

# ROCKWALL DISTRICT

NWC I-30 & John King Blvd

A premier mixed-use lifestyle development  
blending best-in-class retail, elevated  
dining, and vibrant public spaces

A DEVELOPMENT BY:



# ROCKWALL DISTRICT | RETAIL SPACE AVAILABLE FOR LEASE

**ROCKWALL DISTRICT** provides a new development opportunity at the NWC of I-30 and John King Blvd situated directly across the interstate from the newly opened Rockwall HEB and just west of the newly opened IKEA.

**LOCATION:** NWC I-30 & John King Blvd  
 Rockwall, TX 75087

**TOTAL AVAILABLE**  
 +/- 25 AC available for Anchor tenants, Ground Lease, Build-to-Suit, or Shop Space

**DEMOGRAPHICS** (10 minute drivetime):

- Total Population: 45,516
- Daytime Population: 52,999
- Average HH Income: \$130,426
- Median HH Income: \$101,953

**TRAFFIC COUNTS** (2024 bi-directional):

- Interstate 30: 95,923 vpd
- John King Blvd: 16,634 vpd



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A DEVELOPMENT BY:  
**Hunington**  
HUNINGTON PROPERTIES, INC.



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.

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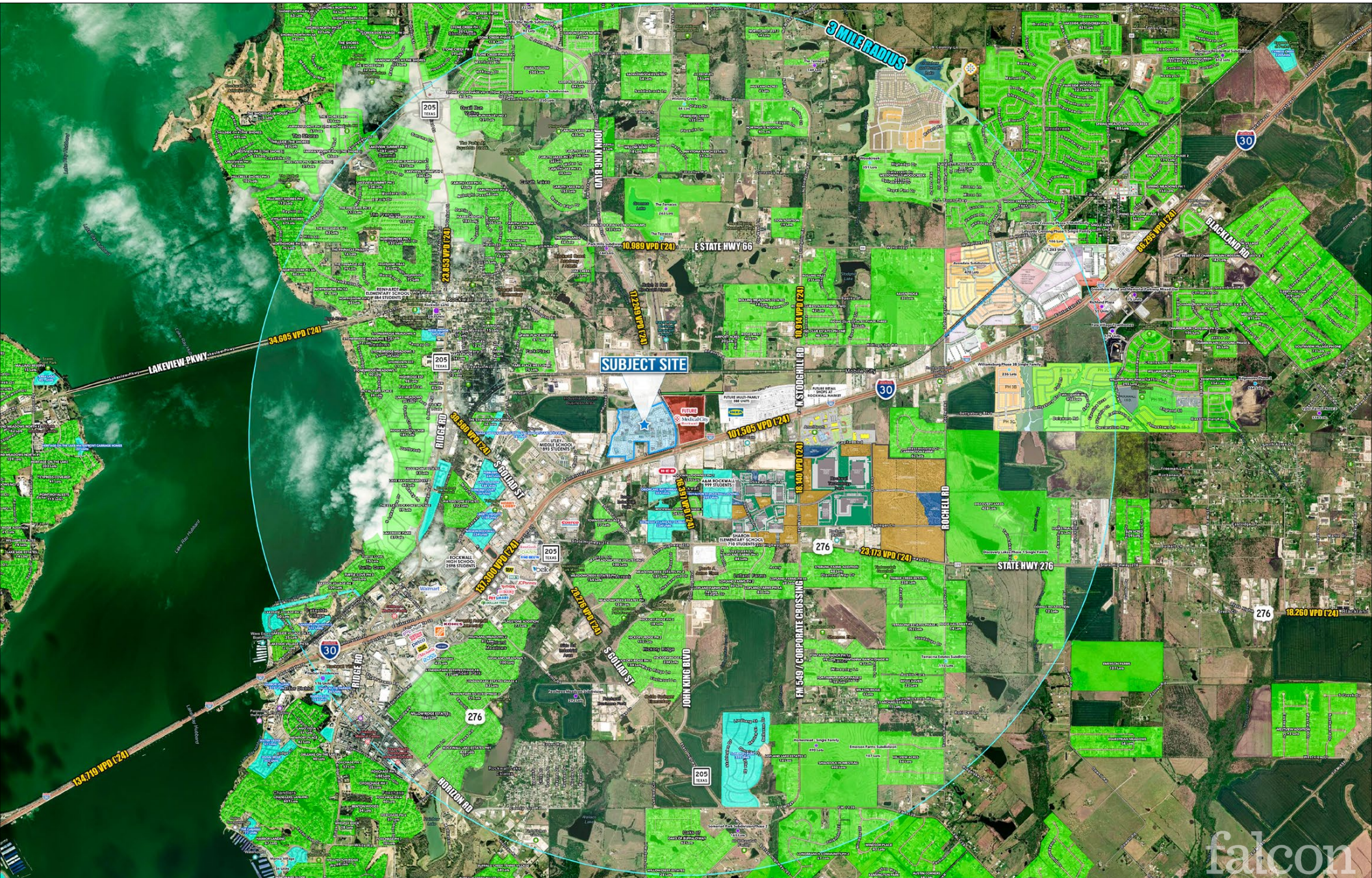
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NWC I-30 & JOHN KING BLVD | ROCKWALL, TX

**falcon**

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## Fast-Growing Trade Area

AFFLUENT DEMOGRAPHICS SUPPORTING DEMAND

### High-Value Psychographics

#### Affluent Estates (~29%):

Established wealth — educated, well-traveled married couples. Homeowners (~90%) who expect quality and invest in time-saving services.

#### Genxurban (~18%):

Gen X families with mortgages and stable careers; dual-income households with strong brand loyalty and consistent spending habits.

Esri Tapestry Segmentation · City of Rockwall 2024 Report  
Top segments: Savvy Suburbanites · Boomburbs · Up and Coming Families

Rockwall, TX · Lake Ray Hubbard Corridor · DFW Metro

### Trade Area Highlights



#### Exceptionally Affluent Customer Base

Average household incomes of **\$142K** (city) and **\$128K** (county-wide). Nearly 60% of Rockwall county households earn **\$100K+**; top-performing neighborhoods exceed **\$213K** average HHI.



#### Sustained Population Growth

Rockwall County grew **27%** from 2019–2024 (5.4% annually) — **2nd fastest-growing county in Texas**. County population **projected to reach 137K** by 2026. New residential supply actively expanding across the Rockwall trade area.



#### Retail-Ready Demand Profile

Stable, high-spending consumer base with **96% living above the poverty line**. Dominant Affluent Estates and Savvy Suburbanites segments drive demand across **grocery, service, dining, and premium QSR** formats. Apartment inventory grew **234%** from 2014–2024.

**\$142K**

Avg. HH Income  
(City of Rockwall)

**29%+**

Affluent Estates  
(Esri Tapestry)

**27%**

County Pop Growth  
2019–2024

**234%**

Apt Inventory Growth  
2014–2024

# ROCKWALL DISTRICT | RETAIL SPACE AVAILABLE FOR LEASE

MARKET MOMENTUM  
**ROCKWALL, TX**

ROCKWALL COUNTY · DFW METROPLEX





A high-affluence lakeside market supported by sustained population growth, residential development, and countywide infrastructure investment.

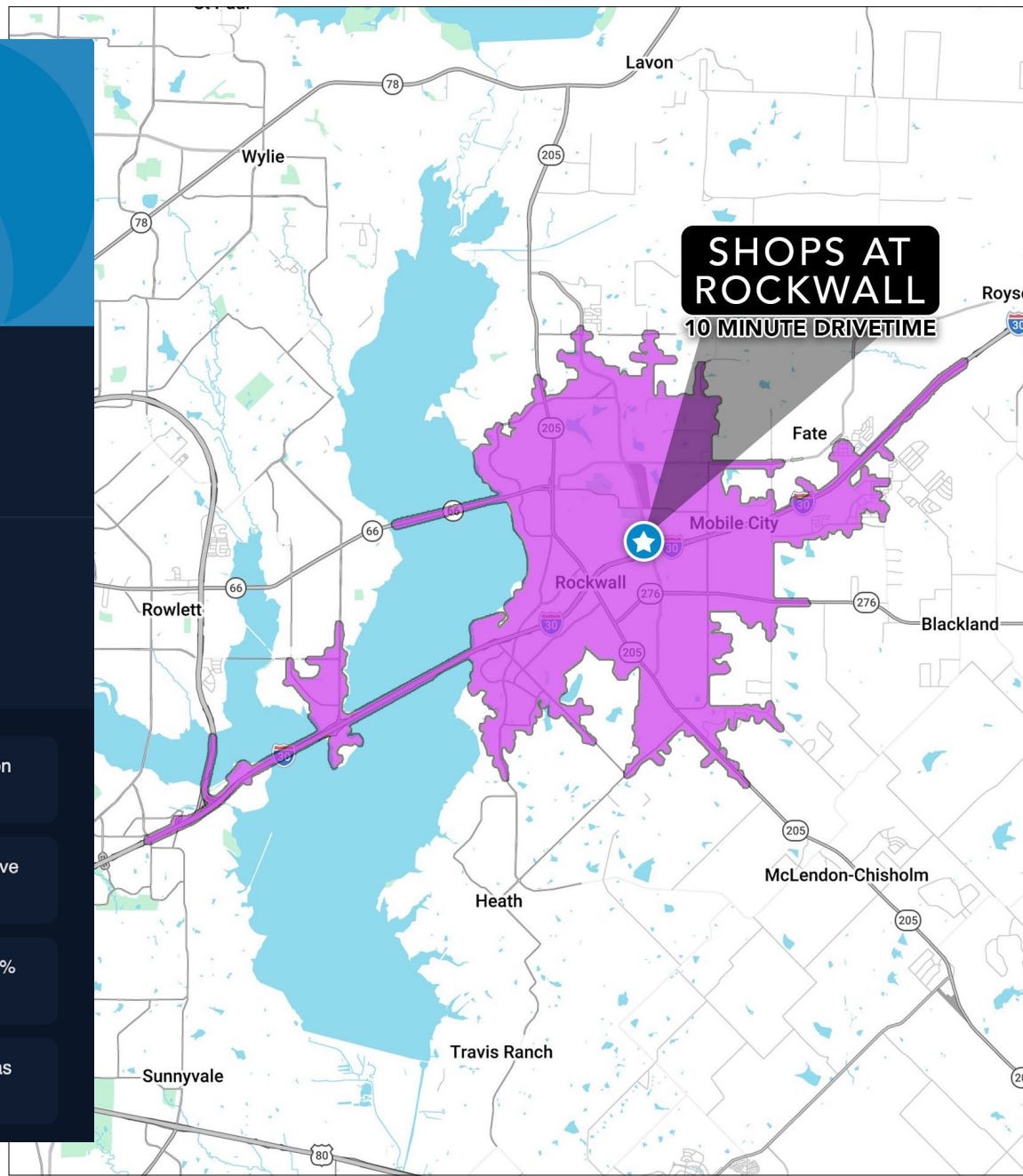
**27%**  
 POPULATION GROWTH  
 2019 – 2024  
 U.S. CENSUS BUREAU

**\$142K**  
 AVERAGE HOUSEHOLD  
 INCOME (CITY)  
 ACS 5-YEAR ESTIMATES 2024

**234%**  
 APARTMENT INVENTORY  
 GROWTH 2014 – 2024  
 REALPAGE ANALYTICS

**137K**  
 PROJECTED COUNTY  
 POPULATION BY 2026  
 CUBIT PLANNING

-  **2nd Fastest-Growing County in Texas** — Rockwall County recorded a 6.5% population increase, trailing only Kaufman County statewide, per U.S. Census Bureau estimates.
-  **500+ Active New Construction Listings** — 597 new-construction homes currently active in the county, with new-build average list prices up 24.9% year-over-year to \$631K.
-  **Top-Tier Education & Quality of Life** — 49% of adults hold bachelor's degrees (vs. 22% nationally); consistently ranked among the best family communities in North Texas.
-  **Strategic DFW Location** — Situated on Lake Ray Hubbard, 20 miles northeast of Dallas with direct I-30 access; a key growth corridor within the nation's 4th-largest metro.



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## DEMOGRAPHIC SUMMARY

### ROCKWALL DISTRICT

Drive time of 10 minutes

#### KEY FACTS



45,516  
Population



52,999  
Daytime Population



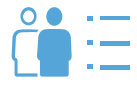
3.41%  
'23-'28 Compound Annual Growth Rate



17,681  
Households



\$377,050  
Median Home Value



39.4  
Median Age

#### EDUCATION



15%  
High School Diploma



19%  
Some College



48.28%  
Bachelor's Degree or Graduate Degree

#### INCOME



\$101,953  
Median Household Income



\$130,426  
Average Household Income



\$49,964  
Per Capita Income



\$324,678  
Median Net Worth

#### BUSINESS



2,543  
Total Businesses



27,530  
Total Employees



22.75%  
Blue Collar Occupation



77.25%  
White Collar Occupation

#### AVERAGE ANNUAL HOUSEHOLD SPENDING



\$111,709  
Total Annual Expenditures



\$4,576  
2025 Meals at Restaurants



\$8,094  
2025 Meals at Home



\$36,078  
Retail Goods



\$4,577  
Entertainment



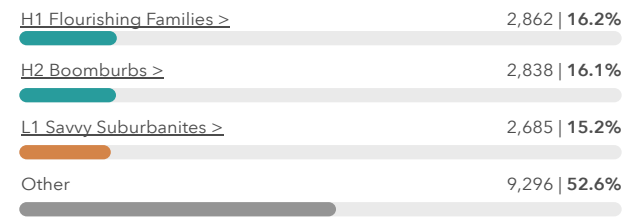
\$1,189  
Personal Care



\$8,467  
Health Care

## Tapestry

Top 3 segments by household count



[View comparison table](#)

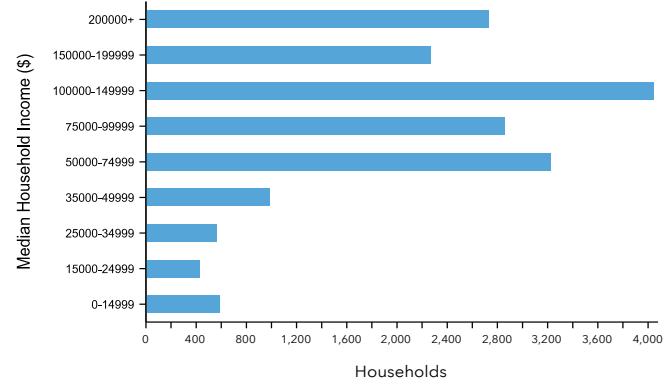
#### 2025 Race and ethnicity (Esri)

The largest group: White Alone (61.43)

The smallest group: Pacific Islander Alone (0.10)

Indicator ▲	Value	Diff
White Alone	61.43	+12.88
Black Alone	12.63	-3.09
American Indian/Alaska Native Alone	0.83	-0.14
Asian Alone	4.90	-3.50
Pacific Islander Alone	0.10	-0.03
Other Race	6.82	-5.25
Two or More Races	13.29	-0.87
Hispanic Origin (Any Race)	21.39	-7.79

Bars show deviation from Dallas-Ft. Worth, TX



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## CONTACT

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A DEVELOPMENT BY:



**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  
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Business Name

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\_\_\_\_\_  
Sales Agent / Associate's Name

\_\_\_\_\_  
License No.

\_\_\_\_\_  
E-Mail

\_\_\_\_\_  
Phone

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

\_\_\_\_\_  
Date