

BELL BLVD

Cedar Park, Texas

- ◆ Prime S Bell Boulevard Location
- ◆ Strong Visibility & Traffic Exposure

- ◆ High-Growth Development Opportunity
- ◆ Near Major National Retailers



EXECUTIVE SUMMARY

Presenting a prime ± 0.82 -acre commercial land opportunity along Bell Blvd in Cedar Park. This highly visible development site offers exceptional exposure and accessibility within one of the area's fastest-growing commercial corridors, positioned in close proximity to the H-E-B Center and multiple Walmart Supercenters.

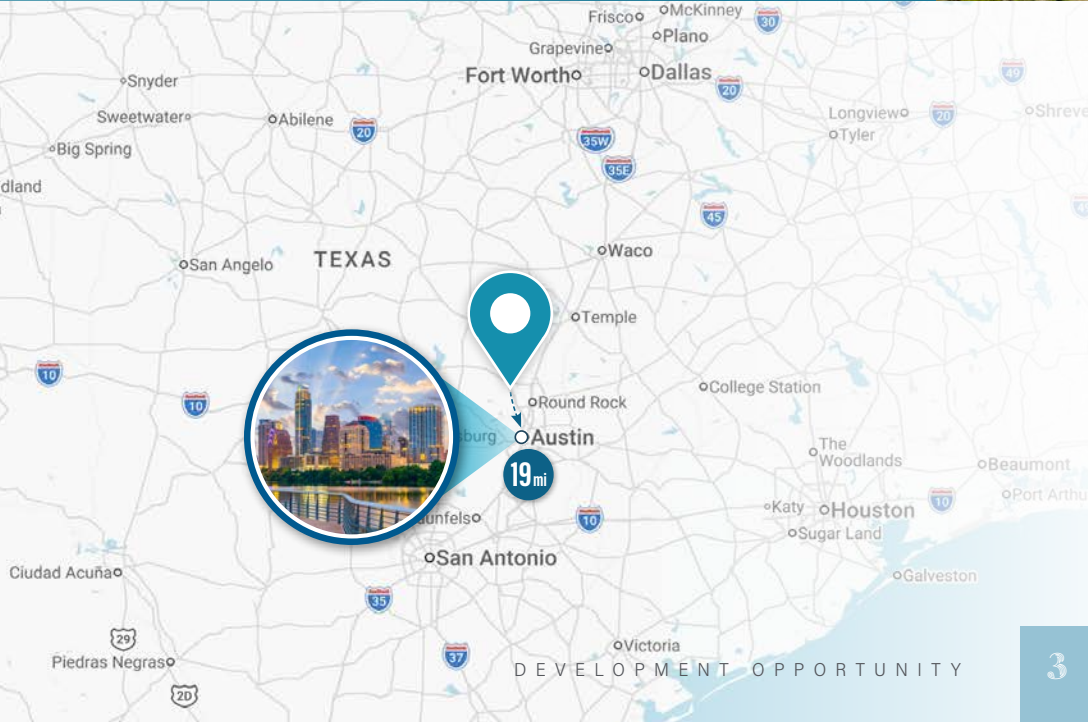
Located along the highly trafficked Bell Boulevard corridor in Cedar Park, this site benefits from strong visibility, steady consumer traffic, and close proximity to major retail, entertainment, and dining destinations. The property is positioned near the **H-E-B Center at Cedar Park** and multiple **Walmart Supercenters**, with surrounding national retailers including **H-E-B, Target, Costco Wholesale, The Home Depot, Academy Sports + Outdoors, Lowe's, PetSmart, Chick-fil-A, Starbucks**, and more. Convenient access to the 183A Toll Road and 45 Highway further enhances regional connectivity and accessibility throughout the greater Austin metro area.

Cedar Park is one of the fastest-growing communities in Central Texas, offering a strong economic foundation, continued residential expansion, and a rapidly evolving commercial landscape. Located just northwest of Austin, Cedar Park continues to attract new residents, businesses, and large-scale mixed-use developments, making it an increasingly desirable destination for future retail and commercial investment opportunities.



PROPERTY OVERVIEW

Address:	977 S Bell Blvd, Cedar Park, TX 78613
Concept:	Development Opportunity
Price:	\$1,050,000
Lot Size (AC):	±0.82 Acres
Traffic Count:	S Bell Blvd: 36,241 CPD



DEMOGRAPHICS

	3 MILES	5 MILES	10 MILES
2025 Estimated Population	99,893	221,423	603,469
2025 Estimated Households	40,528	86,545	250,605
2030 Projected Households ▲	41,856	87,217	260,051
2025 Estimated Average Household Income	\$156,195	\$171,384	\$163,799
2025 Daytime Population	62,339	112,919	369,484
2025 College Education or Higher	39,636	90,872	244,196

OPPORTUNITIES



RESTAURANT OF CAFE

Located on S Bell Boulevard in Cedar Park, this ±0.82-acre commercial development opportunity presents a prime location for retail, restaurant, medical, or service-oriented development within one of the area's fastest-growing corridors. Positioned along a highly traveled roadway with strong visibility and accessibility, the site benefits from surrounding residential expansion, ongoing mixed-use development, and steady consumer traffic throughout the Cedar Park trade area. The property is located near major retail and entertainment destinations, further supporting long-term growth and daily activity in the corridor. A well-designed project incorporating outdoor seating, drive-thru access, or walk-up functionality could capitalize on Cedar Park's continued population growth and expanding commercial landscape.



RETAIL

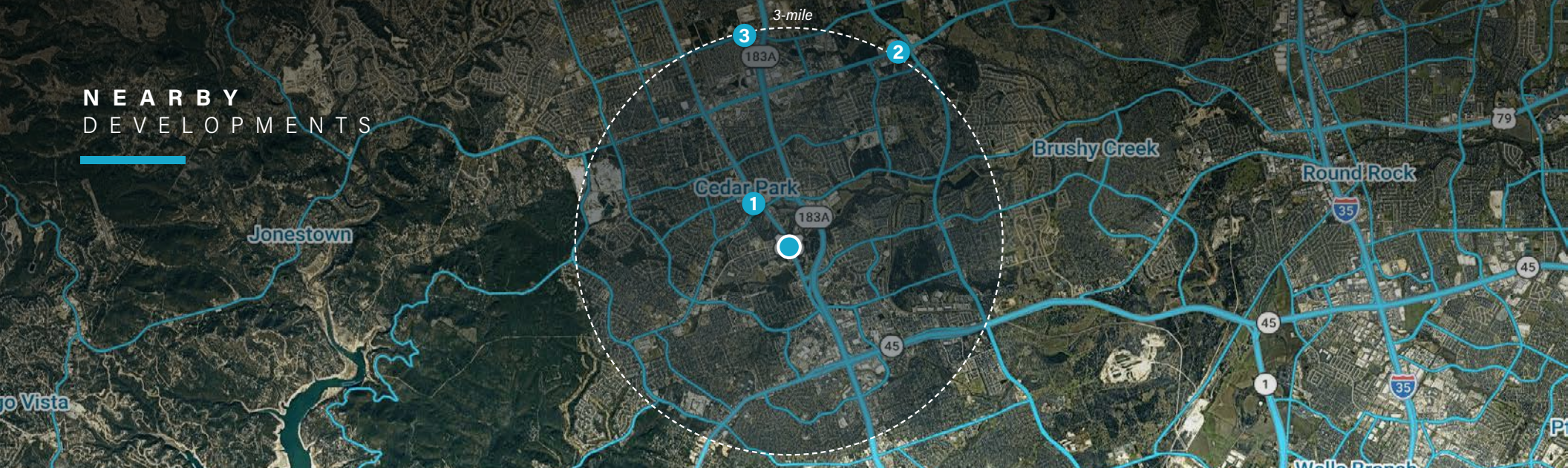
Retail development at this S Bell Boulevard site presents an excellent opportunity for a small to mid-sized retail, restaurant, or service-oriented concept within Cedar Park's rapidly growing commercial corridor. With strong visibility, accessibility, and consistent consumer traffic, the property is well suited for a boutique retailer, café, medical user, convenience concept, or drive-thru business. The site benefits from close proximity to multiple Walmart Supercenters and the H-E-B Center at Cedar Park, placing it within an active trade area supported by expanding residential growth, ongoing mixed-use development, and increasing consumer demand throughout the Cedar Park market. The property presents a compelling opportunity within one of Central Texas' fastest-growing communities.

LOCATED IN A

Prime Cedar Park Trade Area



NEARBY DEVELOPMENTS



1. Bell District Block B: The Residences at Bell (Residential / Mixed-Use)

Boston-based General Investment and Development (GID) filed with the Texas Department of Licensing and Regulation in March 2026 to construct The Residences at Bell, a 194-unit multifamily project within the Bell District on the same Bell Boulevard corridor as the subject property. The 462,000-square-foot building will include structured parking, amenity space, and an outdoor pool courtyard. Construction is targeted to begin November 2026 with completion in November 2028. The project is part of the 54-acre Bell District master plan by RedLeaf Properties in partnership with the City of Cedar Park, which envisions 1,200 to 1,500 apartment units, retail, restaurants, and office space over five to seven years. The Cedar Park Public Library and Bell Park have already opened as the district's anchors.

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2. Indigo Ridge South: 100-Acre Mixed-Use Planned Development (Commercial / Residential / Office)

On April 23, 2026, Cedar Park City Council approved a rezoning request for the roughly 100-acre Indigo Ridge South site, clearing a key entitlement hurdle for one of Cedar Park's largest remaining infill development opportunities. The project, located on the south side of East Whitestone Boulevard east of West Parmer Lane, is now a planned development district supporting mixed-use, commercial, employment, and residential uses. The updated plan includes additional acreage, roadway extensions, and landscape buffering to protect adjacent residential neighborhoods. At full buildout, the site may accommodate up to 1,500 residential units alongside significant commercial and office development. The rezoning approval further supports continued long-term growth and investment activity along the East Whitestone corridor.

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3. Perfect Game Sports Complex: 80-Acre Tournament Destination (Sports / Hospitality / Commercial)

Cedar Park City Council approved an updated timeline in September 2025 for the Perfect Game sports complex, an 80-plus-acre destination development at the southeast corner of Ronald Reagan Boulevard and New Hope Drive. The project, backed by Perfect Game Inc. and developed by Austin Capital Advisors, will include 16 tournament-grade baseball and softball fields, a 300-room hotel, restaurants, retail space, and Perfect Game's headquarters. Construction is expected to begin in January 2027 with completion by January 2029. The facility is projected to attract 500,000 to 750,000 annual visitors, generating significant tourism and hospitality demand for the Cedar Park trade area while further strengthening Cedar Park's position as a regional sports and entertainment destination.

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Cedar Park, Texas



ECONOMICS & DEVELOPMENT

Economic development in Cedar Park is driven by rapid population growth, expanding residential communities, and continued investment in commercial and mixed-use development. The city has emerged as one of the fastest-growing communities in Texas, attracting new businesses, healthcare providers, and retail destinations that continue to fuel job creation and long-term investment. Cedar Park has experienced significant commercial growth with new restaurants, entertainment venues, retail centers, and community gathering spaces that strengthen the area's appeal and quality of life. The area's highly rated schools and strong workforce continue to reinforce Cedar Park's position as a desirable community within the greater Austin MSA.

ENTERTAINMENT & COMMUNITY

Cedar Park offers a highly desirable suburban lifestyle supported by strong retail, entertainment, and recreational amenities throughout the North Austin corridor. The city is home to major shopping destinations, parks, and entertainment venues that attract residents and visitors from across the region. H-E-B Center at Cedar Park hosts concerts, sporting events, and community gatherings, while nearby parks and trails provide additional outdoor recreation opportunities. Cedar Park's strong schools and proximity to Austin continue to reinforce the city's appeal as one of Central Texas' most desirable communities.



Austin®

The Austin–Round Rock–San Marcos MSA, one of the fastest-growing regions in the United States, anchors Central Texas with a strong mix of technology innovation, cultural influence, and economic growth. Centered around Austin and extending through Round Rock and San Marcos, the region is known for its thriving tech industry, live music scene, and outdoor lifestyle. With scenic waterways, major universities, and access to the Texas Hill Country, the area attracts residents and businesses alike.

Strategically positioned along Texas' Interstate 35 corridor, the Austin–Round Rock–San Marcos MSA provides convenient access to major cities like Dallas (195 miles to the north), Houston (165 miles to the east), and San Antonio (80 miles to the south). Austin-Bergstrom International Airport connects the region to key national destinations, while the area's growing infrastructure continues to support tourism, commerce, and economic development.



*Austin, TX — No. 1 Capital City to Live in the U.S.
MySA, 2026*

2.57 M

ESTIMATED
POPULATION

\$152,663

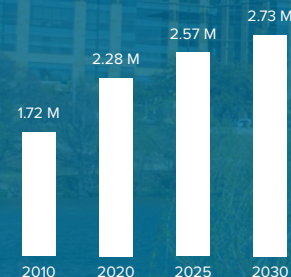
AVERAGE
HOUSEHOLD INCOME

1.51 M

DAYTIME
POPULATION

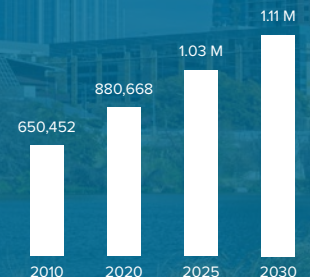
Austin MSA Population Snapshot

SOURCE: SITES USA, 2025, AUSTIN MSA



Austin MSA Household Snapshot

SOURCE: SITES USA, 2025, AUSTIN MSA



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SPECIAL COVID-19 NOTICE

All potential buyers are strongly advised to take advantage of their opportunities and obligations to conduct thorough due diligence and seek expert opinions as they may deem necessary, especially given the unpredictable changes resulting from the continuing COVID-19 pandemic. Marcus & Millichap has not been retained to perform, and cannot conduct, due diligence on behalf of any prospective purchaser. Marcus & Millichap's principal expertise is in marketing investment properties and acting as intermediaries between buyers and sellers. Marcus & Millichap and its investment professionals cannot and will not act as lawyers, accountants, contractors, or engineers. All potential buyers are admonished and advised to engage other professionals on legal issues, tax, regulatory, financial, and accounting matters, and for questions involving the property's physical condition or financial outlook. Projections and pro forma financial statements are not guarantees and, given the potential volatility created by COVID-19, all potential buyers should be comfortable with and rely solely on their own projections, analyses, and decision-making.)

Activity ID: ZAH1050185



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