LONGVIEW, TEXAS

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NORTH LOOP PLAZA

CONFIDENTIAL OFFERING MEMORANDUM

DIG

DISNEY INVESTMENT GROUP

COMMERCIAL REAL ESTATE ADVISORS

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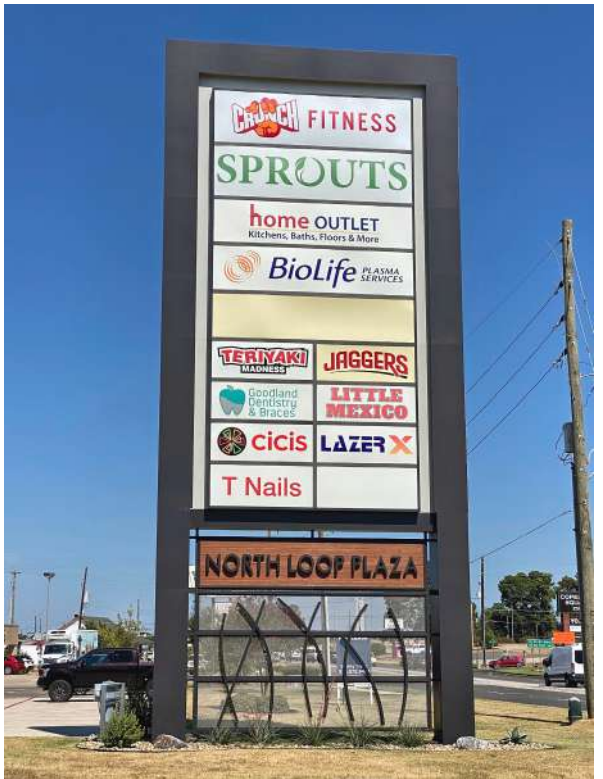
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SECTION 1



EXECUTIVE SUMMARY

PROPERTY INTRODUCTION • PROJECT OVERVIEW • INVESTMENT HIGHLIGHTS

SECTION 1

PROPERTY INTRODUCTION

Disney Investment Group, on behalf of the ownership, has been exclusively retained to offer the opportunity to acquire North Loop Plaza (the "Property"), a 224,188 square foot grocery-anchored community center located in Longview, Texas. North Loop Plaza is anchored by Sprouts Farmers Market, Crunch Fitness, Home Outlet and Dollar Tree (pending).

Originally developed in 1979, North Loop Plaza has undergone a $10 million capital improvement plan from 2020-2025, culminating in the opening of Longview's only Sprouts Farmers Market location in October 2025. North Loop Plaza is 66.6% leased, including four (4) national credit anchor tenants and 74,935 square feet of vacant space. Tenants at the Property currently pay an average annual base rent of $14.39 per square foot, which is significantly below market. North Loop Plaza offers compelling cash flow stability and provides a tremendous opportunity to dramatically increase Net Operating Income and asset value through timely lease-up over the hold period.

North Loop Plaza is a well-located, heavily trafficked community shopping center with over 54,841 vehicles passing by daily and 1.9 million annual customer visits. Ranked in the top 30% of all neighborhood centers nationwide, the Property features very strong Placer.ai store rankings for the existing anchor tenants. North Loop Plaza is home to the #1 Sprouts Farmers Market store in the state of Texas according to Placer.ai rankings for customer visits. The Property sits adjacent to Longview Mall, a 641,599 SF enclosed regional mall that was acquired in 2025 and is currently being redeveloped by mixed-use developer, Trademark Property Company, and Dillard's.

This offering represents a rare opportunity for an investor to purchase a well-established and extremely busy shopping center anchored by a high-performing Sprouts Farmers Market store in the growing East Texas market of Longview.



SECTION 1 PROJECT OVERVIEW

PROJECT TYPE: *Grocery-Anchored Center*

224,188 SF SIZE (GLA)

TRAFFIC COUNTS: *West Loop 281: 34,036 VPD*
Judson Rd.: 20,805 VPD

1979 *(Renovated 2020-2025)* YEAR BUILT

LAND SIZE (ACRES): *19.7*

PRIMARY TENANTS

- Sprouts Farmers Market
- Crunch Fitness
- Barton's Home Outlet
- Goodland Dentistry
- BioLife
- Cicis Pizza
- Dollar Tree (pending)



66.6% LEASED



LOCATION: SWC Loop 281 & Judson Road, Longview, TX 75605

SECTION 1

INVESTMENT HIGHLIGHTS

Sprouts-Anchored, Value-add Community/Power Center Adjacent to Longview Mall.

North Loop Plaza is a well-located, 224,188 square foot Grocery-anchored center located in Longview, Texas. Anchored by a 24,389 square foot top-ranked Sprouts Farmers Market that opened in 2025 (new 15 year lease), North Loop Plaza features a mix of eleven (11) national and local tenants plus a pending 13,500 square foot lease with Dollar Tree. Additional anchor tenants include Crunch Fitness (35,847 SF) and a Home Outlet store (25,096 SF), which features more than 106 locations in 20 states.

Significant Lease-up Opportunities & Compelling Rent Growth.

Currently 66.6% leased (including Dollar Tree), North Loop Plaza is a popular and well-established shopping center with ten (10) available suites totaling 74,935 square feet. Average annual base rent at North Loop Plaza is $14.39/SF and considered below-market for comparable retail space in the surrounding submarket. Over a 5-year hold period, the compound annual growth rate (CAGR) at North Loop Plaza exceeds 11% based on organic rent growth and using conservative market lease rate assumptions. Over a 10-year period, the CAGR is 6.7%.

Very Strong Placer.ai Anchor Store Rankings, #1 Ranked Sprouts store.

With more than 1.9 million annual customer visits at North Loop Plaza, the Placer.ai store rankings are very impressive. Sprouts' store is ranked #1 out of 55 stores in Texas and ranked in the top 96% (percentile) of Sprouts stores nationwide. Crunch Fitness' store is ranked in the top 73% (percentile) in Texas and top 83% (percentile) nationwide. Home Outlets' store at North Loop Plaza is ranked in the top 72% (percentile) out of 106 stores nationwide.

$10 Million of Capital Improvements Completed 2020-2025.

Current ownership completed a significant renovation of North Loop Plaza including a $3 million renovation for Sprouts Farmers Market within the $10MM project upgrade in 2025. Project improvements include new facades, parking lots and anchor tenants. All roofs were replaced 2020-2025 except for suite 2547.

Affluent Household Incomes and Expansive Trade Area.

North Loop Plaza is surrounded by affluent incomes and dense population including a strong daytime population. Average household incomes exceed $96,149 within a 3-mile radius with daytime population exceeding 55,183 residents. Within a 5-mile radius of the center, there are more than 95,250 daytime residents with average household incomes exceeding $90,780. Within the defined trade area, there is a population of 311,852 people with average household incomes of $87,531. Shoppers travel an average of 13.4 miles and return 6.8 times annually, demonstrating strong regional draw and customer loyalty. Longview generates over $2 billion in annual retail sales.

Excellent Visibility and Access with Pylon Signage.

North Loop Plaza is located at the signalized, southwest corner of West Loop 281 and Judson Rd in Longview with more than 56,478 vehicles passing by the center each day. The shopping center maintains seven (7) access points allowing convenient ingress/egress for shoppers and features two (2) prominent, multi-tenant pylon signs.

NORTH LOOP PLAZA IS BEING OFFERED FREE AND CLEAR OF ANY EXISTING DEBT

SECTION 2



PROPERTY OVERVIEW

SITE PLAN • GROUND PHOTOS • AERIALS • VERTICAL AERIAL

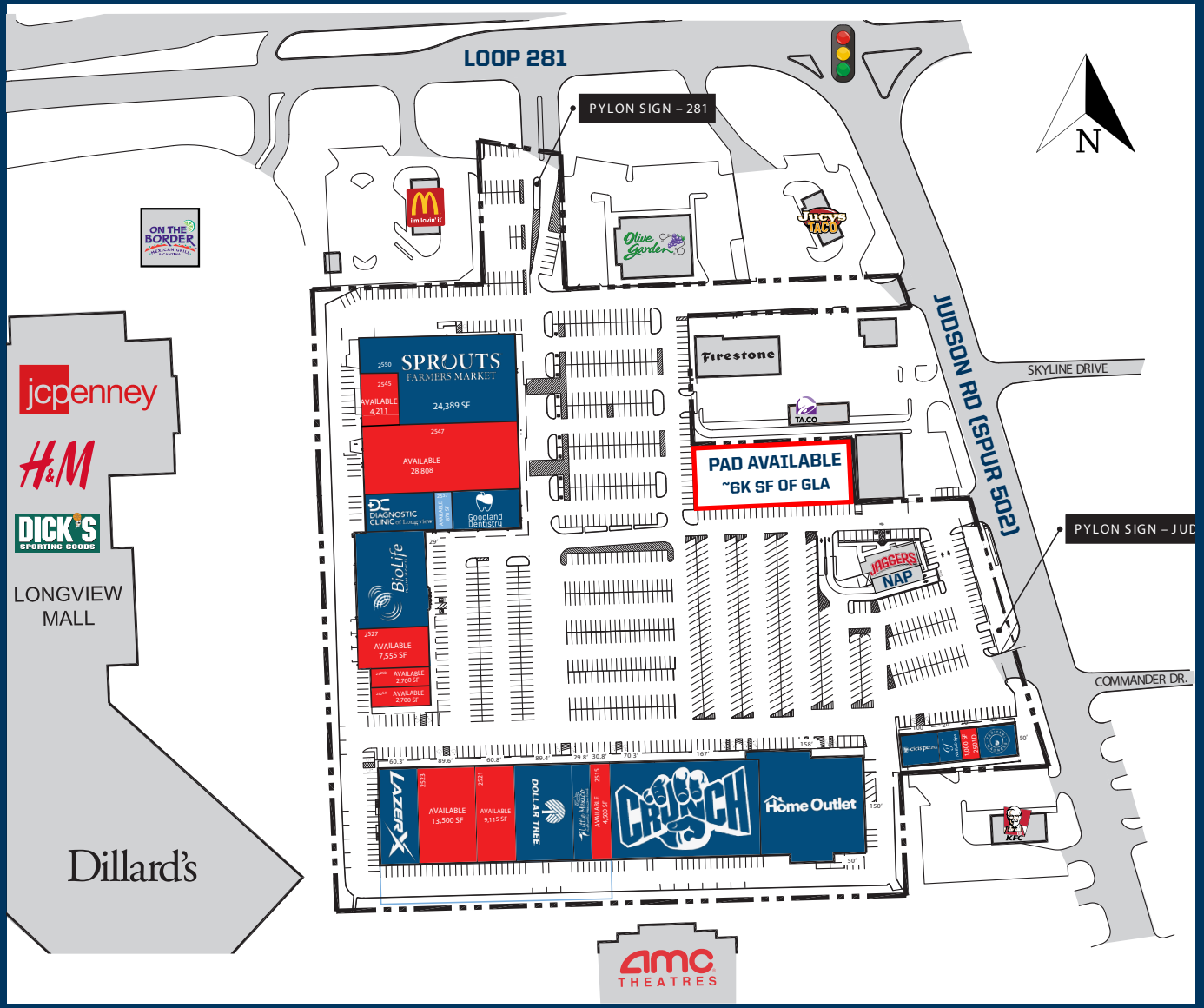
SECTION 2 SITE PLAN

NORTH LOOP PLAZA

STORE LISTING

CENTER SIZE : 224,188 SqFt

#	SQFT	TENANT
2501A	2,000	Teriyaki Madness
2501C	1,000	TNails
2501D	**1,000**	**Available**
2503	5,000	Cicis Pizza
2505A	25,096	Home Outlet
2505B	35,847	Crunch Fitness
2515	**4,500**	**Available**
2517	4,500	Little Mexico
2519	13,500	Dollar Tree (Pending)
2521	**9,000**	**Available**
2523	**13,500**	**Available**
2523B	9,000	Lazer X
2525A	**2,700**	**Available**
2525B	**2,700**	**Available**
2527	**7,585**	**Available**
2531	15,455	Biolife Plasma Services
2537	931	Terminal Vacancy
2533	7,150	Diagnostic Clinic of Longview
2539	6316	Goodland Dentistry
2547	**28,808**	**National Retailer - Speculative**
2547B	**4,211**	**Available**
2550	24,389	Sprouts Farmers Market



SECTION 2 GROUND PHOTOS









SECTION 2 GROUND PHOTOS









SECTION 2

SOUTHWEST FACING AERIAL



SOUTHWEST FACING AERIAL



SOUTHWEST FACING AERIAL



SECTION 2

WEST FACING AERIAL



NORTH LOOP PLAZA - LONGVIEW, TEXAS

SECTION 2

LOW ELEVATION VERTICAL AERIAL



SECTION 2

HIGH ELEVATION VERTICAL AERIAL



NORTH LOOP PLAZA - LONGVIEW, TEXAS

SECTION 3



FINANCIAL OVERVIEW

CASH FLOW MODEL ▪ UNDERWRITING ASSUMPTIONS ▪ RENT ROLL ▪ LEASE EXPIRATION SCHEDULE ▪ SELECT TENANT PROFILES

NORTH LOOP PLAZA

10 YEAR CASH FLOW MODEL

	PSF	2027	2028	2029	2030	2031	2032	2033	2034	2035	2036
POTENTIAL GROSS REVENUE											
Base Rental Revenue	$13.85	3,105,912	3,319,267	3,361,301	3,401,933	3,444,996	3,470,476	3,562,706	3,619,210	3,661,541	3,714,109
Absorption & Turnover Vacancy	($4.24)	(950,355)	(363,098)	(76,364)	(66,361)	(68,352)	(21,586)	(25,019)	(27,512)	(23,587)	(39,843)
Scheduled Base Rental Revenue	$9.61	2,155,557	2,956,169	3,284,937	3,335,572	3,376,644	3,448,890	3,537,687	3,591,698	3,637,954	3,674,266
Expense Reimbursement Revenue											
Expense Reimbursement Revenue	$2.68	600,020	773,703	893,528	926,815	952,135	993,755	1,020,691	1,050,632	1,091,469	1,131,755
Total Reimbursement Revenue	$2.68	600,020	773,703	893,528	926,815	952,135	993,755	1,020,691	1,050,632	1,091,469	1,131,755
Total Potential Gross Revenue	$12.29	2,755,577	3,729,872	4,178,465	4,262,387	4,328,779	4,442,645	4,558,378	4,642,330	4,729,423	4,806,021
General Vacancy	$0.00	0	(9,871)	(136,378)	(150,076)	(151,504)	(201,626)	(204,150)	(205,980)	(214,063)	(202,450)
Effective Gross Revenue	$12.29	2,755,577	3,720,001	4,042,087	4,112,311	4,177,275	4,241,019	4,354,228	4,436,350	4,515,360	4,603,571
OPERATING EXPENSES											
Common Area Maintenance	$1.14	255,344	263,002	270,894	279,021	287,391	296,014	304,895	314,040	323,463	333,163
RE Taxes	$1.28	286,529	295,126	303,979	313,099	322,493	332,167	342,131	352,396	362,967	373,857
Insurance	$0.93	207,983	214,222	220,649	227,269	234,087	241,109	248,343	255,793	263,467	271,371
Management Fee	$0.37	82,667	111,600	121,263	123,369	125,318	127,231	130,627	133,090	135,461	138,107
TOTAL OPERATING EXPENSES	$3.71	832,523	883,950	916,785	942,758	969,289	996,521	1,025,996	1,055,319	1,085,358	1,116,498
NET OPERATING INCOME	$8.58	1,923,054	2,836,051	3,125,302	3,169,553	3,207,986	3,244,498	3,328,232	3,381,031	3,430,002	3,487,073
LEASING & CAPITAL COSTS											
Tenant Improvements	$0.00	0	2,864,818	297,981	0	0	42,110	4,478	27,672	0	0
Leasing Commissions	$0.00	0	321,455	50,772	0	0	0	5,325	8,302	0	0
Capital Reserves	$0.15	33,628	34,637	35,676	36,746	37,849	38,984	40,154	41,358	42,599	43,877
TOTAL LEASING & CAPITAL COSTS	$0.15	33,628	3,220,910	384,429	36,746	37,849	81,094	49,957	77,332	42,599	43,877
CASH FLOW	$8.43	$1,889,426	($384,859)	$2,740,873	$3,132,807	$3,170,137	$3,163,404	$3,278,275	$3,303,699	$3,387,403	$3,443,196
TENANT OCCUPANCY SUMMARY											
Occupied Area		149,253	194,127	216,796	219,046	219,046	223,257	223,174	222,507	223,257	222,661
Vacant Area		74,935	30,061	7,392	5,142	5,142	931	1,014	1,681	931	1,527
Leased Area		149,253	194,127	216,796	219,046	219,046	223,257	223,174	222,507	223,257	222,661
Gross Leaseable Area		224,188	224,188	224,188	224,188	224,188	224,188	224,188	224,188	224,188	224,188
Average Occupancy Percentage		66.57%	86.59%	96.70%	97.71%	97.71%	99.58%	99.55%	99.25%	99.58%	99.32%

NORTH LOOP PLAZA
UNDERWRITING ASSUMPTIONS

Analysis Period. *10 Years starting February 1, 2027.*

Rental Income. *Based on rent roll and lease files provided by the Ownership.*

Inflation. *3% per year; Calendar Recovery using Fiscal inflation.*

Vacancy Loss. *5% of potential gross revenue*

Capital Reserves. *$0.15 per square foot per year increasing 3% per year with inflation.*

Operating Expenses and Real Estate Taxes. *Operating expenses based on Ownership's 2025 CAM Reconciliations, and 2026 budgeted expense numbers and increased at 3% per year.*

Management Fee. *3.0% of effective gross revenue.*

Terminal Vacancy. *Suite 2537 (931 SF) is assumed to remain vacant throughout the analysis period.*

Market Leasing Assumptions.

Rent:	*$5.00-$28.00 PSF*
Renewal Probability:	*75%*
TI's:	*$10-$15 PSF new*
	$0 PSF renewal
LC's:	*6% new*
	2% renewal
Downtime:	*3 months*
Term:	*5 years*

Lease-up of Speculative Tenants.

Suite	SF	Start	PSF	TI (PSF)
2501D	1,000	2/1/28	$28	$15
2525A	2,700	3/1/28	$24	$15
2547*	28,808	3/1/28	$16	$85
2525B	2,700	5/1/28	$24	$15
2515	4,500	5/1/28	$15	$15
2527	7,585	7/1/28	$17	$15
2521	9,000	8/1/28	$14	$15
2523	13,500	2/1/29	$9	$15
2547B	4,211	2/1/32	$0	$10

** Confidential National Retailer in negotiations to lease suite 2547 at $16/SF. They are assumed to lease up in year 2 of the cash flow analysis. $85/SF includes $70/SF for Tenant Improvements and $15/SF in Landlord Work.*

NORTH LOOP PLAZA

CONSOLIDATED RENT ROLL

TENANT	SF	% OF Property	LEASE TERM		ANNUAL BASE RENT		RENT ESCALATIONS			EXPENSE REIMBURSE		OPTIONS	
			START	END	PSF	TOTAL	DATE	PSF	TOTAL	CAT	ANNUAL	DATE	PSF
Teriyaki Madness	2,000	0.9%	10/4/2026	10/31/2036	$27.00	$54,000	Annual 2.5% rental increases			CAM INS TAX	$11,295 $1,855 $2,556	11/1/2036 11/1/2041	$34.56 $39.10
TNails	1,000	0.4%	11/16/2011	MTM	$12.00	$12,000				CAM INS TAX	$3,836 $850 $1,125		
Speculative Tenant	1,000	0.4%											
Cicis Pizza	5,000	2.2%	11/26/2023	11/30/2033	$20.00	$100,000	12/1/2028	$23.00	$115,000	CAM INS TAX	$30,887 $4,639 $6,390	12/1/2033 12/1/2038	$26.45 $30.42
Home Outlet	25,096	11.2%	12/1/2019	2/3/2030	$7.48	$187,718				CAM INS TAX	$57,721 $15,937 $14,158	2/4/2030 2/4/2035	$8.23 $9.05
Crunch Fitness	35,847	16.0%	1/31/2020	1/31/2032	$12.28	$440,201				CAM INS TAX	$85,674 $33,256 $45,815	2/1/2032 2/1/2037	$13.51 $14.86
Speculative Tenant	4,500	2.0%											
Little Mexico	4,500	2.0%	7/16/2020	12/31/2030	$14.30	$64,350				CAM INS TAX	$11,071 $4,175 $5,522	2/1/2031 2/1/2037	$15.73 $17.30

NORTH LOOP PLAZA
CONSOLIDATED RENT ROLL

TENANT	SF	% OF Property	LEASE TERM		ANNUAL BASE RENT		RENT ESCALATIONS			EXPENSE REIMBURSE		OPTIONS	
			START	END	PSF	TOTAL	DATE	PSF	TOTAL	CAT	ANNUAL	DATE	PSF
Dollar Tree (Pending)	13,500	6.0%	2/1/2027	1/31/2037	$14.00	$189,000	2/1/2032	$15.00	$202,500	CAM INS TAX	$37,125 $12,524 $16,566	2/1/2037 2/1/2042 2/1/2047 2/1/2052	$16.00 $17.00 $18.00 $19.00
Speculative Tenant	9,000	4.0%											
Speculative Tenant	13,500	6.0%											
Lazer X	9,000	4.0%	11/12/2004	3/31/2029	$3.33	$29,970				CAM INS TAX	- - -		
Speculative Tenant	2,700	1.2%											
Speculative Tenant	2,700	1.2%											
Speculative Tenant	7,585	3.4%											
Biolife Plasma Services	15,455	6.9%	10/29/2022	10/31/2032	$16.30	$251,917	11/1/2027	$17.93	$277,108	CAM INS TAX	$39,101 $14,338 $18,965	11/1/2032 11/1/2037 11/1/2042	$19.72 $21.70 $23.86
Diagnostic Clinic of Longview	7,150	3.2%	9/21/2012	12/31/2036	$8.05	$57,558	Annual 1.5% rental increases			CAM INS TAX	$16,088 $6,633 $8,774		
Terminal Vacancy	931	0.4%											

Note: The pending Dollar Tree lease is included in our cash flow analysis and starts February 1, 2027 when the model begins. Seller agrees to cover Dollar Tree gap rent.

NORTH LOOP PLAZA

CONSOLIDATED RENT ROLL

TENANT	SF	% OF Property	LEASE TERM		ANNUAL BASE RENT		RENT ESCALATIONS			EXPENSE REIMBURSE		OPTIONS	
			START	END	PSF	TOTAL	DATE	PSF	TOTAL	CAT	ANNUAL	DATE	PSF
Goodland Dentistry	6,316	2.8%	1/7/2008	1/31/2034	$25.00	$157,900	Annual 2.5% rental increases			CAM INS TAX	$7,170 $5,859 $7,750		
Speculative Tenant	28,808	12.8%											
Speculative Storage Tenant	4,211	1.9%											
Sprouts Farmers Market	24,389	10.9%	10/31/2025	10/31/2040	$24.75	$603,628	11/1/2030 11/1/2035	$26.25 $27.75	$640,211 $676,795	CAM INS TAX	$25,910 $22,626 $23,301	11/1/2040 11/1/2045 11/1/2050 11/1/2055	$29.25 $30.75 $32.25 $33.75
TOTAL AREA LEASED:	149,253	66.7%			$14.39	$2,148,241							
TOTAL VACANT AREA:	74,935	33.3%											
TOTAL AREA:	224,188												

NORTH LOOP PLAZA

LEASE EXPIRATION SCHEDULE

YEAR	TENANT	EXPIRATION DATE	SQUARE FEET	% OF PROPERTY	CUMULATIVE SF	CUMULATIVE EXPIRATION
2027	TNails	MTM	1,000	0.4%		
	Total for Year Ending 2027		**1,000**	**0.4%**	**1,000**	**0.4%**
2028	None		-	-		
	Total for Year Ending 2028		**0**	**0.0%**	**1,000**	**0.4%**
2029	Lazer X	Mar-29	9,000	4.0%		
	Total for Year Ending 2029		**9,000**	**4.0%**	**10,000**	**4.5%**
2030	Home Outlet	Feb-30	25,096	11.2%		
	Little Mexico	Dec-30	4,500	2.0%		
	Total for Year Ending 2030		**29,596**	**13.2%**	**39,596**	**17.7%**
2031	None		-	-		
	Total for Year Ending 2031		**0**	**0.0%**	**39,596**	**17.7%**
2032	Crunch Fitness	Jan-32	35,847	16.0%		
	Biolife Plasma Services	Oct-32	15,455	6.9%		
	Total for Year Ending 2032		**51,302**	**22.9%**	**90,898**	**40.5%**
2033	Cicis Pizza	Nov-33	5,000	2.2%		
	Total for Year Ending 2033		**5,000**	**2.2%**	**95,898**	**42.8%**
2034	Goodland Dentistry	Jan-34	6,316	2.8%		
	Total for Year Ending 2034		**6,316**	**2.8%**	**102,214**	**45.6%**

NORTH LOOP PLAZA

LEASE EXPIRATION SCHEDULE

YEAR	TENANT	EXPIRATION DATE	SQUARE FEET	% OF PROPERTY	CUMULATIVE SF	CUMULATIVE EXPIRATION
2035	None		-	-		
	Total for Year Ending 2035		**0**	**0.0%**	**102,214**	**45.6%**
2036+	Longview Clinic	Aug-36	7,150	3.2%		
	Teriyaki Madness	Oct-36	2,000	0.9%		
	Dollar Tree (Pending)	Nov-36	13,500	6.0%		
	Sprouts Farmers Market	Oct-40	24,389	10.9%		
	Total for Year Ending 2036+		**47,039**	**21.0%**	**149,253**	**66.6%**
		TOTAL LEASED AREA SF:	149,253	66.7%		
		TOTAL VACANT AREA SF:	74,935	33.3%		
		TOTAL AREA SF:	224,188			

SECTION 3 SELECT TENANT PROFILES



SPROUTS FARMERS MARKET

Square Feet: 24,389
% of Building GLA: 10.9%
In-Place Rent PSF: $24.75
Lease Expiration: October 2040
Company Website: sprouts.com

Sprouts Farmers Market (NASDAQ: SFM) is a leading specialty grocery retailer focused on fresh, natural and organic foods. Headquartered in Phoenix, Arizona, the company operates more than 450 stores across the United States. Sprouts offers a differentiated shopping experience featuring farm-fresh produce, responsibly sourced meats, vitamins, supplements and specialty grocery products. Its smaller-format stores, health-conscious product assortment and emphasis on fresh foods position Sprouts to serve growing consumer demand for healthier lifestyles and convenient grocery shopping.



DOLLAR TREE

Square Feet: 13,500
% of Building GLA: 6.0%
In-Place Rent PSF: $14.00
Lease Expiration: November 2036
Company Website: dollartree.com

Dollar Tree (NASDAQ: DLTR) is one of North America's largest discount retailers, offering a broad assortment of everyday essentials and seasonal merchandise at affordable prices. Headquartered in Chesapeake, Virginia, the company operates thousands of stores across the United States and Canada. Its product selection includes household supplies, food and beverages, health and beauty products, party supplies and seasonal merchandise. Dollar Tree's value-oriented retail model serves budget-conscious consumers seeking convenient shopping and competitive pricing across a wide range of merchandise categories.

SECTION 3 SELECT TENANT PROFILES



Home Outlet

Square Feet: 25,096
% of Building GLA: 11.2%
In-Place Rent PSF: $7.48
Lease Expiration: February 2030
Company Website: homeoutlet.com

Barton's Home Outlet is an established discount home improvement retailer operating more than 110 stores across 22 states. With roots dating back to 1885, the company has built a longstanding presence in regional markets and smaller communities, emphasizing competitive pricing and personalized customer service. Its employee-owned business model supports knowledgeable, locally focused teams serving homeowners and contractors. Home Outlet specializes in affordable kitchens, bathrooms, flooring, windows and doors, offering customers quality renovation products at everyday value prices.



Crunch

Square Feet: 35,847
% of Building GLA: 16.0%
In-Place Rent PSF: $12.28
Lease Expiration: January 2032
Company Website: crunch.com

Crunch Fitness is one of the fastest-growing fitness franchises, operating more than 500 locations worldwide. Known for its affordable memberships, extensive equipment offerings and innovative group fitness programs, Crunch attracts a broad and diverse membership base. Its signature "No Judgments" philosophy emphasizes an inclusive, welcoming fitness environment. With an expanding presence in major metropolitan areas and smaller regional markets, Crunch continues to capitalize on growing demand for accessible fitness facilities, convenient locations and comprehensive health and wellness services.

SECTION 3 SELECT TENANT PROFILES



cicis

Square Feet: 5,000
% of Building GLA: 2.2%
In-Place Rent PSF: $20.00
Lease Expiration: November 2033
Company Website: cicis.com

Cicis Pizza is a nationally recognized restaurant franchise specializing in affordable, all-you-can-eat pizza buffets. With hundreds of locations across the United States, Cicis has established a strong presence in suburban communities and regional markets, particularly throughout Texas and the Southeast. Its family-friendly dining concept features a wide selection of pizzas, pasta, salads and desserts at value-oriented prices. Cicis continues to attract families, students and budget-conscious consumers through its convenient locations, customizable offerings and accessible dining experience.



BioLife® PLASMA SERVICES

Square Feet: 15,455
% of Building GLA: 6.9%
In-Place Rent PSF: $16.30
Lease Expiration: October 2032
Company Website: biolifeplasma.com

BioLife Plasma Services is a leading plasma collection company operating more than 250 plasma donation centers across the United States. The company is part of Takeda Pharmaceutical Company, a global biopharmaceutical organization. BioLife collects plasma used to manufacture life-saving therapies for patients with rare and complex diseases. Its centers generate consistent repeat visitation through ongoing donor programs and scheduled appointments. Backed by Takeda, BioLife represents an established healthcare operator with a significant nationwide presence.

SECTION 4



TRADE AREA OVERVIEW

PROJECT DEMOGRAPHICS • LONGVIEW TRADE AREA OVERVIEW

NORTH LOOP PLAZA DEMOGRAPHICS

3 MI RADIUS

POPULATION
43,447

AVG. HH INCOME
$96,149

5 MI RADIUS

POPULATION
83,489

AVG. HH INCOME
$90,780

7 MI RADIUS

POPULATION
102,894

AVG. HH INCOME
$90,431

POPULATION

LONGVIEW MSA

2030 → 305,000

2020 → 286,237

2010 → 280,000

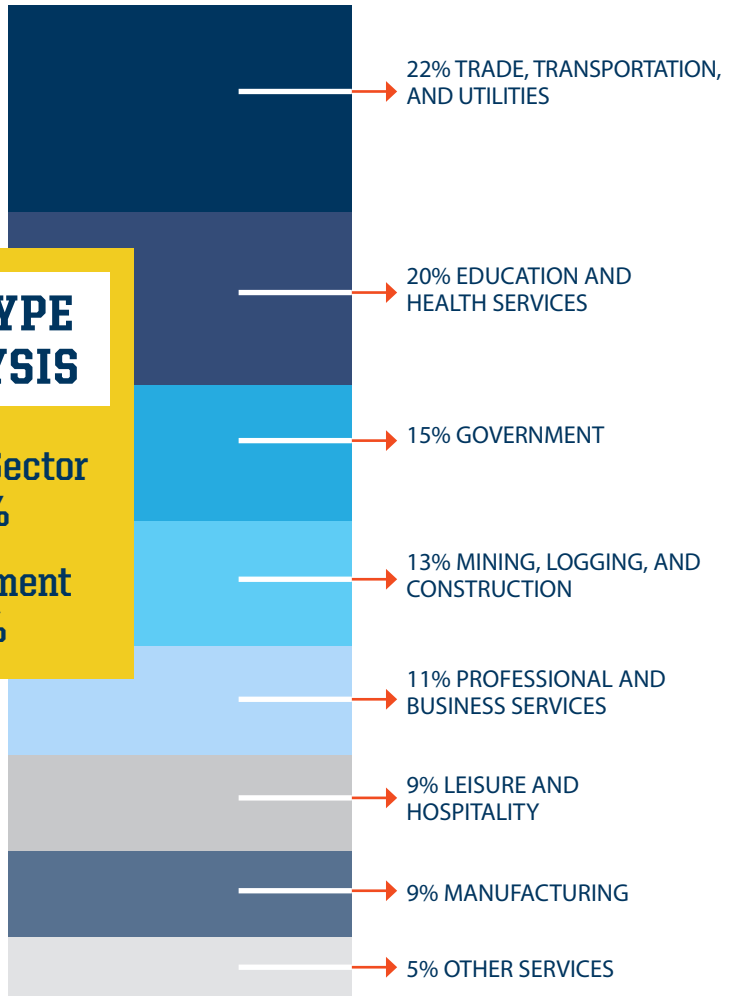
2000 → 256,152

EMPLOYMENT BREAKDOWN

JOB TYPE ANALYSIS

Private Sector
85%

Government
15%



LONGVIEW

FAST FACTS

One of Texas's longest-running hot air balloon festivals, drawing more than 100,000 visitors annually

Downtown Live! offers free music concerts throughout the year at Heritage Plaza.

Longview, an accredited Texas Main Street Community, has a thriving historic downtown with murals, galleries, museums, restaurants, and local shops

Gently rolling hills, pine and hardwood forests, 34 city parks, and 10+ miles of trails offer year-round outdoor recreation, drawing locals and visitors alike.









SECTION 4 TRADE AREA OVERVIEW

Longview serves as a primary commercial, medical, and cultural hub for Northeast Texas. Strategically positioned along Interstate 20 approximately 125 miles east of Dallas and 60 miles west of Shreveport, the city benefits from strong regional accessibility and connectivity to major distribution corridors. This central location supports Longview's role as a retail destination for a broad multi-county trade area.

The Longview Metropolitan Statistical Area (MSA)—which includes Gregg, Harrison, Rusk, and Upshur counties—has an estimated population of approximately 285,000–290,000 residents, providing a stable and diverse consumer base for regional retail centers. Within the city limits, Longview is home to more than 80,000 residents and over 31,000 households, with a median age in the mid-30s and short average commute times that enhance accessibility to retail destinations.

Historically rooted in oil and gas development, Longview's economy has evolved into a diversified base including manufacturing, logistics, healthcare, education, and technology. Major employers such as healthcare systems, manufacturing firms, and distribution facilities provide a consistent employment foundation and support regional spending. Recent investments in logistics and fulfillment facilities further demonstrate the area's attractiveness for large-scale corporate operations and underscore the region's continued economic diversification.

The strongest component of Longview's economy is manufacturing, particularly chemical production, specialty materials, and heavy industry. Major employers such as Eastman Chemical Company anchor the industrial base, providing high-paying jobs and long-term economic stability. This sector drives significant payroll volume, supports secondary service industries, and creates steady consumer spending that benefits retail real estate assets.



EASTMAN CHEMICAL COMPANY - LONGVIEW, TEXAS



EAST TEXAS REGIONAL AIRPORT

SECTION 4 TRADE AREA OVERVIEW


LONGVIEW REGIONAL MEDICAL CENTER - 224 BEDS



LETOURNEAU UNIVERSITY - FOUNDED 1946

Longview's position as an East Texas economic center is reinforced by multimodal transportation assets, including Interstate 20 access, rail connectivity, and proximity to regional airports. These infrastructure advantages make the city a natural hub for distribution, manufacturing, and retail operations, enabling efficient supply chains and convenient consumer access. Trademark Property Company and Dillard's recently purchased Longview Mall and announced plans to redevelop it. The project aims to modernize the 646,000-square-foot mall with upgrades, new tenants, dining and entertainment options, and improved amenities to strengthen its role as a regional retail and community destination.

From a demographic standpoint, Longview offers a balanced consumer profile characterized by moderate household incomes, affordable housing costs, and a lower cost of living compared to state and national averages. These factors contribute to stable household formation and discretionary spending potential within the trade area. The region also benefits from educational institutions and workforce training programs that support a skilled labor pool and ongoing economic growth.

Beyond economic fundamentals, Longview maintains a strong quality-of-life environment that enhances its attractiveness for residents and retailers alike. The community features cultural amenities, regional events, parks, and outdoor recreation that draw visitors from across Northeast Texas and support consistent foot traffic for retail establishments.

Longview represents a stable secondary market with strong regional influence, diversified employment drivers, and favorable cost-of-living dynamics. Its location within a large East Texas trade area, combined with steady population and employment fundamentals, positions the city as an attractive environment for neighborhood and community shopping centers seeking dependable consumer demand and long-term growth potential.



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