

# Highlights of Hutto Plaza

IND LOUNGE  
CRAFT BEER & BOTTLED BEER



RIO GRANDE RESTAURANT

SINGLES CELLAR

\$24 + NNN

1,500 - 5,000 sq ft Availability

Contact Agent for Pad Site Details

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**Weichert** | Barton Harris & Co.  
REALTORS®

HOME BREW

HOME BREW



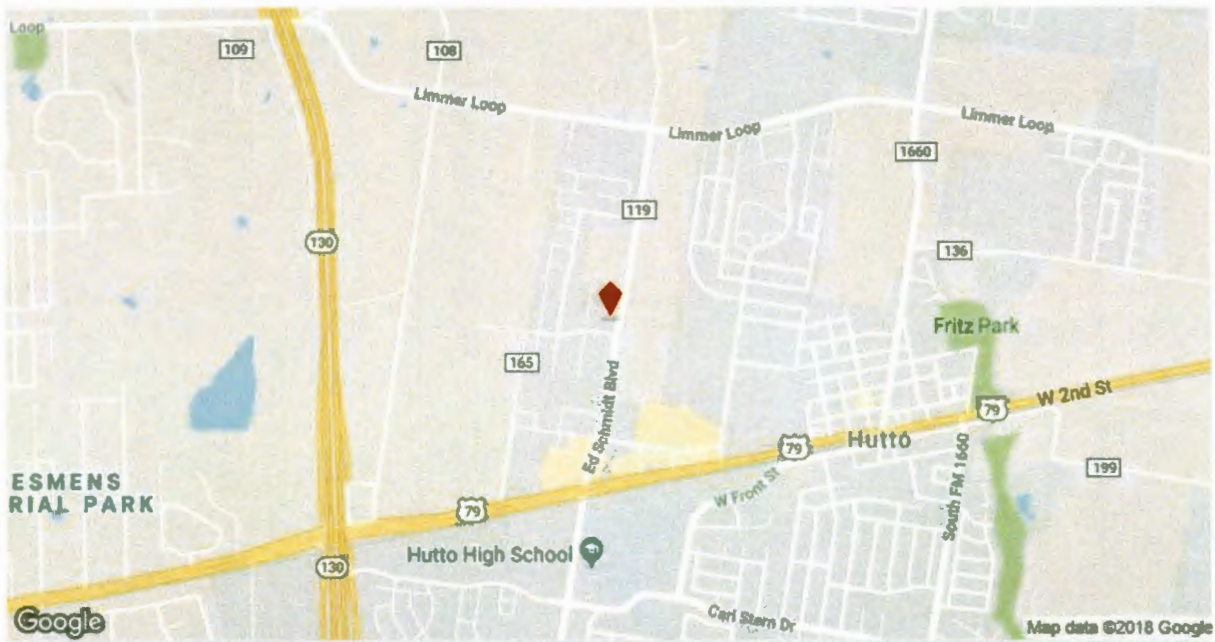


## HIGHLIGHTS OF HUTTO PLAZA



**Weichert**  
REALTORS  
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Independently Owned and Operated

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531 Ed Schmidt, Hutto, TX 78634



# NEWSLETTER

## BE PART OF THE GROWTH IN HUTTO

SUMMER 2018



### Kalahari Resorts to bring 700 jobs to the area

On U.S. 79, the Kalahari Resort and Convention Center will be 700,000 sq. ft. and will bring 700 jobs to the area.

<https://www.austin360.com/entertainment/attractions/massive-africa-themed-resort-make-splash-round-rock-with-2020-opening/YhhQh2aQoRjGBBQxfJlVJN/>

### AEND Industries Inc. plans to move from Huntington Beach to Hutto in early 2019

AEND Industries Inc. plans to build a 19,200 square-foot facility at North Town Commons Business Park

<https://www.mystatesman.com/news/local/california-company-moving-hutto-with-help-from-175-000-grant/RiONUfRjwKXe8JuiRDxtZM/>

### MORE THAN 2,000 HOMES IN THE PIPELINE FOR HUTTO

A PAIR OF NEW RESIDENTIAL DEVELOPMENTS COULD ADD 2,150 HOMES TO THE SMALL SUBURB OF HUTTO, PLUS PARKS AND COMMERCIAL SPACE.

<https://www.bizjournals.com/austin/news/2018/06/22/more-than-2-000-homes-in-the-pipeline-for-hutto.html>

### PARADIGM METALS, RELOCATING TO HUTTO

Manufacturer relocating to Hutto poised to become one of city's largest employers

<https://communityimpact.com/austin/round-rock-pflugerville-hutto/city-county/2018/08/16/breaking-manufacturer-relocating-to-hutto-poised-to-become-one-of-citys-largest-employers/>

### FLIX BREWHOUSE COMING TO HUTTO

The city of Hutto is getting its first movie theater.

<https://www.statesman.com/news/local/flix-brewhouse-planned-for-hutto/nPb2u7vLSSEyciPaMzm0QO/>



## Criteria Used for Analysis

Income:  
Median Household Income  
**\$77,587**

Income:  
Householder Age 25-34  
**\$76,755**  
Total dollars:  
\$76,755 out of \$10,868

Income:  
Average Household Income  
**\$90,372**  
Total dollars:  
\$90,372 out of \$10,868

Population Stats:  
Population Density  
**546.4**  
Total:  
546.4 out of 62.3

Population Stats:  
Total Population  
**34,061**

## Consumer Segmentation

### Life Mode

What are the  
people like that  
live in this area?

### Ethnic Enclaves

Established diversity—young, Hispanic homeowners  
with families

### Urbanization

Where do people  
like this usually  
live?

### Suburban Periphery

Affluence in the suburbs, married couple-families,  
longer commutes

## Top Tapestry Segments

### Up and Coming Families

### Soccer Moms

### Southern Satellites

### Savvy Suburbanites

### Down the Road

| % of Households         | 8,080 (74.3%)                                                                 | 1,899 (17.5%)                                                       | 495 (4.6%)                                  | 360 (3.3%)                                                   | 34 (0.3%)                                                       |
|-------------------------|-------------------------------------------------------------------------------|---------------------------------------------------------------------|---------------------------------------------|--------------------------------------------------------------|-----------------------------------------------------------------|
| % of Williamson County  | 33,939 (19.9%)                                                                | 19,854 (11.6%)                                                      | 3,398 (2.0%)                                | 2,355 (1.4%)                                                 | 983 (0.6%)                                                      |
| Lifestyle Group         | Ethnic Enclaves                                                               | Family Landscapes                                                   | Rustic Outposts                             | Affluent Estates                                             | Rustic Outposts                                                 |
| Urbanization Group      | Suburban Periphery                                                            | Suburban Periphery                                                  | Rural                                       | Suburban Periphery                                           | Semirural                                                       |
| Residence Type          | Single Family                                                                 | Single Family                                                       | Single Family or<br>Mobile Homes            | Single Family                                                | Mobile Homes                                                    |
| Household Type          | Married Couples                                                               | Married Couples                                                     | Married Couples                             | Married Couples                                              | Married Couples                                                 |
| Average Household Size  | 3.1                                                                           | 2.96                                                                | 2.65                                        | 2.83                                                         | 2.74                                                            |
| Median Age              | 30.7                                                                          | 36.6                                                                | 39.7                                        | 44.1                                                         | 34.3                                                            |
| Diversity Index         | 72.4                                                                          | 48.3                                                                | 38.6                                        | 33.2                                                         | 70.5                                                            |
| Median Household Income | \$64,000                                                                      | \$84,000                                                            | \$44,000                                    | \$104,000                                                    | \$36,000                                                        |
| Median Net Worth        | \$96,000                                                                      | \$252,000                                                           | \$70,000                                    | \$502,000                                                    | \$30,000                                                        |
| Median Home Value       | \$174,000                                                                     | \$226,000                                                           | \$119,000                                   | \$311,000                                                    | \$104,000                                                       |
| Homeownership           | 74.1 %                                                                        | 85.5 %                                                              | 78.6 %                                      | 91 %                                                         | 66.4 %                                                          |
| Employment              | Professional or<br>Services                                                   | Professional or<br>Management                                       | Services, Professional<br>or Administration | Professional or<br>Management                                | Services or<br>Administration                                   |
| Education               | College Degree                                                                | College Degree                                                      | High School Graduate                        | College Degree                                               | High School Graduate                                            |
| Preferred Activities    | Visit theme parks,<br>zoos. Contract for<br>home and landscaping<br>services. | Go jogging, biking,<br>target shooting. Visit<br>theme parks, zoos. | Go hunting,<br>fishing. Own a pet<br>dog.   | Enjoy good food,<br>wine. DIY gardening,<br>home remodeling. | Visit chat rooms; play<br>games online. Go<br>hunting, fishing. |
| Financial               | Hold student loans,<br>mortgages                                              | Carry high level of<br>debt                                         | Shop at Walmart                             | Carry first, second<br>mortgages                             | Prefer convenience of<br>frozen meals, fast food                |
| Media                   | Go online to shop,<br>bank, for<br>entertainment                              | Shop, bank online                                                   | Listen to country<br>music; watch CMT       | Shop, bank online                                            | Watch Animal Planet<br>on satellite TV                          |
| Vehicle                 | Own late-model<br>compact car, SUV                                            | Own 2+ vehicles<br>(minivans, SUVs)                                 | Own, maintain truck                         | Prefer late-model<br>SUVs, minivans,<br>station wagons       | Bought used vehicle<br>last year                                |

## Best Retail Businesses: Hutto, TX 78634

This chart shows the types of businesses that consumers are leaving an area to find. The business types represented by blue bars are relatively scarce in the area, so consumers go elsewhere to have their needs met. The beige business types are relatively plentiful in the area, meaning there are existing competitors for the dollars that consumers spend in these categories.

Data Source: Retail Marketplace via Esri, 2017

Update Frequency: Annually

