

# Heritage Creekside



ROSEWOOD  
PROPERTY COMPANY

VENTURE

# Mixed Use Development | Plano, TX

## Location

NEC President George Bush Turnpike & Custer Rd  
Plano, TX 75075

## Retail Parcels - Flexible & Divisible

A5 +/- 3 ACRES      C +/- 1.2 ACRES

A4 +/- 5 ACRES

## Opportunities

For Sale, Ground Lease or BTS

Ownership is seeking best of class entertainment, retail and restaurant users including but not limited to: pickleball, bowling, arcade/games, sports/fitness/rock climbing, dog park, and patio driven restaurants.

## Property Highlights

- ★ 156 acre mixed use development with 1,300 apartments, existing retail and future office
- ★ Walkable development with immense green space and patios
- ★ Central location with over 340,000 people in a 5 mile radius
- ★ Strong daytime population which will allow for a substantial corporate event component for entertainment and restaurant users

## Traffic Counts

Custer Rd	President George Bush Tpke
24,846 VPD	153,974 VPD

# Heritage Creekside

Developed by:



Rosewood Property Company (RPC) is the Dallas-based real estate investment vehicle for The Rosewood Corporation, which is wholly owned by the Caroline Hunt Trust Estate. RPC has been involved in the development, investment, and operation of institutional quality real estate for four decades. Their mission is to improve the quality of people's lives by providing a superior experience for their residents, customers, and communities. Rosewood is taking a very intentional approach to the entertainment and retail component of Heritage Creekside and is carefully selecting best in class tenants that will enhance the experience for the customers and the residents of Heritage Creekside.

[www.rosewoodproperty.com](http://www.rosewoodproperty.com)

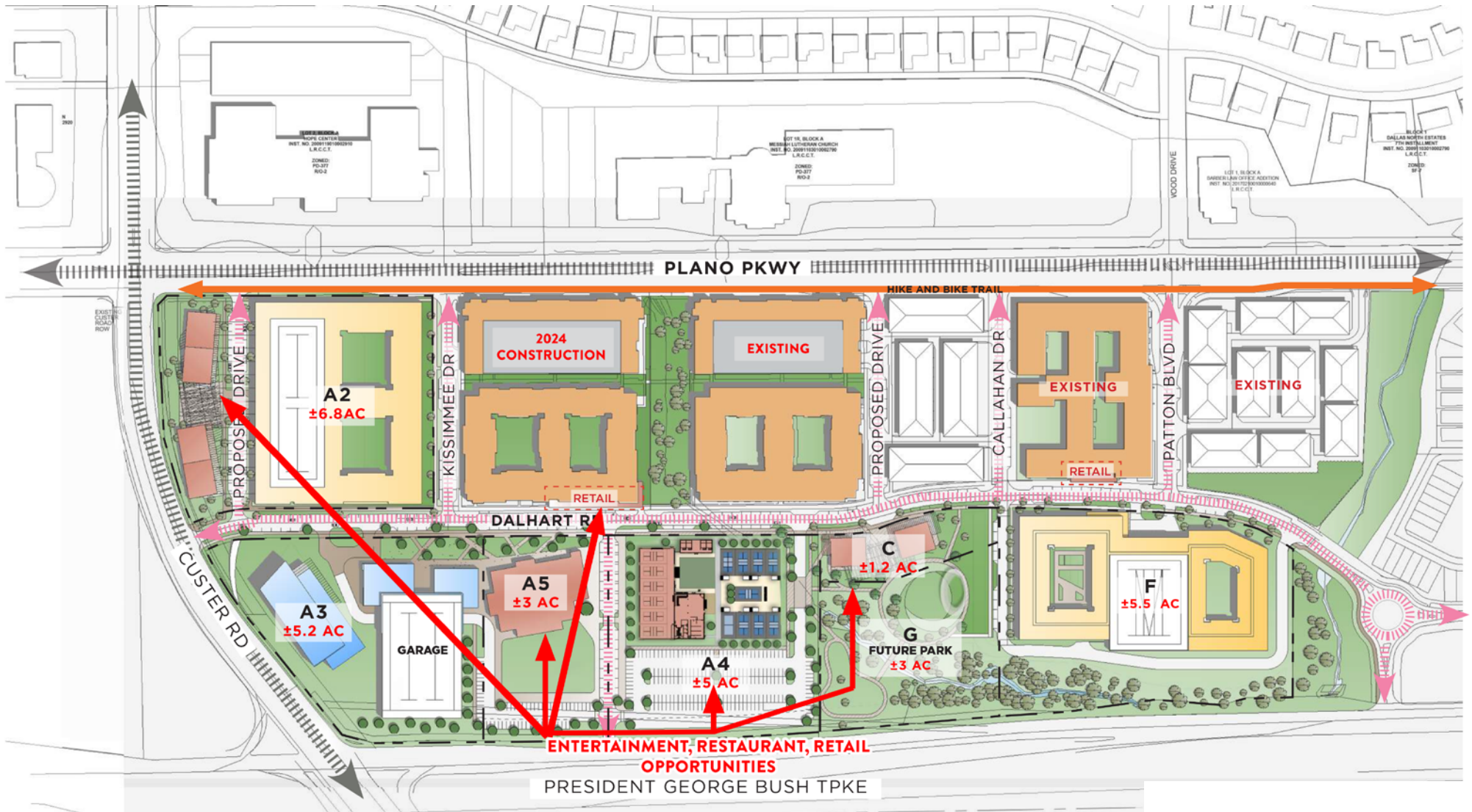




# Preliminary Site Plan

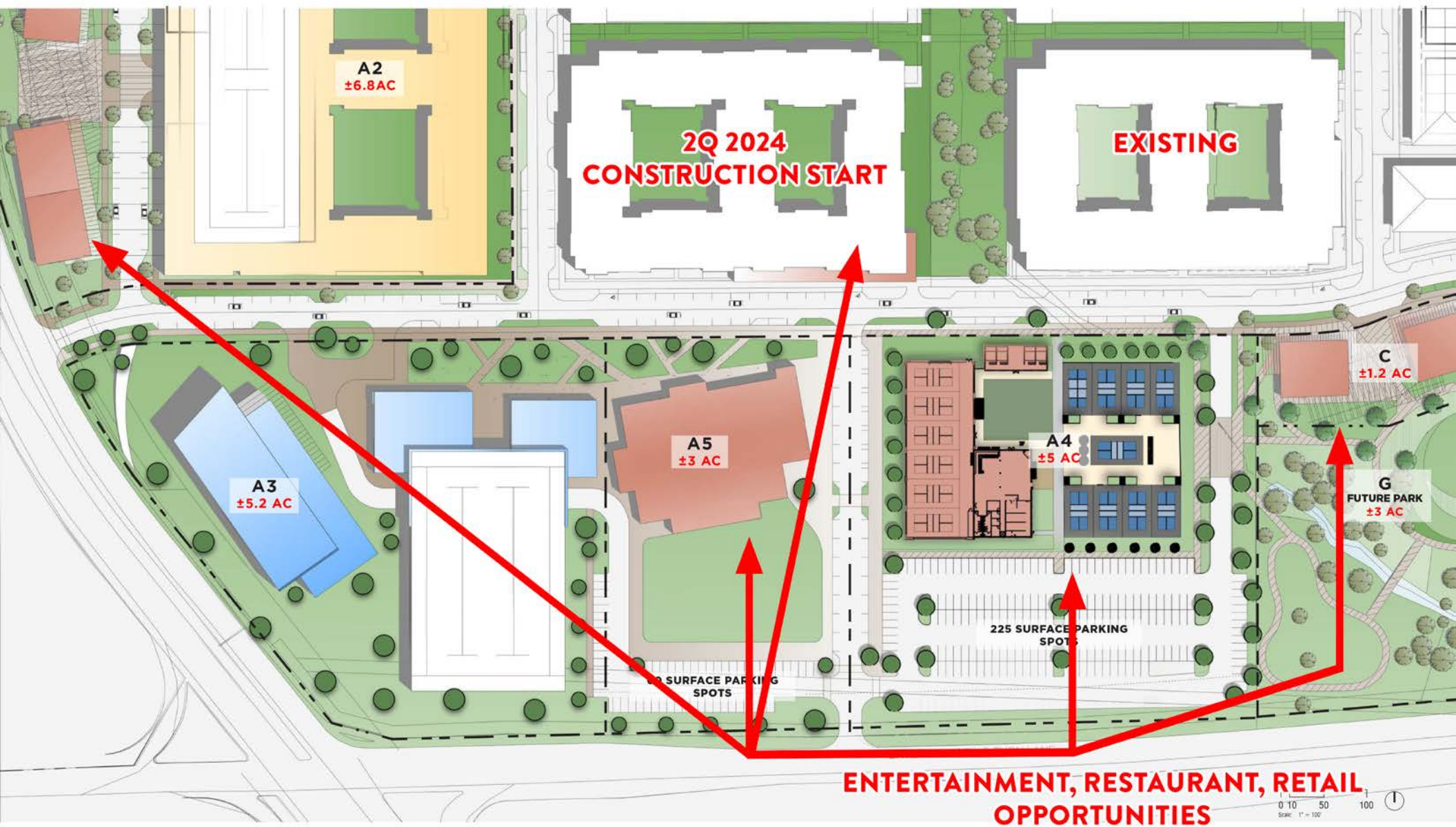
 Potential Retail Opportunities - A5, A4, C

Mixed Use Development - seeking Entertainment users and Restaurants with Patio among other retail/entertainment/restaurant users.



\*Preliminary Site Plan may be altered dependent upon future users and city approvals

# Preliminary Site Plan - Close



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# 2024 Demographics

1-MILE RADIUS



11,979

POPULATION



6,314

DAYTIME POPULATION



13,173

PROJECTED POPULATION  
(2029)



\$133,077

AVERAGE HOUSEHOLD  
INCOME

3-MILE RADIUS



123,684

POPULATION



93,155

DAYTIME POPULATION



135,863

PROJECTED POPULATION  
(2029)



\$120,781

AVERAGE HOUSEHOLD  
INCOME

5-MILE RADIUS



356,161

POPULATION



207,928

DAYTIME POPULATION



385,972

PROJECTED POPULATION  
(2029)



\$137,385

AVERAGE HOUSEHOLD  
INCOME

10-MILE RADIUS



1,370,000

POPULATION



825,912

DAYTIME POPULATION



1,470,000

PROJECTED POPULATION  
(2029)



\$140,460

AVERAGE HOUSEHOLD  
INCOME





# Heritage Creekside

Heritage Creekside is a centrally located, 156 acre, mixed use development adjacent to the President George Bush Turnpike (PGBT) just west of North Central Expressway between Alma Road and Custer Road in Plano, Texas. It is an all-encompassing modern urban environment made up of creek-side urban apartments, townhomes and single-family homes all within walking distance from a mix of shops, restaurants, and offices.

Heritage Creekside celebrates and offers nature and green space as a fundamental community value. Existing creeks and tributaries flowing through the site have been stabilized and restored and are now woven through the development as a lovable part of the public realm, and “green infrastructure”.

**This is a community, connected.**







FUTURE RETAIL/  
ENTERTAINMENT  
+/- 10 AC

153,974 VPD



21,984 VPD

W PLANO PKWY

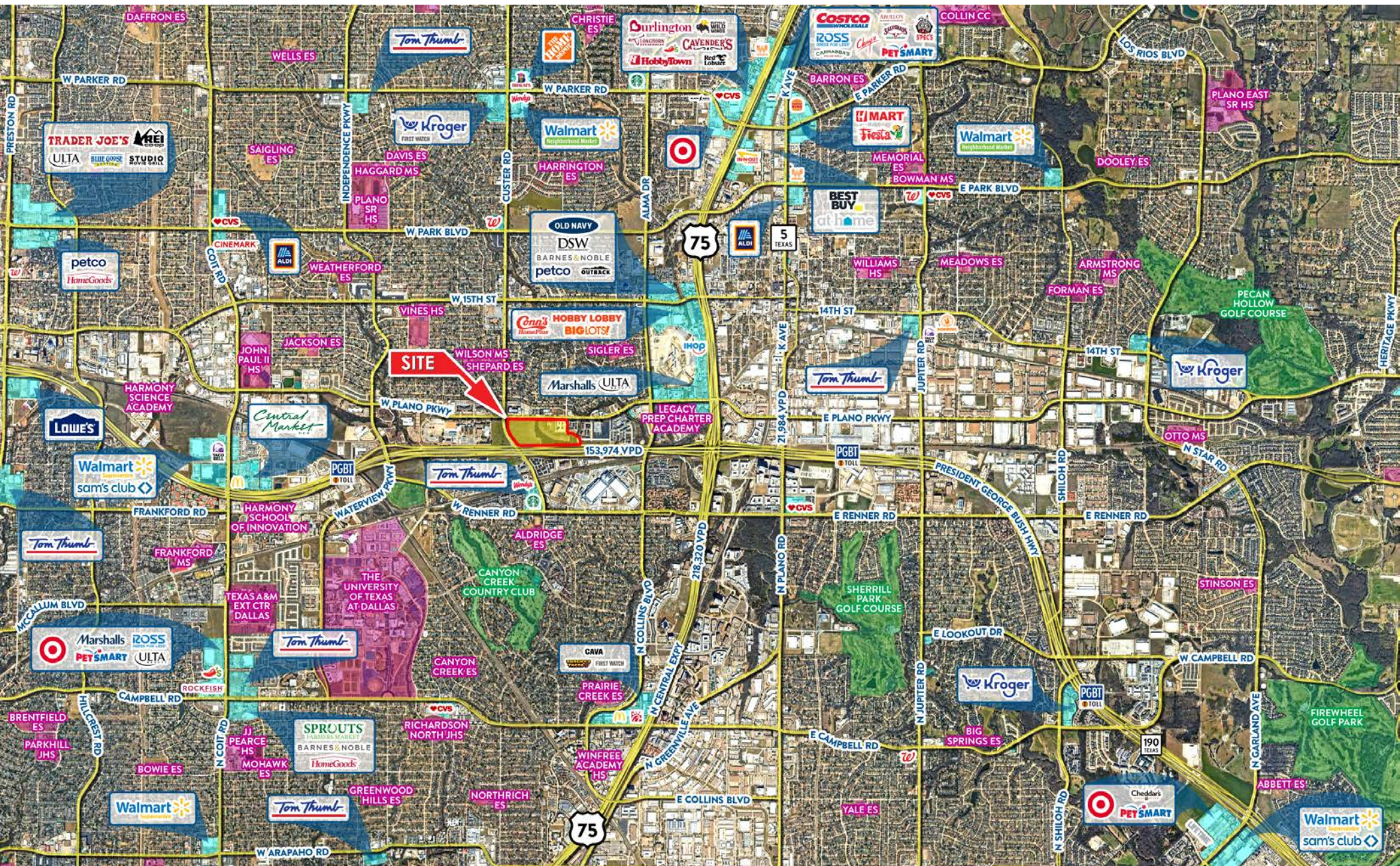
24,846 VPD  
CUSTER RD







# Central Location

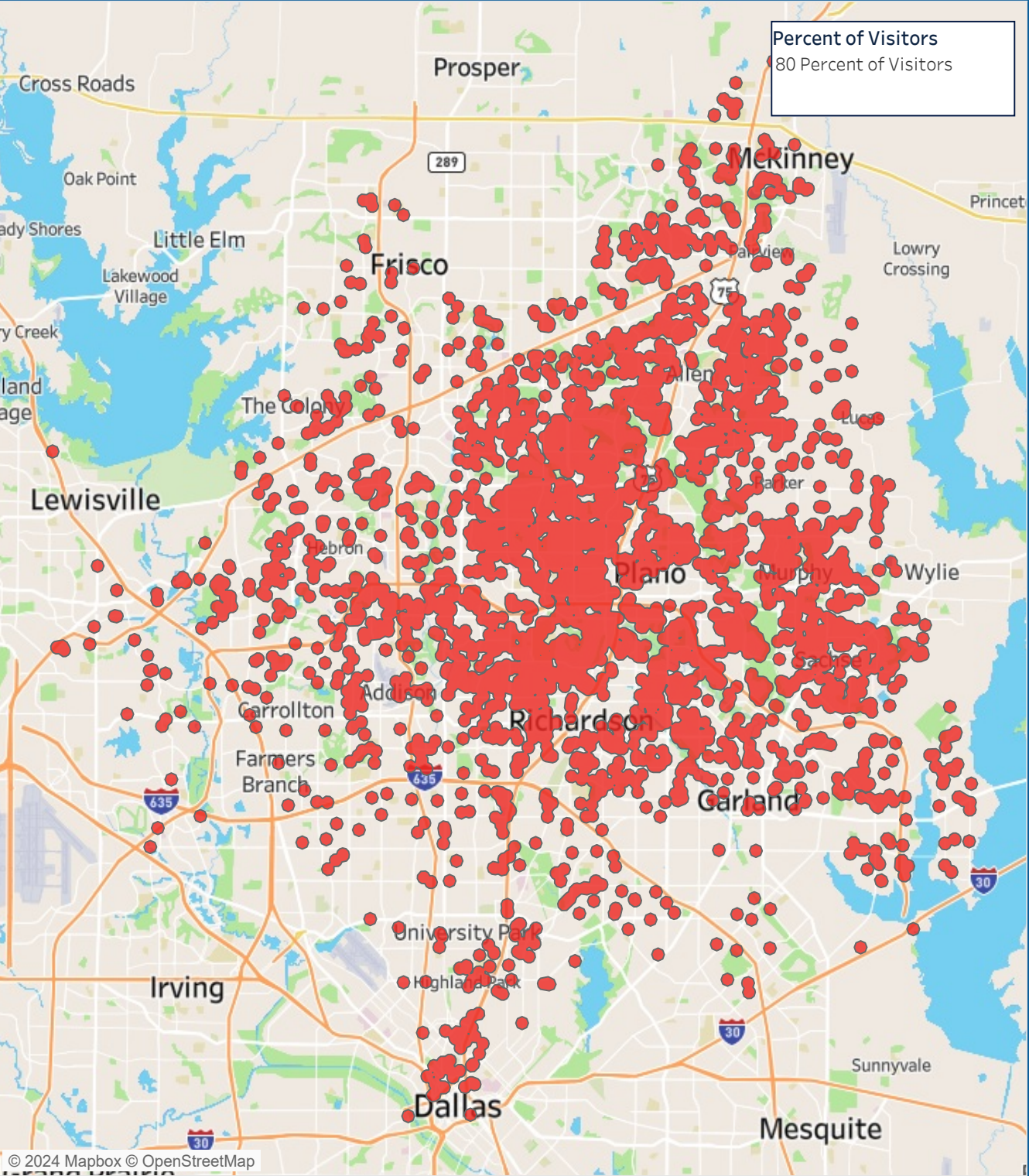




True Trade Area Demographics

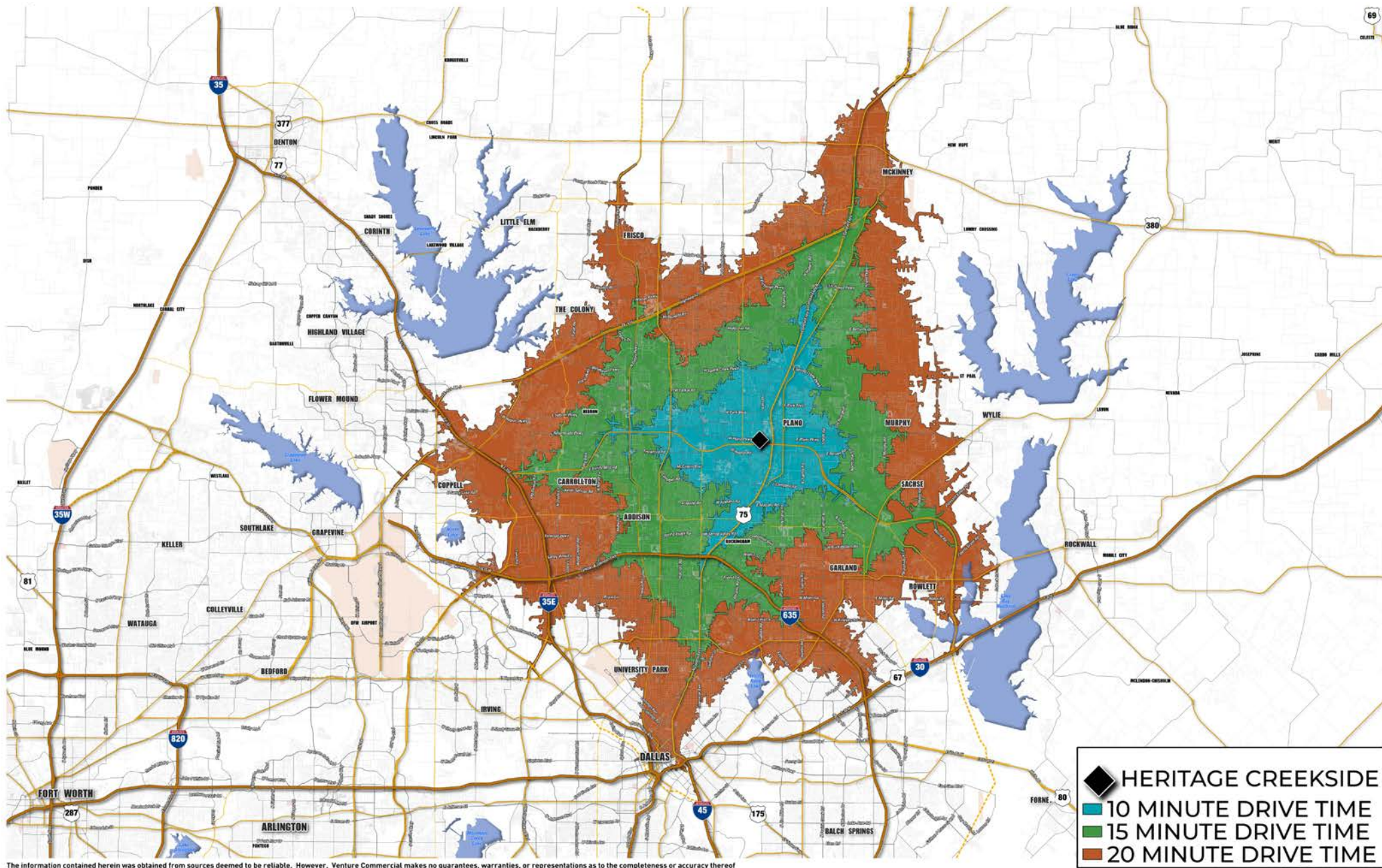
Average Drive Time in Trade Area	14.73 Mins
2023 Total Population	1,100,644
2023 Total Households	446,452
2023 5 Year Projected Population Growth	6.37%
2023 Total Daytime Population	1,320,956
% Total Hispanic/Latino Population	20.04%
% White	50.45%
% Black/African American	12.82%
% Asian	16.27%
Median Age	36
Average Household Income	\$129,127.00
Median Household Income	\$87,864.00

True Trade Area Coverage by Distance in Minutes





# Drive Time Map



The information contained herein was obtained from sources deemed to be reliable. However, Venture Commercial makes no guarantees, warranties, or representations as to the completeness or accuracy thereof.



# Residential

When fully completed, Heritage Creekside will have over 1,300 residential units; several hundred attached and detached single-family houses, townhomes and apartment communities. Phase 1 and Phase 2 have been completed and Phase 3 is currently underway. Multifamily rents are the highest in the 5 mile radius and in high demand. 1,300 multifamily units have already been entitled and 962 units exist today. Phase 4 breaks ground in 2nd quarter of 2024 with 338 additional multifamily homes.







# Existing Entertainment/Retail

Heritage Creekside includes a variety of retail stores and eateries that complement the casual neighborhood experience. Whether you are on a lunch break or an evening out with family there is something for everyone.

Current Retail Tenants

RODEO GOAT



PAX &  
BENEFICIA  
COFFEE







13,852 VPD

ALMA DRIVE

21,984 VPD

PLANO PARKWAY

CISTERN SIGNAGE

FLYING FISH

UNDER CONTRACT  
3,270 SF

RODEO GOAT

TACO JOINT

Correll Family

totangotheory

been  
LARGE BAKES  
PAX & BENEFICIA  
COFFEE

FUTURE DEVELOPMENT  
LOT 4

FUTURE DEVELOPMENT  
LOT 3

CISTERN SIGNAGE

PARK AREA



# Existing Tenants





# Heritage Creekside

The logo graphic for Heritage Creekside consists of two stylized, overlapping shapes. The left shape is a square with rounded corners, filled with a pattern of white, wavy, horizontal lines. The right shape is a solid white square with rounded corners, partially overlapping the first shape.

## Contact

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## 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 supervised by a broker to perform any services 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 OR SUBAGENT 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. A subagent represents the owner, not the buyer, through an agreement with the owner's broker. 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;
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  - 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
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<b>Venture Commercial Real Estate, LLC</b>	<b>476641</b>	<b>info@venturedfw.com</b>	<b>214-378-1212</b>
Broker's Licensed Name or Primary Assumed Business Name	License No.	Email	Phone
<b>Michael E. Geisler</b>	<b>350982</b>	<b>mgeisler@venturedfw.com</b>	<b>214-378-1212</b>
Designated Broker's Name	License No.	Email	Phone
<b>XXXXXXXXXXXXXXXXXXXXXXXXXXXX</b>	<b>XXXXXXXXXXXX</b>	<b>XXXXXXXXXXXXXXXXXXXXXXXXXXXX</b>	<b>XXXXXXXXXXXX</b>
Agent's Supervisor's Name	License No.	Email	Phone
<b>Amanda Throckmorton Welles</b>	<b>649514</b>	<b>awelles@venturedfw.com</b>	<b>214-378-1212</b>
Sales Agent/Associate's Name	License No.	Email	Phone

\_\_\_\_\_  
Buyer/Tenant/Seller/Landlord Initials

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<b>Mia Ureña</b>	<b>748118</b>	<b>murena@venturedfw.com</b>	<b>214-378-1212</b>
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