QUAIL CREEK CROSSING

3201 LAWRENCE RD | WICHITA FALLS, TEXAS

SEGOVIA PARTNERS



BRETLEY ROCHE
bretley@segoviapartners.com
469.480.8819

FREDDY RUFFING
freddy@segoviapartners.com
202.567.1250

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PROPERTY INFORMATION

LOCATION:

NEC of Lawrence Rd & Maplewood Ave
3201 Lawrence Rd, Wichita Falls, Texas 76308

HIGHLIGHTS:

- 3,000 SF available 3/1/2027
  - Former Bamboo Pantry
  - 50' of frontage
  - Located next to Office Depot and Academy
- Major power center anchored by Academy, HomeGoods, Michaels, Ulta, PetSmart, and Old Navy
- Quail Creek Crossing has 3.5 million annual visits and is the #1 shopping center within 50 miles per Placer.ai
- Walmart across the street has 3.5 million annual visits and ranks in the top 4% of Walmart locations in Texas by visits
- Lawrence Road is the premier retail thoroughfare in Wichita Falls
- Wichita Falls is a strategically positioned regional hub capturing both Texas and Oklahoma consumer traffic
- Home to Midwestern State University and Sheppard Air Force Base, the largest training base in the U.S. Air Force
- Strong tenant roster, with 80% of existing tenants having been at the center since it was built in 2007

TRAFFIC COUNTS

US-82: 46,185 VPD
LAWRENCE RD: 19,655 VPD



DEMOGRAPHICS	1 MILE	3 MILE	5 MILE
POPULATION	7,626	61,782	87,863
2030 POPULATION	7,484	60,991	87,024
HOUSEHOLDS	3,216	26,134	36,318
AVG HH INCOME	$82,695	$95,302	$89,957

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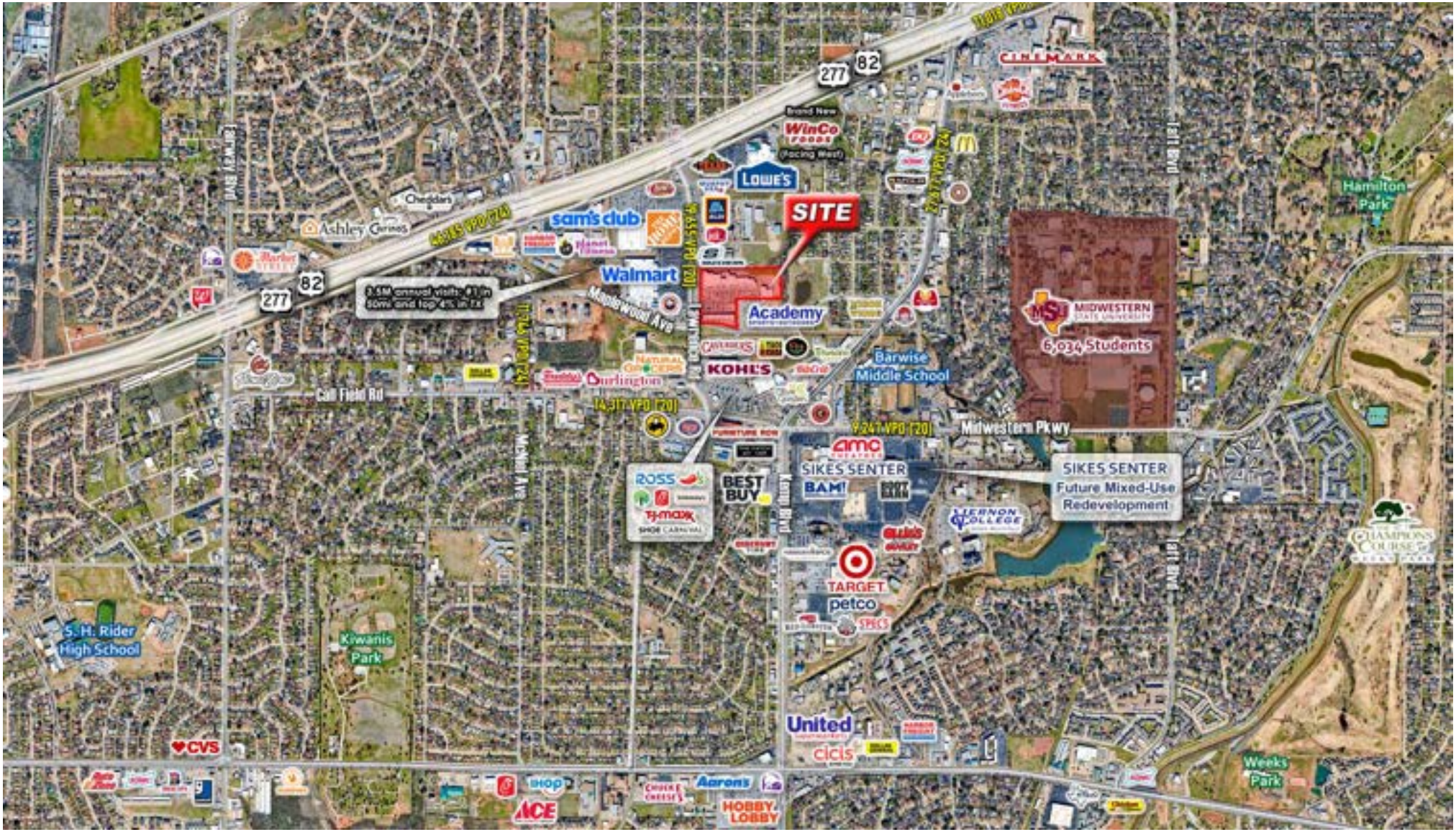

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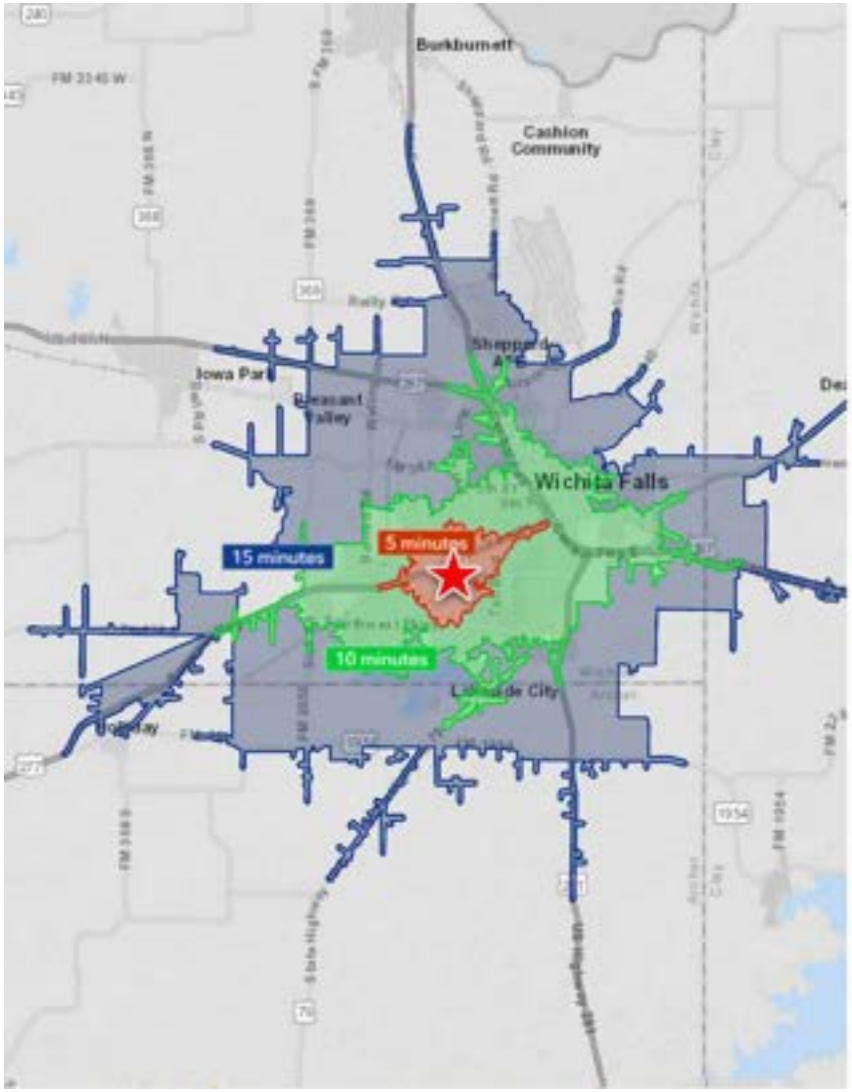

15 MINUTE DRIVE TIME

Middle Ground
Dominant Tapestry Segment

Thirtysomething Millennials: college-educated, urban residents in mixed housing; diverse life stages (single/married, renter/homeowner); mobile-first and always online (entertainment, social media, job search); leisure spend on nightlife, movies, beach, travel, and hiking—offering employers skilled talent and retailers a high-intent audience.

102,500 Population	37.7 Median Age	95,049 Daytime Population
17.4% % Children (Under 15)	19.7% % Seniors (Age 65 +)	37.9% % College Educated
2.3 Average Household Size	$169,900 Average Home Value	$58,500 Average Household Income
4,281 Total Businesses	54,224 Total Employees	4.2% Unemployment Rate

Employment

- 21.0% Services
- 23.5% Blue Collar
- 55.6% White Collar

Labor Force by Industry



© Esri 2025 Source: This infographic contains data provided by Esri (2025), U.S. Census (2010), Esri-U.S. BLS (2025). This infographic contains estimates provided by Esri. The vintage of the data is 2025.

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Why Wichita Falls?

A thriving North Texas hub rooted in a blending of traditional Texas values, where military strength, academic excellence, and community pride drive growth and opportunity.

Population
102,500 (City)
~150,000 (MSA)

Median Home Value
$169,000 (2023)

Military Impact
$3.2 Billion annual economic contribution

Wichita Falls Top Employers

Sheppard Air Force Base
~7,222 employees

Wichita Falls Independent School District
~2,378 employees

United Regional Health Care System
~2,100 employees

Strong Retail Opportunity

Apparel, Entertainment, and Restaurants are all **underserved**

Trade area pulling from over 40 miles including:

- Iowa Park (10 miles)
- Burkburnett (13 miles)
- Henrietta (17 miles)
- Vernon (47 miles)

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