

# ALMEDA MALL

Redevelopment & Remerchandising Plan







## DEMOGRAPHICS

### 2016

3 Mile Radius	
Population	133,484
Average Household Income	\$61,510
Median Household Income	\$50,023
Median Age	31.30

5 Mile Radius	
Population	282,344
Average Household Income	\$63,284
Median Household Income	\$49,059
Median Age	32.00

10 Mile Radius	
Population	894,686
Average Household Income	\$71,067
Median Household Income	\$52,008
Median Age	33.20

## 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

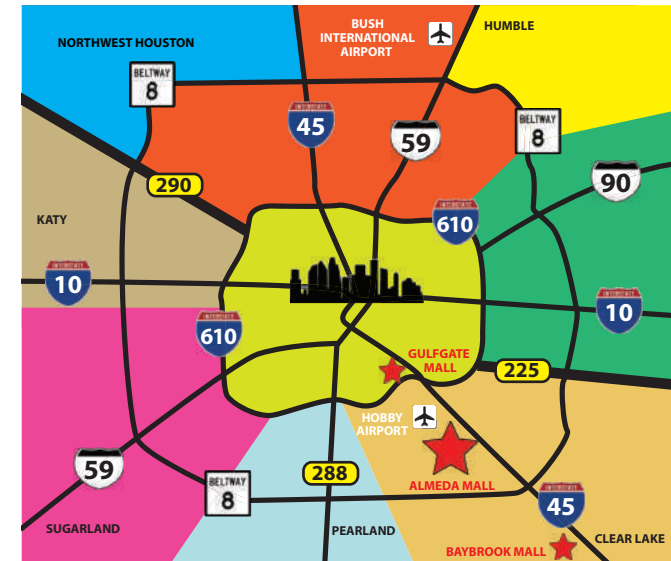
Number of Parking Spaces	5,195
Handicap	78

### 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





# AERIAL





# STRONG MALL SALES

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

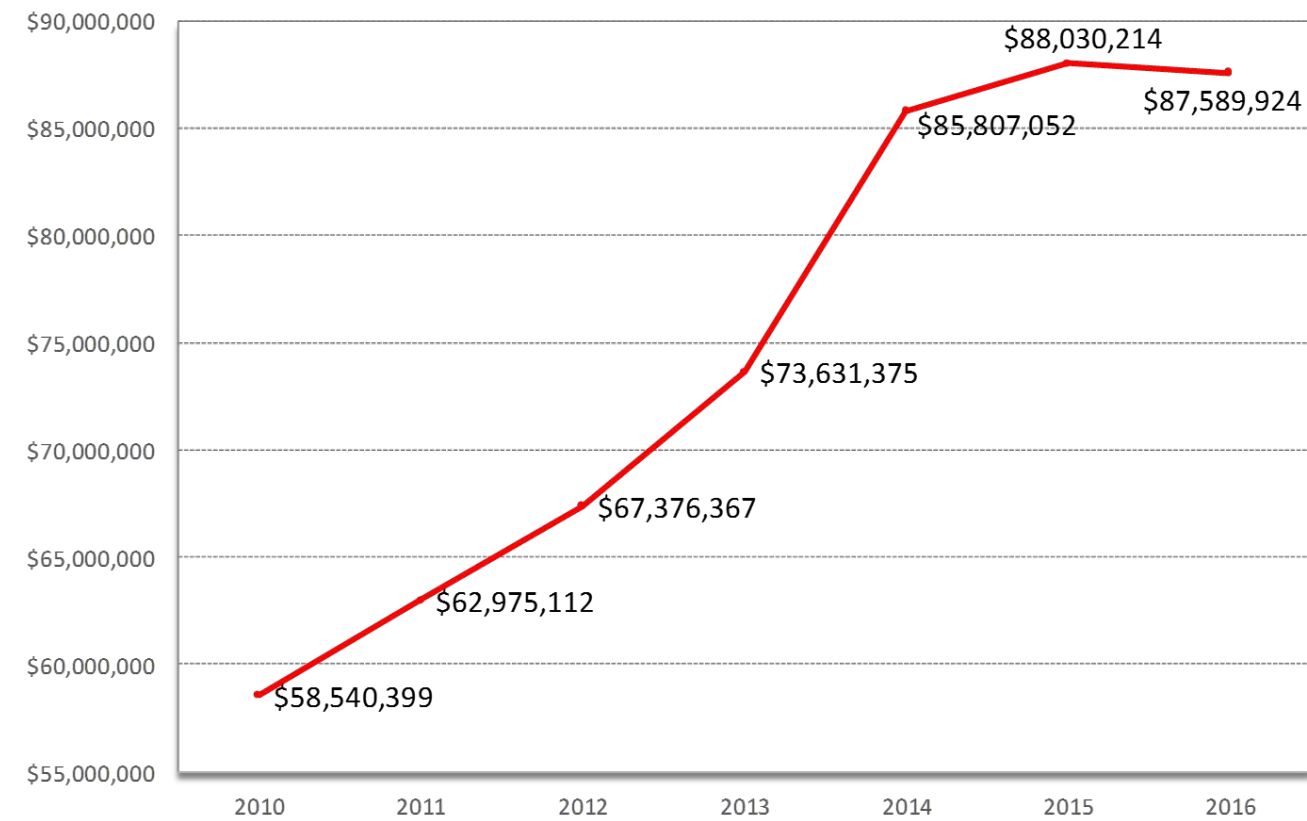
The Mall's sales have increased over **30%** from 2012 - 2016.

Sub-categories:

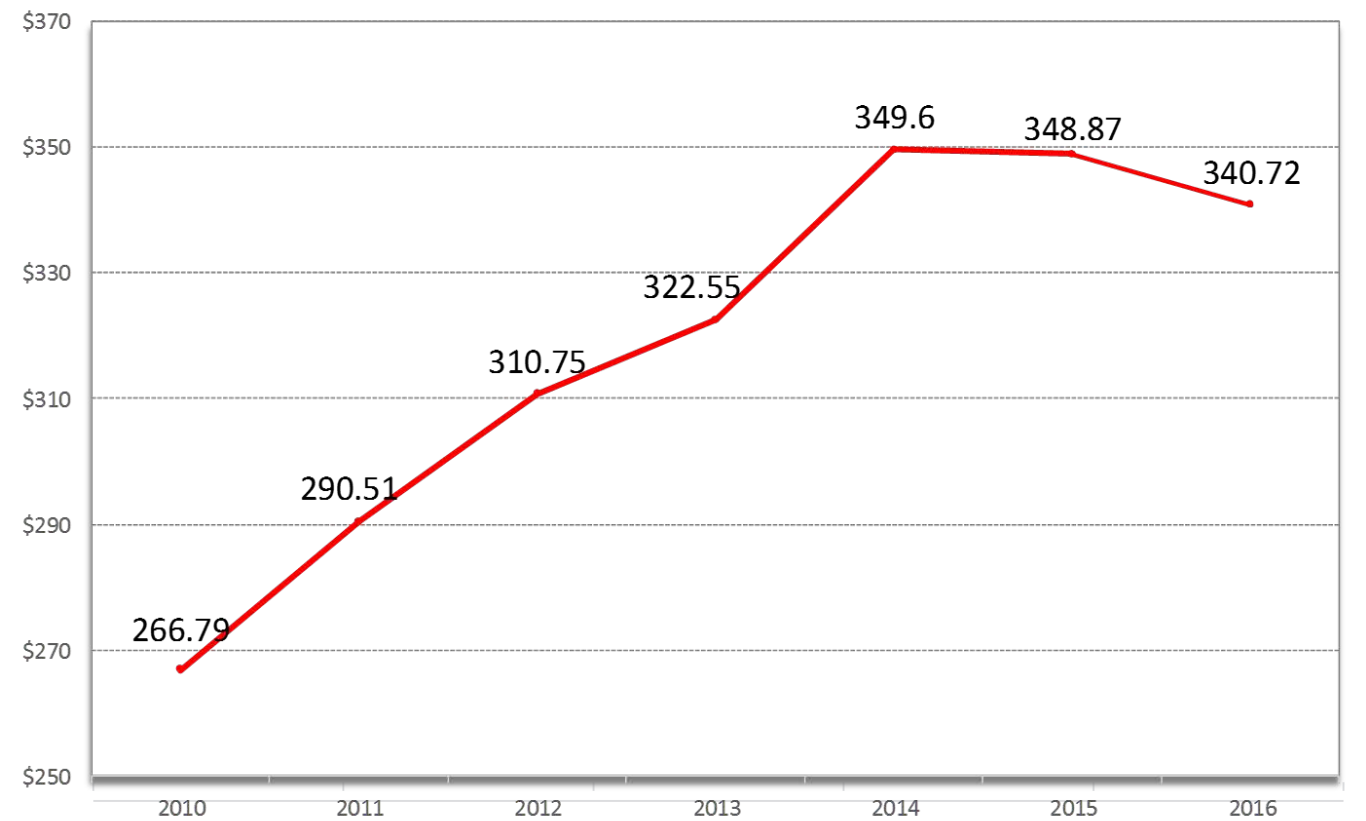
- Anchor sales: 19.8%
- Apparel sales: 87.4%
- Jewelry sales: 49.8%
- Shoe sales: 16.1%
- Small Shop sales: 51.4%



## ALMEDA MALL SALES



## ALMEDA MALL NATIONAL SMALL SHOP SALES PSF



## INCREASE IN MALL SALES FROM 2012-2016 SHOWS STABILITY & STRENGTH IN THE MARKET

### Macy's

They spent \$27 million dollars remodeling the Alameda Mall 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
- \* In 2016 they added a new cosmetic/fragrance kiosk that is projected to add \$1 million to their annual sales.

### 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 avg. store, & is one of their smaller SF footprints.

### 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 and are reached over \$2.7 million in sales in 2016.

### 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

Shoes:

Champs Sports	23.8%
Footlocker	31.5%
Finish Line	36.8%
All Shoes \$9.99	114.5%
Hibbett's	11.7%

Jewelry:

Shirin Jewelers	40.3%
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Clothing:

Uniforms & More	296.7%
Rainbow	7.5%
Underground Station	6.3%
Journey's	9.9%

Additional Retailers:

Bath & Body Works	67.0%
Cellular Zone	96.7%
Toyz	28.4%
Oro Perfumania	47.6%

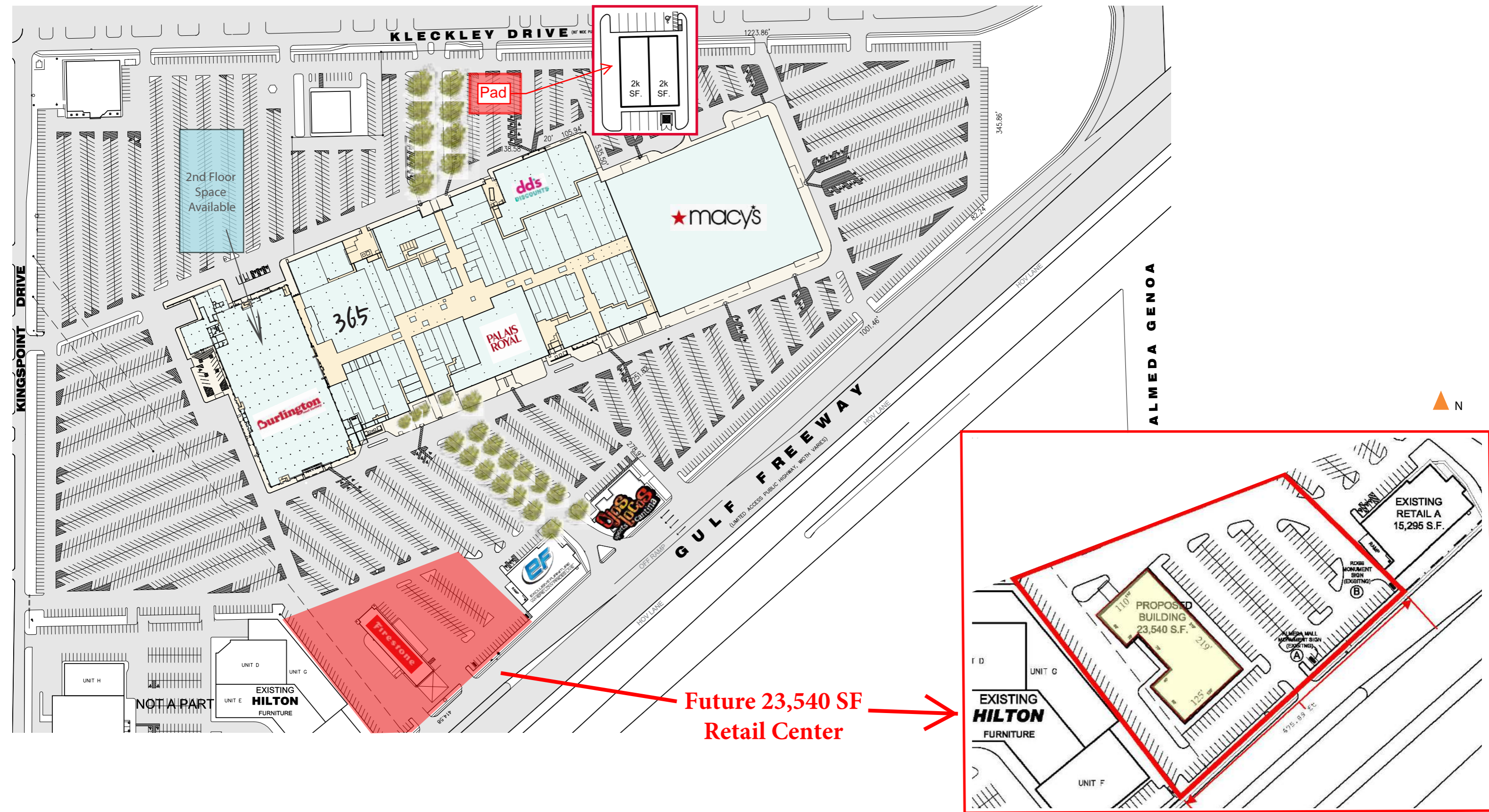
Food Court:

Great American Cookie	28.2%
Thirsty's	36.2%
Sam's Burgers	19.7%





# PAD AVAILABILITY & FUTURE I-45 RETAIL STRIP CENTER





# I-45 SIDE RENDERING



**AERIAL VIEW**

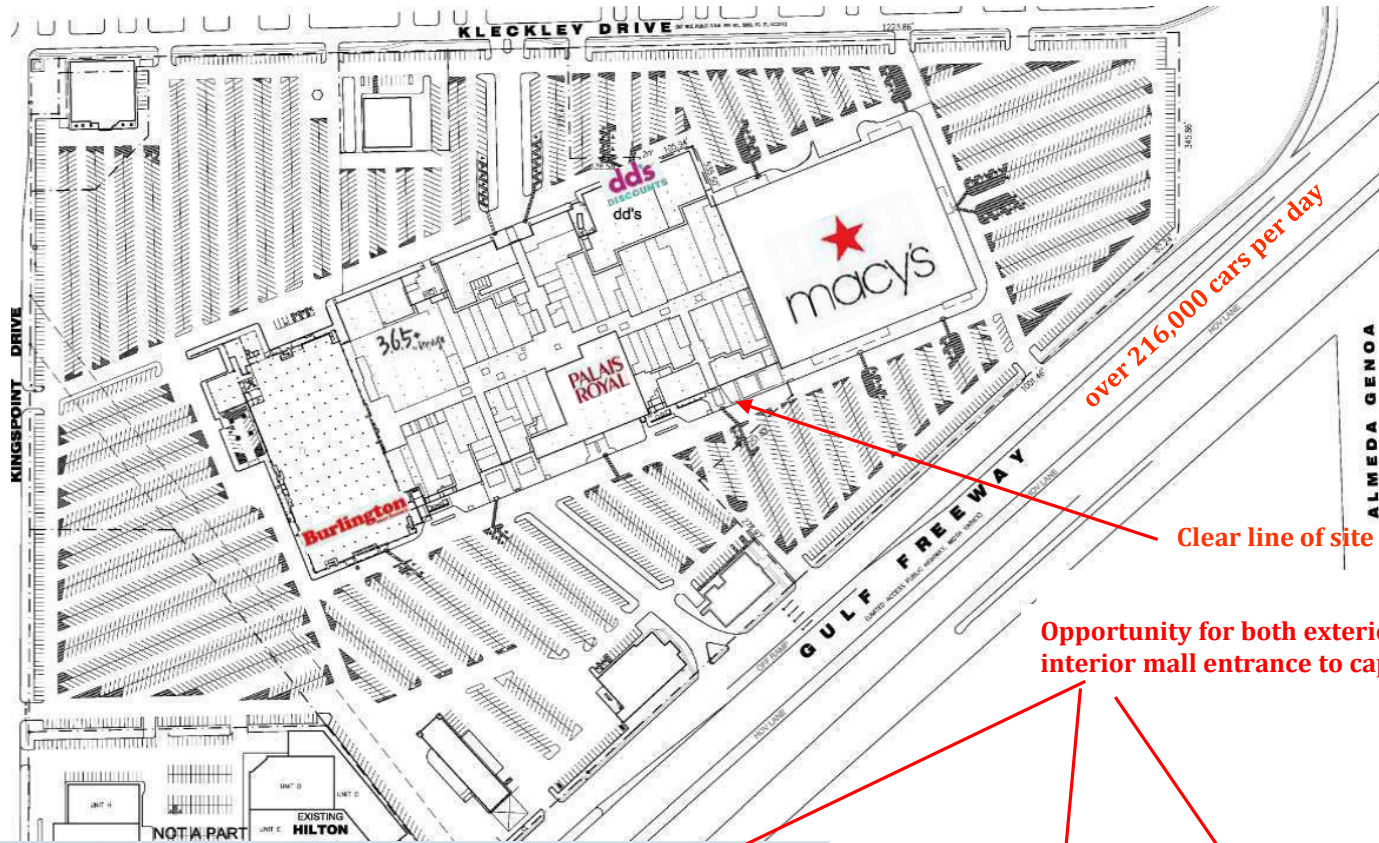
Power Center storefront facade available with exceptional visibility from I-45 where there are over 216,000 cars per day.

→ Pylon Sign & Electronic Reader Board





# EXCELLENT VISIBILITY FROM I-45



over 216,000 cars per day

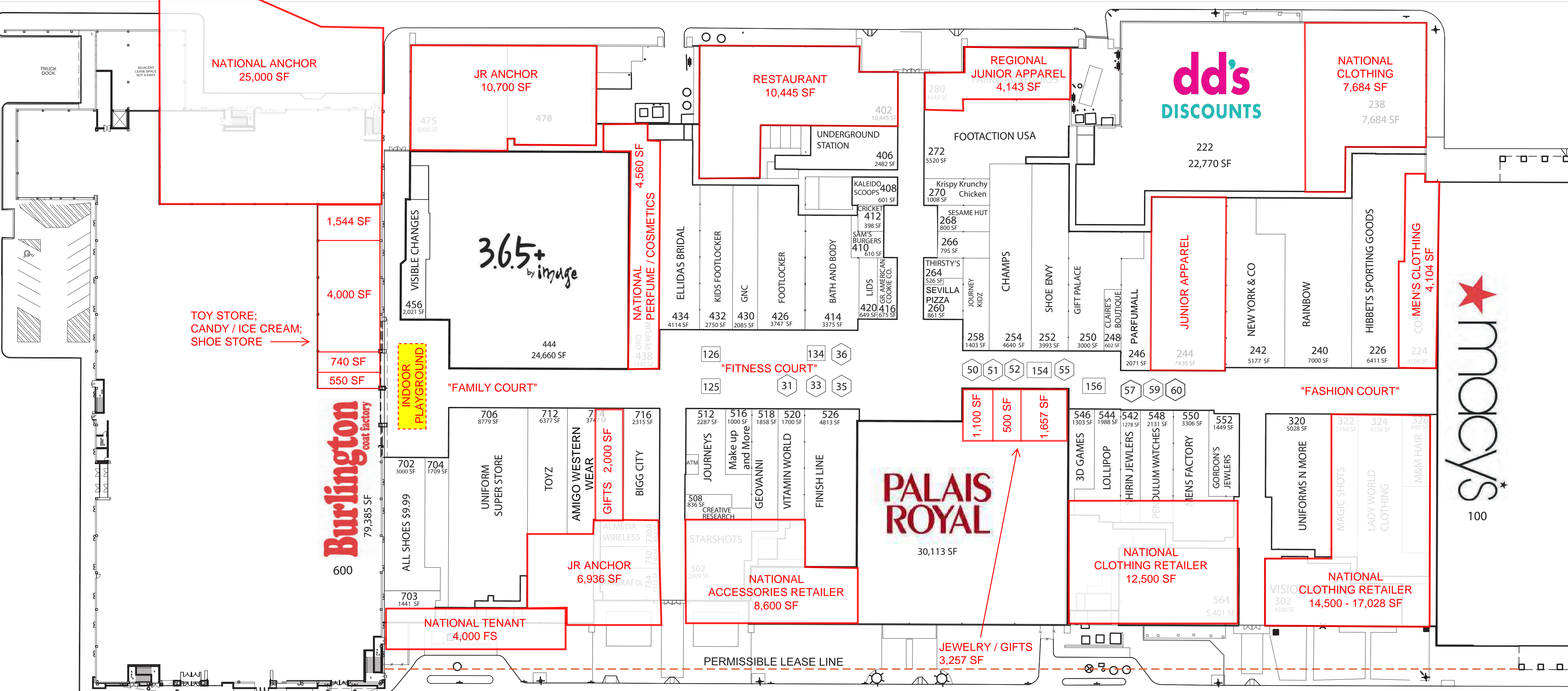
Clear line of site from cars on I-45

Opportunity for both exterior power center entrance & interior mall entrance to capture every customer





# REMERCHANDISING PLAN





# REDEVELOPMENT SYNOPSIS

The Redevelopment of the mall is nearly complete!  
This Redevelopment is improving the entire market for both Tenants and residents alike.

## COMPLETED REDEVELOPMENT TO DATE:

- \$27 million dollar remodeled Macy's
- DD's, Burlington Coat Factory and Ojos Locos Restaurant joined the Mall
- New Mall Entrances and upgraded Landscaping
- New Plyon Sign with Electronic Reader Board
- New Interior Playground
- Completely renovated Center Court and Common Areas
- Newly paved parking lot and new pole lighting



2013



2016



## 2016 REDEVELOPMENT CURRENTLY UNDERWAY:

- \$7 million dollar remodel/remerchandising
- Individualized Exterior Facades
- Additional multi-tenant buildings on I-45 and on Kleckley





BEFORE → AFTER



BEFORE → AFTER





BEFORE



AFTER



BEFORE



AFTER





## KLECKLEY DEVELOPMENTS

With the Church - Convention Center – Hotel Development on the former Target Site and the Adult Day Care Center, Alameda Mall traffic will continue to increase!

### *Mountain of Fire & Miracles Ministries Church*



### *Convention Center and Hotel Development*

Church construction is ongoing and should be complete by **July 2016**. They are spending approximately **\$3 million**.

**Convention** section will be open later with a **\$4 million** investment.

They **plan to buy more Land** and add a **hotel** and more parking.



### *Nha Toi Adult Day Care Center*

Now Open and can serve 350 members who come in the day time and return home in the evening.





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.

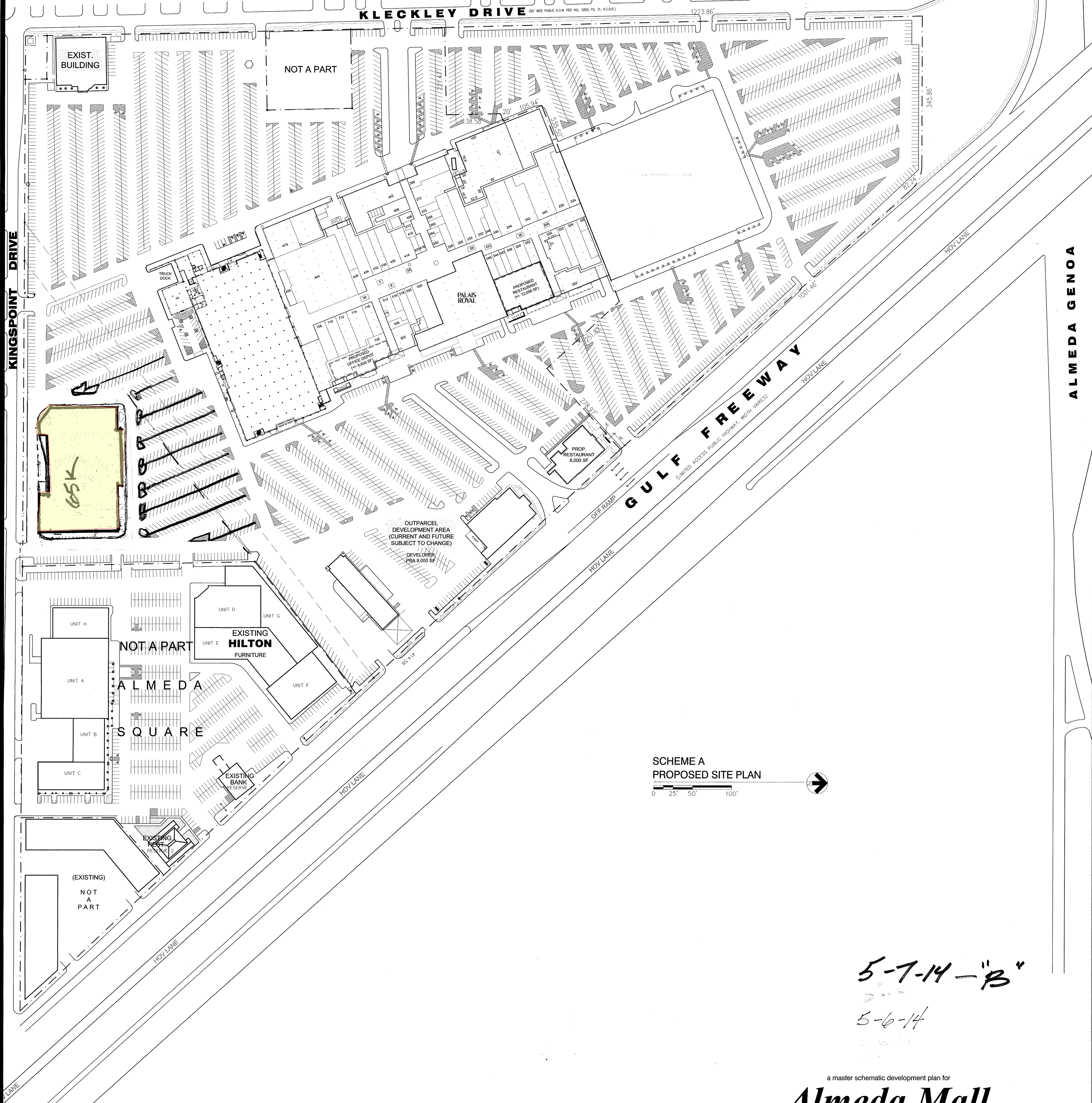
"Consumers form impressions of brands long before they ever use them, based on their perceptions and what they may know from trusted sources," said Joan Sinopoli, VP of brand solutions at Nielsen, which owns The Harris Poll. "This high-level equity is the gateway to eventual purchase; it also helps to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



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SCHEME A  
PROPOSED SITE PLAN  
0 25' 50' 100'

5-7-14 - "B"  
5-6-14

a master schematic development plan for  
**Almeda Mall**  
I.H. 45 @ Almeda Genoa  
Houston, Texas

exclusive leasing by prepared for a development by



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