

12115 S Main Street | Houston, TX 77045

For Sale: \$1,650,000

2.9-Acre Commercial Retail Redevelopment | NRG Stadium Corridor |
Direct S Main Street Frontage

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Executive Summary

A Rare Commercial Land Play at the Heart of Houston's Most Active Corridor

2.9 Acres

Direct S Main Street frontage — large-format commercial pad, hard to replicate in this submarket

No Zoning

Fully unrestricted — develop the highest-value use with maximum commercial optionality

Freeway Frontage

88,000+ vehicles per day pass in front of this property.

336 Units

Class A multifamily directly adjacent (2021) — proven residential density, captive consumer base

Property Overview

Address

12115 S Main St, Houston, TX
77045 — Central Southwest
Houston

Parcel Size

2.9 acres with direct S Main
Street frontage on a high-
traffic commercial arterial

Zoning

No Houston zoning — fully
unrestricted, maximum use
flexibility for any commercial
format

Utilities

City utilities available on
corridor — shovel-ready
infrastructure for immediate
development

Adjacent Multifamily

336-unit Class A apartment
community (2021) directly
adjacent — captive rooftop
demand proven

Corridor Position

S Main Street connects
NRG/Astrodome district
southward through dense
residential neighborhoods

Loop 610 Access

Major inner-loop arterial —
regional draw connecting all
quadrants of Houston

TMC Proximity

Drive access to world's
largest medical complex —
106,000+ daytime employees
in trade area



The NRG Corridor Advantage

NRG Stadium is one of the most consistently trafficked event venues in the United States — generating commercial demand **200+ days per year**, not just on game days.

200+

Events Per Year

NFL, rodeo, concerts, soccer, wrestling, FIFA 2026

72K

Seat Capacity

One of the largest stadiums in the US by attendance

2.5M+

Rodeo Attendees

World's largest livestock show and rodeo, 3 weeks annually

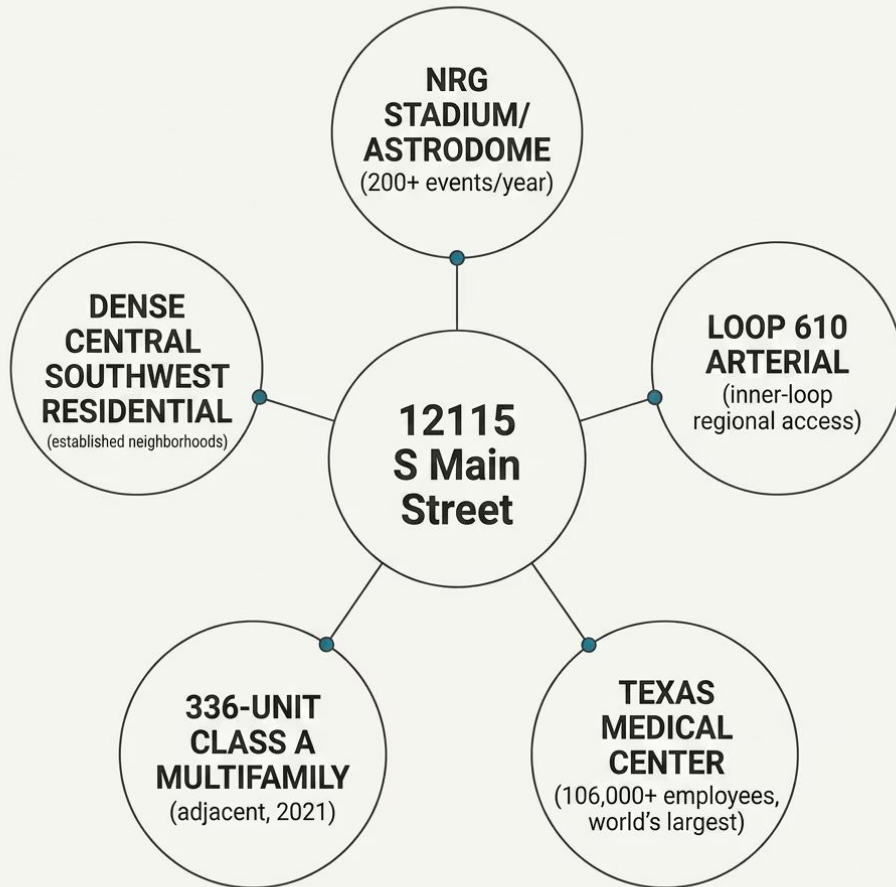
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FIFA Matches

2026 World Cup — Houston among elite global host cities



Access & Trade Area Strength



Why This Location Wins

- **Loop 610:** Inner-loop arterial delivering regional traffic from all Houston quadrants
- **Texas Medical Center:** 106,000+ employees within driving distance — strong daytime population
- **Adjacent Multifamily:** 336-unit Class A community creates immediate captive consumer rooftops
- **Dense Residential:** Established Southwest Houston neighborhoods surrounding the corridor
- **S Main Frontage:** High daily vehicle counts on a primary commercial arterial



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Commercial Development Options

No zoning = no ceiling. Develop the format that generates the highest return for the site.



QSR / Drive-Through Pads

Proven event-venue demand. National brands actively seeking corridor pad sites near high-traffic stadiums.



Strip Retail Center

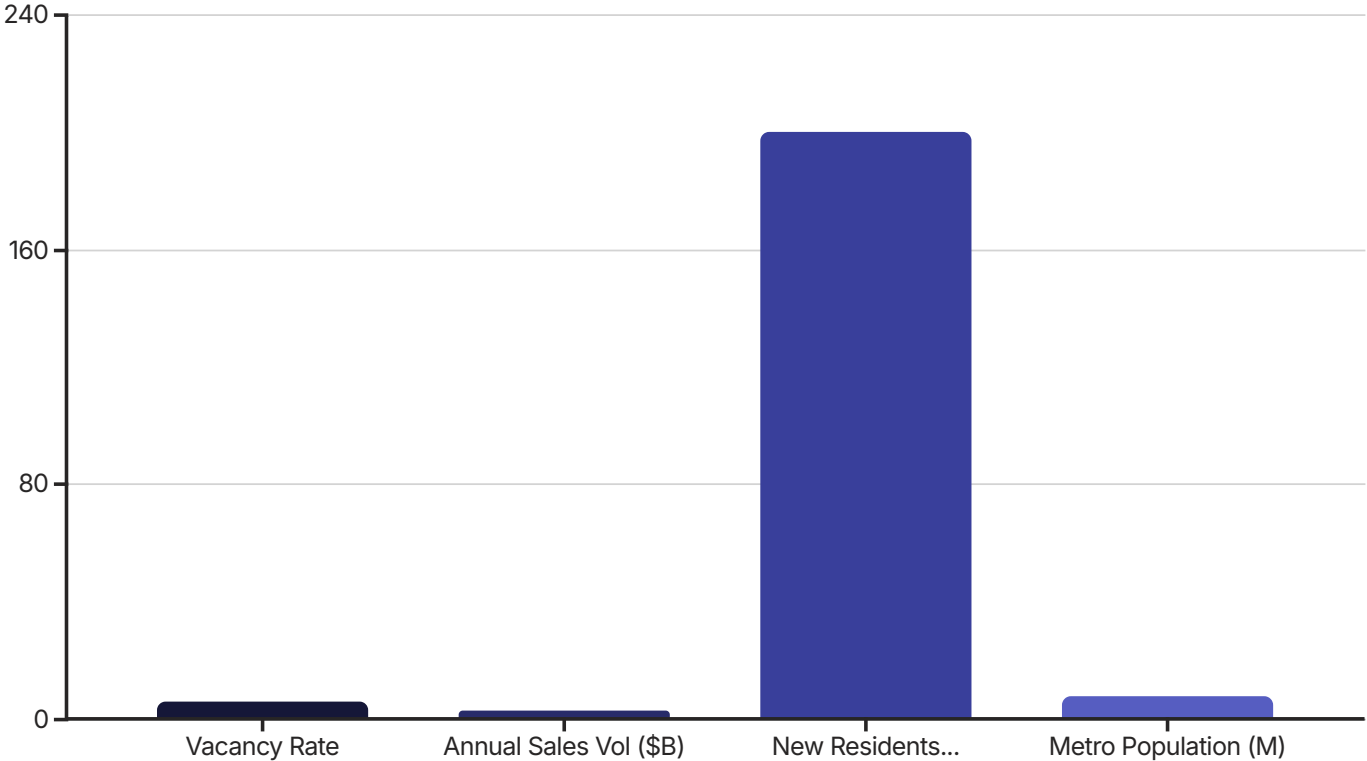
Neighborhood-serving tenants, NNN leases, stable income — anchored by adjacent residential density.



Medical Office / Urgent Care

TMC spillover demand. Medical retail is recession-resistant — strong fit for this trade area.

Houston Retail Market Fundamentals



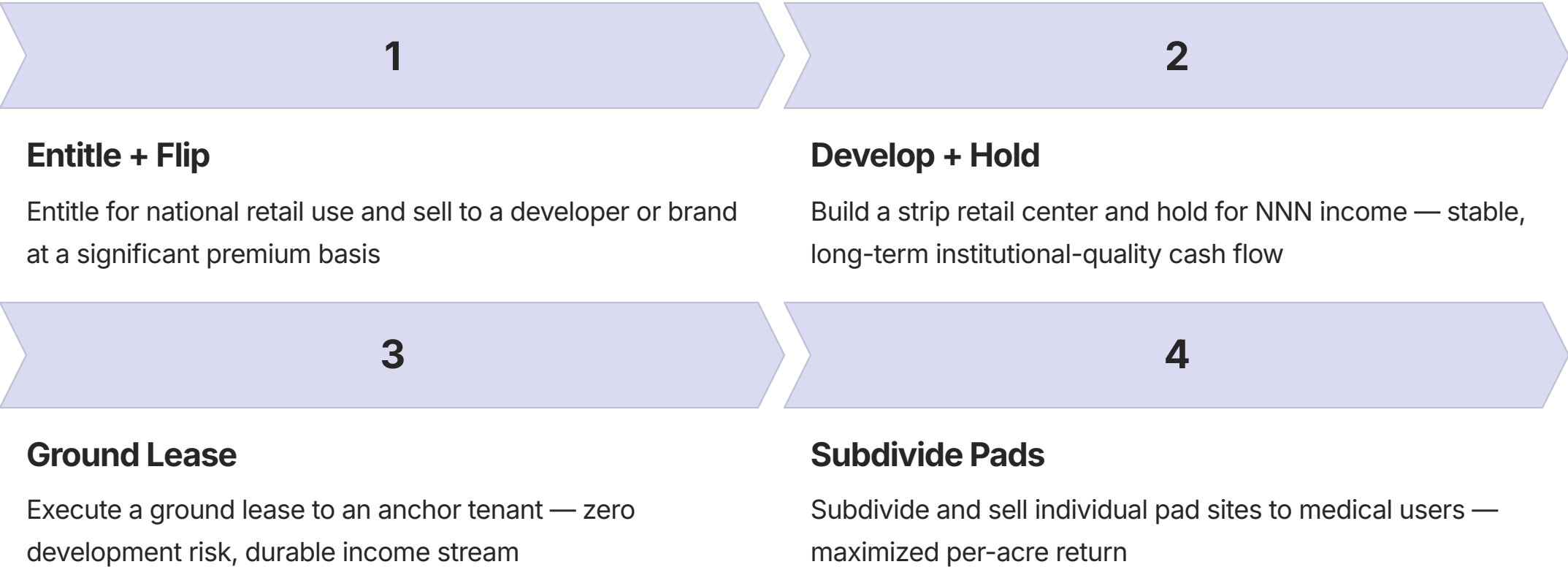
Retail Follows Rooftops — And Houston's Are Growing Fast

Houston metro added **200,000 new residents in 2023–2024 alone**, with no state income tax fueling continued in-migration. The S Main corridor is **underretailed relative to its rooftop density** — a structural gap this site is positioned to close.

- **5.6% vacancy** — among the tightest major metro retail markets in the US
- **\$3B annual sales volume** with strong leasing velocity across submarkets
- Growing TMC employment continuously drives South Main corridor traffic

Exit Strategy & Return Profile

Four distinct paths to capital return — each viable independently, all enhanced by the FIFA 2026 catalyst and Houston's growth trajectory.



✔ Multiple exit paths de-risk the position. Investors are not locked into a single outcome — the asset's flexibility is itself a return driver.

Don't Miss This Window

A **2.9-acre S Main Street frontage parcel** in a high-demand corridor near NRG Stadium, steps from Loop 610, with adjacent multifamily density and the Texas Medical Center employment base driving permanent demand — this is a rare, large-format commercial land position that is nearly impossible to replicate on this corridor.

The Site

12115 S Main St, Houston TX 77045
— 2.9 acres, direct frontage,
prominent visibility

The Market

Structural retail gap, rooftop density
next door, and TMC employment
creating durable daily demand

The Flexibility

Unrestricted zoning = maximum
optionality for retail, services, or
future land value upside

Large-format commercial land like this is scarce in the submarket. Acquire before continued Houston growth pushes land values higher and further tightens this corridor.

MAJOR OPPORTUNITY

Houston
Downtown

TMC
TEXAS
MEDICAL
CENTER

nrg stadium

+2.9 Acres

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