ROCKWALL DISTRICT

A DEVELOPMENT BY:
Hunington
HUNINGTON PROPERTIES, INC.

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



HUNTER BROUS • 817.454.5366 • hunter@falconcompanies.com
JACQUIE STONE • 214.934.8340 • jstone@falconcompanies.com

falcon

ROCKWALL DISTRICT | RETAIL SPACE AVAILABLE FOR LEASE

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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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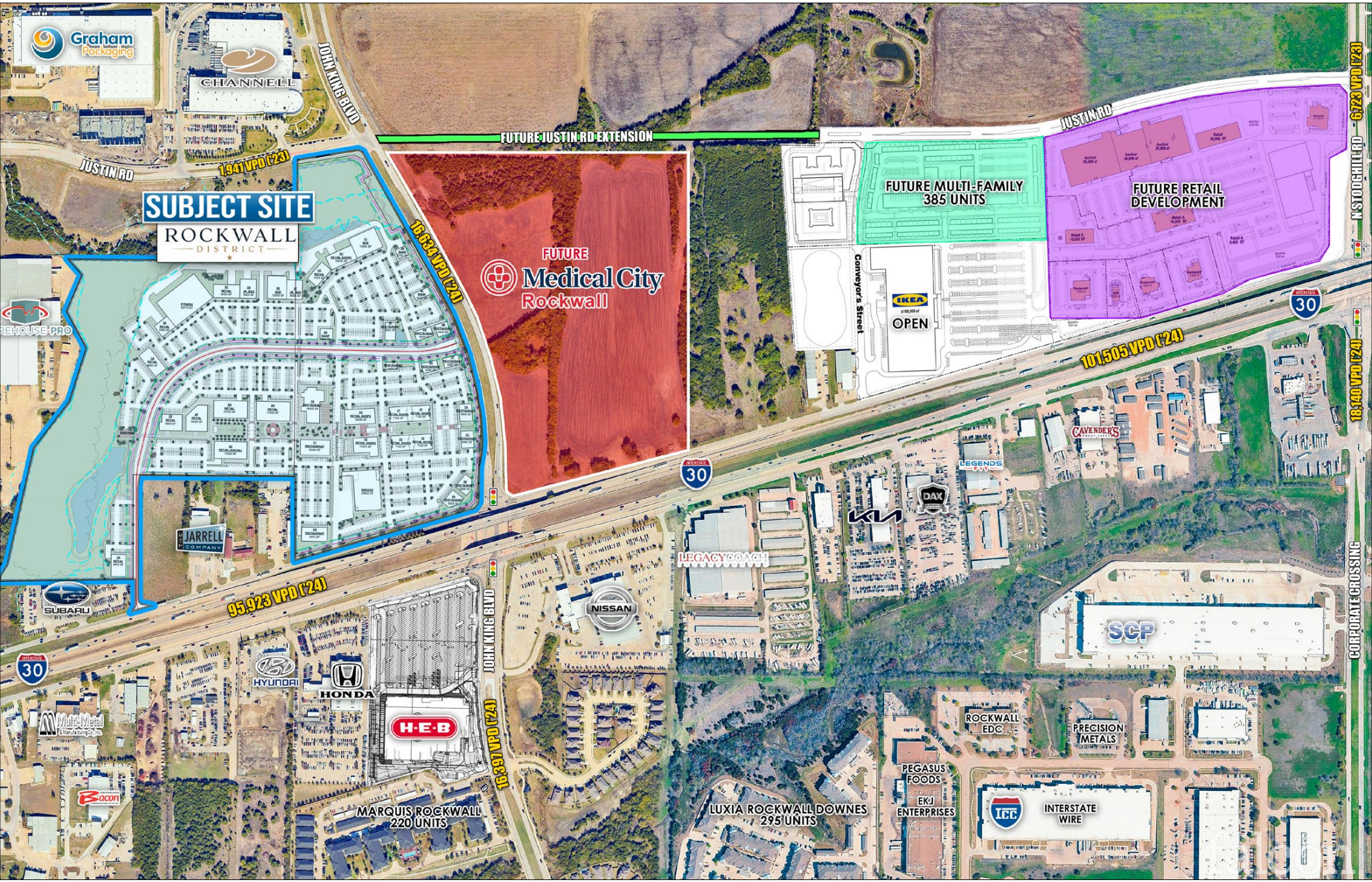






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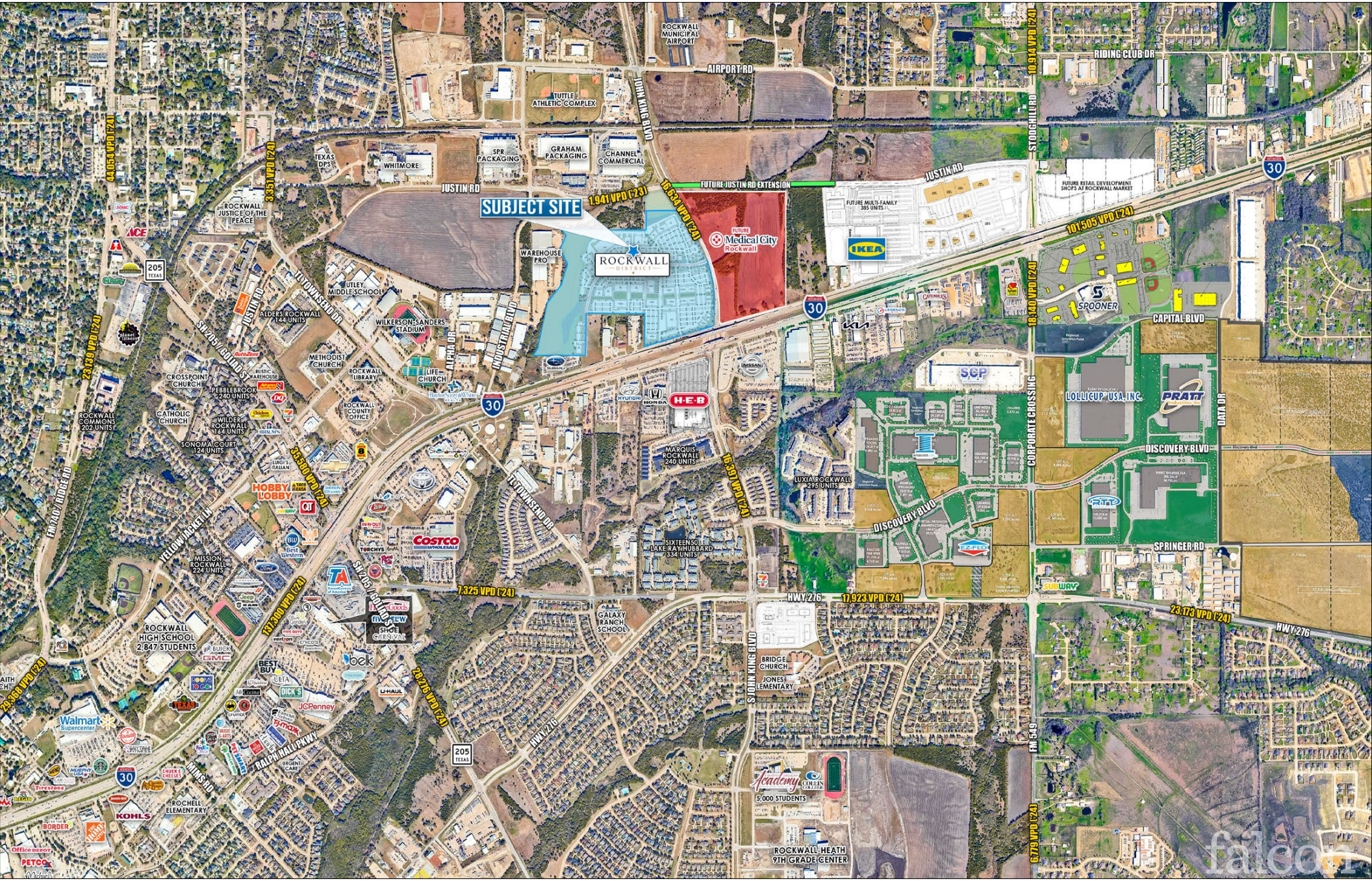
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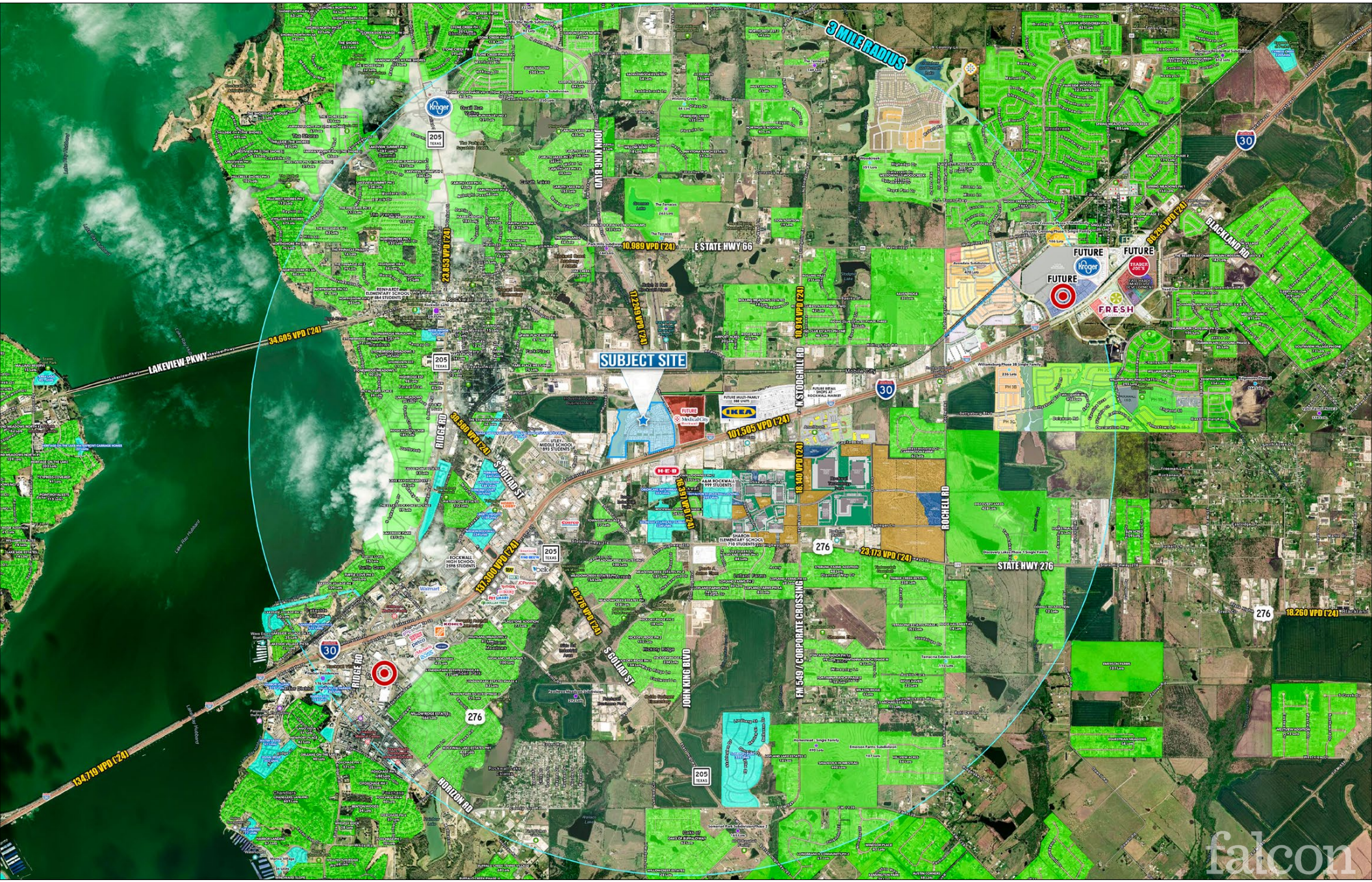
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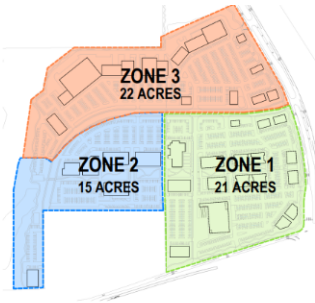


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PARKING SCHEDULE

PARKING ZONE	Space Quantity
1	973
2	594
3	799
TOTAL PARKING	2366

RETAIL AREAS

BUILDING	RETAIL TYPE	RETAIL AREA
ZONE 1		
1A	RESTAURANT	5626 SF
1B	RESTAURANT	5690 SF
1C	RESTAURANT	5940 SF
1D	RESTAURANT	5940 SF
1E	RETAIL SHOPS	7120 SF
1E	RETAIL SHOPS	7120 SF
1F	RETAIL SHOPS	7120 SF
1F	RETAIL SHOPS	7120 SF
1G	RETAIL SHOPS	11070 SF
1H	RETAIL SHOPS	12400 SF
1J	RESTAURANT	12400 SF
1K	RESTAURANT	16002 SF
1M	RESTAURANT	2400 SF
1N	RESTAURANT	4290 SF
1P	RESTAURANT	4290 SF
1Q	RESTAURANT	9975 SF
GROCER	GROCER	29952 SF
		154455 SF
ZONE 2		
2A	RETAIL	8855 SF
2D	RETAIL (SOCIAL)	15300 SF
2E	RETAIL	9609 SF
2F	RETAIL	13428 SF
2G	RETAIL	15750 SF
2H	RETAIL	17500 SF
		80441 SF
ZONE 3		
	FITNESS	38710 SF
3A	RETAIL	9800 SF
3B	RETAIL	5950 SF
3C	RETAIL	9450 SF
3D	JR. BOX	8500 SF
3E	BOX	12000 SF
3F	JR. BOX	8000 SF
3G	RETAIL	7475 SF
3H	RETAIL SHOPS	10875 SF
3J	BOX	15950 SF
3K	BANK	2750 SF
3L	BANK	3400 SF
3M	RESTAURANT	4420 SF
3N	RESTAURANT	4500 SF
3P	RESTAURANT	5022 SF
3Q	SHOP	3600 SF
		150402 SF
		385298 SF

LEGEND

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

1 OVERALL PLAN
1" = 100'-0"

0' 50' - 0" 100' - 0" 200' - 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	29%+	27%	234%
Avg. HH Income (City of Rockwall)	Affluent Estates (Esri Tapestry)	County Pop Growth 2019–2024	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.

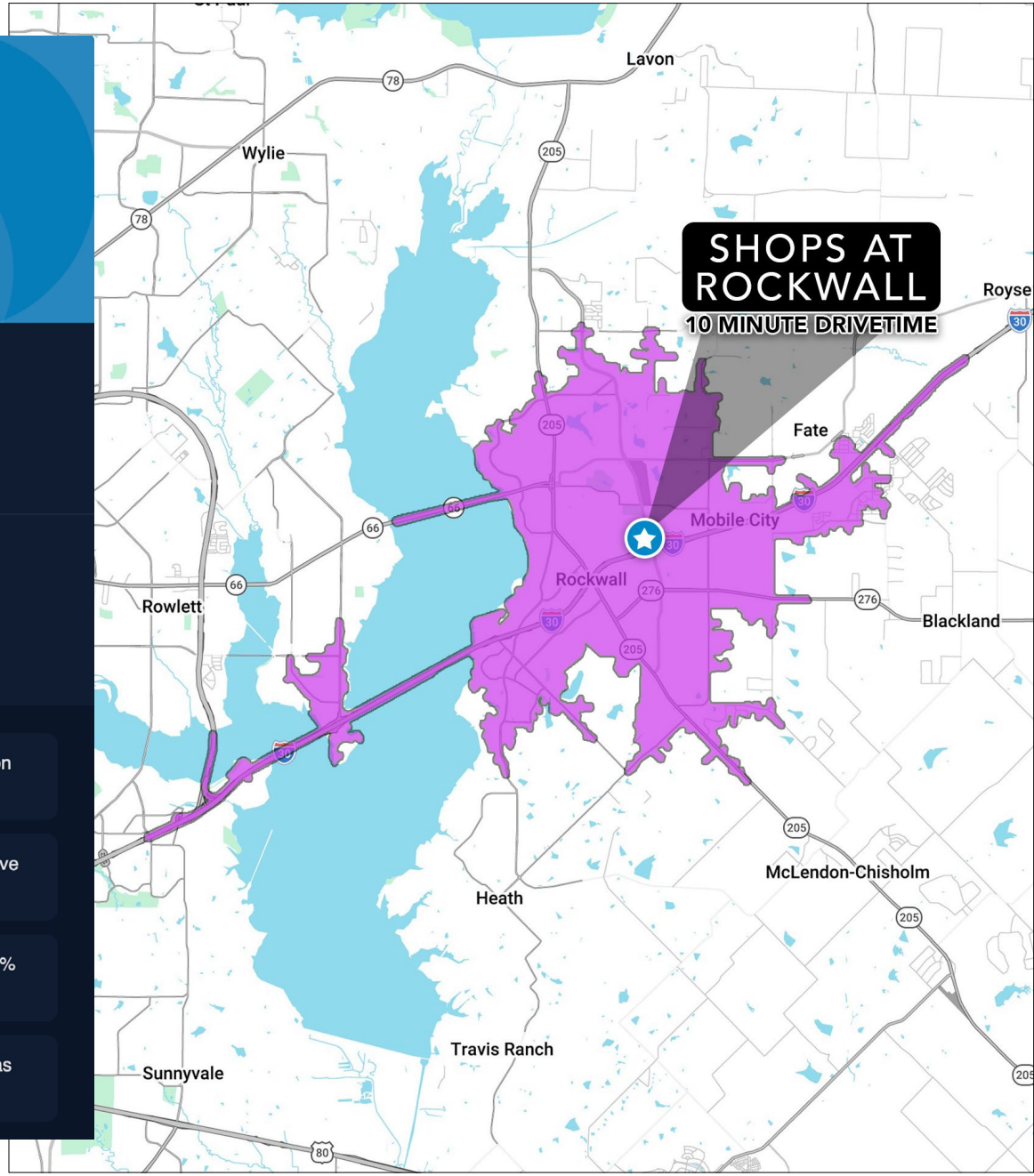
27%
POPULATION GROWTH
2019 – 2024
U.S. CENSUS BUREAU

$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	52,999	3.41%
Population	Daytime Population	'23-'28 Compound Annual Growth Rate

17,681	$377,050	39.4
Households	Median Home Value	Median Age

EDUCATION

15%	19%	48.28%
High School Diploma	Some College	Bachelor's Degree or Graduate Degree

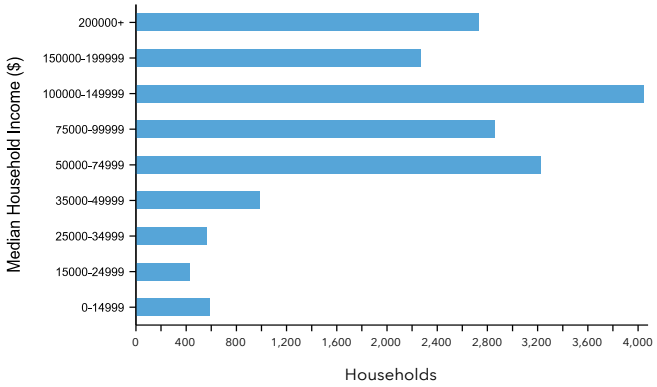
INCOME

$101,953	$130,426	$49,964	$324,678
Median Household Income	Average Household Income	Per Capita Income	Median Net Worth

AVERAGE ANNUAL HOUSEHOLD SPENDING

$111,709	$4,576	$8,094
Total Annual Expenditures	2025 Meals at Restaurants	2025 Meals at Home

$36,078	$4,577	$1,189	$8,467
Retail Goods	Entertainment	Personal Care	Health Care



BUSINESS

2,543	27,530	22.75%	77.25%
Total Businesses	Total Employees	Blue Collar Occupation	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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ROCKWALL **DISTRICT**

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INFORMATION ABOUT BROKERAGE SERVICES

TYPES OF REAL ESTATE LICENSE HOLDERS:

• A BROKER is responsible for all brokerage activites, 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