

The
DISTRICT

ROUND ROCK — TEXAS



INTRODUCTION

AUSTIN'S CULTURE. ROUND ROCK'S NEW CENTER OF GRAVITY.

The District is a 65-acre mixed-use development at the intersection of SH-45 and I-35 in Round Rock, Austin's fastest-growing neighbor, and until now, a market without a true gathering place.

Think neighborhood block meets city street: a walkable, experience-driven destination where people come to eat, drink, and linger.

Anchored by a curated mix of Austin's best restaurant concepts expanding north and a neighborhood grocery anchor, this retail collection is centered around chef-driven dining, elevated service concepts, fitness and wellness, entertainment, and experiential retailers that create a compelling point of differentiation within the market.





PROJECT VISION

≡
3M+ SF
Class A Office Space

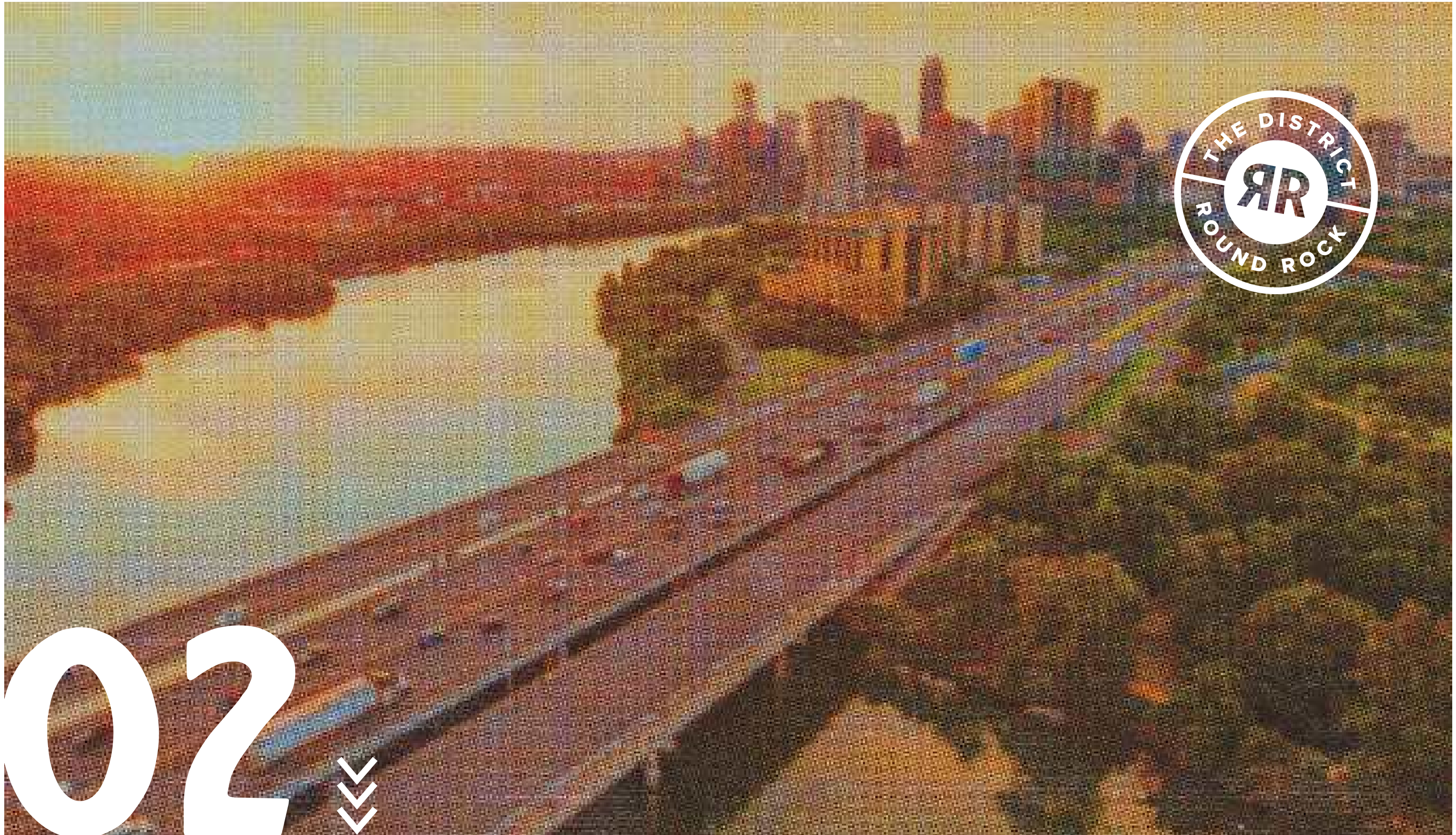
≡
150K+ SF
Retail and F&B Space

≡
65.5+
Total Acres

≡
300+
Hotel Rooms

≡
1,500+
Residential Units





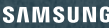
02

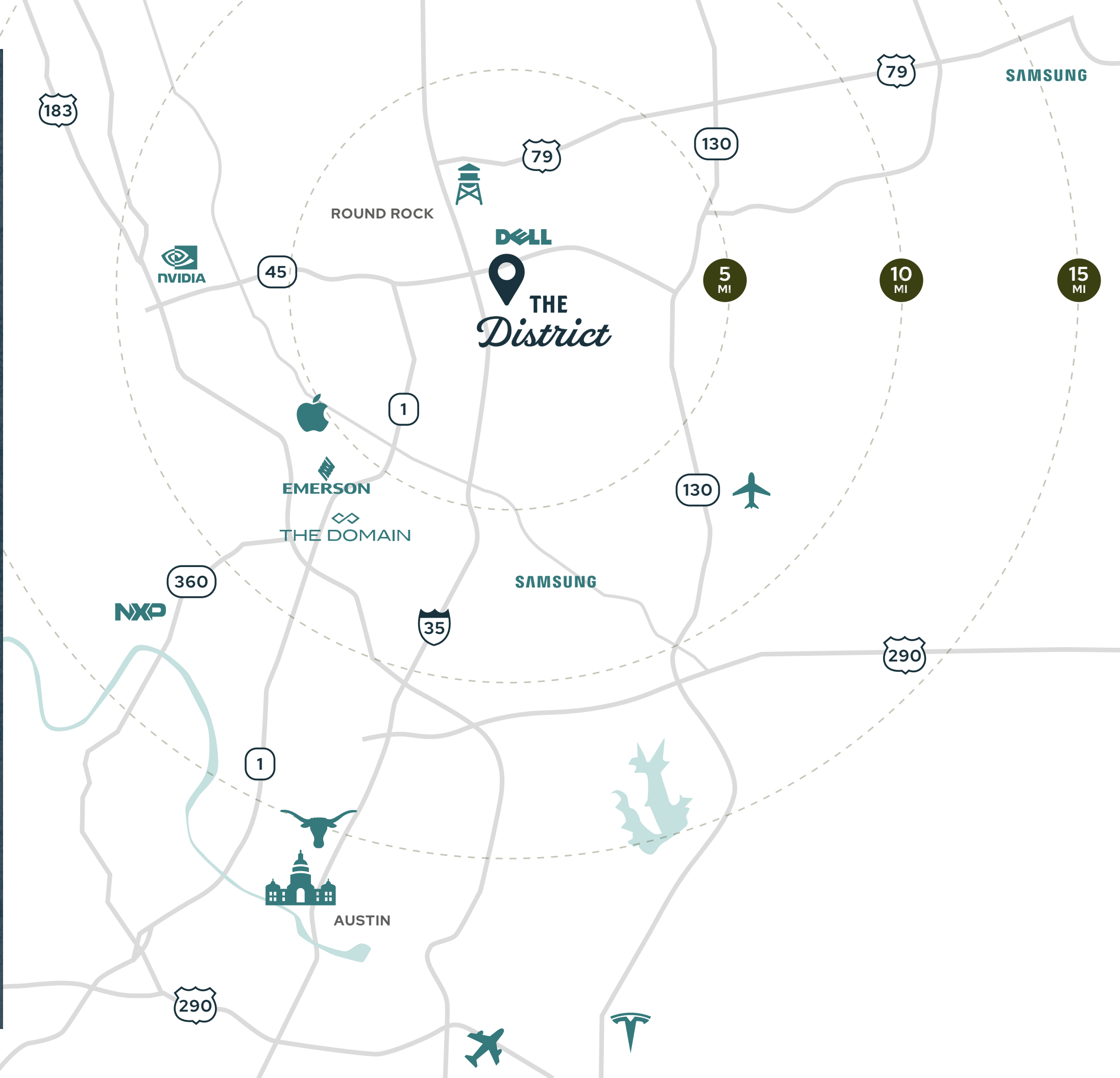


LOCATION

LOCATION

The District is strategically located at the intersection of I-35 and SH-45, one of the Austin metro’s most utilized highway systems. Adjacent to Dell Technologies’ global headquarters, home to over 11,000 employees, with easy access to major employers such as Apple, Samsung, Tesla, and Nvidia.

-  Apple Campus
-  Austin-Bergstrom International Airport
-  Austin Executive Airport
-  Dell Headquarters
-  Downtown Austin
-  Downtown Round Rock
-  Emerson Electric
-  NXP Semiconductors
-  NVIDIA Corporation
-  Samsung
-  Tesla Gigafactory
-  The Domain
-  University of Texas



ADJACENT RETAIL

2M+ SF

Retail in Immediate Trade Area

VEHICLE PER
DAY COUNTS

72,611

Highway 45 (East)

88,583

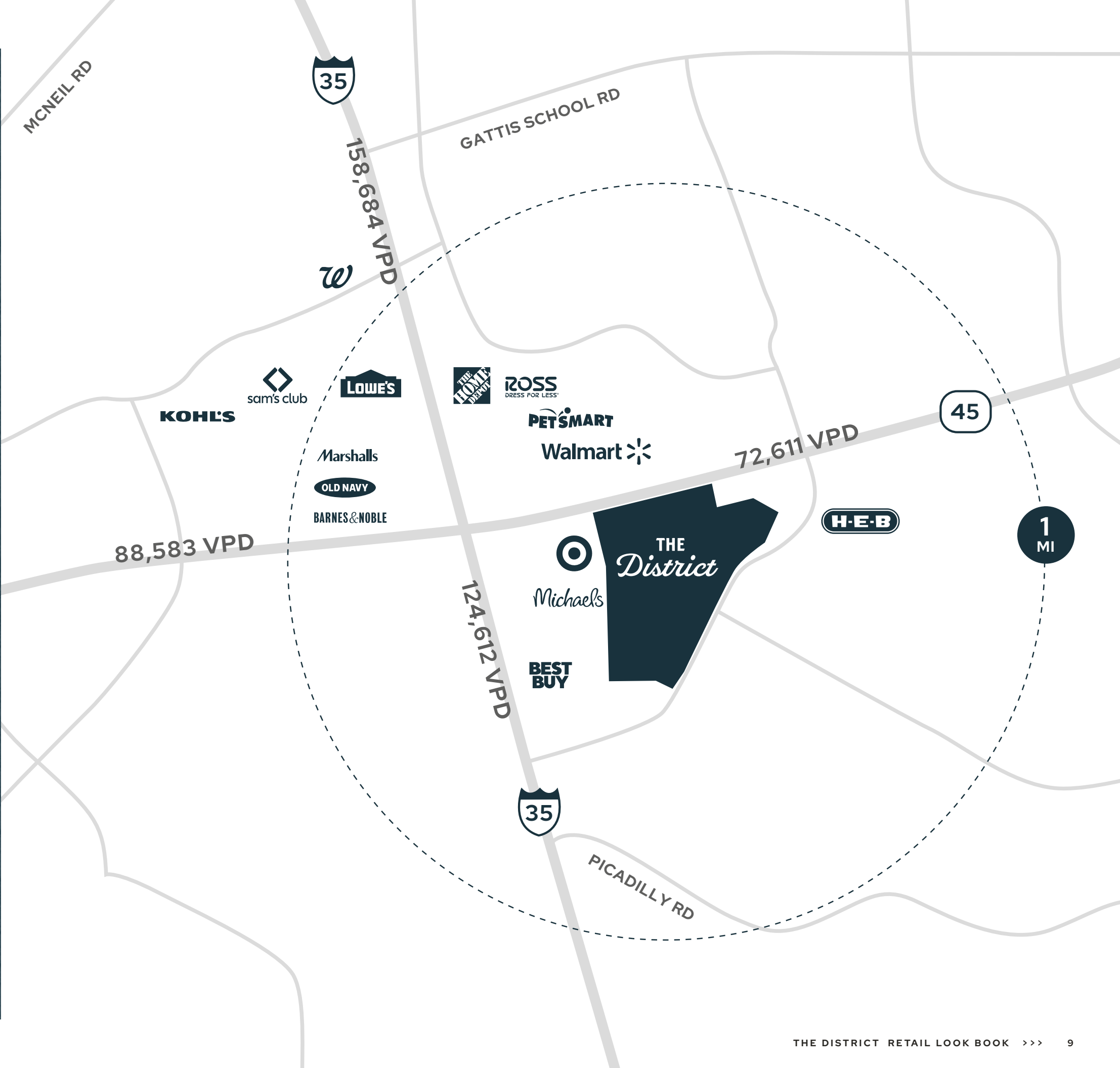
Highway 45 (West)

158,684

Interstate 35 (North)

124,612

Interstate 35 (South)



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

	TARGET	WALMART	H-E-B
VISITS	1.5M	2.6M	1.9M
VISITS / SQ FT	11.92	11.88	22.15
SIZE SQ FT	122.7K	216.2K	87.3K
VISITORS	471.2K	561.4K	266.9K
VISIT FREQUENCY	3.11	4.57	7.25
AVG. DWELL TIME	29 mins	30 mins	26 mins
VISITS YOY	+4.2%	-1.3%	+1.6%
VISITS YO2Y	+8.7%	-2.1%	+6.6%
VISITS YO3Y	+21.1%	-0.5%	+21.8%

Source: Placer Labs Inc.



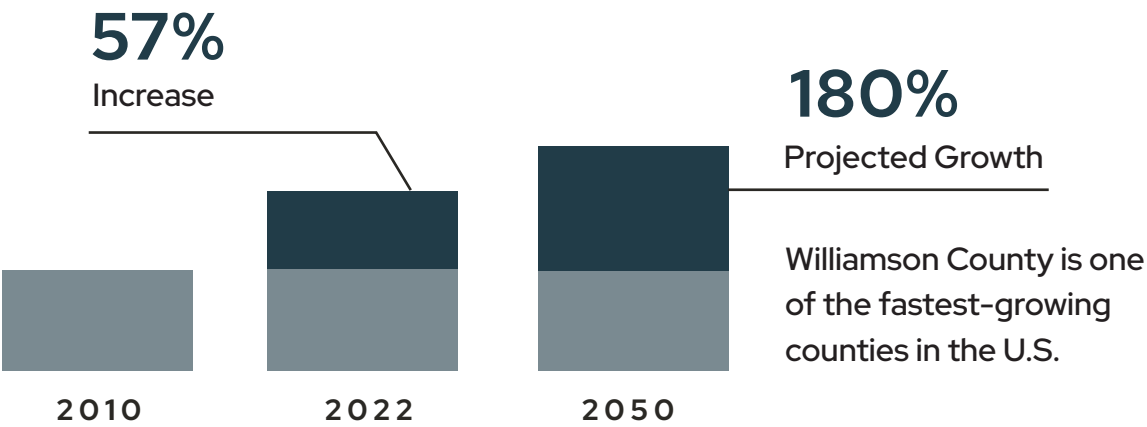


DEMOGRAPHICS

NORTH AUSTIN BY THE NUMBERS

Williamson County’s 2026 population is 776,000 – fifth fastest-growing county in Texas over the past five years and ninth nationally in total residents added. More than half of households within five miles earn over \$100,000, while average home values exceed \$560,000, supporting strong retail and restaurant demand.

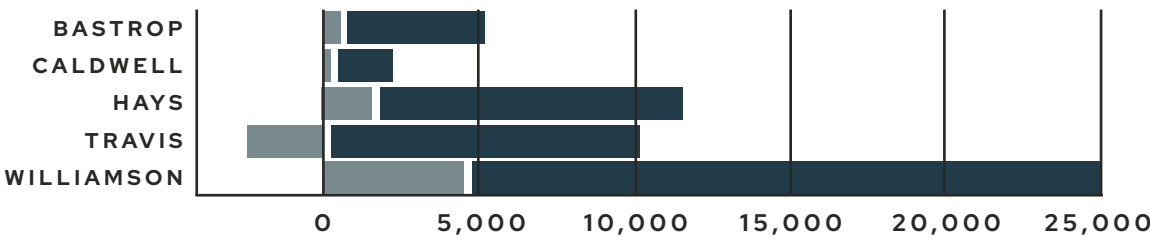
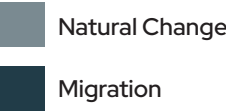
Population growth over time



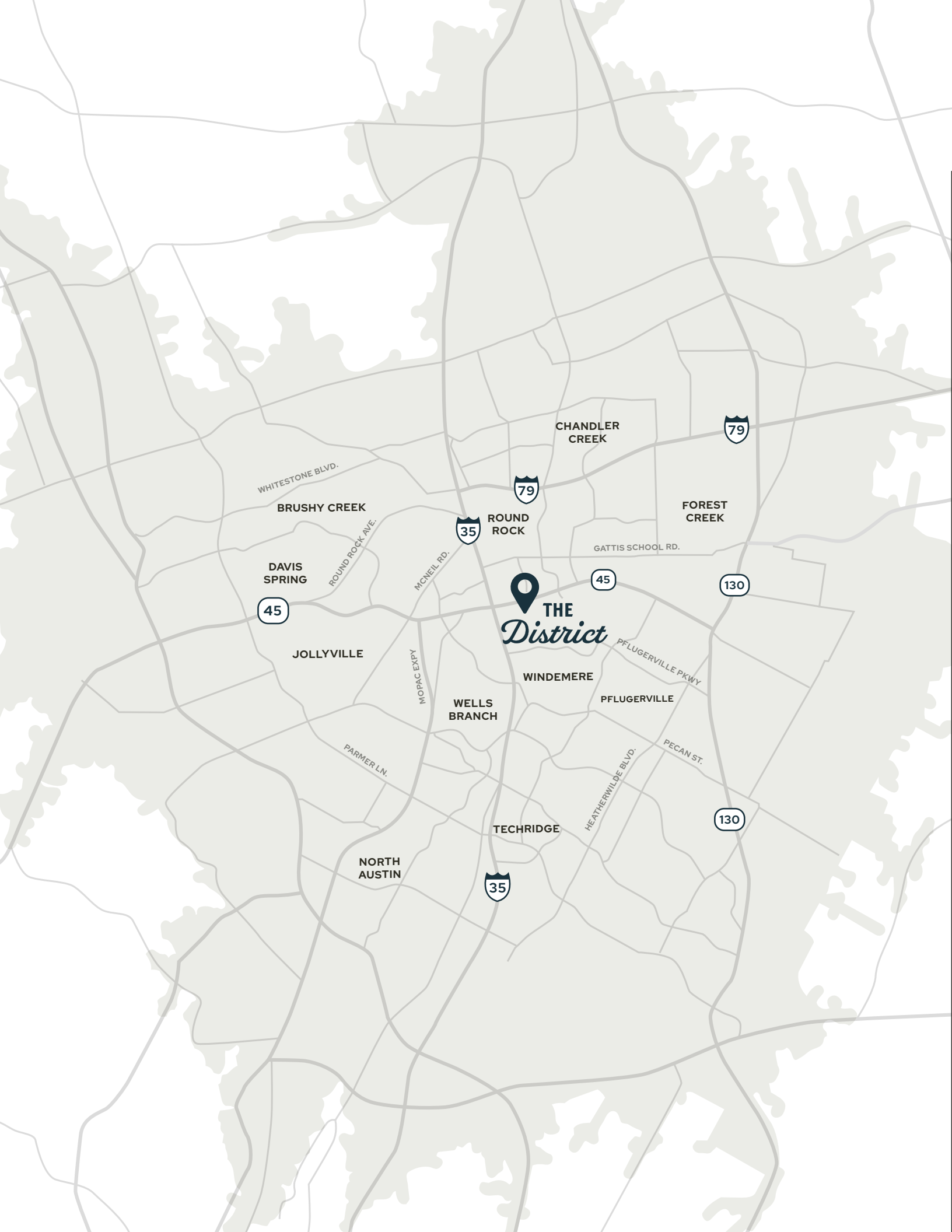
Demographics by radius

	3 MILES	5 MILES	7 MILES
POPULATION	104,703	263,096	514,181
GROWTH SINCE 2010	27%	28%	47%
DAYTIME POPULATION	103,696	249,320	480,267
AVERAGE HOUSEHOLD INCOME	\$114,061	\$126,901	\$134,754
% OF HOUSEHOLDS EARNING >\$100K	47%	50%	54%
AVERAGE HOUSE PRICE	\$464,925	\$526,397	\$548,471
MEDIAN AGE	35.6	35.8	35.4

Population growth in ATX metro



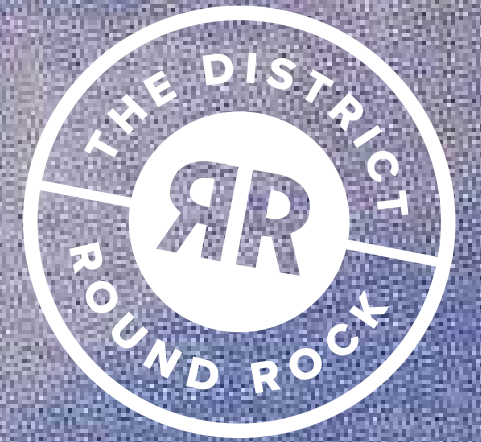
Source: U.S. Census Bureau



20 MINUTE DRIVE-TIME DEMOS

POPULATION	1,037,366
GROWTH SINCE 2010	44%
DAYTIME POPULATION	1,066,880
AVERAGE HOUSEHOLD INCOME	\$138,628
% OF HOUSEHOLDS EARNING >\$100K	53%
AVERAGE HOUSE PRICE	\$601,545
MEDIAN AGE	35.8





MASTER PLAN



MASTER PLAN

VISION UPON COMPLETION

150K+ SF

Retail Space

3M+ SF

Office Space

1,500+

Residential Units

300+

Hotel Rooms

The District commenced vertical construction in March 2026. Phase I delivers Origin at The District – a seven-story, 316-unit luxury residential tower with approximately 23,000 square feet of ground-floor retail along District Way and an adjacent 40,750-square-foot restaurant plaza comprised of six standalone buildings along a pedestrian-oriented trail. Phase I completion is expected in early 2028, backed by \$86 million in institutional financing from BDT & MSD Partners and Apollo Real Estate.

LEGEND

Phase I Retail

Phase II Retail

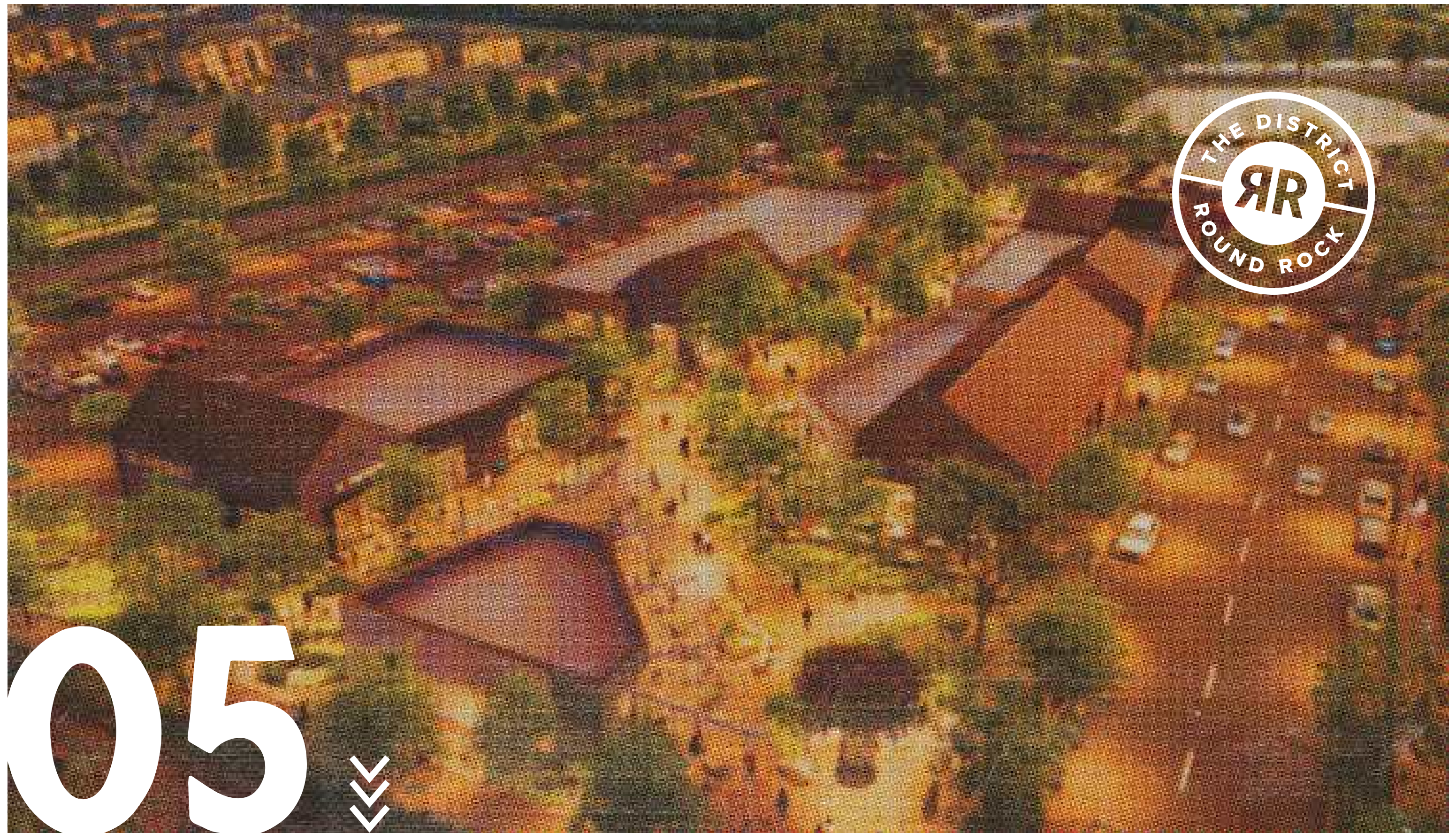
Multifamily

Office

Hotel

Parking



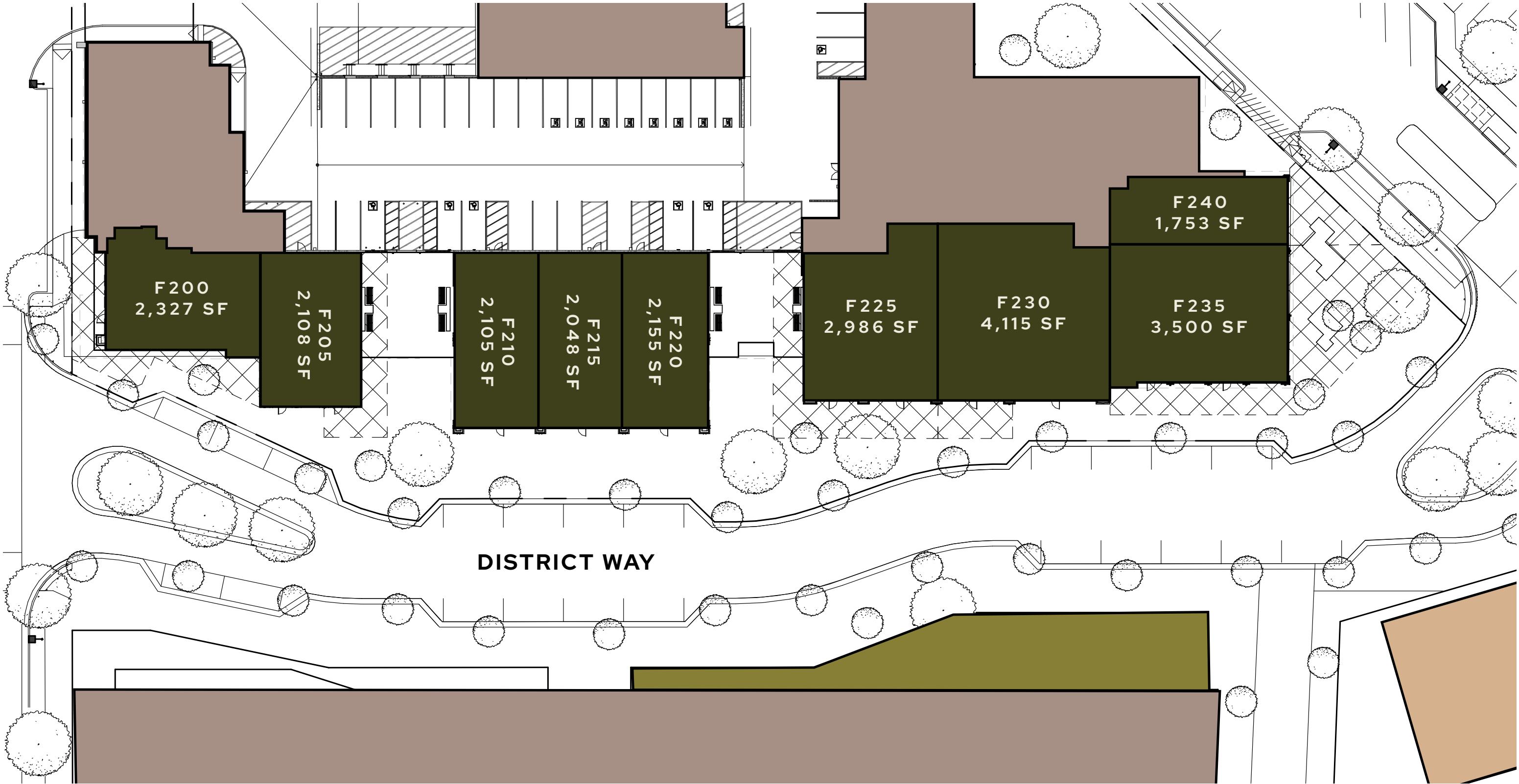


RETAIL PLANS

RETAIL LEASE PLAN

PHASE ONE







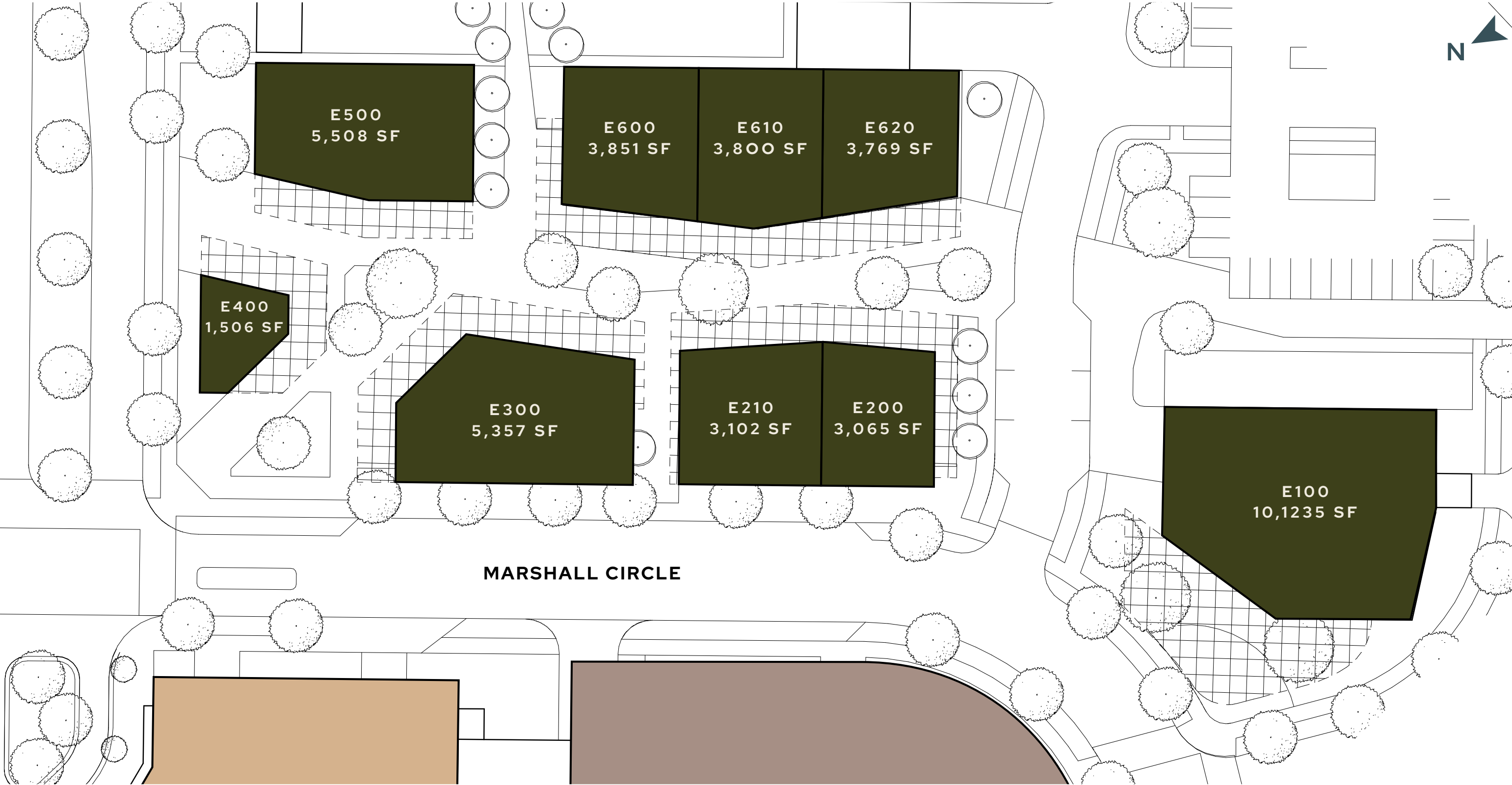






MARSHALL CIRCLE

PHASE ONE



MARSHALL CIRCLE

PHASE ONE





MARSHALL CIRCLE

PHASE ONE











CONNECT

CONTACT FOR RETAIL LEASING

RSA RETAIL STREET ADVISORS

Aaron G. Stephenson

aaron@retailstreetadvisors.com

214.952.5555



MARK IV CAPITAL

