



PARKSIDE

A Mixed-Use Development in Tyler, TX



GENECOV
COMMERCIAL PROPERTIES

OVERVIEW

ABOUT PARKSIDE



Parkside is Tyler's premier retail opportunity, positioned along the city's most dominant retail corridor, South Broadway.

Anchored by BJ's Wholesale Club, the site sits adjacent to a 700,000+ SF retail center, the Faulkner Park trails, and a regional sports complex.

Surrounded by top-performing brands like Academy, Kendra Scott, and CAVA, Parkside benefits from exceptional traffic and a wide regional draw.





THE VILLAGE AT CUMBERLAND PARK

6.9 M ANNUAL VISITS

- Starbucks
- Kendra Scott
- CAVA
- STUDIO MOVIE GRILL
- crumbl cookies
- WORLD MARKET
- H&M
- carhartt
- DSW
- Chipotle
- PIADA ITALIAN STREET FOOD
- OLD NAVY

92-acre mixed-use development seamlessly integrates a dynamic hub—where recreation meets retail, dining meets entertainment.

Positioned on South Broadway, brands at Parkside will gain high exposure from 37,145 vehicles passing daily.

As Tyler's newest retail destination, Parkside captures the full force of a 250,000+ MSA and a regional trade area of 700,000 active consumers.

250,000
DAYTIME
POPULATION

700,000
TRADE AREA

\$114,834/YR
AVG HH INCOME
(SOUTH TYLER)

PHASE 1

Q4 2026 Delivery

Phase 1 of Parkside is anchored by BJ's Wholesale Club, designed to meet everyday shopping needs with plans for multi-family residences and various retail brands.

Multi-tenant suites and pad sites are available now.

JR. ANCHOR

6-40K SF SPACE AVAILABLE

NORTHERN ANCHOR

BJ's Wholesale Club



MULTI-TENANT

1,700-3,500 SF SUITES AVAILABLE

PAD SITES

1 to 2 ACRE LOTS AVAILABLE



PHASE 2

Beginning 2027

Phase 2 of Parkside offers a premier opportunity for dining and lifestyle brands to join a high-traffic, walkable destination.

By integrating high-visibility retail and patio-centric social spaces with direct access to Faulkner Park, this phase of Parkside is engineered to maximize consumer dwell time and attract a diverse regional audience.



Creekside Retail / Restaurant
(1-7K SF SPACES)

Entertainment
(1-4 ACRES)

Office
(5K-100K SF SPACES)

S. Broadway Pad Sites
(1 to 2 ACRES)



WHY TYLER?

ABOUT THE CITY



Tyler, Texas offers a compelling environment for businesses seeking expansion or relocation. Strategically located about 99 miles east of Dallas along major highways like Interstate 20 and U.S. Highways 69 and 271, Tyler provides easy access to key markets, enhancing logistical efficiency. The city's pro-business climate features low taxes, minimal regulations, and no state income tax, significantly reducing operating costs.



New Medical School

in University of Texas system expected to have a \$1 billion+ economic impact in the region



\$289 Million

city bond investments since 2022



Lowest Property Tax

rate in Texas
(towns above 15,000)



Over \$3.2 Billion

annually in retail sales
(www.census.gov)



Over 28,000

healthcare employees, making Tyler a healthcare hub



50 Miles of Trails

and 28 parks in Tyler attracting daily travelers from surrounding areas



A STRATEGIC DESTINATION FOR BUSINESS GROWTH

In addition to economic perks, Tyler offers a skilled workforce fueled by UT Tyler and Tyler Junior College. The city's diverse economy—spanning healthcare, manufacturing, and tech—provides a stable, collaborative environment for business.

700,000 TRADE AREA
\$114,834/YR AVG HH INCOME (SOUTH TYLER)
250,000 DAYTIME POP

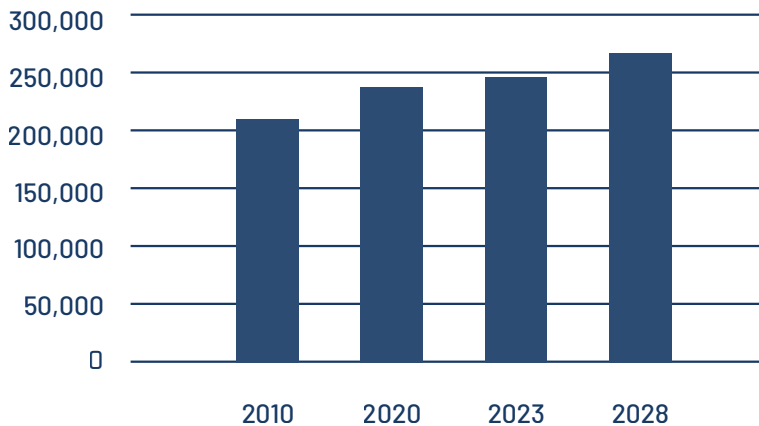


Ranked as the “Rose Capital of America,” Tyler boasts an exceptional quality of life with affordable housing, top-tier schools, and rich culture. From the Texas Rose Festival and the Cowan Center to Tyler State Park and the Caldwell Zoo, the area is a magnet for top talent. This blend of professional opportunity and recreational appeal makes Tyler an ideal destination for sustained corporate growth.



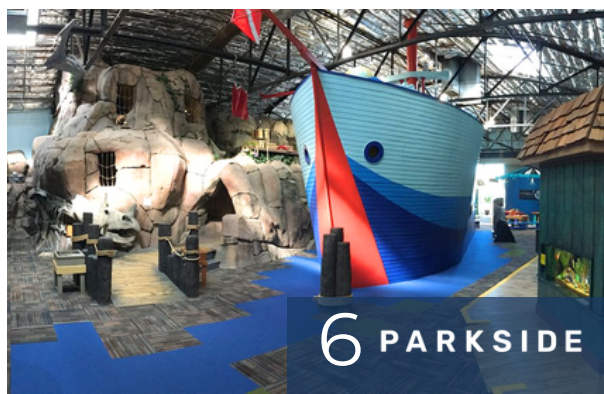
NO. 1 BEST CITY TO MOVE TO IN TEXAS

USA TODAY, 2024



■ TOTAL TYLER POPULATION

DATA PROVIDED BY TYLER EDC

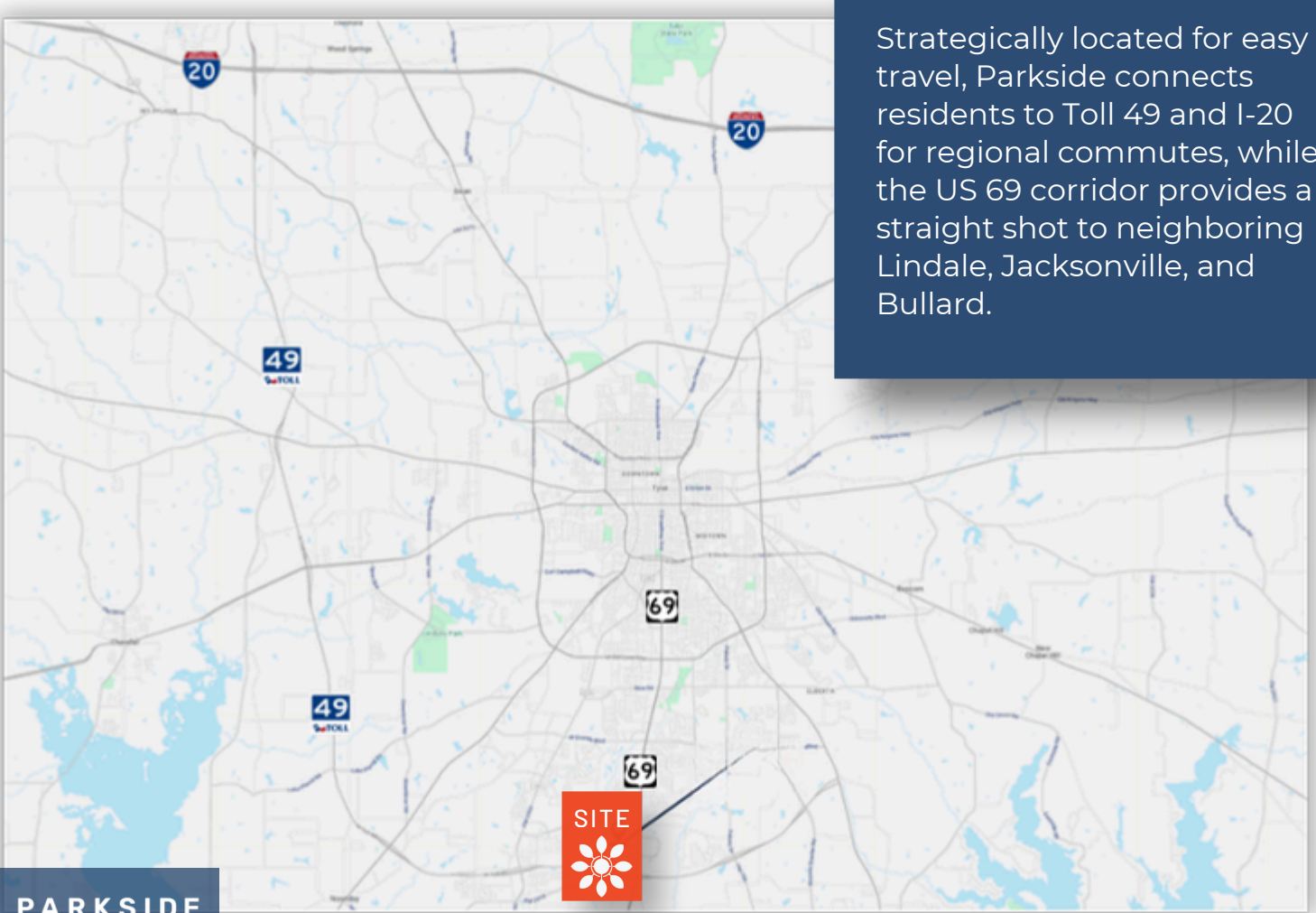


6 PARKSIDE



TYLER DISTANCE TO:

- DFW- 99 MILES**
- SHREVEPORT- 97 MILES**
- HOUSTON- 198 MILES**
- AUSTIN- 230 MILES**



Strategically located for easy travel, Parkside connects residents to Toll 49 and I-20 for regional commutes, while the US 69 corridor provides a straight shot to neighboring Lindale, Jacksonville, and Bullard.

TYLER TOP RETAIL BRANDS





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PARKSIDE

