

PRIME INVESTMENT OPPORTUNITY

**LEANDER · CEDAR PARK ETJ ·
3.2 ACRES · GATED · EXPLODING GROWTH**

Ronald Reagan



New Hope



102 COUNTY ROAD 180

LEANDER, TX · CEDAR PARK ETJ · WILLIAMSON COUNTY

**½ MI · PERFECT
GAME HQ**

16 FIELDS

60K SF RETAIL

600-ROOM HOTEL

APPLE CAMPUS

H-E-B CENTER

SCHEELS

**PROXIMITY
COMMERCIAL ADVISORS**

ZACH ROESINGER · BROKER ASSOCIATE

CALL OR TEXT 512.949.1418

102 COUNTY ROAD 180 | LEANDER, TX

½ Mile
<5 min 



- ★ **3.2 acres**
- ★ **Cedar Park ETJ**
- ★ **2,539 SF House**
- ★ **1,920 SF 4-car Garage**
- ★ **2,000 SF Workshop**

The Property

3.20 gated acres · three structures · deep rectangular lot


102 Co Rd 180

Confidentiality & Disclaimer

Confidentiality.

This Offering Memorandum is provided to Proximity Commercial Advisors clients on a limited number of qualified prospective purchasers. By accepting this document the recipient agrees to keep its contents confidential, to use the information solely to evaluate the subject property, and to return or destroy this document on request.

No Representation.

Information herein has been obtained from sources deemed reliable — including occupant, Williamson County tax records, U.S. Census Bureau, Texas Demographics Center, Austin Business Journal, City of Cedar Park PIO, Opportunity Austin, Perfect Game Inc., development announcements, and other public sources — but Proximity Commercial Advisors makes no representation as to accuracy and assumes no obligation to update. Prospective purchasers should conduct independent due diligence including survey, title, environmental, zoning, and financial verification.

Forward-Looking Statements.

Demographic and growth projections — including population, employment, and development projections — are estimates only and are not guaranteed. The corridor analysis is illustrative and for discussion purposes only; past performance is not indicative of future results. Buyer assumes all market risk.

Brokerage.

Zach Roesinger is a Texas-licensed commercial real estate sales agent (TREC #733765), sponsored by Leigh Anne Ahr, CCIM, of Proximity Commercial Advisors. The TREC [Information About Brokerage Services](#) and Consumer Protection notices are available upon request and posted on the IABS page at proxcomm.net.

The Offering

An income-producing site in the path of \$2B+ of active development.

Proximity Commercial Advisors is pleased to present 102 County Road 180, Leander, TX — a 3.20-acre commercial site in the Cedar Park ETJ, anchored by three income-ready structures and roughly two acres of unimproved, fenceable land. The property sits approximately two miles from the future Perfect Game national tournament complex and within five miles of more than \$2 billion in active mixed-use, retail, sports, and hospitality development.

The investment thesis is simple: acquire a multi-asset site that can be cash-flowed on day one across four distinct income streams — short-term rental of the residence, lease of the conditioned office/garage, lease of the workshop, and outdoor storage of the unimproved yard — while the surrounding corridor matures into one of the most concentrated growth nodes in the United States.



WILLIAMSON COUNTY

10th-fastest-growing county in the U.S. Cedar Park / Leander corridor is the highest-velocity submarket within it.

PERFECT GAME · 2 MILES

16-field national tournament complex; 500K–750K projected annual visitors. Construction Jan 2027 – Jan 2029.

FOUR-STREAM INCOME

Residence, conditioned office, workshop, and outdoor yard — each leasable independently from day one.

DEVELOPMENT OPTIONALITY

ETJ flexibility supports flex/IOS, multifamily, townhome, hospitality, and bar/restaurant futures.

At a Glance

Property profile and site characteristics.

Property Type	Mixed-Use Commercial (three structures + yard)
Lot Size	3.20 AC · 139,392 SF
Improvements	2,539 SF residence + 1,920 SF garage/office + 2,000 SF workshop
Stories	2 (residence)
Year Built	1993 · effective 2000
Construction	Masonry; slab foundation; hardwood floors; fireplace
HVAC	Central heat + multiple AC units; conditioned office/garage
Utilities	Electric (PEC); propane (owned tank); private well; septic
Parking	10+ spaces; gated; deep rectangular lot
Zoning / Jurisdiction	Cedar Park ETJ · Williamson County only
County / APN	Williamson · R334670
Subdivision	Fawn Meadows, Lots 4 & 5 (two underlying lots)
Coordinates	30.5469° N, -97.7966° W
Access	Off Ronald Reagan Blvd via Old CR 180; caliche + paved

SITE PROFILE

Gated 3.20-Acre Commercial Site

Three structures arranged along a single drive aisle, with approximately two acres of unimproved yard suitable for outdoor storage, trailer parking, RV / boat storage, or future flex pad development.

Direct neighbors include luxury new-construction residential along the north boundary and active commercial users to the east — a hybrid edge that supports both service-business clientele and residential short-term-rental demand.

Three Structures on 3.20 Acres

Each building leasable as a stand-alone income stream.

STRUCTURE 01

2,539 SF

Two-Story Residence

Four bedrooms, two-and-a-half baths across two levels. Masonry exterior, hardwood floors, family-room fireplace, refreshed black metal roof. Configured as a single-family home; supports short-term-rental income, executive corporate housing for tournament families, or live/work for an owner-operator.

STRUCTURE 02

1,920 SF

HVAC 4-Car Garage + Office

Climate-controlled detached building with roll-up bay access and finished interior. Operates as a four-car garage, conditioned shop, or remodeled office. Best fit for small-business lease, professional services, contractor headquarters, or specialty automotive / fabrication.

STRUCTURE 03

2,000 SF

Workshop

Metal-frame, slab-on-grade workshop with overhead clearance and roll-up door. Non-conditioned but power-served. Suited to trades, fabrication, equipment rental, marine / RV service, motorcycle repair, or covered storage for high-value assets.

Four Income-Ready Opportunities



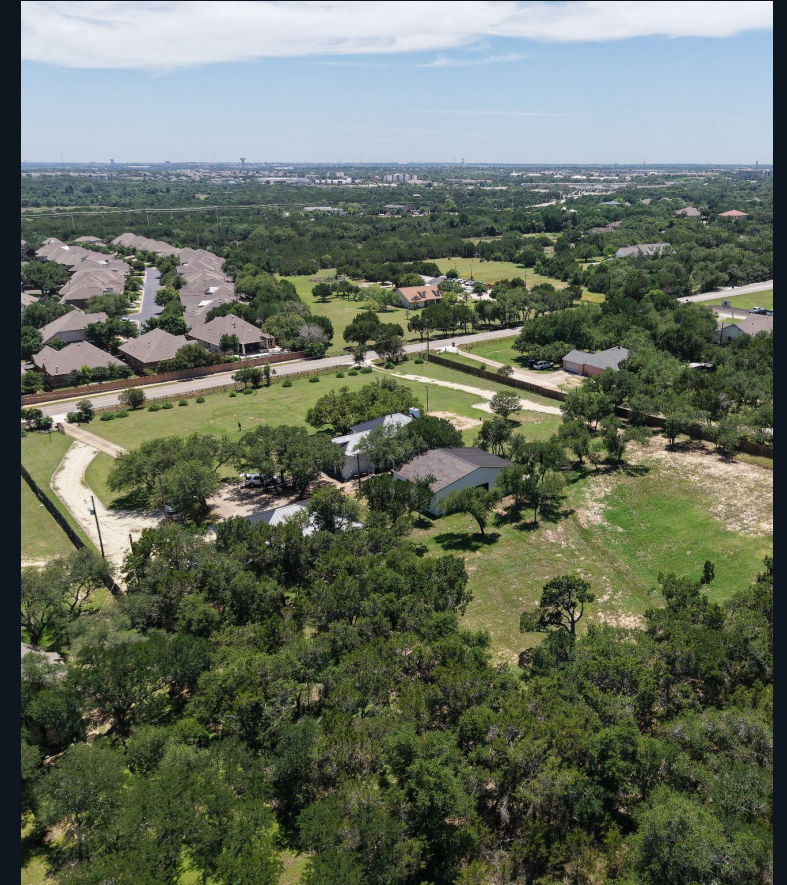
Residence

2,539 SF · 4BR / 2.5BA



Workshop + Office

1,920 + 2,000 SF · flex / conditioned



Outdoor Yard

≈ 2 acres · fenceable IOS

The Site in Context

An edge condition where luxury residential meets active flex industrial.

LUXURY RESIDENTIAL · NORTH

New-construction luxury homes by Drees and production builders directly across the north boundary — instant residential demand for shop, storage, and short-stay tenants.

ACTIVE FLEX INDUSTRIAL · EAST

Concrete contractor, equipment yard, and fleet storage operations along the east and northeast — the site sits inside an emerging flex-industrial node, not an isolated parcel.

VIEWS TO CEDAR PARK CORE

Sight lines toward Cedar Park Regional Medical Center, the Bell District, and the 183A corridor — the seam between Cedar Park and Leander where capital is concentrating.

DEEP RECTANGULAR LOT

Long-axis configuration ideal for drive-aisle laydown, IOS yard layout, or back-of-site flex pad development without losing front-of-site office presence and signage.

Center of the Austin MSA Growth Engine

Inside the 30-minute employment radius for the region's largest employers.

SUBJECT · 102 COUNTY ROAD 180

Cedar Park ETJ · Williamson County · 78641

APPROX. OFF-PEAK DRIVE TIMES VIA 183A TOLL

Perfect Game HQ (future)	5 min · 2 mi
Apple Parmer Campus	15 min
Domain / North Austin	20 min
Round Rock (Dell HQ)	25 min
Samsung Austin Semi.	30 min
Downtown Austin	30 min
Samsung Taylor Fab	35 min
Tesla Gigafactory	40 min
Austin-Bergstrom Airport	40 min

WHY THIS LOCATION MATTERS

Williamson County added more than 25,000 residents in a single year and is consistently ranked among the ten fastest-growing counties in the country. Cedar Park and Leander are the highest-velocity submarkets inside that growth story.

The 183A toll corridor connects this site directly to Apple's Parmer campus in under fifteen minutes and to Samsung, Tesla, and Dell in under forty — the same labor catchment radius that has driven flex industrial and outdoor-storage rents north for five straight years.

The Perfect Game tournament complex, two miles away, will introduce a destination travel anchor unlike anything currently on the corridor.

The Cedar Park ETJ Advantage

Williamson-County-only regulation. Wider use envelope than typical city-zoned commercial parcels.

The property sits in the Extraterritorial Jurisdiction of the City of Cedar Park. It carries the development discipline of a Class-A municipality at the doorstep, without in-city entitlement friction for many uses — yielding broader use flexibility than typical Williamson County commercial parcels of this size.

INCOME WHILE YOU WAIT

Three independently leasable structures plus open yard for outdoor storage. Day-one cash flow across residence, office/garage, workshop, and IOS streams while the surrounding corridor matures.

FLEX / IOS PAD DEVELOPMENT

Roughly two acres of unimproved land suitable for 8,000–15,000 SF of small-bay flex pads or a fenced industrial outdoor storage yard for trailers, laydown, or RV / boat storage.

HOSPITALITY / F&B

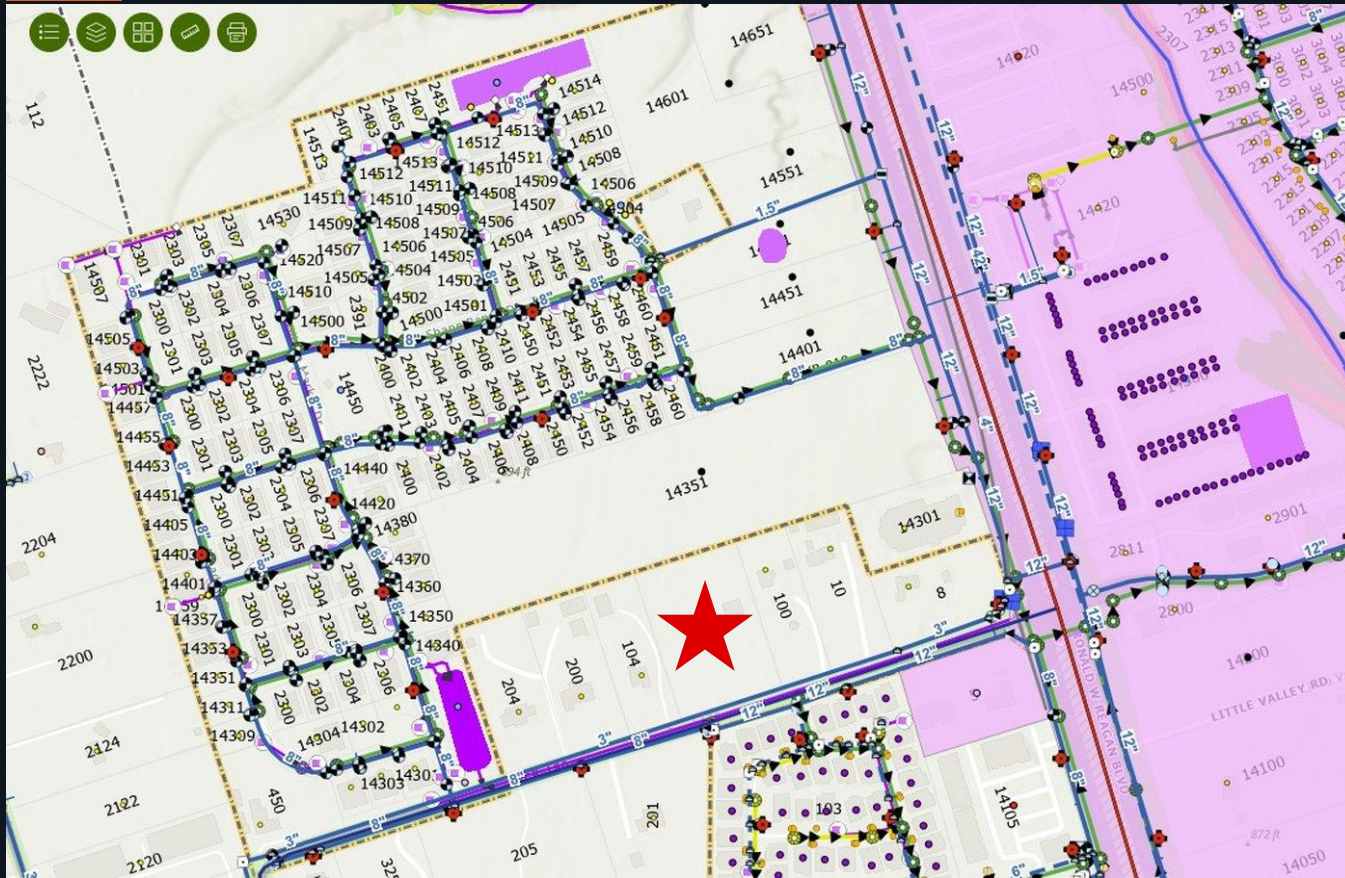
Tournament-driven and corridor-driven visitation supports a destination bar, restaurant, or roadhouse concept. Frontage and acreage accommodate parking-heavy operators that struggle on tighter Cedar Park sites.

RESIDENTIAL DENSITY

Multifamily, build-to-rent cottages, or for-sale townhomes are viable longer-term plays given direct adjacency to luxury single-family and the deep lot configuration on two underlying lots.

Utilities & Cedar Park ETJ

On-site well, septic, propane, and PEC electric service · located in Cedar Park's extraterritorial jurisdiction (ETJ) · municipal water and sewer infrastructure visible at the boundary.



CITY OF CEDAR PARK PUBLIC WORKS UTILITY ATLAS · SUBJECT PROPERTY AT 102 (CENTER)

WATER

Private well · on-site septic system

POWER · PEDERNALES ELECTRIC COOPERATIVE

- **Single phase** · 240V / 320A with bypass
- **New transformer** installed on-site
- **Power poles set** for underground service
- **Unistrut panel** setup ready

GAS

Propane

CEDAR PARK ETJ

Outside **Cedar Park city limits** within the city's extraterritorial jurisdiction. **Williamson County** regulations apply; Cedar Park subdivision rules govern future platting.

DISCLAIMER · Information shown is for informational purposes only and is not a guarantee of utility capacity. Buyer and buyer's representation should conduct adequate independent due diligence before making an offer. Source: cpatlas.com/atlas.aspx?Section=PublicWorks

Buy It. Rent It. Wait.

Four independent income streams while the corridor matures around you.

01	<p>RESIDENCE</p> <p>2,539 SF</p>	<p>Short-term / executive rental</p> <p>Furnished STR for tournament families, traveling nurses, and corporate housing. Owner-operator alternative: live-in plus rent the outbuildings.</p>	<p>STRATEGIC FIT</p> <p>Highest gross yield per SF in this asset stack</p>
02	<p>CONDITIONED OFFICE / GARAGE</p> <p>1,920 SF</p>	<p>Triple-net commercial lease</p> <p>Climate-controlled office or specialty automotive / fabrication tenant. Most premium of the three structures.</p>	<p>STRATEGIC FIT</p> <p>Most premium lease rate — conditioned commercial</p>
03	<p>WORKSHOP</p> <p>2,000 SF</p>	<p>Flex / industrial lease</p> <p>Single-tenant trades, equipment rental, marine / RV service, or covered asset storage. Long-axis lot supports drive-up tenant access.</p>	<p>STRATEGIC FIT</p> <p>Most accessible — broadest tenant pool</p>
04	<p>OUTDOOR YARD</p> <p>≈ 2 ACRES</p>	<p>Industrial outdoor storage</p> <p>Fenced yard for trailers, contractor laydown, vehicles, RVs / boats. Lowest capex, highest NOI per dollar deployed.</p>	<p>STRATEGIC FIT</p> <p>Lowest capex, fastest stabilization</p>

Income Stream #1 · Short-Term Rental

Cedar Park / Leander STR market data, current as of 2026.



THE THESIS

A 4-bedroom on 3.2 fenced acres is a top-quartile STR listing.

The Cedar Park / Leander STR market is currently characterized by 40–50% occupancy, \$207–\$308 average daily rates, and top-quartile properties achieving \$268+ nightly. The subject residence is a four-bedroom on a private, gated, fenced 3.2-acre site — a profile that aligns directly with the top-quartile bracket rather than the entry-level segment.

The forward catalyst is destination travel demand from the Perfect Game tournament complex two miles away. Tournament weekends concentrate families, scouts, and coaches into the local lodging market over compressed multi-day windows — a pattern that has structurally lifted ADR in every comparable tournament market in the country.

Owner-operator alternative: occupy the residence and lease only the outbuildings and yard. The residence's value as a live-in primary is preserved while still generating commercial income from the rest of the site.

Sources: AirROI 2026 Cedar Park / Austin market reports; RedAwning; AirDNA MarketMinder (Leander).

Sources: CBRE Q4 2025 U.S. IOS report; Partners Real Estate 2026 Texas IOS Market Edge; Hamilton Lane IOS sector brief. Income ranges derived from market data in slides 11–14: AirROI / AirDNA (STR), corridor lease comps (office), Cedar Park industrial NNN (workshop), CBRE Q4 2025 & Partners RE 2026 Texas IOS reports. **EXAMPLE. INCOME ONLY. NO CURRENT TENANT OR AGREEMENTS IN PLACE**

Income Stream #2 · Office + Garage

1,920 SF · climate-controlled · four-car detached.

CORRIDOR LEASE COMPS · CEDAR PARK / LEANDER

Address	Year	Use	Rate (\$/SF/yr)
14300 Ronald Reagan Blvd	2025	Retail	\$32.00
14300 Ronald Reagan Blvd	2024	Office	\$30.00
900 Quest Blvd, Cedar Park	2024	Office / Retail	\$32.00
1011 Wilson Ranch Pl	2002	Office	\$32.00
Cedar Park (general office)	2016	Office	\$24.00

THE THESIS

The most premium structure on site.

Climate-controlled commercial space along the Ronald Reagan / 183A corridor is leasing in the \$24–\$32 NNN range for new and renovated product. The conditioned office / garage on this site fits that comp set on use, finish, and access.

Most natural tenants are professional services, contractor headquarters, specialty automotive, light fabrication, and design / build trades that need a finished front-of-house plus a working bay behind it — a combination the corridor's new-build product cannot easily replicate.

\$24–\$32

PER SF / YEAR · CONDITIONED OFFICE NNN

1,920 SF

LEASABLE OFFICE / GARAGE

Income Stream #3 · 2,000 SF Workshop

Stand-alone metal-frame workshop. Single-tenant flex.

\$15–\$19

PER SF / YEAR · CEDAR PARK INDUSTRIAL NNN

2,000 SF

LEASABLE WORKSHOP

<5%

INDUSTRIAL VACANCY · AUSTIN MSA

MOST NATURAL TENANT POOL

Trades & Contractors

Plumbing, electrical, HVAC, custom builders, framing crews

Equipment Rental

Skid steer, small earthmover, scaffold, generator rental ops

Marine / RV Service

Bay-served service techs for Lake Travis, Lake Granger traffic

Motorcycle / Auto

Indie service, restoration, dealer overflow inventory

Fabrication / Welding

Metal fabrication, custom builds, mobile-rig fit-out

High-Value Storage

Classic cars, RV / boat covered storage, equipment seasonal

Income Stream #4 · Outdoor Storage

≈ 2 acres of unimproved, fenceable yard. Lowest capex, highest NOI per dollar.

\$3.5K–\$6.5K

PER ACRE / MONTH · U.S. AVG IOS

+17.9%

IOS RENT PREMIUM OVER WAREHOUSE

<3%

NATIONAL IOS VACANCY

Industrial outdoor storage is one of the most constrained asset classes in industrial real estate. CBRE's most recent national report places average IOS rents at \$13.10/SF — outpacing traditional industrial at \$10.85/SF and widening year over year — with national vacancy persistently below 3%. Yard rates are typically quoted per acre per month, with U.S. averages in the \$3,500–\$6,500 range and Texas major-metro corridors trending toward the upper half of that band.

TEXAS DEMAND DRIVERS

Tesla, Samsung, Apple and supplier ecosystem; population growth across Austin / San Antonio corridor; trucking and logistics expansion outpacing land supply.

LEASE STRUCTURE

Typically 2–5 year terms with 10–15% rent bumps on renewal; triple-net; landlord low-touch; tenant stickiness drives sub-3% vacancy.

WHAT THIS SITE OFFERS

≈ 2 acres of unimproved, fenceable yard with gated access and rectangular geometry — exactly the layout IOS tenants pay a premium to secure.

Reduce Holding Costs with Potential Turn-Key Income

Four independent income streams. No additional capex. Cash flow while Perfect Game and SCHEELS drive corridor demand.

<p>01 RESIDENCE 2,539 SF · 4BR / 2.5BA</p>	<p>02 OFFICE / GARAGE 1,920 SF · HVAC · 4-car</p>	<p>03 WORKSHOP 2,000 SF · metal-frame</p>	<p>04 OUTDOOR YARD ≈ 2 acres · fenceable</p>
<p>SHORT-TERM RENTAL</p>	<p>NNN COMMERCIAL LEASE</p>	<p>FLEX / INDUSTRIAL LEASE</p>	<p>OUTDOOR STORAGE LEASE</p>
<p>\$25K–\$40K</p>	<p>\$46K–\$61K</p>	<p>\$30K–\$38K</p>	<p>\$84K–\$156K</p>
<p>GROSS ANNUAL INCOME POTENTIAL</p>	<p>GROSS ANNUAL INCOME POTENTIAL</p>	<p>GROSS ANNUAL INCOME POTENTIAL</p>	<p>GROSS ANNUAL INCOME POTENTIAL</p>
<p>Cedar Park ADR \$227 · Top-quartile \$268</p>	<p>\$24 – \$32 / SF / yr · NNN</p>	<p>\$15 – \$19 / SF / yr · NNN</p>	<p>\$3.5K – \$6.5K / acre / month</p>
<p>40.5% occupancy · 4BR on 3.2 fenced acres = top-quartile listing STR · EXECUTIVE HOUSING</p>	<p>Corridor comps: 14300 Ronald Reagan, 900 Quest Blvd, 1011 Wilson Ranch CONDITIONED COMMERCIAL</p>	<p>Cedar Park industrial · Austin MSA vacancy < 5% TRADES · FAB · STORAGE</p>	<p>National IOS vacancy < 3% · Texas trending upper-half of band LOWEST CAPEX · IOS</p>

\$185K – \$295K

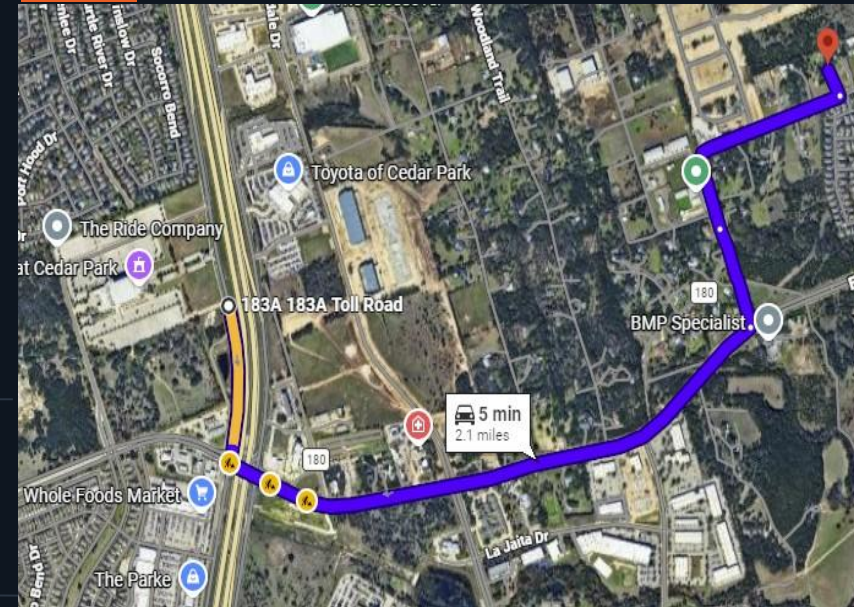
TOTAL GROSS ANNUAL INCOME POTENTIAL

INCOME WHILE YOU WAIT

Turn-key income producing capacity — no additional improvements required. Hold for cash flow while The Perfect Game (500K–750K annual visitors) and SCHEELS (Fall 2026 grand opening) drive corridor demand, then develop to fill it.

H-E-B Center · 2 miles from the property

8,570-seat multi-use arena · 150+ events per year · home of the Texas Stars (AHL) and Austin Spurs (G League) · 2 miles from the subject property.



8,570

MAX CAPACITY · CONCERTS

150+

EVENTS HOSTED ANNUALLY

2 MILES

FROM SUBJECT PROPERTY

The Venue

A \$55M state-of-the-art multi-use arena owned by the City of Cedar Park. Opened September 25, 2009 with a sold-out George Strait grand opening — and has been the corridor's anchor entertainment venue every year since.

Home ice for the **Texas Stars** (AHL · Dallas Stars affiliate · 2014 Calder Cup champions), home court for the **Austin Spurs** (G League · San Antonio Spurs affiliate), and home of **LOVB Austin** volleyball. Hosts Cedar Park Rodeo, Disney On Ice, Globetrotters, Monster Trucks. 2,700 on-site parking spaces.

PROXIMITY COMMERCIAL ADVISORS | 102 COUNTY ROAD 180

Proven Performers

- **George Strait** · grand opening 2009
- **Heart** · An Evening with Heart
- **Air Supply** · 50th Anniversary · Apr 2026
- **Alejandro Fernández** · de Rey a Rey
- **MercyMe** · 2025 national tour
- **Mike Epps** · We Them Ones Comedy Tour
- **Pierce the Veil & The Used**
- **Lorna Shore** · Black Dahlia Murder
- **Fantasia** · **Anthony Hamilton**
- **Shane Gillis** · **Derek Hough**

Consistent Demand

- **Year-round demand for Air BnB & Short-term-rental**
- **STR per event night** · concerts + games + family shows
- **Texas Stars** · AHL home season (Oct – Apr)
- **Austin Spurs** · G League home season (Nov – Mar)
- **LOVB Austin** · pro volleyball (Jan – May)
- **Vendor & freight** · recurring IOS yard demand
- **17-year track record** · zero anchor risk
- **Pairs with Perfect Game** · established + future

Sources: H-E-B Center, Ticketmaster, Live Nation, SeatGeek, City of Cedar Park

Perfect Game • The Demand Anchor

16-field national tournament complex • 2 miles from the property.

16

TURF FIELDS • BASEBALL & SOFTBALL

112

ACRES • TOTAL FOOTPRINT

750K

ANNUAL VISITORS • UPPER ESTIMATE

\$20M+

10-YR TAX REVENUE TO CITY

THE NEAREST COMPARABLE ANCHOR DOES NOT EXIST.

Perfect Game is relocating its national headquarters to the southeast corner of Ronald Reagan Boulevard and the New Hope Drive extension, two miles from this property. The complex will deliver a 15,000 SF headquarters, 16 turf baseball and softball fields, a 30-acre commercial pad with hotel, restaurant and retail, and a 300-room hotel component. Construction is scheduled to commence January 1, 2027 and complete January 1, 2029, with a 22-year operating lease beginning January 1, 2026.

The economic impact study commissioned by the City of Cedar Park projects 500,000–750,000 annual visitors and more than \$20 million in net revenue to the city over ten years. Travel demand of that magnitude does not currently exist anywhere on this corridor. Every tournament weekend will introduce a concentrated burst of lodging, food, retail, and outdoor-storage demand into a submarket where supply is already tight.

\$2B+ in Active Development

Within five miles of the subject — concentrated on the Ronald Reagan corridor.

NORTHLINE

116-acre mixed-use district on 183A; multifamily, retail, office, civic. Anchor of Leander's downtown reinvention.

BELL DISTRICT

50-acre mixed-use core in Cedar Park; restaurants, retail, high-density residential, new public library.

LEANDER TECH PARK

Flex / industrial campus targeted at light-manufacturing tenants tied to the Apple / Samsung supplier ecosystem.

HERITAGE GROVE

Master-planned residential with significant retail pad expansion along the corridor.

LEANDER SPRINGS

Multifamily, retail, and entertainment with a planned crystal lagoon as a regional draw.

ST. JOHN'S NORTHLINE

Healthcare and mixed-use addition to Northline; multi-hundred-million-dollar build-out.

The Ronald Reagan / 183A corridor is one of the highest-velocity capital concentrations in the State of Texas.

Aggregate active and announced development within five miles exceeds \$2 billion across sports, hospitality, retail, residential, and flex industrial.

CedarView • Anchored by SCHEELS

183A + New Hope Drive • destination retail + entertainment.

500+

JOBS • SCHEELS ANCHOR

Fall '26

SCHEELS GRAND OPENING

DESTINATION RETAIL • NOT A SHOPPING CENTER

CedarView is anchored by SCHEELS — part sporting goods megastore, part indoor amusement park.

SCHEELS targets a Fall 2026 grand opening alongside a Ferris wheel, an indoor aquarium, fly-fishing pond, multiple restaurant concepts, and additional national / regional retail. The development functions as a regional travel destination in its own right, drawing visitation well beyond the Cedar Park / Leander rooftop count.

For an investor on County Road 180, CedarView is a five-minute drive — and an additional, structurally different demand stream layered on top of the Perfect Game tournament traffic and the corridor's organic residential growth.

More Capital. Same Corridor.

Four additional major projects anchoring the Ronald Reagan growth story.

NFM SUPER-REGIONAL

1.2M SF

Nebraska Furniture Mart anchored super-regional destination · Cedar Park's first full-service hotel · convention center.

WORLDSPRINGS

\$5M

Spa resort destination near The Crossover · social springs concept that draws regional travel · slated mid-2026.

INDIGO RIDGE · USTA HQ

\$1.5B

USTA Texas headquarters across from Perfect Game · stadium court, 30+ tournament courts · positions corridor as national racquet sports hub.

CENTRO PLAZA

150K SF

Nearly 150,000 SF of retail along Ronald Reagan Boulevard frontage · directly absorbs new rooftop demand.

Restaurant & Retail Momentum

Recently opened, under construction, and announced along Ronald Reagan.

FIRST WATCH

THE BRASS TAP

SOCIETY BAR & KITCHEN

SHIPLEY DO-NUTS

WILLIAMSON CO. BAGEL CO.

SEVEN OAKS COFFEE

TACODELI (DRIVE-THRU)

TRADER JOE'S (PROPOSED)

INDOOR CRICKET TENANT

GABRIEL'S HORN MIXED-USE

SHOPS AT RONALD REAGAN

54TH STREET & DRAFTHOUSE

Twelve named tenants on a corridor that, five years ago, had limited daytime retail.

The pace of activations is the leading indicator. Rooftop velocity is the trailing one.

The Demographic Tailwind

Leander population growth and household income trajectory.

+65.7%

LEANDER POP. GROWTH · 5 YR

7.08%

ANNUAL GROWTH RATE

\$139K

MEDIAN HH INCOME · CP

5.84%

POVERTY RATE · CP

WHAT THE NUMBERS MEAN

Leander has nearly doubled in population since 2020 and is projected to exceed 130,000 by 2040. Median household income across Cedar Park is approximately \$139,000 — well above the Texas median — with poverty rates below 6%.

This is a high-income, high-growth, family-formation submarket. It supports premium short-term-rental nightly rates. It supports flex tenants serving the rooftops. It supports the destination retail, dining, and entertainment investments concentrated along Ronald Reagan. And it sustains long-term land value appreciation as the corridor continues to densify.

Williamson County • 10th Fastest Growing in the US

Population, growth ranking, and inbound migration share.

727K

WILLIAMSON CO. POP. 2024

+25,840

RESIDENTS ADDED 2023–24

10th

U.S. COUNTY GROWTH RANK

WHY IT MATTERS

Williamson County is one of the highest-velocity counties in the nation, with population growth concentrated in Cedar Park, Leander, Hutto, and Liberty Hill. Approximately 81% of recent growth has been driven by inbound migration rather than natural increase — meaning the demand profile is skewed toward working-age households with employer-supported relocation, rather than family-formation alone.

That demographic mix supports every income stream contemplated in this offering: short-term-rental travelers, corporate housing for relocations, small-business commercial tenants serving new rooftops, and outdoor storage for contractors building the next wave of housing.

Anchored by Apple

Major regional employers within 30 minutes.

MAJOR REGIONAL EMPLOYERS · WITHIN 30 MIN

Apple	Parmer · 2nd campus · 15,000+ employees · 15 min
Samsung Austin Semi.	12,000+ employees · 30 min
Samsung Taylor Fab	Largest U.S. chip investment in history · 35 min
Tesla Gigafactory	Vehicle + battery manufacturing · 40 min
Dell Technologies	Round Rock HQ · 25 min
Applied Materials	Semiconductor equipment · 20 min
Cedar Park Reg. Medical	Regional hospital + medical office node · 8 min
Leander ISD	Largest employer in Leander city limits
St. David's Healthcare	Multiple regional campuses
H-E-B Distribution	Regional distribution + retail

THE TAKEAWAY

This is contractor and service-business heaven.

The combination of major-tech employer adjacency, healthcare anchors, regional retail distribution, and ongoing residential build-out creates exactly the tenant base that pays a premium for conditioned office, working bays, and outdoor yard within fifteen minutes of their job sites.

Future Development Optionality

ETJ flexibility supports a wide use envelope as the corridor matures.

MULTIFAMILY

Two underlying lots plus deep configuration support garden-style or boutique multifamily as the corridor's rooftop count compounds and residential rents catch up to north Austin.

FOR-SALE TOWNHOMES

Direct adjacency to luxury new-construction single-family supports a townhome product targeting move-down buyers, professionals, and tournament-adjacent second-home demand.

BUILD-TO-RENT COTTAGES

Single-family detached rental product on the 3.20-acre lot leverages the corridor's rental demand without taking on for-sale market timing risk.

BAR / RESTAURANT

Frontage and acreage support a destination roadhouse, brewery, or restaurant concept — parking-heavy operators that struggle to find sites with this geometry on Ronald Reagan.

SHORT-TERM STORAGE

Climate-controlled or boat / RV storage facility serving the surrounding luxury residential and lakeside recreation — Austin self-storage market is fully built but suburban demand persists.

RV / EXTENDED-STAY PARK

Tournament-week and corporate-relocation demand supports an RV park or extended-stay micro-development for a 5–7 year hold while the corridor's permanent uses fill in around it.



Path of Growth

Luxury residential to the north · active flex industrial to the east
\$2B+ of active development within five miles

The Investment Thesis

What an investor on this corridor is actually buying.

01

INCOME WHILE YOU WAIT

Four independent rental streams — residence, conditioned office / garage, workshop, and outdoor yard — generate cash flow from day one rather than waiting for a single redevelopment event.

02

PATH OF CAPITAL

More than \$2 billion of active and announced development within five miles, concentrated along Ronald Reagan Boulevard. The corridor's capital concentration is one of the highest-velocity in the state.

03

DESTINATION DEMAND ANCHOR

The Perfect Game national tournament complex two miles away introduces 500K–750K annual visitors into a corridor that does not currently have a comparable destination travel anchor.

04

ETJ FLEXIBILITY

Cedar Park ETJ status preserves a wider use envelope than typical city-zoned commercial parcels — flex, IOS, hospitality, residential density, and F&B all remain on the table without in-city entitlement friction.

Income + Outcome

Confidential offerings, tours, and corridor briefings on request.

PROXIMITY

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102 COUNTY ROAD 180

Leander, TX · Cedar Park ETJ

Path of Growth.

An income-producing site in the path of Perfect Game, SCHEELS, the USTA Texas headquarters, the Nebraska Furniture Mart super-regional, WorldSprings, and more than \$2 billion of additional capital concentrated along Ronald Reagan Boulevard.