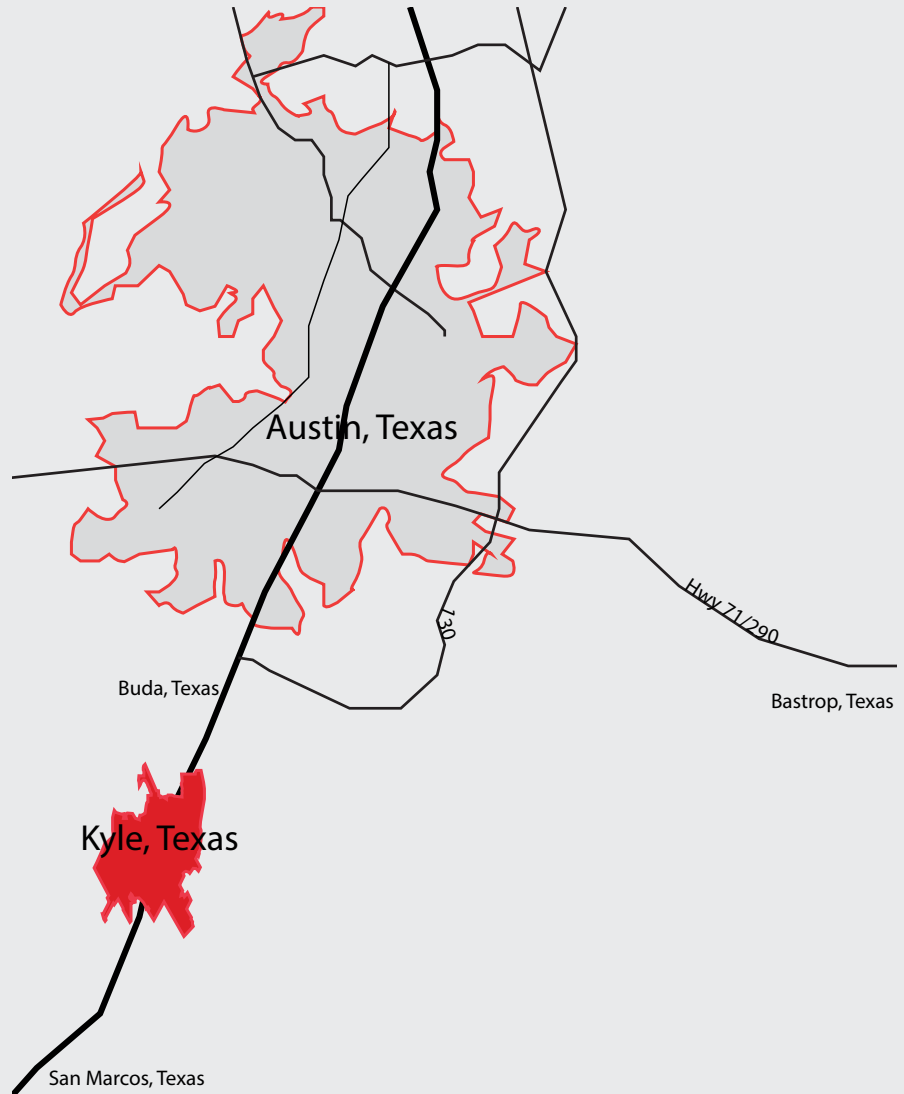


SUMMARY

The City of Kyle is poised to be the largest city in Hays County. Our population multiplied seven times over since the 2000 Census from 5,000 citizens to just over 56,500 in 2021.



KYLE'S CURRENT PTA HAS A POPULATION OF 313,000 AND \$7.5 BILLION IN RETAIL PURCHASING POWER. THE PTA SPANS FROM SOUTH AUSTIN, TO NORTHERN SAN MARCOS AND FROM WIMBERLEY TO TOLL ROAD 130 TO THE EAST OF KYLE.

**OVER 117,425
DAYTIME
WORKERS** located
within the Primary Trade
Area



Located within
miles of niche

**RESTAURANTS &
RETAIL NODES**

EVO
ENTERTAINMENT FILMS.

**HIGH PROFILE
INTERSTATE 35
FRONTAGE**



**STRONG PROXIMAL
TRAFFIC COUNTS**

156,668 VPD along
Interstate 35 and 38,376
VPD along FM 1626



**HIGH MEDIAN
HOUSEHOLD
INCOMES**

of \$75,752 within Kyle



KYLE, TEXAS

THERE IS APPROXIMATELY 2.5 MILLION SQUARE FEET OF RETAIL/ MIXED USE AT THE INTERSECTION OF I-35 AND FM 1626 ALONE. THERE IS AN ADDITIONAL 900,000 SQUARE FEET AT FM 1626 AND KOHLERS CROSSING AND AN ADDITIONAL 800,000 SQUARE FEET OF RETAIL/ MIXED USE SPACE ADJACENT TO HOME DEPOT AT EXIT 215, NOT INCLUDING ADDITIONAL PLANNED DEVELOPMENTS.

DEMOGRAPHIC OVERVIEW

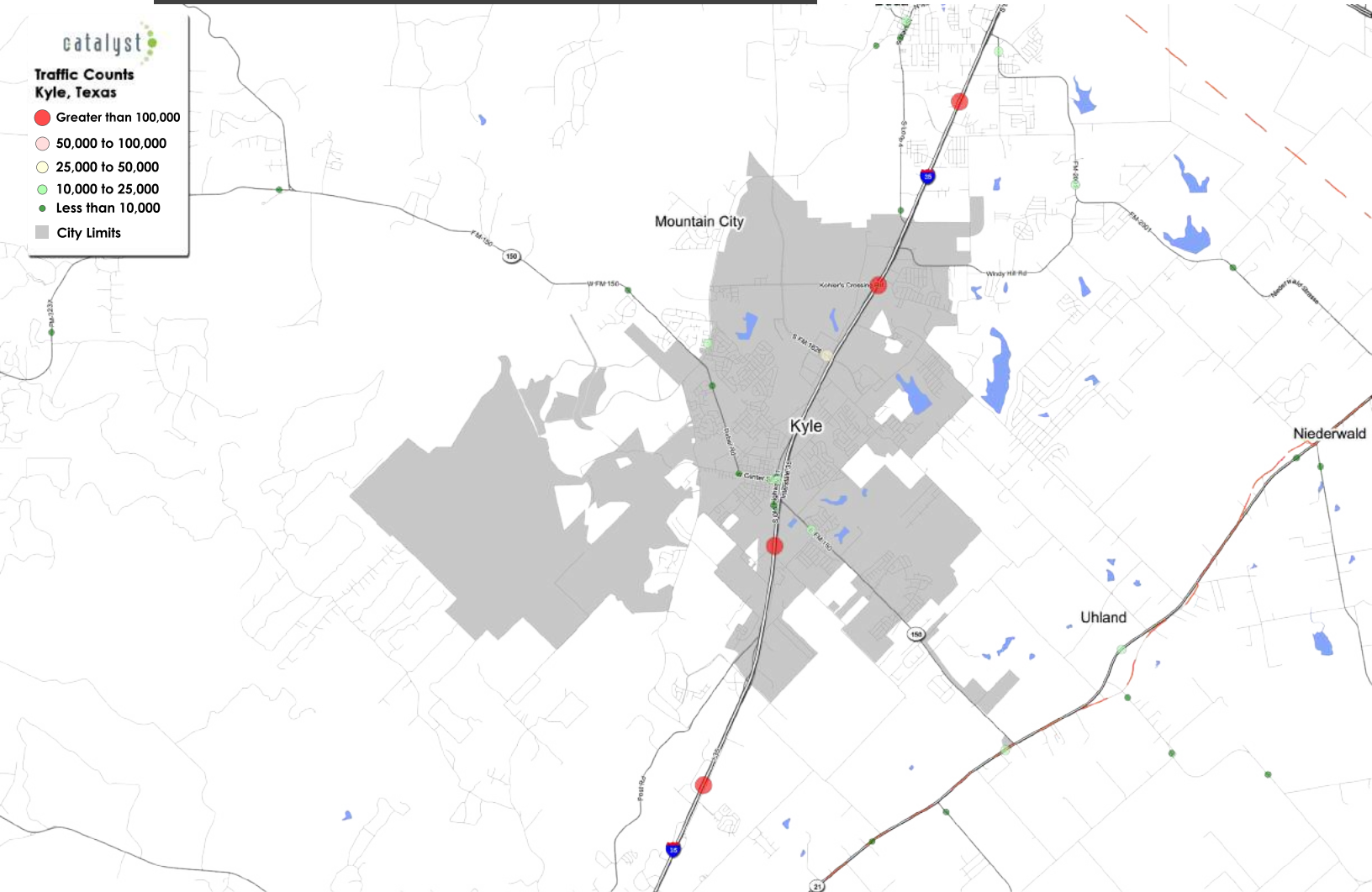
	1 MILE	3 MILES	5 MILES	CITY	TRADE AREA
Population	10,903	49,809	69,984	56,500	313,843
5-Year Projected Population	12,929	49,809	69,984	65,427	369,020
% Growth (5-Year Projected)	18.6%	17.0%	18.1%	15.8%	17.6%
Households	3,340	15,811	21,930	15,520	110,913
People Per Household	3.25	3.08	3.10	3.64	2.74
Median Age	31.9	31.8	31.6	31.6	31.9
Daytime Workers	3,436	16,169	20,958	16,046	117,425
Median HH Income	\$77,844	\$76,438	\$74,182	\$75,752	\$70,855



1-MILE

3-MILE

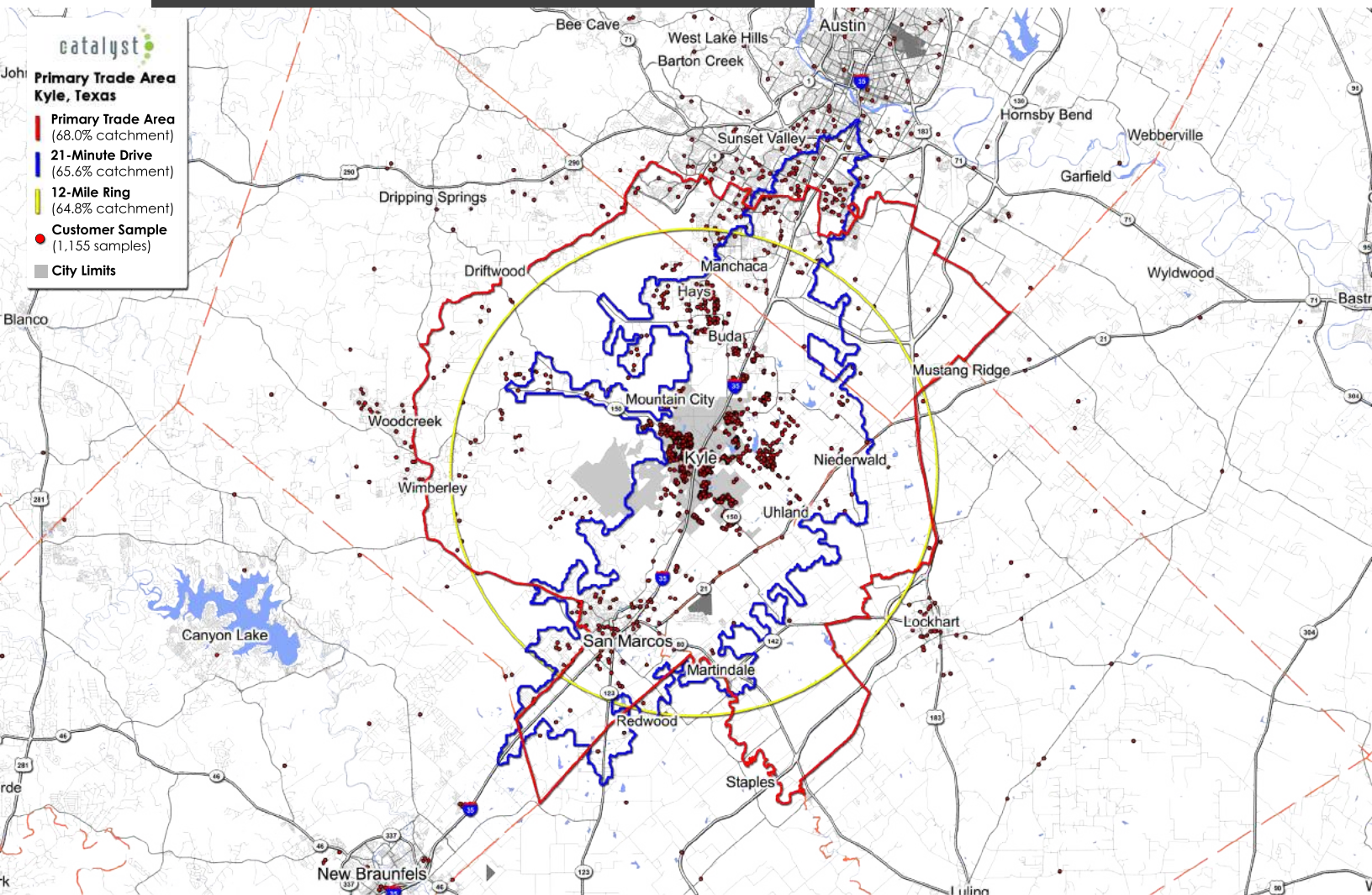
TRAFFIC COUNTS



Location	AADT
I-35 at Kohlers Crossing	126,823
I-35 North of CR 158	126,129
Kyle Pkwy West of I-35	28,390
FM 150 East of Lehman Rd	18,718
Center St West of Old Hwy 81	12,524
Jack C Hays Trl North of Witte Rd	11,784
Center St East of Old Hwy 81	10,835

Location	AADT
Center St East of FM 150	8,865
FM 150 North of Autumn Sage Pkwy	7,808
FM 150 West of Arroyo Ranch Rd	6,124
FM 967 North of I-35	3,897
Old Hwy 81 North of Center St	1,145
Old Hwy 81 North of I-35 On-ramp	1,023

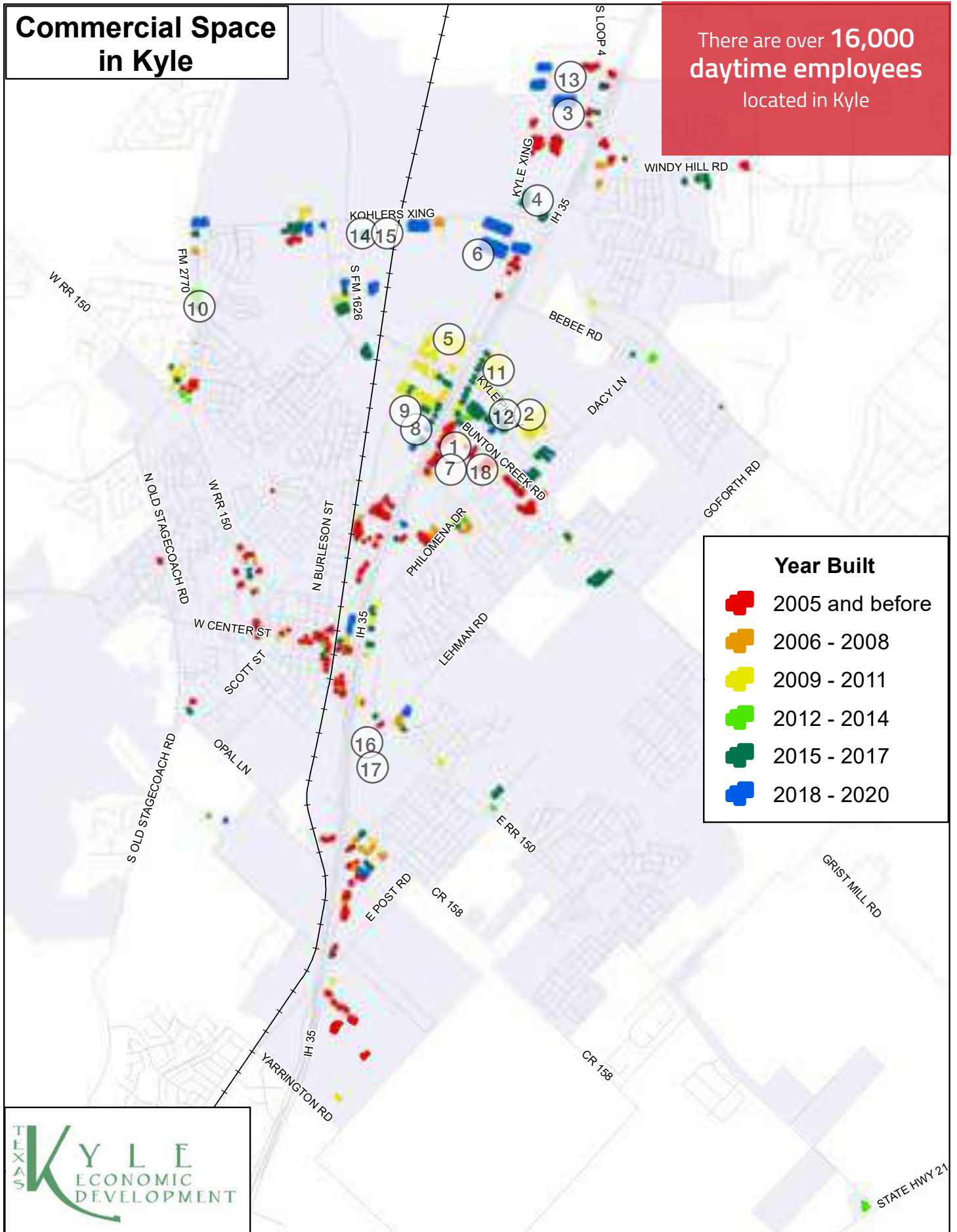
TRADE AREA




In 2011, Catalyst created the Primary Trade Area (PTA) for Kyle utilizing over 7,315 unique customer intercepts from the region. These samples were collected various locations, including 10 locations throughout Kyle, including key retailers and various shopping destinations. These samples were geocoded, combined, and analyzed at a targeted capture rate of 70% to define the Primary Trade Area of Kyle using block groups. The results are depicted in the map above, as the **Primary Trade Area** represents a catchment of 68% utilizing the underlying block groups. The 21-minute drive time is representative of 65.8% catchment, and the 12-mile ring represents 64.8% catchment. Only samples taken from within Kyle's City limits were utilized to construct the Primary Trade Areas.

Commercial Space in Kyle

There are over **16,000**
daytime employees
located in Kyle





The Kyle PTA is home
to over **117,000**
daytime employees

KYLE TOP EMPLOYERS

	EMPLOYER	EMPLOYEES
1	Hays CISD	3,500
2	Ascension Seton Hays	806
3	FedEX	500
4	Lowes Distribution	400
5	HEB Plus	208
6	Amazon Sorting Facility	200
7	Walmart	160
8	Target	154
9	Kohl's	120
10	Legend Oaks Healthcare Rehab	116
11	Lowes Retail Store	108
12	Warm Springs Rehab	100
13	AlSCO Linens	100
14	Austin Community College	80
15	RSI Inc	58
16	Construction Metal Products	40
17	Southwestern Pneumatic	40
18	Miscellaneous Steel Industries	30

Commercial Space in Kyle

Industrial Development

Hays Commerce
Center

Plum Creek

Kyle Crossing
Business Park

Year Built

- 2005 and before
- 2006 - 2008
- 2009 - 2011
- 2012 - 2014
- 2015 - 2017
- 2018 - 2020

Hays Commerce Center

Future Development

- Project Cranberry (food & Beverage mfg; 4.95 acres- property acquired; 72k SF build to suit; 80 employees)
- Project Lime Green 5.11 acres; build to suit; property acquired
- Project Clear (glass mfg; 3.39 acres- property under contract; 42k SF Build to suit; 40 employees)
- Two spec industrial buildings planned just south of Alsco
- Building 1- 108k SF; Building 2- 68k SF
- Project Carnation Pink (Food & Beverage Mfg) 50k SF tenant at building 1
- Hays Logistics Building II planned 206k SF spec industrial

Existing Development

- FedEx, 222k SF; 500 employees
- Alsco Linens; 99k SF; 100 employees
- Athletic Performance Solutions 60k SF building; 8 employees; leasing 25k SF to TX Installs

Kyle Crossing Business Park-Majestic

Existing

- Building 1- Amazon Sorting Center- 200 employees; 300k SF
- Building 2- Lowes Distribution - 400 employees; 120k SF
- 108K SF for lease in building 2

Plum Creek

Existing

- ACC 80 employees
- identify primary campus with 2,000 students
- Identify First Responders Training Facility
- identify all 97 acres for multiple phases planned
- RSI; 70k SF; 58 employees
- Austin Regional Clinic & surrounding office/retail/medical
- HCISD Performing Arts Center
- Baylor Scott and White 25 employees
- Retail/Office/Medical (ARA, Summer Moon, Texican, etc.)

Under Construction

- ENF Technology; 70k SF; 50 employees.
- Plum Creek Industrial Park (Northpoint)
- 444k SF spec industrial (2 buildings)
- Viking Supply Net (leasing 68k SF at building 1; 20 employees)
- Estimated employment based on SF and existing facilities in other parts of the country
- Building 1 +120 employees
- Building 2 +172 employees
- Future Development of Northpoint
- Phase II planned approx. 500k SF
- Estimate employment 3rd building +172
- Estimated employment 4th building +104

Miscellaneous Future Development

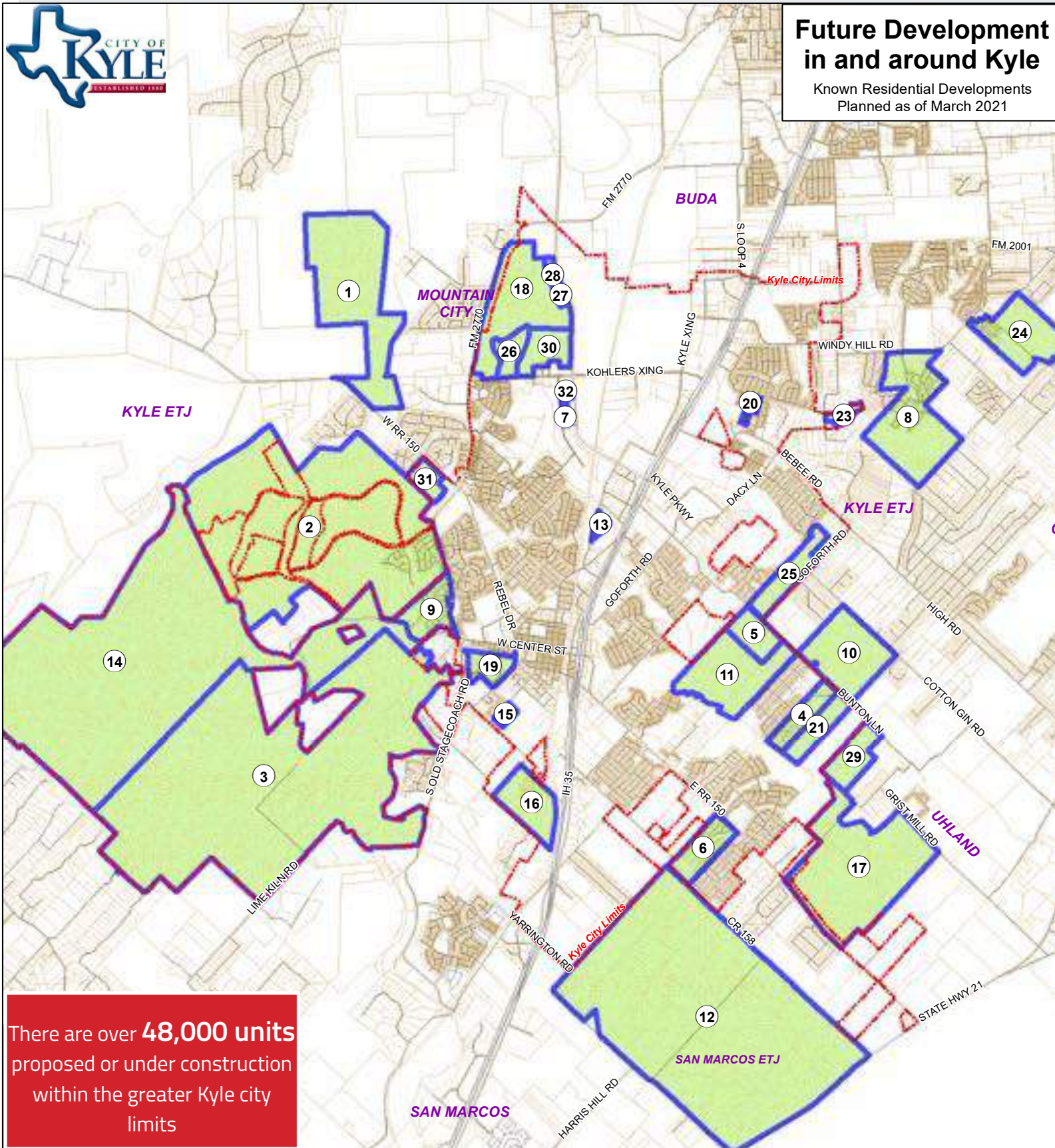
- Police Headquarters
- Plum Creek Uptown/Veterans Memorial Park-
- Area 6 zoned for mixed-use development; 165 acres
- Plum Creek Area 10 (park)

RESIDENTIAL DEVELOPMENT



Future Development in and around Kyle

Known Residential Developments
Planned as of March 2021

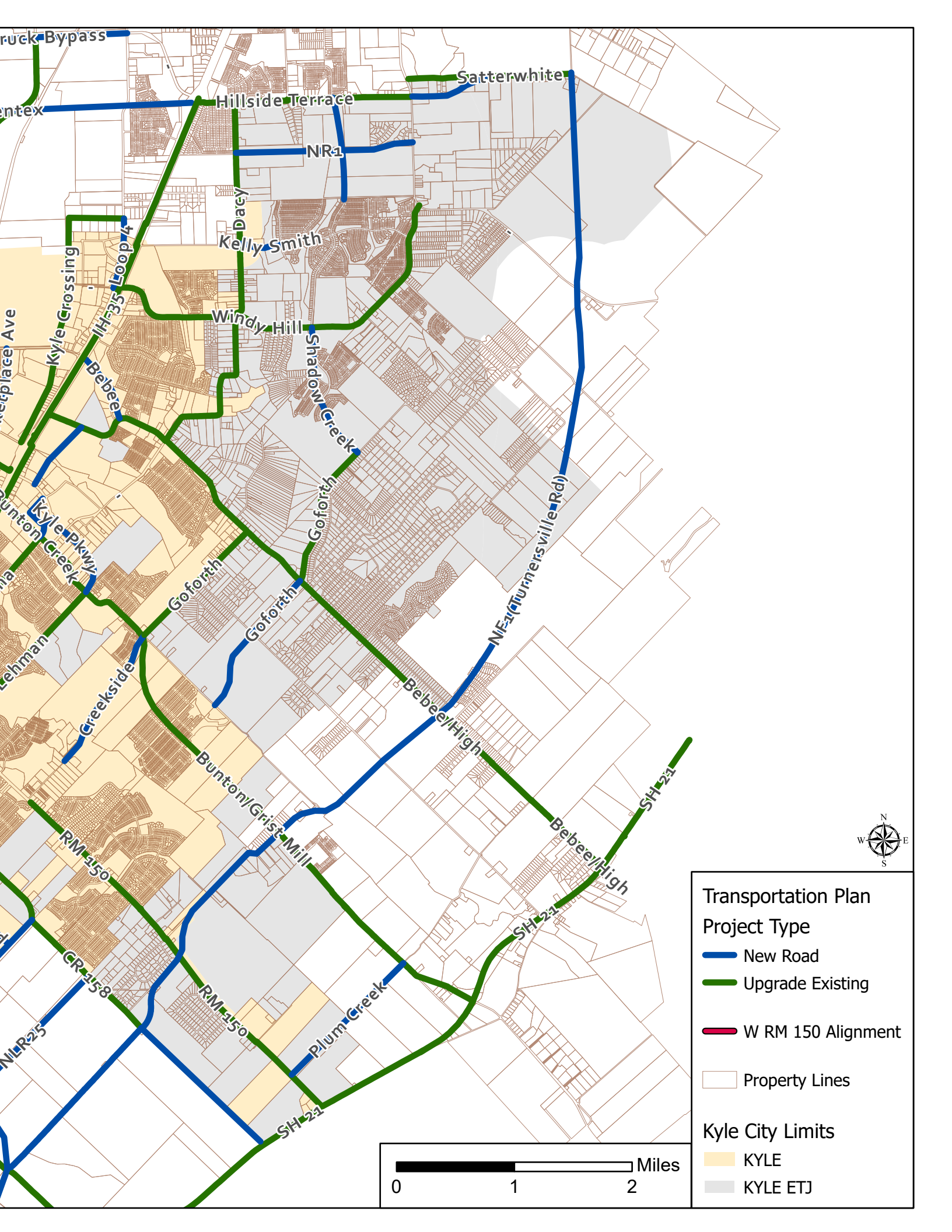


There are over **48,000 units** proposed or under construction within the greater Kyle city limits

	Project Name	# of Units	Status	Estimated Start
1	Anthem	1,596	Under Construction	2019
2	Blanco River Ranch/Six Creeks	4,221	Under Construction	2018
3	BRI/McCoy	8,200	Concept	2020
4	Bunton Reserve	355	Under Construction	2017
5	Casetta Ranch	375	Under Construction	2019
6	Cool Springs	388	Under Construction	2017
7	Cromwell at Plum Creek Apts	263	Under Construction	2019
8	Crosswinds MUD	1,750	Under Construction	2017
9	Cypress Forest	337	Under Construction	2016
10	Kyle Estates East (Walton)	2,500	Concept	2022
11	Kyle Estates West (Walton)	2,600	Concept	2021
12	La Salle MUD	7,600	Approved	2020
13	Marketplace R-3-3	300	Concept	2021
14	Nance Tract	9,000	Concept	2022
15	Opal Ranch	69	Approved	2020
16	Paramount	539	Under Construction	2018
17	Pecan Woods	2,600	Concept	2020
18	Plum Creek Phase 2	1,404	Under Construction	2019
19	Stagecoach	270	Under Construction	2018
20	Sunset Hills	210	Under Construction	2018
21	Twin Creeks	400	Concept	2021
22	Dacy Lane Apartments	330	Under Construction	2020
23	Trails at Windy Hill	1,026	Under Construction	2019
24	Schlortt Property	300	In Review	2020
25	Plum Creek Phase 2 Section 1	200	Under Construction	2020
26	Urbana Homes	144	Under Construction	2020
27	1880 at Plum Creek	129	Under Construction	2020
28	Wukasch Tract	250	In Design	2021
29	Plum Creek Uptown	300	In Review	2020
30	Kyle 57	221	In Review	2021
31	Sage at Plum Creek	184	Under Construction	2020

YEAR	ROAD PROJECT COMPLETED
2016	PHILOMENA UPGRADE
2016	MARKETPLACE AVE EXTENSION
2018	BUNTON CREEK RD UPGRADE
2020	KYLE CROSSING UPGRADE
2020	BURLESON ST UPGRADE
2020	LEHMAN RD UPGRADE
2020	WINDY HILL UPGRADE

YEAR	ROAD PROJECT COMPLETED
2016	PHILOMENA UPGRADE
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2018	BUNTON CREEK RD UPGRADE
2020	KYLE CROSSING UPGRADE
2020	BURLESON ST UPGRADE
2020	LEHMAN RD UPGRADE
2020	WINDY HILL UPGRADE



Transportation Plan
Project Type

- New Road
- Upgrade Existing
- W RM 150 Alignment

Property Lines

Kyle City Limits

- KYLE
- KYLE ETJ

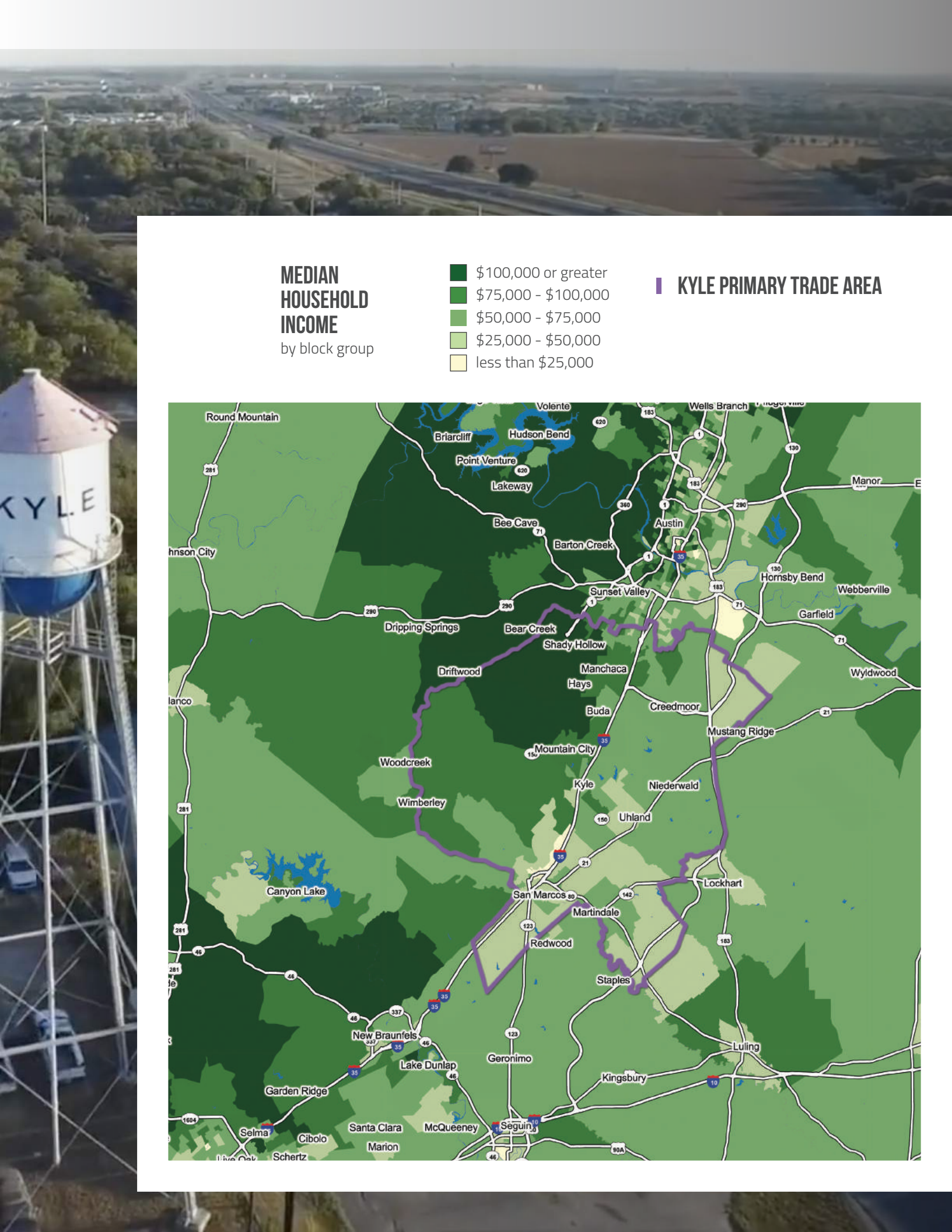
MEDIAN HOUSEHOLD INCOME



Kyle has some
of the **highest
incomes** in Hays
County.

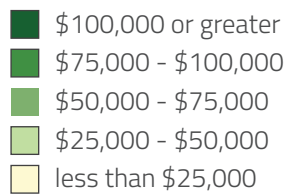
MEDIAN HOUSEHOLD INCOME by year

MILES	2020	2025
1 Mile	\$77,844	\$81,374
3 Miles	\$76,438	\$81,117
5 Miles	\$74,182	\$78,540
City	\$75,752	\$80,037
Primary Trade Area	\$70,855	\$75,094

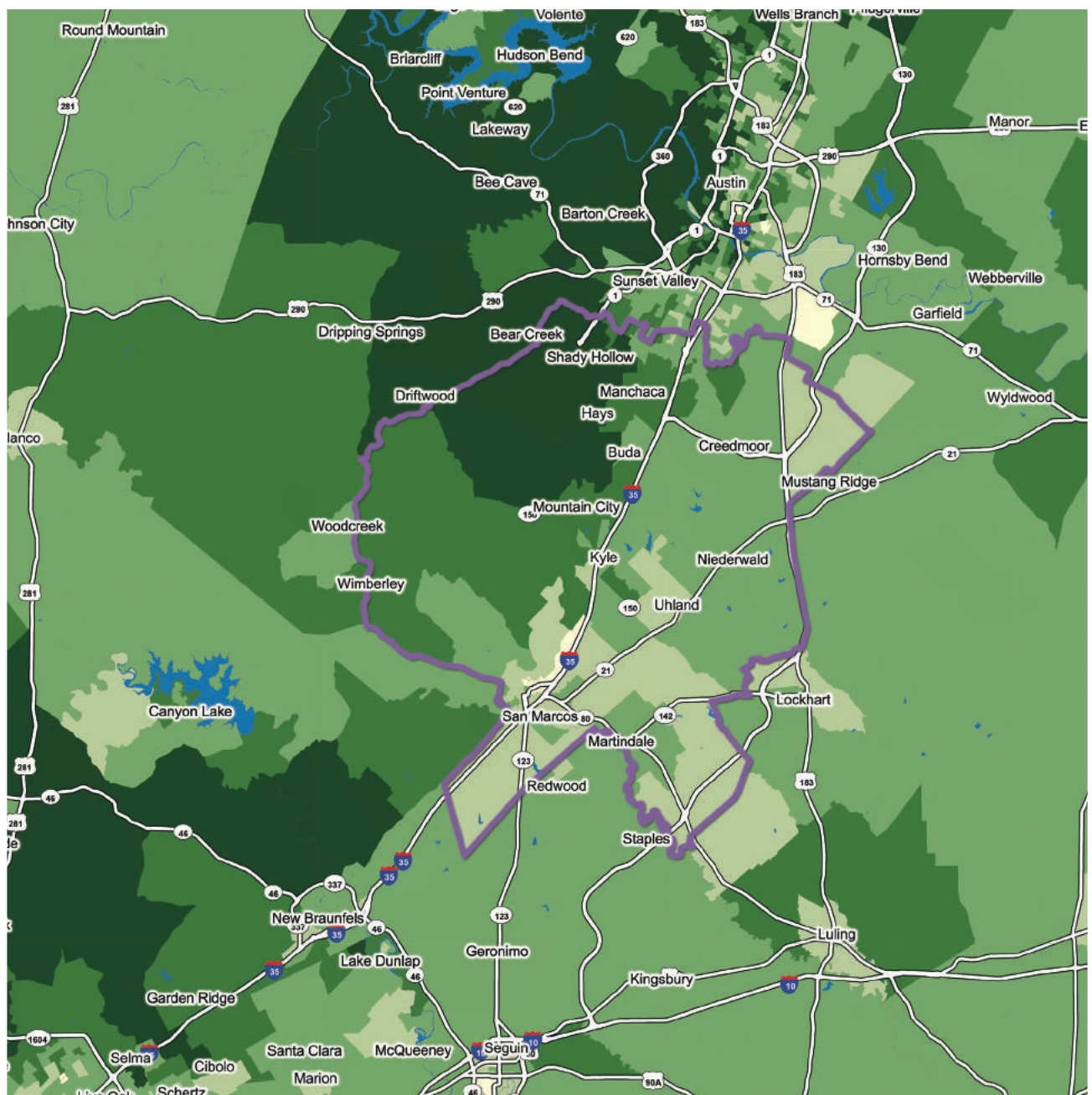


MEDIAN HOUSEHOLD INCOME

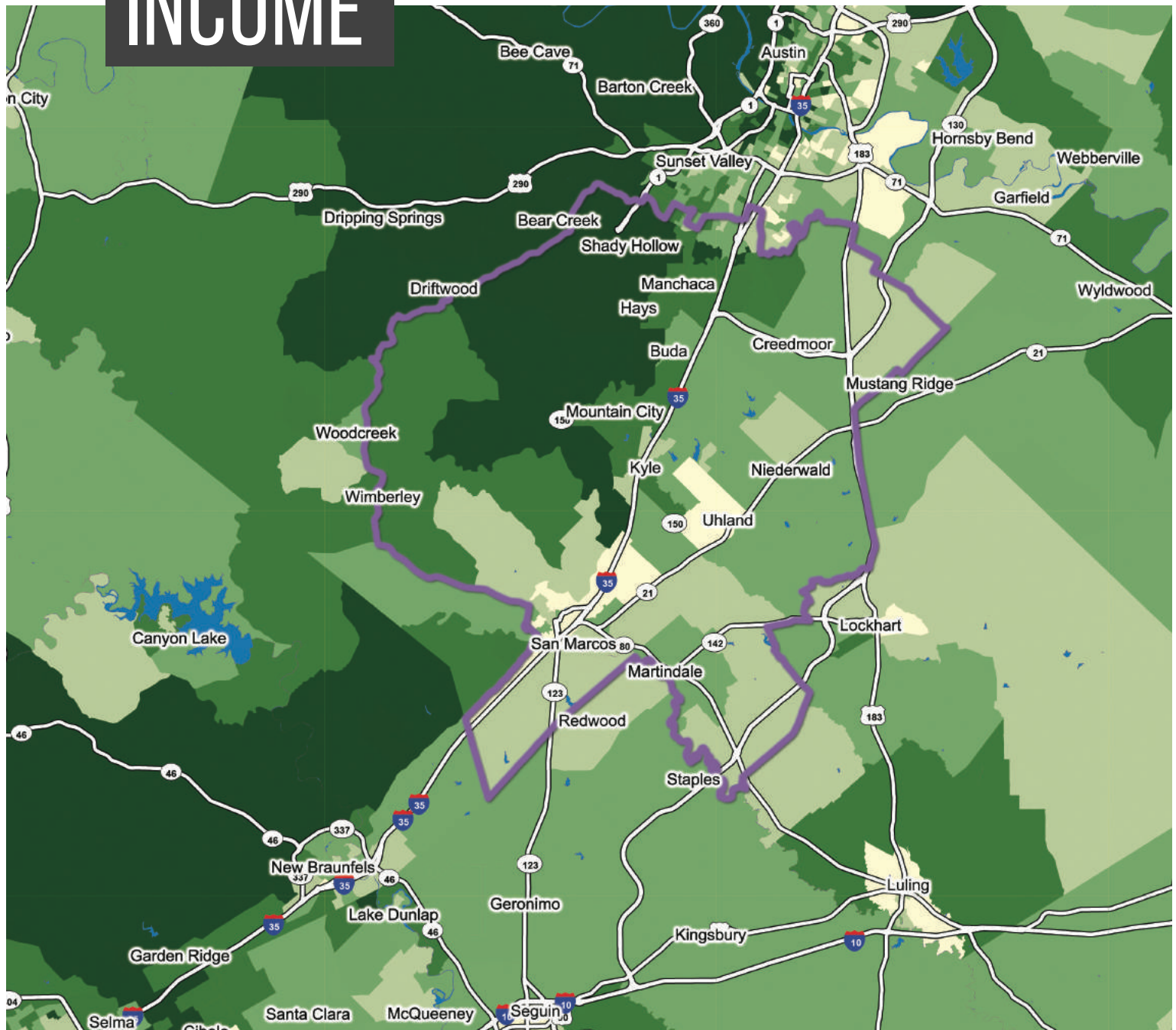
by block group








KYLE PRIMARY TRADE AREA



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

KYLE PRIMARY TRADE AREA

DISPOSABLE INCOME BY AGE OF HOUSEHOLDER (Primary Trade Area)

	<25	25-34	35-44	45-54	55-64	65-74	75+
<\$24,999	41%	19%	10%	10%	15%	20%	34%
\$25,000-\$49,999	35%	29%	18%	18%	20%	24%	25%
\$50,000-\$74,999	13%	25%	21%	22%	25%	25%	21%
\$75,000-\$99,999	5%	10%	20%	17%	16%	10%	9%
\$100,000 +	5%	17%	31%	33%	25%	21%	11%
Median Disposable Income	\$28,521	\$51,377	\$75,911	\$75,228	\$63,286	\$53,850	\$39,681
Average Disposable Income	\$38,186	\$62,824	\$86,551	\$93,143	\$80,154	\$70,303	\$52,565



HOUSEHOLDS BY DISPOSABLE INCOME

	CITY	5-MILES	PRIMARY TRADE AREA
<\$15,000	4.0%	5.3%	4.5%
\$15,000-\$24,999	7.3%	7.7%	7.0%
\$25,000-\$34,999	9.0%	9.4%	7.2%
\$35,000-\$49,999	14.6%	14.5%	13.2%
\$50,000-\$74,999	29.8%	29.0%	32.8%
\$75,000-\$99,999	15.9%	15.1%	16.6%
\$100,000-\$149,999	13.7%	13.2%	12.8%
\$150,000-\$199,999	3.0%	3.0%	3.1%
\$200,000+	2.5%	2.6%	2.7%
Median Disposable Income	\$59,488	\$58,214	\$60,437
Average Disposable Income	\$72,102	\$70,792	\$72,786



#1 Best Place to Live, **No. 4 Best City to Build a Forever Home**, #9 America's Top City for Young Entrepreneurs. "**No. 4 Best City for Small Businesses**" #3 Best City in the U.S. to Start a Family, 9th fastest growing MSA in the country. **No. 9 Top City for Millennials**. Metro area ranks highly among nation's most educated cities. **Three of the nation's 10 largest cities - Houston, San Antonio and Dallas - are no more than three hours away.** Workforce of over 1.1M in the Austin MSA. **Austin is within 250 miles of 4 of the top US Ports.** Median age of 33.8 - workforce is young, diverse and highly skilled. **27 public and private universities and colleges with an additional 95 four-year universities within 200 miles.** Over 40% of Austin area residents age 25 and over hold a bachelor's degree. **Forbes calls Austin "America's No. 1 Boom Town"** - evaluated based on workforce quality, capacity for innovation, low cost of doing business, and the quality of life that Central Texas affords.

For more information visit: <https://kyleed.com>

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Lauren Lyons | Economic Development Coordinator

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