

Demographic Summary Report

The Plazas At Midtown II

2450 Louisiana, Houston, TX 77006

Building Type: **General Retail**
 Secondary: **Retail Building**
 GLA: **11,136 SF**
 Year Built: **2001**

Total Available: **1,848 SF**
 % Leased: **100%**
 Rent/SF/Yr: **Negotiable**



Radius	1 Mile	3 Mile	5 Mile
Population			
2029 Projection	34,563	238,229	522,651
2024 Estimate	33,235	228,350	502,332
2020 Census	30,007	199,986	450,048
Growth 2024 - 2029	4.00%	4.33%	4.04%
Growth 2020 - 2024	10.76%	14.18%	11.62%
2024 Population by Hispanic Origin	6,783	55,593	155,939
2024 Population	33,235	228,350	502,332
White	17,313 52.09%	111,297 48.74%	220,436 43.88%
Black	5,482 16.49%	42,015 18.40%	89,487 17.81%
Am. Indian & Alaskan	232 0.70%	1,497 0.66%	4,390 0.87%
Asian	3,233 9.73%	22,148 9.70%	46,804 9.32%
Hawaiian & Pacific Island	123 0.37%	238 0.10%	373 0.07%
Other	6,853 20.62%	51,154 22.40%	140,842 28.04%
U.S. Armed Forces	23	171	237
Households			
2029 Projection	20,169	112,846	238,893
2024 Estimate	19,395	107,761	229,041
2020 Census	17,587	93,593	203,981
Growth 2024 - 2029	3.99%	4.72%	4.30%
Growth 2020 - 2024	10.28%	15.14%	12.29%
Owner Occupied	5,077 26.18%	37,786 35.06%	91,299 39.86%
Renter Occupied	14,318 73.82%	69,975 64.94%	137,742 60.14%
2024 Households by HH Income	19,395	107,760	229,041
Income: <\$25,000	2,835 14.62%	18,635 17.29%	42,910 18.73%
Income: \$25,000 - \$50,000	2,817 14.52%	14,262 13.23%	34,500 15.06%
Income: \$50,000 - \$75,000	3,331 17.17%	14,684 13.63%	32,153 14.04%
Income: \$75,000 - \$100,000	2,175 11.21%	11,574 10.74%	24,002 10.48%
Income: \$100,000 - \$125,000	1,801 9.29%	10,713 9.94%	19,772 8.63%
Income: \$125,000 - \$150,000	1,331 6.86%	7,140 6.63%	14,076 6.15%
Income: \$150,000 - \$200,000	1,987 10.24%	9,579 8.89%	18,422 8.04%
Income: \$200,000+	3,118 16.08%	21,173 19.65%	43,206 18.86%
2024 Avg Household Income	\$115,468	\$121,770	\$116,475
2024 Med Household Income	\$83,212	\$88,605	\$80,163



Demographic Detail Report

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2020 Census	30,007		199,986		450,048	
Growth 2024 - 2029	4.00%		4.33%		4.04%	
Growth 2020 - 2024	10.76%		14.18%		11.62%	
2024 Population by Age						
	33,235		228,350		502,332	
Age 0 - 4	2,304	6.93%	15,077	6.60%	33,887	6.75%
Age 5 - 9	1,162	3.50%	9,595	4.20%	26,065	5.19%
Age 10 - 14	660	1.99%	6,800	2.98%	20,962	4.17%
Age 15 - 19	616	1.85%	8,680	3.80%	21,723	4.32%
Age 20 - 24	1,957	5.89%	17,417	7.63%	33,461	6.66%
Age 25 - 29	4,473	13.46%	26,495	11.60%	49,822	9.92%
Age 30 - 34	5,379	16.18%	29,063	12.73%	56,421	11.23%
Age 35 - 39	4,254	12.80%	23,995	10.51%	48,592	9.67%
Age 40 - 44	2,898	8.72%	18,136	7.94%	38,649	7.69%
Age 45 - 49	2,015	6.06%	13,588	5.95%	30,372	6.05%
Age 50 - 54	1,696	5.10%	11,869	5.20%	27,347	5.44%
Age 55 - 59	1,581	4.76%	11,116	4.87%	25,735	5.12%
Age 60 - 64	1,484	4.47%	10,604	4.64%	24,622	4.90%
Age 65 - 69	1,155	3.48%	9,247	4.05%	22,001	4.38%
Age 70 - 74	750	2.26%	6,984	3.06%	17,095	3.40%
Age 75 - 79	454	1.37%	4,681	2.05%	11,874	2.36%
Age 80 - 84	240	0.72%	2,730	1.20%	7,280	1.45%
Age 85+	157	0.47%	2,272	0.99%	6,425	1.28%
Age 65+	2,756	8.29%	25,914	11.35%	64,675	12.87%
Median Age	35.10		35.20		35.90	
Average Age	36.50		37.10		37.50	



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Radius	1 Mile	3 Mile	5 Mile
2024 Population By Race	33,235	228,350	502,332
White	17,313 52.09%	111,297 48.74%	220,436 43.88%
Black	5,482 16.49%	42,015 18.40%	89,487 17.81%
Am. Indian & Alaskan	232 0.70%	1,497 0.66%	4,390 0.87%
Asian	3,233 9.73%	22,148 9.70%	46,804 9.32%
Hawaiian & Pacific Island	123 0.37%	238 0.10%	373 0.07%
Other	6,853 20.62%	51,154 22.40%	140,842 28.04%
Population by Hispanic Origin	33,235	228,350	502,332
Non-Hispanic Origin	26,452 79.59%	172,757 75.65%	346,393 68.96%
Hispanic Origin	6,783 20.41%	55,593 24.35%	155,939 31.04%
2024 Median Age, Male	36.30	36.20	36.40
2024 Average Age, Male	37.50	37.50	37.40
2024 Median Age, Female	33.80	34.20	35.40
2024 Average Age, Female	35.20	36.70	37.60
2024 Population by Occupation Classification	28,981	195,126	417,046
Civilian Employed	22,978 79.29%	128,859 66.04%	274,278 65.77%
Civilian Unemployed	636 2.19%	4,675 2.40%	10,666 2.56%
Civilian Non-Labor Force	5,343 18.44%	61,422 31.48%	131,867 31.62%
Armed Forces	24 0.08%	170 0.09%	235 0.06%
Households by Marital Status			
Married	3,811	29,003	71,193
Married No Children	2,985	20,514	46,699
Married w/Children	826	8,489	24,494
2024 Population by Education	28,186	180,469	385,896
Some High School, No Diploma	353 1.25%	12,998 7.20%	41,157 10.67%
High School Grad (Incl Equivalency)	1,918 6.80%	20,689 11.46%	50,804 13.17%
Some College, No Degree	4,364 15.48%	29,916 16.58%	62,376 16.16%
Associate Degree	1,650 5.85%	9,689 5.37%	19,661 5.09%
Bachelor Degree	11,027 39.12%	56,269 31.18%	110,168 28.55%
Advanced Degree	8,874 31.48%	50,908 28.21%	101,730 26.36%

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Radius	1 Mile		3 Mile		5 Mile	
2024 Population by Occupation	44,581		246,595		522,017	
Real Estate & Finance	1,810	4.06%	13,001	5.27%	25,066	4.80%
Professional & Management	20,647	46.31%	111,023	45.02%	216,890	41.55%
Public Administration	449	1.01%	3,168	1.28%	6,691	1.28%
Education & Health	5,711	12.81%	29,175	11.83%	67,492	12.93%
Services	1,925	4.32%	12,697	5.15%	30,598	5.86%
Information	160	0.36%	1,922	0.78%	3,592	0.69%
Sales	3,576	8.02%	21,520	8.73%	45,171	8.65%
Transportation	1,203	2.70%	4,574	1.85%	9,976	1.91%
Retail	1,356	3.04%	7,979	3.24%	17,031	3.26%
Wholesale	874	1.96%	3,911	1.59%	7,595	1.45%
Manufacturing	2,184	4.90%	9,845	3.99%	21,596	4.14%
Production	976	2.19%	5,908	2.40%	17,748	3.40%
Construction	509	1.14%	4,754	1.93%	15,007	2.87%
Utilities	1,237	2.77%	5,425	2.20%	12,951	2.48%
Agriculture & Mining	1,383	3.10%	7,440	3.02%	13,933	2.67%
Farming, Fishing, Forestry	12	0.03%	76	0.03%	113	0.02%
Other Services	569	1.28%	4,177	1.69%	10,567	2.02%
2024 Worker Travel Time to Job	19,967		110,041		238,670	
<30 Minutes	13,396	67.09%	77,016	69.99%	160,163	67.11%
30-60 Minutes	5,834	29.22%	28,894	26.26%	68,103	28.53%
60+ Minutes	737	3.69%	4,131	3.75%	10,404	4.36%
2020 Households by HH Size	17,586		93,594		203,981	
1-Person Households	9,865	56.10%	44,518	47.57%	85,747	42.04%
2-Person Households	5,691	32.36%	30,815	32.92%	65,442	32.08%
3-Person Households	1,147	6.52%	9,172	9.80%	23,641	11.59%
4-Person Households	547	3.11%	5,438	5.81%	16,592	8.13%
5-Person Households	201	1.14%	2,102	2.25%	7,125	3.49%
6-Person Households	88	0.50%	936	1.00%	3,283	1.61%
7 or more Person Households	47	0.27%	613	0.65%	2,151	1.05%
2024 Average Household Size	1.60		1.80		2.00	
Households						
2029 Projection	20,169		112,846		238,893	
2024 Estimate	19,395		107,761		229,041	
2020 Census	17,587		93,593		203,981	
Growth 2024 - 2029	3.99%		4.72%		4.30%	
Growth 2020 - 2024	10.28%		15.14%		12.29%	

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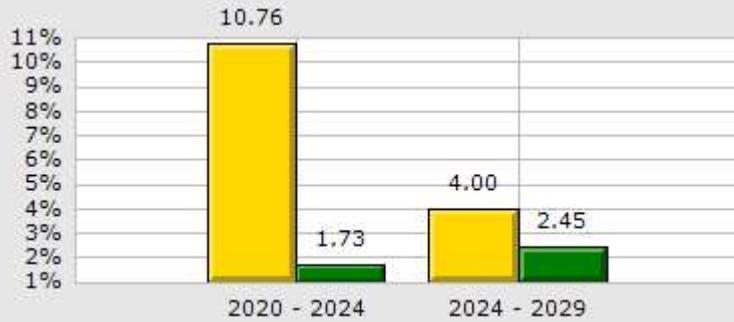
Radius	1 Mile	3 Mile	5 Mile
2024 Households by HH Income	19,395	107,760	229,041
<\$25,000	2,835 14.62%	18,635 17.29%	42,910 18.73%
\$25,000 - \$50,000	2,817 14.52%	14,262 13.23%	34,500 15.06%
\$50,000 - \$75,000	3,331 17.17%	14,684 13.63%	32,153 14.04%
\$75,000 - \$100,000	2,175 11.21%	11,574 10.74%	24,002 10.48%
\$100,000 - \$125,000	1,801 9.29%	10,713 9.94%	19,772 8.63%
\$125,000 - \$150,000	1,331 6.86%	7,140 6.63%	14,076 6.15%
\$150,000 - \$200,000	1,987 10.24%	9,579 8.89%	18,422 8.04%
\$200,000+	3,118 16.08%	21,173 19.65%	43,206 18.86%
2024 Avg Household Income	\$115,468	\$121,770	\$116,475
2024 Med Household Income	\$83,212	\$88,605	\$80,163
2024 Occupied Housing	19,395	107,761	229,041
Owner Occupied	5,077 26.18%	37,786 35.06%	91,299 39.86%
Renter Occupied	14,318 73.82%	69,975 64.94%	137,742 60.14%
2020 Housing Units	22,309	123,503	262,404
1 Unit	6,157 27.60%	53,360 43.21%	128,973 49.15%
2 - 4 Units	1,266 5.67%	9,331 7.56%	17,700 6.75%
5 - 19 Units	1,795 8.05%	10,163 8.23%	25,800 9.83%
20+ Units	13,091 58.68%	50,649 41.01%	89,931 34.27%
2024 Housing Value	5,079	37,786	91,299
<\$100,000	116 2.28%	725 1.92%	6,566 7.19%
\$100,000 - \$200,000	311 6.12%	2,162 5.72%	9,679 10.60%
\$200,000 - \$300,000	741 14.59%	4,736 12.53%	10,157 11.12%
\$300,000 - \$400,000	1,355 26.68%	8,183 21.66%	15,288 16.74%
\$400,000 - \$500,000	965 19.00%	6,206 16.42%	13,092 14.34%
\$500,000 - \$1,000,000	1,285 25.30%	11,242 29.75%	23,749 26.01%
\$1,000,000+	306 6.02%	4,532 11.99%	12,768 13.98%
2024 Median Home Value	\$401,710	\$449,742	\$430,243
2024 Housing Units by Yr Built	22,316	123,829	263,541
Built 2010+	8,539 38.26%	44,179 35.68%	81,862 31.06%
Built 2000 - 2010	5,501 24.65%	21,852 17.65%	38,357 14.55%
Built 1990 - 1999	2,540 11.38%	9,909 8.00%	24,542 9.31%
Built 1980 - 1989	896 4.02%	5,866 4.74%	17,594 6.68%
Built 1970 - 1979	416 1.86%	5,600 4.52%	15,252 5.79%
Built 1960 - 1969	1,420 6.36%	7,326 5.92%	17,208 6.53%
Built 1950 - 1959	803 3.60%	5,632 4.55%	19,701 7.48%
Built <1949	2,201 9.86%	23,465 18.95%	49,025 18.60%
2024 Median Year Built	2005	2001	1994

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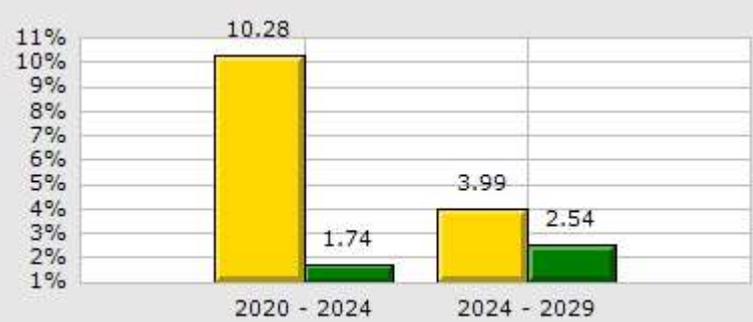
Type: **Retail/Retail Building (Strip Ctr)**
County: **Harris**

1 Mile
County

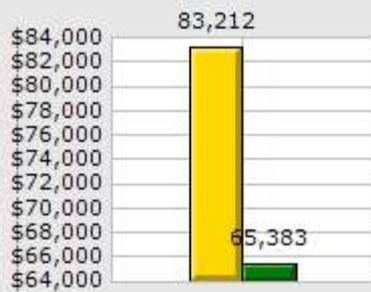
Population Growth



Household Growth



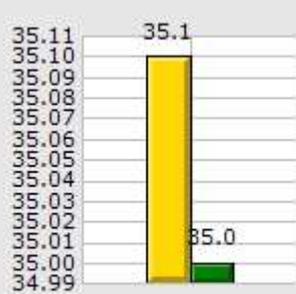
2024 Med Household Inc



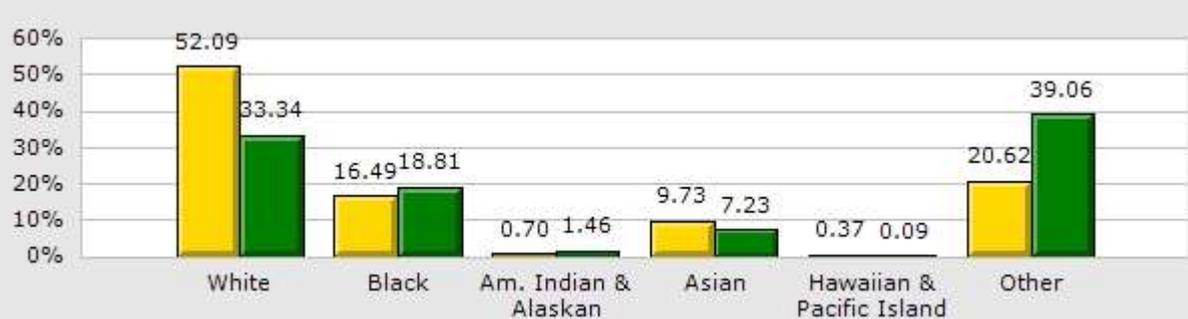
2024 Households by Household Income



2024 Median Age



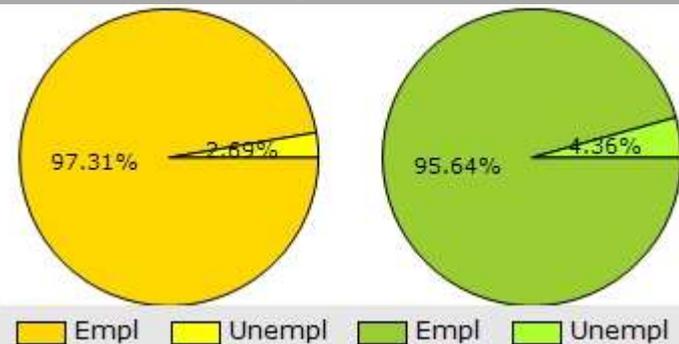
2024 Population by Race



2024 Renter vs. Owner



2024 Employed vs. Unemployed



Demographic Market Comparison Report

1 mile radius

The Plazas At Midtown II 2450 Louisiana, Houston, TX 77006				
Type: Retail/Retail Building (Strip Ctr) County: Harris				
	1 Mile		County	
Population Growth				
Growth 2020 - 2024	10.76%		1.73%	
Growth 2024 - 2029	4.00%		2.45%	
Empl	22,978	97.31%	2,419,249	95.64%
Unempl	636	2.69%	110,294	4.36%
2024 Population by Race				
	33,234		4,812,824	
White	17,313	52.09%	1,604,724	33.34%
Black	5,481	16.49%	905,523	18.81%
Am. Indian & Alaskan	232	0.70%	70,247	1.46%
Asian	3,233	9.73%	347,891	7.23%
Hawaiian & Pacific Island	122	0.37%	4,383	0.09%
Other	6,853	20.62%	1,880,056	39.06%
Household Growth				
Growth 2020 - 2024	10.28%		1.74%	
Growth 2024 - 2029	3.99%		2.54%	
Renter Occupied	14,318	73.82%	816,567	47.41%
Owner Occupied	5,077	26.18%	905,644	52.59%
2024 Households by Household Income				
	19,395		1,722,211	
Income <\$25K	2,835	14.62%	312,581	18.15%
Income \$25K - \$50K	2,817	14.52%	367,847	21.36%
Income \$50K - \$75K	3,331	17.17%	282,660	16.41%
Income \$75K - \$100K	2,175	11.21%	203,891	11.84%
Income \$100K - \$125K	1,801	9.29%	155,568	9.03%
Income \$125K - \$150K	1,331	6.86%	105,376	6.12%
Income \$150K - \$200K	1,987	10.24%	129,368	7.51%
Income \$200K+	3,118	16.08%	164,920	9.58%
2024 Med Household Inc	\$83,212		\$65,383	
2024 Median Age	35.10		35.00	

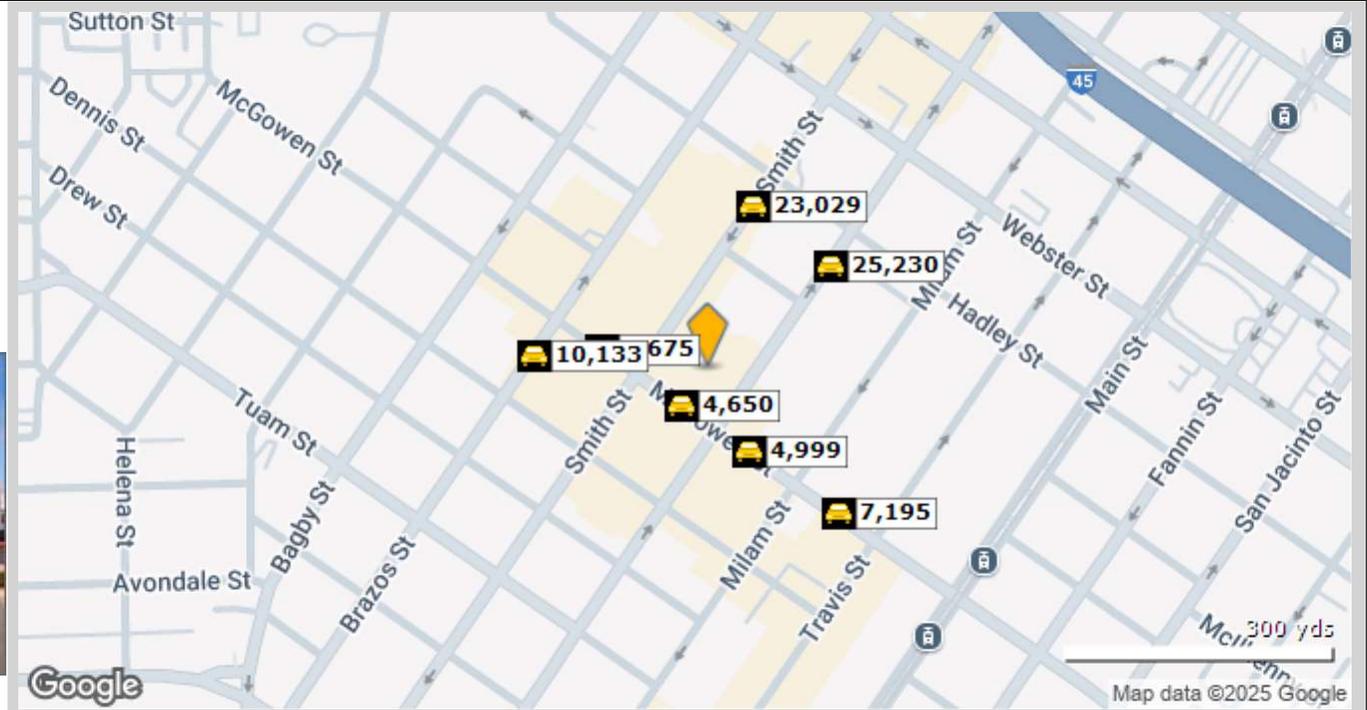


Traffic Count Report

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	Street	Cross Street	Cross Str Dist	Count Year	Avg Daily Volume	Volume Type	Miles from Subject Prop
1	McGowen St	Smith St	0.00 W	2022	4,624	MPSI	.03
2	McGowen St	Smith St	0.00 W	2021	4,650	MPSI	.03
3	McGowen St	Smith St	0.00 N	2018	6,892	MPSI	.06
4	McGowen St	Smith St	0.00 N	2022	4,999	MPSI	.06
5	McGowen St	Brazos St	0.00 SW	2018	2,321	MPSI	.07
6	McGowen St	Brazos St	0.00 SW	2022	2,675	MPSI	.07
7	Louisiana St	Hadley St	0.03 NE	2022	25,230	MPSI	.11
8	Smith St	Hadley St	0.03 NE	2022	23,029	MPSI	.11
9	Brazos St	McGowen St	0.00 NW	2018	10,133	MPSI	.11
10	McGowen St	Milam St	0.00 N	2018	7,195	MPSI	.13



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Business Employment by Type	# of Businesses	# Employees	#Emp/Bus
Total Businesses	4,450	70,078	16
Retail & Wholesale Trade	390	3,658	9
Hospitality & Food Service	382	6,154	16
Real Estate, Renting, Leasing	245	1,655	7
Finance & Insurance	351	3,365	10
Information	138	2,613	19
Scientific & Technology Services	970	12,747	13
Management of Companies	31	134	4
Health Care & Social Assistance	816	5,089	6
Educational Services	56	2,246	40
Public Administration & Sales	65	8,108	125
Arts, Entertainment, Recreation	85	796	9
Utilities & Waste Management	168	8,977	53
Construction	206	7,332	36
Manufacturing	84	3,881	46
Agriculture, Mining, Fishing	13	47	4
Other Services	450	3,276	7