



Elm Grove Regional Mixed-Use Development

Southwest Drive & Rebecca Lane, Abilene, TX

NO WARRANTY OR REPRESENTATION, EXPRESS OR IMPLIED, IS MADE AS TO THE ACCURACY OF THE INFORMATION CONTAINED HEREIN, AND THE SAME IS SUBMITTED SUBJECT TO ERRORS, OMISSIONS, CHANGE OF PRICE, RENTAL OR OTHER CONDITIONS, PRIOR SALE, LEASE OR FINANCING, OR WITHDRAWAL WITHOUT NOTICE, AND OF ANY SPECIAL LISTING CONDITIONS IMPOSED BY OUR PRINCIPALS NO WARRANTIES OR REPRESENTATIONS ARE MADE AS TO THE CONDITION OF THE PROPERTY OR ANY HAZARDS CONTAINED THEREIN ARE ANY TO BE IMPLIED.

Shannon Powell
shannon@naiwheelhouse.com
+1 281 788 1758
naiwheelhouse.com

Justin Nairn
justin@nairnmg.com
+1 806 771 6341
nairngroup.com

AVAILABLE



Shannon Powell
shannon@naiwheelhouse.com
+1 281 788 1758
naiwheelhouse.com

Justin Nairn
justin@nairnmg.com
+1 806 771 6341
nairnmg.com

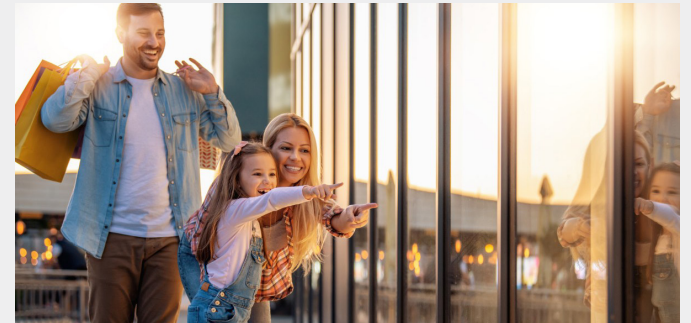
AVAILABLE

Join the Future of Retail & Dining in Southwest Abilene

Elm Grove is a premier 185-acre regional mixed-use development coming soon to Southwest Abilene, strategically positioned at the intersection of Rebecca Lane and Southwest Drive. Located in the center of Abilene's most active growth corridor, the project benefits from strong connectivity, with Rebecca Lane linking Interstate 20 and Dyess Air Force Base to southern Abilene. Southwest Drive has rapidly emerged as a high-traffic retail and restaurant corridor, placing Elm Grove at the forefront of the city's expanding commercial footprint.

This thoughtfully planned, multi-phase development will deliver a dynamic mix of uses designed to create a vibrant, regional destination. Planned offerings include big box and junior box retail, restaurants, QSRs, general retail, office space, and residential components, providing flexibility for national, regional, and local users. Utilities will be delivered to sites, and frontage pad opportunities are available for sale, ground lease, or build-to-suit, allowing tenants and developers to tailor spaces to their specific needs.

Elm Grove is surrounded by some of Abilene's most significant retail and residential growth. The site is in close proximity to The Shops at Abilene and Mall of Abilene, placing it near established national retailers and drawing consistent regional traffic. In addition, thousands of new homes are being developed in the surrounding area, further strengthening the consumer base and long-term viability of the project. Located within both Abilene ISD and Wylie ISD, Elm Grove is well-positioned to serve not only the immediate trade area, but the broader Abilene region as it continues to grow into a major shopping, dining, and entertainment destination.



AVAILABLE

Phase 1 Site Plan



AVAILABLE

Master Plan



Shannon Powell
shannon@naiwheelhouse.com
+1 281 788 1758
naiwheelhouse.com

Justin Nairn
justin@nairnmg.com
+1 806 771 6341
nairngroup.com

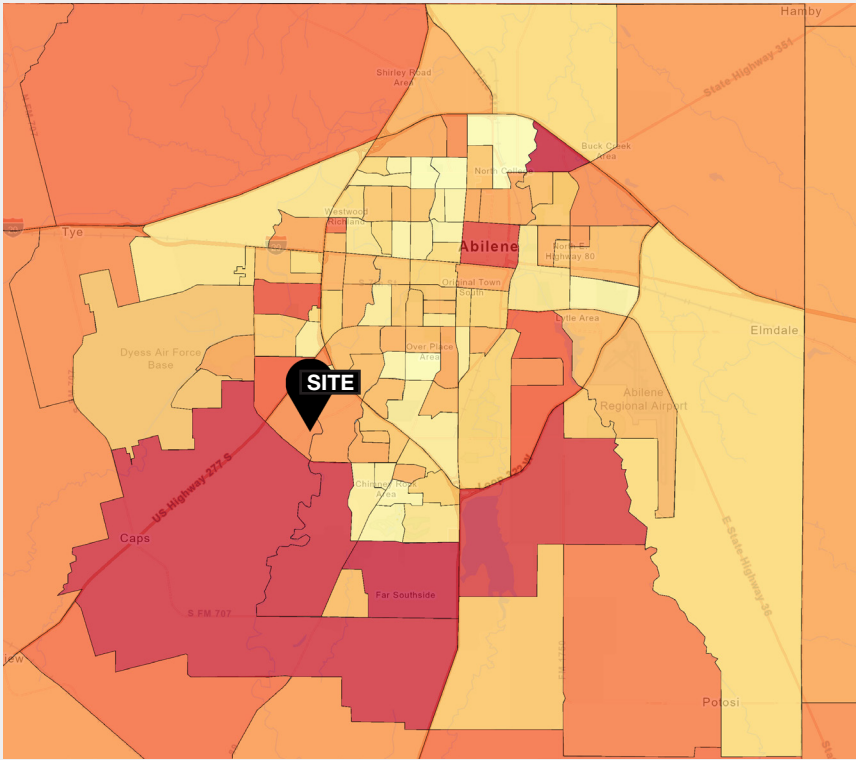
AVAILABLE

Market Aerial



AVAILABLE

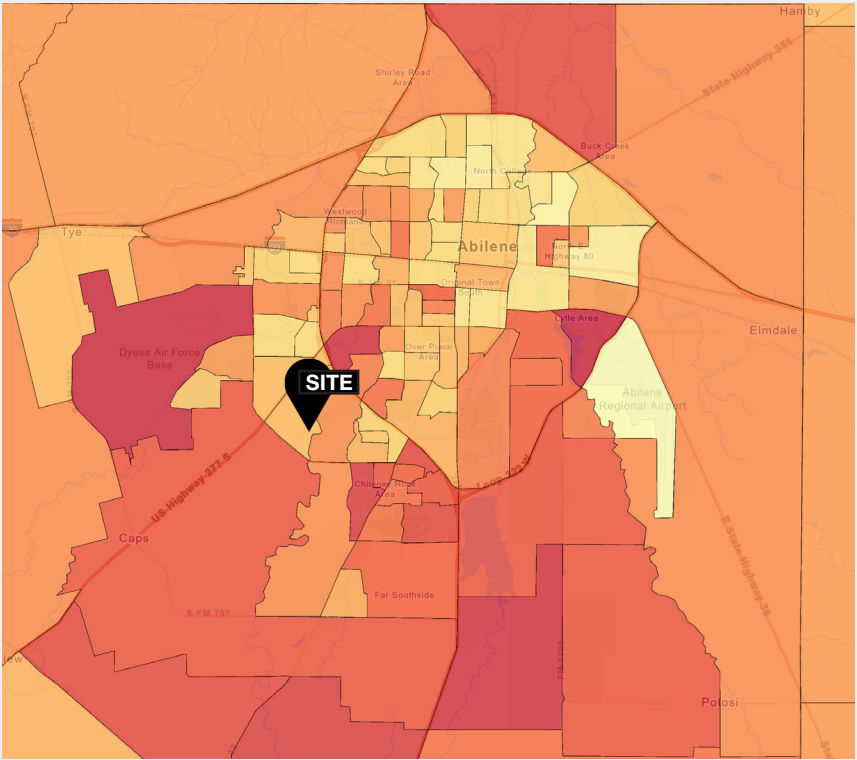
Annual Growth:



2025-2030 Growth Rate: Population by Block Groups

-1.02% 2.93%

Median Income:



2025 Median Household Income by Block Groups

\$0 \$172,481

AVAILABLE

Welcome to **Abilene.**

Abilene, a key regional hub in West Texas, is known for its strong sense of community, stable economy, and growing role as a center for education, healthcare, and retail. With its strategic location along major highways, Abilene continues to serve as a vital commercial and service center for a broad multi-county trade area.

Abilene, with an MSA population of 181,591 and a trade area population of approximately 310,000, has a stable economy with historically consistent and steady growth. With a current population of approximately 130,000 and a projected influx of nearly 15,000 new residents in 2025, the market is entering a new phase of accelerated expansion. The city's economy is anchored by major institutions including Abilene Christian University, Hardin-Simmons University, and Dyess Air Force Base, which is currently undergoing significant upgrades and expansion to support next-generation operations. These drivers provide a consistent and expanding base of students, military personnel, and civilian workforce.

Abilene's growth is further fueled by major new investment, including the development of a large-scale AI data center, positioning the market at the forefront of emerging technology in West Texas. Combined with strengths in healthcare, education, manufacturing, and regional distribution, the city offers a diverse and forward-looking economic foundation.

Featuring a cost of living and housing well below national averages, along with continued investment in infrastructure and development, Abilene offers retailers and investors a compelling opportunity. The combination of rapid population growth, new industry investment, and a stable employment base creates a dynamic environment for long-term



Latest Investments & News:



**\$500B
National AI
Initiative
Anchored in
Abilene**
January 2026



**Major
Infrastructure
Investment:
I-20
Expansion**
January 2026

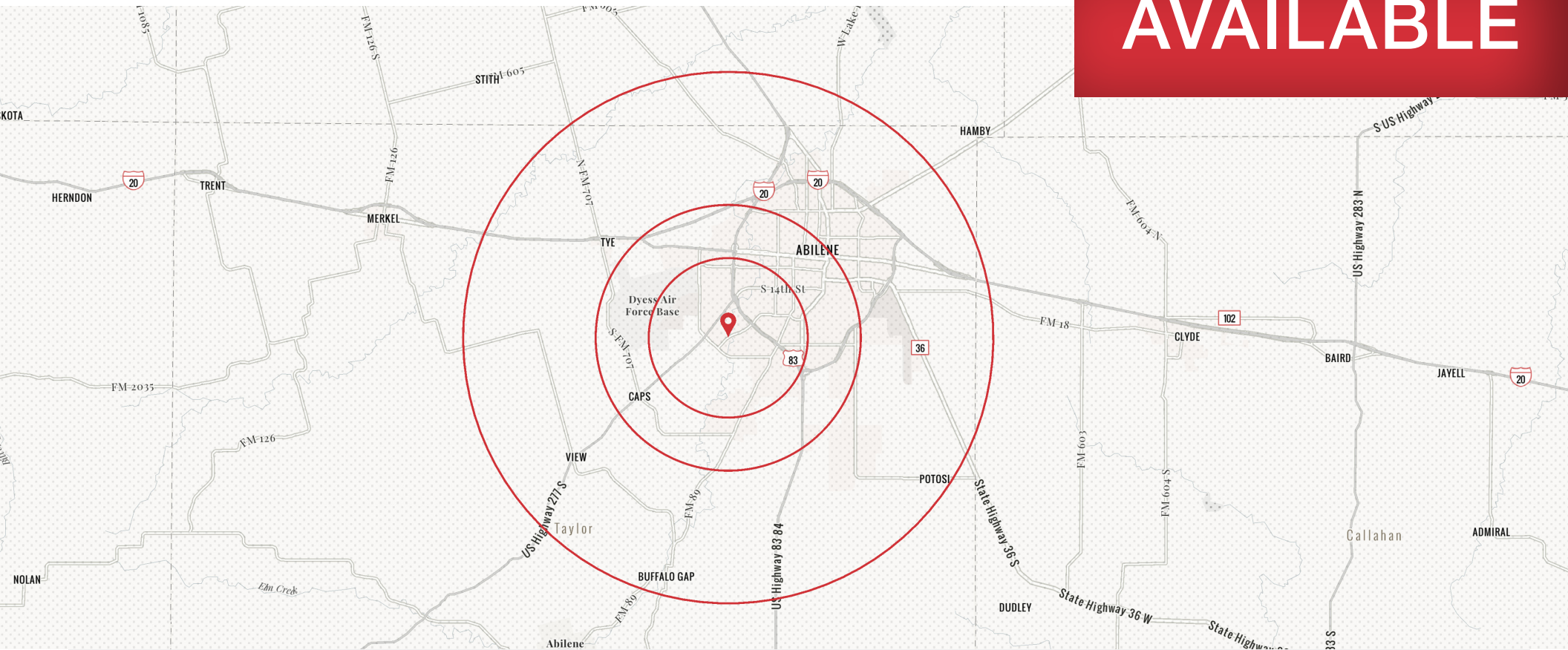


**Hendrick
Health
Expansion**
March 2026



**Bass Pro
Shops
announces
new Abilene
location**
December 2025

AVAILABLE



Demographic Summary

	3 MILE	5 MILE	10 MILE
POPULATION	48,361	94,310	136,863
AVG HH INCOME	\$87,544	\$87,116	\$86,452
TOTAL HOUSEHOLDS	22,118	41,164	59,397
MEDIAN AGE	34.3	35.4	35.1

Location Advantages

- Positioned at the intersection of Rebecca Lane & Southwest Drive, offering excellent visibility and access along one of Abilene's fastest-growing retail corridors
- Located in the path of rapid residential growth, with thousands of new homes under development creating a strong and expanding customer base
- Strategically situated near major regional draws including The Shops at Abilene and the Mall of Abilene, driving consistent traffic from across the market