

# Heritage Creekside



ROSEWOOD  
PROPERTY COMPANY

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 VENTURE

# Mixed Use Development | Plano, TX

## Location

NEC President George Bush Turnpike & Custer Rd  
Plano, TX 75075

## Retail Parcels - Flexible & Divisible

A5 +/- 3 ACRES      C +/- 1.2 ACRES

A4 +/- 5 ACRES

## Opportunities

For Sale, Ground Lease or BTS

Ownership is seeking best of class entertainment, retail and restaurant users including but not limited to: pickleball, bowling, arcade/games, sports/fitness/rock climbing, dog park, and patio driven restaurants.

## Property Highlights

- ★ 156 acre mixed use development with 1,300 apartments, existing retail and future office
- ★ Walkable development with immense green space and patios
- ★ Central location with over 340,000 people in a 5 mile radius
- ★ Strong daytime population which will allow for a substantial corporate event component for entertainment and restaurant users

## Traffic Counts

Custer Rd	President George Bush Tpke
24,846 VPD	153,974 VPD

# Heritage Creekside



Developed by:



Rosewood Property Company (RPC) is the Dallas-based real estate investment vehicle for The Rosewood Corporation, which is wholly owned by the Caroline Hunt Trust Estate. RPC has been involved in the development, investment, and operation of institutional quality real estate for four decades. Their mission is to improve the quality of people's lives by providing a superior experience for their residents, customers, and communities. Rosewood is taking a very intentional approach to the entertainment and retail component of Heritage Creekside and is carefully selecting best in class tenants that will enhance the experience for the customers and the residents of Heritage Creekside.

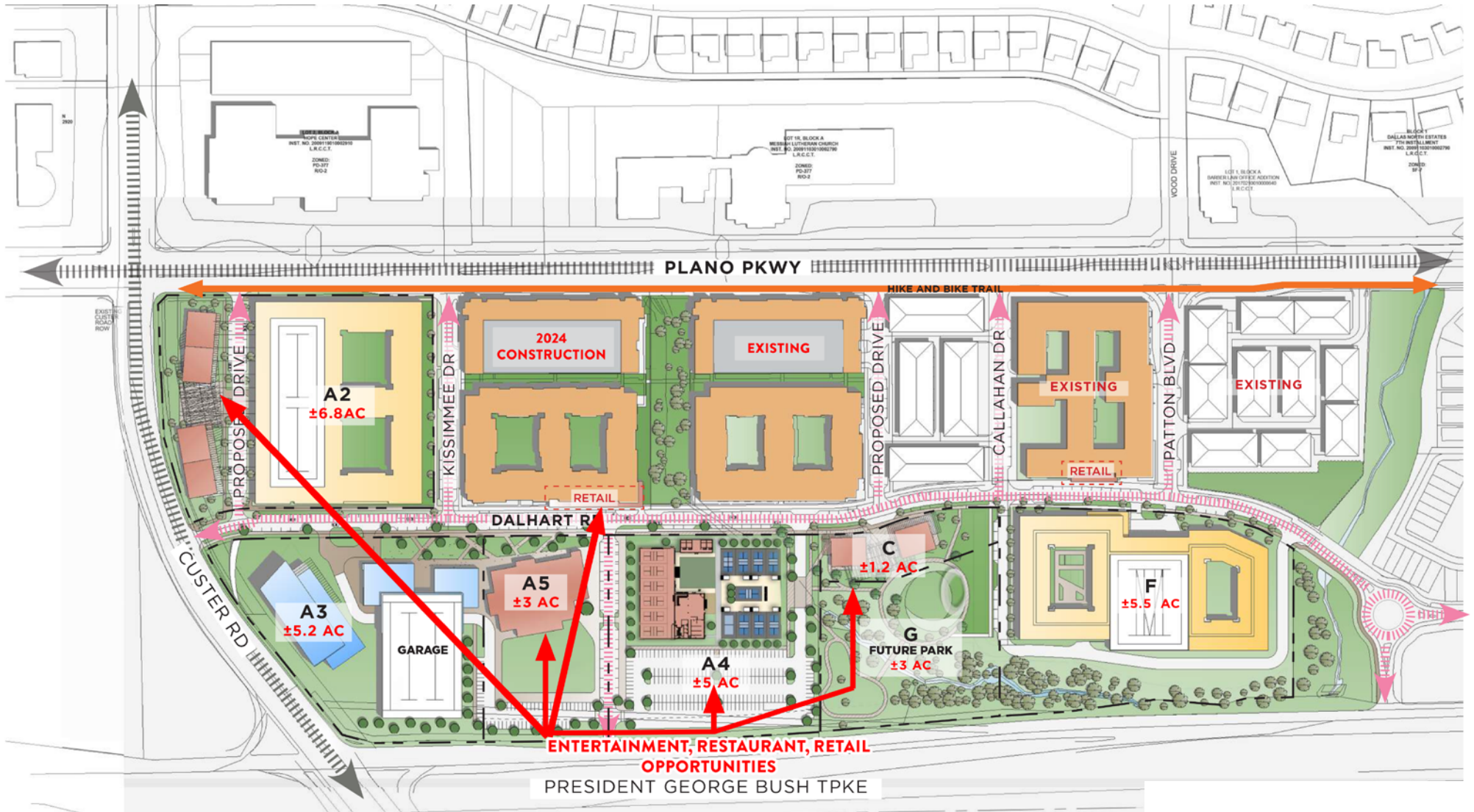
[www.rosewoodproperty.com](http://www.rosewoodproperty.com)



# Preliminary Site Plan

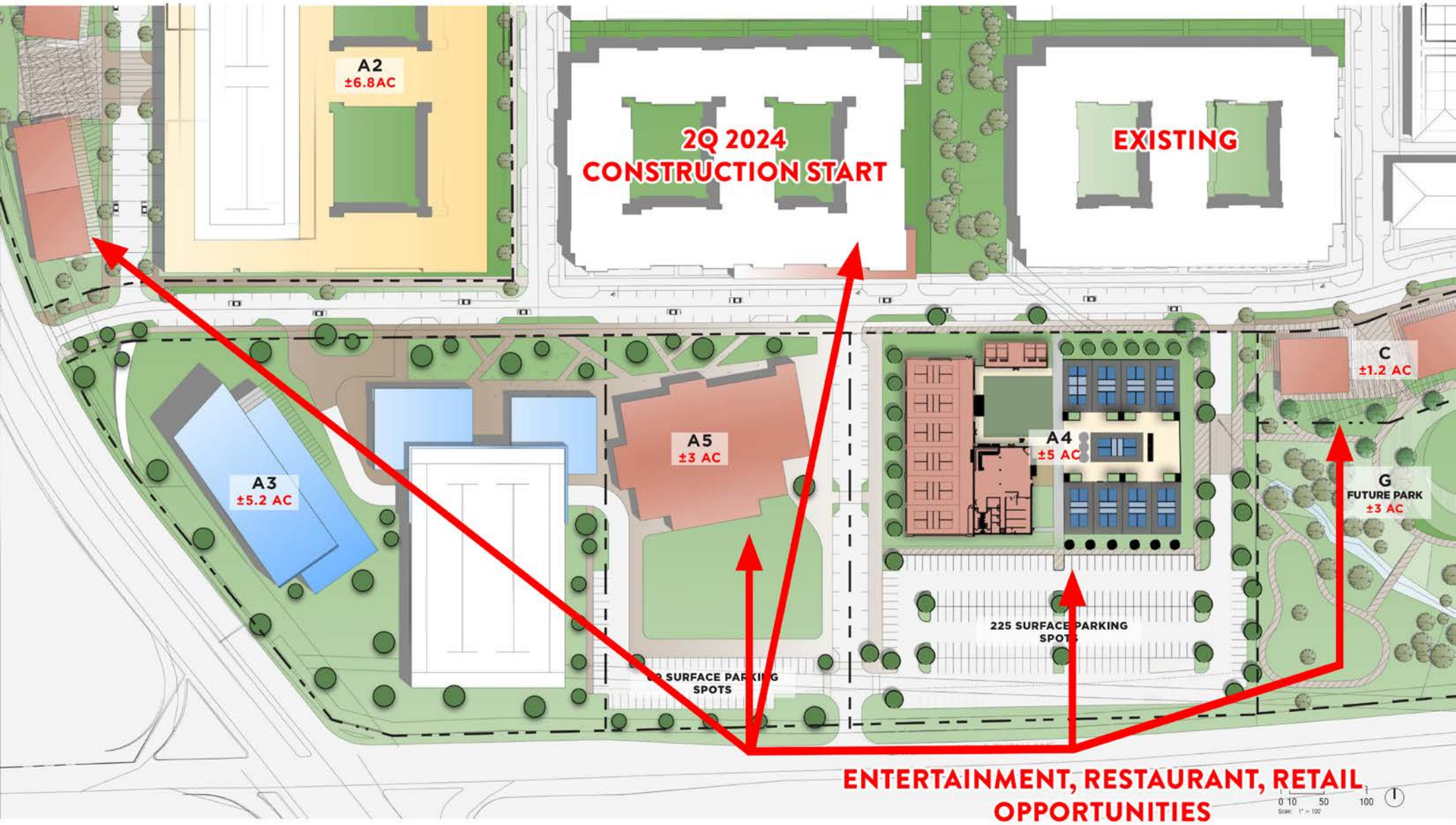
 Potential Retail Opportunities - A5, A4, C

Mixed Use Development - seeking Entertainment users and Restaurants with Patio among other retail/entertainment/restaurant users.



\*Preliminary Site Plan may be altered dependent upon future users and city approvals

# Preliminary Site Plan - Close



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# 2023 Demographics

1-MILE RADIUS



11,250

POPULATION

3-MILE RADIUS



122,420

POPULATION

5-MILE RADIUS



340,848

POPULATION

10-MILE RADIUS



1,340,000

POPULATION



5,878

DAYTIME POPULATION



89,927

DAYTIME POPULATION



201,206

DAYTIME POPULATION



792,046

DAYTIME POPULATION



12,306

PROJECTED POPULATION  
(2028)



135,024

PROJECTED POPULATION  
(2028)



372,040

PROJECTED POPULATION  
(2028)



1,480,000

PROJECTED POPULATION  
(2028)



\$133,548

AVERAGE HOUSEHOLD  
INCOME



\$112,364

AVERAGE HOUSEHOLD  
INCOME



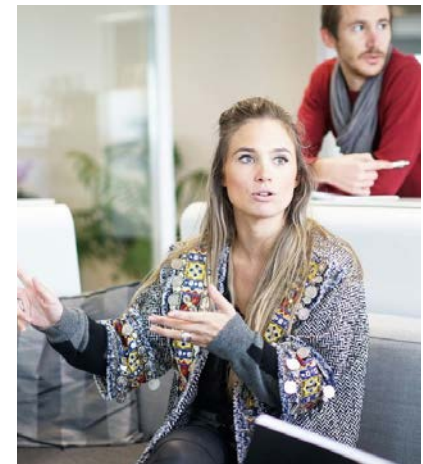
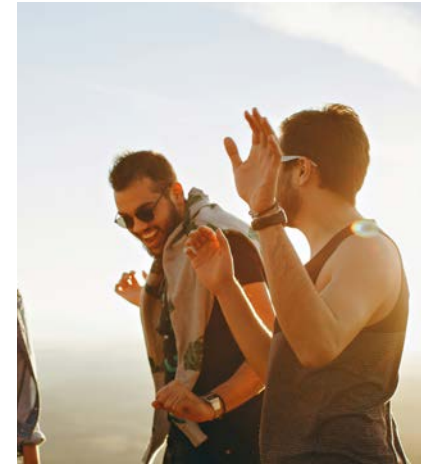
\$138,133

AVERAGE HOUSEHOLD  
INCOME



\$142,022

AVERAGE HOUSEHOLD  
INCOME





# Heritage Creekside

Heritage Creekside is a centrally located, 156 acre, mixed use development adjacent to the President George Bush Turnpike (PGBT) just west of North Central Expressway between Alma Road and Custer Road in Plano, Texas. It is an all-encompassing modern urban environment made up of creek-side urban apartments, townhomes and single-family homes all within walking distance from a mix of shops, restaurants, and offices.

Heritage Creekside celebrates and offers nature and green space as a fundamental community value. Existing creeks and tributaries flowing through the site have been stabilized and restored and are now woven through the development as a lovable part of the public realm, and “green infrastructure”.

**This is a community, connected.**



**FUTURE RETAIL/  
ENTERTAINMENT  
+/- 10 AC**

**153,974 VPD**

**21,984 VPD**

**WIPLANO PKWY**



**24,846 VPD**

**CUSTER RD**





**SITE**

**NEW COLLIN CREEK MIXED-USE DEVELOPMENT**

**Heritage Creekside**

**JCPenney**

**Marshall's**

**Subway**

**Mattress Firm**

**Ulta**

**Jared**

**Chick-fil-A**

**Fry's**

**CITY LINE**

**WHOLE FOODS MARKET**  
**TACO DINER**  
**SUPER CHIX**  
**CVS pharmacy**  
**Smashburger**

**RENNER RD**

**RENNER RD**

**15TH ST**

**15TH ST**

**14TH ST**

**PLANO PKWY**

**PLANO PKWY**

**161 TEXAS**

**75**

**CUSTER RD**

**ALMA DR**

**ALMA DR**

**Sigler Elementary**

**St. Mark Catholic School**

**Plano ISD Academy High School**

**Wilson Middle School**

**CALLOWAY'S**

**LEGACY TEXAS**

**CHASE**

**CHASE**

**WHEELER WARGO**

**Starbucks**

**BT Furnishings**

**DSW**

**petco**

**OLD NAVY**

**BEYOND BATH & BED**

**BARNEYS & NOBLE**

**MATTRESS FIRM**

**OUTBACK**

**ON THE BORDER**

**WORLD MARKET**

**Ashley**

**WORLD MARKET**

**AL's**

**the Vitamin Shoppe**

**ihop**

**June's Sell**

**MATTRESS HQ**

**OWENS**

**Bedrosians Tile & Stone**

**Golfsmith**

**EL FENIX**

**HOFFERS**

**Olive Garden**

**High Street Antiques & Design**

**LAW**

**Chick-fil-A**

**Chick-fil-A**

**Chick-fil-A**

**WHOLE FOODS MARKET**  
**TACO DINER**  
**SUPER CHIX**  
**CVS pharmacy**  
**Smashburger**

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**WHOLE FOODS MARKET**

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**WHOLE FOODS MARKET**

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**SUPER CHIX**

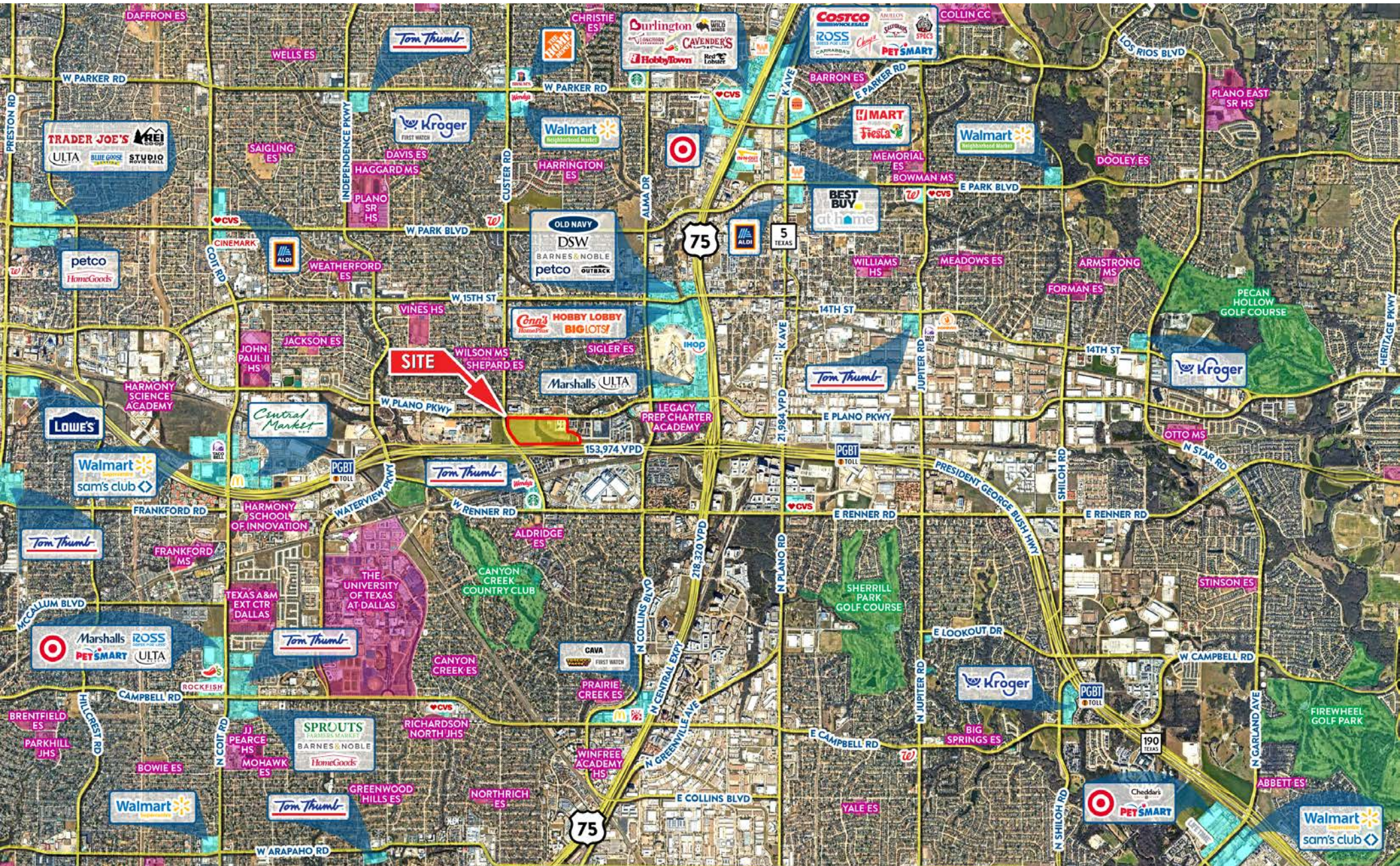
**CVS pharmacy**

**Smashburger**

**Chick-fil-A**



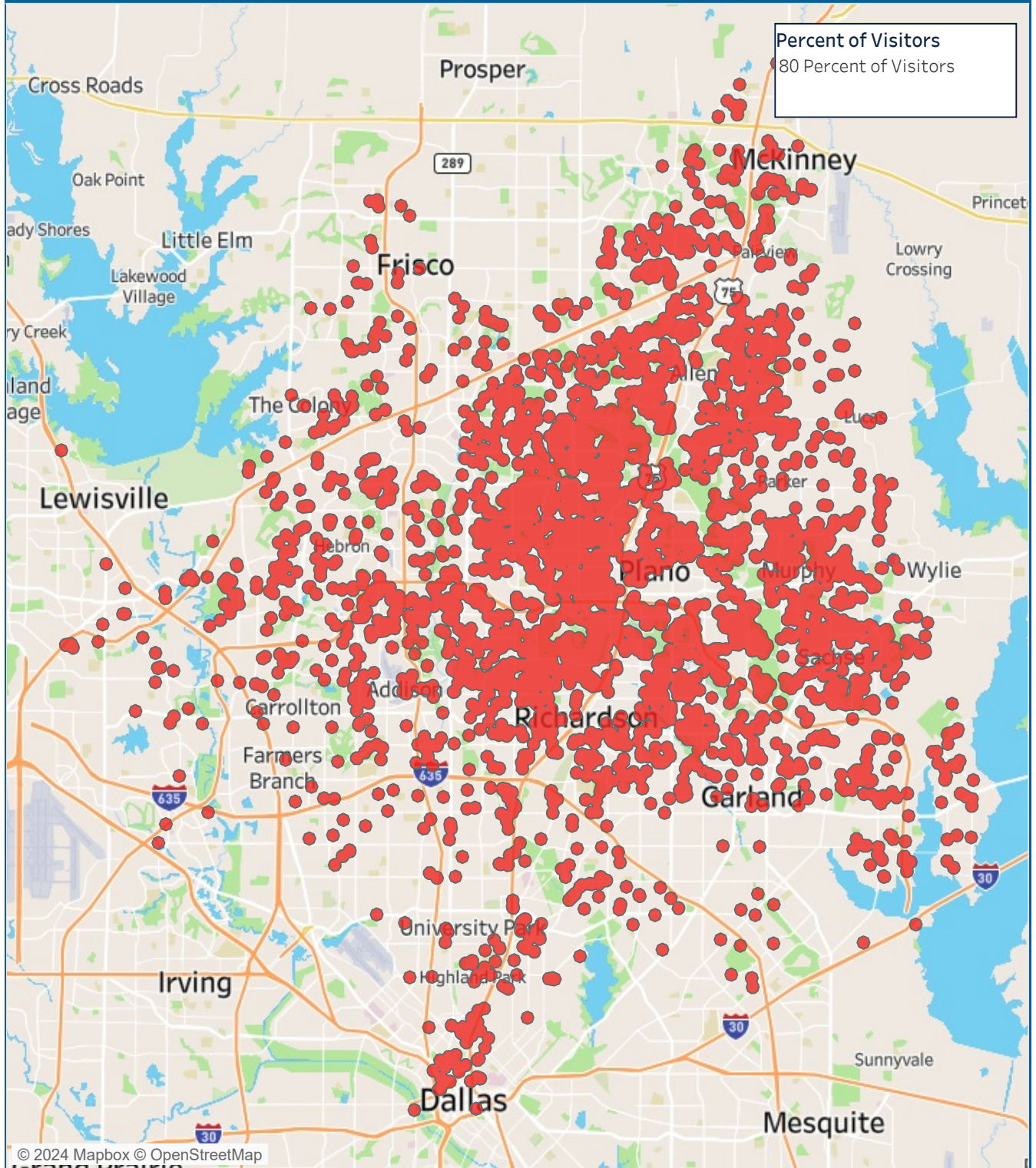
# Central Location



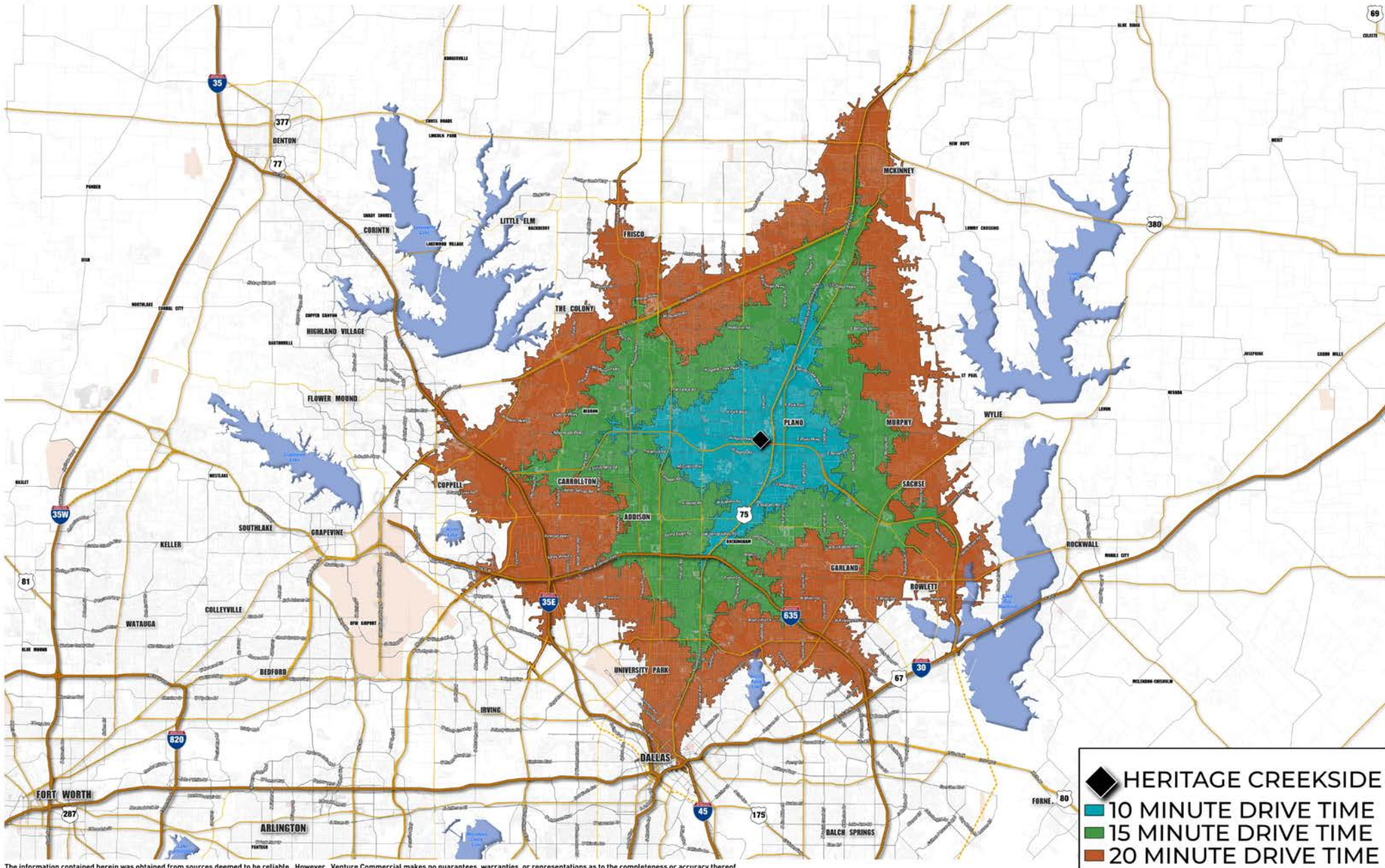
## True Trade Area Demographics

Average Drive Time in Trade Area	14.73 Mins
2023 Total Population	1,100,644
2023 Total Households	446,452
2023 5 Year Projected Population Growth	6.37%
2023 Total Daytime Population	1,320,956
% Total Hispanic/Latino Population	20.04%
% White	50.45%
% Black/African American	12.82%
% Asian	16.27%
Median Age	36
Average Household Income	\$129,127.00
Median Household Income	\$87,864.00

## True Trade Area Coverage by Distance in Minutes



# Drive Time Map



◆ HERITAGE CREEKSIDE  
■ 10 MINUTE DRIVE TIME  
■ 15 MINUTE DRIVE TIME  
■ 20 MINUTE DRIVE TIME

The information contained herein was obtained from sources deemed to be reliable. However, Venture Commercial makes no guarantees, warranties, or representations as to the completeness or accuracy thereof.

# Residential

When fully completed, Heritage Creekside will have over 1,300 residential units; several hundred attached and detached single-family houses, townhomes and apartment communities. Phase 1 and Phase 2 have been completed and Phase 3 is currently underway. Multifamily rents are the highest in the 5 mile radius and in high demand. 1,300 multifamily units have already been entitled and 962 units exist today. Phase 4 breaks ground in 2nd quarter of 2024 with 338 additional multifamily homes.





# Existing Entertainment/Retail

Heritage Creekside includes a variety of retail stores and eateries that complement the casual neighborhood experience. Whether you are on a lunch break or an evening out with family there is something for everyone.

Current Retail Tenants

RODEO GOAT



PAX &  
BENEFICIA  
COFFEE





13,852 VPD

ALMA DRIVE

21,984 VPD

PLANO PARKWAY

CISTERN SIGNAGE



UNDER CONTRACT  
3,270 SF

RODEO GOAT



FUTURE DEVELOPMENT LOT 4

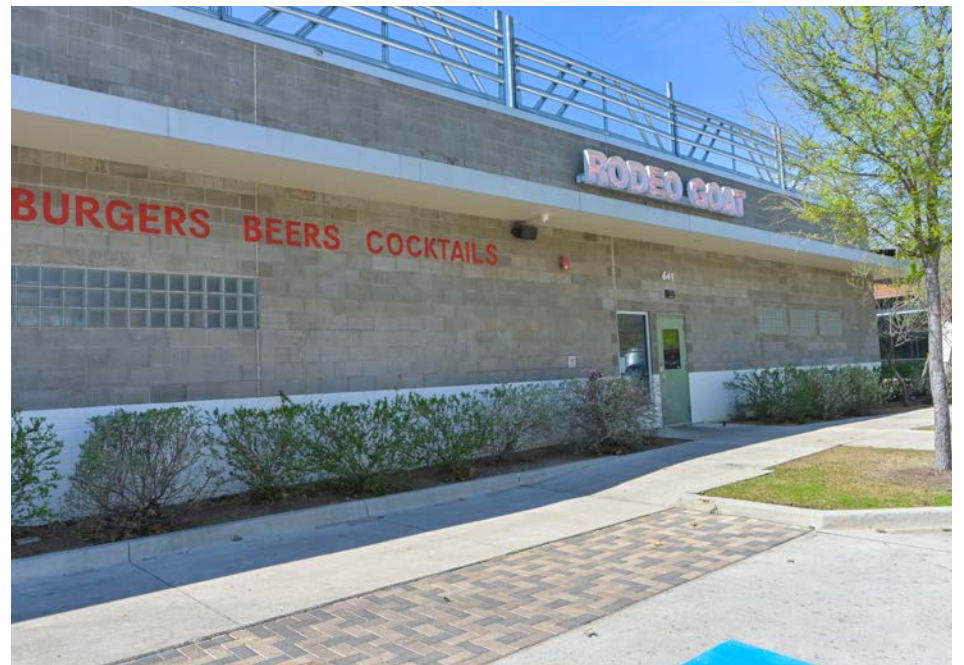
FUTURE DEVELOPMENT LOT 3

CISTERN SIGNAGE

PARK AREA



# Existing Tenants



# Heritage Creekside

The logo graphic for Heritage Creekside consists of a square divided into four quadrants. The top-left and bottom-right quadrants contain white wavy lines on a dark background, while the top-right and bottom-left quadrants are solid dark squares.

## Contact

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214.378.1212

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214.378.1212

 VENTURE

The Venture logo graphic features three white diagonal lines of varying lengths on the left side, followed by the word "VENTURE" in a bold, white, sans-serif font.





## Information About Brokerage Services

*Texas law requires all real estate license holders to give the following information about brokerage services to prospective buyers, tenants, sellers and landlords.*

**TYPES OF REAL ESTATE LICENSE HOLDERS:**

- **A BROKER** is responsible for all brokerage activities, including acts performed by sales agents sponsored by the broker.
- **A SALES AGENT** must be supervised by a broker to perform any services and works with clients on behalf of the broker.

**A BROKER'S MINIMUM DUTIES REQUIRED BY LAW (A client is the person or party that the broker represents):**

- Put the interests of the client above all others, including the broker's own interests;
- Inform the client of any material information about the property or transaction received by the broker;
- Answer the client's questions and present any offer to or counter-offer from the client; and
- Treat all parties to a real estate transaction honestly and fairly.

**A LICENSE HOLDER CAN REPRESENT A PARTY IN A REAL ESTATE TRANSACTION:**

- **AS AGENT OR SUBAGENT FOR OWNER (SELLER/LANDLORD):** The broker becomes the property owner's agent through an agreement with the owner, usually in a written listing to sell or property management agreement. A subagent represents the owner, not the buyer, through an agreement with the owner's broker. An owner's agent must perform the broker's minimum duties above and must inform the owner of any material information about the property or transaction known by the agent, including information disclosed to the agent or subagent by the buyer or buyer's agent.
- **AS AGENT FOR BUYER/TENANT:** The broker becomes the buyer/tenant's agent by agreeing to represent the buyer, usually through a written representation agreement. A buyer's agent must perform the broker's minimum duties above and must inform the buyer of any material information about the property or transaction known by the agent, including information disclosed to the agent by the seller or seller's agent.
- **AS AGENT FOR BOTH – INTERMEDIARY:** To act as an intermediary between the parties the broker must first obtain the written agreement of *each party* to the transaction. The written agreement must state who will pay the broker and, in conspicuous bold or underlined print, set forth the broker's obligations as an intermediary. A broker who acts as an intermediary:
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  - That the owner will accept a price less than the written asking price;
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**LICENSE HOLDER CONTACT INFORMATION:** This notice is being provided for information purposes. It does not create an obligation for you to use the broker's services. Please acknowledge receipt of this notice below and retain a copy for your records.

<b>Venture Commercial Real Estate, LLC</b>	<b>476641</b>	<b>info@venturedfw.com</b>	<b>214-378-1212</b>
Broker's Licensed Name or Primary Assumed Business Name	License No.	Email	Phone
<b>Michael E. Geisler</b>	<b>350982</b>	<b>mgeisler@venturedfw.com</b>	<b>214-378-1212</b>
Designated Broker's Name	License No.	Email	Phone
XXXXXXXXXXXXXXXXXXXXXXXXXXXX	XXXXXXXXXXXX	XXXXXXXXXXXXXXXXXXXXXXXXXXXX	XXXXXXXXXXXX
Agent's Supervisor's Name	License No.	Email	Phone
<b>Michael Kaplan</b>	<b>771801</b>	<b>mkaplan@venturedfw.com</b>	<b>214-378-1212</b>
Sales Agent/Associate's Name	License No.	Email	Phone

\_\_\_\_\_  
Buyer/Tenant/Seller/Landlord Initials

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Agent’s Supervisor’s Name	License No.	Email	Phone
<b>Amy Pjetrovic</b>	<b>550374</b>	<b>apjetrovic@venturedfw.com</b>	<b>214-378-1212</b>
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Agent's Supervisor's Name	License No.	Email	Phone
<b>Mia Ureña</b>	<b>748118</b>	<b>murena@venturedfw.com</b>	<b>214-378-1212</b>
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