



OFFERING MEMORANDUM

COMMERCIAL LAND DEVELOPMENT OPPORTUNITY

LAND DEVELOPMENT OPPORTUNITY

1304 Parker Road | Wylie, Texas 75098

Collin County | Future Pad-Site Possibilities | Bulk Sale Offering

OFFERED AT

\$2,750,000

Bubba's Fireworks
Temporarily closed

±10

ACRES
Total Site Area

3

PARCELS
Contiguous Parcels

~17,800

VPD AADT
Parker Rd Traffic

LATE 2027

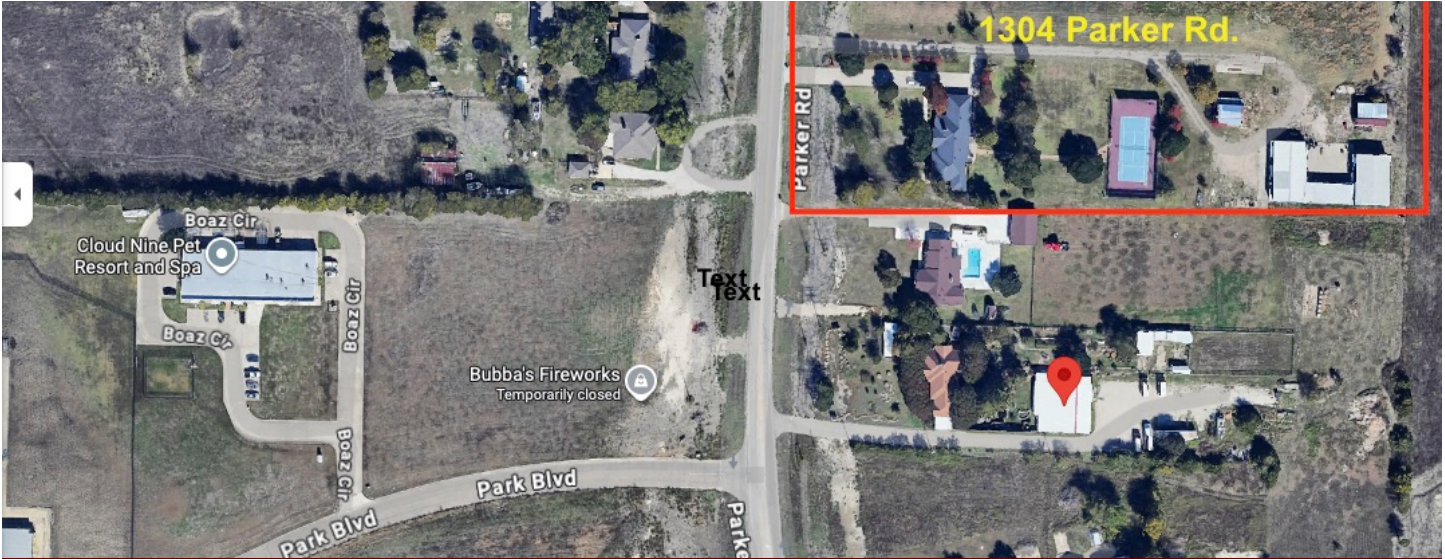
PARK BLVD EXT.
Projected Completion

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PROPERTY OVERVIEW

1304 Parker Road, Wylie, TX | ±10 Acres | Three Contiguous Parcels



Aerial — 1304 Parker Road, Wylie TX | Future Signalized Intersection at Parker Rd & Park Blvd

PROPERTY DETAILS

Address	1304 Parker Road, Wylie, Texas 75098
County	Collin County
Total Acreage	±10 Acres — Three Contiguous Parcels
Configuration	Assemblage Preferred Individual Pad-Site Sales Possible
Frontage	Direct Frontage Along Parker Road (FM 2514)
Location	Near Anticipated Future Signalized Intersection — Parker Rd & Park Blvd
Zoning	Contact Broker for Current Zoning Status
Current Use	Vacant Land — Commercial Development Ready
Offering Type	Commercial Land Assemblage
Sale Structure	Assemblage Preferred As-Is Delivery
List Price	\$2,750,000

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INVESTMENT HIGHLIGHTS

1304 Parker Road, Wylie, TX | Strategic Commercial Land Assemblage



Parcel / Lot Map — Three Contiguous Parcels Highlighted | 1304 Parker Road, Wylie TX

KEY INVESTMENT HIGHLIGHTS

1 Anticipated Future Signalized Hard-Corner Intersection

The property is positioned near the anticipated future signalized intersection of Parker Road (FM 2514) and the Park Boulevard extension — creating a future commercial node with long-term visibility and accessibility for retail, QSR, medical, and service uses.

2 Direct Frontage Along Parker Road (FM 2514)

The assemblage benefits from direct frontage along Parker Road, a primary north-south arterial in eastern Collin County. TxDOT is actively expanding and widening FM 2514 from a two-lane to a four-lane divided roadway, significantly increasing long-term traffic exposure.

3 Park Boulevard Extension — Projected Completion Late 2027

The Park Boulevard extension project is actively progressing and projected toward completion in late 2027, creating a major east-west traffic corridor connecting the area to SH 78 and surrounding growth corridors. This infrastructure improvement will dramatically enhance regional connectivity and commercial viability.

4 Strong Eastern Collin County Residential Growth

Wylie's population has grown from 43,585 (2010) to an estimated 68,658 (2026) — a 57% increase — with projections reaching 76,483 by 2031. The surrounding trade area demonstrates strong household incomes (median \$128,990), continued residential expansion, and increasing demand for neighborhood-serving retail and service uses.

5 Flexible Assemblage & Pad-Site Development Strategy

The three-parcel assemblage is suitable for retail, QSR, medical, service, and mixed commercial uses. The conceptual pad-site layout illustrates multiple development configurations ranging from 0.8 to 2.0 acres per pad, with shared access drives and optional restaurant pad.



WYLIE, TX — POPULATION & GROWTH

2010 Census	43,585
2020 Census	57,526
2024 Estimate	62,954
2026 Estimate	68,658
2031 Projection	76,483
Growth 2020–2026	+19.35%
Growth 2010–2020	+31.99%
Median Age (2026)	37.28 Years

WYLIE, TX — INCOME & HOUSING

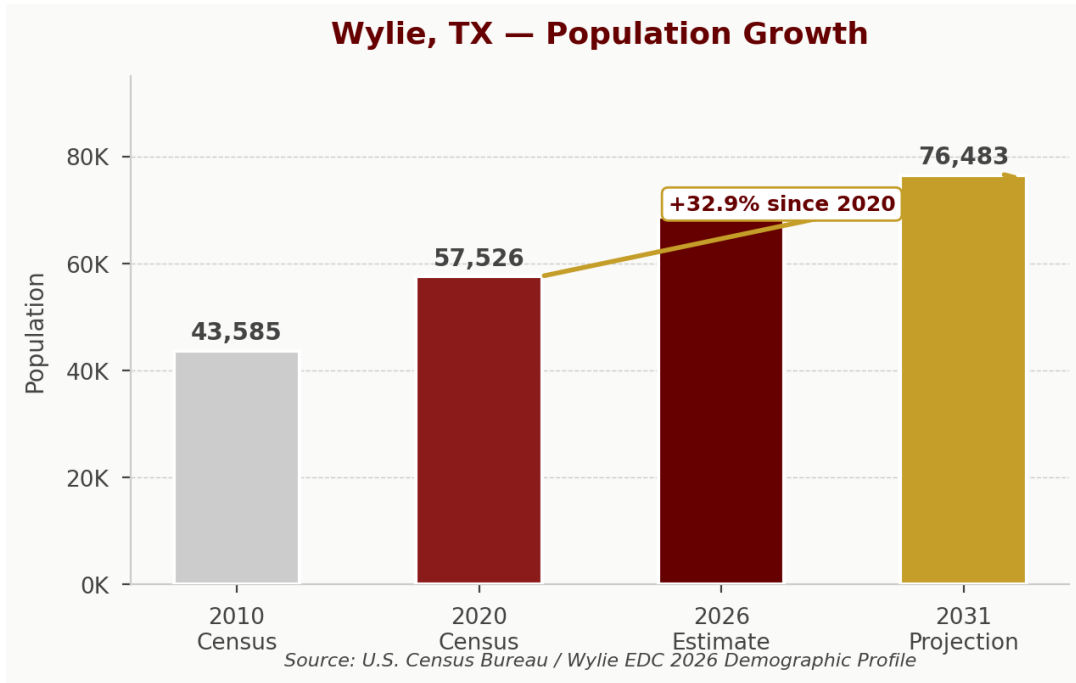
Median Household Income (2026)	\$128,990
Average Household Income (2026)	\$167,435
Per Capita Income (2026)	\$52,371
Median Home Value (ACS 2024)	\$387,000
Owner-Occupied Housing Rate	77.4%
Total Households (2026 Est.)	21,394
Avg. Household Size	3.20 Persons
Median Gross Rent (ACS 2024)	\$2,189/mo

WYLIE, TX — EDUCATION & WORKFORCE

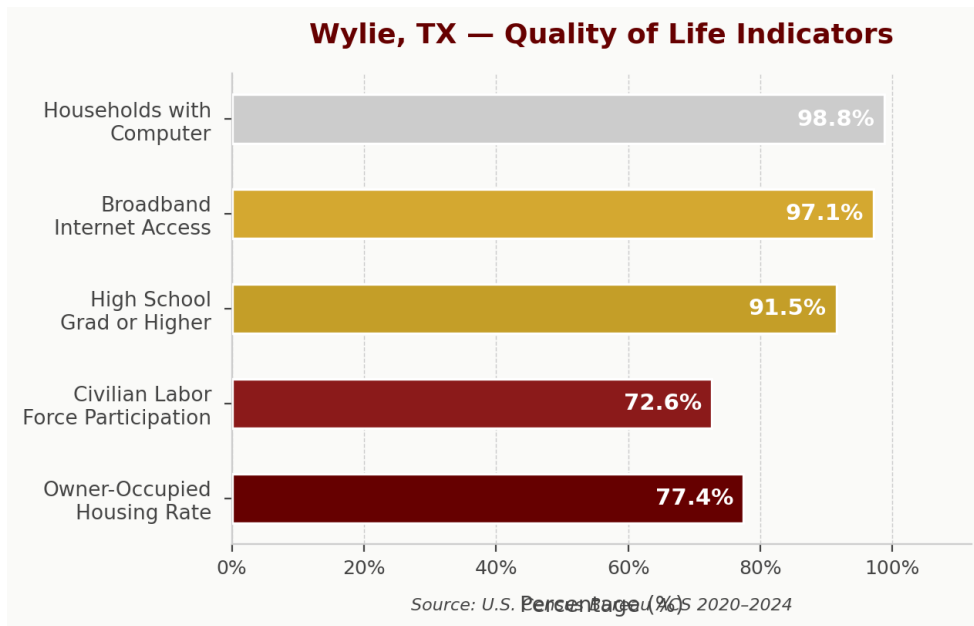
High School Grad or Higher	91.5%
Bachelor's Degree or Higher	43.3%
Graduate / Professional Degree	14.41%
Civilian Labor Force Participation	72.6%
Broadband Internet Access	97.1%
Households with Computer	98.8%



WYLIE POPULATION GROWTH (2010–2031)

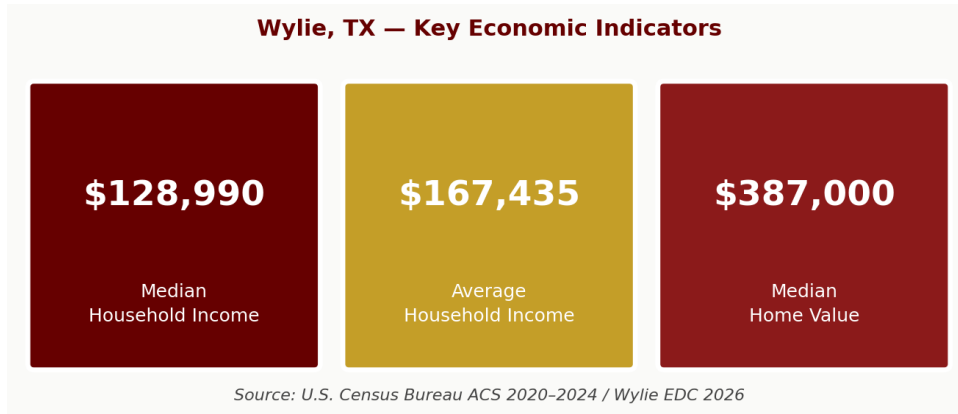


QUALITY OF LIFE INDICATORS

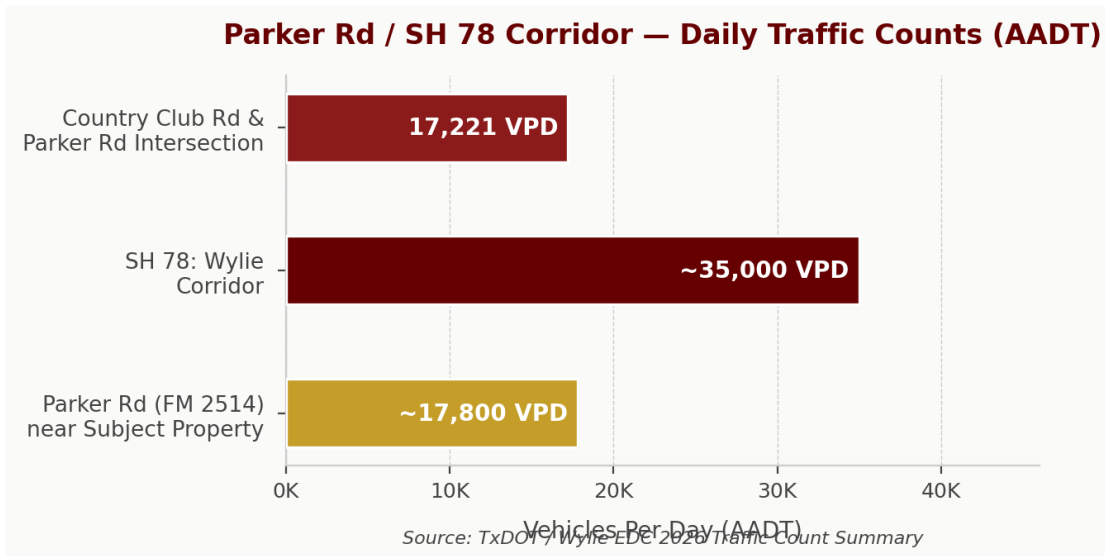




KEY ECONOMIC INDICATORS — WYLIE, TX



PARKER RD / SH 78 CORRIDOR — DAILY TRAFFIC (AADT)



Infrastructure Note: Parker Road (FM 2514) is currently undergoing TxDOT expansion from two lanes to four lanes. The Park Boulevard extension is projected toward completion in late 2027, creating a major east-west corridor connecting to SH 78 and the PG&T. These improvements are expected to significantly increase traffic exposure and commercial accessibility throughout the corridor.



AREA LANDMARKS & ECONOMIC DRIVERS

Wylie, TX | Eastern Collin County Growth Corridor

SH 78 Commercial Corridor

State Highway 78 is Wylie's primary commercial spine, running east-west through the city and connecting to Plano, Garland, Sachse, Murphy, and Lavon. Major retailers including Walmart Supercenter, Target, Home Depot, Kroger, and dozens of national QSR and service brands are positioned along the SH 78 corridor — approximately 1.5 to 2 miles from the subject property.

Park Boulevard Extension — Future East-West Connector

The Park Boulevard extension is actively progressing and projected toward completion in late 2027. This new east-west corridor will connect the subject property area directly to SH 78 and the broader regional growth network, dramatically increasing accessibility and commercial traffic to the Parker Road / Park Blvd intersection.

President George Bush Turnpike (PGBT / SH 190)

The PGBT provides direct regional access to the Dallas Metroplex, connecting Wylie to Plano, Richardson, Garland, and Irving. The PGBT interchange is approximately 5–6 miles south of the subject property, providing commuter access for the strong residential base surrounding the site.

Collin College — Wylie Campus

Collin College's Wylie Campus provides higher education access to the growing eastern Collin County population. The campus supports workforce development and contributes to the area's strong educational attainment metrics (43.3% bachelor's degree or higher).

Wylie Independent School District

Wylie ISD serves the subject property area and is one of the fastest-growing school districts in Collin County. Strong school district performance is a key driver of residential growth and high household income levels in the surrounding trade area.

Regional Connectivity — Plano, Allen, McKinney, Murphy, Sachse, Lavon

Located within one of North Texas' strongest suburban growth corridors, the subject property benefits from connectivity to Plano (~10 mi), Allen (~12 mi), McKinney (~17 mi), Murphy (~5 mi), Sachse (~4 mi), and Lavon (~8 mi) via SH 78, Parker Road, and the PGBT — providing access to a broad and affluent regional trade area.

Approved & Funded Infrastructure Improvements

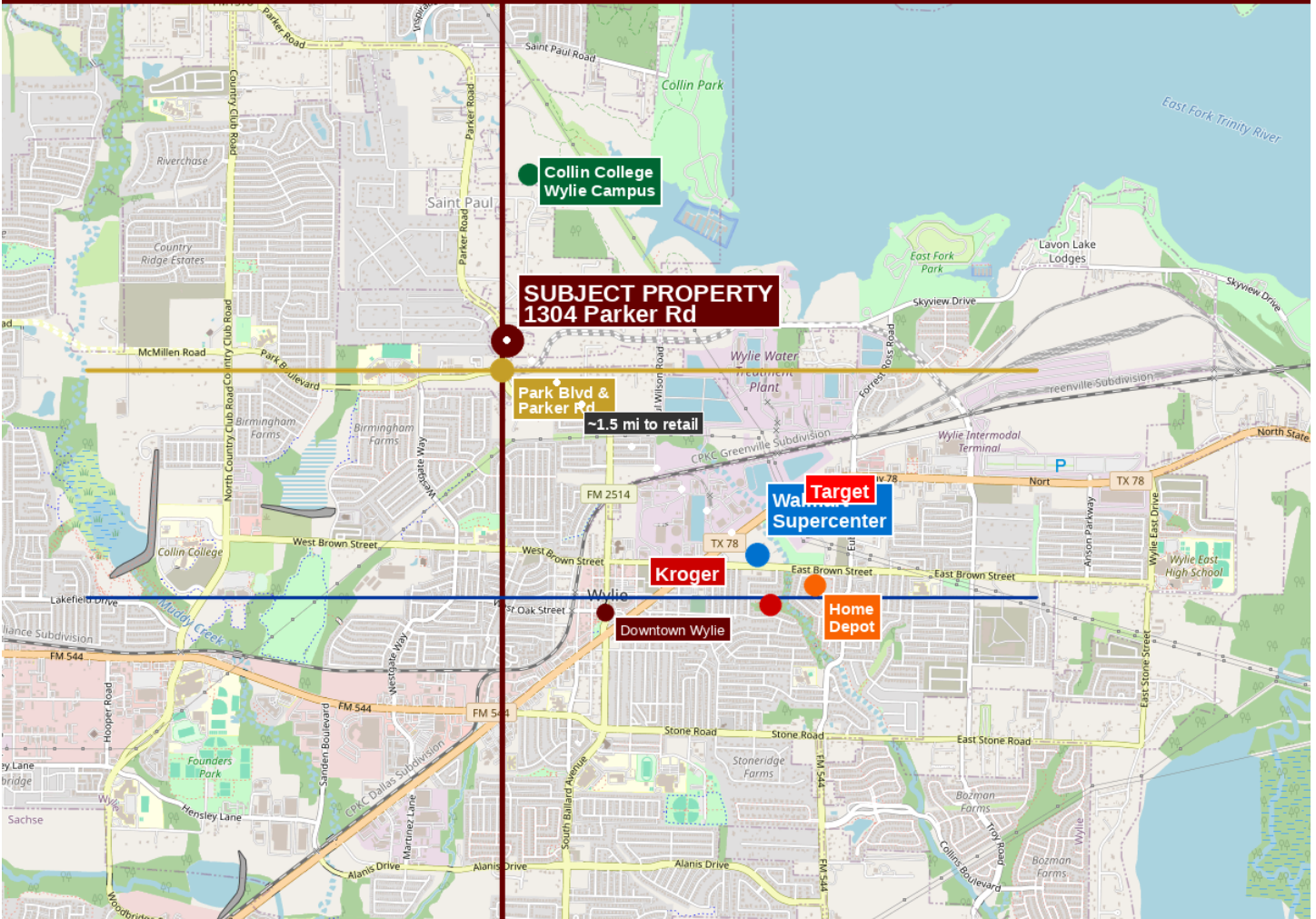
Both the TxDOT FM 2514 (Parker Road) widening project and the Park Boulevard extension are approved and funded infrastructure improvements. These projects represent committed public investment in the corridor and provide a clear timeline for increased traffic exposure and commercial viability at the subject property's location.



AREA LOCATION MAP

Wylie—Collin County Corridor | Parker Rd / SH 78 | Major Retailers & Landmarks

AREA LOCATION MAP | 1304 Parker Rd, Wylie TX | Wylie Retail Corridor



MAP KEY — MAJOR RETAILERS & LANDMARKS

Subject Property (STAR)	1304 Parker Rd — ±10 Acres FOR SALE at \$2,750,000	SH 78 Corridor	Primary commercial spine — ~1.5 mi from subject
Walmart Supercenter (Wylie)	Full-size Supercenter — ~1.8 mi E via SH 78	Target (Wylie)	General merchandise anchor — ~2 mi E via SH 78
Home Depot (Wylie)	Home improvement — ~2 mi E via SH 78	Kroger (Wylie)	Grocery anchor — ~2 mi E via SH 78
Collin College — Wylie Campus	Higher education — ~1.5 mi N of subject	PGBT / SH 190	Regional tollway — ~5–6 mi S of subject
Park Blvd Extension	Future east-west connector — projected late 2027	Murphy / Sachse	Adjacent growing communities — 4–5 mi W

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Conceptual Pad-Site Layout — Illustrative for Marketing Purposes Only. Subject to Survey, Engineering & Municipal Approvals.

HIGHEST & BEST USE ANALYSIS

1 Retail / QSR / Restaurant Pad-Sites — Most Likely

The anticipated future signalized intersection at Parker Road and Park Boulevard positions this assemblage as a premier future hard-corner commercial node. National and regional QSR, fast-casual, and retail tenants actively seek signalized intersections with strong household incomes and growing residential density — all of which this site delivers.

2 Medical / Healthcare Outpatient Campus

The high household income (\$128,990 median), strong insurance coverage, and rapidly growing residential population create strong demand for outpatient medical, dental, urgent care, and specialty healthcare uses. The multi-parcel assemblage allows for a phased medical campus development strategy.

3 Neighborhood-Serving Retail & Service Center

The surrounding residential growth and limited existing neighborhood retail supply create strong demand for grocery-anchored or service-oriented retail development. The Park Boulevard extension will significantly expand the trade area catchment upon completion.

4 Mixed Commercial Development

The flexible assemblage structure allows for a mixed-use commercial development combining retail, service, and medical uses across multiple pad sites — maximizing land value and serving the diverse needs of Wylie's growing population.



OFFERING SUMMARY

Offering Type	Commercial Land Assemblage
Property Address	1304 Parker Road, Wylie, Texas 75098
County	Collin County
Land Area	±10 Acres
Configuration	Three Contiguous Parcels
Sale Structure	Assemblage Preferred
Delivery	As-Is
List Price	\$2,750,000



EWRG Commercial Group | REAL

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Designated Broker

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