

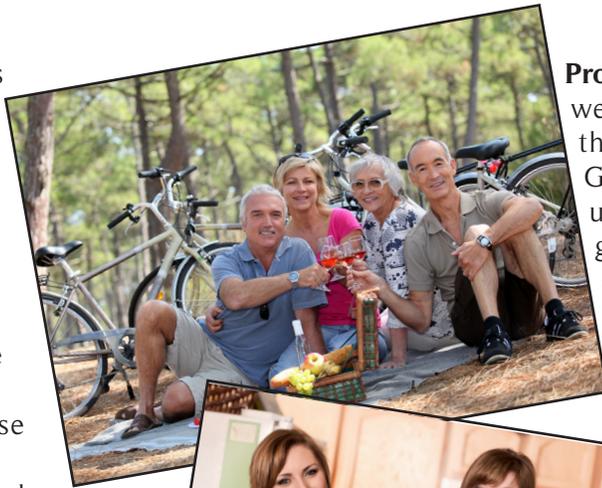
FAIRVIEW

ECONOMIC DEVELOPMENT **texas**

RETAIL MARKET PROFILE

Fairview is bordered by US-75 and SH 121 and has a population of approximately 8,900 people, however, there are more than 380,000 people in the Retail Trade Area (RTA). The median age in the RTA is 35.9 with a median income of more than \$85,000. The RTA population is expected to grow more than 13% in the next five years. ESRI's Tapestry Segmentation combines psychographic and demographic information to paint a picture of who the shoppers are in our RTA. The top four tapestries in the Fairview RTA are Silver & Gold, Up & Coming Families, Professional Pride and Boomburbs.

Silver & Gold: This is the most affluent senior market and is still growing. Their affluence has afforded them the opportunity to retire to sunnier climates that feature exclusive communities and vacation homes. These consumers have the free time, stamina and resources to enjoy the good life.



Professional Pride: Consumers are well-educated career professionals that have prospered through the Great Recession. To maintain their upscale suburban lifestyles, these goal oriented couples work, often commuting far and working long hours. However, their schedules are fine-tuned to meet the needs of their school age children.

Up and Coming Families: This is a market in transition; residents are younger and more mobile and ethnically diverse than the previous generation. They are ambitious, working hard to get ahead and willing to take some risks to achieve their goals. The recession has impacted their financial well-being, but they are optimistic. Their homes are new and their families are young. This is one of the fastest-growing markets in the country.



Boomburbs: This is the new growth market; young professionals with families that have opted to trade up to the newest housing in the suburbs. They are well connected; own the

latest devices and understand how to use them efficiently.

DEVELOPMENT

There are both large and small scale development opportunities available in the more than 750,000 square feet of existing retail space and the more than 450 acres of green space - all within the 800 acre Commercial Planned Development District (CPDD). Fairview can accommodate dining/entertainment concepts, single tenants, small multi-tenant developments and major retail and dining developments. Local incentives are available and evaluated on an individual basis and are dependent on the project size, scope and economic impact.

FairviewTexasEDC.com
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