

An architectural rendering of a modern urban district at dusk. The scene features multi-story brick and glass buildings, a paved pedestrian plaza with people walking and sitting at outdoor tables, and young trees. The sky is a deep blue, and the overall atmosphere is vibrant and contemporary.

*The*  
**DISTRICT**

**ROUND ROCK — TEXAS**





# 01

## INTRODUCTION

# THE DISTRICT OVERVIEW

The District, located at the SEC of SH-45 and I-35 in Round Rock, Texas, is a dynamic 65-acre mixed use development embossed upon the historic landscape of central Texas.

It's where the familiar comfort of a neighborhood block meets the vibrancy of a city street. A place where each intersection brings new interactions and each direction a different perspective.

The District represents the modern, multi-layered place where an everyday itinerary or impromptu adventure can be performed by simply opening the front door.



»»» *Enjoy outdoor entertainment, dining and drinks in the heart of The District*





## OUR FUTURE STATE VISION



**3M+ SF**  
Class A Office Space



**150K+ SF**  
Retail and F&B Space



**65.5+**  
Total Acres

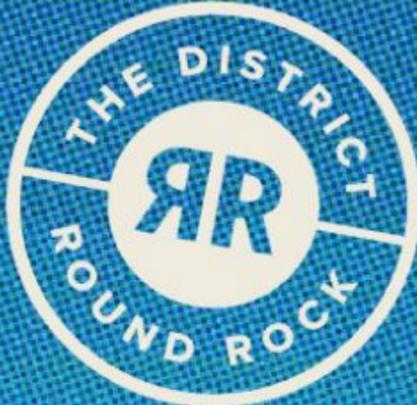
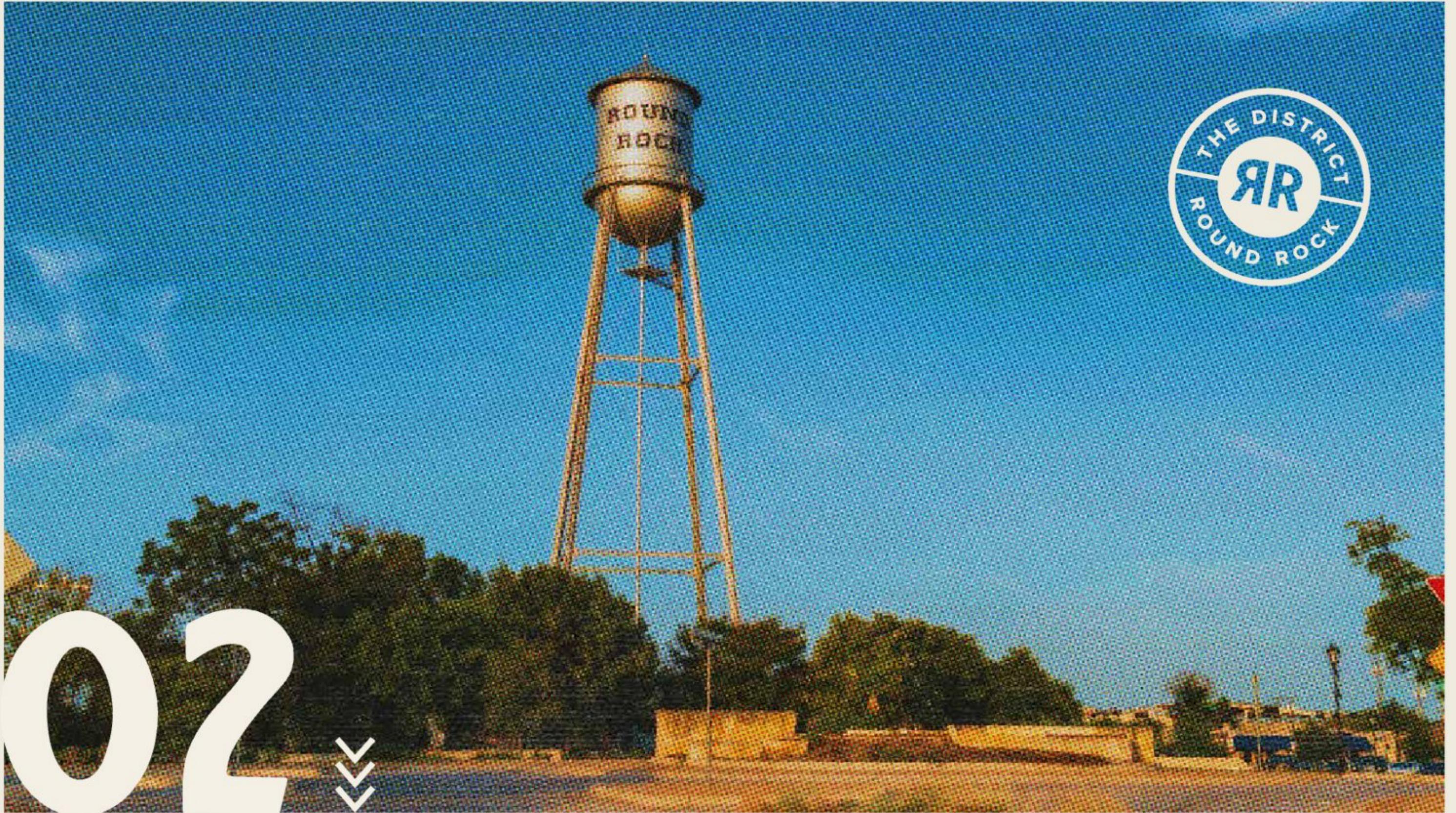


**300+**  
Hotel Rooms



**1,500+**  
Residential Units





02



LOCATION

# LOCATION

The District is strategically located at the intersection of SH-45 and I-35, which is one of the most accessible and traveled highway systems within the greater Austin region.

 Austin-Bergstrom International Airport

 Austin Executive Airport

 Dell Headquarters

 Downtown Austin

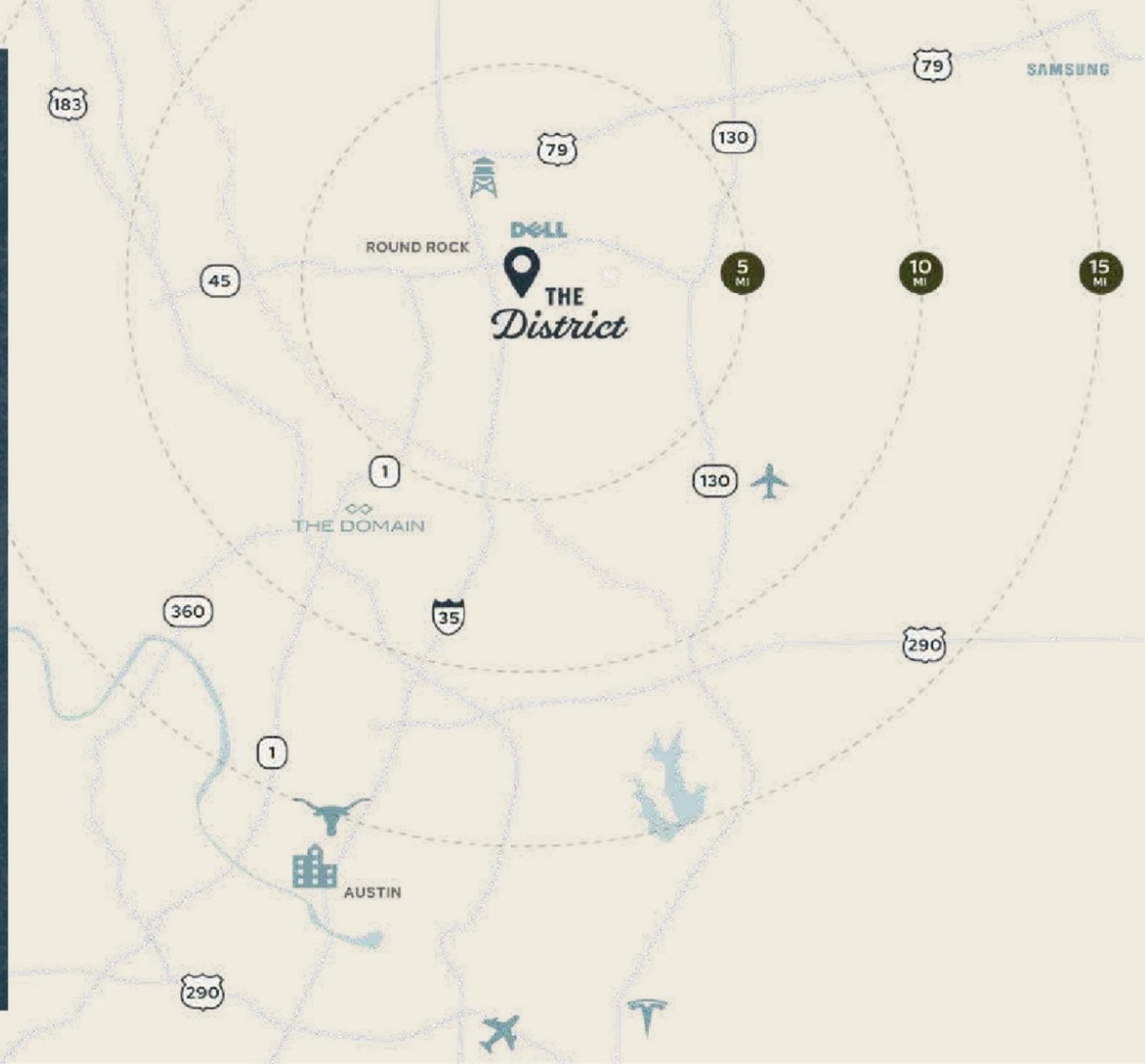
 Downtown Round Rock

 Samsung

 Tesla Gigafactory

 The Domain

 University of Texas



# ADJACENT NEIGHBORHOODS

The District, located at the vibrant intersection of Texas State Highway 45 and Interstate 35 in Round Rock, Texas, is a thriving multiuse development designed to cater to both businesses and visitors alike. Its prime location ensures unparalleled accessibility, making it a hub for commerce and leisure.

Strategically positioned at the crossroads of two major highways, it serves as a gateway to both Round Rock and the greater Austin metropolitan area. This prime location offers unmatched connectivity, drawing a steady flow of traffic from commuters, local residents, and travelers. The surrounding area is a blend of residential neighborhoods, thriving commercial hubs, and established retail centers, creating a vibrant and growing community with significant foot traffic and economic activity.

## POPULATION INCREASE SINCE 2000

**95%**

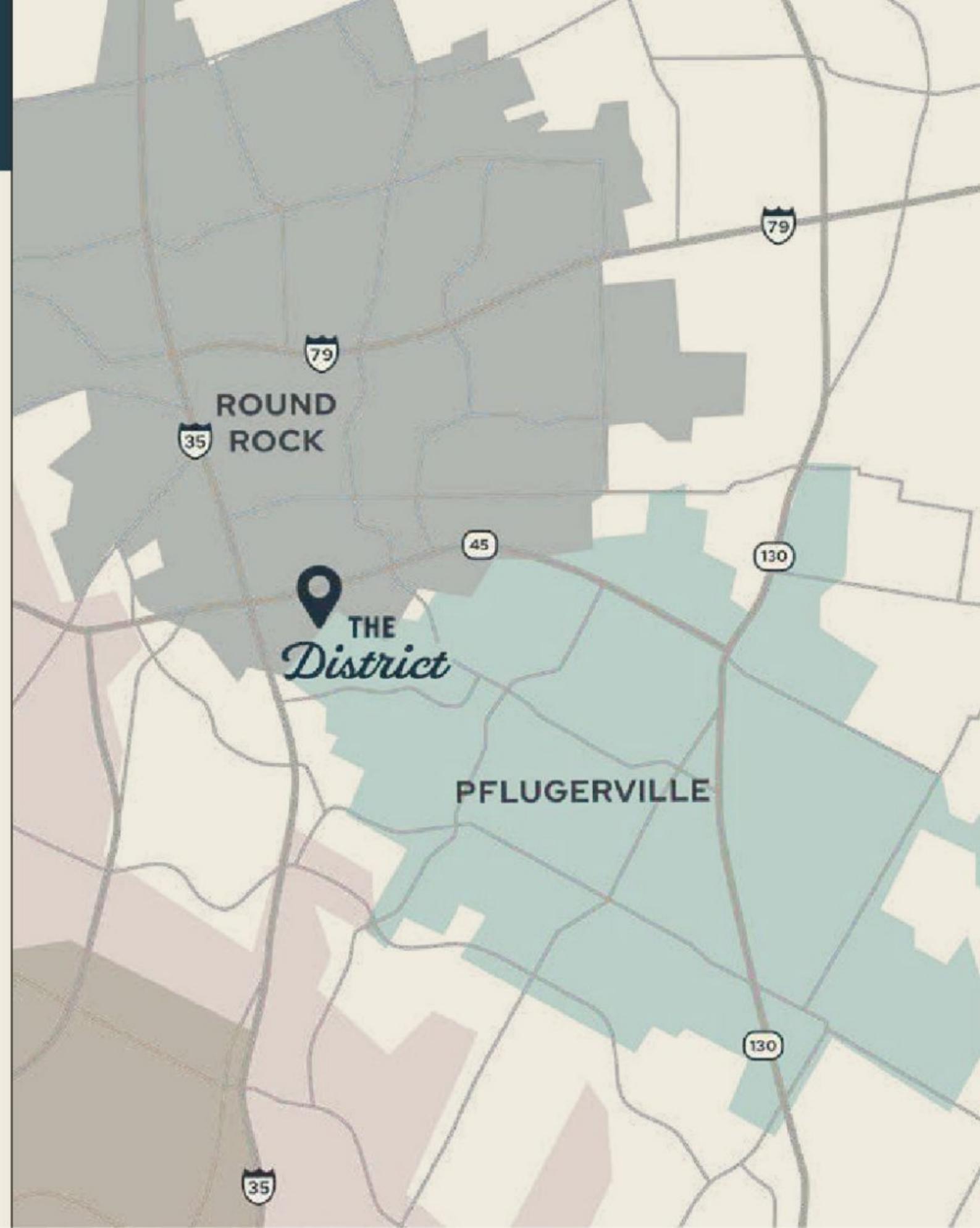
Round Rock  
136,585 Residents

**300%**

Pflugerville  
65,238 Residents

**75%**

Austin  
984,567 Residents



# ADJACENT RETAIL

VEHICLE PER DAY  
COUNTS (2022)

**111,174**

Highway 45 (East)

**119,199**

Highway 45 (West)

**245,869**

Interstate 35 (North)

**192,457**

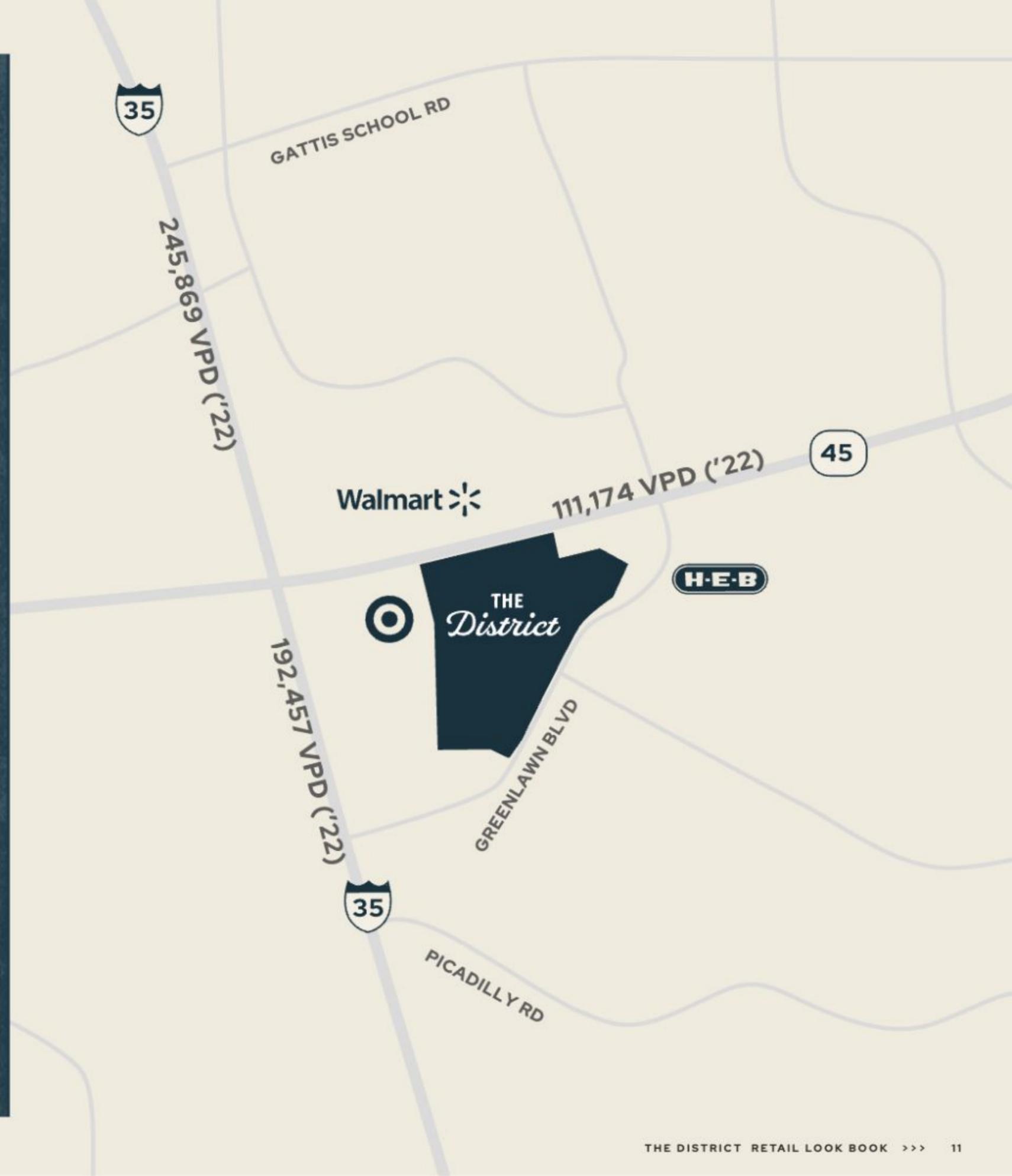
Interstate 35 (South)

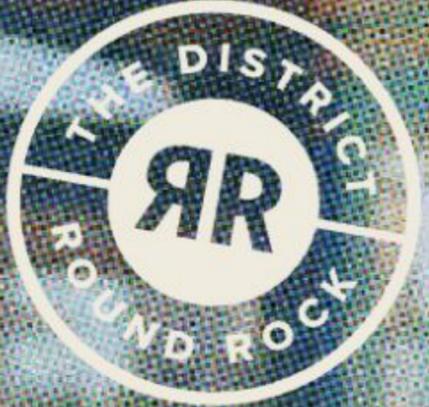


# CUSTOMER VISITS FOR TARGET, WALMART & H-E-B

	TARGET	WALMART	H-E-B
VISITS	1.5M	2.8M	1.9M
VISITS / SQ FT	11.92	13.58	22.15
SIZE SQ FT	122.7K	204.3K	87.3K
VISITORS	471.2K	570.9K	266.9K
VISIT FREQUENCY	3.11	4.88	7.25
AVG. DWELL TIME	29 mins	31 mins	26 mins
VISITS YOY	+4.2%	-0.4%	+1.6%
VISITS YO2Y	+8.7%	+2.8%	+6.6%
VISITS YO3Y	+21.1%	+13%	+21.8%

Source: Placer Labs Inc.





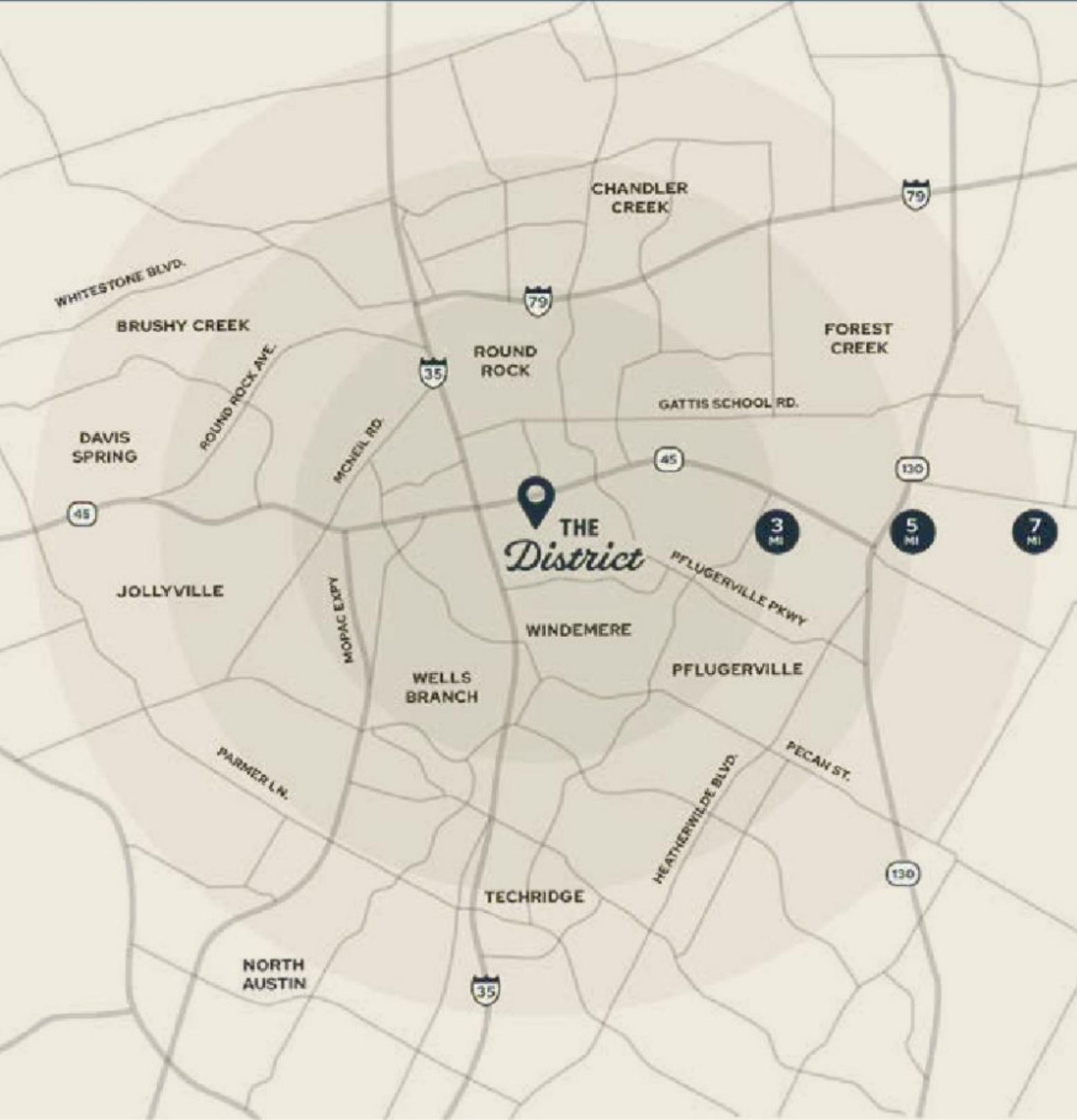
03



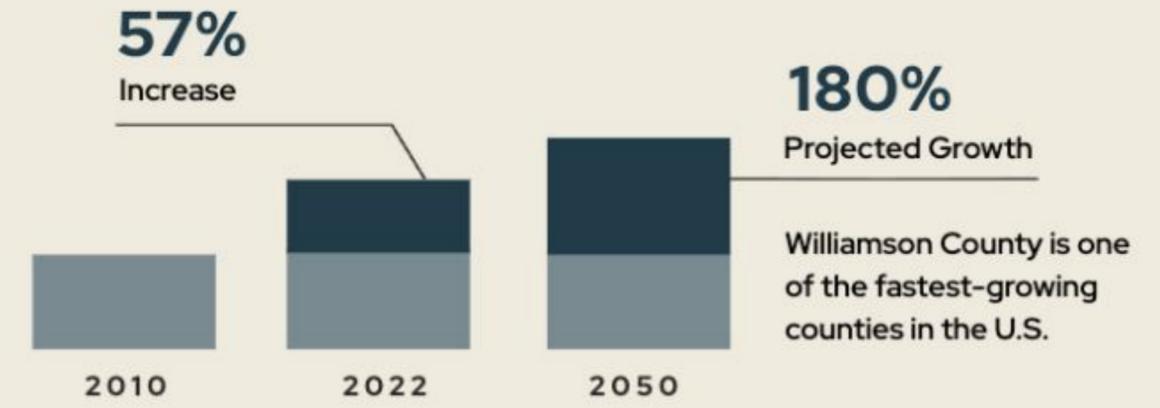
DEMOGRAPHICS

# NORTH AUSTIN BY THE NUMBERS

Williamson County is home to Round Rock, and just north of Austin. It is at the forefront of the region's growth.



Population growth over time

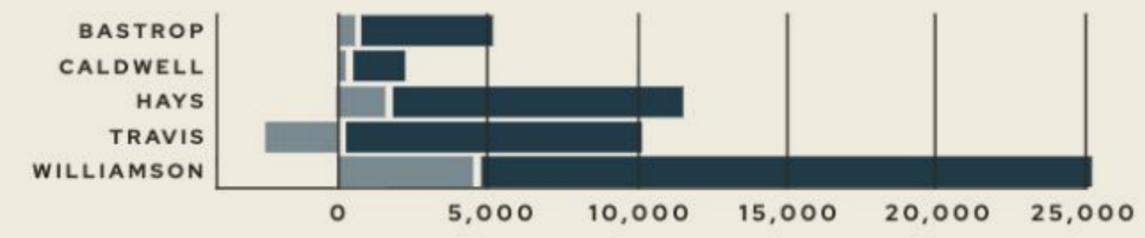


Demographics by radius

	3 MILES	5 MILES	7 MILES
POPULATION	101,238	264,034	513,045
GROWTH SINCE 2010	24%	28%	46%
DAYTIME POPULATION	101,723	249,843	479,491
AVERAGE HOUSEHOLD INCOME	\$114,749	\$126,916	\$135,063
% OF HOUSEHOLDS EARNING >\$100K	47%	50%	54%
AVERAGE HOUSE PRICE	\$465,398	\$527,083	\$548,794
MEDIAN AGE	35.7	35.8	35.5

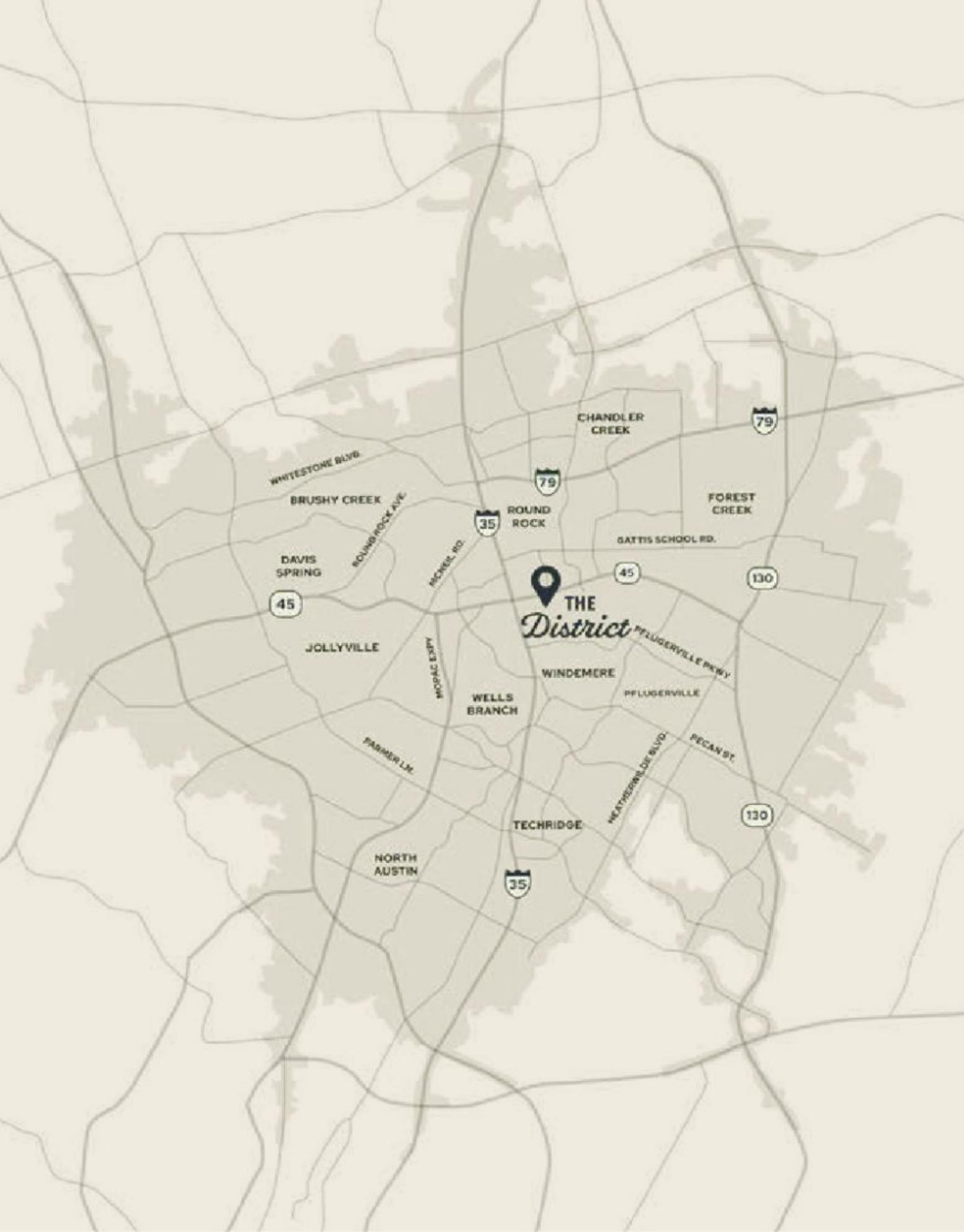
Population growth in ATX metro

■ Natural Change  
■ Migration



Source: U.S. Census Bureau

# 15 MINUTE DRIVE-TIME DEMOS



POPULATION	651,205
GROWTH SINCE 2010	36%
DAYTIME POPULATION	685,819
AVERAGE HOUSEHOLD INCOME	\$130,925
% OF HOUSEHOLDS EARNING >\$100K	51%
AVERAGE HOUSE PRICE	\$560,478
MEDIAN AGE	35.5





**MASTER PLAN**



# MASTER PLAN

VISION UPON COMPLETION

**150K+ SF**

Retail Space

**3M+ SF**

Office Space

**1,500+**

Residential Units

**300+**

Hotel Rooms

# MASTER PLAN BY USE



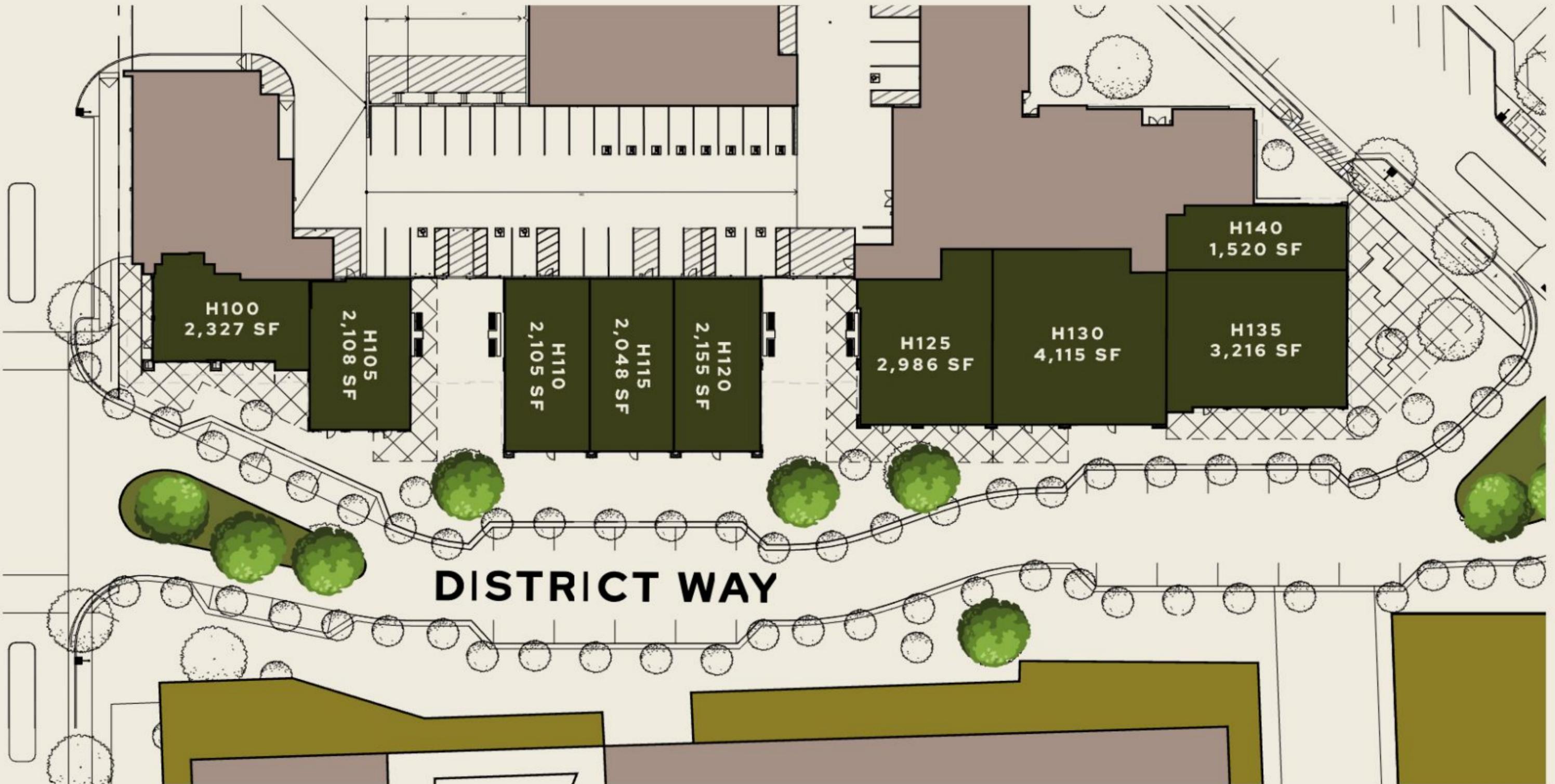


**RETAIL PLANS**

# RETAIL LEASE PLAN

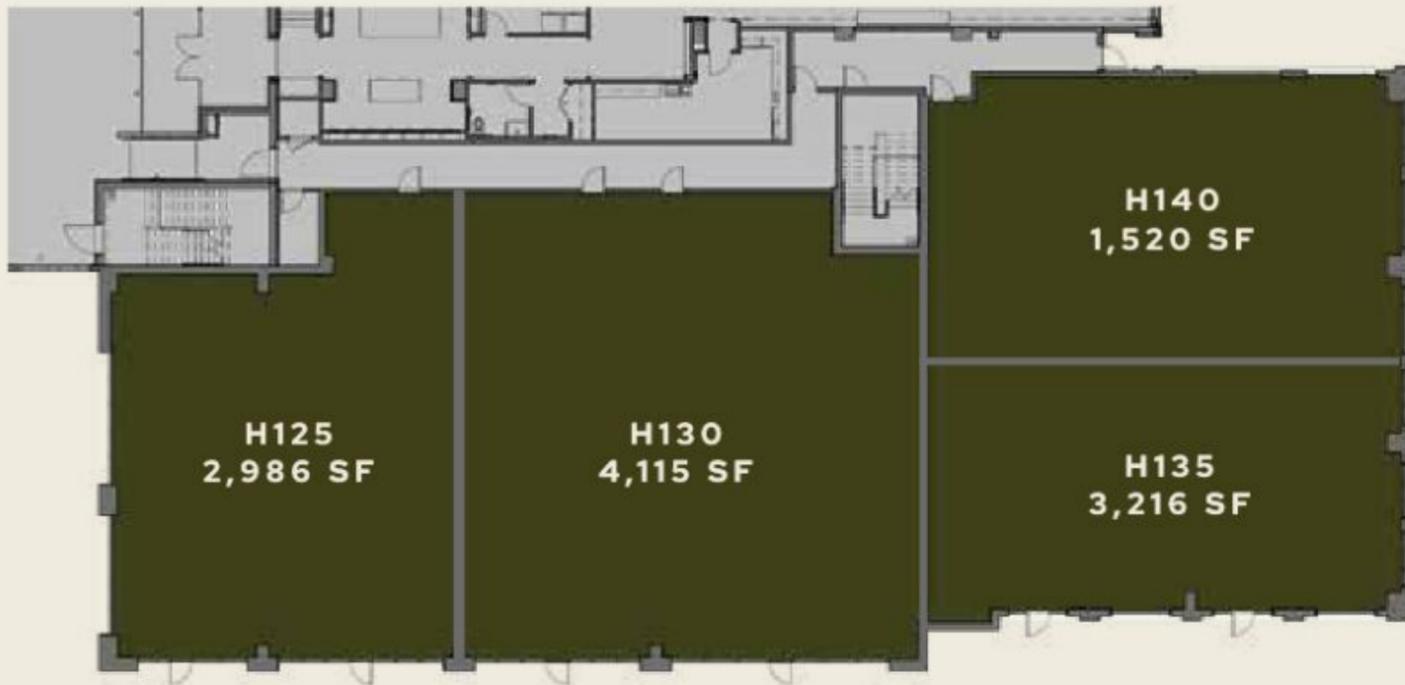
PHASE ONE

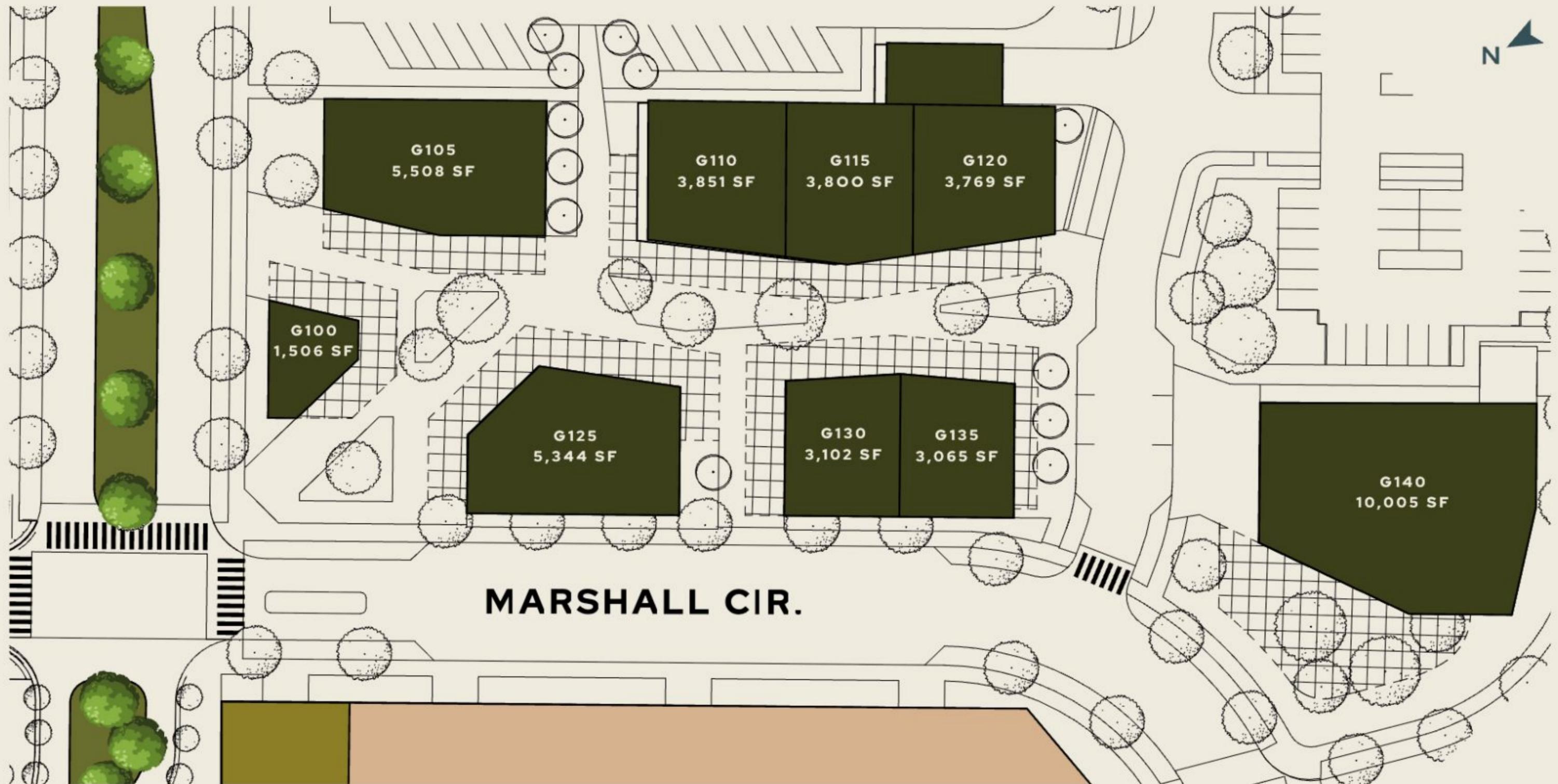














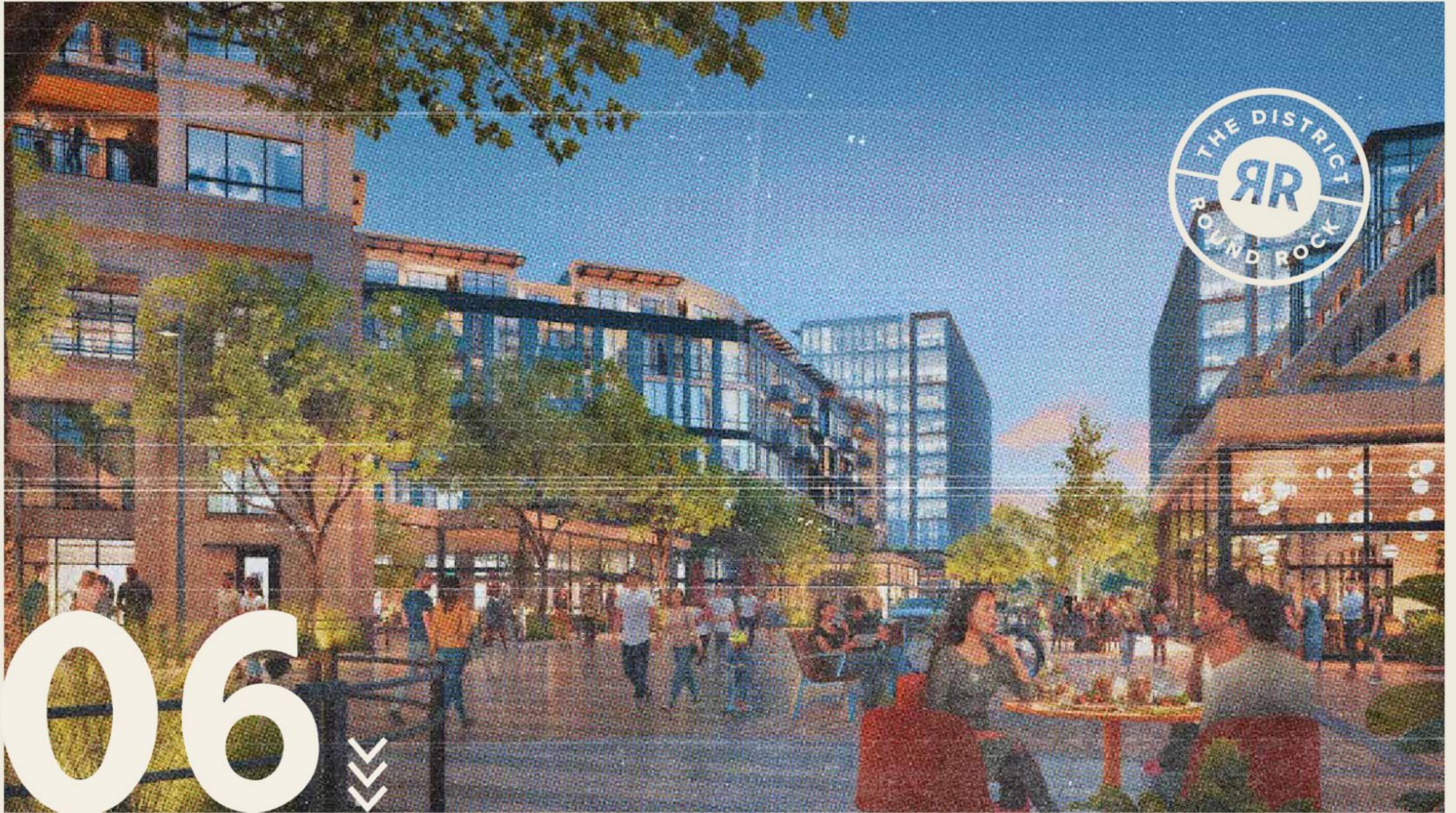












**CONNECT**

# CONTACT FOR RETAIL LEASING

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MARK IV CAPITAL



CBRE

