

HOUSING DEVELOPMENT REPORT

Cypress Rose Hill @ Grand Parkway
3-Mile Trade Area Analysis

NEC & SEC Grand Parkway & Cypress Rose Hill Road | Tomball, TX 77377



Trade area overview: active builders, future HEB, Tomball ISD campuses, and retail site locations

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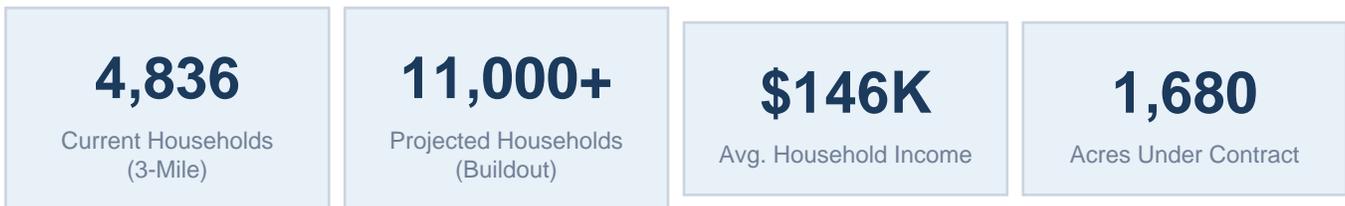
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1. EXECUTIVE SUMMARY

The Cypress Rose Hill / Grand Parkway intersection sits in one of Houston's most active single-family growth corridors. The 3-mile trade area encompasses **4,836 households today**, projected to grow to **11,000–12,000+ households at buildout** — more than doubling in size. With **12,000–15,000+ new homes** in the development pipeline across multiple master-planned communities — plus **336 multifamily units** at the intersection — this location offers exceptional retail demand drivers.

Top-quality builders and developers including **Perry Homes, Pulte Homes, David Weekley, Tri Pointe, Toll Brothers**, and **Johnson Development** are actively acquiring and developing in the area. Three major land positions totaling **1,680 acres** are currently under contract — representing **5,000–6,500+ homes** not yet reflected in public records or competitor analyses.

Houston's retail market continues to tighten, with vacancy at 5.3% and suburban growth corridors experiencing the strongest absorption. The nearest existing grocery anchors are 4.5 miles from this intersection, creating significant pent-up demand. HEB's acquisition of a 12.4-acre site at the NEC confirms institutional confidence in the trade area's trajectory.



Sources: Harris County Clerk Records, Harris County Appraisal District, Texas A&M Real Estate Center, Texas Bond Review Board, builder websites, Tomball ISD, proprietary market intelligence.

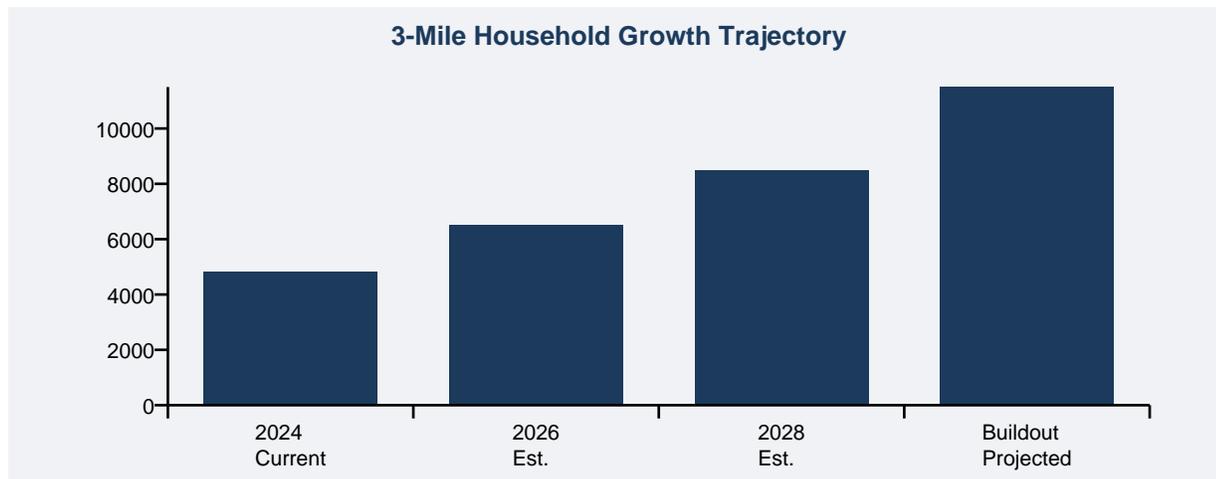
2. KEY DEMOGRAPHICS

3-Mile Trade Area

The immediate 3-mile trade area surrounding the intersection is defined by rapid growth and affluent homebuyers. Current demographics reflect an early-stage development corridor that is poised for dramatic expansion as pending land acquisitions begin delivering homes.

Metric	2024 Current	2029 Projected Buildout*
Households	4,836	11,000–12,000+
Population	14,364	33,000–36,000+
Avg. Household Income	\$146,356	–
Avg. Home Price	\$450,000–\$650,000	–
Owner-Occupied	83.3%	–

* Buildout projections include 5,000–6,500+ homes from pending land acquisitions not yet reflected in standard demographic reports. Source: Site-specific demographic analysis, Harris County records, builder announcements.



Estimated growth trajectory based on current delivery pace plus pending acquisitions.

5-Mile Broader Market

The broader 5-mile radius provides a large existing customer base to support retail development during the ramp-up period, while the 3-mile area builds to critical mass.

Metric	2024	2029 Projected	Growth
Households	32,817	37,232	2.56%/yr
Population	101,812	114,030	2.29%/yr
Avg. HH Income	\$149,168	–	–
Daytime Population	78,083	–	–

Source: Site-specific demographic analysis, U.S. Census Bureau, ESRI Business Analyst.

3. COMMUNITY PROFILES — ACTIVELY SELLING

The following communities are actively selling homes within the 3-mile trade area. Each represents a distinct product offering and price point, contributing to a diverse and growing customer base for retail at the Cypress Rose Hill / Grand Parkway intersection.

Builder	Community	Est. Homes	Status	Price Point
Pulte Homes	Ellerden	220	Selling	Mid \$400s+
Pulte Homes	Rosehill Lake	Active	Selling	Mid \$400s+
Perry Homes	Amira (60')	370-acre MPC	Selling	\$630K+
Beazer Homes	Amira	Active	Selling	Mid \$400s+
Tri Pointe Homes	Oakhill Reserve	200–250	Pre-Sales	Low \$400s
Tri Pointe / Toll	Lakes at Creekside	600+ total	Selling	\$400K–\$700K
Long Lake Ltd	Telge Ranch	Active	Selling	Custom
David Weekley	Oaks of Rosehill	Active	Selling	\$500K+

Source: Builder websites, HAR.com, community sales offices.

Pulte Homes — Ellerden & Rosehill Lake

Location: Less than 1 mile north of intersection on Cypress-Rosehill Road

Ellerden: 220 planned homes on a compact, amenitized site. Homes start in the mid \$400s with 1,800–3,200 SF floor plans. Community amenities include a recreation center, pool, and walking trails.

Rosehill Lake: Established Pulte community actively selling in the mid \$400s range.

Buyer Profile: Young families and move-up buyers attracted by Tomball ISD schools and proximity to Grand Parkway.

Significance: Closest significant new-home development to the retail site. These households will be among the first regular customers at the intersection.

Perry Homes & Beazer Homes — Amira

Location: 370-acre master-planned community on the west side of the trade area

Perry Homes (60' lots): Premium product starting at \$630K+, offering 2,500–4,000+ SF homes with elevated finishes and design. Perry is one of Houston's most recognized builders.

Beazer Homes: More accessible price point in the mid \$400s, broadening the community's buyer appeal.

Amenities: Resort-style pool, fitness center, splash pad, walking trails, and community gathering spaces.

Significance: The price stratification within Amira demonstrates the trade area's ability to support both premium and mid-market housing — a strong signal for diverse retail demand.

Tri Pointe Homes — Oakhill Reserve

Location: Approximately 60 acres immediately adjacent to the retail site

Homes: 200–250 planned homes, currently in pre-sales, starting in the low \$400s.

Developer: Tri Pointe Homes, a top-10 national homebuilder known for thoughtful design and energy-efficient construction.

Significance: Perhaps the most impactful community for the retail center — these homeowners will literally be across the street. At 200–250 homes averaging ~3.0 persons/household, this single community adds 600–750 people within walking distance of retail.

Tri Pointe / Toll Brothers — Lakes at Creekside

Location: East side of trade area, part of the larger Creekside Park development

Homes: 600+ total homes across multiple sections, priced from \$400K–\$700K.

Developers: Tri Pointe Homes and Toll Brothers — two nationally recognized builders offering premium suburban product.

Significance: The largest actively selling community in the trade area by total unit count. The broad price range (\$400K–\$700K) captures both move-up and established families.

Long Lake Ltd — Telge Ranch

Location: Southeast quadrant of the trade area along Telge Road

Product: Custom and semi-custom homes on oversized lots, representing the premium end of the market.

Amenities: Recently opened recreation park and community center.

Significance: High-income households with strong retail spending power. Custom home buyers typically have above-average discretionary income.

David Weekley Homes — Oaks of Rosehill

Location: North side of trade area along Cypress-Rosehill Road corridor

Homes: Actively selling, starting at \$500K+. David Weekley is America's largest privately held homebuilder.

Significance: Further validates the corridor's desirability among premium builders. David Weekley's presence signals strong market fundamentals and buyer demand.

Adora Multifamily (McGrath)

Location: Northeast corner of the Cypress Rose Hill / Grand Parkway intersection

Units: 336 units currently under construction by McGrath.

Significance: Multifamily development at the intersection provides an immediate, high-density customer base for retail. At typical suburban occupancy rates, Adora will bring approximately 600–800 residents directly to the intersection — renters who will rely on nearby retail for daily needs including grocery, dining, and services.

4. MAJOR PENDING LAND ACQUISITIONS

Three significant land positions totaling **1,680 acres** are currently under contract. These represent **5,000–6,500+ future homes** not yet reflected in public records or competitor analyses. This proprietary intelligence is based on direct market relationships and private transaction knowledge.

Developer	Location	Acres	Est. Homes	Status
Johnson Development	Mueschke Rd / Grand Pkwy 99	1,000	3,000–4,000	Under Contract
Tri Pointe / David Weekley	E of CRH / Premier Baseball	500	1,500–2,000	Under Contract
Pulte Homes	North of Premier Baseball	180	600–700	Under Contract
TOTAL PENDING	–	1,680	5,100–6,700	–

Johnson Development — 1,000 Acres

Location: Mueschke Road at Grand Parkway 99

Estimated Homes: 3,000–4,000

Status: Under Contract

Johnson Development is Houston's premier master-planned community developer, responsible for some of the region's most successful communities including **Sienna**, **Cross Creek Ranch**, **Harvest Green**, and **Riverstone**. Their track record includes resort-style amenity centers, extensive trail systems, and vibrant community programming that drives premium home values and strong resident engagement.

This 1,000-acre acquisition will become the **largest pending residential development** in the trade area. At typical Johnson Development densities and quality standards, expect a phased development delivering homes from approximately 2028 through 2034, with resort-style amenities and multiple builder participation.

Tri Pointe / David Weekley — 500 Acres

Location: East of Cypress Rose Hill Road, east of Premier Baseball

Estimated Homes: 1,500–2,000

Status: Under Contract

Tri Pointe Homes (top-10 national builder) and David Weekley Homes (America's largest privately held homebuilder) are partnering on this 500-acre acquisition. The site is **immediately adjacent to the retail center**, making these 1,500–2,000 future homeowners among the closest residents to the intersection.

Both builders are known for design-forward product in the \$400K–\$700K+ range. First home deliveries are anticipated in the 2027–2028 timeframe.

Pulte Homes — 180 Acres

Location: North of Premier Baseball, adjacent to Tomball ISD Super Campus

Estimated Homes: 600–700

Status: Under Contract

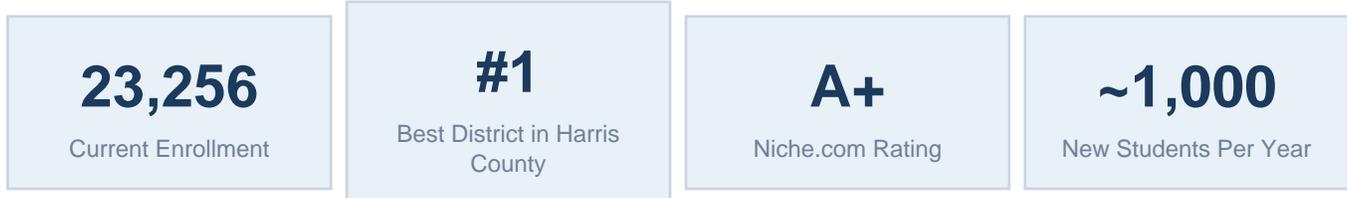
Pulte Homes is a top-5 national homebuilder with an established presence in the trade area through Ellerden and Rosehill Lake. This 180-acre expansion benefits from **strong school access appeal** — its adjacency to the Tomball ISD Super Campus (150 acres, 12,000-seat stadium) makes it particularly attractive to families.

Note: Pending acquisition estimates based on typical suburban densities (3–4 homes/acre net). Source: Harris County records, plat filings, builder announcements, proprietary market intelligence.

5. SCHOOL DISTRICT & INFRASTRUCTURE

Tomball ISD — A Destination District

Tomball Independent School District is one of the primary demand drivers for residential growth in the trade area. The district's academic reputation, rapid investment in new facilities, and proactive growth management make it a major draw for homebuyers — and by extension, a catalyst for retail demand.



Tomball ISD encompasses 83 square miles in northwest Harris County and southwest Montgomery County. The district currently serves **23,256 students** across 23 campuses, adding approximately **1,000 new students per year**. It has been ranked the **#1 Best School District in Harris County** by Niche.com and received an **A-rating** from the Texas Education Agency. High schools are ranked among the **top 10% nationally**.

Major Campus Investments Near the Site

Beckendorf Educational Complex (Super Campus) — 176 Acres

Located at the NWC of Cypress Rosehill Road and Grand Parkway — directly across the street from the retail site. Built through the 2017 bond (\$275 million), this complex includes:

- Tomball ISD Stadium — 12,000-seat capacity, \$37.29M facility (opened 2021)
- Tomball Event Center — 450-person conference/community center
- Grand Lakes Junior High — Opened 2021
- Grand Oaks Elementary — Opened 2021
- 3,000+ parking spaces generating significant event-day traffic

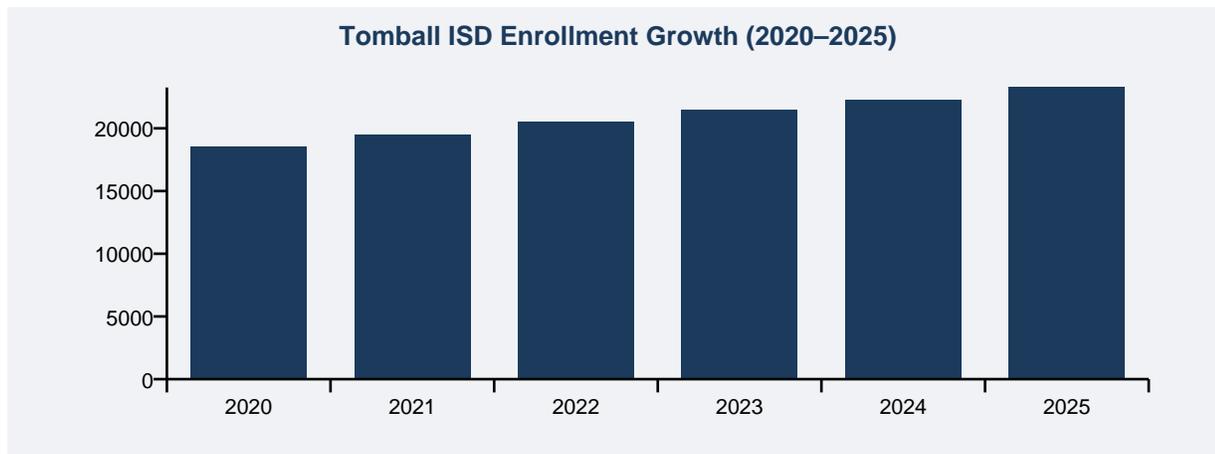
Juergen Road Complex (West Campus) — 205 Acres

Located at 17702 Mueschke Road, 1.5 miles southwest of the intersection. Funded by the 2021 bond (\$494.5 million — the largest in district history), this complex includes:

- West Elementary — 900 students capacity (Opened 2024)
- West Intermediate — 900 students capacity (Opening August 2025)
- Tomball West High School — 3,000 students capacity (Opening August 2026)
- Total capacity: approximately 4,800 students across three campuses

The district's willingness to invest nearly **\$770 million across two bonds** (2017 and 2021) in campus facilities within the trade area represents the strongest possible institutional endorsement of long-term residential growth. School districts do not build \$195 million high schools on speculation — these investments are driven by

enrollment projections supported by builder commitments and land development activity.



Source: Tomball ISD, Community Impact, NCES.

Road & Utility Infrastructure

The trade area benefits from significant public infrastructure investment that supports both residential growth and retail accessibility:

- Grand Parkway (SH 99):** Completed tolled freeway providing regional connectivity between the Hwy 290 and Hwy 249 corridors. The Grand Parkway has been the primary catalyst for development in this area, providing easy access to employment centers in the Energy Corridor, Willowbrook/FM 1960, and The Woodlands.
- Cypress Rosehill Road:** Currently being widened to accommodate traffic counts in excess of 20,000 vehicles per day. The widening project improves access to the retail site and accommodates growing residential traffic.
- MUD Infrastructure:** Multiple Municipal Utility Districts (MUDs) have been established or expanded to serve the growing residential population, with bond issuances tracked through the Texas Bond Review Board providing forward visibility into development timelines.
- Lone Star College — Tomball Campus:** Located directly adjacent to the trade area, providing additional daytime population and workforce development resources.

6. RETAIL DEMAND ANALYSIS

Consumer Spending Power

The trade area's demographic profile — high household incomes, high owner-occupancy, and predominantly family-oriented households — translates into strong retail spending power across key categories.

Category	Est. Annual Spend/HH	Current 3-Mile (4,836 HH)	Buildout 3-Mile (11,500 HH)
Grocery / Food at Home	\$8,200	\$39.7M	\$94.3M
Restaurants / Food Away	\$5,400	\$26.1M	\$62.1M
Health & Personal Care	\$3,100	\$15.0M	\$35.7M
Gasoline & Auto	\$4,800	\$23.2M	\$55.2M
General Merchandise	\$5,600	\$27.1M	\$64.4M
Home Improvement	\$3,400	\$16.4M	\$39.1M
TOTAL RETAIL	\$30,500	\$147.5M	\$350.8M

Estimates based on BLS Consumer Expenditure Survey for the Houston-The Woodlands-Sugar Land MSA, adjusted for trade area income levels (24% above MSA median). Actual capture rates will vary by category and competitive environment.

Retail Gap & Opportunity

The trade area currently suffers from a significant retail supply deficit. Within the immediate 3-mile radius, existing retail options are limited, forcing residents to drive 4.5+ miles to the nearest full-service grocery store or major retail center. This gap creates both pent-up demand and strong capture potential for new retail at the intersection.

Retail Category	Nearest Existing	Demand Signal
Nearest HEB	4.5 miles (Tomball Pkwy & Graham)	HIGH — Anchor gap
Nearest Full Grocery	4.5 miles	HIGH — Daily needs underserved
Nearest QSR Cluster	3.0+ miles	HIGH — Limited dining options
Nearest Home Improvement	4.5 miles (Lowe's, Target)	MODERATE — Growing demand
Nearest Urgent Care	4.0+ miles	MODERATE — Service gap

HEB Anchor Confirmation: HEB's acquisition of a 12.4-acre site at the NEC of the intersection is the single most significant retail demand signal in the trade area. HEB's site selection process is among the most rigorous in the industry — they do not acquire land without thorough demographic analysis and growth projections. Their commitment validates the trade area's trajectory and will serve as the primary anchor drawing customers from a wide radius.

Houston Retail Market Context

The Cypress Rose Hill opportunity sits within a broader Houston retail environment that favors new suburban development:

- **Houston Retail Vacancy: 5.3%** — Among the tightest markets in the region, with prime suburban space particularly constrained.
- **Leasing Volume: Up 10% YoY** — 8.1 million SF leased through Q3 2025, with strongest activity in newer properties built within the past five years.
- **Rent Growth:** Prime suburban pads exceeding \$30/SF, with Houston averaging \$24/SF. Limited concessions for top-tier space.
- **#2 U.S. Market for Retail Construction** — Houston ranks second nationally for retail construction activity, driven by population growth in suburban corridors.
- **Demand Drivers:** Grocery, fitness, quick-service restaurants, and auto-service tenants are the most active users of new suburban retail space.
- **Supply Constraint:** Construction pipeline has decreased 19% YoY to 3.7M SF, meaning less new competitive supply is entering the market.

Source: CoStar Group, Matthews Real Estate Investment Services Q3 2025 Houston Retail Report, J. Beard Real Estate Company.

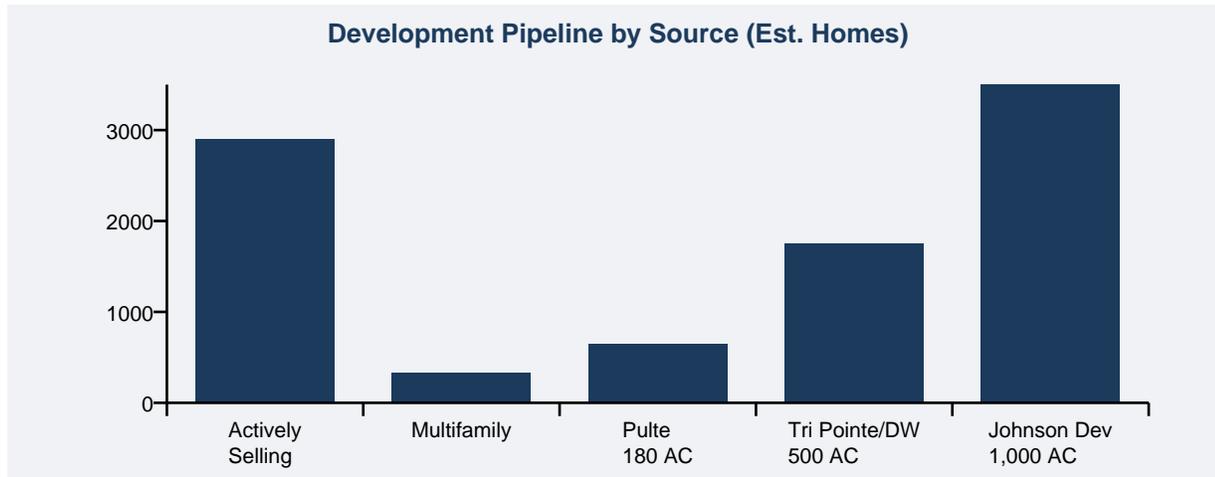
7. DEVELOPMENT PIPELINE & TIMELINE

Complete Development Pipeline

Category	Est. Homes	Notes
PENDING (Under Contract)		
Johnson Development (1,000 AC)	3,000–4,000	Mueschke/99
Tri Pointe / David Weekley (500 AC)	1,500–2,000	E of CRH/Premier
Pulte Homes (180 AC)	600–700	N of Premier Baseball
ACTIVELY SELLING		
Ellerden, Amira, Oakhill, Lakes, etc.	2,900+	Various builders
Multifamily (Adora)	336	At intersection
TOTAL PIPELINE	8,500–10,500+	SF + MF combined

Development Timeline

2024–2025	Active Delivery	Ellerden, Amira, Lakes at Creekside actively delivering homes. West Elementary opened. Adora multifamily under construction.
2025–2026	Expansion Phase	Oakhill Reserve + Pulte 180-acre break ground. West Intermediate opens. Tomball West High School opens Aug 2026.
2026–2028	Peak Delivery	Peak delivery period. First homes from pending acquisitions. HEB grocery store anticipated. Retail center buildout.
2028–2032	Major Growth	Major delivery from Johnson 1,000-acre and Tri Pointe/DW 500-acre MPCs. 3-mile households reach 8,000–10,000.
Buildout	Maturity	3-mile trade area reaches 11,000–12,000+ households. Full retail maturity achieved.



Midpoint estimates shown. Pending acquisition estimates based on typical suburban densities.

8. KEY TAKEAWAYS

- 1. Trade area will more than double** — from 4,836 households today to 11,000–12,000+ at buildout, representing a 130%+ increase in the immediate customer base.
- 2. 1,680 acres under contract** by Johnson Development, Tri Pointe/David Weekley, and Pulte represent 5,000–6,500+ homes not in competitor analyses — this is proprietary intelligence that dramatically understates growth when using standard demographic sources alone.
- 3. Johnson Development's 1,000-acre acquisition** will be the area's largest master-planned community with resort-style amenities, bringing Houston's most experienced MPC developer to the trade area.
- 4. Tri Pointe / David Weekley's 500 acres** places 1,500–2,000 homeowners immediately adjacent to retail — the highest-impact pending development for the retail center.
- 5. Broader 5-mile market** provides 32,800+ existing households with \$149K average income, ensuring a strong customer base even before 3-mile buildout is complete.
- 6. School infrastructure validates growth:** Tomball ISD's \$770M+ in bond investments — including the 176-acre Super Campus and 205-acre Juergen Road Complex — represent the strongest possible institutional commitment to long-term growth.
- 7. HEB at intersection** (12.4 acres) will anchor the entire trade area. HEB's rigorous site selection process independently validates the demographic trajectory.
- 8. Significant retail gap:** The nearest full-service grocery and major retail are 4.5+ miles away, creating pent-up demand and high capture potential for new retail at the intersection.
- 9. Houston retail market favors new suburban development:** Vacancy at 5.3%, leasing up 10% YoY, and Houston ranking #2 nationally for retail construction all point to strong tailwinds for the Cypress Rose Hill

development.

Location Advantages

- Regional intersection between Hwy 290 and Hwy 249 corridors via Grand Parkway (SH 99)
- 4.5 miles to nearest existing grocery anchors — significant pent-up demand
- Tomball ISD Super Campus (176 AC) with 12,000-seat stadium at NWC
- New 205-acre Tomball ISD campus (West HS, 3,000 capacity) opening 1.5 miles SW
- Lone Star College — Tomball campus adjacent to trade area
- Cypress Rosehill Road widening underway — 20,000+ VPD capacity

9. DATA SOURCES & METHODOLOGY

This report was compiled using the following publicly available and proprietary data sources. All data has been cross-referenced across multiple sources where possible to ensure accuracy.

Source	Data Type	Reference
Harris County Clerk	Plat records, deed transfers	cclerk.hctx.net
Harris County Appraisal District	Property records, ownership	hcad.org
Texas A&M Real Estate Center	Building permits, market data	trerc.tamu.edu
Texas Bond Review Board	MUD bond issuances	brb.texas.gov
Harris County ePermits	Building permit activity	epermits.harriscountytexas.gov
City of Tomball	Municipal permits	ci-tomball-tx.smartgovcommunity.com
Tomball ISD	Enrollment, campus plans	tomballisd.net
U.S. Census Bureau	Demographics, population	census.gov
BLS Consumer Expenditure Survey	Household spending data	bls.gov
CoStar Group / Matthews	Retail market analytics	costar.com
Builder Websites	Pricing, availability, specs	Various
Proprietary Intelligence	Pending land transactions	Market relationships

Methodology Notes

Home Count Estimates: Pending acquisition home counts are estimated using typical suburban densities of 3–4 homes per net acre, consistent with the product types being delivered by the named builders in similar Houston-area communities.

Buildout Projections: The 11,000–12,000+ household projection for the 3-mile trade area at buildout is derived by adding pending acquisitions (5,100–6,700 homes), actively selling inventory (2,900+ homes and 336 MF units), and existing households (4,836). Actual buildout may exceed these estimates if additional land is acquired for development.

Spending Power Estimates: Per-household retail spending estimates are derived from the Bureau of Labor Statistics Consumer Expenditure Survey for the Houston-The Woodlands-Sugar Land MSA (2022–2023), adjusted upward by 24% to reflect the trade area's above-average household income (\$146K vs. \$118K MSA median). Actual capture rates and spending patterns will vary.

Retail Market Data: Houston retail market statistics are sourced from CoStar Group via the Matthews Real Estate Investment Services Q3 2025 Houston Retail Market Report and J. Beard Real Estate Company market analysis.

DISCLAIMER

This report was compiled from publicly available sources and proprietary market intelligence. Information regarding pending land acquisitions is based on private market knowledge and has not yet appeared in public records. All data should be independently verified. Home counts, pricing, and timelines are subject to change based on market conditions, builder decisions, and regulatory approvals. Retail spending estimates are projections and do not guarantee actual capture rates. This report is for informational purposes only and does not constitute professional real estate, financial, or investment advice.