



±5.31 ACRES AVAILABLE IN WICHITA FALLS, TX



Prime Southwest Parkway Development Site | 5.31 Acres

3111 Southwest Parkway, Wichita Falls, Texas 76308



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Wichita Falls, Texas 76308

EXCLUSIVE LISTING BROKERS

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LOCATION

3111 Southwest Pkwy
Wichita Falls, Texas 76308



SIZE

5.31 ac



TRAFFIC COUNTS

20,041 CPD

Southwest Pkwy

16,298 CPD

Kemp Blvd



ZONING

General Commercial (GC)
GC allows for retail, office, grocery, single-family residential, and multi-family residential



2024 DEMOGRAPHIC SNAPSHOT

	1 Mile	3 Mile	5 Mile
TOTAL POPULATION	8,294	49,938	75,606
PROJECTED POPULATION GROWTH 2024 - 2029	0.05%	2.76%	2.26%
AVG HH INCOME	\$79,596	\$81,661	\$74,371

AREA RETAILERS

United Supermarkets, Ace Hardware, Hobby Lobby, Mardel, Bealls, Cato Fashions, EntertainMART, Plex Entertainment, IHOP, Chuck E. Cheese, Walgreens, Chick-fil-A, McDonald's, Taco Bell, Smoothie King

PROPERTY INFORMATION

- 5.31 AC available
- Signalized light intersection
- High population growth expected in immediate area

3111 Southwest Parkway (the “Property”) is a prime 5.31-acre developable site strategically located at the corner of Southwest Parkway and Bridge Creek Drive. Surrounded by a robust mix of national and regional retailers, the area features Ace Hardware, United Supermarkets, Hobby Lobby, Mardel, Bealls, Cato Fashions, EntertainMART, Plex Entertainment, IHOP, Chuck E. Cheese, Walgreens, Chick-fil-A, McDonald’s, Taco Bell, and Smoothie King.

Zoned for General Commercial (GC) use, the property offers exceptional flexibility, supporting a diverse range of development opportunities including residential (both single-family and multi-family), retail, and civic uses.

Positioned within a rapidly growing corridor of Wichita Falls, 3111 Southwest Parkway stands out as a high-profile development tract with strong visibility and accessibility, making it an ideal location for future growth and investment.

PRIME LOCATION

Nestled in North Texas, Wichita Falls serves as the county seat of Wichita County. Positioned near the Texas-Oklahoma border, it lies approximately 140 miles northwest of the bustling Dallas-Fort Worth metroplex. Renowned for its rich history, diverse culture, and strong community spirit, Wichita Falls is a unique and appealing place to live, work, and explore.

ECONOMIC EVOLUTION AND GROWTH

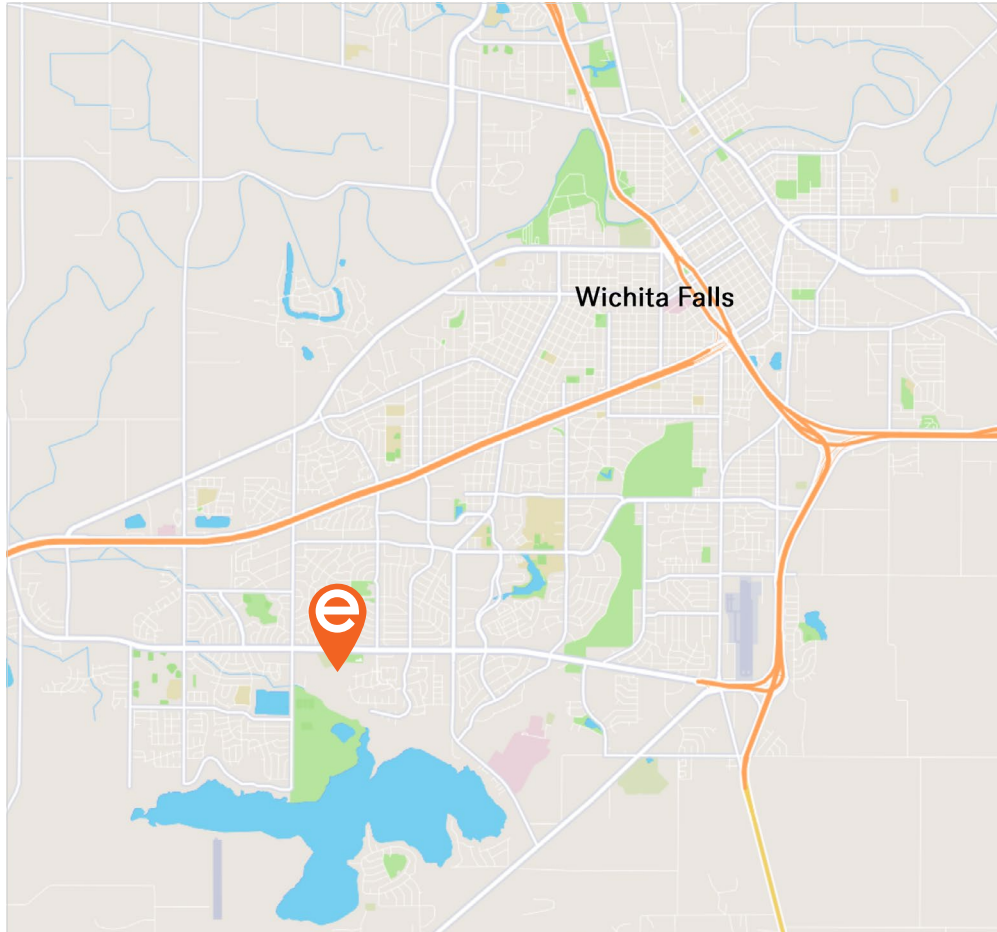
Wichita Falls' economy has evolved significantly over the years. Originally driven by agriculture, oil, and manufacturing, the city has diversified into key sectors such as healthcare, education, and military support. Sheppard Air Force Base stands as one of the region's largest employers, playing a vital role in the local economy. Additionally, Midwestern State University (MSU Texas) contributes significantly through its educational programs and research initiatives, fostering economic development and innovation. United Regional Hospital is the second largest employer and serves the entire MSA.

EDUCATION: A PILLAR OF THE COMMUNITY

Education holds a central place in Wichita Falls. The Wichita Falls Independent School District oversees a robust public school system dedicated to academic excellence. WFISD just opened two new state of the art High Schools. The city is home to Midwestern State University, acclaimed for its liberal arts curriculum and distinguished nursing and business programs. As of Fall 2024, MSU Texas boasts an enrollment of 5,324 students, including 4,303 undergraduates and 1,021 graduate students. Vernon College further enriches the educational landscape by offering technical and vocational training, supporting workforce development across various industries.

COMMUNITY AND LIFESTYLE

Wichita Falls is celebrated for its friendly, welcoming atmosphere and strong sense of community. The cost of living is notably lower than the national average, making it an attractive destination for families, young professionals, and retirees. The city features a harmonious blend of historic neighborhoods and contemporary developments, offering diverse housing options to suit different lifestyles.



GENERAL COMMERCIAL (GC) DISTRICT OVERVIEW

The GC District is designed to support commercial activities, primarily retail and service-oriented businesses. It encourages site designs that foster mutual benefits with nearby businesses.

Permitted Uses (§ 3470):

Residential Uses: Single-family detached homes, duplexes, multifamily dwellings, townhouses, boarding houses, condominiums, and fraternity/sorority houses (subject to site plan reviews for some).

Civic Uses: Schools, colleges, daycares, libraries, religious institutions, parks, and public safety services.

Commercial Uses: Restaurants, retail stores, hotels, medical offices, automotive services, convenience stores, entertainment venues (movie theaters, clubs), self-storage facilities, and more.

Conditional Uses (§ 3480):

Require special approval: Alcohol sales, automotive repair, bus stations, flea markets, outdoor entertainment, contractor yards, light manufacturing, parking facilities, recreational vehicle parks, and indoor shooting ranges.

Development Regulations (§ 3490):

Lot Area: Minimum of 5,000 sq. ft.

Lot Width: Minimum of 50 ft.

Setbacks:

Front: 25 ft. minimum

Side (Interior): 5 ft. for homes, none for commercial (per Building Code)

Side (Exterior): 25 ft. (15 ft. for homes)

Rear: 5 ft. for homes; none for other uses (with Building Code compliance)

Height: No maximum

Building Coverage: No limit (except 50% max for single-family/duplex dwellings)

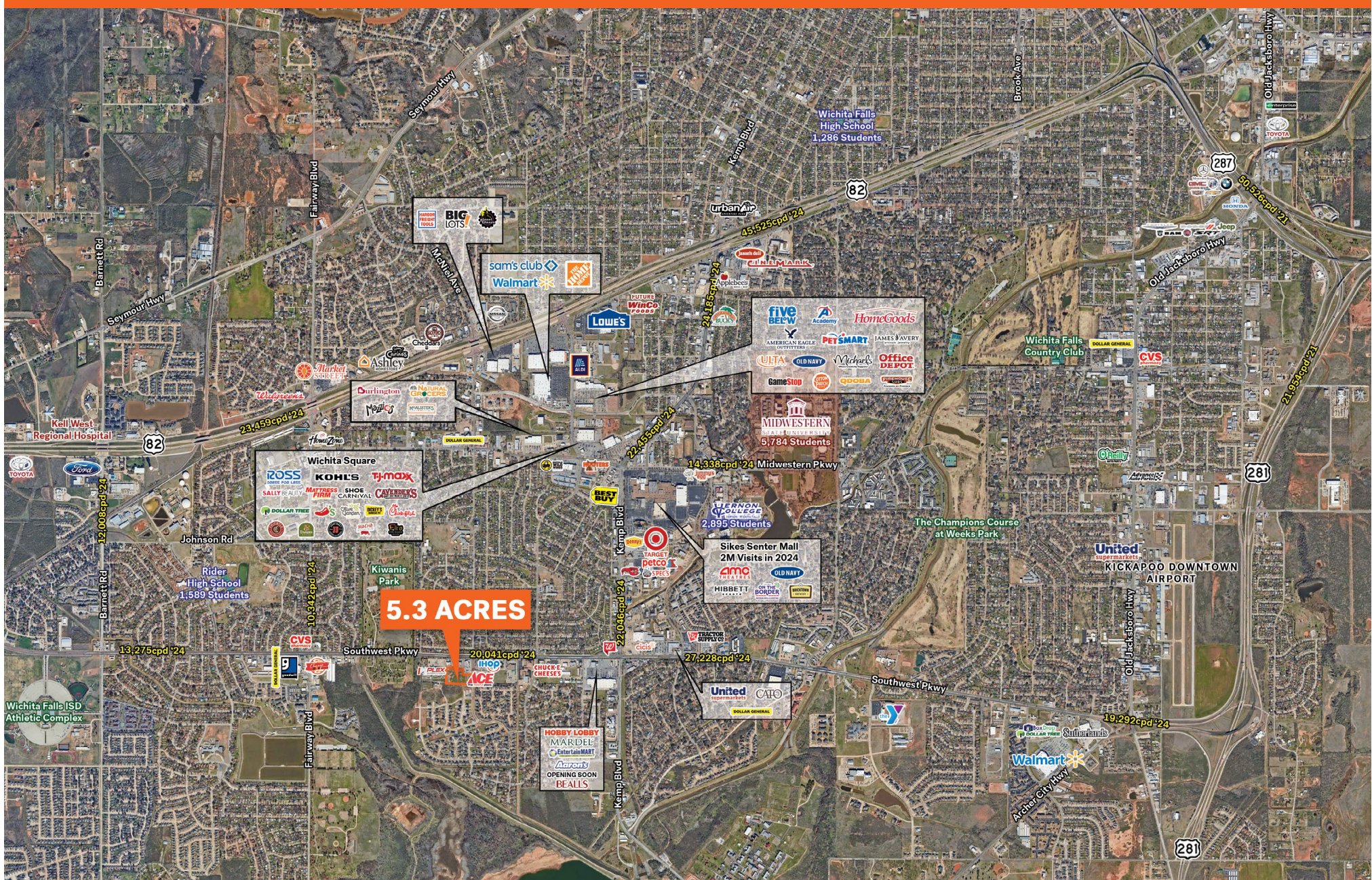
Open Space: 20% required for large multifamily developments (25+ units)

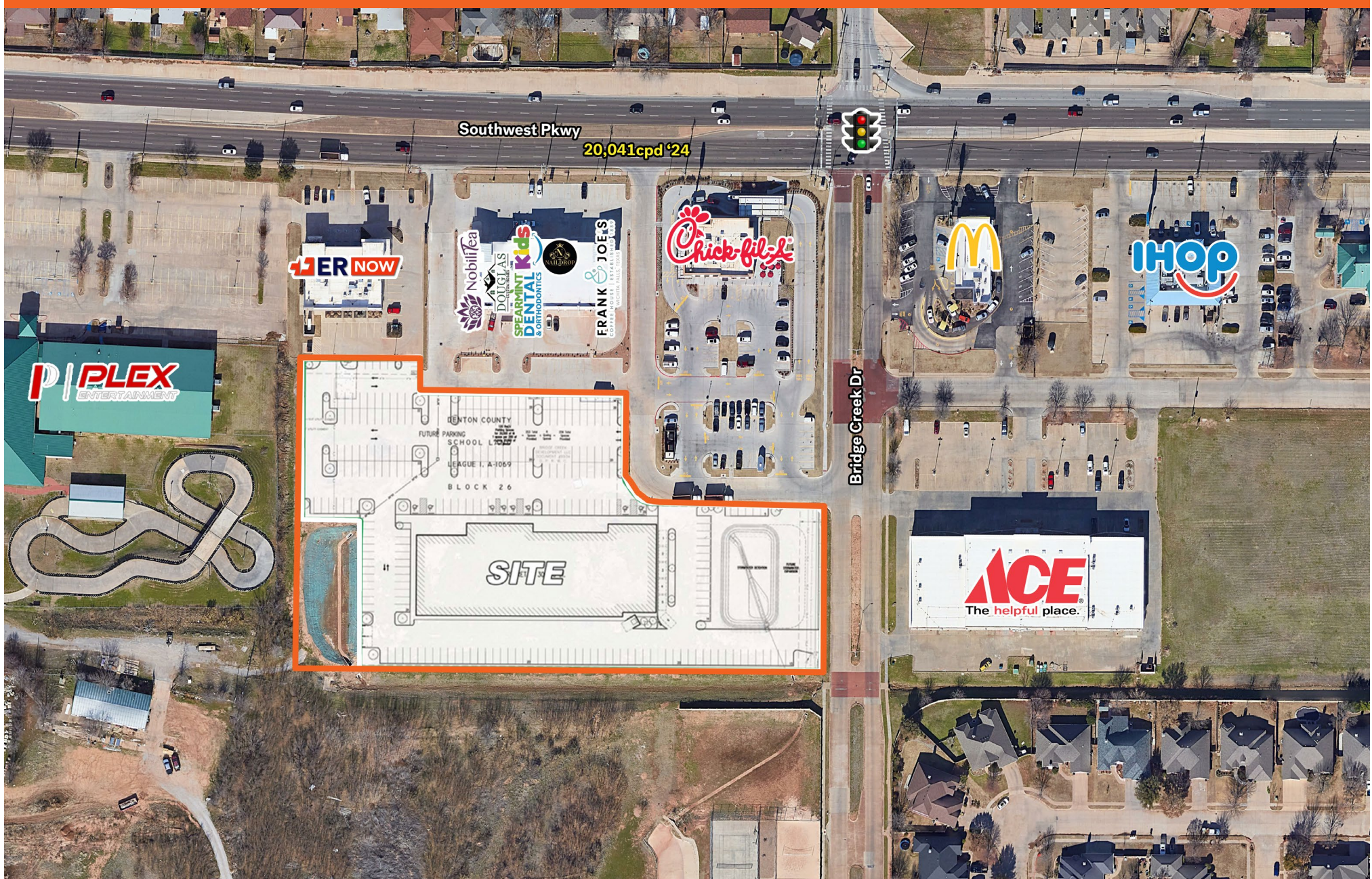
Click [HERE](#) to read the full Zoning Ordinance

The Property



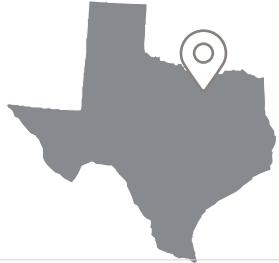






The Market





Region Northern
County Wichita
MSA Wichita Falls
Access U.S. 287 & I-44
Trade Area 72.03 Sq. Miles



MIDWESTERN STATE UNIVERSITY

5,041 UNDERGRADUATE STUDENTS
756 GRADUATE STUDENTS



14,071 TOTAL STUDENTS

21 ELEMENTARY SCHOOLS
3 MIDDLE SCHOOL
2 NEW HIGH SCHOOLS

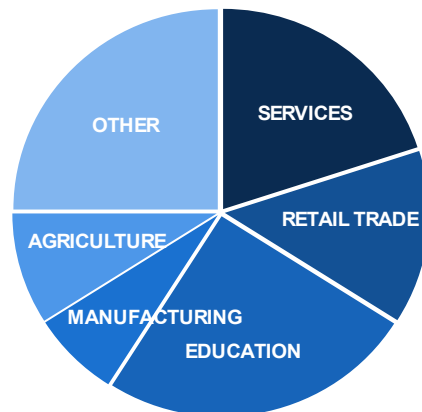


RANKED **9TH** MOST AFFORDABLE
MIDSIZE CITY FOR HOMEBUYERS

INDUSTRY PROFILE

SERVICES 20%
RETAIL TRADE 14%
EDUCATION 25%
MANUFACTURING 7%
AGRICULTURE 9%
OTHER 25%

55,137 EMPLOYEES
2% UNEMPLOYMENT RATE



DEMOGRAPHICS

POPULATION	148,523
TOTAL HOUSEHOLDS	64,650
AVERAGE HOUSEHOLD INCOME	\$60,752
MEDIAN AGE	36.1
BACHELOR DEGREE +	16%
CIVILIAN LABOR FORCE	69,302

LARGEST EMPLOYERS

U.S. AIR FORCE	4,250 Employees
UNITED REGIONAL HOSPITAL	2,305 Employees
WICHITA FALLS ISD	1,854 Employees
MIDWESTERN STATE UNIVERSITY	1,354 Employees
CITY OF WICHITA FALLS	1,223 Employees
WALMART	1,069 Employees
THE STATE OF TEXAS	970 Employees
NEW STATE HOSPITAL (UNDER CONSTRUCTION)	TBD
JAMES V. ALLRED UNIT PRISON	939 Employees
UNITED SUPERMARKETS	823 Employees
WORK SERVICES CORPORATION	791 Employees



POPULATION
30,803,012
 #3 FASTEST GROWING
 POPULATION IN THE WORLD



**#1 FASTEST
 GROWING
 ECONOMY
 IN THE U.S.**
*TOP EXPORTING STATE IN THE
 NATION FOR 21 YEARS IN A ROW*



#1 STATE FOR JOB GROWTH
**291,400 JOBS CREATED FROM
 FEBRUARY 2023 - FEBRUARY 2024**

2nd

**LARGEST CIVILIAN
 LABOR WORKFORCE:
 15+ MILLION WORKERS**

55

**FORTUNE 500
 COMPANIES
 CALL TEXAS HOME**



BEST STATE FOR BUSINESS
 FOR THE 19TH YEAR IN A ROW



FORT WORTH

#3 BEST PLACES TO LIVE IN TEXAS
 #1 FASTEST GROWING U.S. CITY
 13TH LARGEST CITY IN THE NATION

DALLAS

#1 TOP 20 BUSINESS-FRIENDLY CITY
 #1 IN THE COUNTRY FOR 5-YEAR JOB GROWTH
 #2 BEST US CITY TO START A BUSINESS 2023
 #2 BEST MARKET FOR INVESTMENT PROSPECTS
 #1 IN REAL ESTATE DEVELOPMENT 2022
 #6 HIGHEST GDP IN THE NATION

HOUSTON

#6 FASTEST GROWING HOUSING MARKET 2021
 #2 MOST ACTIVE REAL ESTATE MARKET
 #7 TOP 20 BUSINESS-FRIENDLY CITY
 #7 HIGHEST GDP IN THE NATION

AUSTIN

#2 BEST HOUSING MARKET 2021
 #5 BEST PLACE TO LIVE 2021
 #12 TOP 20 BUSINESS-FRIENDLY CITY

SAN ANTONIO

#4 BEST PLACE TO LIVE IN TEXAS 2021
 #4 MOST HOUSING MARKET GROWTH



#1 STATE FOR COMPANY
 RELOCATIONS
270+ SINCE 2015



LARGEST MEDICAL CENTER
 Texas Medical Center, Houston
2ND LARGEST CANCER CENTER
 MD Anderson, Houston



AWARDED GOVERNOR'S CUP
 FOR THE MOST NEW & EXPANDED
 CORPORATE FACILITIES: **1,123**



**NO STATE
 INCOME TAX**

	1 MI RADIUS	3 MI RADIUS	5 MI RADIUS
POPULATION			
TOTAL POPULATION	8,294	49,938	75,606
TOTAL DAYTIME POPULATION	6,060	46,429	75,025
PROJECTED POPULATION GROWTH 2024 TO 2029	0.05%	2.76%	2.26%
2029 PROJECTED POPULATION	8,298	51,315	77,314
% FEMALE POPULATION	52%	53%	52%
% MALE POPULATION	48%	47%	48%
MEDIAN AGE	37.2	37.4	38.2
BUSINESS			
TOTAL EMPLOYEES	2,239	17,094	30,973
TOTAL BUSINESSES	174	1,286	2,367
% WHITE COLLAR EMPLOYEES	40%	38%	39%
HOUSEHOLD INCOME			
ESTIMATED AVERAGE HOUSEHOLD INCOME	\$79,596	\$81,661	\$74,371
ESTIMATED MEDIAN HOUSEHOLD INCOME	\$75,409	\$70,412	\$60,351
ESTIMATED PER CAPITA INCOME	\$35,560	\$40,760	\$37,288
HOUSEHOLD			
TOTAL HOUSING UNITS	3,660	22,469	34,703
% HOUSING UNITS OWNER-OCCUPIED	61.00%	56.00%	54.00%
% HOUSING UNITS RENTER-OCCUPIED	31.00%	35.00%	35.00%
RACE & ETHNICITY			
% WHITE	78.33%	75.32%	73.00%
% BLACK OR AFRICAN AMERICAN	5.23%	7.82%	7.93%
% ASIAN	1.81%	3.19%	2.88%
% OTHER	14.61%	13.66%	16.19%
% HISPANIC POPULATION	17.69%	16.35%	20.66%
% NOT HISPANIC POPULATION	82.31%	83.65%	79.34%



Edge Realty Capital Markets LLC exclusively presents the listing of Prime Southwest Parkway Development Site | 5.31 Acres ("Property") for your acquisition. The owner is offering for sale the Property through its exclusive listing with the team.

Edge Realty Capital Markets LLC and owner provides the material presented herein without representation or warranty. A substantial portion of information must be obtained from sources other than actual knowledge and not all sources can be absolutely confirmed. Moreover, all information is subject to changes by the parties involved as to price or terms before sale, to withdrawal of the Property from the market, and to other events beyond the control of Edge Realty Capital

Markets LLC or owner. No representation is made as to the value of this possible investment other than hypothetical scenarios. It is encouraged that you or any of your affiliates consult your business, tax and legal advisors before making a final determination of value or suitability of the Property for acquisition.

As a condition of Edge Realty Capital Markets LLC's consent to communicate the information contained herein—as well as any information that may be communicated to you subsequently either verbally or in writing by Edge Realty Capital Markets LLC, owner or agents of either of these parties regarding the Property – it is required that you agree to treat all such information confidentially.



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