

SHERMAN, TEXAS



THE BACKYARD

TEY TINER
214.534.3683
tey@falconcompanies.com

FALCONCOMPANIES.COM
7859 WALNUT HILL LN, STE 375, DALLAS, TEXAS 75230

falcon

The Backyard in Sherman is a vibrant new destination that blends the city's historic charm with modern energy. Designed as a central gathering place, it brings together dining, entertainment, and outdoor spaces that celebrate Sherman's growing spirit—creating a welcoming hub for neighbors and visitors alike. From live music to local flavors, The Backyard offers an experience that captures the heart of North Texas.

LOCATION:

SWQ Travis St & Crossroads Blvd
Sherman, TX 75090

AVAILABLE SPACE:

- 4,446 SF + Patio
- 5,500 SF + Patio
- 6,500 SF (at lease)

DEMOGRAPHICS (3 mile radius):

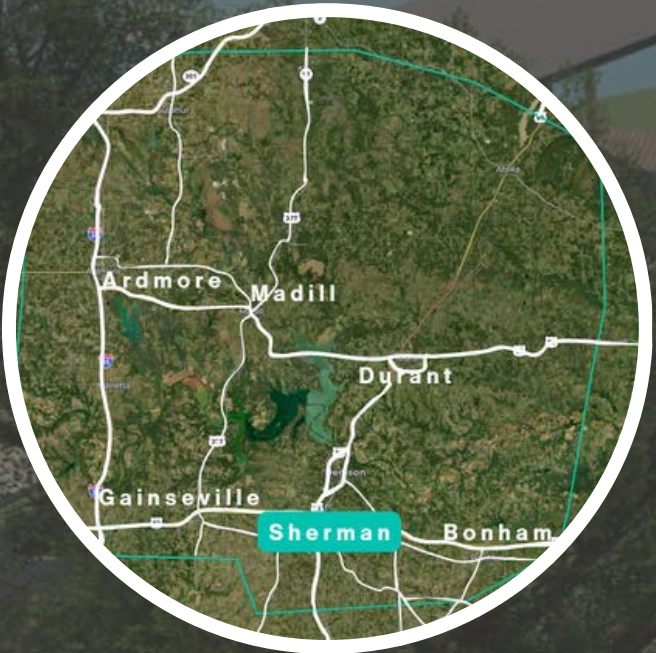
- Total Population: 24,109
- Daytime Population: 26,196
- Average HH Income: \$79,808
- Total Households: 9,354

TRAFFIC COUNTS (2024 bi-directional):

- NCX (US-75): 54,615 VPD
- Heritage Pkwy (FM 1417): 15,033 VPD
- Travis St: 3,809 VPD



Restaurants Thrive in Sherman



SERVICE RADIUS ADVANTAGE

250,000+ SERVICE RADIUS

#8 in Texas for sales tax per capita among developed cities in Texas - on par with Coppell and Southlake

#1 in Texas Roadhouse alcohol sales vs. north Texas sister cities like Prosper, Rockwall, Anna, Flower Mound (10% - 91% higher)

All QSR openings in Crossroads Development are duplicates in Sherman, proving strong market performance: CFA, Chipotle, Panda Express, Whataburger, etc.

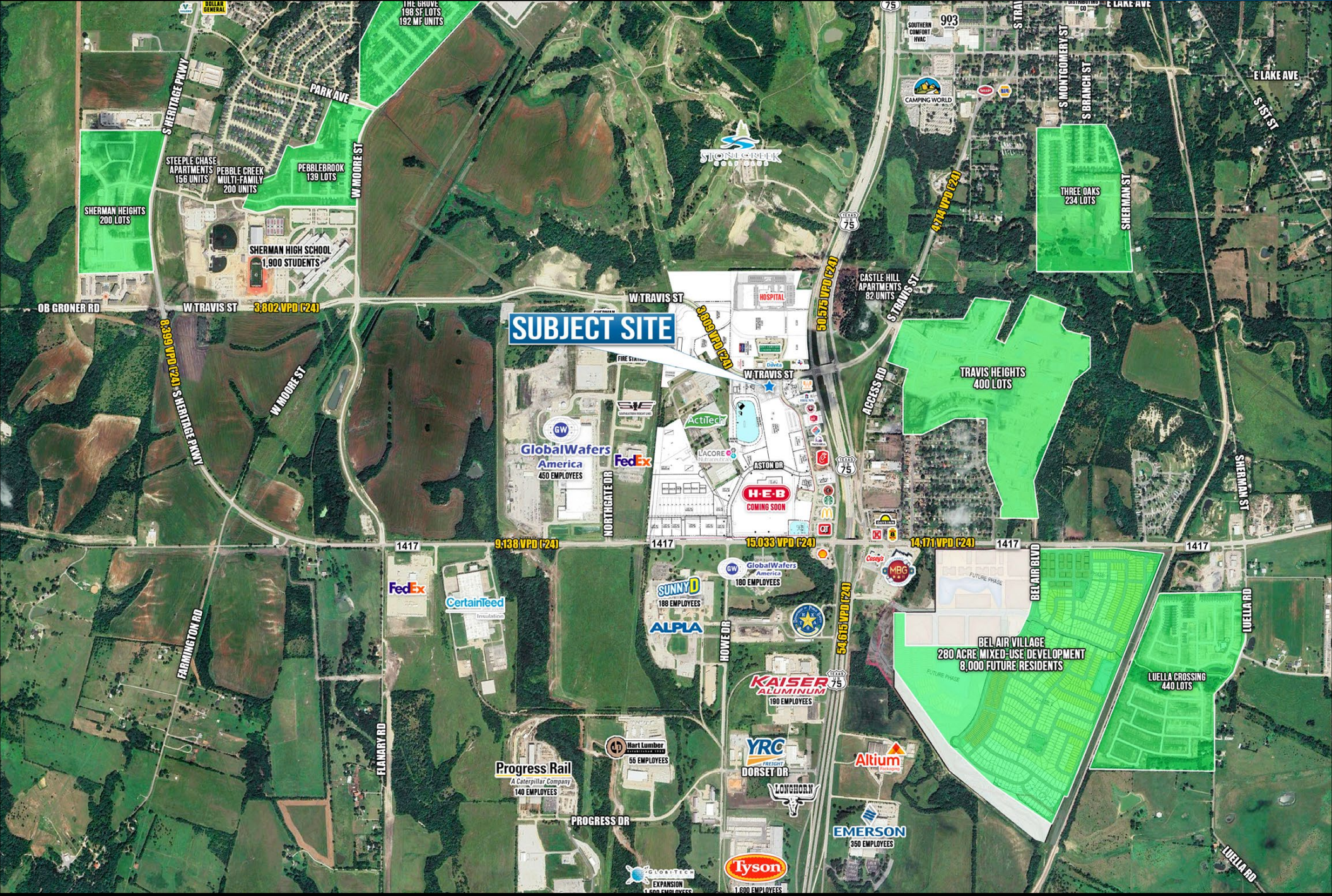
The information contained herein is deemed reliable; however, Falcon Realty Advisors makes no warranties, guarantees or representations as to the accuracy thereof. The presentation of this information is submitted subject to change in conditions and price, corrections, errors, and omissions, and/or withdrawal without notice.



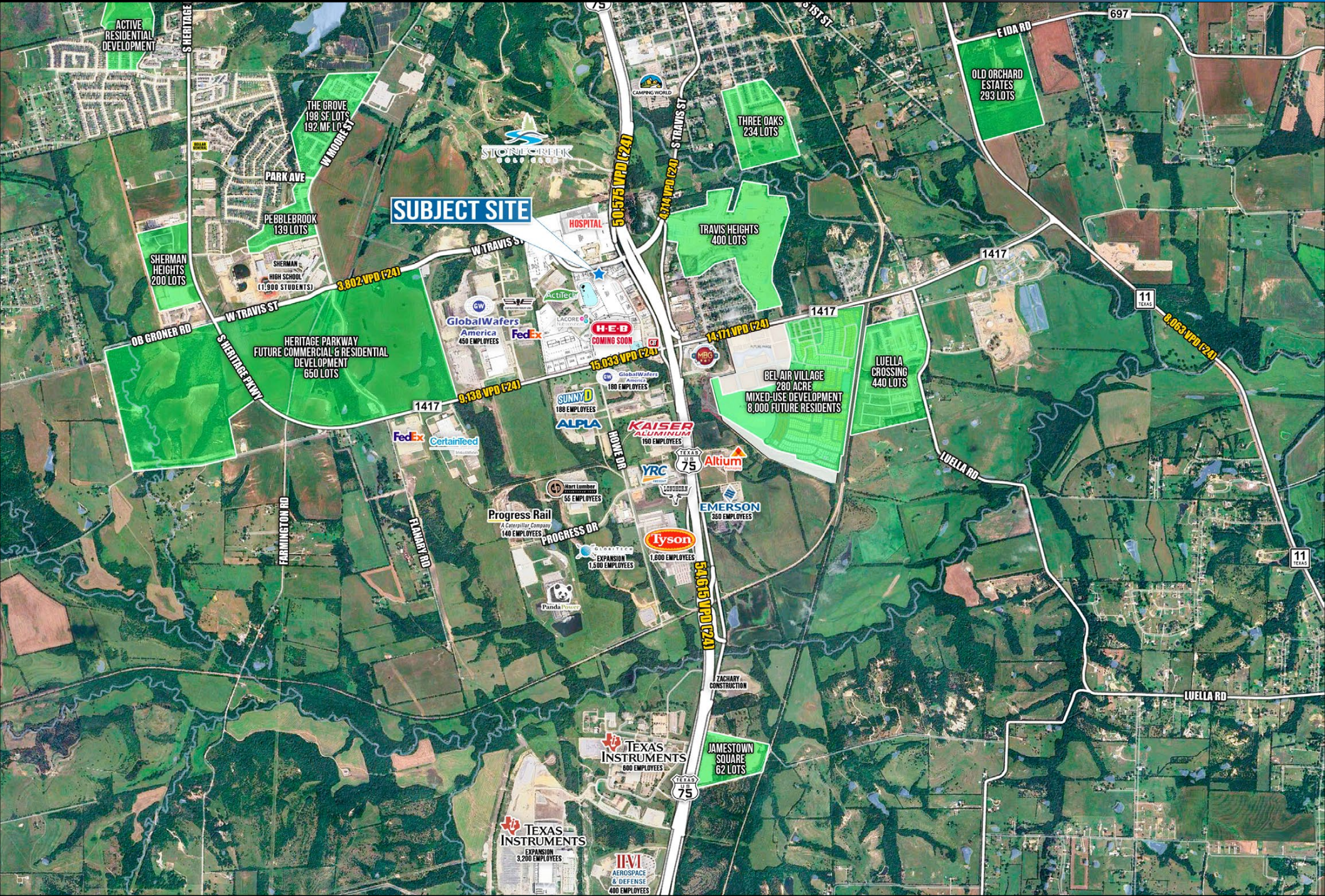
The information contained herein is deemed reliable; however, Falcon Realty Advisors makes no warranties, guarantees or representations as to the accuracy thereof. The presentation of this information is submitted subject to change in conditions and price, corrections, errors, and omissions, and/or withdrawal without notice.



The information contained herein is deemed reliable; however, Falcon Realty Advisors makes no warranties, guarantees or representations as to the accuracy thereof. The presentation of this information is submitted subject to change in conditions and price, corrections, errors, and omissions, and/or withdrawal without notice.

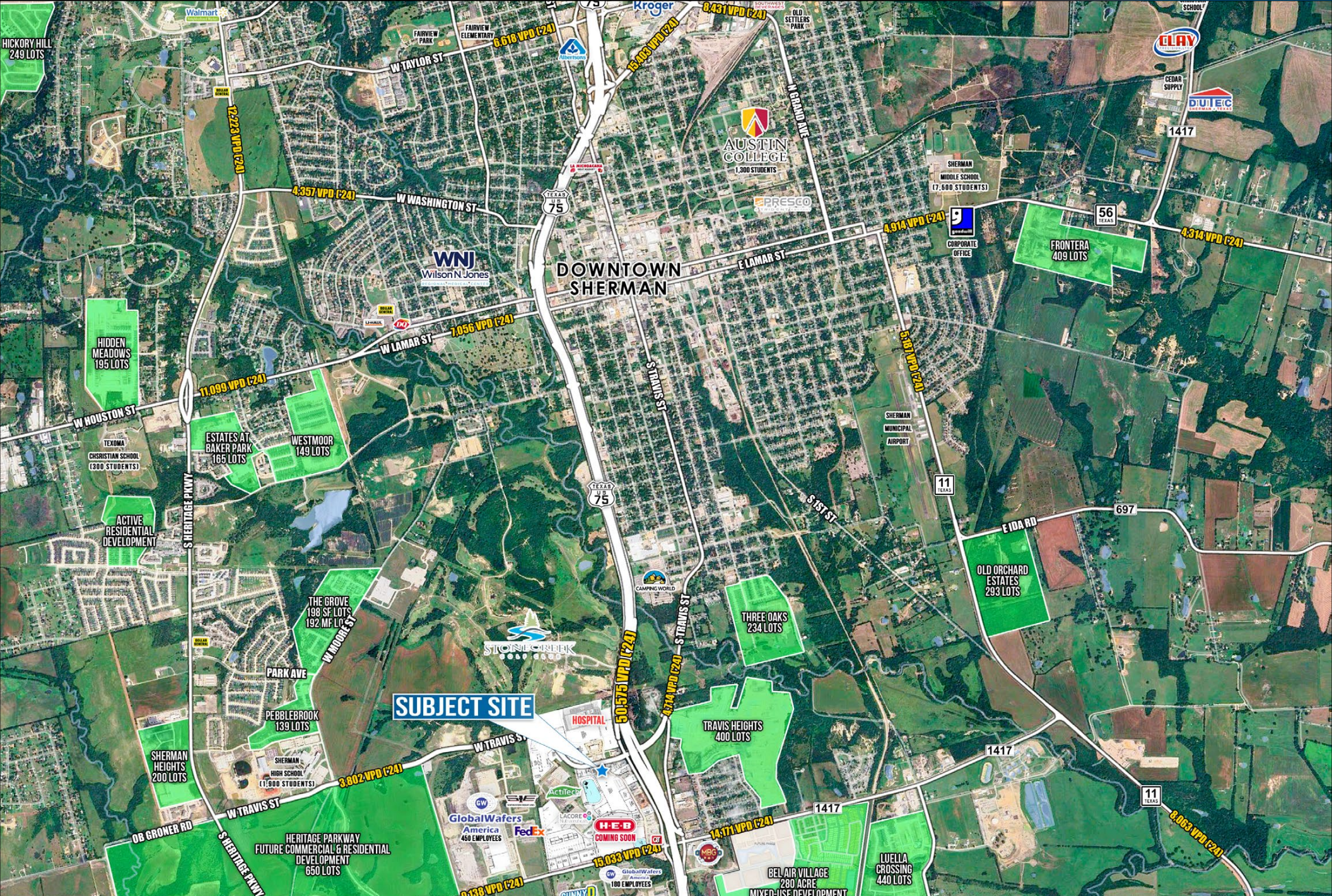


The information contained herein is deemed reliable; however, Falcon Realty Advisors makes no warranties, guarantees or representations as to the accuracy thereof. The presentation of this information is submitted subject to change in conditions and price, corrections, errors, and omissions, and/or withdrawal without notice.

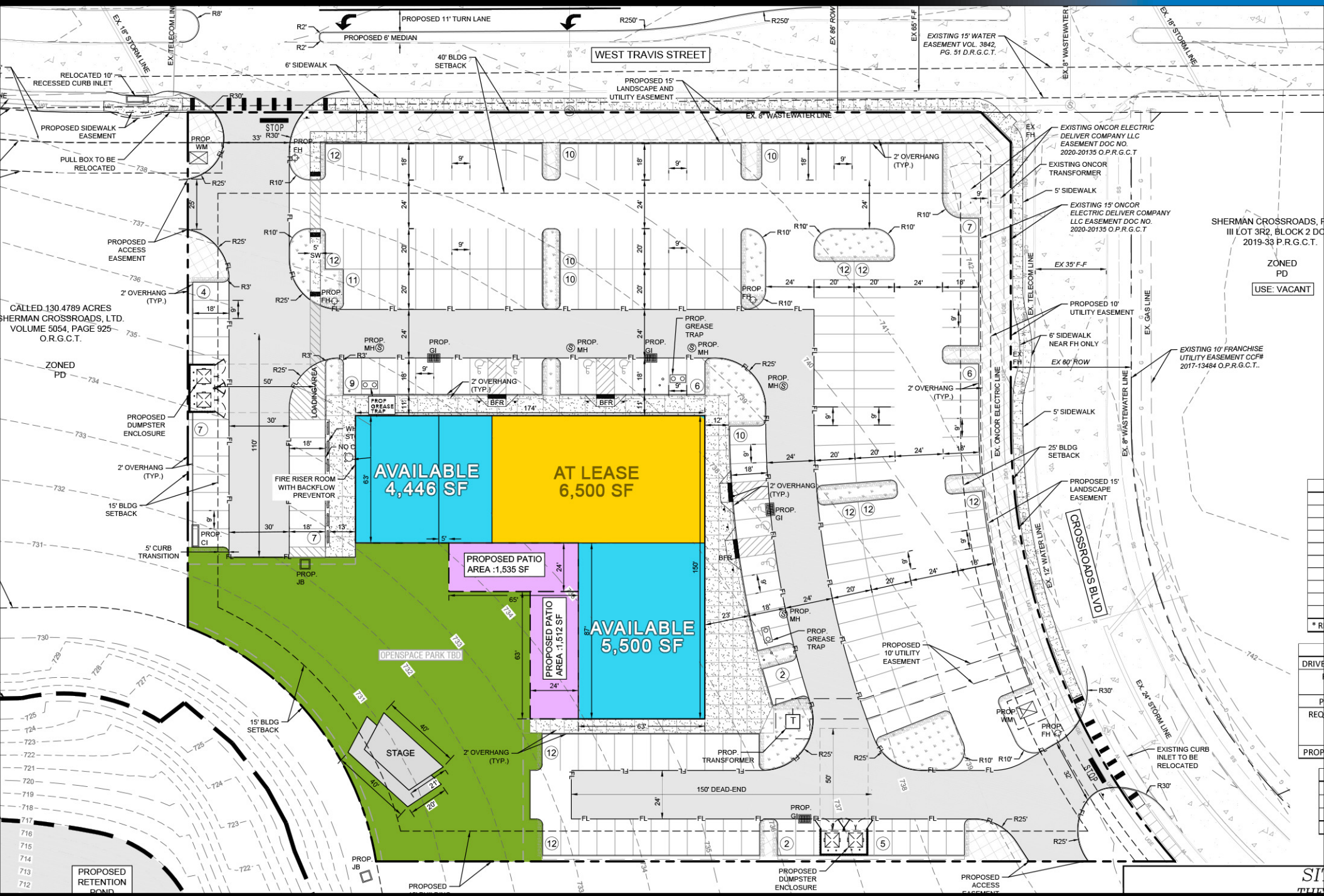


SUBJECT SITE

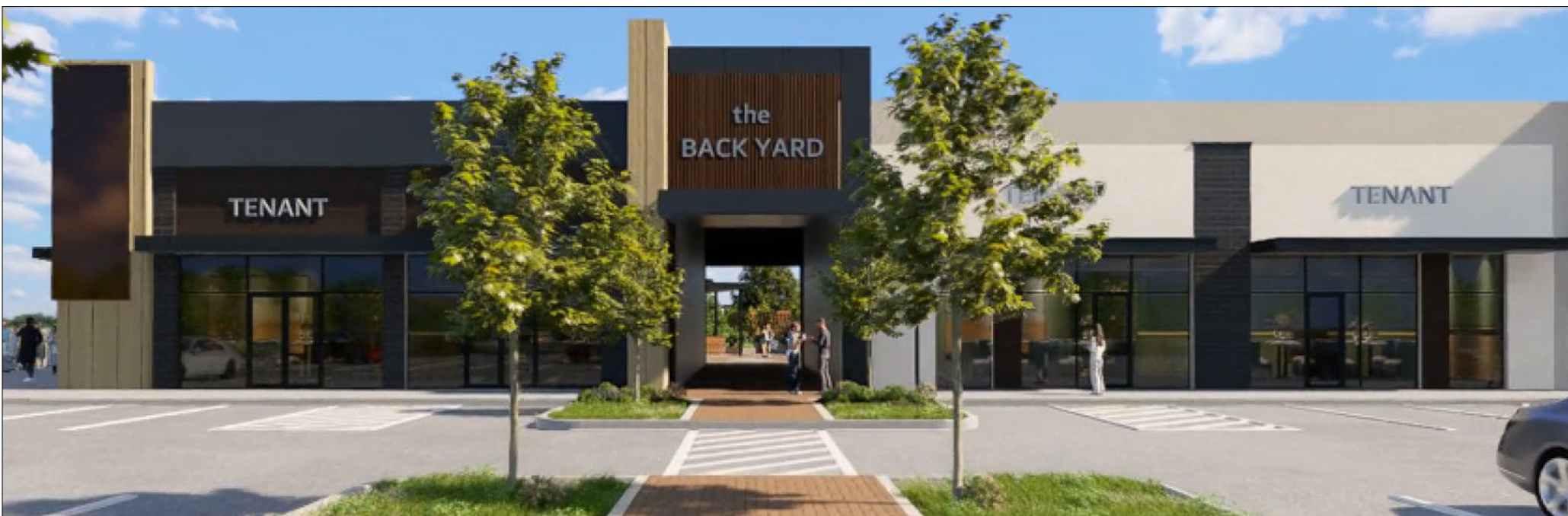
The information contained herein is deemed reliable; however, Falcon Realty Advisors makes no warranties, guarantees or representations as to the accuracy thereof. The presentation of this information is submitted subject to change in conditions and price, corrections, errors, and omissions, and/or withdrawal without notice.

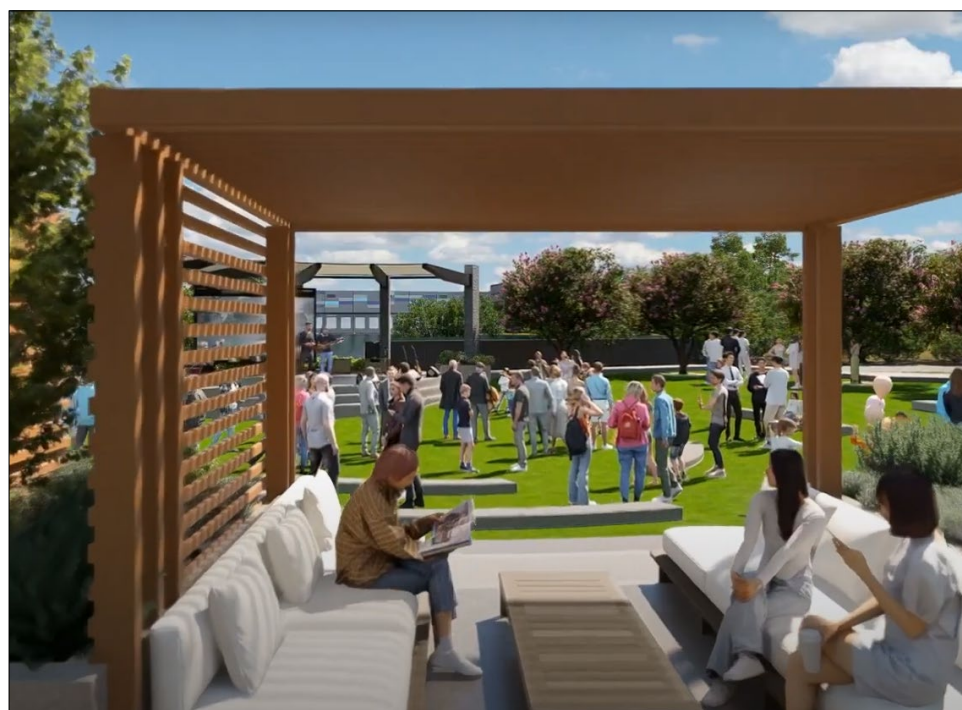
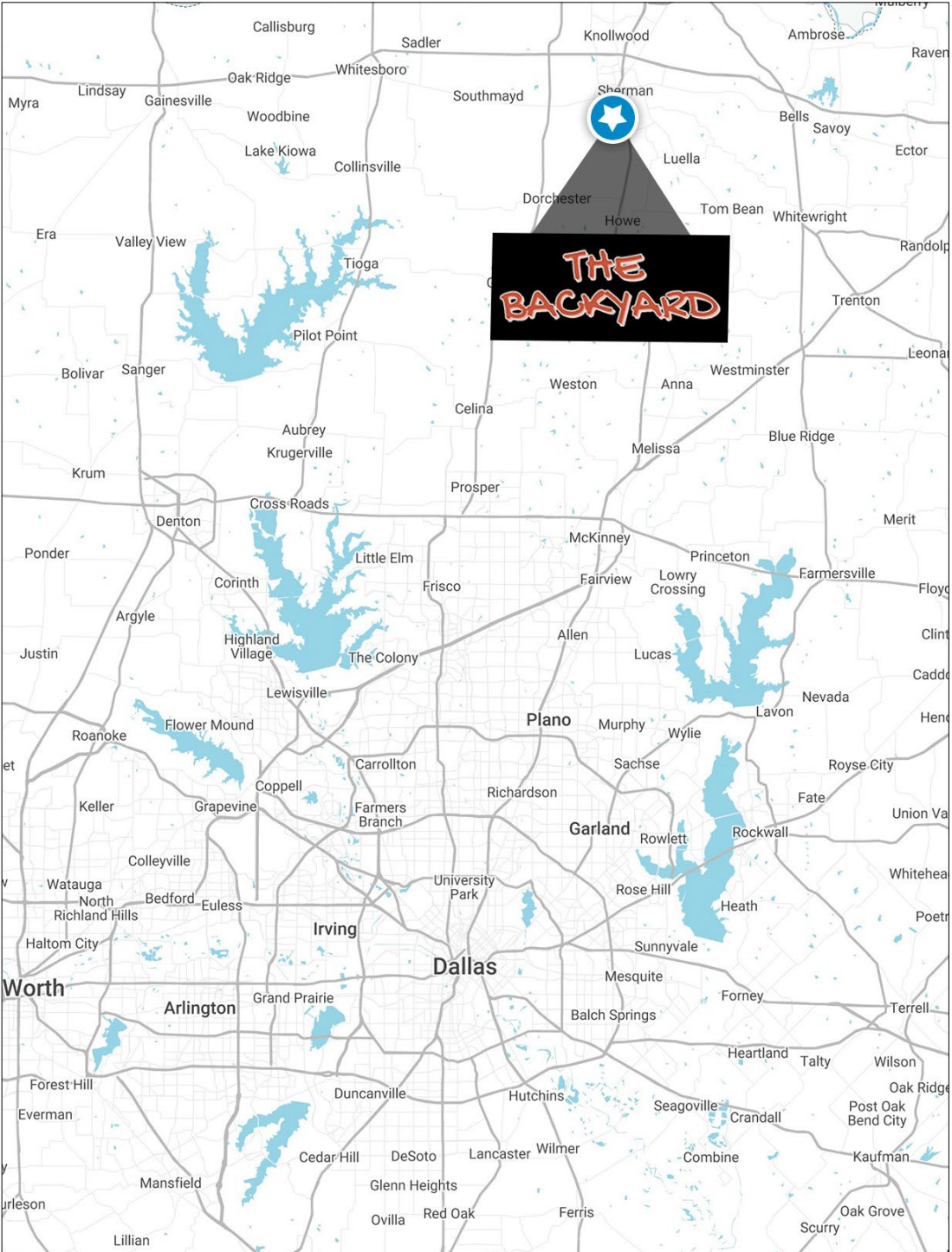


The information contained herein is deemed reliable; however, Falcon Realty Advisors makes no warranties, guarantees or representations as to the accuracy thereof. The presentation of this information is submitted subject to change in conditions and price, corrections, errors, and omissions, and/or withdrawal without notice.



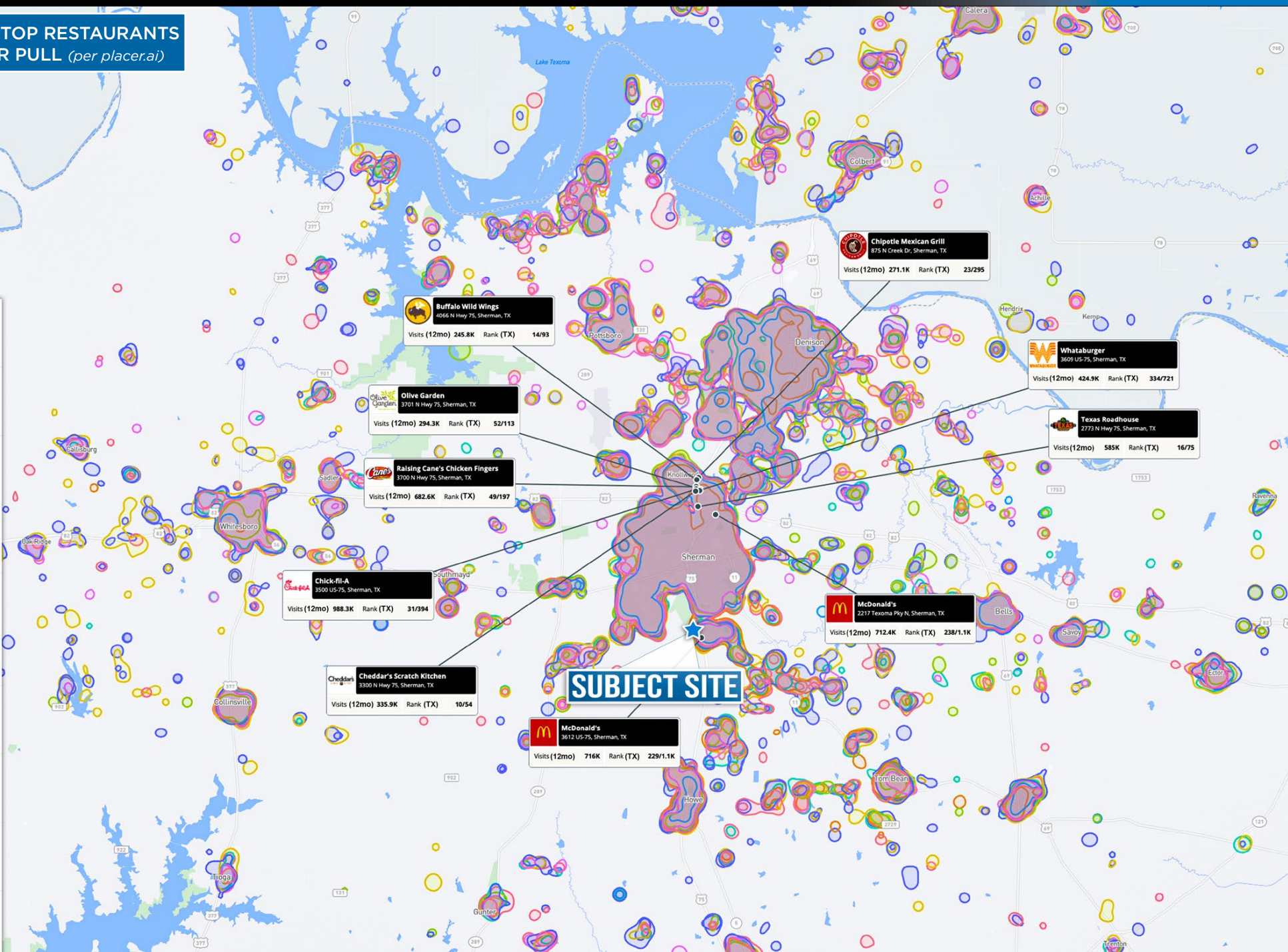
The information contained herein is deemed reliable; however, Falcon Realty Advisors makes no warranties, guarantees or representations as to the accuracy thereof. The presentation of this information is submitted subject to change in conditions and price, corrections, errors, and omissions, and/or withdrawal without notice.





SHERMAN TOP RESTAURANTS & VISITOR PULL (per placer.ai)

- True Trade Area**
 Olive Garden
 % of visits, within 50 mi
 70%
- True Trade Area**
 Raising Cane's Chicken Fingers
 % of visits, within 50 mi
 70%
- True Trade Area**
 Chick-fil-A
 % of visits, within 50 mi
 70%
- True Trade Area**
 Texas Roadhouse
 % of visits, within 50 mi
 70%
- McDonald's**
True Trade Area
 % of visits, within 50 mi
 70%
- True Trade Area**
 Chick-fil-A
 % of visits, within 50 mi
 70%
- True Trade Area**
 Cheddar's Scratch Kitchen
 % of visits, within 50 mi
 70%
- True Trade Area**
 Whataburger
 % of visits, within 50 mi
 70%
- True Trade Area**
 Chipotle Mexican Grill
 % of visits, within 50 mi
 70%
- True Trade Area**
 Cheddar's Scratch Kitchen
 % of visits, within 50 mi
 70%
- True Trade Area**
 Buffalo Wild Wings
 % of visits, within 50 mi
 70%



The information contained herein is deemed reliable; however, Falcon Realty Advisors makes no warranties, guarantees or representations as to the accuracy thereof. The presentation of this information is submitted subject to change in conditions and price, corrections, errors, and omissions, and/or withdrawal without notice.

DEMOGRAPHIC SUMMARY

301-399 W Travis St
Ring of 3 miles

3 Mile Radius

KEY FACTS



24,109
Population



26,196
Daytime Population



1.37%
'23-'28 Compound Annual Growth Rate



9,354
Households



\$247,490
Median Home Value



35.6
Median Age

EDUCATION



29%
High School Diploma



21%
Some College



20.43%
Bachelor's Degree or Graduate Degree

INCOME



\$58,742
Median Household Income



\$79,808
Average Household Income



\$30,634
Per Capita Income



\$113,946
Median Net Worth

BUSINESS



925
Total Businesses



11,146
Total Employees



49.38%
Blue Collar Occupation



50.60%
White Collar Occupation

AVERAGE ANNUAL HOUSEHOLD SPENDING



\$70,040
Total Annual Expenditures



\$2,877
2023 Meals at Restaurants



\$5,342
2023 Meals at Home



\$22,913
Retail Goods



\$2,855
Entertainment



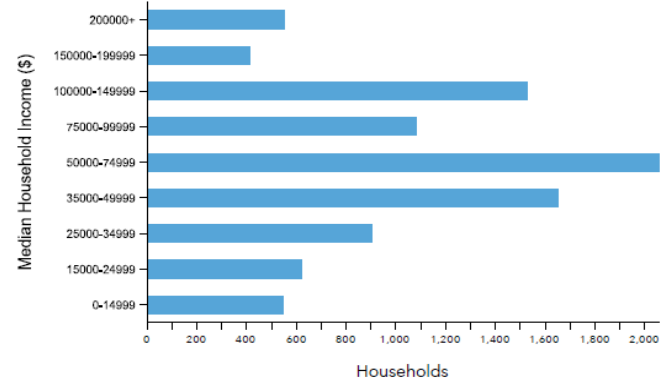
\$741
Personal Care



\$5,584
Health Care

Tapestry segments

No segments found



2025 Race and ethnicity (Esri)

The largest group: White Alone (56.54)

The smallest group: Pacific Islander Alone (0.08)

Indicator ▲	Value	Diff
White Alone	56.54	-10.81
Black Alone	10.33	+6.04
American Indian/Alaska Native Alone	1.69	-7.43
Asian Alone	3.57	+2.40
Pacific Islander Alone	0.08	+0.02
Other Race	15.42	+9.90
Two or More Races	12.38	-0.10
Hispanic Origin (Any Race)	28.69	+16.55

Bars show deviation from Sherman, TX-Ada, OK

The information contained herein is deemed reliable; however, Falcon Realty Advisors makes no warranties, guarantees or representations as to the accuracy thereof. The presentation of this information is submitted subject to change in conditions and price, corrections, errors, and omissions, and/or withdrawal without notice.



THE BACKYARD

FOR LEASING INFORMATION, CONTACT:

TEY TINER

214.534.3683

tey@falconcompanies.com

The information contained herein is deemed reliable; however, Falcon Realty Advisors makes no warranties, guarantees or representations as to the accuracy thereof. The presentation of this information is submitted subject to change in conditions and price, corrections, errors, and omissions, and/or withdrawal without notice.

WWW.FALCONCOMPANIES.COM
7859 WALNUT HILL LN, STE 375, DALLAS, TEXAS 75230

falcon

INFORMATION ABOUT BROKERAGE SERVICES

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 sponsored by a broker 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 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. 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:

- Must treat all parties to the transaction impartially and fairly;
- May, with the parties' written consent, appoint a different license holder associated with the broker to each party (owner and buyer) to communicate with, provide opinions and advice to, and carry out the instructions of each party to the transaction.
- Must not, unless specifically authorized in writing to do so by the party, disclose:
 - that the owner will accept a price less than the written asking price;
 - that the buyer/tenant will pay a price greater than the price submitted in a written offer; and
 - any confidential information or any other information that a party specifically instructs the broker in writing not to disclose, unless required to do so by law.

AS SUBAGENT: A license holder acts as a subagent when aiding a buyer in a transaction without an agreement to represent the buyer. A subagent can assist the buyer but does not represent the buyer and must place the interests of the owner first.

TO AVOID DISPUTES, ALL AGREEMENTS BETWEEN YOU AND A BROKER SHOULD BE IN WRITING AND CLEARLY ESTABLISH:

- The broker's duties and responsibilities to you, and your obligations under the representation agreement.
- Who will pay the broker for services provided to you, when payment will be made and how the payment will be calculated.

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.

Falcon Realty Advisors
Licensed Broker / Broker Firm Name or Primary Assumed
Business Name

497539
License No.

thughes@falconcompanies.com
E-Mail

972-404-8383
Phone

Timothy Hughes
Designated Broker of Firm

335775
License No.

thughes@falconcompanies.com
E-Mail

972-404-8383
Phone

Sales Agent / Associate's Name

License No.

E-Mail

Phone

Buyer / Tenant / Seller / Landlord Initials

Date