



# Railhead

80 Acre Mixed Use Development





01

## A City Within A City

- **1.5 million+** sq. ft. of corporate office space
- **250,000** sq. ft. in retail, restaurant, and entertainment space
- **1,280** multi-family residences

02

## Amenities

- **5 acre** central park with food trucks and entertainment
- Frontage on Dallas North Tollway
- 1 exit from Universal Studios
- Abundance of retail and restaurants

03

## Access

- High visibility on Dallas North Tollway
- Legacy Drive access to the West of the park
- Avon lane borders the new side of the park and gives direct access from the tollway to legacy drive.



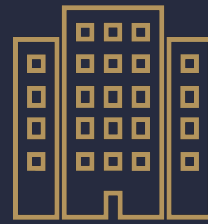
# PROJECT DESCRIPTION

## ABOUT THE SPECIFIC OFFERING

Wallace has secured 3.15 acres on the north side of the Railhead park, next to the soon-to-be completed JPI multifamily development. The project will be broken into 2 construction phases. Phase 1 includes 2 commercial buildings, breaking ground in May 2025 that includes **30k square feet** of restaurant, coffee, med spa, salon, retail, gym, & bar. Phase 2 includes a **200 room luxury full service hotel** with event space, private dining club, rooftop pool, and 3-story parking garage.



**Land Area:**  
3.15 Acres



**Rooftop**  
200 Room Full Service Hotel over 3  
story parking garage



**Restaurant**  
5,116 square feet of dining with bar



**Cocktail Lounge:**  
3,985 square feet



**Patio**  
1,367 square feet entertainment patio

## LEASE IN PLACE:

The commercial building is 85% leased with reputable local & international users.

## PERMITTING AND DEVELOPMENT:

The project is entitled and currently going through permitting.

## TIMING:

The timing of this development is in perfect sequence with accompanying developments that bolster a strong demand in the area for more dining & entertainment.

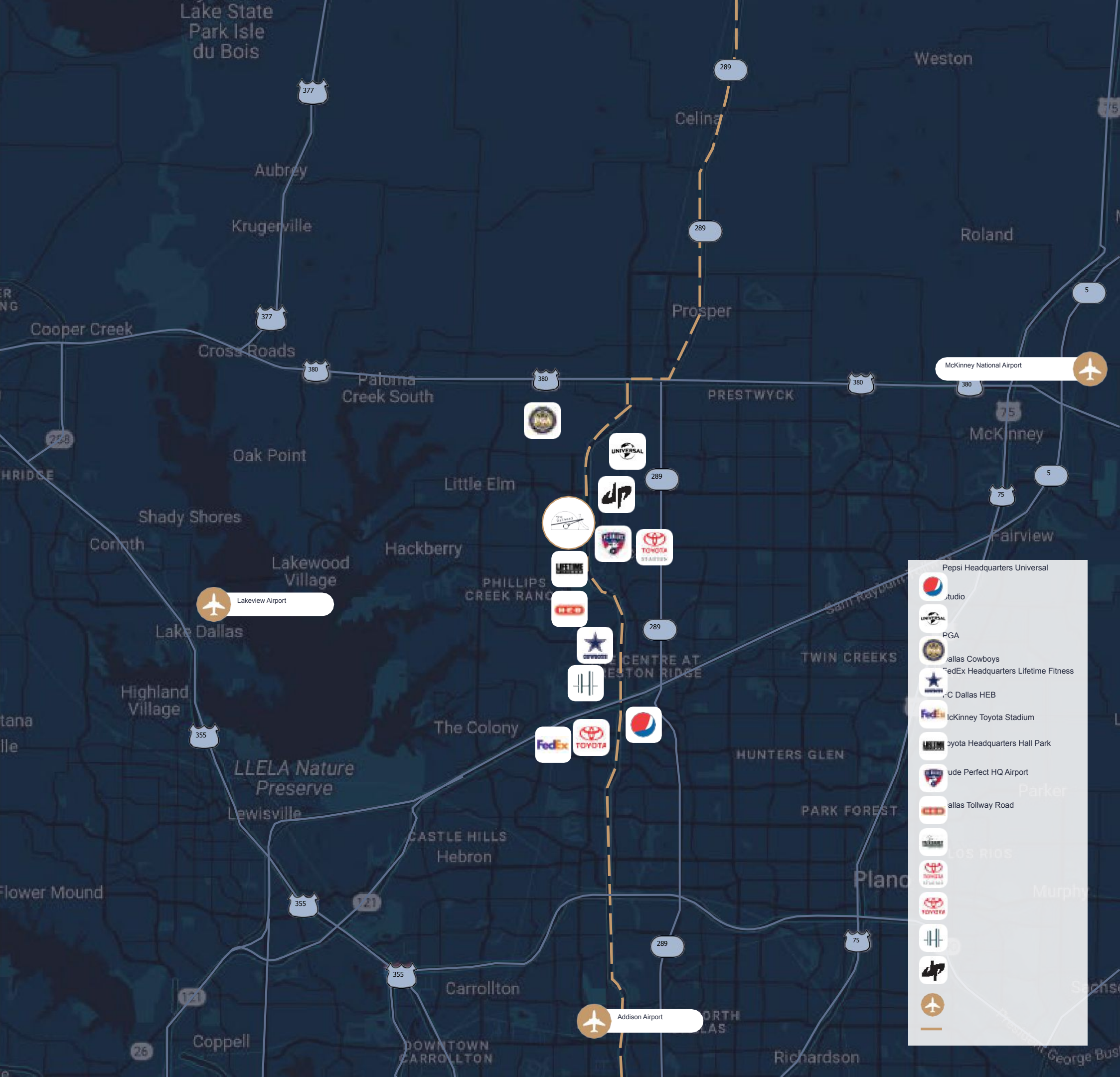


# CENTER YOUR BUSINESS IN THE CENTER OF IT ALL

**Welcome to Frisco, Texas!** Experience this thriving city's perfect blend of urban convenience and natural beauty. With picturesque landscapes, serene parks, and shimmering lakes, nature enthusiasts will delight in exploring abundant trails and lush green spaces.

The city boasts a rapidly growing economy and booming market, attracting investors and homeowners with endless opportunities for financial success.

The high demand for housing makes Frisco an attractive destination. Frisco's vibrant community exudes an alluring atmosphere and strong togetherness. Residents enjoy access to fantastic amenities, including schools, healthcare facilities, and various recreational options. The city attracts sports enthusiasts with its iconic Toyota Stadium and Dr. Pepper Ballpark. With thriving commercial hubs, excellent infrastructure, and a strategic location near major highways, Frisco is ideal for living, working, and investing.



# SUCCESS IS ON THE HORIZON

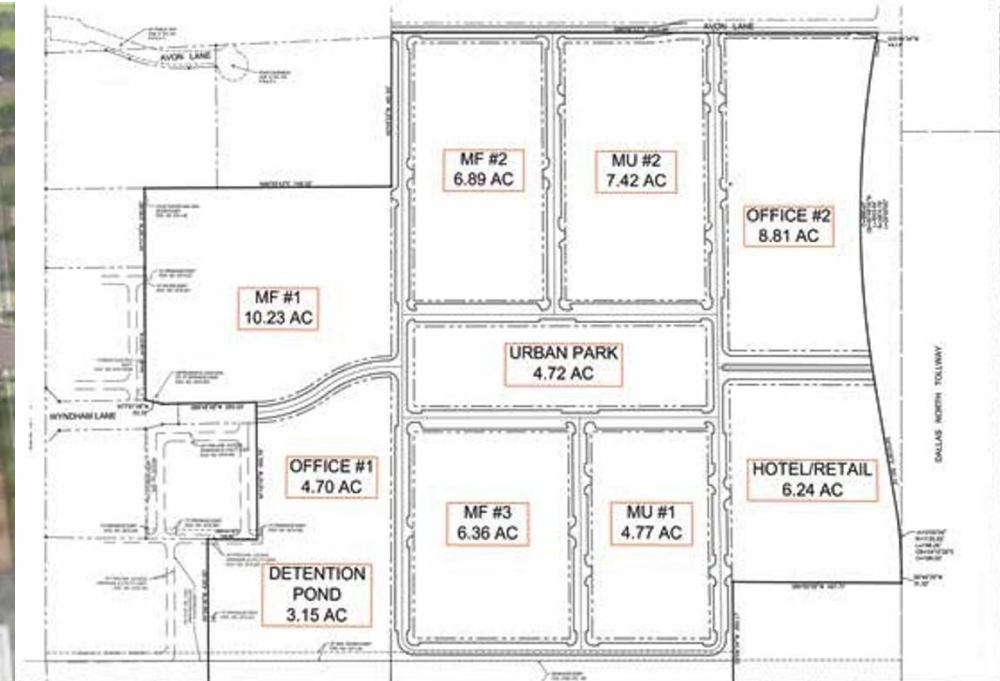


Strategically programmed site plan for a flourishing atmosphere

## 80 ACRES IN THE HEART OF FRISCO

Welcome to the Railhead. Nestled in the dynamic city, the sprawling 80 acre development offers the perfect location for your business. The project seamlessly blends business and leisure with iconic landmarks like the FC Dallas stadium and Toyota headquarters nearby.

Explore luxury apartments and entertainment, a magnificent 150,000-square-foot office building adorned with trendy retail outlets and enticing restaurants. Prepare for an unparalleled experience.



### Total Office Space

1,500,000+ sq. ft.

### Retail and Entertainment

250,000 sq. ft.

### Multifamily Residences

1,280

### Proposed 5-Star Hotel

200

# RENDERING



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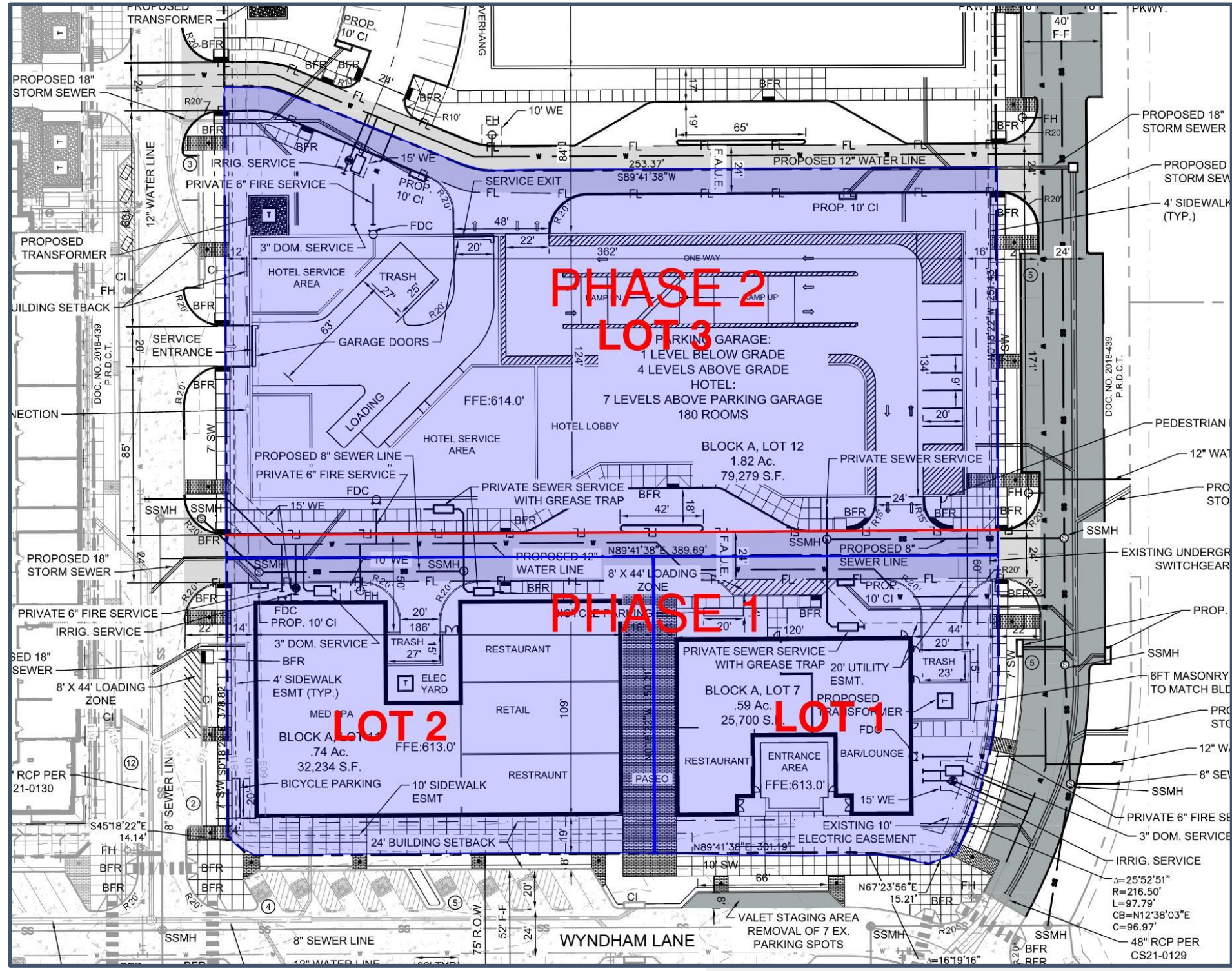


# RENDERING

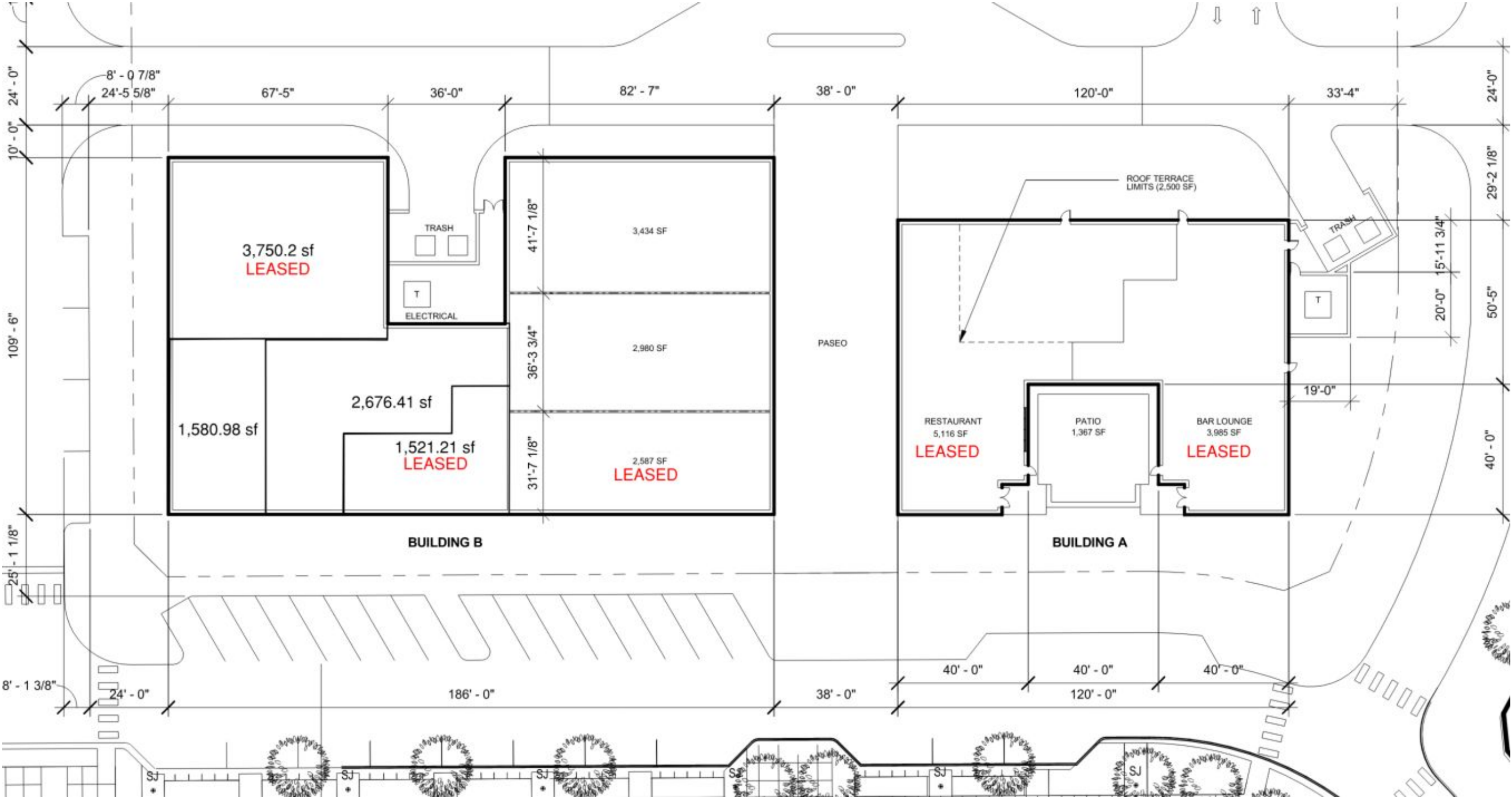




# OVERALL PHASING PLAN



# COMMERCIAL BUILDINGS



# ABOUT FRISCO



## FRISCO ATTRACTIONS

- **Shopping & Dining:** 9M+ sq. ft., Stonebriar Centre.
- **Parks & Trails:** 70+ miles for activities.
- **Annual Events:** Arts in the Square, Christmas in the Square, and summer concerts.

## FRISCO HEALTHCARE

Frisco's top healthcare includes Medical City Frisco (cardiovascular, neurology, and women's health), Baylor Scott & White Centennial (breast surgery, emergency care), and Texas Health Frisco (general surgery, maternity, oncology). Frisco Medical Village focuses on preventative care.

## FRISCO ACTIVITIES

Key activities include Frisco Adventure Park (outdoor sports), The Star (Dallas Cowboys HQ), National Videogame Museum, Texas Sculpture Garden, and family-friendly spots like KidZania USA and Hope Park.

## FRISCO TRANSPORTATION

Frisco is **25 miles** from Dallas, with easy access to Dallas Love Field and DFW International Airports. Major highways like the Dallas North Tollway ensure seamless connectivity.

## FRISCO HIGHER EDUCATION

**The University of North Texas (UNT)** at Frisco offers programs in Data Science and Sports Entertainment Management with real-world partnerships. Collin College focuses on health sciences and IT certifications, while Texas Woman's University excels in nursing, occupational therapy, and public health.

# COMMUNITY PROFILE



**Population**  
232,424

**Growth Rate**  
3.3%

**Average HH  
Size**  
2.86

**Diversity Index**  
63.08

**Median Age**  
37.8

**Median HH Income**  
\$180,808

**Median Home Value**  
\$672,503

**Age <18**  
27 %

**Age 18-64**  
64%

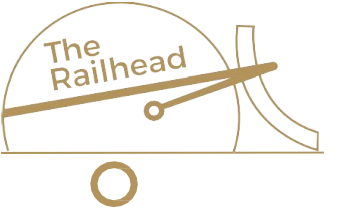
**Age 65+**  
9%

**White Collar**  
92.94%

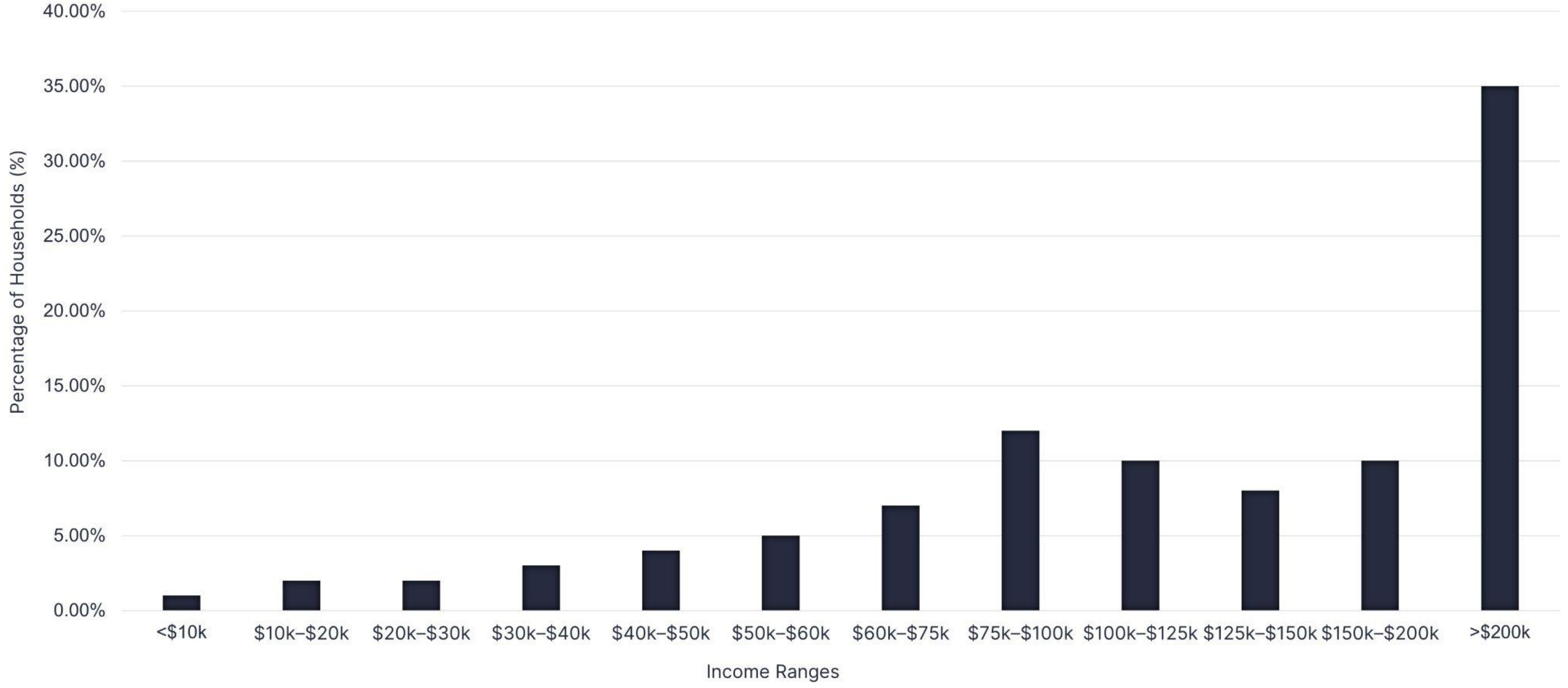
**Blue Collar**  
7.06%

**Average Commute Time**  
34.0 minutes

**Median Year  
2000  
Built**



## Households Income Distribution in Frisco



# Frisco's Unrivaled



**(2nd fastest growing)  
of office space**



**7th best school  
district in Texas**



**516% Population growth  
(2000-2021)**



**16,330 population  
projected by 2026**

## The Future Looks



**80,261 households**  
30% raising children under 17



**\$672,503**  
medial single-family home value



**50%**  
of population possesses bachelor's  
degree and greater



**99.4%**  
Graduation rate of District Stats



# DEMOGRAPHIC COMPARISON



20 min. drive radius

Center Name	2021 Population	2026 Est. Population	Households \$100,000+	Households \$150,000+	Median Age of Residents	Median Household Income
Frisco, Tx	892,535	1,028,129	22.00%	15.60%	35	\$104,724
Avalon Alpharetta, Ga	645,355	697,422	19.40%	13.20%	38	\$109,780
Domain Northside Austin, Tx	1,073,291	1,188,499	19.40%	11.60%	33	\$83,787
Fenton Cary, Nc	848,475	938,552	18.20%	10.90%	35	\$81,211
Easton Town Center Columbus, Oh	913,802	964,448	15.50%	6.90%	35	\$61,094
Southlake Town Square Southlake, Tx	862,816	931,612	18.60%	9.80%	36	\$83,864
Scottsdale Quarter Phoenix, Az	715,173	767,102	18.60%	17.60%	43	\$80,977
Legacy West Plano, Tx	1,340,938	1,511,138	20.30%	13.30%	36	\$92,429
Market Street The Woodlands, Tx	565,599	630,893	17.40%	10.60%	35	\$83,231

Business | Retail | Park





## **Frisco Demographics**

<https://shorturl.at/HFear>

<https://shorturl.at/Z5bSy>

<https://shorturl.at/eFbXw>

<https://shorturl.at/eAu5a>

<https://shorturl.at/TeNBZ>

## [Frisco Median Home Value](#)

### **News Releases**

<https://www.wfaa.com/article/news/local/multibillion-dollar-project-frisco-planned-for-vegas-style-hotel-moves-forward/287-1c31b14e-c4a8-4633-955d-d18872c8068e>

<https://www.bizjournals.com/dallas/news/2024/12/05/frisco-fields-firefly-railhead-toyota-stadium.html>



# QUESTIONS?



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