

# FALCON'S LAIR

MASTER PLANNED DEVELOPMENT OPPORTUNITY



Offering Memorandum

900-Acres For Sale within Existing Utility District

Northmarq<sup>+</sup>



SE Quadrant I-20 and Lawson Road with 3 Miles of Highway Frontage (DFW MSA)



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MESQUITE'S MAJOR EMPLOYERS

# 01 EXECUTIVE Summary

## Falcon's Lair Master Planned Development Site

Northmarq is pleased to present **Falcon's Lair Master Planned Development Site**, a ±900-acre development opportunity along I-20 in Mesquite, Texas. Benefiting from a growing labor base and pro-business environment, Mesquite continues to attract logistics, light industrial, and manufacturing users.

As the last remaining phase of a 1,200-acre master planned development, the site offers outstanding regional access with direct frontage on Interstate 20 and quick connections to I-635, U.S. Highway 80, and U.S. Highway 175, placing it just 14 miles—around a 20-minute drive—from downtown Dallas. This connectivity makes the property ideally suited for large-format industrial users seeking efficient distribution routes across the DFW Metroplex.

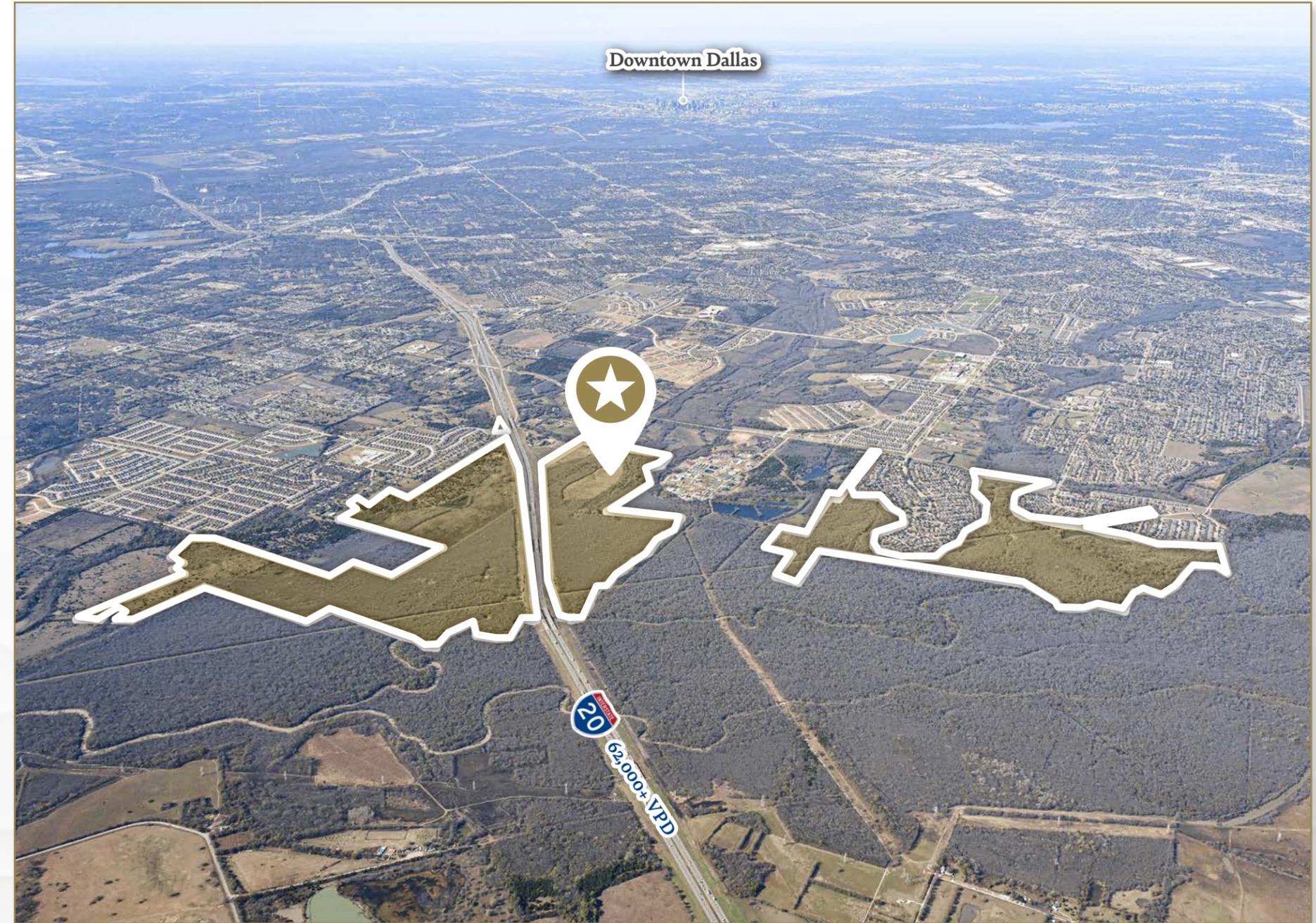
With usable acres on either side of I-20, Falcon's Lair provides a rare opportunity for scalable industrial development supported by strong transportation infrastructure and an established residential population base.



±900-acre Master-Planned Development Opportunity with Pre-approved Mixed Use Zoning



Direct I-20 Frontage with Quick Access to Major Highways



# 02 INVESTMENT Highlights

**Falcon's Lair Master Planned Development Site** is a rare ±900-acre master planned development opportunity with direct I-20 frontage and excellent access to the core of Dallas.

### Property Description

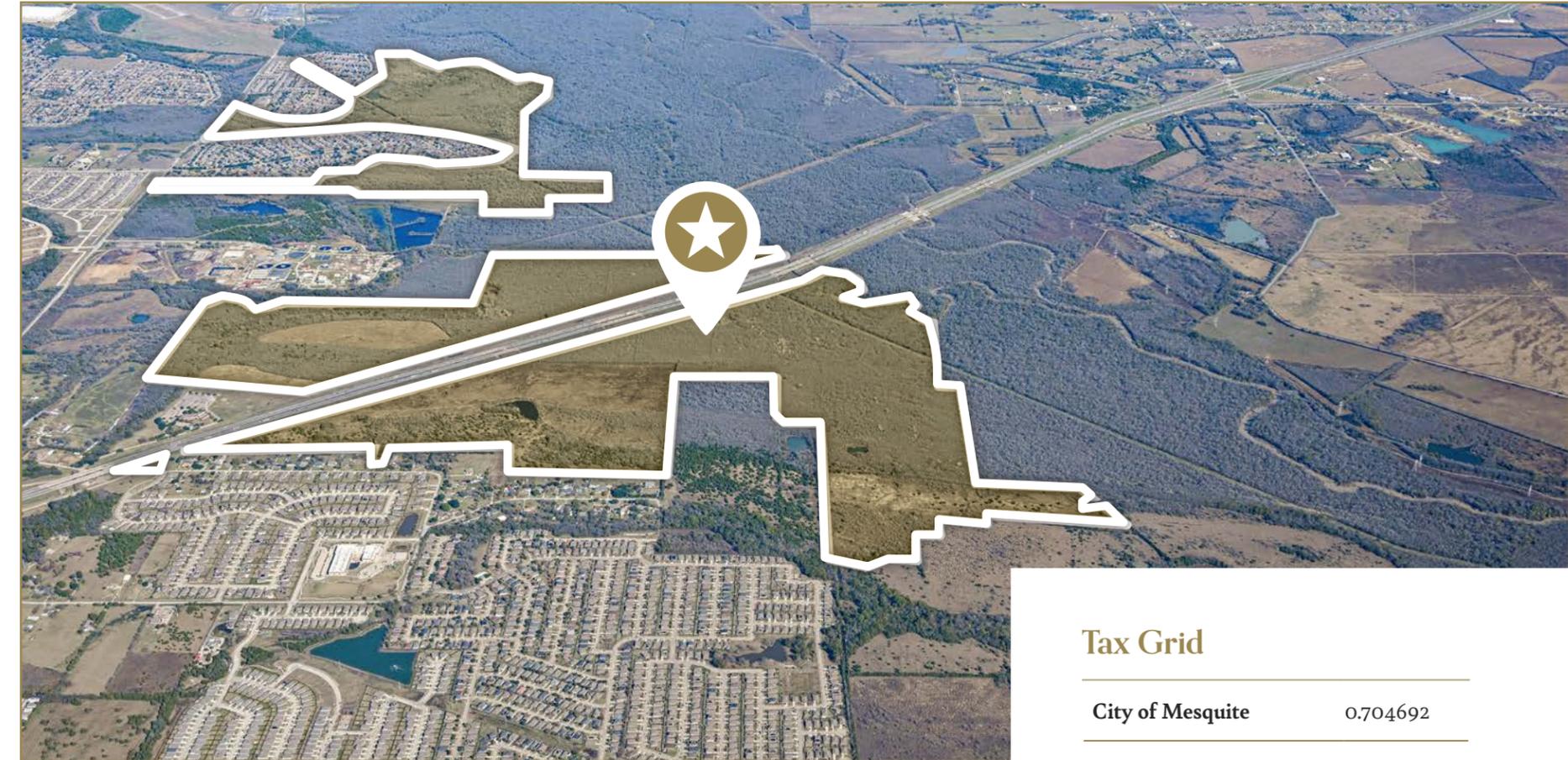
<b>Address</b>	1400 IH-20, 1401 IH-20 & 2200 Lawson Road, Mesquite, TX 75181
<b>Offering Price</b>	To Be Determined by Market
<b>Terms</b>	All Cash
<b>Acreage</b>	± 900 Acres
<b>Tax Rate</b>	2.345667%
<b>County</b>	Dallas County
<b>Submarket</b>	Mesquite
<b>Current Use</b>	Raw Land
<b>Projected Site Use</b>	Mixed Use

### Parcel ID

65056870010030100
65139867010070000
65118907510010600
65056970510040200
65056870010030400
38091500010020000
65080570510010200
65118907510010000

### Zoning

Planned Development (Mixed Use)
---------------------------------



### Utilities

Utilities	Provider	Location
<b>Water / Wastewater</b>	City of Mesquite	To the Site
<b>Electric</b>	Oncor Electric	To the Site

### Tax Grid

<b>City of Mesquite</b>	0.704692
<b>Dallas College</b>	0.106575
<b>Dallas County</b>	0.215500
<b>Mesquite ISD</b>	1.106900
<b>Parkland Hospital</b>	0.212000
<b>TOTAL</b>	<b>2.345667</b>

\*Woodlands Exception on Nearly 100% of the Property

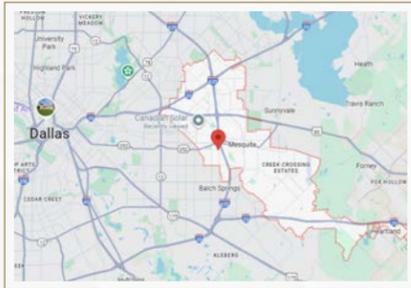
# MESQUITE, TEXAS

## *at a Glance*



### Rodeo Heritage + Tourism Hub

Mesquite is recognized as the Rodeo Capital of Texas, embracing this identity for decades through strong community ties and tourism. The city hosts the world-famous Mesquite Championship Rodeo, drawing visitors from across the country and driving consistent traffic to local businesses.



### A City Positioned for Access

Mesquite covers almost 50 square miles and is strategically situated at the crossroads of Interstates 20, 30 and 635, State Highway 352 and U.S. Highway 80. This prime location gives residents and businesses exceptional regional access, reducing travel times across the Dallas–Fort Worth area.



### A High-Growth Market Outlook

Over the next decade, Mesquite’s job market is forecast to grow by around 40.4%, outpacing the U.S. average of 33.5%. Mesquite’s strong projected job growth reflects the city’s expanding business climate and continued investment in economic development. This upward trend positions Mesquite as an increasingly attractive destination for employers and job seekers alike.

# MESQUITE, TEXAS

## *Demographics*

Demographics	1-Mile	3-Mile	5-Mile
<b>Total Population</b>	1,717	43,124	129,783
<b>Daytime Population</b>	989	24,379	90,125
<b>Avg Household Income</b>	\$75,513	\$90,150	\$89,921

### Traffic Counts

<b>Interstate-20</b>	62,000+ VPD
<b>Lawson Road</b>	8,500+ VPD
<b>East Cartwright Road</b>	4,700+ VPD



# MESQUITE, TEXAS

*Facts & Features*

Borders Kaufman County  
**No.1** growth city in the US



**15 Minutes** East of Downtown Dallas



**250** Dining Options



**35 Minutes** to DFW International Airport



**52** Public School Campuses



**70+** Parks & Facilities



**3** Higher Education Institutions



**155,000+** Residents

Mesquite, Texas



# 03 LOCATIONAL Overview



## FALCON'S LAIR

The **Falcon's Lair Master Planned Development Site** is located at the southeast corner of Interstate 20 and Lumley Road in Mesquite, Texas, one of the Metroplex's most active and fastest growing industrial and logistics corridors. With immediate access to I-20 and convenient connections to I-635 (LBJ Freeway) and U.S. Highway 80, the site offers exceptional regional and interstate mobility for distribution, manufacturing, and commercial users. DFW International Airport and Dallas Love Field are both within a 35 to 45 minute drive, providing strong regional and national reach for future industrial tenants.

**Falcon's Lair Master Planned Development Site** offers a strategic location at I-20 and Lumley Road with excellent highway access, positioning it as a prime site for industrial and logistics users in the Dallas-Fort Worth market.

Mesquite has emerged as a major industrial hot spot within the Dallas market, supported by a business friendly environment, a labor force of more than 80,000 workers, and a population exceeding 150,000 residents. The city continues to attract logistics, retail, and light manufacturing employers, with recent economic development activity reinforcing its growth along the I-20 corridor. The ±900 acre Falcon's Lair site provides a rare opportunity for large scale industrial, logistics, and mixed use development at the eastern gateway of the Metroplex.



# NOTABLE *Development Projects*

Mesquite sits at the center of Dallas–Fort Worth’s eastward growth, where major logistics, industrial, and residential investment are already in motion. With direct access to I-635, I-30, and US-80, the city offers distributors and employers regional connectivity. That employment base is now being expanded by residential communities like Solterra and nearby multifamily projects. With both municipal support and a growing pipeline of notable projects, The City of Mesquite presents a compelling case for long-term residential and/or commercial investments. The area around the subject property is positioned to capture the next wave of mixed-use and residential development in eastern Dallas-Fort Worth.



Solterra Texas



Overland Grove



Mesquite Logistics Station



# PUBLIC FINANCING

## & Existing Utility District

The City has expressed an openness to considering the creation of a public improvement district (“PID”) and tax increment re-investment zone (“TIRZ”) to assist in the financing of the public infrastructure needed to develop the property. Such assistance presumably would allow for the issuance of long term, fixed rate bonds to finance such infrastructure at tax-exempt rates.

All of the land is located within the boundaries of the Falcon’s Lair Utility and Reclamation District, which is available to assist in the development of the land.

### Existing Districts & Zones Throughout Mesquite, Texas

1	Heartland Town Center PID	9	Town East/Skyline TIRZ
2	Iron Horse PID	10	Polo Ridge TIRZ
3	Polo Ridge PID	11	Heartland Town Center TIRZ
4	Solterra PID	12	IH-20 Business Park TIRZ
5	Rodeo City TIRZ	13	Spradley Farms TIRZ
6	Towne Centre TIRZ	14	Alcott Logistics Station TIRZ
7	Skyline TIRZ	15	Solterra TIRZ
8	Gus Thomasson TIRZ		

For more information related to public financing options, please contact

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# MESQUITE'S *Major Employers*

In 2023 and 2024, Mesquite secured over \$1.1 billion in economic development deals that brought in more than 6,300 new jobs in the last 2 years alone, driven by the expansion of major employers across clean energy, aerospace and manufacturing. Notable companies that have had a recent impact on the area are Canadian Solar, Hexagon Purus and General Dynamics, which contributed to the latest surge in employment and investment.

#	Employer	Employees	Distance from Site
1	UPS Distribution Center	2,300	17 minutes
2	Canadian Solar	1,500	17 minutes
3	Pepsi Co. Bottling Plant	1,000	17 minutes
4	Ashley Furniture	785	17 minutes
5	Orora Visual	400	14 minutes
6	Fritz Industries	350	15 minutes
7	Iris USA	200	16 minutes
8	Dallas Regional Medical Center	750+	15 minutes
9	Eastfield College	450	20 minutes



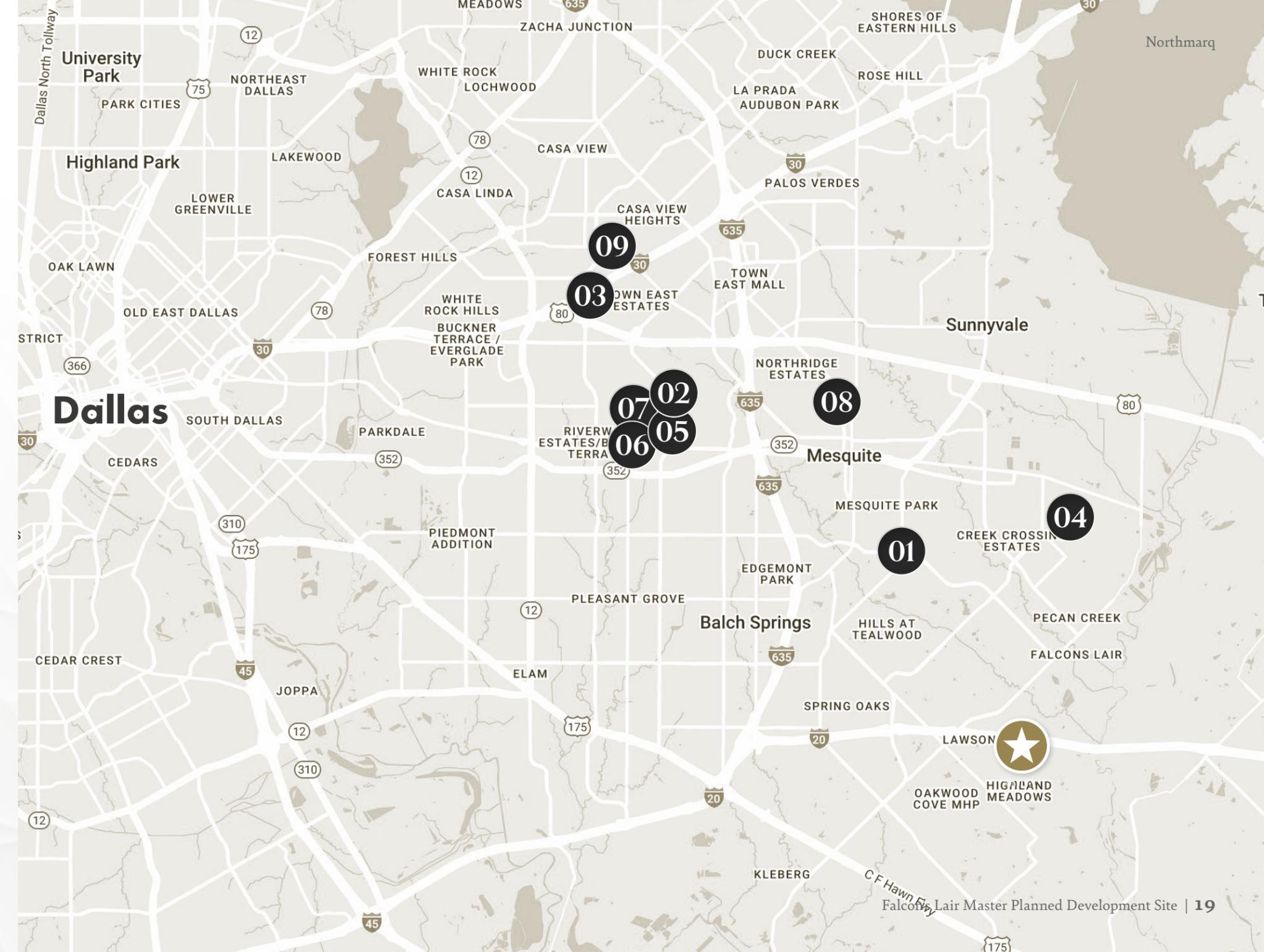
**Top Employment Industry**  
Logistics & Manufacturing



**Top Employment Industry**  
Solar Energy



**Top Employment Industry**  
Retail Trade





### United Parcel Service

Mesquite and the surrounding industrial corridor are anchored by major distribution players, most notably United Parcel Service (UPS), which employs over 2,300 workers within close proximity of the site. As a global leader in logistics and package delivery, UPS’s large presence reflects the region’s significance as a freight and logistics hub

### Canadian Solar

Canadian Solar, a leading global provider of solar energy solutions, recently expanded its operations into Mesquite with a new module manufacturing plant employing over 1,500 people. Located at Skyline Business Park, this modern facility reinforces Mesquite’s appeal to international tech manufacturers. Canadian Solar’s selection of Mesquite was influenced by its access to workforce, rail, and key regional road networks.

### Pepsi Co. Bottling Plant

PepsiCo’s bottling plant, employing 1,000 people and situated just 16 minutes from the site, is PepsiCo’s largest bottling plant in North America. As one of the most recognizable consumer brands in the world, PepsiCo’s presence supports regional supply chain activity and illustrates the local infrastructure’s ability to handle food and beverage logistics.

### Ashley Furniture

Ashley Furniture has a major presence in Mesquite, Texas, operating a huge 877,000+ sq ft regional distribution and fulfillment center. This facility employs hundreds of people (650 according to Mesquite’s economic development office), making Ashley one of the city’s top private-sector employers.



MASTER PLANNED DEVELOPMENT OPPORTUNITY

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### Exclusive Representation

Northmarq is exclusively representing the seller in the disposition of **Falcon's Lair Master Planned Development Site**.

### Offering Structure

**Falcon's Lair Master Planned Development Site** is going to market with an unlisted purchase price and the Property shall be subject to bid or offer.

### All Offers Should Include

- Proposed purchase price
- Amount of earnest money, amount non-refundable
- Summary of closed transactions with references
- Timing for inspection period and closing
- Source of funds for the acquisition
- Development plans

### Communication

All communications, inquiries, and requests should be addressed to Northmarq, as the landowner's exclusive advisor. Please refrain from contacting the landowner directly to keep the marketing process organized.

### Disclaimer

This Offering Memorandum has been prepared solely for informational purposes to assist prospective investors in evaluating a potential real estate investment opportunity. Northmarq makes no guarantees, representations, or warranties of any kind, expressed or implied, regarding the information including, but not limited to, warranties of content, completeness, accuracy, reliability, and fitness for any particular purpose. This document does not constitute an offer to sell or a solicitation of an offer to buy any securities, nor shall it be construed as investment, legal, or tax advice. Prospective investors are encouraged to conduct their own independent due diligence and consult with their financial, legal, and tax advisors before making any investment decisions. The projections, assumptions, and forward-looking statements included in this memorandum are for illustrative purposes only and are subject to significant uncertainties and risks. Actual results may differ materially from those expressed or implied. Past performance is not indicative of future results. By accepting this memorandum, the recipient agrees to keep its contents confidential and not to disclose or reproduce it, in whole or in part, without prior written consent. Neither the property owner nor any of its affiliates shall be liable for any loss or damage arising from reliance on the information contained herein. ANY RELIANCE ON THE CONTENT OF THIS OFFERING MEMORANDUM IS SOLELY AT YOUR OWN RISK.

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