



## 10.13+/- ACRE DEVELOPMENT SITE

Prairie Drive | Prosper, Texas 75078

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**Vanguard Real Estate Advisors ("VREA")** is pleased to present qualified investors and developers the opportunity to acquire two parcels totaling 10.13+/- acres located along Prairie Drive in the rapidly growing city of Prosper, Texas. Currently zoned under PD-71, the Site is approved for residential development; however, its strategic location with direct frontage on Prairie Drive offers exceptional visibility and accessibility; positioning it as an excellent candidate for commercial rezoning. This Site is situated in the heart of Prosper's thriving economic landscape, surrounded by newly constructed retail spaces, residential developments, and expanding employment centers. The area's dynamic growth makes this Site a highly desirable investment and well suited for commercial development. The location, combined with its development potential, makes this an ideal prospect for forward-thinking investors and developers.

A 2% co-broker fee is available to a Co-Broker that sources a Principal that VREA has not previously contacted in any format or sent information regarding this opportunity. A third-party broker must identify their client upon initial contact with VREA.

INVESTMENT OVERVIEW <sup>(1)</sup>	
Property	10.13 +/- Acres
Location	Prairie Drive, Prosper, TX 75078 (33.22569, -96.82996)
Access	Available via Prairie Drive
Utilities	Water and Sewer to the Site
Zoning	PD-71 (SF-10)
Appraisal District Property ID	2895408, 2895408 (Collin County)
School District	Prosper ISD (A+ Rating per Niche.com)

(1) Purchaser to confirm all due diligence information.

PRICING	
Asking Price	Priced by market

TAX INFORMATION	
Taxing Entity	Tax Rate
Prosper Town	0.505000
Collin County	0.149343
Collin College	0.081220
Prosper ISD	1.255200
<b>Total Tax Rate</b>	<b>1.990763</b>

\*Please note there is an existing Agricultural Exemption on this Site.

## DEMOGRAPHICS

### ESTIMATED POPULATION (2023)



**1-MILE** | 2,706  
**3-MILE** | 40,224  
**5-MILE** | 192,513

### MEDIAN HOUSEHOLD INCOME



**1-MILE** | \$200,001  
**3-MILE** | \$179,830  
**5-MILE** | \$157,882

### MEDIAN HOME VALUE



**1-MILE** | \$677,955  
**3-MILE** | \$650,496  
**5-MILE** | \$556,903



## INVESTMENT HIGHLIGHTS



### Strategic Location

- The Site is located less than a half mile west of the Dallas North Tollway, and also less than a half mile north of US Highway 380. Both throughfares provide direct access north/south and east/west respectively throughout the DFW metroplex.
- The Site benefits from its proximity to US 380, one of the nations fastest growing commercial and retail corridors.
- The Site has prime frontage along Prairie Drive, a newly constructed 4-lane divided roadway, connecting with the Dallas North Tollway a half mile to the east.



### Zoning

- The Site is currently zoned within PD-71 with the Site designated as SF-10. SF-10 allows for single family with a 10,000 SF lot minimum.
- The Site's strategic location makes it a great opportunity for a rezone to commercial/retail as the future land use map has this Site in the Dallas North Tollway District which calls for a diverse mix of retail and office uses.
- The Seller has recieved indications from city previously that they would be open to rezoning the Site for commercial/retail uses.
- *Purchaser to do their own due diligence related to zoning and uses.*



### Population and Demographics

- According to the US Census Bureau, Prosper has a population of approximately 45,598 as of 2024 and is growing at a rate of 8.67% annually.
- Nearby major employers include Texas Health Resources, Prosper ISD and Kroger.
- The average household income in Prosper is an outstanding \$187,603 per the US Census Bureau.



Downtown Prosper

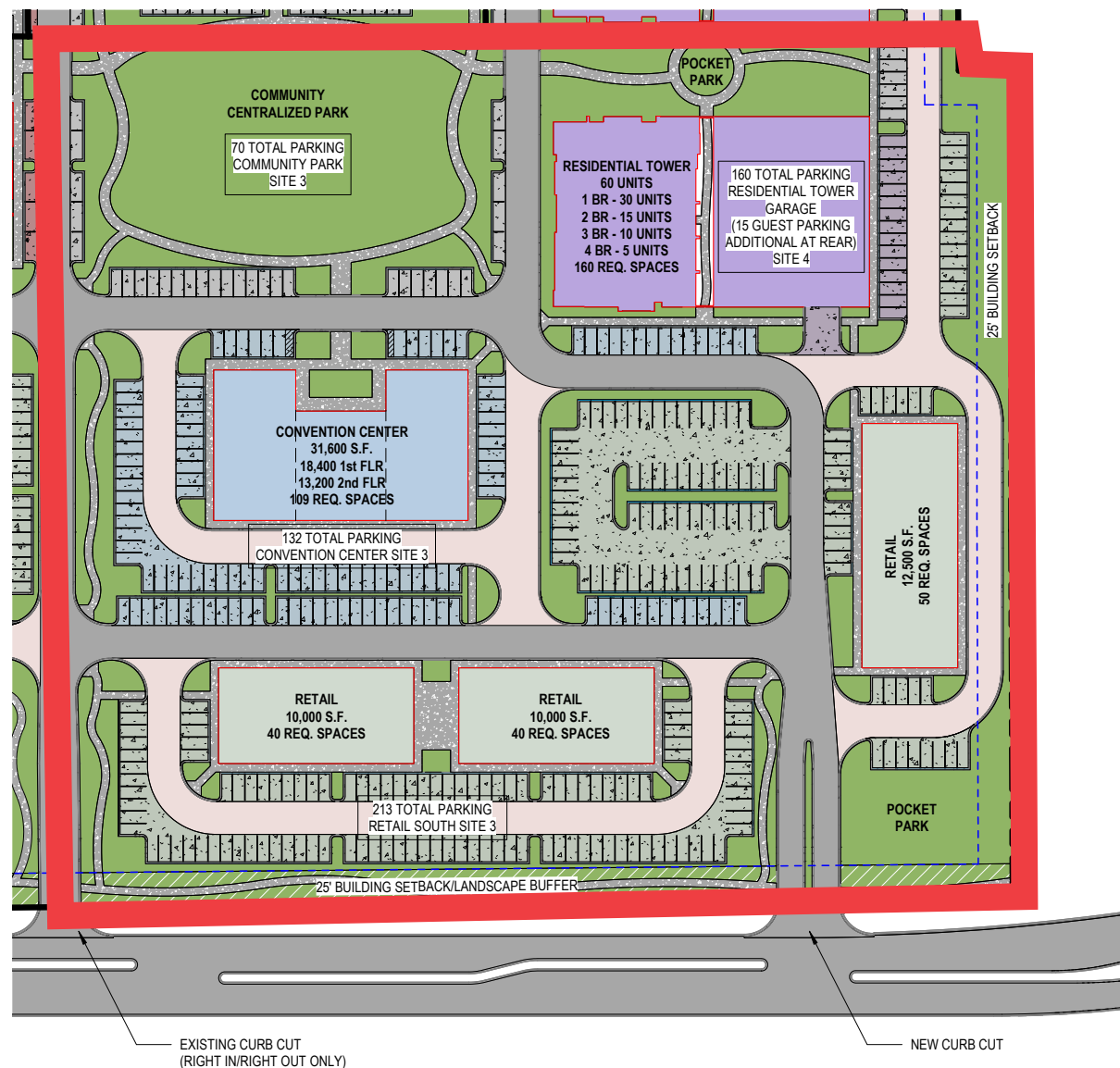


Prosper, TX

## CONCEPT PLAN

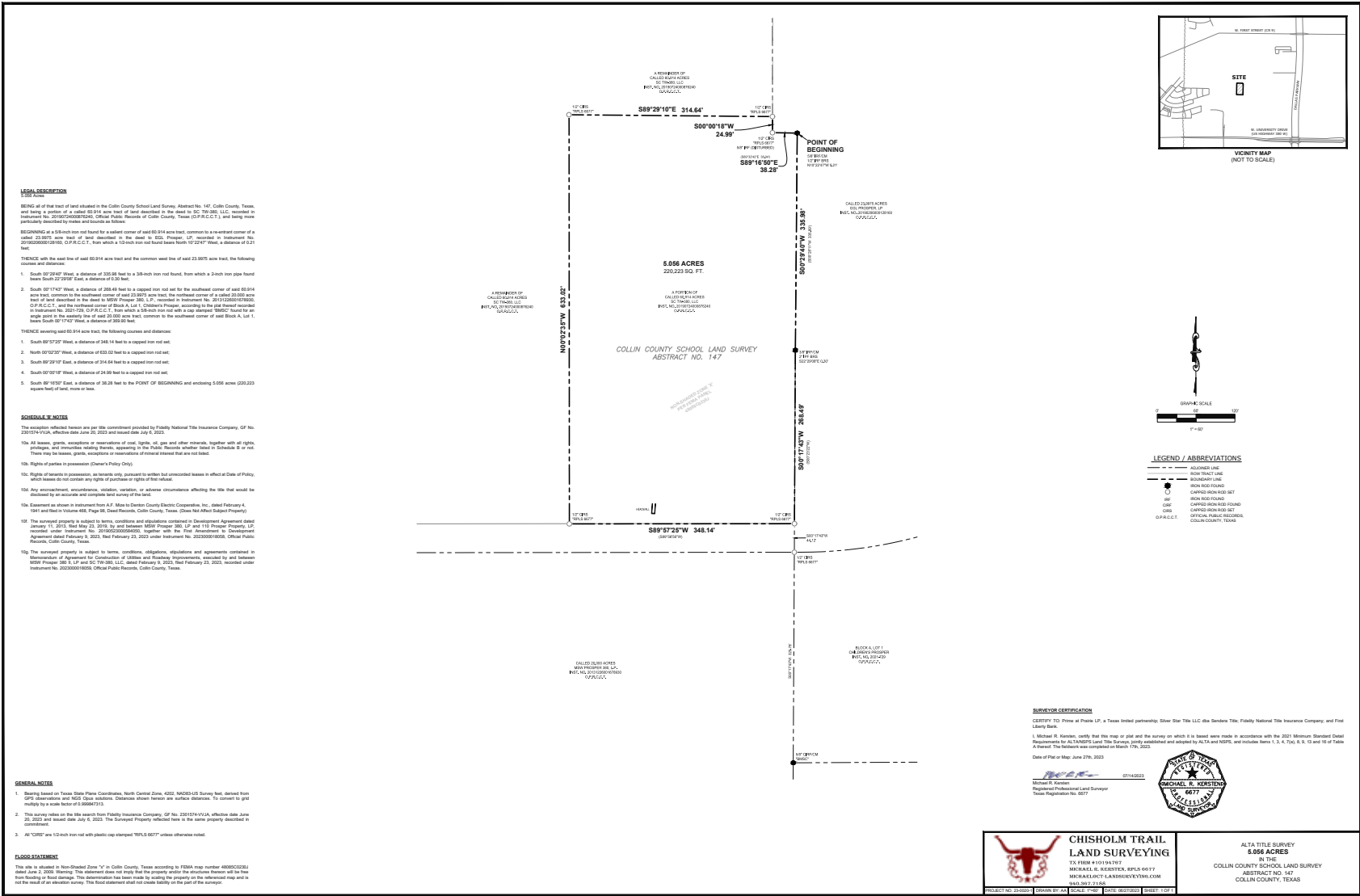
Provided by Ownership for illustrative purposes. Site outlined in red.

10.13 +/- ACRES  
PROSPER, TEXAS



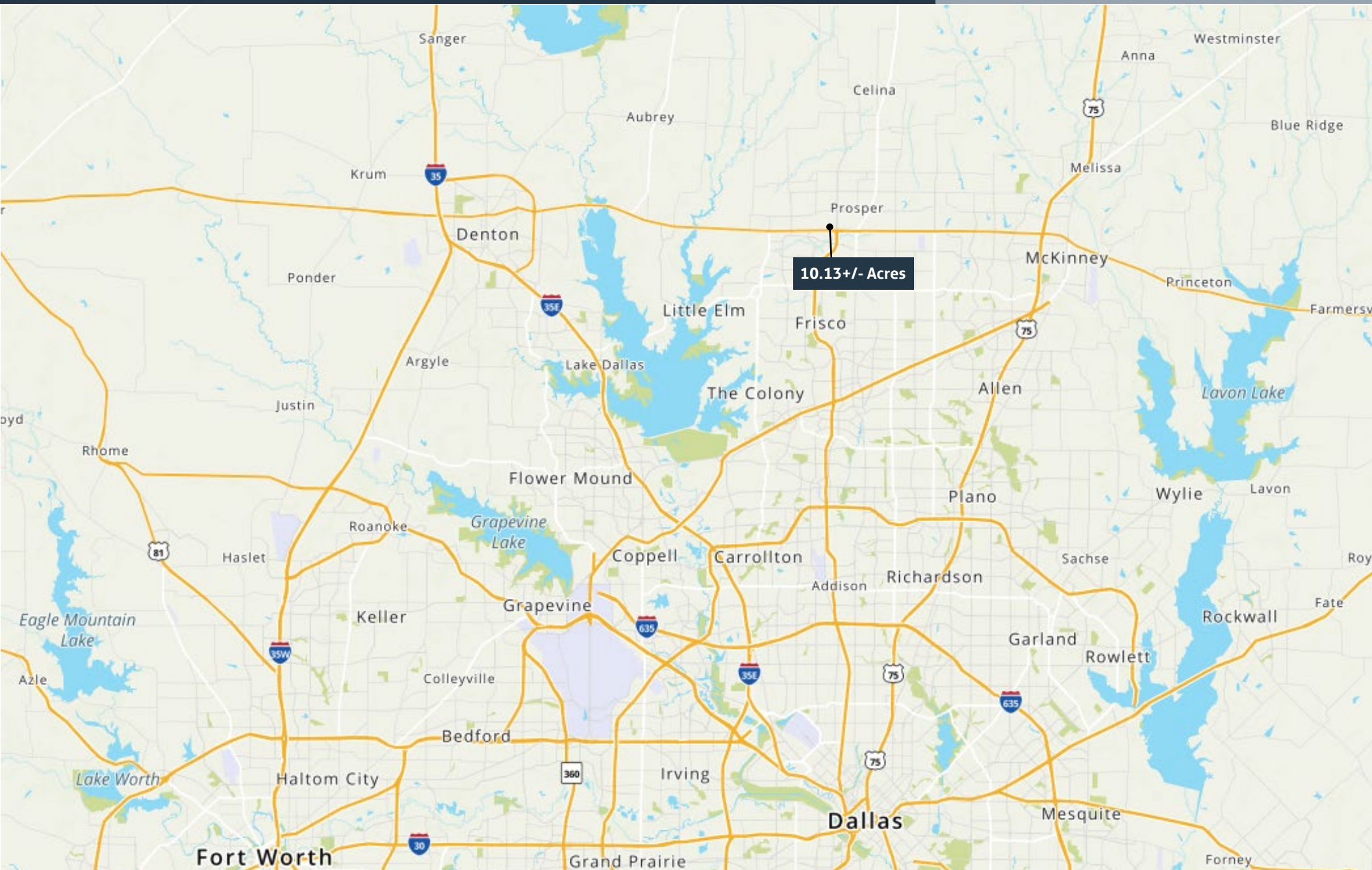
\*The Concept Plan is based on conversations the Seller has had with nearby landowners regarding a larger mixed-use development.







10.13+/- ACRES  
PROSPER, TEXAS





10.13 +/- ACRES  
PROSPER, TEXAS





10.13+/- ACRES  
PROSPER, TEXAS





10.13 +/- ACRES  
PROSPER, TEXAS





## AREA HIGHLIGHTS

- The DFW area boasts a resilient and well-diversified economy, securing the fifth spot in the nation for growth, the total gross domestic product (GDP) for the Dallas-Fort Worth-Arlington metropolitan area (MSA) in 2023 was \$744 Billion. Recent surveys conducted by the Urban Land Institute have affirmed its stature, ranking it as the top market for real estate investment in 2025.
- The DFW metro's estimated population of 8.1 million ranks it fourth among metro areas nationwide. Projections foresee substantial growth, with an anticipated rise to nearly 10 million by 2030, poised to surpass Chicago as the third-largest metro in the U.S.
- The Dallas Fed expects there to be 225,000 new jobs to be added in 2025, further solidifying its position as a powerhouse in employment dynamics.
- DFW's recent accolades include being ranked #2 in the nation for Most Commercial Projects Underway, attaining the status of the #5 Fastest-Growing Economy in 2022, and securing the position of the #6 Most Innovative City in the World.
- Collin County where the Site is located, is witnessing demographic shifts and has an estimated 2024 population of 1,231,723 with a growth rate of 3.04% in the past year according to the most recent United States census data. Collin County is the 6th largest county in Texas. The 2010 population was 787,102 and has seen a growth of 56.49% since that time.



### GROSS METROPOLITAN PRODUCT

**\$744 Billion**



### DFW POPULATION GROWTH

**3.14% (2021-2022)**



### DFW ESTIMATED POPULATION

**8.1 Million**



Dallas, TX



Fort Worth, TX

## ECONOMIC OVERVIEW

Collin County, located in North Texas, is one of the fastest-growing counties in the U.S., combining suburban charm with a thriving economic environment. Major cities like Plano, Frisco, and Prosper benefit from access to key highways such as U.S. 75, the Dallas North Tollway, State Highway 121, and U.S. Highway 380, facilitating easy travel throughout the Dallas-Fort Worth metroplex. The area is home to major corporate headquarters, including Toyota North America, Liberty Mutual, JPMorgan Chase, and Ericsson. With top-rated schools, abundant parks, and cultural amenities, Collin County is an ideal location for families, professionals, and businesses alike. Collin County's job market has experienced significant growth in 2024, adding over 16,000 jobs, primarily in sectors like technology, healthcare, and professional services. This boom reflects the county's thriving economic environment, driven by its strategic location and growing business hubs. Additionally, unemployment rate has seen a notable improvement. As of August 2024, the unemployment rate in Collin County dropped to 3.9%, down from 4.1% in June and continuing its steady decline from earlier in the year. This shift demonstrates the region's strong labor market and resilience.



## COLLIN COUNTY MAJOR EMPLOYERS

COMPANY NAME	EMPLOYEES
Frito Lay	15,321
JP Morgan Chase	12,000
Conifer Health Solutions	11,000
Liberty Mutual	5,000
Toyota	4,000
Ericsson	4,000
Raytheon	3,000
Encore Wire	1,672
Medical City Mckinney	1,149





## AREA OVERVIEW

Prosper, Texas, is a rapidly growing suburb in the Dallas-Fort Worth metroplex, spanning Collin and Denton counties. Once a small agricultural town known for its cotton farming, Prosper has transformed into a thriving community with significant population growth. In 2010, the town had just 9,423 residents, but by 2020, that number had surged to 30,174. As of 2024, Prosper's population is estimated at 42,598, with projections indicating a buildout population of around 72,000 within the next two decades. This rapid expansion has been fueled by strong residential and commercial development, attracting families and businesses seeking a high quality of life. The town has also prioritized recreational and community development, opening Lakewood Park and investing \$23 million into the future Raymond Community Park. Additionally, economic expansion continues with major retailers like HEB and Costco entering the market, providing residents with enhanced shopping options and boosting local commerce. Despite its transformation, Prosper maintains its small-town charm while offering modern conveniences, making it an increasingly desirable place to live and work.



*Collin County*

## EDUCATION

Prosper Independent School District (Prosper ISD) is a rapidly growing public school district located in Prosper, Texas, extending into parts of Collin and Denton counties. As of the 2023-2024 academic year, the district serves approximately 28,118 students across 27 campuses, including three high schools, four middle schools, and multiple elementary schools. Prosper ISD has earned an A+ overall rating from Niche.com, reflecting its excellence in academics, college preparation, clubs and activities, sports, and food services. The district ranks 11th among the Best School Districts in the Dallas-Fort Worth area and 24th out of 883 districts in Texas. Additionally, the district boasts a 99.4% four-year graduation rate, significantly higher than the state average of 90%.



*Prosper High School*

## TRANSPORTATION



**Air:** Dallas/Fort Worth International Airport (DFW), located 24.5 miles from the Site, offers both domestic and international flights for commercial and private travel. Dallas Love Field (DAL), situated 26 miles south of the Site, primarily serves domestic and private flights.



**Highway:** The Site offers excellent accessibility throughout the Dallas-Fort Worth metroplex, with multiple major thoroughfares nearby. Highway 380, a key east-west corridor in the northern metroplex, is less than a half mile south of the Site. Additionally, the Dallas North Tollway is less than half a mile east, and Preston Road is just 1.5 miles east, both providing convenient north-south access to and from Dallas.



**Public Transport:** Public transit in Prosper, Texas offers curb-to-curb transportation services to eligible residents. The service is provided by Collin County Transit, which is powered by Dallas Area Rapid Transit (DART).



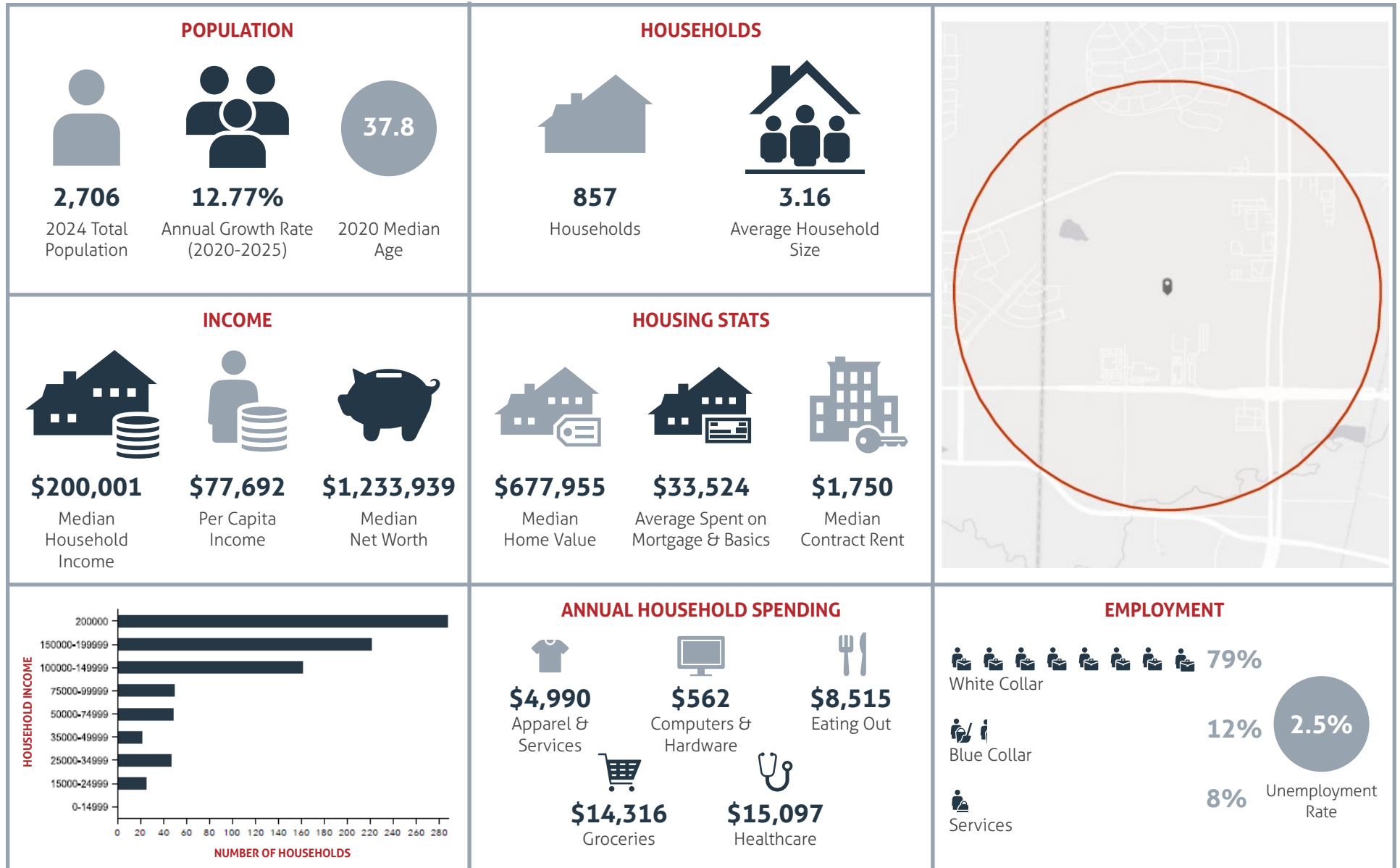
*Dallas/Fort Worth International Airport*



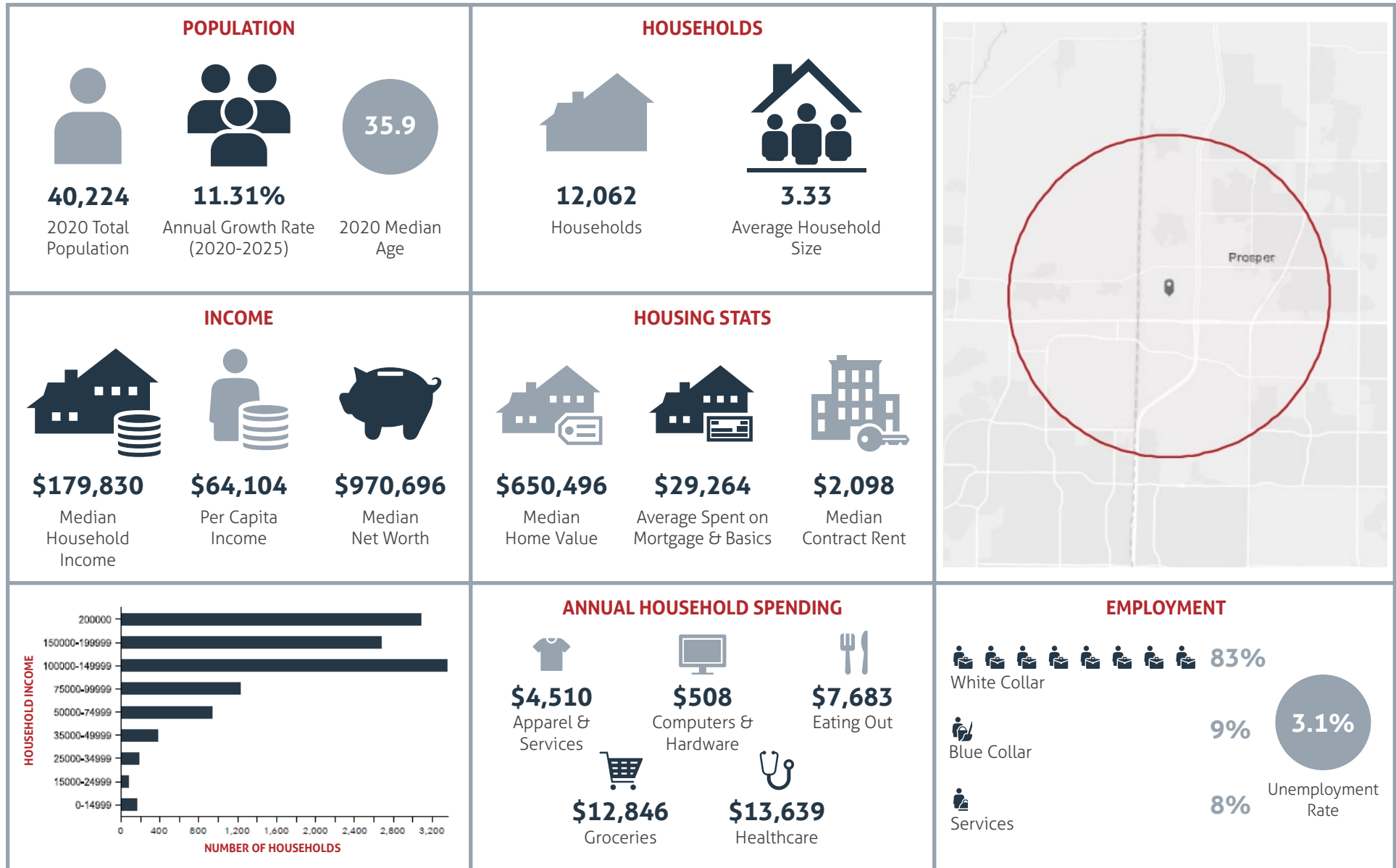
*DART*



## DEMOGRAPHIC OVERVIEW | 1-MILE RADIUS

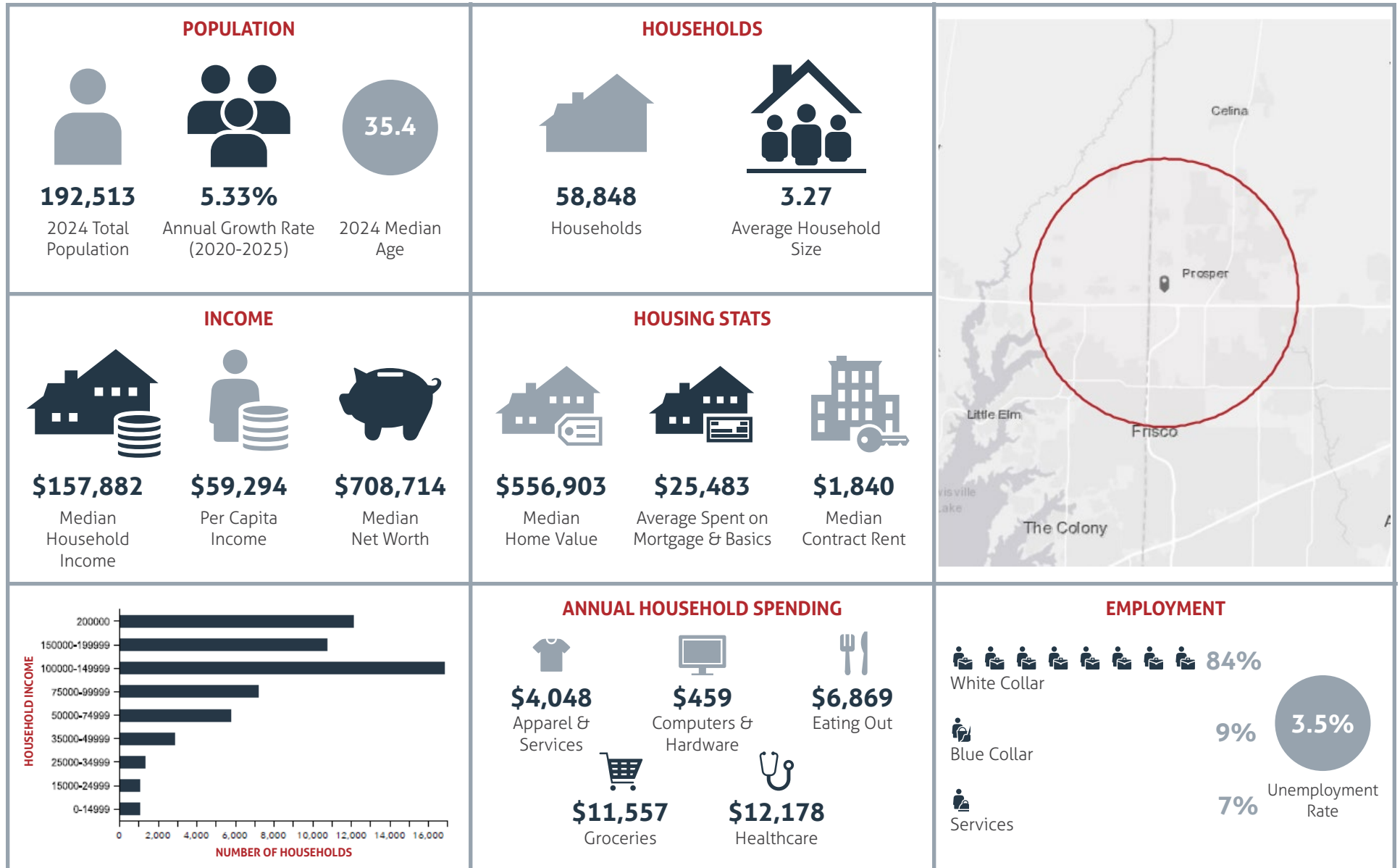


## DEMOGRAPHIC OVERVIEW | 3-MILE RADIUS





## DEMOGRAPHIC OVERVIEW | 5-MILE RADIUS



## INFORMATION ABOUT BROKERAGE SERVICES

Texas law requires all real estate license holders to give the following information about brokerage services to prospective buyers, tenants, sellers and landlords.

### TYPES OF REAL ESTATE LICENSE HOLDERS:

- **A BROKER** is responsible for all brokerage activities, including acts performed by sales agents sponsored by the broker.
- **A SALES AGENT** must be sponsored by a broker and works with clients on behalf of the broker.

### A BROKER'S MINIMUM DUTIES REQUIRED BY LAW (a client is the person or party that the broker represents):

- Put the interests of the client above all others, including the broker's own interests;
- Inform the client of any material information about the property or transaction received by the broker;
- Answer the client's questions and present any offer to or counter-offer from the client; and
- Treat all parties to a real estate transaction honestly and fairly.

### A LICENSE HOLDER CAN REPRESENT A PARTY IN A REAL ESTATE TRANSACTION:

**AS AGENT FOR OWNER (SELLER/LANDLORD):** The broker becomes the property owner's agent through an agreement with the owner, usually in a written listing to sell or property management agreement. An owner's agent must perform the broker's minimum duties above and must inform the owner of any material information about the property or transaction known by the agent, including information disclosed to the agent or subagent by the buyer or buyer's agent.

**AS AGENT FOR BUYER/TENANT:** The broker becomes the buyer/tenant's agent by agreeing to represent the buyer, usually through a written representation agreement. A buyer's agent must perform the broker's minimum duties above and must inform the buyer of any material information about the property or transaction known by the agent, including information disclosed to the agent by the seller or seller's agent.

**AS AGENT FOR BOTH – INTERMEDIARY:** To act as an intermediary between the parties the broker must first obtain the written agreement of each party to the transaction. The written agreement must state who will pay the broker and, in conspicuous bold or underlined print, set forth the broker's obligations as an intermediary. A broker who acts as an intermediary:

- Must treat all parties to the transaction impartially and fairly;
- May, with the parties' written consent, appoint a different license holder associated with the broker to each party (owner and buyer) to communicate with, provide opinions and advice to, and carry out the instructions of each party to the transaction.
- Must not, unless specifically authorized in writing to do so by the party, disclose:
  - that the owner will accept a price less than the written asking price;
  - that the buyer/tenant will pay a price greater than the price submitted in a written offer; and
  - any confidential information or any other information that a party specifically instructs the broker in writing not to disclose, unless required to do so by law.

**AS SUBAGENT:** A license holder acts as a subagent when aiding a buyer in a transaction without an agreement to represent the buyer. A subagent can assist the buyer but does not represent the buyer and must place the interests of the owner first.

### TO AVOID DISPUTES, ALL AGREEMENTS BETWEEN YOU AND A BROKER SHOULD BE IN WRITING AND CLEARLY ESTABLISH:

- The broker's duties and responsibilities to you, and your obligations under the representation agreement.
- Who will pay the broker for services provided to you, when payment will be made and how the payment will be calculated.

**LICENSE HOLDER CONTACT INFORMATION:** This notice is being provided for information purposes. It does not create an obligation for you to use the broker's services. Please acknowledge receipt of this notice below and retain a copy for your records.

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