

ROCKWALL DISTRICT

NWC I-30 & John King Blvd

A premier lifestyle shopping center development
blending best-in-class retail, elevated dining,
family entertainment, 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):

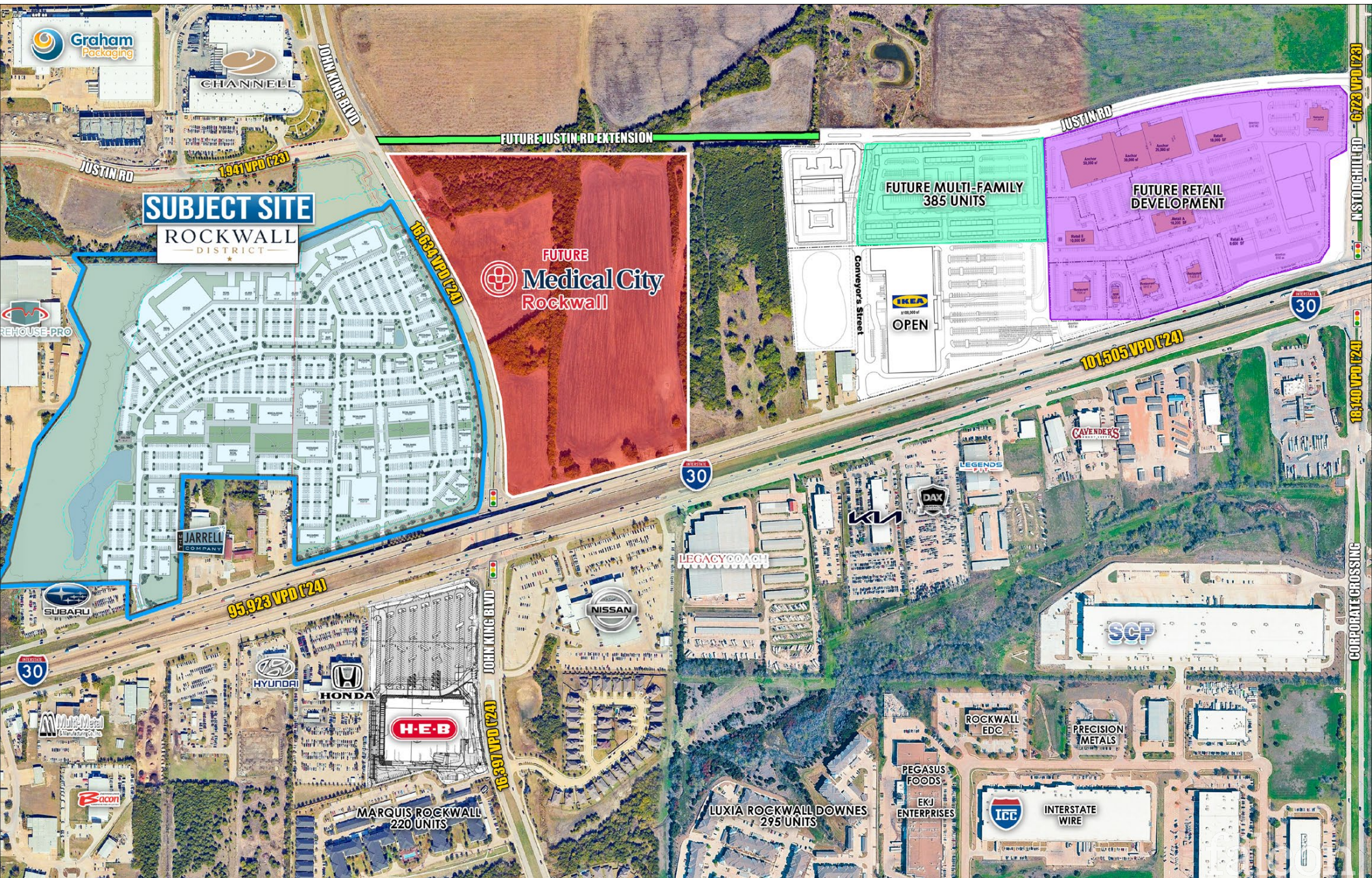
- Total Population: 45,516
- Daytime Population: 52,999
- Average HH Income: \$130,426
- Median HH Income: \$101,953

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.



falcon

NWC 1-30 & JOHN KING BLVD | ROCKWALL, TX

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PARKING SCHEDULE	
PARKING ZONE	Space Quantity
1	792
2	1027
3	1043
TOTAL PARKING	
2862	

RETAIL AREAS		
ZONE	RETAIL TYPE	RETAIL AREA
ZONE 1		
ZONE 1	RETAIL SHOPS	12750 SF
ZONE 1	RETAIL SHOPS	12400 SF
ZONE 1	RETAIL SHOPS	15750 SF
ZONE 1	RETAIL SHOPS	5000 SF
ZONE 1	RESTAURANT	5000 SF
ZONE 1	RESTAURANT	5840 SF
ZONE 1	RESTAURANT	5892 SF
ZONE 1	RESTAURANT	5890 SF
ZONE 1	RESTAURANT	5840 SF
ZONE 1	RESTAURANT	4125 SF
		94437 SF

ZONE 2		
ZONE 2	RESTAURANT	12800 SF
ZONE 2	RESTAURANT	9875 SF
ZONE 2	54TH STREET	18002 SF
ZONE 2	MEDICAL OFFICE	17500 SF
ZONE 2	RETAIL	15750 SF
ZONE 2	RETAIL	15300 SF
ZONE 2	RETAIL	11200 SF
ZONE 2	RETAIL	12800 SF
ZONE 2	RETAIL	13037 SF
ZONE 2	NURSERY	7800 SF
ZONE 2	RETAIL	11500 SF
		143464 SF

ZONE 3		
ZONE 3	BOX	12000 SF
ZONE 3	JR. BOX	8000 SF
ZONE 3	RETAIL	7475 SF
ZONE 3	RETAIL SHOPS	10875 SF
ZONE 3	JR. BOX	8000 SF
ZONE 3	RETAIL	9450 SF
ZONE 3	BOX	15550 SF
ZONE 3	RESTAURANT	5400 SF
ZONE 3	SALE	2750 SF
ZONE 3	RETAIL	12250 SF
ZONE 3	FITNESS	38710 SF
ZONE 3	RETAIL	5950 SF
ZONE 3	RESTAURANT	5000 SF
ZONE 3	RESTAURANT	4250 SF
		148580 SF
		344462 SF

LEGEND

- PROPERTY LINE
- 10' UTILITY EASEMENT
- 25' BUILDING SETBACK
- 30' LANDSCAPE BUFFER

1 OVERALL PLAN
1" = 100'-0"

ROCKWALL
DISTRICT

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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

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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.



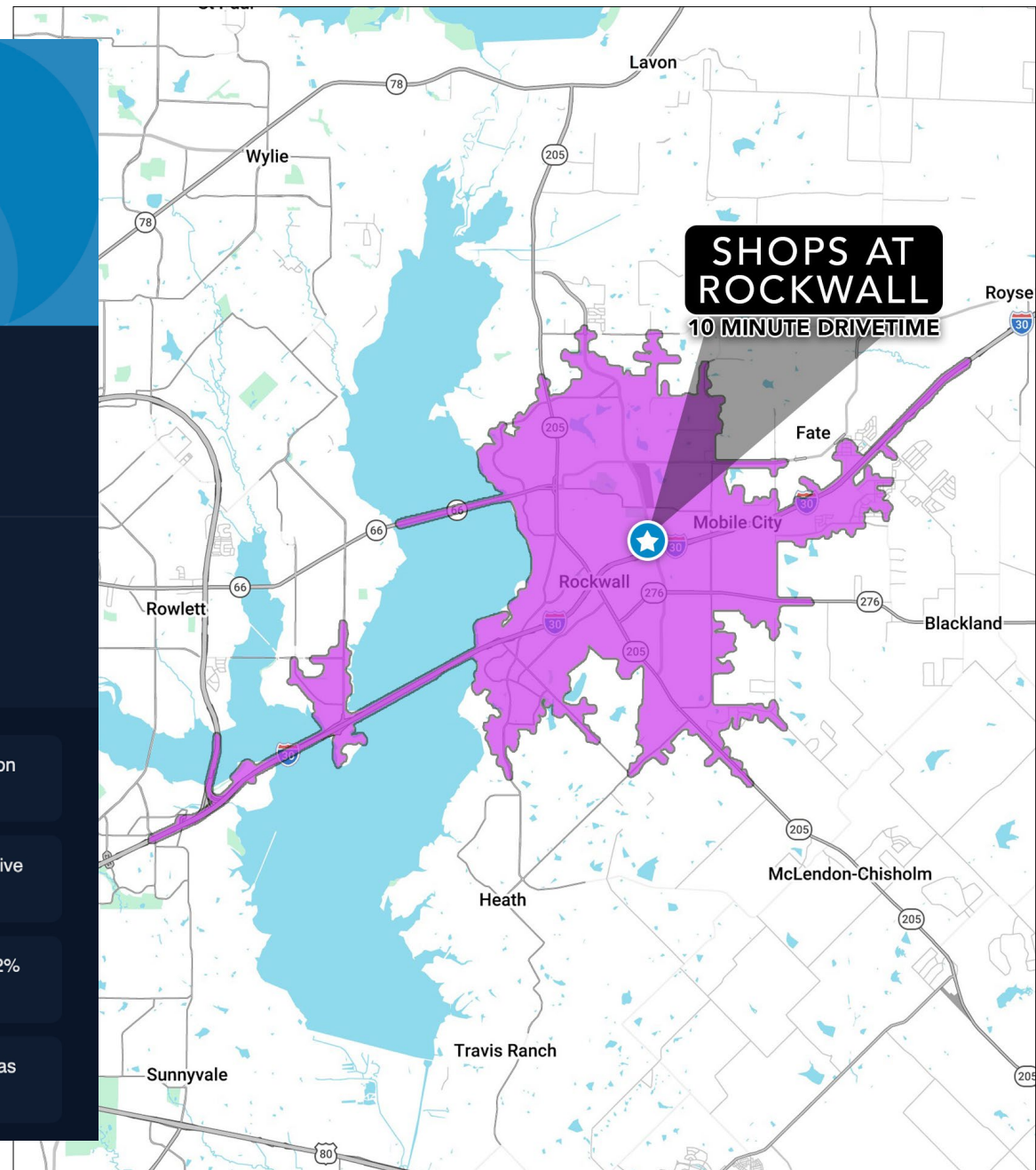
500+ Active New Construction Listings — 597 new-construction homes currently active in the county, with new-build average list prices up 24.9% year-over-year to \$631K.



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

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

BUSINESS



2,543

Total Businesses



27,530

Total Employees



22.75%

Blue Collar Occupation



77.25%

White Collar Occupation

Tapestry

Top 3 segments by household count

[H1 Flourishing Families >](#) 2,862 | 16.2%

[H2 Boomburbs >](#) 2,838 | 16.1%

[L1 Savvy Suburbanites >](#) 2,685 | 15.2%

Other 9,296 | 52.6%

[View comparison table](#)

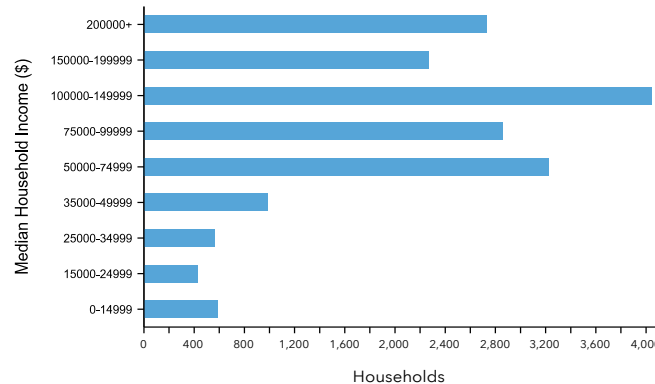
2025 Race and ethnicity (Esri)

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

HUNTER BROUS • 817.454.5366 • hunter@falconcompanies.com

JACQUIE STONE • 214.934.8340 • jstone@falconcompanies.com

A DEVELOPMENT BY:



Hunington

HUNINGTON PROPERTIES, INC.

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