



## 13.85+/- ACRE COMMERCIAL DEVELOPMENT SITE

NWQ State Highway 121 and Lebanon Road | Frisco, Texas 75035

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**Vanguard Real Estate Advisors ("VREA")** has been exclusively retained by Ownership to offer developers and investors the opportunity to purchase 13.85 +/- Acres (the "Site") located along Lebanon Road and less than 100 feet north of the Sam Rayburn Tollway (State Highway 121) in Frisco, TX. The Site is currently zoned in a Planned Development with a base zoning of Office-1 (O-1) District which allows for a multitude of uses such as Medical Office, Professional Office, Day Care, and more. The Site is well positioned to take advantage of the high traffic and strong demographics of the ever-growing Frisco market. At a price of only **\$12.56 per Square Foot**, this is an excellent value for an entitled site in one of the strongest growth markets in North Texas. Additionally, the Site is priced below the appraised value from a recent appraisal completed by CBRE in September 2024.

A co-broker fee of \$75,000 is available to a Broker that sources a Principal that VREA has not previously contacted in any format or sent information to regarding this opportunity.

INVESTMENT OVERVIEW <sup>(1)</sup>	
Property	13.85 +/- Acres
Location	Lebanon Rd, Frisco, TX 75035 (33°07'24.8"N, 96°44'40.3"W)
Access	Available via Lebanon Rd and Batsford
Due Diligence Vault	<a href="#">Link to Due Diligence Vault</a>
Utilities	8" water line and 8" sewer line to the Site
Zoning	PD-154
Appraisal District Property ID	2857533 (Collin County)
School District	Frisco ISD (A+ Rating per Niche.com)

(1) Purchaser to confirm all due diligence information.

PRICING	
Asking Price	\$7,575,000
Asking Price Per SF	\$12.56

TAX INFORMATION	
Taxing Entity	Tax Rate
City of Frisco	0.425517
Collin County	0.149343
Collin College	0.081220
Frisco ISD	1.056900
<b>Total Tax Rate</b>	<b>1.71298</b>

\*Please note there is an existing Agricultural Exemption on this site  
\*Rollback Taxes will be the responsibility of the Purchaser.



## DEMOGRAPHICS

### ESTIMATED POPULATION (2023)



**1-MILE | 13,189**  
**3-MILE | 135,435**  
**5-MILE | 365,404**

### MEDIAN HOUSEHOLD INCOME



**1-MILE | \$158,111**  
**3-MILE | \$158,199**  
**5-MILE | \$132,167**

### MEDIAN HOME VALUE



**1-MILE | \$593,581**  
**3-MILE | \$572,047**  
**5-MILE | \$538,366**

## INVESTMENT HIGHLIGHTS



### Strategic Location

- The Site is located at the northwest quadrant of Lebanon Road and Sam Rayburn Tollway, which has an average daily traffic count over 100,000 vehicles per day.
- The Site is less than half a mile west of the intersection of Sam Rayburn Tollway and Custer Road, which boasts numerous national retailers such as Wal-Mart, Target, Lowe's, Future H.E.B Grocery, and many more.
- State Highway 121 (Sam Rayburn Tollway) has been dubbed the "Innovation Corridor", attracting companies and developers from across the country as the live-work-play destination boasting numerous mixed-used developments such as Legacy West, Grandscape, Craig Ranch, Hub 121, The Farm, etc.



### Zoning

- The Site is currently zoned Planned Development 154 with a base zoning of Office-1 (O-1) District which allows for a multitude of uses such as Medical Office, Professional Office, Day Care, and more.
- The Planned Development zoning also allows for all uses permitted within the Office-2 (O-2) District.
- Based on conversations with the city, they will not support any type of residential uses due to the site's proximity to batch plants.
- *Purchaser to do their own due diligence related to zoning and uses.*



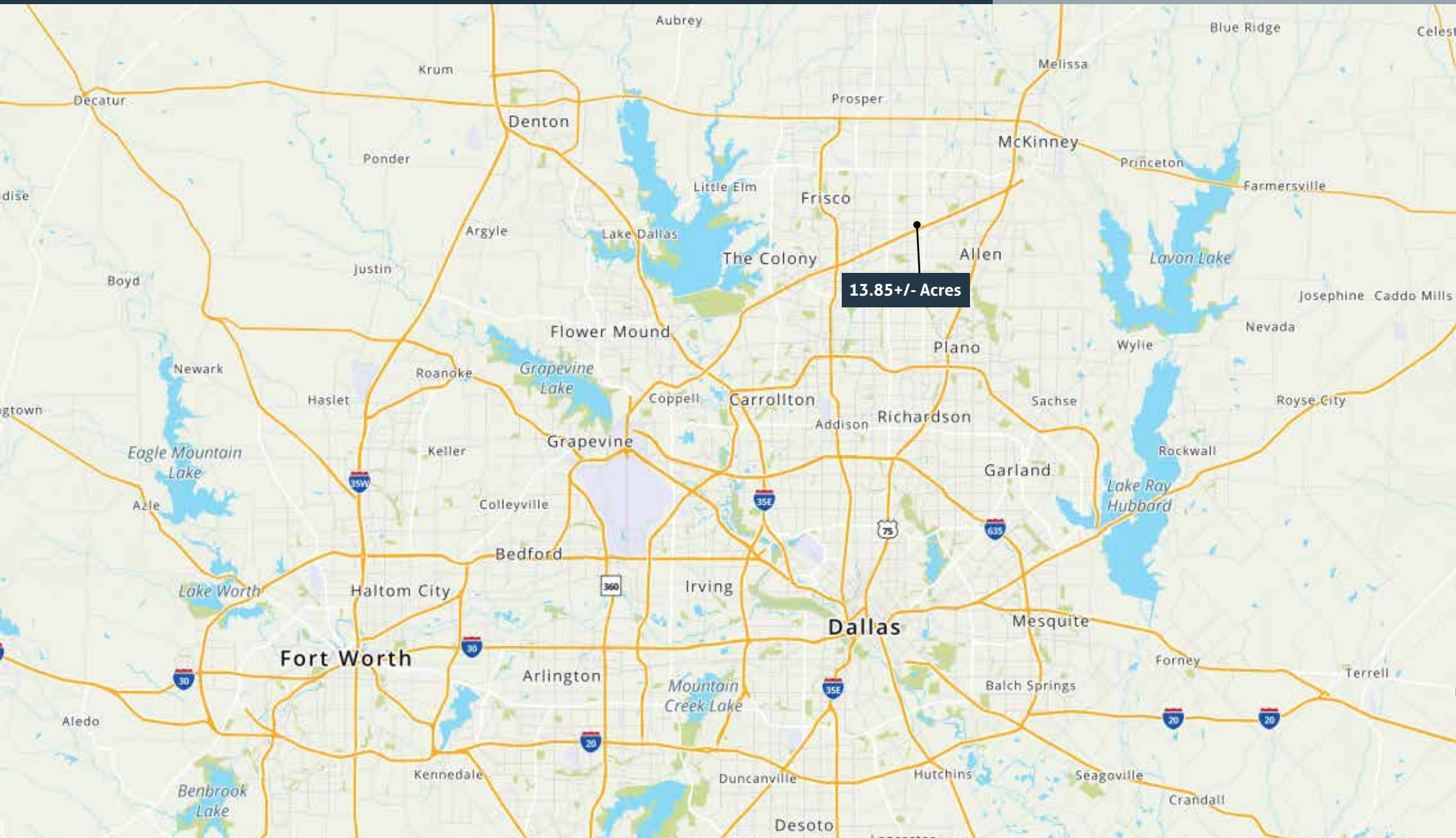
### Population and Demographics

- According to the 2022 U.S. Census Bureau, Frisco has a population of approximately 232,424. The population of Frisco has been growing at a rate of 3.1 percent annually and increased by 12 percent since the 2020 U.S Census.
- According to Texas Realtors, as of September 2024, the median home price in Frisco was \$682,500.
- Within a mile of the Site, the Median Household Income exceeds \$158,000 and the Median Net Worth is \$582,591 indicating strong area demographics.





13.85+/- ACRES  
FRISCO, TEXAS





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## AREA HIGHLIGHTS

- The DFW area boasts a resilient and well-diversified economy, securing the fifth spot in the nation for growth, with an impressive Gross Metropolitan Product (GMP) of \$682 billion in 2022. Recent surveys conducted by CBRE have further affirmed its stature, ranking it as the top market for real estate investment in 2023.
- Truist reports reveal the DFW Metro's stellar performance, recording the highest year over-year job growth rate from April 2022-2023. Among the largest U.S. metros, it clinched the second-highest overall job growth, solidifying its position as a powerhouse in employment dynamics.
- 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.
- 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 experienced a population surge of 3.14 percent, and adding over 36,000 new residents from 2021 to 2022 per the US Census Bureau.

Positioned within the City of Frisco and Collin County, both vital components of the Dallas-Fort Worth-Arlington Metropolitan Statistical Area ("DFW"). DFW encompasses 12 counties in North Texas and has a population of 8.1 million, it reigns as the largest population center in Texas, the fourth largest in the U.S., and the seventh largest in the Americas.



**GROSS METROPOLITAN  
PRODUCT**

**\$682 Billion**



**DFW  
POPULATION GROWTH**

**3.14% (2021-2022)**



**DFW ESTIMATED  
POPULATION**

**8.1 Million**



*Dallas, TX*



*Fort Worth, TX*

## ECONOMIC OVERVIEW

Frisco, boasts a dynamic and rapidly growing economy, fueled by its strategic location in the Dallas-Fort Worth metroplex and proximity to major highways like the Dallas North Tollway, Sam Rayburn Tollway (SH 121), and US 380. These highways provide seamless connectivity to Dallas, Fort Worth, and nearby commercial hubs, making Frisco an attractive destination for both businesses and residents. Frisco's economy thrives on its strong commercial sector, with many Fortune 500 companies and corporate offices choosing the city as their headquarters or regional office locations. Companies such as Toyota, Keurig Dr Pepper, and T-Mobile have significant presences in the area. The city also hosts the Dallas Cowboys' world headquarters at The Star, which has become a major employment center and entertainment venue, further driving economic growth. The retail and entertainment sectors are equally vibrant, with landmarks like the PGA Headquarters, future Universal Studios, Stonebriar Centre Mall and Frisco Square offering residents and visitors a variety of shopping, dining, and recreational opportunities. Additionally, major events and attractions like FC Dallas matches at Toyota Stadium and the Frisco RoughRiders at Riders Field draw thousands of visitors each year, contributing to the city's tourism revenue. Frisco's proximity to higher education institutions also supports its economic base. Universities like The University of North Texas at Frisco and Collin College play key roles in workforce development, offering a pipeline of talent for local businesses. These institutions help foster a highly educated workforce, which in turn attracts technology, healthcare, and finance industries to the area.



### TYLER MAJOR EMPLOYERS

COMPANY NAME	EMPLOYEES
Frisco ISD	8,799
City of Frisco	1,738
T-Mobile	1,332
Keurig Dr Pepper Inc	1,213
TIAA	906
Conifer	903
Baylor Scott White Centennial Hospital	663
Dallas Cowboys Football Club	471
Baylor Medical Center	460
Lexipol	420





## AREA 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 McKinney 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, the 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.

## FRISCO DEMOGRAPHICS

- The Current population of Frisco is 232,424 based on latest U.S. Census estimate.
- Frisco is growing at a rate of 3.1 percent annually and its population has increased by 12 percent since the most recent census from 2020.
- The average household income in Frisco is \$180,808 per the World Population Review
- Frisco is currently ranked as the #1 fastest-growing city in Texas and #3 in the U.S. as of 2024 per Frisco Economic Development Corporation.





## TRANSPORTATION



**Air:** Commercial flights, both domestic and international, are available from Dallas Fort Worth International Airport, located 23 miles southwest of the Site, as well as Love Field, located 20 miles southwest of the Site.



**Highway:** The Site's exceptional location places it less than 100 ft north of State Highway 121, a major southwest-northeast throughfare running through the entirety of DFW, ensuring easy access throughout the metroplex and directly connecting Collin County to Fort Worth. Additionally, it's less than 6 miles west from the North Central Expressway, which runs north-south and provides easy access to Plano, and connects directly to downtown Dallas. This prime positioning makes it an ideal choice for businesses or developments seeking seamless connectivity in the Dallas area.

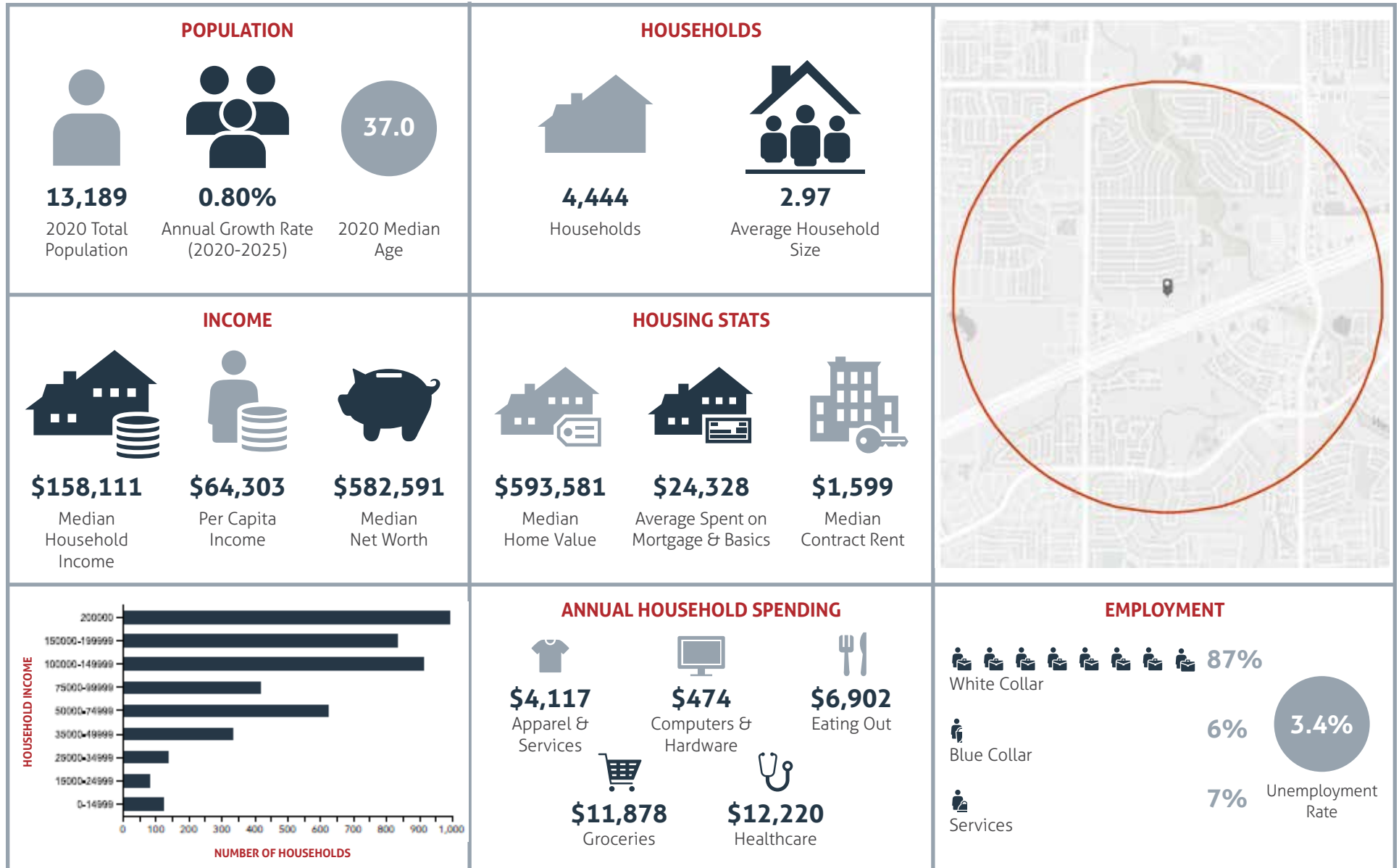


**Public Transport:** The City of Frisco provides curb-to-curb demand response transit service within the City of Frisco and designated portions of Plano Monday through Friday from 6am-6pm through the Denton County Transportation Authority (DCTA).



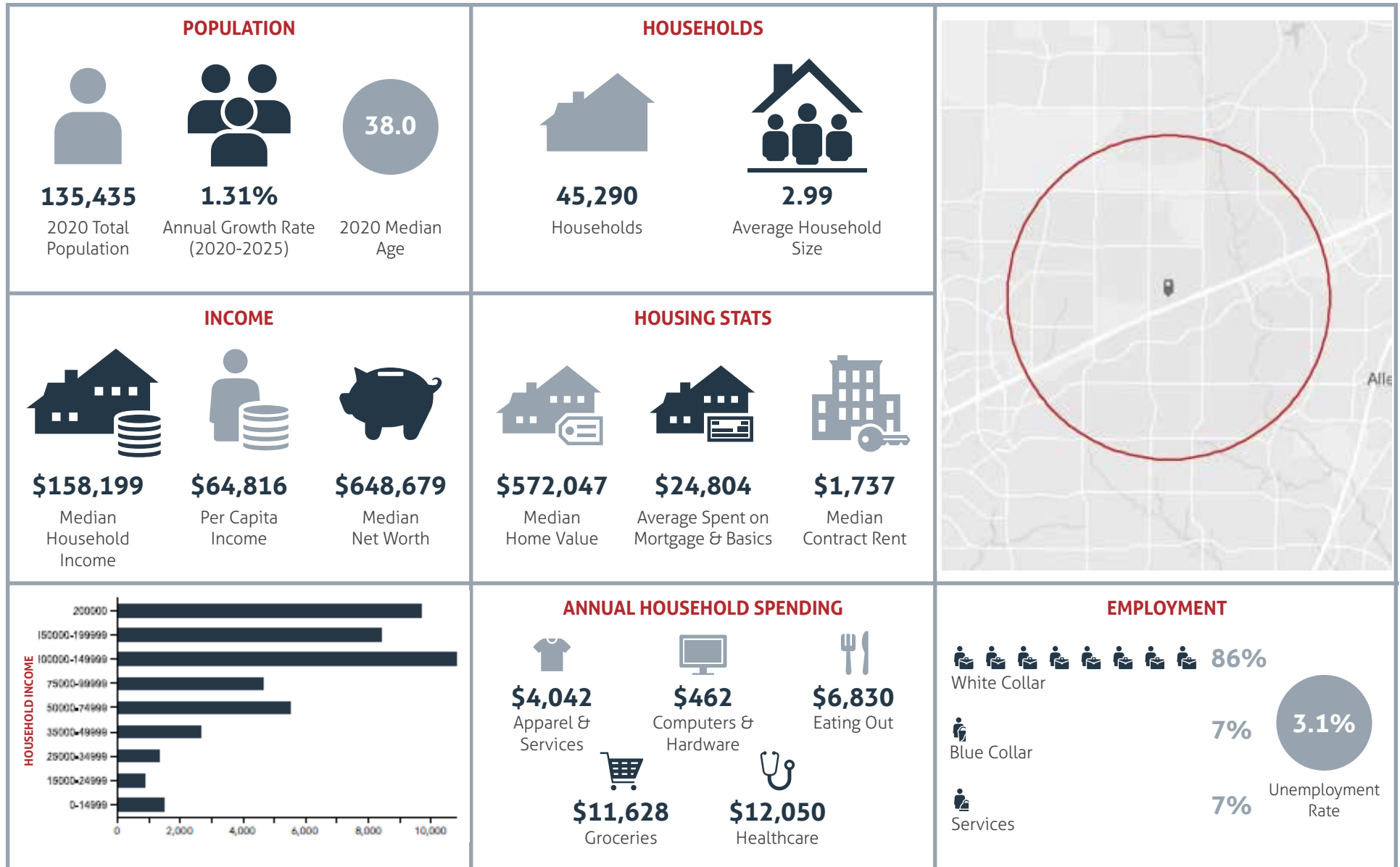


## DEMOGRAPHIC OVERVIEW | 1-MILE RADIUS



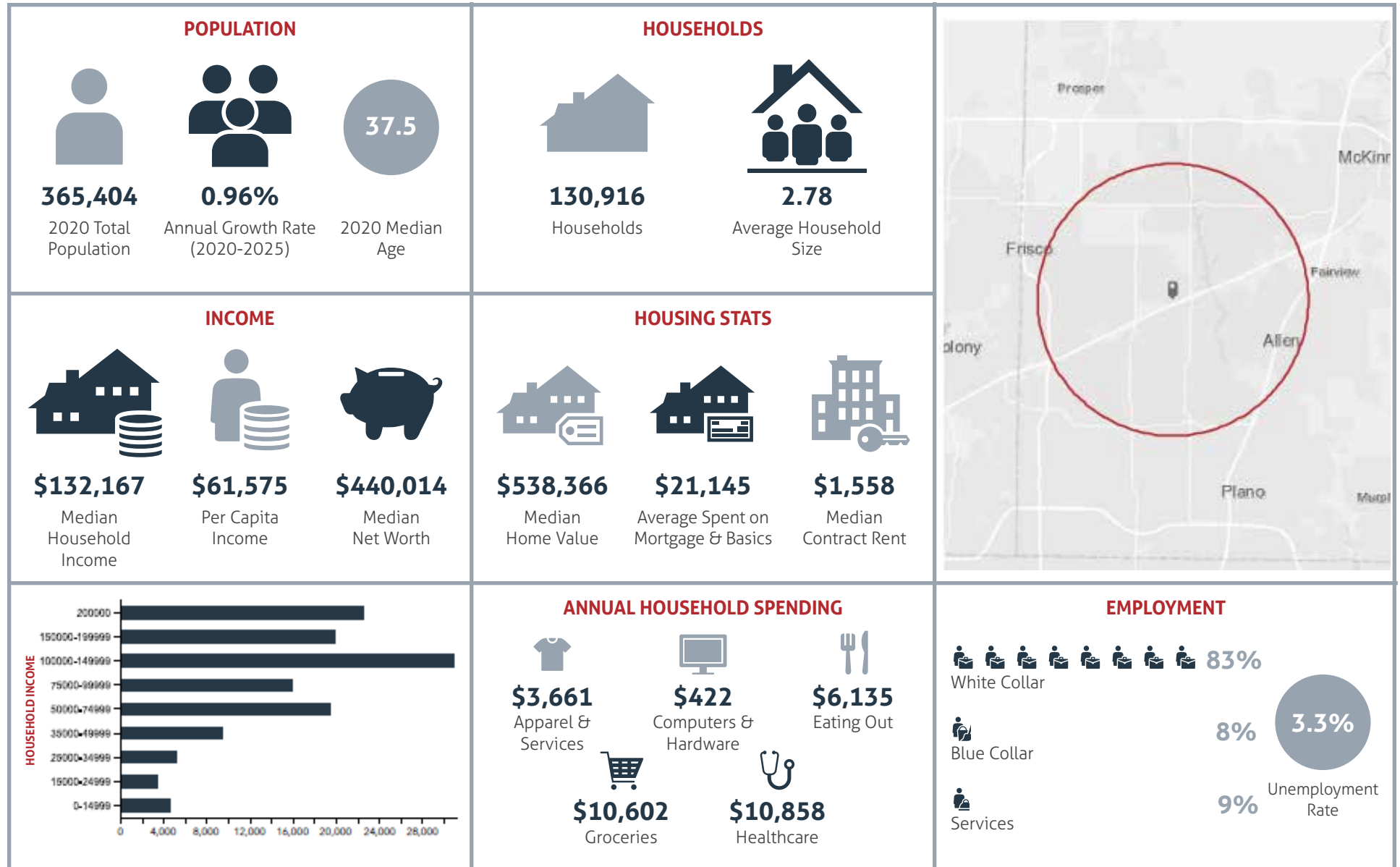


## DEMOGRAPHIC OVERVIEW | 3-MILE RADIUS





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.

**Licensed Broker/Broker Firm Name or Primary Assumed Business Name:** Vanguard Real Estate Advisors | License No. 9003054 | Jordan.Cortez@VanguardREA.com | 214-556-1951

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**Licensed Supervisor of Sales Agent/Associate:** Justin Tidwell | License No. 647170 | Justin.Tidwell@VanguardREA.com | 214-556-1955

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