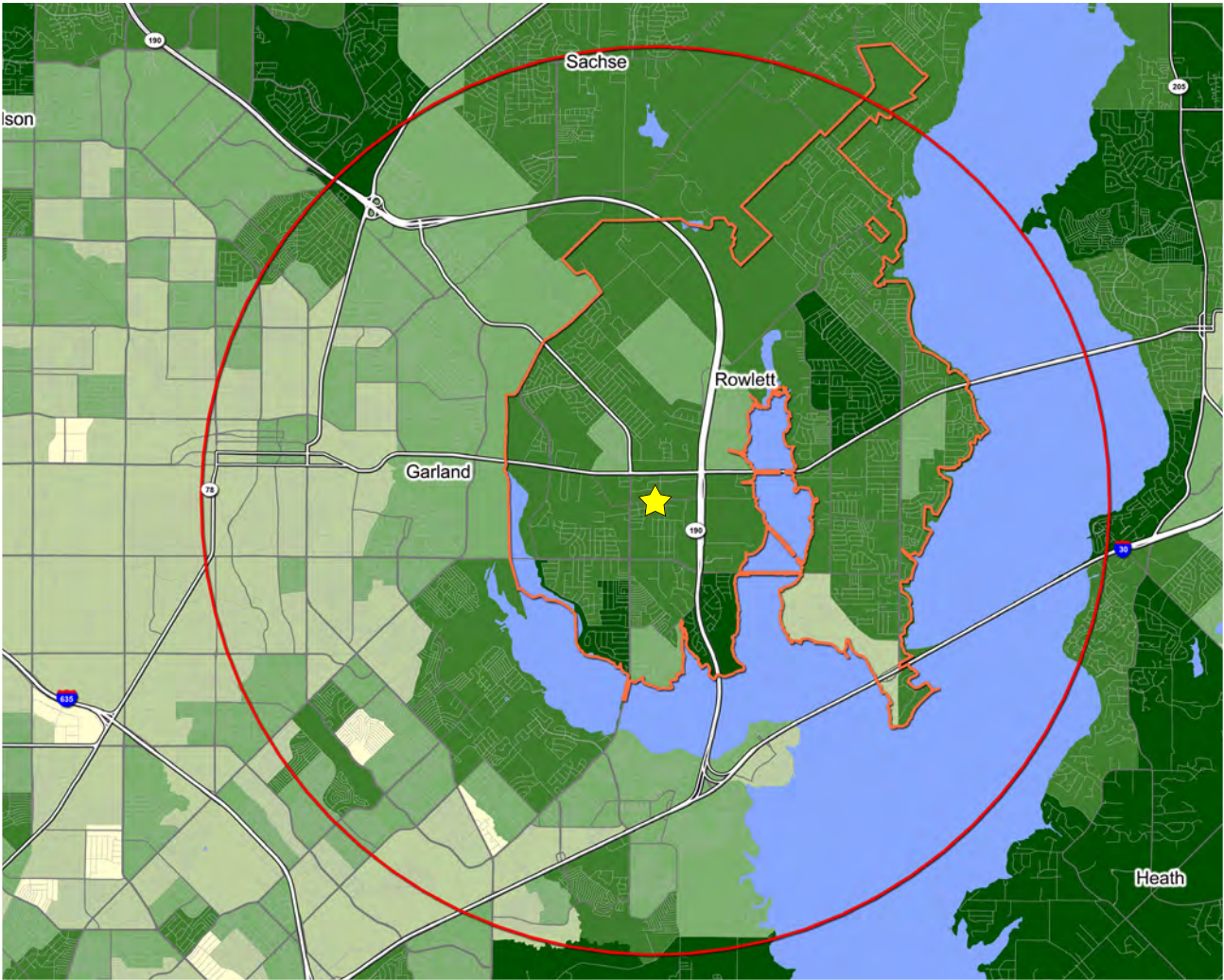
MEDIAN HOUSEHOLD INCOME

by block group

- \$100,000 or greater
- \$75,000 - \$100,000
- \$50,000 - \$75,000
- \$25,000 - \$50,000
- less than \$25,000

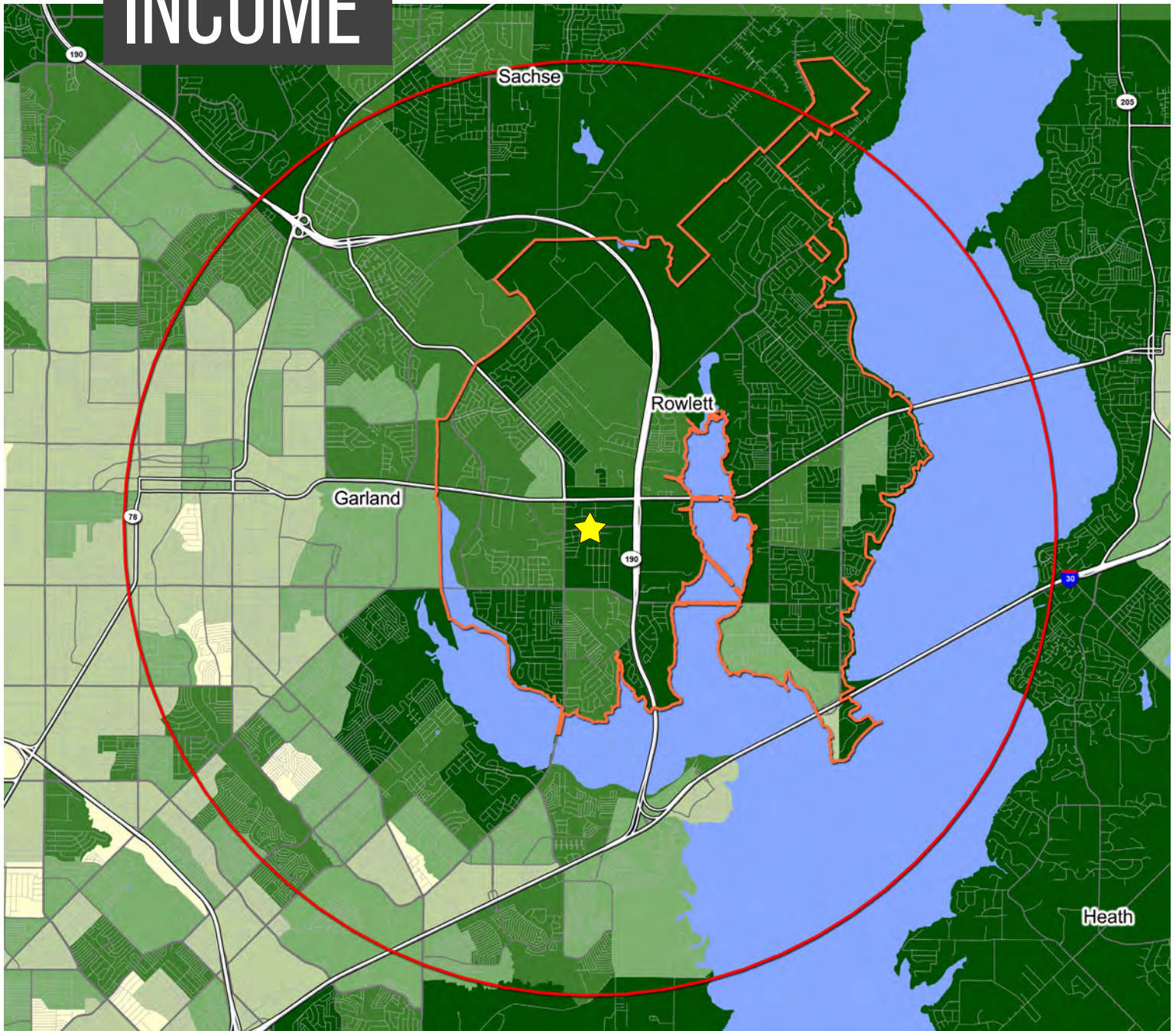
5 MILE RING

SUBJECT SITE



DISPOSABLE

INCOME



**AVERAGE
DISPOSABLE
INCOME**
by block group

- \$80,000 or greater
- \$65,000 - \$80,000
- \$50,000 - \$65,000
- \$35,000 - \$50,000
- less than \$35,000

■ **5 MILE RING**

■ **SUBJECT SITE**

**DISPOSABLE
INCOME BY AGE
OF HOUSEHOLDER
(5 MILES)**

	<25	25-34	35-44	45-54	55-64	65-74	75+
<\$24,999	22.2%	14.5%	10.2%	8.3%	11.8%	16.6%	32.1%
\$25,000-\$49,999	43.6%	33.9%	24.0%	19.6%	19.9%	29.1%	33.9%
\$50,000-\$74,999	22.2%	25.2%	21.4%	22.4%	24.2%	25.1%	19.4%
\$75,000-\$99,999	6.3%	11.0%	19.0%	17.4%	18.5%	10.7%	5.5%
\$100,000 +	5.6%	15.4%	25.4%	32.2%	25.6%	18.4%	9.0%
Median Disposable Income	\$38,133	\$50,953	\$66,418	\$74,478	\$66,711	\$52,719	\$36,011
Average Disposable Income	\$46,699	\$61,835	\$77,438	\$87,799	\$79,271	\$67,739	\$48,800

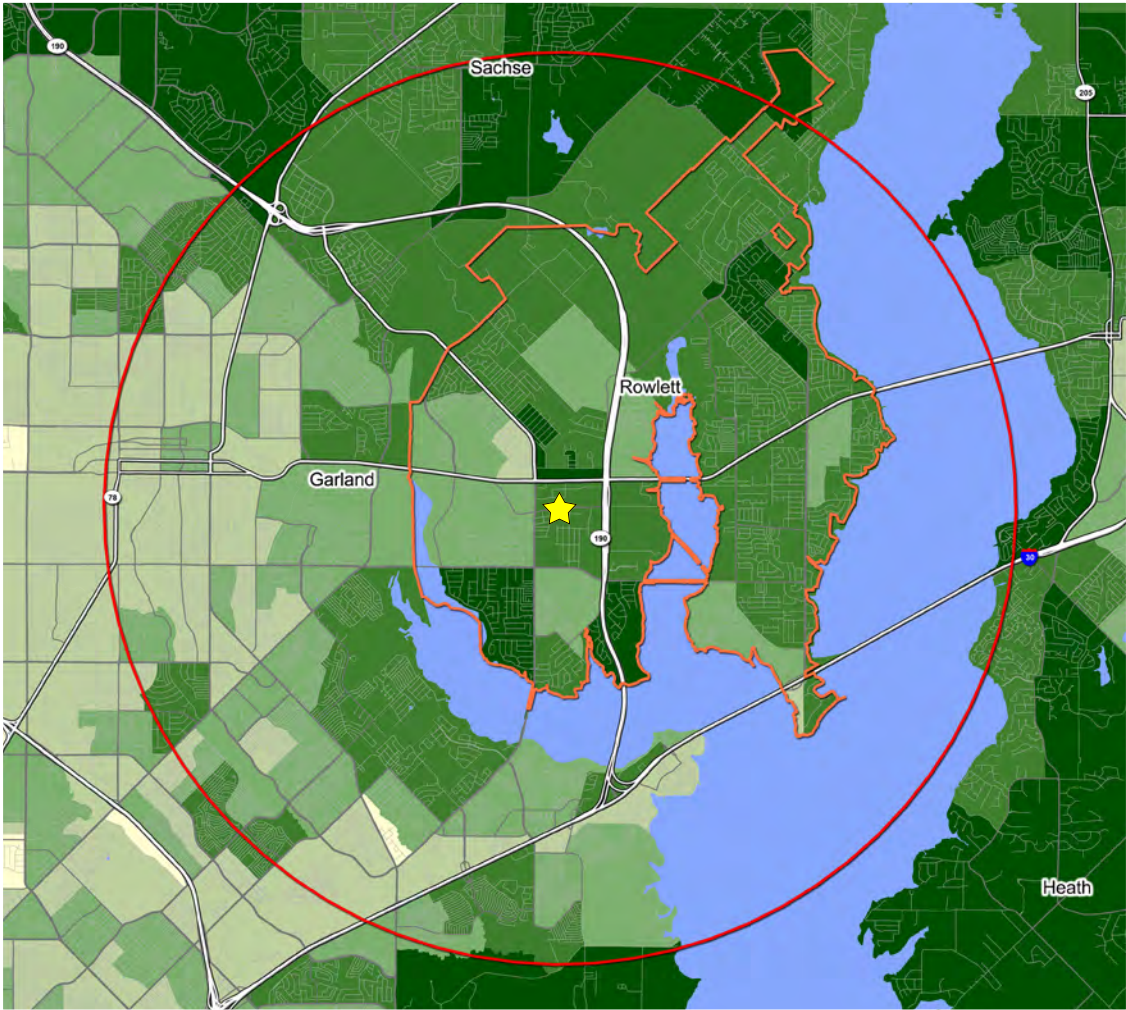


**HOUSEHOLDS BY
DISPOSABLE
INCOME**

	1 MILE	2 MILES	3 MILES
<\$15,000	3.1%	3.9%	3.8%
\$15,000-\$24,999	5.4%	4.4%	5.0%
\$25,000-\$34,999	8.4%	6.8%	7.7%
\$35,000-\$49,999	13.3%	12.3%	13.2%
\$50,000-\$74,999	24.9%	21.8%	22.1%
\$75,000-\$99,999	17.1%	18.8%	18.2%
\$100,000-\$149,999	18.6%	22.0%	21.5%
\$150,000-\$199,999	4.8%	5.3%	4.5%
\$200,000+	4.5%	2.9%	4.0%
Median Disposable Income	\$68,012	\$75,864	72,136
Average Disposable Income	\$83,564	\$88,027	\$84,172



FOOD AWAY FROM HOME



**FOOD AWAY
FROM HOME**
by block group

- \$27.50 or greater
- \$25-\$27.50
- \$22-\$25
- \$20-\$22.50
- less than \$20

- 5 MILE RING
- SUBJECT SITE



		DEMAND	SUPPLY	RETAIL GAP
3 MILES	Total Food Services & Drinking Places	101,087,607	\$65,660,451	\$34,427,156
	Special Food Services (NAICS 7223)	\$1,230,540	385,717	844,823
	Restaurants/Other Eating Places (NAICS 7225)	96,101,598	63,855,570	32,246,028
5 MILES	Total Food Services & Drinking Places	258,121,310	208,369,622	49,751,688
	Special Food Services (NAICS 7223)	\$3,090,299	\$630,503	\$2,459,796
	Restaurants/Other Eating Places (NAICS 7225)	245,596,714	204,956,903	40,639,811
7 MILES	Total Food Services & Drinking Places	525,210,408	534,131,774	-8,921,366
	Special Food Services (NAICS 7223)	\$6,302,873	\$1,554,685	\$4,748,188
	Restaurants/Other Eating Places (NAICS 7225)	499,643,719	529,574,824	-\$29,931,105
10 MILES	Total Food Services & Drinking Places	\$1,111,743,224	\$1,089,326,767	22,416,457
	Special Food Services (NAICS 7223)	\$13,283,578	\$4,158,559	\$9,125,019
	Restaurants/Other Eating Places (NAICS 7225)	\$1,057,508,260	\$1,073,940,636	-16,432,376



ALCOHOLIC BEVERAGES

AWAY FROM

HOME

DRINKING PLACES: ALCOHOLIC BEVERAGES

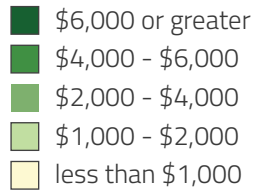
RETAIL GAP

3 MILES	\$2,336,305
5 MILES	\$6,652,081
7 MILES	\$16,261,550
10 MILES	\$29,723,814



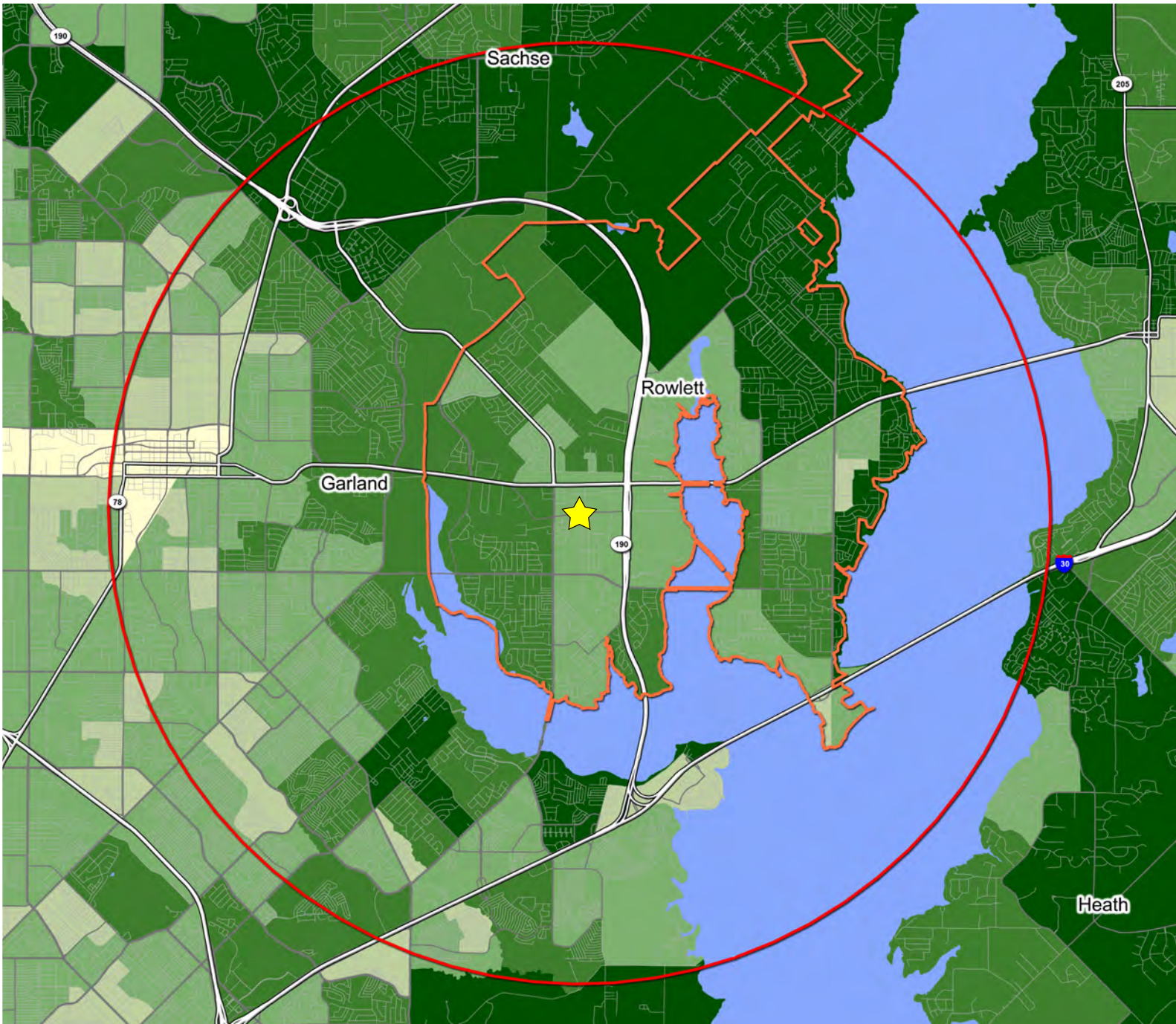
ALCOHOLIC BEVERAGES AWAY FROM HOME

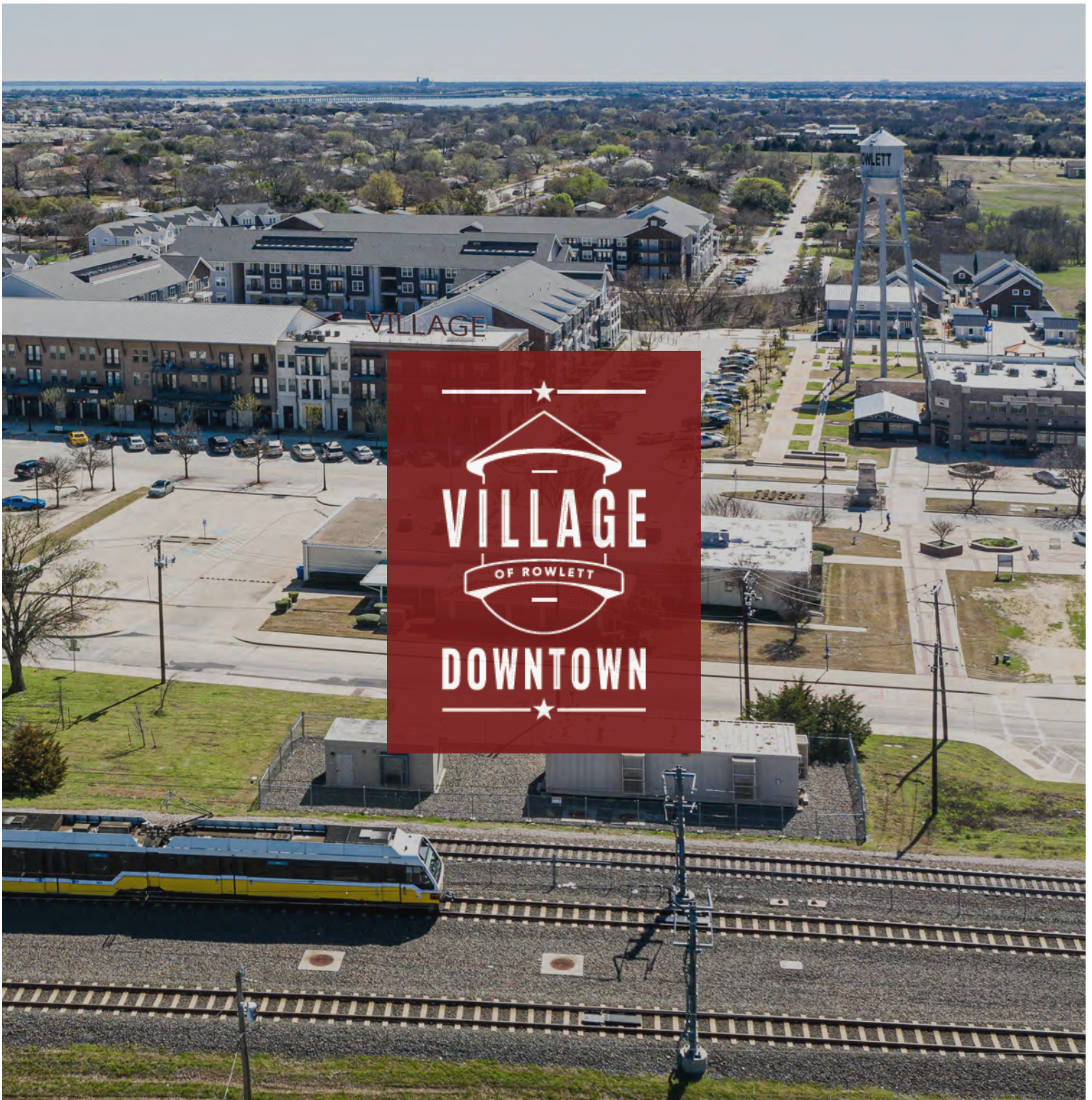
by block group



5 MILE RING

SUBJECT SITE





For more information visit: VillageOfRowlettDowntown.com

Rowlett 
On the Water. On the Move.

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