

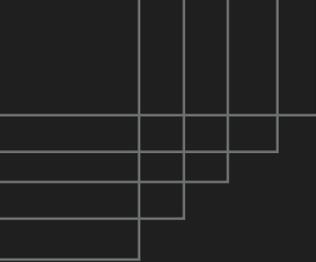
NINP

LBK

NORTHWEST PASSAGE

URSULINE AVENUE + SLIDE ROAD, LUBBOCK, TEXAS 79416

McDougal
COMMERCIAL®



01

DEVELOPMENT

Overview | Highlights | Location

02

PROXIMITY MAP

Retail | Commercial

03

GENERAL PLAT MAP

Overview of the Development

04

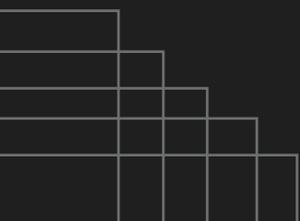
DETAILED MAPS

Zoning + Pricing

06

ESRI

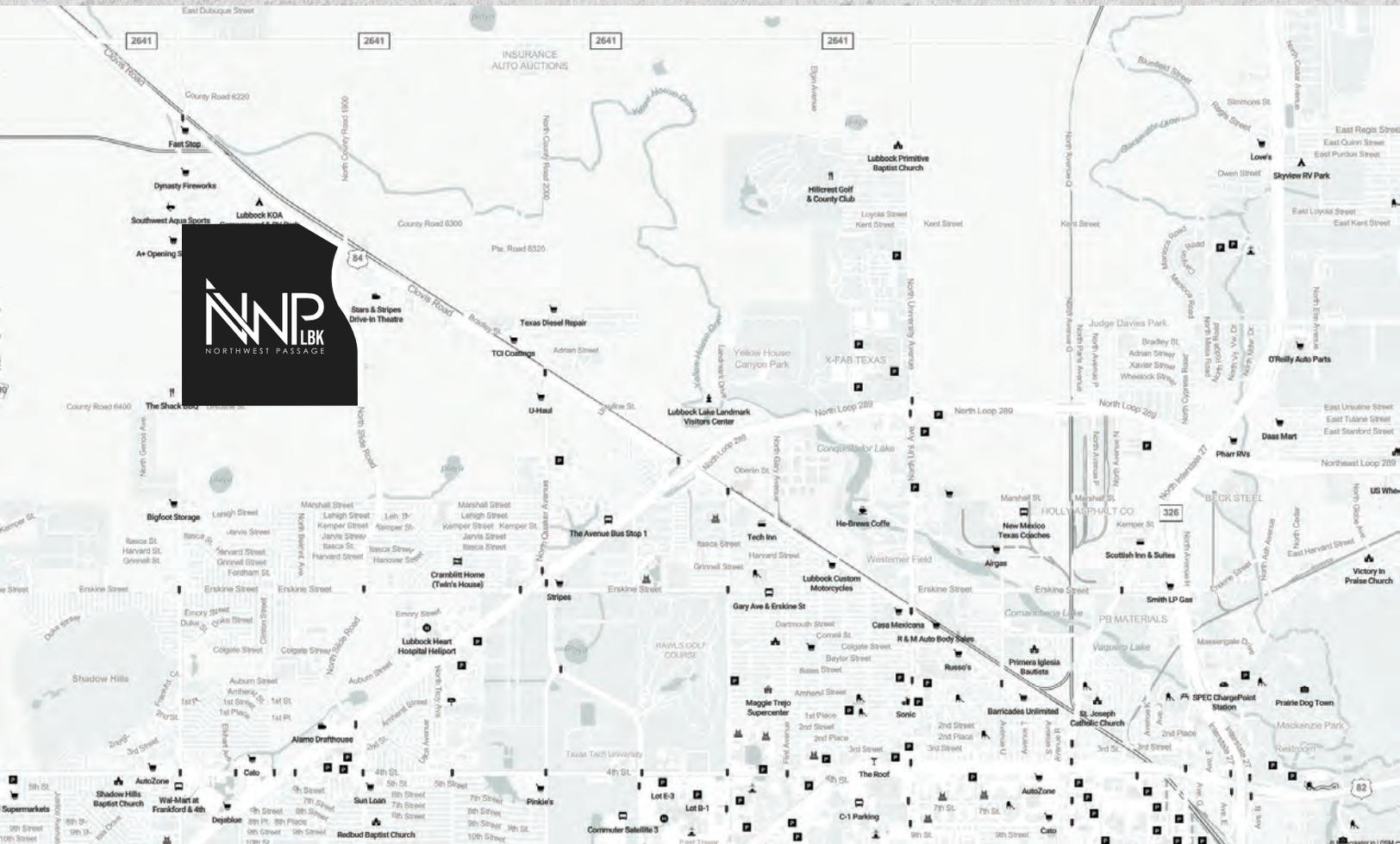
Executive Summary



DEVELOPMENT

This premium development land is located in the rapidly expanding corner of Northwest Lubbock. Preview the features of the development:

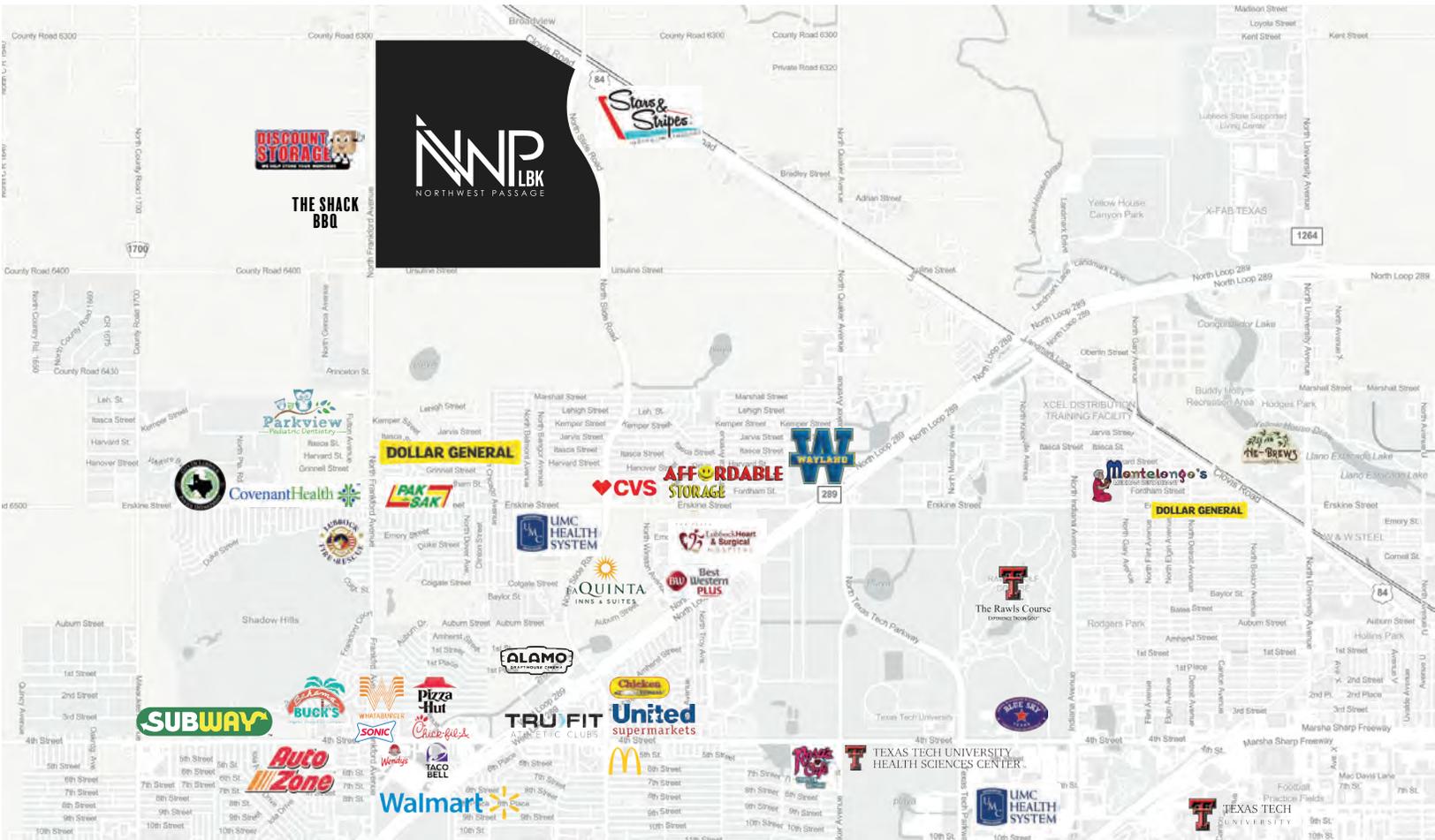
- 1,000+ Acres
- 10+ Mixed-use commercial, residential and multi-family tracts
- 700+ Single-family residential lots in next residential phases
- Development will be divided
- Housing opportunities near major universities and medical centers
- High-visibility corridor and public accessibility
- Slide Road extension through Northwest Passage NOW OPEN
- **LISD School District**
- **Commercial and residential tracts available**
- **Residential lots available**
- **Water, sewer, and drainage work has been completed**
- **Close proximity to Texas Tech University and the Medical District**



806.793.0703 | MCDUGAL.COM



PROXIMITY MAP



LIST OF BUSINESSES NEAR NORTHWEST PASSAGE:

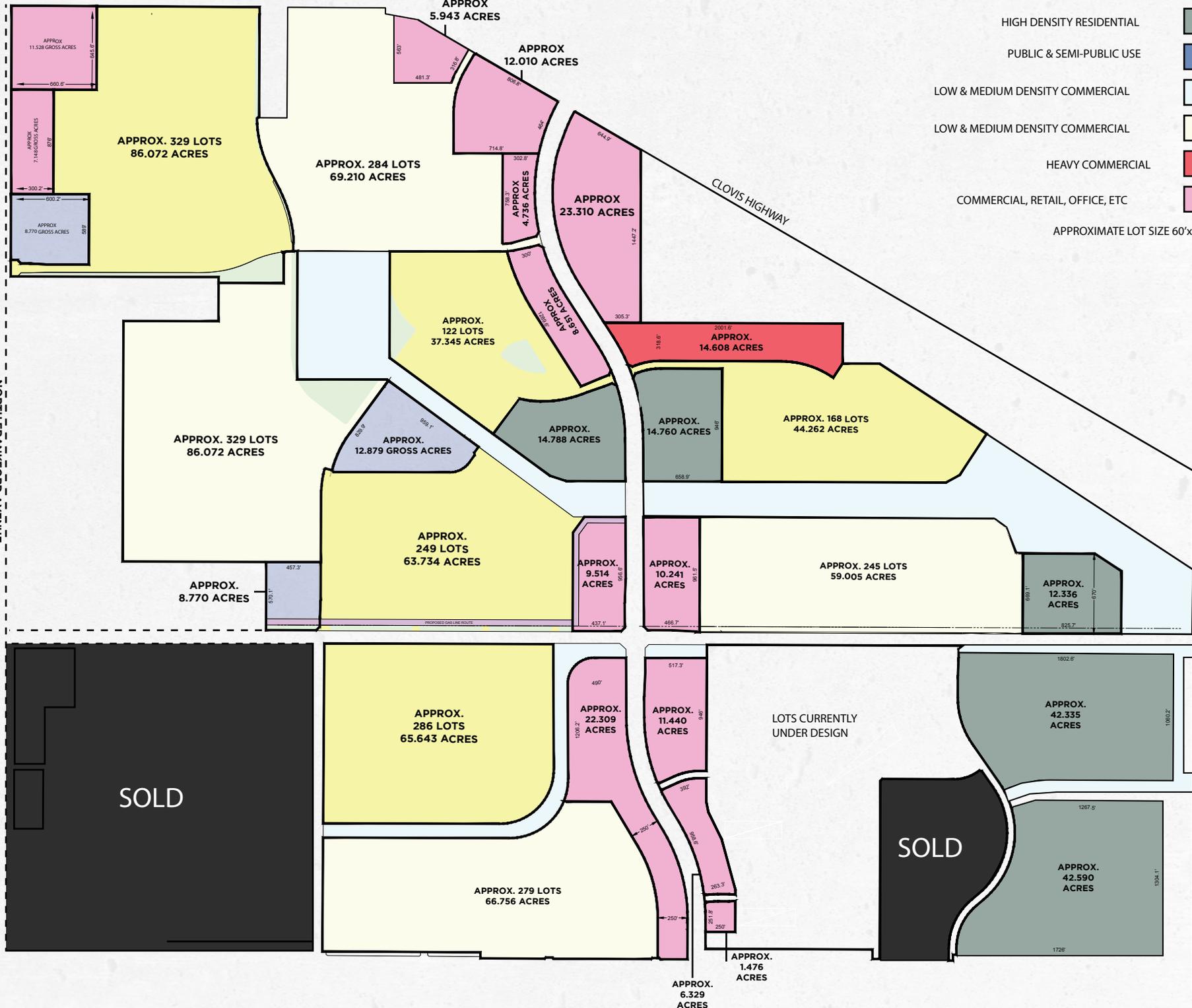
- Discount Storage
- The Shack BBQ
- Parkview Pediatric Dentistry
- Covenant Health Urgent Care
- Dollar General
- Pak N' Sak
- Bahama Bucks
- Subway
- AutoZone
- Tea2Go
- Whataburger
- Wendy's
- Taco Bell
- CVS Pharmacy
- Affordable Storage
- UMC Health System
- Pizza Hut
- Chic-fil-A
- Sonic
- TruFit Athletic Clubs
- United Supermarkets
- Chicken Express
- McDonald's
- Alamo Draught House
- Rosa's
- Wayland Baptist University
- Texas Tech University



806.793.0703 | MCDUGAL.COM



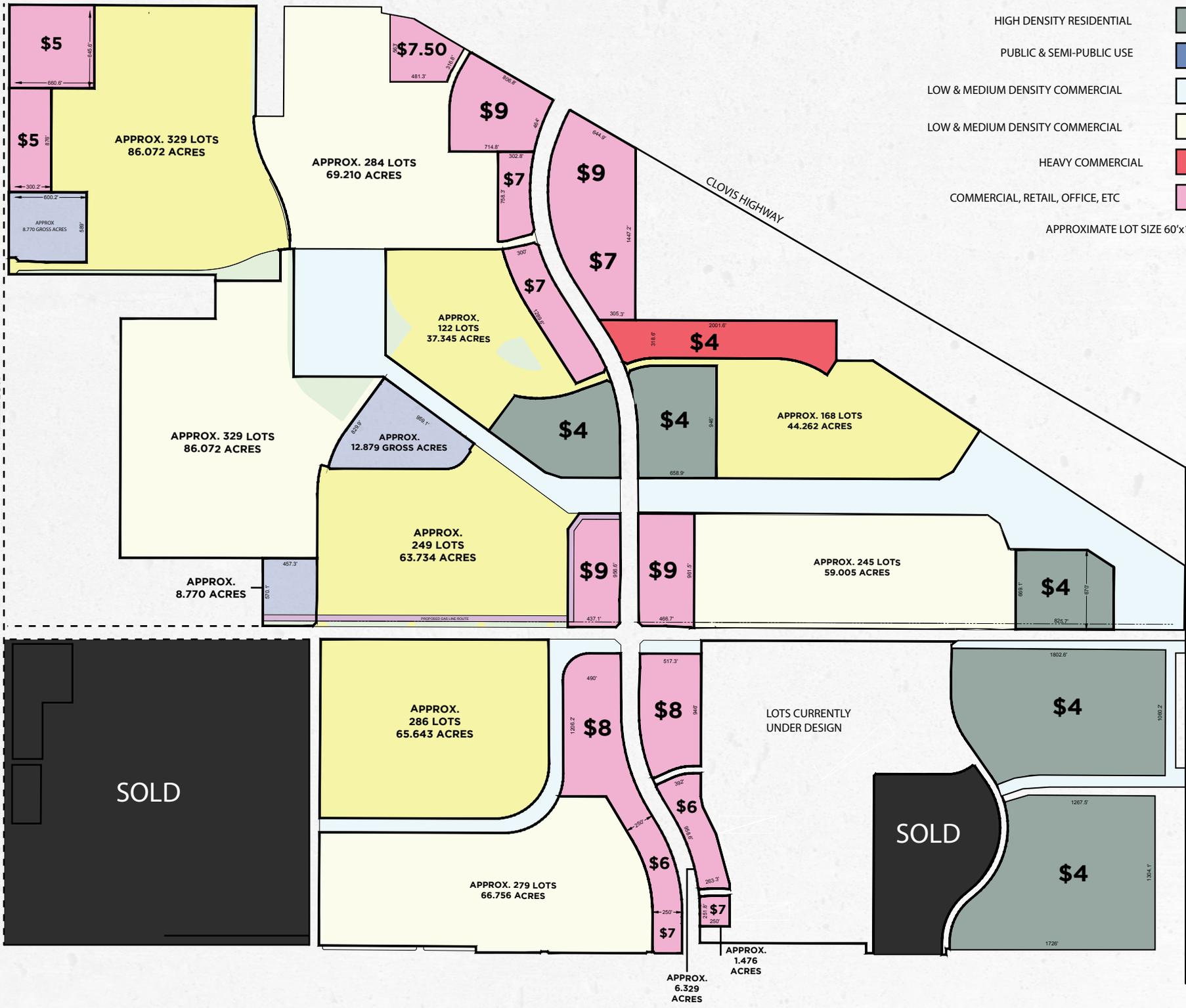
NORTH FRANKFORD AVENUE



- HIGH DENSITY RESIDENTIAL
- PUBLIC & SEMI-PUBLIC USE
- LOW & MEDIUM DENSITY COMMERCIAL
- LOW & MEDIUM DENSITY COMMERCIAL
- HEAVY COMMERCIAL
- COMMERCIAL, RETAIL, OFFICE, ETC
- APPROXIMATE LOT SIZE 60'x120'

GENERAL PLAT MAP

NORTH FRANKFORD AVENUE



- HIGH DENSITY RESIDENTIAL
 - PUBLIC & SEMI-PUBLIC USE
 - LOW & MEDIUM DENSITY COMMERCIAL
 - LOW & MEDIUM DENSITY COMMERCIAL
 - HEAVY COMMERCIAL
 - COMMERCIAL, RETAIL, OFFICE, ETC
- APPROXIMATE LOT SIZE 60'x120'

PRICING PLAT MAP

NORTH QUAKER AVE



Executive Summary

Lubbock City, TX 3
Lubbock City, TX (4845000)
Geography: Place

Prepared by Esri

Lubbock city,...

Population

2010 Population	231,861
2020 Population	257,147
2022 Population	263,561
2027 Population	271,919
2010-2020 Annual Rate	1.04%
2020-2022 Annual Rate	1.10%
2022-2027 Annual Rate	0.63%
2022 Male Population	49.2%
2022 Female Population	50.8%
2022 Median Age	32.1

In the identified area, the current year population is 263,561. In 2020, the Census count in the area was 257,147. The rate of change since 2020 was 1.10% annually. The five-year projection for the population in the area is 271,919 representing a change of 0.63% annually from 2022 to 2027. Currently, the population is 49.2% male and 50.8% female.

Median Age

The median age in this area is 32.1, compared to U.S. median age of 38.9.

Race and Ethnicity

2022 White Alone	58.6%
2022 Black Alone	10.2%
2022 American Indian/Alaska Native Alone	1.1%
2022 Asian Alone	3.7%
2022 Pacific Islander Alone	0.1%
2022 Other Race	11.7%
2022 Two or More Races	14.5%
2022 Hispanic Origin (Any Race)	36.1%

Persons of Hispanic origin represent 36.1% of the population in the identified area compared to 19.0% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 79.0 in the identified area, compared to 71.6 for the U.S. as a whole.

Households

2022 Wealth Index	69
2010 Households	89,261
2020 Households	100,566
2022 Households	103,069
2027 Households	106,501
2010-2020 Annual Rate	1.20%
2020-2022 Annual Rate	1.10%
2022-2027 Annual Rate	0.66%
2022 Average Household Size	2.46

The household count in this area has changed from 100,566 in 2020 to 103,069 in the current year, a change of 1.10% annually. The five-year projection of households is 106,501, a change of 0.66% annually from the current year total. Average household size is currently 2.46, compared to 2.45 in the year 2020. The number of families in the current year is 59,846 in the specified area.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

Source: U.S. Census Bureau. Esri forecasts for 2022 and 2027. Esri converted Census 2010 data into 2020 geography.



Executive Summary

Lubbock City, TX 3
Lubbock City, TX (4845000)
Geography: Place

Prepared by Esri

Lubbock city,...

Mortgage Income

2022 Percent of Income for Mortgage 16.9%

Median Household Income

2022 Median Household Income \$57,763

2027 Median Household Income \$66,717

2022-2027 Annual Rate 2.92%

Average Household Income

2022 Average Household Income \$82,216

2027 Average Household Income \$95,486

2022-2027 Annual Rate 3.04%

Per Capita Income

2022 Per Capita Income \$32,330

2027 Per Capita Income \$37,576

2022-2027 Annual Rate 3.05%

Households by Income

Current median household income is \$57,763 in the area, compared to \$72,414 for all U.S. households. Median household income is projected to be \$66,717 in five years, compared to \$84,445 for all U.S. households

Current average household income is \$82,216 in this area, compared to \$105,029 for all U.S. households. Average household income is projected to be \$95,486 in five years, compared to \$122,155 for all U.S. households

Current per capita income is \$32,330 in the area, compared to the U.S. per capita income of \$40,363. The per capita income is projected to be \$37,576 in five years, compared to \$47,064 for all U.S. households

Housing

2022 Housing Affordability Index 130

2010 Total Housing Units 96,702

2010 Owner Occupied Housing Units 48,926

2010 Renter Occupied Housing Units 40,337

2010 Vacant Housing Units 7,441

2020 Total Housing Units 111,250

2020 Vacant Housing Units 10,684

2022 Total Housing Units 115,235

2022 Owner Occupied Housing Units 56,678

2022 Renter Occupied Housing Units 46,391

2022 Vacant Housing Units 12,166

2027 Total Housing Units 120,523

2027 Owner Occupied Housing Units 59,122

2027 Renter Occupied Housing Units 47,379

2027 Vacant Housing Units 14,022

Currently, 49.2% of the 115,235 housing units in the area are owner occupied; 40.3%, renter occupied; and 10.6% are vacant. Currently, in the U.S., 58.2% of the housing units in the area are owner occupied; 31.8% are renter occupied; and 10.0% are vacant. In 2020, there were 111,250 housing units in the area and 9.6% vacant housing units. The annual rate of change in housing units since 2020 is 1.58%. Median home value in the area is \$185,623, compared to a median home value of \$283,272 for the U.S. In five years, median value is projected to change by 7.19% annually to \$262,673.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

Source: U.S. Census Bureau. Esri forecasts for 2022 and 2027. Esri converted Census 2010 data into 2020 geography.

McDougal Developments

Overton Park Redevelopment

The largest privately-funded development project in US History

McDougal Company's largest project to date was transforming the 325-acre neighborhood between Texas Tech University and Downtown Lubbock. Prior to redevelopment, despite being home to only 2% of Lubbock's population, North Overton represented 28% of the city's crime.

McDougal Companies transformed North Overton from a crime-riddled, blighted area to a thriving and economically flourishing community now known as Overton Park.

When the project started in 1999, North Overton property values were \$26 million. Today, assessed property values are approaching \$1.6 billion.

Downtown Redevelopment

McDougal Companies continues its role as the Lubbock Downtown Redevelopment master developer.

McDougal Land Company is leading the redevelopment of over 600 acres in Downtown Lubbock's Central Business District. The area spans from Marsha Sharp Freeway to 19th Street (north-south) and from Avenue Q to I-27 (east-west), with a focus on mixed-use features such as shopping centers, student housing, retail, hotels, bicycle paths, green space, and parking garages.

The City's 2040 Land Use Plan guides the process, and the redevelopment has already seen over \$60 million in new construction permits. Notable projects include the NTS Tower Renovation, Cotton Court Hotel, Buddy Holly Hall of Performing Arts and Sciences, SPC Downtown Lubbock Center, Wells Fargo Building, and Millsap Building.

The downtown project is expected to increase area values to over \$800 million by 2030. Follow the progress at DowntownLBK.us and the City of Lubbock.

McDougal
COMMERCIAL®



806.793.0703 | MCDOUGAL.COM

