



A Texas Main Street City that Bricked the World

*Market Analysis
& Retail Category Recommendations
For Targeted Properties In Ferris Texas*

THE CITY OF FERRIS, TX

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Executive Summary

Catalyst was retained by the City of Ferris to conduct a market analysis and to determine catalytic potential for a series of parcels within Ferris. The majority of the identified parcels are located along Interstate 45 and would likely be able to leverage the large amount of frontage along the Interstate. The identified parcels not located along Interstate 45 are located on FM Road 664 and FM Road 660.

As part of Phase 1, Catalyst was engaged by the City of Ferris to complete a strategic plan, which outlined a strategic approach for increasing the city’s economic through multiple industry sectors, including retail attraction. As part of Phase 1, a leakage analysis was conducted to identify under-supplied and over-supplied retail categories in Ferris to understand existing retail conditions within the city. This analysis was extended in this market analysis to provide more refined local market insight.

Why Ferris?

The Ferris market is ripe for growth in the coming years for a number of reasons. Perhaps the most important feature within Ferris that drives demand is Interstate 45. Many towns similarly sized to Ferris do not have interstate frontage that Interstate 45 offers. I-45 connects Dallas and Houston and carries significant traffic through

Ferris. As the growth between Dallas and Houston continues, the volume of traffic – and therefore, exposure – of Ferris will increase.

The growth in the “Texas Triangle” (defined as the area bounded by Interstates 45, 35, and 10) is important, but more prominent for Ferris is the rapid growth occurring within the Dallas – Fort Worth Metroplex. The Metroplex is currently the fourth largest MSA in the nation, and is anticipated to continue rapid growth in the coming decades. This rapid growth creates an opportunity for Ferris to capitalize on anticipated growth and position the city to capture future success.

Ferris also creates a unique and valuable opportunity for retailers due to the lack of barriers of entry. The lack of widespread competition within the city for retailers creates an opportunity to capture a wide customer base. This opportunity to capture such a broad population makes Ferris an appealing market for retailers.

Based on workforce generated retail demand, Catalyst found a total of over 6,000 SF in supportable retail space. An analysis of commuter generated retail demand found there is over 7,900 SF in supportable retail space. Together these



two retail generators combine for over 13,900 SF in unmet demand for new retail space.

A residential leakage analysis was conducted for Ferris using bands of 0-3 miles, 3-5 miles, 5-10 miles, and 10-20 miles. The leakage analysis, which provides supply and demand totals for individual retail categories – found over an additional 227,500 SF in unmet retail demand across all retail categories.

The retail category with the largest amount of retail demand found was for general merchandise Stores, with potential for over 35,000 SF in unmet retail demand. Grocery Stores had the second largest amount of unmet retail demand with over 31,000 SF. The combined demand for restaurant was found to have over 37,000 SF in unmet retail demand citywide.

Existing Conditions

DEMOGRAPHICS

Population

According to STI Popstats, the 2015 population in Ferris is estimated to be 2,492. Population growth between 2010 and 2015 was slow, at just 2.3%, but growth is anticipated to increase at a much higher rate between 2015 and 2020 at 4.9% (STI Popstats). Based on this growth, the 2020 projected population in Ferris is 2,615 (STI Popstats). The increasing population will help drive further retail demand in the coming years, so strategically activating the identified parcels will become increasingly important in both the short- and long-term.

The estimated 2015 population in Ellis

County is 159,617, up from 149,629 in 2010 (STI Popstats). The population of Ellis County is anticipated to grow 11.6% between 2015 and 2020 to a projected 178,060 (STI Popstats). Based on population projections, the anticipated growth for Ellis County between 2010 and 2020 is 19.0% (STI Popstats). According to data from the North Central Texas Council of Governments (NCTCOG), Ellis County is anticipated to grow over 91% between 2010 and 2050. Based on these projections, Ellis County will be the fifth fastest growing county within the 14-county NCTCOG region. Ferris will unquestionably capture a portion of this population growth, which increases the importance of strategic activation of parcels within the city.

Age

According to STI Popstats, the 2015 median age in Ferris is 33.8, which is lower than Ellis County (36.8) and the Dallas-Fort Worth MSA (36.6). The largest age cohort is the 0 – 18 age group (also known as Generation Z) with 29.2% of the total population (STI Popstats). The 50 – 75 age cohort (Baby Boomers) is the second largest generation in Ferris with 25% of the population (STI Popstats). Millennials, or those aged between 18 and 35, make up 23.7% of the total

Median Age Comparison	
Locality	Age
Ferris	33.8
Ellis County	36.8
Dallas County	35.6
DFW MSA	36.6

population, and the 35 – 50 age group (Generation X) make up 18.3% of the total population (STI Popstats). Roughly 3.8% of the population in Ferris is older than 75 (STI Popstats).

Household Characteristics

Based on 2015 statistics, there are an estimated 782 households in Ferris, which equates to an average household size of 3.19 (STI Popstats). The 2015 median home value within the city is \$94,240 and is anticipated to increase 26% by 2020 to a median value of \$118,878 (ESRI). The majority of homes in Ferris are valued at less than \$100,000 (54.6% of all homes), and 35% of all homes are valued between \$100,000 - \$199,999 (ESRI). Approximately 10.4% of all homes are valued greater than



\$200,000 within the city (ESRI). Over 64% of households in Ferris are owner-occupied and approximately 35% are renter-occupied (STI Popstats).

Income

The median household income in Ferris, based on 2015 statistics, is estimated at \$43,059 (STI Popstats). This is compared to \$64,771 within Ellis County and \$68,000 within the Dallas-Fort Worth MSA (STI Popstats). Approximately 44% of households in Ferris earn less than \$34,999 annually (STI Popstats). The second largest percent of households in Ferris (15%) earn between \$75,000 and

\$99,999 annually, and the third largest percent of households (14.6%) earn between \$50,000 and \$74,999 annually (STI Popstats). More than 12% earn greater than \$100,000 annually (STI Popstats). STI Popstats reports the 2015 average household income in Ferris as \$52,549.

PSYCHOGRAPHICS

Catalyst also completed a psychographic analysis using the Ferris city limits as the geography for analysis. In total there were four tapestry segments found within Ferris.

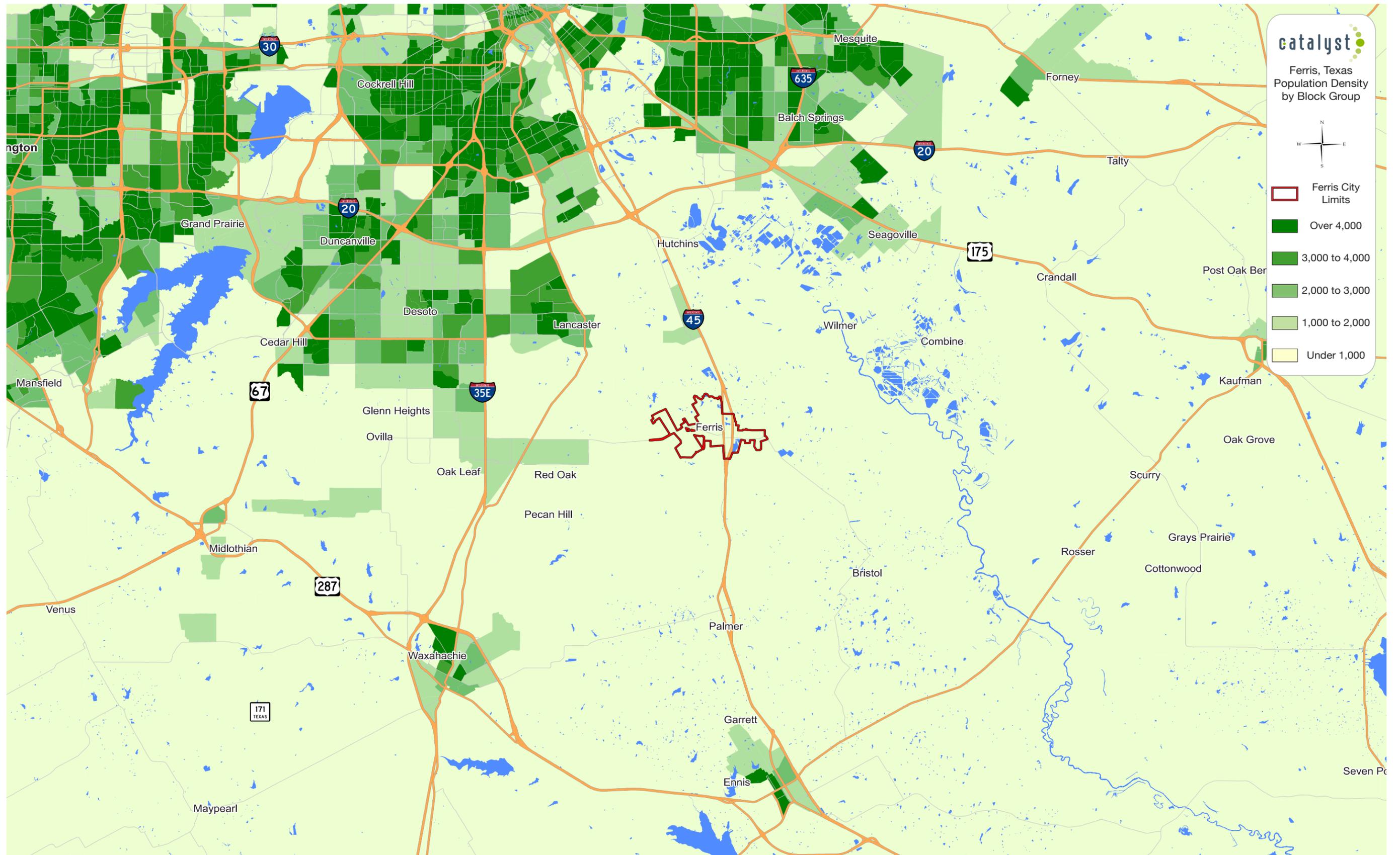
MEDIAN HOUSEHOLD INCOME (2015)	
Locality	HH Income
Ferris	\$43,059
Ellis County	\$64,771
Dallas County	\$59,629
DFW MSA	\$68,000

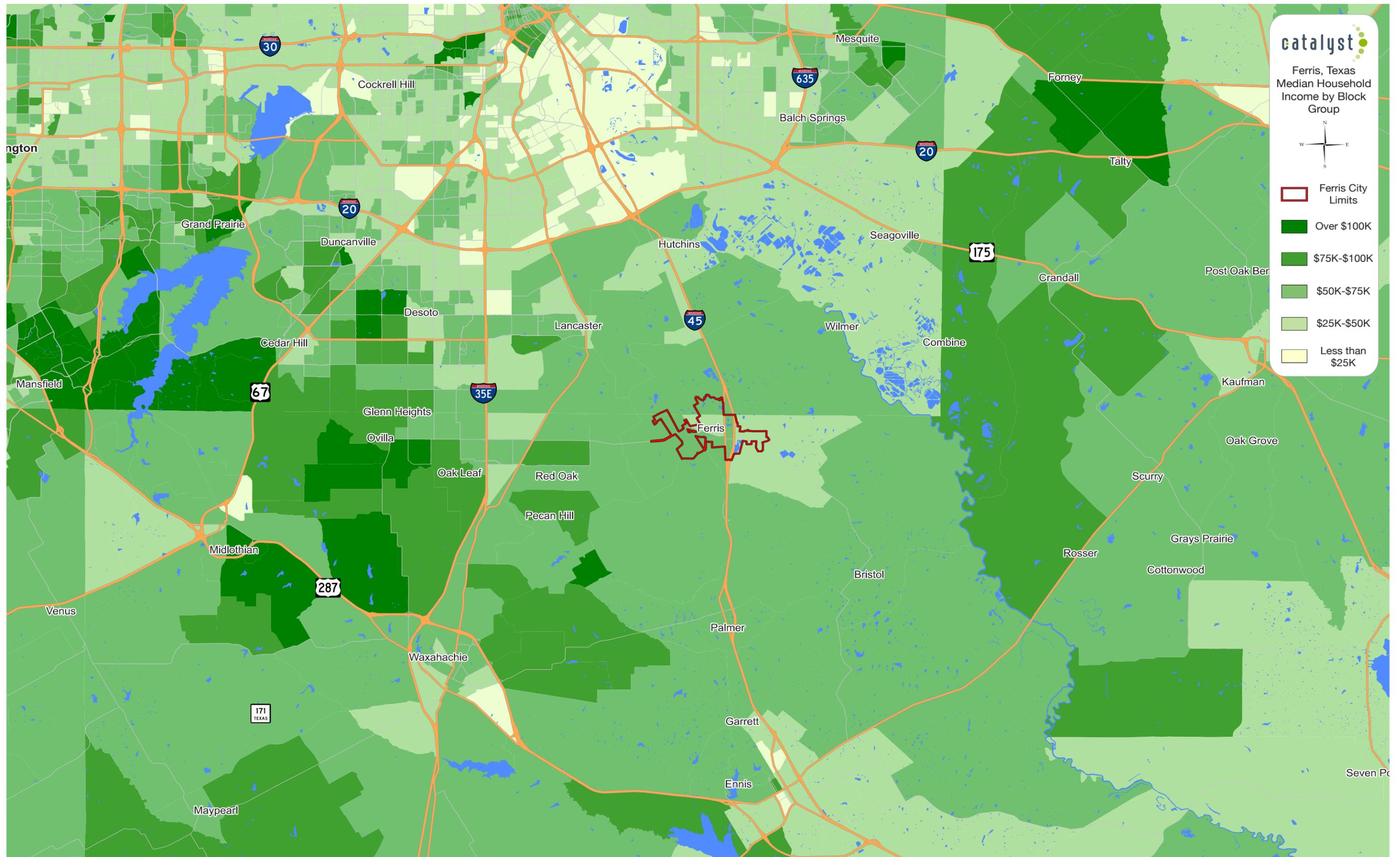
POPULATION COMPARISON				
	2000	2010	2015	2020
Ferris	2,371	2,436	2,492	2,615
Ellis County	111,358	149,629	159,617	178,060
Dallas County	2,219,263	2,368,533	2,507,759	2,646,124
DFW MSA	5,161,637	6,371,767	6,895,581	7,582,421

POPULATION GROWTH				
	2010-2015	2015-2020	2010-2020	2000-2020
Ferris	2.3%	4.9%	7.4%	29.0%
Ellis County	6.7%	11.6%	19.0%	59.9%
Dallas County	5.9%	5.5%	11.7%	19.2%
DFW MSA	8.2%	10.0%	19.0%	46.9%

PSYCHOGRAPHIC SEGMENT	PERCENTAGE OF POPULATION	DESCRIPTION
Traditional Living	36.2%	Primarily married-couple households who are homeowners in low-density neighborhoods. This segment is fairly young and are mostly employed in blue-collar professions. The primary race/ethnicity is white, and many households are just starting their families and professional careers.
Hardscrabble Road	35.7%	Primarily family households that are renter-occupied in densely populated areas. This segment is younger due to the large amount of children in households. Occupations are almost exclusively blue-collar, and the majority of households are working hard to get by.
Southern Satellites	28%	Most households are owner-occupied and are found in rural and small urban areas. Due to the older occupants, most households do not have children present. Most are occupied in blue-collar industries, although a large portion hold college diplomas.
Rural Bypasses	0.1%	This segment embraces rural areas and outdoor activities. Most households are married-couple households, and many residents are retired. Those that are still working are typically employed in blue-collar industries, and almost all households are owner-occupied.

	HOUSEHOLD INCOME COMPARISON					
	\$0 - \$34,999	\$35,000 - \$49,999	\$50,000 - \$74,999	\$75,000 - \$99,999	\$100,000 - \$149,999	\$150,000+
Ferris	44.0%	14.2%	14.6%	15.0%	9.5%	2.7%
Ellis County	25.8%	13.1%	20.3%	15.5%	16.7%	8.7%
Dallas County	34.2%	14.7%	18.5%	11.2%	11.7%	9.7%
DFW MSA	28.3%	13.3%	18.5%	12.8%	15.0%	12.1%





Macro View

Position and Access

Ferris is located approximately 20 miles south of Dallas along Interstate 45. The majority of the city is located within Ellis County, although the northern portion of the city limits extend into neighboring Dallas County. Central Street (also known as Interstate 45 Business) is a major road connecting Interstate 45 to the residential core of Ferris. The two major east-west thoroughfares in Ferris are FM 664, which is located west of Interstate 45, and FM 660, which is located east of Interstate 45.

Economic Conditions

The Texas economy has fared well in recent years, and projections for the state economy are generally favorable as well. The economy within the Dallas-Fort Worth area is anticipated to continue its strong performance in the coming years. As this strong economic performance continues, it will become increasingly important for the city of Ferris to position itself to position itself to capitalize upon the strong regional economy.

Population Growth

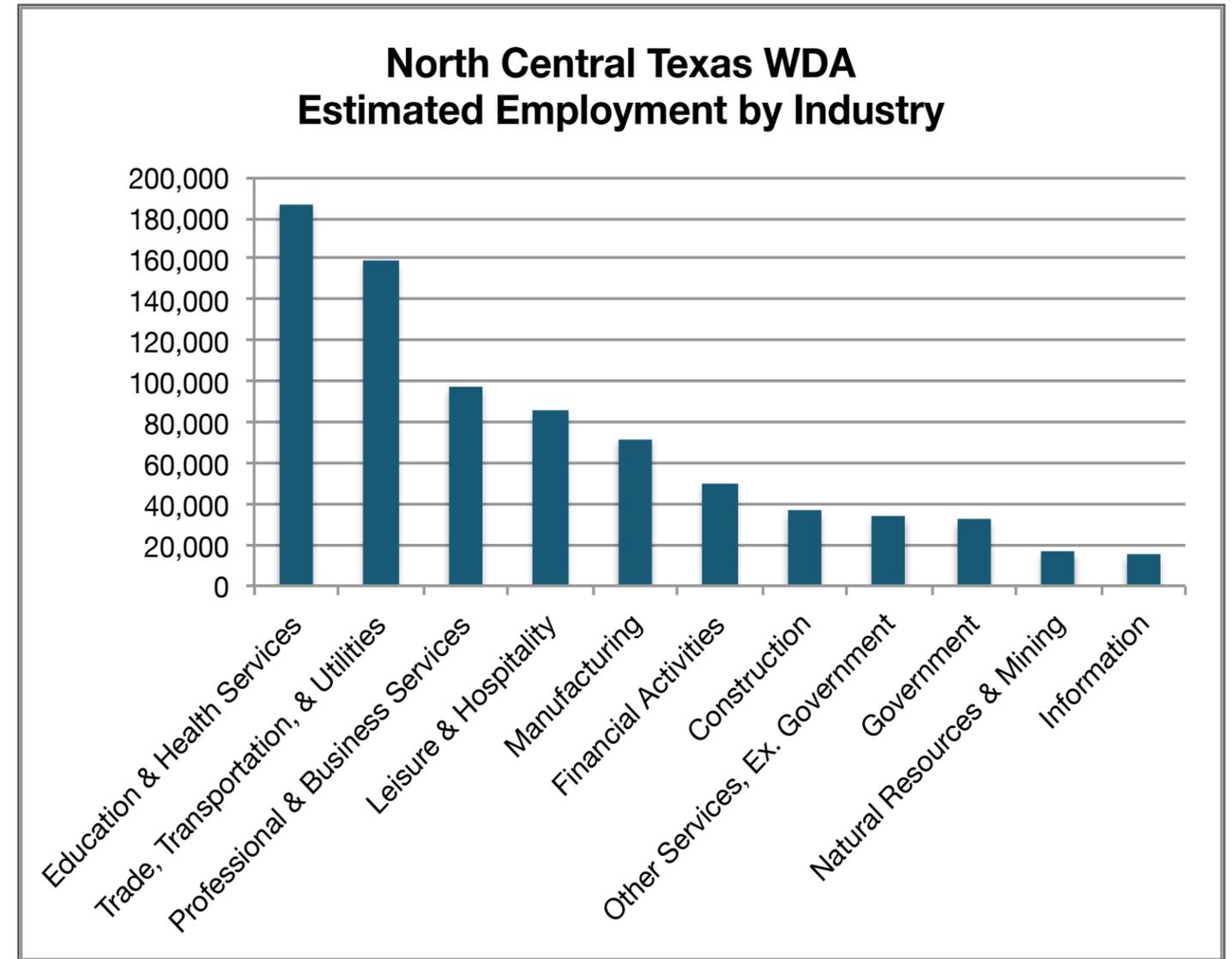
According to the Texas State Data Center, the 2015 population for the state of Texas was 26.9 million. Between 2015 and 2025, the population is expected to rise to 30.7 million, an increase of 14.1%. Data available from the US Census

shows that by 2030, Texas will have an estimated 33.3 million people, trailing only California in total population; the statewide projected growth between 2000 and 2030 is anticipated to be just short of 60%, or fourth fastest in the nation. By 2050, the population is expected to be greater than 40.5 million, a 50.3% increase between 2015 and 2050.

According to state demographers, population growth in the state is anticipated to occur primarily in urban areas – namely, Houston, Dallas-Fort Worth, San Antonio, and Austin. As the population of these urban areas increases, outlying areas such as Ferris will absorb some of this anticipated growth, although accurate long-term population projections for small areas such as Ferris are unavailable. However, substantial population growth is anticipated for Ellis County and Dallas County. By 2050, the population of Dallas County is expected to eclipse 3.3 million, and Ellis County is expected to near 290,000 (NCTCOG). Ferris' position in this fast growing hub will become increasingly important in the coming years.

Workforce Characteristics

The Texas Workforce Commission publishes annual data on employment and average annual wages for individual industries, providing the data from a



regional level. Dallas County and Ellis County (and therefore, the city of Ferris) fall within the North Central Texas Workforce Development Area (WDA). Based on estimated employment, the largest industries within the North Central Texas WDA are Education & Health Services (186,000+ employees), Trade, Transportation, & Utilities (159,000+ employees), and Professional & Business Services (97,000+ employees).

Projections for the North Central Texas WDA (based on the most recently reported 2012 – 2022 statistics) show Leisure & Hospitality (33.2% growth), Professional & Business Services (28.3% growth), and Construction (28.1% growth) as the fastest growing industries based on percent growth.

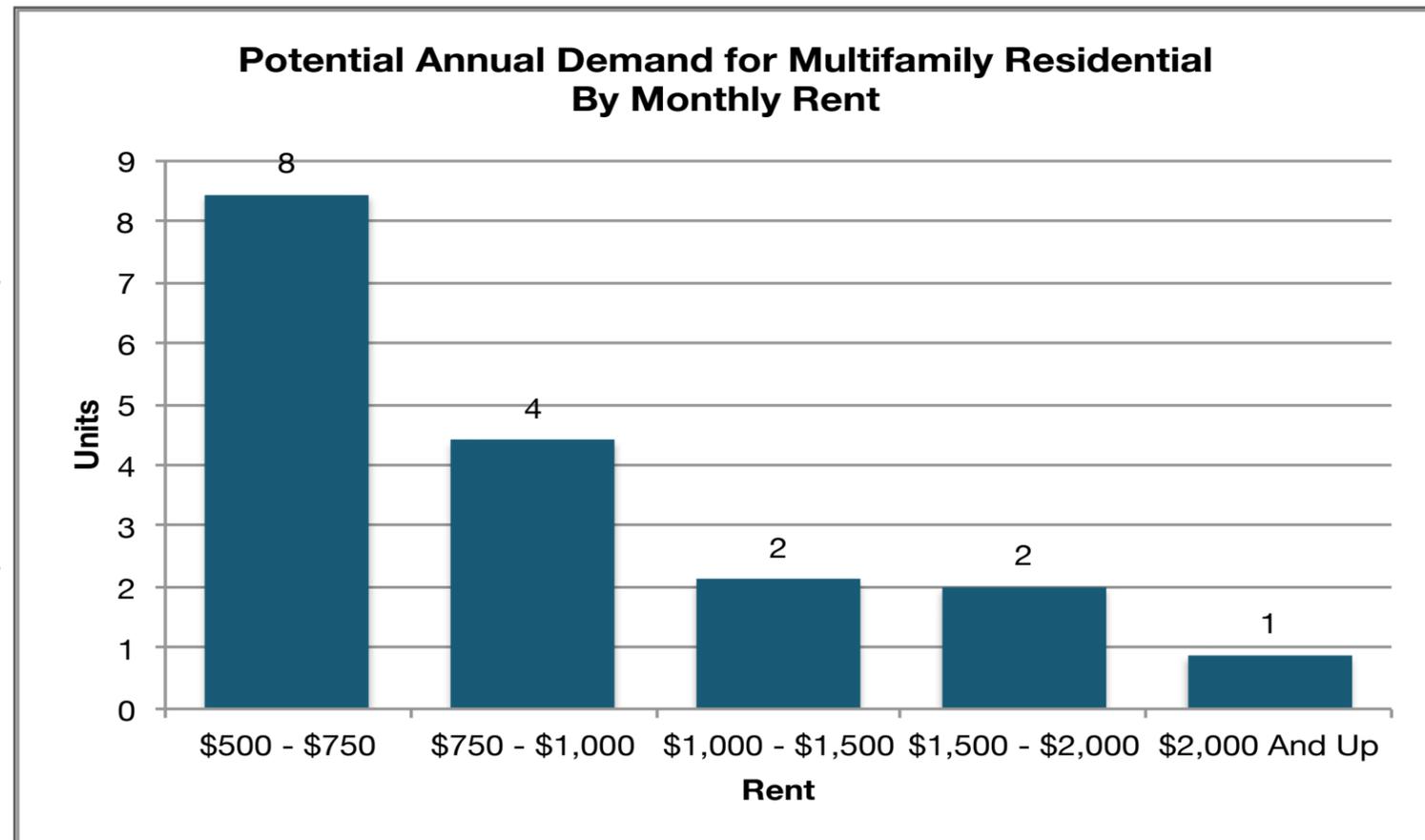
According to ESRI statistics, there are a total of 4,875 employees in Ellis County. The largest industries by employment are manufacturing (16.7% of total employment), retail trade (15.4% of total employment), and educational services (14.0% of total employment). Within Ferris, there are a total of 1,354 employees among 143 businesses, or an average of just over 9 employees per establishment (ESRI). The largest industries within Ferris based on employment totals are Educational Services (28.1% of total employment), Manufacturing (23.2% of total employment), and Retail Trade (7.5% of total employment) (ESRI).

Residential Housing Demand

A multifamily demand analysis was completed for Ferris to determine the demand for multifamily units within the city. The multifamily demand analysis calculates the amount of units the city can support broken down by potential monthly rents.

In total, there is potential for the city of Ferris to capture 18 multifamily units. Of the 18 units supportable, 67% would generate rents at or less than \$750 per month. The remaining 6 units would generate rents greater than \$750 per month, with 3 units generating rents greater than \$1,000 per month. Additional future growth in Ferris will generate further multifamily residential demand.

Industry	Employment		Estimated Employment	Projected Employment	% Change
	Avg. Weekly Wages	Avg. Wages			
Leisure & Hospitality	\$371	\$19,292	85,300	113,600	33.2%
Professional & Business Services	\$1,396	\$72,592	97,670	125,350	28.3%
Construction	\$1,209	\$62,868	36,330	46,530	28.1%
Education & Health Services	\$827	\$43,004	186,990	238,880	27.8%
Government	\$1,092	\$56,784	32,470	41,170	26.8%
Natural Resources & Mining	\$1,441	\$74,932	16,650	20,870	25.3%
Financial Activities	\$1,378	\$71,656	50,270	61,480	22.3%
Other Services, Ex. Government	\$678	\$35,256	34,340	41,970	22.2%
Trade, Transportation, & Utilities	\$876	\$45,552	159,290	191,750	20.4%
Manufacturing	\$1,399	\$72,748	72,190	85,800	18.9%
Information	\$1,874	\$97,448	15,560	18,260	17.4%
Total	\$1,140	\$59,285	787,060	985,660	25.2%



Residential

Residential Retail Demand

Residential-generated retail demand often supports the greatest portion of retail space within a community. Retail's primary function is to serve residential populations, and residential demand should be considered when analyzing any retail site. In the case of Ferris, residential generated retail demand is by far the largest generator of retail demand.

To assess residential-generated retail demand, leakage analyses were run on bands around the center of Ferris. The first of these bands is from 0-3 miles. Bands from 3-5 miles, 5-10 miles, and 10-20 miles were also constructed to understand leakage of various retail categories within larger geographies. It is important to note that these bands are exclusive of one another; for example, the 3-5 mile band only includes retail supply and demand within that geography and does not take into account the 0-3 mile band.

Within the 0-3 mile band, there is a total demand for an additional 48,814 SF in unmet retail demand. The 3-5 mile band has unmet retail demand of 72,704 SF. The 5-10 mile band has the largest amount of unmet retail demand, with a total of 88,469 SF in unmet retail demand. The 10-20 mile band has a total of 17,587 SF in unmet retail demand. Additional demand would be generated by increased population and additional retail gravity.

CATEGORY	0 - 3 MILES	3 - 5 MILES	5 - 10 MILES	10 - 20 MILES	TOTAL (SF)
Other Motor Vehicle Dealers	-	-	-	-	-
Auto Parts, Accessories & Tire Stores	131	643	-	-	774
Furniture Stores	1,191	1,404	698	-	3,293
Home Furnishings Stores	784	831	1,329	1,205	4,149
Electronics & Appliance Stores	1,651	1,816	5,195	-	8,661
Bldg Material & Supplies Dealers	1,494	2,103	1,124	4,790	9,510
Lawn & Garden Equip & Supply Stores	407	453	512	264	1,636
Grocery Stores	4,483	9,297	17,190	102	31,073
Specialty Food Stores	-	1,047	947	-	1,994
Beer, Wine & Liquor Stores	853	827	1,407	-	3,087
Health & Personal Care Stores	5,219	8,899	4,675	-	18,793
Gasoline Stations	-	2,877	-	160	3,036
Clothing Stores	2,535	4,192	6,789	-	13,516
Shoe Stores	915	1,323	2,933	-	5,170
Jewelry, Luggage & Leather Goods Stores	520	638	1,652	771	3,581
Sporting Goods/Hobby/Musical Instr Stores	1,076	1,221	2,969	287	5,553
Book, Periodical & Music Stores	396	538	864	1,205	3,003
Department Stores Excluding Leased Depts.	2,997	4,421	11,477	3,880	22,775
Other General Merchandise Stores	14,451	16,270	4,519	-	35,240
Florists	-	137	73	-	210
Office Supplies, Stationery & Gift Stores	488	735	-	-	1,223
Used Merchandise Stores	145	1,493	2,623	2,822	7,083
Other Miscellaneous Store Retailers	2,008	1,547	3,427	-	6,983
Full-Service Restaurants	2,382	3,151	7,823	128	13,484
Limited-Service Eating Places	3,993	5,971	7,770	-	17,734
Special Food Services	34	329	538	-	900
Drinking Places - Alcoholic Beverages	660	543	1,934	1,974	5,111
Total Demand (SF)	48,814	72,704	88,469	17,587	227,574



227,574 square feet of additional retail demand

Commuter

Interstate 45 is a crucial thoroughfare for Ferris, as the road carries a significant volume of traffic not only for Ferris residents but also for regional commuters travelling to Dallas. The two major east-west thoroughfares in Ferris are FM 664, located on the west side of Interstate 45, and FM 660, located primarily on the east side of Interstate 45. The two east-west thoroughfares intersect with another major road within Ferris – Business Interstate 45 – locally known as Central Street.

Traffic count data was collected by CoStar and reflects data collected from 2014. The intersection with the highest average daily traffic (ADT) was the Interstate 45/East 5th Street intersection,

with an ADT count of over 35,800. The second highest intersection was the FM 983/FM 664 intersection with an ADT count of over 8,600.

In total, Catalyst collected traffic counts for the ten highest volume intersections in Ferris and found an ADT of over 80,000 among these locations. Although a significant portion of this traffic is generated from Interstate 45, there is a sizable portion of traffic volume in the center of Ferris – particularly along Central Street.

Commuter Generated Retail Demand

Assuming a conservative capture rate of 0.50%, there is potential for \$2.6 million in retail expenditures, or roughly \$52,400 per week. If transportation expenditures are excluded, there is an annual demand for \$1.6 million in retail expenditures, or roughly \$32,400 per week. The total supportable retail demand from commuter-generated demand within Ferris is 7,930 SF. If transportation related expenditures are excluded, the total demand is 4,596 SF.



CATEGORY	PERCENT	WEEKLY EXP	ANNUAL EXP	DEMAND (SF)
Gasoline Stations	38%	\$20,006	\$1,000,288	Demand (SF)
Auto Parts, Accessories, & Tire Stores	4%	\$2,001	\$100,029	3,334
Grocery Stores	13%	\$6,802	\$340,098	200
Full-Service Restaurants	7%	\$3,601	\$180,052	716
Limited-Service Eating Places	7%	\$3,601	\$180,052	424
Department Stores	3%	\$1,512	\$75,577	600
Other General Merchandise Stores	3%	\$1,512	\$75,577	252
Health & Personal Care Stores	3%	\$1,512	\$75,577	378
Clothing Stores	3%	\$1,512	\$75,577	252
Shoe Stores	3%	\$1,512	\$75,577	275
Sporting Goods/Hobby/Musical Instr Stores	3%	\$1,512	\$75,577	504
Electronics & Appliance Stores	3%	\$1,512	\$75,577	252
Jewelry, Luggage & Leather Goods Stores	3%	\$1,512	\$75,577	252
Office Supplies, Stationery & Gift Stores	3%	\$1,512	\$75,577	240
Other	5%	\$2,801	\$140,040	252
Total	100%	\$52,415	\$2,620,753	7,930

LOCATION	INTERSECTION	24 HOUR COUNTS	SOURCE
Interstate 45	East 5th Street	35,842	CoStar
East 8th Street	Wallace Drive	5,703	CoStar
East 8th Street	South Mabel Street	3,649	CoStar
South Central Street	10th Street	1,637	CoStar
West 6th Street	South Main Street	7,497	CoStar
FM 983	South Wood Street	8,631	CoStar
Ferris Road	Ewing Boulevard	5,698	CoStar
FM 983	Ferris Road	2,653	CoStar
East 5th Street	Campus Street	4,285	CoStar
East 7th Street	South Central Street	4,428	CoStar
TOTAL		80,023	

Workforce

Regional Workforce Generated Demand

According to the International Council of Shopping Centers (ICSC), the average worker spends approximately \$195 per week on various daily expenditures. Applying a conservative capture rate, there is potential to capture over \$1.8 million in retail expenditures based on workforce generated retail demand. This equates to 6,010 SF in supportable retail space.

Inflow/Outflow Analysis

To better understand workforce commuting patterns in Ferris, Catalyst also completed an inflow/outflow analysis based on the most recently provided US Census data from 2013.

The inflow/outflow analysis highlights regional commuting patterns as well as the regional employment pull of Ferris.

The inflow/outflow analysis found there are 1,072 employees in Ferris that live outside the city and 759 employees that live in Ferris but work outside the city. A total of 75 people live and work in Ferris.

Inflow/Outflow Analysis (US Census, 2013)	
Place of Employment, Residence	Employees
Employed in Ferris, live outside	1,072
Live in Ferris, work outside	759
Live and work in Ferris	75

The local workforce supports 65,797 SF in annual retail expenditures

CATEGORY	PERCENT	WEEKLY EXP	ANNUAL EXP	DEMAND (SF)
Gasoline Stations	21.9%	\$8,673.39	\$433,669.28	15,297
Electronic Shopping & Mail-Order Houses	8.4%	\$3,326.78	\$166,338.90	3,994
Full-Service Restaurants	8.1%	\$3,207.96	\$160,398.23	5,378
Limited-Service Eating Places	7.7%	\$3,049.55	\$152,477.33	2,724
Department Stores	3.9%	\$1,544.58	\$77,228.78	12,573
Other General Merchandise Stores	12.0%	\$4,752.54	\$237,627.00	8,172
Health & Personal Care Stores	11.7%	\$4,633.73	\$231,686.33	4,235
Grocery Stores	9.6%	\$3,802.03	\$190,101.60	1,524
Clothing Stores	2.0%	\$792.09	\$39,604.50	2,095
Shoe Stores	1.5%	\$594.07	\$29,703.38	908
Sporting Goods/Hobby/Musical Instr Stores	1.3%	\$514.86	\$25,742.93	2,026
Electronics & Appliance Stores	2.9%	\$1,148.53	\$57,426.53	1,597
Jewelry, Luggage & Leather Goods Stores	2.4%	\$950.51	\$47,525.40	3,073
Office Supplies, Stationery & Gift Stores	4.4%	\$1,742.60	\$87,129.90	2,200
Entertainment	2.1%	\$831.69	\$41,584.73	
Total	99.9%	\$39,565	\$1,978,245	65,797

Total Demand

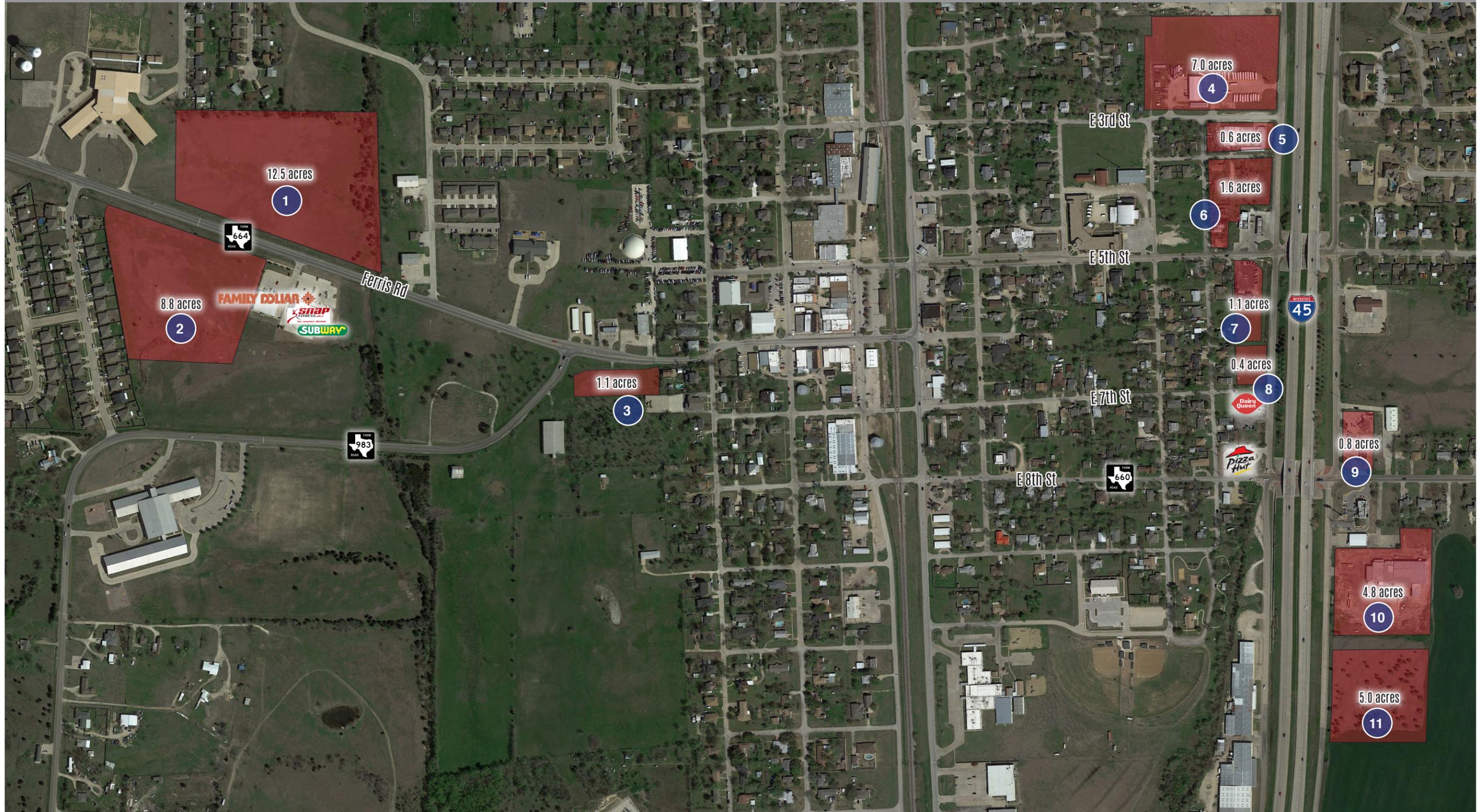
Aggregate Retail Demand

In total, there is potential for over 7,900 SF of commuter generated retail demand, and over 6,000 SF of workforce generated retail demand supportable. These two retail demand generators combine for over 13,900 SF in potentially supportable retail demand. Based on leakage analyses done for the city, there is over 227,500 SF in current unmet residential generated retail demand. The retail categories with the largest demand totals are Other General Merchandise Stores, (35,000+ SF in unmet retail demand), Grocery Stores (31,000+ SF in unmet retail demand), and restaurants (37,000+ SF when considering both Limited and Full Service establishments).

Commuter demand for Ferris will increase both short and long term as traffic volume on Interstate 45 increases. Additionally, the plans to renovate and expand nearby FM roads in Ferris will likely generate more traffic and therefore more retail demand for the city. Parcels along these roads with planned expansions should consider these anticipated changes and leverage the increase for additional retail demand. Similar to commuter generated demand, workforce generated retail demand will increase if the city is able to capture additional workforce gravity.

CATEGORY	WORKFORCE	COMMUTER	RESIDENTIAL	TOTAL
Other Motor Vehicle Dealers	-	-	-	-
Auto Parts, Accessories & Tire Stores	-	200	774	974
Furniture Stores	-	-	3,293	3,293
Home Furnishings Stores	-	-	4,149	4,149
Electronics & Appliance Stores	191	252	8,661	9,105
Bldg Material & Supplies Dealers	-	-	9,510	9,510
Lawn & Garden Equip & Supply Stores	-	-	1,636	1,636
Grocery Stores	400	716	31,073	32,189
Specialty Food Stores	-	-	1,994	1,994
Beer, Wine & Liquor Stores	-	-	3,087	3,087
Health & Personal Care Stores	772	252	18,793	19,817
Gasoline Stations	1,446	3,334	3,036	7,816
Clothing Stores	144	275	13,516	13,935
Shoe Stores	198	504	5,170	5,872
Jewelry, Luggage & Leather Goods Stores	151	240	3,581	3,972
Sporting Goods/Hobby/Musical Instr Stores	86	252	5,553	5,891
Book, Periodical & Music Stores	-	-	3,003	3,003
Department Stores Excluding Leased Depts.	257	252	22,775	23,285
Other General Merchandise Stores	1,188	378	35,240	36,806
Florists	-	-	210	210
Office Supplies, Stationery & Gift Stores	290	252	1,223	1,766
Used Merchandise Stores	-	-	7,083	7,083
Other Miscellaneous Store Retailers	-	-	6,983	6,983
Full-Service Restaurants	377	424	13,484	14,285
Limited-Service Eating Places	508	600	17,734	18,842
Special Food Services	-	-	900	900
Drinking Places - Alcoholic Beverages	-	-	5,111	5,111
Total Demand (SF)	6,010	7,930	227,574	241,514

Ferris Target Properties



catalyst

- Intro
- Macro
- Retail Demand
- Application

Target Site Application

Catalyst completed a property analysis for a series of parcels identified by the City of Ferris as potential development sites. These sites have the potential to serve as catalytic nodes for surrounding parcels and for the city altogether. In total, eleven parcels were identified by the City as potential development sites.

As part of the property analysis, Catalyst retrieved acreage for individual parcels from the Ellis County CAD. From there, the retail demand analysis was tailored to fit the context of each individual parcel. This context sensitive approach provides deeper and more valuable insight into the potential of individual parcels. For instance, the acreage needed for operators within certain retail categories may not allow for development at some sites. Additional context sensitive framework includes the proximity of nearby operators and accessibility and visibility of parcels.

Property ID	Site Name	Location	Acreage	Potential	Potential Retail Category
1	Shaw Creek Town Center Site - North	Ferris Road	12.5	Future Retail	Retail, Grocery Store
2	Shaw Creek Town Center Site - West	Ferris Road & Ewing Street	8.8	Future Retail, Potential Multifamily	Retail, Grocery Store
3	Ferris Road South	FM 664 and FM 983	1.1	Future Retail	Full or Limited-Service Restaurant
4	Interstate 45 and East 3rd Street – North	Interstate 45 Service Road & East 3rd Street	7.0	Future Retail	Health & Personal Care Store
5	Interstate 45 and East 3rd Street – South	Interstate 45 Service Road & East 3rd Street	0.6	Future Retail	Retail, Full or Limited- Service Restaurant
6	Henrietta and College	North Henrietta Street & East 3rd Street	1.6	Future Retail	Retail, Full or Limited-Service Restaurant
7	Henrietta and 5th	Interstate 45 Service Road & East 5th Street	1.1	Future Retail	Full or Limited-Service Restaurant
8	Henrietta and 7th	North Henrietta Street & East 7th Street	0.4	Future Retail	Limited-Service Restaurant
9	Interstate 45 and 8th	North Henrietta Street & East 8th Street	0.8	Future Retail	Limited-Service Restaurant
10	Interstate 45 - North Parcel	Interstate 45	4.8	Future Retail or Industrial	Multiple Tenant Shopping Center (see text)
11	Interstate 45 - South Parcel	Interstate 45	5.0	Future Retail or Industrial	Multiple Tenant Shopping Center (see text)

1. Shaw Creek Town Center – North:

The Shaw Creek Town Center – North site is the largest of the identified parcels within the city, with a total of 12.5 acres available. This site also benefits from a large amount of frontage along FM 664 which links Ferris to a number of towns to the west. Furthermore, development at the site can leverage the existing Shaw Creek Town Center, which will create additional gravity for a new development.

Based on retail demand and existing site conditions, the site would be well-suited for a small format General Merchandise Store (36,000+ SF in unmet demand for this category) or a small format Grocery Stores (31,000+ SF in unmet retail demand for this category). Such retailers could also leverage the nearby residential at the site.

2. Shaw Creek Town Center – West:

The Shaw Creek Town Center – West site is the second largest of the identified parcels within the city, with a total of 8.8 acres available. This site also benefits from a large amount of frontage along FM 664 which links Ferris to a number of towns to the west. Furthermore, development at the site can leverage the existing Shaw Creek Town Center, which will create additional gravity for a new development.

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Based on retail demand and existing site conditions, the site would be well-suited for small format General Merchandise Store (36,000+ SF in unmet demand for this category) or a small format Grocery Stores (31,000+ SF in unmet retail demand for this category). Such retailers could also leverage the nearby residential at the site. Pending increased demand for multifamily units in the future, the site may also have potential to serve as a small multifamily development.

3. Ferris Road South:

The Ferris Road South site is located at the intersection of FM 664 and FM 983. Both of these roads connect Ferris to other towns to the south and west. The site's primary frontage is along FM 664. The site is 1.1 acres, and is near single family residential to the west, north, and east.

Based on retail demand and existing site conditions, the site would be well-suited for a small format restaurant (39,000+ SF in unmet retail demand for all restaurant formats), or a strip center featuring a number of tenants.

4. Interstate 45 and East 3rd Street – North:

The Interstate 45 and East 3rd Street – North site is located at the intersection of the Interstate 45 service road and 3rd Street. North Henrietta Street also intersects East 3rd Street to the site's south. The site is 7.0 acres and features a significant amount of frontage along the Interstate 45 frontage road which creates strong site visibility.

Based on retail demand and existing site conditions, the site would be well-suited for a Health and Personal Care Store retailer (18,000+ SF in unmet retail demand for this ry), which could also leverage the significant Interstate 45 frontage at the site. Given the majority of Ferris' residential is east of Interstate 45, the site would attract the majority of Ferris' residential base.

5. Interstate 45 and East 3rd Street – South:

The Interstate 45 and East 3rd Street – South site is south of East 3rd Street, directly across from the Interstate 45 and East 3rd Street North Site. This site is 0.6 acres, and is accessible from East 3rd Street, North Henrietta Street, and College Street.

Although a smaller parcel, the site does hold some redevelopment potential. A Limited-Service Eating Place (17,000+ SF in unmet retail demand for this category) may be a potential fit. A restaurant of this format would attract traffic from Interstate 45, would service the residential base to the east of the Interstate, and could potentially leverage development occurring on the available parcels directly to the site's north and south.

6. Henrietta and College:

The Henrietta and College site is located at the intersection of North Henrietta Street and College Street. Although not currently accessible from the Interstate 45 service road, the site does feature a significant amount of frontage along the Interstate. The site is 1.6 acres.

Accessibility to the service road will likely need to be constructed to fully capture this site's potential. If a connection to the service road is constructed, the site may be a potential site for a restaurant (either Full-Service or Limited-Service with 14,000+ SF and 18,000+ SF, respectively) or a small format General Merchandise Store (36,000+ SF in unmet demand for this category).

7. Henrietta and 5th:

The Henrietta and 5th site is located a the intersection of South Henrietta Street and East 5th Street. East 5th Street intersects with the service road which creates easy accessibility

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to the site's north. Furthermore, East 5th Street is one of Ferris' highest volume roadways, and the site features prime frontage along the service road.

For the site to reach its fully potential, access would need to be constructed from the service road to the site. The significant amount of frontage along the service road would likely attract a significant amount of traffic from the Interstate, which increases the site's appeal. The site would likely be best suited for a restaurant format (over 39,000+ SF in unmet demand for all restaurant formats), and could leverage nearby operators to create a restaurant cluster within the city.

8. Henrietta and 7th:

The Henrietta and 7th site is located along Henrietta Street and East 7th Street. The site is 0.4 acres.

Existing operators are located on the site's northeastern edge and southern edge and minimize significant service road frontage. However, the existing operators could potentially help create a restaurant cluster at the site.

9. Interstate 45 and 8th:

The Interstate 45 and West 8th Street site is located at the intersection of the Interstate 45 service road and West 8th Street. There is significant service road frontage along the site's western edge, and the site's southern edge features significant frontage along West 8th Street, a high volume road within Ferris. The site is 0.8 acres.

There are minimal retail operators east of Interstate 45 in Ferris, and a retail development at the site would likely capture traffic to and from Ferris High School to the site's east, as well as some nearby single family residential. The site may support a Limited-Service restaurant (17,000+ SF in unmet retail demand).

10. Interstate 45 North Parcel:

The Interstate 45 North Parcel is located near the intersection of the service road and West 8th Street. The site is accessible from the service road to the west and is 4.8 acres.

The Interstate 45 North Parcel site is one of the larger identified parcel in Ferris, and may be suited for a development with multiple small format tenants, such as the Shaw Creek Town Center development. The site is bordered by the Interstate 45 South Parcel Site to the south. A potential development may be a strip center featuring a number of tenants. Potential tenants could come from the following retail categories with unmet SF demand in parenthesis: Building Material & Supplies Dealers (9,500+ SF), Beer, Wine, & Liquor Stores (3,000+ SF), Health & Personal Care Stores (19,000+ SF), Clothing Stores (13,000+ SF), Sporting Goods/Hobby/Musical Instrument Stores (5,000+ SF), Book & Periodical Stores (3,000+ SF), Other General Merchandise Stores (36,000+ SF), and/or Full or Limited-Service Restaurants (33,000+ SF).

11. Interstate 45 South Parcel:

The Interstate 45 South Parcel site is located near the intersection of the service road and West 8th Street. The site would likely require access from the service road to the west and is 5.0 acres.

The Interstate 45 South Parcel site is one of the larger identified parcel in Ferris, and may be suited for a development with multiple small format tenants, such as the Shaw Creek Town Center development. A potential development may be a strip center featuring a number of tenants. Potential tenants could come from the following retail categories with unmet SF demand in parenthesis: Building Material & Supplies Dealers (9,500+ SF), Beer, Wine, & Liquor Stores (3,000+ SF), Health & Personal Care Stores (19,000+ SF), Clothing Stores (13,000+ SF), Sporting Goods/Hobby/Musical Instrument Stores (5,000+ SF), Book & Periodical Stores (3,000+ SF), Other General Merchandise Stores (36,000+ SF), and/or Full or Limited-Service Restaurants (33,000+ SF).

